

Hearst Avenue Slow Street
submitted on August 12, 2024

San Francisco Arts Commission
Community Street Mural Proposal



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 Hearst
DIMENSIONS	Approx 24'x14' and 21'x14'
ESTIMATED SCHEDULE (start and completion dates)	tentative October 15 – 22
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.	Hearst 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.**



Hearst Ave Mural Narrative

We propose that the Hearst Avenue Slow Street mural be located on Hearst Avenue just east of Detroit Street.

With respect to the feedback from the community, we have proposed a mural that features two different native flowers. Feedback from the Parks Alliance survey, our presentation to the Sunnyside Neighborhood Association meeting (May 6th), and the Slow Hearst Survey (conducted May 11-17), indicates a preference for natural themes in the neighborhood. Pictures of flowers, in particular California Poppies, had the most support, but themes from the history in the neighborhood (e.g. dairy farm, Sunnyside creek) also drew support.

While gathering feedback, we heard requests from neighbors not to include the faces or likenesses of people. In addition, we heard recommendations from several individuals to collaborate with the Detroit Steps Project who had previously led a design contest for art on the Detroit Steps, which connects Detroit Street to Monterey Boulevard.

We intend to work with the artist Josué Rojas to minimize impacts to parking and driveway access. The proposed location abuts only 3 driveways (274, 278, and 282 Hearst Avenue), and we have secured the approval of two households, 274 and 278 Hearst, to constrain their driveway access during the mural painting, and we are working with the third homeowner to maintain access to their driveway.



Hearst Ave Proposed Mural Design



Hearst Ave between Congo St & Detroit St | Location Map



Approximate dimensions and size of mural. The dimensions are based on the aerial photo.

Hearst Ave

Photos of the Current Street Conditions



Hearst East Facing



Hearst West Facing





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



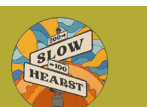
Art brings healing as the Mission fights gentrification

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

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COMMUNITY CHALLENGE GRANTS



SF Parks Alliance



COMMUNITY CHALLENGE GRANTS



SF Parks Alliance



August 8th, 2024

Sara Barz
skbarz@gmail.com

Dear Sara,

Thank you for your application for a street mural on Hearst Street between Congo Street and Detroit 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





Member, Board of Supervisors
District 7

City and County of San Francisco

MYRNA MELGAR

May 21, 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 Hearst Slow Street

Dear Director Tumlin and the San Francisco Municipal Transportation Agency,

As you know, I am honored to represent District 7 on the San Francisco Board of Supervisors, which includes the Sunnyside neighborhood, as well as the Hearst Slow Street. Increasing the vibrancy and visibility of our City's streets is one way that we can welcome new neighbors, increase street safety, and bring joy to the open spaces of San Francisco.

The Slow Streets Mural Pilot Program is an essential effort to bring this vibrancy to our neighborhoods with art and place-making involving the local community.

Therefore, I hereby acknowledge that I have reviewed and strongly support the proposed design for the Slow Street mural to be implemented at Hearst & Detroit Streets.

Sincerely,

A handwritten signature in blue ink, appearing to read "Myrna Melgar".

Supervisor Myrna Melgar
District 7
San Francisco Board of Supervisors





May 20, 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 Hearst Avenue Slow Street

Dear San Francisco Municipal Transportation Agency Staff,

On behalf of the Detroit Steps Project (DSP), a Sunnyside local community project, I would like to express my support for the mural that the Slow Hearst neighborhood group plans to implement at Hearst Avenue and Detroit, near the Detroit Steps.

The Slow Hearst mural is part of an effort to beautify the neighborhood with art and place-making while involving the local community. We can only applaud the Slow Hearst mural project, as the DSP itself is involved in beautifying the Detroit Steps with infrastructure improvements, landscaping and art.

We appreciate Slow Hearst's effort to engage the community and activate the Sunnyside neighborhood. In fact, the two community groups have partnered in several instances over the past three years in neighborhood events.

The DSP fully supports the Slow Hearst mural project, and we are looking forward to its implementation! Please do not hesitate to reach out for any questions you may have.

Sincerely,

Rosaura P.C. Valle, PhD
Project Lead
Detroit Steps Project
415-310-5480

detroitstepsproject@gmail.com

May 22, 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 Hearst Avenue Slow Street

Dear San Francisco Municipal Transportation Agency Staff,

I am honored to represent the Board of the Sunnyside Neighborhood Association. 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. We hereby acknowledge that we have reviewed and are in support of the proposal for the Slow Street mural, which is to be implemented at Hearst Avenue and Detroit Street.

Sincerely,

Brian Smith

President, Sunnyside Neighborhood Association



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 Hearst Avenue. 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 Hearst, Oct 15-22 (tentative)

DIMENSIONS: _____

ADDRESS/LOCATION: Hearst Street between Congo Street and Detroit 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: 1 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>

