

A detailed botanical illustration in black and white, set against a blue background. The illustration features a variety of plants and flowers, including what appears to be a raspberry or blackberry branch with its characteristic bumpy fruit, several types of leaves, and various flowers such as a large lily-like flower, a smaller bell-shaped flower, and clusters of small blossoms. The illustration is arranged in a circular pattern around a central white rectangular area.

**Friends of the  
Virginia Garden Walk**

## San Francisco Arts Commission Check List

Signed letter or resolution approving the proposed mural from the property owner or city department with jurisdiction over the proposed site, including any additional requirements.

Completed Mural Design Approval Information Form

Lead artist's resume/qualifications and examples of previous work.

Color image of mural designs, including any proposed text and exact mural dimensions.

One image of the proposed site; indicate the exact location of the proposed mural on the proposed wall. 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 Artworks. \*Required for each artist involved in project.

For murals placed on City Property

For murals placed on Private Property



**DiJaida Durden, Deputy Director** | Operations

dijaida.durden@sfdpw.org | T. 415.695.2003 | 2323 Cesar Chavez St. San Francisco, CA 94124

December 2, 2021

Ms. Lanita Henriquez  
Community Challenge Grant Program  
City Hall, Room 362  
One Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102

RE: Letter of Support for Virginia Garden

Dear Ms. Henriquez:

On behalf of San Francisco Public Works, I wish to express our support for the Virginia Garden Walk Project's 2021 Community Challenge Grant application. The area is a greenery, retaining wall, and stairway located along the 300 block of Virginia Avenue.

We've reviewed the group's proposal and think their vision would amplify the natural beauty of the space. We support their plans to plant succulents along the retaining wall. Should they receive the grant, we'd work with the group to make sure the vegetation was appropriate native plants and pollinators for the area. Our department would also commit to having our engineers review the integrity of the retaining wall and stairway. We'd cover any expenses related to the repair of essential structural issues on the city infrastructure.

We'd require their mural be layered with a protective coating. They would also need to obtain any necessary permits from our Bureau of Street Use & Mapping division and San Francisco Department & Planning. We'd provide them with an in-kind staffing liaison from our department to help them navigate these processes.

On behalf of San Francisco Public Works, I fully endorse this application to the Community Challenge Grant program. If you have any questions, please feel free to contact me or my staff, Ramses Alvarez, at [ramses.alvarez@sfdpw.org](mailto:ramses.alvarez@sfdpw.org) or 415-641-2349.

A handwritten signature in black ink, appearing to read "DiJaida Durden".

DiJaida Durden

Deputy Director for Operations

## Mural Design Information Form

LEAD ARTIST

ADDRESS

CITY

STATE  ZIP CODE

EMAIL  PHONE

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PROJECT COORDINATOR

ADDRESS

CITY

STATE  ZIP CODE

EMAIL  PHONE

---

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SPONSORING ORGANIZATION

ADDRESS

CITY

STATE  ZIP CODE

EMAIL  PHONE

FUNDING SOURCES

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PROPOSED SITE (address, cross street )

DISTRICT

|   |   |
|---|---|
| MURAL TITLE   | City in a Garden  |
| DIMENSIONS  |   |
| ESTIMATED SCHEDULE (start and completion dates)   | June 1 to June 30, 2023   |
| 1. Proposal (describe proposed design, site and theme. Attach a separate document if needed).           | The Virginia Garden Walk has a multi-panel retaining wall that spans several houses on the 300 block of Virginia Ave. Amos' mural will weave the iconic scenery of San Francisco with the intimate neighborhood stories of Bernal Height. His monochrome design on a painted surface is a reductionist approach to the urban landscape which strips away the complexity of city life to evoke the connections that define our community. The panoramic mural is not intended to be visible in its entirety from the street. Rather, each section will be like a window to the walker, who is drawn into the secret garden path only to discover the beauty of the city hidden within. |
| 2. Materials and processes to be used for wall preparation, mural creation and anti-graffiti treatment. | The retaining wall will be power washed. Then a coating of acrylic primer and/or base coat will be applied. The mural will be painted with acrylic paint. After the mural is completed, an anti-graffiti sealant is applied to provide durability and ease of care. Any tagging on the surfaces can be removed by soap and water. The 10 year maintenance plan includes quarterly checks and abatement of graffiti by the FoVGW. The artist has agreed to provide touch up services free of charge.   |
| 3. List individuals and groups involved in the mural design, preparation and implementation.            | Amos Goldbaum<br>The Friends of the Virginia Garden Walk<br>Rock and Rose Landscapes  |

**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

## CV • Amos Goldbaum

### Exhibitions

2019 Group Shows • Still Yet Forward, Ampersand Gallery, San Francisco, 1 month

2017 Solo Shows • LineWork, Ampersand Gallery, San Francisco, 1 month

2017 Group Shows • NFS, Incline Gallery, San Francisco, 1 week

2016 Group Shows • Incline Group Show, Incline Gallery, San Francisco, 1 week

2015 Group Shows • Carry On, Red Tree House, Mexico City, 1 month

2014 Group Shows • Despite What You've Been Told, Adobe Books Backroom Gallery, San Francisco, 1 month

2013 Group Shows • Incline Winter Show, Incline Gallery, San Francisco, 1 month

2012 Group Shows • Apocalypse Now, D-Structure Gallery, San Francisco, 1 month • Welcome Home, F8 Gallery, San Francisco, 1 month

2011 Group Shows • Number 3, Ampersand Gallery, San Francisco, 1 month

2010 Group Shows • The City, 1am Gallery, San Francisco, 1 month

2009 Solo Shows • Hyperlinks, Indie Collective Gallery, Los Angeles, 1 month

2008 Solo Shows • Occupation/Domestication, Smith Gallery, Grinnell, Iowa, 1 month

### Murals

2021 • “Bixby Bridge,” 34’x6’ interior mural • “Slow Streets,” 180’x30’ exterior street mural • “Church St. Interchange” 24’x12’ exterior mural for SFAC Street SmARTS • “Glen Canyon, 1942” 15’x12’ exterior mural • “Sutrolandia” 15’x4’ interior mural • “Fort Miley VA” 16’x10’ exterior mural for SFVA

2020 • “Breadth and Depth of the Richmond,” 14’x6’ and 15’x9’ interior murals for Atlassian • “Transbay Terminal, 1965,” 25’x10’ interior mural for AutoDesk • “Gantry House / Opera Crane” 8’x8’ exterior mural for BoxShop • “Mt. Tam over Tennessee Valley” 36’x9’ interior mural, “Sierra Nevada Compressed” 54’x4’ interior mural • “Laguna Beach” 22’x12’ interior mural • “Courthouse Square 360,” 15’x4,’ exterior mural for Redwood City Arts Commission • “Campus 2 Campus II” 22’x12,’ interior mural for Stanford Redwood City • “Empty Streets,” 8’x5,’ exterior mural for Paint the Void • “Wear a Mask,” 12’x8,’ exterior installation for Paint the Void • “Beautiful Downtown Erie, Colorado” 17’x5,’ interior mural for FOX DOG

2019 • “Downtown San Jose,” 20’x9,’ interior mural for Paypal • “Campus 2 Campus” 18’x9,’ interior mural for Stanford Redwood City

2018 • “Bagel Boat,” 20’x8,’ interior mural for Wise Sons Larkspur • “Ocean Ave. North and South,” 30’x13,’ exterior mural for Auto 280/SF Shines • “TractorHead,” 13’x13,’ exterior mural for Prisoner Winery • “Soma and Noma,” series of interior murals for Indeed • “Mt. Fuji over SF,” 16’x8,’ interior mural for Wise Sons Tokyo • “LA Skyline,” 8’x4,’ interior mural for Axis

2017 • “Sausalito,” 20’x8,’ interior mural • “Bernal Over Cortland 1893-2018,” 17’x13,’ exterior mural for Pinhole Coffee • “Central Freeway, 1965,” 10’x8,’ interior mural for Wise Sons Hayes Valley

2016 • “TenderSquare/UnionNob,” series of interior murals for Tratto • “Bridge to Bridge 1878-2016,” 56’x10,’ interior mural for Credit Karma

2015 • “Irish Hill,” 20’x5,’ interior mural for Third Rail • “Dolores Park View”, 20’x5,’ interior mural for Square • “Double Header”, 20’x8,’ interior vinyl mural for Dolby • “Lower East Filmore,” 15’x8,’ interior mural for Wise Sons • “Content Creation Myth,” 40’x14,’ exterior mural for SigFig

2014 • “25th St. View,” 80’x20,’ exterior mural for CardioTone

## Education

2003-2007 Bachelors of Fine Arts, Grinnell College

2007-2008 Ninth Semester Fellowship, Grinnell College



Downtown

Bay Bridge

Virginia and Elsie, 1927

Bernal Hill

Virginia and Winfield, 1927

Hunters Point Gantry Crane

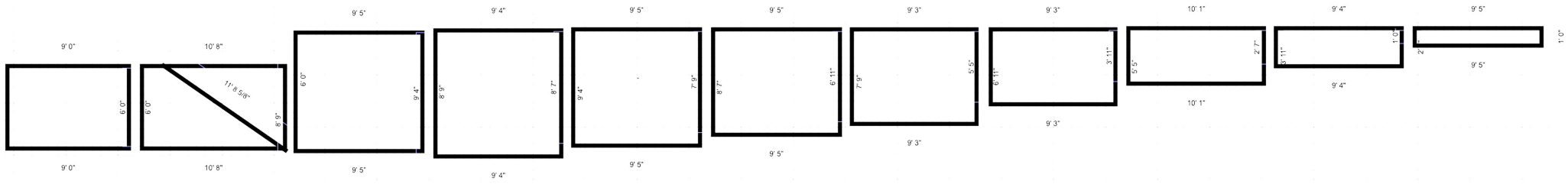
Holly Park

Bayview Hill

McLaren Water Tower

San Bruno Mountain





Retaining Wall fronting 309-319 Virginia Ave., San Francisco, CA 94110





Member, Board of Supervisors  
District 9



City and County of San Francisco

## HILLARY RONEN

November 9, 2021

Ms. Lanita Henriquez  
Director, Community Challenge Grant Program  
Division of the City Administrator's Office  
City Hall, Room 362  
One Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102

Dear Ms. Henriquez:

I am pleased to write in support of a proposal for the Virginia Garden Walk for Community Challenge Grant support, a neighborhood art and greening project with sustainable garden, public art, and sustainable lighting to improve safety.

The Virginia Garden Walk group recently held a clean up with an impressive turnout of volunteers who put in 60 hours of work to clean and prune the area.

The group will pair the Community Challenge Grant funding with private fundraising and volunteer maintenance labor.

In addition to focus on this specific area, Virginia Walk Group is engaging with other neighborhood projects to find opportunities for collaboration and resource-sharing, including the Bernal Cut in District 8, Tompkins Stairs, and the Esmeralda Stairs.

Thank you for considering this well-deserving application. If you would like additional information, please call my Legislative Aide, Amy Beinart, at 415.554.7739.

Sincerely,

A handwritten signature in blue ink that reads "Hillary Ronen".

Hillary Ronen  
Supervisor, District 9

November 10, 2021

Lanita Henriquez, Director  
Community Challenge Grant Program  
Division of the City Administrator's Office  
City Hall, Room 362  
One Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102

Dear Ms. Henriquez,

I am happy to offer up my enthusiastic endorsement of the Virginia Garden Walk as the garden's stewards seek a Community Challenge Grant to transform the site with new plants, irrigation, solar lighting, and public art. I have lived in Bernal Heights for more than 30 years, and I visit the garden regularly as I walk and run errands in this pedestrian-oriented neighborhood. It is a heavily used walkway, connecting the Mission Street and Cortland Avenue commercial corridors and offering us a stretch of greenery and natural habitat.

Bernal Heights is rich with community greenspaces that have been adopted by and faithfully cared for by neighbors, from the Esmeralda Slide Park and the Bernal Cut to the Tompkins Stairway Garden, where I am a volunteer. (We remain deeply grateful for the Community Challenge Grant that enabled us to transform the site in 2019.) Each of these sites tells a story -- of local history, of health and well-being, of environmental responsibility, and, most of all, the story of what can happen when neighbors take the initiative to create public spaces for the benefit of everyone.

I am especially happy to see that plans for the Virginia Garden Walk provide for a sustainable garden and public art, making the story we have to tell even richer.

Sincerely,



Karen Rhodes  
59 1/2 Manchester Street  
San Francisco, CA 94110

District 9 Representative, Parks, Recreation, and Open Space Advisory Committee  
Volunteer, San Francisco Parks Alliance  
[karen.l.rhodes@gmail.com](mailto:karen.l.rhodes@gmail.com)

San Francisco Arts Commission  
Attn: Craig Corpora, Mural Review  
401 Van Ness, Suite 325  
San Francisco, CA 94102

October 6, 2022

Dear Friends,

As an artist, arborist and landscape designer I am honored to write a letter in support of the Virginia Garden Walk (VGW) mural. It is a rare experience in an urban area to be blessed with both an entire long block of historical open space on one side and a 60' expanse of wall on the other. This presents an opportunity to create a wonderful, enhanced footpath as one traverses the uphill or downhill walk from Cortland to Mission or vice versa. When Janet told me how the mural was going to illuminate and express scenes from Bernal and San Francisco history, I could envision the cozy, secret walk with green space to one side and public art on the other.

San Francisco has embraced the idea of art for everyone, and murals historically have told stories and enhanced public space for – well since the pictographs on cave walls. Besides what mural art provides for the public, it also demonstrates support of our local artists who choose to share their art on empty walls rather than in the traditional gallery/museum system..

As a painter myself, I chose to leave that part of the art world and explore the popular and revolutionary art form of the simple postcard, publishing women's history postcards for almost 20 years. I feel fortunate that my large scale paintings from the 70s are permanently installed on a university campus where hundreds of people walk down the hall daily. I tell you this because I understand and support politically the importance of visual art and the path painters like Amos Goldbaum have chosen.

As a Bernal resident, I am invested in the VGW and have contributed many hours pruning and restoring the trees and shrubs and helping to shape a holistic vision for this green corridor. As we walk along the footpath, plants greet us on the one side and scenes of the past weave into the mural on the other side. It becomes an encompassing experience. The natural scene and the painted scene become one. It will be like two hands reaching out to each other.

Your support of the mural makes possible this extraordinary walkway, which will enhance the community, provide opportunity for dialogue and conversation and integrate and transform what otherwise is a harsh hardscape wall into an outdoor gallery connected to the garden park.

Sincerely,

Jocelyn Cohen  
132 Winfield St.  
San Francisco, CA 94110  
415-335-3603

## Waiver of Proprietary Rights

### for Artwork Placed Upon CITY PROPERTY under VARA and CAPA

Artist has designed a work of visual art, described as follows:

DESCRIPTION: [type, mural, medium]:

Acrylic mural on wall

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TITLE, DATE: "City in a Garden"

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DIMENSIONS: approximately 95'x12'

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ADDRESS/LOCATION: Virginia between Winfield and Elsie

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("the Work"). In consideration of the City's approval to place the Work on City property, the 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"), and/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. If 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 Work without the Artist's consent in a manner that is prejudicial to Artist's reputation, Artist retains the right to disclaim authorship of the Work 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: Department of Public Works \_\_\_\_\_ Authorized Agent: \_\_\_\_\_

Address: 2323 Cesar Chavez St. \_\_\_\_\_  
San Francisco, CA 94124 \_\_\_\_\_

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

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

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

DATE: 10 / 7 / 2022

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: Amos Goldbaum \_\_\_\_\_

Address: \_\_\_\_\_  
San Francisco \_\_\_\_\_

Email: amosgoldbaum@gmail.com \_\_\_\_\_

Phone: 415-269-9911 \_\_\_\_\_

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

DATE: 10 / 7 / 2022

SAN FRANCISCO ARTS COMMISSION

Authorized Agent: Craig Corpora

Address: San Francisco Arts Commission  
401 Van Ness Avenue, Suite 325  
San Francisco, CA 94102

Email: [craig.corpora@sfgov.org](mailto:craig.corpora@sfgov.org)

Phone: 415-252-2249

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

DATE: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

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>