

# 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.**



# Jennifer Keith

GRAPHIC DESIGN • ILLUSTRATION

**Education** California Polytechnic State University, San Luis Obispo  
BS in Applied Art and Design, Graphic Design option ; English Minor  
1987

**Skills** I have been a Graphic Designer and Illustrator for most of my career and painted my first mural in 2023. I am responsible for design and implementation of my murals.

**History** **2023 to Present - Fine Artist and Muralist**

I am a professional oil painter and muralist. I have painted two permanent murals and designed and implemented a sidewalk chalk mural.

I am a well known artist in the neighborhood as I do the majority of the branding and event design for the local business group, BBAA.

**1993 - Present: Sheridan Keith Design & Photography**  
**Partner, Art Director, Graphic Design & Illustration**

I am the graphic designer and my partner is a photographer. We generally function as separate contractors, coming together to work on marketing projects and occasionally combining our talents for clients.

**Projects** **No. 1 Crow Mural** - Painted on a garage door in Bernal Heights 2023

**Book Castle Bookstore Mural** - Painted the entire storefront with a Bernal nature and castle theme. 2024

**Chalk street mural on Cortland** - This was done on Halloween 2025. Community members (kids) helped fill in the background.

525 Precita Avenue  
San Francisco, CA 94110  
415.845.6028  
jk@sheridonkeithdesign.com  
sheridonkeithdesign.com



Temporary Chalk Mural  
Halloween 2025



Some details of the  
Book Castle Mural



Garage Door Mural  
November 2023



Book Castle Mural  
Summer 2024



525 Precita Avenue  
San Francisco, CA 94110  
415.845.6028  
jk@sheridonkeithdesign.com  
sheridonkeithdesign.com

Dear San Francisco Arts Commission,

My name is Shayne Hill-Zeck, I work at Moonlight Cafe (634 Cortland Ave.), and I have been authorized by the ownership of our business to write to you this letter:

We were recently informed by Safe Streets Bernal about a street mural they are planning to install Cortland and Anderson. We would like to inform you that as a business directly by where the mural would be, we are fully supportive of this project and all the work of Safe Streets Bernal.

Thank you!

Sincerely,

Shayne Hill-Zeck (kitchen supervisor) and the whole Moonlight Team

**Edri Construction**

701 Cortland Ave, San Francisco, CA 94110

To Whom It May Concern,

I am writing on behalf of Edri Construction, a merchant on Anderson Street in Bernal Heights, to express support for the Bernal Beautiful Asphalt Art project, including the proposed daylighting zone to be painted in front of our business.

I understand that the daylighting treatment will improve visibility at the intersection by keeping the area near the corner clear of parked vehicles, helping drivers and pedestrians see each other more clearly. We support this safety improvement and the use of asphalt art to make the space more visible, welcoming, and reflective of the neighborhood.

Bernal Beautiful has shared information about the project with us, and we appreciate their outreach and responsiveness to community input. I understand that the design will be reviewed and approved through the appropriate City processes, including SFMTA and the San Francisco Arts Commission.

We support painting the daylighting zone adjacent to our storefront as part of this project and understand that the installation and maintenance will be coordinated with the City and project partners.

Sincerely,



Edri Construction

701 Cortland Ave, San Francisco, CA 94110

Dear San Francisco Arts Commission,

My name is Gina-Rose Greenwood, and I am writing in support of the proposed mural installation on Cortland Avenue as part of the ongoing efforts to create safer, more connected streets in Bernal Heights.

Cortland is one of the hearts of our neighborhood. It is where families walk to school, neighbors stop to chat over coffee, local businesses welcome regulars by name, and community comes to life every single day. Anything we can do to encourage slower traffic, increase visibility, and create a more pedestrian conscious environment is a meaningful investment in the people who live, work, and gather here.

I strongly support the mural project and the work being led to make this corridor feel safer, more vibrant, and more community centered. Public art has a unique ability to bring people together while also signaling that our streets are shared spaces, not just thoroughfares for cars. A project like this adds both beauty and intention to the neighborhood.

I appreciate the collaboration and care that has gone into this effort and hope to see more projects that prioritize safety, creativity, and human connection across San Francisco neighborhoods.

Thank you for your consideration and for supporting initiatives that help strengthen our communities.

Sincerely,

Gina-Rose Greenwood

May 7, 2026

Dear San Francisco Arts Commission,

We are writing to express our strong support for the asphalt art project proposed for Cortland Ave in Bernal Heights. We are Bernal Heights parents with two young children, and Cortland is part of our daily life — walks to the park, stopping for groceries, weekend mornings with the kids.

We love this street. But we have also stood at these intersections and felt genuinely unsafe, with numerous close calls. Cars move too fast, and drivers do not always seem to register that they are passing through a busy pedestrian corridor full of people from all walks of life: families and children like ours, the elderly, and people with disabilities all walk/roll along Cortland.

A street mural at this location would do something simple but powerful: it would remind drivers to slow down and look up. It signals that this space belongs to the community, not just to through-traffic. We have seen what public art can do on streets like this to change the feel of a place and change how people move through it.

We are grateful for the work Bernal Beautiful has done to make this project happen, and we hope the Arts Commission will support it. Our kids deserve streets where they can walk safely and feel at home.

Thank you for your consideration.

Sincerely,

Matt Harris and Gina Fridley



San Francisco



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**Re: Cortland street murals**

1 message

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**Mahdi Rahimi**   
To: 

Mon, May 11, 2026 at 8:59 AM

Dear SF Arts Commission,

I am writing in support of the proposed street mural on Cortland Avenue at Anderson Street. As an organizer with Safe Streets Bernal, I have seen firsthand how much our neighbors care about making Cortland a safer, more welcoming place — particularly for families, seniors, and people on foot.

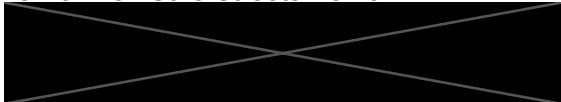
Cortland is a neighborhood main street, but it carries traffic speeds and volumes that can make crossing it feel unsafe. Our work at Safe Streets Bernal is focused on changing that through traffic calming, community engagement, and place-making interventions that remind drivers they are moving through a shared space, not a through-route.

Street murals are one of the most effective and community-visible tools we have for this. Research consistently shows that pavement art reduces vehicle speeds and increases driver awareness of pedestrians. But beyond the safety data, a mural at this location sends a clear message: this block belongs to the people who live and walk here.

The support we have received from Cortland businesses and residents for this project has been overwhelming. I hope the Arts Commission will join us in supporting a safer, more vibrant Bernal Heights.

Thank you for your consideration.

Sincerely,  
Mahdi Rahimi  
Or anizer Safe Streets Bernal



## 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]:

Asphalt mural on road

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TITLE, DATE: "Bernal Wild"

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DIMENSIONS: Anderson North Side: approx 281" x 66.5" South Side: 273" x 68"

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ADDRESS/LOCATION: The intersection of Cortland and Anderson, North and South sides

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("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.

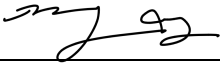
The City has the absolute right to change, modify, destroy, remove, relocate, move, replace, transport, repair or restore the Work, in whole or in part, in City's sole discretion.

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: SFMTA \_\_\_\_\_ Authorized Agent: \_\_\_\_\_  
Address: 1 Van Ness Ave., 7th Fl \_\_\_\_\_  
San Francisco, CA. 94103 \_\_\_\_\_  
Email: Matt.Lasky@sfmta.com \_\_\_\_\_  
Phone: 415.646.2265 \_\_\_\_\_  
SIGNATURE:  \_\_\_\_\_  
DATE: 5 / 15 / 2026

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: Jennifer Keith \_\_\_\_\_  
Address: \_\_\_\_\_  
San Francisco \_\_\_\_\_  
Email: jk@sheridonkeithdesign.com \_\_\_\_\_  
Phone: 415-845-6028 \_\_\_\_\_  
SIGNATURE:  \_\_\_\_\_  
DATE: 5 / 7 / 2026

SAN FRANCISCO ARTS COMMISSION

Authorized Agent: \_\_\_\_\_  
Address: San Francisco Arts Commission  
401 Van Ness Avenue, Suite 325  
San Francisco, CA 94102  
Email: \_\_\_\_\_  
Phone: 415-252-2266  
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>

# Proposed Design images

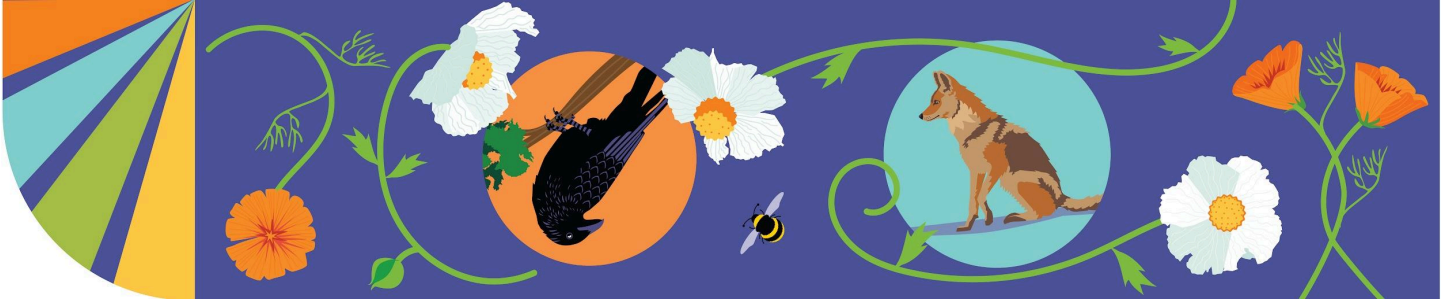
South corner

Dimensions: 273" x 68"



# North corner

Dimensions: 281" x 67.5"



## Current street conditions



## Maintenance Plan

Bernal Beautiful volunteers and the lead artist will touch-ups as needed. We will partner with merchants and SFMTA for surface inspection. During annual street closure events like Fiesta on the Hill and Halloween, we can build community events to clean and repaint, ensuring that there is regularly scheduled maintenance. Maintenance funding will come from local donations and government grants.



Friday, May 15, 2026

Dear Commissioners,

Thank you for your consideration of Bernal Beautiful's application for an Asphalt Art installation on Anderson Street in Bernal Heights. The San Francisco Municipal Transportation Agency (SFMTA) has reviewed the proposed project and confirms that it is consistent with agency guidelines for asphalt art and daylighting treatments. The project is designed to enhance pedestrian visibility and improve safety at the intersection, in alignment with San Francisco's Vision Zero goals.

Bernal Beautiful/Safe Street Bernal have conducted outreach with local stakeholders, including residents and merchants along Anderson Street, and has demonstrated strong community support for the project. The proposal reflects a thoughtful, community-driven approach to traffic calming and public space enhancement.

As a next step, the project team will obtain approval from the San Francisco Arts Commission (SFAC) for the mural design. Upon SFAC approval, the project will proceed through SFMTA's permitting process, including any required street closure or installation permits. Final implementation will be subject to SFMTA review to ensure compliance with all applicable safety, accessibility, and operational requirements.

Please feel free to contact us if you have any questions as this project moves through the approval process.

Sincerely,

A handwritten signature in black ink, appearing to read 'Matt Lasky', written in a cursive style.

Matt Lasky  
Program Manager, Livable Streets  
San Francisco Municipal Transportation Agency