

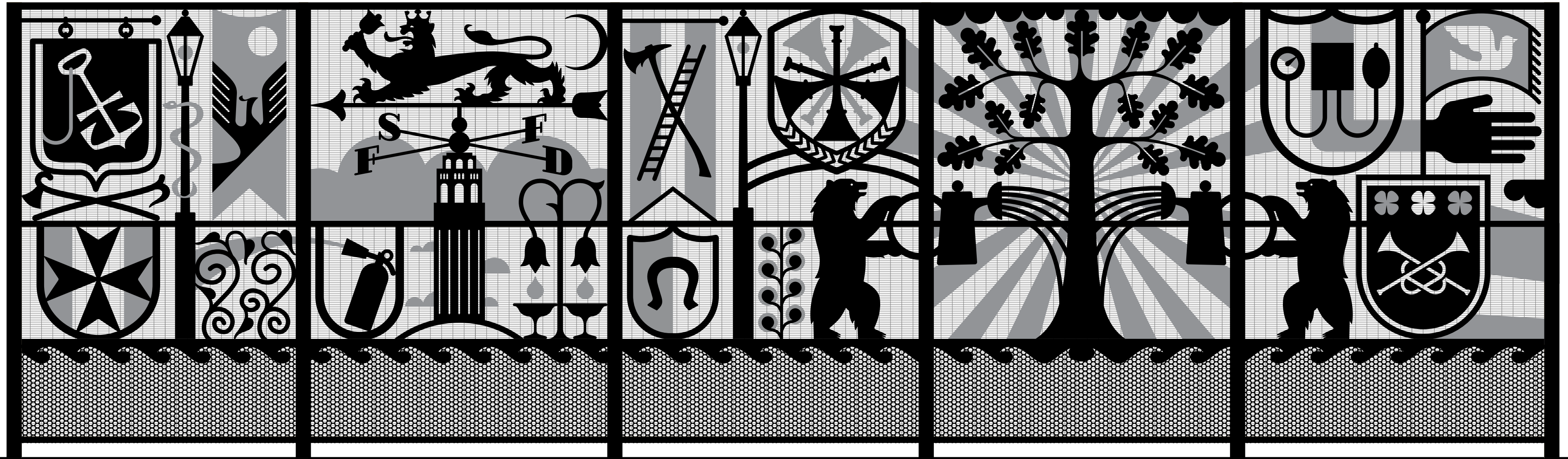
2021 Dec 15 updated ADF fence design presentation with annotated slide section

Michael Bartalos

415 867 5236

mike@bartalos.com

previous

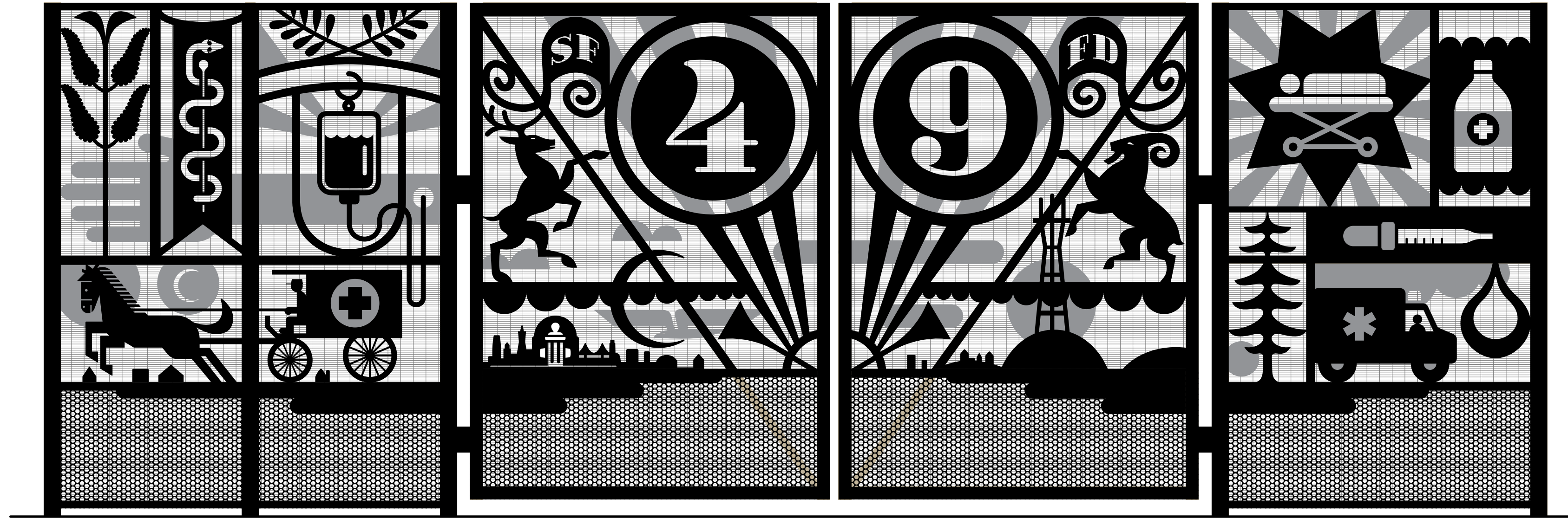


current



JERROLD AVENUE ENTRANCE: LEFT SIDE FENCE

previous

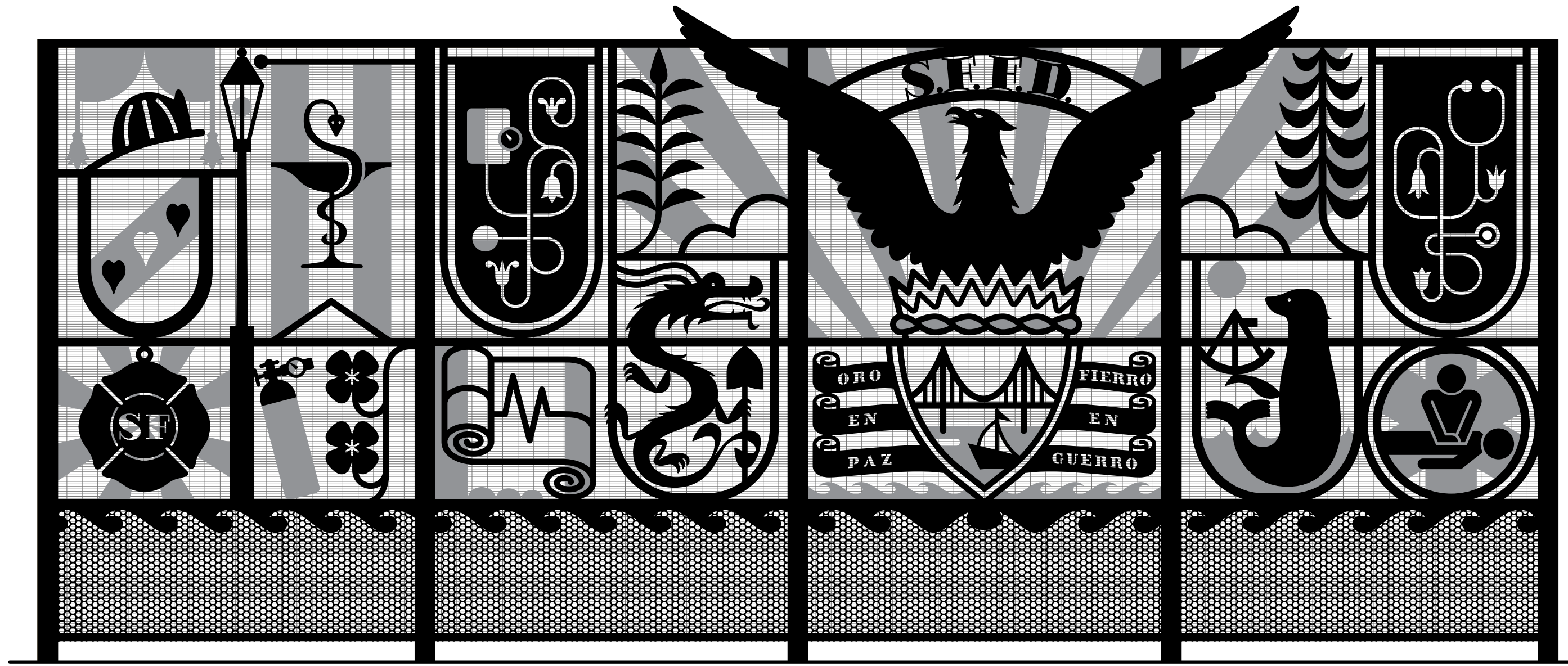


current



JERROLD AVENUE ENTRANCE: VEHICULAR GATE (G-2)

previous

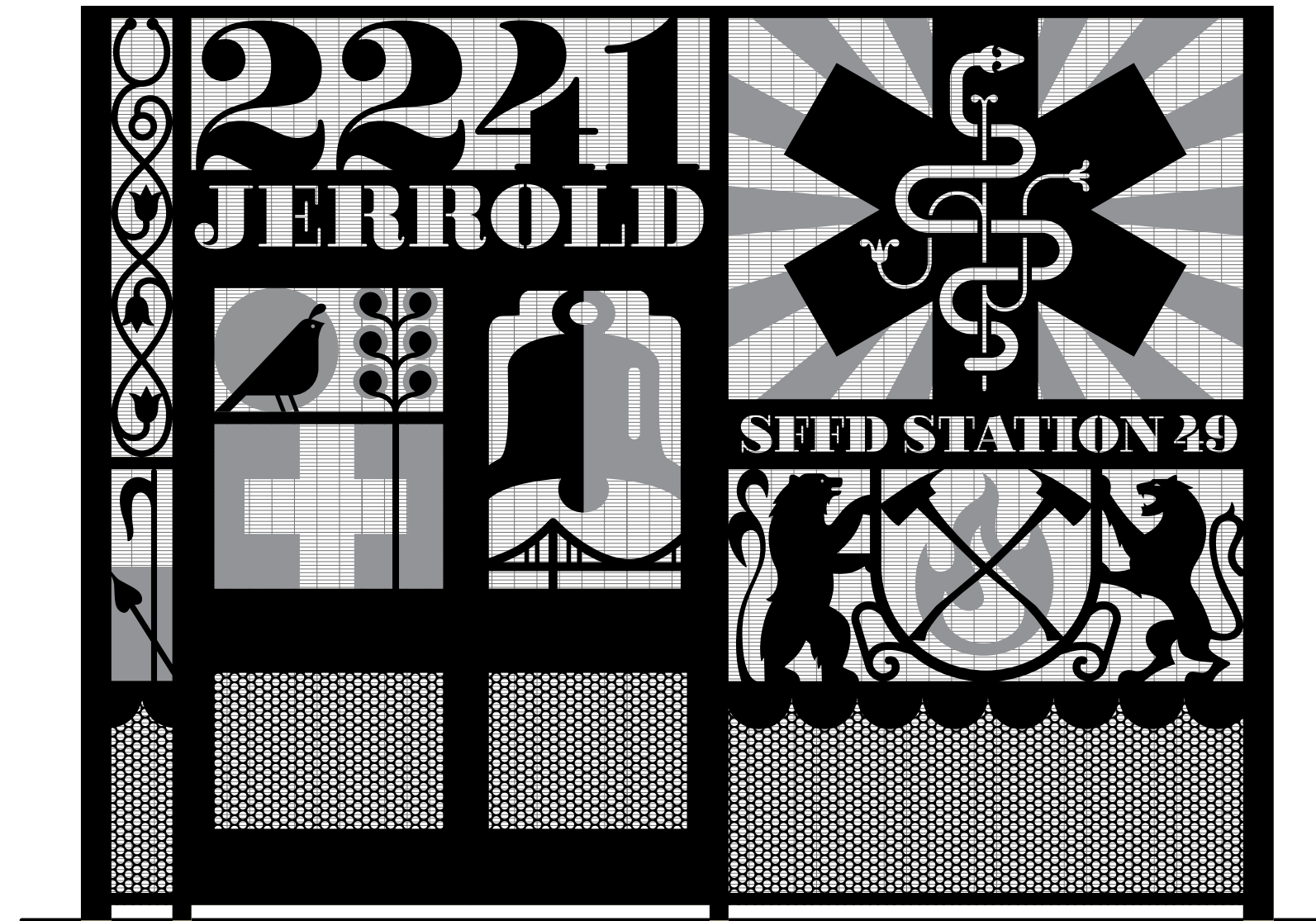


current

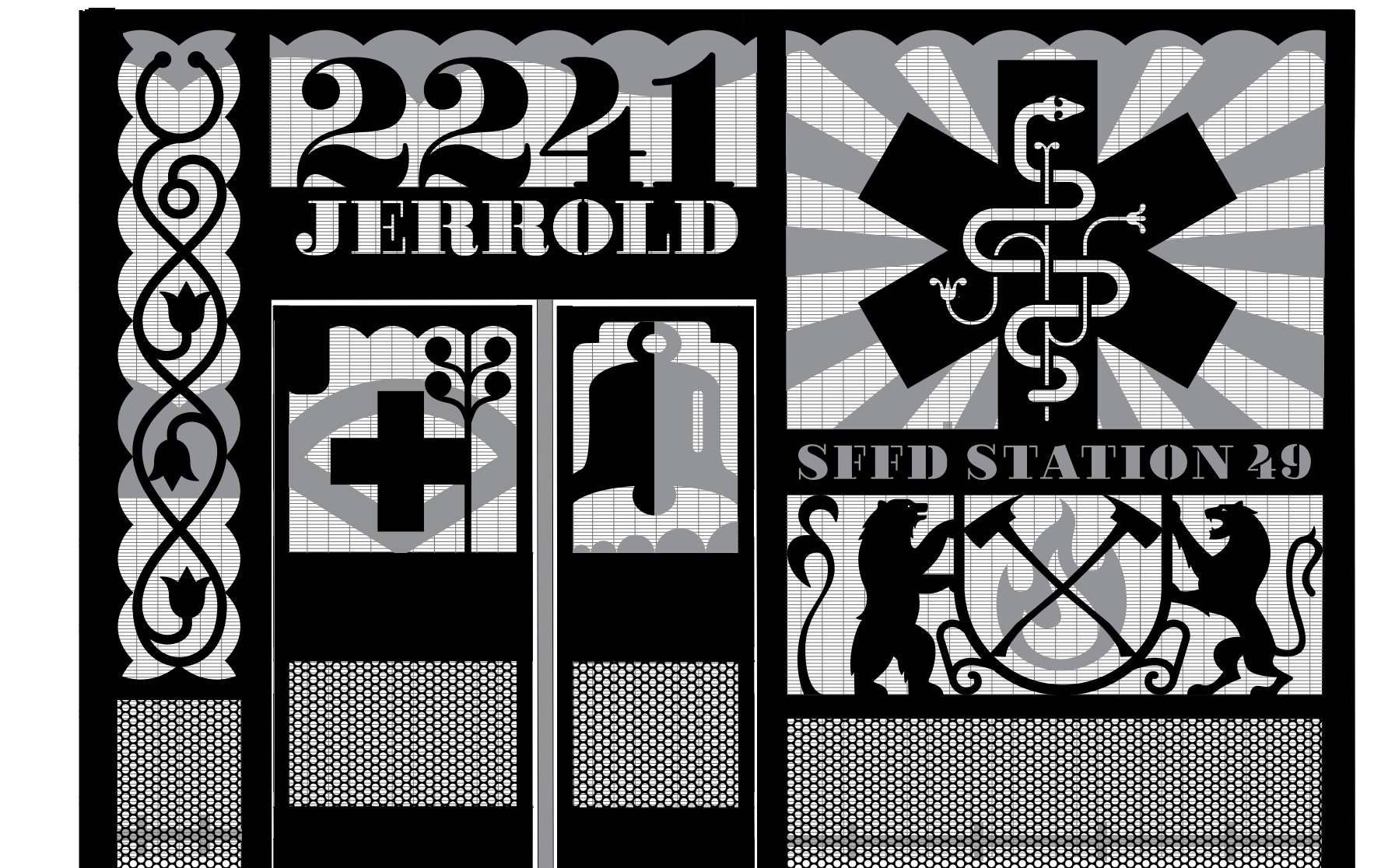


JERROLD AVENUE ENTRANCE: RIGHT SIDE FENCE

previous

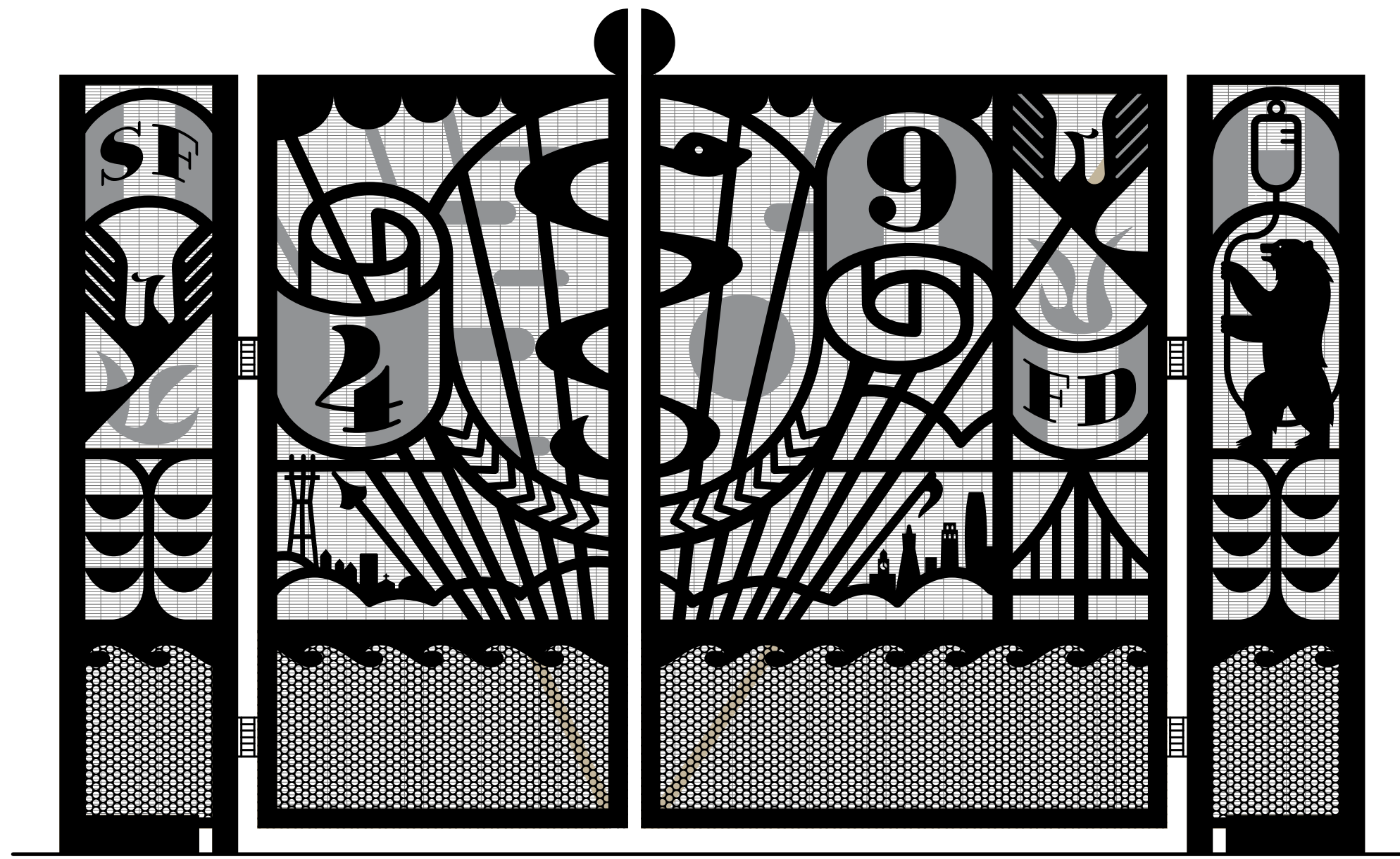


current



JERROLD AVENUE ENTRANCE: PEDESTRIAN GATE (G-1)

previous



current



MCKINNON AVENUE ENTRANCE: VEHICULAR GATE (G-4)

**JERROLD AVENUE
ENTRANCE:
LEFT SIDE
FENCE**
(current)



Phoenix banner:
Phoenix of my own design echoes
SFFD badge.

Snake entwined with lamp post is
a play on the Rod of Asclepius.

Plant: Sassafras, used by Native
Americans to treat wounds and by
Chinese to treat rheumatism and
trauma. Some modern researchers
conclude that the oil, roots and bark
of sassafras have analgesic and
antiseptic properties.
Original design.

Lion weather vane:
Lion is ringing bell to reference
the SFFD's call to action.
Lions typically symbolize courage,
strength, stateliness and valour,
because historically it has been
regarded as the "king of beasts"
in heraldry.

Image reference:
[https://en.wikipedia.org/wiki/
Royal_Arms_of_England](https://en.wikipedia.org/wiki/Royal_Arms_of_England)

Weather vane has SFFD instead
of NSEW. Original design.

Coit Tower was dedicated to the
volunteer firemen who had died
in San Francisco's five major fires.
Original design.

Plant: Foxglove, from which Digoxin,
a heart medication for heart failure
and cardiac arrhythmias, is derived.
Original design.

Ladder crossed with fire axe:
Both elements commonly appear
in fire department insignia.
Original design.

Five horns:
Fire Chief's official emblem.
Source: SFFD

Heart and EKG in shield:
Original design referencing
common EMS imagery.

Bear: California Grizzly
(our State Animal).
Original design.

California Grizzlies on left + right:
watering a California Oak.
In heraldry, bears represent
healing and personal health,
strength and bravery.
Original design.

The tree: Valley Oak.
Of California's many oak species,
the Valley Oak is the state's tallest.
Deciduous with deeply lobed
leaves, it can grow to be over
100 feet tall and can live for nearly
300 years. The Valley Oak is found
growing by creeks and rivers in
valleys near the California coast
and in the Central Valley.
Original design.

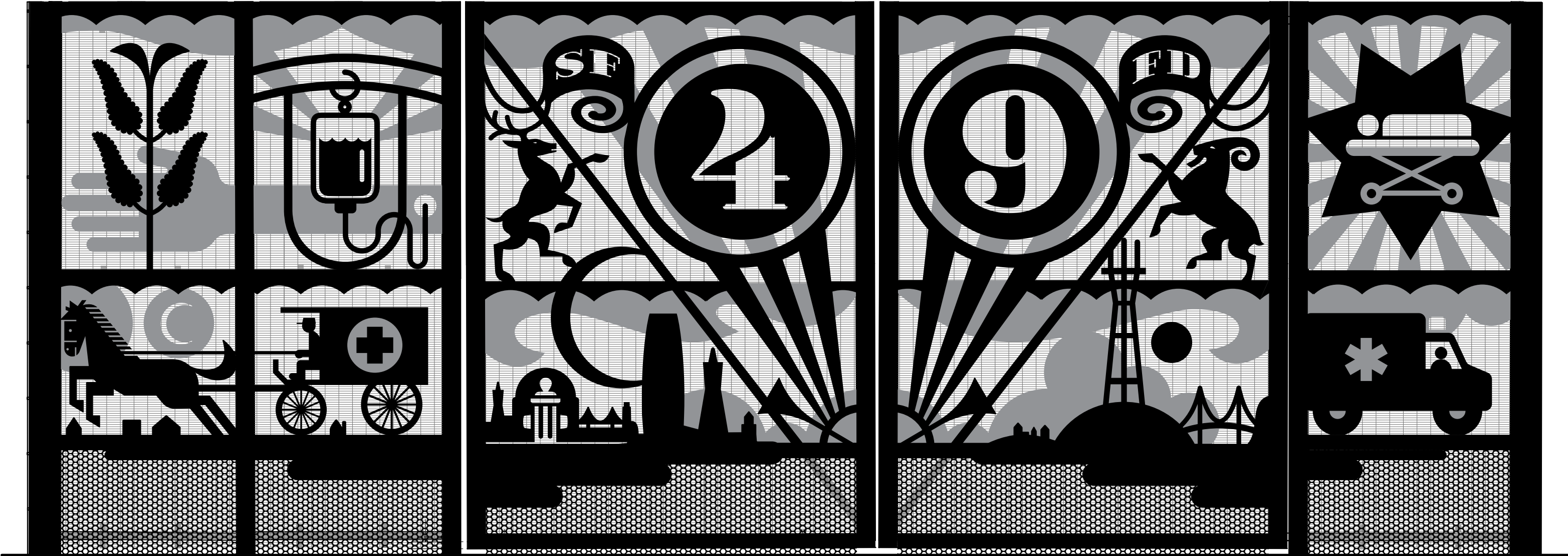
Blood pressure gauge:
Original design representing an
EMS activity.
Original design.

Dove on flag:
Dove is known symbol of peace,
stability, and security — here
maintained by the city's emergency
services.
Original design.

Horn:
symbolizes call to action in event of
emergency.
Image source:
[https://www.worcmedals.com/
Crossed-Trumpets-on-Scarlet](https://www.worcmedals.com/Crossed-Trumpets-on-Scarlet)

Flowers above the horn
are California Poppies (State flower).
Original design.

**JERROLD AVENUE
ENTRANCE:
VEHICULAR GATE
(G-2)
(current)**



Plant:
Black cohosh (*Cimicifuga racemosa*), a member of the buttercup family that has traditionally been used to treat a variety of conditions including colds, pain, rheumatism, and menopause. Native Americans used it to treat musculoskeletal pain, fever, cough, pneumonia, and more.
Original design.

IV drip:
Original design representing an EMS activity. Original design.

Vintage horse-drawn ambulance:
References SF EMS history. Original design based on historical photos provided by SF Arts Commission.

Tule Elk:
Found in Northern California, with prominent herds in Point Reyes. Image reference: Queensland, Australia coat of arms: https://en.wikipedia.org/wiki/Coat_of_arms_of_Queensland

Left cityscape with hydrant uses imagery from SFFD 150th Anniversary badge.

Bighorn Sheep:
California is home to diverse populations of bighorn sheep from the Mojave desert to the snowy Sierras. Image reference: British Columbia, Canada, coat of arms: <https://www2.gov.bc.ca/gov/content/governments/celebrating-british-columbia/symbols-of-bc/coat-of-arms>

Right cityscape features Sutro Tower. Original design.

Moon on left and sun on right symbolize the 24/7 nature of EMS operations. (Hence, the sun and rays over the water depict both a sunrise and sunset.) Original design.

Horns facing towards both night and day represent a 24/7 call to action. Original design.

Patient on stretcher representing an EMS situation. Original design.

Image placed inside a 7-pointed star known to appear in fire dept. and EMS iconography. Source: <https://www.epolicesupply.com/police-badges/blackinton/7-point-stars.html> and <http://sharky-fourbees.blogspot.com/2016/08/emergency-medical-technician-emt-badge.html>

Contemporary ambulance contrasts with vintage ambulance on opposite panel as a then-and-now. Original design.

**JERROLD AVENUE
ENTRANCE:
RIGHT SIDE
FENCE**
(current)



Three hearts on the shield connote care, loyalty, fealty, kindness, and bravery (along the lines of Braveheart or Richard the Lion-hearted). Original design.

Chalice with snake is a known symbol for pharmaceuticals. Original design.

Cross of Saint Florian (patron saint of firefighting), or Florian Cross, is a common present-day FD symbol. Source: https://www.guardiansofthecity.org/SFFD/museum_collections/badges/fire_service_emblems.html

Shield with 3 hearts forms the top of a medal + Florian Cross forms the bottom. Original design.

Plant: California Poppy, our State Flower. Original design.

Blood pressure gauge represents EMS equipment / activity. Original design.

Plant: Willow bark, whose Salicylic acid is a key component of aspirin, was traditionally used for mitigating injury, pain, and inflammation. Original design.

EKG readout: Original design representing an EMS activity. Original design.

Chinese Dragon: Referencing Chinatown's Dragon Gate. Original design.

Phoenix featured on official SFFD flag.

Lower segment (motto and shield with GGB and boat) is adapted from from SFFD's Classic badge.

Motto: Gold in Peace / Iron in War.

Plant: Pacific yew tree (*Taxus brevifolia*) which produces the anticancer drug paclitaxel (Taxol). Original design.

Stethoscope: Original design representing an EMS activity. Original design.

California Sea Lion: Recognizable SF icon representing coastal wildlife; also alludes to marine rescue EMS activity. Original design.

Sextant is adapted from SFFD and SF City seals.

Horseshoes reference luck, chance, and risk inherent in EMS work. Original design.

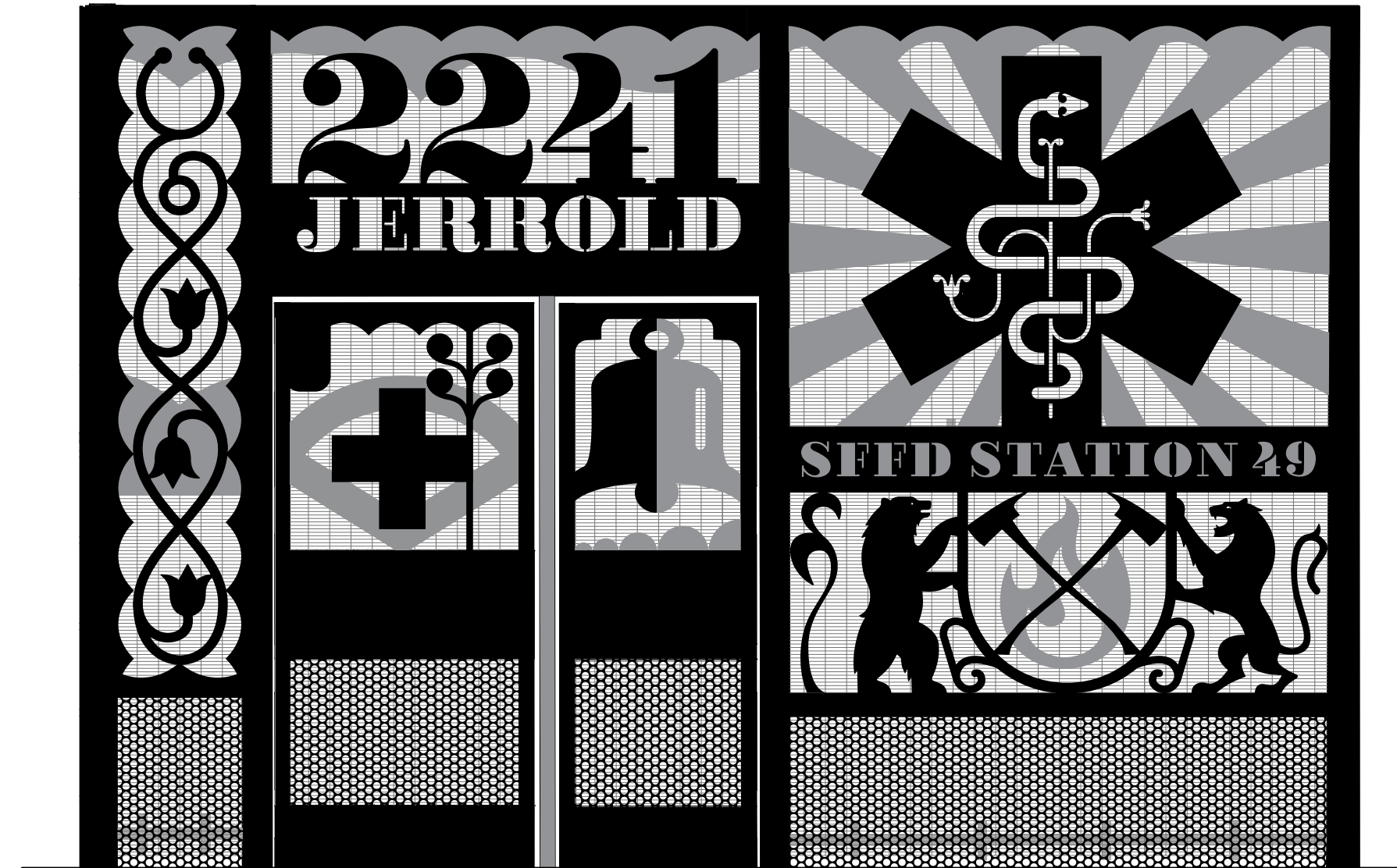
CPR: Representing an EMS activity superimposed on Star of Life symbol. Original design.

Anchor: Original design, adapted from the official seals of the SFFD and City & County of SF.

Oxygen tank, axe and pike are imagery representative of the Fire Department.

Maltese Cross: this is the emblem that originally represented fire-fighting knights (Knights Hopitalier). Source: <https://www.firerescue1.com/history/articles/the-maltese-vs-florian-cross-which-one-is-correct-Xr7pnTxy1nwnHe0M/>

**JERROLD AVENUE
ENTRANCE:
PEDESTRIAN GATE
(G-1)
(current)**



Floral stethoscope:
Alludes to growth,
life, and an EMS tool.
Original design.

Plant:
Fruit of the Linden tree. Linden
is traditionally used to treat
fever, colds + infections. It has
sedative effects and has been
used to treat nervous palpita-
tions and high blood pressure.
Original design.

Cross on badge shape outline:
Original design based on
known EMS badge shape.
Example:
<https://www.thefireconnection.com/product.sc?productId=606>

Fire bell:
Well-known representation
of fire department.
Original design.

Rod of Asclepius against the Star of Life:
the definitive EMS symbol.

Bear:
California Grizzly. Original design.

California mountain lion:
More than half of California is mountain lion habitat,
and these animals are a protected species throughout
the United States.
Original design; image reference:
https://en.wikipedia.org/wiki/Coat_of_arms_of_Somalia

Shield with fire and crossed axes
are an original design representing firefighting.

**MCKINNON AVENUE
ENTRANCE:
VEHICULAR GATE
(G-4)
(current)**



Phoenix is my original design and references SFFD badges.

Plant: Chondrodendron Convolvulaceum, which had medicinal uses historically, specifically as neuromuscular blockers for clinical anesthesia. Original design.

Cityscape on left depicts western SF including landmarks like Sutro Tower and the Mission Dolores. Original design.

Center of gate creates Rod of Asclepius that snake winds around. Original design.

Cityscape on right depicts eastern SF including landmarks like Ferry Building, Transamerica Pyramid, Coit Tower, and the Salesforce Tower. Original design.

Bridge: Representative of both the GG Bridge and Bay Bridge, recognizable symbols of SF. Original design.

Bear: California Grizzly. Original design.

Plant: Chondrodendron Tomentosum, which had medicinal uses historically, specifically as neuromuscular blockers for clinical anesthesia. Original design.