

Lyon Slow Street
submitted on June 17, 2024

San Francisco Arts Commission
Community Street Mural Proposal



designed by Matley Hurd



slow streets, fast friends

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	Street Mural on Lyon Street
DIMENSIONS	Approx 70' x 23'
ESTIMATED SCHEDULE (start and completion dates)	(Tentative) July 15-22
1. Proposal (describe proposed design, site and theme. Attach a separate document if needed).	We propose that the 600 block of Lyon (Fulton to McAllister) have a street mural within the permissible areas. The mural will have flock of parrots that visit the neighborhood, and the flora common to the community, a depiction of the popular features of Golden Gate Park.
2. Materials and processes to be used for wall preparation, mural creation and anti-graffiti treatment.	The mural will be painted with Behr acrylic ground paint in a Matte finish. Artwork will be applied with mainly brushes and rollers. Base coat is the primer. Anti-graffiti coat is the sealer.
3. List individuals and groups involved in the mural design, preparation and implementation.	Lyon Slow Street, North of Panhandle Neighborhood Association (NOPNA), Matley Hurd, SF Parks Alliance

Attach the following documents to this form:

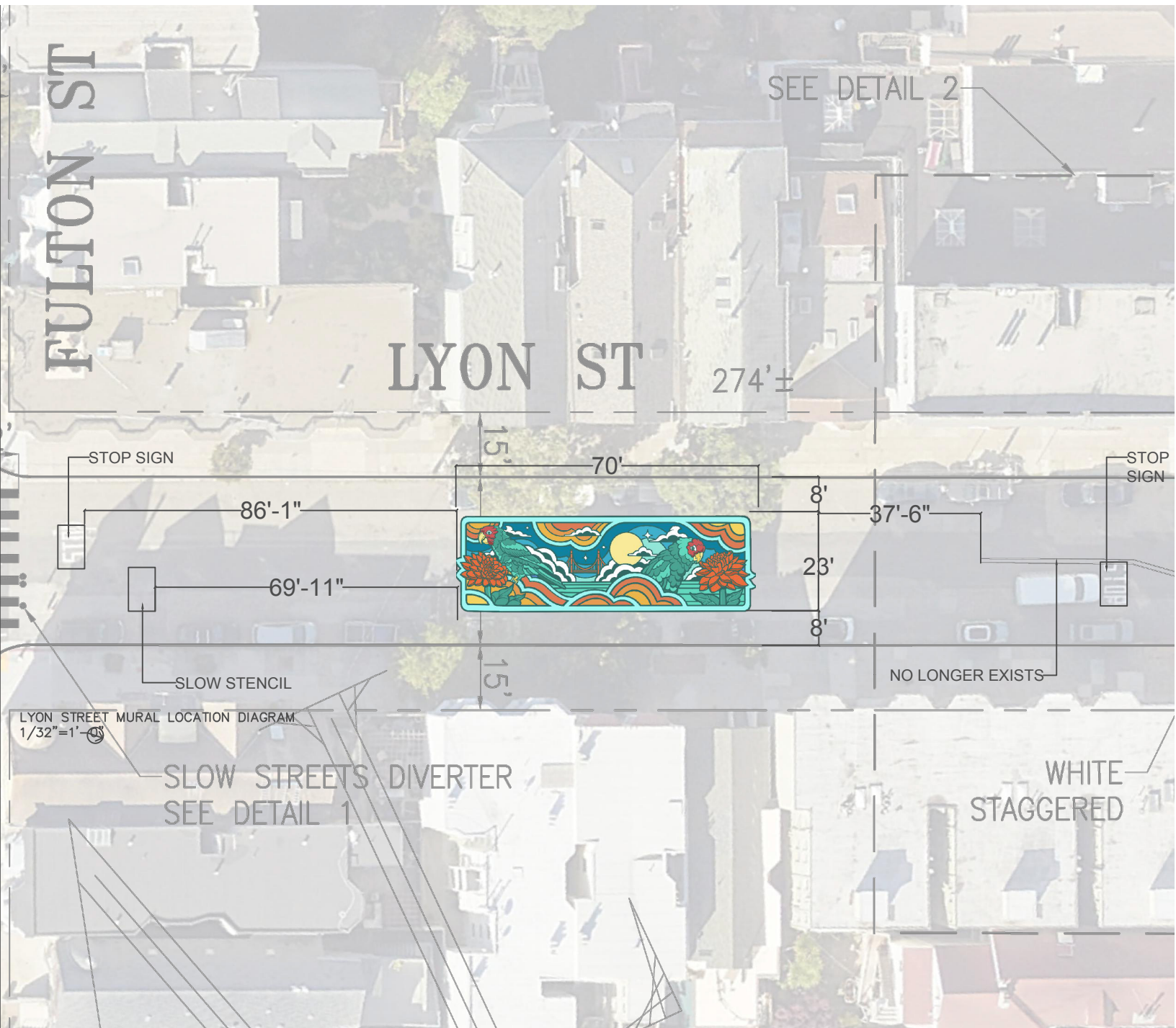
1. Lead artist's resume/qualifications and examples of previous work
2. Three (3) letters of community support
3. Letter or resolution approving proposal from city department **or**;
4. Letter of approval from private property owner along with Property Owner Authorization Form
5. Signed Artist Waiver 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

*** Please note: all the documents above must be combined into one pdf packet that is under 20mb.**

Lyon st Proposed Mural Design



Lyon st betweenn Fulton and McAllister | Location Map



Approximate dimensions and size of mural

Lyon st Photos of the Current Street Conditions



Lyon at McAllister looking towards Fulton



Lyon at Fulton looking towards McAllister

About the Artist



Matley Hurd is a San Francisco-based visual artist who mainly works in mixed media painting, digital illustration, and large-scale murals. Incorporating elements from comic books, anime, graffiti, sci-fi and mythology, his work mainly consists of vibrant ethereal beings he calls "Star Goddess". Accompanied with bold abstract flowing shapes giving an immense feeling of levity and elegance. Matley got his first breakthrough in 2020 during the pandemic. With the sudden influx of public art during that time, he knew there was an opportunity to showcase his work and become a full time artist. What started with one small mural has now turned into many scattered all throughout the Bay Area. He hopes his work can provide joy and inspiration for all who come across it.



Mural Experience

City of Napa - Building 180 / Lighted Art Festival Mural

January 2024, Napa, CA

A Star Goddess themed mural painted on a decommissioned bus depot in Downtown Napa for the 2024 Lighted Art Festival.

It All Starts Here - Paint the Void / Community Mural

November 2023, San Francisco, CA

A one day community assisted mural to combat the negative narratives about San Francisco as a part of the It All Starts Here project.

Empire / 50 Years of Hip-Hip Celebration

October 2023, San Francisco, CA

Live Hip-hop inspired mural painted during the 50 Years of Hip-hop celebration at SVN West.

Illuminate the Arts / Golden Mile Project

September 2022, San Francisco, CA

A large abstract ground mural in the Golden Gate Park JFK Promenade.

Studio Noir / Tattoo Shop Mural

August 2022, Oakland, CA

Monochrome Star Goddess mural inside of the tattoo shop.

Project Experience

Modelo USA / Custom Shop Campaign

July - August 2023 Bay Area, CA

Designed and custom painted merch done at different locations around the Bay Area with the Modelo Custom Shop Van.

Golden State Warriors / Summer League

July 2023, San Francisco, CA

Two custom painted pieces for the Golden State Warriors Summer League team given to the best offensive and defensive players of each game as a trophy

30 Ink / Custom Painting for Steph Curry

April 2023, San Francisco, CA

Custom painted Vessel bag given to Stephen Curry to wear before games at the end of the 2023 season.

Education

Academy of Art University

Illustration / Fine Art

2014-2016



SFMTA

May 5th, 2024

Tim Hickey
tahickey@yahoo.com

Dear Tim,

Thank you for your application for a street mural on Lyon Street between Fulton and McAllister as part of our Slow Street Mural Pilot Program. We are pleased to inform you that **your application has been reviewed by staff and meets the pilot program guidelines for installation.**

As a next step, please **obtain approval from the San Francisco Arts Commission (SFAC).** Carefully review the requirements and checklist for mural design approval via the SFAC: www.sfartscommission.org/our-role-impact/about-commission/policies-guidelines/mural-design-approval-guidelines.

Once you have obtained approval from the SFAC, please **apply for a Special Event Street Closure Permit** from the SFMTA a minimum of 30 days in advance of your intended painting day. Please carefully review the requirements and checklist for obtaining a Special Event Street Closure Permit: <https://www.sfmta.com/permits/special-event-street-closures>.

Please feel free to reach out to StreetMurals@SFMTA.com if you have any questions or concerns as you work through the process. We're here to help.

Sincerely,

Matt Lasky Signing for Kimberly Leung

Kimberly Leung
Interim Director, SFMTA Livable Streets

Member, Board of Supervisors
District 2



City and County of San Francisco

CATHERINE STEFANI

April 30, 2024

San Francisco Municipal Transportation Agency
1 South Van Ness Avenue
San Francisco, California 94103

ATTN: Elijah Enis, Julia Malmo

RE: Slow Street Mural on Lyon Street between McAllister and Fulton Street

Dear San Francisco Municipal Transportation Agency Staff,

I am writing to express my support for the North of the Panhandle Neighborhood Association (NOPNA)'s application for a Slow Street Mural along the 600 block of Lyon Street.

As a member of the San Francisco Board of Supervisors, I am honored to represent part of the North of the Panhandle (NOPA) neighborhood. Lyon Street holds a special significance in the North of the Panhandle neighborhood as the street is the neighborhood's first Slow Street. The street serves as the backdrop for cherished community events such as the annual Summer Block Party, Phoenix Day celebrations, and beloved Halloween Block Party.

The Slow Streets Mural Pilot Program is an effort to beautify our neighborhoods with community-oriented artwork, underscoring Slow Streets as vital community resources. Since NOPNA recently secured funding through the Community Challenge Grant program for a project to beautify the neighborhood, I believe a mural on Lyon Street is an excellent candidate for this program.


Thank you for your consideration on this important project. I look forward to seeing the positive impact it will have on our neighborhood.

Sincerely,

A handwritten signature in blue ink, appearing to read "Catherine Stefani".

Catherine Stefani
Supervisor, District 2

City Hall • I Dr. Carlton B. Goodlett Place • Room 244 • San Francisco, California 94102-4689 • (415) 554-7752
Fax (415) 554-5163 • TDD/TTY (415) 554-5227 • E-mail: Catherinc.Stefani@sfgov.org



San Francisco Arts Commission
Attn: Craig Corpora, Mural Review
401 Van Ness, Suite 325
San Francisco, CA 94102

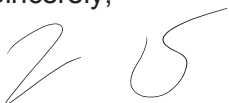
To whom it may concern,

I am writing this letter in support of the Slow Streets Fast Friends Lyon Slow Street mural project, painted by Matley Hurd. My family knows Fennel Doyle and her son Fabricio have been working tirelessly to green up our dense neighborhood -- & successfully enabled Golden Gate Avenue to be one of the 1st ever Slow Streets in San Francisco. I strongly endorse the installation of this Lyon Slow Street mural as a crucial step towards adding beauty, safety and character to our unique neighborhood that loves street parties.

The Lyon Slow Street mural project represents an invaluable effort to engage our colorful community and establish a model for community-led climate action improvement project across the city. In Europe, many cities have superblocks where streets are painted by the locals, and function as popular 100% car free delightful public spaces. This Lyon SSFF mural not only provides an opportunity to enhance the overall quality of our streetscape but also serve as a celebration of our local history, horticulture, and art. I support the mural and encourage others to take greater pride in the neighborhood, leading to a cleaner and more vibrant biodiverse environment for all living beings.

I wholeheartedly support the SF Parks Alliance's / Slow Streets Fast Friends mural project and eagerly look forward to witnessing its realization on Lyon without delay. We appreciate the efforts to beautify and create safer much needed greenway every day every night paths within the community!

Sincerely,



Johnny Delaplaine
1453 Fulton St @ Baker
SF, CA 94117

From: [Kilgore, Preston \(BOS\)](#)
To: [Ramos, Joel](#); [Martinsen, Janet](#); [Lee, Chadwick](#)
Cc: [Dreger, Mark](#); [Malmo, Julia](#); [Enis, Elijah](#)
Subject: Email of Support for the Page and Lyon Slow Street mural proposals
Date: Wednesday, April 24, 2024 4:48:30 PM

Dear SFMTA,

We are reaching out to confirm our support for the Slow Street Mural Pilot Program proposals in NOPA and the Lower Haight. We understand that the Slow Streets Mural Pilot Program is an effort to beautify our neighborhoods with art and place-making involving the local community.

Please consider this email as confirmation that we are in touch with advocates and community members in NOPA, Lower Haight, Haight Ashbury and are in strong support of the Page and Lyon Slow Street proposals.

Please let us know the process to approve these murals. If you have any questions, do not hesitate to reach out.

Thanks

Preston Kilgore
Pronouns: He/Him
Chief of Staff | District 5
Supervisor Dean Preston
Sign up for the District 5 Newsletter [here!](#)

Waiver of Proprietary Rights

for Artwork Placed Upon CITY PROPERTY under VARA and CAPA

Artist has designed a work of visual art, described as follows:

DESCRIPTION: [type, mural, medium]:

Street mural for Lyon Street. Behr acrylic ground paint in a Matte finish

TITLE, DATE: Street Mural on Lyon Street , July 15, 2024- July 22, 2024

DIMENSIONS: Approx 70' x 23'

ADDRESS/LOCATION: Lyon between McAllister & Fulton

("the Work"). In consideration of the City's approval to place the Work on City property, the 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"), and/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. If 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 Work without the Artist's consent in a manner that is prejudicial to Artist's reputation, Artist retains the right to disclaim authorship of the Work 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 Authorized Agent: _____

Address: 1 South Van Ness, 7th Fl

Email: matt.lasky@sfmta.com

Phone: 4156462265

SIGNATURE: 

DATE: May 11, 2024

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: _____

Address: _____

Email: _____

Phone: _____

SIGNATURE: _____

DATE: ____/____/____

Please see the next page for the artist's signature.

SAN FRANCISCO ARTS COMMISSION

Authorized Agent: Craig Corpora

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

Email: craig.corpora@sfgov.org

Phone: 415-252-2249

SIGNATURE: _____

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>

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: Matley Hurd

Address: 252 Orizaba Ave, San Francisco, CA 94132

Email: Matleyhurdart@gmail.com

Phone: 510-938-4905

SIGNATURE: _____

DATE: 05 / 06 / 2024

SAN FRANCISCO ARTS COMMISSION

Authorized Agent: Craig Corpora

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

Email: craig.corpora@sfgov.org

Phone: 415-252-2249

SIGNATURE: _____

DATE: ____/____/____

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<http://www.sfartscommission.org/our-role-impact/about-commission/policies-guidelines/california-art-preservation-act>