



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	Lakeside Landing Stage
DIMENSIONS	Wall to be designed and built behind a stage, estimated 20'x5', front and back = 200 sq ft
ESTIMATED SCHEDULE (start and completion dates)	Between October 2022 to August 2023
1. Proposal (describe proposed design, site and theme. Attach a separate document if needed).	"Stage Mural" is consistent with the existing ground mural at Lakeside Landing, and is intended to further create a sense of place. Please see the image of the design in the attachments - NOTE: we have included an image of the site where a stage will be built prior to painting the mural.
2. Materials and processes to be used for wall preparation, mural creation and anti-graffiti treatment.	To prepare the surfaces they will be cleaned thoroughly with TSP and coated with an exterior primer (BIN 123). The murals will be painted primarily using a high quality exterior acrylic house paint and primer in one (Behr or similar) applied with rollers and brushes. If possible, some elements may be embellished with acrylic spray paint. Upon completion the mural will be protected with TSW acrylic anti-graffiti coating applied with roller or spray.
3. List individuals and groups involved in the mural design, preparation and implementation.	<p>Friends of Lakeside Village selected artist, Mike Ritch, based on these criteria:</p> <ol style="list-style-type: none"> 1. Experienced local artist who painted and continues to maintain the existing murals at the M Muni Ocean Right of Way and "Lakeside Landing", lakeside.mainfare.com. 2. Prequalified by the City of San Francisco for Public Art Projects. 3. Won the 2019 San Francisco Beautiful Public Art Award recognizing "an individual or group that has created public art and eliminated blight by adding beauty".

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

Attachment 1 (page 1 of 2):
Lead Artist's Resume/Qualifications

Mike Ritch

mike.ritch.art@gmail.com | <http://www.mikeritch.com> | 415.846.4348

Education

University of South Carolina, BA Psychology, 2000

École Nationale Supérieure des Beaux-Arts – Paris, France 2002

San Francisco Art Institute, BFA Painting, 2003

Professional Experience

(2007 – present) Director/instructor Jean Henry School of Art - San Francisco, CA

Public Art Experience

2020 Community Ground Mural with SF Park's Alliance - San Francisco, CA

2019 Commissioned sculpture for Aquarium of the Bay - San Francisco, CA

2018 Donated mural to Achieve Elementary - Oakland, California

2016 Clarion Alley Mural Project mural - San Francisco, CA

2016 Circus Circus Mural Marathon - Reno, NV

2013 Founded the Ocean Avenue Mural Project in partnership with SFMTA
Railway - San Francisco, CA

Awards

2019 Public Art Award from SF Beautiful

2018 San Francisco Arts Commission Pre-Approved Public Artist Pool

Attachment 1 (page 2 of 2):
Mike Ritch Examples of Public Art



Ocean Avenue Mural Project in partnership with SFMTA Railway.



“Ophelia”, Lakeside Landing, District 7, adjacent to the proposed bus shelter mural.



Additional Public Art Examples

Attachment 2:

Three (3) letters of community support

Letter 1 of 3:

40 Beachmont Drive
San Francisco, CA 94132
Mobile 415-636-2421

May 19, 2022

Craig Corpora
Program Associate
Civic Art Collection and Public Art Program
Craig.corpora@sfgov.org

Dear Craig,

As a member of the nonprofit, Friends of Lakeside Village, with fiscal sponsorship from San Francisco Parks Alliance, I'm writing in enthusiastic of artist Mike Ritch painting more murals on Ocean Avenue.

Mike has already painted murals in our neighborhood that are terrific. They help make Lakeside Village a brighter and more welcoming place. He is doing a great job of maintaining these murals and repairing periodic damage due to graffiti.

We are excited to have grant funding for new murals including one behind a stage at Lakeside Landing that will be constructed in 2022-2023 with thanks to a Community Challenge Grant, and murals for two large utility boxes on the corner of Ocean Ave and Junipero Serra that are currently covered in graffiti.

We hope that you will approve our application.
Yours sincerely,

Kath Tsakalakis
Volunteer on Friends of Lakeside Village Committee

Letter 2 of 3:

110 Junipero Serra Blvd
San Francisco, CA 94127
Cell: 415.902.9994

May 20, 2022

Mr. Craig Corpora
Program Associate
Civic Art Collection and
Public Art Program
Craig.corpora@sfgov.org

Dear Craig:

I am pleased to have the opportunity to put in a good word for Mike Ritch. Mike has operated the Jean Henry School of Art (oil painting school) in our local neighborhood for over 14 years, and I've been delighted to get to know him in recent years as a group of us have collaborated on ways to revitalize our commercial corridor.

In recent years, Mike has worked to beautify Lakeside Village with his magnificent under the sea themed murals alongside the M-line tracks at Ocean Avenue. I personally was so impressed with his work that I nominated him for a SF Beautiful Award in 2019 which he won! Of course, I am encouraging the public art program to approve the next set of murals to be completed by Mike in the coming months. I am anxious to see this important beautification work continue in our corner of San Francisco.

Thank you so much for helping us move forward. Mike is a true professional and demonstrates great commitment to our neighborhood. He is amply qualified and a perfect fit!

Please feel free to call me with any questions.

Sincerely,

Lisa Napoli
Friends of Lakeside Village, Volunteer
Co-President, Lakeside Village Merchants' Association

Letter 3 of 3:

Denise Burns
40 Woodacre Drive
San Francisco, CA 94132
denizeburnz@comcast.net

May 22, 2022

Mr. Craig Corpora
Program Associate
Civic Art Collection & Public Art Program
San Francisco Arts Commission
craig.corpora@sfgov.org

Dear Mr. Corpora,

I am writing in support of artist Mike Ritch designing and painting the murals that were contemplated in the "Art for Ocean" Participatory Budget Process proposal. The proposal won 560 District 7 community votes and has been awarded funding to proceed. Now we need your kind assistance and approval to make these murals a reality.

I am a Neighborhood Watch Captain, a founding member of the Friends of Lakeside Village non-profit, participate in our informal Lakeside I Homeowners Association and have known Mike for several years. He is the Director of The Jean Henry School of Art which is located very close to my home in Lakeside Village. Mike became a hero in our neighborhood when he painted the mural, "Tigers of the Sea". The mural runs 12 feet along a muni corridor that was consistently tagged with graffiti. The mural is lovely, unique and adds beauty to our corner of the City while also solving a persistent graffiti issue. Since then, he has painted two additional murals along this same corridor. All are "Ocean" themed/inspired as a nod to Ocean Avenue and our proximity to the ocean.

We are excited to have grant funding for more new murals! One will be behind a stage at that will be constructed at Lakeside Landing in 2022-2023 (funded by a Community Challenge Grant) and the others will be created on two large utility boxes on the corner of Ocean Ave and Junipero Serra that are currently covered in graffiti.

The proposed murals will further benefit our Lakeside community. I fully support Mike Ritch creating these murals and am confident they will be interesting and enjoyed by many. Our hope is the beauty, whimsy, and color he creates in his murals will help draw more foot traffic for the small business on Ocean Avenue.

Please reach out if you need any further information to assist you in your approval process.

Thank you very much,

Denise Burns

Attachment 3. Letter or resolution approving proposal from city department.

Attachment 4. Letter of approval from private property owner that includes mural N/A.
(note, there is no longer a separate owner authorization form)



November 3, 2021

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

To Whom It May Concern:

The San Francisco Municipal Transportation Agency (SFMTA) owns an off-street parking lot at 2504 Ocean Avenue, at the northwest corner of Junipero Serra Boulevard. Beginning in early 2020, the SFMTA has supported the efforts of members of the local community, who have now coalesced into the non-profit Friends of Lakeside Village, to create within the parking lot "an inclusive community gathering space, a Town Square for the Lakeside Village commercial corridor," which they call "Lakeside Landing."

The SFMTA supports the efforts of the Friends of Lakeside Village to build on the existing scope of activities at Lakeside Landing, including plans to install drip irrigation for the community gardens, a small stage, a mural, picnic tables and benches, an edible garden for children, a community bulletin board, enhanced lighting, and to provide additional litter/graffiti abatement in Lakeside Landing and Lakeside Village.

Please do not hesitate to contact Rob Malone at Rob.Malone@SFMTA.com with any questions.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jeffrey P. Tumlin'.

Jeffrey P. Tumlin
Director of Transportation

Attachment 5. Signed Artist Waiver of Property Rights for artwork placed upon city property

Attachment 6: Private property waiver N/A

https://www.sfartscommission.org/sites/default/files/documents/CAPAVARA_WaiverCityProperty.pdf

Waiver of Proprietary Rights

for Artwork Placed Upon CITY PROPERTY under VARA and CAPA

Artist has designed a work of visual art. In consideration of the City's approval of the Artist design of visual art.

DESCRIPTION: [type, mural, medium]:

The mural will cover the front and back of a
music stage at Lakeside Landing with an ocean theme

TITLE, DATE: _____

DIMENSIONS: 6 ft by 20 ft (x2) or approximately 240 sq feet

ADDRESS/LOCATION: 2504 Ocean Avenue / Lakeside Landing

("the Work") for the City 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"), 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. In the event that 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 Artwork without the Artist's consent in a manner that is prejudicial to Artist's reputation, Artist retains the right to disclaim authorship of the Artwork 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: SFMTA
Authorized Agent: Rob Malone, Sr. Manager, Off-Street Parking
Address: 1 So. Van Ness, 8th Floor
SF, CA 94104
Email: Rob.Malone@SFMTA.com
Phone: 415.646.4528
SIGNATURE: Rob Malone
DATE: 5 / 23 / 2022

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: Mike Ritch
Address: 1519 Oak Street Apt #2
San Francisco, CA 94117
Email: mike.ritch.art@gmail.com
Phone: 415-846-4348
SIGNATURE: Mike Ritch
DATE: 5 / 19 / 22

SAN FRANCISCO ARTS COMMISSION

Authorized Agent: Jenn Doyle Crane
Address: San Francisco Arts Commission
401 Van Ness Avenue, Suite 325
San Francisco, CA 94102
Email: jennifer.crane@sfgov.org
Phone: 415-252-2100
SIGNATURE: _____
DATE: / /

For more information regarding VARA and CAPA:

<http://www.sfartscommission.org/pubartcollection/mural-guidelines/pa05-mural-guidelines/pa05-2-visual-artists-rights-act/>

<http://www.sfartscommission.org/pubartcollection/mural-guidelines/pa05-mural-guidelines/pa05-3-california-art-preservation-act/>

Attachment 7: Maintenance Plan (including parties responsible for maintenance)

The Community Challenge Grant Application 2022 includes the budget and maintenance plan for the mural, summarized below.

As background, Artist Mike Ritch has maintained the murals in the Muni right-of-way pro bono for many years. His art studio is nearby on Ocean and the proximity helps Mike repair damage to the murals in Lakeside Village very quickly.

The budget of \$6,000 for the mural covers the sketch fee, paint, materials, equipment, labor, wall prep, mural painting, assistants, admin, insurance, and a 1-time payment for the maintenance materials necessary to repair any future damage.

Mike has generously donated a \$2,000 in-kind match to this project. He will also work with volunteers on the art as part of the CCG community match.

Mural	TOTAL COST \$9,500	CCG REQUEST PAID TO ARTIST \$6,000	COMMUNITY MATCH \$3,500	In-kind	MURAL: Mural 20 ft wide by 5-6 ft tall (front and back) \$6,000 total, artist Mike Ritch commits an additional in-kind donation \$2,000. Volunteers x5 for 4 painting sessions of 3 hours (in shifts) @25/hr = \$1,500.
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**Attachment 8: Color image(s) of design
"Stage Mural"**



Attachment 9: One image of the proposed site and indicate mural dimensions, approx. 20 ft x 5 to 6 ft, front and back, 200 sq ft.

Photo of Lakeside Landing, stage is intended for the lower left corner, design and exact location is TBD as part of the CCG project.

The octopus tentacles will likely be painted to wrap over the stage as a bit of fun for the kids, details will be part of the stage design (pending CCG project).

