



Madalyn Farquhar, Planting Manager  
1007 General Kennedy Ave, Suite 1  
San Francisco, CA 94129-1405  
P: (415) 268-0783 F: (415) 561-6899 Madalyn@fuf.net

## **LILY STREET MURAL INFORMATION SHEET**

### **PARTICIPATION**

Friends of the Urban Forest (FUF) has received funding to install murals on the 200, 300 and 400 block of Lily from the Living Alley Community Challenge Grant (CCG). These murals will be painted/installed by an artist chosen by FUF, Lily Street Block Captains and participating property owners.

**To participate in a FUF mural project by having a mural at your property, you (the property owner) must sign and submit all of the following forms to FUF:**

1. FUF Mural Letter of Agreement
2. SF Arts Commission Waiver of Proprietary Rights
3. CCG Mural Contract (to be completed after CCG mural approval)

You or your representative **must** either attend scheduled mural design meeting(s) to plan the mural design and installation or directly communicate your feedback and approval of the final mural design on your property. You or your representative must determine the extent of the mural on your property. FUF, Lily Street neighbors, and artists will work together until the project is complete.

FUF will be managing the mural process including San Francisco Arts Commission (SFAC) mural approval, coordinating community feedback and managing the mural installation.

### **MURAL LOCATION**

Murals may be located on garage doors, building walls and concrete walls pending CCG approval.

### **MURAL DESIGN AND APPROVAL**

Potential artists and proposed artwork will be reviewed by FUF, Lily Street Block Captains, and participating property owners. You, as the property owner, will make the final decision on the design before the project is submitted to the SFAC. In accordance with City Charter Article V, Section 103, the SFAC must approve all murals financed in whole or in part with city funds on privately owned property. FUF will coordinate SFAC review and approval and SFAC Visual Arts Committee review and approval. No mural will be installed without your approval. Similarly, no mural will be installed without the approval of FUF and SFAC.

### **MURAL MAINTENANCE**

CCG requires a 10 year commitment of maintaining the mural(s), during this time the mural must be maintained and can not be removed. Property owners can appeal directly to CCG to remove a mural within the 10 year commitment period.

Lily Street Block Captains on the 200, 300, and 400 blocks, in partnership with FUF, will ensure regular monitoring of the artwork to address graffiti removal. Mural maintenance will be scheduled during Lily Street block parties. As a sponsor of this project, FUF is ultimately responsible for mural maintenance. Please report any mural damage to FUF immediately. Paint and paint information from the original installations will be reserved and kept at a secured site by FUF for future maintenance needs.

### **INSURANCE**

You (the property owner) are responsible for notifying your insurers of the proposed mural project and ensuring that the artist's activities at the site will be covered by your insurance. Your insurance policy will not need to be submitted to FUF. FUF has general liability and workers compensation insurance, as required by CCG. Participating mural artists will be required to have insurance.

### **COST**

Thanks to funding from the CCG Living Alley Improvements, the full cost of the mural installation is subsidized.

**Thank you for working with Friends of the Urban Forest!**

**Please keep this information for your records.**



Madalyn Farquhar, Planting Manager  
1007 General Kennedy Ave, Suite 1  
San Francisco, CA 94129-1405  
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## LILY STREET MURAL LETTER OF AGREEMENT

Mural Address: 219-221 Lily St. SF, CA 94102

Mural Location Description (include type of wall and approximate dimension): \_\_\_\_\_

Western wall, wooden siding, 5.5ft wide/ 27ft tall

I have read and agree with the **Mural Information Sheet**, which I have received and is part of this agreement. I understand the responsibilities I assume in joining a mural project in cooperation with the **Friends of the Urban Forest**. I understand that FUF will incur expenses and costs by my participation in the project. I agree to reimburse FUF for any expenses and costs incurred by FUF, which I have not previously paid for, if I withdraw from this project after the proposed mural on my property has been reviewed and approved by me and by the SF Arts Commission.

I hereby agree to release, hold harmless, and indemnify FUF, its employees, officers, contractors, sub-contractors, volunteers, agents, successors, and assigns from all liability arising or resulting from the project, and I agree voluntarily to assume all risks associated therewith.

I am the owner/ legal representative of the property where I have requested a mural:

Name (PRINT) Brian Schulz

Mailing Address 219 Lily St.

City and State San Francisco, CA Zip Code 94102

Best Phone 415-377-0081 Email bschulzsf@gmail.com

Signature [Signature] Date 9-26-17

(Property Owner or Legal Representative Must Sign)

# sfac san francisco arts commission

## Artwork/Mural Design Information Form

Lead Artist(s): Giuseppe Percivati

Proposed Site Artwork (Full Address with Cross Streets):

219 Lily Street  
San Francisco, CA 94102 (cross: Octavia + Laguna)

District #: 5

\*Supervisor's Districts, where proposed mural will be placed can be found at:  
<http://propertymap.sfplanning.org/?name=sffind>

Artwork Title: Highway to Green

Artwork Dimensions: 5.5 ft wide, 27 ft tall

Estimated Schedule: Start: 3/1/18 Completion: 6/30/18

\*Requests for approval should be received 90 days prior to actual implementation of the mural.

Funding Source(s) for mural, please list all:

Community Challenge Grant Living Alleys Program

### Project Contact Information

ARTIST(S): Pepe Galka  
Artist Full Name: Giuseppe Percivati  
Address: Missionaries of the Poor, Metro Manila, 1009  
1799 Estrella Street, San Andres, Santa Ana Manila, Philippines  
Email: pepegalka@gmail.com  
Phone: + 939 48 023 9336

Project Coordinator (if different than artist):

Full Name: Madalyn Farguhar  
Address: 1028 Girard St, Apt 313  
San Francisco, CA 94129  
Email: Madalyn@Fof.net  
Phone: 479-474-3426

Sponsoring Organization (if any):

Organization:

Contact Name:

Address:

Email:

Phone:

Friends of the Urban Forest

Madalyn Farguehar

1007 General Kennedy Ave, Ste 1

San Francisco, CA 94129

Madalyn@FuF.net

415-268-0783

Questions 1-4

\*Attach a separate document if needed for the following questions:

1) Proposal (Describes proposed design, site, and theme.)

\* Attached

2) Materials and processes to be used for wall preparation, mural creation and anti-graffiti treatment.

\* Attached

3) List individuals and groups involved in the mural design, preparation, and implementation.

- Lily Alley Living Group
- Friends of the Urban Forest
- Giuseppe Percivati

4.) Maintenance Plan (including parties responsible for maintenance and graffiti abatement)

\* Attached

## 219 LILY STREET- Pepe Gaka

### CONT. Artwork/ Mural Design Information Form

#### 1) Proposal (Describes proposed design, site, and theme.)

Design: 'Highway to Green' is a design by Pepe Gaka specifically for the Lily Street Living Alleys Mural Project and is one mural in a series to be installed along the 200, 300, and 400 blocks of Lily Street. Starting at the bottom there are overlapping layers of freeway overpasses which morph upwards into Octavia blvd and the well-loved Temple which stood for a year on Patricia's Green. Campaigners for the boulevard are depicted, as well as a quote from Patricia Walkup- "Ordinary people can accomplish extraordinary things".

Site: Lily Street is a narrow, residential street in the Hayes Valley neighborhood. This site is on the side of a building which is just steps from the intersection of Lily Street and Octavia Blvd. The site faces west on the 200 block of Lily Street and will be visible to pedestrians walking towards Octavia Blvd and the main business district of Hayes Valley.

Theme: *Each mural in the Lily Street Living Alley Mural Project highlights themes of urban renewal and bringing nature, tranquility, and resilience to the city through collaborative, community supported projects.* The design specifically commemorates the demolition of the Central Freeway, the building of Octavia blvd, and the community-led effort behind these dramatic changes. Patricia Walkup (the founder of the Hayes Valley Neighborhood Association), along with many Hayes Valley residents, fought for the demolition of the Central Freeway. After its successful removal, trees were planted to line Octavia Boulevard and residents saw the creation of a beautiful, public green space where the boulevard dead-ends into Fell st.

The message during the three campaigns in 1997, 1998 and 1999 was the Boulevard was better than a freeway for four reasons—faster (it would be faster to build the Boulevard than rebuild the freeway), safer (a surface Boulevard was safer in an earthquake than an elevated freeway), cheaper (the Boulevard was much cheaper than rebuilding an elevated highway) and a better traffic plan. The Octavia Boulevard campaign was about bringing people together, as well as reconnecting the neighborhood after being divided for decades by the freeway.

This mural, which we see as the beginning of the mural series, most heavily features "urban" aspects of the city—freeways, human engineering, built structures, etc. As the mural series moves towards the terminus of Lily Street on the 400 block the designs gradually transform into scenes of the city's urban ecology— natives birds and plants, as well as prominent species of street trees and other plants used in the city. The murals will be accompanied by a series of signs that will chronicle community/ greening efforts in Hayes Valley.

#### 2) Materials and processes to be used for wall preparation, mural creation and anti-graffiti treatment.

The mural will be painted with high quality acrylics from Precita Eyes in the Mission District. This mural process includes a wall cleaning using Trisodium Phosphate to clear residual paint and dust. After cleaning the wall, two coats of primer are applied. Next, the sketch is transferred onto the wall by free-hand outlining. The mural is then underpainted before adding all the detail. After completion of the mural, four coats of Polyurethane Clear Coat are applied to protect the mural.

#### 4) Maintenance Plan (including parties responsible for maintenance and graffiti abatement)

Parties responsible: Friends of the Urban Forest (FUF)

Lily Street Block Captains on the 200, 300, and 400 blocks, in partnership with FUF, will ensure regular monitoring of the artwork to address graffiti removal. As a sponsor of this project, FUF is ultimately responsible for mural maintenance. Paint and paint information from the original installations will be reserved and kept at a secured site by FUF for future maintenance needs.

The artist will be notified if the mural(s) have been damaged or require maintenance. Artists must respond to a call for mural maintenance within 30 days. As required by CCG, if maintenance cannot be completed by the artist in this time then FUF may seek another artist to repair the mural.

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GIUSEPPE PERCIVATI

# Giuseppe Percivati CV



## **Experience**

Painter and mural artist 2009-present.

Painting on commission for private and businesses in Turin, Tokyo and Sydney.

Street painting/busking 2008-present.

Street painting in Turin, Milan, Lisbon, Sydney, Tokyo, Melbourne, Vancouver, Manila, Karachi, Auckland.

Italian Chamber of Commerce of Tokyo live painting.

Fiat of Japan 2011 Personal exhibition in Fiat's main showroom in Aoyama-Itchome, Tokyo. Live painting in the prefecture of Gunma. Live painting for Fiat's fidelity costumer party in Chiba.

Shodo Japanese calligraphy intensive workshop with Master Nishiguchi Yukiko, Tokyo, 2012.

Art teacher 2014-2015, Ultimo Community Centre, Sydney.

Exhibition for Double Belonging- Italian cultural Festival 2015 Sydney

BBR 2015 French Festival live painting, Sydney

Ignite Youth Conference, Brisbane Live painting for Ignite Youth in September 2015, in front of 1500 people, during 2 days.

Sancta Maria College Auckland, New Zealand.

Live painting and workshop with 60 students 9th-12th grade, March 2016

Marcellin College, Auckland New Zealand

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Finalist of Detroit Grand River workplace mural competition  
Finalist at 2016 Toride International mural design competition, Japan.

Winner of Heaven Irrigation Memorial mural call for artist, August 2016

Winner of Bob Land Bandstand mural call for artist, Wood Buffalo, Alberta,  
2016

Winner of Canadian Edmonton Valley Zoo 2016 Ice sculpture 10 final projects

Winner of Lakewood (Colorado) WestArt mural call for artist, 2017

Winner of Hot Springs (Arkansas) call for artist, 2017

Winner of first edition Industrial Therapy residency, October 2016, Lecce, Italy

2017 Karachi Biennale of Art, Pakistan

**Book a street artist**

Official collaborator

<http://bookastreetartist.com/pepe-gaka/>

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# Contact

Giuseppe Percivati

[www.pepegaka.com](http://www.pepegaka.com)

[pepegaka@gmail.com](mailto:pepegaka@gmail.com)

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## **Online portfolio**

<https://www.behance.net/pepegaka>

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Giuseppe Percivati

## Past works

Lecce, Italy.  
Acrylic. 2016



Giuseppe Percivati



Giuseppe Percivati

Quapaw American Tribe, Hot Springs, Arkansas. USA. June 2017 4500 square feet circa Acrylic on wall



Giuseppe Percivati



Giuseppe Percivati



Blue Lion  
Denver, Colorado, 2017  
Acrylic  
900 square feet circa

Giuseppe Percivati



Giuseppe Percivati

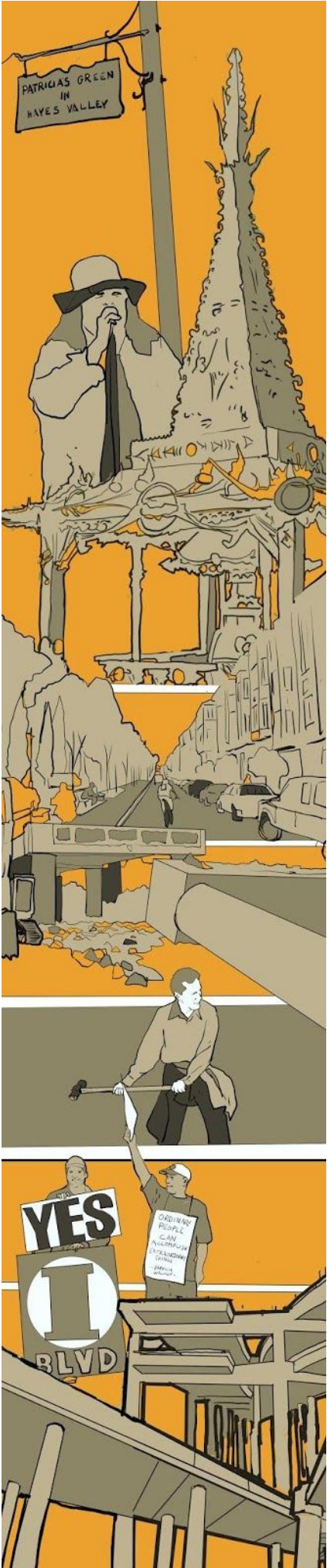
Bob Lamb Bandstand. Fort McMurray, Alberta, Canada.  
Acrylic. 2016





27 ft tall by 5.5 ft wide

219 Lily Street





219 Lily Street

Oct 23, 2017

To Whom It May Concern,

This letter is to express my support of the Lily Living Alley Project and the amazing murals they would like to introduce to the community.

Bryana Fleming's murals have a wonderful story arc and her love of San Francisco is clearly expressed through her work. Pepe Gaka captures urban living infused with nature. Essentially, their work is phenomenal and will a very welcome addition to Lily Street and Hayes Valley.

The living alleyway and landscape planting will bring much needed life to an alleyway that needs it.

As a Co-Chair for the ACE Committee of Hayes Valley, I heartily endorse this project.

Best,

Pk Cummings  
Co-Chair  
Arts, Culture & Entertainment, Hayes Valley



October 25, 2017

Attn: San Francisco Arts Commission

Re: Lily Street Living Alley mural project

Dear Commissioners,

The Hayes Valley Neighborhood Association strongly supports this mural project for the Lily Street Living Alley in Hayes Valley. The Market/Octavia Better Neighborhood Plan specifically calls for activation of our small alleys. We are pleased our neighbors along several blocks of Lily Street have organized themselves to create a Living Alley that can be a model for future activation of other more residential alleys in our neighborhood.

The outreach to muralists has been wonderful. Receiving over 35 applications for murals, the neighborhood, with the leadership for Friends of the Urban Forest team, has been inspiring.

We know how installing art in our neighborhood has changed how we engage with one another and think about our living space in new ways. We not only live in our homes but also include our streets. These murals will energize Lily Street in new ways. HVNA looks forward to more Living Alleys in our neighborhood that use visual art as a means to bring our neighbors together.

Sincerely,

Gail Baugh  
President, Hayes Valley Neighborhood Association  
[Gailbaugh40@gmail.com](mailto:Gailbaugh40@gmail.com)  
415-265-0546

cc: Jason Henderson, Chair, Transportation and Planning Committee  
[jhenderson@sonic.net](mailto:jhenderson@sonic.net)

10/17/17

To the San Francisco Arts Commission,

I am writing to express support for the Lily Living Alley Mural Project as part of the Community Challenge Grant (CCG) Living Alley Program.

My wife and I are homeowners living and raising two young children on Lily St. We're incredibly excited about the aesthetic, safety and community benefits that the Living Alley Program is set to bring to our street for years to come. It's already brought neighbors here closer together.

As block captains, my wife and I have been attending meetings and other events for months to help advance the Living Alley plans. We have hosted block captain meetings, helped to organize a block party and an idea discussion night, and helped an architect (a former resident on the street) manually create a blueprint of our block.

We've examined all of the artists' proposals, discussed them with our fellow block captains, and shared our thoughts and preferences.

We wholeheartedly support moving forward with the project.

Thank you!

A handwritten signature in black ink, appearing to read "Nico Pitney". The signature is stylized and cursive.

Nico Pitney  
Block Captain, Lily Living Alley Program  
360 Lily St. #2

## Waiver of Proprietary Rights

### for Artwork Placed Upon PRIVATE PROPERTY under VARA and CAPA

Artist has designed a work of visual art. In consideration of the City's approval of the Artist design of visual art.

DESCRIPTION: [type, mural, medium]:

Mural depicting the demolition of the Central Freeway & building of Octavia Blvd. Acrylic paint

TITLE, DATE: 'Highway to Green', 11/1/17

DIMENSIONS: 5.5 ft. wide x 27 ft. tall

ADDRESS/LOCATION: 219 Lily street, western wall

("the Work") for the City artist agrees to waive and does hereby waive voluntarily all rights to attribution and integrity with respect to the Work and any and all claims as may arise under the Visual Artists Rights Act of 1990, 17 U.S.C. §§106A and 113(d) ("VARA"), the California Art Preservation Act (Cal. Civ. Code §§987 and 989) ("CAPA"), or any other local, state, foreign or international law, as currently drafted or as may be hereafter amended, that conveys the same or similar rights ("Moral Rights Laws"), with respect to the Work, its display, removal from display, exhibition, installation, conservation, storage, study, alteration and any other activities conducted by the City, its officers, employees, agents, contractors, licensees, successors or assigns. If the Work is incorporated into a building such that the Work cannot be removed from the building without physical defacement, mutilation, alternation, distortion, destruction, or other modification (collectively, "Modification") of the Work, artist waives any and all such claims under any Moral Rights Laws arising out of or against any current or future owners of the site, and its agents, officers and employees, for Modification of the Work.

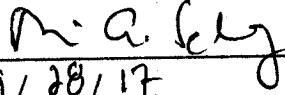
The City has the absolute right to change, modify, destroy, remove, relocate, move, replace, transport, repair or restore the Work, in whole or in part, in City's sole discretion.

The City has no obligation to pursue claims against third parties for modifications or damage to the Work done without the City's authorization. However, the City may pursue claims against third parties for modifications or damage or to restore the Work if the work has been modified without the City's authorization. In the event that the City pursues such a claim, it shall notify the Artist, and Artist shall cooperate with the City's efforts to prosecute such claims.

If the City modifies the Artwork without the Artist's consent in a manner that is prejudicial to Artist's reputation, Artist retains the right to disclaim authorship of the Artwork in accordance with 17 U.S.C. § 106A (a) (2).

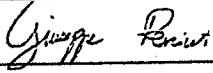
**Artist bears the sole responsibility for providing the City with any changes to the Artist's Address for Notice.** Notice of changes must be mailed to the Arts Commission, 401 Van Ness Avenue, Suite 325, San Francisco, CA 94102 **AND to the PROPERTY OWNER:**

PROPERTY OWNER

Property Owner: Brian Schulz  
(or Authorized Agent):  
Address: 219 Lily St.  
San Francisco, CA 94102  
Email: bschulzf@gmail.com  
Phone: 415-377-0881  
SIGNATURE:   
DATE: 09/28/17

ARTIST

ARTIST understands the effect of this waiver and hereby acknowledges that ARTIST is surrendering the rights described herein with respect to the Work.

Artist: Giuseppe Percivati  
Address: Missionaries of the Poor, Metro Manila, 1009  
1766 Estrada Street, San Andres, Santa Ana Manila, Philippines  
Email: pepegaka@gmail.com  
Phone: +939480239336  
SIGNATURE:   
DATE: 09 / 24 / 2017



Madalyn Farquhar, Planting Manager  
1007 General Kennedy Ave, Suite 1  
San Francisco, CA 94129-1405  
P: (415) 268-0783 F: (415) 561-6899 Madalyn@fuf.net

## **LILY STREET MURAL INFORMATION SHEET**

### **PARTICIPATION**

Friends of the Urban Forest (FUF) has received funding to install murals on the 200, 300 and 400 block of Lily from the Living Alley Community Challenge Grant (CCG). These murals will be painted/installed by an artist chosen by FUF, Lily Street Block Captains and participating property owners.

**To participate in a FUF mural project by having a mural at your property, you (the property owner) must sign and submit all of the following forms to FUF:**

1. FUF Mural Letter of Agreement
2. SF Arts Commission Waiver of Proprietary Rights
3. CCG Mural Contract (to be completed after CCG mural approval)

You or your representative **must** either attend scheduled mural design meeting(s) to plan the mural design and installation or directly communicate your feedback and approval of the final mural design on your property. You or your representative must determine the extent of the mural on your property. FUF, Lily Street neighbors, and artists will work together until the project is complete.

FUF will be managing the mural process including San Francisco Arts Commission (SFAC) mural approval, coordinating community feedback and managing the mural installation.

### **MURAL LOCATION**

Murals may be located on garage doors, building walls and concrete walls pending CCG approval.

### **MURAL DESIGN AND APPROVAL**

Potential artists and proposed artwork will be reviewed by FUF, Lily Street Block Captains, and participating property owners. You, as the property owner, will make the final decision on the design before the project is submitted to the SFAC. In accordance with City Charter Article V, Section 103, the SFAC must approve all murals financed in whole or in part with city funds on privately owned property. FUF will coordinate SFAC review and approval and SFAC Visual Arts Committee review and approval. No mural will be installed without your approval. Similarly, no mural will be installed without the approval of FUF and SFAC.

### **MURAL MAINTENANCE**

CCG requires a 10 year commitment of maintaining the mural(s), during this time the mural must be maintained and can not be removed. Property owners can appeal directly to CCG to remove a mural within the 10 year commitment period.

Lily Street Block Captains on the 200, 300, and 400 blocks, in partnership with FUF, will ensure regular monitoring of the artwork to address graffiti removal. Mural maintenance will be scheduled during Lily Street block parties. As a sponsor of this project, FUF is ultimately responsible for mural maintenance. Please report any mural damage to FUF immediately. Paint and paint information from the original installations will be reserved and kept at a secured site by FUF for future maintenance needs.

### **INSURANCE**

You (the property owner) are responsible for notifying your insurers of the proposed mural project and ensuring that the artist's activities at the site will be covered by your insurance. Your insurance policy will not need to be submitted to FUF. FUF has general liability and workers compensation insurance, as required by CCG. Participating mural artists will be required to have insurance.

### **COST**

Thanks to funding from the CCG Living Alley Improvements, the full cost of the mural installation is subsidized.

**Thank you for working with Friends of the Urban Forest!**

***Please keep this information for your records.***





Madalyn Farquhar, Planting Manager  
1007 General Kennedy Ave, Suite 1  
San Francisco, CA 94129-1405  
P: (415) 268-0783 F: (415) 561-6899 Madalyn@fuf.net

## LILY STREET MURAL LETTER OF AGREEMENT

Mural Address: 294 Page St

Mural Location Description (include type of wall and approximate dimension): Garage wall on Lily St. ~15ft high, ~25ft wide (guess)

I have read and agree with the **Mural Information Sheet**, which I have received and is part of this agreement. I understand the responsibilities I assume in joining a mural project in cooperation with the **Friends of the Urban Forest**. I understand that FUF will incur expenses and costs by my participation in the project. I agree to reimburse FUF for any expenses and costs incurred by FUF, which I have not previously paid for, if I withdraw from this project after the proposed mural on my property has been reviewed and approved by me and by the SF Arts Commission.

I hereby agree to release, hold harmless, and indemnify FUF, its employees, officers, contractors, sub-contractors, volunteers, agents, successors, and assigns from all liability arising or resulting from the project, and I agree voluntarily to assume all risks associated therewith.

**I am the owner/ legal representative of the property where I have requested a mural:**

Name (PRINT) Andrew Chatham

Mailing Address 899 Valencia St #204

City and State SF CA Zip Code 94110

Best Phone 646 467 0478 Email ANDREW@ANDREUCHATHAM.COM

Signature [Signature] Date 9/29/17

(Property Owner or Legal Representative Must Sign)

Also contact Carolyn Chatham, cpress@gmail.com

# sfac san francisco arts commission

## Artwork/Mural Design Information Form

Lead Artist(s): Bryana Fleming

Proposed Site Artwork (Full Address with Cross Streets):

294 Page St  
San Francisco, CA 94102

~~XXXXXX~~ Site @ corner of Laguna + Lily streets

District #: 5

\*Supervisor's Districts, where proposed mural will be placed can be found at:

<http://propertymap.sfplanning.org/?name=sffind>

Artwork Title: Radiant Bloom

Artwork Dimensions: 27.5 ft wide, 17 ft western height + 14 ft eastern height

Estimated Schedule: Start: 3/1/18 Completion: 6/30/18

\*Requests for approval should be received 90 days prior to actual implementation of the mural.

Funding Source(s) for mural, please list all:

Community Challenge Grant Living Alleys Program

### Project Contact Information

ARTIST(S): Bryana Fleming

Artist Full Name: Bryana Fleming

Address: 827 30th St

Emeryville, CA 94608

Email: breezdom@gmail.com

Phone: 510-220-8038

Project Coordinator (if different than artist):

Full Name: Madalyn Farguhar

Address: 1028 Girard Rd, Apt 313

San Francisco, CA 94129

Email: Madalyn@fuf.net

Phone: 479-414-3926

Sponsoring Organization (if any):

Organization: Friends of the Urban Forest  
Contact Name: Madalyn Furquhar  
Address: 1007 General Kennedy Ave, Ste 1  
San Francisco, CA 94129  
Email: Madalyn@fuf.net  
Phone: 479-444-3926

Questions 1-4

\*Attach a separate document if needed for the following questions:

1) Proposal (Describes proposed design, site, and theme.)

\* Attached

2) Materials and processes to be used for wall preparation, mural creation and anti-graffiti treatment.

\* Attached

3) List individuals and groups involved in the mural design, preparation, and implementation.

- Lily Alley Living (design)
- Friends of the Urban Forest (design, facilitator)
- Bryana Fleming

4.) Maintenance Plan (including parties responsible for maintenance and graffiti abatement)

\* Attached

## 294 PAGE STREET- Bryana Fleming

### CONT. Artwork/ Mural Design Information Form

#### 1) Proposal (Describes proposed design, site, and theme.)

Design: 'Radiant Bloom' is a design by Bryana Fleming specifically for the Lily Street Living Alleys Mural Project and is one mural in a series to be installed along the 200, 300, and 400 block of Lily Street. There are four different types of lilies represented in her design: the Tiger Lily, Calla Lily, Water Lily and Orange Asiatic Lily. The lilies are on a background of brilliant sunlight and water.

Site: Lily Street is a narrow, residential street in the Hayes Valley neighborhood. This particular mural site is the side of the garage building of 294 Page Street. The mural will face north and will be highly visible to pedestrians and drivers on Laguna Street between Oak and Page/ 200-300 block of Lily Street. Traffic is highly congested in this area and there is a high level of pedestrian and bicycle traffic around this intersection.

Theme: *Each mural in the Lily Street Living Alley Mural Project highlights themes of urban renewal and bringing nature, tranquility, and resilience to the city through collaborative, community supported projects.* This mural serves as a centerpiece for the Mural Project by being in the most visible location and harkening to the street's name. While the four lilies' intense color will be beautiful, they are also a tribute to the street's history. Lily Street was the home of the Lily Street Fair which took place annually in the 80's and famously featured an Easter Egg hunt, Easter Bonnet competition and neighborhood potluck before it became part of the Sisters of Perpetual Indulgence Easter celebrations. Calla lilies and other lily varieties were a huge theme in their decoration of the event every year.

As a part of the funding received by Community Challenge Grant the participating blocks of Lily Street will also be planting new gardens that will include calla lily bulbs along with CA native and Mediterranean plants. In this way, the mural will resonate with the desires of the surrounding neighbors, the history of the street, and the surrounding flora!

#### 2) Materials and processes to be used for wall preparation, mural creation and anti-graffiti treatment.

The color intensity will be achieved by a glazing process in which the artist will layer translucent colors which gives depth and illumination to the piece. The mural will be painted with high quality acrylics from our own Precita Eyes in the Mission District.

This mural process includes a wall cleaning using Trisodium Phosphate to clear residual paint and dust. After cleaning the wall, two coats of primer are applied. Next, the sketch is transferred onto the wall by use of a grid. The mural is first done in a blue-wash. Then color is added. After completion of the mural, four coats of Polyurethane Clear Coat are applied to protect the mural.

#### 4) Maintenance Plan (including parties responsible for maintenance and graffiti abatement)

Parties responsible: Friends of the Urban Forest (FUF)

Lily Street Block Captains on the 200, 300, and 400 blocks, in partnership with FUF, will ensure regular monitoring of the artwork to address graffiti removal. As a sponsor of this project, FUF is ultimately responsible for mural maintenance. Paint and paint information from the original installations will be reserved and kept at a secured site by FUF for future maintenance needs.

The artist will be notified if the mural(s) have been damaged or require maintenance. Artists must respond to a call for mural maintenance within 30 days. As required by CCG, if maintenance cannot be completed by the artist in this time then FUF may seek another artist to repair the mural.

**Bryana Jessica Fleming: painter illustrator muralist**  
**(510) 220 8038**  
**E-mail: breezdom@gmail.com**  
**www.bryanafleming.com**

**Objective:** To create visually arresting art that will universally speak to future generations.

**Education:**

Bachelor of Fine Arts in Illustration  
California College of the Arts. San Francisco, CA 2000-2004

**Safeway.** 850 La Playa Avenue, San Francisco 2016  
Two 6' circular murals depicting the history of SF's Playland, The Cliff House, and the Sutro Baths.

**Google.** One Market Plaza, San Francisco 2016  
Three-panel installation mural depicting Alice Waters and Bay Area food innovation.

**Google Impact Hub.** 901 Mission Street. San Francisco 2014  
Installation mural featuring The Bay Bridge and Golden Gate Bridge as well as other landmarks.

**UCSF Mulberry stairwell,** Parnassus Avenue, San Francisco 2014  
Ten flight stairwell with an ocean theme.

**Grocery Outlet,** 28th and Geary. San Francisco. 2013-2014  
Historical mural highlighting the outer Richmond District and Clement Street.

**San Francisco Arts Commission,** San Francisco. February 2010-Present

A pilot program called "Street Smarts" was developed between the San Francisco Arts Commission, the Department of Developmental Works, and numerous San Francisco property owners to tackle San Francisco's endless graffiti problem. Each participating property owner selected an artist to have a mural painted on their property.

**3<sup>rd</sup> and Palou Street. Bayview California.** March 2010-June 2010.  
8'x43' mural depicting environmental awareness in Bayview/Hunters Point.

**1937 Revere Street, Bayview California.** June 2013  
10'x12' mural dedicated to children of the neighborhood and a Bayview non-profit called 'The Food Guardians'

**Green Apple Books, San Francisco, California.** February 2013  
Two 6'x9' murals on the Facade of Green Apple Books on Clement and 6<sup>th</sup> depicting a Adam and Eve atop a giant apple-shaped bookcase.

**Trader Joe's**; California. July 2008-January 2010

Trader Joe's on Masonic and Geary, San Francisco, California. July 2008-August 2008  
40'x 6' mural depicting famous landmarks of the Richmond district

Trader Joe's at Stonestown Galleria, San Francisco, California. October 2008-Nov. 2008  
11 individually painted pillars depicting Trader Joe's anniversary shirts

Trader Joe's at Emeryville, California. June 2009-July 2009 45'x4.5' mural depicting The  
Emeryville cityscape and landscape

Trader Joe's on 9th and Bryant, San Francisco, California. November 2009-January 2010  
70'x5' mural depicting the diversity of south of Market, Mission, and Castro areas.

**Mural Music and Arts Project** ([www.muralmusicarts.org](http://www.muralmusicarts.org)) Palo Alto, San Jose, San  
Francisco, California. May 2008-July 2009

As Lead Muralist I directed the theme for many murals. With a team of up to 25 East Palo Alto teens we researched different designs and concepts for each mural's theme. The process involved drawing and submitting sketches until finalizing a choice and drafting a full color sketch of the larger work to be painted. We then organized quantity and color of paints, types of brushes, tarps, ladders, and scaffolding. On-site, murals began on a grid system, then blue wash, next the under-painting, and then the final detail painting. As the leader of the group I educated these teens on all aspects of the mural process like how to mixing colors, blend, texture, shade, and painting techniques for large scale works.

Bryana Fleming Past Work- [www.bryanafleming.com](http://www.bryanafleming.com)









294 Page Street  
(site is side of Garage building @  
corner of Lily + Laguna - wall  
faces Lily)

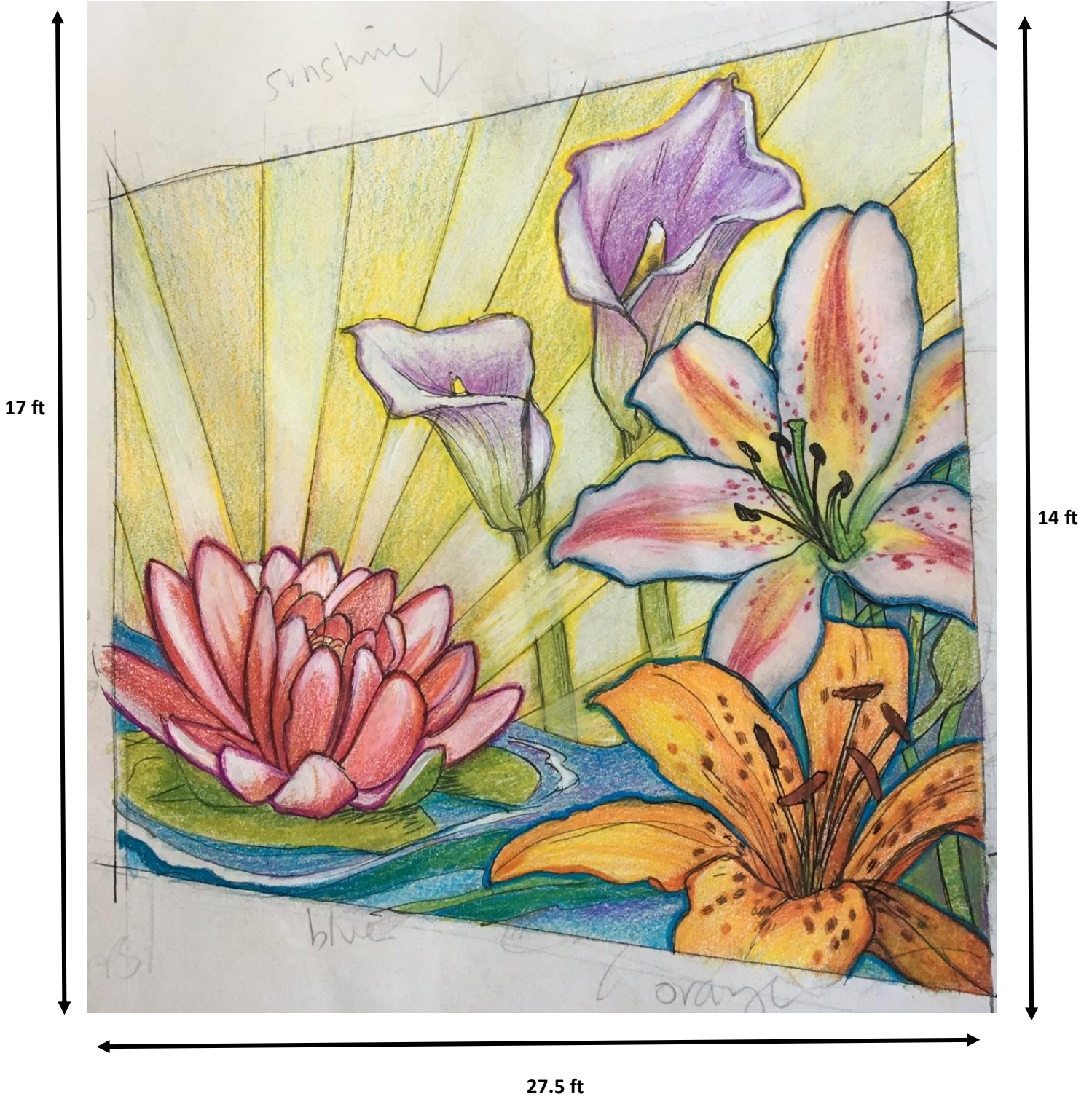


Image is a different perspective which does not depict proper dimensions on wall. Please see site image for actual depiction.

Oct 23, 2017

To Whom It May Concern,

This letter is to express my support of the Lily Living Alley Project and the amazing murals they would like to introduce to the community.

Bryana Fleming's murals have a wonderful story arc and her love of San Francisco is clearly expressed through her work. Pepe Gaka captures urban living infused with nature. Essentially, their work is phenomenal and will be a very welcome addition to Lily Street and Hayes Valley.

The living alleyway and landscape planting will bring much needed life to an alleyway that needs it.

As a Co-Chair for the ACE Committee of Hayes Valley, I heartily endorse this project.

Best,

Pk Cummings  
Co-Chair  
Arts, Culture & Entertainment, Hayes Valley



October 25, 2017

Attn: San Francisco Arts Commission

Re: Lily Street Living Alley mural project

Dear Commissioners,

The Hayes Valley Neighborhood Association strongly supports this mural project for the Lily Street Living Alley in Hayes Valley. The Market/Octavia Better Neighborhood Plan specifically calls for activation of our small alleys. We are pleased our neighbors along several blocks of Lily Street have organized themselves to create a Living Alley that can be a model for future activation of other more residential alleys in our neighborhood.

The outreach to muralists has been wonderful. Receiving over 35 applications for murals, the neighborhood, with the leadership for Friends of the Urban Forest team, has been inspiring.

We know how installing art in our neighborhood has changed how we engage with one another and think about our living space in new ways. We not only live in our homes but also include our streets. These murals will energize Lily Street in new ways. HVNA looks forward to more Living Alleys in our neighborhood that use visual art as a means to bring our neighbors together.

Sincerely,

Gail Baugh  
President, Hayes Valley Neighborhood Association  
[Gailbaugh40@gmail.com](mailto:Gailbaugh40@gmail.com)  
415-265-0546

cc: Jason Henderson, Chair, Transportation and Planning Committee  
[jhenderson@sonic.net](mailto:jhenderson@sonic.net)

10/17/17

To the San Francisco Arts Commission,

I am writing to express support for the Lily Living Alley Mural Project as part of the Community Challenge Grant (CCG) Living Alley Program.

My wife and I are homeowners living and raising two young children on Lily St. We're incredibly excited about the aesthetic, safety and community benefits that the Living Alley Program is set to bring to our street for years to come. It's already brought neighbors here closer together.

As block captains, my wife and I have been attending meetings and other events for months to help advance the Living Alley plans. We have hosted block captain meetings, helped to organize a block party and an idea discussion night, and helped an architect (a former resident on the street) manually create a blueprint of our block.

We've examined all of the artists' proposals, discussed them with our fellow block captains, and shared our thoughts and preferences.

We wholeheartedly support moving forward with the project.

Thank you!

A handwritten signature in black ink, appearing to read "Nico Pitney". The signature is stylized and cursive.

Nico Pitney  
Block Captain, Lily Living Alley Program  
360 Lily St. #2

## Waiver of Proprietary Rights

### for Artwork Placed Upon PRIVATE PROPERTY under VARA and CAPA

Artist has designed a work of visual art. In consideration of the City's approval of the Artist design of visual art.

DESCRIPTION: [type, mural, medium]:

Mural depicting lilies, sunlight, & water.  
Acrylic Paint

TITLE, DATE: 'Radiant Bloom', 11/1/17

DIMENSIONS: 27.5 ft wide x 17 ft eastern height, 14ft western height

ADDRESS/LOCATION: 294 Page street / on lily st on side of Garage Building

("the Work") for the City artist agrees to waive and does hereby waive voluntarily all rights to attribution and integrity with respect to the Work and any and all claims as may arise under the Visual Artists Rights Act of 1990, 17 U.S.C. §§106A and 113(d) ("VARA"), the California Art Preservation Act (Cal. Civ. Code §§987 and 989) ("CAPA"), or any other local, state, foreign or international law, as currently drafted or as may be hereafter amended, that conveys the same or similar rights ("Moral Rights Laws"), with respect to the Work, its display, removal from display, exhibition, installation, conservation, storage, study, alteration and any other activities conducted by the City, its officers, employees, agents, contractors, licensees, successors or assigns. If the Work is incorporated into a building such that the Work cannot be removed from the building without physical defacement, mutilation, alternation, distortion, destruction, or other modification (collectively, "Modification") of the Work, artist waives any and all such claims under any Moral Rights Laws arising out of or against any current or future owners of the site, and its agents, officers and employees, for Modification of the Work.

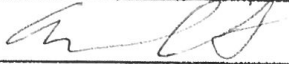
The City has the absolute right to change, modify, destroy, remove, relocate, move, replace, transport, repair or restore the Work, in whole or in part, in City's sole discretion.

The City has no obligation to pursue claims against third parties for modifications or damage to the Work done without the City's authorization. However, the City may pursue claims against third parties for modifications or damage or to restore the Work if the work has been modified without the City's authorization. In the event that the City pursues such a claim, it shall notify the Artist, and Artist shall cooperate with the City's efforts to prosecute such claims.

If the City modifies the Artwork without the Artist's consent in a manner that is prejudicial to Artist's reputation, Artist retains the right to disclaim authorship of the Artwork in accordance with 17 U.S.C. § 106A (a) (2).

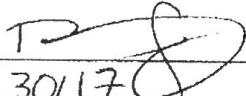
Artist bears the sole responsibility for providing the City with any changes to the Artist's Address for Notice. Notice of changes must be mailed to the Arts Commission, 401 Van Ness Avenue, Suite 325, San Francisco, CA 94102 AND to the PROPERTY OWNER:

PROPERTY OWNER

Property Owner: ANDREW CHATHAM  
(or Authorized Agent):  
Address: 294 PAGE ST.  
SE CA 94102  
Email: ANDREW@ANDREWCHATHAM.COM  
Phone: 646 467 0978  
SIGNATURE:   
DATE: 10/31/17

ARTIST

ARTIST understands the effect of this waiver and hereby acknowledges that ARTIST is surrendering the rights described herein with respect to the Work.

Artist: Bryana Fleming  
Address: 827 30th St.  
Oakland CA 94609  
Email: Breezdom@gmail  
Phone: 510-220-8039  
SIGNATURE:   
DATE: 10/30/17



Madalyn Farquhar, Planting Manager  
1007 General Kennedy Ave, Suite 1  
San Francisco, CA 94129-1405  
P: (415) 268-0783 F: (415) 561-6899 Madalyn@fuf.net

## **LILY STREET MURAL INFORMATION SHEET**

### **PARTICIPATION**

Friends of the Urban Forest (FUF) has received funding to install murals on the 200, 300 and 400 block of Lily from the Living Alley Community Challenge Grant (CCG). These murals will be painted/installed by an artist chosen by FUF, Lily Street Block Captains and participating property owners.

**To participate in a FUF mural project by having a mural at your property, you (the property owner) must sign and submit all of the following forms to FUF:**

1. FUF Mural Letter of Agreement
2. SF Arts Commission Waiver of Proprietary Rights
3. CCG Mural Contract (to be completed after CCG mural approval)

You or your representative **must** either attend scheduled mural design meeting(s) to plan the mural design and installation or directly communicate your feedback and approval of the final mural design on your property. You or your representative must determine the extent of the mural on your property. FUF, Lily Street neighbors, and artists will work together until the project is complete.

FUF will be managing the mural process including San Francisco Arts Commission (SFAC) mural approval, coordinating community feedback and managing the mural installation.

### **MURAL LOCATION**

Murals may be located on garage doors, building walls and concrete walls pending CCG approval.

### **MURAL DESIGN AND APPROVAL**

Potential artists and proposed artwork will be reviewed by FUF, Lily Street Block Captains, and participating property owners. You, as the property owner, will make the final decision on the design before the project is submitted to the SFAC. In accordance with City Charter Article V, Section 103, the SFAC must approve all murals financed in whole or in part with city funds on privately owned property. FUF will coordinate SFAC review and approval and SFAC Visual Arts Committee review and approval. No mural will be installed without your approval. Similarly, no mural will be installed without the approval of FUF and SFAC.

### **MURAL MAINTENANCE**

CCG requires a 10 year commitment of maintaining the mural(s), during this time the mural must be maintained and can not be removed. Property owners can appeal directly to CCG to remove a mural within the 10 year commitment period.

Lily Street Block Captains on the 200, 300, and 400 blocks, in partnership with FUF, will ensure regular monitoring of the artwork to address graffiti removal. Mural maintenance will be scheduled during Lily Street block parties. As a sponsor of this project, FUF is ultimately responsible for mural maintenance. Please report any mural damage to FUF immediately. Paint and paint information from the original installations will be reserved and kept at a secured site by FUF for future maintenance needs.

### **INSURANCE**

You (the property owner) are responsible for notifying your insurers of the proposed mural project and ensuring that the artist's activities at the site will be covered by your insurance. Your insurance policy will not need to be submitted to FUF. FUF has general liability and workers compensation insurance, as required by CCG. Participating mural artists will be required to have insurance.

### **COST**

Thanks to funding from the CCG Living Alley Improvements, the full cost of the mural installation is subsidized.

**Thank you for working with Friends of the Urban Forest!**

**Please keep this information for your records.**





Madalyn Farquhar, Planting Manager  
1007 General Kennedy Ave, Suite 1  
San Francisco, CA 94129-1405

P: (415) 268-0783 F: (415) 561-6899 Madalyn@fuf.net

## LILY STREET MURAL LETTER OF AGREEMENT

Mural Address: 350 Page → Garage <sup>walls</sup> on Lily

Mural Location Description (include type of wall and approximate dimension): On Frontage of Garage building + door. Cinderblock wall, approx. 24.5 ft x 10 ft.

I have read and agree with the **Mural Information Sheet**, which I have received and is part of this agreement. I understand the responsibilities I assume in joining a mural project in cooperation with the **Friends of the Urban Forest**. I understand that FUF will incur expenses and costs by my participation in the project. I agree to reimburse FUF for any expenses and costs incurred by FUF, which I have not previously paid for, if I withdraw from this project after the proposed mural on my property has been reviewed and approved by me and by the SF Arts Commission.

I hereby agree to release, hold harmless, and indemnify FUF, its employees, officers, contractors, sub-contractors, volunteers, agents, successors, and assigns from all liability arising or resulting from the project, and I agree voluntarily to assume all risks associated therewith.

I am the owner/legal representative of the property where I have requested a mural:

Name (PRINT) Laura Norrell

Mailing Address 350 Page St

City and State San Francisco CA Zip Code 94102

Best Phone 415 519 4115 Email LauraNorrelle@pacbell.net

Signature [Signature] Date 10/25/17

(Property Owner or Legal Representative Must Sign)

# sfac san francisco arts commission

## Artwork/Mural Design Information Form

Lead Artist(s): Giuseppe Percivati

Proposed Site Artwork (Full Address with Cross Streets):

350 Lily Street  
San Francisco, CA 94102  
CROSS: Laguna + Buchanan Streets

District #: 5

\*Supervisor's Districts, where proposed mural will be placed can be found at:  
<http://propertymap.sfplanning.org/?name=sffind>

Artwork Title: Flower Resistance

Artwork Dimensions: 24.5 ft wide, 10 ft tall

Estimated Schedule: Start: 3/1/18 Completion: 6/30/18

\*Requests for approval should be received 90 days prior to actual implementation of the mural.

Funding Source(s) for mural, please list all:

Community Challenge Grant Living Alleys Program

### Project Contact Information

ARTIST(S): Pepe Gaka  
Artist Full Name: Giuseppe Percivati  
Address: 1766 Missionaries of the Poor, Metro Manila, 1009  
Estrada St, San Andres, Santa Ana Manila, Philippines  
Email: pepegaka@gmail.com  
Phone: +939480239336

Project Coordinator (if different than artist):

Full Name: Madalyn Farguhar  
Address: 1028 Girard Rd, Apt 313  
San Francisco, CA 94129  
Email: Madalyn@fuf.net  
Phone: 479-414-3926

Sponsoring Organization (if any):

Organization: Friends of the Urban Forest  
Contact Name: Madalyn Farguhar  
Address: 1007 General Kennedy Ave, Ste 1  
San Francisco, CA 94129  
Email: Madalyn@fof.net  
Phone: 415-268-0783

Questions 1-4

\*Attach a separate document if needed for the following questions:

1) Proposal (Describes proposed design, site, and theme.)

\* Attached

2) Materials and processes to be used for wall preparation, mural creation and anti-graffiti treatment.

\* Attached

3) List individuals and groups involved in the mural design, preparation, and implementation.

- Lily Alley Living
- Friends of the Urban Forest
- Giuseppe Percivati
- Laura Norrell (property owner)

4.) Maintenance Plan (including parties responsible for maintenance and graffiti abatement)

\* Attached

## 350 LILY STREET- Pepe Gaka

### CONT. Artwork/ Mural Design Information Form

#### 1) Proposal (Describes proposed design, site, and theme.)

Design: 'Flower Resistance' is a design by Pepe Gaka specifically for the Lily Street Living Alleys Mural Project and is one mural in a series to be installed along the 200, 300, and 400 block of Lily Street. The design again heavily features lily varieties and other types of flowers. On the garage door there is a fist which is tattooed with "Resist". The fist is grasping a small bouquet of daisies.

Site: Lily Street is a narrow, residential street in the Hayes Valley neighborhood. The site is the entire garage building frontage and door which faces the 300 block of Lily street. It is very near the back side of the Zen Center- this block sees a lot of pedestrian and car traffic because it is a "cut through" between Buchanan and Laguna streets.

Theme: *Each mural in the Lily Street Living Alley Mural Project highlights themes of urban renewal and bringing nature, tranquility, and resilience to the city through collaborative, community supported projects.* The theme of lilies, which was previously described in the information for 294 Page street, is featured again here. The fist, tattooed with "resist" and grasping daisies, symbolizes the fight against a disconnected and barren cityscape. The small bouquet of daisies represents the small acts of love, goodwill, and fellowship that make the city a more resilient and hospitable place to live.

#### 2) Materials and processes to be used for wall preparation, mural creation and anti-graffiti treatment.

The cinderblock walls will be covered in surface bonding concrete for a smoother finish and to ensure the longevity of the mural.

The mural will be painted with high quality acrylics from Precita Eyes in the Mission District. This mural process includes a wall cleaning using Trisodium Phosphate to clear residual paint and dust. After cleaning the wall, two coats of primer are applied. Next, the sketch is transferred onto the wall by free-hand outlining. The mural is then underpainted before adding all the detail. After completion of the mural, four coats of Polyurethane Clear Coat are applied to protect the mural.

#### 4) Maintenance Plan (including parties responsible for maintenance and graffiti abatement)

Parties responsible: Friends of the Urban Forest (FUF)

Lily Street Block Captains on the 200, 300, and 400 blocks, in partnership with FUF, will ensure regular monitoring of the artwork to address graffiti removal. As a sponsor of this project, FUF is ultimately responsible for mural maintenance. Paint and paint information from the original installations will be reserved and kept at a secured site by FUF for future maintenance needs.

The artist will be notified if the mural(s) have been damaged or require maintenance. Artists must respond to a call for mural maintenance within 30 days. As required by CCG, if maintenance cannot be completed by the artist in this time then FUF may seek another artist to repair the mural.

350 Lily Street



10ft

24.5ft



350 Lily Street

Oct 23, 2017

To Whom It May Concern,

This letter is to express my support of the Lily Living Alley Project and the amazing murals they would like to introduce to the community.

Bryana Fleming's murals have a wonderful story arc and her love of San Francisco is clearly expressed through her work. Pepe Gaka captures urban living infused with nature. Essentially, their work is phenomenal and will be a very welcome addition to Lily Street and Hayes Valley.

The living alleyway and landscape planting will bring much needed life to an alleyway that needs it.

As a Co-Chair for the ACE Committee of Hayes Valley, I heartily endorse this project.

Best,

Pk Cummings  
Co-Chair  
Arts, Culture & Entertainment, Hayes Valley



October 25, 2017

Attn: San Francisco Arts Commission

Re: Lily Street Living Alley mural project

Dear Commissioners,

The Hayes Valley Neighborhood Association strongly supports this mural project for the Lily Street Living Alley in Hayes Valley. The Market/Octavia Better Neighborhood Plan specifically calls for activation of our small alleys. We are pleased our neighbors along several blocks of Lily Street have organized themselves to create a Living Alley that can be a model for future activation of other more residential alleys in our neighborhood.

The outreach to muralists has been wonderful. Receiving over 35 applications for murals, the neighborhood, with the leadership for Friends of the Urban Forest team, has been inspiring.

We know how installing art in our neighborhood has changed how we engage with one another and think about our living space in new ways. We not only live in our homes but also include our streets. These murals will energize Lily Street in new ways. HVNA looks forward to more Living Alleys in our neighborhood that use visual art as a means to bring our neighbors together.

Sincerely,

Gail Baugh  
President, Hayes Valley Neighborhood Association  
[Gailbaugh40@gmail.com](mailto:Gailbaugh40@gmail.com)  
415-265-0546

cc: Jason Henderson, Chair, Transportation and Planning Committee  
[jhenderson@sonic.net](mailto:jhenderson@sonic.net)



10/17/17

To the San Francisco Arts Commission,

I am writing to express support for the Lily Living Alley Mural Project as part of the Community Challenge Grant (CCG) Living Alley Program.

My wife and I are homeowners living and raising two young children on Lily St. We're incredibly excited about the aesthetic, safety and community benefits that the Living Alley Program is set to bring to our street for years to come. It's already brought neighbors here closer together.

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We've examined all of the artists' proposals, discussed them with our fellow block captains, and shared our thoughts and preferences.

We wholeheartedly support moving forward with the project.

Thank you!

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Nico Pitney  
Block Captain, Lily Living Alley Program  
360 Lily St. #2

## Waiver of Proprietary Rights

### for Artwork Placed Upon PRIVATE PROPERTY under VARA and CAPA

Artist has designed a work of visual art. In consideration of the City's approval of the Artist design of visual art.

DESCRIPTION: [type, mural, medium]:

Mural depicting a raised fist holding  
flowers + tattooed w/ 'resist'. Acrylic Paint

TITLE, DATE: 'Flower Resistance' 11/1/17

DIMENSIONS: 24.5 ft wide / 10 ft tall

ADDRESS/LOCATION: 350 Lily street / Garage building

("the Work") for the City artist agrees to waive and does hereby waive voluntarily all rights to attribution and integrity with respect to the Work and any and all claims as may arise under the Visual Artists Rights Act of 1990, 17 U.S.C. §§106A and 113(d) ("VARA"), the California Art Preservation Act (Cal. Civ. Code §§987 and 989) ("CAPA"), or any other local, state, foreign or international law, as currently drafted or as may be hereafter amended, that conveys the same or similar rights ("Moral Rights Laws"), with respect to the Work, its display, removal from display, exhibition, installation, conservation, storage, study, alteration and any other activities conducted by the City, its officers, employees, agents, contractors, licensees, successors or assigns. If the Work is incorporated into a building such that the Work cannot be removed from the building without physical defacement, mutilation, alternation, distortion, destruction, or other modification (collectively, "Modification") of the Work, artist waives any and all such claims under any Moral Rights Laws arising out of or against any current or future owners of the site, and its agents, officers and employees, for Modification of the Work.

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PROPERTY OWNER

Property Owner: Laura Norrell  
(or Authorized Agent): \_\_\_\_\_  
Address: 350 Page St  
SF CA 94102  
Email: LauraNorrell@pacbell.net  
Phone: 4155194115  
SIGNATURE: Leo  
DATE: 10 / 20 / 17

ARTIST

ARTIST understands the effect of this waiver and hereby acknowledges that ARTIST is surrendering the rights described herein with respect to the Work.

Artist: Giuseppe Percivati  
Address: Missionaries of the Poor, Metro Manila, 1009  
1766 Estrada Street, San Andres, Santa Ana Manila, Philippines  
Email: pepegaka@gmail.com  
Phone: +939480239336  
SIGNATURE: Giuseppe Percivati  
DATE: 09 / 24 / 2017



Madalyn Farquhar, Planting Manager  
1007 General Kennedy Ave, Suite 1  
San Francisco, CA 94129-1405  
P: (415) 268-0783 F: (415) 561-6899 Madalyn@fuf.net

## **LILY STREET MURAL INFORMATION SHEET**

### **PARTICIPATION**

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**To participate in a FUF mural project by having a mural at your property, you (the property owner) must sign and submit all of the following forms to FUF:**

1. FUF Mural Letter of Agreement
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You or your representative **must** either attend scheduled mural design meeting(s) to plan the mural design and installation or directly communicate your feedback and approval of the final mural design on your property. You or your representative must determine the extent of the mural on your property. FUF, Lily Street neighbors, and artists will work together until the project is complete.

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### **INSURANCE**

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### **COST**

Thanks to funding from the CCG Living Alley Improvements, the full cost of the mural installation is subsidized.

**Thank you for working with Friends of the Urban Forest!**

**Please keep this information for your records.**



Madalyn Farquhar, Planting Manager  
1007 General Kennedy Ave, Suite 1  
San Francisco, CA 94129-1405  
P: (415) 268-0783 F: (415) 561-6899 Madalyn@fuf.net

## LILY STREET MURAL LETTER OF AGREEMENT

Mural Address: 380 Webster (Back Wall)

Mural Location Description (include type of wall and approximate dimension): Nature  
Scene, ACP Panels on Concrete & Wood wall. Dimensions  
30ft wide x 14 ft tall.

I have read and agree with the **Mural Information Sheet**, which I have received and is part of this agreement. I understand the responsibilities I assume in joining a mural project in cooperation with the **Friends of the Urban Forest**. I understand that FUF will incur expenses and costs by my participation in the project. I agree to reimburse FUF for any expenses and costs incurred by FUF, which I have not previously paid for, if I withdraw from this project after the proposed mural on my property has been reviewed and approved by me and by the SF Arts Commission.

I hereby agree to release, hold harmless, and indemnify FUF, its employees, officers, contractors, sub-contractors, volunteers, agents, successors, and assigns from all liability arising or resulting from the project, and I agree voluntarily to assume all risks associated therewith.

I am the owner/ legal representative of the property where I have requested a mural:

Name (PRINT) Sharon Mansager  
Mailing Address 380 Webster  
City and State San Francisco, CA Zip Code 94117  
Best Phone 415-770-3533 Email mansagerse@sfusd.edu  
Signature [Signature] Date \_\_\_\_\_  
(Property Owner or Legal Representative Must Sign)

# sfac san francisco arts commission

## Artwork/Mural Design Information Form

Lead Artist(s): Giuseppe Percivati

Proposed Site Artwork (Full Address with Cross Streets):

380 Webster Street (cross: Page & Oak)  
San Francisco, CA 94102  
Site is the dead end wall of  
the 400 block of Lily St (cross Buchanan)

District #: 5

\*Supervisor's Districts, where proposed mural will be placed can be found at:  
<http://propertymap.sfplanning.org/?name=sffind>

Artwork Title: Kwanzan

Artwork Dimensions: 30 ft wide, 14 ft tall

Estimated Schedule: Start: 3/1/18 Completion: 6/30/18

\*Requests for approval should be received 90 days prior to actual implementation of the mural.

Funding Source(s) for mural, please list all:

Community Challenge Grant Living Alleys Program

### Project Contact Information

ARTIST(S): Pepe Gaka

Artist Full Name: Giuseppe Percivati

Address: Missionaries of the Poor, Metro Manila, 1009  
1799 Estrada Street, San Andres, Santa Ana Manila, Philippines

Email: pepe gaka@gmail.com

Phone: +939480239336

Project Coordinator (if different than artist):

Full Name: Madalyn Farguhar

Address: 1028 Girard Rd, Apt 313

San Francisco, CA 94129

Email: madalyn@sfa.net

Phone: 479-414-3926

Sponsoring Organization (if any):

Organization:

Contact Name:

Address:

Email:

Phone:

Friends of the Urban Forest

Madalyn Farguhar

~~1007~~ 1007 General Kennedy Ave, Ste 1

San Francisco, CA 94129

Madalyn@fuf.net

415-268-0783

Questions 1-4

\*Attach a separate document if needed for the following questions:

1) Proposal (Describes proposed design, site, and theme.)

\*Attached

2) Materials and processes to be used for wall preparation, mural creation and anti-graffiti treatment.

\*Attached

3) List individuals and groups involved in the mural design, preparation, and implementation.

- Lily Alley Living Group

- Friends of the Urban Forest

- Giuseppe Percivati

- John Muir  
Elementary

4.) Maintenance Plan (including parties responsible for maintenance and graffiti abatement)

\*Attached

## **380 WEBSTER STREET (site on dead-end wall of 400 block of Lily St)- Pepe Gaka**

### **CONT. Artwork/ Mural Design Information Form**

#### **1) Proposal** (Describes proposed design, site, and theme.)

Design: 'Kwanzan' is a design by Pepe Gaka specifically for the Lily Street Living Alleys Mural Project and is one mural in a series to be installed along the 200, 300, and 400 block of Lily Street. It features giant, overlapping Kwanzan<sup>\*</sup> cherry branches (the species that lines this block of Lily street and is very widely used in the city) with native flora and fauna mixed among the nature scene. \*current cherry branches are incorrect species and will be changed to Kwanzan

Site: Lily Street is a narrow, residential street in the Hayes Valley neighborhood. The site is the dead-end wall of the 400 block of Lily Street and is a retaining wall of the playground of John Muir Elementary. The wall is a mixture of unsightly wooden backing and concrete with some nice jasmine vines growing up the side. There are currently some potted plants at the base of the wall. As part of the CCG funding the 400 block will be installing a large planter box there and will incorporate the existing plants.

Theme: *Each mural in the Lily Street Living Alley Mural Project highlights themes of urban renewal and bringing nature, tranquility, and resilience to the city through collaborative, community supported projects.* This mural is the final one in the series and it depicts a giant nature scene where visitors can "get lost" among the flowers and trees- transporting city dwellers into an oasis of nature. It is the block's hopes that the planter box and mural can complement each other and that it will serve as a more hospitable meet up for neighborhood activities (block parties, sales, etc.).

#### **2) Materials and processes** to be used for wall preparation, mural creation and anti-graffiti treatment.

High quality, lightweight Aluminum Composite Panels will be installed on the back wall in order to create a smooth surface for the mural.

The mural will be painted with high quality acrylics from Precita Eyes in the Mission District.

This mural process includes a wall cleaning using Trisodium Phosphate to clear residual paint and dust. After cleaning the wall, two coats of primer are applied. Next, the sketch is transferred onto the wall by free-hand outlining. The mural is then underpainted before adding all the detail. After completion of the mural, four coats of Polyurethane Clear Coat are applied to protect the mural.

#### **4) Maintenance Plan** (including parties responsible for maintenance and graffiti abatement)

Parties responsible: Friends of the Urban Forest (FUF)

Lily Street Block Captains on the 200, 300, and 400 blocks, in partnership with FUF, will ensure regular monitoring of the artwork to address graffiti removal. As a sponsor of this project, FUF is ultimately responsible for mural maintenance. Paint and paint information from the original installations will be reserved and kept at a secured site by FUF for future maintenance needs.

The artist will be notified if the mural(s) have been damaged or require maintenance. Artists must respond to a call for mural maintenance within 30 days. As required by CCG, if maintenance cannot be completed by the artist in this time then FUF may seek another artist to repair the mural.



380 Webster Street (Back Wall- Western Terminus of 400 Block of Lily St)



14ft





**380 Webster Street (western terminus if 400 block of Lily)**

Oct 23, 2017

To Whom It May Concern,

This letter is to express my support of the Lily Living Alley Project and the amazing murals they would like to introduce to the community.

Bryana Fleming's murals have a wonderful story arc and her love of San Francisco is clearly expressed through her work. Pepe Gaka captures urban living infused with nature. Essentially, their work is phenomenal and will be a very welcome addition to Lily Street and Hayes Valley.

The living alleyway and landscape planting will bring much needed life to an alleyway that needs it.

As a Co-Chair for the ACE Committee of Hayes Valley, I heartily endorse this project.

Best,

Pk Cummings  
Co-Chair  
Arts, Culture & Entertainment, Hayes Valley



October 25, 2017

Attn: San Francisco Arts Commission

Re: Lily Street Living Alley mural project

Dear Commissioners,

The Hayes Valley Neighborhood Association strongly supports this mural project for the Lily Street Living Alley in Hayes Valley. The Market/Octavia Better Neighborhood Plan specifically calls for activation of our small alleys. We are pleased our neighbors along several blocks of Lily Street have organized themselves to create a Living Alley that can be a model for future activation of other more residential alleys in our neighborhood.

The outreach to muralists has been wonderful. Receiving over 35 applications for murals, the neighborhood, with the leadership for Friends of the Urban Forest team, has been inspiring.

We know how installing art in our neighborhood has changed how we engage with one another and think about our living space in new ways. We not only live in our homes but also include our streets. These murals will energize Lily Street in new ways. HVNA looks forward to more Living Alleys in our neighborhood that use visual art as a means to bring our neighbors together.

Sincerely,

Gail Baugh  
President, Hayes Valley Neighborhood Association  
[Gailbaugh40@gmail.com](mailto:Gailbaugh40@gmail.com)  
415-265-0546

cc: Jason Henderson, Chair, Transportation and Planning Committee  
[jhenderson@sonic.net](mailto:jhenderson@sonic.net)

10/17/17

To the San Francisco Arts Commission,

I am writing to express support for the Lily Living Alley Mural Project as part of the Community Challenge Grant (CCG) Living Alley Program.

My wife and I are homeowners living and raising two young children on Lily St. We're incredibly excited about the aesthetic, safety and community benefits that the Living Alley Program is set to bring to our street for years to come. It's already brought neighbors here closer together.

As block captains, my wife and I have been attending meetings and other events for months to help advance the Living Alley plans. We have hosted block captain meetings, helped to organize a block party and an idea discussion night, and helped an architect (a former resident on the street) manually create a blueprint of our block.

We've examined all of the artists' proposals, discussed them with our fellow block captains, and shared our thoughts and preferences.

We wholeheartedly support moving forward with the project.

Thank you!

A handwritten signature in black ink, appearing to read "Nico Pitney". The signature is stylized and cursive.

Nico Pitney  
Block Captain, Lily Living Alley Program  
360 Lily St. #2

## Waiver of Proprietary Rights

### for Artwork Placed Upon CITY PROPERTY under VARA and CAPA

Artist has designed a work of visual art. In consideration of the City's approval of the Artist design of visual art.

DESCRIPTION: [type, mural, medium]:

Mural depicting Kwanzan cherries & other plants. Acrylic paint.

TITLE, DATE: 'Kwanzan' 11/1/17

DIMENSIONS: 30 ft wide, 14 ft tall

ADDRESS/LOCATION: 380 Webster Street / Back wall of John Muir School, Dead-end wall of 400 Block of Lily St.

("the Work") for the City artist agrees to waive and does hereby waive voluntarily all rights to attribution and integrity with respect to the Work and any and all claims as may arise under the Visual Artists Rights Act of 1990, 17 U.S.C. §§106A and 113(d) ("VARA"), the California Art Preservation Act (Cal. Civ. Code §§987 and 989) ("CAPA"), or any other local, state, foreign or international law, as currently drafted or as may be hereafter amended, that conveys the same or similar rights ("Moral Rights Laws"), with respect to the Work, its display, removal from display, exhibition, installation, conservation, storage, study, alteration and any other activities conducted by the City, its officers, employees, agents, contractors, licensees, successors or assigns. If the Work is incorporated into a building such that the Work cannot be removed from the building without physical defacement, mutilation, alternation, distortion, destruction, or other modification (collectively, "Modification") of the Work, artist waives any and all such claims under any Moral Rights Laws arising out of or against any current or future owners of the site, and its agents, officers and employees, for Modification of the Work.

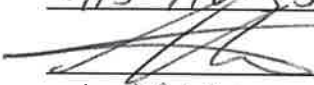
The City has the absolute right to change, modify, destroy, remove, relocate, move, replace, transport, repair or restore the Work, in whole or in part, in City's sole discretion.

The City has no obligation to pursue claims against third parties for modifications or damage to the Work done without the City's authorization. However, the City may pursue claims against third parties for modifications or damage or to restore the Work if the work has been modified without the City's authorization. In the event that the City pursues such a claim, it shall notify the Artist, and Artist shall cooperate with the City's efforts to prosecute such claims.

If the City modifies the Artwork without the Artist's consent in a manner that is prejudicial to Artist's reputation, Artist retains the right to disclaim authorship of the Artwork in accordance with 17 U.S.C. § 106A (a) (2).

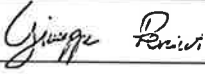
**Artist bears the sole responsibility for providing the City with any changes to the Artist's Address for Notice.** Notice of changes must be mailed to the Arts Commission, 401 Van Ness Avenue, Suite 325, San Francisco, CA 94102 **AND to the City Agency with jurisdiction over the property.**

CITY AGENCY

Agency: John Muir  
Authorized Agent: Shawn Monfager  
Address: 380 Webster  
Email: monfagers@sfsd.edu  
Phone: 415-710-2553  
SIGNATURE:   
DATE: 10/26/2017

ARTIST

ARTIST understands the effect of this waiver and hereby acknowledges that ARTIST is surrendering the rights described herein with respect to the Work.

Artist: Giuseppe Percivati  
Address: Missionaries of the Poor, Metro Manila, 1009  
1766 Estrada Street, San Andres, Santa Ana Manila, Philippines  
Email: pepegaka@gmail.com  
Phone: +939480239336  
SIGNATURE:   
DATE: 09 / 24 / 2017

SAN FRANCISCO ARTS COMMISSION

Authorized Agent: Jenn Doyle Crane  
Address: San Francisco Arts Commission  
401 Van Ness Avenue, Suite 325  
San Francisco, CA 94102  
Email: jennifer.crane@sfgov.org  
Phone: 415-252-2100  
SIGNATURE: \_\_\_\_\_  
DATE: \_\_\_\_/\_\_\_\_/\_\_\_\_

For more information regarding VARA and CAPA:

<http://www.sfartscommission.org/pubartcollection/mural-guidelines/pa05-mural-guidelines/pa05-2-visual-artists-rights-act/>

<http://www.sfartscommission.org/pubartcollection/mural-guidelines/pa05-mural-guidelines/pa05-3-california-art-preservation-act/>



Madalyn Farquhar, Planting Manager  
1007 General Kennedy Ave, Suite 1  
San Francisco, CA 94129-1405  
P: (415) 268-0783 F: (415) 561-6899 Madalyn@fuf.net

## **LILY STREET MURAL INFORMATION SHEET**

### **PARTICIPATION**

Friends of the Urban Forest (FUF) has received funding to install murals on the 200, 300 and 400 block of Lily from the Living Alley Community Challenge Grant (CCG). These murals will be painted/installed by an artist chosen by FUF, Lily Street Block Captains and participating property owners.

**To participate in a FUF mural project by having a mural at your property, you (the property owner) must sign and submit all of the following forms to FUF:**

1. FUF Mural Letter of Agreement
2. SF Arts Commission Waiver of Proprietary Rights
3. CCG Mural Contract (to be completed after CCG mural approval)

You or your representative **must** either attend scheduled mural design meeting(s) to plan the mural design and installation or directly communicate your feedback and approval of the final mural design on your property. You or your representative must determine the extent of the mural on your property. FUF, Lily Street neighbors, and artists will work together until the project is complete.

FUF will be managing the mural process including San Francisco Arts Commission (SFAC) mural approval, coordinating community feedback and managing the mural installation.

### **MURAL LOCATION**

Murals may be located on garage doors, building walls and concrete walls pending CCG approval.

### **MURAL DESIGN AND APPROVAL**

Potential artists and proposed artwork will be reviewed by FUF, Lily Street Block Captains, and participating property owners. You, as the property owner, will make the final decision on the design before the project is submitted to the SFAC. In accordance with City Charter Article V, Section 103, the SFAC must approve all murals financed in whole or in part with city funds on privately owned property. FUF will coordinate SFAC review and approval and SFAC Visual Arts Committee review and approval. No mural will be installed without your approval. Similarly, no mural will be installed without the approval of FUF and SFAC.

### **MURAL MAINTENANCE**

CCG requires a 10 year commitment of maintaining the mural(s), during this time the mural must be maintained and can not be removed. Property owners can appeal directly to CCG to remove a mural within the 10 year commitment period.

Lily Street Block Captains on the 200, 300, and 400 blocks, in partnership with FUF, will ensure regular monitoring of the artwork to address graffiti removal. Mural maintenance will be scheduled during Lily Street block parties. As a sponsor of this project, FUF is ultimately responsible for mural maintenance. Please report any mural damage to FUF immediately. Paint and paint information from the original installations will be reserved and kept at a secured site by FUF for future maintenance needs.

### **INSURANCE**

You (the property owner) are responsible for notifying your insurers of the proposed mural project and ensuring that the artist's activities at the site will be covered by your insurance. Your insurance policy will not need to be submitted to FUF. FUF has general liability and workers compensation insurance, as required by CCG. Participating mural artists will be required to have insurance.

### **COST**

Thanks to funding from the CCG Living Alley Improvements, the full cost of the mural installation is subsidized.

**Thank you for working with Friends of the Urban Forest!**

**Please keep this information for your records.**





Madalyn Farquhar, Planting Manager  
1007 General Kennedy Ave, Suite 1  
San Francisco, CA 94129-1405  
P: (415) 268-0783 F: (415) 561-6899 Madalyn@fuf.net

## LILY STREET MURAL LETTER OF AGREEMENT

Mural Address: 406-408 Buchanan Street, San Francisco, 94102

Mural Location Description (include type of wall and approximate dimension): Garage door on Lily Street frontage. Wood, 14' x 7'

I have read and agree with the **Mural Information Sheet**, which I have received and is part of this agreement. I understand the responsibilities I assume in joining a mural project in cooperation with the **Friends of the Urban Forest**. I understand that FUF will incur expenses and costs by my participation in the project. I agree to reimburse FUF for any expenses and costs incurred by FUF, which I have not previously paid for, if I withdraw from this project after the proposed mural on my property has been reviewed and approved by me and by the SF Arts Commission.

I hereby agree to release, hold harmless, and indemnify FUF, its employees, officers, contractors, sub-contractors, volunteers, agents, successors, and assigns from all liability arising or resulting from the project, and I agree voluntarily to assume all risks associated therewith.

I am the owner/ legal representative of the property where I have requested a mural:

Name (PRINT) Brion Tobin

Mailing Address 406 Buchanan #4

City and State San Francisco, CA Zip Code 94102

Best Phone 415-518-4918 Email b@tobinindustries.com

Signature  Date 10/28/17

(Property Owner or Legal Representative Must Sign)

# sfac san francisco arts commission

## Artwork/Mural Design Information Form

Lead Artist(s): Giuseppe Percivati

Proposed Site Artwork (Full Address with Cross Streets):

406 Buchanan Street\*  
San Francisco, CA 94102  
cross: Lily St + Page St.  
\*site on Lily St side

District #: 5

\*Supervisor's Districts, where proposed mural will be placed can be found at:  
<http://propertymap.sfplanning.org/?name=sffind>

Artwork Title: Nature's Creation

Artwork Dimensions: 12 ft wide, 7 ft tall

Estimated Schedule: Start: 3/1/18 Completion: 6/30/18

\*Requests for approval should be received 90 days prior to actual implementation of the mural.

Funding Source(s) for mural, please list all:

Community Challenge Grant Living Alleys Program

## Project Contact Information

ARTIST(S): Pepe Guka

Artist Full Name: Giuseppe Percivati

Address: Missionaries of the Poor, Metro Manila, 1009  
1799 Estrada Street, San Andres, Santa Ana Manila, Philippines

Email: Pepe Guka@gmail.com

Phone: +939480239336

Project Coordinator (if different than artist):

Full Name: Madalyn Farguhar

Address: 1028 Girard Rd, Apt 313  
San Francisco, CA 94129

Email: Madalyn@Puf.net

Phone: 479-414-3926

Sponsoring Organization (if any):

Organization:

Contact Name:

Address:

Email:

Phone:

Friends of the Urban Forest

Madalyn Farquhar

1007 General Kennedy Ave, Ste 1  
San Francisco, CA 94129

madalyn@fuf.net

415 268-0783

Questions 1-4

\*Attach a separate document if needed for the following questions:

1) Proposal (Describes proposed design, site, and theme.)

\* Attached

2) Materials and processes to be used for wall preparation, mural creation and anti-graffiti treatment.

\* Attached

3) List individuals and groups involved in the mural design, preparation, and implementation.

- Lily Alley Living

- Friends of the Urban Forest

- Giuseppe Percivati

- Amy Simon + Brian Tobin  
(property owners)

4.) Maintenance Plan (including parties responsible for maintenance and graffiti abatement)

\* Attached

## 406 BUCHANAN STREET- Pepe Gaka

### CONT. Artwork/ Mural Design Information Form

#### 1) Proposal (Describes proposed design, site, and theme.)

Design: 'Nature's Creation' is a design by Pepe Gaka specifically for the Lily Street Living Alleys Mural Project and is one mural in a series to be installed along the 200, 300, and 400 block of Lily Street. The design features a hand which is pointing westward towards the terminus of Lily street where the final two murals will live. The pointing finger is wrapped with vines and is sprouting and shooting a burst of flowers.

Site: Lily Street is a narrow, residential street in the Hayes Valley neighborhood. The site is the entire garage door of 406 Buchanan Street (corner building) which faces the 300 block of Lily street and the intersection of Lily and Buchanan.

Theme: *Each mural in the Lily Street Living Alley Mural Project highlights themes of urban renewal and bringing nature, tranquility, and resilience to the city through collaborative, community supported projects.* The theme of lilies, which was previously described in the information for 294 Page street, is featured again here. The design hits on themes of human ability to create and restore green space where it previously has been destroyed. The direction the finger is pointing is also towards the final murals in the series, down the dead-end, 400 block of Lily.

#### 2) Materials and processes to be used for wall preparation, mural creation and anti-graffiti treatment.

The mural will be painted with high quality acrylics from Precita Eyes in the Mission District.

This mural process includes a wall cleaning using Trisodium Phosphate to clear residual paint and dust. After cleaning the wall, two coats of primer are applied. Next, the sketch is transferred onto the wall by free-hand outlining. The mural is then underpainted before adding all the detail. After completion of the mural, four coats of Polyurethane Clear Coat are applied to protect the mural.

#### 4) Maintenance Plan (including parties responsible for maintenance and graffiti abatement)

Parties responsible: Friends of the Urban Forest (FUF)

Lily Street Block Captains on the 200, 300, and 400 blocks, in partnership with FUF, will ensure regular monitoring of the artwork to address graffiti removal. As a sponsor of this project, FUF is ultimately responsible for mural maintenance. Paint and paint information from the original installations will be reserved and kept at a secured site by FUF for future maintenance needs.

The artist will be notified if the mural(s) have been damaged or require maintenance. Artists must respond to a call for mural maintenance within 30 days. As required by CCG, if maintenance cannot be completed by the artist in this time then FUF may seek another artist to repair the mural.





406 Buchanan Street

Oct 23, 2017

To Whom It May Concern,

This letter is to express my support of the Lily Living Alley Project and the amazing murals they would like to introduce to the community.

Bryana Fleming's murals have a wonderful story arc and her love of San Francisco is clearly expressed through her work. Pepe Gaka captures urban living infused with nature. Essentially, their work is phenomenal and will be a very welcome addition to Lily Street and Hayes Valley.

The living alleyway and landscape planting will bring much needed life to an alleyway that needs it.

As a Co-Chair for the ACE Committee of Hayes Valley, I heartily endorse this project.

Best,

Pk Cummings  
Co-Chair  
Arts, Culture & Entertainment, Hayes Valley



October 25, 2017

Attn: San Francisco Arts Commission

Re: Lily Street Living Alley mural project

Dear Commissioners,

The Hayes Valley Neighborhood Association strongly supports this mural project for the Lily Street Living Alley in Hayes Valley. The Market/Octavia Better Neighborhood Plan specifically calls for activation of our small alleys. We are pleased our neighbors along several blocks of Lily Street have organized themselves to create a Living Alley that can be a model for future activation of other more residential alleys in our neighborhood.

The outreach to muralists has been wonderful. Receiving over 35 applications for murals, the neighborhood, with the leadership for Friends of the Urban Forest team, has been inspiring.

We know how installing art in our neighborhood has changed how we engage with one another and think about our living space in new ways. We not only live in our homes but also include our streets. These murals will energize Lily Street in new ways. HVNA looks forward to more Living Alleys in our neighborhood that use visual art as a means to bring our neighbors together.

Sincerely,

Gail Baugh  
President, Hayes Valley Neighborhood Association  
[Gailbaugh40@gmail.com](mailto:Gailbaugh40@gmail.com)  
415-265-0546

cc: Jason Henderson, Chair, Transportation and Planning Committee  
[jhenderson@sonic.net](mailto:jhenderson@sonic.net)



10/17/17

To the San Francisco Arts Commission,

I am writing to express support for the Lily Living Alley Mural Project as part of the Community Challenge Grant (CCG) Living Alley Program.

My wife and I are homeowners living and raising two young children on Lily St. We're incredibly excited about the aesthetic, safety and community benefits that the Living Alley Program is set to bring to our street for years to come. It's already brought neighbors here closer together.

As block captains, my wife and I have been attending meetings and other events for months to help advance the Living Alley plans. We have hosted block captain meetings, helped to organize a block party and an idea discussion night, and helped an architect (a former resident on the street) manually create a blueprint of our block.

We've examined all of the artists' proposals, discussed them with our fellow block captains, and shared our thoughts and preferences.

We wholeheartedly support moving forward with the project.

Thank you!

A handwritten signature in black ink, appearing to read "Nico Pitney". The signature is stylized and cursive.

Nico Pitney  
Block Captain, Lily Living Alley Program  
360 Lily St. #2

## Waiver of Proprietary Rights

### for Artwork Placed Upon PRIVATE PROPERTY under VARA and CAPA

Artist has designed a work of visual art. In consideration of the City's approval of the Artist design of visual art.

DESCRIPTION: [type, mural, medium]:

Mural depicting a hand that is sprouting  
flowers, Acrylic paint.

TITLE, DATE: 'Nature's Creation' 11/1/17

DIMENSIONS: 12 Ft wide, 7 Ft tall

ADDRESS/LOCATION: 406 Buchanan / on Lily st - garage door

("the Work") for the City artist agrees to waive and does hereby waive voluntarily all rights to attribution and integrity with respect to the Work and any and all claims as may arise under the Visual Artists Rights Act of 1990, 17 U.S.C. §§106A and 113(d) ("VARA"), the California Art Preservation Act (Cal. Civ. Code §§987 and 989) ("CAPA"), or any other local, state, foreign or international law, as currently drafted or as may be hereafter amended, that conveys the same or similar rights ("Moral Rights Laws"), with respect to the Work, its display, removal from display, exhibition, installation, conservation, storage, study, alteration and any other activities conducted by the City, its officers, employees, agents, contractors, licensees, successors or assigns. If the Work is incorporated into a building such that the Work cannot be removed from the building without physical defacement, mutilation, alternation, distortion, destruction, or other modification (collectively, "Modification") of the Work, artist waives any and all such claims under any Moral Rights Laws arising out of or against any current or future owners of the site, and its agents, officers and employees, for Modification of the Work.


The City has the absolute right to change, modify, destroy, remove, relocate, move, replace, transport, repair or restore the Work, in whole or in part, in City's sole discretion.

The City has no obligation to pursue claims against third parties for modifications or damage to the Work done without the City's authorization. However, the City may pursue claims against third parties for modifications or damage or to restore the Work if the work has been modified without the City's authorization. In the event that the City pursues such a claim, it shall notify the Artist, and Artist shall cooperate with the City's efforts to prosecute such claims.

If the City modifies the Artwork without the Artist's consent in a manner that is prejudicial to Artist's reputation, Artist retains the right to disclaim authorship of the Artwork in accordance with 17 U.S.C. § 106A (a) (2).

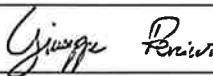
**Artist bears the sole responsibility for providing the City with any changes to the Artist's Address for Notice.** Notice of changes must be mailed to the Arts Commission, 401 Van Ness Avenue, Suite 325, San Francisco, CA 94102 **AND to the PROPERTY OWNER:**

PROPERTY OWNER

Property Owner: Brian Tobin  
(or Authorized Agent): \_\_\_\_\_  
Address: 406 Buchanan Street #4  
San Francisco, CA 94102  
Email: b@tobinindustries.com  
Phone: 415-518-4918  
SIGNATURE:   
DATE: 10 / 28 / 17

ARTIST

ARTIST understands the effect of this waiver and hereby acknowledges that ARTIST is surrendering the rights described herein with respect to the Work.

Artist: Giuseppe Percivati  
Address: Missionaries of the Poor, Metro Manila, 1009  
1766 Estrada Street, San Andres, Santa Ana Manila, Philippines  
Email: pepegaka@gmail.com  
Phone: +939480239336  
SIGNATURE:   
DATE: 09 / 24 / 2017