

PA05.1: Mural Design Information Form

Lead Artist: Kristin Farr **Mailing Address:** 457 Carlston Street **City** Oakland **State:** CA

Zip 94610 **Ph:** 650-784-5022 **Email:** kristinraefarr@gmail.com

Project Coordinator: Eric Tuvel

Mailing Address: 1 S Van Ness, 7th Floor **City:** San Francisco **State:** CA **Zip:** 94103

Phone # 415-579-9736 **Fax #** (415) 415-701-4343 **Email:** eric.tuvel@sfmta.com

Sponsoring Organization: Madrone Art Bar **Street Address** 500 Divisadero St

City: San Francisco **State:** CA **Zip:** 94117 **Ph:** 415.572.6062 **E-mail** info@michaelkrouse.com

Funding Source(s): Privately funded by the Sponsoring Organization listed.

Proposed Site of Mural (Address/Cross Streets): The parking space in front of Madrone Art Bar at Fell Street and Divisadero Street, northeast corner.

Mural Title: Diamonds on Divis **Mural Dimensions:** 20' x 7'

Estimated Schedule: November 13-16, 2015 **Supervisor's District:** #5

1) Proposal (describe proposed design, site, and theme and attach a separate document if needed).

In order to engage the community and beautify the neighborhood, the SFMTA is partnering with local businesses and designers to introduce decorative paint elements into the design of the on-street bicycle parking corrals. The decorative elements will be installed on the concrete area at the base of the bicycle racks in on-street corrals within the existing or proposed painted edge lines of these locations. The design draws on multiple color components that reflect the diversity of SF communities. The palette inspired by the location..

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

Water-based acrylic traffic paint with added clear/white grit material to provide non-slip surface.

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

Kristin Far, Madrone Art Bar, SF Municipal Transportation Agency, Pavement to Parks (a working group of members of DPW, City Planning, and the SFMTA).

KRISTIN FARR

kristinfarr.com

Education

2005 BFA, San Francisco State University, San Francisco, CA.

Selected exhibitions

2015 FFDG, San Francisco CA

2014 Yerba Buena Center for the Arts, *BAN7*, San Francisco, CA

2013 Bedford Gallery, Walnut Creek, CA

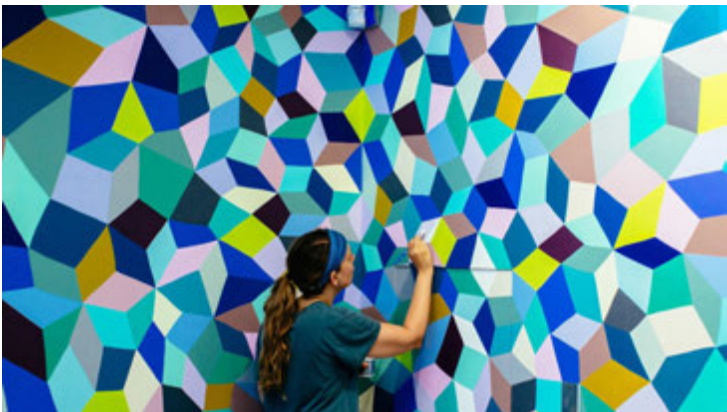
Murals and Public Art Projects

2015 Outside Lands, San Francisco, CA
Bonifacio Global City Technology Center, Manila, Philippines
Daniel Webster Elementary School, San Francisco, CA
Rocha Art Gallery, San Francisco, CA
Private Commission, Collection of Mark Wheeler, San Francisco, CA

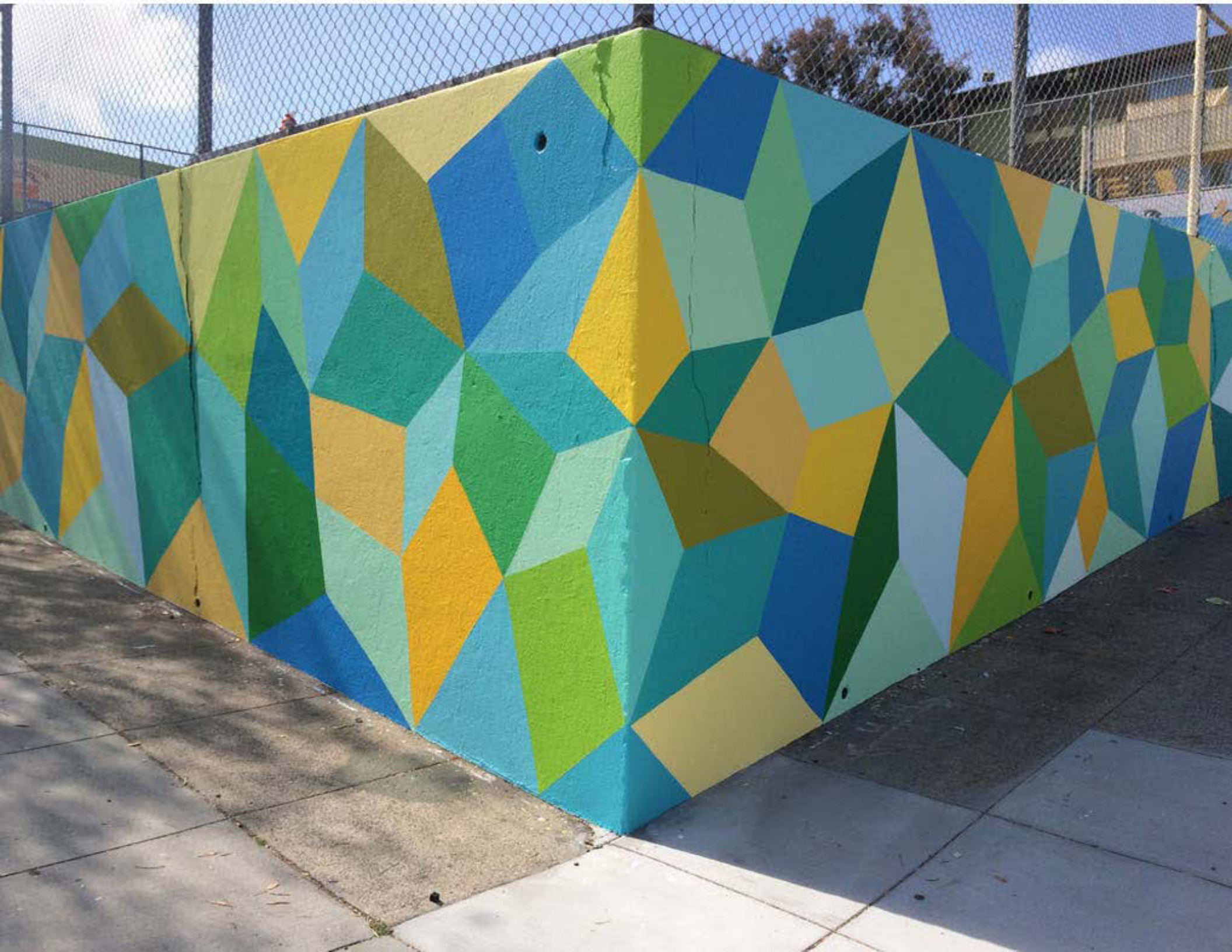
2014 Hearts in San Francisco, San Francisco General Hospital Foundation, San Francisco, CA
Urban Outfitters, Honolulu, HI
Taipei City Zoo, Taipei City, Taiwan

Commercial Projects

2015 Google I/O Conference San Francisco, CA
Nooworks Apparel, San Francisco, CA



Through her work, Kristin Farr explores magic, rainbows, nostalgia, color psychology and positive vibes. Her signature Magic Diamond design made of multi-colored geometric shapes has been painted on many different surfaces in thematically-selected palettes, using countless contrasting colors to create structure and dimension. Color is central to her work and she is influenced by a common form of the neurological condition synesthesia in which her mind associates letters and numbers with specific colors. She has created public art projects throughout San Francisco and internationally.





TO: SF Arts Commission
FROM: Michael Krouse
Owner, Madrone Art Bar
DATE: October 1, 2015
SUBJECT: Bicycle Corral Decorative Paint Project at Fell Street Divisadero Street

Dear SF Arts Commission,

I am the owner of the Madrone Art Bar located near the proposed bicycle corral decorative paint project at Fell Street and Divisadero Street.

I am writing to express my support for this initiative as it will enhance the neighborhood, create a sense of place, promote local artists, and provide an attractive place for people to park their bicycle.

With your support, proactive initiatives like this one help promote local business and foster a sense of community.

Thank you in advance for your consideration of this project.

Sincerely,

A handwritten signature in black ink, appearing to read 'MKrouse', with a long horizontal flourish extending to the right.

Michael Krouse

Owner, Madrone Art Bar

502 Divisadero Street

San Francisco, CA 94117

415-572-6062

info@michaelkrouse.com

TO: SF Arts Commission

FROM: Solange Gabrielli
NOPNA

DATE: October 1, 2015

SUBJECT: Bicycle Corral Decorative Paint Project at Fell Street Divisadero Street

Dear SF Arts Commission,

I am a member of the Divisadero Merchants Association located near the proposed bicycle corral decorative paint project at Fell Street and Divisadero Street.

I am writing to express my support for this initiative as it will enhance the neighborhood, create a sense of place, promote local artists, and provide an attractive place for people to park their bicycle.

With your support, proactive initiatives like this one help promote local business and foster a sense of community.

Thank you in advance for your consideration of this project.

Sincerely,

A handwritten signature in black ink that reads "Solange Gabrielli". The signature is written in a cursive, flowing style with a large initial 'S'.

Solange Gabriel

President, Divisadero Merchants Association

48 Cayuga Avenue, San Francisco, CA 94112

Phone: (510) 896-5812

Email: solange@bigumbrellastudios.com



TO: SF Arts Commission

FROM: Tim Hickey
NOPNA

DATE: October 1, 2015

SUBJECT: Bicycle Corral Decorative Paint Project at Fell Street Divisadero Street

Dear SF Arts Commission,

The North Panhandle Neighborhood Association (NOPNA) expresses it's full support for the proposed bicycle corral decorative paint project at Fell Street and Divisadero Street as it will enhance the neighborhood, create a sense of place, promote local artists, and provide an attractive place for people to park their bicycle.

With your support, proactive initiatives like this one help promote local business and foster a sense of community.

Thank you in advance for your consideration of this project.

Sincerely,

Tim Hickey

North Panhandle Neighborhood Association Board President

TO: SF Arts Commission
FROM: Remy Nelson
DATE: October 1, 2015
SUBJECT: Bicycle Corral Decorative Paint Project at Fell Street Divisadero Street

Dear SF Arts Commission,

I am the owner of Mojo Bicycle Cafe located near the proposed bicycle corral decorative paint project at Fell Street and Divisadero Street.

I am writing to express my support for this initiative as it will enhance the neighborhood, create a sense of place, promote local artists, and provide an attractive place for people to park their bicycle.

With your support, proactive initiatives like this one help promote local business and foster a sense of community.

Thank you in advance for your consideration of this project.

Sincerely,



Remy Nelson

Owner, Mojo Bicycle Cafe

Address: 639 A Divisadero St, San Francisco, CA 94117

Phone: 415-673-1589

Email: rem@mojobicyclecafe.com



SFMTA
Municipal
Transportation
Agency

Edwin M. Lee, *Mayor*

Tom Nolan, *Chairman*

Cheryl Brinkman, *Vice Chairman*

Gwyneth Borden, *Director*

Edward D. Reiskin, *Director of Transportation*

Malcolm Heinicke, *Director*

Joel Ramos, *Director*

Cristina Rubke, *Director*

TO: SF Arts Commission

THROUGH: Eric Tuvel
Planner, Livable Streets Subdivision

Luis Montoya
Acting Deputy Director, Livable Streets Subdivision

FROM: Tom Maguire
Director, Sustainable Streets Division

DATE: October 2, 2015

SUBJECT: Bicycle Corral Decorative Paint Pilot Initiative

The SFMTA's bicycle parking program is piloting an initiative to partner with local businesses to apply decorative paint to the ground beneath bicycle corrals (on-street bike parking spaces) they request fronting their business. The pilot is planned to take place with Madrone Art Bar at Fell and Divisadero streets. The design follows SFMTA guidelines, has been reviewed by SFMTA staff, and the maintenance of this design will be the sole responsibility of the project sponsor as outlined in the Maintenance Plan submitted to the SF Arts Commission. In addition, the SFMTA would like to note that the paint is considered temporary as part of this pilot initiative and could be removed should the SFMTA deem it necessary. The SFMTA supports this application to the SF Arts Commission and as the agency who manages the right of way in San Francisco; we consent to the applicant painting on city property within the designated and legislated space of the proposed bicycle corral on Fell Street in current meter space #1140-G.

Thank you for your consideration of the application and should you have any questions, please do not hesitate to contact us.

Sincerely,

A handwritten signature in black ink, appearing to read 'Tom Maguire', with a long horizontal line extending to the right.

Tom Maguire

Director, Sustainable Streets Division

[Home](#) > Waiver of Proprietary Rights for Artwork Placed Upon City Property

Waiver of Proprietary Rights for Artwork Placed Upon City Property

Waiver of Proprietary Rights for Artwork Placed Upon City Property Under VARA and CAPA

Artist has designed a work of visual art [describe work]. In consideration of the City's approval of the Artist design of visual art [describe mural, medium, site, including interior location if applicable]

MURAL, MADRONE ART BAR, 500 DIVISADERO
entitled DIAMONDS ON DIVIS

("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, 25 Van Ness Avenue, Suite 240, San Francisco, CA 94102 and to the City Agency with jurisdiction over the property:

Agency Contact Eric Tuvel, Planner, Livable Streets

City Agency SFMTA

Address 1 S Van Ness Ave 7th Floor, San Francisco, CA 94103

Phone Number 415-579-9736

Email eric.tuvel@sfmta.com

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

Artist Name: KRISTIN FARR Date: 10.1.15

Address: 457 CARLSTON ST.

Phone: 650-784-5022

Email KRISTINRAEFARR@GMAIL.COM

By: ARTS COMMISSION

Name: _____

Date: _____

Title: _____

Phone: _____

TO: SF Arts Commission
FROM: Michael Krouse
Owner, Madrone Art Bar
DATE: October 5, 2015
SUBJECT: Bicycle Corral Paint Project at Fell Street Divisadero Street Maintenance Plan

Dear SF Arts Commission,

I am the owner of the Madrone Art Bar located near the proposed bicycle corral decorative paint project at Fell Street and Divisadero Street.

As the sponsor, I will take responsibility for maintenance of the bike corral decorative paint installation.

Maintenance Plan:


Regular sweeping/debris removal of the facility as well as the adjacent 20 feet of curb on both sides.

Prompt removal of any graffiti on the paint installation by working in collaboration with artist Kristin Farr.

Annual review of needed paint touch ups in collaboration with the artist Kristin Farr.

Madrone Art Bar will provide funding as needed for upkeep such as paint and artist services.

Sincerely,



Michael Krouse

Owner, Madrone Art Bar

502 Divisadero Street

San Francisco, CA 94117

415-572-6062

info@michaelkrouse.com

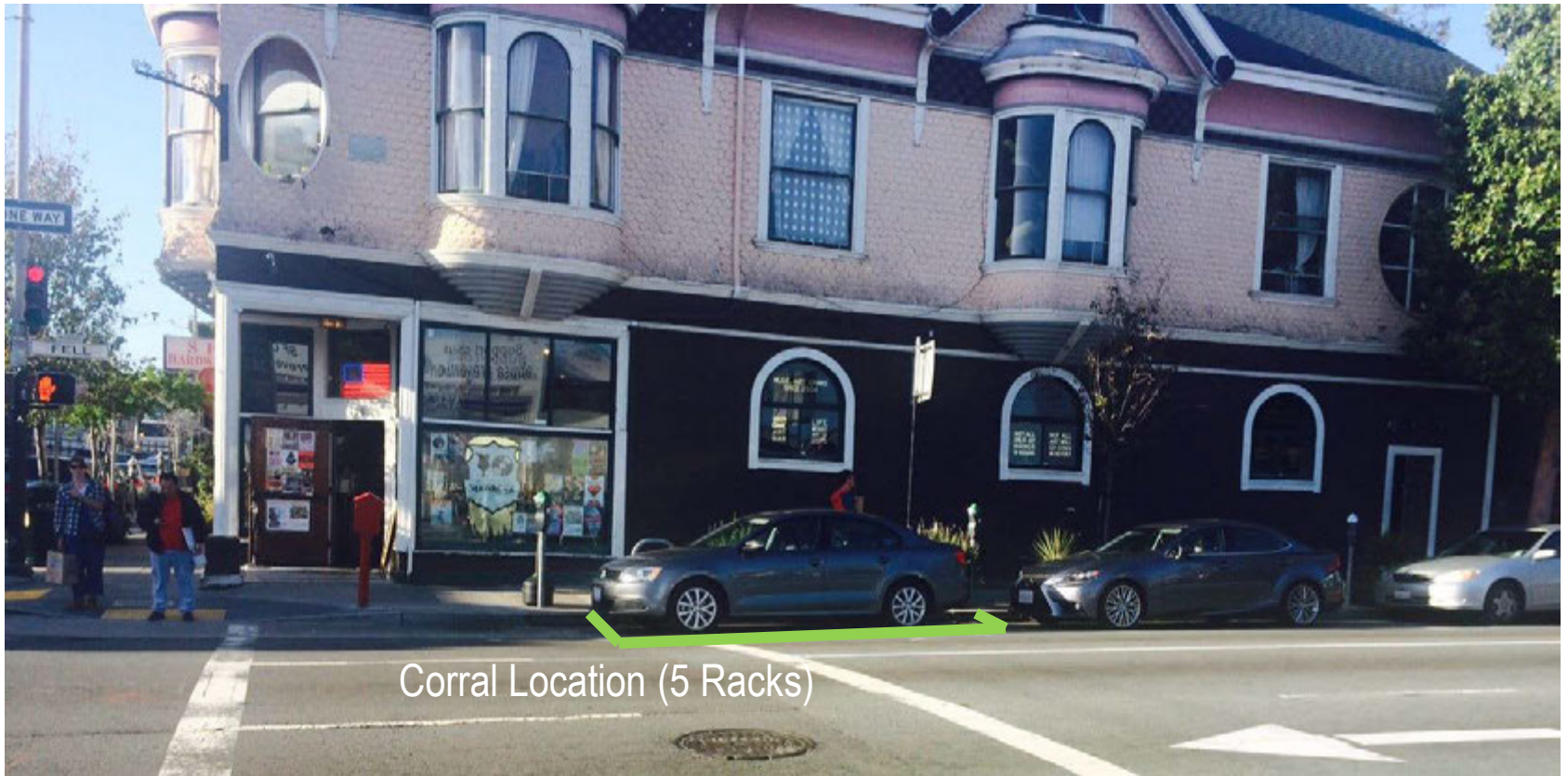


= BIKE RACK

MURAL TO BE
INSTALLED BELOW
BIKE RACKS

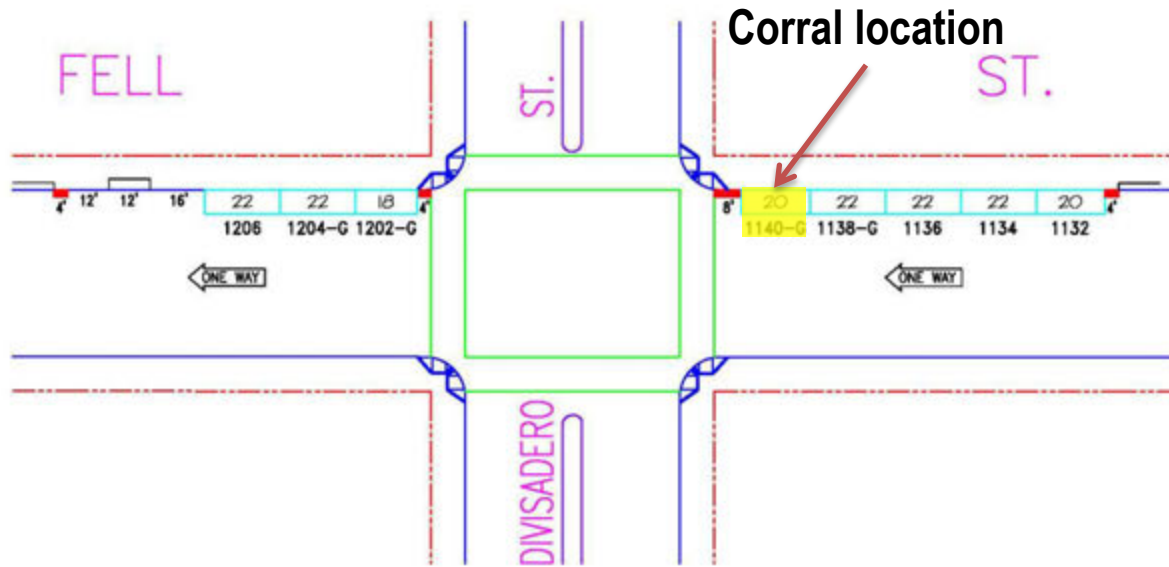


A. 1190 Fell Street (Madrone Art Bar)



Corral Location (5 Racks)

A. 1190 Fell Street (Madrone Art Bar)



NO.	REVISION DESCRIPTION	BY	DATE	DIR/RES
1	MOS#1202,1204,1206 for TBZ	JB	12/28/12	12-124
2	RemoveTBLZ,restore1202G,1204G,1206	JB	12/10/13	13-249



SAN FRANCISCO MUNICIPAL TRANSPORTATION AGENCY
 CITY AND COUNTY OF SAN FRANCISCO
 PARKING METER SPACES

SIDE	TOW-AWAY		METER CT.		GENERAL				LOADING		METERED SPACES						TOTAL
	AM	PM	SS	MS	GMP	MC	TIMES	DAYS	ML	MTL	6-W	15 MIN	30 MIN	1 HR	2 HR	10 HR	
ODD																	
EVEN			8		8		9A-6P	M-SA					4		4		8

FELL ST. (FEL, 411)
(1100-1200) BLOCK
 Meters #411-11XXY
OFF DIVISADERO ST.

AREA 3

SCALE: 1"=40' DATE: 12/28/12 BY: JB