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For

SFAC DESIGN REVIEW OF EAST CUT ELECTRIC

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1.0 SFAC Information Form

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

DIMENSIONS

ESTIMATED
SCHEDULE (start and
completion dates)

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

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

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

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.**

Biography of Jeff Dobrow

[Link to Portfolio](#)

I'm Jeff Dobrow, a technology-based Visual Artist and Creative Director exploring the evolving, fluid relationship between technology, art, and process to produce interactive, immersive, and involving experiences.

Creating thoughtful, interpretive pieces and engaging experiences in the Public Art, Themed Entertainment, Heritage, and Preservation spaces provides a wonderful opportunity to reach the public, reignite imagination, and renew curiosity! Leveraging artistic intent with technology can yield opportunities to see things all new! Through my efforts, I hope to create aesthetic and impactful touchpoints between people and technology; experiences that are engaging, beautiful, and thought provoking.

For close to 10 years I have created Mapping Art and shows for municipalities, universities, Unesco Heritage Sites, events, and festivals with 200,000+ attendance in over 17 countries. Stewarding these arts as they gain popularity is a large focus of my efforts, and working with entities and groups to best realize their intentions is a great way to create shareable, memorable, unique and lasting impressions with their public!

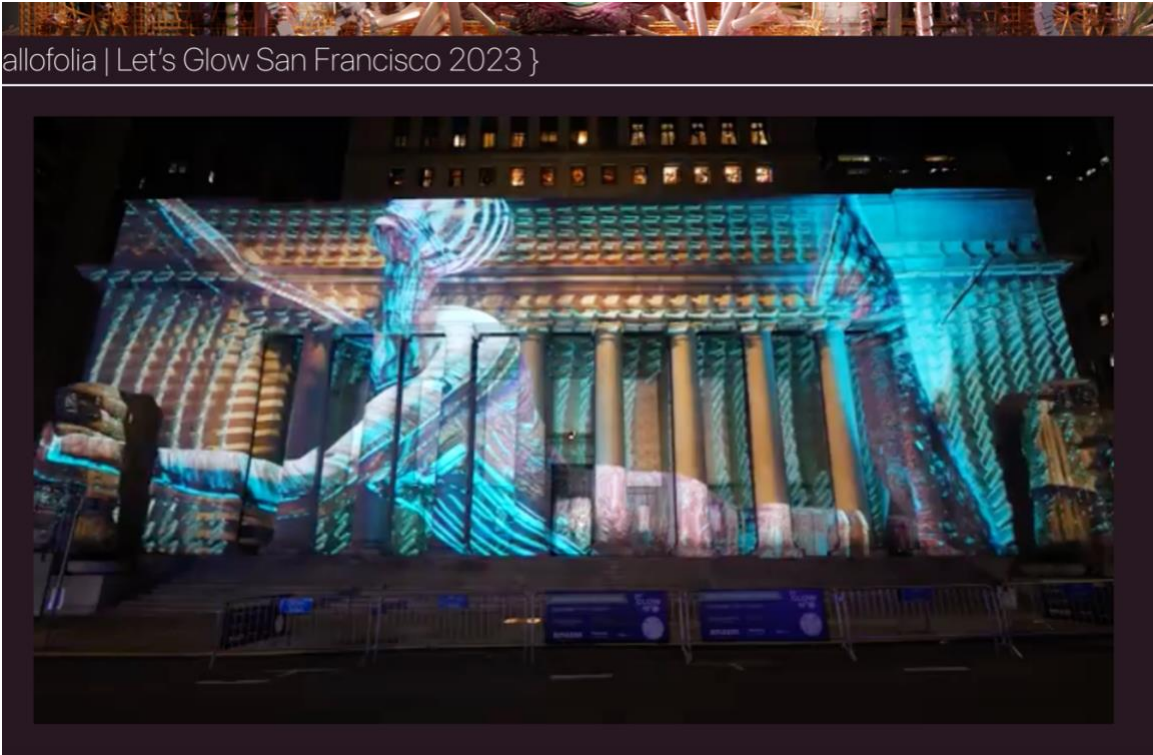
I'm currently working in diverse technology-based mediums including Projection Art, Interactive Installations and Live Mixing/Performance Art.

I'm always looking for opportunities to work with passionate, like-minded people on amazing projects or to share, and help educate. Awareness and understanding is key in these fluid times. With these technologies making inroads into various industries, many are scrambling to find their place and position.

In a past life, I was a CD in the global Advertising industry and adjacent motion design spaces producing broadcast branding & commercial spots globally. I've observed the industry's decades of ebbs, flows and change. Zork to The Attik,...to the fall of the behemoths and the rise of the boutiques....to wherever we are now. My origins are in early immersive/interactive experiences, GFX programming, and I'm ridiculously passionate about related emerging technologies and their abilities to inspire curiosity, build community and create joy. GPU-based real time applications are of specific interest!

Crystallofolia | Let's Glow San Francisco 2023

[Video](#)



Old Cabell Hall Projection Mapping | UVA Brighter Together

[Video](#)



Monticello Projection Mapping | International Garden's of Light Festival

[Video](#)



3.0 Letters of Community of Support

November 28, 2022

Lanita Henriquez, Director
Community Challenge Grant Program
Division of the City Administrator's Office City Hall, Room 362
One Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Dear Mrs. Henriquez,

My name is Toan Nguyen, and I am the owner and founder of Dragon Eats, a Vietnamese lunch restaurant with four locations in San Francisco, including one in the East Cut at the corner of Folsom and Essex St. since 2014.

As one of the first business owners to have opened on Folsom St. in the neighborhood, I have seen this street grow with more residents and businesses. Our restaurant welcomes improvements that will make our area a better place to be, and I support The East Cut CBD's plans to beautify Essex St. and Folsom St. with artistic murals and lighting projects.

I am happy to support The East Cut CBD's application for the Community Challenge Grant, and I recommend their projects for approval by your reviewing committee.

Regards,

Toan Nguyen

Dragon Eats
555 Folsom St.
ydontu2@gmail.com

November 28, 2022

Lanita Henriquez, Director
Community Challenge Grant Program
Division of the City Administrator's Office City Hall, Room 362
One Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Dear Mrs. Henriquez,

I am writing on behalf of Pacific Gas & Electric Company to voice our support for the PG&E Substation Lighting Projection Mapping project proposed by The East Cut Community Benefit District. The project location is a PG&E-owned substation located at 535 Folsom St.

We have met with The East Cut CBD and are pleased with their vision to enhance public spaces in the neighborhood through artistic lighting. We believe it will give our neighbors a wonderful experience on Folsom St. and a reason for San Franciscans to visit the neighborhood.

We will continue to partner with The East Cut CBD to ensure the proper execution of this project and ensure it remains an asset to the community.

On behalf of PG&E, I fully endorse this application to the City's Community Challenge Grant program.

Sincerely,

Darin Cline

Sr Manager of External Affairs & Governmental Relations
Pacific Gas and Electricity Company
darin.cline@pge.com

November 28, 2022

Lanita Henriquez, Director
Community Challenge Grant Program
Division of the City Administrator's Office City Hall, Room 362
One Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Dear Mrs. Henriquez,

I am the property manager of The Avery, a residential community that opened in 2019 and includes condominiums at 488 Folsom St. and apartments at 450 Folsom St. and 250 Fremont St.

I am writing on behalf of The Avery and Related Companies to express our support for the PG&E Substation Lighting Projection Mapping project proposed by The East Cut Community Benefit District.

The East Cut CBD has discussed their plans and we enthusiastically support their vision for transforming Folsom St. The East Cut CBD has agreed with conditions requested by some of our residents (i.e., the mural design shall not include ads and the projection should be turned off at night at 11pm or whenever it is proven to be a nuisance) and has indicated they will continue to seek out our input for the success of this project.

We fully endorse The East Cut CBD's application to the City's Community Challenge Grant program.

Sincerely,

Valentina Vethencourt

Property Manager at The Avery
Related Companies
VVethencourt@related.com

4.0 Letter of Approval from Private Property Owner



Rosie Dilger
Representative, San Francisco
Local Government Affairs

300 Lakeside Drive
Oakland, CA 94612
(650) 203-3149
Rosie.Dilger@pge.com

November 17, 2023

Robynn Takayama, Director
Community Challenge Grant Program
Office of the City Administrator's Office City Hall, Room 362
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Dear Ms. Takayama,

I am writing on behalf of Pacific Gas & Electric Company to voice our support for the PG&E Substation Lighting Projection Mapping project proposed by The East Cut Community Benefit District. The project location is a PG&E-owned substation located at 535 Folsom St.

We have met with The East Cut CBD and are pleased with their vision to enhance public spaces in the neighborhood through artistic lighting. We believe it will give our neighbors a wonderful experience on Folsom St. and a reason for San Franciscans to visit the neighborhood.

We will continue to partner with The East Cut CBD to ensure the proper execution of this project and ensure it remains an asset to the community.

On behalf of PG&E, I fully endorse this application to the City's Community Challenge Grant program.

Sincerely,

Rosie Dilger
Local Government Affairs Representative, SF
Pacific Gas and Electricity Company
Rosie.Dilger@pge.com

Public

5.0 Maintenance Plan



THE EAST CUT

East Cut Electric

Project Documents – 5 and 10-Year Maintenance Plan

The East Cut CBD (The East Cut) commits to performing or contracting recurring audits and maintenance work to ensure the infrastructure for East Cut Electric is consistently functioning and that the artistic work is true to its original intent. The East Cut provides services to the neighborhood 24 hours a day, seven days a week – cleaning nine miles of sidewalks, providing a nightly community security program, funding the programming and maintenance of Salesforce Park, and building community through regular neighborhood-based activations.

These existing services will be applied to East Cut Electric once it is completed.

It is anticipated that The East Cut Services Team will visit the fronting property on which East Cut Electric will be projected at least once a day and will provide as-needed cleaning of the sidewalk fronting the building to ensure the site is welcoming to visitors. The East Cut will also be on call for any issues that arise at any time.

The East Cut will work with the property owner partner (Related California) to audit any maintenance needs for the projectors. The East Cut will enter into a maintenance contract with the company procuring the projectors (A3 Visual) to ensure the projectors receive bi-annual inspection and service if needed. The East Cut will ensure a new design is being produced every quarter for the next five years, with funding coming from The East Cut assessment funds, sponsorship revenue, or donations.

528 Folsom Street
San Francisco
CA 94105

415 543 8223
info@theeastcut.org
theeastcut.org

6.0 Color Images of Design, Renderings, and Location of Proposed Site

{ prism }



Prepared by
ZILOG80



The East Cut is SF's fastest growing and developing new neighborhood. Shedding its homogenized past it stands firm in its own identity, and story.

With a history beginning after the gold rush, and steered by the rippling effects of the flattening, or 'cutting' of Rincon Hill to allow for easier commerce and transportation, the area became well seasoned in San Francisco's culture providing home to industry and commerce for some time.

Decades later, The East Cut's diverse history, architecture and stature now are a vital and vibrant part of San Francisco's culture. In preserving its past, The East Cut retains its roots and lays way for the future.

The Embarcadero Substation, built in 1973 is a brutalist, cast concrete building on Folsom street featuring a stark, dominant stance and exposed aggregate finish. Standing today, this hallmark structure has its own story to tell having served power and light to so many, for so long.

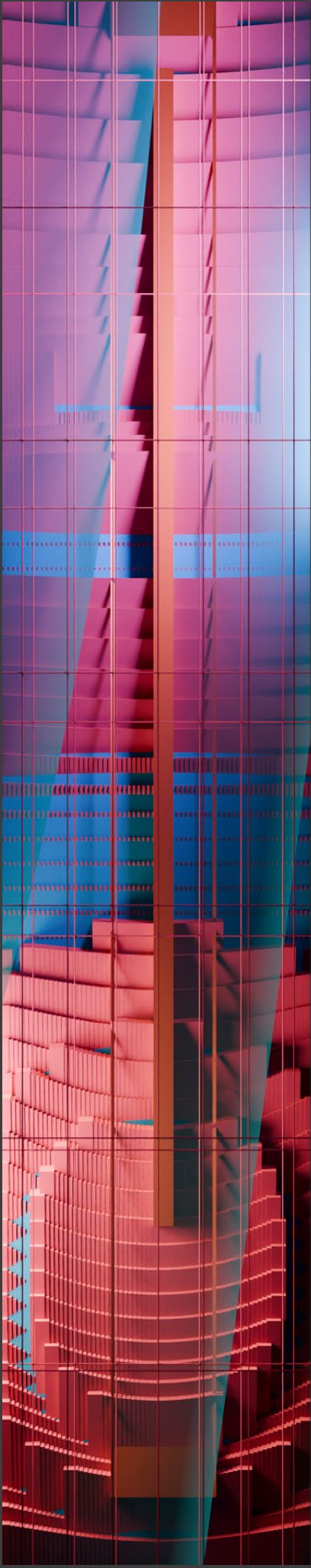
{Prism} recognizes two characteristics of The ECD; its role in "connection" and its role as a home to change and growth. The cut, albeit often perceived as a division, was intentful in its purpose to ease connectivity between areas of SF. The physical action impacted not just the geography but set in motion a chain of transformation and growth that spanned decades. Through evolving and interconnected geometries this piece plays on the vertical striations of the substation while staying in a constant state of evolution, growth and change. Periods of calm and sparse contrast with complexity and density in constant, vibrant evolution reflecting the journey of The East Cut itself.

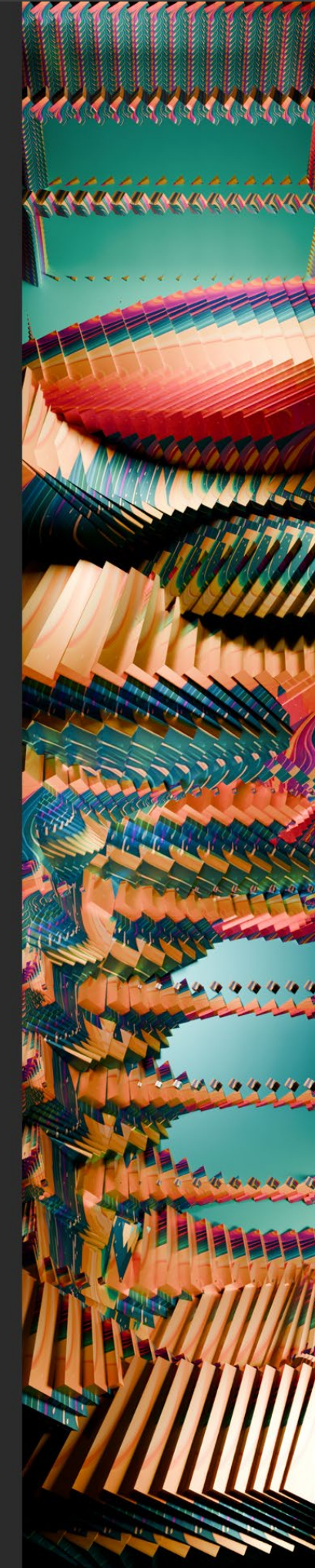
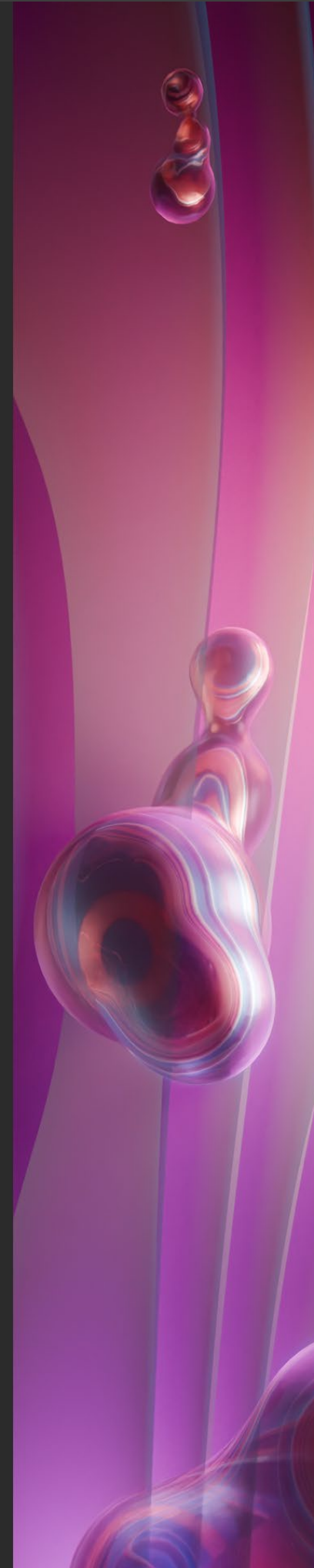
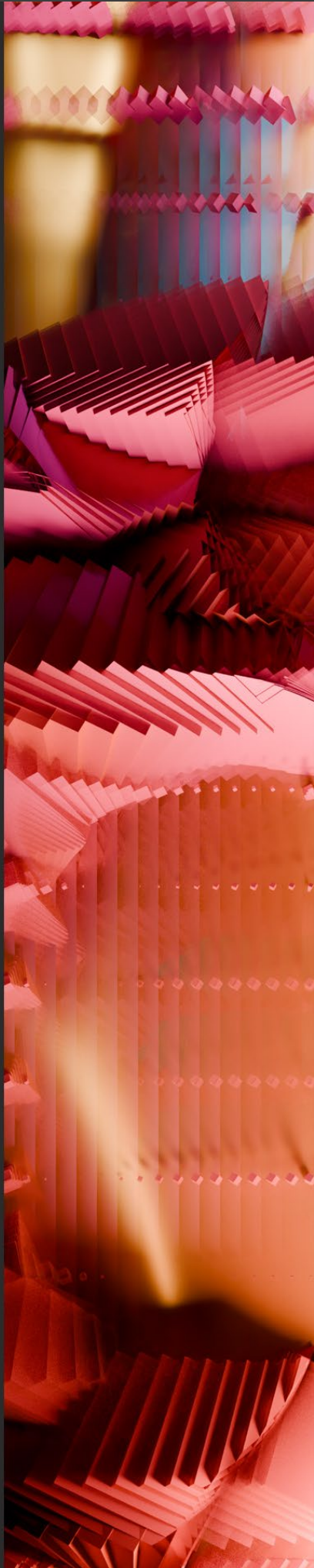
The piece is approx 3 minutes in duration | looping | runs silent, yet designed for licensable audio.

ZILOG80

Jeff Dobrow | doc@zilog80.com







Proposed Site

