

20th Street Slow Street
submitted on August 12, 2024

San Francisco Arts Commission
Community Street Mural Proposal



Mural by Josué Rojas

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 20th Street
DIMENSIONS	Approx 18'x13'
ESTIMATED SCHEDULE (start and completion dates)	tentative Nov 5-12, 2024
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 Mural latex paint, NovaColor, Benjamin Moore or equivalent 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. An anti skid additive will be mixed in with the paint for grit/grip.
3. List individuals and groups involved in the mural design, preparation and implementation.	20th Slow Street, Josué Rojas, 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.**

20th Street Mural Narrative

Description: The mural celebrates the vibrant food and drink scene on 20th Street. The mural melds the sights of food and drink from the neighborhoods' bars, restaurants and coffee shops with the frequent neighborhood sight of paleters/a/os - the Latin folks who sell ice cream from carts. The large feather and flower are an allusion to the nearby Carnival Festival.

The design delivers color, joy and light. The abstract patterns and formations are woven into a tapestry of color. This piece is an expression of joy, sure to usher visitors and long time community alike into this dynamic corner of San Francisco.

Size: The mural will be 18' by 13' across the roadway. There will be a 8' buffer from either side of the mural to the curb.

Location: The mural will be located mid-block on 20th Street between Florida and Alabama. It will not block any active driveways. The mural will be 35' from the nearest traffic marking the "STOP" at Florida Street.

20th Street Proposed Mural Design



20th Street between Florida and Alabama | Location Map



Approximate dimensions and size of mural

20th Street

Photos of the Current Street Conditions



20th St looking towards Alabama St



20th St looking towards Florida St



Josué Rojas
Josue.g.rojas@gmail.com
www.josuerojasart.com
(415) 756-7454

Josue Rojas: Artist's Deck

I have worked in the Bay Area all my professional life, over 25 in San Francisco particularly creating public art. My work is characterized by conversations with community and engagement and turning those values, concerns and stories into aesthetic expression. The intention behind my work is to bring critical consciousness and bring beauty to the same conversation, while delivering beauty, subtlety and mastery of the craft of painting — paying respects to decades of muralists that have come before me. It is a continuum, a tradition we have here in San Francisco.

List of images

#1) A photo of Josué Rojas in front of his work, “Amor: The perfect Lotus” as featured in the SF Chronicle for the [“Gentromancer show.”](#) The intention behind my work is to bring critical consciousness and bring beauty to the same conversation.

“Amor: The perfect Lotus” ' Acrylic on canvas 36x42 and a multidimensional mural on the wall.
“Amor: The perfect Lotus” as featured in the 2016 [“Gentromancer show.”](#) Accion Latina, SF.
2958 24th st, SF 2016

#2) “Enrique’s Journey”

Multidimensional mural on wall.
Balmy Alley, SF (D9) 2014

This mural is dedicated to the young migrants of SF. It tells the story of the young man who made the treacherous journey from Honduras to the US on the top of a train as told in Sonia Nazario’s Pulitzer-prize winning book “Enrique’s Journey.”

Students’ book, “Street Heart: Love Poems to the Mission Murals,”

The project came out of the SFUSD Mission District school’s collaboration with WritersCorps, which sends professional artists into schools to teach creative writing, sponsored by the San

Francisco Public Library and the San Francisco Arts Commission.

The students' book, "Street Heart: Love Poems to the Mission Murals," offers insight into how the fourth- and fifth-graders feel about the struggles they see around them, with their verse specifically tied to the community's famed murals. My piece "Enrique's Journey" is on the cover and sprinkled throughout the book.

[More from the SF CHRONICLE here](#)

#3) "Birds of the Americas 2.0"

Multidimensional Mural (Acrylic and Aerosol) on wall (approx. 12ft W by 14ft H)
La Fenix Housing Development, Mission Housing 2021

#4) "Birds of the Americas 2.0"

Multidimensional Mural (Acrylic and Aerosol) on wall (approx. 12ft W by 14ft H)
La Fenix Housing Development, Mission Housing, 1950 Mission (D9) 2021

#5) "Birds of the Americas 3.0"

Multidimensional Mural (Acrylic and Aerosol) on wall (approx. 12ft W by 20ft H)
Piccolo Pete's coffee shop 2155 Bayshore Blvd, San Francisco, CA 94134
(D10) 2021

#6) "Mayahuel"

Designed By Josue Rojas and painted by Josue Rojas, Cece Carpio and Miguel Bounce Perez 10 stories tall, this wall measures 40ft by 80ft tall and is situated at the headquarters for Carnaval SF and low income housing. 2022

#7, #8, #9) Details of mural and progress shots at SFUSD's Downtown Continuation High School. The project was led by Josue Rojas and executed by the artist and a team of 10 youth, staff and educators at the schoolyard situated on DTH campus 693 Vermont St, San Francisco, CA 94107. 2022

#10) "Nuestra Misión" 12x12ft Acrylic on wood.

This Piece was created by the Artist, Josuee Rojas to commemorate the Diego Rivera Exhibit, 2021. It is a tribute to Icons of the Mission District, including Rene Yanez, Harvey Lozada and the Wondertwins.

SF Museum of Modern Art mini murals festival 2021

Art brings healing as the Mission fights gentrification

By Caille Millner | September 30, 2016 | Updated: September 30, 2016 1:24pm

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SFMTA

August 8th, 2024

Kyle Grochmal
Kyle.grochmal@gmail.com

Dear Kyle,

Thank you for your application for a street mural on 20th Street between Florida Street and Alabama Street 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,

Kimberly Leung

Kimberly Leung
Director, SFMTA Livable Streets

San Francisco Municipal Transportation Agency

1 South Van Ness Avenue, 7th Floor

San Francisco, CA 94103

SFMTA.com

☎ 311 Free language assistance / 免費語言協助 / Ayuda gratis con el idioma / Бесплатная помощь переводчиков / Trợ giúp Thông dịch Miễn Phí / Assistance linguistique gratuite / 無料の言語支援 / Libreng tulong para sa wikang Filipino / 무료 언어 지원 / การช่วยเหลือทางด้านภาษาโดยไม่เสียค่าใช้จ่าย / خط المساعدة المجاني على الرقم

Member, Board of Supervisors
District 9



City and County of San Francisco

HILLARY RONEN

July 12, 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 20th Slow Street

Dear SFMTA Staff,

I am honored to represent the Mission neighborhood on the Board of Supervisors. 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 am grateful to SFMTA for their work on this program and efforts to provide streets that are safe and welcoming places to walk, bike and roll for people of all ages and abilities. I hereby acknowledge that I have reviewed and am in strong support of the proposed design for the Slow Street mural, which is to be implemented on 20th Slow Street between Florida and Alabama. I am looking forward to 20th Slow Street's completion and continued success for the community with this additional mural.

Sincerely,

A handwritten signature in blue ink that reads "Hillary Ronen".

Hillary Ronen
Supervisor, District 9

City Hall • 1 Dr. Carlton B. Goodlett Place • Room 244 • San Francisco, California 94102-4689 • (415) 554-5144
Fax (415) 554-6255 • TDD/TTY (415) 554-5227 • E-mail: Hillary.Ronen@sfgov.org

August 12, 2024
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 street mural on 20th Slow Street between Alabama and Florida streets. I'm the founder of a startup, Parkade, with about a dozen employees. We chose to locate our office on 20th Street in part because of the Slow Street and the improved street life and street safety it offered. As a business owner, I appreciate the effort of neighbors to make 20th Street a safer, cleaner and more vibrant street. My employees and I are often walking or biking on 20th Street and frequent nearby businesses on the street.

The proposed mural will bring more joy to this already very active block and help turn 20th Street into a space for people, not just cars.

I wholeheartedly support the 20th Slow Street mural. We appreciate the efforts to beautify but also create community.

Sincerely,
Evan Goldin
Parkade
3130 20th St, Ste 190
San Francisco, CA 94110
Resident and business owner

August 12, 2024
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 a street mural on 20th Slow Street between Alabama and Florida streets. I'm a neighbor who lives at Harrison and 20th streets. I am often walking with my family on 20th Street and frequent many of the businesses on the street.

I appreciate the effort of neighbors to make 20th Street a safer, cleaner and more vibrant street. A mural can bring foot traffic and stimulate the local economy, providing opportunities for residents to better their own lives. I wholeheartedly support a 20th Slow Street mural and the effort to beautify this street.

Sincerely,
Tom Dehnel
Resident
2412 Harrison St #203
San Francisco, CA 94110

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 20th Street. The mural will be painted with Mural latex paint, NovaColor, Benjamin Moore or equivalent

acrylic ground paint in a Matte finish.

TITLE, DATE: Street Mural on 20th Street, Nov 5-12, 2024 (tentative)

DIMENSIONS: 18'x13'

ADDRESS/LOCATION: 20th Street between Florida Street and Alambama Street

("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: San Francisco Municipal Transportation Agency Authorized Agent: _____
Address: One South Van Ness Avenue, 7th Floor

Email: kimberly.leung@sfmta.com
Phone: 415.646.2329

SIGNATURE: *Kimberly Leung*
DATE: 08 / 08 / 24

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: Josué Rojas
Address: 260 Wheeler Ave. SF, CA. 94134

Email: Josue.g.rojas@gmail.com
Phone: 415-756-7454

SIGNATURE: *Josue Rojas*
DATE: 8 / 12 / 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:

<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>