

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



For Immediate Release
September 22, 2008

Contacts: Leigh Ann Baughman
and Sheila Kolenc
415.421.2608 • sfb@sfbeautiful.org

2008 BEAUTIFICATION AWARDS ANNOUNCED

Hilltop to Water's Edge: The Unifying Power of Urban Beauty

September 22, 2008 San Francisco, CA — San Francisco Beautiful announced its 2008 Annual Beautification Awards winners. With the theme, "*Hilltop to Water's Edge: The Unifying Power of Urban Beauty*," SFB honors those whose beautification projects have made the trip between hilltop and water's edge more enjoyable.

The award winning beautification projects appear in parks and empty lots across the city. Some efforts were started by a handful of people with a shared vision that transformed slowly into a community force (Alvord Lake Gardening Party). Others were developed with input from hundreds of people at countless public meetings (Music Concourse Rehabilitation). All projects reflect extraordinary vision, commitment and hard work by a determined lot of individuals who have taken upon themselves the challenge of beautifying San Francisco.

San Francisco Beautiful's Executive Director Leigh Ann Baughman praises the award winners saying, "This years awardees have all shown exceptional vision and truly enhance the beauty and livability of San Francisco for everyone. It is an honor to know that these civic minded individuals take time out of their busy lives to do something great for all of us to enjoy."

Awards will be presented during San Francisco Beautiful's Beautification Awards Dinner on October 24th at the Mark Hopkins Hotel. For details visit www.sfbeautiful.org.

San Francisco Beautiful has worked for over 60 years making San Francisco more livable via its neighborhood improvement grants, civic initiatives and beautification awards.

www.sfbeautiful.org

Mrs. Friedel Klusmann
Founder

Leigh Ann Baughman
Executive Director

BOARD OF DIRECTORS

Robert C. Friese
Chair

Milo F. Hanke
President

Byron Rodriguez
Vice-President

Mark P. Ryser
Treasurer

Linda Muir
Secretary

Gilbert H. Castle, III
Christopher Charles
Joanne Chou
Ian Fletcher
Peter Fortune
Melissa Griffin
Edmond K. Hon
Ann K. Lanzerotti
Naomi Lempert Lopez
Bruce Marcucci
Mona S. Masri
Juan S. Monsanto
Tito Patri

San Francisco Beautiful 2008 Beautification Awards



- **Friedel Klussmann Award: Lake Merced** (Southwest corner of San Francisco at Lake Merced and Skyline Boulevards)

This ongoing lake restoration effort was started in 1999 by San Francisco Beautiful with Friends of Lake Merced, San Francisco State University and others. Over the past 3-4 years, the water has risen and its quality has improved. New multi-use paths and way-finding signage has been installed to make recreation opportunities more enjoyable.

- **Robert C. Friese Award for Neighborhood Conservation: Visitacion Valley Greenway** (Visitacion Valley beginning at Leland Avenue and progressing up to Tioga Avenue)

This linear series of six publicly-owned parcels function as an outdoor classroom and recreation area beautifying the landscape and uniting the diverse groups and generations of Visitacion Valley. The project incorporates a native plant garden, children's play garden, various fruit and street trees, public art, agricultural crops, herb garden and a senior pavilion.



- **Bayview Hill Natural Areas Restoration Program** (Off of Key Avenue near 3rd Street)

People work there daily taking out invasive plants and restoring the native habitat. From the top, the 360-degree view reveals the region's topography and urban sprawl.



• **Alvord Lake Gardening Work Party**
(Golden Gate Park entrance at Stanyan and Haight Streets)

This lakelet was created in 1801 but recently fell into disrepair. It has been lovingly taken under the wing of the Alvord Lake Gardening Party which meets every fourth Saturday to plant, weed, trim, pick up litter and sweep.

• **Golden Gate Park Music Concourse Rehabilitation** (eastern Golden Gate Park between MLK and JFK Drives)

Improvement projects at the Music Concourse enhance and preserve this area of Golden Gate Park as a place to go away from the auto dominated urban life to enjoy the beauty of nature and art in a landscaped setting.



• **The Presidio: Immigrant Point** (Washington Boulevard near Kobbé Avenue) and **Batteries to Bluffs Trail** (Seaward of Lincoln Boulevard near Battery Crosby)

This award encompasses extensive restoration of the city's western waters edge by the team effort of the Golden Gate National Parks Conservancy, the Presidio Trust and

the National Park Service.

Immigrant Point Overlook, has served as the dramatic setting for naturalization ceremonies. The isthmus links visitors with nature, trails and stunning views. A graceful stone plaza with displays showcases the area's natural beauty. The Trail Network along the western flank of the Presidio features unique biological and geological features, sites of historic importance and sweeping vistas.



For more 2008 Beautification Awards photos, go to:
<http://sfbeautiful.org/awards/2008webawardphotos/>