

# GENEVA CAR BARN TEMPORARY MURAL CONCEPTUAL DESIGN




THE FUTURE OF THE
SAN JOSE




NINEW
CARDEN
WATER
REVIVE
AIRE
FLOR
TRUS
BEC




**Geneva Car Barn Temporary Mural**
**Project Budget**

**Total Art Enrichment: $130,000**

- **Artist Design-only Contract: $20,000**, *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,** *inclusive of fabrication, installation, maintenance, and deinstallation will be managed by SFAC under separate contract*.

**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.




Claudio Talavera-Ballon, *Excelsior Neighborhood History,* 2023-2024, Acrylic.



Claudio Talavera-Ballon, Mission District Studio, San Francisco

# From Moving People to Connecting Communities



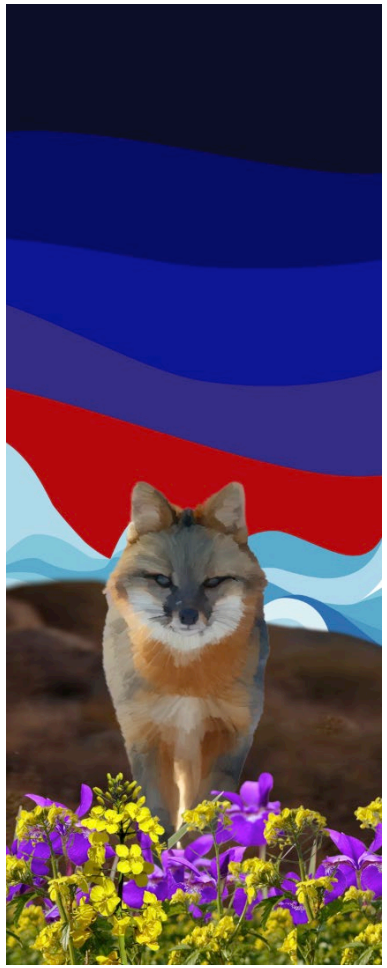
# Before Streets and Streetcars



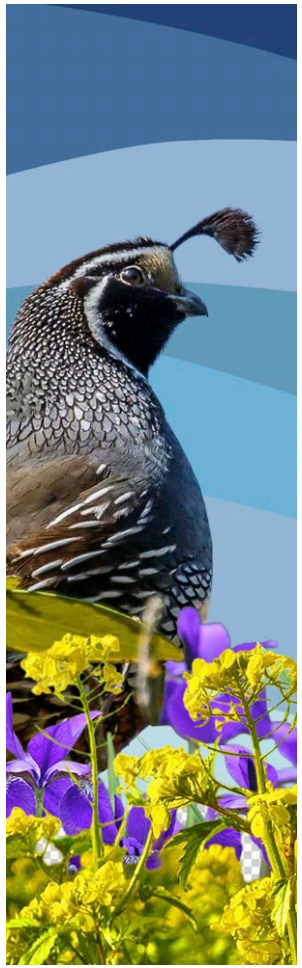
Coyote and
native wildflowers



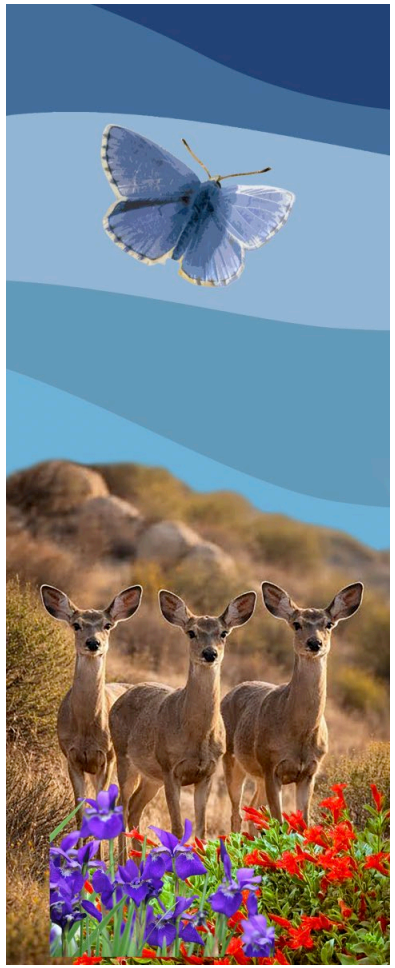
Great horned owl



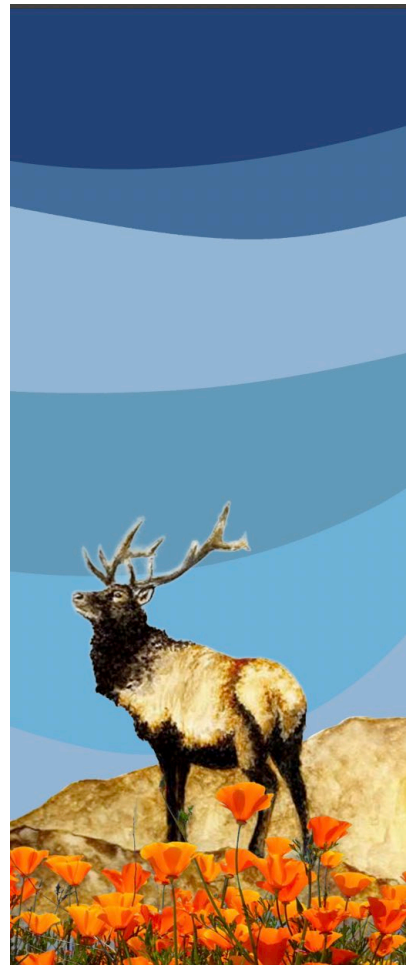
Fox



California quail
and iris



Deer and
Xerces blue butterfly

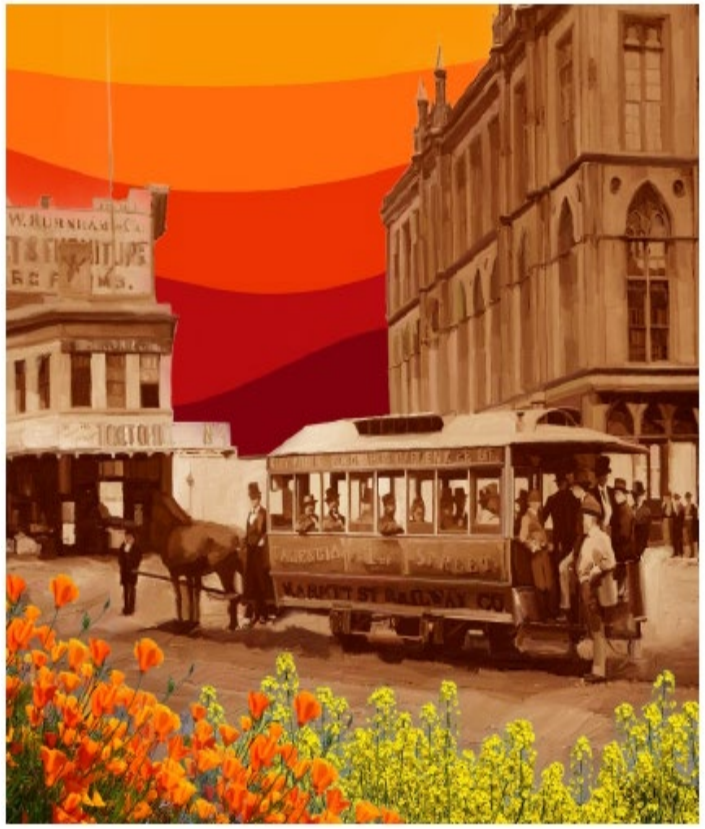


Tule elk and Poppies

# San Francisco Transit History and the Growth of the Excelsior




Horse-drawn omnibus, 1860s




Horse-drawn streetcar, c. 1875




Electric Streetcar, late 19th Century

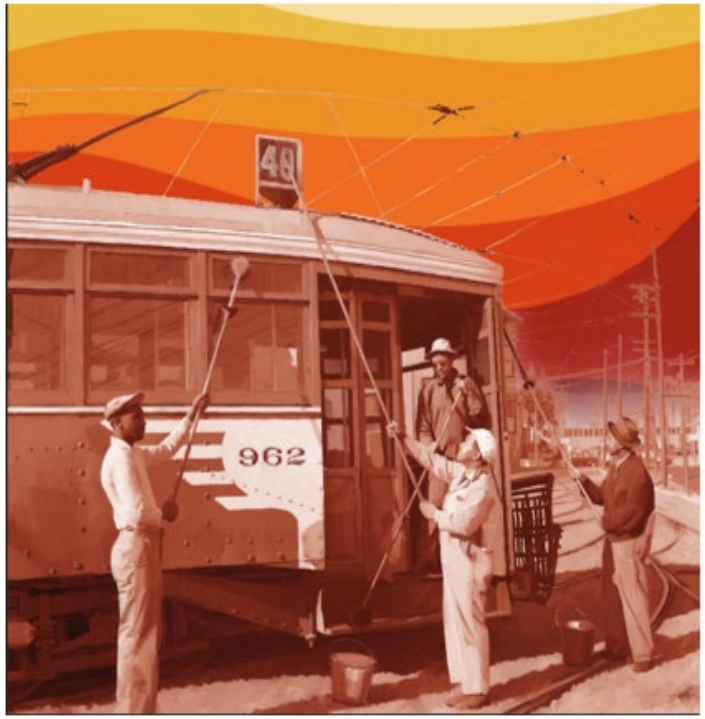
# The growing city and the people who kept it moving



Early Excelsior, c. 1910



Track Workers, c. 1917

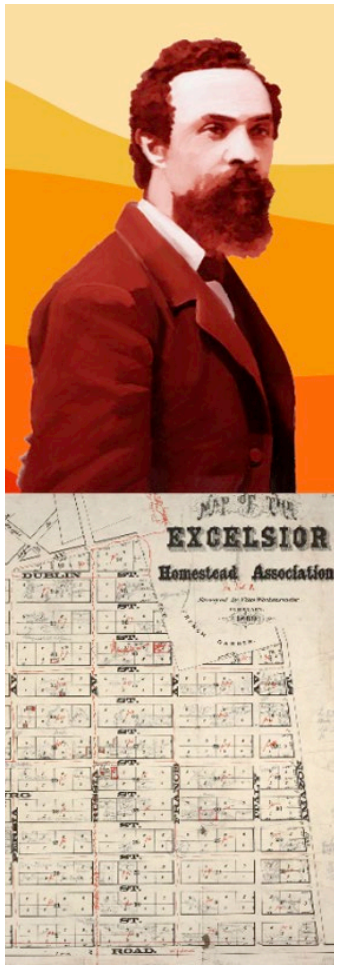



Geneva House Crews, 1947

## Civil Rights and the early Excelsior



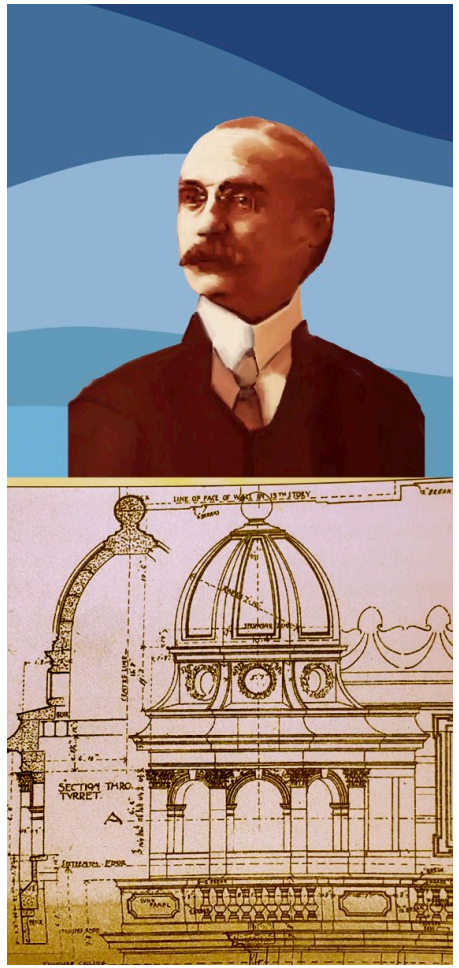
Mary Ellen Pleasant




Grafton Tyler Brown

## The Car Barn's Architectural History






Reid Brothers: James W. and Merritt J.

## The Hurtado Brothers

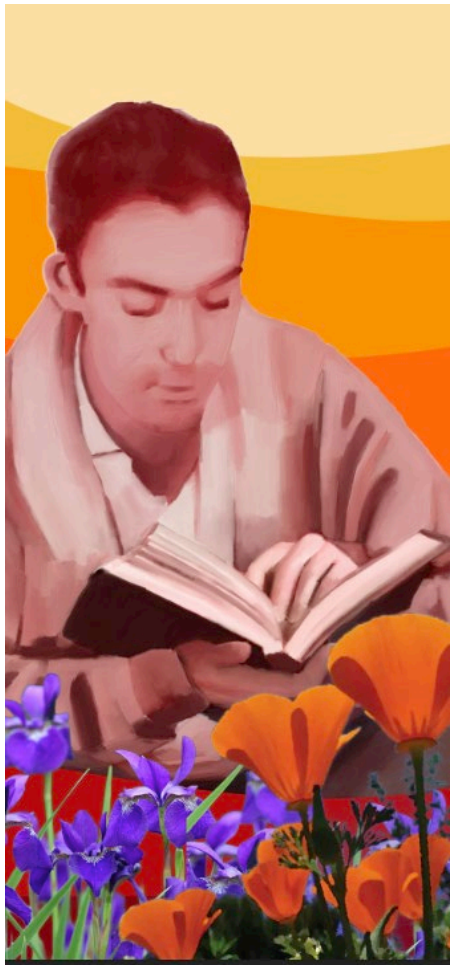


Jesús Hurtado

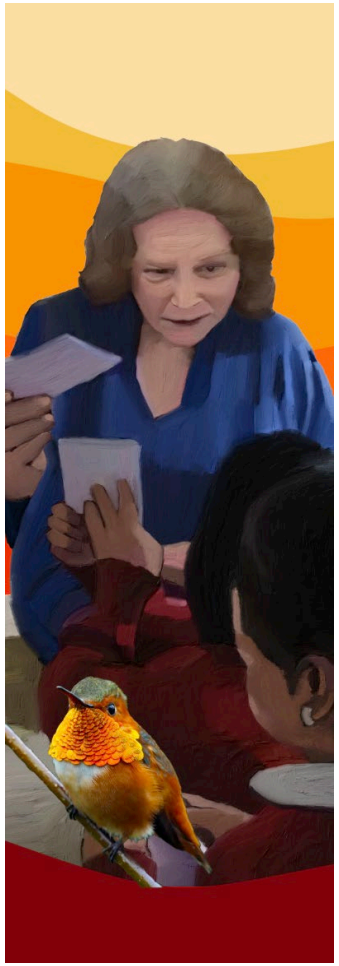


Celso Hurtado

## Poetic Voices



Philip Lamantia

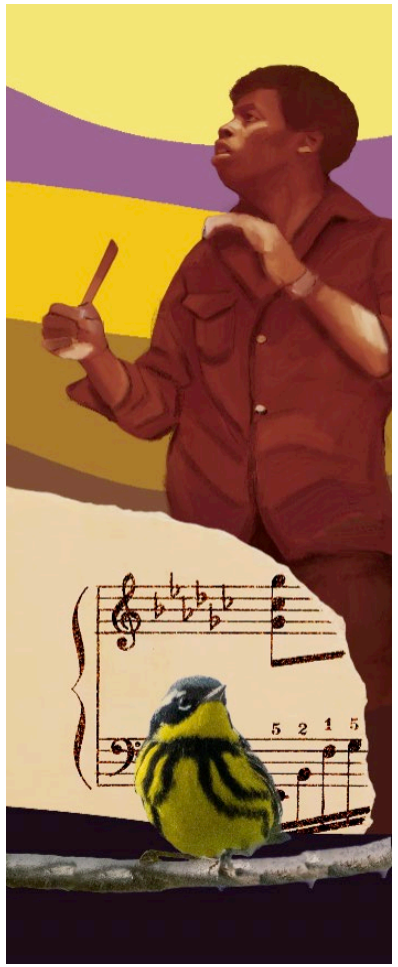


Diane di Prima

## Accordion and Conducting

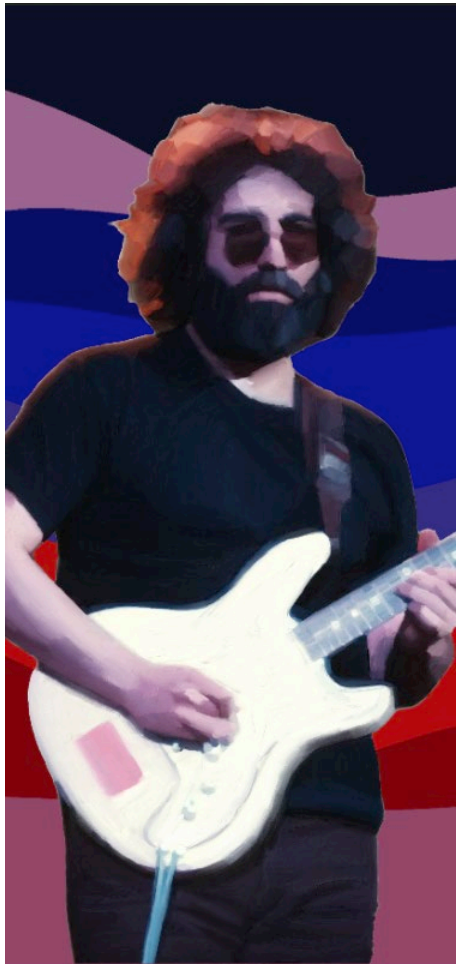


Carl Fortina

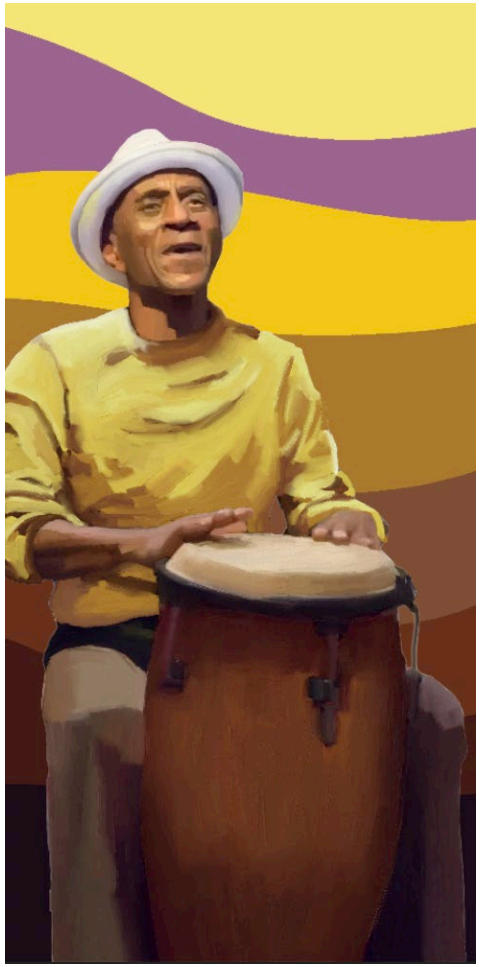


Calvin Simmons

## Artists across Generations



Jerry Garcia



Zeke Nealy



Amihan

# The Next Generation of Artists



Calvin Simmons



# Oil-paint effects and visible brushwork



# Community Voices Shaping the Mural












Claudio Talavera-Ballon, *Excelsior Neighborhood History,* 2023-2024, Acrylic.

## PROJECT SCHEDULE

(Subject to change)

| | |
|---|---|
| Conceptual Design Approval | November 18, 2026 |
| Final Design Approval | January 20, 2027 |
| Digital Files Submitted to Fabricator | Week of February 1 |
| ACM Production | Week of February 15 |
| Mural Installation | March 2027 |


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ODEON