

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

MURAL TITLE	
DIMENSIONS	432 square feet
ESTIMATED SCHEDULE (start and completion dates)	August 1 — August 30, 2026
1. Proposal (describe proposed design, site and theme. Attach a separate document if needed).	This mural will be installed on the exterior facade of the Westside Women's Shelter at 1145 Folsom Street in San Francisco's SOMA neighborhood. The design features Mary Ellen Pleasant, widely recognized as one of the first self-made African American millionaires in U.S. history and often called the 'Mother of Civil Rights in California.' Her portrait is centered against iconic San Francisco imagery including the Golden Gate Bridge and a full moon, rendered in a bold black and white palette. The composition honors her legacy as an entrepreneur, abolitionist, and civil rights activist who shaped San Francisco during the Gold Rush era. The design was developed in collaboration with the residents of the Westside Women's Shelter, reflecting their desire to see powerful women of color celebrated on their building.
2. Materials and processes to be used for wall preparation, mural creation and anti-graffiti treatment.	The wall will be cleaned and primed with an exterior grade primer suitable for the existing wood siding surface. The mural will be painted using professional grade, lightfast, weather-resistant exterior acrylic paint. A clear anti-graffiti topcoat will be applied upon completion to protect the artwork from vandalism and environmental exposure.
3. List individuals and groups involved in the mural design, preparation and implementation.	Lead Artist: Timothy Bluitt (Timothy B.) — mural concept, design, wall preparation, and installation. Administrative & Insurance Support: Bay Area Mural Program Inc. (BAMP) — insurance compliance and administrative coordination. Sponsoring Organization: SOMA West Community Benefit District — project oversight and community liaison. Community Input: Residents of Westside Women's Shelter at 1145 Folsom Street — subject matter consultation and design feedback.

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.**

Timothy Bluitt
Good Air Studios
Oakland California
[REDACTED] | TimothyBeArt@gmail.com

I am a muralist and designer from the 880 corridor—Fremont to Deep East Oakland—whose practice is grounded in the lived experience of Black resilience and community-centered public art.

My work translates personal and collective histories into vibrant, movement-rich murals that uplift Black life and honor ancestral memory. Inspired by Afrofuturism and projects such as my Sankofa Warrior piece, I use public art as both mirror and prophecy: reflecting where we've been and imagining where we can go. This approach guides my design choices, narrative development, and community engagement strategies.

I bring:

- Strong mural production skills, from concept and design to large-scale execution and site coordination.
- Deep relationships within Oakland's creative ecosystem and experience collaborating with organizations including the Bay Area Mural Program.
- A commitment to youth engagement—teaching mural techniques, visual storytelling, and art as a tool for resistance and civic expression.
- Lived expertise navigating systems that have impacted my family and community, which informs culturally responsive, trauma-aware public programming.

I am dedicated to reclaiming narratives and creating public work that inspires and empowers. I would welcome the opportunity to bring this perspective and skill set to [Organization Name] and to collaborate on projects that center community voice and long-term impact.

Thank you for considering my application. I look forward to the possibility of discussing how my experience and vision align with your goals.

Sincerely,

Timothy B.









June 4, 2026

Dear San Francisco Arts Commission,

On behalf of SOMArts Cultural Center, I am writing to express our wholehearted support for the proposed mural project at the Women's Shelter located at 1145 Folsom Street.

As a multidisciplinary arts organization committed to amplifying diverse voices and celebrating the rich cultural tapestry of San Francisco, SOMArts is deeply moved by this meaningful artistic proposal. The design honoring Native American women who stewarded the land we now call home represents exactly the kind of thoughtful, community-centered public art that our city needs.

This mural project resonates strongly with SOMArts' mission to cultivate inclusive arts programming that reflects the diversity of our community. By highlighting the contributions of Native American women and recognizing their foundational role in caring for this land, the artwork serves as both a beautiful addition to the neighborhood and an important act of acknowledgment and respect.

We are particularly inspired by the design's broader celebration of women's contributions to society and the Bay Area specifically. This theme aligns perfectly with our commitment to uplifting underrepresented voices and creating art that fosters understanding, connection, and healing within our community.

The location at the Women's Shelter makes this project especially poignant and appropriate. We believe this mural will serve as a source of strength and inspiration for the women who seek services there, while also educating the broader community about the rich indigenous heritage of our region.

SOMArts is proud to support this powerful artistic vision and looks forward to seeing its positive impact on the SOMA neighborhood and beyond.

Sincerely,

Maria Jensen

Maria
Director
SOMArts Cultural Center



June 30th, 2026

Dear San Francisco Arts Commission,

On behalf of Into The Streets, I am writing to express our strong support for the proposed mural project at the Westside Health Women's Shelter located at 1145 Folsom Street.

As SOMA West resident and CEO of a women-led organization dedicated to advancing social and economic justice in San Francisco, Into The Streets is proud to endorse this powerful artistic initiative. The mural's celebration of Sacajawea and other Native American women embodies the values of courage, resilience, and leadership that are central to our organization's mission and vision for our city.

We are deeply moved by the thoughtful design that places Sacajawea as a central figure. Her story of unwavering determination and survival against impossible odds speaks to the strength and resilience that characterizes the women who seek services at the Westside Health Women's Shelter. By honoring Sacajawea and other Native women whose contributions have been vital to our society, this mural acknowledges a history too often overlooked and celebrates the extraordinary leadership of women of color.

As an organization committed to uplifting and supporting women across San Francisco, we recognize the profound impact that representation and visibility can have on those facing hardship and seeking healing. For the residents of the women's shelter, this mural will serve as a daily affirmation of their own strength and dignity. For our broader community, it will stand as a powerful reminder of the indigenous women who stewarded this land and the enduring legacy of their contributions.

Into The Streets is proud to stand alongside this community-centered mural project and looks forward to seeing this meaningful artwork enhance our neighborhood and inspire all who encounter it.

Sincerely,

Katy Birnbaum
CEO
SOMA West Resident

Into The Streets

IntoTheStreetsSF.com

PO Box 2075, San Francisco, CA 94126

info@intothestreetssf.com



POSITIVE DIRECTIONS EQUALS CHANGE INC.

- Our Mission -

To inspire personal and social responsibility to the African American community through advocacy, education and results-oriented service.

For more Information:

Administrative Office

Phone (415) 401-0199
Fax (415) 401-0175

Outpatient Services:

Phone (415) 740-5587

07/15/2025

Dear Members of the San Francisco Arts Commission,

On behalf of the James Baldwin Center, an extension of Westside Community Services located at 364 9th Street, I write to express our strong and enthusiastic support for the proposed mural at our sister site, the Womens Treatment and Recovery Program at 1145 Folsom Street.

Public art has demonstrated ability to heal, inspire, and strengthen community identity. Having witnessed the transformative effect of the mural at the James Baldwin Center, we welcome this thoughtful, resident-centered project for the Women's Shelter. The design—featuring powerful female figures set against San Francisco iconography—tells a layered and resonant story: it situates the lived experiences of women in our city within a larger historical and civic landscape, honors the enduring strength of womanhood, and affirms the collective pursuit of justice and freedom.

The figures depicted are more than portraits; they are symbols of resilience, leadership, and communal care. Placed on the façade of a Women's Program, the imagery will serve daily as a reminder to residents, staff, and neighbors that San Francisco's spirit is intimately connected to the courage and contributions of women. The mural's visual dialogue with the Golden Gate and local landmarks further roots this work in the city's identity, asserting that the fight for dignity and equality is integral to our shared public life.

We also deeply appreciate that the mural was developed through meaningful conversations with program residents. This resident-driven process ensures the artwork reflects authentic voices and needs, amplifying stories that are too often marginalized. We believe the mural will create a safer, more dignified atmosphere for residents while inviting the broader public to engage with themes of womanhood, history, and social justice.

For these reasons, the James Baldwin Center wholeheartedly supports the proposed mural at 1145 Folsom Street and urges the San Francisco Arts Commission to approve the project. We look forward to continuing our collaboration with artists, residents, and city partners to bring this important work to life.

Sincerely,

Director
James Baldwin Center
Westside Community Services



Date: October 6, 2025

Summary of the project: The SOMA Mural Walk transforms Folsom Street between 7th and 8th into a vibrant corridor of murals celebrating SOMA's culture, diversity, and resilience. Led by the SOMA West Community Benefit District, the project addresses blight from prolonged construction and economic hardship by replacing neglected walls with public art that honors the neighborhood's immigrant heritage, LGBTQ+ history, and working-class identity. With artists, merchants, and residents as partners, the SOMA Mural Walk will beautify the neighborhood and restore pride to one of San Francisco's most challenged commercial corridors.

Location of the project: 1145 Folsom St / 10 Hallam St, San Francisco, CA 94103

I am the property owner, representative of the property owner, or representative of the City agency with jurisdiction over the property on which the proposed Community Challenge Grants (CCG) project would take place. Based on my initial review of the proposed CCG project including the applicant's summary of the project, proposed budget, and proposed work plan, this project may move forward in the CCG proposal process. Signing this letter does not preclude or replace any permit and approval process that may be required for the project and is not a guarantee that the project will move forward if CCG selects the project for funding through its application process.

Print Name: Cregg Johnson

Title: Property Owner

A handwritten signature in black ink, appearing to read "Cregg Johnson", written over a horizontal line.

City Contacts below:

San Francisco Recreation and Park: Abigail Maher abigail.maher@sfgov.org or Mei Ling Hui meiling.hui@sfgov.org

San Francisco Public Works: Logan Hehn logan.hehn@sfdpw.org or Jimmer Cassiol Jimmer.Cassiol@sfdpw.org

San Francisco Arts Commission: Ebon Glenn ebon.glenn@sfgov.org

San Francisco Port: Cathy Hickey cathy.hickey@sport.com

San Francisco Real Estate Division: Lesley Giovannelli lesley.giovannelli@sfgov.org

San Francisco Public Library: Dolly Goyal dolly.goyal@sfpd.org or Maureen Singleton maureen.singleton@sfpd.org

San Francisco Public Utilities: Use Appendix C2 – Property Owner Letter SFPUC

San Francisco Unified School District: Use Appendix C3 – Property Owner Letter SFUSD

No. 7 (10 Points)

- How will the project's impact or service be sustained at least five years beyond the grant term? (Limit: 3,000 characters)
- During the grant term, how will you build capacity to continue the service or maintain the infrastructure? (Limit: 3,000 characters)
- ~~(Program Area A only) What is your five-year maintenance plan, including responsible parties and funding sources? (Limit: 3,000 characters)~~

Sustainability Beyond the Grant Term (3,438)

The mural walk has been designed with long-term sustainability at its core, ensuring that the impact of this project will last well beyond the initial grant term. Each mural will be treated with a professional-grade anti-graffiti coating, which not only preserves the vibrancy of the colors but also allows for easier cleaning and ongoing protection against vandalism. This proactive step significantly extends the life of the artworks by reducing the amount of time and resources needed for restoration, ensuring that the murals remain intact and visually engaging for years to come.

In addition to these protective measures, the SOMA West Community Benefit District (SWCBD) has the infrastructure, staff, and protocols already in place to maintain public art installations as part of our regular neighborhood services. SWCBD currently operates two pressure washer trucks that service sidewalks, buildings, and public spaces throughout the district on a daily basis. These vehicles are highly effective in removing graffiti, dirt, and grime, and their routes can be adapted to prioritize areas where murals are located. Beyond our equipment, we have a dedicated maintenance team that specializes in graffiti abatement and routinely repaints walls and other surfaces across the neighborhood. This team is trained to respond quickly to new graffiti incidents, which minimizes the likelihood of long-term damage and ensures the corridor remains welcoming and clean. **(I.g. Grace Street Graffiti Party that made News Headlines)** By incorporating the murals into this established maintenance system, we are guaranteeing that upkeep of the artwork will not be an afterthought but a fully integrated part of our operational plan.

Along with this, we plan to establish formal agreements with property owners hosting the murals, clarifying shared responsibilities for long-term care and communication. We are fully aware that it takes a village and the more engaged tenants and property owners are in making sure that these murals are maintained the better. These agreements will ensure that any concerns or maintenance needs are promptly addressed and that property owners remain strong partners in protecting the artwork. We see this as cultivating a sense of collective pride and stewardship. By fostering community ownership, we anticipate not only increased appreciation for the murals but also a reduction in vandalism, as residents and visitors alike come to view the artworks as valuable shared assets.

Finally, we recognize that sustainability also depends on financial planning. While SWCBD already allocates resources to graffiti abatement and cleaning, we will explore supplemental funding opportunities such as sponsorships, partnerships with local businesses, and potential city arts programs to provide additional layers of support for ongoing mural care. This diversified approach ensures that even as neighborhood needs evolve, the mural walk remains a priority within our broader mission of enhancing the public realm.

Together, these strategies—protective coatings, existing infrastructure, property owner collaboration, community stewardship, and diversified funding—will sustain the mural walk for at least five years beyond the grant term. More importantly, they will ensure that the corridor remains a vibrant cultural destination that reflects SOMA's identity and continues to inspire pride and connection well into the future.

Capacity-Building During the Grant Term (2,862)

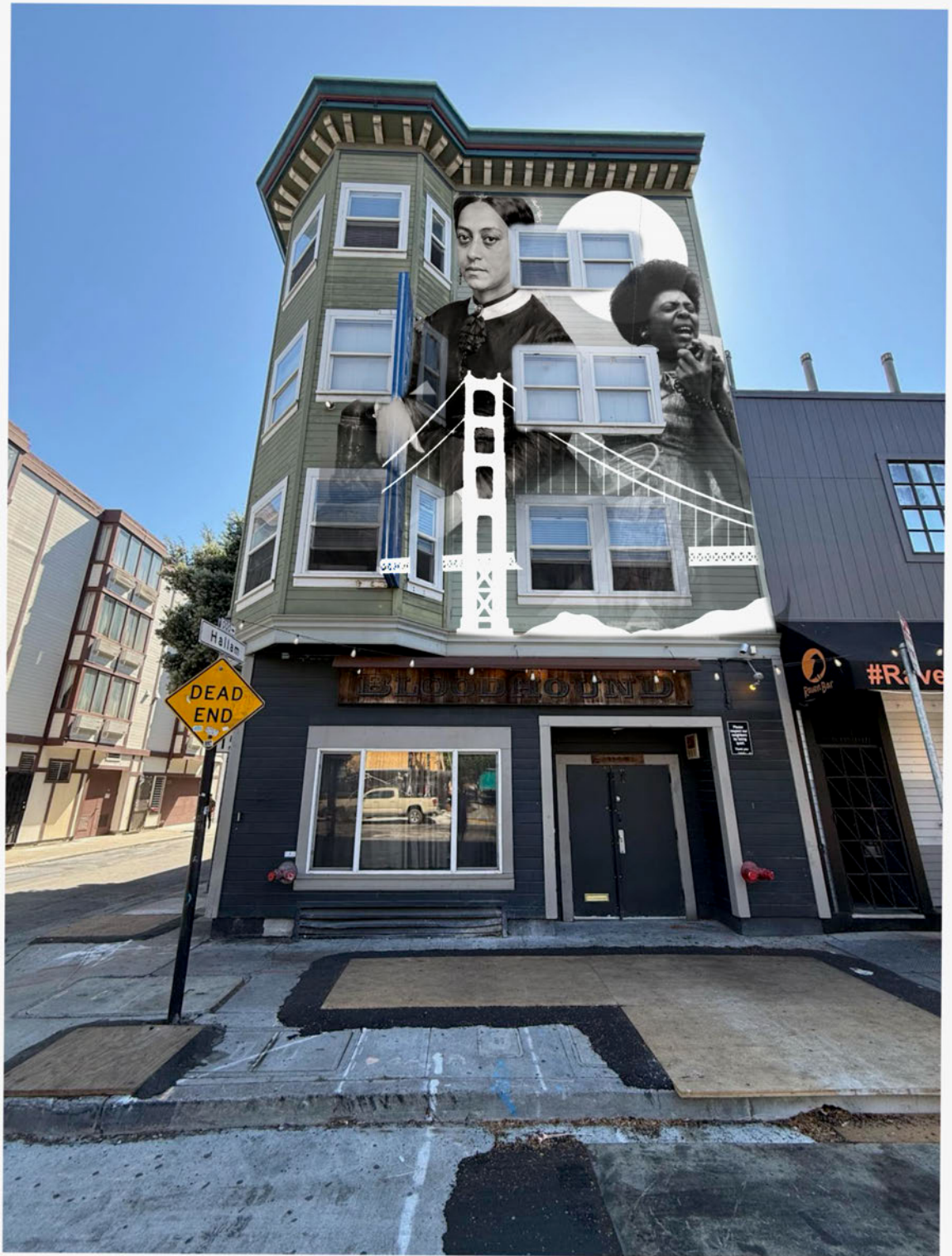
During the grant term, we will integrate the murals into our ongoing maintenance routes and train staff specifically on the preservation of public art. By embedding this work into our daily operations, we ensure that upkeep is not treated as a separate or temporary add-on, but as part of our long-term service plan for the neighborhood. Our maintenance team already has extensive experience responding to graffiti, power-washing sidewalks and building façades, and public-facing walls. This project provides us the opportunity to expand that expertise by training staff in specialized mural care, including how to clean surfaces treated with protective anti-graffiti coating, how to identify areas in need of touch-ups, and how to collaborate with artists when more significant conservation work is required.

We will also strengthen relationships with property owners hosting the murals, establishing clear agreements around stewardship, maintenance responsibilities, and communication. Property owners have already expressed strong interest in the project, recognizing the potential for murals to deter tagging, and increase foot traffic to their businesses. By engaging them as active partners in the long-term success of the murals, we are fostering shared responsibility and accountability that extends beyond the role of our maintenance team. This collaborative approach ensures that issues can be identified and addressed quickly, reinforcing the sense of collective ownership.

By treating the murals as shared neighborhood assets, we are cultivating a culture of pride that actively discourages vandalism and encourages local residents, businesses, and visitors to help care for the artworks. This may include volunteer clean-up days (Saturday's) and mural walk tours. Such efforts not only protect the physical integrity of the murals but also strengthen their role as cultural touchstones.

Beyond these proactive measures, the SOMA West Community Benefit District is well-positioned to sustain this project for at least five years beyond the grant term through its existing infrastructure and resources. Our organization operates two pressure washer trucks that service sidewalks, buildings, and public spaces across the district daily, in addition to a dedicated ambassador team that responds swiftly to graffiti incidents. These systems are already part of our standard operations and will seamlessly extend to include the care of the murals. The anti-graffiti coating applied to each mural will further reduce the resources needed to keep them vibrant, allowing us to preserve their integrity.

Through these measures, the project will not only be sustained for at least five years beyond the grant term but will also serve as a model of how public art can be effectively maintained when built into the daily operations of a community benefit district.





Project Name	Stud - 1123 Folsom	Housing - 1145 Folsom
Dimensions		
Length (ft)	48	12
Height (ft)	12	36
sq ft	576	432