

# TELEGRAPH HILL SEMAPHORE

*Publication of the Telegraph Hill Dwellers*

NUMBER THIRTY SEVEN

SEPTEMBER 1969



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## DINNER MEETING

SEPTEMBER SEVENTEENTH

SAVOY TIVOLI RESTAURANT 1438 GRANT AVENUE

COCKTAILS (no host) 6:30 DINNER 7:30 PRICE \$4.00

For Reservations call Nancy Katz Yu 6-1890 or Mary Cara 392-9167  
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Discussion- HOW TO ELECT CITY OFFICIALS WHO WILL BE MORE RESPONSIVE TO RESIDENTS AND NEIGHBORHOOD GROUPS

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## ZONING

At a General meeting at the Savoy Tivoli restaurant held on June Seventeenth, the proposed rezoning of Telegraph Hill was discussed at length.

Your Zoning Committee, under the chairmanship of Carol Schwartzback, presented their reasons for advocating that Telegraph Hill be rezoned from its now existing R-4 classification to a special use district.

After intense discussion, a vote was taken and a majority of those present voted against the rezoning. Our application was withdrawn.

The Telegraph Hill Dwellers are still concerned that under the R-4 zoning over intensive development is likely to cause an increase in our ever present traffic and parking problems.

## A MESSAGE TO ALL WHO ENJOY TELEGRAPH HILL AS UNIQUE AND BEAUTIFUL

Through the efforts of Joan Levin and Luthfie James, aided by many neighbors, the upper part of the 200 block on Filbert Street has been converted from an unsightly jungle to a unique beauty spot.

Mr. Myron Tatarian, Director of Public Works, has granted a request for a city water outlet to help maintain the area.

If a permanent sprinkler system could be attached to this new outlet, the area would be comparatively easy to maintain.

An estimate of \$139.00 for planning and installing such a system in the upper two lots has been obtained.

If you would like to contribute to this worthy enterprise, please contact Joan Levin, 228 Filbert Street, 362-8514 or Luthfie James, 271 Filbert Street, 981-0352.

## INTERNATIONAL MARKET CENTER

According to an article in the San Francisco Examiner, July 13, 1969, Leonard Cahn, Executive Vice President of North Waterfront Associates, declared construction on the International Market Center would start in October and "Tight money, high interest rates . . . . wont stop it; neither will law suits filed by various neighbors who are concerned about the esthetics."

## IN MEMORIAM

The Telegraph Hill Dwellers have lost a good friend with the passing of Clyde Edmondson.

Mr. Edmondson, who lived at 288 Union Street, was in the forefront of many efforts put forth by the Hill Dwellers to preserve the character and individuality of Telegraph Hill. He was always ready to serve and will be sorely missed.

## COIT TOWER ----- WHERE ARE YOU?

Tourists who wish to visit Coit Tower sometimes wander around for hours before they are able to find it, due to the lack of directional signs. The Hill Dwellers are requesting the city to put up more directional signs so that they will not wander all over the Hill before finding Lombard Street, the only street that will get them there.

## JULIUS CASTLE

Julius' Castle, one of San Francisco's most glamorous restaurants, is under new management. The new owners are remodeling the inside, but are not going to make any changes in the outside architecture. They are also seeking a possible solution to the vexing parking and traffic problem, and are considering an omnibus from the bottom of the Hill to serve their patrons.

## TELEGRAPH HILL

## TRAFFIC PROBLEMS

## THE EMBARCADERO FREEWAY

Some upper Green Street residents have justly complained about the downtown traffic which uses Green Street as a by-pass route. They believe that this traffic is caused by the Broadway on and off ramps and petitioned the Supervisors to extend the elevated Embarcadero Freeway by adding on and off ramps to its stub end at Broadway.

The Telegraph Hill Dwellers sympathize with our friends on Green Street, but we cannot agree that the problem is caused by the freeway. On the contrary, the bulk of the by-pass traffic over the Green Street Hill is moving between Telegraph Hill, North Beach and the Financial District directly, without utilizing the freeway. The cure for the severe North Beach-Telegraph Hill traffic problems can only be found by a thorough traffic review of the entire area. Among the factors contributing to the traffic congestion is the lack of traffic lights along the Embarcadero; the numerous barricades across Columbus Avenue which prevent cross traffic; the incredible bottleneck at Columbus, Green and Stockton; and the "No Left Turn" signs along Broadway at Columbus and Powell. The problem is severely aggravated by daytime commuter parking all over the Hill.

As a first step to relieve traffic problems, the Board of Supervisors voted on August 18th to make Sansome and Battery Streets north of Broadway into a one way couple, and to install a traffic light on the Embarcadero. We welcome this change, but feel that the entire North Beach-Telegraph Hill traffic problem should be reviewed as a whole.

At a recent meeting of the Supervisors Streets and Transportation Committee, Supervisors Blake and Mailliard voted to give the Battery-Sansome one-way solution a 6-months trial, and if this action does not improve the traffic flow, to ask the State Department of Highways to add on and off ramps to the stub end of the Embarcadero Freeway, at a cost of \$2,000,000. As in the past, the THD remain unalterably opposed to any extension of the Embarcadero Freeway which could only increase traffic problems and further disfigure the waterfront. It would inevitably lead to a new freeway through North Beach and the Marina.

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From Columbus Ave. at Broadway

THE TRANSAMERICA PYRAMID

AGAINST THE PYRAMID

- SAN FRANCISCO PLANNING DEPARTMENT
- S.F. PLANNING, URBAN RENEWAL (SPUR) ASSOC.
- S.F. FIRE AND POLICE DEPARTMENT
- SAN FRANCISCO BEAUTIFUL
- CITIZENS' PLANNING COMMITTEE
- THE ENVIRONMENT WORKSHOP
- TELEGRAPH HILL DWELLERS
- MARINA CIVIC IMPROVEMENT, PROPERTY OWNERS ASSOC.
- MOUNT OLYMPUS NEIGHBORHOOD ASSOC.
- PLANNING COMMISSIONER, MORTIMER FLEISHACKER
- PLANNING COMMISSIONER, WILLIAM BRINTON
- AND MANY MORE

The Telegraph Hill Dwellers actively opposed the construction of the Transamerica Pyramid.

Planning Director Allan Jacobs described the Pyramid as " An inhuman creation in an urban area that strives to be human and supremely livable!"

In spite of his protestations the Planning Commission voted in favor of the Pyramid, with Commissioners Mortimer Fleishacker and William Brinton dissenting.

It being necessary to close Merchant Street in order to build the Pyramid, the Supervisors who have jurisdiction over such matters, had an opportunity to vote against the project. However they voted 9 to 1 in favor of the closing of Merchant Street, the only dissenting vote being that of Jack Morrison.

FIBREBOARD BUILDING - A NOTABLE IMPROVEMENT

Work is already underway to re-design the Fibreboard Building. Rust brown color and vertical gardens are designed to tie in with, and further the theme of Telegraph Hill. All the unsightly superstructures have been removed from the roof. CONGRATULATIONS TO FIBREBOARD ! ! !

MEMBERSHIP

Pat Delaney, our recruitment chairman, is looking for new members. If you have a candidate call her at DO 2- 0274

or

If you have a prospect, send his name, address, phone number and Two Dollars to Tom Hounsley, 480 Vallejo Street, San Francisco 94133.

or

If you have overlooked sending in your current dues, send Two Dollars to Tom Hounsley, 480 Vallejo Street, San Francisco 94133, and you will be reinstated.

A LARGE MEMBERSHIP IS THE STRENGTH OF OUR ORGANIZATION

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OUR CHANGING WATERFRONT - THE SAN FRANCISCO PORT

A signal victory was won by the conservationists when the State Legislature passed a bill making the Bay Area Conservation and Development Commission a permanently established agency with powers and jurisdiction which will enable it to protect the Bay as "the most valuable single natural resource of the entire San Francisco region." However we must still be on guard against those who wish to exploit the bay for their own selfish interests. Following in this bulletin are articles dealing with this subject.

PASSENGER PIER 35 THREATENED

On August 20th, Cyril Magnin, Chairman of the Port Authority, launched his official campaign to move San Francisco's passenger terminal, now located at Pier 35, to a location in the no-mans land far south of the Ferry Building. This initiative is in line with Mr. Magnin's desire to remove all shipping from piers 1 through 45 and relocate it South of the Ferry Building. This in turn would free the Northern Waterfront for a series of commercial megastructures. It is no secret that Mr. Magnin has always been opposed to the 40-foot height limit on the water front.

Whenever large liners dock at Pier 35, many San Franciscans and tourists gather at Coit Plaza and on the northern ends of Montgomery and Chestnut Street. The setting is equally spectacular for the liners' passengers who see our city in an unique context, with Telegraph Hill in the foreground. Every effort must be made to preserve this feature, for the sake of tourists, passengers and citizens alike.

Mr. Magnin's plan runs contrary to the Bolles Plan, the newly adopted Masterplan for the Northern Waterfront, and the advice of his own consultants, the Arthur D. Little Company. They would spell disaster for the entire Northern Waterfront.

OTHER PORT PLANS

As early as December 1967 Planners spoke of such developments as a 1000 unit hotel on a "piling island" at the end of Piers 41, 39 or 37.

More recently, August 20, 1969, Port Commissioner Cyril Magnin contemplated major hotel and commercial complexes that will rise over water on Piers 1 through 7, and 29 and 31, and pier 45.

City Planning Commission contemplates a 450 room hotel over water on piles at Pier 37. Also, in the future, a possible Stol, (short take off and landing) for small aircraft on Piers 36 through 44.

Add it all together and you find a large amount of the water disappearing from sight under 40' and 84' height limits.

Plans ( not final ) have already been submitted by private developers for Piers 1 through 7 and Pier 37. Offers for Pier 45 have been made. Our Guardian Angel will be the newly elected San Francisco Bay Conservation and Development Commission ( B.C.D.C. )

Mr. Joseph Bodovitz, executive director, reassures us that no presently exposed water will be eliminated unless there are guaranteed equivalent compensating areas opened up; and not one pile may be driven without a permit from B.C.D.C. Nevertheless, as in all public affairs, he expects there will be many pressures brought to bear, and it is important that the average citizen's voice is heard as to his desires. He welcomes and hopes for the support of Citizens groups such as ours. As to the height limits of 40' and 84' extending out to the end of a pier several hundred feet long - this will wreak havoc with so-called sight lines and the point at which we will be able to see the water line from a view point such as Coit Tower. On June 19, 1969 the Planning Commission adopted the Staff Plan for the Northern Waterfront as an amendment to the Master Plan. The Implementation was adopted as a " general " guide.

On Zoning and height etc. there will be a public hearing on September 18. We must make every effort to prevent the appearance of our shoreline being many hundreds of feet out from the actual shore-line.

Your Northern Waterfront Committee has not had an opportunity to study these various proposals. However, we must question whether the plans are in conformity with B. C. D. C. and whether they have the approval of our planning department, also whether they are in conformity with the Bolles Plan and the Arthur D. Little recommendations.

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THE EARLY DAYS OF THE TELEGRAPH HILL DWELLERS - WHAT WERE THEY LIKE ?

BY BERNARD BOUR

In editing the first several issues of the Telegraph Hill Bulletin distributed to all members, David Myrick included some fascinating historical notes concerning the Hill and even included occasional photos and reproductions from the Society of California Pioneers. These dealt with the changing of street names on several streets of the Hill early in this century, and the cable car that used to loop over the Hill in 1883-1887 ( see bulletins No, 2 and 3 of September 1956 and January 1957. There were also notes on mining of gold quartz on the Hill in the 1850s and some related incidents since ( Bulletin No. 5, May 1957).

OTHER PROBLEMS AND FESTIVITIES

In March 1956 the late Silvio Catelli began his annual Peach Blossom Festival at his then 102 year old house on lower Alta. And the Telegraph Hill Dwellers joined several other improvement and merchant organizations in the Central Council of Improvement Clubs, that met monthly at the Odd Fellows Hall at Market and Seventh Streets. But the threat of future freeways was felt as early as 1957 and was reported in the Bulletin of January 1958 (No.7). This same Bulletin also strikes the still familiar note of the severe parking problems caused by the restaurants ( and their hustling attendants ) on upper Montgomery Street. The Bulletin of August 1958 (NO 9) has much to say about the problems created by the night-owl, noisy Beatniks in the upper Grant Avenue area, and the question of adequate policing.

PARTY PLANS

Sometime early in November we are going to have a party.

Those of you who have been to our parties before know how good they can be.

WATCH FOR FURTHER ANNOUNCEMENT

Volunteers are needed to help with arrangements. Planning the party can be almost as much fun as the party itself.

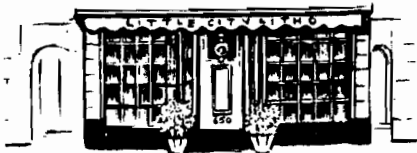
If you would like to volunteer, call your editor

Kenneth Evers 421-2671.

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