



## **Canopy Mural Project**

Iowa St, Dogpatch, San Francisco

December 6, 2021

The Dogpatch & NW Potrero Hill Green Benefit District (GBD) is requesting the help of the San Francisco Arts Commission (SFAC) to apply for a Clean California grant for the purpose of creating murals on the HWY 280 freeway pylons along Iowa Street at 22<sup>nd</sup> and 23<sup>rd</sup> Streets. (Only government entities may apply for the grant.) Grant applications are due February 1, 2023.

The proposed design is an initial concept for the purpose of applying for the grant. If the grant application is successful, the design will be subject to additional community and SFAC review and input.

If the application is successful, the GBD will supervise installation, manage finances, be responsible for maintenance and be the point of contact for communication with and permissions from Caltrans, Public Works and SFMTA.

The columns are located in the public right of way, under jurisdiction of the Department of Public Works. Relevant staff are aware and supportive of the project.

The columns are freeway infrastructure owned by the CA Department of Transportation. The GBD has been in communication with David Eng of Caltrans. We hope that SFAC support for the project will increase the likelihood of Caltrans approval.

GBD Contact: Julie Christensen [julie@GreenBenefit.org](mailto:julie@GreenBenefit.org) (415) 851-1570

# Mural Design Information Form

LEAD ARTIST

ADDRESS

CITY

STATE

ZIP CODE

EMAIL

PHONE

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PROJECT  
COORDINATOR

ADDRESS

CITY

STATE

ZIP CODE

EMAIL

PHONE

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SPONSORING  
ORGANIZATION

ADDRESS

CITY

STATE

ZIP CODE

EMAIL

PHONE

FUNDING SOURCES

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PROPOSED SITE

(address, cross  
street )

DISTRICT

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

MURAL TITLE

DIMENSIONS

ESTIMATED  
SCHEDULE (start and  
completion dates)

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

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

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

**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

San Francisco-based artist Antoine Marnata (born 1987) is known for creating vibrant murals in the Bay Area since 2013. Originally from a small town of the south of France, Antoine learned graphic design, visual art and advertising in Toulouse, France and Brussels, Belgium before moving to the USA and becoming a mural artist. Over the years, he developed a large range of techniques that gives him the abilities to create distinct mural styles. Antoine's latest body of work is rooted in abstract and conceptual paintings on large scale walls. His latest community murals are now part of the San Francisco landscape.

Below are murals in San Francisco









## POTRERO BOOSTERS NEIGHBORHOOD ASSOCIATION

December 2, 2021

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

To Whom It May Concern:


The Potrero Boosters Neighborhood Association has long supported the efforts of those who seek to beautify our public realm, particularly when that beautification remediates the blight of the Caltrans infrastructure that separates our community. In this tradition, we support the efforts of the Dogpatch and Northwest Potrero Hill Green Benefit District (“GBD”) to develop artwork on the freeway columns supporting 280 along Iowa Street at the border of the Potrero Hill and Dogpatch neighborhoods.

We are excited that the State has made grant funding available through the Clean California program for rapidly deployable projects that clean and enhance public space. The GBD’s freeway column art project is perfectly within the guidelines of the Clean California grant criteria, and will serve to beautify what has traditionally been a dark and featureless concrete moat between neighborhoods.

And while some may think that the requirement that a governmental agency sponsor a project for Clean California is a needless impediment for neighborhood-initiated projects, we look forward to the Arts Commission’s involvement in the GBD’s project. We have seen the benefit of Arts Commission process in other projects in the greater Potrero area, and believe that your involvement as sponsor will only ensure that the final project brings exemplary public art to our neighborhood.

As a result, the Potrero Boosters Neighborhood Association supports the efforts of the GBD, and sincerely hopes that you will partner with them in sponsoring a Clean California Grant application. I am available to discuss this letter of support with you at your convenience, at 415-574-0775.

Sincerely,



J.R. Eppler

President

1459 18th street, #133, San Francisco, CA 94107  
415.574.0775 | [president@potreroboosters.org](mailto:president@potreroboosters.org)  
[www.potreroboosters.org](http://www.potreroboosters.org)



December 2, 2021

Re: Community Support for the “Canopy” Mural Project in Dogpatch

To Whom it May Concern:

Dogpatch Neighborhood Association strongly supports the proposed mural project on the Iowa Street I-280 Pylons.

This stretch commands the entire west side of our community and has the potential to transform what is now a blighted three block long dumping ground into a grand artwork visible from all points in the neighborhood.

This north-south passage is a regular route for everyone coming and going from our neighborhood as well as for commuters catching the Caltrain at the 22nd street station. Our community and the City currently abate graffiti on a constant basis on the pylons which line this stretch.

In its current state, the site is an unwelcome concrete jungle. But because of smart planning with the placement of artwork above arm's reach, this will dramatically help in altering the status quo by providing a rich visual experience for all to enjoy for years to come while traversing this corridor.

**The Dogpatch Neighborhood Association strongly supports this general mural proposal, pending additional design options and community input, as it has the power to vastly improve Iowa street. Because of its location and scale this project has the opportunity to make a positive impact of unprecedented scale on our community.**

Sincerely,

***Katherine Doumani***

Katherine Doumani on behalf of the full DNA Board

Dogpatch Neighborhood Association President



November 30, 2021

Julie Christensen  
Dogpatch & NW Potrero Hill Green Benefit District  
1459 18<sup>th</sup> Street  
San Francisco, CA 94107

Re: Canopy: The Iowa Street Mural Project

Dear Julie,

Please use this letter as my enthusiastic support of the proposed murals on Iowa Street in Dogpatch.

As you are well aware, this street is a scary, blighted connection to the 22<sup>nd</sup> Street Cal Train station. Our neighborhood is expanding, almost entirely within 3 blocks of 280. This street is also going to be the major connection from the Potrero Power Station and the 22<sup>nd</sup> Street train station.

To enhance and beautify this street will be a huge gift to all who walk and ride in the district. I am especially excited with the proposed mural design.

Sincerely,



Susan Eslick

**susan eslick**

1129 tennessee street  
san francisco, ca 94107  
eslickdesigns@mindspring.com  
415.297.1116



**Director's Office**

dpw@sfdpw.org | T. 628.271.3160 | 49 South Van Ness Ave. Suite 1600, San Francisco, CA 94103

December 3, 2021

To: San Francisco Arts Commission

On behalf of San Francisco Public Works, I wish to express our support for the Green Benefit District's Iowa Street mural project.

The GBD is currently working with our department on a greening project along the east span of the street. We fully support their auxiliary beautification project, as we believe it would only increase the community activation of the space.

Public Works would provide permits that would provide their artist access to paint a handful of the pillars (being used as street canvases). We'd also work to support any other permits they would need from other city agencies.

The GBD has a strong history of developing projects with our department. They have proven to be excellent at project managing, maintaining the long-term care of their developments, and creating public spaces that benefit the people of San Francisco.

If you have any questions, please feel free to contact me at [ramses.alvarez@sfdpw.org](mailto:ramses.alvarez@sfdpw.org) or 415-641-2349.

Sincerely,

*Ramses Alvarez*

Ramses Alvarez

Program Manager  
San Francisco Public Works, Community Engagement

**Upkeep and maintenance plan:**

After the completion of the mural, for the following 10 years, 1AM (Daniel Pan & Antoine Marnata) will be responsible for maintaining the mural ranging from repairs to cleaning. Upon notification of any damage done to the mural, within 48 hours, we will make necessary repairs to the mural. The Dogpatch & NW Potrero Hill Green Benefit District and neighboring businesses will work in concert to alert us (notices should be provided via email, or phone) of any damages so we can remedy any damages.

# « Canopy » Mural Project

Dogpatch & NW Potrero Hill Green Benefit District - Iowa Street/HWY 280 Freeway Pylons



20 columns, each measuring ~35'/40' in height and ~8'/10' diameter



# « Canopy » Mural Project

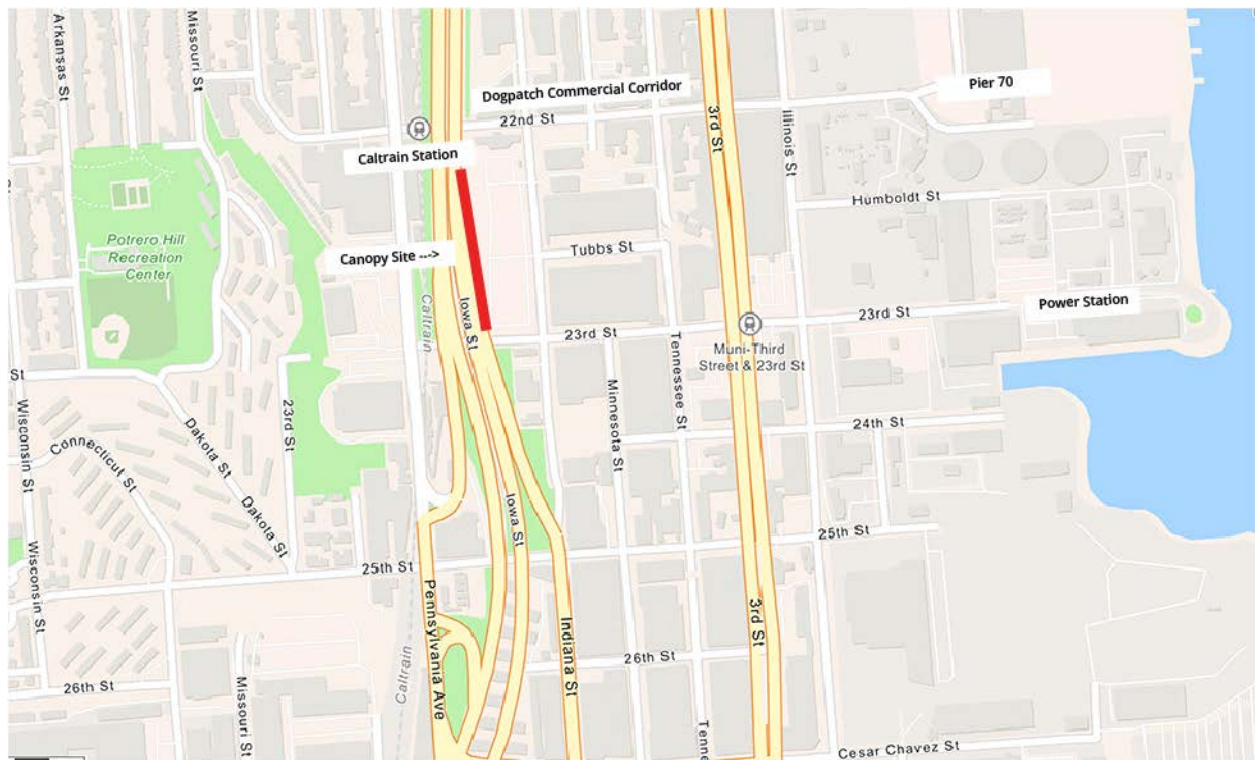
Dogpatch & NW Potrero Hill Green Benefit District - Iowa Street/HWY 280 Freeway Pylons







## Canopy Project Site Map



The site of the proposed Canopy project is adjacent to the 22<sup>nd</sup> St Caltrain station and Dogpatch's commercial corridor. The bounding cross streets lead to Pier 70 (22<sup>nd</sup> St) and the Power Station (23<sup>rd</sup> St).

Almost 2,000 units of housing have been built within 6 blocks of the project site in the last 5 years.

As the central waterfront is developed, travel through Dogpatch will increase.

Dogpatch was the original site of Burning Man Decompression. Today the neighborhood is home to the Minnesota Street Project, the new Institute of Contemporary Art and hundreds of maker businesses.



## Iowa Street Site Conditions



At the ground plane, 280 is a forest of massive columns.



Ground plane conditions divide neighborhoods as much as the freeways themselves.



Even from blocks away, the mass of columns dominates the view.



The area has not yet evolved from its industrial past (SFMTA photos 1974)



The area is a magnet for camping, dumping. Graffiti.



Untreated stormwater runs onto neighborhood streets.



Dealing with debris and defacement is a daily job.

### GBD Iowa Rehabilitation Projects

Neighbors have consistently designated improvements to the area around 280 as a top priority. The GBD has undertaken a series of projects in a step-by-step effort to mitigate blight and create amenities.



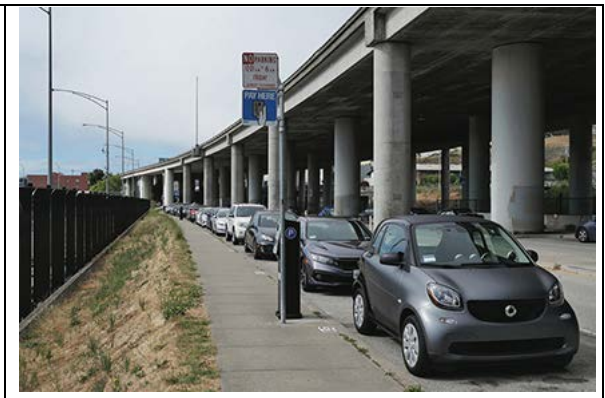
22<sup>nd</sup> St Caltrain Station entrance – before/after (completed 2018)



22<sup>nd</sup> St Multimodal Hub– before/after (completed 2018)



Gears Meadow rehabilitation (property leased from Caltrans 2020)



Greening of the verge adjacent to Iowa St (planned completion Q2 2022)

The proposed murals are a key part of knitting Iowa Street back into the fabric of the neighborhoods that surround it by turning eyesores and problem areas into vibrant amenities.

## 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]:

hand panted mural to be protected with UV coat.

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TITLE, DATE: CANOPY 12/6/2021

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DIMENSIONS: MURAL TO BE APPLIED TO TWENTY (20) COLUMNS EACH MEASURING ~35'/40' TALL AND ~8'/10' IN DIAMETER

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ADDRESS/LOCATION: 900 BLOCK OF IOWA STREET, BETWEEN 22ND AND 23RD STREET

(“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

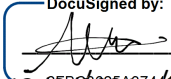
Agency: \_\_\_\_\_  
Authorized Agent: \_\_\_\_\_  
Address: \_\_\_\_\_  
\_\_\_\_\_  
Email: \_\_\_\_\_  
Phone: \_\_\_\_\_

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 Work.

Artist: ANTOINE DANIEL PAN  
MARNATA  
Address: 243 KEARNY STREET, SAN FRANCISCO, CA 94108  
\_\_\_\_\_  
Email: ANTOINE@1AMPROJECTS.COM  
Phone: 510.646.7057

SIGNATURE:  \_\_\_\_\_  
DATE: 12/6/2021  \_\_\_\_\_  
12/6/2021

SAN FRANCISCO ARTS COMMISSION

Authorized Agent: Aleta Lee  
Address: San Francisco Arts Commission  
401 Van Ness Avenue, Suite 325  
San Francisco, CA 94102  
Email: aleta.lee@sfgov.org  
Phone: 415-252-2251

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/>