

Mural Design Information Form

LEAD ARTIST
ADDRESS
CITY
STATE ZIP CODE
EMAIL PHONE

PROJECT COORDINATOR
ADDRESS
CITY
STATE ZIP CODE
EMAIL PHONE

SPONSORING ORGANIZATION
ADDRESS
CITY
STATE ZIP CODE
EMAIL PHONE
FUNDING SOURCES

PROPOSED SITE (address, cross street)
DISTRICT

District numbers can be found at <http://sfgov.org/elections/district-citywide-maps>

MURAL TITLE	Living Flowers of the Sea
DIMENSIONS	Florist Shop 10x70, 700 sq ft
ESTIMATED SCHEDULE (start and completion dates)	March 2021 to July 2022
1. Proposal (describe proposed design, site and theme. Attach a separate document if needed).	"Living Flowers of the Sea" continues the ocean-themed art from 3 existing murals in Lakeside Village at the same location on Ocean Avenue. Please see Attachment 1 for images of the two existing wall murals and the ground mural. Please see Attachments 8 and 9 for images of the proposed designs and the site.
2. Materials and processes to be used for wall preparation, mural creation and anti-graffiti treatment.	To prepare the surfaces they will be cleaned thoroughly with TSP and coated with an exterior primer (BIN 123). The murals will be painted primarily using a high quality exterior acrylic house paint and primer in one (Behr or similar) applied with rollers and brushes. If possible, some elements may be embellished with acrylic spray paint. Upon completion the mural will be protected with TSW acrylic anti-graffiti coating applied with roller or spray.
3. List individuals and groups involved in the mural design, preparation and implementation.	Friends of Lakeside Village selected artist, Mike Ritch, based on these criteria: 1. Experienced local artist who painted and continues to maintain the existing murals at the M Muni Ocean Right of Way and "Lakeside Landing", lakeside.mainfare.com. 2. Trained by SFMTA to work safely alongside Muni tracks. 3. Prequalified by the City of San Francisco for Public Art Projects. 4. Won the 2019 San Francisco Beautiful Public Art Award recognizing "an individual or group that has created public art and eliminated blight by adding beauty".

Attach the following documents to this form:

1. Lead artist's resume/qualifications and examples of previous work
2. Three (3) letters of community support
3. Letter or resolution approving proposal from city department **or**;
4. Letter of approval from private property owner along with Property Owner Authorization Form
5. Signed Artist Waiver of Property Rights for artwork placed upon city property **or**;
6. Signed Artist Waiver of Proprietary Rights financed in whole or in part by city funds for artwork placed upon private property
7. Maintenance Plan (including parties responsible for maintenance)
8. Color image of design
9. One image of the proposed site and indicate mural dimensions

**Attachment 1 (page 1 of 2):
Lead Artist's Resume/Qualifications**

Mike Ritch

mike.ritch.art@gmail.com | <http://www.mikeritch.com> | 415.846.4348

Education

University of South Carolina, BA Psychology, 2000

École Nationale Supérieure des Beaux-Arts – Paris, France 2002

San Francisco Art Institute, BFA Painting, 2003

Professional Experience

(2007 – present) Director/instructor Jean Henry School of Art - San Francisco, CA

Public Art Experience

2020 Community Ground Mural with SF Park's Alliance - San Francisco, CA

2019 Commissioned sculpture for Aquarium of the Bay - San Francisco, CA

2018 Donated mural to Achieve Elementary - Oakland, California

2016 Clarion Alley Mural Project mural - San Francisco, CA

2016 Circus Circus Mural Marathon - Reno, NV

2013 Founded the Ocean Avenue Mural Project in partnership with SFMTA
Railway - San Francisco, CA

Awards

2019 Public Art Award from SF Beautiful

2018 San Francisco Arts Commission Pre-Approved Public Artist Pool

**Attachment 1 (page 2 of 2):
Mike Ritch Examples of Public Art**



Ocean Avenue Mural Project in partnership with SFMTA Railway.



“Ophelia”, Lakeside Landing, District 7, adjacent to the proposed bus shelter mural.



Additional Public Art Examples

Attachment 2:

Three (3) letters of community support

Letter 1 of 3:

40 Beachmont Drive
San Francisco, CA 94132
Mobile 415-636-2421

December 15, 2020

Craig Corpora
Program Associate
Civic Art Collection and Public Art Program
Craig.corpora@sfgov.org

Dear Craig,

As a member of the new nonprofit, Friends of Lakeside Village, with fiscal sponsorship from San Francisco Parks Alliance, I'm writing in enthusiastic support of Mike Ritch painting three new murals for Ocean Avenue.

Mike has already painted three murals along Ocean Avenue that are terrific. They help make Lakeside Village a brighter and more welcoming place.

In addition, the idea for new murals was submitted by Lakeside residents, including myself, to the 2019-2020 Participatory Budgeting process for District 7. As part of this, the "Art for Ocean" proposal received 560 votes from District 7 residents, resulting in the funding being awarded by District 7 Supervisor Norman Yee to move ahead with the murals!

We hope that you will approve these murals. Please let me know if you have any questions.
Yours sincerely,



Kath Tsakalakis
Volunteer on Friends of Lakeside Village Committee

Letter 2 of 3:

|

110 Junipero Serra Blvd
San Francisco, CA 94127
Cell: 415.902.9994

December 15, 2020

Mr. Craig Corpora
Program Associate
Civic Art Collection and
Public Art Program
Craig.corpora@sfgov.org

Dear Craig:

I am pleased to have the opportunity to put in a good word for Mike Ritch. Mike has operated the Jean Henry School of Art (oil painting school) in our local neighborhood for over 13 years, and I've been delighted to get to know him in recent months as a group of us have collaborated on ways to revitalize our commercial district.

In recent years, Mike has worked to beautify Lakeside Village with his magnificent under the sea themed murals alongside the M-line tracks at Ocean Avenue. I personally was so impressed with his work that I nominated him for a SF Beautiful Award in 2019 which he won! Of course, I am encouraging the public art program to approve the next set of murals to be completed by Mike in the coming months; as you likely know, these three murals have been awarded funding through the District 7 Participatory Budgeting process. I am anxious to see this important beautification work continue in our corner of San Francisco.

Thank you so much for helping us move forward on these three murals. Mike is a true professional and demonstrates great commitment to our neighborhood. He is amply qualified and a perfect fit!

Please feel free to call me with any questions.

Sincerely,

Lisa Napoli
Friends of Lakeside Village, Volunteer

Letter 3 of 3:

Denise Burns
40 Woodacre Drive
San Francisco, CA 94132
denizeburnz@comcast.net

December 16, 2020

Mr. Craig Corpora
Program Associate
Civic Art Collection & Public Art Program
San Francisco Arts Commission
craig.corpora@sfgov.org

Dear Mr. Corpora,

I am writing in support of artist Mike Ritch designing and painting the murals that were contemplated in the "Art for Ocean" Participatory Budget Process proposal. The proposal won 560 District 7 community votes and has been awarded funding to proceed. Now we need your kind assistance and approval to make these murals a reality.

I am a Neighborhood Watch Captain and participate in our informal Lakeside I Homeowners Association and have known Mike for several years. He is the Director of The Jean Henry School of Art which is located very close to my home in Lakeside Village. Mike became a hero in our neighborhood when he put up the mural, "Tigers of the Sea". The mural runs 12 feet along a muni corridor that was consistently tagged with graffiti. The mural is lovely and a unique and adds beauty to our corner of the City while also solving a persistent graffiti issue.

The proposed murals will further benefit our Lakeside community. I fully support Mike Ritch creating these murals and am confident they will be interesting and enjoyed by many. Our hope is the beauty, whimsy, and color he creates will help draw more foot traffic for the small business on Ocean Avenue.

Please reach out if you need any further information to assist you in your approval process.

I hope you are staying safe and healthy during these trying and stressful times.

Kind Regards,

Denise Burns

Attachment 3. Letter or resolution approving proposal from city department, N/A

Attachment 4. Letter of approval from private property owner.

(note, there is no longer a separate owner authorization form)



February 26, 2021

San Francisco Arts Commission
401 Van Ness Avenue, #325
San Francisco, CA 94102

To Whom it May Concern:

Subject: Letter of authorization for a mural on Mystic Garden Florist wall

As part of the San Francisco Arts Commission review process, I am writing to authorize San Francisco artist, Mike Ritch, to paint a mural on the wall of 2626 Ocean Avenue in San Francisco, along the muni right-of-way. We authorize this mural with the understanding that if any changes are made from the approved mural, we will have the right to approve or reject any changes.

This mural is part of a larger project to eliminate recurring unsightly graffiti in Lakeside Village on Ocean Avenue that has been organized by the nonprofit Friends of Lakeside Village, including Lakeside resident and volunteer, Kath Tsakalakis.

In 2019, the Associated Press reported that "murals can help deter vandalism, increase property values, and create a more lively and interesting community." During 2020, residents in Lakeside continue to report that graffiti is a persistent problem. Therefore, as the building owners, we authorize this project to paint a new mural that is fully funded through District 7 participatory budgeting, including maintenance for 3-years.

Sincerely,

A handwritten signature in black ink, appearing to be 'Mike Ritch', with a long horizontal flourish extending to the right.

Copy: Kath Tsakalakis, Friends of Lakeside Village, Kath@trefo.com

Copy: Mike Ritch, Artist, mike.ritch.art@gmail.com

Attachment 6. Signed Artist Waiver of Property Rights financed in whole or in part by city funds for artwork placed upon private property

https://www.sfartscommission.org/sites/default/files/documents/CAPAVARA_WaiverPrivateProperty.pdf

Waiver of Proprietary Rights

for Artwork Placed Upon PRIVATE PROPERTY under VARA and CAPA

The artist, <<INSERT NAME OF 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 <<INSERT NAME OF PROPERTY OWNER>> (hereinafter referred to as the "Property Owner").

DESCRIPTION: [type, mural, medium]:

This wall mural will be painted along the bottom of the length of the wall with exterior acrylic and spray paint

TITLE, DATE: Living Flowers of the Sea 1/7/21

DIMENSIONS: 700 square feet, 10 x 70 ft

ADDRESS/LOCATION: Mystic Gardens flower shop 2626 Ocean Ave

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 San Francisco Arts Commission and Property Owner 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: <<INSERT ADDRESS FOR NOTICE>>.

PROPERTY OWNER

Property Owner: _____
(or Authorized Agent): _____
Address: _____

Email: _____
Phone: _____
SIGNATURE: _____
DATE: ____/____/____

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: MIKE RITCH
Address: 1519 Oak Street Apt #2
San Francisco, CA 94117
Email: mike.ritch.art@gmail.com
Phone: 415-846-4348
SIGNATURE: MIKE RITCH
DATE: ____/____/____

For more information regarding VARA and CAPA:
<http://www.sfartscommission.org/our-role-impact/about-commission/policies-guidelines/visual-artists-rights-act>
<http://www.sfartscommission.org/our-role-impact/about-commission/policies-guidelines/california-art-preservation-act>

Attachment 7: Maintenance Plan (including parties responsible for maintenance)

The Participatory Budget Application from 2019-2020 includes a budget for three murals (see below). This Application is for “Living Flowers of the Sea” on the Florist Building. The budget cover 3-years of continued maintenance and materials by artist Mike Ritch. As context, there are 3 murals already on Ocean Avenue (2 wall murals, 1 ground mural) that Mike is maintaining day-to-day. In addition, Mike is the director of Jean Henry School of Art located at 2640 Ocean Avenue alongside the Right of Way making it easier for him to manage the day-to-day maintenance and graffiti abatement of his work.

The estimated budget of \$25,000 is for 3 murals:

1. Ocean Ave and Right of Way 1 - Medical Building – submit to SFAC in March or April 2021

Wall Dimensions (18 x 90ft) 1620 sq. ft

Sketch Fee	\$1,000
Paint, Materials, Equipment	\$2,500
LABOR (\$40 x 125hrs)	
Wall Prep, Mural Painting, Assistants, Admin	\$5,000
Insurance	\$500
One-time payment covering 3 years maintenance and materials	\$1,500
TOTAL	\$10,500

2. Ocean Ave and Right of Way 2 – Flower Shop - submit to SFAC in March 2021 (this form)

Wall Dimensions (10ft x 70 ft) 700 sq. ft

Sketch Fee	\$900
Paint, Materials, Equipment	\$1,600
LABOR (\$40 x 100hrs)	
Wall Prep, Mural Painting, Assistants, Admin	\$4,000
Insurance	\$500
One-time payment covering 3 years maintenance and materials	\$1,000
TOTAL	\$8,000

3. Junipero Serra/Ocean Ave Bus Shelter “Farallon Islands” – for SFAC in January 2021

Wall Dimensions approx. 600 sq. ft

Sketch Fee	\$700
Paint, Materials, Equipment	\$1,500
LABOR (\$40 x 70hrs)	
Wall Prep, Mural Painting, Assistants, Admin	\$2,800
Contingency costs	\$1,000
One-time payment covering 3 years maintenance and materials	\$500
TOTAL	\$6,500

**Attachment 8: Color image(s) of design
“Living Flowers of the Sea”**



**Attachment 9: One image of the proposed site and indicate mural dimensions,
approx. 10 ft x 70 ft, 700 sq ft.
Photo of Ocean Flower Shop Right of Way**

