

GREENING SAN FRANCISCO IN 2010

Neighborhood participation. Democratic process. Beauty and vibrancy. Livability. Sustainability and natural process. Preservation and enhancement. Social and economic diversity. Best practices. These



16th and Mission BART Station beautification energizes the space. Illustration by Robin Chiang

are just some of the phrases that the San Francisco Beautiful Public Affairs Committee used in a recent meeting to describe the values that we espouse for our city. In all of our projects, whether the opposition to commercialization of the public realm through the proliferation of billboards or the awarding of a Klusmann grant for an exemplary community project, these are just some of the tests we apply. The Committee is evaluating some 50 potential projects worthy of our attention – those that are most important for assuring that the city retains and enhances its unique and memorable sense of place as a beautiful, livable, green and vibrant urban center in the 21st century.

SFB debuts Market Street Visions Project

Following on the heels of last November's defeat of Prop D which would have plastered the Central Market Street area with wall-to-wall billboards, San Francisco Beautiful has debuted the first annual San Francisco Beautiful Urban Realm Prize designed to create positive change in this neighborhood. The Prize was won by Cindy Talley, a recent graduate of the University of California Berkeley with a Master of Landscape Architecture, and provides a stipend for three months work. Teamed with SFB's Public Affairs Committee, in cooperation with SFB Board member Scott Preston and his team at Design + Planning at AECOM and the San Francisco City Planning Department, we will present the city with a vision of what this troubled neighborhood could become. We are studying Market from Fifth to Van

Ness, including the U. N. Plaza area and Fulton Mall, and Grove Street from Market to Van Ness.

The plan will present a conceptual vision, tying together ideas about how best to use the public realm – for pedestrians, cyclists, trolleys, and motor vehicles – to address what John King, Chronicle Urban Design writer recently characterized as “forlorn at one moment, threatening the next, and it has persisted for more than four decades ...” He goes on to quote former long time planning director Dean Macris, “If there was ever a reason to rethink it, this is the time.”

Rethink it we are, including everything from sidewalk widths, traffic mix

Today, for the first time in history, more than half the world's population lives in cities. San Francisco is privileged to be one of the cities in the world that is both economically successful and environmentally desirable – and San Francisco Beautiful is proud to be working with

you, our members and donors, to help support our multifaceted and diverse city life, and maintain our quality of life for new populations that have a choice – whether to support or abandon our city – whether to cocoon or become a part of our vibrant cityscape – whether to manage change or become stuck in the past, or to succumb to every passing fancy.

Stick with us in 2010 and encourage your friends and colleagues to join. Watch the quality of life improve for all of us with your help and the help of San Francisco Beautiful.



A public presentation of the Market Street vision plan will be held in September. Photo by Cindy Talley

and location, lighting, landscaping, drainage, and ways to activate the sidewalk and plazas to attract pedestrians and ultimately economic activity. SFB's work in the 1990s to make it easier to permit sidewalk cafes has paid off all around the city, and most recently even in the central market area which now has its fit and popular such venue.



Creating, Enhancing and Protecting the Unique Beauty and Livability of San Francisco



VOL. 23 NUMBER 1

THE CABLE

SPRING 2010



Jim Chappell New Interim Executive Director

This is an exciting time for me to join San Francisco Beautiful as Interim Executive Director because it is a time of great opportunity in the life of our city. The recession is difficult for many in a myriad of ways. I don't have to tell you that. But for an organization like SFB which is dedicated to the quality of life in the city, the slow-down in the economy provides an opportunity to plan for the end of the recession and be sure the City gets things right.

I picked up the paper the other day to see the headline, “Upgrades to put cable car lines out of commission.” This brings us all back to Friedel Klusmann who led the battle in 1947 to assure that the Cable Cars would not be abandoned but remain an integral part of our transportation system. They were rebuilt in 1982 to 1984, and now 25 years later, it's that time again. Rest assured, SF Beautiful will be there to help guarantee that not only the technical systems of this important part of our heritage are upgraded but that the City's commitment to fully funding their operations in this time of budget deficits remains strong.

For the first time in over fifty years, we are on the cusp of a new era for American cities, nowhere more so than in San Francisco. Based on the City's

At San Francisco Beautiful, we are not holding our breath, nor waiting for the next economic boom. In times of scarcity and insecurity, the need for a strong, active San Francisco Beautiful is all the more imperative, lest we forget what makes San Francisco, San Francisco.

Your San Francisco Beautiful – with its board, staff, volunteers, and donors – is now building towards a stronger future as never before. As SFB enters its next phase of development, we are pleased to announce the appointment of Jim Chappell as Interim Executive Director.

Jim is an experienced non-profit executive director best known for his leadership at SPUR – a sister organization that has emerged as one of the nation's pre-eminent civic affairs think-tanks. During his 16-year tenure at SPUR, Jim grew the staff of two and an annual budget of \$270,000 to a staff of 17 and an annual budget of \$2.5 million. In addition, he conceived and led the efforts to build the SPUR Urban Center, a 14,500 square foot, \$14 million community center that opened last year.

While San Francisco Beautiful is a different organization, with its unique history and mission within the public realm, Jim and SFB share a record of bringing a culture of balanced and informed debate to San Francisco issues through research, education, and public advocacy.

Jim, welcome to San Francisco Beautiful!

Milo F. Hanke, President, Board of Directors



Great Streets plan, some of our busiest streets are being turned into gracious, tree-lined boulevards – Portola, Guerrero, and Divisadero, to name three – moderating traffic and making them more pedestrian and bicycle friendly in the process. The Pavement to Parks program has already built a series of inexpensive, small plazas, in front of a coffee shop here, on an unused piece of street there, again returning to the centuries-old practice of using the public realm for more than merely moving trucks and autos.

This is all coming together in the Community Benefit District movement, whereby neighbors band together to form public-

private partnerships to help manage the public realm – their sidewalks, their streets, their neighborhood open spaces. San Francisco already has 10 such districts and more are in formation.

San Francisco Beautiful will be there at every step of the way, helping improve San Francisco's urban villages just as we have been over the last 63 years. I am proud to be able to be a part of this exciting time in the life of San Francisco and San Francisco Beautiful.

Jim Chappell
Interim Executive Director

SAVE THE DATE

San Francisco Beautiful's
2010 Beautification Awards
Dinner, Silent Auction and Awards Celebration
WEDNESDAY, OCTOBER 13
The Mark Hopkins Intercontinental Hotel
www.sfbeautiful.org/awards



2009 ANNUAL REPORT

San Francisco Beautiful's vision is to assure that the city retains and enhances its unique and memorable sense of place, balance and diversity as a beautiful, livable, green and vibrant urban center for the 21st century. We work to do this through our Public Affairs, Beautification Awards and Klussmann Grants Programs.

PUBLIC AFFAIRS

In the public realm, the physical is built, razed or left in its natural state. San Francisco Beautiful weighs in on these activities or initiates action for or against them. We pride ourselves in being an honest broker in these matters. In 2009:

- SFB said 'no' to flashing, digital billboards littering Mid-Market Street when we opposed Proposition D. On the same ballot, we supported Prop E preventing the sale of additional advertising in the public right-of-way.



To report suspect billboards: 415-558-6354; jonathan.purvis@sfgov.org

- after meeting its stated goals of bringing together invested parties and improving Lake Merced's water quality and habitat, the Lake Merced Task Force disbands. SFB co-founded and was a major player on the Task Force from start to finish.
- continued working with the City and neighborhood representatives on the Housing Element's language to ensure that development happens in appropriate places without threatening established neighborhoods' character.
- taking an active role by participating on the:
 - * Graffiti Advisory Board
 - * People for the Parks/Presidio Task Force
 - * Campaign to Save the Golden Gate Park Windmills
 - * Community Open Space Task Force
 - * Newsrack Advisory Board

KLUSSMANN GRANTS

Through the Friedel Klussmann Grants Program, San Francisco Beautiful has given over \$1 Million to neighborhood improvement projects. Over the years, with the help of SFB, volunteers and organizations have created community and school gardens; murals and mosaics; historic surveys and trail guides. In 2009, grants went to:

- **Russian Hill Neighbors - Broadway Gardens:** \$2,500 for seedlings, trees, tools and compost bins to convert a neglected mini-park and parking pad into a children's learning garden.
- **SPEAK - Survey of Pre-1925 Historic Ocean-side Buildings:** \$5,000 to conduct a full survey.

BOARD EXPANDS



Clinton J. Loftman

Clint Loftman, Development Program Manager for the Oakland Housing Authority, develops and finances affordable housing. His consulting practice, CJL Consulting, focuses on public-private partnership real estate development and finance. Clint brings over 20 years of experience in real estate development, urban planning, community and economic development, finance and art to the San Francisco Beautiful Board.

Clint has been active in the community, having served as a charter member on the Treasure Island Restoration Advisory Board, as a strategic advisor for the proposed San Francisco Design Museum, and as a judge for Stanford University's Social Purpose Business Plan Competitions.

As a Rothschild Scholar, Clint earned an MBA from Northwestern University's Kellogg School of Management. He also has a Certificate in Urban Design from Harvard University Graduate School of Design and a BA from Williams College where he was a Weston Scholar.



Richard (Rick) F. Munzinger

Rick Munzinger, a partner at Shartsis Friese LLP, is a commercial litigator with a focus on complex disputes. In 2009, Rick was named a Bay Area Rising Star by SuperLawyers magazine. He has served on the BASF Barristers' Club Board and has chaired the city's high school Mock Trial program and the Barrister's Club Pro Bono Committee. He currently serves on the San Francisco Bar Association's Volunteer Legal Service Providers Leadership Committee. Rick is involved with the San Francisco Food Bank and DeMarillac Academy, an innovative Catholic school for low-income, high-risk families in the Tenderloin.

Rick graduated from the University of Notre Dame magna cum laude, Phi Beta Kappa with a degree in philosophy. He earned his Masters in Education from the University of Portland and taught grade school in low-income, high-risk areas in Forth Worth, Texas. He moved to the Bay Area in 1998, and obtained his J.D. from Stanford University Law School.

While at Stanford, Rick fell in love with San Francisco. He joined the SFB board because he believes that San Francisco is the best city in the world, and that SFB is working hard to keep it that way.

Apply for a Klussmann Grant. Application deadline is June 1. www.sfbeautiful.org/grants 415.421.2608x12

BEAUTIFICATION AWARDS

Each year since 1972, San Francisco Beautiful has spotlighted beautification efforts across the city that have enhanced our city's livability and enriched our lives. With the 2009 awards theme, "Saving Our City: Beauty has a Place", the honorees were:

- La Playa Pocket Park
- ClementinaCares
- Piers 1 1/2, 3 & 5
- SPUR Urban Center
- Prop J (2008): Historic Preservation Commission
- GGNRA Superintendent Brian O'Neill: In Memoriam



Beautification Award winners: La Playa Pocket Park, Piers 1 1/2, 3 & 5 and the SPUR Urban Center.

SAN FRANCISCO BEAUTIFUL

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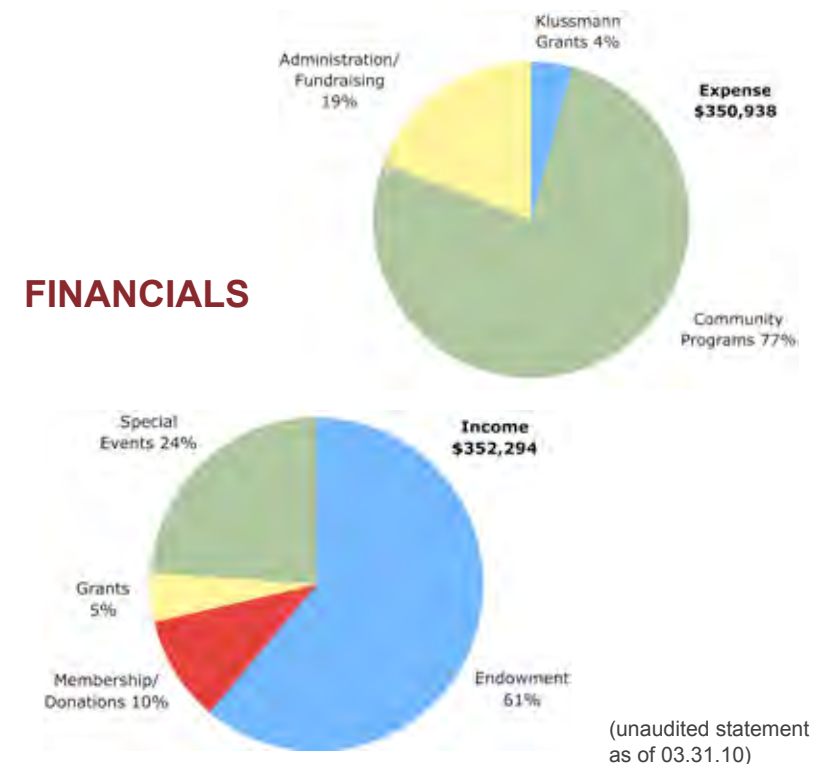
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 Sheila Kolenc – Deputy Director
 Ron Wong & Associates - Dinner Consultant

VOLUNTEERS

Karen Braseth, David Crommie
 Tracy Hoffman, Nan McGuire
 Jessee Parish

FINANCIALS



MEMBERSHIPS/SALES

- \$5,000 Friedel Klussmann Circle
- \$1,500 Protector
- \$500 Enhancer
- \$250 Creator
- \$100 Beautifier
- \$50 Cable Car Bell Ringer

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 Make checks payable to San Francisco Beautiful. For credit card payments:

Visa MasterCard Name on Card: _____
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- Logo Long Sleeve Shirt: \$22.50
 _____M _____L _____XL
- Rooftop Gardens: From Conception to Construction: \$5.00 (1997)
- Stairway Walks in San Francisco by Adah Bakalinsky: \$20.00 (20th Ed.)

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