

Minnesota Street Slow Street
submitted on October 7, 2024

San Francisco Arts Commission
Community Street Mural Proposal



Mural by Josué Rojas & Matley Hurd

MinneSLOWta



SF
Parks
Alliance

COMMUNITY
CHALLENGE
GRANTS®

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>

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MURAL TITLE	Mural on Minnesota Street
DIMENSIONS	Approx 60'x25'
ESTIMATED SCHEDULE (start and completion dates)	tentative Nov 14 – 21, 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.	Minnesota Slow Street, Dogpatch Neighborhood Association, Josué Rojas, 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.**

MinneSLOWta Mural Narrative

Our mission for the Minnesota Slow Street (“MinneSLOWta”) is to create a safe and inviting public open space in the heart of Dogpatch for active transportation, recreation, and community events. MinneSLOWta is uniquely situated within the Dogpatch neighborhood as it connects many of our most important public green spaces, including Esprit Park, the Kentucky Place Artwalk, and Woods Yard Park, several dense residential developments, the Institute of Contemporary Art (ICA), as well as our vibrant 22nd St. Commercial District. Showcasing historically-designated homes from the late 1800s - early 1900s, Minnesota Street also sets the stage for a number of annual community events including our Halloween Spooky Slow Street Stroll.

We are excited about the opportunity to install a Street Mural on MinneSLOWta as it will play an important role in our overall plan to transform this wide and tree-lined street into a space that encourages the entire community to utilize it, regardless of their mode transportation. The mural location will be highly visible from several blocks to the North and framed by the 20th St. overpass, inviting folks to explore the neighborhood and further activate the street. Situated on a slight rise going South past 20th St. and adjacent to the Kentucky Place Artwalk, the mural will provide a clear signal that this is a safe and vibrant corridor open to all road users. It will help slow traffic in proximity to pedestrians and cyclists circulating between and around Esprit Park, the ICA, the Dogpatch Community basketball court, multiple preschools, and the 22nd St business district and Caltrain station.

We have surveyed the community for ideas and inspiration and are now working with local artists Josué Rojas and Matley Hurd to create preliminary designs for a colorful and graphic mural drawing on the interplay between Dogpatch’s industrial past (victorian working-class houses, cranes, shipbuilding, cordage, canning, steel and ironworks), its natural elements (the waterfront, sunny blue skies, trees and native plantings, rocks and weeds), and our neighborhood’s proud artisanal culture (architecture, fashion, art and design studios, museums and galleries, local shops and eateries).

Medium: 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.

MinneSLOWta Proposed Mural Design



MinneSLOWta between 20th & 22nd | Location Map



Approximate dimensions and size of mural.

MinneSLOWta Photos of the Current Street Conditions



MinneSLOWta Mural Site_facing North



MinneSLOWta Mural Site_facing South

About the Artist



Josué Rojas
Josue.q.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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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



October 7, 2024

Donovan Lacy
donovanlacysf@gmail.com

Dear Donovan,

Thank you for your application for a street mural on Minnesota Street between 20th Street and 22nd 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.

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

11311 Free language assistance / !!!!! !!!!!/ Ayuda gratis con el idioma / 6ecnJ1aTHaR noMOLlIb nepeBOAY KOB / Tn;giup Thong djoh Mien Phi/ Assistance linguistique gratuite / !!!f40) :S.:!i/ Libreng tulong para sa wikang Filipino/ f-E o; Al / nw1hmV1 0m .i'1i.m1,n1 tJ1iJb tJT111ii 1tJ / r*)I...k \^L;,.11 0..1<.WI b.



MinneSLOWta Letters of Support

----- Forwarded message -----

From: **Lopez-Weaver, Lindsey (BOS)** <Lindsey.Lopez@sfgov.org>

Date: Thu, Sep 26, 2024 at 11:16AM

Subject: Email of Support for the Minnesota Slow Street Mural Project

To: Ramos, Joel (MTA) <Joel.Ramos@sfmta.com>, Lee, Chadwick (MTA) <Chadwick.Lee@sfmta.com>, Martinsen, Janet (MTA) <Janet.Martinsen@sfmta.com>

Cc: Donovan Lacy <donovanlacysf@gmail.com>, Dreger, Mark (MTA) <Mark.Dreger@sfmta.com>, Julia.Malmo@sfmta.com <Julia.Malmo@sfmta.com>, StreetMurals@sfmta.com <StreetMurals@sfmta.com>

Dear SFMTA,

We are reaching out to confirm our support for the Minnesota Slow Street Mural Project. We understand that the Slow Streets Mural Pilot Program is an effort to beautify our neighborhoods by bringing in community-oriented art, creating a space for community and belonging.

We are in contact with advocates and community members in Dogpatch who have been working tirelessly on this effort. Please consider this email as confirmation of support.

Let us know if there is anything else needed from our office to approve this mural and move the project forward.

Thank you,

Lindsey Lopez-Weaver, Legislative Aide

Office of Supervisor Shamann Walton | District 10

1 Dr. Carlton B. Goodlett Pl, San Francisco | Room 282

Direct: 415.554.4550 | Office: 415.554.7670

District 10 Community Events Calendar: <https://bit.ly/d10communityevents>



September 27, 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 the Minnesota Slow Street (MinneSLOWta)

Dear San Francisco Municipal Transportation Agency Staff,

I am writing on behalf of the Dogpatch Neighborhood Association (DNA) Executive Committee to express our strong support for the proposed design and painting of a mural by Josué Rojas and Matley Hurd on the Minnesota Slow Street (MinneSLOWta) between 20th and 22nd St.

The DNA worked with the SF Parks Alliance and artists Josué Rojas and Matley Hurd to identify the proposed locations and develop and support the design and painting of the proposed MinneSLOWta Slow Street Mural. Throughout the process we have engaged our community to ensure input into the final design. The final design by Josué and Matley successfully responds to that input to reflect the specific character of the Dogpatch neighborhood.

The objectives of the proposed MinneSLOWta Slow Street Mural is closely aligned with the objectives and mission of the DNA and admirably support SFMTA's Vision Zero and Climate goals of a safe, equitable and sustainable transportation system, that makes transit and other sustainable modes of transportation the most attractive and preferred means of travel.

Among these objectives are:

- Improving and beautifying the neighborhood
- Encourage friendly association among Dogpatch neighbors
- Protecting and expanding the open and green spaces of Dogpatch
- Maintaining and enhancing the quality of life in the neighborhood

A MinneSLOWta Slow Street Mural would provide numerous benefits for Dogpatch and the surrounding neighborhood including:

- Activating an important pedestrian and bicycle friendly corridor connecting the Dogpatch community
- Beautifying the neighborhood along a key neighborhood corridor
- Helping to slow dangerous vehicular through traffic

Throughout the pandemic MinneSLOWta served as an important focal point for community sponsored events and activities including SFBC led bicycle lessons, community performances,

1278 Minnesota Street, San Francisco CA 94107 | DogpatchNA.org | [@dogpatchna](https://twitter.com/dogpatchna)



musical events, food trucks, community clean-up days, and the annual MinneSLOWta Spooky Slow Street Stroll.

We are thrilled at the prospect of seeing this mural project come to life on MinneSLOWta Street and look forward to joining our friends and neighbors to support the painting process.

Sincerely,

Donovan Lacy

President, Dogpatch Neighborhood Association
Co-Chair, Potrero Boosters and DNA joint Livable Streets Committee

1278 Minnesota Street, San Francisco CA 94107 | DogpatchNA.org | [@dogpatchna](https://twitter.com/dogpatchna)

September 26, 2024

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

Dear Craig,

I'm writing to express my support for the design and painting of a new street mural by Josué Rojas and Matley Hurd on Minnesota Street south of 20th St., submitted to the Visual Arts Committee by the San Francisco Parks Alliance. The proposed mural site is located on Dogpatch's MinneSLOWta Street, the only SFMTA-designated Slow Street East of Highway 101.

As an avid walker and cyclist in the city, I wholeheartedly support SFMTA's Slow Streets Program and have experienced how street murals enliven local neighborhoods, create safe corridors for sustainable transport, and provide new community-building opportunities. As a Minnesota Street homeowner and parent of a small child, I'm especially keen on pursuing creative solutions to discourage cut-through automotive traffic and make MinneSLOWta Street safer for the enjoyment of pedestrians, cyclists, and others.

We have had thoughtful and supportive engagement from numerous neighbors at the outset of developing this mural project and again at the design review phase. The high level of concerted community involvement has been a testament to a shared vision for the neighborhood and enthusiasm for the project. The design by Josué and Matley successfully responds to the expressed desires of the community for a colorful mural that reflects the specific character and history of the Dogpatch neighborhood. We are thrilled at the prospect of seeing it come to life on MinneSLOWta Street!

Both Josué and Matley have inspiring bodies of work in San Francisco's public realm, track records of successfully creating artworks beloved by their communities, and strong personal and professional ties to Dogpatch. We've been honored to work with them and look forward to joining our friends and neighbors to support them on-site through the painting process. Thank you for your consideration.

Sincerely,



Rebecca Groves
952 Minnesota St.
San Francisco, CA 94107
rebeccagroves@mac.com
+1.212.300.5075

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 on Minnesota 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 Minnesota, Nov 14-21 (tentative)

DIMENSIONS: 60' X 25', approx.

ADDRESS/LOCATION: Minnesota Street between 20th Street and 22nd 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: Kimberly Leung
Address: One South Van Ness Avenue, 7th Floor

Email: kimberly.leung@sfmta.com

Phone: 415 812 8888

SIGNATURE: *Kimberly Leung*

DATE: October 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: Josué Rojas

Address: 260 Wheeler Ave, San Francisco, CA 94134

Email: Josue.g.rojas@gmail.com

Phone: 415-756-7454

SIGNATURE: *Josue*

DATE: 10 / 7 / 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>

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: Kimberly Leung
Address: One South Van Ness Avenue, 7th Floor

Email: kimberly.leung@sfmta.com

Phone: 415 348 8888

SIGNATURE: *Kimberly Leung*

DATE: October 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: Matley Hurd
Address: 252 Orizaba Ave, San Francisco, CA 94132

Email: matleyhurdart@gmail.com

Phone: (510) 938-4905

SIGNATURE: *Matley Hurd*

DATE: 10 / 7 / 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>