



Purpose of the Inventory

The purpose of the inventory is to define, create, and continually update an SFB neighborhood by neighborhood list of beautiful places for use in guiding future SFB beautification awards, grants, civic initiatives, City Hall advocacy, educational programs, membership drives, media campaigns, public relations efforts, etc. In other words, the inventory is intended to make more tangible SFB's mission statement both to SFB's membership and to external audiences.

Content of the Inventory

At the end of this document is an expanded version of the legend.

Sources of inputs to the inventory include:

- SFB's past beautification awards, grants, civic initiatives, and other ventures;
- Goals and policies emerging from past SFB annual retreats and from the strategic plan;
- Rating systems used in the past, notably SFB's annual beautification awards aesthetic scoring system;
- Relevant lists from respected publications (e.g., Adah Bakalinsky's stairways book) and other organizations (the American Institute of Architect's list of top 25 buildings);
- Other widely read publications, such as travel guides from Fodor, Access, and so on;
- Solicited input from other groups, both citywide (e.g., SPUR) and neighborhood specific (Telegraph Hill Dwellers);
- Solicited input from individuals, including SFB's Advisory Council, SFB's membership, recognized authorities (e.g., John King for urban design, Charles Fracchia for an historical perspective);
- Web 2.0 comments received from the general public.

SFB reserves the right to decide the timing and priorities for incorporating each of the above sources, because ultimately this is SFB's inventory rather than a massive compilation of everyone's choices.

Using the Inventory

Among the *internal* uses by SFB's Board, staff and volunteers are these:

- When SFB's Public Affairs Committee is asked to take a position on a development proposal, committee members can first check the inventory to see what's important to SFB in that location.
- When the Grants Committee receives applications, at a glance the committee members can determine the history of grants in that area by type of grant, recipient, and year.
- Per civic initiatives, SFB is in a better position to proactively advocate for certain City policies.

Potential benefits to external users include the following:

- Existing and potential members of SFB can obtain a clear, comprehensive and current understanding of San Francisco Beautiful's activities and advocacy positions.
- Organizations interested receiving an SFB grant or beautification award can research past grants and awards by location, category, year, etc.
- Individuals and organizations seeking SFB's support for a relevant policy proposal, land use project, or other civic initiative can assess the likelihood of SFB's support based on reviewing SFB's past activities.
- Tourists, residents and anyone else with a keen interest in our beloved city can plan excursions to sites that SFB has deemed especially worthwhile.

Updating the Inventory – How You Can Participate

SFB's members and the general public can participate in the evolution of the inventory in several ways:

- Become an active member of an SFB committee that adds to the inventory periodically, such as the Grants Committee, Beautification Awards Committee, or Public Affairs Committee;
- Monitor online news media and submit to SFB's staff the links to relevant news stories (identified in the inventory by the "Extra!" pins);
- As a representative of a neighborhood association (such as PAR in the Richmond), professional society (American Institute of Architects), city agency (Planning Department), or other organization with a mission complementary to SFB's, recommend specific additions to the inventory;
- Participate in the "SFB Forum" section of the inventory by organizing a discussion group, maintaining a blog, conducting an opinion survey on issues pertinent to SFB, and so on;
- Contribute to the "SFB Bonus Features" section by submitting a "beautiful tour", photographs, etc., consistent with the inventory's current content;
- Assist SFB's fund raising efforts by finding sponsors for the inventory (\$5,000 annually to have an organization's logo appear at the bottom of the inventory, including a click-through to the organization's home page);
- Help raise SFB's visibility and effectiveness by telling as many people as possible about the inventory and encouraging them to visit the Web site;
- Recommend to SFB enhancements to the inventory that you believe would be highly beneficial.

Thank you!

LEGEND FOR THE SFB INVENTORY OF BEAUTIFUL PLACES

Positives

SFB Specific



- SFB Special Affiliations (Cable Cars, Stairways)
- SFB Beautification Awards and Grants— *already mapped but need updating*
- SFB Past Civic Initiatives (Lake Merced, Green Schoolyards, Geneva Car Barn, Rincon Hill Park)
- SFB Current/Proposed Major Initiatives/Development Projects (Housing Element, Telephone Wire Undergrounding, Pocket Parks, Neighborhood Business Improvement Districts)

Parks, Open Space, Natural Environment



- Public Parks
- Private with Public Access including Rooftop Gardens
- Panoramic Views and Corridors
- The Bay, including Maritime Uses (Balclutha, Ferries)

Man-Made Environment



- Special Buildings, Both Modern (SFMOMA, Academy of Sciences) and Historic (City Hall, Old Mint)
- Public Art including Murals
- Other Landmarks (Golden Gate Bridge, Coit Tower, Alcatraz, Transamerica Pyramid, Fort Point)

Other Special/Uniquely SF



- Lombard Street, City Lights Book Store, Barbary Coast Trail, Parrot of Telegraph Hill, Top of the Mark, Ferry Building and Farmers Market, Movie settings

Cultural Institutions and Events



- Cultural Institutions – Museum Exhibits, Ballet/Symphony/Opera, Theater Groups, Sports Teams
- Special, Annual Defining Events (Chinese New Year's Parade, Ethnic Dance Festival, Bay to Breakers Race, Blue Angels)
- Restaurants, Shopping, Night Clubs, other Lifestyle Amenities

Debatables

Sources of Controversy (*helps us define aesthetics*)



- "Eye of the Beholder" (Vallancourt Fountain, De Young Museum, "Juke box" Marriott Hotel, "Cupid's Span" [bow and arrow sculpture on Embarcadero], Pier 39)



- Major City Policies Affecting Land Use, etc.
- Proposed Development Projects (e.g., 8 Washington Street)

News & Commentary



- John King's columns, Blogs, SFB Newsletter Opinion Pieces...

Negatives (*typically citywide rather than site specific, and thus difficult to map*)



- Billboards and other types of Illegal Signage
- Graffiti
- Dirty Streets
- Noise Pollution
- Bad Street Lighting
- Obtrusive Street Furniture (Utility Boxes)
- Poor Maintenance of Public Property