

FAQs/Information

What is the Hidden Garden Steps Project?

The Hidden Garden Steps Project is a community-based, public art initiative to create mosaic steps, a public garden and a wall mural on 16th Avenue extending uphill from Kirkham to Lawton in the Golden Gate Heights/Inner Sunset neighborhood. Formal partners include the San Francisco Parks Alliance, the San Francisco Department of Public Works Street Parks program, and artists Colette Crutcher and Aileen Barr who designed the Moraga Mosaic Steps. Other collaborations include the Inner Sunset Park Neighbors, the Golden Gate Heights Neighborhood Association, Woodside International School, volunteers from Nature in the City's Green Hairstreak (Butterfly) Ecosystem Corridor project, and individual local merchants.

How did this project come to be?

This project was developed out of community interest in enhancing and protecting the stairway and the surrounding area so that it becomes a beautiful gathering place consistent with the nature and spirit of our neighborhood. The project will address the graffiti and litter problem of this secluded and aging staircase.

What tasks are involved in this project?

The planning committee has already completed initial tasks which lay the groundwork for the project. These have included work to:

- obtain agreement from artists Colette Crutcher and Aileen Barr to design/apply the mosaic (DONE)
- secure the San Francisco Parks Alliance as partner and fiscal agent (DONE)
- establish a project budget and a timeline for project completion (DONE)
- consult with City of San Francisco Department of Public Works, architect and engineer to determine required structural changes (DONE)
- publicize the neighborhood project (ONGOING)
- establish a core group of organizers (ONGOING)

Continuing and future tasks include work to:

- finalize the contractual arrangement with the artists (DONE)
- secure reduced cost contract with contractual engineer to finalize structural changes (DONE)
- obtain approval from City for proposed structural plans (DONE)
- develop additional materials to promote/publicize the project (DONE)
- raise funds from individuals, businesses and grant-giving foundations (IN PROGRESS)
- plan, execute and staff marketing events to promote the project (IN PROGRESS)
- help assemble the mosaic design (TO BE COMPLETED)

What is the overall budget for the project?

Our total budget for the project is \$300,000. Of this total, \$102,000 represents payment to the artists for their design and project management, \$38,000 covers administrative costs (including city and

fiscal agent fees), \$135,000 covers the costs for materials and construction, and \$25,000 is budgeted for miscellaneous project costs and maintenance of the construction. A detailed budget is available.

What is the timeline for the project?

<i>Task</i>	<i>Begin Date</i>	<i>End Date</i>
Initial Project Organization	2/1/2010	9/1/2010
Marketing	2/1/2010	7/31/2013
Secure S.F. Parks Alliance as Fiscal Agent	4/1/2010	9/1/2010
Fundraising	11/1/2010	4/30/2013
Community Events	11/1/2010	4/30/2013
Wall Retention	2/1/2011	4/30/2011
Tile Assembly	8/1/2012	8/1/2013
Tile Installation	9/1/2013	4/1/2014
Garden Installation	Ongoing	Ongoing
Mural	TBD	TBD

How will the fundraising be structured?

Fundraising will be structured as donations given to fund single tiles or larger multi-tiled elements. Single tiles are priced from \$150-\$1,000. Multi-tiled elements are priced from \$5,000-\$15,000. Donations for tiles include the option of placing characters (i.e., names, etc.) on tiles. Higher priced tiles allow for more characters. In-kind donations (i.e., materials for the project or for marketing events) will also be solicited. We will obtain donations from individuals, businesses and grant-giving foundations.

How will donations be processed?

As the fiscal agent for the project, the SFPA provides the project with tax-exempt status and will receive and process all donations. Donors will be able to mail in checks or credit card donations or donate on-line with a credit card. SFPA will charge a management fee of 5% for all funds raised and an additional 2.5% for online donations which is paid to the vendor managing the website.

How will the mosaic, the mural and the gardens be constructed and completed?

A colorful mural has already been painted at the foot of the steps by Woodside International School volunteers as an example of how the project will beautify the neighborhood. Substantial tree-trimming was completed free of charge by Tree Shapers, LLC to enhance the views toward and from the stairway. Substantial clean-up of the site has been completed through the work of community volunteers, and initial gardens featuring California native plants, succulents, and other drought-tolerant species are already transforming the site in ways that are attracting birds, butterflies, other wildlife, and members of our community who see this as a place to get to know each other better. The first step in preparing to tile the stairway will be to fix an off-center section and adjoining small wall at the top of the steps. Under the direction of the artists, the mosaic tile designs will then be constructed by volunteers. Under the direction of the artists, professional tile setters will then apply the mosaic risers and grey tread tiles to the steps. We will continue working on murals and the gardens to bring the entire project to fruition. We look forward to your involvement and support.