



Daniel Lurie, Mayor

Kat Anderson, Commission President
Philip A. Ginsburg, General Manager

Date: September 18, 2025

To: Recreation and Park Commission

Through: Phil A. Ginsburg, General Manager
Lisa Bransten, Director of Partnerships

From: Tamar Barlev, Assistant Director of Partnerships

Subject: Precita Park – Mural Placement

Agenda Wording

Discussion and possible action to approve the placement of a mural on an external wall of the new restroom to be installed at Precita Park.

Strategic Plan

Strategy 1, Inspire Public Space: Keep today's parks safe, clean and fun; promote our parks' historic and cultural heritage; and build the great parks of tomorrow.

Objective 1.2: Strengthen the quality of existing parks and facilities.

Strategy 3, Inspire Investment: Through community engagement, advocacy, and partnerships cultivate more financial resources to keep San Francisco's parks and programs accessible for all.

Objective 3.2: Broaden engagement with park users and park patrons.

Background

Precita Park is a two-acre neighborhood park nestled between the northern side of Bernal Heights and Cesar Chavez Street in Supervisorial District 9. The park's facilities include a children's play area (including an existing butterfly tile mural), a grass field, and picnic areas. RPD's Capital Division is currently in the process of installing a public restroom at the northeast corner of the children's play area at the intersection of Precita Avenue and Harrison Street (See Appendix A for an overview map).

In early 2025, Precita Valley Neighbors - a local organization formed to address Precita Park concerns - approached the Department with a proposal for artwork for the exterior façade of the new restroom. Precita Valley Neighbors proposed a tile mural, created and funded by the community, with guidance from Precita Eyes Muralists, a local muralist collective that has worked with Precita Valley Neighbors for 20 years.

Precita Valley Neighbors held multiple community meetings to discuss this mural, and in July 2025 held a community design meeting with local mural arts organization Precita Eyes Muralists to develop the



overall design for the mural. This mural would be placed on the south façade of the restroom building, adjacent to the facility's entrance and facing the interior of the park (see Appendix B for restroom/mural rendering). Precita Eyes Muralists will serve as both the principal designer and installer of the mural as well as Precita Valley Neighbors' fiscal agent for this project.

Overview

The proposed design was inspired by Precita Park's existing Butterfly Garden and "Butterflies Forever" mosaic mural. There has been robust community outreach, engagement, and support for the mural project. Each tile in the mural would be purchased (\$100/tile) and designed by members of the community, featuring a background color scheme and core theme of butterflies, flora, and fauna. Once all the tiles are assembled and grouted into place, the coordinated background color scheme will transform these individual tiles into a cohesive image of a large butterfly (see Exhibit B).

The SF Arts Commission and the Recreation and Park Department are supportive of the project but do not take responsibility for maintenance or preservation of murals. Therefore, Precita Valley Neighbors has budgeted funds for and agreed to maintain the mural with support from Precita Eyes Muralists.

Project Leadership/Management

The project is led by Demice Garapis, a group contact for Precita Valley Neighbors, with support from Susan Cervantes of Precita Eyes Muralists. Garapis, who has been affiliated with Precita Valley Neighbors for 20 years, is the CFO of Farallon Geographics and serves on the board of the SF Bay Restoration Authority. Garapis is the author of Northern California Sea Kayaking (Ragged Mountain Press/McGraw Hill Press) and The Best of the San Francisco Bay and Bay Area Water Trail in cooperation with the Metropolitan Transportation Commission and the Muwekma Ohlone Tribe.

Artists

The lead artist is Susan Cervantes, an accomplished muralist and the founder of Precita Eyes Muralists, a 48-year-old community based mural arts organization located in the Mission District that is responsible for hundreds of murals around San Francisco and beyond. Cervantes is influenced by the Mujeres Muralists, the first collaborative of women muralists, and incorporates the philosophy of accessible community art by engaging communities in mural workshops. This community design model will be employed for this mural, as community members that are contributing a tile to the mural will participate in a tile making workshop offered by Precita Eyes Muralists where they will learn how to design and create their tile for the mural.

Community Involvement

Over the course of the last year, Precita Valley Neighbors held multiple community meetings and information sessions around the neighborhood (6/15/24, 3/1/25, 5/31/25, 7/12/25, 8/2/25, 8/6/25, 8/31/25) and over 300 residents voiced support for the mural. Information regarding the proposed mural has been posted in the park, inviting community members to learn more and get involved. Community announcements that reach hundreds of community members have been posted online on Precita Valley Neighbors' Facebook group, Bernalwood's Facebook Group, Precita Eyes Muralists website, the Precita Valley Neighbors' website and Precita Valley Neighbor's Instagram page. Emails discussing the mural have gone out to 600+ community members on Precita Valley Neighbors' email list. In July 2025, Precita Valley Neighbors held a community design meeting with Precita Eyes Muralists to develop the overall design for the mural (See Exhibit B). Precita Valley Neighbors continues to engage with the community as they work to raise funds for and create the mural.

Next Steps

Pending approval from the Recreation and Park Commission, the plan is to continue fundraising and for the tile design workshops to take place in the fall and winter of 2025/26, with the mural tiles mounted to the restroom wall soon after the facility is installed in late 2025, weather permitting.

SF Arts Commission Review

SFAC'S Visual Arts Committee approved the mural at its August 20, 2025 meeting. The item received full Arts Commission approval on September 5, 2025.

Funding and Budget

This project is expected to cost approximately \$21,070. Precita Valley Neighbors is in the midst of fundraising for this mural by asking community members to purchase and create a tile. The tiles are being sold at \$100/tile. At this time, Precita Valley Neighbors has raised just over 50% of the cost of the mural and will be expected to raise the remaining amount prior to mural installation.

Staff Recommendation

Department staff recommend approval of the placement of a tile mural on the exterior wall of the soon to be installed Precita Park restroom.

Supported By

Supervisor Jackie Fielder, District 9
Precita Valley Neighbors
Precita Eyes Muralists
Charles and Kri Harb, Charlie's Café
RPD Staff

Attachments:

Attachment A: Precita Park Map including project site
Attachment B: Restroom rendering illustrating mural location and concept
Attachment C: Letters of Support from:

- Precita Valley Neighbors
- Charlie's Café
- Supervisor Jackie Fielder, District 9

Attachment A:
Precita Park Map Including Restroom/Mural Project Site



Attachment B:
Restroom Rendering Illustrating Mural Location and Concept



Attachments C:
Letters of Support



August 25, 2025

To: San Francisco Arts Commission
401 Van Ness Avenue, room #325
San Francisco, CA 94102

From: Precita Valley Neighbors, a neighborhood group under fiscal sponsorship of Precita Eyes Muralists Association

Re: Letter of Support for Precita Eyes Muralists Association Inc.'s Mural Design to SF Art Commission for Precita Park Restroom Mural Project

Dear Art Commissioners,

We strongly support the art design of the Precita Park Restroom Mural Project. The community has engaged public design collaborations in several community meetings culminating in a free collaborative public design workshop held on July 12, 2025 at Precita Eyes Workshop on 398 Precita Avenue, San Francisco, CA. 94110. After the neighborhood group was stranded by the San Francisco Parks Alliance, Precita Eyes Muralists continued to work with the community by offering fiscal sponsorship and fundraising to engage the community on creating a mural for the Precita Park Restroom to be installed in early 2026. We are grateful to the San Francisco Recreation and Parks Partnership which guided the design steps to make the mural ready for installation. Over 300 residents have participated in the community design workshop and meetings for this butterfly design. The butterfly design coordinates the symbolic and visual elements of the Butterfly Garden and the Butterfly Mural in the Childrens' Playground.

The Precita Park Restroom Butterfly Mural Project serves as an engaging act to honor our diversity and create a beautiful setting for all to experience.

Yours Sincerely,

A handwritten signature in black ink that reads "Demece Garepis". The signature is written in a cursive, flowing style.

Demece Garepis, group contact
Precita Valley Neighbors
59 Manchester Street
San Francisco, CA. 94110
www.precitavalleyssf.org
precitavalleyneighbors@gmail.com
415.244.3012

Date: August 8, 2025

To: San Francisco Arts Commission
401 Van Ness Avenue, room #325
San Francisco, CA 94102

From: Charles and Kri Se Harb, owners
Charlie's Cafe

Re: Letter of Support for Precita Eyes Muralists Association Inc.'s Mural Design to SF Art Commission for Precita Park Restroom Mural Project

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Yours Sincerely,



Charles and Kri Sea Harb, owners
Charlie's Café

Member, Board of Supervisors
District 9



City and County of San Francisco

JACKIE FIELDER

Date: August 12, 2025

To: San Francisco Arts Commission

401 Van Ness Avenue, room #325

San Francisco, CA 94102

Re: Letter of Support for Precita Eyes Muralists Association Inc.'s Mural Design to SF Art Commission for Precita Park Restroom Mural Project

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Sincerely,

A handwritten signature in cursive script that reads "Jackie Fielder".

Jackie Fielder

City Hall • 1 Dr. Carlton B. Goodlett Place • Room 244 • San Francisco, California 94102-4689 • (415) 554-5144

TDD/TTY (415) 554-5227 • E-mail: Jackie.Fielder@sfgov.org