

Islais Place Mural Proposal

(4840 Mission St.)

Table of Contents:

1. Mural Info Form - Page 1
2. Proposal Description
3. City Agency Letter of Support (MOHCD-- project funder)
- Page 5
4. Community Support Letters - Page 6
5. Design Proposal Images - Page 9
6. Mural Location Drawing (building is under construction)
- Page 13
7. Maintenance Plan - Page 14
8. Artist Resume - Page 15
9. Proprietary Rights Waiver - Page 24

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

Mural Proposal Description

The wall along Mission St is a sunrise/sunset horizon scene that represents the future showing the hills of the Excelsior, merging into marsh land with native plants. In the foreground, a young Ohlone boy gestures to the native birds flying above with open arms. The paseo mural is an ocean scene with a whale breaching, salmon, and herons. The same boy is present, seated between two ancestors in a canoe. The mural in the Alemany St. lobby shows elk and the community of the Ohlone people along the top of the wall. The water motif flows down the middle of the wall, supporting a willow tree at the center. Around the tree is a collage of images of historic and culturally significant buildings. Flowers from various nations bloom along the bottom of the wall. The Mission Lobby mural is a historic image of the building's nearest intersection (Mission & Onondaga) with a cable car & power lines crisscrossing over the orange sky motif present in the other locations.

The design honors the history of the neighborhood, visually tying past, present and future together. Framed by historic and continued Ohlone life in the neighborhood, the murals celebrate the variety of communities who call the Excelsior home. It also celebrates the natural world, especially elements which remain today, weaving another thread through time. The vivid colors inspire celebration, drawing passersby into the local history.

Mayor's Office of Housing and Community Development
City and County of San Francisco



London N. Breed
Mayor

Eric D. Shaw
Director

March 27, 2023

Kate Traynor
BRIDGE Housing Corporation
600 California Street, Suite 900
San Francisco, California 94108

Re: Islais Place, formerly 4840 Mission, Mural Support

Dear Ms. Traynor,

This letter is an attestation of the San Francisco Mayor's Office of Housing and Community Development's ("MOHCD's") support of a mural to be located in four locations, including the façade on the building being constructed, at 4840 Mission Street, San Francisco, California 94112 (the "Site").

As you know, 4840 Mission Housing L.P., a California limited partnership (the "Partnership"), has a leasehold with the City and County of San Francisco and will own the completed improvements on the Site. 4840 Mission Housing L.P. is also the borrower of a City loan, administered by MOHCD, and the developer of the Site. The City loan along with other financing is being used to construct and develop of a 137-unit affordable housing development affordable to low-income families that includes two onsite staff units, a community health center, a community-serving commercial space, and a publicly available paseo between Mission Street and Alemany Boulevard.

MOHCD's records show that the limited partner of the Partnership is Bank of America Merrill Lynch. The managing general partner of the Partnership is 4840 Mission Housing LLC, a California limited liability company. The sole member of 4840 Mission Housing LLC is BRIDGE Housing Corporation ("BRIDGE"), a California nonprofit public benefit corporation.

Sincerely,

A handwritten signature in blue ink that reads "Cindy Heavens".

Cindy Heavens
Senior Project Manager

Date 01/19/2023

Dear San Francisco Arts Commission,

On behalf of Youth Art Exchange, I am pleased support the proposed mural for the new affordable housing building at 4840 Mission Street.

Claudio Talavera-Ballon, the artist behind the proposal, was selected through a multi-phased selection process. A committee comprised primarily of community members, selected qualified artist based on submitted qualifications and a scoring rubric provided by the Mayor's Office of Housing and Community Development. Selected finalists then created design proposals that were shared with the public and voted on in multiple public venues. There was clear support for Talavera-Ballon's proposal, which received the majority of votes.

I have seen the draft design on of the murals, and on behalf of an organization invested and engaged with the future of the Excelsior/Outer Mission, look forward to seeing this vibrant recognition of the neighborhood's past, present, and future. Talavera-Ballon has also consulted with Native organization, the American Indian Cultural Center, to ensure that the representation of Ohlone people in the design is a respectful and appropriate. Other elements and landmarks in the mural recognize the many communities who have called, and continue to call, the Excelsior/Outer Mission home.

I look forward to the completion of 4840 Mission, and the addition of many much-needed homes. I support the proposed mural as a connection a connection between this new building and the long and large history of the neighborhood.

Please feel free to reach out with questions via email at raffaella@youthartexchange.org.

Sincerely,

Raffaella Falchi

January 12, 2023

Dear San Francisco Arts Commission,

On behalf of Excelsior Action Group, I am pleased support the proposed mural for the new affordable housing building at 4840 Mission Street.

Claudio Talavera-Ballon, the artist behind the proposal, was selected through a multi-phased selection process. A committee comprised primarily of community members, selected qualified artist based on submitted qualifications and a scoring rubric provided by the Mayor's Office of Housing and Community Development. Selected finalists then created design proposals that were shared with the public and voted on in multiple public venues. There was clear support for Talavera-Ballon's proposal, which received the majority of votes.

I have seen the draft design on of the murals, and on behalf of an organization invested and engaged with the future of the Excelsior/Outer Mission, look forward to seeing this vibrant recognition of the neighborhood's past, present, and future. Talavera-Ballon has also consulted with Native organization, the American Indian Cultural Center, to ensure that the representation of Ohlone people in the design is a respectful and appropriate. Other elements and landmarks in the mural recognize the many communities who have called, and continue to call, the Excelsior/Outer Mission home.

I look forward to the completion of 4840 Mission, and the addition of many much-needed homes. I support the proposed mural as a connection a connection between this new building and the long and large history of the neighborhood.

Please feel free to reach out with questions via email at mramirez@eagsf.org.

Sincerely,



Maribel Ramirez
Executive Director
Excelsior Action Group



January 24, 2023

Dear San Francisco Arts Commission,

On behalf of ArtSpan, I am pleased to support the proposed mural for the new affordable housing building at 4840 Mission Street.

Claudio Talavera-Ballón, the artist behind the proposal, was selected through a multi-phase process. A committee composed primarily of community members, carefully reviewed submissions using a scoring rubric provided by the Mayor's Office of Housing and Community Development. Selected finalists then created design proposals that were shared with the public, and voted on in multiple public venues. Talavera-Ballón's proposal received the majority of votes, demonstrating there was clear support for his artistic vision.

I have seen the draft design of the murals and, on behalf of an organization invested in and engaged with the future of the Excelsior/Outer Mission, look forward to seeing this vibrant recognition of the neighborhood's past, present, and future prominently grace the Mission Street corridor. Talavera-Ballón has also consulted with the American Indian Cultural Center to ensure that the representation of Ohlone people in his design is respectful and appropriate. Other elements and landmarks in the mural recognize the many communities who have called, and continue to call, the Excelsior/Outer Mission home.

I look forward to the completion of 4840 Mission, and the addition of many much-needed homes. I support the proposed mural as a connection between this new building and the long, multifaceted history of the neighborhood.

Please feel free to reach out with questions via email at jmadonna@artspan.org.

Sincerely,



Joen Madonna
Executive Director









4840 Mission Mural Maintenance Plan

- a. All locations of the mural will be treated with graffiti resistant coatings to minimize maintenance needs
- b. 4840 Mission Affordable Housing Associates LP agrees that they shall do all things necessary to preserve the mural painting for a duration of ten years.
- c. 4840 Mission Affordable Housing Associates LP will provide the artist with written notice 30 days prior to any proposed alteration or removal of the mural.
- d. 4840 Mission Affordable Housing Associates LP will be the caretaker of the mural painting. If any damage occurs to the mural painting, at their discretion, 4840 Mission Affordable Housing Associates LP will notify the artists for possible maintenance or restoration of the mural

Exhibit B
Artist Registration Form

Artist Full Name or Name of Lead Artist on Team: **Claudio Talavera-Ballón**

Preferred Pronouns (she/her; he/him; they/them; etc): **he/him**

Mailing Address: **3712 25th St**

City, State, Zip Code: **San Francisco, CA, 94110**

Telephone: **415-374-5118**

Email: talaveraballon@gmail.com

Website (if applicable): **www.talavera-ballon.com**

Professional Social Media (if Applicable): **IG: @talavera.ballon FB: @TalaveraBallon**

BRIDGE values diverse cultural and artistic expressions as essential to more equitable public spaces. We also recognize that some artists may have experienced barriers to accessing professional development opportunities due to race, gender, disability, sexual orientation, class, age, and geography. BRIDGE intends to prioritize equity in access to this opportunity. This may include but is not limited to prioritizing artists who identify Black Indigenous People of Color (BIPOC).

Please share how you identify:

Black

Indigenous

People of Color Latino

TALAVERA-BALLON

www.talavera-ballon.com

talaveraballon@gmail.com

Public Art & Mural Projects

2022

“Estero en movimiento - Estuary In Motion” - Battery Bridge asphalt mural project in Downtown San Francisco
“Migration Stories”, community mural project at CAL State University, Los Angeles (in collaboration with the Ethnic Studies Department, Latin American Studies, and Dreamer Center)

2021

“Los guardianes del café - The Guardians of Coffee”, mural in the Mission District
“Dicen que los aves... no pueden hablar” mural in the BayView-Hunters Point

2020

“Kiku Dreaming”, historical mural located at Roosevelt Plaza, Redwood City, CA
“Local Birds”, utility box murals commissioned by the City of Dublin, CA

2019

“Hummingbirds”, utility box mural commissioned by the City of Redwood City
“La vida tiene colores para ti” (located in a migrant shelter in Oaxaca, Mexico)
“The Harvest of Hope”, bike rack mural commissioned by the City of Redwood City

2018

“Desafiando la Marea” Transbay (Salesforce) Transit Center, Downtown San Francisco
Sloat Murals * (Sloat Commodore Elementary School, San Francisco)

2017 : Mural Expo* Art Sport Reno, Reno, Nevada

2015 ArtSpan Birdsong II Mural, Journal Building (Market & Van Ness) (*with artist Joshua Coffy)

Select Solo Exhibits

“Somos tierra que anda - We are Earth that Walks”, **2021**: California Institute of Integral Studies, SF; **2020**:

“Asian Community Center”, Oakland **2019**: Eastside Arts Alliance, Oakland

“Mujeres Luz”, **2018**: Bay View Opera House, SF **2017**: Community Media Center of Marin, San Rafael, **2016**
Galería de la Raza, SF, The Eric Quezada Center for Culture & Politics, SF

2016 “Shedding Light”, Spark Arts

“Bay Area Immigrants, Hilton Hotel, SF, CABE (California Bilingual Educators Conference),

2015: 3rd on Third, Bayview Opera House, San Francisco, CA

2014 “Contemplation, Serenity Series”, UCSF, San Francisco, CA

2013 “La Mar”, Pier 1.5 the Embarcadero, San Francisco, CA

2012 “Sierra, Campesinos y Trabajo”, Centro Cultural El Olivar, Municipalidad de San Isidro, Lima, Perú

2011 “Retorno a los Pinceles”, Apacheta Art Gallery, Cuzco, Perú

“Cusco en La Habana”, Radio Habana, San Francisco, CA (March)

2010 “Perú: Expresión, Luz y Color”, Latino Art Museum, Ontario CA

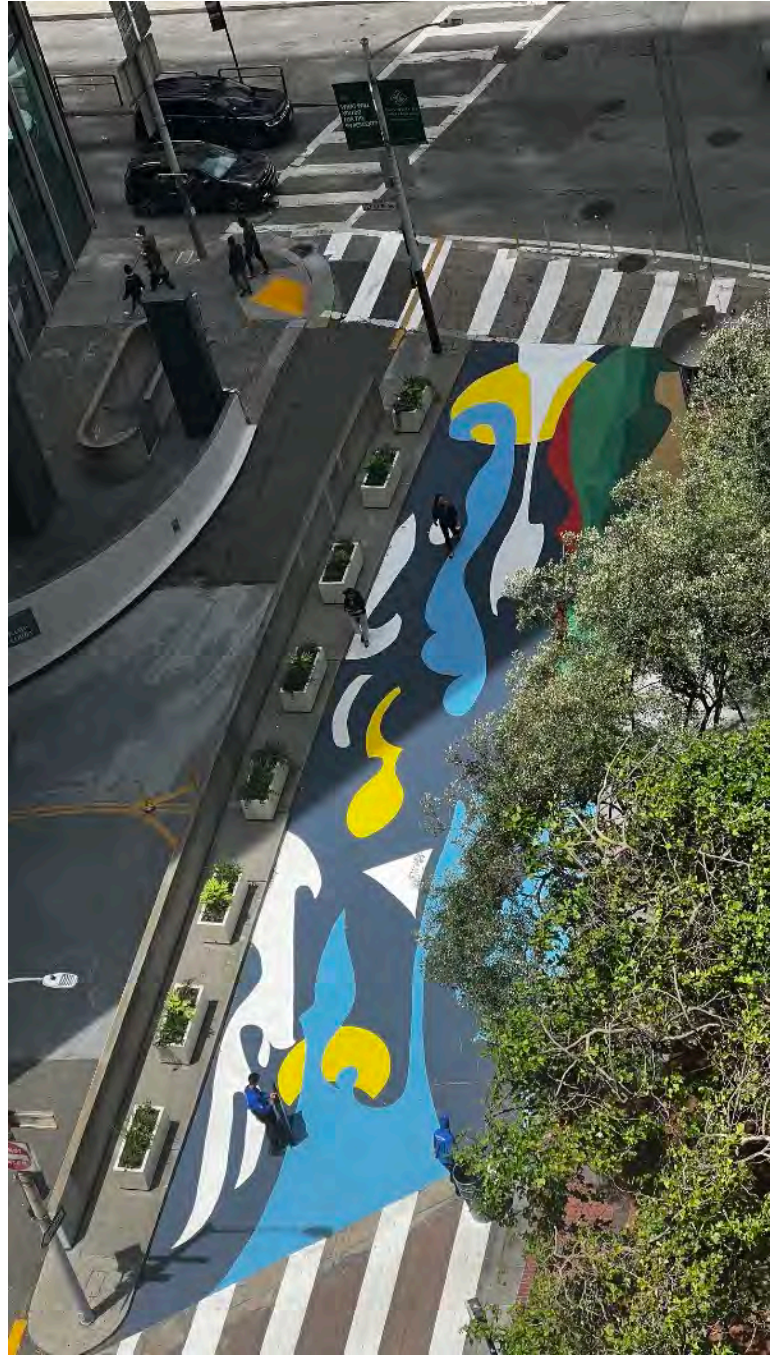
“The Art of Peru”, Toromata Art Gallery, Washington DC

“Perú: Gente y Costumbres”, Peruvian Embassy, Washington, DC

“Fragmentos del Perú II”, Berkeley Public Library, CA (

“Fragmentos del Perú”, La Peña Cultural Center, Berkeley, CA

1. Battery Bridge Mural Project (Market & Bush, Downtown San Francisco) 2022



“Estuary in Motion” Battery Bridge Mural Project concrete stain on asphalt, 2425 sq. ft (1900 sq. asphalt surface + 525 sq ft of two adjacent walls); Location: Bush and Market (May-Jun. 2022), Downtown San Francisco. Budget: \$38,000. Commissioned by Downtown San Francisco in partnership with Tishman Speyer, SF Public Works, and the San Francisco Arts Commission.

“Estuary in Motion” Battery Bridge is the first asphalt mural project in San Francisco. The free-forms and varying shades used in the piece are inspired by the landscape colors and forms found in the Pacific Ocean, forests, farmlands, marshes, and shrublands that make up the estuary along the [Point Reyes National Seashore](#).

2. Los guardianes del café (The Guardians of Coffee) (25th St and Mission, Mission District, San Francisco) 2021



“Los guardianes del café- The Guardians of Coffee”, acrylic, 280 sq ft, 2021, Location: The Red Café (25th St and Mission St, SF) Budget: \$10,00. Commissioned through the StreetSmARTS program, a partnership between the San Francisco Arts Commission and Public Works that pairs artists with private property owners.



This mural is a tribute to the people of the Mission District, many of whom were once coffee farmers themselves or hail from nations with rich coffee culture. The farmers featured in the mural are harvesting coffee in El Salvador



A goatherd watches his goat in the meadow, symbolizing the discovery of coffee, which according to a legend, took place in Ethiopia. A Monarch Butterfly and a honey bee help pollinate coffee flowers in an intricate symphony of natural relationships that must be guarded and preserved.



Scarlet Tanager and the Yellow Warbler (pictured on the right), two migratory birds, are prominently displayed because they prey on insects that kill the coffee plant, guarding the plants so they can grow and thrive.



3. Dicen que los pájaros y las planta no hablan (They Say Birds and Plants Can't Talk (Bay View-Hunters Point, San Francisco) 2021



"Dicen que los pájaros y las plantas no hablan- They Say Birds and Plant can't talk", acrylic on five concrete dividers, 750 sq ft, 2021, Location: Evans Avenue and Hunters Point Boulevard, Bayview-Hunters Point. Budget: \$4,500 Commissioned by SFMTA (San Francisco Municipal Transportation Agency), Hunters Point Shipyard Artists, and the San Francisco African-American Arts and Cultural District. For this community mural project I inserted a slice of nature .Over 100 years ago, this area was surrounded by marshlands and wetlands, yet urban development has incurred the loss of much of this wildlife.

4. Kiku Dreaming, Rosevelt Plaza, Redwood City, 2020



"Kiku Dreaming" - Acrylic, 1,000 sq feet, Location: Roosevelt Plaza Center, Redwood City. Budget: \$17,500 Commissioned by Community Advocacy Through Art (CATA), a project of the Redwood City Parks and Arts Foundation, and the Redwood City Sesquicentennial Committee. This historical mural depicts Redwood City's 19th and early 20th century history covering three sides of a commercial building. It is a tribute to Japanese immigrant chrysanthemum growers, many of whom were later forced into internment camps. The mural also features local landmarks and wildlife that symbolize migration and hope.



5. **La vida tiene colors para ti (Life Has Colors for You), Ixtepec, Mexico, 2019**



“La vida tiene colors para ti- Life Has Colors for You”, acrylic, 230 sq ft, 2019, Location: Hermanos en el camino, Migrant Shelter in Ixtepec,, Oaxaca, Mexico Budget: \$ 5000
Community mural project created with input from the migrants staying at the shelter.

6. **La cosecha de la esperanza (The Harvest of Hope), Redwood City, 2019**



“La cosecha de la esperanza - The Harvest of Hope”, enamel, 18 sq ft. Location: Main St & Broadway St, Downtown Redwood City. Budget: \$2000. Commissioned by the City of Redwood City. This bike rack mural honors the contributions of Latinx farmworkers in the Bay Area while providing additional bike parking for the increasing number of bikers in the city.

7. Desafiando la Marea (Challenging The Tides), Salesforce Transit Center, SF, 2018



“Desafiando la marea- Challenging the tides”, acrylic, 280 sq ft, 2018, Location: Transbay (Salesforce) Transit Center, Budget: \$ 2000 Commissioned by ArtSpan. The ocean in the mural represents an ultimate dynamic force sustaining the lives of millions of species as well as the livelihoods and well-being of people worldwide. The fishermen challenging the powerful waves symbolize the quest to thrive in the face of struggle.

Oil Paintings



Sentimientos encontrados (Mixed feelings), Somos tierra que anda-Migran Caravan Painting Series. Oil on canvas 51"39.5 "(2018)



Kitzia la visionaria (Kitzia, The Visionary), Mujeres Luz Painting Series. Oil on canvas 41.5 x"32.5 "(2018) Part of the painting collection of the City of San Francisco (purchased in 2021)

Waiver of Proprietary Rights

for Artwork Placed Upon PRIVATE PROPERTY under VARA and CAPA

The artist, **Claudio Talavera Ballon**, has designed a work of visual art ("the Artwork") as described below. The Artwork will be located at the address below, with consent from **4840 Mission Housing Associates LP** (hereinafter referred to as the "Property Owner").

DESCRIPTION: [type, mural, medium]:

Painted mural on two exterior and two interior walls

located at 4840 Mission Street, San Francisco

TITLE, DATE: "The Excelsior Over Time"

DIMENSIONS: Mission Lobby: 144 SF, Alemany Lobby 164 SF
Mission st. 392 sq feet (irregular dimensions around doorframes, paseo entrance: 13'x16')

ADDRESS/LOCATION: 4840 Mission Street, San Francisco CA 94112

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.

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: 4840 Mission housing Associates LP, 600 California St. Suite 900, San Francisco, CA 94108

PROPERTY OWNER 4840 Mission Housing Associates LP

Property Owner: _____
(or Authorized Agent): Smitha Seshadri, Authorized signatory
Address: 600 California Street, Suite 900
San Francisco, CA 94108

Email: ktraynor@bridgehousing.com 415-321-4062

Phone: _____
DATE: / / 4/3/2023 | 2:35 PM PDT

SIGNATURE:  E33489C5382D490...

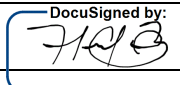
ARTIST

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

Claudio Talavera-Ballon

Artist: _____
Address: 3712 25th St San Francisco, CA

Email: talaveraballon@gmail.com
Phone: (415) 374 5118

SIGNATURE:  9F29E1A0D5804E9...

DATE: / / 3/24/2023 | 5:19 PM PDT

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>