

Mural Design Information Form

LEAD ARTIST

ADDRESS

CITY

STATE

EMAIL

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	Hyde in Bloom
DIMENSIONS	71 feet wide, 3 1/2 feet high
ESTIMATED SCHEDULE (start and completion dates)	Sept 19 (will plan a community day where neighbors will help prep and paint - no scaffolding and no blocking sidewalks)
1. Proposal (describe proposed design, site and theme. Attach a separate document if needed).	Mural by local Russian Hill artist, Daryll Peirce will transform the retaining wall into an immersive field of California poppies, creating the illusion that viewers are walking into the field. Meant to be uplifting and interesting to residents who naturally who use the space to enjoy the view and tourists along the Hyde street cable car line.
2. Materials and processes to be used for wall preparation, mural creation and anti-graffiti treatment.	The mural will be painted with exterior grade acrylic paints on a properly prepared surface. After completion, it will be sealed with an anti-graffiti coat that is cleanable without damaging the painted surface.
3. List individuals and groups involved in the mural design, preparation and implementation.	Esther Fishman, Coordinator; Daryll Peirce, Artist; Joyce Kucharvy, Russian Hill Neighbors, Financial Administrator; Caleb Hilladakis, Civic Joy Fund, Sponsor

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

Daryll Peirce – Artist Resume

DARYLL PEIRCE

Russian Hill, San Francisco, California
Visual Artist | Muralist | Illustrator

Contact

- Website: daryllpeirce.com
- Instagram: [@daryllpeirce](https://www.instagram.com/daryllpeirce)

Profile

American visual artist, muralist, and illustrator based in San Francisco whose work explores inner conflict, imagination, and the metaphysical connections between people, place, and energy. Active in gallery, mural, and illustration settings since approximately 2002, with work shown nationally and internationally and coverage in publications including *The New York Times*, *Juxtapoz*, and *Wired*.

Education

- **Bachelor of Fine Arts**, Rocky Mountain College of Art & Design, 2000.

Selected Public Art and Mural Projects

- **2020** – Redding Elementary School mural, San Francisco, CA; coordinated a five-artist team to create a winding four-story mural and participated in related classroom art workshops.
- **2019** – *Adrift*, Oakland, CA; 38' x 10' mural commissioned by a private business/building owner in the Temescal neighborhood.
- **2018** – *Plexus*, San Francisco Transbay Transit Center, San Francisco, CA; 32' x 10' mural created through a partnership involving ArtSpan SF, LPC West Transit Management LLC, and the Transbay Joint Powers Authority.
- **2017** – Welling Court Mural Project, New York, NY; 12' x 16' mural painted for the annual mural festival and community block party in Astoria, Queens.
- **2016** – *Everflow*, Denver, CO; invited mural in the LoDo district in collaboration with the Denver Urban Art Fund.
- **2016** – Street SmARTS Mural, Denver, CO.
- **2015** – San Francisco Street Food Festival Mural Panels, San Francisco, CA.

Selected Exhibitions

- **2019** – “45 Revolutions Per Minute, 45 Years of Southern Exposure,” Minnesota Street Project, San Francisco, CA.
- **2018** – “10 Days in Wonderland,” 111 Minna Gallery, San Francisco, CA.
- **2018** – “12x12,” Spoke Art Gallery, San Francisco, CA.
- **2018** – “Sentimental Mood,” First Amendment Gallery, San Francisco, CA.
- **2017** – “Simply Frida,” Wonderland Gallery, San Francisco, CA.
- **2017** – “Tondo,” Spoke Art Gallery, San Francisco, CA.

- **2017** – “March Forth,” Luna Rienne Gallery, San Francisco, CA.
- **2016** – “All The Feels,” Gravity Gallery, Aspen, CO.
- **2016** – “20X16,” CASS Contemporary, Tampa Bay, FL.
- **2015** – “co-lab,” Athen B. Gallery, Oakland, CA.
- **2015** – “Waves for Water Benefit Surf Auction,” Chandran Gallery, San Francisco, CA.
- **2015** – “PULP,” Roll Up Gallery, San Francisco, CA.
- **2015** – “Conscious and Unconscious,” The Arvada Center, Denver, CO.
- **2015** – “Zodiac,” The Gabba Gallery, Los Angeles, CA.
- **2015** – “12x12,” Gauntlet Gallery, San Francisco, CA.

Lectures

- **2011** – R/GA Lecture Series, R/GA, San Francisco, CA, with John Trippe and Courtney Fink (Southern Exposure).

Awards and Juried Recognition

- **2017** – The Midway Residency, The Midway, San Francisco, CA.
- **2012** – “Visions of Yore: A Juried Exhibit,” Gallery Hijinks, San Francisco, CA.
- **2011** – Juxtapoz Magazine “Get Exposed” profile feature winner and exhibition at 111 Minna Gallery, San Francisco, CA
- **2010** – “SuperNatural: A Juried Exhibit,” Fabric8 Gallery, San Francisco, CA.
- **2003** – “Annual Juried Show,” San Diego Art Institute, San Diego, CA.

Additional Professional Background

- Painting, mural, and illustration work shown consistently in national and international galleries, exhibitions, and public walls since arriving in the art world through Los Angeles around 2002.
- Commercially commissioned work for bands, breweries/distilleries, skateboard companies, and other clients.



Ray Bair

August 3, 2026

Re: Letter of Support for Proposed Mural at Broadway and Hyde

To Mural Commission:

My name is Ray, and I own the local cheese shop right here in the neighborhood. As a small business owner who sees dozens of neighbors, visitors, and regulars walk through my doors every day, I am writing to express my full support for the proposed mural above the Broadway tunnel at Hyde and Broadway.

Local businesses thrive when our streets feel welcoming, vibrant, and alive. A bright piece of public art featuring Daryll Peirce's colorful California poppies will make a world of difference for foot traffic and community pride in the area. Beautiful streetscapes encourage people to stroll, linger, and support the shops and restaurants that make Russian Hill and the Polk corridor so special.

I am proud to join our local residents and community groups in asking for your approval of this project and I look forward to seeing it brought to life.

Sincerely,

A handwritten signature in blue ink, consisting of the letters 'RB' followed by a horizontal line.

Ray Bair, Owner, Cheese Plus

JOHANNA SPILMAN

HOA President, 1776 Sacramento St. Board Board Member, Discover Polk CBD

1776 Sacramento St., San Francisco, CA 94109

[REDACTED]

July 24, 2026

To Whom It May Concern,

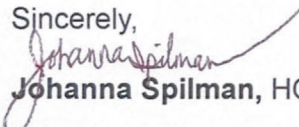
My name is Johanna Spilman. I am President of the 1776 Sacramento St. HOA Board and an active board member of the Discover Polk CBD.

We are pleased to support the proposed mural at Broadway and Hyde. This project will transform a highly visible retaining wall located above the Broadway tunnel, creating a more inviting, neighborhood-oriented, artful, and inclusive environment for local residents.

The proposed project engages Russian Hill resident and mural artist Daryll Peirce. His extensive mural and exhibition background demonstrates a breadth of compelling public work and community-centered projects. His proposed concept features a stretch of California poppies designed with depth and perspective to create a playful landscape.

Currently, one simply stares at a blank gray wall. This project will lift the wall structure and bring identifiable visual interest to the Russian Hill neighborhood. For these reasons, we are delighted to offer our full support for the approval of this mural proposal.

Sincerely,


Johanna Spilman, HOA President, 1776 Sacramento St; Board Member, Discover Polk CBD

STEPHANIE WOLF

July 30, 2026

San Francisco Arts Commission

Attn: Public Art Program / Mural Design Review

Re: Letter of Support for Proposed Mural at Hyde and Broadway

Hi Arts Commission!

I'm excited to share my support for the proposed mural at Broadway and Hyde. I live on Pacific, just up the hill, and I walk past that overlook all the time. I already see people stop there to take in the view, chat with friends, or just enjoy the neighborhood moment — and a bright, welcoming mural would be such an awesome addition to that spot.

This mural has the potential to turn the dull (sorry!) retaining wall above the Broadway Tunnel into something colorful and fun, bringing fresh energy and making the neighborhood feel even more inviting. It would spark curiosity, add personality, and help everyone feel a little more connected to the place we call home. While the neighborhood is beautiful, public art really enhances the feeling of home.

I've talked with other neighbors about it, too, and everyone I've mentioned it to is genuinely excited. It feels like one of those small but meaningful improvements that makes a neighborhood feel cared for.

I also checked out artist Daryll Peirce's work, and his colors really pop. His style is lively, thoughtful, and would fit perfectly in this location. He seems like a great match!

All in all, I'm thrilled to support this mural proposal and look forward to seeing it brighten and celebrate the neighborhood.

Sincerely,


Stephanie Wolf



Rachel Gordon, Director of Policy & Communications | Office of Policy & Communications
rachel.gordon@sfdpw.org | T. 628.271.3077 | 49 South Van Ness Ave. Suite 1600, San Francisco, CA 94103

6 July 2026

San Francisco Arts Commission
401 Van Ness Avenue, Ste. 325
San Francisco, CA 94102

Hello San Francisco Arts Commission team:

I am writing to express support for the proposed painted mural on the Broadway retaining wall, located at the intersection of Broadway and Hyde Street above the Broadway Tunnel. Esther Fishman is the project coordinator, Civic Joy Fund is the sponsoring organization and Daryll Peirce is the muralist.

While we have not seen a final design for the proposed art, Public Works is supportive of the idea of public art on City-owned property as art contributes to the cultural currency of our neighborhoods around the City.

The department pledges to support this mural project, providing guidance through permitting processes and helping ensure long-term care and stewardship.

Public Works is always passionate about supporting community development projects and beautifying San Francisco's neighborhoods and green spaces. We look forward to this mural idea becoming a reality for all to enjoy in the years to come.

Sincerely,

A handwritten signature in blue ink that reads "Rachel Gordon". The signature is fluid and cursive, with a long horizontal stroke at the end.

Rachel Gordon

Director, Policy and Communications

Attachments follow.

Broadway and Hyde Retaining Walls (drawn red line)

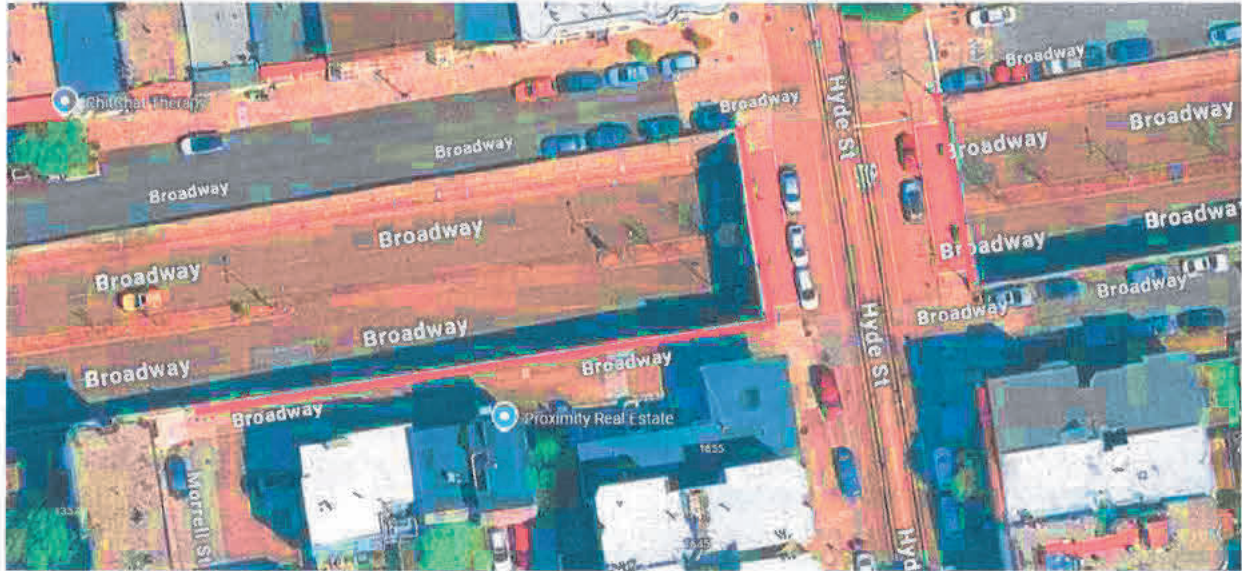


Image of Broadway and Hyde Retaining Walls from the intersection of Broadway and Hyde at ~1698 Hyde St, facing west of northwest



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]:

Hand-painted mural using exterior water-based paint

TITLE, DATE: Hyde in Bloom, September 2026

DIMENSIONS: 70 x 4ft

ADDRESS/LOCATION: Western wall along Hyde St at Broadway (over tunnel)

("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: San Francisco Public Works
 Authorized Agent: Rachel Gordon
 Address: 49 South Van Ness Ave. Suite 1600
 San Francisco CA 94103
 Email: Rachel.Gordon@sfdpw.org
 Phone: 628.260.2730 415-527-8031
 DocuSigned by:
 Rachel Gordon
 E40DD116803B487/30/2026 | 4:49:57 PM PDT

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: Daryll Peirce
 Address: [REDACTED]
 Email: [REDACTED]
 Phone: [REDACTED]
 SIGNATURE: [REDACTED]
 DATE: 07 / 20 / 2026

SAN FRANCISCO ARTS COMMISSION

Authorized Agent: Rebeka Rodriguez Mondragón, Project Manager, Temporary Art & Activation
 Address: San Francisco Arts Commission
 401 Van Ness Avenue, Suite 325
 San Francisco, CA 94102
 Email: rebeka.rodriguez@sfgov.org
 Phone: 628.260.2730
 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/>

Hyde in Bloom Mural Maintenance Plan

Mural location: Hyde @ Broadway

Responsible Party: Artist

Maintenance Plan: Artist is responsible for ongoing cleaning for a year and repairing the mural up to three mural repairs if needed.

Graffiti Abatement: Anti-Graffiti coating will be applied to the finished mural. Should graffiti continue to occur, artist will work with the neighborhood association and project manager to train volunteers to continue clean up and repairs.





MURAL SITE

MURAL SITE

MURAL SITE

MURAL will be 71 feet wide, 3 1/2 feet high

HYDE (Looking
West and North)