The Semaphore
A Publication of Telegraph Hill Dwellers

North Beach Playground/Pool
see page 7
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Cover: The heyday of local parks full of children harkens back to the earlier part of the 20th century, see page 7.
Courtesy: San Francisco Recreation & Parks Department, Historical Photo Archive

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Printed on Recycled paper
Imagine a group of people in a spaceship on a long voyage. Some are nice, some are not. They fall in and out of love. They fight about issues like justice, equality and human rights. They worry about how their ship is decorated. They watch their favorite TV programs and they live well. But one thing they don’t do much is look out the window. The sun burns brightly ahead. Ever closer they draw. Occasionally a report appears on TV that things are getting hotter, which causes the odd furrowed brow. But not much changes. Each day passes with the same debates and occupations, and onward the ship flies and flies and flies, irresistibly, lazily, indulgently, to its doom.

I was reading the Chronicle the other day and came across a minor story buried somewhere in the middle of the paper. Apparently, humankind is destroying the Earth. A group of 1,300 experts from 95 countries have concluded that human beings, bent on the consumption of water, food, fiber and energy, have done severe harm to 60 percent of the Earth’s ecosystem, and the rate of deterioration is just getting worse. Meanwhile, occupying the headlines and blanketing the news every night for weeks are countless stories about Terry Schaivo, Michael Jackson and the like. One might reasonably ask the question, “What the ___ are our priorities?” Why are we so focused on the immediate comforts and titillations of today that we can’t see and feel with clarity what looms ahead tomorrow?

This is my last column. My esteemed editor suggested that this column should be about lessons learned. So out of due respect to Art, here they are: 1) People whose views differ from mine are not only wrong; they are inherently evil people. 2) The best way to handle dissent is with linguistic judo. Whenever tempers rise, take the other side’s anger, add to it an equal amount of your own, and hurl it right back. If your opponent doesn’t back down in terror, at least you will have retained your self respect. 3) Political decision-making is like feeding chickens; the chickens that cluck the loudest get the most feed, with the sole exception of roosters that pay the farmer on the side for their own personal supply. 4) Always remember to have one more drink before any public speaking engagement.

That about sums up everything I’ve learned, except for one thing: Remember your priorities. We had some fun over the last two of years and did a couple of things right. But going forward, I would remind myself and suggest to others that we pay primary attention to those concerns that matter most not only to our community but to our species.

Sustainability is a concept sometimes misunderstood. It calls for communities and cultures that are in balance. In our efforts to achieve one seemingly positive objective, we may not fully appreciate how our actions affect that balance. As just one hard example, when we take up issues like maximum building heights, we have to think about more than just the look and feel of our neighborhood, however much we may love it. If additional homes and offices are not built in the heart of urban centers, where will they go? If diverting them from here sends new construction
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“Anything can be fixed except a fallen soufflé.”

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to the suburbs—creating more traffic, more roads, and less green space—is that a price worth paying for our local aesthetic sensibilities or should we consider the possibility of compromise?

How can we contribute to the balance? We may be doing a fine job of preserving buildings that go back a hundred years, but what are we doing to preserve the Earth and environment around them that goes back eons? Creative thinking is needed. A good example is the pilot project planned at Coit Tower to eliminate tourist car traffic on weekends. It has the potential to eliminate the constant backup of traffic, which sends ever more carbon and pollutants into the atmosphere, while simultaneously encouraging the use of public transit. Other ideas include promoting the use of recycled products in construction, recycling grey water, encouraging energy efficiency, and helping to advance the use of alternative energy sources.

This is North Beach—one of the most creative, progressive communities on the planet. Countless new ideas are out there waiting to be tapped. We just need to make it a priority to implement them. The world has learned lessons from us before. There’s no reason we can’t continue our legacy of steering the ship toward a better future.
LOUIS J. SILCOX, JR.

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The renovation of the North Beach Pool and clubhouse is nearly completed. On Saturday, May 21, at 11 a.m., the dignitaries will do their thing and the public will get its first glimpse of the interior of the beautiful new facility. A day of celebration—food, games and entertainment—will follow. Hallelujah!

When people ask about the history of the pool and clubhouse project, I most quickly think of the recent past—from the Health Department’s repeated attempts to condemn the sinking and poorly-filtered pool, through years of community meetings, planning and fund raising, right down to this glorious day of rebirth and rededication. But curious details of the more distant past have emerged periodically during our labors, giving me an even greater appreciation of the importance of this facility and of our neighborhood.

The original purchases of land that would become the North Beach Playground were made by the Board of Supervisors over a century ago. Daniel Burnham’s famous 1905 plan for San Francisco shows field houses and large ball fields extending all the way from the current playground site south to Washington Square. But these glorious plans, like so many of that era, were set aside by the 1906 quake and fire. It seems hard to imagine, considering the extent of the devastation and the massive task of rebuilding most of the city, that playgrounds were on anyone’s mind. But this was also the era of plans for the Hetch Hechy water system, massive new roadways, and the PanPacific Exposition. In this period of danger and opportunity, city leaders redoubled their efforts to make San Francisco one of the world’s greatest cities. Increasing the amount of communal open space and opportunities for recreation, especially for the working classes, were among the top priorities. And the reshuffling of the deck caused by the damage afforded new opportunities, especially in the more settled and crowded parts of town.

So, in 1907, the City Charter was amended to add a Playground Commission. The group operated in tandem with, but was distinct from, the Parks Commission and existed for the sole purpose of creating playgrounds for the city’s children. The very first project of this fledgling commission was the North Beach Playground. And the commission’s top priority for the next five years was the building of the North Beach Pool—the very first public bathhouse in the City of San Francisco.

The North Beach “swimming tanks” were a pair of parallel outdoor pools. (Their original form is echoed by the current side-by-side configuration of our new pools, which are in the same location.) The tanks were surrounded by Mission-style buildings containing changing and

Continued on page 21.
The Egg

By Frank and Judy Foreman

It was 1967 and we were living on Vallejo Street at the foot of Telegraph Hill, near Sansome Street. Each day, on leaving our apartment, we were confronted by an offensive sight: At the top of our street, above Montgomery, was a vast space of ugly concrete. It was too steep to drive on and was blocked to traffic. This, of course is the same location where, as a result of the persistent urgings of the Telegraph Hill Dwellers, a lovely city garden now exists. But then the vegetation consisted of three scrawny trees.

For a few years we had been contemplating a little beautification project of our own. While we would have preferred trees and flowers, we decided to work with the resources we had available, an ample supply of powdered tempera paint.

Our plan was to create a psychedelic-Easter egg for this space. In 1967, psychedelic seemed just right. Of course, we knew that the paint was water soluble and would soon fade to look like an old fresco, eventually disappearing. But the fleeting quality of the work would be part of its charm.

Working with six or seven others, at about 1 a.m. Easter morning, we laid out the perimeter of the egg shape (it was about 100 feet tall). Then, working silently for hours, each of us, armed with a paint bucket and brush, proceeded to paint swirls circles, peace symbols and other colorful shapes within the confines of the giant egg’s border. In deference to the true spirit the holiday and to ward off any Christian police officers who might take issue with our plans, we painted a large cross down the middle of our creation. The text at the base of the egg read “For the Children, 1967.”

Just before dawn, a car pulled up on Montgomery at the bottom of the hill, two guys jumped out. They were delighted by our work. They were delighted by our work. They told us they had just been released from prison the night before, and our crazy project seemed to make them hopeful about their freedom. They went to a store and bought the

continued on next page
fixings for a big breakfast. We cooked and ate it as the sun came up. Everyone was in a great mood. The two ex-cons left, and we never saw them again.

Alan Myerson, the director of the celebrated comedy group, The Committee, commented that coming upon this painting was one of the most profoundly moving surprises of his life. Lawrence Halprin, the famed landscape architect, took photos which he used in his presentations on city spaces. Untold others, to their delight and amusement, happened on this unexpected sight. Truly the Zeitgeist was present in our innocent action.

Having had such a good time with the Easter egg, we decided that on Easter, 1968 we would paint an image of the winding part of Lombard Street on the Kearny hill between Broadway and Vallejo. Several of the Easter egg veterans took part. But just as we finished our opus, a police squad car and a paddy wagon pulled up and we were all arrested and booked on malicious mischief charges. The SFPD somehow had not been informed that the mayor had requested the citizens of San Francisco to help beautify the city. We spend seven hours in jail and later had to appear in court three times. Eventually, the charge of malicious mischief was laughed out of court, since there was obviously no malicious intent.

We later found out that the day we were arrested was the day the famous car chase in North Beach for the film Bullitt was set to take place. We figured there was more security than usual on the streets that morning because of preparation for the chase sequence, and that’s why we got caught. But it was fun while it lasted.

Frank and Judy Foreman resided for many years on Telegraph Hill and in North Beach. They now live and practice their art in Santa Cruz.

Readers are invited to send their Tales of Telegraph Hill to the Semaphore at apeterson@writingproject.org or 101A Telegraph Hill Blvd.
Broken Promises Threaten a Landmark

By Pat Cady

Eight years ago City College announced its intent to include the Colombo Building at #1 Columbus Avenue in its new Chinatown campus and signed an agreement to restore and repair the building. Unfortunately, City College has ignored every condition of the agreement. The only “work” done was destructive seismic testing—holes were drilled in the building and left unrepaired. Tenants are disgusted; the gateway intersection into North Beach has become an eyesore, and an important city landmark faces an uncertain future.

It’s been revealed that, after spending over $2 million of bond funds on alleged planning, City College isn’t going to use the building after all. Instead, Chancellor Philip R. Day wants to trade it, plus almost $7 million in cash, for a nearby parking lot owned by Pius Lee. Pius Lee is a developer, as is one of City College’s trustees who owns the company responsible for the illegal demolition of the Emporium. Local preservationists want to meet with the principals and help determine a congruent future for this important, historic building which is eligible for the National Register of Historic Places.

To learn the history of the Colombo Building and details of potential changes affecting it and neighboring buildings, readers are directed to June A. Osterberg’s article in the April issue of the North Beach Journal.
By Bill Seelinger

Since the THD Parking and Traffic Committee last reported in the Semaphore, the project to eliminate the egregious car queues on Telegraph Hill Boulevard has progressed toward a summer trial of the proposed solution: eliminating visitor parking at Coit Tower during these peak-traffic periods.

Considerable effort has been expended, successfully, we believe, to assure nearby neighbors who park at Coit Tower that the trial in no way jeopardizes their ability to park as they presently do. As a legal precedent, the committee has uncovered specific instances in California of protected, public-street parking for nearby residents, during certain hours of the week. (This is the case in Ross, for example.)

Under our plan, “A” sticker cars are allowed to park during trial hours, when visitors are not. This restriction would be enforced by the Department of Parking and Traffic. The premise is that there is no value for visitors to park in the tower lot in order to enjoy the tower experience. (No one parks at Alcatraz.) Today, visitors driving toward Coit Tower don’t realize that they will find themselves at the tail end of a long queue, sometimes 50 cars or more—the front of which they can’t even see—with no safe way out. At peak times, 80 percent of arriving cars turn around—unsafely, in the middle of the steep, blind and narrow street—and leave.

Our committee, along with many others, is developing a detailed plan to implement the trial. The committee wants as much input and support as possible from the tower’s nearby neighbors, neighborhood associations, relevant city departments, local merchant groups and the Board of Supervisors.

Recent high-level meetings have been held with Muni, the Department of Parking & Traffic, and our Supervisor and Board President, Aaron Peskin. All are supportive. To evaluate the implementation plan thoroughly, and to assure support for the final plan from all quarters, contact persons are being solicited from all affected groups—including the Coit neighbors—to help craft the plan.

Signs and many flyers will inform San Francisco visitors that they can reach the Tower without delay, if they visit during trial hours. We plan for happier visitors, less air pollution, more concessionaire sales of soda and souvenirs, and a disappearing queue.

Visitors can arrive by the 39-Coit bus (recommended), taxi, limo, a friend’s drop-off/pick-up (as at airline terminals today), or by that healthful alternative, walking. Muni has committed to altering the 39-Coit route to stop at Pier 39, heavily populated by peak-time visitors. The 39-Coit, through some signage and decoration, can be, like the historic streetcars, an interesting trip to a popular destination. The present bus service, used mainly by local residents, will be improved by this trial since it lets Muni adhere to its published schedule, something which is not being done today.

Anyone who would like ongoing updates of, or to provide input to, this project’s progress, please send an e-mail to billseel@aol.com.
Many Hill Dwellers are able to provide the correct, knee-jerk response about windows: wood good; vinyl bad. But are there reasons for this judgment that go beyond aesthetics and political correctness? John Paquette, who wrote this article while heading the Office of Historic Preservation in Newport, Kentucky, argues that there are. Thanks to members of THD’s Planning and Zoning Committee for passing along this piece.

By John Paquette

Vinyl windows have always been viewed as an inexpensive solution to replacing deteriorating, drafty old wood windows. Property owners need to be aware that if they ask a vinyl window salesman if he thinks their windows are in bad shape and should be replaced, he, of course, will say that they do. He sells vinyl windows for a living. He probably doesn’t know how to repair wood windows, therefore, in his mind, they must be replaced.

Original wood windows are important architectural features in any historic building. They are the “eyes” of the structure. They convey a sense of hand-craftsmanship and detail that cannot be achieved with substitute materials. Usually windows are replaced if they begin having operational problems: they stick or rattle, latches break, glass is broken, sash cords break and the windows have to be held open with a stick, they let in too much outside air, or my personal favorite, they need to be painted. (Remember, there is no such thing as a “maintenance-free” building). But these problems can be fixed. You do not need vinyl windows. The following paragraphs will outline why vinyl windows are problematic.

While it’s true that vinyl windows don’t require painting (I don’t think you could paint them if you wanted to), they are not a rigid material like wood, thus they shrink in cold weather, and expand in hot weather. And though all windows expand and contract with temperature changes, vinyl expands at a rate more than twice that of wood. This rapid expansion can cause the seal between the vinyl framework and the glass to fail. The problem increases with the size of the window; the bigger the sash, the sooner it fails. Can a vinyl window be repaired? No.

1. Vinyl windows have only been around about 20 years, but windows installed since the early 1980s are failing at an alarming rate. The 3,000 different companies selling these windows offer warranties, sometimes “lifetime” warranties, but with so many manufacturers vying for business, when warranty time comes, will your company still be around?

2. A big selling point of vinyl windows is double- or triple-paned insulated glass. But all insulated glass units will eventually fail because no sealant stops all moisture penetration. After a while, the window becomes cloudy, forever. Further only marginal heat loss is recovered using insulated glass. Energy savings realized by replacing single-glazed windows with insulated windows seldom justify the replacement cost. One study indicates it would take more than 50 years to recover the expense of vinyl window installation, and with an average expected life of 25 years or less, insulated glass units hardly make economic sense.

4. Two other small but significant points. The first is an environmental concern: Wood is a renewable resource, unlike vinyl, which is a petroleum product. The second is economic: Do you need to spend the money on replacement windows when you or someone else can repair them?
Vinyl Windows continued from page 12

Vinyl windows shouldn’t be a viable option. In my mind, two options exist: 1) Repair the existing wood sash, or 2) Replace the historic sash in-kind with wood, matching the existing one exactly. I usually use the 50 percent rule, i.e., if a window sash is less than 50 percent deteriorated, it probably is cost effective to save it. If more than 50 percent deteriorated, I would consider replacement with new wood sash.

Here are some key things to think about when proposing to repair or upgrade historic wood windows. Complete a survey of each window in the building. Start a notebook, identifying problems and potential remedies for each window. Evaluate the outside of the window unit as well, including exterior trim. You should be able to do this in a couple of hours on a Saturday afternoon. This will become a permanent record for each window. You may find that only a few need any wood repair at all, while others need to be scraped, primed and painted and others need to be weather-stripped, or have sash cords replaced. Some may need new glazing putty.

Yes, old windows have their problem, but in my view, the non-solution to these difficulties is anything involving vinyl.

Twiggy Hikes Down the Hill

By Art Peterson, Husband and Semaphore Editor

Two years ago, Carol Peterson found a mannequin in a South of Market fixture store and brought it to her home on Telegraph Hill Boulevard. Twiggy, so named for her size zero figure, took up residence on Carol’s front porch. There, dressed in an ever-changing wardrobe depending on the season and Carol’s mood, she became a familiar fixture to residents and a delight to tourists.

But it was not to last. A neighbor of Carol’s, a fellow resident in her condo association, wanted Twiggy removed. Strange people were lurking about he said. And the mannequin was significantly lowering his property value.

Carol, a feisty sort, checked out the condo rules and, seeing nothing forbidding a mannequin on her front porch, decided to fight. But then she realized she was caught in the middle of an uncomfortable situation. Other homeowners, understandably, were not looking for a lawsuit. So Carol, in the spirit of neighborliness, gave in.

Pondering a way to give Twiggy new life, Carol came on a 21st century solution: She posted the mannequin for sale on ebay. Carol alerted the press and when, on the day before bidding closed, Leah Garchik mentioned Twiggy in her Chronicle column, 13 bidders began vying to have Twiggy in their possession. The winner, with a bid of $1,025, was Claire Kozel, the owner, since the 1980s, of The Savoy-Tivoli on Grant Avenue. The historic site, once owned by the legendary Freddie Kuh, will be Twiggy’s new home where Carol and Claire promise to maintain her bargain basement chic.

Why did Claire buy Twiggy? “Freddie had mannequins.” she said. “We need some mannequins.”

Carol has donated $500 of the proceeds to the Telegraph Hill Neighborhood Association.
The Readers Recommend

With this issue the Semaphore introduces a new feature, “The Reader Recommends.” Readers are asked to pass on the word about a particular item or aspect of some local business that deserves our special attention:

The owner of Napoli Market, Bob, has found two very reasonable priced wines, Canyon Road Sauvignon Blanc, and a Spanish white called Marques de Riscal, both $6.99. Napoli is on Powell at Greenwich

—Jeanne Milligan

Kim, the owner of Tower Launderette at Greenwich and Powell, actually goes to the establishment where he sends his dry cleaning and checks chemicals from time to time to make sure that they are fresh. He also stands behind his work.

—Jeanne Milligan

At Freddie’s Sandwiches, a Little City classic on Francisco and Stockton, go with the Italian combo, pepperoncini, plenty of yellow mustard on the SOFT roll (the soft roll’s a must, and specially made for Freddie’s by Colombo.) Fuggetaboutit.

—Joe Alioto

Betty Yee at the Francisco Launderette almost adopts your family. She has showered on our daughters good luck envelopes at Chinese New Years and chocolates at Christmas.

—Joe Butler

The Nature Shop at 1336 Grant Ave. receives thrice weekly deliveries of over 100 organically grown and harvested produce items, including an occasional surprise (heirloom tomatoes, hybrid frits). The store is the equivalent of a Whole Foods without the meat and seafood counters.

—Greg Chiampou

Want to get your hair done and watch the world go by? Marco of Venice, 454 Columbus Ave is the place to go. And the conversation there is worth writing down: stories from the Beach during the 35 years they’ve been at the same spot. Friendly, efficient, caring and unforgettable.

—Marc Bruno

Three reasons to visit the Rose Pistola Bar at about 5 PM: the breadsticks, the mellow jazz, the lowdown from bar manager Jerrod about his wine picks of the month.

—Audrey Tomaselli

Readers should send recommendations to apeterson@writingproject.org or to 101A Telegraph Hill Blvd.
THD Recognizes Neighborhood Champions

By Art Peterson

On April 11, at its semiannual membership dinner held this time at Bocce Restaurant, the Telegraph Hill Dwellers paid tribute to four folks who have made a significant impact on our neighborhood and our organization. Awards were presented to Cia Van Orden, Rozell Overmire, and Jimmie and Marti Schien. Here’s why they deserve our tribute.

Cia Van Orden—The Green Thumb Honor Roll

We all pay lip service to creating a beautiful North Beach and Telegraph Hill, but how many of us are going to risk our lives in the effort? One who is willing to take the chance, is Cia Van Orden, who every day makes the dangerous trek from her shop, Abitare, on Columbus Avenue, to the median strip in front of her shop, all the while dodging traffic. There she tends a small, lovely garden. Cia has been engaging in this ritual for the past 13 years. For 10 years before that she and her partners had used this same space for a shop featuring their original clothing designs. When she converted the shop to the home accessory and gift store it is today, she put in the garden. “I was the one with the green thumb,” she says.

Cia changes the garden’s flora four or five times a year. Right now the winter crop of azaleas, bearded iris, poppies and fountain grass is winding down. Cia promises that spring planting will kick in as soon as she gets back from a Marrakech vacation. For that display she might make use of any of the varied palate of plants she has found courageously withstand the ravages of internal combustion effluent: lobelia, stock, snapdragons, lilies, lavender, lantana, pansies, foxglove and lamb’s ear.

Other merchants along this strip of Columbus have been impressed by Cia’s work. “Why don’t you do this for the rest of the block?” they sometimes ask. Cia must politely decline “Just to maintain this small garden, I need to schlep eight gallons of water in one gallon cans across the street each day. Every time I do it, my ‘Back in 10 minutes’ sign needs to go up. To do this for the block, I’d be doing nothing else.”

THD appreciates Cia’s example. We hope this award will motivate others to join her in creating more beauty amidst the concrete.

Rozell Overmire—People Who Make a Difference Award

In 1980, when Rozell Overmire joined her new husband, Peter, at his small 293 Union St. Victorian, she had little choice but to get involved with THD. That is, if she wanted to see much of her man. Peter was up to his ears in THD matters, so it came to pass that Rozell also began doing her continued on next page
bit for the organization. She served as membership chair, sold Semaphore ads, performed duties of recording secretary to the THD board and did much more, including a recent tenure on THD’s 50th Anniversary Committee. “THD activities,” Rozell says, “have given me a chance to meet people from all walks of life, all over the hill, not just those in my immediate neighborhood.”

But it was a year ago last January that Rozell took on her most ambitious THD responsibility. As THD archivist, she moved the THD records and files from their long time repository at the Francisco Street home of Rhoda Robinson to a more central location.

As it turns out the position of archivist is one for which Rozell is eminently suited. With a degree in museum collection management, she worked for many years as a freelance archivist, organizing both historical objects and papers and teaching others how to register and manage their collections. She has done this work for the San Francisco Maritime Museum, the Presidio Museum, the John Muir home, among many others.

“I like to put things in order,” Rozell says.

Although Rozell has high praise for the work of Rhoda Robinson without whose contribution it is unlikely much recorded THD history would exist, Rozell wanted to make the files more accessible. “I worked to make sure that all the materials for a certain year were in a certain drawer.”

Rozell loves getting her hands on the paper, the photos, the memorabilia that represent the history of our organization. “This work has given me greater insight into the amazing amount of energy that has gone into preserving our neighborhood. The people whose work is documented in the archives are the folks who have made it worth living here.”

Rozell is retired now from her work with museum collections, but, unfortunately, this does not mean she will be on call for our organization from nine to five. It seems that she and Peter are habitually getting up and going somewhere. The Amazon is their next stop, which may seem exotic to you and me, but is really no more than one more destination on the road for this couple who have led Sierra Club trips to Japan, Nepal and just about everywhere else.

We can be assured, however, that Rozell will not let her globe-hopping jaunts interfere with her dedicated work as archivist. “We need our archives,” she says. “It’s the way we maintain our collective memory.”

Jimmie and Marti Schein—Honoring the History of the Hill

No one had much noticed the facade at 1435 Grant Ave. until Jimmie and Marti Schein moved their antique map and print shop to that location, but now all that has changed. Since last July, when the Scheins transported their stock from a subleased space a block away, they have been involved...
in serious renovation and restoration of the structure which they now own. While the Scheins continue to work on the upper story interior of the building where they will eventually make their home, THD is recognizing the pair for the restoration work they have done on the exterior of this structure. The aluminum sash windows have been replaced and wood sash double glazed panes inserted. New iron work has been completed and the building has been painted to match the marble facade which has now been washed. “No one noticed the marble until we painted the building,” Marti comments. “People think we installed it.”

Inside the store the Schein’s have added a tin ceiling and crown molding which work just right with the antiquarian objects on display in the shop.

Why would one opt for setting up an antiquarian map and print store in an era when many small business owners are happy to settle for a Subway franchise? It seems as if Jimmie has been headed in that direction since he was about 12-years old. Growing up in Pennsylvania auction country, he was the child of academics from whom he acquired the love of obscure and interesting facts characteristic of many in that line of work. Addicted to collecting, by 1980 Jimmie was working for Butterfield and Butterfield on the West Coast. Then Jimmie, who is also a musician, was sidetracked for a decade or so, working as a roadie manager for top-drawer musicians such as Miles Davis and Neil Young. But Jimmie never lost his addiction to collecting.

“I’d be in a hotel in someplace like Auckland, New Zealand and I’d start wondering what was out there. I’d soon be out of the hotel combing the town for historic prints.”

Before hooking up with Jimmie, Marti Schein, who Jimmie admits is the business brains of the operation, also had a career in music as a Singer and later as business manager for the band Third Eye Blind. She too knows her maps and prints, a knowledge she claims to have picked up from Jimmie by “osmosis.”

The Scheins are delighted by the support their venture has received from the neighborhood. In addition to the maps and prints the store offers custom framing. The locals bring in their Jerry Stohl photographs and Benny Bufano prints for the Schein’s special treatment.

“You can learn a lot about people from what they put on their walls,” says Marti.
**BOOK REVIEW: AFTER THE DELUGE**

“After the Deluge” by Chris Carlsson
Full Enjoyment Books/282 pages
*By Pat Cady*

When I edited the Semaphore I asked Chris to produce it; fortunately, he’s still on board. His brilliantly conceived interactive CD program, “Shaping San Francisco,” is installed in locations around the City, including the Main Library. Recently, Chris has written a novel.

*After the Deluge* is set in the middle of the 22nd century in San Francisco, where the descendants of those who survived two catastrophes—a devastating earthquake and a global viral pandemic—now thrive, despite another crisis of rising waters from melting ice caps. In the Financial District, where the upper floors of high-rises provide dry housing, boats navigate an inland bay which teems with life. Residents build sea walls and behave as if it is our innate nature to cooperate, rather than compete, with each other in a world the writer would apparently like to wake up in.

In this post-economic culture, no one is superfluous, all learn to run an urban infrastructure and commit to other work that suits them. Gradually, an industrious populace of mechanics, engineers, gardeners, good cooks, ubiquitous musicians and brilliant inventors create a technologically superior, clean-energy society free of politicians, cars, taxes, banks and bureaucratic snafus. Sign up for what you need and someone from a distribution center will deliver it. The book doesn’t describe the processes for achieving such harmony and abundance. This isn’t a how-to, it’s a what-if, as in “What if we lived in a society agreed that doing well is doing right?”

But as if to prove Dostoyevsky (“Man is unhappy because he doesn’t know he’s happy”) correct, malcontents wave picket signs; relationships still sting. The central plot pits a dangerous arsonist against a team of people looking for him, one of them a young man readily sidetracked by attractive women. Sensitive and attentive to details, we see the robust culture through his eyes and visit still-distinctive neighborhoods, including our own. In Washington Square, a woman named Jane Johnson, the “conscience” of Telegraph Hill, tells a crowd: “If the work here is important, and it is, people will do it. It’s that simple.” If you agree with Jane, you will probably like this book.

“After the Deluge” is available at independent (no chain) book stores, or may be downloaded from [www.fullenjoymentbooks.com](http://www.fullenjoymentbooks.com).

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**After the Deluge**

*Photo credit: Chris Carlsson*
First, I want to congratulate Paul Scott on his tenure as Telegraph Hill Dweller’s president. As one who has something of an understanding of the demands placed on presidents (THD included), I can say that Paul worked hard to further the mission of the organization, and we all owe him a debt of gratitude for his service.

I would also like to congratulate new THD President, Brad Wilmore, offer my best wishes and say that I look forward to working together to improve and protect Telegraph Hill, North Beach and the Northeast Waterfront. THD is an organization made stronger by the wealth of knowledge stored within its living history, and I have every confidence that Brad will draw upon this resource as he guides THD in the years ahead.

As for this column, I want to comment on a ground-breaking piece of new zoning legislation which has just been enacted. I often joke with my colleagues that while San Francisco is the state’s only city and county, the district I have the honor of representing—District 3—is the City and the other 10 supervisorial districts are, well, merely the County. When tourists visit San Francisco, they are really visiting what we refer to as District 3—Chinatown, Union Square, Downtown, Fisherman’s Wharf, North Beach, and Telegraph, Russian, and Nob Hills). Smack in the middle of the “City” is our beloved North Beach, the crown jewel of San Francisco’s neighborhood commercial districts.

North Beach is one of the oldest neighborhoods in San Francisco, and thanks to waves of new immigrant communities and, subsequently, waves of tourists who help sustain its economic activity, North Beach has remained one of the most vibrant neighborhoods in our City. The North Beach Neighborhood Commercial District (NBNCD) as designated in the City Planning Code, spans Columbus Avenue from Broadway to Francisco, taking in parts of Grant Avenue, Stockton and Powell Streets. (The NBNCD does not include the Broadway corridor or the new commercial development along Bay Street).

In March, the Board of Supervisors (by a vote of 9-2), broke new ground when we approved an ordinance prohibiting new “formula retail” establishments in the NBNCD. Formula retail, more commonly referred to as chain stores, are defined under this law as a type of retail sales activity or retail sales establishment which, along with 11 or more other retail sales establishments located in the United States, has two or more of the following features: a standardized array of merchandise, a standardized façade, a standardized décor and color scheme, a uniform apparel, standardized signage, a trademark or a servicemark. Read: a chain store.

The chain store ordinance I authored was modeled on similar legislation enacted by former Supervisor Matt Gonzalez in the Hayes-Gough neighborhood just over a year ago. Much more controversial at the time, Supervisor Gonzalez’s legislation has received positive reviews from community activists and local merchants who no longer need to marshal the neighborhood troops to fight off national chain stores entering their neighborhood. It has helped stabilize commercial rents and has created more certainty for the local
businesses that have already chosen to locate in the area.

However, the relatively smooth passage of the North Beach ban is due less to anecdotal evidence than the recent wealth of data about the impact of chain stores on local economies. As we began researching this issue last year, I was pleasantly surprised to see that many organizations across the country are now taking a second look at the perceived benefits of chain stores locating in otherwise healthy local business districts.

To get a picture of San Francisco’s business climate, we relied on a survey of all business licenses on record with the SF Treasurer’s office. The study confirmed what we already suspected: San Francisco’s economy is driven by small business. In fact, 85 percent of San Francisco businesses had only a single location and an additional 14 percent had four or less. Just 1 percent of San Francisco businesses—one 315 of nearly 25,000—were “formula retail” chains with more than five locations.

Given this knowledge, we began to research data on the impacts that chains have on local markets as compared to independently owned establishments. A 2004 study of book stores in Austin, Texas, conducted by Civic Economics, an economic analysis firm, discovered that for every $100 spent at an independent retailer nearly $50 was reinvested in the local economy. For chain stores, this number dropped to just $13. Go City Lights!

Anecdotally, this research made sense when considering that independent retailers were far more likely to use other local businesses—the accountant down the street, the attorney around the corner or the copy shop across the street—than a chain location that tends to rely on in-house services from their corporate headquarters.

From a historic preservation standpoint, this legislation also made sense. To quote from a recent report titled “The Impact of Chain Stores on Community”: “The arrival of chains may also entail the destruction of important local landmarks. An 1876 Friends Meeting House in Richmond, Indiana ... was demolished for a CVS drugstore. In Nashville, the Jacksonian Apartments, eligible for the National Register of Historic Places, were torn down for a Walgreen’s drugstore.”

Our research found that independent retailers were much more likely to preserve the original design and scale of a building (including façade) than were chains, which generally required renovation work to conform to the standardized themes associated with their other establishments.

From the perspective of a neighborhood activist who fought alongside many of you to preserve the character of North Beach, I am delighted and relieved that the City has adopted a sensible policy for our community that will prevent protracted battles in a community which has repeatedly voiced its opinion on this issue over the last several decades. I particularly want to thank the representatives of every local merchant and neighborhood organization who came to City Hall to testify on behalf of this legislation.

That being said, the benefit of the “formula retail” section of our planning code is flexibility. What may be right for the Excelsior might not fit in the Richmond, and what’s appropriate in Rincon Hill probably makes no sense in North Beach. This legislation isn’t as much about making a statement on chain stores as it is about protecting our unique and world-famous commercial district for generations to come.

To quote one speaker who came to testify in favor of this legislation, “There is viable, economic life in North Beach after chain stores.”

Or, to quote the seminal planning author continued on page 23
North Beach Pool continued from page 7

toilet rooms, and were filled at great expense by fresh water from the Spring Valley Water Company. Even back then clever funding strategies paid off: Construction costs for the pools were partially covered by diverting funds allocated for a Fire Department cistern at Powell and Lombard to the pool, which was henceforth designated as both a recreational and a fire-fighting facility.

The setbacks and hurdles recounted in the Playground Commission’s annual reports of the pool project’s progress would be familiar to our modern day project team: Weather delays, problems hooking up to inadequate City sewer lines, bad soil conditions requiring more extensive foundation work, funding competitions with badly needed projects across town. Attendance records for the pool—showing only children, and divided by boys and girls—begin in April 1913.

Records and photos of the following years show throngs of happy, boisterous kids. Early attendance records show that an average of 400 children used the playground each day, with spikes of 800 a day in warmer months, and “numbers beyond estimate” on the Fourth of July. (No TV, computers or video games!) Tantalizing photos—the ’20s? ‘30s?—show a three-story slide descending from high above Greenwich Street, past the tall southern retaining wall, down into the lowered playground, which was then absolutely filled with swing sets. (No lawsuits!)

Photos pick up again in the late 1950s, when the pool was finally enclosed. Meanwhile, the old Mission-style buildings adjacent to the pool were swathed in a cocoon of ‘50s tile, and the library was plunked down on the southwest corner of the children’s play area (by Mayor Christopher, who thought it was a clever money-saving plan to build new libraries without having to pay for land). And so the playground has remained, for over half a century.

And what of the future?

For the building, we hope that it will serve our children, and theirs, and maybe even our great grandchildren, well. We hope that families and seniors and the disabled and those recovering from injury will find that we’ve thought of their needs. We hope the energy-efficient aspects—like E-rated glass and retractable skylights and improved ventilation system—will prove their worth. We hope the sauna will be

North Beach Pool 1950s

continued on page 24
THD Board Motions for the Months of Dec. 04 through Nov. 2004

December 2004 Motions

MOTION: THD respectfully declines North Beach Chamber of Commerce’s invitation to designate a THD representative on the North Beach Chamber’s Board of Directors.
The Motion passed.

MOTION: The Board will present Marty and Jimmy Schein with a “Preservation of the Hill Award” in recognition of the restoration work completed on their building located at 1435 Grant Ave.
The Motion passed.

January 2005 Motions

MOTION: THD supports San Francisco Architectural Heritage in its appeal of the categorical exemption of 837-847 Montgomery St.
The Motion passed.

MOTION: THD endorses Paul Scott’s letter requesting that Iscott continue the North Beach Festival Hearing date.
The Motion passed.

February 2005 Motions

There were no motions in February.
The Question Person

As a member of the business community, what issue would you like the Telegraph Hill Dwellers take on?
Answered by local merchants.

Dan Maize
Trader Joes
Right now we don’t have any issues. We just moved in and the city has helped us all the way. Business is good. I was concerned about homelessness, but that hasn’t been a problem here.

Guy Ferri
Washington Square Bar and Grill
My main concern at the moment is the empty Pagoda Theatre site next door here. It’s been way too long. I even got excited when there were rumors of a Mexican restaurant coming in.

Pat Darden
Pat’s Café
I’d like neighbors to be more aware of businesses like ours on the side streets. We call this the “pass through zone.” People pass through from Columbus Avenue on their way to Fisherman’s Wharf.

Jane Jacobs on the relationship between locally owned businesses and community: “It grows out of people stopping by for a beer, getting advice from the grocer and giving advice to the newsstand man, comparing opinions with other customers at the bakery and nodding hello to the two boys drinking pop on the stoop ... hearing about a job from the hardware man and borrowing a dollar from the druggist....

“The sum of such casual, public contact at the local level ... is a feeling for the public identity of people, a web of public respect and trust, and a resource in time of personal or neighborhood need. The absence of this trust is a disaster to a city street.”

As always, feel free to get in touch at 554-7450 or Aaron.Peskin@sfgov.org. Thank you for giving me the opportunity to be your representative on the Board of Supervisors. See you around the Hill, the Beach or at City Hall...
only the first of many public saunas. We hope the refreshed facility will resume its role as a place of health and fun and community.

For the playground, May 21 marks not the end of a quest, but a return to the original one. Our 1990s goal was the renovation of the Joe DiMaggio Playground. The pool’s critical condition required immediate attention and we were forced to become a bit distracted. With that project substantially complete, it’s time to return to Plan A. Renovating the bocce courts, improving the tennis, basketball, and softball courts, making the children’s play area safer and more fun, providing a greener and more attractive park (including replacement of the unsightly fencing), erecting a statue to commemorate Joe DiMaggio—all these ideas have been, and will be, discussed. The community meetings will start again soon. And, maybe, in a few years, we’ll again be celebrating.

As former chair of the Telegraph Hill Dwellers Parks and Trees Committee and a leader in the organization Friends of Joe DiMaggio Playground, Julienne Christensen has played a key role in the work that has resulted in our reconceived and reconstructed neighborhood pool.
Order your copy of
*San Francisco’s Telegraph Hill*

As almost everyone who has lived on Telegraph Hill for long knows, *San Francisco’s Telegraph Hill* by David Myrick is a collector’s item. The out-of-print first edition of this book, lovingly detailing the colorful history of the Hill, sells for $200 these days.

In 2002, David agreed to make revisions to the original, and THD agreed to sponsor the second edition of the Myrick book. The new volume includes 32 new pages and 50 more photographs.

To order your book, please fill out the order form below.

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If you have any questions, please write Telegraph Hill Dwellers or call (415) 255-6799.
The Question Person continued from page 23

Cia Van Orden
Abitare
I’d like to see a campaign to encourage restaurants and cafes that have outside seating to put ash trays on their tables. Everyday I spend a good bit of time sweeping up cigarette butts on the sidewalk.

Jimmy and Marti Schein
Schein and Schein
We’ve all heard the words sung by Joni Mitchell: “They paved paradise and put up a parking lot.” But if you wait long enough, nature — a blade of grass, a weed, a tree — will have its way. Yogi Berra put it another way: “Nature bats last.” Given the powerful and persistent nature of, well, nature, it is important that we respect and care for it. That said, I am happy to report that several individuals and groups in the neighborhood have joined together to nurture our environment and community through their involvement in our neighborhood parks.

The Helen Wills Moody Playground, once a vacant concrete lot, is now a real, live playground. For the past four years, our neighbors and city have pooled their efforts to “pave” a community paradise for all to enjoy over this concrete lot. This was work that “took a village.” Funding from a state grant financed the lead abatement process and monies made available through the Americans with Disabilities Act helped pay for the restrooms. Efforts by Carole Migden, Aaron Peskin and Julie Christensen supplied planning funds, and the Recreation and Parks Department helped with funds and design. More money was raised by neighbors.

According to Julie Christensen, the project was “an exploration into what urban parks could be.” While most parks are built for children, Helen Wills is designed to serve not only children but also toddlers, adolescents, parents and senior citizens. “We were challenged to come up with new answers for what our community’s needs are, and there are layers of needs,” Christensen said.

Serving these layers of needs has provided the playground with tennis courts, basketball courts and a unique playground and clubhouse with separate facilities for toddlers and teens. Out of the action and play areas are viewing spaces where parents and others can enjoy the outdoors or socialize. Thanks to Lizzy Hirsch’s unique playground design, this vacant lot has become a real gem on the corner of Broadway and Larkin.

A grand opening celebration the Helen Wills playground was held on April 16 with food, face painting and music. And the celebrating does not stop here.

With the North Beach Pool on schedule for completion mid-May, a celebration for the reopening of the pool has been scheduled, as well. Saturday, May 21, the North Beach/ Joe DiMaggio Playground will host a fun fair for the community. Starting at 11 a.m., the day-long event will feature a ceremony led by local leaders, a parade around the playground, tours of the new pool, field events and live music. You can even watch the Lapin Sauvage (Wild Rabbits) and the Central Station police play each other in waffle ball. The admis-

continued on page 29
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PARKS AND TREES continued from page 27

sis free and open to the public.

There will also be a “soft opening” event
Thursday, May 12 to raise funds for the pool club-
house and playground. The event includes dinner,
music and spectacle inside the pool’s clubhouse.
For more information about this event, please con-
tact me at jmoerer@gmail.com.

Regarding the acquisition of 701 Lombard
(aka The Triangle), it appears a funding resolu-
tion will presented to the Board of Supervisors on
May 20. If money from the Open Space Fund is
used to acquire this parcel of land, then our
community will have more green space to use
and enjoy. As exemplified by the Helen Wills
project, our neighborhood can pool its efforts and
again “pave” a community paradise over the
existing parking lot.

In most cases, nature can and does bat last.
But there are instances where even the old-
est and noblest of trees can be endangered
by human hands. Earlier this year, a large,
old and beautiful black acacia tree on
Vandewater Alley was in danger of being cut
down because it was adjacent to a construc-
tion site. We still have this tree because of
leaders like Katherine Petrin, Arthur Chang
and Carolyn Blair, supporters who put much
time and effort into saving the tree. This
city, and especially our neighborhood, can
be very powerful when we work together for
our parks and trees. And when we allow nature
to bat last, we all win the game.
THD Welcomes New Members

November 2004 to February 2005


For a Voice in Your Neighborhood Join Telegraph Hill Dwellers.

NEW MEMBER INFORMATION

Sign Up or Sign a Friend Up as a member of Telegraph Hill Dwellers. Complete and mail to THD, PO Box 330159, SF, CA 94133

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**Definition**: To convey information using visual signals, such as flags, lights and mechanical arms.

In the 19th century, Telegraph Hill was a lookout spot. A man stood at the top and watched for ships arriving through the Golden Gate. He used semaphore signals to spell out ships’ names to the people below who were waiting for goods and mail. Neighbors who formed Telegraph Hill Dwellers in 1954 named their newsletter to salute this early use of the Hill.

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**THD CALENDAR**

Second Saturday stair and garden work parties at Pioneer Park: May 14, June 11, July 9. For more information call 552-7774.

Look forward to these upcoming events. Dates to be scheduled.

**June**: New member cocktail party.

**July**: General Membership Meeting.

**August**: Giants’ baseball.

Dates and locations subject to change.

**Schedules of Committee Meetings**

**Planning & Zoning**: First Thursdays. Call for time and location. 986-7070.

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For more information, log on to [http://www.thd.org](http://www.thd.org)