

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

Attachment – Lead Artist Qualifications & Examples of Work

Ross Holzman, Executive Director/Lead Artist

www.createpeaceproject.org

Ross is an experienced arts educator with more than 20 years of experience working with tens of thousands of youth. He has successfully completed 36 large-scale mural projects, including 10 mosaics, at 17 San Francisco Unified School District schools, with several recent projects outlined below.

Ross is an artist, peace activist and social entrepreneur. He is the founder and executive director of the Create Peace Project as well as the visionary behind The Peace Exchange, Banners for Peace, and the Peace Dance mural technique. A passionate and prolific artist himself, Ross loves facilitating collaborative arts experiences and empowering positive feelings through the creative process. Ross employs his philosophy that the cultivation of self-awareness through self-expression is one of the most powerful tools for strengthening our connection to our self, to others, and the world around us and thus creating peace. Ross is a published author, accomplished public speaker, and arts facilitator; having lead more than 125 Peace Exchange workshops, 30 Banners for Peace workshops, and numerous murals. Ross has worked with more than 20,000 children in schools across the U.S., Uganda, India, Nepal and Ghana since 2009.

Examples of recent Create Peace Project mosaic murals:



2022: Sanchez Elementary School, an 800 sq ft mosaic mural titled: together we rise. Created with 300+ K-5th grade students and more than 100 community members. This project was sponsored by local Tech-Finance company Ripple.

2022: Guadalupe Elementary School: Peace in Our Community. Create Peace Project was chosen by Guadalupe to lead the creation of a 700 sq ft mosaic mural at the entrance of the school. All 320+ students, plus staff participated in this project. This project was funded by a Community Challenge Grant.



2020: Lakeshore Elementary School: Tree of Life Mural: a 1,600 sq ft mural with 1,000 sqft of mosaic, and a background painted blue. Created by 420+ K-5th graders. Project funding provided by a grant from the Jimmy Johnson Foundation. A video can be found [here](#).



2018/2019 - Longfellow Elementary School: “Our Pathway to Peace” Mosaic Mural - Create Peace Project was chosen by Longfellow to lead the creation of a 2,500 sq ft mosaic mural on the exterior of the school. All 520+ students, plus staff, many families, and community members participated in this three-month long project. This project was funded by a Community Challenge Grant. Here you can find a [video](#) of the process.

2018 Richmond Arts and Culture Commission Grant: Create Peace Project was awarded its second Arts and Culture Commission grant and led a 350 sq ft mosaic mural project at San Francisco Community School - Community Challenge Grant 2023 Application “Nurturing Community Mural at San Francisco Community School” the Richmond Senior Center. The project included 100+ Lovonya DeJean Middle school students, and 80 senior participants in the creation of this mural.



Nov 28, 2022

Lanita Hernandez
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

Attention Community Challenge Grant Selection Committee:

My name is Jennifer Snyder and I am the Clubhouse Director at Boys & Girls Clubs of San Francisco Excelsior Clubhouse. This letter is in support of the San Francisco Community School's application for the Community Challenge Grant. I have eleven years of experience working with the Parent Action Committee and have witnessed a dedication to excellence and a collaborative process when planning and executing special projects.

The Create Peace Project, a mosaic mural project, will accomplish both a beautification to the school and neighborhood and to encourage youth of the school to think about creative ways to express what peace means to them. Youth who attend the San Francisco Community School are encouraged to engage with the world around them and to use various mediums to express themselves. The Parent Action Committee is excited to embark on this project of peace and as a neighbor and collaborator with the school I wholeheartedly support their efforts. In fact if they are granted the funding for the Create Peace Project I hope that we can assist with some of the tile making and firing with our Clubhouse kiln.

Please feel free to contact me at jsnyder@kidsclub.org for any further information.

Sincerely,

Jennifer Snyder
Clubhouse Director
Excelsior Clubhouse
Boys & Girls Clubs of San Francisco
163 London Street
San Francisco, CA 94112

Monroe Elementary School

260 Madrid Street

San Francisco, CA 94112

Phone: 415-469-4736 / Email: sch729@sfusd.edu

www.monroeelementaryschool.com



Lanita Henriquez,
Community Challenge Grant
City and County of San Francisco
1 Dr. Carlton B. Goodlett Place, Room 453
San Francisco, CA 94102

November 28, 2022

Dear Ms. Henriquez;

Dear Lanita Hernandez,

Please accept this letter of support for San Francisco Elementary School's application for the Community Challenge Grant to put a new mural on the exterior of their school at 125 Excelsior Ave in the Excelsior neighborhood of San Francisco. We are a full yes to new public art to beautify and uplift this vibrant neighborhood.

Monroe Elementary has had the privilege of working with Create Peace Project and Ross Holzman for the past seven years, the past three under my leadership. Create Peace Project has beautified and transformed our school into an artistically rich environment and it has been a pleasure working with Ross. His leadership and collaborative creative approach is why we are bringing CPP back for an 8 th year this spring. We are excited to see what he and his team will help create at SFC.

SF Community School has our full support in the endeavor to place a mosaic outside of their library wall on the corner of Excelsior Ave and London St. We believe this project would be a unifying and valuable piece of public art for our community.

Please don't hesitate to contact me if you have any questions.

Thor Boucher,
Principal
BoucherT@sfusd.edu

MISSION SCIENCE WORKSHOP

November 28 2022

Lanita Hernandez
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 Lanita Hernandez,

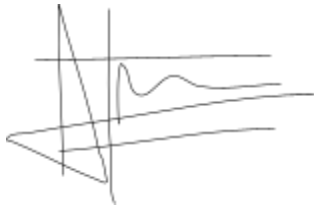
We hope this letter finds you well. We understand that our neighbor, SF Community School at 125 Excelsior Ave., is applying for the Community Challenge Grant.

We would like to inform you that SF Community School has our full support in the endeavor to place a mosaic outside of their library wall on the corner of Excelsior Ave and London St.

We believe this project would be a unifying and valuable piece of public art for our community.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read 'Sonia Gandiaga'. The signature is stylized with a large, sweeping initial 'S' and a series of connected loops and lines.

Sonia Gandiaga
Mission Science Workshop, Executive Director
4458 Mission Street, San Francisco
sonia@missionscienceworkshop.org



FACILITIES DESIGN AND CONSTRUCTION

135 Van Ness Avenue
San Francisco, CA 94102
Phone: (415) 355-6979
Fax: (415) 355-6988

November 29, 2022

Lanita Henriquez
Community Challenge Grant
City and County of San Francisco
1 Dr. Carlton B. Goodlett Place, Room 453
San Francisco, CA 94102

RE: SF COMMUNITY SCHOOL TILED MURAL PROJECT
COMMUNITY CHALLENGE GRANTS PROGRAM

Dear Ms. Henriquez:

The San Francisco Unified School District Facilities, Design and Construction Department has reviewed the proposed design concept for a mosaic tiled mural project to be erected along the school's property perimeter wall fence at the corner of Excelsior and London streets. The school is partnering with Create Peace Project to complete the mural. We applaud the school's efforts to enhance the visual image of the community around the school with this mural.

Please note that a letter of approval from the green schoolyard manager is not necessary at this time. I have taken that role in the interim while the District searches for a replacement for this vacant position.

Sincerely,

A handwritten signature in blue ink that reads "Simon H. Reyes".

Simon H. Reyes
District Architect, Facilities, Design and Construction Department
San Francisco Unified School District

Cc: Heidi Dobrott, School Principal, SF Community School
Yonko Radonov, Director, SFUSD Facilities Design and Construction Dept.

Attachment - Signed Artist Waiver

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]:

we are creating a 660 sqft mosaic mural to adorn two long exterior walls of
at the San Francisco Community School, on the corner of Excelsior and London streets,

TITLE, DATE: Nurturing Community

DIMENSIONS: 660 sqft : one wall is 60' x 66" the other is approx 95' x 40"

ADDRESS/LOCATION: 125 Excelsior Ave San Francisco, CA 94112

("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: _____ Authorized Agent: _____

Address: _____

Email: _____

Phone: _____

SIGNATURE: _____

DATE: ____/____/____

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: Create Peace Project/Ross Holzman, lead artist

Address: 6231 Bernhard Ave Richmond, CA 94805

Email: createpeaceproject@gmail.com

Phone: 415-385-4065

SIGNATURE: *Ross Holzman*

DATE: July / 14 / 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

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>

Attachment – Maintenance Plan

5-year Maintenance Plan

One driver for choosing a mosaic mural is that they require very little maintenance and rarely get tagged or vandalized. San Francisco Community School staff and parent volunteers on the SFC Campus Beautification Group will be trained by Create Peace Project throughout the course of the project to handle small repairs when needed (i.e., a small piece of the mosaic fails). If a case arises where more significant support is needed, a Create Peace Project staff member will work together with the school to address the issue. Create Peace Project will take responsibility for maintaining the artwork for a period of 5 years from the mural's completion. Any costs associated with necessary repairs will be covered by PAC funds.

10-year and Beyond Maintenance Plan

San Francisco Community School will maintain the mosaic mural for 10 years and beyond and will utilize the skills learned from Create Peace Project to make any minor repairs needed and cover any costs of repairs through PAC funds. In addition, Create Peace Project will continue to have a staff person available for more significant repairs, if needed.

Attachment - Mural Design

“Nurturing Community Mural at San Francisco Community School”

Mosaic Mural Design

Left Side of Corner along London Street (see below for larger images)



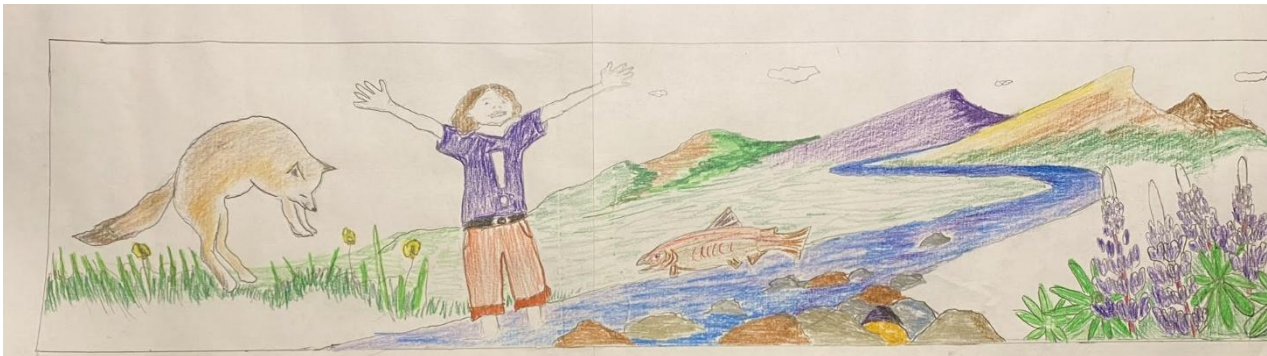
Right Side of Corner along Excelsior Avenue (see below for larger images)

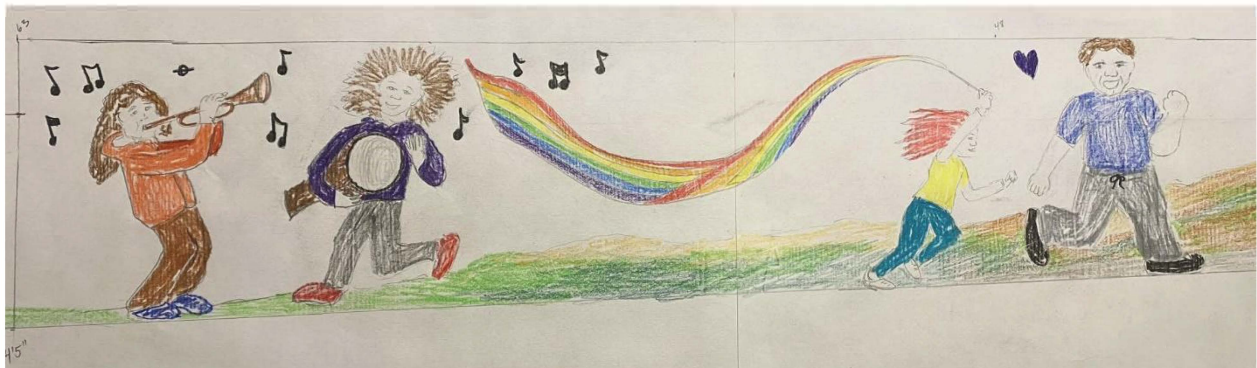
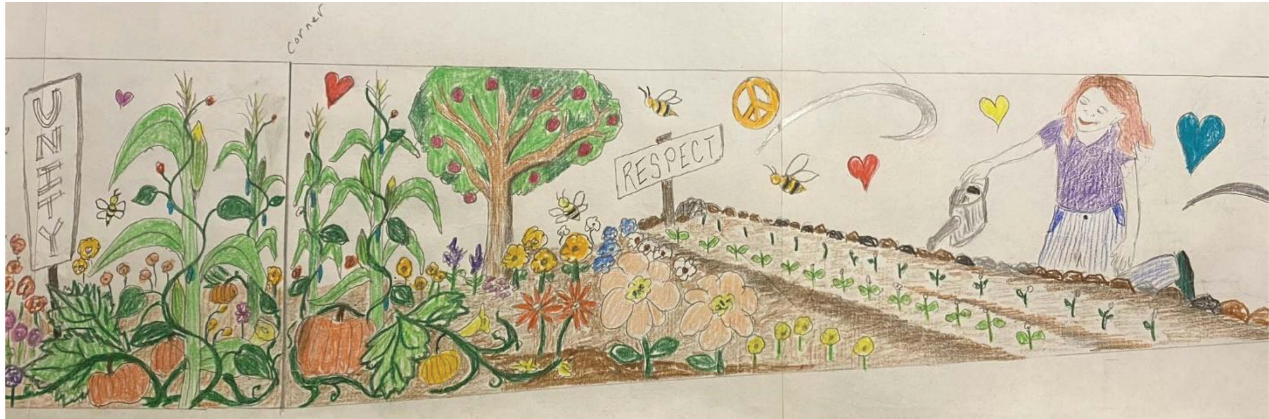


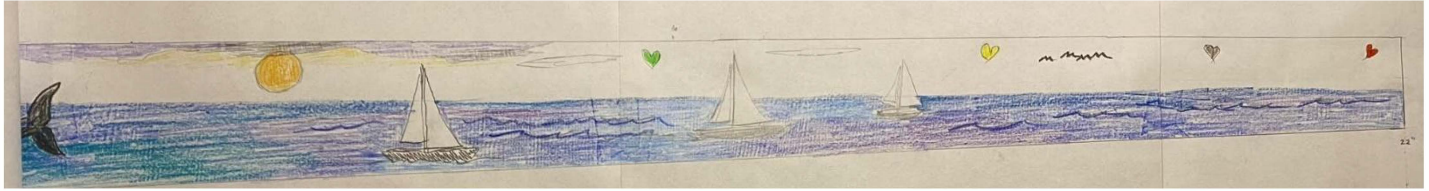
(right side continued)



Larger images of design from Left to Right:







Attachment - Proposed Site

Project Site: The proposed mosaic mural is planned for the exterior corner of the library and office building (see photo below), located on London Street and Excelsior Avenue, on the concrete facade that wraps around the corner. The mural will be 660 sqft: the left wall along London Street is 60' x 66", the right wall along Excelsior Avenue is approx 95' x 40" (average height as the wall tapers from 66" - 21" over the 95ft). The school's neighbor is the Boys & Girls Club of San Francisco -Excelsior Clubhouse, who shares a play yard among other shared facilities. The Boys & Girls Club entrance is also on London Street, next to the main entrance for SFC.



Photo: Corner of the SFC library and office building taken from Excelsior Ave with London Street on left and Excelsior Ave on right. The mosaic mural would wrap around the building where there is currently gray cement (beneath the rust-colored paint).