

## 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	Leather District Pole Banner Project
DIMENSIONS	35" wide x 72" tall on each side of the light pole
ESTIMATED SCHEDULE (start and completion dates)	June 2023
1. Proposal (describe proposed design, site and theme. Attach a separate document if needed).	Project consists of vinyl banners attached to light poles in South of Market. The pole banners come in pairs, one on each side of the light pole. The images on the pole banners consist of a custom designed bandana design on one side of the pole and a logo on the other side of the pole. 66 locations, see attachment to VARA CAPA waiver
2. Materials and processes to be used for wall preparation, mural creation and anti-graffiti treatment.	Printed Vinyl Banners
3. List individuals and groups involved in the mural design, preparation and implementation.	Shannon Leigh Associates, Designer Jon Stoa, Logo Designer

**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



#### Education

- Georgia Institute of Technology,  
BS Industrial Design

#### Total Years of Experience

- 25 years

#### Total Years with Company

- 2.5 years

#### Software Proficiency

- Adobe Creative Suite

## Mike Healey

### Design Director

For over 25 years, Mike has designed large-scale branded environments projects. Mike's passion is bringing art and beauty to create exceptional public places and improve people's quality of life.

With extensive experience in placemaking, signage, wayfinding, and exhibit design, Mike has led efforts in all aspects of the design process from ideation to fabrication.

#### Relevant Experience

Larry Gury Park, City of Sacramento

- Interpretative signage

Blythe, CA and Needles, CA Border Protection Stations

- Signage and placemaking

Boys & Girls Club of San Leandro, San Leandro, CA

- Identity and donor graphics

de Young Museum, San Francisco, CA

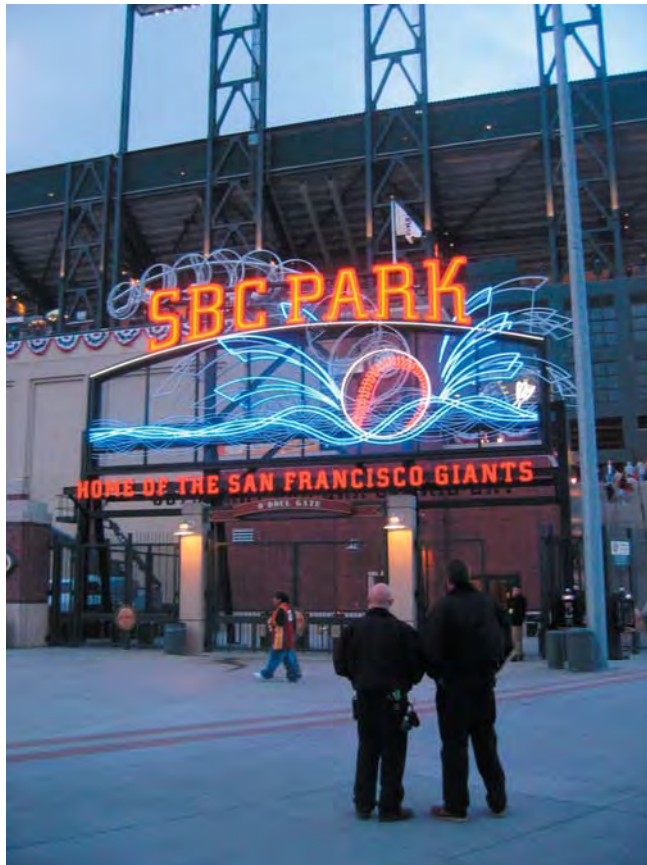
- Identity and donor graphics

San Francisco Giants Stadium, San Francisco, CA

- Wayfinding
- Donor hospitality
- Identity graphics

AT&T Park, home of the San Francisco Giants Baseball team is a classic urban baseball park, located on the historic waterfront of Mission Bay. Details draw from the City's waterfront heritage of docks, warehouses and ferry traffic. The collaborative work between Debra Nichols Design and HOK Sport resulted in building entries and facades which are signage on a grand scale, evocative of historical and regional themes. The concession signage design support this including reference to San Francisco and Giants team history.

**AT&T Park**  
**San Francisco, CA**  
**Client: San Francisco Giants**  
**Architect: HOK Sport**



**Debra Nichols Design**



AT&T Park, home of the San Francisco Giants Baseball team, is a classic urban baseball park located on the historic waterfront of Mission Bay. Details draw from the City's waterfront heritage of docks, warehouses and ferry traffic. The collaborative work between Debra Nichols Design and HOK Sport resulted in building entries and facades which are signage on a grand scale, evocative of historical and regional themes. The concession signage design support this including reference to San Francisco and Giants team history.

**Willie Mays Donor, AT&T Park**  
**San Francisco, CA**  
**Client: San Francisco Giants**  
**Architect: HOK Sport**

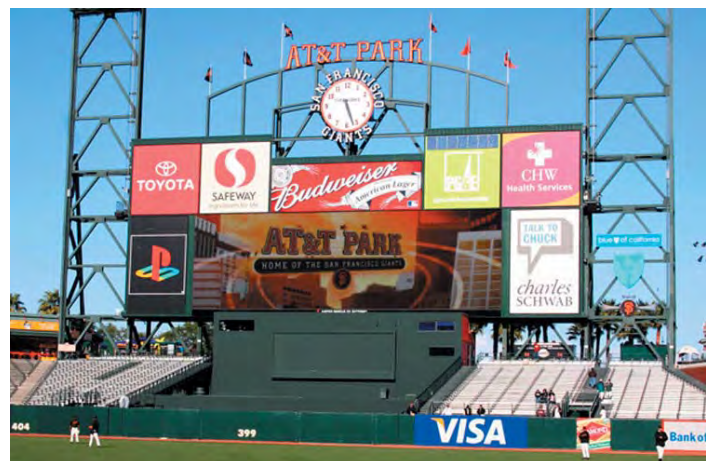
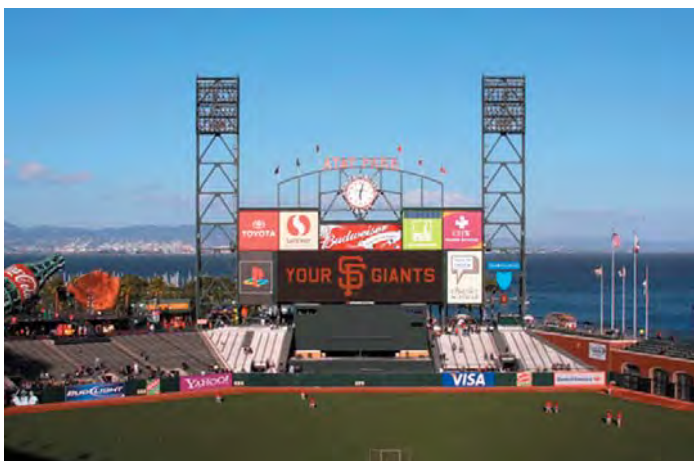


**Debra Nichols Design**

**DND**

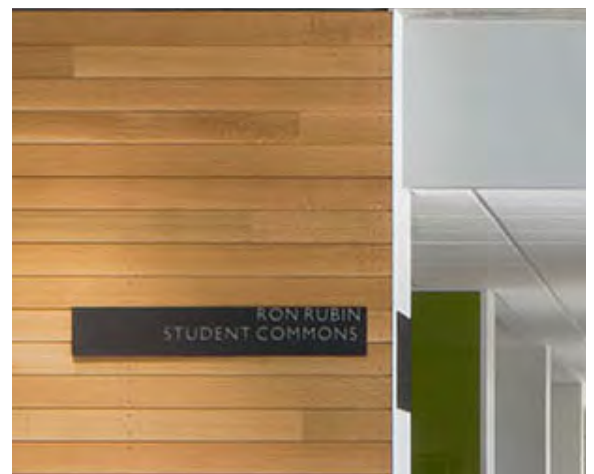
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**AT&T Park**  
**San Francisco, CA**  
**Client: San Francisco Giants**  
**Architect: HOK Sport**



Conversion of original Student Union Building into a classroom and meeting facility supporting Graduate program in Wine Business at Sonoma State. Scope of work included exterior wayfinding, identity, donor recognition and interior classroom signage. DND designed a unique and creative donor wall. Wine bottles sourced through the local wine business community, "float" in front of a translucent glowing wall. Frosted glass cover panels carry etched names of benefactors. TLCD Architects provided support for the case design. Signage project materials were blackened steel, selected to coordinate with the elegant and organic architectural palette.

**Wine Business Institute**  
**Client: Sonoma State University,**  
**Facilities Operation and Planning**  
**Architect: TLCD Santa Rosa**



Complete renovation of California Memorial Stadium. Graphics and signage scope includes: identity, wayfinding, graphic standards, donor recognition, memorabilia, decorative and university displays as well as theme graphics, concessions, ticketing, entry gates, and banners. Completion date Fall 2012.

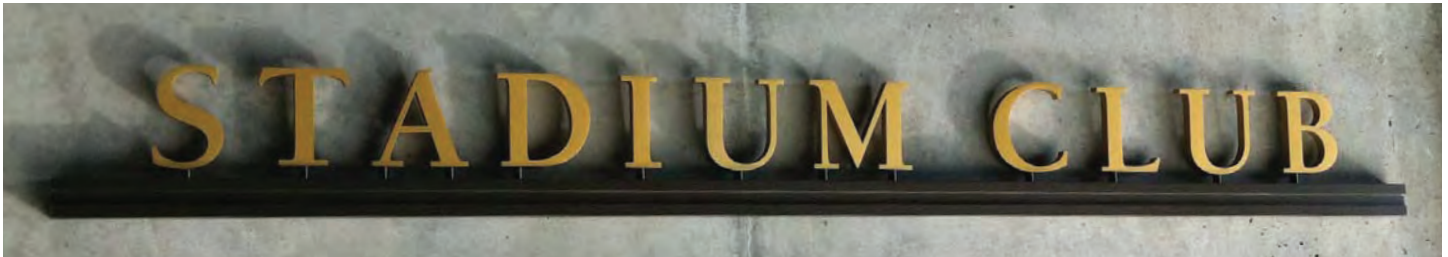
**California Memorial Stadium**  
**UC Berkeley**  
**Client: University of California, Berkeley**  
**Architects: HNTB and STUDIOS**  
**60,000 seat stadium**  
**Opened September 2012**



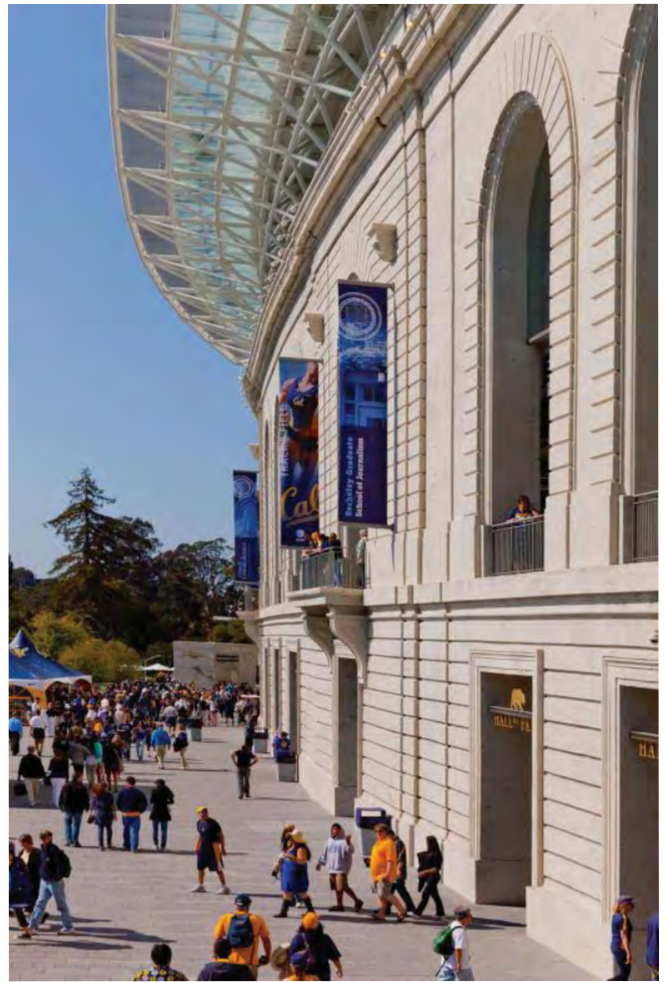


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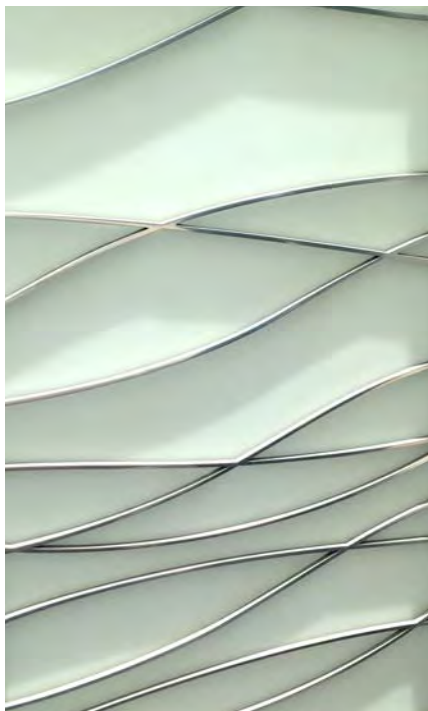
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**60,000 seat stadium**  
**Opened September 2012**





Development of new identity and signage branding program of a 727,343 sq. ft. two-building office and technology campus located in the San Francisco South of Market District. Scope includes exterior signs for project identity and parking directionals; interior signage focuses on enhancing the visitor experience with tenant directories in all six lobbies and tenant signs.

**China Basin**  
**San Francisco, CA**  
**Client: McCarthy Cook**



# CHINA BASIN



## LOBBY

1





## Rex & Margaret Fortune Education Complex | Elk Grove, CA

Working in collaboration with Fortune School founders and key stakeholders, Shannon Leigh designed new sign types for a tuition-free, college preparatory, public charter school focused on closing the African American achievement gap. The signs' bold use of color and form complement the intended feel of a collegiate campus dedicated to learning, fostering a sense of stability and tradition. With monuments oriented to serve as sundials, the signs creatively incorporate opportunities for school lessons on the solar system, seasonal change, and measurement - reinforcing Fortune School's commitment to expanding access to science and mathematics.

### Owner

Rex Fortune  
Margaret Fortune

### Architect

Architectural Nexus

### Fabrication Partner

Ellis & Ellis Sign Systems

### Services

Pedestrian & Vehicular Wayfinding  
Material Selection



**SHANNON LEIGH**  
STRATEGIC PLACEMAKING

For more information please visit us online: [shannonleigh.design](https://shannonleigh.design)





May 5th, 2023

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

Dear Craig:

I am pleased to communicate my support for the SF LEATHER & LGBTQ Cultural District's proposed banner project.

SOMA West Community Benefit District has enjoyed a great partnership with the Cultural District and supports many projects that help identify and celebrate its diverse communities and histories. This banner project is an excellent way to celebrate the rich diversity of our neighborhood and to promote understanding and appreciation among our residents and people visiting the neighborhood.

A handwritten signature in grey ink, appearing to read "Erica Waltemade".

Erica Waltemade  
SOMA West Community Benefit District  
714.653.2917  
[erica@swcbd.org](mailto:erica@swcbd.org)

SOMA West Community Benefit District  
1066 Howard Street San Francisco, CA 94103  
415-469-5787  
[www.swcbd.org](http://www.swcbd.org)





May 4, 2023

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

As owner and operator of OASIS nightclub at 298 11th Street in SOMA, and executive director and founder of arts nonprofit Oasis Arts, I write in support of the proposed installation in which banners are to be hung on street poles within the district boundaries, including along Folsom Street by the LEATHER & LGBTQ Cultural District.

We have a history of rewarding collaborations with the LEATHER & LGBTQ Cultural District with the purpose of beautifying and enriching the community in SOMA. We endorse projects focusing on celebrating San Francisco's historic LGBTQIA+ community as well as elevating queer visibility in general, especially during this time when drag and queer arts are facing categorical censure in our nation and beyond.

A handwritten signature in black ink, appearing to read "D'Arcy Drollinger".

D'Arcy Drollinger  
Executive Director  
Oasis Arts  
(415) 404-9273  
[darcy@oasisartsinc.org](mailto:darcy@oasisartsinc.org)  
[info@oasisartsinc.org](mailto:info@oasisartsinc.org)  
[www.oasisartsinc.org](http://www.oasisartsinc.org)

# heronarts

7 Heron Street, San Francisco, CA 94103  
Heronarts.com

May 5, 2023

To whom it may concern,

I write in support of the LEATHER & LGBTQ Cultural District for the proposed banner installation along the selected poles within the district's zone. The banners will be hung within the district and will represent the cultural history of this area of San Francisco, which we are extremely proud of.

Heron Arts has worked with the LEATHER & LGBTQ Cultural District, with the purpose of beautifying and enriching the community in SOMA by bringing art to galleries and to the streets. We endorse projects focusing on celebrating San Francisco's historic LGBTQIA+ community as well as elevating queer visibility in general, especially during this time when queer arts are under attack in our nation and beyond.

Please reach out for any further questions.

Sincerely,

Tova Lobatz  
Director, Heron Arts  
760-445-7300



San Francisco  
Water Power Sewer

Services of the San Francisco Public Utilities Commission

525 Golden Gate Avenue, 13th Floor  
San Francisco, CA 94102  
T 415.554.3155  
F 415.554.3161  
TTY 415.554.3488

May 2, 2023

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

Dear Craig:

Please accept this letter of approval for the pole banner project proposed by the LEATHER & LGBTQ Cultural District on the light poles in SOMA.

Best regards,

A handwritten signature in blue ink, appearing to read 'Jeremy Spitz'.

Jeremy Spitz  
Local and Regional Policy and Government Affairs Manager

**London N. Breed**  
Mayor

**Newsha K. Ajami**  
President

**Sophie Maxwell**  
Vice President

**Tim Paulson**  
Commissioner

**Anthony Rivera**  
Commissioner

**Kate H. Stacy**  
Commissioner

**Dennis J. Herrera**  
General Manager

**OUR MISSION:** To provide our customers with high-quality, efficient and reliable water, power and sewer services in a manner that values environmental and community interests and sustains the resources entrusted to our care.



## 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]:

LEATHER & LGBTQ Cultural District Pole Banners, vinyl banners attached to light poles in South of Market. The pole banners come in pairs, one on each side of the light pole. The images on the pole banners consist of a custom designed bandana design on one side of the pole and a logo on the other side of the pole.

TITLE, DATE: LEATHER District Pole Banner Project, June 2023

DIMENSIONS: 35" wide x 72" tall on each side of the light pole

ADDRESS/LOCATION: 66 locations, see attached

("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.

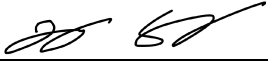
The City has the absolute right to change, modify, destroy, remove, relocate, move, replace, transport, repair or restore the Work, in whole or in part, in City's sole discretion.

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: Public Utilities Commission Authorized Agent: Jeremy Spitz  
Address: 525 Golden Gate Ave,  
San Francisco, CA 94102  
Email: jspitz@sfgov.org  
Phone: (415) 934-3906  
SIGNATURE:   
DATE: 5 / 2 / 23

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: LEATHER & LGBTQ Cultural District (copyright owner)  
Address: 584 Castro St. #140  
San Francisco, CA 94114  
Email: execdir@sflcd.org  
Phone: 415-203-4900  
SIGNATURE:   
DATE: 4 / 28 / 2023

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>

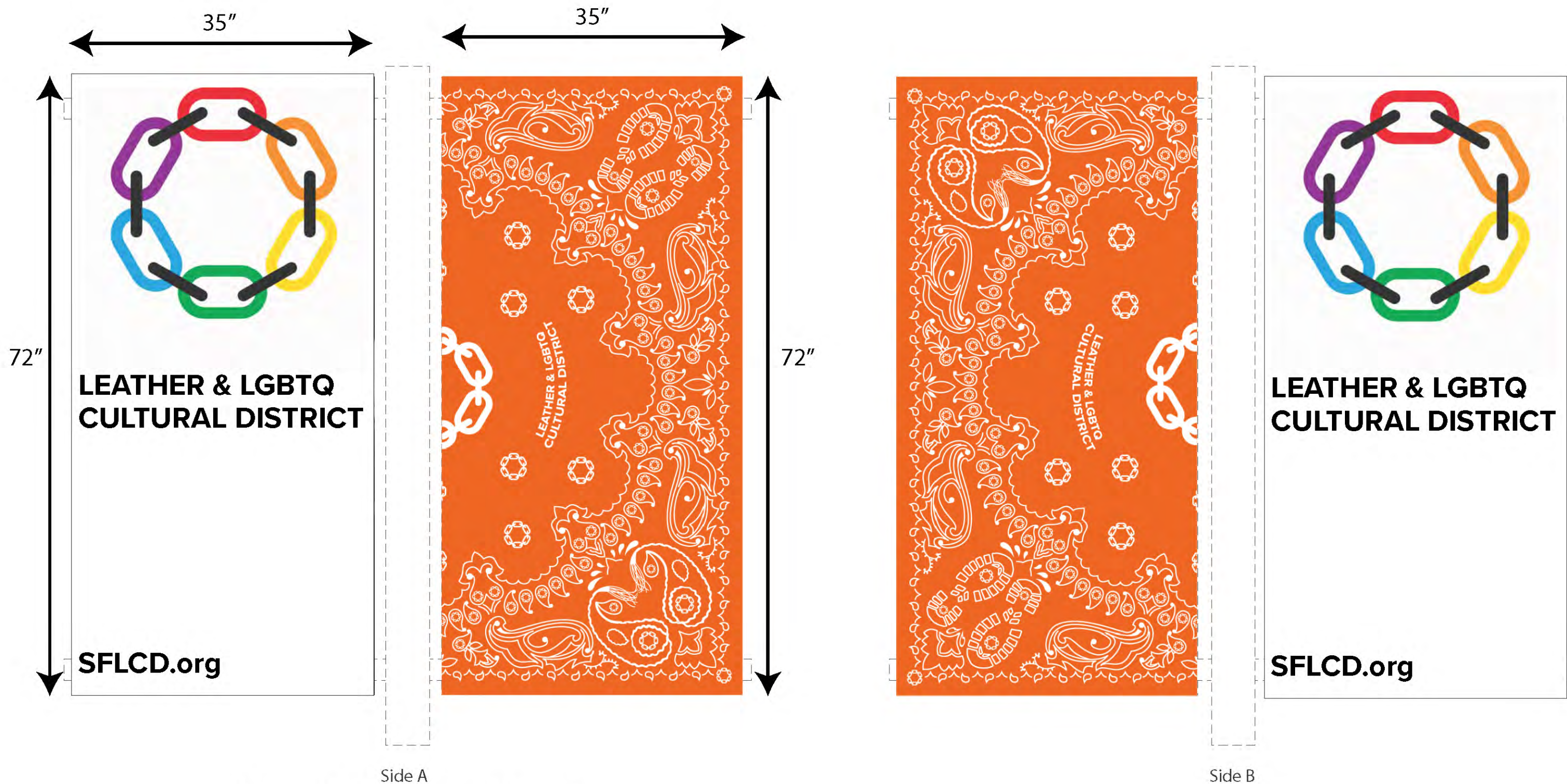
# LEATHER & LGBTQ Cultural District

## Pole Banner Project

Locations			
Number of Poles	Street	From	To
1	Harrison St.	5th St.	6th St.
1	Harrison St.	6th St.	7th St.
4	Harrison St.	7th St.	8th St.
1	Harrison St.	9th St.	10th St.
3	Harrison St.	11th St.	12th St.
1	Harrison St.	12th St.	Division
1	7th St.	Harrison	Folsom
1	Howard	7th St.	8th St.
1	Howard	8th St.	9th St.
1	Howard	9th St.	10th St.
1	Howard	10th St.	11th St.
2	Howard	11th St.	12th St.
2	Howard	12th St.	Division
3	Folsom	7th St.	8th St.
1	Folsom	8th St.	9th St.
4	Folsom	9th St.	10th St.
2	Folsom	10th St.	11th St.
1	Folsom	11th St.	12th St.
1	Folsom	12th St.	Division
2	Brannan	8th St.	Division
2	Division	9th St.	10th St.
1	Division	10th St.	Bryant
1	8th St.	Harrison	Bryant
3	9th St.	Folsom	Harrison
2	9th St.	Brannan	Division
1	10th St.	Howard	Folsom
4	10th St.	Folsom	Harrison
2	10th St.	Harrison	Bryant
1	11th St.	Howard	Folsom
4	11th St.	Folsom	Harrison
4	11th St.	Harrison	Division
1	12th St.	Howard	Folsom
6	12th St.	Folsom	Harrison
<b>66</b>	<b>Total Locations</b>		

## **Maintenance Plan**

We will work with the A3 Visual to address any maintenance issues. A3 Visual will be installing the banners and they have the equipment and facilities to address any maintenance issues if needed. Additionally, we will work with the SOMA West CBD as well as our own staff to monitor the banners and report any issues to A3 Visual.



All panels have the same dimensions

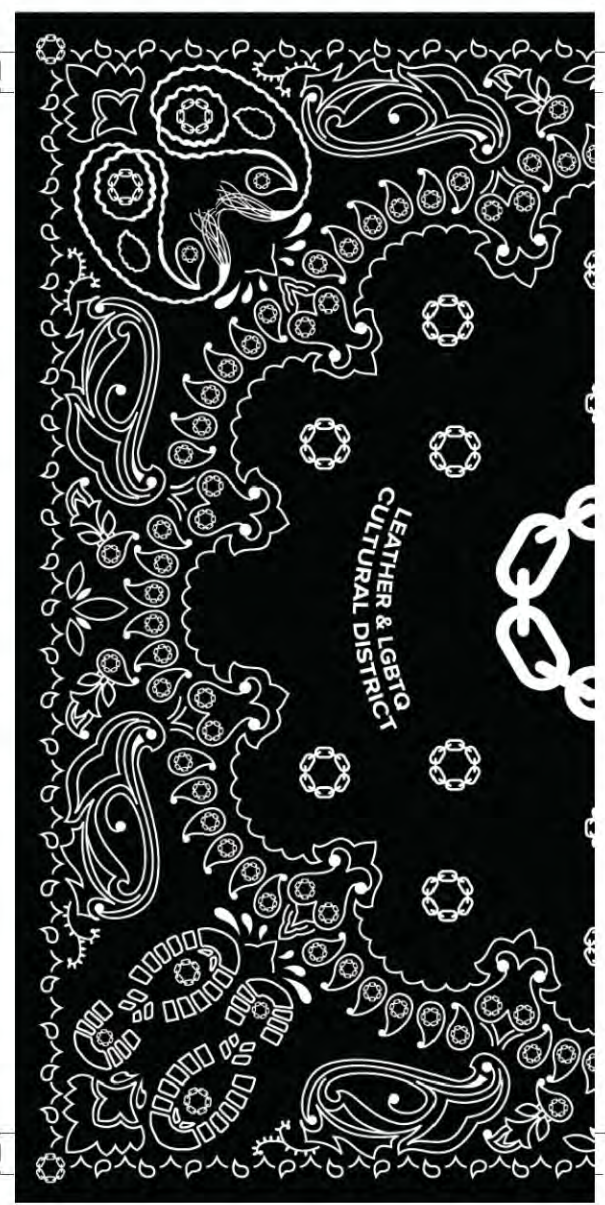
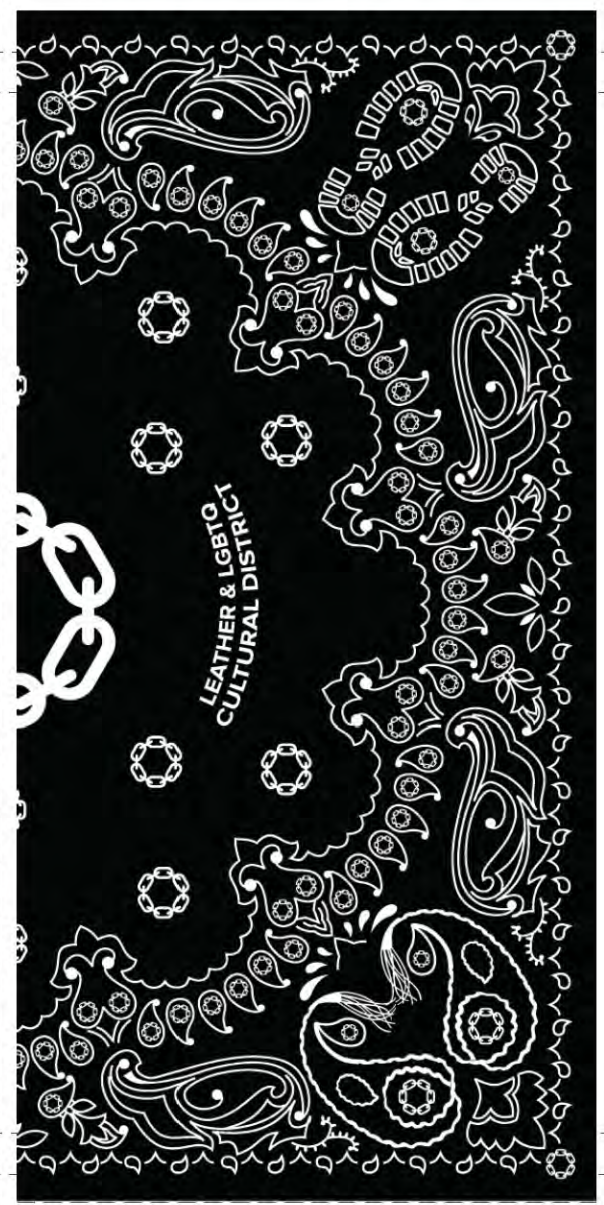





**LEATHER & LGBTQ  
CULTURAL DISTRICT**

**SFLCD.org**

Side A



Side B



**LEATHER & LGBTQ  
CULTURAL DISTRICT**

**SFLCD.org**



Side A



Side B





Side A



Side B





**LEATHER & LGBTQ  
CULTURAL DISTRICT**

**SFLCD.org**

Side A



Side B



**LEATHER & LGBTQ  
CULTURAL DISTRICT**

**SFLCD.org**



**LEATHER & LGBTQ  
CULTURAL DISTRICT**

**SFLCD.org**

Side A



Side B



**LEATHER & LGBTQ  
CULTURAL DISTRICT**


**SFLCD.org**



**LEATHER & LGBTQ  
CULTURAL DISTRICT**

**SFLCD.org**

Side A




LEATHER & LGBTQ  
CULTURAL DISTRICT



LEATHER & LGBTQ  
CULTURAL DISTRICT

Side B



**LEATHER & LGBTQ  
CULTURAL DISTRICT**

**SFLCD.org**



Side A



Side B

