



**Artwork/Mural Design Information Form**

Lead Artist(s): Jeffrey Cheung

Proposed Site Artwork (Full Address with Cross Streets):

64 6th Street, San Francisco. Mural will  
be placed on Jessie street side wall. Jessie  
and 6th Street street.

District #: D6

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

Artwork Title: Pentacle Coffee Mural

Artwork Dimensions: 69 X 14 feet

Estimated Schedule: Start: 8/10 /2018 Completion: 8/ 31 /2018

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

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

Working Solutions/OEWD

Project Contact Information

ARTIST(S): Jeffrey Cheung

Artist Full Name: \_\_\_\_\_

Address: [Redacted]

Email: [Redacted]

Phone: [Redacted]

Project Coordinator (if different than artist):

Full Name: Patrick Santoro

Address: City Hall, Room 448, 1 Dr. Carlton  
B, San Francisco, CAC, 94192

Email: [Redacted]

Phone: [REDACTED] \_\_\_\_\_

Sponsoring Organization (if any):

Organization: Working Solutions \_\_\_\_\_

Contact Name: Iris Lee, Real Estate Officer

Address: 930 Montgomery, St. Ste 400, San Francisco

Email: [REDACTED] \_\_\_\_\_

Phone: [REDACTED] \_\_\_\_\_

#### Questions 1-4

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

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

I propose to paint a mural on the side of Pentacle Coffee on the Jessie Street side of the building. The mural will have imagery and themes of celebration of community, friendship, love, queer identities, diversity, and body positive imagery. The mural will mostly have bright and pastel colors to evoke an uplifting positive energy. Depicting people embracing and helping each other, and queer visibility and representation of queer and trans people of color. See attached photos of concept.

A lot of the imagery is also similar to graphics I have done for Unity Skateboarding, which is an LGBTQ+ skateboarding project I began at the beginning of 2017 to make more inclusive spaces for queer people in skateboarding. We host monthly events in the Bay Area as safe spaces for people to come together of all abilities. We hope to empower lgbtq+ folks in skateboarding and break down heteronormative societal conventions.

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

Wall will be primed and then painted with a mix of acrylic, enamel, and exterior latex paint. Will be applied by brush, roller mostly, and also spray paint.

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

Myself and my artist assistant mostly. Possibly some other folks involved with Unity might help.

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

Will apply 4 layers of clear coat after mural is finished which should help with graffiti clean up. Will make separate arrangements with business owner about future touch ups and restoration as needed.





San Francisco PENTACLE COFFEE

04  
PC

STOP

coffee  
alley





## JEFFREY CHEUNG

The playfulness and low-brow style of Jeffrey Cheung's contorted and often nude male figures has quickly gained traction within the Bay Area's ever-changing art scene. Cheung's humor translates well across his many paintings, prints, collages, drawings and even murals. Born and raised in the Bay Area, Cheung graduated from the University of California Santa Cruz, and has since shown in a variety of shows throughout the Bay Area as well as City Bird Gallery in Paris, France. Alongside his visual artwork, Cheung launched Unity Skateboarding, a queer skating collective. He also plays music in both local punk bands Meat Market and Unity. Cheung currently lives and works in Oakland, CA.

### Solo Exhibitions

2018

In Unity, Hashimoto Contemporary, San Francisco, CA

2017

Closer, Hashimoto Contemporary, San Francisco, CA

2013

Terra Gallery, Between Males, San Francisco, CA

2012

Lobot Gallery, Total Trash, Oakland, CA

Sticks and Stones Gallery, Big Dreams, Oakland, CA

Under One Roof, Untitled, San Francisco, CA

2147 Broadway, Best Buds, Oakland, CA

2011

Eduardo Carrillo Gallery, Matthew Debautd, Santa Cruz, CA

### Group Exhibitions

2015

TOMORROW, Hashimoto Contemporary, San Francisco, CA

2014

Alley Cat Books, Face and Figure, San Francisco, CA

Lobot Gallery, No Show, Oakland, CA

2013

SFAC, Take Me Away, San Francisco CA

2012

Terra Gallery, Murk, San Francisco, CA

LGBT Center, Queer Ancestors, San Francisco, CA

Million Fishes, Buffet Flats, San Francisco, CA  
518 Valencia, Lotte Arts, San Francisco, CA

2011

Robert Blitzer Gallery, The 2011 Creative Collective: Student/Faculty Show. Santa Cruz, CA  
Project Space 140, In Between, Santa Cruz, CA

Awards

Irwin Project Grant. Awarded for Individual Research in Painting. UCSC. 2009

William Hyde and Susan Benteen Irwin Scholarship. Individual Scholarship. UCSC. 2011

Irwin Project Grant. Awarded for Individual Research in Painting. UCSC. 2010

Education

BA in Art: University of California, Santa Cruz. Santa Cruz, CA. 2011



## Working Solutions 6<sup>th</sup> Street Activation Program

### Project Agreement

Jeffrey Cheung

This Project Agreement (this "Agreement") is made and entered into as of \_\_\_\_\_ between

TMC Working Solutions  
930 Montgomery St, Ste 400  
San Francisco, CA 94123

and

Roberto Sanchez (hereinafter, "CLIENT")  
Name

64 Sixth Street  
Address

san francisco CA 94103  
City State Zip

[REDACTED]  
Phone Number

and

Jeffrey Cheung (hereinafter, "Muralist")  
Name

Jeffrey Cheung  
Address

Oakland CA 94610  
City State Zip

[REDACTED]  
Phone Number

For improvements at the following property:

Pentacle Coffee

Name of Business

64 Sixth Street

Address

San Francisco                      CA                      94103                      (hereinafter, "Property")  
City                                      State                      Zip

**Recitals**

- A. CLIENT is the \_\_\_Property Owner or \_\_\_ Business Tenant/Occupant
- B. Project description/scope of work (the "Project"): New mural along Jessie Street done by Jeffrey Cheung

Painting walls on side of business, Pentacle Coffee

- C. CLIENT desires to enter into this agreement with Working Solutions for assistance in making certain improvements to the Property and Working Solutions is willing to do so on the terms and conditions set forth below.

NOW, THEREFORE, for good and valuable consideration and the mutual promises contained herein, the parties agree as follows:

**Agreement**

Subject to the terms of this Agreement, including the Scope of Work set forth herein, Working Solutions or their designee agrees to proceed in developing and executing the Project, with approval by CLIENT, so long as feasible. Project feasibility will be determined in Working Solutions sole discretion.



1. **GENERAL OBLIGATIONS:** CLIENT understands that by signing this Agreement, and in order to guarantee acceptance into the Program, the CLIENT agrees to:

- 1.1. Designate one person as the contact person for the project. This should be the CLIENT.
- 1.2. If CLIENT is not the Property Owner, CLIENT should demonstrate evidence of a long-term investment in the neighborhood, with a long-term lease (minimum three (3) years remaining on the lease).
- 1.3. Maintain responsibility for notifying residents and neighbors about project, if necessary.
- 1.4. Meet with Working Solutions project manager or their designee, and assigned Muralist throughout the different phases of the project.
- 1.5. Provide decisions and furnish required information as expeditiously as necessary for the progress of the Project.
- 1.6. Commit to a project timeline and the scope of work by communicating with Working Solutions designated staff.

2. **DESIGN PHASE:** CLIENT shall cooperate with a muralist (the "Muralist") selected by Working Solutions or their designee to determine the scope of work, develop a design concept, and prepare project plan. Muralist will provide CLIENT and Working Solutions with a scope of work and estimated number of hours for design and development of project plan.

2.1 Working Solutions will directly reimburse Muralist for all approved fees.

2.2 After Muralist presents the design concepts CLIENT shall have up to five (5) business days to review and provide feedback and comments. CLIENT shall meet with Working Solutions project manager or designee to review and make a commitment to design proposal. Upon Working Solutions approval of the design concept the Muralist shall prepare the project plan.

2.3 Working Solutions or their designee must review and approve any changes proposed to the Project that occur after final approval of the Project by the Muralist and/or Working Solutions. No design changes can be made without Working Solutions approval.

3. **CONTRACTOR AGREEMENT:** Working Solutions or their designee will determine the level of funding to be awarded. If the scope exceeds grant funding availability, CLIENT shall work with Working Solutions or their designee to reduce the scope of work if necessary.



3.1. CLIENT understands the Muralist is an independent contractor and is not an employee, Client, joint venture or partner of Working Solutions.

3.2. Working Solutions shall not be responsible for the Muralist's failure to perform the Work in accordance with the requirements of the contract documents.

3.3. CLIENT is responsible for cooperating to secure all necessary approvals and permits for the Project. Proceeding with work. Working Solutions will take primary responsibility for submitting documents for necessary permit approvals.

4. **CONSTRUCTION AND COMPLETION PHASE:** Grants will be reimbursed to the CLIENT or Muralist once construction is completed and the reimbursement request has been approved by OEWD. Reimbursements can occur up front to the CLIENT or Muralist for necessary paint materials and draft design costs, upon approval by OEWD.

4.1. CLIENT shall be available for on-site construction visits with Working Solutions staff and partners, and assist in certifying that the work has been completed, according to the scope of work.

4.2. Once the Work is completed Working Solutions project manager will schedule a meeting with CLIENT and Muralist to ensure the Work has been completed according to the approved design.

5. **MAINTENANCE REQUIREMENTS:** CLIENT agrees to maintain the Mural and to confer with Working Solutions or their designee before undertaking any major changes in the Mural for at least three (3) years, so long as CLIENT remains a tenant at the property. CLIENT agrees to notify Muralist if any alterations to the mural occurs. Muralist is responsible for providing the CLIENT with any changes to the Muralist's Address. This is outlined in the Waiver of Proprietary document signed by the Muralist and Property Owner.

Mural maintenance includes keeping the Mural generally clean and free of graffiti, bird droppings or the like. CLIENT has responsibility to maintain the mural.

This Agreement is entered into as of the day and year first written above.

Working Solutions

By: Iris Lee

Name: Iris Lee

Title: Real Estate Officer, Working Solutions

Date: 06/12/2018

CLIENT

By: R Sanchez

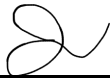
Name: Roberto Sanchez

Title: Business owner

Date: 06/11/2018



Muralist

By:  \_\_\_\_\_

Name: Jeffrey Cheung

Title: Muralist

Date: 06/12/2018





## Working Solutions 6<sup>th</sup> Street Activation Program

### PROPERTY OWNER CONSENT

64 6th

1. I am the owner of the building located at \_\_\_\_\_ Street, San Francisco, California. I have read the attached Project Agreement, which includes a description of the project, and am generally familiar with the Working Solutions 6th Street Activation Program.
2. I consent to CLIENT (as identified in the Project Agreement) participating in the Program to install a mural on the Jessie Street façade of the Property ("the Mural").
3. CLIENT has a minimum of three (3) years remaining on his/her/its current lease at the Property.
4. So long as CLIENT remains the sole tenant at the property, is in good-standing as such, and desires the mural to remain, I agree that I shall not take any action to remove the MURAL unless deemed necessary to in any way protect my financial interest in the property.

In the event client closes, transfers, sells or vacates the location for any reason, or should the property be sold, or ownership otherwise change, Property Owner shall have no obligation whatsoever regarding the Mural.

5. I understand CLIENT maintains sole responsibility for mural maintenance defined simply as including keeping the Mural generally clean and free of graffiti, bird droppings or the like.

### Property Owner

By: penny ching

Name: penny ching

Date: 06/12/2018



## Waiver of Proprietary Rights

for Artwork Placed Upon PRIVATE PROPERTY at 64 6th street San Francisco

Jeffrey Cheung

The artist, \_\_\_\_\_, has designed a work of visual art ("the Artwork") as described below. The Artwork will be located at the address below, with consent from penny ching (hereinafter referred to as the "Property Owner").

DESCRIPTION: Mural

TITLE, DATE: TBD

DIMENSIONS: 69 x 14 ft

ADDRESS/LOCATION: Pentacle Coffee

As a condition of the Property Owner's approval and authorization to create the Artwork on the Property, Artist agrees to waive and does hereby waive voluntarily all rights to attribution and integrity with respect to the Artwork 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 (collectively "Moral Rights Laws"), with respect to the Artwork, its display, removal from display, exhibition, installation, conservation, storage, study, alteration and any other activities conducted by the Property Owner or any future owner of the Property. If the Artwork is incorporated into a building such that the Artwork cannot be removed from the building without physical defacement, mutilation, alternation, distortion, destruction, or other modification (collectively, "Modification") of the Artwork, Artist waives any and all such claims under any Moral Rights Laws arising out of or against any current or future owners of the Property, and its agents, officers and employees, for Modification of the Artwork.

The Property Owner, or any future owner of the Property, has the absolute right to change, modify, destroy, remove, relocate, move, replace, transport, repair or restore the Artwork, in whole or in part without prior notice to the Artist. However, if the Property Owner, or any future owner of the Property, 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).

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



Artist bears the sole responsibility for providing the Property Owner with any changes to the Artist's Address for Notice.

**PROPERTY OWNER**

PROPERTY OWNER

Property Owner: penny ching

(or Authorized Agent): penny ching

Address: 64 6th street, san francisco ca 94103

Email: [REDACTED]

Phone: [REDACTED]

SIGNATURE: *penny ching*

DATE: 06/12/2018

**ARTIST**

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

Artist: Jeffrey Cheung

Address: [REDACTED]

Email: [REDACTED]

Phone: [REDACTED]

SIGNATURE: *[Handwritten Signature]*

DATE: 06/08/2018



1007 market street  
san francisco  
california 94103



tel 415.255.5971  
fax 415.863.5509

## the luggage store

p.s. we don't sell luggage

July 31, 2018

To Whom it May Concern:

I am the co director/co founder of the luggage store gallery (aka 509 Cultural Center/Tenderloin National Forest) est. 1987. Our mission is to build community by organizing multidisciplinary arts that are accessible and reflective of the Bay Area's residents. Our programs are designed to broaden social and aesthetic networks, and to encourage the flow of images and ideas between the diverse cultural communities that cross paths in our exceptionally dynamic downtown SF neighborhood.. Our programs are intended to promote inclusion and respect, reduce inter group tensions and to work toward dispelling stereotypes and fears, in an effort to bring people together. We have been at 6<sup>th</sup> and Market since 1991.

I am writing in strong support for Pentacle Coffee's (Bobby Valentino Sanchez) proposed mural by Jeffrey Cheung at the Corner of 6<sup>th</sup> and Jessie Streets.

This block (and corridor) has undergone enormous changes over the years we have been here, and is currently home to a number of homeless individuals, neighborhood residents, businesses, and is traversed by individuals who are newly working in the area. I believe the mural would promote inclusiveness, would be uplifting and engaging and would serve as a focal point for individuals of varying persuasions and differences to interact , which then serves to "humanize" the block and all the people on it. People will begin to engage with each other.

Additionally, I cannot say enough positive things about the addition of Pentacle Coffee and Bobby Valentino Sanchez to our neighborhood. He has a beautiful spirit, welcoming and non judgmental, is compassionate and sensitive to the neighborhood and 6<sup>th</sup> Street Corridor. Pentacle Coffee too, serves as a meeting place, place for art and coffee/beverages and snacks.

I think the mural (as the café) will be a great asset to our neighborhood and will likely attract visitors to the neighborhood as well.

If you have any questions, please do not hesitate to give me a call at 415. 255 5971



July 28, 2018  
Page Two

Sincerely,

A handwritten signature in black ink, appearing to read "Laurie Lazer". The signature is written in a cursive, flowing style.

Laurie Lazer, Co Director/Co Founder





July 29, 2018

Dear Selection Committee,

I strongly support Jeff Cheung's mural project on 6<sup>th</sup> Street and Jessie Street on the side of Pentacle Coffee. The proposed mural celebrates community, love, and diversity, three values shared by the Asian Art Museum. Working for the museum, I have had the opportunity to partner with Jeff for the past few years on community programs through the Seniors Without Walls program and assure that he is extremely reliable, an excellent communicator, and dedicated to supporting the communities he serves.

Please don't hesitate to contact me if you have any further questions.

Sincerely,

*Caren Gutierrez*

Caren Gutierrez  
Associate Director of Education and Interpretation  
Asian Art Museum  
200 Larkin St.  
San Francisco, CA 94102





**From:** "Santoro, Patrick (ECN)" <[REDACTED]>

**To:** [REDACTED]

**Subject:** FW: letter

**Date:** Tue, 31 Jul 2018 23:57:15 +0000

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----- Forwarded message -----

**From:** **Tony Vitello** [REDACTED] >

**Date:** Mon, Jul 30, 2018 at 4:16 PM

**Subject:** letter

**To:** Bobby Valentino <[REDACTED]>

Dear SF Art Commission,

My name is Tony Vitello, San Francisco native and President of Thrasher Magazine. I am writing on behalf of Bobby Valentino, who will soon be Thrasher's neighbor on 6th street. Our flagship store is located directly next door to Pentacle Coffee and we plan on opening our doors for business within a couple weeks.

Bobby is looking to help promote a safer and more lively atmosphere in the Jessie Street alley and has thus commissioned artist Jeffrey Cheung to paint a beautiful mural along the wall of his business. I too believe that an art installation of this magnitude will help create a more inviting and positive spirit in the neighborhood.

If you would like to contact me directly, please call my cell: [REDACTED] or send me an email:

[REDACTED]

All the best,

Tony

--

Pentacle Coffee

64 Sixth Street

San Francisco, Ca.

94103

(415)508-6258

[REDACTED]



**From:** "Santoro, Patrick (ECN)" <[REDACTED]>

**To:** [REDACTED]

**Subject:** FW: Letter of approval

**Date:** Tue, 31 Jul 2018 23:52:28 +0000

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**From:** [REDACTED]

**Sent:** Friday, July 27, 2018 2:33 PM

**To:** Santoro, Patrick (ECN) <[REDACTED]>

**Subject:** Letter of approval

Hi Patrick,

Here is a letter of approval from Katie Gilmartin who runs the queer youth arts program Queer Ancestors at SOMArts.

"I am writing in hearty support of this mural designed by Jeffrey Cheung for the Pentacle Coffee site at 6th and Market Street. I've known Jeff for seven years, and he is an extraordinarily vibrant, creative, and thoughtful artist, engaged with community in impactful ways. He was a student in my Queer Ancestors Project printmaking program, and the kind of student every teacher dreams of: one who will surpass the teacher and take what they've learned above and beyond, stretching possibility in beautiful ways. I've encountered his work everywhere I've gone, to creative spaces on both sides of the Bay. This mural will be a celebratory addition to the neighborhood and to the community. Moreover, I know that Jeff's process will ensure that as it is painted, the community is engaged and brought in to join the celebration."

Katie Gilmartin

Founder of Queer Ancestors,

Chrysalis Studio, SOMArts