



**Approval Checklist for proposed Public Art Project and Mural Reviews:**

- Signed letter or resolution approving the proposed artwork from the property owner or city department with jurisdiction over the proposed site, including any additional requirements.
- Completed Design Information Form (page 2-3 of this document)
- Lead artist's resume/qualifications and examples of previous work.
- Color image of artwork design, including any proposed text and exact dimensions.
- One image of the proposed site; indicate the exact location of the proposed artwork on the proposed location. Please include dimensions and address.
- Three (3) letters of community support for the project, e.g. letters of support from neighborhood associations, neighborhood petitions, individuals and businesses etc.
- Signed Artist Waiver of Proprietary Rights for Artwork (see two options below)  
\*required for each artist involved in project

A. to be Placed on **City Property** (page 6-7 of this document)

**OR;**

B. to be Placed on **Private Property** (page 8-9 of this document)

Digital submissions of the required checklist are preferred via email, in **one combined .pdf document, under 25mb**. Mail to: [alyssa.m.torres@sfgov.org](mailto:alyssa.m.torres@sfgov.org)

**OR** you may submit a hard copy by mail or dropped off at the offices of the Arts Commission. Please note, postmark dates will not be considered as the submission date:

San Francisco Arts Commission  
Attn: Alyssa M. Torres  
410 Van Ness, Suite 325  
San Francisco, CA 94102



**Artwork/Mural Design Information Form**

**Lead Artist(s):** Carlos Gonzalez

**Proposed Site Artwork (Full Address with Cross Streets):**

681 Florida and Bryant Streets  
\_\_\_\_\_  
\_\_\_\_\_

**District #:** 9

\*Supervisor’s Districts, where proposed mural will be placed can be found at:  
<http://propertymap.sfplanning.org/?name=sffind>

**Artwork Title:** El Son de la Mision

**Artwork Dimensions:** 3 panels, 16.9 x 14.3 wide, 16.9 x 15 wide, 16.9 x 14.3 wide

**Estimated Schedule: Start:** 3/ 1/22 **Completion:** 5 / 1/ 22

\*Requests for approval should be received 90 days prior to actual implementation of the mural.

**Funding Source(s) for mural, please list all:**

Mission Economic Development Agency

**Project Contact Information**

**ARTIST(S):** Carlos Gonzalez

**Artist Full Name:** same

**Address:** 721 Second Avenue, San Bruno, CA 94066

**Email:** cgonzalezmurals@gmail.com

**Phone:** 415-571-7114

**Project Coordinator (if different than artist):**

**Full Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

Sponsoring Organization (if any):

Organization: Precita Eyes Muralists Association, Inc. \_\_\_\_\_  
Contact Name: Susan Cervantes \_\_\_\_\_  
Address: 2981 24<sup>th</sup> Street, San Francisco, CA 94110 \_\_\_\_\_  
Email: susan@precitaeyes.org \_\_\_\_\_  
Phone: 415-285-2287 \_\_\_\_\_

Questions 1-4

\*Attach a separate document if needed for the following questions:

1) Proposal (Describes proposed design, site, and theme.)

The art depicts colorful Victorians jamming to a salsa beat among the protest signs that signal our community's fighting spirit for Affordable Housing, Civil Rights, and Justice. The design will be a Triptych Mural with each outer section complimenting the centerpiece, reflecting the musical and cultural aspects of the Mission District such as Carnaval SF and Dia De Los Muertos.

2) Materials and processes to be used for wall preparation, mural creation and anti-graffiti treatment.

Materials include acrylic primer and highly acrylic paint on stucco, transfer will be projected on to the wall, and Sheercoat protective coating at completion.

3) List individuals and groups involved in the mural design, preparation, and implementation.

Lead Artists Carlos Gonzalez, Assistant Artist, Pablo Ruiz. Designed by the lead artist who will coordinate all the preparation and implementation.

4.) Maintenance Plan (including parties responsible for maintenance and graffiti abatement)

MEDA will monitor the mural during its life at Casa Adelante and will contact the artist at their discretion to discuss any maintenance issues .

**681 FLORIDA HOUSING  
ASSOCIATES, L.P.**

December 14, 2021

**RE: 681 Florida Wall C Murals Art Letter of Support**

Dear SFAC Visual Arts Committee:

As owners of the property at 681 Florida Street, we write to you today in enthusiastic support of the proposed artwork for Wall C, designed by artist Carlos "Kookie" Gonzalez. Kookie's proposal was selected by MEDA and TNDC following a rigorous RFP selection process. As a Mission local with strong ties to the community, he stood out to us as an artist who is committed to representing the culture and history of the neighborhood in his work. Kookie experienced the movements, political activism, art, and music from the 1960s and onward and his rich experiences influenced his art, including the designs for 681 Florida. He has refined his designs through two owner reviews and two rounds of community engagement.

Please contact our project team at [681florida@medasf.org](mailto:681florida@medasf.org) with any questions.

Thank you,

DocuSigned by:

*Katie Lamont*

D17002A7495E45A

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Katie Lamont

Senior Director of Housing Development  
Tenderloin Neighborhood Development Corporation

DocuSigned by:

*Karoleen Feng*

0217287829875467

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Karoleen Feng

Director of Community Real Estate  
Mission Economic Development Agency

201 EDDY STREET  
SAN FRANCISCO, CA  
94102

PH: (415) 776-2151  
FAX: (415) 776-3952



## Carlos "Kookie" Gonzalez

I was born and raised in San Francisco's Barrio, the Mission District where I attended St. Charles Elementary, Horace Mann Jr High and graduated from Mission High. At 62 years of age, I feel blessed to have experienced the movements, political activism, art and music from the 60's through the present and throughout life I developed my own style of painting. I don't have a name for it, but I think it's *Funky*.

My father, Carlos Sr., was the first to note my ability to draw. My parents were hard working immigrants and could not afford to send me to art school. But, throughout elementary school, he required me to have a drawing for him (instead of homework) every day. My daily drawings varied in subject matter from sports figures, nudes, cars and musicians. Upon submitting the drawings to my dad, I was permitted to go out and play. I chose to run the streets with my neighborhood click at Folsom Park. I eventually became the gang's scribe, where I learned the intricacies of Calo, Plaka, and Cholo writing. I would do Roll Calls in spray paint upon the walls of our territory and embellish with cartoonish characters of cholos, skeletons or the UFW thunderbird. (A "roll call" consists of the name of the gang, followed by the names of the homies present for that particular event). Eventually, I got caught by police throwing up Plakas and was sent to juvenile court. During my probationary period I foolishly vandalized the newly opened Mission Cultural Center. At that time MCC was a cavernous, empty building with beautiful walls to paint on. One of its founders, Carlos Cordova, caught me in the act and gave me an ultimatum. He said that he would not report me to the court, knowing a violation would send me into custody. Instead he made me take art classes at the Mission Cultural Center. Little did I know, this event would be a turning point in my life.

After graduating from Mission highschool I somehow found myself at San Francisco State University as an EOP student, majoring in Ethnic Studies in 1983. As a student, I reconnected with Carlos Cordova who was a tenured Professor of La Raza Studies. He commissioned me to do a small mural for extra credit in a class I was failing. He truly believed in me, and I'm eternally grateful. I supported myself through college by working as a community advocate and organizer with the *Real Alternatives Program (RAP)*. RAP's main demographic was high risk gang youth in the Mission and we started doing outreach work by doing mural projects in the neighborhood.

Simultaneously, I was being mentored by renowned muralists; Ray Patlan, Mike Rios, and Chuy Campusano, who were employed by RAP to lead these mural projects. I assisted them on each project. As a result we completed five murals including the Folsom Park mural in 1981 and the RAP school murals. The purpose of these mural projects was to recruit high risk boys and girls and teach them the value of community service and organizing through art. Many of these youth went on to graduate highschool and attend college. This was also an art education for me where I learned the mechanics of mural painting.

After acquiring my Ethnic Studies degree in 1991, I became a Probation Officer in the place I dreaded as a young man, the Juvenile Court System. I retired to SF State in 1994 to paint the Cesar Chavez Mural on the Associated Students Building. During my tenure as a PO, I was able to lead community murals with probationers and "at risk" youth while connecting them with the community agencies that I benefited from in my youth. Most notably, we painted the Cesar Chavez Mural at 24th & York St (aka: "Y tu, y yo, y Cesar") in 1995 and the Juvenile Court mural titled "Education is Liberation" in 2014.

After retiring in May 2015, I painted the Chata Gutierrez Mural at 24th & South Van Ness in collaboration with Precita Eyes and Urban Youth Artists. At present, I'm happily retired and living the dream as an artist.





“Keeping the peace in Centro America,”  
PLACA MURAL PROJECT, Balmy Alley, 1984



“Y Tu, Y Yo, Y Cesar,” 24th and York Street  
San Francisco 1995,



“Island Girl,” Kitava Restaurant Mural  
16th and Mission Street SF CA, 2020



“Taqueria Nuevo Mar,” Mural  
Ocean Ave, SF CA, 2020



“La Phoenix Vive!” Mural  
For Casa Adelante,  
1950 Mission St. SF CA 2021

## “El Son de la Mission”

The art depicts colorful Victorians jamming to a salsa beat among the protest signs that signal our community’s fighting spirit for Affordable Housing, Civil Rights, and Justice. The design will be a Triptych Mural with each outer section complimenting the centerpiece, reflecting the musical and cultural aspects of the Mission District such as Carnaval SF and Dia De Los Muertos.

### PUBLIC ART ON EXTERIOR ENVELOPE

PAINTED ART MURAL TO BE ON STUCCO SURFACE ONLY







“El Son de la Misión”  
History of Mission District Political Movements.



“El Corazón de la Misión”  
carnival represents multicultural heart of the Mission District



“Block Party in The Mission.”  
Dia de los Muertos is a tradition celebrated every year on November 2nd where our ancestors come to visit the living.

December 22, 2021

To whom it may concern,

I am writing this letter of support for Artist, Carlos "Kookie" Gonzalez and highly recommend him for the mural project at 681 Florida St.

I've known Carlos for over 40 years as a community muralist and musician. From his days as a Youth Outreach Organizer on mural projects with high risk youth at The Real Alternatives Program (RAP) and throughout his career as a Juvenile Probation Officer at the Youth Guidance Center, he has always made himself available to art projects in the Mission District. He designed the Carnaval SF poster for 2017.

Based on our experience together, I highly recommend Carlos for this project at 681 Florida St.

Roberto Hernandez  
Executive Director  
Carnaval SF  
(415)987-0577

1/2/22

To whom it may concern,

I'm writing this letter in support of Carlos Gonzalez in his efforts to paint a mural at Casa Adelante/681 Florida St.

I've known Carlos since 1982. We painted several portable murals in the summers of 1982, '83 and '84 with gang youth for the Real Alternative Program, a youth advocacy and outreach program.

I also had the pleasure of co-authoring the Santana Mural aka: "Inspire to Aspire" in 1986/87 with Carlos. Since that time, Carlos has gone forward in his artistic career to paint numerous community, commercial and privately commissioned murals.

Carlos is a very talented and experienced muralist who will do great work for this project. He has my full support.

Mike Rios  
Artist  
(415)823-7592

12/10/2021

To whom it may concern,

It is with my highest recommendation that I write this letter in behalf of Artist, Carlos Gonzalez. I have known Carlos over twenty years. In 1999 I interned with Mr. Gonzalez, who was a Probation Officer at the time, in the San Francisco Juvenile Probation Department. I was a senior at SF State majoring in Social Work. During my tenure as an intern, I witnessed Carlos' work ethic, professionalism and dedication to the youth and families he served.

After graduation from SFSU, we kept in touch and eventually reconnected in the summers of 2018 and 2019 where I hired him to teach Mural Workshops and History of Murals to K thru 8th graders at St. Matthew's Day School in San Mateo, CA. Carlos' did such an exceptional job, we hired him for a second summer. His commitment to the kids, their parents and the program demonstrate that he is not only a great artist, but a natural educator.

Therefore, it is with great pleasure that I recommend Carlos for the mural project at 681 Florida St.

Andrea Graña  
Bridge Peninsula Summer Program Director  
(650)834 4171



## Waiver of Proprietary Rights

for Artwork Placed Upon PRIVATE PROPERTY under VARA and CAPA

The artist, <<INSERT NAME OF ARTIST>>, has designed a work of visual art ("the Artwork") as described below. The Artwork will be located at the address below, with consent from <<INSERT NAME OF PROPERTY OWNER>> (hereinafter referred to as the "Property Owner").

DESCRIPTION: [type, mural, medium]:

ACRYLIC MURAL ON STUCCO

TITLE, DATE: "EL SON DE LA MISIÓN" 3/1/22

DIMENSIONS: TRYPIC 15'x15' EACH

ADDRESS/LOCATION: 681 FLORIDA ST, SF, CA 94110

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.



## 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

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PROPOSED SITE (address, cross street)

DISTRICT

District numbers can be found at <http://sfgov.org/elections/district-citywide-maps>



MURAL TITLE	Peace in the Heart of the Community
DIMENSIONS	Street level wall 42' x 5' Doorway wall 18' x 12'
ESTIMATED SCHEDULE (start and completion dates)	Six weeks
1. Proposal (describe proposed design, site and theme. Attach a separate document if needed).	The community of Guadalupe Elementary School Arts committee seeks approval to have a mosaic mural created and installed on the exterior walls at the entrance of our school. The arts committee has chosen the theme of "Peace" for a bright mosaic mural of child-drawn images in actions that promote peace in our community. The theme is important for connecting many initiatives the school has taken to address: arts education, community building and socia-emotional learning.
2. Materials and processes to be used for wall preparation, mural creation and anti-graffiti treatment.	The mural will use bright, inspiring colors as this is a primary school. The mural will be made of colorful tiles, glass and mirror, as well as use thinset (cement adhesive), thickset mortar and grout. Sourced materials will consist mostly of tiles that have been salvaged from excess at local tile companies keeping this waste from the dump.
3. List individuals and groups involved in the mural design, preparation and implementation.	Crate Peace Project, Ross Holzman, Chandra Gonzales, Isabelle Schildknecht, Maria Luz Agudelo, staff and students of Guadalupe Elementary School

**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



## Artist's Resume and examples of previous work

**Ross Holzman**, (Executive Director of [www.createpeaceproject.org](http://www.createpeaceproject.org)) will lead the project. Ross is an experienced arts educator with more than 12 years of experience working with tens of thousands of youth. He is duly qualified to lead the execution of the mural as he has created more than 20 large-scale murals and 5 mosaics in schools across the San Francisco Bay Area in the past 6 years.

Highlights of Create Peace Project's work:

2018/2019 - Longfellow Elementary School : "Our Pathway to Peace" Mosaic Mural - Create Peace Project was chosen by Longfellow to lead the creation of a 2,500 sqft mosaic mural on the exterior of the school. All 520+ students, plus staff, many families, and community members participated in this three-month long project. This project was funded by a Community Challenge Grant.

2018 Richmond Arts and Culture Commission Grant – Create Peace Project was awarded its second Arts and Culture Commission grant and led a 350 sqft mosaic mural project at the Richmond Senior Center. The project included 100+ Lovonya DeJean Middle school students, and 80 senior participants in the creation of this mural.

2016, 2017, 2018, 2019 – 4 consecutive Monroe Elementary School Mural Projects – Create Peace Project led three large-scale (1,500 and two (2) 1,200 sqft) mural painting projects, as well as a 250 sqft mosaic mural at the entrance of the school with the 550 students each year.

**Jael Lafemina, Lead Consultant and Mosaic Artist:** Jael is a master stonemason and mosaic artist with more than 25 years of experience creating beautiful mosaics and doing stone masonry work in homes around the United States. Since 1992 he has been designing and building landscapes, mosaics and stone masonry work on high-end homes. Jael has a Bachelor of Arts from the University of Vermont and currently has clients in Colorado, Utah, Idaho, Oregon, California, Massachusetts and Hawaii.

**Laurie Marshall, Arts Facilitator,** is an international leader in empowering young people to have a positive impact on negative settings. A certified art and social studies teacher with 35 years in mostly underserved communities, she has inspired students through project-based learning and arts integration in the US, Bosnia-Herzegovina, Ghana, Uganda and Brazil.

**Izabella Tschig, Arts Facilitator,** is passionate about our capacity as humans to use our hearts, bodies and minds to create, to heal and to play. Iza studied art and design at Chelsea College of Art, London College of Communication, and Parsons School of Design, NYC as well as enjoying an enriching personal and professional career in theater, film and music making.

















HECTOR LEE  
ASSISTANT PRINCIPAL  
LONGFELLOW ELEMENTARY SCHOOL  
755 MORSE STREET  
SAN FRANCISCO, CA 94112  
TELEPHONE#: (415) 469-4730 FAX #: (415) 469-4068  
EMAIL: LEEH@SFUSD.EDU

Lanita Henriquez  
Community Challenge Grant  
City and County of San Francisco  
1 Dr. Carlton B. Goodlett Place, Room 453  
San Francisco CA 94102

Dear Lanita:

I am writing this letter in support of Guadalupe Elementary Grant application for a mural along the exterior of the school.

As a fellow Crocker-Amazon School, Guadalupe Elementary serves 420 students who live in the area. As an educator in the community I support their efforts to beautify the area providing a permanent art fixture in the area to the support he often neglected and overlooked district in San Francisco. The mural provides the opportunity for children, teachers, families and community members to participate in the creative process. The process will build community and pride for the students and families. We have seen how adding art to the neighborhood adds a sense of pride and belonging to the school. Create Peace Project, which is supporting this effort, works well with vested parties, engages children in developmental ways, involves families and collaborates with stake holders.

I am happy to lend my moral and s

Sincerely,

A handwritten signature in black ink, appearing to read "Hector Lee".

Hector Lee, NBCT  
Assistant Principal.





San Francisco Arts Education Project • [www.sfartsed.org](http://www.sfartsed.org)

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Lanita Henriquez  
Community Challenge Grant  
City and County of San Francisco  
1 Dr. Carlton B. Goodlett Place, Room 453  
San Francisco, CA 94102

Jan. 11, 2022

Dear Lanita,

I am writing this letter of support of Guadalupe Elementary School's grant application regarding the installation of a public-facing mural on the exterior of the school.

As a long-time partner and provider of arts education at Guadalupe, and many other SFUSD schools, I can attest to the positive impact school murals have. From planning and designing drafts to, ultimately, the installation, murals create multiple opportunities for creative collaboration between students and adults, as well as being tremendous community building experiences.

Our city is a vibrant and ever-evolving landscape of public art; the addition of an exterior mural at Guadalupe Elementary will serve to not only expand this landscape but also document a point in time for both the school and neighborhood in which it's located. The addition of a mural will also provide countless opportunities for interaction and discussion for all those at the school and the public passing by.

On a final note, there is nothing quite like the sense of pride a child takes when they can point to a large-scale project in which they participated. This mural will serve to connect current and future students to a formative place of learning, while adding beauty to the Crocker-Amazon neighborhood.

With regards,

A handwritten signature in black ink that reads "Mia Waller". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Mia Waller  
Program Director, San Francisco Arts Education Project

# MISSION SCIENCE WORKSHOP

Attn: Lanita Henriquez  
Community Challenge Grant  
City and County of San Francisco  
1 Dr. Carlton B. Goodlett Pl, rm 453  
San Francisco, CA 94102

Dear Lanita,

I am writing this letter in support of Guadalupe Elementary School's application to create a mural on the exterior of the school. We are a long time community partner of Guadalupe and while our focus is specifically science, we also engage the students in many artistic forms and definitely support their participation in this project.

We firmly believe in creating resources and opportunities especially for students in the southeast of San Francisco who often are under-resourced. This would provide the students and community to participate in a creative project, which is something we also actively engage in through our open-ended, hands-on programs.

Thank you,

Bart Evans  
Site Coordinator, Excelsior Workshop  
Mission Science Workshop  
415-594-9165  
4458 Mission St.  
San Francisco, CA 94112

6-25-2021

To whom it may concern

As a parent activist at Guadalupe Elementary school, I support the "peace in the heart of the community" mural project.

This project will beautify our school entrance and engage our students in improving the community.

Respectfully

Maria Navarro  
241 Brookdale Ave  
San Francisco Ca 94134



6-25-2021

To whom it may concern

As director of the Out Of School Time program at Guadalupe Elementary school, I support the "peace in the heart of the community" mural project.

This project will beautify our school entrance and engage our students in improving the community.

Respectfully

Eli Horn  
Director OST program  
Guadalupe Elementary School  
859 Prague St San Francisco 94102



6-25-2021

To whom it may concern

As director of the Gallopers after school program at Guadalupe Elementary school, I support the "peace in the heart of the community" mural project.

This project will beautify our school entrance and engage our students in improving the community.

Respectfully

Joseph Uribe  
Program Director BACR, Gallopers at Guadalupe.  
859 Prague St  
San Francisco Ca 94112





**SFUSD** SAN FRANCISCO  
PUBLIC SCHOOLS

859 Prague Street  
San Francisco, CA 94141

December 17, 2021

To: Create Peace Project  
San Francisco Unified School District

This is a letter of Consent to allow you, in conjunction with student, staff and volunteers at Guadalupe Elementary School, to complete a mural on the exterior walls of Guadalupe Elementary School along Prague Street based on a design by the Guadalupe Arts Committee.

Sincerely,

A handwritten signature in blue ink that reads "Maria Luz Agudelo". The signature is written in a cursive style and is placed on a light blue rectangular background.

---

Maria Luz Agudelo  
Principal



## 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 be made of colorful tiles, glass and mirror, as well as use thinset (cement adhesive), thickset mortar and grout. Sourced materials will consist mostly of tiles that have been salvaged from excess at local tile companies keeping this waste from the dump.

TITLE: Peace in the Heart of the Community      DATE: December 17, 2021

DIMENSIONS: Street level wall 42' x 5' and doorway wall 18' x 12'

ADDRESS/LOCATION: 859 Prague Street San Francisco, CA 94112

("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: Guadalupe Elementary School

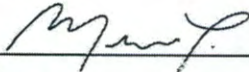
Authorized Agent: Maria Luz Agudelo

Address: 859 Prague Street

Email: agudelom@sfusd.edu

Phone: 415-469-4718

SIGNATURE: \_\_\_\_\_



DATE: 12 / 17 / 2021

ARTIST

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

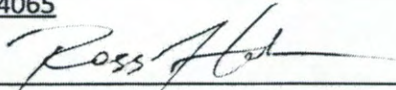
Artist: Ross Holzman

Address: P.O. Box 411253

Email: ross@createpeaceproject.org

Phone: 415-385-4065

SIGNATURE: \_\_\_\_\_



DATE: 12 / 17 / 2021

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:



## **Maintenance Plan for GES Mural “Peace in the Heart of the Community”**

Mosaics require little to no maintenance, and rarely get graffiti. However, the Create Peace Project will be on hand to address any tagging. When the project is completed Create Peace Project will train staff at Guadalupe Elementary School throughout the project to handle small repairs when a small piece of the mosaic fails. In instances where more significant support is needed, a Create Peace Project staff member will be available and will work together with the school to address any issues.

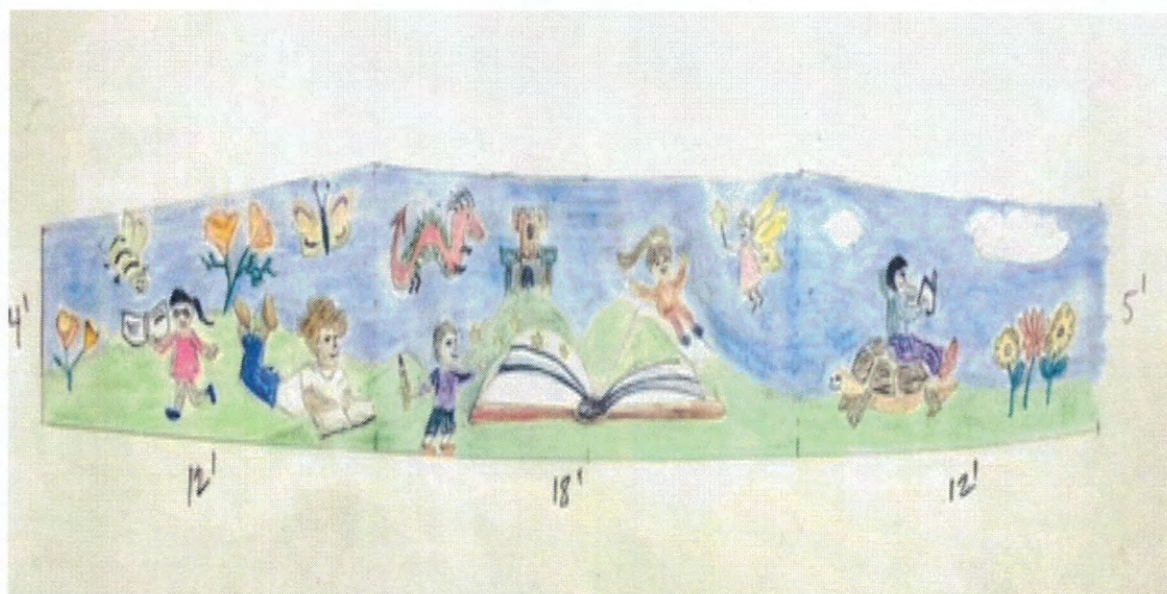
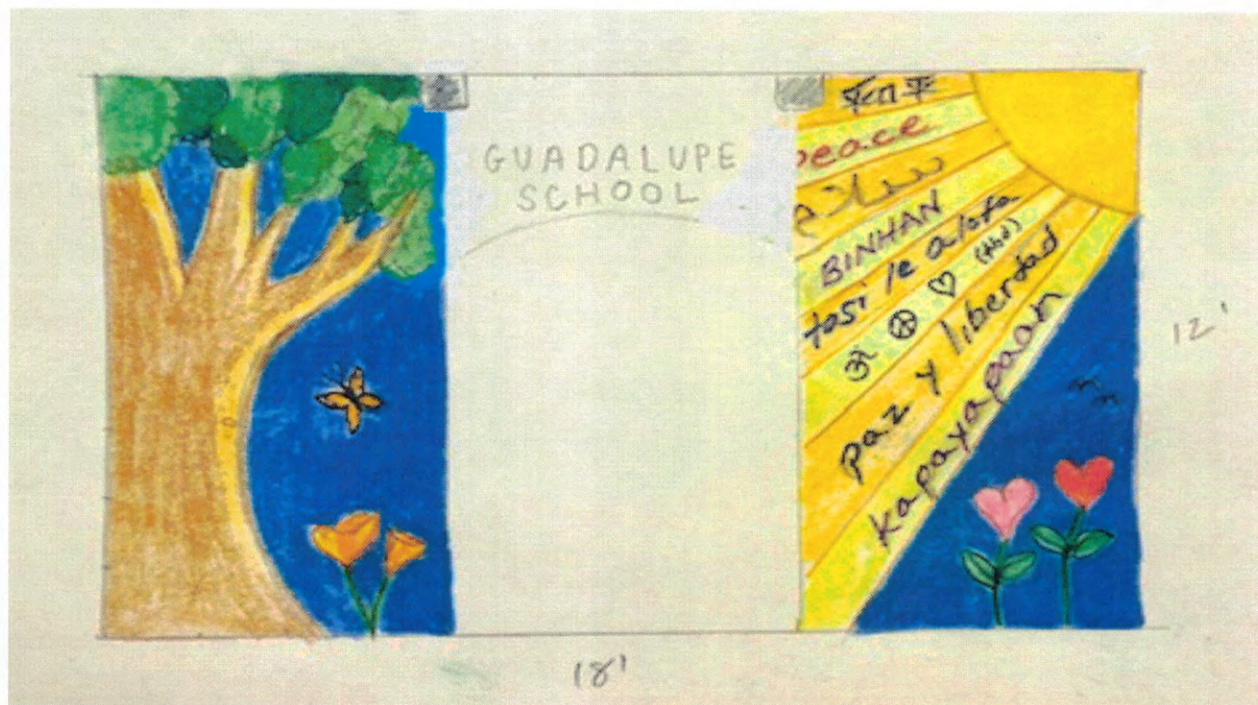


**EXHIBIT "A" PREMISES**

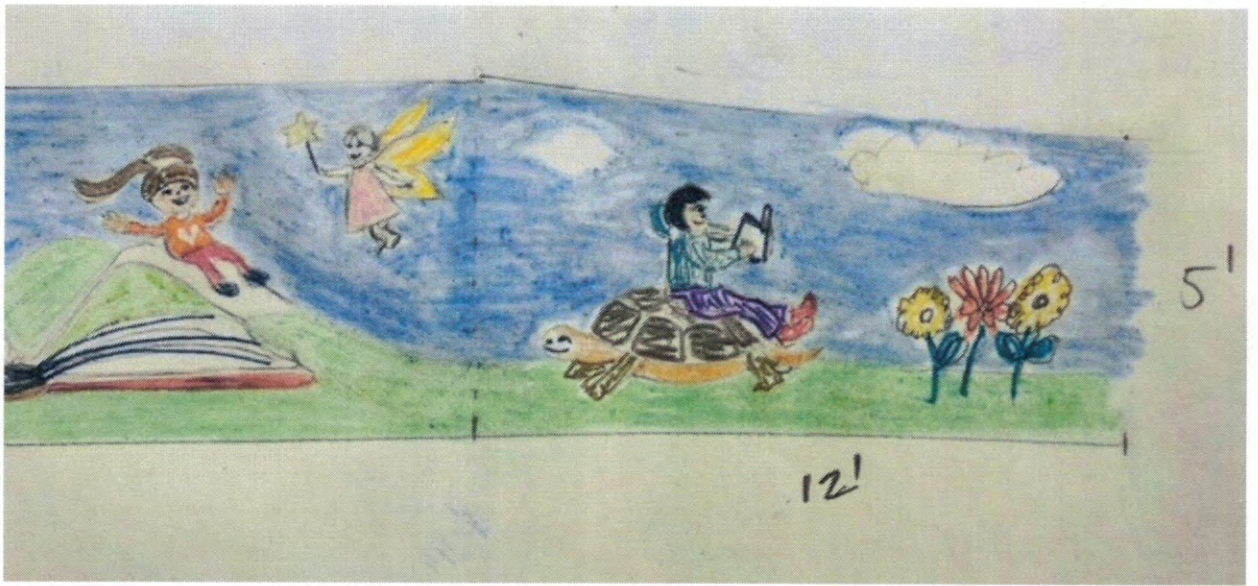
The mural would take up the Northern corner wall of the school along Prague Street.













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: <<INSERT ADDRESS FOR NOTICE>>.

PROPERTY OWNER

Property Owner: Katie Lamont, Senior Director of Housing Development  
(or Authorized Agent): Tenderloin Neighborhood Development Corporation  
Address: 201 Eddy Street, San Francisco, CA 94102

Email: klamont@TNDC.org  
Phone: \_\_\_\_\_

SIGNATURE:   
DATE: 12/17/2021

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: Carlos Gonzalez  
Address: 721 SECOND AVE  
SAN BRUNO, CA 94066  
Email: cgonzalezmurals@gmail.com  
Phone: (415) 571-7114  
SIGNATURE: Carlos Gonzalez  
DATE: 11/9/21

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>



# 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





**Estimated Schedule (start and completion dates):**

The mural installation is estimated to begin in Spring 2022 and will take approximately six to eight weeks to complete. The rink will be expected to re-open in early Summer.

**Proposal Describe proposed design, site and theme:**

The 6<sup>th</sup> Avenue Skate Area Community/Skatin' Place Art Mural project proposes to install an art mural on the ground surface of the 6th Avenue Skate Area in Golden Gate Park.

In early 2021, David Miles Jr, founder of the Church of 8 Wheels and longtime skating advocate and steward of Skatin' Place, approached SF Recreation & Parks Department with an idea for a community art mural to be installed on the ground surface of Skatin' Place. The Church of 8 Wheels, an indoor roller-skating rink in San Francisco, commissioned artist Aimee Bruckner, a long-time member of the Skatin' Place community, to complete concept designs for a community art mural.

The design, called *Psychedelic Golden Gate Skate*, honors San Francisco, Golden Gate Park and its roller-skating history with a counterculture-themed color scheme, a reference to the Golden Gate Bridge and a roller skate in the center circle.

This final design reflects some of the community feedback for more San Francisco themes and images, addresses spatial orientation for skaters to maintain their balance, and has a color palette to reduce visual glare.

**Materials and processes to be used for wall preparation, mural creation and anti-graffiti treatment:**

The mural would be created using yellow, orange, red, teal, and purple Laykold outdoor asphalt acrylic, a durable material that resists fading or peeling from heavy use. A weather resistant sports coating system would allow simple maintenance and retouching. The existing rinks surface will also be repaired and repaved prior to the mural installation.

The mural design was reviewed and approved by Recreation and Parks Department staff for installation and maintenance parameters, which require specialized paint with a limited color pallet and designs that can be applied and touched up with ease.

The SF Recreation and Parks Department has experience and success applying artwork on courts and working with the community on designs, including at the Hayes Valley Playground basketball court installed in 2019 and at the India Basin basketball court, which is currently



being designed. The mural will be installed by a qualified court resurfacing contractor under supervision of Rec and Park and guidance from the artist.

**List individuals and groups involved in the mural design, preparation and implementation**

The project is a partnership with the Church of 8 Wheels and San Francisco Recreation and Park Department. Graphic artist Aimee Bruckner was commissioned by the Church of 8 Wheels to create art concept designs for the mural with community input and feedback. Both Church of 8 Wheels and Aimee Bruckner worked closely with Department staff to propose designs that not only reflected community ideas, but also met the required installation and maintenance parameters.

Two community meetings were held to share proposed and updated designs with outreach conducted via social media, email, flyers and the SF Rec & Park e-newsletter. The first community on September 11, 2021 was held at the 6th Avenue Skate Area in Golden Gate Park. The second meeting was held via Zoom on November 17, 2021. A 2-week public comment period followed each community meeting.



# Golden Gate Park 6<sup>th</sup> Avenue Skate Area Mural Design: Full Commission – December 16, 2021



**Location of Proposed Mural: 6<sup>th</sup> Avenue Skate Area/ Skatin' Place, 6<sup>th</sup> Avenue between Fulton Street and JFK Drive, Golden Gate Park**





## Golden Gate Park 6<sup>th</sup> Avenue Skate Area Mural Design



**Dimensions: Elongated oval shape with a long axis measuring  $\approx 93$  feet and short axis measuring  $\approx 28$  feet. Total mural area will be  $\approx 2,350$  sq. feet.**

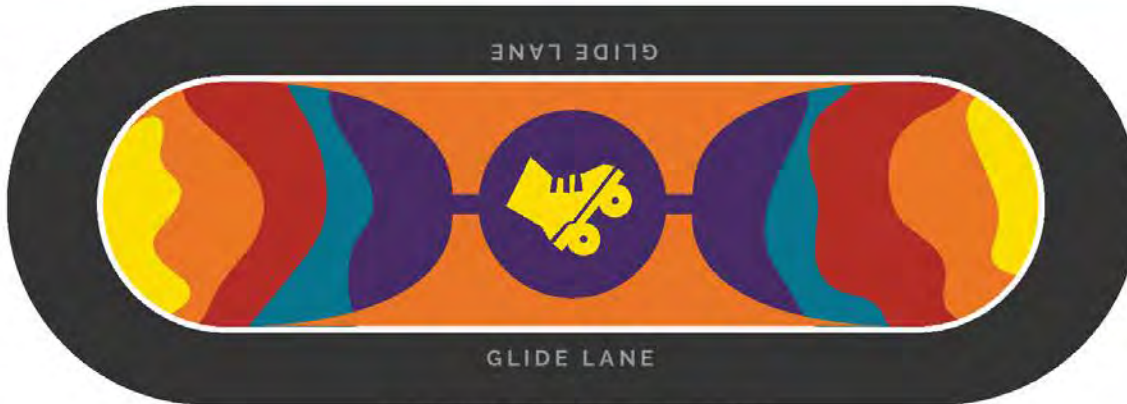


# Golden Gate Park 6<sup>th</sup> Avenue Skate Area Mural Design Full Commission – December 16, 2021

## 6TH AVE. SKATIN' PLACE MURAL

Design: [aimeebruckner.com](http://aimeebruckner.com)

John F. Kennedy Drive



PSYCHEDELIC GOLDEN GATE SKATE

Updated design  
November 2021

Laykold Acrylic Sport Surface  
Available Colors

CONCEPT A: COLOR PALETTE



Reference mockup only. Approx artwork oval size: 28' x 93'



# Proposed Mural Design



# ARTIST BIO: Aimee (Bruckner) Stevland



**Aimee (Bruckner) Stevland** is an experienced creative professional based in the San Francisco Bay area. She has spent the majority of her career in the entertainment industry leading creative teams in music artist merchandising, product development, and video game partnership marketing. She has contributed to the success of major companies like Electronic Arts, and legendary music acts including Mariah Carey, Usher, The Beatles, and The Doors.

Aimee is also an avid roller skater and has been part of the 6th Avenue Skating community for over ten years.

**Portfolio:** [www.aimeebruckner.com](http://www.aimeebruckner.com)

## DESIGN SAMPLES



**RECREATION AND PARK COMMISSION**  
**City and County of San Francisco**  
**Resolution Number 2112-008**

**GOLDEN GATE PARK 6TH AVENUE SKATE AREA – MURAL DESIGN**

**RESOLVED**, This Commission does approve the final artwork design to be installed at the Golden Gate Park 6th Avenue Skate Park in Golden Gate Park.

Adopted by the following vote

Ayes	7
Noes	0
Absent	0

I hereby certify that the foregoing resolution was adopted at the Recreation and Park Commission meeting held on December 16, 2021.



---

Ashley Summers, Commission Liaison





## **SAN FRANCISCO'S ROLLER DISCO**

Jan 3, 2022

TO: SF Arts Commission  
401 Van Ness Avenue, Suite 325  
War Memorial Veterans Building,  
San Francisco, CA 94102

The Church of 8 Wheels is proud to be in a position to support the creation of this fantastic mural. The Church was born out of the love, joy and experiences that have made Skatin' Place in Golden Gate Park the happiest place in the park. From the late 1800's when Emperor Norton took action against the roller rink operator who wouldn't let him use a pair of skates to this very day in 2022, roller skating has been a part of the rich, diverse and very unique culture of San Francisco. The mural represents the recognition of roller skating as part of the culture of San Francisco.

The history and meaning in the design is as amazing as the design itself. The hills of San Francisco, the colors of inclusion, The Summer of Love, the Golden Gate Bridge and all centered around the roller skate!!! This design expresses the mission of the Church of 8 Wheels. That mission is to spread "rolligion" in the tradition of San Francisco.

I sincerely hope you find this mural worthy of being approved. I believe it is exactly the kind of expression that celebrates roller skating for all of San Francisco!!!

Keep Rollin',

David Miles Jr.  
The GodFather of Skate  
Church of 8 Wheels

From: COLLEEN JONES <[REDACTED]>  
Sent: Wednesday, January 5, 2022 8:35 PM  
To: Sun, Susan (REC) <susan.sun@sfgov.org>  
Subject: Golden Gate Park Skating Rink Mural Project

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

SF Arts Commission  
401 Van Ness Avenue, Suite 325  
War Memorial Veterans Building  
San Francisco, CA 94102

Dear SF Arts Commission,

I am in favor of the new mural for the skating area in Golden Gate Park. I have been skating there since I discovered it back in 1999! This will be a wonderful addition to the park. I love the new lights that have been installed to highlight some of the majestic trees and it adds a warm ambiance. Please consider the new mural for the park! The skaters are a highlight of many passers by. Many people come to just watch for a while, they say they are drawn there by the positive vibe. Some even say it's magical. Please come see for yourself.

Thanks for considering the new mural.

Sincerely,

Colleen Jones



**From:** Charlene I. <[REDACTED]>  
**Sent:** Wednesday, January 5, 2022 5:10 PM  
**To:** Sun, Susan (REC) <susan.sun@sfgov.org>  
**Subject:** Expressing Support for Golden Gate Park Skate Mural

Dear Ms. Sun,

Greetings and Happy New Year! I hope you and yours had the most splendid Holiday season. My name is Charlene Ingram, a resident of San Francisco and avid skater in Golden Gate Park. As I have learned the subject of the planned mural is to be presented to the San Francisco Arts Commission soon, I felt it important to emphatically express my support for the planned mural in hopes you will extend this message to the Arts Commission.

Truly, there's little that can compare to the inherent beauty of our park, famous worldwide for myriad reasons, but a mural designed by one of the longtime members of the Golden Gate Park skating community is a worthy addition. Not only is it colorful and bright, just like the promise of our beloved city, but its design is welcoming to residents and visitors alike. Rollerskating is experiencing a resurgence and folks from all walks of life are enjoying the fun, social interaction and health benefits it provides. In addition to the already planned skating area expansion, this mural will solidify this precious part of the park as the little slice of heaven its current patrons already know it to be. As a resident of San Francisco and neighbor of Golden Gate Park, this proposal has my enthusiastic support.

Thank you, Ms. Sun, again for all your outreach and support for improvements to the Golden Gate Park Skatin' Place. If you have any questions of me or require anything else, please do not hesitate to reach out. It would be a pleasure!

Cheers,

Charlene Ingram

[REDACTED]

[REDACTED]

## 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]:

**Stylized graphic color mural using acrylic sports surface materials**

TITLE, DATE: **Psychedelic Golden Gate Skate, 2021**

DIMENSIONS: **Approx. 28 ft x 93 ft**

ADDRESS/LOCATION: **6th Ave. Skatin' Place located between Fulton Ave. and JFK Drive.**

("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.

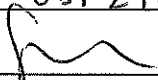
The City has no obligation to pursue claims against third parties for modifications or damage to the Work done without the City's authorization. However, the City may pursue claims against third parties for modifications or damage or to restore the Work if the work has been modified without the City's 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).



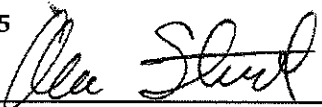
Artist bears the sole responsibility for providing the City with any changes to the Artist's Address for Notice. Notice of changes must be mailed to the Arts Commission, 401 Van Ness Avenue, Suite 325, San Francisco, CA 94102 AND to the City Agency with jurisdiction over the property.

CITY AGENCY

Agency: SF Recreation + Parks Department  
Authorized Agent: Susan Sun, Asst Director, Partnerships  
Address: 501 Stanyan Street  
SF, CA 94117  
Email: Susan.Sun@sfgov.org  
Phone: 415.031.2787  
SIGNATURE:   
DATE: 12/20/21

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: **Aimee Stevland**  
Address: **3921 Casanova Drive, San Mateo, CA 94403**  
Email: **info@aimeebruckner.com**  
Phone: **734-968-7425**  
SIGNATURE:   
DATE: **December 01, 2021**

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/>