

SUTRO TOWER[®]

connection

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Justin Godar (left) at his studio with the “beer hammer” included in his coat rack kit; Tim Seward and Stephanie Jordan with their coat rack at Sutro Tower

S.F. Artists Create Sutro Tower Coat Racks

Combining a love of design and a love of the city, San Francisco artists have created and sold hundreds of Sutro Tower coat racks.

“We wanted to see art pieces of Sutro Tower around the city,” said Tim Seward and Stephanie Jordan, the newest team to set up a licensing agreement with Sutro Tower Inc. to make the coat racks.

Furniture designer Justin Godar was the first to create a Sutro Tower coat rack, and is selling them online and from his Bayview studio. “As a furniture maker, I’d often looked at Sutro Tower and thought its design would make a fine coat

rack,” Godar said. “So I built one -- and it turns out it does make a great coat rack.”

Both Godar and Seward/Jordan funded their coat rack projects through Kickstarter crowd-funding, each raising enough money through advance orders to produce their first 6-foot-high racks.

“We liked the design, and were surprised and pleased with how strong and what high quality they are,” Seward said of his creation. Their coat racks are made from Sahara bamboo (pressed at 10,000 psi), similar to the process used to make bent wood chairs or skateboards. The racks’ dark color

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FCC Spectrum Auction Moves Ahead

The Federal Communications Commission's incentive auction, which began last year to help wireless companies meet rising capacity needs by purchasing spectrums currently licensed to UHF television broadcasters (including some whose antennas are on Sutro Tower), is wrapping up its fourth stage this month. If it is inconclusive, a fifth stage will be held shortly.

The FCC originally expected the auction to be finished last fall, but in December a multi-billion-dollar gap remained between how much money the eligible broadcasters want for the spectrum space they're offering, and how much the wireless companies are willing to pay. In each phase of the auction, fewer broadcast channels are made available, with the goal of balancing supply and demand in each of more than 400 broadcast licensing areas. The nationwide bid/ask imbalance has dropped from \$63 billion in phase one to \$35 billion in phase two to \$20 billion in phase three.

Charles Meisch, spokesperson for the FCC in Washington, said that, while the impact on Sutro Tower is still unknown, balance was reached in the San Francisco-Oakland broadcast market, though the bid/ask prices were not balanced nationally.

"Once bidding is effectively completed with no excess demand in any market, we move on to the assignment phase,"

Meisch said. "The winning bidders then get specific frequencies. It's a sealed-bid process, and a nationwide provider may have a different interest in frequencies than a regional or local provider, so that will take a month. Then we draft a public notice of the auction's closing and channel reassignment. That's when we'll know which stations in the Bay Area go off the air or are moving their frequencies. That will take a matter of weeks. Then the 39-month transition process begins. Stations file their permit applications over 90 days to the FCC, then there's three years to do the work, taking into consideration local government processes for new antennas."

"Sutro Tower was identified in a report commissioned by the FCC as a 'super-complicated endeavor,'" Meisch said. "We have proposed that such facilities be in a later phase of the 36-month transition. We want to minimize disruption to viewers, so we are proposing that there are no more than two re-scans for the region." A re-scan is when television receivers are reprogrammed automatically to align with changes in broadcast frequencies.

Meisch said the incentive auction will conclude as current FCC chairman Tom Wheeler steps down. "This is a sea change in how we think about spectrum management going forward," Meisch said. "There are a lot of lessons to be learned."

Community Events

Each year Sutro Tower is proud to be the lead sponsor of neighborhood events such as the Forest Knolls Neighborhood Organization holiday dinner in December and the Midtown Terrace Block Party in September. Besides supporting the gatherings, we give away Christmas tree ornaments and cookies, pens, flashlights, dog dishes and Frisbees at our table or booth.

Sutro Fog Tests Enter New Phase

Ongoing tests of fog collection at Sutro Tower by a nonprofit, FogQuest, have captured the attention of U.S. Geological Survey scientists, who are providing new, more accurate and more complex tools to the project.

The fog collectors are in place year-round, though San Francisco's "fog season" is June through September. FogQuest's experimental fog collector at Sutro Tower is one meter square with specially designed mesh that captures the moisture of fog, which drips into a trough and flows into a collection bottle. The collector captured 128 gallons of water – roughly a gallon a day – plus spilled overflow on particularly foggy days, during the 2016 fog season.

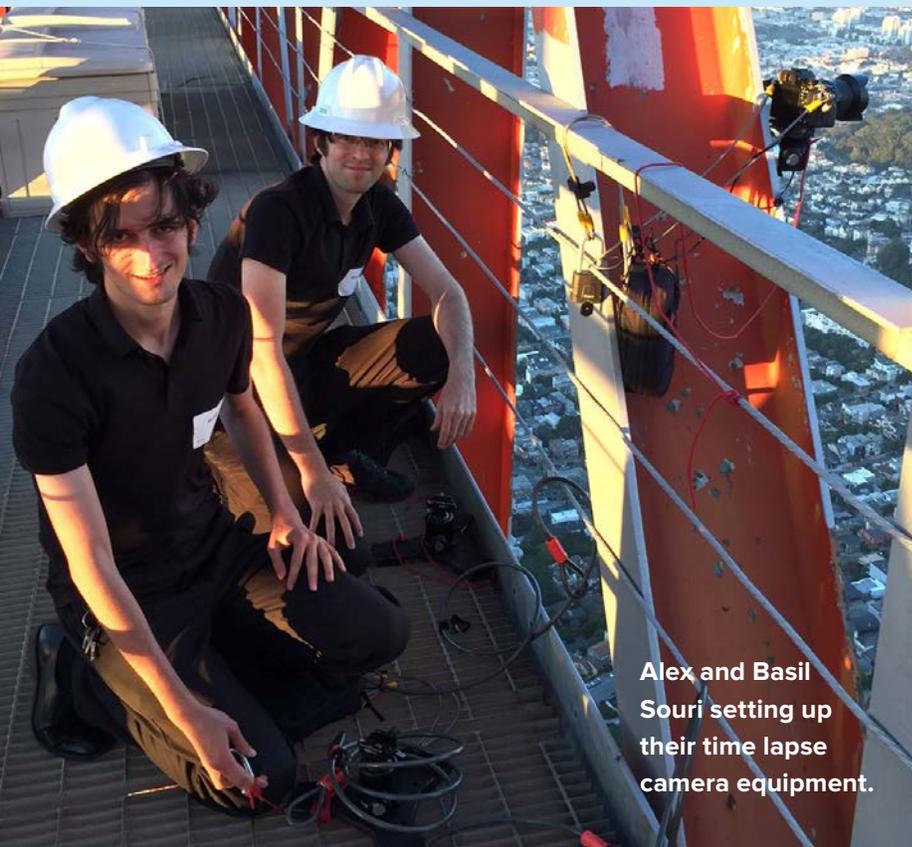
Chris Fogliatti, a volunteer with FogQuest, installed and maintains the fog collectors at Sutro Tower, the Presidio and the East Bay. The first 300 gallons he collected were used by the Hangar One distillery in Alameda to make Fog Point vodka; writeups about a \$43 martini featuring the vodka brought attention to the fog collection research.

Now Alicia Torregrosa, of the USGS's Western Geographic Science Center in Menlo Park, is adding an FM-120 fog droplet measuring device and other electronic equipment to the Sutro Tower fog collector for the 2017 fog season, in order to gather more refined information about how the water content of fog can be captured.

"We're ready for more sophisticated comparison testing next fog season when we compare the standard mesh to a different mesh," Fogliatti said. "It should be interesting."



Chris Fogliatti and Alicia Torregrosa with the Sutro Tower fog catcher



Alex and Basil Souri setting up their time lapse camera equipment.

Time Lapse Cameras

Alex and Basil Soufi, filmmaking brothers from Marin County, set up special time-lapse camera equipment on Level 6 of Sutro Tower in November to capture 48 hours of footage for their upcoming film, "A City By Night," which is expected to debut at the San Francisco Film Festival in April. With the support of the San Francisco Film Commission, the brothers have also shot from shipping cranes at the Port of Oakland and from the new control tower at SFO.



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LANDSCAPING

Hydroseeding is complete and dozens of new trees and bushes are being planted to control erosion on the south side of Sutro Tower and improve aesthetics on the east side. The planting is being done in cooperation with the San Francisco Public Utilities Commission, which owns some of the planting area between the tower and Summit Reservoir.

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comes from heating them in an oven for up to three hours to caramelize the sugars in the bamboo which creates an even “stain” without using stain. Then he uses resin to finish and seal the wood.

“This is just one small step towards what needs to be done here to reinvigorate the great artists in the city,” Seward said. “I encourage everyone who loves San Francisco and its creative spirit to start your own project and share it with your friends and colleagues, not only here but around the world.”

Godar sells his coat racks either fully assembled or as a snap-together kit that includes a “beer hammer” that he and a friend created to finish putting it together. He uses all-hardwood plywood, finely sanded, and finished with screen printing to color his coat rack like the actual tower. Godar has found that about 60 percent of his customers have a view of Sutro Tower from their homes. “They can see Sutro Tower when they look outside, and they want to have one inside, too.”

Artists have a First Amendment right to make images of Sutro Tower; it appears widely in everything from photographs to paintings to tattoos. At the same time, an indication that we support or endorse a product, or the commercial use of the name “Sutro Tower” by artists or anyone else, is governed by federal trademark and copyright laws (the same as for “Golden Gate Bridge” or “San Francisco Giants”), requiring a prior licensing agreement between the artists and the tower’s management. “We are thrilled that so many creative people see and capture the iconic beauty of Sutro Tower in so many ways,” said Eric Dausman, chief operating officer of Sutro Tower Inc. “We’re happy to cooperate with Justin, Tim, Stephanie and the rest of San Francisco’s artistic community.”

Sutro Tower Inc. donates to local charities all licensing fees collected from the sale of t-shirts, hats, coat racks, and other items.

For more about the coat racks, go to www.godarfurniture.com and www.timothykevinseward.com.

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