



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

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DOYLE DRIVE: PARKWAY DESIGN RECEIVES SUPPORT

After a decade and a half of planning, the future re-design of San Francisco's northern gateway, Doyle Drive, is finally on the not-so-distant horizon. A Draft Environmental Impact Report (DEIR) has been submitted that focused on two design alternatives: a simple Replace and Widen Design and a Presidio Parkway Design. Michael Painter's Presidio Parkway Design includes an intricate network of sunken roadways and tunnels that capitalize on the stunning views along this stretch of waterfront while respecting the environmental and access needs of both the Presidio and local neighborhoods. The public submitted over 800 comments in response to the DEIR. An overwhelming majority of these comments, including San Francisco Beautiful's, supported the picturesque Presidio Parkway Design.

The Doyle Drive design team is currently working with community members to refine the Parkway design. Once this effort is completed, design options will be forwarded to the government agencies responsible for making the final decision on which design to implement.



The Presidio Parkway Design

Illustration by Norman Kondy

Prop G is being violated...by the City



As can be seen at this construction site at 18th and Mission Streets, the City Hall program to allow new general advertising in exchange for graffiti removal is not abating graffiti.

Photo by Sheila Kolenc

In clear violation of Proposition G (the No New Billboards initiative approved in 2002), the City of San Francisco is sanctioning new general advertising on private property.

In exchange for removing graffiti on un-maintained buildings, the City is permitting National Promotions and Advertising (NPA) to paste poster-size general advertising signs on these properties' facades. NPA specializes in what are known as "wild postings" which often advertise newly released movies and music. As a result, the City's neighborhoods are littered with two types of visual pollution: graffiti and new city-sanctioned illegal signage. These

"approved" postings further compound the problem by giving others who post illegal posters an excuse to continue undermining the law and adding to this blight that San Francisco is struggling to abate.

San Francisco Beautiful has met with City officials to request a halt to this program. We are now in the midst of a public disclosure request to require the City to turn over information regarding the relationship between NPA and City Hall.

If you notice "wild postings" around the City, please email Tamar Cooper, San Francisco Beautiful's Program Director at tcooper@sfbeautiful.org with the posting's location.

**WE'RE MOVING
BY MID-JULY!**

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October 19, 2006
Hotel Nikko

PRESIDENT'S REPORT



**GILBERT H.
CASTLE, III**

IRONIC RETREAT

Each year the Board of Directors and staff of San Francisco Beautiful hold a one-day retreat to review the past year and plan for the coming one. Used in a different context, the word "retreat" can denote failure and backward movement – the exact opposite of SFB's situation!

Collectively we continue to accomplish more and more each year, as you can learn through this newsletter, at SFB's website (www.sfbeautiful.org), and in an ever-increasing number of articles appearing in various newspapers discussing our efforts. Particularly gratifying to me is the excitement and energy level not only of SFB's incredible staff but also of all SFB's highly engaged Directors.



**AMANDA
HOENIGMAN**
New Board
Member

A couple of years ago, Amanda Hoenigman retired from life as a real estate litigator to raise her son Pierce. She and husband Vince then added a daughter, Bryce, to this family. Amanda is now committed to non-profit work and particularly to causes that are dedicated to protecting children and the environment. She is an active board member of Our Children's Earth and the Hoenigman Family Foundation. She also serves on the Parks Conservancy Council of the Golden Gate

At the retreat, the chairs of the standing committees – Grants, Beautification Awards, Public Affairs, Billboards, Marketing, Finance and Nominating – set forth how their committees will advance the various explicit goals of SFB's Strategic Plan during the coming year; and they fielded questions and suggestions resulting in many additional great ideas.

After the committee presentations, the focus of the retreat turned to several important "infrastructure" issues:

- ◆ the forthcoming move of SFB's headquarters into beautiful (of course!) office space in the Shell Building at 100 Bush Street;
- ◆ revisiting SFB's endowment policy to ensure long-term capital preservation without unduly restricting the growth of the organization as delineated in the Strategic Plan;
- ◆ expanding SFB's staff from three to four in the coming year with the addition of a Development Director; and
- ◆ coordinating the activities of the Board members and staff who serve on other Boards and Commissions – including the Recreation and Park Commission, Golden Gate National Parks Conservancy, Community

National Park Conservancy and is co-chair of the William Kent Advisory Council. Amanda holds a bachelor's degree in English from UCLA and a JD from McGeorge School of Law.

Amanda is clear about why she joined the San Francisco Beautiful Board of Directors: "My husband and I have been attending the San Francisco Beautiful Awards Dinner for years and I always come away inspired by the incredible projects showcased at that event. After having two children in San Francisco, I decided that I wanted to get more actively involved with SFB in order to assist in the preservation of our gorgeous City for generations to come. I am truly honored to be serving on the SFB board, a unique group that enriches the life of our San Francisco community and protects the beauty of our amazing city."

Challenge Grant Advisory Committee, Graffiti Advisory Board, Friends of City Planning, Historic Preservation Fund Committee, Lake Merced Task Force and the Green Schoolyard Alliance.

In the early afternoon we turned our attention to major new initiatives. Should SFB go to court to enforce provisions of Prop G – "No New Billboards"? Has the time come for SFB to create an auxiliary SFB Foundation as the principal fundraising conduit to the philanthropic community? Can SFB co-sponsor a one or two day City Beautiful conference with the Planning Department?

All things considered, next year we definitely should come up with a different name than "retreat"!

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San Francisco Beautiful, founded in 1947 by Friedel Klusmann, is a nonprofit 501(c)(3) organization dedicated to creating, enhancing and protecting the unique beauty and livability of San Francisco.

From the Executive Director

Dee Dee Workman



Grant programs improve livability

In carrying out San Francisco Beautiful's Friedel Klussmann Grants Program, I am in the enviable position of overseeing the distribution of funds to support wonderful neighborhood improvement projects across the City. It is one of the best aspects of my job because I get to meet so many remarkable people in San Francisco's neighborhoods selflessly working, often over the course of many years, to improve the livability of their individual communities. The grant funding SFB provides not only helps get these projects off the ground, it also supplies the resources needed to ensure their sustainability into the future. Collectively these projects soften and beautify our urban hardscapes and create a more appealing and healthy place for us all to live.

As an Advisory Committee member of the City's new Community Challenge

Grants Program (CCGP), I and six other committee members determined the distribution of a half-million dollars to projects that will clean up, green and beautify our public spaces. The first CCGP grant cycle has just been completed and funds have been awarded to 23 worthy projects. Community gardens in Bayview Hunters Point and Visitacion Valley, street trees along 25th Avenue and 24th Street, and a tiled Peace Wall created by Hayes Valley neighbors to surround Daniel Koshland Park are all examples of important community-based projects funded by these grants.

The second round of CCGP funding will occur later this year: go to www.sfccgp.org. The next Friedel Klussmann Grants Program deadline is August 1: go to www.sfbeautiful.org.

Tamar Cooper off to Graduate School

Many of you remember a time when San Francisco Beautiful had just a two-person staff who juggled all the demands of our busy organization. Five years ago we hired Tamar Cooper as our new Program Director. Her keen intellect, unfailing attention to detail, strong work ethic and passion for the place where she was born and raised have strengthened SFB's effectiveness as a credible advocate for livability issues in the City. Tamar will be leaving

us in August to attend UC Berkeley's Graduate Program in City and Regional Planning. We will miss her and wish her all the best.

SFB TURNS 59



Photo by Sheila Kolenc

Cam Beach, Board Member Carmen Clark, Deborah Holley and Board Member Scott Emblidge celebrate San Francisco Beautiful's 59th year at the Cable Car Museum.

San Francisco Beautiful celebrated its 59th year of good work at the place where it all began – the home of the cable cars where our founder Friedel Klussmann made history. It was 1947 and talk at City Hall was to replace the cable cars with diesel buses. The Cable Car Lady lobbied against the move and won, and today the cable cars are our nation's only national moving landmark.

During the event, the museum's new exhibit "The Cable Car Wars" was unveiled featuring Mrs. Klussmann's efforts. Visit the Museum at 1201 Mason Street and have a look.

MEMBERSHIPS/SALES

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. All New Members Will Receive a Free SFB Logo Tote!

- \$5,000 Friedel Klussmann Circle
- \$1,500 Protector
- \$500 Enhancer
- \$250 Creator
- \$100 Beautifier
- \$50 Cable Car Bell Ringer
- Other: \$ _____
- I have designated SFB at: _____ Cole Hardware / _____ eScript
- Appreciated assets: \$ _____

- My company will match my gift
- Logo Long Sleeve Shirt: \$22.50
- Logo Short Sleeve Shirt: \$16.50
- For shirts indicate: _____ Med _____ Large
- Logo Tote: \$16.50
- Rooftop Gardens: From Conception to Construction* (44-page book): \$7.00
- Stairway Walks in San Francisco* by Adah Bakalinsky: \$20.00

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Klussmann Grants

San Francisco Beautiful awarded nearly \$25,000 in Friedel Klussmann Grants during the first quarter.

- ◆ **Golden Gate Heights Neighborhood Association:** \$3,411 for 16th Avenue Tiles Steps north-side plantings and irrigation system.
- ◆ **Mission Creek Conservancy, Mission Creek Bank Restoration:** \$5,000 for restoring native plants along Mission Creek banks so that the many species of shore birds will remain there – 20 houseboat owners care for this unique ecosystem.
- ◆ **Noe Valley Association Community Benefits District (CBD), Greening and Beautification Project/Tree Planting:** \$3,250 for 65 trees along the 24th Street commercial corridor.

Three projects received funding from a grant to SFB by the Walter and Elise Haas Sr. Fund for neighborhood park improvements:

- ◆ **Brooks Park Teaching Message Poles:** \$2,200 for totem-like poles

that will serve as both discussion starters and windbreaks.

- ◆ **Friends of McLaren Park, McNab Lake Restoration Project:** \$5,000 to remove algae from and introduce appropriate plants into the lake.



Volunteers restore McNab Lake.

- ◆ **Friends of Duboce Park, Scott Street Labyrinth Project:** \$5,000 for elements of a colorful labyrinth. The labyrinth will be both an improvement to the park and a neighborhood beautification element.

Consider applying for a Klussmann Grant for your next community beautification project! Go to www.sfbeautiful.org or call 415.421.2608.

STREETCARS TO FT. MASON

San Francisco's historic F-Line streetcars rumble along Market Street and on The Embarcadero to Fisherman's Wharf. Interest is now growing to extend the line through to lower Fort Mason.

The Golden Gate National Recreation Area is working in collaboration with the Metropolitan Transportation Agency, Federal Transit Administration, and the Maritime National Historic Park to oversee an Environmental Impact Statement for the proposed rail extension. This study will consider the impacts of potential routes through Fisherman's Wharf and Aquatic Park that connect the existing F-Line to the unused rail tunnel beneath Fort Mason.

San Francisco Beautiful supports extending rail service to Fort Mason. We have stressed the importance of implementing this extension while preserving access and usage of the intricate network of existing local destinations, open spaces, cable cars, as well as pedestrian and bicycle rights-of-way.



Report Illegal Banners

It has been over a year since the San Francisco Board of Supervisors passed legislation regulating banners on utility poles. This legislation prohibits banners in most residential areas and requires that those legally installed be properly maintained. We all need to be vigilant to ensure that companies that hang these banners follow the rules!

Are there banners hung on utility poles in your residential neighborhood? Have you seen banners that are shredded, twisted or otherwise not being maintained? Report illegal and un-maintained banners to the Department of Public Works by emailing the banner's location and a digital picture to Nick Elsner, Senior Plan Checker for the Bureau of Street Use and Mapping at Nick.Elsner@sfdpw.org.

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