



London Breed, Mayor

Gwyneth Borden, Chair
Amanda Eaken, Vice Chair
Cheryl Brinkman, Director

Steve Heminger, Director
Sharon Lai, Director

Jeffrey Tumlin, Director of Transportation

January 4, 2021

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

Subject: Approval of Murals on SFMTA Accessible Ramps at Church Street and West Portal Muni Metro Stations

To Whom It May Concern:

This letter confirms that I, Jeffrey Tumlin, Director of Transportation for the San Francisco Municipal Transportation Agency, approve of the painting of temporary murals on Muni Metro temporary accessible boarding ramps, as depicted in the materials submitted for Arts Commission consideration, at the following locations:

Church Street Station

Artist: Simon Galvaez

1. Church Street between Market Street and 15th Street
2. Church Street between Market Street and Duboce Avenue

West Portal Station

Artist: Emily Fromm

3. South side of Ulloa Street between West Portal Avenue and Wawona Street
4. North side of Ulloa Street between West Portal Avenue and Wawona Street

Sincerely,

A handwritten signature in blue ink that reads "Jeffrey Tumlin".

Jeffrey Tumlin
Director of Transportation

Note that this letter authorizes multiple mural locations but this application is only for Church Street between Market Street and 15th Street

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

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



Hello. My name is Simon Malvaez. I am a queer, latino artist from Tijuana. Now I live in San Francisco. My pronouns are He/His/Him.

I will show you some of my latest work and then I will show you my mural proposals.

I hope you like them.

Mural on Mission (El rio). Dedicated to the latino community.
Commissioned piece with my artistic partner Manuel J Carmona.



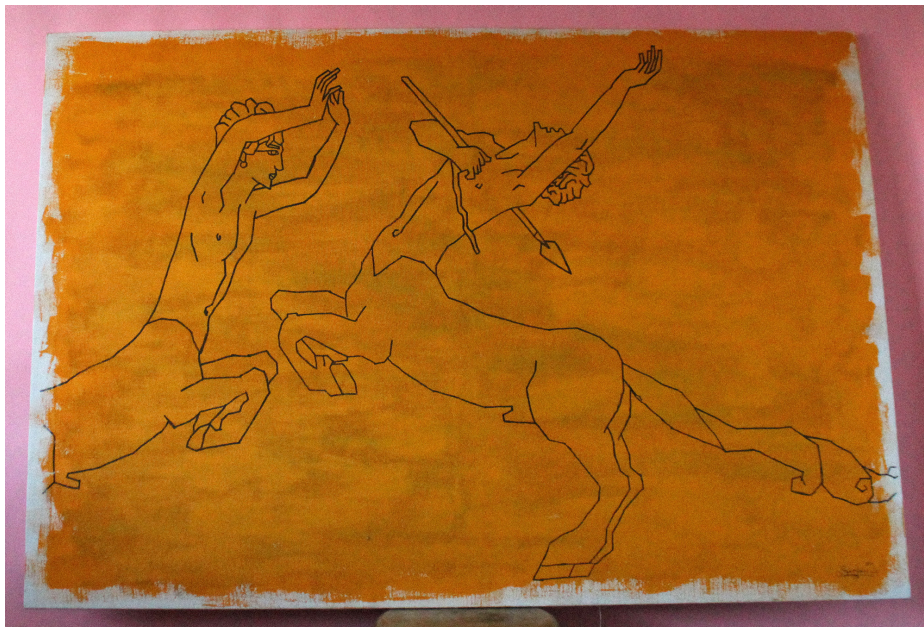
Q-bar, Castro.



Chow, Castro.



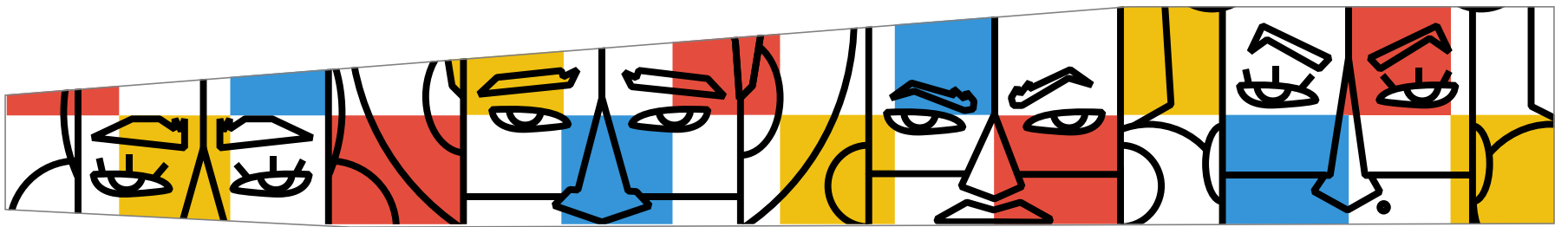
Blondies, Mission



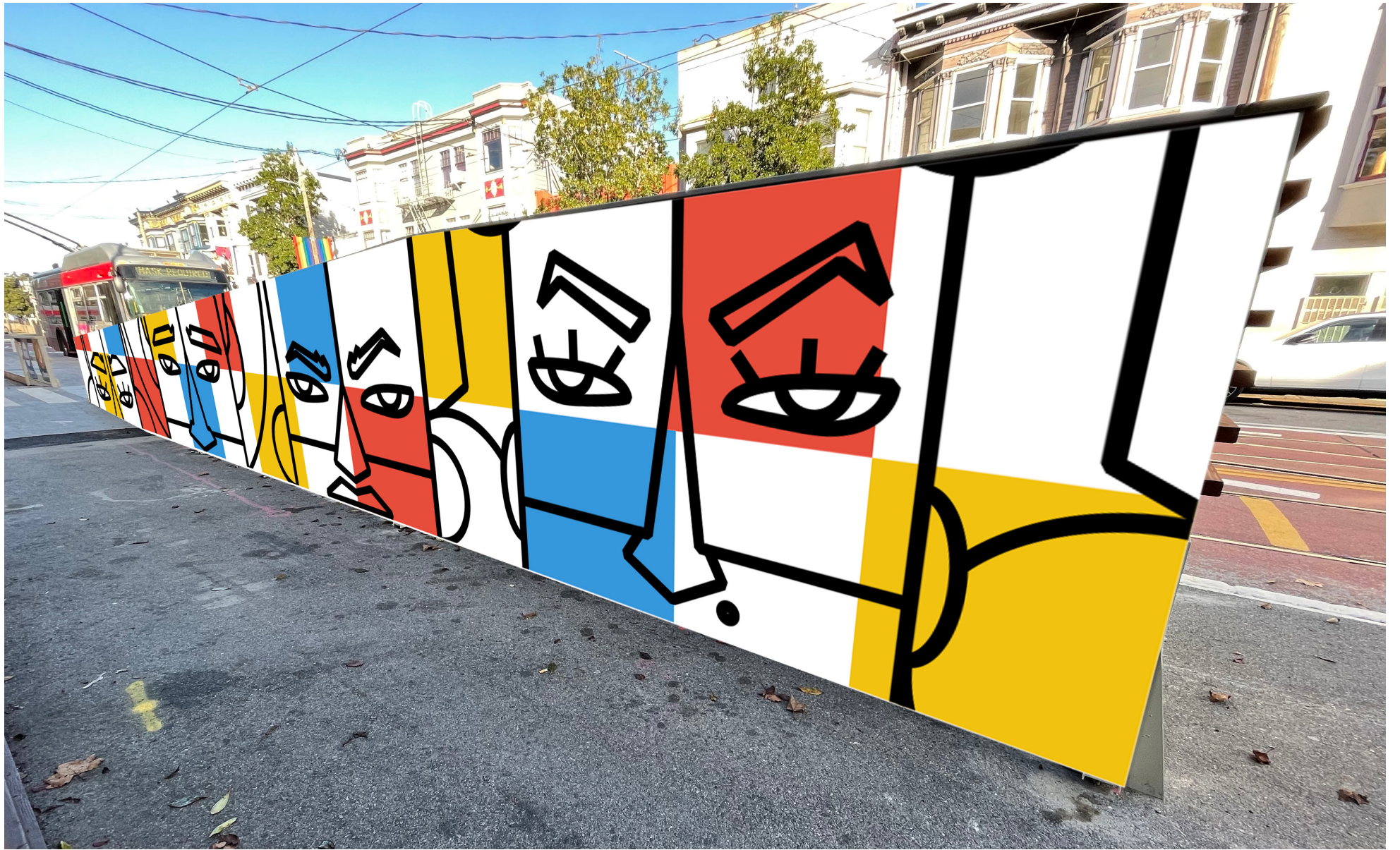
Commissioned piece.



General Hospital piece.









Mural location
(in black)

← 2 ft 10.5 in high →

← 40 ft long →

1/7/21

San Francisco Arts Commission
401 Van Ness, Suite 325
San Francisco, CA 94102

Subject: Support for Mural on Church Street Accessible Ramp

To Whom it May Concern

I am writing in support of the SFMTA's proposal to paint a mural on the accessible ramp located on the west side of the 200 block of Church Street in partnership with non-profit Paint the Void and Castro-community artist Simon Malvaez.

I own a small gym on Market Street with a parklet on Church Street. With outdoor seating unavailable and many business closed, Church Street needs help. This mural will help beautify the block, bring joy to those who view it, and attract more people to our neighborhood. San Francisco was once known for its art and music scene and I support any effort to bring more visual art back to our communities.

We strongly encourage you to support SFMTA's mural proposal, please let me know if we can provide any further support or information.

Thank you for your consideration,

Alexandra Mogannam
Owner
The Boombox Studio

345 Church Street #2E
San Francisco, CA 94114

January 7, 2021

San Francisco Arts Commission
401 Van Ness, Suite 325
San Francisco, CA 94102

Subject: Support for Mural on Church Street Accessible Ramp

To Whom it May Concern

I am writing in support of the SFMTA's proposal to paint a mural on the accessible ramp located on the west side of the 200 block of Church Street in partnership with nonprofit Paint the Void and Castro-community artist Simon Malvaez.

Even before the start of the pandemic, businesses on this block of Church Street struggled resulting in empty store fronts. Murals help combat the bleak street front and provide color and vibrancy to the neighborhood. Your support will improve the streetscape and give support and acknowledgment to local artists and nonprofits.

We urge you to support SFMTA's mural proposal. Thanks.

Sincerely,



Steven Crabiel
Donald Andreini

January 6, 2021

San Francisco Arts Commission
401 Van Ness, Suite 325
San Francisco, CA 94102

Subject: Support for Mural on Church Street Accessible Ramp

To Whom it May Concern

I write in support of SFMTA's proposal to paint a mural on the accessible ramp located on the west side of the 200 block of Church Street in partnership with non-profit Paint the Void and Castro-community artist Simon Malvaez.

The Church St proposal not only helps to beautify one of the busiest transit corridors in our City but also

- To help establish the Castro/Upper Market district as a destination for local and regional tourism
- To support local artists by commissioning them to create public art
- To support local businesses by encouraging foot
- To provide artistic inspiration to passersby

I am lucky to have seen multiple Paint the Void projects go up in the Castro and surrounding communities. The nonprofit's efforts have garnered the attention of media outlets nationwide and served as the inspiration for similar efforts elsewhere. The PtV team's process of community engagement, coupled with their intentional artist selection process, makes them exemplary in the realm of public art. The Upper Market area, currently plagued by high retail vacancy, would greatly benefit from this proposal.

I strongly encourage you to support SFMTA's mural proposal. Please let me know if I can provide any further support or information.

Thank you for your consideration,

A handwritten signature in black ink that reads "Danny Yadegar". The signature is fluid and cursive, with a long horizontal stroke extending from the end of the name.

Danny Yadegar
Resident @431 Noe St (3 blocks away)
Realtor, Generation Real Estate

December 22, 2020

San Francisco Arts Commission
401 Van Ness, Suite 325
San Francisco, CA 94102

Subject: Support for Mural on Church Street Accessible Ramp

Arts Commission:

I am writing in support of the SFMTA's proposal to paint a mural on the accessible ramp located on the west side of the 200 block of Church Street in partnership with non-profit Paint the Void and Castro-community artist Simon Malvaez.

Having recently opened on the 200 block of Church Street we look forward to helping create a positive and welcoming environment for the community.

We strongly encourage you to support SFMTA's mural proposal, please let me know if we can provide any further support or information.

Thank you for your consideration,

Andrew Fidelman
Aquataine
216 Church Street
San Francisco, CA

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]:

Painted mural. Exterior sidewalk facing. Acrylic paint.

TITLE, DATE: **"Las miradas" January 2021**

DIMENSIONS: **40 feet long X 5.5 feet high**

ADDRESS/LOCATION: **Church St Ramp 1: South of Market**

("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: San Francisco Municipal Transportation Agency
Authorized Agent: Jeffrey Tumlin
Address: 1 South Van Ness, 7th Floor
San Francisco, CA 94103
Email: Jeffrey.Tumlin@sfmta.com
Phone: 415.646.2522

SIGNATURE: 
DATE: 01 / 05 / 2021

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: **Simon Malvaez**
Address: **1560 McKinnon Ave**
San Francisco CA 94124
Email: **simonmalvaez@gmail.com**
Phone: **4153697441**

SIGNATURE: 
DATE: **01 / 05 / 2021**

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/>

Maintenance Plan

The ramps proposed for murals are temporary and unlikely to be in place for more than a year. During this time, should graffiti or other issues occur on the mural, artist will be notified and given the opportunity to repair. If the artist does not wish to do so, SFMTA will return the ramps to their condition prior to installing the mural, as needed to address any graffiti or other issues.