

# SAN FRANCISCO BEAUTIFUL<sup>SM</sup>

CREATING, ENHANCING AND PROTECTING CIVIC BEAUTY

VOL. 15 NUMBER 2

NEWSLETTER

SUMMER 2001

## Music Concourse Garage

### SFB ENDORSES ALTERNATIVE 7 PLAN

When the reconstruction of Golden Gate Park's De Young Museum and the Academy of Sciences is complete, the number of visitors to these two park venues is projected to increase by the hundreds of thousands annually. Add to that the enduring popularity of the Strybing Arboritum and the Japanese Tea Garden and these areas surrounding Golden Gate Park's Music Concourse could turn into a veritable parking lot. It could, but it won't because of one ballot measure, Proposition J.

Proposition J, a 1999 ballot initiative endorsed by SFB and approved by San Francisco voters, called for the privately funded construction of an underground garage within the vicinity of the Music Concourse. This new garage would replace all of the parking spaces on – as well as many currently near – the concourse. In the spirit of the proposition, SFB reviewed several garage design alternatives and is endorsing the alternative that creates a single-level garage underneath the existing roadways surrounding the concourse. This “donut” design avoids construction directly on the concourse thus ensuring the preservation of the existing site, the Band Shell, and its 100-year-old trees. The reconstruction and functional reuse of the historic pedestrian tunnels as entry portals to the garage will reaffirm the goal of the design to preserve as much of the existing concourse architecture as possible. In addition, the one-level garage design that wraps around the concourse promotes good internal traffic circulation.

The Golden Gate Concourse Authority has selected Alternative 4 as its “preferred alternative” for further concept development. This two-story crescent shaped design looks much like Alternative 7 except that it eliminates the portion of the garage behind the bandshell.



*Sight of the past: Cars parked on the Golden Gate Park Music Concourse. The future will bring an underground garage to this heavily used area.*

Photo by:  
Tito Patri

## BILLBOARDS

### Votes In – Bills Pass!

We have won the first battle in our war on billboards! Legislation to discourage illegal billboards and ban them in most South of Market locations was passed by the Board of Supervisors on May 7.

There were moments of doubt that the legislation would ever get through the full board. At both the first and second readings, the billboard industry put on a full-court press to scuttle the legislation. A surprising number of supervisors (Daly, Hall, Gonzales, Maxwell, Sandoval and Yee) responded to the pressure and voted to return the legislation to committee, a move which would have held the legislation up, perhaps indefinitely. Failing to get the number of votes required to do this, the supervisors eventually voted to support the legislation (with the exception of Chris Daly who opposed the South of Market legislation even though it will improve the quality of life for residents in his own district!)

The mayor has signed the legislation and it will go into effect June 18. We will now turn our attention to controlling legal billboards citywide. We have commissioned David Binder Research to conduct a poll of city voters to assess the viability of a ballot

measure that would ban all new billboards. The results of the poll will help us determine our next steps. Stay tuned!

## Geneva Office Building/ Balboa BART Station FUNDS RECEIVED

Thanks to Mayor Brown, the city's Office of Economic Development has granted \$75,000 to fund the conceptual design plan for the adaptive reuse of the Geneva Office Building and Powerhouse. San Francisco Beautiful will be the fiscal agent and administrator of the grant. This marks a significant step forward in the efforts of the Committee to Restore the Geneva Office Building and Powerhouse to return this building complex to its former glory while integrating it into a larger vision for the entire Balboa Bart Station area.

### *Save This Date*

PLAN TO ATTEND SAN FRANCISCO  
BEAUTIFUL'S BEAUTIFICATION  
AWARDS DINNER ON OCTOBER 18,  
2001 AT THE MARK HOPKINS  
HOTEL. JOIN US IN HONORING  
THOSE WHO HAVE ENHANCED THE  
PEDESTRIAN EXPERIENCE.

## THE PRESIDENT'S REPORT

### Advances Emerging From The Retreat

On June 2nd the SFB Board of Directors held its annual retreat at the Anglers Lodge in Golden Gate Park. Keeping with recent tradition, the retreat had three parts.

**THE PAST** In the first part we reviewed our goals and progress over the past year. Overall, this annual report card contained high marks – one of SFB's best years ever. The passage of billboard legislation, the awarding of more than \$60,000 in grants, the most successful annual dinner ever, the recruitment of Tamar Cooper, major leadership roles in coalitions for reviving Lake Merced and the Geneva Car Barn/Transit Village – these, and innumerable other endeavors, underscore the ever greater impact SFB is having on the quality of life in San Francisco.

**THE FUTURE** In the second part of the retreat we took a long-term, strategic view of where SFB should be going. Three major initiatives emerged. A new committee will spearhead each. A development committee will attend to fund raising, in more comprehensive and disciplined ways than SFB has been able to pursue in the past. A subcommittee will focus on expanding SFB's membership which gratifyingly has



Photo by Sheila Kolenc

doubled in recent years but could and should be far larger still. A marketing committee will build upon the excellent visibility SFB has been receiving of late; the intent is not only to ensure that our collective voice is heard, but also that our message is clearly and accurately articulated. Finally, a vision committee will look the farthest ahead, frame strategic issues that the Board and broader membership should begin considering, and explore alternatives for more rigorous strategic planning for SFB's future.

**THE PRESENT** In the third part of the retreat we confirmed our action plan for the next twelve months. The board voted to continue to be a key player vis-à-vis billboard legislation, Lake Merced, and the Geneva Car Barn/Transit Village. Other priority activities include defining and preserving neighbor-

organized and mighty effort to protect, create and enhance our beautiful city.

As a graduate of UCLA, with a Bachelor's Degree in Urban Studies and a minor in Public Policy, I have studied many aspects of urban planning theory and practice. I have experience coordinating action plans for various projects in both the public and non-profit sectors. In addition, I interned at various San Francisco planning offices which provided me with a window into local urban planning and design issues as well as quality of life concerns in San Francisco.

Presently, I am working with SFB staff, Board, and other concerned San Franciscans on SFB's "No New Signs" campaign. I am also involved with The Green Schoolyard Alliance, the Golden Gate Park Concourse garage plan, the Lake Merced Task Force, and the Geneva Office Building collaborative.

I look forward to enhancing SFB's contribution to these projects as well as expanding SFB's project base. It is a privilege to be a member of SFB's talented staff and a joy to work with such a proactive Board of Directors.

hood character; controlling graffiti; preserving/expanding parks and open space; and monitoring the Redevelopment Agency for compliance with statutes, policies and procedures germane to SFB.

The decisions reached at the annual retreat do not preclude SFB's involvement in other activities, such as clean streets, newsracks, the restoration of Murphy's Windmill in Golden Gate Park, and so on. Rather, the decisions guide us in making the most of our limited resources in the coming year.

As always, the Board is actively seeking volunteers to participate in all the above. The more of us there are, the more that we can accomplish, and the more that our beloved San Francisco benefits. (See volunteer form on page four.)

*Gilbert Castle, III, Board President*

### SAN FRANCISCO BEAUTIFUL

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San Francisco Beautiful, founded in 1947 by Friedel Klussmann, is a nonprofit 501(c)(3) organization dedicated to creating, enhancing and protecting civic beauty.

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PRODUCTION: JEWEL GRAPHICS

### New Program Director: TAMAR COOPER



Photo by Sheila Kolenc

Greetings! I am San Francisco Beautiful's new Program Director, Tamar Cooper. Born and raised in "The City," I have a passion for all things San Francisco. The neighborhoods (I grew up in Westwood Park), schools (I attended Brandeis-Hillel Day School and Lick-Wilmerding High School), playgrounds, old hangouts, favorite lookouts, and the people (too many to recount) are my history. As Program Director, San Francisco Beautiful provides me with the extraordinary opportunity to learn and become an integral part of an

**FROM THE  
EXECUTIVE  
DIRECTOR  
DEE DEE  
WORKMAN**



I am very pleased to announce that the Koret Foundation has awarded a capacity-building grant to San Francisco Beautiful to help us create a fundraising department. This grant will enable us to hire a development consultant to plan and implement an annual giving campaign.

Over the last several years our Beautification Awards dinner has become a successful fundraiser, and revenue from increased membership has grown as well. We are looking to further expand and diversify our financial base in order to draw less from our endowment which we are committed to protect and grow in perpetuity. This will strengthen our organizational infrastructure enabling us to build our staff and programmatic capabilities to provide greater financial and technical resources to community groups throughout the city.

Our plan is to create an annual fundraising campaign that will include major donor cultivation, annual direct mail appeals and the pursuit of foundation grants. We could not take this on without the assistance of the Koret Foundation and we are very grateful to them for their support.

**PORT VOTE A STUNNER!  
Mills Wins Negotiating Rights**

In a surprise move, the Port Commission voted 3-2 to establish exclusive negotiations with the Mills Corporation to create a recreational facility at Piers 27-31. This action effectively endorses Mills' plan to develop a YMCA and a significant amount of office, retail, and restaurant space at this premiere waterfront location.

After reviewing the proposals submitted by both The Mills Corporation and its competitor Chelsea Piers, SFB joined the San Francisco Port staff and the Northeast Waterfront Advisory Group in recognizing the Chelsea Piers proposal as the plan that more fully complied with the recreational nature of the piers' land use requirements.

The Chelsea Piers plan to develop a 465,000 square foot recreation and sports complex on the waterfront was considered a far more acceptable use of this priceless piece of San Francisco real estate than the office and retail space that constitutes the majority of the Mills Corporation proposal.

SFB and the other Chelsea Piers proponents were shocked at the Port Commission's choice to negotiate with the Mills Corporation. SFB expressed its concern by writing a letter of support for Supervisor Aaron Peskin's resolution condemning the process that resulted in the Commission's decision. The Board of Supervisors supported this resolution unanimously, illustrating their collective concern regarding the selection process.

**SFB FIRST QUARTER GRANTS**

SFB awarded over \$9,000 in grants during the first quarter of 2001. These funds assist projects that protect our city's heritage, encourage youth to learn about the environment and aid in promoting stewardship of our open spaces.

**Westwood Park Association – Decorative Gate Restoration**, \$5,000 to help restore the 1920's era wrought-iron entrance gates at Miramar and Monterey Avenues. Pro bono assistance from a neighborhood architect specializing in restoration and the Ironworker and Carpenters Union will aid in the completion of this project.

**Starr King Elementary School – School Garden**, \$1,362 for soil amendments, planter box materials and plants. A community-trust gardener who maintains the Starr King Park surrounding the school will work with students to establish a native plant and vegetable planter garden on the kindergarten play-yard.

**Enterprise for High School Students – Summer Gardening Program**, \$2,861 for tools, supplies, outreach and printing costs. This program provides job skills to at-risk high school students. They clear entrances, maintain stairs and trails, prune and weed, enhance native species, remove garbage and graffiti and provide erosion control.

**MEMBERSHIPS**

*If you are not a member of San Francisco Beautiful, please become one today. Your contribution is tax-deductible to the extent provided by law.*

- Friedel Klussmann Circle: \$1,000
- Corporate: \$500
- Patron: \$250
- Sustainer: \$100
- Contributor: \$50
- Two New Memberships: \$50
- Regular: \$35
- Other: \$\_\_\_\_\_

- My company will match my gift.
- Send information on planned giving.
- I want to know more about SFB – send additional material.
- Enclosed is \$7 for the 44-page book, "Rooftop Gardens: From Conception to Construction".

Name \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ E-Mail \_\_\_\_\_  
 State \_\_\_\_\_ Zip \_\_\_\_\_ Telephone ( ) \_\_\_\_\_

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

Visa  MasterCard  Name on Card: \_\_\_\_\_  
 Card # \_\_\_\_\_ Exp. Date: \_\_\_\_\_  
 Signature \_\_\_\_\_

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**SAN FRANCISCO BEAUTIFUL: VOLUNTEER QUESTIONNAIRE**

Become a volunteer and work to improve San Francisco's livability!

Name: \_\_\_\_\_  
 Street Address: \_\_\_\_\_  
 City, State, Zip: \_\_\_\_\_  
 Telephone Number: \_\_\_\_\_ E-mail: \_\_\_\_\_  
 Fax number: \_\_\_\_\_  
 Occupation/Profession: \_\_\_\_\_  
 If a student, what school do you attend and what is your major: \_\_\_\_\_  
 When are you available (times/days): \_\_\_\_\_  
 Do you have any specialized skills to offer SFB? \_\_\_\_\_

Of the following SFB priority projects, which interest you most?

<input type="checkbox"/> Billboards	<input type="checkbox"/> Public Landscaping/Trees
<input type="checkbox"/> Lake Merced	<input type="checkbox"/> Newsracks
<input type="checkbox"/> Geneva Car Barn	<input type="checkbox"/> Planning Process
<input type="checkbox"/> Neighborhood Character	<input type="checkbox"/> Historic Preservation
<input type="checkbox"/> Graffiti Control	<input type="checkbox"/> Architectural Review
<input type="checkbox"/> Parks and Open Space	<input type="checkbox"/> Transportation/Parking
<input type="checkbox"/> Redevelopment Agency Watch-dog	<input type="checkbox"/> School Yards
<input type="checkbox"/> Clean Streets	<input type="checkbox"/> Other

Of the following what kinds of volunteer opportunities interest you the most?

<input type="checkbox"/> Media contact and media coverage development	<input type="checkbox"/> Development of corporate contacts
<input type="checkbox"/> Committee meeting attendance	<input type="checkbox"/> Special projects/events
<input type="checkbox"/> Database management	<input type="checkbox"/> Research and analysis
<input type="checkbox"/> General clerical	<input type="checkbox"/> Other volunteer interests:
<input type="checkbox"/> Newsletter and other community outreach material	_____
<input type="checkbox"/> Grant writing/membership development	_____
<input type="checkbox"/> Neighborhood association liaison development	_____

Share this questionnaire with a friend. Mail responses to: San Francisco Beautiful, 41 Sutter Street, Suite 709, San Francisco, CA 94104 or use the enclosed remit envelope. Call 415-421-2608 with questions.

**SFB's KLUSSMANN GRANTS PROGRAM**

Through the endowment of Friedel Klussmann, SFB awards matching grants to nonprofit community organizations who beautify San Francisco.

**FIELDS OF INTEREST:** Plantings; educational and public awareness programs; litter and graffiti control; open space improvement and preservation; restoration and preservation of historic sites.

**GRANT POLICY and PROGRAM LIMITATIONS:** One-time catalyst grants for projects within San Francisco that stimulate community volunteerism, public awareness and commitment. SFB encourages matching funds and in-kind support. Grantees must have non-profit and tax-exempt status or work with a fiscal agent who does. Only one grant a year per applicant.

**CONTACT PERSON:** Dee Dee Workman, Executive Director, SF Beautiful, 41 Sutter Street, #709, SF, CA 94104. Phone: 415-421-2608/ Fax: 415-421-4037.

**SUBMISSIONS DUE:** First of Nov, Feb, May, Aug.

- SUPPORTING INFORMATION:**
- Statement of Need and Amount of Request
  - Description of the project including immediate objectives, ultimate goals, project period public nature or public access characteristics, project management, local support, impact on San Francisco and ongoing maintenance plan and design details
  - Brief history of your organization and how this project supports its mission
  - Community to be served by project
  - A detailed project budget listing sources for funding various budget elements
  - Description of the fund raising strategy and plans and funding commitments
  - Listing of those organizations/agencies addressing the same need in which efforts are being coordinated and an explanation of the process
  - Description of the method by which the success of the project is to be evaluated
  - Listing of any previous SFB contributions to the organization and their dates
  - Provide the following documentation:
    - tax-exemption status;
    - recent audited financial statement;
    - current board of directors; and
    - total organizational budget

**SAN FRANCISCO BEAUTIFUL**

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