

The background of the entire page is a complex, repeating pattern of triangles in various shades of blue and purple. The triangles are of different sizes and are arranged in a way that creates a sense of depth and movement. The colors range from deep navy blue to light sky blue, with various tones of purple in between.

MAHAL MURAL

**SFAC PROPOSAL FOR
FRANCESKA GAMEZ**

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	Pagmamahal
DIMENSIONS	23' x 30'
ESTIMATED SCHEDULE (start and completion dates)	March 2027
1. Proposal (describe proposed design, site and theme. Attach a separate document if needed).	see description in attached document
2. Materials and processes to be used for wall preparation, mural creation and anti-graffiti treatment.	Wall will be power washed, refinished, and primed prior to mural installation. We will finish the wall with an anti-graffiti clear coat. The murals will be painted with a combination of aerosol and outdoor weather resistant paint. Once completed the sealed with a UV protective top coat which will act as anti-graffiti defense and weatherproofing. A separate plan for long-term maintenance is attached to the document
3. List individuals and groups involved in the mural design, preparation and implementation.	Shaun Turner, 1810 Gallery LLC

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.**



[Redacted]



[Redacted]



California & Anywhere



franceskagamez.com

HIGHLIGHTS

- Co-owner of 1810 Gallery LLC
- Creative Producer for LunarSol Studios
- Member of Trust Your Struggle Collective
- Recipient of Sacramento Business Journal's 40 Under 40 Award 2023
- Sacramento Asian Chamber of Commerce Emerging Leader of the Year 2024
- Graduate of the Nehemiah Emerging Leaders Program
- Co-organized, produced, and participated in Art Hotel 916 & Art Street 916
- Recipient of "Activation Award" San Francisco Beautification Award 2018

EDUCATION

Bachelor of Fine Arts
CA State University Sacramento

PUBLICATIONS

Juxtapoz Magazine
Hi-Fructose Magazine
Sacramento Bee
Submerge Magazine
Sacramento News & Review
Sacramento Magazine
Inside Publications
Placeholder Magazine
Capital Public Radio
KVIE PBS KFBK
iHeartMedia
Cornstock's Magazine
Mahalaya Magazine

FRANCESKA GAMEZ

ARTIST & CREATIVE PRODUCER

Franceska Gamez is a visual artist born in Manila and raised in the Bay Area, known for creating murals, immersive installations, and delicate sculptures. Her work seamlessly fuses abstract and representational forms, bringing stories to life through symbolism and movement. Her versatile arts practice spans installation, carpentry, curation, art conservation, and creative production, with murals visible across the East and West Coast, Europe, and Southeast Asia. Through her multifaceted approach, Franceska not only enriches public spaces but also fosters dialogue and connection among viewers, making art an integral part of cultural exchange and social discourse.

SELECT CLIENTS

San Francisco Museum of Modern Art, For Freedoms, California Strategic Growth Council, Google Cloud, California Medical Association, Blue Shield of CA, The California Rice Commission, Sacramento Region Community Foundation, Crocker Art Museum, Visit Sacramento, The City of Woodland, CFY Development, California Faculty Association, Greenpeace DC, San Francisco Arts Commission, Asian American Women Artists Association (AAWAA), California Auto Museum, Covered California, Market 5-1-5, Social and Public Art Resource Center (SPARC) LA, CA Women Lead, Listos CA, East Side Arts Alliance.

SOLO EXHIBITIONS

Dimensions of Being - 25th & Jazz. Sacramento, CA. 2023.
Daydream. KVIE - PBS for Northern California Gallery. Sacramento, CA. 2020.
Mind Over Matter. Sacramento State Union Gallery. Sacramento, CA. 2018.
Franceska Gamez Solo Exhibit. Napa County Library. Napa, CA. 2016.

SELECT EXHIBITIONS

2025 *Spells & Spirits*. Crocker ArtMix October (curator & producer). Sacramento, CA.

2024 *A New Look at Sculpture*. John Natsoulas Gallery. Davis, CA.
Agimat. James Kaneko Gallery. Sacramento, CA.

2020 *Kapwa* 1810 Gallery Sacramento, CA.

2019 *Trust Your Struggle 16 Year Anniversary*. Amor Eterno. Oakland, CA. and Sol Collective, Sacramento, CA.
Adidas Skateboarding Group Show. 1810 Gallery. Sacramento, CA.
When She Rises. SPARC LA. Venice Beach, CA.
Splintered: Works by Gale Hart (collaboration). Urban Hive. Sacramento, CA.
Capitol Dance Project: Behind The Barre. Crest Theater. Sacramento, CA.

2018 *2nd Annual East Meets West Art Exhibition*. Jolie Gallery. Shenyang, China.
Condensed. Beatnik Studios. Sacramento, CA.
Art Street 916. The Mill at Broadway. Sacramento, CA.

2017 *December Group Show*. Mighty Box Gallery. San Francisco, CA.
Motel Mademoiselle. I AM Gallery. San Francisco, CA.
Ascension. Knew Conscious Gallery. Denver, CO.
Art Hotel 916. Jade Apartments. Sacramento, CA.



FRANCESKA GAMEZ

ARTIST & CREATIVE PRODUCER

SELECT MURALS & PUBLIC ART PROJECTS

Wong Center - Mutual Housing California

Lobby community mural. Commissioned by Mutual Housing CA. Curated by ArtTonic. Sacramento, CA. 2025.

Sacramento Valley Conservancy

Three-part mural series in collaboration with Shaun Burner. Sacramento, CA. 2024.

California Women's Facility

Mural painting & workshop for California Department of Corrections and Rehabilitation. Chowchilla, CA. 2024

Luella

Assisted by Shaun Burner. Sacramento, CA. 2024.

Sacramento City Unified School District

Mural for The Met Highschool in collaboration with Shaun Burner. Sacramento, CA. 2024.

San Francisco South of Market Community Benefits District

In collaboration with Cece Carpio. San Francisco, CA. 2023.

Woodland Opera House Mural

Commissioned by the City of Woodland, and Woodland Tree Foundation. 2023.

Raley's ONE Market

Commissioned by Raleys, Roseville, CA. 2022.

Woman Life Freedom, FDR Four Freedoms Park

Curation and production under Lunarsol Studios and For Freedoms, 2022. New York, NY.

North 12th Street Mural Project

Lead Artist, six mural locations in collaboration with Trust Your Struggle Collective. Commissioned by the City of Sacramento and Sacramento Housing and Redevelopment Agency. 2020-2022.

San Francisco Museum of Modern Art, Mini Murals Festival

In celebration of Diego Rivera's Pan American Mural. In Partnership with SOMA Pilipinas. San Francisco, CA. 2021.

Arden UnchARTed Mural Project - "Flourish"

Designed and painted in collaboration with Emilee Rudd. Commissioned by Arden Fair Mall. Sacramento, CA. 2020.

Visit Sacramento Headquarters Mural

Designed and installed indoor mural inspired by the region's culture and landscape. Commissioned by Visit Sacramento. Sacramento, CA. January 2020.

aWall Mural Projects

Non-profit organization bringing art to public schools. Jorge Das Canosa Middle School. Miami, FL. 2019.

Google Cloud Headquarters Art Collection Project.

Designed, produced and installed ten individual art installations for office headquarters. Included murals and interactive art. Commissioned by Google & Two Decor. Sunnyvale, CA. 2019.

California Medical Association (CMA) Art Collection Project.

Project management & Installation. Sacramento, CA. 2019.

Market 5-ONE-5 Mural.

Designed and painted in collaboration with Shaun Burner. Commissioned by Raley's Market 5-ONE-5. Sacramento, CA. 2019.

AAWAA & SF Arts Commission - "Generations of Hope"

In collaboration with Erin Yoshi. Performed community workshops to create design. Awarded SF Beautification Award 2018. Commissioned by Asian American Women Artist Association & San Francisco Arts Commission. San Francisco, CA. 2018.

"When She Rises" Mural Showcase

Social and Public Art Resource Center LA. Venice Beach, CA. 2018.

California Rice Commission (CRC) Mural

"Shared Abundance" Commissioned by CRC. Sacramento, CA. 2018.

Tower Records Mural Restoration

Lead artist in partnership with Shaun Burner. Commissioned by CFY Development. Sacramento, CA. 2018.

Covered California "Covered in Art" Mural campaign

Commissioned by Covered California. San José, CA. 2018.

Europe Mural Series with Trust Your Struggle.

Amsterdam, Netherlands. 2015. El Poblenou. Barcelona, Spain. 2015.

ABOUT THE ARTIST

Franceska Gamez is an award-winning visual artist born in Manila and raised in the Bay Area. Her multidisciplinary practice spans large-scale public murals, immersive installations, curation, and creative production. Her artwork seamlessly fuses abstract and representational forms to deliver powerful, community-centered stories rooted in history, advocacy, and social impact.

Her work has been exhibited across the United States, Europe, and Southeast Asia. She is the co-owner of 1810 Gallery LLC, a platform dedicated to uplifting underrepresented creatives, and a member of Trust Your Struggle Collective (TYS). TYS is an artist collective of visual artists, educators, and cultural workers dedicated to social justice, environmental sustainability, and community organizing through the medium of public art and activism.

Among her notable recognitions, she was honored as a Sacramento Business Journal 40 Under 40 recipient in 2023 and named Emerging Leader of the Year in 2024 by the Sacramento Asian Chamber of Commerce. She is a graduate of the Nehemiah Emerging Leaders Program and previously served as the “Empowerment” speaker for the Metro Edge Summit in 2022.

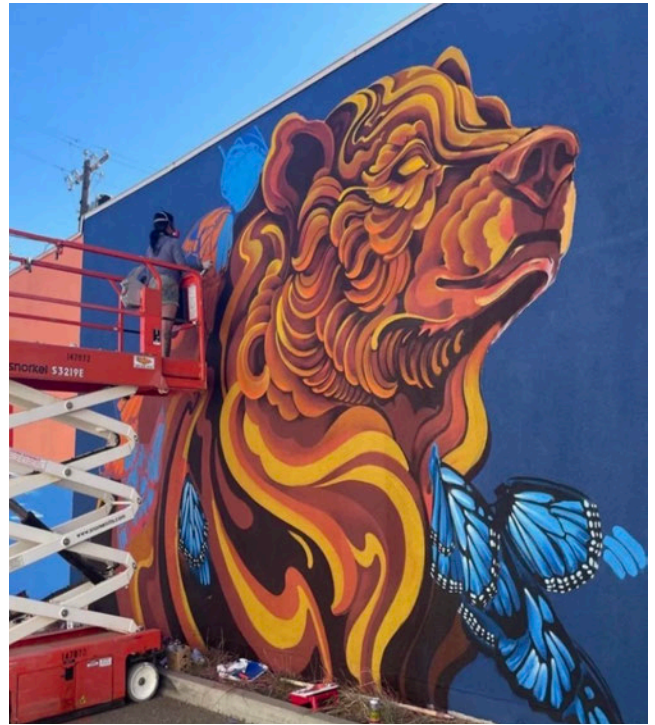
SAMPLE WORK



TO VIEW MORE WORK: www.franceskagamez.com

ARTIST BIO + PORTFOLIO







TOGETHER



PROTECT
EACH OTHER

TAKE CHARGE
OF OUR
SAFETY

FOSTER
RESILIENCE

PREVENT
THE SPREAD

THE CHANGE
WORLD

HEAL OUR
COMMUNITY

Waiver of Proprietary Rights

for Artwork Placed Upon PRIVATE PROPERTY under VARA and CAPA

The artist, **Franceska Gamez**, has designed a work of visual art ("the Artwork") as described below. The Artwork will be located at the address below, with consent from **YHB Hospitality Group** (hereinafter referred to as the "Property Owner").

DESCRIPTION: [type, mural, medium]:

 painted mural

TITLE, DATE: "Pagmamahal", Aug 01, 2026

DIMENSIONS: 23' x 30'

ADDRESS/LOCATION: Jessie West alley @ Mission St. (wall of the Pickwick Hotel)

As a condition of the Property Owner's approval and authorization to create the Artwork on the Property, Artist agrees to waive and does hereby waive voluntarily all rights to attribution and integrity with respect to the Artwork 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 (collectively "Moral Rights Laws"), with respect to the Artwork, its display, removal from display, exhibition, installation, conservation, storage, study, alteration and any other activities conducted by the Property Owner or any future owner of the Property. If the Artwork is incorporated into a building such that the Artwork cannot be removed from the building without physical defacement, mutilation, alternation, distortion, destruction, or other modification (collectively, "Modification") of the Artwork, Artist waives any and all such claims under any Moral Rights Laws arising out of or against any current or future owners of the Property, and its agents, officers and employees, for Modification of the Artwork.

The Property Owner, or any future owner of the Property, has the absolute right to change, modify, destroy, remove, relocate, move, replace, transport, repair or restore the Artwork, in whole or in part without prior notice to the Artist. However, if the Property Owner, or any future owner of the Property, 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).

The Property Owner has no obligation to pursue claims against third parties for modifications or damage to the Artwork done without the Property Owner's authorization. However, the Property Owner may pursue claims against third parties for modifications or damage or to restore the Artwork if the Artwork has been modified without the Property Owner's or Artist's authorization. In the event that the Property Owner pursues such a claim, Property Owner shall notify the Artist, and Artist shall cooperate with the Property Owner's efforts to prosecute such claims.

Artist bears the sole responsibility for providing the San Francisco Arts Commission and Property Owner 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 Property Owner: <<85 5th St, San Francisco, CA 94103>>.

PROPERTY OWNER

Property Owner: YHB Hospitality Group
(or Authorized Agent): Ben Lawson, General Manager
Address: 85 5th St, San Francisco, CA 94103
Email: [REDACTED]
Phone: [REDACTED]
SIGNATURE: Ben Lawson
DATE: 08 / 01 / 26

ARTIST

ARTIST understands the effect of this waiver and hereby acknowledges that ARTIST is surrendering the rights described herein with respect to the Artwork.

Artist: Franceska Gamez
Address: [REDACTED]
Email: [REDACTED]
Phone: [REDACTED]
SIGNATURE: Franceska Gamez
DATE: 08 / 01 / 26

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>

Monday, July 27, 2026

San Francisco Arts Commission
Public Art Program
401 Van Ness Avenue, Suite 325
San Francisco, CA 94102

Re: Letter of Support — Mural by Franceska Gamez, Mahal Murals, Jessie West

Dear Members of the San Francisco Arts Commission,

My name is [REDACTED] just graduated from middle school, and this year I got picked to be one of the youth jurors for the Mahal Murals program. That means part of my job is to make sure someone my age gets a say in which murals get picked. I wanted to write in about the mural by Franceska Gamez, because it's the one that stuck with me the most after I read about it.

My mom, [REDACTED] used to run an art gallery in the Mission, so I've grown up around art my whole life. I'm also half Filipino, and this whole jury experience has actually helped me feel a lot more grounded in that side of who I am, especially the parts of the culture I don't always get to see up close.

Gamez's piece isn't loud or flashy, it's about the quiet stuff, like looking up at the same sky as family members I don't get to see very often, or feeling the sun on your skin and thinking of people far away. It made me think about how love doesn't need someone standing right next to you to be real, it can travel across an ocean and still reach you.

She talks about her work as a "weaving of memories," which I thought was such a beautiful way to put it, because that's honestly what stories from my family feel like too, little pieces getting passed down until they just become part of you without you even noticing.

I think this mural matters because it shows that love and culture aren't only about big dramatic moments, they're in the small everyday ones too. I really hope the Commission approves this mural. I think a lot of kids like me will see themselves in it.

Thank you for reading this and for letting a middle schooler have a say in something this important.

[REDACTED]
Youth Juror, Mahal Murals Program

Make It Mariko

447 Minna Street, San Francisco, CA 94103 · In SOMA Pilipinas Filipino Cultural Heritage District

Monday, July 27, 2026

San Francisco Arts Commission
Public Art Program
401 Van Ness Avenue, Suite 325
San Francisco, CA 94102

Re: Letter of Support — Mural by Franceska Gamez, Mahal Murals, Jessie West

Dear Members of the San Francisco Arts Commission,

I am writing on behalf of Make It Mariko, the event production and community-building studio I founded and lead from our home at [REDACTED] — a few short blocks from Jessie West, where the Mahal Murals will take shape. As a woman-of-color-led business rooted in the SOMA Pilipinas Filipino Cultural Heritage District, our work depends on this neighborhood remaining a visible, thriving home for Filipino art, memory, and community life. I write to give my full and enthusiastic support to the mural proposed for this site by artist Franceska Gamez.

Gamez's piece for the Mahal Murals lives in the quiet, ordinary registers of love — the ones we rarely hang on gallery walls. It is love as witnessing: looking up at the same sky as family an ocean away, feeling the sun and sand hold us the way our elders once did, hearing stories passed down until they become memories we didn't know we carried. Gamez has described her work as a weaving of memories, of family, of simply being together, and of ancestral wisdom, resilience, and hope stretching across oceans and generations. It is a gentle, generous piece, and exactly the kind of everyday tenderness that Jessie West deserves to hold in public view.

Public art like this is the quiet infrastructure of a cultural district: it turns a blank wall into evidence that a neighborhood remembers its own history and intends to keep it. Make It Mariko's studio sits close enough that our clients, vendors, and neighbors will pass this mural on foot, and I have seen firsthand how much a wall like this changes the way people move through and feel about SOMA Pilipinas.

I urge the San Francisco Arts Commission to approve this mural as part of the Mahal Murals project. Make It Mariko is glad to serve as a resource, host, or reference as this project moves forward, and we look forward to celebrating its unveiling in our own back yard.

With gratitude,
Gina Rosales

Gina Rosales
Founder, Make It Mariko



YERBA BUENA PARTNERSHIP

Yerba Buena Community Benefit District

5 Third Street, Suite 914, San Francisco, CA 94103 · 415.509.2393 · info@yerbabuena.org

Monday, July 27, 2026

San Francisco Arts Commission
Public Art Program
401 Van Ness Avenue, Suite 325
San Francisco, CA 94102

Re: Letter of Support — Mural by Franceska Gamez, Mahal Murals, Jessie West

Dear Members of the San Francisco Arts Commission,

My name is Scott Rowitz, and I serve as Executive Director of the Yerba Buena Partnership, the community benefit district responsible for the stretch of downtown San Francisco that includes Jessie West. I am writing to lend my full support, and the support of our organization, to the mural proposed for this site by artist Franceska Gamez.

Our district has been hit as hard as any in the city over the past several years. The closure of Westfield San Francisco Centre left a visible wound at the heart of downtown, and the broader "doom loop" narrative around vacant storefronts and empty office towers has made it harder than ever to convince people that this neighborhood is worth visiting, investing in, or believing in. Recovery here will not come from any single project, but from the accumulation of reasons for people to look up, slow down, and feel something about the block they're standing on. Public art, and creative placemaking more broadly, is one of the most cost-effective tools we have for doing exactly that.

Gamez's piece is quieter than some of the other murals in this series, built around everyday images of family connection across distance: a shared sky, the warmth of sun and sand, stories that pass from one generation to the next until they simply become part of who you are. I am not Filipino myself, but I recognize that kind of quiet devotion in plenty of families in this district, and I think that is exactly the point. Creative placemaking does not always have to shout to be effective; sometimes the most durable civic pride comes from art that simply makes people feel seen.

Our support for the Mahal Murals program has gone beyond words. The Yerba Buena Partnership introduced Kultivate Labs to the property owner at this site to help make the project possible, and our Community Benefit District has committed a \$10,000 grant to support the murals' public unveiling. We do not make investments like this lightly, and we would not have made them if we did not believe this is exactly the kind of creative placemaking our district needs right now.

I urge the San Francisco Arts Commission to approve this mural as part of the Mahal Murals project. Our neighborhood needs more reasons for people to believe in it, and this piece is one of the best I have seen in some time.

Sincerely,

Scott Rowitz

Scott Rowitz

Executive Director, Yerba Buena Partnership

MAHAL MURALS - Long-Term Maintenance and Conservation Plan

Purpose, Stewardship, and Routine Care

Purpose

The MAHAL Murals are permanent public artworks celebrating the history, culture, and contemporary identity of San Francisco's Filipino community and the SOMA Pilipinas Filipino Cultural Heritage District.

Located on the exterior wall of the Pickwick Hotel, the murals are intended to remain a long-term public art and cultural asset. This plan outlines how the murals will be inspected, cleaned, repaired, documented, and funded to preserve their physical condition and artistic integrity.

The plan is carried out through a partnership among:

Kultivate Labs, the commissioning organization and Lead Steward;

The Pickwick Hotel, the property owner; and

The Yerba Buena Community Benefit District (YBCBD), which provides public-realm cleaning and maintenance services in the surrounding district.

Lead Steward

Kultivate Labs will serve as the primary coordinator and central point of accountability for the murals. Its responsibilities include:

Maintaining inspection, maintenance, and repair records;

Receiving and evaluating reports from project partners and the public;

Assigning or coordinating repair responsibilities;

Maintaining paint formulas, material specifications, photographs, and design files;

Coordinating with artists, conservators, contractors, and the San Francisco Arts Commission when needed; and

Confirming that repairs are consistent with the original artwork and artistic intent.

When damage affects more than one maintenance area, Kultivate Labs will coordinate a unified response.

Routine Maintenance Responsibilities

Yerba Buena Community Benefit District

YBCBD will conduct weekly visual inspections and provide routine care for the lower ten feet of the mural wall, which will primarily consist of the black-painted base below the principal artwork.

YBCBD will:

Remove graffiti, stickers, unauthorized postings, and debris;

Clean dirt, spills, residue, and other visible contaminants;

Perform minor approved touch-ups within the black base area;

Identify visible damage, moisture, staining, cracking, or paint loss; and

Report conditions requiring additional repair or assessment to Kultivate Labs.

YBCBD's nearby office allows the mural site to be incorporated into regular neighborhood maintenance activities.

Pickwick Hotel

The Pickwick Hotel will conduct weekly visual inspections of the mural area above the lower ten feet.

The hotel will:

Monitor the mural for fading, paint loss, cracking, peeling, staining, water intrusion, coating failure, or wall movement;

Report damage or deterioration to Kultivate Labs;

Perform minor approved touch-ups using original or color-matched paint;

Provide reasonable access for inspection and repair work;

Coordinate building repairs that could affect the mural; and

Address roof, drainage, façade, plumbing, or structural conditions that may damage the artwork.

Kultivate Labs will be notified before exterior building work begins if that work could affect the mural or supporting wall.

Inspections, Reporting, and Repair Standards

Weekly Inspections

YBCBD and the Pickwick Hotel will inspect their assigned areas each week.

Inspections will look for:

**Graffiti, vandalism, stickers, and unauthorized postings;
Dirt, stains, spills, residue, and surface buildup;
Fading, abrasion, peeling, bubbling, or paint loss;
Protective-coating deterioration;
Cracks, holes, moisture, water intrusion, or wall damage;
Damage caused by construction, equipment, vehicles, or pedestrians; and
Conditions that may threaten public safety or the artwork.**

Conditions requiring action will be reported to Kultivate Labs with a brief description and, whenever possible, dated photographs. Kultivate Labs will maintain a record confirming that inspections occurred, including weeks when no damage was found.

Community Reporting

Residents, businesses, visitors, and neighborhood stakeholders may report graffiti, vandalism, cleanliness concerns, or visible damage through YBCBD's established community hotline.

YBCBD will log each report and determine whether it can be handled through routine district services. Reports involving original mural imagery, upper mural areas, water intrusion, structural concerns, or substantial paint loss will be forwarded to Kultivate Labs.

Urgent matters will be reported to Kultivate Labs and the Pickwick Hotel within one business day. The hotline supplements, but does not replace, weekly inspections.

Response Priorities

Priority 1: Urgent Safety or Active Damage

Examples include active water intrusion, loose materials, structural or façade failure, spreading damage, or construction threatening the artwork.

An initial assessment and partner notification will occur within one business day. Temporary protective measures will be taken as soon as reasonably practicable, followed by coordination of a permanent repair.

Priority 2: Graffiti and Vandalism

Graffiti, offensive markings, stickers, or unauthorized postings within the lower black-painted area will have a target response time of two business days.

Graffiti affecting original mural imagery will not be cleaned, covered, or painted over without approval from Kultivate Labs. The original artist or a qualified conservator may be consulted before treatment.

Priority 3: Minor Cosmetic Maintenance

Small areas of paint loss, abrasion, fading, staining, or similar cosmetic damage will be evaluated within ten business days and, when reasonably practicable, repaired within thirty days.

Priority 4: Major Repair or Conservation

Extensive vandalism, significant fading, widespread coating failure, large cracks, substrate deterioration, water damage, or building movement will require a written repair approach.

The repair schedule will depend on the complexity of the work, access, weather, professional availability, and funding.

Paint, Materials, and Protective Coatings

Kultivate Labs will maintain a materials archive that includes available paint formulas, product information, finish specifications, coating information, reference photographs, design files, and surplus paint.

Materials will be securely stored, clearly labeled, and reviewed annually. When an original product is unavailable, Kultivate Labs will select a compatible replacement in consultation with the artist, manufacturer, mural professional, or conservator.

A professional-grade protective coating may be used when technically appropriate and compatible with the mural materials. Coatings will not be applied, removed, cleaned, or replaced without confirming material compatibility.

Conservation, Funding, and Long-Term Continuity Artist and Conservator Involvement

For major repairs or restoration of original imagery, Kultivate Labs will first make a reasonable effort to involve the original artist or artists.

If an original artist is unavailable, Kultivate Labs may retain a qualified successor mural artist, professional conservator, public-art restoration specialist, or another qualified professional.

All repair work will seek to preserve the mural's original composition, colors, scale, style, and artistic intent. When a proposed treatment could materially alter the artwork, Kultivate Labs will consult the San Francisco Arts Commission and comply with applicable artist-rights requirements.

Annual Condition Assessment and Records

Kultivate Labs will coordinate an annual assessment of the complete mural. The review will evaluate:

Color retention, fading, and paint adhesion;
Protective-coating performance;
Cracking, moisture, drainage, and wall conditions;
The effectiveness of previous repairs;
Paint and material supplies;
Maintenance costs; and
Anticipated repair or conservation needs.

A brief report with dated photographs will be added to the centralized digital maintenance record.

Records may include inspection dates, damage reports, photographs, corrective actions, materials used, service providers, costs, annual assessments, and correspondence with the San Francisco Arts Commission.

The Commission will be notified when damage substantially affects original imagery, requires material alteration, or raises significant structural, conservation, or artist-rights concerns.

Maintenance Funding

Routine care will be supported through direct and in-kind contributions from the project partners.

YBCBD will provide weekly inspections, cleaning, graffiti response, and maintenance of the lower ten-foot area through its regular district operations.

The Pickwick Hotel will provide inspections, building access, minor approved touch-ups, and property-related maintenance.

Kultivate Labs will include mural stewardship costs in its annual operating and program budgets.

Kultivate Labs will maintain an annual mural maintenance allocation of no less than \$2,500, subject to annual review.

Costs beyond this allocation may be addressed through organizational funds, property-owner participation, insurance proceeds, grants, sponsorships, or other available resources.

Insurance and Responsibility

Each partner will remain responsible for the actions of its employees, contractors, and agents.

The Pickwick Hotel will maintain customary property and liability insurance. Kultivate Labs will maintain general liability insurance appropriate to its public-art stewardship activities.

Building-related damage, including structural movement, drainage problems, façade failure, or water intrusion originating from the property, will remain the responsibility of the property owner.

Before major repair work begins, Kultivate Labs will confirm that retained artists, contractors, or conservators have appropriate insurance or coverage.

Term and Review

This plan will remain in effect for an initial ten-year term beginning on the mural completion date.

By the end of the ninth year, Kultivate Labs will convene the project partners to review the mural's condition, maintenance procedures, costs, available conservation technology, organizational changes, and any revisions needed for the next stewardship period.

The plan may be renewed or amended in writing.

Property and Organizational Changes

If the Pickwick Hotel property is sold, the current owner will make reasonable efforts to inform the successor owner about the murals and this maintenance plan. Kultivate Labs will seek written acknowledgment that the successor owner will assume the property-related responsibilities.

If those responsibilities are not continued, Kultivate Labs will consult the San Francisco Arts Commission, the artists, and the successor owner regarding preservation, modification, relocation, or deaccession.

If Kultivate Labs can no longer serve as Lead Steward, it will make reasonable efforts to identify a qualified successor organization or public-art steward. Maintenance records, design files, artist information, material specifications, and related agreements will be transferred to support continued care.

The San Francisco Arts Commission will be notified before Kultivate Labs transfers or discontinues its Lead Steward responsibilities.

Plan Administration

This plan is intended to serve as an active operating document. Administrative information, contact details, inventories, and service procedures may be updated as needed.

Material changes affecting ownership responsibilities, treatment of the artwork, the maintenance term, or the identity of the Lead Steward will be documented in writing and shared with the San Francisco Arts Commission when required.

Title: "Pagmamal"

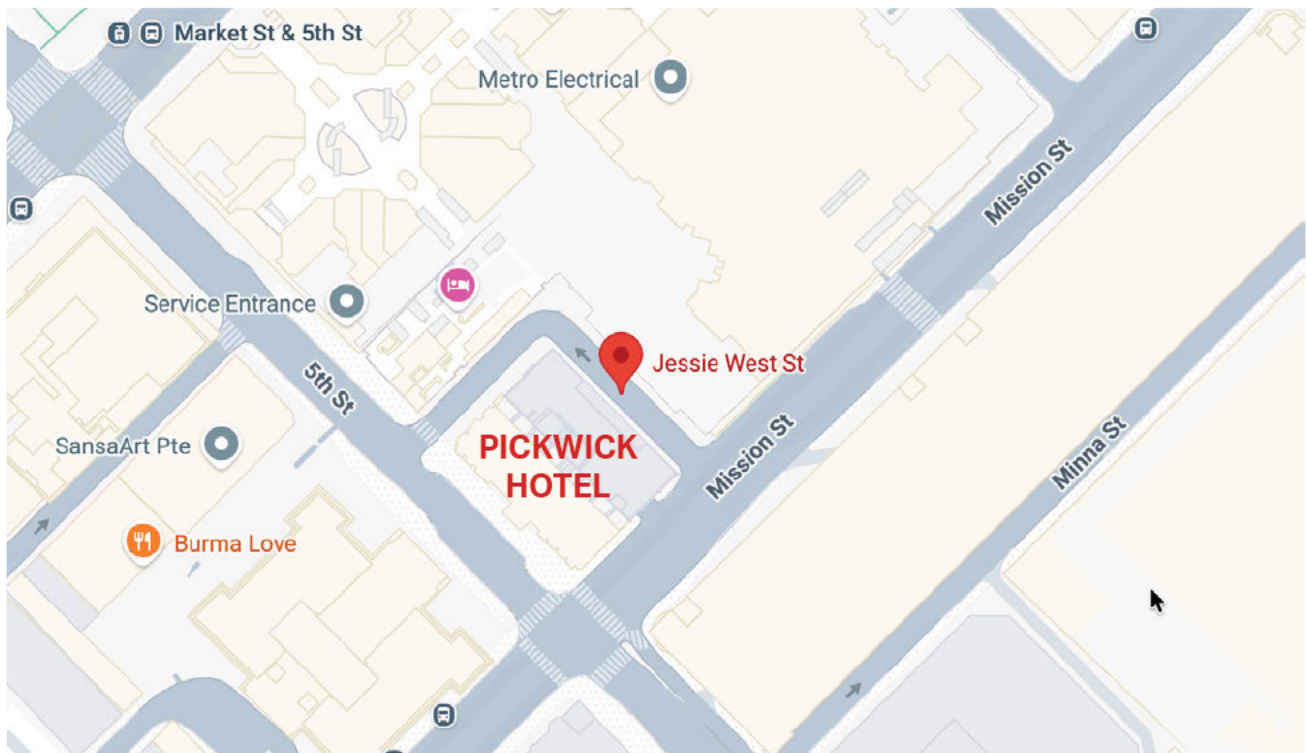
Mahal is found in the big and small ways we care for one another. It lives in the quiet act of witnessing each other. It is in how we tend to the land and sea, and in the ways they care for us in return. Mahal is in the sky, when we look up and imagine our loved ones, oceans away, just beginning their day. It is in the sun, the water, and the sand, their warmth settling over us like a familiar embrace. Mahal lives in the stories passed down to us, the echoes that become part of who we are.

This piece is inspired by a weaving of memories, by the enduring love of those beside us and those far away. It is inspired by family, the joy of simply being together, and the feeling of being held by ancestral wisdom, resilience, and hope. It is a reminder that love stretches across oceans and across time, through the hands that pass it from one generation to the next.



MURAL CONCEPT

Total mural area 75' x 30',
each artist's area is ~ 23' x 30'





Mural area is ~ 23' x 30'