

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

MURAL TITLE	"Ice Plant"
DIMENSIONS	2 utility boxes, 1 large (~6'x2'x3'), 1 medium (~4'x2'x2')
ESTIMATED SCHEDULE (start and completion dates)	August 2023 by end August 2023
1. Proposal (describe proposed design, site and theme. Attach a separate document if needed).	"Ice Plant" incorporates the flower elements of existing utility box murals on Ocean Avenue near the Ocean Ale House location. It simultaneously continues the ocean-themed art along Ocean Ave. Please see Attachment 1 for images of existing wall murals on Ocean Ave. Please see Attachments 8 and 9 for images of the proposed designs and the site.
2. Materials and processes to be used for wall preparation, mural creation and anti-graffiti treatment.	To prepare the surfaces they will be cleaned thoroughly with TSP and coated with an exterior primer (BIN 123). The murals will be painted primarily using a high quality exterior acrylic house paint and primer in one (Behr or similar) applied with rollers and brushes. If possible, some elements may be embellished with acrylic spray paint. Upon completion the mural will be protected with TSW acrylic anti-graffiti coating applied with roller or spray.
3. List individuals and groups involved in the mural design, preparation and implementation.	Artist, Mike Ritch, was selected based on these criteria: 1. Experienced local artist who painted and continues to maintain the existing murals on Ocean Avenue. 2. Trained by SFMTA to work safely alongside Muni tracks and busy street locations. 3. Prequalified by the City of San Francisco for Public Art Projects. 4. Won the 2019 San Francisco Beautiful Public Art Award recognizing "an individual or group that has created public art and eliminated blight by adding beauty".

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

**Attachment 1 (page 1 of 2):
Lead Artist's Resume/Qualifications**

Mike Ritch

mike.ritch.art@gmail.com | <http://www.mikeritch.com> | 415.846.4348

Education

University of South Carolina, BA Psychology, 2000

École Nationale Supérieure des Beaux-Arts – Paris, France 2002

San Francisco Art Institute, BFA Painting, 2003

Professional Experience

(2007 – present) Director/instructor Jean Henry School of Art - San Francisco, CA

Public Art Experience

2020 Community Ground Mural with SF Park's Alliance - San Francisco, CA

2019 Commissioned sculpture for Aquarium of the Bay - San Francisco, CA

2018 Donated mural to Achieve Elementary - Oakland, California

2016 Clarion Alley Mural Project mural - San Francisco, CA

2016 Circus Circus Mural Marathon - Reno, NV

2013 Founded the Ocean Avenue Mural Project in partnership with SFMTA
Railway - San Francisco, CA

Awards

2019 Public Art Award from SF Beautiful

2018 San Francisco Arts Commission Pre-Approved Public Artist Pool

**Attachment 1 (page 2 of 2):
Mike Ritch Examples of Public Art**



Ocean Avenue Mural Project in partnership with SFMTA Railway.



“Ophelia”, Lakeside Landing, District 7.



Additional Public Art Examples

Attachment 2:

Three (3) letters of community support

Letter 1 of 3:

40 Beachmont Drive
San Francisco, CA 94132
Mobile 415-636-2421

June 23, 2023

Craig Corpora
San Francisco Arts Commission
Craig.corpora@sfgov.org

Dear Craig,

As a volunteer with Friends of Lakeside Village, fiscally sponsored by San Francisco Parks Alliance, newly partnered with the Ocean Avenue Association, I'm writing in enthusiastic support of Mike Ritch painting new utility box murals in District 7.

Mike has already painted many murals in Lakeside Village. They help make Lakeside Village a brighter and more welcoming place in addition to deterring graffiti. His designs are popular with residents and businesses alike.

We hope that you will approve these murals. Please let me know if you have any questions.
Yours sincerely,

Kath Tsakalakis
Volunteer, Friends of Lakeside Village

Letter 2 of 3:

June 23, 2023

Craig Corpora

San Francisco Arts Commission

Craig.corpora@sfgov.org

Dear Craig,

My name is Rosendo, and I'm the Small Business and Marketing Manager of the Ocean Avenue Association. I wholeheartedly support Mike Ritch's proposal to paint new utility box murals in our corridor.

Having closely witnessed Mike's exceptional artistic contributions as he painted numerous murals in Lakeside Village and Mike's outstanding track record as a community member and artist, we are confident that his artistry will greatly enhance the aesthetics and ambiance of our retail district in Ocean Ave. His involvement in painting these utility box murals will further elevate the visual appeal of our district, reinforcing a sense of pride and unity among its residents.

The Ocean Avenue Association wholeheartedly endorses Mike Ritch's proposal for painting new utility box murals in District 7. We request the approval of the San Francisco Arts Commission for this project. If you require any additional information or have any inquiries, please do not hesitate to contact me.

Thank you for considering our enthusiastic support for this initiative.

Sincerely,

Rosendo Betancourt (rosendob@oaacbd.org)

Small Business and Marketing Manager

Ocean Avenue Association

Letter 3 of 3:

June 15, 2023

Mr. Craig Corpora
San Francisco Arts Commission

Dear Mr. Corpora:

I am writing to express my support for the proposal to have local artist Mike Ritch paint murals on the utility boxes along Ocean Avenue. I have known Mike for several years and have been consistently impressed with his artistic talent, creativity, and commitment to community service.

Mike is a talented painter with a unique style that is both vibrant and visually appealing. His work has been featured in numerous exhibitions throughout the city, and he has a strong following among local art enthusiasts. In addition to his artistic skills, Mike is also a passionate advocate for community engagement. He has volunteered his time to work with a variety of local organizations, including our organization, the Friends of Lakeside Village. I've been so impressed with his efforts I wrote a successful application for him to receive a San Francisco Beautiful Award a few years ago to honor his community work.

I believe that Mike would be an excellent choice to paint the murals on the utility boxes along Ocean Avenue. His work would add a touch of beauty and color to the neighborhood, and it would also serve as a reminder of the importance of community and creativity. I urge you to approve this proposal and allow him to share his talents with the city.

Thank you for your time and consideration.

Sincerely,

Lisa Napoli
Co-founder, Friends of Lakeside Village
415.902.9994 (mobile)

Attachment 3. Letter or resolution approving proposal from city department.

Attachment 4. Letter of approval from private property owner that includes mural N/A.
(note, there is no longer a separate owner authorization form)



July 5th, 2023

Kath Tsakalakis
Steering Committee - Friends of Lakeside Village
kath@trefo.com

Subject: Painting Mural on 2 SFMTA Cabinets on 1314 Ocean Ave at Plymouth (northwest corner)

Dear Kath,

This letter is in response to your email requesting to decorate two SFMTA-maintained utility cabinets at the northwest corner of Ocean and Plymouth Avenues with a painted mural. Prior to submitting a proposal for the San Francisco Arts Commission to review and approve, you must first obtain a letter from the appropriate city agency for permission to paint the cabinets, which in this case is the San Francisco Municipal Transportation Agency (SFMTA). I am writing to confirm that SFMTA is in support of our cabinets being painted, and do not foresee any major issues with the painting of our cabinets. Therefore, your Arts Commission review can begin. However, final approval and authorization to proceed with painting our cabinets will be contingent upon working with SFMTA on an agreement/permit that SFMTA, Friends of Lakeside Village, as well as Mike Ritch (the artist) must sign. A sample agreement was previously sent to you for review. Because it will take time to obtain the SFMTA permit and for Arts Commission approval, we are providing this letter so that both approval processes can start and proceed concurrently.

It should be noted that the larger cabinet was wrapped with a decorative art wrap several years ago by Youth Art Exchange. You mentioned that you had spoken with Youth Art Exchange and they did not have any issues with replacing the old wrap with a different mural since the old wrap is partially damaged due to age. Another item of note is that the larger cabinet is an SFMTA traffic signal cabinet that Dussou has jurisdiction over, while the smaller SFMTA track cabinet is what Dave has jurisdiction over. Even though the cabinets are maintained by different groups at SFMTA, the final agreement/permit for both cabinets will follow the same procedures and processes as the traffic signal cabinet permit/agreement process.

Utility cabinets look similar. Therefore, you took a photo showing the cabinets you intended to paint. I have attached your photo to show the SFMTA cabinets that are proposed for painting.

I look forward to working with you on the SFMTA permit. Previous art installations on our cabinets have helped to beautify neighborhoods and make San Francisco a wonderful place to live.

Sincerely,


Dussou Yeung
Associate Engineer – Streets Division


Dave Harbin
Supervising Electronic Maintenance Technician – SFMTA Maintenance of Way

cc: Mike Ritch – mike.ritch.art@gmail.com



1314 Ocean Avenue at Plymouth Ave (northwest corner)

Two SFMTA cabinet proposed for painting with a decorative mural

Attachment 5. Signed Artist Waiver of Property Rights for artwork placed upon city property

Attachment 6: Private property waiver N/A

https://www.sfartscommission.org/sites/default/files/documents/CAPAVARA_WaiverCityProperty.pdf

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.

2 SFMTA maintained cabinets (one traffic signal one track signal)

DESCRIPTION: [type, mural, medium]:

The mural will wrap around 2 adjacent utility boxes and will be painted with exterior acrylic paint

TITLE, DATE: Ice Plants 6/14/23

DIMENSIONS: 6 x 2 x 3 ft and 4 x 2 x 2 ft

ADDRESS/LOCATION: 1314 Ocean Avenue (northwest corner of Ocean Ave and Plymouth Ave)

("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.


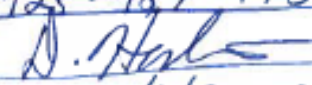
The City has the absolute right to change, modify, destroy, remove, relocate, move, replace, transport, repair or restore the Work, in whole or in part, in City's sole discretion.

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 Municipal Transportation Agency
Authorized Agent:	Dussen Yeung Dave Harbin
Address:	1 South Van Ness, 7th Fl. 601 25th St. - Room 202 San Francisco, CA 94103 San Francisco, CA 94107
Email:	dussen.yeung@sfmta.com dave.harbin@sfmta.com
Phone:	415-646-2688 925-487-1734
SIGNATURE:	 
DATE:	7/3/2023 7/6/2023

1314 Ocean Ave
(northwest corner of
Ocean Ave and Plymouth Ave)

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:	Mike Ritch
Address:	1519 Oak Street Apt #2 San Francisco, CA 94117
Email:	mike.ritch.dr@gmail.com
Phone:	415-846-4348
SIGNATURE:	
DATE:	6/14/23

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/pa08-mural-guidelines/pa05-2-visual-artists-rights-act/>

<http://www.sfartscommission.org/pubartcollection/mural-guidelines/pa05-mural-guidelines/pa05-3-california-art-preservation-act/>

Attachment 7: Maintenance Plan (including parties responsible for maintenance)

As background, Artist Mike Ritch has maintained the murals in the Muni right-of-way pro bono for many years. His art studio on Ocean is nearby the new utility box murals and the proximity helps Mike repair damage to his work very quickly.

The budget covers the sketch fee, paint, materials, equipment, labor, utility box prep, mural painting, assistants, admin, insurance, and a 1-time payment for the maintenance materials necessary to repair any future damage.

Attachment 8: Color image(s) of design
"Ice Plant"



Attachment 9: One image of the proposed site and indicate mural dimensions, utility boxes approx. dimensions: 1 large (~6'x2'x3'), 1 medium (~4'x2'x2')

