



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 15<sup>th</sup> 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

MURAL TITLE

West Portal Winter Mural 2021

DIMENSIONS

Each Mural = two sections: 2'10" x 21' x 5'6" AND 4'5" x 21' x 3'2".

ESTIMATED

SCHEDULE (start and completion dates)

Please see attached to-scale ramp rendering for details.  
February 2021. Each mural should take approximately one week to complete. I would work on weekdays during daylight hours 6 AM - 6 PM.

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

I have designed four panels of murals ~~designs~~ which depict the businesses along the street of West Portal near the tunnel + station. I have taken care to highlight essential businesses which have remained open during this time. The inbound ramp features storefronts along the east side of the street nearest Portola + the outbound ramp depicts the west side of the street. I think this design could be well executed using only the two existing colors on the ramp, but have prepared a 3-color rendering as well.

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

Behr ~~Marquee~~ Marquee exterior house paint. Regardless of which color approach we select, it would be wonderful to get either a sample of or access to the original paint colors used.

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

SFMTA, SFAC, Paint the Void (contact Shannon Riley)  
shannon@building180.com

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

## 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

---

SPONSORING ORGANIZATION   
ADDRESS   
CITY   
STATE  ZIP CODE   
EMAIL  PHONE   
FUNDING SOURCES

---

PROPOSED SITE (address, cross street )   
DISTRICT

# Emily Fromm

[elfromm@gmail.com](mailto:elfromm@gmail.com)

[www.emilyfromm.com](http://www.emilyfromm.com)

[instagram @emilyfromm](https://www.instagram.com/emilyfromm)

415-933-9019

2818 Taraval St # 5, San Francisco, CA 94116

## Education

- Bachelor of Arts Degree - Studio Art (emphasizing in painting, drawing and ceramics) San Francisco State University, 2013
- Illustration Courses, Art Center, Pasadena, CA 2008

## Awards

- Commissioned by the San Francisco Arts Commission for a permanent art installation at SFO Terminal 1, installed in 2020 opening 2021
- Finalist for the Martin Wong Scholarship in 2012

## Selected Previous Art Exhibitions

- Modern Eden Gallery - Picture Show - January 2021 - group exhibition - participated and co-curated
- 111 Minna Gallery - Discolandia - December 2020-February 2021 - group exhibition
- StolenSpace Gallery, London - A Look At London - November 2020 - solo exhibition
- STUDIO Gallery, San Francisco - Tiny/ Huge - November - December 2020 - group exhibition
- 111 Minna Gallery - The Return - July 2020 - group exhibition
- CK Contemporary Gallery - Urgan Sprawl - August 2019 - group exhibition
- Argonaut Gallery - July - August 2019 - solo exhibition
- Modern Eden Gallery - May 2019 - Dialogues - group exhibition
- Guerrero Gallery - April 2019 - Allowance for Form - group exhibition
- 111 Minna Gallery - January 2019 - No Vacancy - solo exhibition
- 111 Minna Gallery - July 2017 - Open Late - solo exhibition
- STUDIO Gallery - April 2017 - Mischief! - group exhibition
- The Luggage Store Gallery - Welcome to the LeftCoast - group exhibition

## Selected Press

["EMILY FROMM: PAINTING SONDER \(A REVIEW\)" - JUXTAPOZ- 2/2019](#)

["EMILY FROMM'S URBAN LANDSCAPES SHOWN IN NO VACANCY" - HI-FRUCTOSE - 12/2018](#)

["LOW BROW FLIRTS WITH HIGH TIMES AND MCM FOR THE PAINTINGS OF SF RISING TALENT EMILY FROMM" - CA MODERN MAGAZINE - 6/2018](#)

["ARTIST'S LIFE: EMILY FROMM, PAINTER OF URBAN LANDSCAPES" - SF CHRONICLE 6/2018](#)

["COLOR-BLOCKED POP ART PAINTINGS CELEBRATE CALIFORNIA DINER CULTURE" - VICE - 7/2017](#)

["ARTIST'S GRAPHIC-STYLE VIEWS OF THE NIGHT CITY" - THE SAN FRANCISCO CHRONICLE - 7/2017](#)

["OPEN LATE" - FINE ART CONNOISSEUR - 6/2017](#)

["ILLUSTRATING SAN FRANCISCO: EMILY FROMM'S SF IS OPEN LATE" - BROKE-ASS STUART - 6/20/2017](#)

## **Professional Art Experience**

**Fine Art** - Working with commercial and non-commercial gallery spaces to create artwork for specific shows, occasions or themes. I often make commissioned paintings for clients, capturing specific moments or memories to their specifications, in a color palette that suits their space and taste.

**Public Art/ Installation** - I have completed a number of public art projects and murals in the Bay Area both with both the San Francisco Public Arts Commission and independent clients. I have also done smaller projects including painting a public park bench commemorating a historic movie theater, and a variety of murals on sidewalks in the Sunset to encourage social distancing while waiting in line.

**Murals & Custom Interiors** - Designing and painting custom wall murals in a wide variety of sizes and styles. Previous clients include Twitter and WeWork and the City of San Francisco.

**Curator** - Volunteer curating for The Honey Hive Gallery, a donation-based all-ages gallery, venue and community space in the Outer Sunset. Organizing and facilitating group and solo shows for emerging local artists, and coordinating musical performers and bands. Handling installation, sale inquiries, promotion and outreach.

**Illustration** - I have illustrated for a range of clients in various formats including books, magazines, web illustrations, ebooks, event posters, pamphlets and creative game materials.

## **References**

**Zoe Taleporos** -Project Manager for my art installation at SFO - [zoe.taleporos@sfgov.org](mailto:zoe.taleporos@sfgov.org)

**Matt Gonzalez** - artist, curator, and Chief Attorney of the San Francisco Public Defender's Office - [mtt.gonzalez33@gmail.com](mailto:mtt.gonzalez33@gmail.com) - 415-786-2924

**Ray Beldner** - former professor at SFSU, public artist and founder of StART Up Art Fair - [ray@raybeldner.com](mailto:ray@raybeldner.com) - 415-297-2319

**EMILY FROMM**

**MURAL & ART INSTALLATION EXAMPLES**

WWW.EMILYFROMM.COM

INSTAGRAM @EMILYLFROMM

ELFROMM@GMAIL.COM, 415-933-9019



**“FOUR CORNERS”** - SFO Harvey Milk Terminal 1, installed 2020 opening 2021, Byzantine mosaic smalti, 40 feet x 10 feet, made in partnership with the San Francisco Arts Commission and Mosaika Art & Design



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**PAINT THE VOID MURAL** - April Powers Interior Design, Clement Street, San Francisco, CA, 2020, acrylic house paint, canvas, paste, painted wooden hand-built "window frames", 30 feet x 8 feet



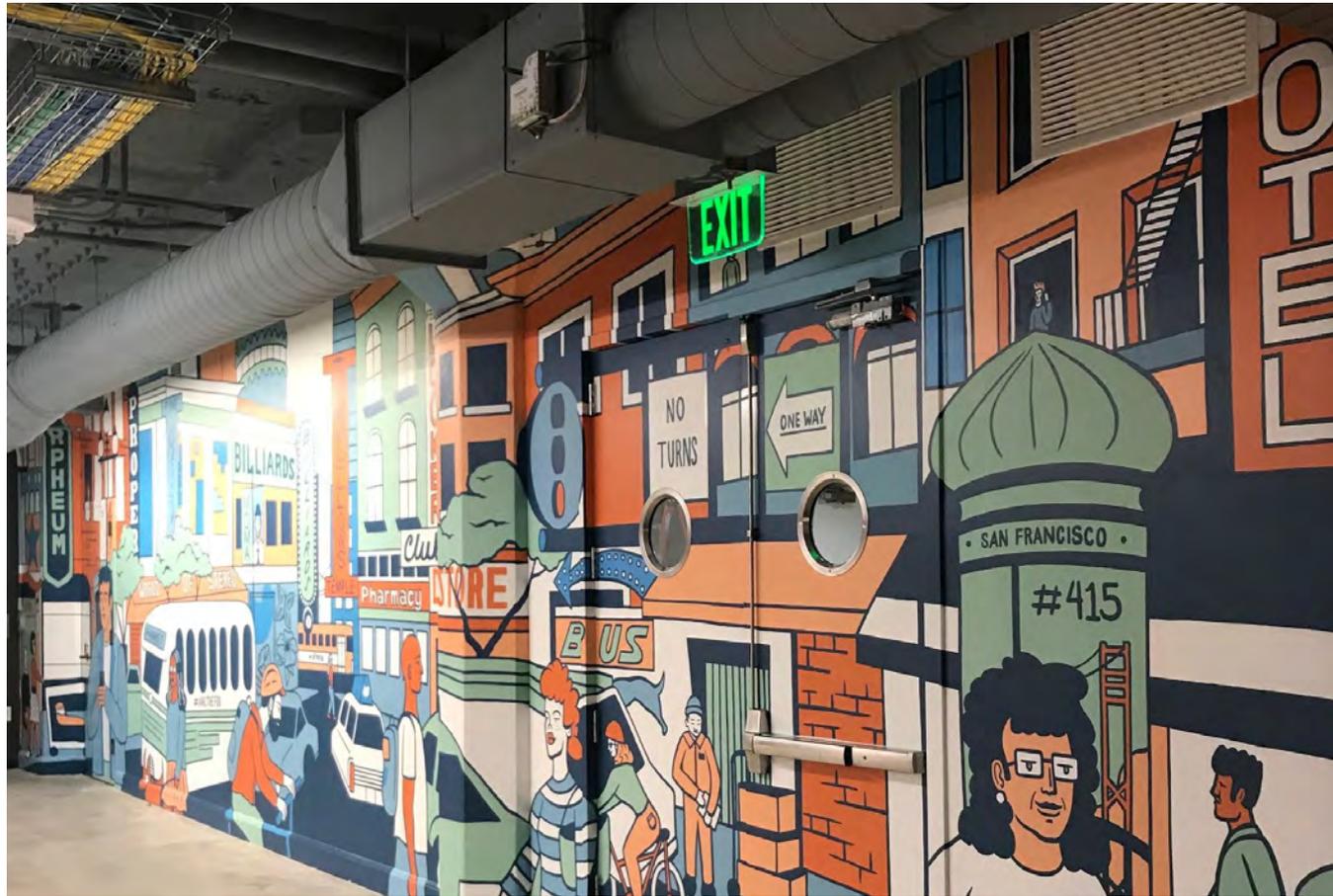
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**“MARKET STREET MURAL”** - Twitter Headquarters, San Francisco, CA, 2019, acrylic exterior house paint, 40 feet x 10 feet



**“MARKET STREET MURAL”** - Twitter Headquarters Mural, San Francisco, CA, 2019, acrylic exterior house paint, 40 feet x 10 feet



**“MARKET STREET MURAL”** - Twitter Headquarters, San Francisco, CA, 2019, acrylic exterior house paint, 40 feet x 10 feet



**"MARKET STREET MURAL"** - Twitter Headquarters, Hand Painted Elevator Floor Level Number to correspond with 8th floor mural, San Francisco, CA, 2019, acrylic exterior house paint on 6 foot tall letter "8"



**SUNSET HOUSE SIDEWALK MARKERS** - Painted for both Java Beach Cafe Locations on Judah St. and Sloat Blvd. to encourage social distancing while waiting in line, San Francisco, CA, 2020, acrylic exterior house on cement



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**"CASTRO STREET MOUNTAIN VIEW MURAL"** - WeWork building for Facebook, San Antonio Road, Mountain View, CA, 2019, acrylic exterior house paint, 40 feet x 9 feet



**“CASTRO STREET MOUNTAIN VIEW MURAL”** - WeWork building for Facebook, San Antonio Road, Mountain View, CA, 2019, acrylic exterior house paint, 40 feet x 9 feet



**"MOUNTAIN VIEW THEATER PAINTED BENCH"** - Mountain View, CA, 2019, acrylic exterior house paint, 40 feet x 9 feet



**"MOUNTAIN VIEW THEATER PAINTED BENCH"** - Mountain View, CA, 2019, acrylic exterior house paint, 40 feet x 9 feet

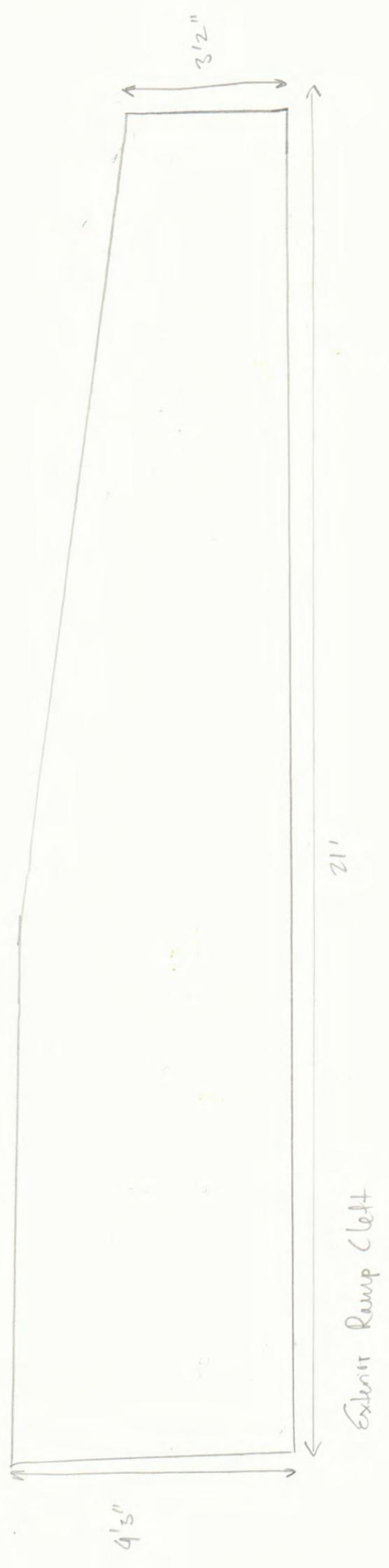
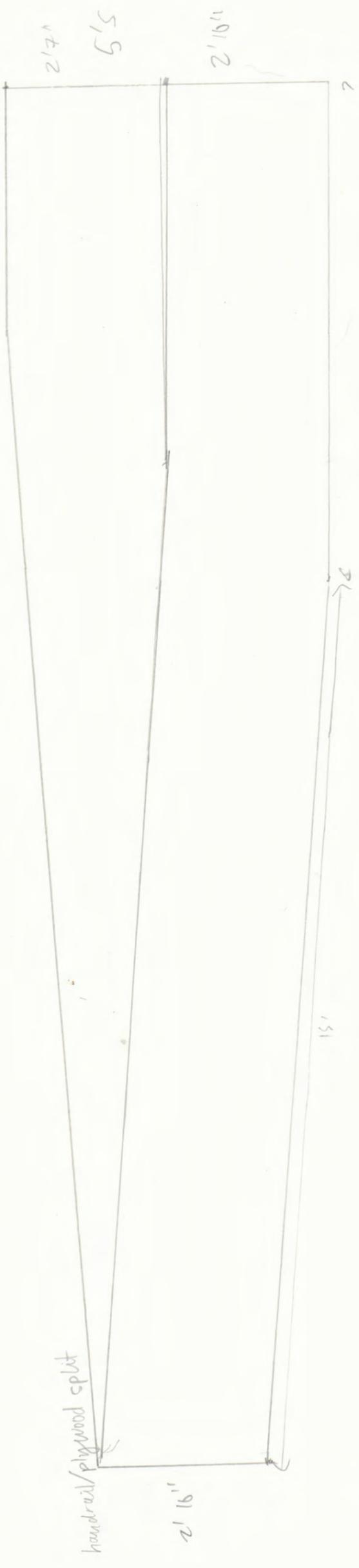
# Inbound Ramp Design



# Outbound Ramp Design









North side of Ulloa Street between West Portal Ave and Wawona

**South side of Ulloa Street  
between West Portal Ave and  
Wawona (same dimensions as  
north side)**



January 4, 2021

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

Dear Commissioners:

I hope the new year is off to a nice start for you.

I am writing on behalf of the West Portal Merchants Association. WPMA supports SFMTA's proposal for painting murals on the accessible ramps on Ulloa Street, at West Portal Station, in partnership with Paint the Void and artist Emily Fromm. With all that's happening, it's a welcome time to have more artwork that helps beautify the community and our commercial corridors while supporting local artists.

We appreciate your continued service during these difficult times and hope you will vote in favor of SFMTA's mural proposal. Please let me know if I can answer any questions or offer any additional thoughts about our support.

Thank you for your time and consideration,

Lee Hsu  
President, West Portal Merchants Association



## Greater West Portal Neighborhood Association

*Families working to improve their neighborhood*

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December 22, 2020

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

Subject: Support for Mural on West Portal Accessible Ramps

To Whom it May Concern

I am writing this letter in support of the SFMTA's proposal to paint murals on the accessible ramps on Ulloa Street at West Portal Station in partnership with non-profit Paint the Void and artist Emily Fromm.

The Greater West Portal Neighborhood Association represents over three hundred households surrounding the proposed location of the mural. We welcome and encourage the project as a means to beautify the neighborhood and improve the public space that we all enjoy.

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,

Tom Kanaley  
President, 2020-210  
GWPNA

12/17/2020

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

Subject: Support for Mural on West Portal Accessible Ramps

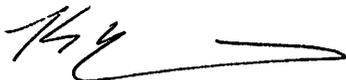
To Whom it May Concern

I am writing this letter in support of the SFMTA's proposal to paint murals on the accessible ramps on Ulloa Street at West Portal Station in partnership with non-profit Paint the Void and artist Emily Fromm.

I am one of the partners of a small Hardware Store that has been in the community for over 80 years. We understand that these ramps are considered vital to our return to rail operations and are a temporary measure, while long term strategies for the future of these rail lines are developed. We are deeply committed to the community and are happy to support this project that should reduce blight, with the understanding that the artwork is part of a larger monitoring, cleaning, repair schedule that is appropriate to the amount of debris/blight that it accumulates.

We 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,



Karl Aguilar, Papenhausen Hardware  
32 West Portal Avenue  
San Francisco, CA 94127  
415-681-6717

## 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]:

Outdoor Public Mural, Behr Marquee Premium Exterior House paint (for public display: Acrylic Exterior Paint)

TITLE, DATE: WEST PORTAL 2021 - Exact Title TBD upon design completion

DIMENSIONS: ~ 35' x 5'

ADDRESS/LOCATION: Municipal subway ramp Inbound on Ulloa St. At West Portal Station

("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).

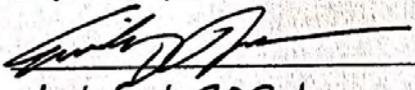
**Artist bears the sole responsibility for providing the City with any changes to the Artist's Address for Notice. Notice of changes must be mailed to the Arts Commission, 401 Van Ness Avenue, Suite 325, San Francisco, CA 94102 AND to the City Agency with jurisdiction over the property.**

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: Emily L. Fromm  
Address: 2818 Taraval St. Apt. 5  
San Francisco, CA 94116  
Email: elfromm@gmail.com  
Phone: 415-933-9019  
SIGNATURE:   
DATE: 1 / 5 / 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.