

Page Slow Street
submitted on July 9, 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 Page
DIMENSIONS	Approx 52' x 21'
ESTIMATED SCHEDULE (start and completion dates)	September 3 – 10
1. Proposal (describe proposed design, site and theme. Attach a separate document if needed).	Please see next page
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.	Page Slow Street, Matley Hurd, SF Parks Alliance, SFMTA

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.**



Page st Mural Proposal

Our mission is to activate the streetspace on Page Slow Street to encourage residents and visitors to use it for active transportation, recreation, and community events. We are thrilled to partner with artist Matley Hurd and San Francisco Parks Alliance to bring a street mural to Page between Masonic and Central.

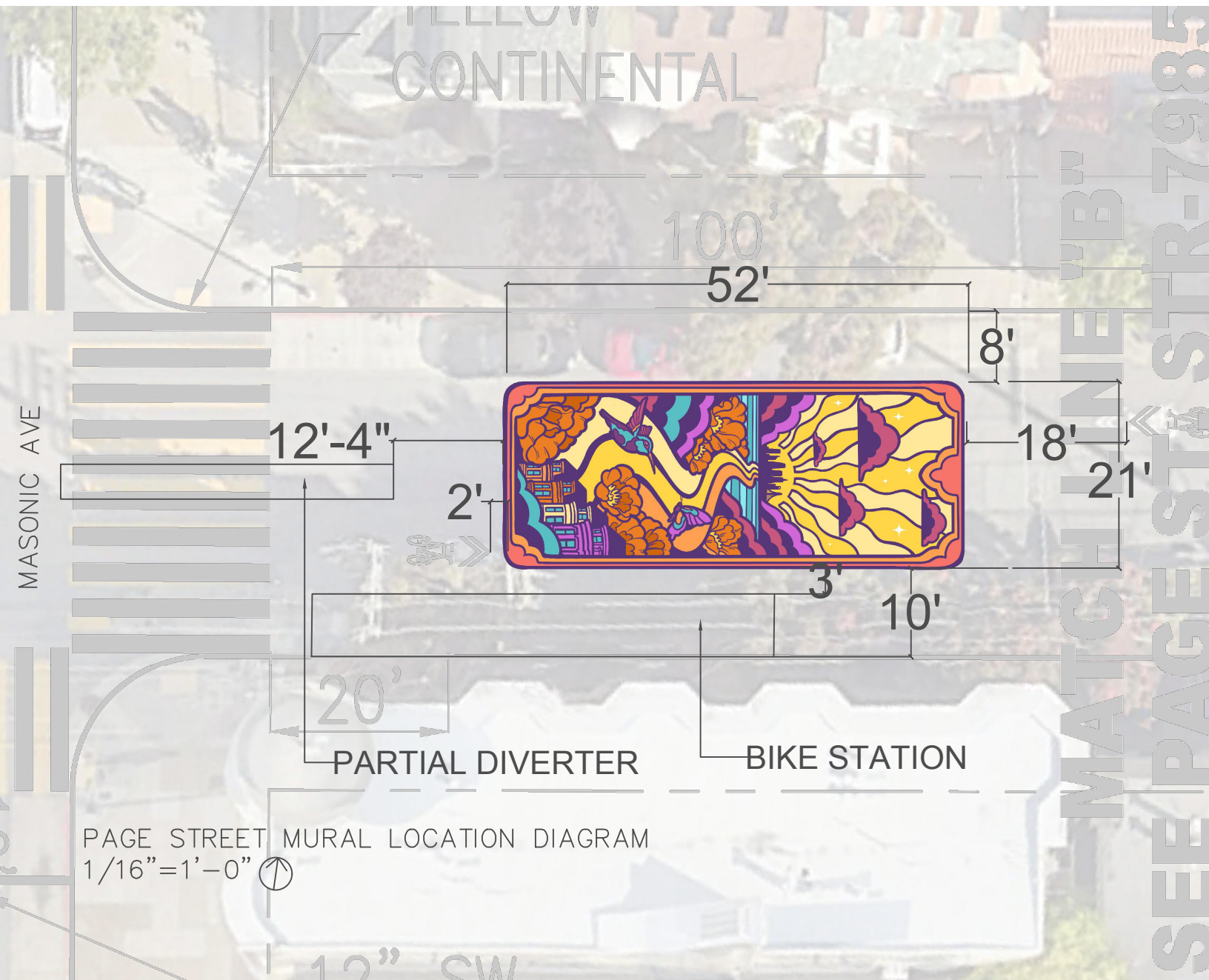
Matley Hurd's bright, bold murals have enlivened buildings throughout the Bay Area. His street mural on John F Kennedy Drive in Golden Gate Park as part of the Golden Mile project speaks to his experience with creating pavement art. His design for Page Slow Street at a location in the Haight Ashbury neighborhood will incorporate its storied history centered around the Summer of Love with groovy patterns and bright, joyful colors. It will also allude to Page Slow Street's emerging role as a greenway with coyotes and other wildlife increasingly using this car-light street in a manner similar to the people biking, rolling, walking, and running utilize Page to safely navigate from Golden Gate Park to various destinations in the city. It will also incorporate local landmarks important to the neighborhood.

The location of the mural at Page and Masonic will engage and delight the thousands of people who use Page Street daily on bicycles, skateboards, scooters, wheelchairs, and other micromobility devices as well as on foot to connect from Golden Gate Park and Haight Ashbury to other parts of the city. Its placement adjacent to a bikeshare station will highlight this important transit resource. As a bright, bold, large public art installation, it will significantly contribute to our vision of Page Slow Street as a linear park enhanced by street gardens and art.

Page st Proposed Mural Design



Page st between Masonic & Central | Location Map



SEE PAGE STR-7985
MATCH LINE "B"

Approximate dimensions and size of mural

Page st Photos of the Current Street Conditions



Page & Central



Page & Masonic From East



Page & Masonic From East



Page & Masonic From West

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



May 5th, 2024

Jessica Jenkins & Ali de Jong
pageslowstreet@gmail.com

Dear Page Slow Street Stewards,

Thank you for your application for a street mural on Page Street between Masonic and Central 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,

A handwritten signature in black ink, appearing to read 'Matt Lasky', with a long horizontal line extending to the right.

Matt Lasky Signing for Kimberly Leung

Kimberly Leung
Interim Director, SFMTA Livable Streets



April 26, 2024

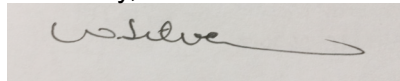
San Francisco Arts Commission
Attn: Craig Corpora, Mural Review
401 Van Ness, Suite 325
San Francisco, CA 94102

To the SF Arts Commission,

The team at Mendel's located at 1556 Haight Street understand that the Slow Streets Mural Pilot Program is an effort to beautify our neighborhoods with art and place-making involving the local community. I am in strong support of a mural, which is to be implemented on Page between Masonic and Central.

We believe that money put towards bringing more joy into our neighborhoods will benefit the whole city.

Sincerely,



Naomi Silverman
Business owner– Mendel's



Page Slow Street <pageslowstreet@gmail.com>

Page St Mural

Grant Taylor Kalasky <grant.kalasky@berkeley.edu>
To: pageslowstreet@gmail.com

Thu, Apr 25, 2024 at 3:46 PM

Apr 25, 2024

San Francisco Arts Commission
Attn: Craig Corpora, Mural Review
[401 Van Ness, Suite 325](#)
[San Francisco, CA 94102](#)

To the SF Arts Commission,

I am writing in support of the proposed street mural on Page Slow Street between Masonic and Central. I am a resident of this block of Page Street, and I understand that the Slow Streets Mural Pilot Program is an effort to beautify our neighborhoods with art and place-making involving the local community. I also support Page Slow Street's mission of activating the public streetspace to encourage residents and visitors to use it for active transportation and recreation, and street murals have an important role in fulfilling that mission.

A mural would greatly help uplevel the already beautiful street and encourage more use amongst the community and visitors.

Sincerely,
Grant Kalasky



298 Divisadero St
San Francisco, Calif 94117
415-255-6101

April 25, 2024

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

Dear SF Arts Commission,

The team at The Page understands that the Slow Streets Mural Pilot Program is an effort to beautify our neighborhoods with art involving the local community. I have reviewed and am in support of the proposed design for the Slow Street mural, which is to be implemented on Page between Central and Masonic.

We've been big fans since COVID of the Page slow street and the Slow Street Program in general. It's been a huge positive for our business. And, as a resident not far away, it's great for me, my kids, and neighbors – we walk on it daily :) We're thrilled that the city is continuing to invest in making slow streets vibrant.

Sincerely,

Robert Wait
Owner
The Page



April 26, 2024

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

To the SF Arts Commission,


The team at WorkshopSF located at 1310 Haight Street, and me personally, who lives at 1221 Masonic Avenue, understand that the Slow Streets Mural Pilot Program is an effort to beautify our neighborhoods with art and place-making involving the local community. I have reviewed and am in strong support of the proposed design for the Slow Street mural, which is to be implemented on Page between Masonic and Central.

As an owner of a community-based business focused on the arts and education, I welcome any addition of art such as this to our location, and especially a location that is so central to the neighborhood.

Sincerely,

David Knight
Owner - WorkshopSF
Resident - Upper Haight

WorkshopSF
1310 Haight Street
San Francisco, CA 94117
<http://www.workshopsf.org>
em: dk@workshopsf.org



July 3, 2024

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

To the SF Arts Commission,

I am writing in support of the proposed street mural on Page Slow Street between Masonic and Central. I am a resident of this block of Page Street, and I understand that the Slow Streets Mural Pilot Program is an effort to beautify our neighborhoods with art and place-making involving the local community. I also support Page Slow Street's mission of activating the public streetspace to encourage residents and visitors to use it for active transportation and recreation, and street murals have an important role in fulfilling that mission.

As residents of Page St we are thrilled our block has been chosen for this mural and are excited to take part in painting! This mural is a wonderful way to celebrate our block and come together as a community.

Sincerely,

Andrea Lazorik
1433 Page St.
San Francisco, CA 94117
484-557-8159



Page Slow Street <pageslowstreet@gmail.com>

Page Street mural letter of support

1 message

Mark Faber <markcfaber@gmail.com>
To: pageslowstreet@gmail.com

Wed, Jul 3, 2024 at 3:14 PM

July 3, 2024

San Francisco Arts Commission
Attn: Craig Corpora, Mural Review
[401 Van Ness, Suite 325](#)
[San Francisco, CA 94102](#)

To the SF Arts Commission,

I am writing in support of the proposed street mural on Page Slow Street between Masonic and Central. I am a resident of this block of Page Street, and I understand that the Slow Streets Mural Pilot Program is an effort to beautify our neighborhoods with art and place-making involving the local community. I also support Page Slow Street's mission of activating the public streetspace to encourage residents and visitors to use it for active transportation and recreation, and street murals have an important role in fulfilling that mission.

It would be great to have this mural on our Street. The importance of Art and Beauty cannot be underestimated.

Sincerely,

Mark C. Faber
[1100 Masonic Ave](#)
[Apt 9](#)
[San Francisco, CA 94117](#)
(415) 728-5115



Page Slow Street <pageslowstreet@gmail.com>

Fw: Email of Support for the Page and Lyon Slow Street mural proposals

1 message

Kilgore, Preston (BOS) <preston.kilgore@sfgov.org>
To: Page Slow Street <pageslowstreet@gmail.com>

Fri, Apr 26, 2024 at 5:04 PM

Hi Jess,

Please find the email we submitted to the SFMTA. Let us know if there is anything else you need from us. MTA have already responded saying that they have received our email, and will add our email to their records.

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

From: Kilgore, Preston (BOS)
Sent: Wednesday, April 24, 2024 4:48 PM
To: Ramos, Joel (MTA) <Joel.Ramos@sfmta.com>; Martinsen, Janet (MTA) <Janet.Martinsen@sfmta.com>; Lee, Chadwick (MTA) <Chadwick.Lee@sfmta.com>
Cc: Dreger, Mark (MTA) <Mark.Dreger@sfmta.com>; Malmo, Julia <Julia.Malmo@sfmta.com>; Enis, Elijah (MTA) <Elijah.Enis@sfmta.com>
Subject: Email of Support for the Page and Lyon Slow Street mural proposals

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 Page Street. Behr acrylic ground paint in a Matte finish

TITLE, DATE: Street Mural on Page Street, September 3 – 10, 2024

DIMENSIONS: Approx 52' x 21'

ADDRESS/LOCATION: Page between Masonic & Central

("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.

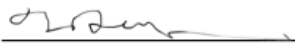
The City has no obligation to pursue claims against third parties for modifications or damage to the Work done without the City's authorization. However, the City may pursue claims against third parties for modifications or damage or to restore the Work if the work has been modified without the City's 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 7, 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: ____/____/____

For more information regarding VARA and CAPA:

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