



GENEVA CAR BARN TEMPORARY MURAL PROJECT PUBLIC ART PROJECT PLAN

For presentation to Visual Arts Committee February 18, 2026



BACKGROUND (CAPITAL IMPROVEMENT PROJECT OVERVIEW)

Located in the Ocean View-Merced Heights-Ingleside (OMI) area of San Francisco, the Geneva Car Barn was originally constructed in 1901 as part of the City's electric streetcar infrastructure. Now a City Landmark, the building is leased and operated by the Community Arts Stabilization Trust (CAST), with Performing Arts Workshop (PAW) as an anchor tenant, offering youth arts programming, creative workforce development, and community engagement activities.

The San Francisco Arts Commission (SFAC), in collaboration with the Recreation & Parks Department (RPD) and CAST, is developing a community-engaged temporary exterior artwork project on the west façade of the building to support neighborhood visibility, cultural identity, and community storytelling. The project will be developed through extensive community participation and will showcase the site as an active and inclusive arts and cultural hub.

ART OPPORTUNITIES

- The temporary mural will measure approximately 800 sq. ft. and will be installed along the west-facing façade and turret on the first and second-level exterior windows.
- The mural design will be printed on and installed as ACM DiBond with an anti-graffiti clear coat.
- Artwork will be on display for a maximum of 3 years, beginning Winter/Spring 2027.

PROJECT GOALS

- Honor the historic and cultural significance of the Geneva Car Barn.
- Establish the site as an art and culture center and youth arts educational hub.
- Develop the artwork through a series of community engagement activities with local community members and organizations, informing both the design and implementation.
- Provide a community benefit by supporting artist(s) with a meaningful connection to the Excelsior/Outer Mission/OMI neighborhoods.

AE and ARTWORK BUDGET

Total Project Budget: \$130,000

Total Artwork Budget: \$90,000

- **Artist Contract: \$20,000**

Artist Contract will be for design only, and is inclusive of all artist's fees, as well as associated expenses for design, community engagement activities, and consultation during fabrication and installation.

- **Implementation Allocation: \$70,000**

Fabrication, installation, maintenance, and deinstallation will be managed by SFAC under separate a contract.

ARTIST RECRUITMENT APPROACH AND ELIGIBILITY

Arts Commission staff will post a Request for Qualifications (RFQ) which is open to professional practicing artists, who reside in the United States. Recruitment will focus on artists whose practices align to the specific goals of the project. Artists will be asked to address their artistic focus, previous experience collaborating with project partners in the development and implementation of previous artwork design(s), and their meaningful connection to the neighborhood.

ARTIST SELECTION PROCESS

After the application deadline, Arts Commission staff will screen applications to establish the pool of artists meeting the minimum eligibility requirements, which are professional practicing artists who reside in the United States. All eligible applications will be presented to an Artist Qualification Panel consisting of two (2) arts professionals and one (1) SFAC staff member, who will review and score the applications to identify a shortlist of qualified artists.

The shortlist of qualified artists will be presented to the Artist Review Panel consisting of one (1) representative of RPD, two (2) arts professionals and one (1) community representative, who will review and score the applications and recommend one artist for the project. The Artist Review Panel's recommendation will be submitted first to the Visual Arts Committee (VAC), a subcommittee of the Arts Commission, and then to the Full Arts Commission for approval. All Artist Review Panel recommendations are subject to the approval of the Visual Arts Committee and Full Arts Commission.

COMMUNITY INVOLVEMENT

- SFAC staff presented an overview of the public art project plan to community groups on Friday, January 30, 2026.
- A community representative will serve on the Geneva Car Barn Temporary Mural Project Artist Review Panel.

- Selected artist will conduct a series of community engagement activities, which will inform the final design.
- All review panels, Visual Arts Committee (VAC) and Commission meetings are open to the public.

TIMELINE (Subject to change)

Project Plan Approval (VAC)	February 18, 2026
RFQ Issued	February 20, 2026
Qualification Panel Orientation Meeting	Week of March 30, 2026
RFQ Deadline	April 6, 2026
Qualification Results Meeting	Week of April 27, 2026
Review Panel Orientation Meeting	Week of May 4, 2026
Review Panel Results Meeting	Week of May 18, 2026
VAC Approval	May 20, 2026
Arts Commission Approval	June 1, 2026
Artist Under Contract	August 2026

FURTHER INFORMATION

Contact Craig Corpora, Public Art Project Manager at 415-819-5031 or by email at craig.corpora@sfgov.org