

# 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.

There will be a community planning process led by SOMCAN which is known to have grassroots organizing skills with community members within the historical immigrant community of parents, children, workers, organizations, business, and artists of SOMA. Mel Vera Cruz's renderings are four in this proposal, it can only be complete with through the community planning process (with funding by Zellerbach), and the important assistance of GALINGBATA teachers.

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

**Mel Vera Cruz**

**melveracruz@sbcglobal.net**

**Born: Quezon, Philippines, 1964. Lives in Union City, California.**

**Education and Training:**

1984 BFA Advertising, University of Santo Tomas, Manila, Philippines

1995 Certificate, Computer Graphics, Silicone Valley College, Fremont, CA

2000 Manong Workshop with Carlos Villa and Santiago Bose, Pacific Bridge Gallery, Oakland, CA

**Selected Projects and Exhibitions:**

2019: Heroes in our Windows, Commissioned mural for Bayanihan Community Center. In Collaboration with The South of Market Community Action Network and Filipino American Development Foundation. Granted by Rebuilding Together's Community Action Grant Project and The Mayor's office of San Francisco.

2019: Bayanihan Saturday Artists Workshops, Lead artist with England Hidalgo. Commissioned by Filipino American Development Foundation, SOMCAN and SOMA Pilipinas. San Francisco, CA.

2018: Book Cover, Invocation to Daughters. San Francisco based Filipino-American author Barbara Jane Reyes. California Book Awards Finalist, Published by City Lights. San Francisco, CA.

2018: Featured artist by Kularts and SOMA Pilipinas, Undsicovrd SF Creative Night Market. San Francisco, CA.

2017: Featured artist for the exhibition, workshops and artist talk of Burnt Rice, Wailoa Center and Hawaii State University, Hilo Hawaii.

2017: Featured exhibiting artist, A Political Party of One, Boston Gallery, Manila, Philippines.

2016: Lead artist for a workshop and collaborative drawing with Epekto Art Projects in celebration of Philippine Independence at a public protest and celebration at Union Square, San Francisco, CA

2016: Leard artist for an art workshop and collaborative drawing at Listen to the Silence Conference, organized by AASA (Asian American Students Association), Stanford University, Stanford, CA.

2016: Featured community artist, site-specific collage and installation, Art in the Library, Union City Library, Union City, CA.

2016: Featured artist for exhibition, Manila: Beyond the Envelope with Marcius Noceda, Carlo Ricafort and Manuel Ocampo, Kearny Street workshop, San Francisco, CA.

2014: Featured community artist, Layers: Works by Mel Vera Cruz, Alameda Free Library, Alameda, CA.

2014: Featured exhibiting artist with talk and workshop, UnderDOG, OACC (Oakland Art Community Center), Oakland, CA.

2014: Contributing artist for book: Beyond Lumpia, Pansit and Seven Manangs Wild, Stories from the Heart of Filipino Americans. Published by Eastwind Books of Berkeley. Berkeley, CA.

2013: Featured exhibiting artist, In Transit, I-Hotel Manilatown Center, San Francisco, CA.

2013: Featured exhibiting artist, Lupa/Struggle for Land organized by Concerned Artists of the Philippines. Jose Vargas Museum, University of the Philippines. Quezon City, Philippines.

2010-2011: Featured artist, How We Roll, California African-American Museum, Los Angeles, CA.

**Reviews, Articles, Press:**

San Francisco Chronicle, "Night market Undiscovered SF descends on SOMA," Costly, Drew, San Francisco, August 2018.

Art Radar Asia, "Manila: Beyond the Envelope": 4 American Filipino artists on transnational identity," Ayson, Christine, Hong Kong. July, 2016.

Dissertation: Veronica Ramirez for University of Asia and the Pacific towards a doctorate in Art History, "Fil-Am Visual Arts, a hybrid of two worlds," Manila, Philippines. 2016.

Inquirer.net, "Manila: Beyond the Envelope' art show opens in San Francisco," Galila, Wilfred, San Francisco. 2016

Good News Pilipinas, "Manila Immigrant artists showcased in San Francisco," Gutierrez, Nedilynn, Manila. 2016.

Portrero Review, "Paolo Mejia opens new North Beach Art Gallery," Taylor, Ben, San Francisco, 2015.

Philippine News, "UnderDOG underscores artists' vision of the unseen," San Francisco. February 2014.

Poor Magazine, "Quintessential Adobo: The Art of Mel Vera Cruz," Robles, Tony. San Francisco. March 2013.

Blog Article by Joanna Lerio, " Exhibit Dedicated to Philippine Farmer's Struggle for Land , Manila, 2013.

Eastbay Express, "Loving the Messy World," Cheng, Dewitt, Oakland. 2010.

MAPEH (Music, Art, Physical Education, Health), Ramirez, Veronica. High School Education Book, Philippines. 2006.

San Francisco Bay View, "To Conjure a Language," San Francisco. 2003. Artweek, "To Conjure a Language," San Francisco. March 2003.

Asianweek, "Bay Area Artists Speak Out For Peace in new exhibit," Yuen, Jenifer, San Francisco. February 2003.

Malaya, "Inside Mel's Place," Martin, Mayo Uno. News Article, Philippines. 1999.

## **About the Artist:**

Lead artist and Bay Area based Mel Vera Cruz is a two decades long community educator, father, and public artist and muralist. He migrated to the US from the Philippines in 1995 with a background in graphic design and advertising, he incorporates painting and screen printing techniques. He has collaborated with Filipino-American writers, poets, organizers and educators in SFSU, Hawaii State University, Stanford University, Union City Library, Alameda Free Library, I-Hotel Manilatown Center, Filipino American National Historical Society, Arkipelago Books, Eastwind Books, City Lights Books, among others.

Vera Cruz and supporting artist England Hidalgo have created collaborative works in Pusod, Pacific Bridge Gallery, and the backdrops of SOMA's Binstle Studios, the first black box Filipino theater in the United States. They have had exhibitions in the Cultural Center of the Philippines, the Manilatown International Hotel, and Kearny Street Workshop. Hidalgo is represented by the Drawing Room Gallery in Singapore/Philippines, and recently invited by Clarion Mural Art Projects to contribute a mural. Project advisor, and internationally working curator Lian Ladia has worked with both for more than a decade, and she is the curator for a retrospective project on Carlos Villa at this year's Singapore Biennale. All work in the Bay Area, key visual artists and art/historical advisors in SOMA Pilipinas.

Vera Cruz's expertise as both an artist, father, and community educator in immigrant/POC locales bode well for this focus on artwork on urban design for a thriving community life that is youth and family focused as part of SOMA Pilipinas' larger strategy. His bilingual ability to communicate complex ideas and family centered conversations will complement the pedestrian focused community building work SOMCAN staff will lead.

Vera Cruz will work with SOMCAN to organize SOMA meetings and the trusted, multigenerational demographics of families and community stakeholders. He is excited to study and recognize common walking routes of the families and children, which will be new to his art practice. This project focuses on issues families and children face, such as championing multi-lingual heritage and everyday pedestrian safety in rapidly developing downtown San Francisco. He will focus on workshops that think about more pedestrian visibility, promoting safe streets, and how to inform bikers and drivers on who is around them in SOMA.

## **Community Served:**

This project examines local urban history and changing immigrant conditions through globally cognizant multidisciplinary art combined with Bay Area social justice organizing strategies, for a developing and thriving cultural district. This project asks what is currently worth discussing in SOMA's youth and families, and should be preserved and prepared for the future, through the ideas and artwork inspired by SOMCAN's staff and family centric community.

SOMCAN wants to circulate SOMA resident voices often stifled by city legislators. They want to highlight voices of low- income, immigrant, POC, seniors, youth and families on a larger scale. SOMCAN also wants to raise the organization's visibility: the familiarity of their daily services, welcome more volunteers, community partnerships, and broaden their reach. SOMCAN and Vera Cruz (and Hidalgo/Ladia)

share similar progressive socio-political positions for SF immigrant communities that galvanized their relationship.

The project's focus on artwork on urban design are part of the larger visual language SOMA Pilipinas is working towards. This research and workshops have momentum in "design charrettes" led by the artist team, in tandem with the National Endowment for the Arts recognition SOMA Pilipinas received last year. This project will point the SOMA Pilipinas community to larger long-term goals of this visual language, including ideas for a physical welcome gate at the entry of the district.

The project has already reached an initial phase of success with SOMCAN and community partners coming together jointly to see the need in having community heroes and sheroes be visible to community members and to have pedestrian issues addressed through images of these people.

This joint effort will continue as a community building exercise to address the need for making in-progress histories visible to the community, while also passing on artist skills and strategies to younger emerging artists in SOMA. This effort also gives SOMCAN staff design and aesthetic strategies to empower their spaces.

The practical outcomes of these artworks and workshop conversations, public art, and handed materials focuses on the public and pedestrian safety issues affecting families the most. The potential excitement and chemistry of SOMA images of parents and children, traffic issues, and slogans to slow down cars and champion a walking friendly neighborhood, motivates the entire project team.

#### **Sample Artworks:**



**Lupa: Struggle For Land. Vargas Museum, University of the Philippines.** Comprising works in various media made by two generations of visual artists, *Lupa: Struggle for Land* weighs on the states of

oppression and exploitation that the peasantry—the country’s most populous social sector—faces. The exhibit looks back on the decades of landlessness, usury, land grabbing by both the colonial and native elite, natural resource plunder, and worsening poverty and their effects on society and the generations to come.

**Title:** ‘Waray-Waray’

**Size:** 36x66 inches

**Medium:** Mixed media on mylar

**Year:** 2011



Photos, painting, film, installation and performance at Bindlestiff Studios. (Stage Backdrop)

**Title:** ‘Bulaklak Ng Dila’

**Size:** N/A

**Medium:** Mixed media

**Year:** 2006



Mission Cultural Center For Latino Arts, Bring Back The Dead Exhibit.

**Title:** Santiago Bose Homage

**Size:** N/A

**Medium:** Installation

**Year:** 2009



**In Transit:** Life is constantly moving in various directions and on many levels. In Transit features ten artists who examine different transitional junctures.

*Mel Vera Cruz's* piece '*In Transit*' incorporates Balikbayan boxes that are used for shipping items to family in the Philippines. Other times the change is emotional and psychological, such as Charlene Tan's piece Silent Labor that discusses privilege and inequality. Marcius Noceda's piece Sway involves the physical and emotional transformation that occurs simultaneously.

In Transit investigates these multiple shifts and provides a space for understanding the nuances of these moments, contemporary and historical. These processed emotions and ideas allow us to form an unfamiliar vocabulary for these newly attained vision.

**Title:** 'In Transit'

**Size:** N/A

**Medium:** Mixed media on balikbayan box

**Year:** 2013





Our exhibit "**Burnt Rice**" at the Wailoa Art Center in Hilo, Hawaii was Epekto Art Projects' first out of state exhibit. This multi-media exhibit comprised of 20 Filipino/a artists, included several local Hawaii artists as well. Along with the the art reception and artist's talk at the gallery, we presented our work at the UH Hilo campus and to a UHH Art class.

**Title:** 'Texas Bubblegum'

**Size:** 36x120 inches

**Medium:** Mixed media on mylar

**Year:** 2016



**Burnt Rice** at the Wailoa Art Center in Hilo, Hawaii

**Title:** 'Kirat'

**Size:** 36x70 inches

**Medium:** Mixed media on mylar

**Year:** 2016



**Burnt Rice** at the Wailoa Art Center in Hilo, Hawaii

**Title:** 'You Talkin' To Me?'

**Size:** 36x70 inches

**Medium:** Mixed media on mylar

**Year:** 2016



**Layers:** Mel Vera Cruz Solo exhibition at the Alameda Free Library. (2014)

**Title:** 'Grampa's Torch'

**Size:** 120x60 inches

**Medium:** Mixed media on mylar

**Year:** 2011



**Layers:** Mel Vera Cruz Solo exhibition at the Alameda Free Library. (2014)  
**Title:** 'Naligo Ka Na Ba?'  
**Size:** 36x55 inches  
**Medium:** Mixed media on mylar  
**Year:** 2011



**Layers:** Mel Vera Cruz Solo exhibition at the Alameda Free Library. (2014)  
**Title:** 'Piso'  
**Size:** 50x65 inches  
**Medium:** Mixed media on mylar  
**Year:** 2011



FILIPINO-AMERICAN DEVELOPMENT FOUNDATION  
1010 Mission Street, Suite B  
San Francisco, CA 94103  
Phone: (415) 348-8042  
Fax: (415) 974.0349  
Email: [bernadette@bayanihancc.org](mailto:bernadette@bayanihancc.org)  
Website: [bayanihancc.org](http://bayanihancc.org)

October 4, 2019

Lian Ladia  
Community Engagement Organizer  
SOMCAN  
1110 Howard Street  
San Francisco, CA 94103

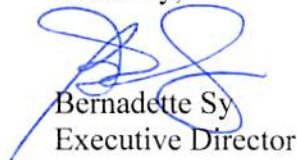
Dear Lian,

I am writing this letter to confirm that the Filipino American Development Foundation is in support of the Utility Art Box Project around the Youth and Family Special Use District for the South of Market neighborhood. This project will focus on designing utility boxes, which will make use of a bilingual Tagalog flash card design in paying tribute to the important legacy of the bilingual education in SOMA Pilipinas founded in 1972 through the Filipino Education Center and the founding of a beloved afterschool program founded in 2001, Galing Bata.

Our organization supports the purpose of the project due to its goals of providing a cultural district with a strong visual and visually present a sense of identity to the community. The project also has an emphasis on furnishing a feeling of safety, empowerment and ownership among families and youth that live in the immigrant district of SOMA. Not only that, the project will encourage the enhancement of family-friendly spaces such as schools, other community-based organizations, public transit and pedestrian safety, while also advocating to protect the environment and health of youth and families in the Youth and Family special use district.

We believe that the project is not only representative of the Filipino culture, but it is also a vital way to beautify neighborhoods and make San Francisco a wonderful place to live in.

Sincerely,



Bernadette Sy  
Executive Director



Dear Lian Ladia,

SOMA Pilipinas supports the Utility Art Box Project around the Youth and Family Special Use District for the South of Market neighborhood. The proposed bilingual / Tagalog flash card designs support the important legacy of Galing Bata, the after school program that supports Filipino-speaking youth and also provides non-Filipino students with important cultural and linguistic education and enrichment in a state that counts Tagalog as its third most-widely spoken language

This project also provides our cultural district with a strong visual sense of identity that the the SOMA Pilipinas community can take pride in. By further establishing a firm sense of place in our cultural district, these Utility Box designs further the SOMA Pilipinas mission of cultural celebration, and allow persons of all communities to deepen their relationship with Filipino and Filipino-American culture in the City.

Sincerely,

Raquel Redondiez

A handwritten signature in blue ink that reads "Raquel Redondiez".



**MATT HANEY  
DISTRICT 6**

September 30, 2019

Lian Ladia  
Community Engagement Organizer  
SOMCAN  
1110 Howard Street  
San Francisco, CA 94103

Dear Lian,

I am writing this letter in support of SOMCAN's efforts around the Utility Art Box Project in the Youth and Family Special Use District. My understanding is that this project will focus on designing utility boxes, which will celebrate Filipino culture and incorporate Tagalog language in the design.

This project is vital to the community since it acknowledges cultural heritage, promotes safety, and empowerment among families and youth that live in SOMA. I believe that your design ideas will provide our cultural district with a strong visual and artistically present sense of identity to the community. The project will encourage the enhancement of family-friendly spaces such as schools, other community-based organizations, public transit and pedestrian safety, while also advocating to protect the environment and health of youth and families.

We believe that this project is a great way to incorporate art through beautifying neighborhoods, while also making San Francisco a wonderful place to live in.

Best,

A handwritten signature in blue ink, appearing to read "Matt Haney".

Matt Haney  
Supervisor, District 6  
San Francisco Board of Supervisors



London Breed, Mayor

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

Steve Heminger, Director  
Cristina Rubke, Director  
Art Torres, Director

Tom Maguire, Interim Director of Transportation

August 26<sup>th</sup>, 2019

Lian Ladia  
Community Engagement Organizer  
SOMCAN  
lian@plantingrice.com

Dear Lian,

This letter is in response to your email requesting to wrap traffic signal controller cabinets in the South of Market neighborhood with decorative art wraps. Prior to submitting a proposal for the San Francisco Arts Commission to review and approve, you must first obtain a letter from the appropriate city agency for permission to wrap the cabinets, which in this case is the San Francisco Municipal Transportation Agency (SFMTA). I am writing to confirm that SFMTA is in support of our cabinets being wrapped, and do not foresee any major issues with the wrapping of our cabinets. Therefore, your Arts Commission review can begin. However, final approval and authorization to proceed with wrapping our cabinets will be contingent upon working with SFMTA on an agreement/permit that both SFMTA and SOMCAN must sign. A sample agreement was previously sent to you for review. Because it will take many months to obtain the SFMTA permit and for Arts Commission approval, we are providing this letter so that both approval processes can start and proceed concurrently.

Utility cabinets look similar. Therefore, you prepared photos showing the cabinets you intended to wrap. I have attached your photos (with some slight modifications) to show the appropriate SFMTA cabinet that is proposed for wrapping.

I should add that there is a high likelihood of the cabinets that are proposed for wrapping will be removed in the next few years due to upcoming projects such as the Howard & Folsom Streetscape Project. Therefore, we recommend that steps be taken to minimize the cost of wrapping the new cabinet when the old wrapped cabinet is replaced by upcoming projects.

I look forward to working with you on the SFMTA permit. Previous art wraps on our cabinets have helped to beautify neighborhoods and make San Francisco a wonderful place to live.

Sincerely,

  
Dusson Yeung  
Associate Engineer  
San Francisco Municipal Transportation Agency

cc: Raquel R. Redondiez – SOMA Pilipinas  
Angelica Cabande - SOMCAN  
Jennifer Brooks – SF Public Works

## 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]:

10 Utility Boxes in SOMA will be designed by artist Mel Vera Cruz in collaboration with the GALINGBATA

After school program at Bessie Carmichael Elementary to be designed bilingual flash cards around the Youth and Family Zone of the South of Market, Soma Pilipinas Cultural District.

TITLE, DATE: We Live Here

DIMENSIONS: 10 Utility Boxes ranging from 36-44.5 x 60-27 inches

ADDRESS/LOCATION: 4th and Howard, 198 4th St., 5th and Howard, 901 Howard, 6th and Howard, 1000 Howard, Russ and Howard, 101 Russ St., 7th and Howard, 200 7th St., 8th and Howard, 1198 Howard St., 4th and Folsom, 798 Folsom St., 5th and Folsom, 201 5th St., Russ and Folsom, 199 Russ St., 7th and Folsom, 1090 Folsom St.

("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).



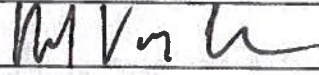
Artist bears the sole responsibility for providing the City with any changes to the Artist's Address for Notice. Notice of changes must be mailed to the Arts Commission, 401 Van Ness Avenue, Suite 325, San Francisco, CA 94102 AND to the City Agency with jurisdiction over the property.

CITY AGENCY

Agency: SFMTA (San Francisco Municipal Transportation Agency)  
Authorized Agent: Dusson Yeung, Associate Engineer, Sustainable Streets Division, Transportation Engineering  
Address: 1 South Van Ness Avenue, 7th Floor, San Francisco, 94103  
  
Email: Dusson\_Yeung@sfmta.com  
Phone: 415 701 4553  
  
SIGNATURE:  10-17-2019  
DATE: 10 / 14 / 19

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: Mel Vera Cruz  
Address: 1110 Howard Street, San Francisco, CA  
  
Email: melveracruz@sbcglobal.net  
Phone: +1 510 431 3433  
  
SIGNATURE:   
DATE: 10 / 14 / 19

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/>

## **Utility Box Art in SOMA around the Youth and Family Special Use District**

A project lead by the South of Market Community Action Network

### Overview:

The Utility Box Art in SOMA will utilize a concept following a participatory community planning process during the Folsom-Howard design charrette in 2018 which focused on the communities desire to pay homage to the legacy of the Bessie Carmichael Bilingual Program. A Forty-seven year victory and legacy in asserting the importance of bilingual education for immigrants in the SOMA. Filipino (Tagalog) ranks as the 3rd most spoken non-english language in San Francisco, based on the American Community Survey 2017. As such, It is also a required language in addition to Chinese and Spanish covered under the City's Language Access Ordinance in San Francisco. The chosen location for the site is around the Youth and Family Special Use District.

In January 19, 2009 the City and County of San Francisco adopted the SOMA Youth and Family Special Use District (SUD). The SUD includes an area just past 4th Street to past 7th Street, past Natoma to Harrison. The SUD establishes a vision for how the 12 block area should grow over the next 15-30 years. One of the goals of the SUD include protecting and enhancing the health and environment of youth and families by encouraging family-friendly uses that support open spaces, community-based organizations, schools,public transit, and pedestrian safety.

During the Folsom-Howard design charrette in 2018, it was also concluded the a cultural district with a strong visual and visually present identity will provide a feeling of safety, empowerment and ownership among families and youth in the SOMA.

**The proposed boxes are 10 which are around Folsom and Howard.** If the project goes beyond the Folsom and Howard streetscape project, it can go as far as 20 utility boxes by including boxes in Harrison and the Mission.

The design of the Utility Box Art led by Artist Mel Vera Cruz will follow the design of a bilingual Tagalog flash card, paying tribute to the legacy of the Filipino Education Center founded in 1972. The process will be led by the South of Market Community Action Network (SOMCAN) in cooperation with GalingBata, the only Filipino bilingual language after-school program in the U.S. located in the heart of SOMA Pilipinas, the Bessie Carmichael Elementary School.

	Street1	Street2	Estimated Cabinet Size(SOMCAN To Verify in the Field)	Cabinet Install Date
1	Howard	4th	44.5" W x 66.5" H x 26" D	2013
2	Howard	5th	36" W x 60" H x 17" D	2012
3	Howard	6th	36" W x 72" H x 17" D	2012
4	Howard	Russ	36" W x 60" H x 17" D	2018
5	Howard	7th	36" W x 60" H x 17" D	2005
6	Howard	8th	36" W x 60" H x 17" D	2005
7	Folsom	4th	36" W x 60" H x 17" D	2005
8	Folsom	5th	36" W x 60" H x 17" D	2013
9	Folsom	Russ	Upper Portion 24.25" W x 40" H x 17.5" D Lower Portion 20" W x 30" H x 16" D	2012
10	Folsom	7th	36" W x 60" H x 17" D	2005

## **MAINTENANCE PLAN**

SOMCAN will be leading the maintenance plan and will make an exciting program to encourage organizations, businesses and individuals to partner with us in this art project to “adopt a utility box”. SOMCAN has been very effective in its program, RECLAIMING OUR SPACE (ROSE) in community planning and community engagement. Just within a year, we have collaborated with Filipino American Development Foundation, SOMA Pilipinas and got the support fo Kularts, Bindlestiff Studios, Arkipelago books to create a community process for a mural titled, “Heroes in Our Windows.” A public artwork and project at Sixth St. and Mission St. dedicated to the leaders and legacies that helped build what has become of SOMA Pilipinas, the Filipino Cultural Heritage District.

Within adopting the utility box this includes a 2 year maintenance plan, where they will be art and cultural ambassadors this this public art and tribute to multicultural education. We already have a shortlist of who we want to approach, and we can begin the process as soon as the project is approved and also include this in the developing MOU with SFMTA.

The sponsoring organization/business or indivudal must agree to maintain the artwork for a minimum of two years to remove graffiti and repair wraps that may be peeling. Public Works can not maintain the artwork since they may damage the artwork in the process of the repair. Since each wrap is unique, the sponsoring organization is in a much better position to maintain the artwork. The attached agreement details what happens after two years.

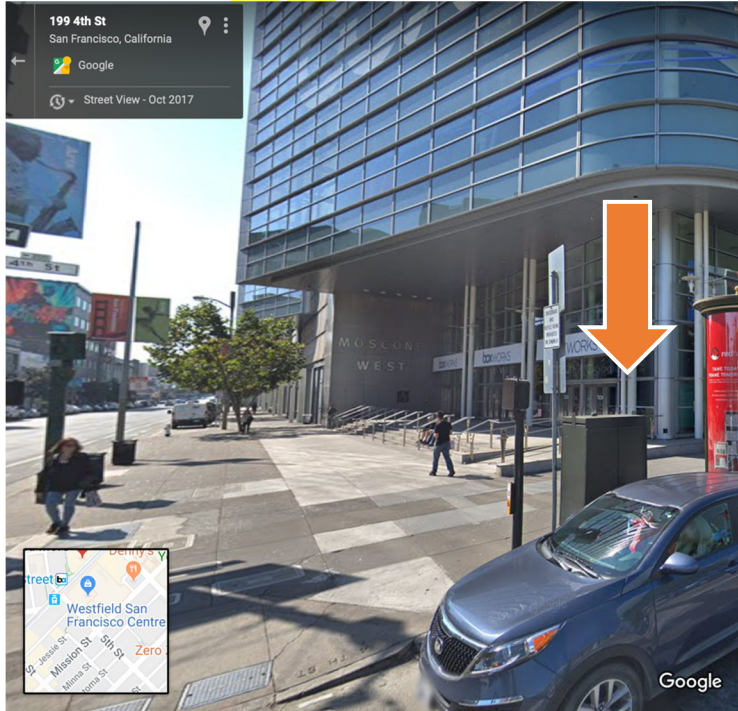
According to SFMTA here is the sequence of events to think of a timeline. The sponsorships will be included in the MOU and will be followed through immediately after MOU has been created.

- (a) SOMCAN submits a list of intersections (ideally outside of the Howard/Folsom Streetscape project area) they would like to wrap. More locations that should be picked than they intend to wrap since it is likely locations will drop out.
- (b) SFMTA will check that there are no planned projects that will replace the cabinet.
- (c) Once the list has been vetted by SFMTA, SOMCAN should check the size/condition/amount of anti-graffiti paint of the cabinet to see if it is suitable for wrapping. Note that utility cabinets from different agencies look alike so prior to SOMCAN’s field checks, SFMTA will send google streetview screenshots to identify the cabinets that belong to SFMTA.
- (d) Once the location list is finalized, SOMCAN can start working with the Arts Commission for approval of the art while SFMTA starts working on the 30+ page MOU with SOMCAN and the City Attorney’s office. The MOU should take 6 or so months to revise/review before all parties sign the agreement. The cabinet wrap MOU and Arts Commission approval can happen simultaneously.
- (e) SOMCAN will lead and start the paperworks for commitments of partners and sponsors in the “adopt a utility box” project, timeline 3 to 6months.

# 10 SFMTA Traffic Signal Cabinets Proposed for Art Wraps

## ON HOWARD:

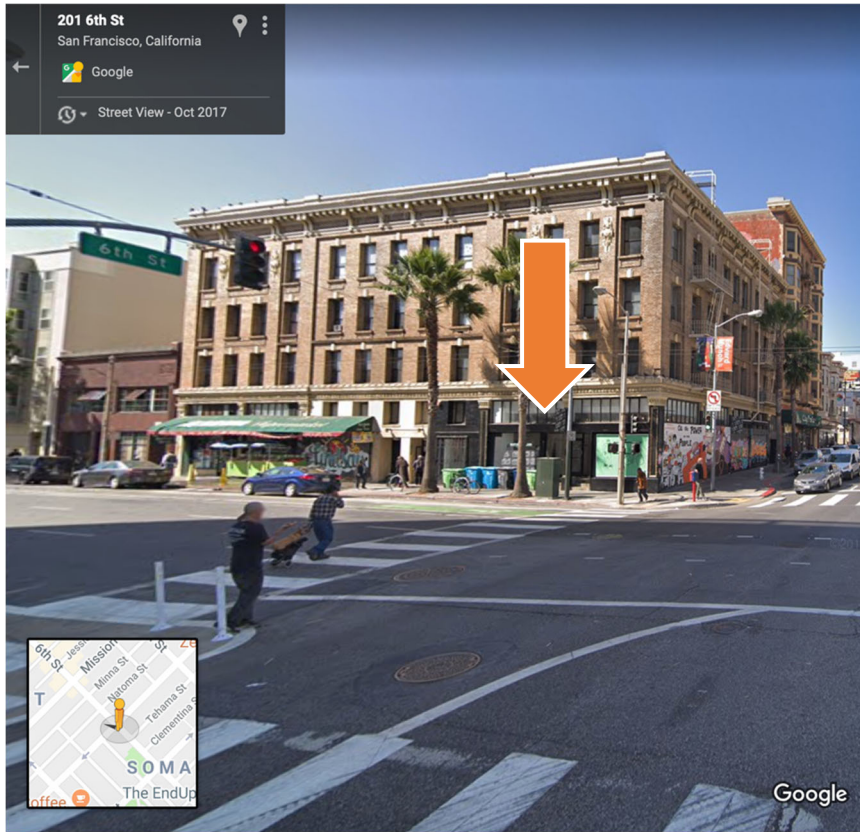
4th and Howard, 199 198 4th st. 1 box on 4<sup>th</sup>



5th and Howard, 200 5th st., 901 Howard , 1 box on 5<sup>th</sup>-Howard



6th and Howard, 1000 Howard, 1 box on Howard



Russ and Howard, 101 Russ st., 1 box on Russ



7th and Howard, 200 7th st, 1 box on 7th st.



8th and Howard, 1198 Howard St, ~~2 boxes on both ends of Howard~~  
1 box: Only the Box Outside Harvest Urban Market belongs to the SFMTA  
The Other box on the south side of Howard Street belongs to another organization

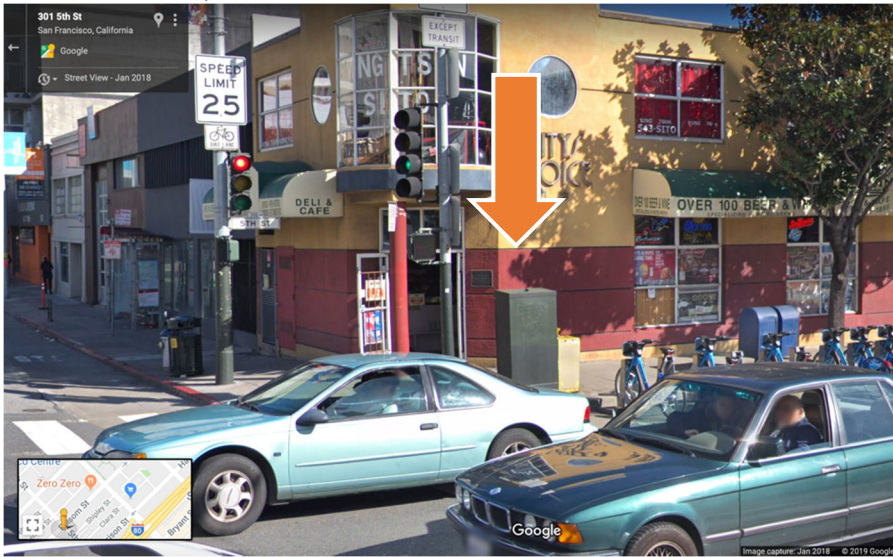


# ON FOLSOM

4th and Folsom, **798 795** Folsom st., 1 box on Folsom



5th and Folsom, 301 5th st. 1 box on 5<sup>th</sup>



Russ and Folsom, 199 Russ st., 1 box on Russ

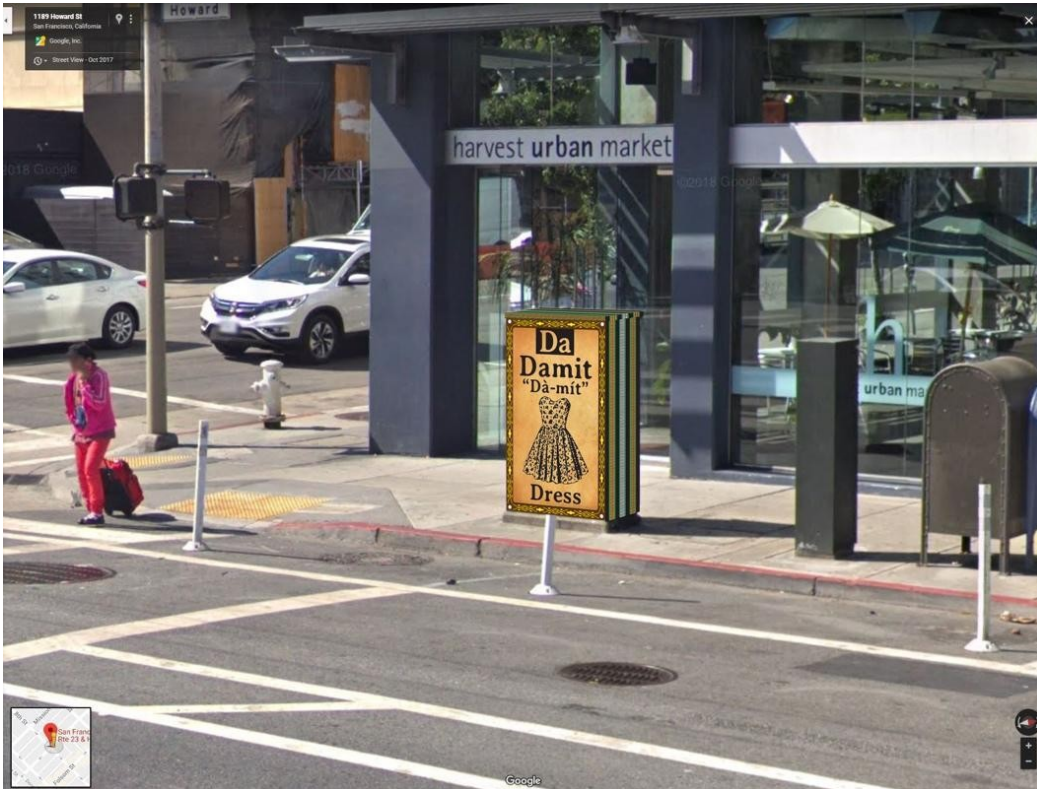


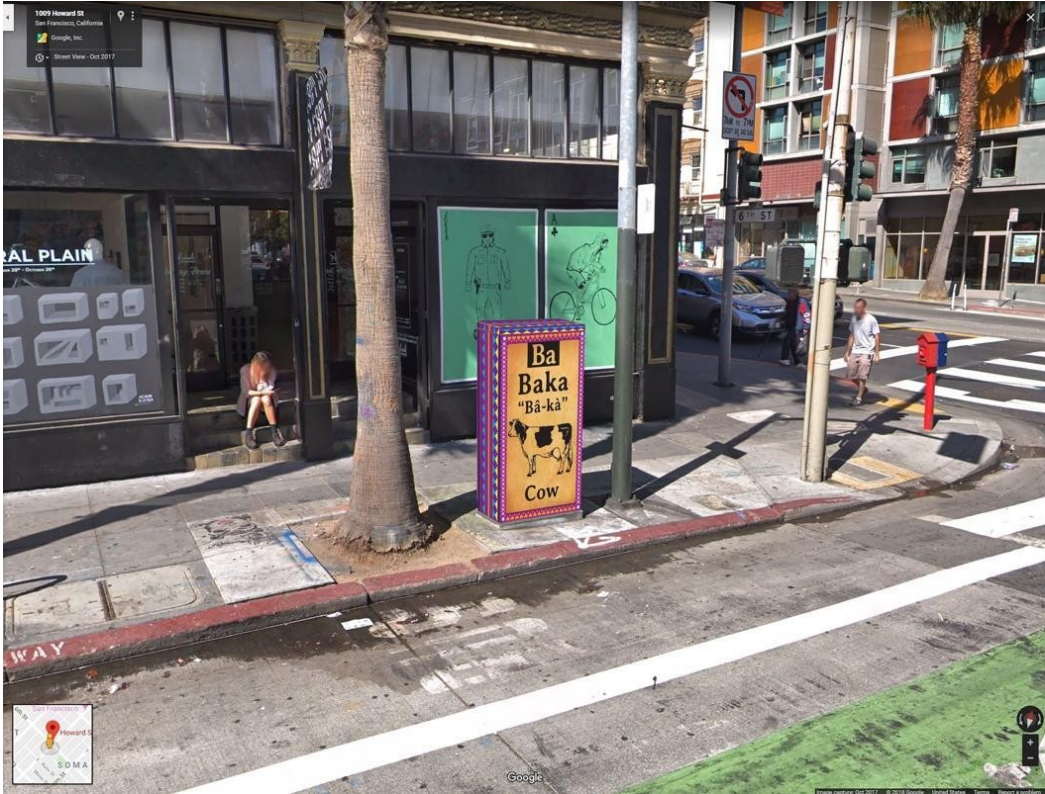
7th and Folsom, ~~1095~~ 1090 Folsom, 1 box on Folsom





SAMPLE ARTIST RENDERING BY MEL VERA CRUZ:

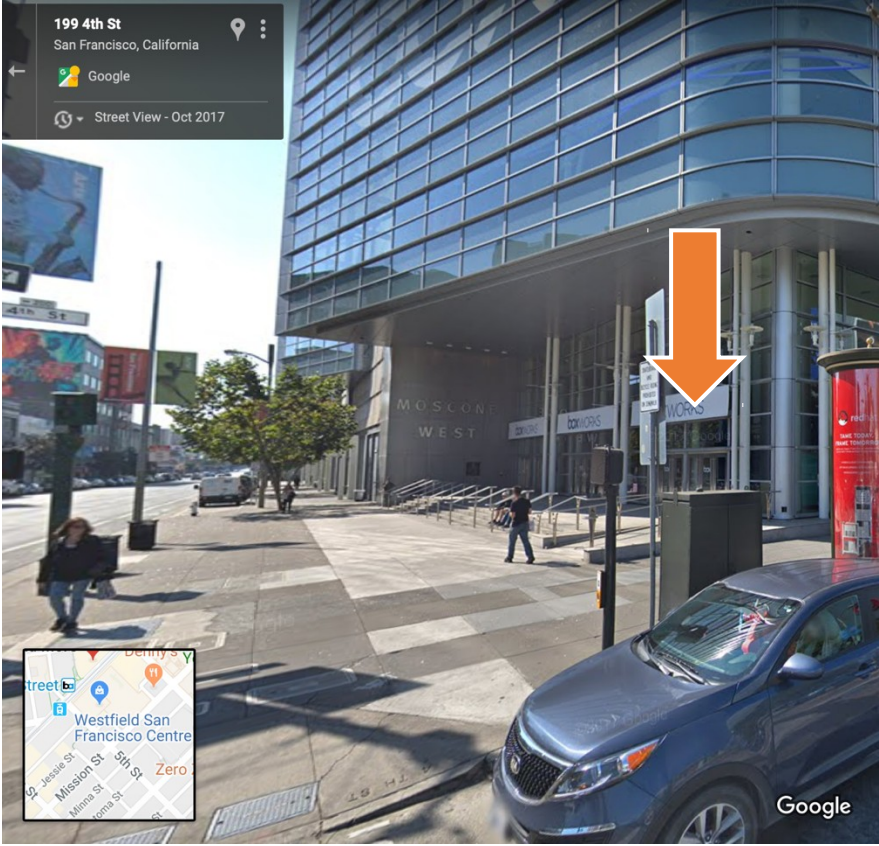




POTENTIAL 10 BOXES AROUND THE SOMA YOUTH AND FAMILY SPECIAL USE DISTRICT with emphasis on areas near Community Organizations, School and Pedestrian Safety sites.

**ON HOWARD**

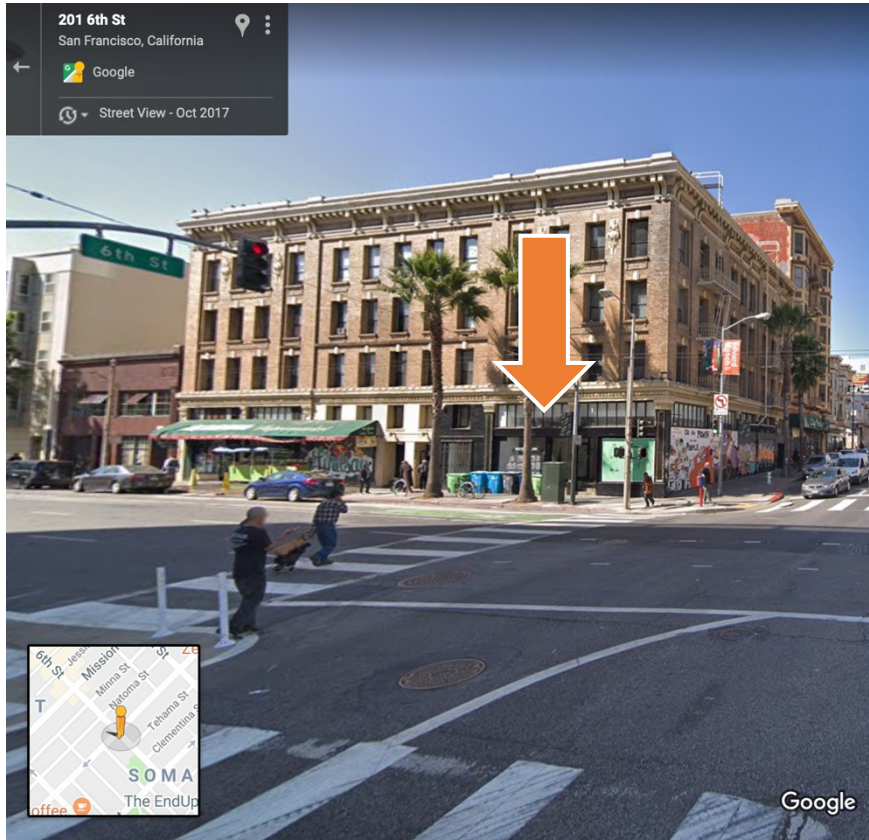
4th and Howard, 198 4th st., 1 box on 4th



5th and Howard, 901 Howard st., 1 box on Howard



### 6th and Howard, 1000 Howard, 1 box on Howard



### Russ and Howard, 101 Russ st., 1 box on Russ



7th and Howard, 200 7th st, 1 box on 7th st.



8th and Howard, 1198 Howard St, 1 box on Howard

