

CITY OF PORT ST LUCIE

Art in Public Places Plan

March // 2021

A MESSAGE FROM MAYOR ORAVEC

On behalf of our five-person City Council, the City Manager and municipal staff, and the people of Port St. Lucie, it is my pleasure to introduce you to our Art in Public Places Plan.

As you may know, incorporated in 1961, our City has come a long way in a short time. Originally marketed around the world, and especially in the northeast, as a retirement haven, we have gone from a sales pitch and bedroom community, where only 330 people lived in 1970, to an award-winning, full-service city that is currently home to 206,000 residents and counting.

There are many things to love about Port St. Lucie. We are blessed by natural resources that epitomize the Florida lifestyle. We are the safest large city in Florida. We're a large and growing community with an increasing number of citizens, amenities and opportunities, and we've kept our friendly hometown feel. We have one of the highest rates of homeownership in the country; and we're a melting pot, where people of all races and ethnicities live together. Based on these and other strengths, I often think that what makes Port St. Lucie most special is that we are a place where the American Dream is alive and well; and, just as an essential element of the American Dream is the belief that a good life will be even better for our children and the next generation, I believe that an essential element of Port St. Lucie is our great promise. For all that there is to love, our best is yet to come!

As our City continues to evolve and as we continue to work towards fulfilling our great promise, our community has taken an increasingly comprehensive and thoughtful approach to building an even safer, more beautiful and more prosperous city for all people, and I believe this dynamic is on exhibit in this Art in Public Places Plan and the citizen-driven planning process that created it. The seeds that were planted for a formal public art program in 2007 have taken root, sprouted and, through this plan, will bear a bountiful harvest over the next ten years. We can and should expect the implementation of this plan to improve the quality of life in Port St. Lucie in ways big and small, from beautification and economic development to property values and civic pride. If we get it right, every day that you spend out and about in PSL should be made a little brighter by an encounter with public art.

We hope that you are encouraged by our Art in Public Places Plan and want to join us in implementing it (if you haven't already). Our public arts efforts, like the City itself, is in your hands. We want you to be part of it. We want you to be proud of it.

If you want to get involved or the City Council and I can ever be of assistance, please do not hesitate to contact us at 772-871-5159; and please bookmark www.cityofpsl.com/publicart and revisit it often.

Very truly yours,



Gregory J. Oravec, Mayor



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**Cover photo of 'Relate' by Michael Szabo courtesy of the artist*

Executive Summary

The Port St. Lucie Art in Public Places Master Plan takes an overarching look at the existing Art in Public Places program for the city while setting out a vision for the future and defining how public art will integrate into the success of the City.

The Existing Program

With an Art in Public Places Ordinance that rivals other cities in Florida and beyond Port St. Lucie is well positioned to be a leader in public art. With survey results that display some unfamiliarity with how public art is funded in the city, this plan seeks to demonstrate how and why public art is funded in the city. This plan also shows how the program aligns with other city priorities.

The Future Program

This plan seeks to transform the Port St. Lucie Art in Public Places program into an efficient, resident driven public service that delivers high quality public art that resonates for the people of Port St. Lucie. By defining the story of the city, establishing bold strategies, and conceptualizing impactful projects this plan sets out a vision of a creative, fun, and high impact Art in Public Places program in Port St. Lucie.

The Future Process

At the heart of an efficient and effective Art in Public Places program are clear and strong policies. This plan creates such policies and gives clear guidance on how to manage the overall program. The plan itself is geared towards process and implementation as much as creativity and fun in order to deliver results for the community.

Why an Art in Public Places Master Plan?

This plan is being created in order to further operationalize the Art in Public Places program as adopted in 2018. The Art in Public Places Master Plan seeks to build upon the great work that has already been done to create a strong foundation for public art in Port St. Lucie. With a strong ordinance and consistent funding, the Art in Public Places program is on the brink of making major impacts in the City of Port St. Lucie. Through intention public art will help uplift the city, creating strong, beautiful places that will draw people together and meet the needs of residents and visitors.

Within this document we explain the existing Art in Public Places program, lay out a vision for where it should go in the future, and put forth concrete steps that the city can take in order to make the vision a reality. We focus on using public art to create remarkable places in Port St. Lucie that connect residents with their community, creates an identity for the city, further advance the goals of the city and its residents.

Chapter 1: The Existing Art in Public Places Program

The current Art in Public Places program was established Dec. 10, 2018 through the adoption of Ord. No. 18-67, § 1. Chapter 162 of the City's Code of Ordinances cements the structure of the overall program, the composition of the Public Art Advisory Board, and funding for public art.

What is Public Art?

In order to ensure that funds intended to create public art live up to their intention, the Art in Public Places Ordinance specifically defines public art.

For the purposes of the Art in Public Places program art, artwork or work of art means an original physical work created or produced by an Artist. Artwork may be free-standing or integrated with the work of other design professionals into a building or site. Artwork may be new or may be an existing work of art. Artwork may include, but is not limited to:

1. Sculpture: Free-standing, wall supported or suspended; kinetic, electronic; in any material or combination of materials.

2. Murals or portable paintings: in any material or variety of materials.

3. Fiber works, neon, glass, mosaics, photographs, prints, calligraphy, earthworks, any combination of forms of media, including light, sound, literary elements, film, holographic images, and video systems; hybrids of any media and new genres.

4. Furnishings or fixtures, including, but not limited to gates, railings, lighting, street lights, signage, seating, if created by artists as unique elements or limited editions.

5. Artistic or aesthetic elements of the overall architecture or landscape design if created by a professional artist or a design team that includes a professional visual artist. Such design elements may include pools, paths, benches, planters, and fixtures and vegetative materials where designed by a professional visual artist and/or are an integral part of the artwork by the artist.

6. Temporary artwork or installation that serve the purpose of providing community and educational outreach.

7. The incremental costs of infrastructure elements, such as sound walls, utility structures, roadway elements, and other items if designed by an artist as a co-designer.

The following are, per the Ordinance, not considered artwork for the purposes of Art in Public Places funding:

1. Art objects which are mass produced or are of standard manufacture, such as playground equipment, fountains, statutory elements, signage, maps, corporate logos or other functional elements, unless incorporated into an artwork by an artist commissioned for that purpose.

2. Reproductions, by mechanical or other means, of original artwork, except in the case of limited editions controlled by the artist, cast sculpture, film, video, photography, printmaking, or other media arts.

3. Decorative, ornamental, architectural, or functional elements which are designed by the building architect as opposed to elements created by an artist commissioned for that purpose.

4. Services or utilities necessary to operate and maintain an artwork over time.

Public Art Advisory Board

Membership

The public art advisory board has seven (7) members and two (2) alternates and members must live in Port St. Lucie for at least a year. Membership includes the following:

Organizational Representatives

- A representative of the St. Lucie County Chamber of Commerce.
- A representative of the Treasure Coast Builders' Association.

Whenever possible, the remaining members should be representative of one (1) or more of the following classifications:

- Architect, or interior designer;
- Landscape architect or land use planner;
- Professional in the field of art;
- Art or architectural historian;
- Art educator;
- Artist

Responsibilities

Per the Ordinance the Public Art Advisory Board has the following responsibilities:

- Advise the city council on the adoption of policies and procedures to acquire, commission, and maintain works of art in public places.
- Advise the city council regarding applications for the installation of art as part of private projects pursuant to this chapter.
- Advise the city council regarding installation of art as part of public projects pursuant to this chapter.
- Advise the city council regarding proposed donations of art pursuant to this chapter.
- Recommend sites for location of public art in accordance with the public art master plan.
- Provide recommendations and guidance in implementation of the public art master plan.
- From time to time, recommend to the city council updates or revisions to the public art master plan that identify proposed locations and criteria for public artwork, art selection, and placement criteria, and other program recommendations, to reflect the changing environment of the city. It is the intent that such master plan be updated every five (5) years.
- Conduct, with the assistance of city staff, calls to artists regarding installation of art as part of public projects and regarding installation of art using the Art Fund pursuant to this chapter.
- Provide recommendations to the city council on the maintenance of city-owned artwork to preserve and protect the public art in the city's collection.
- Provide recommendations to the city council on the deaccessioning, removal, or replacement of public art owned by the city.
- Advise the city council regarding murals to be installed on city property.
- Propose recommendations to the city council regarding the art in public places ordinance and program.
- Report to the city council, on an annual basis, the status of the art in public places program, the application of the master plan, the use of art in public places funds and the fund balance.

Public Art Evaluation

The public art advisory board shall consider the following criteria in recommending approval or disapproval of a work of art:

- Complies. The proposed art conforms to the definition of art contained in this chapter and will be created by an artist or local artist as defined in this chapter.
- Master plan. The proposed art meets the qualities described in the art in public places master plan, if applicable to the project.
- Visual accessibility. The proposed art will be readily visible to the public and meet the location requirements of this chapter.
- Quality. The proposed artist is professionally recognized in the medium, and the proposed art is of quality and enduring value.
- Appropriateness to site. The proposed art is of design, scale, and material appropriate to the site.
- Compatibility. The proposed art is compatible with surrounding neighborhoods.
- Public Welfare. The proposed art is not detrimental to the public welfare and will not constitute a safety hazard.
- Maintenance. The proposed art will not require extraordinary maintenance.
- Valuation. The proposed art meets or exceeds the public art assessment requirements of this chapter.
- Location. The proposed location of the art and/or element(s) is in an exterior place and is appropriate to accommodate the size and scale of the proposed art and/or element(s), has or can reasonably accommodate any necessary supporting infrastructure and is in compliance with applicable city code requirements such as visibility triangle. Notwithstanding the foregoing, art purchased with the Art in Public Places fund or for public construction projects may be located inside publicly owned buildings.

Funding

The public art advisory board shall consider the following criteria in recommending approval or disapproval of a work of art:

Private Development

Applicable Projects

- All private non-residential development projects and all residential development projects with more than ten (10) units, including new construction, or the renovation or improvement of an existing building where fifty percent (50%) or more of a building is being modified, renovated, expanded, rebuilt or improved by construction.
- The provisions of this section apply to new development or new construction within existing planned developments.

Requirements
All applicable private development must choose one of the options below within ninety (90) days of the issuance of the first building permit or site work permit for a subdivision plat for any portion of the project in order to comply with the public art requirements

Option 1: On-site Artwork.

- Requirement: The developer must either submit documentation of the escrow of funds for a work of art valued in an amount not less than one percent (1%) of the total construction costs (up to $100,000) and submit an application for approval of the work of art in compliance with this chapter.
- Encouragement of Local Artists: If a local artist (from St. Lucie or one of the surrounding counties) is commissioned, the developer is only required to spend ninety percent (90%) of one percent (1%) of the total construction costs.

Option 2: Contribute to Fund.

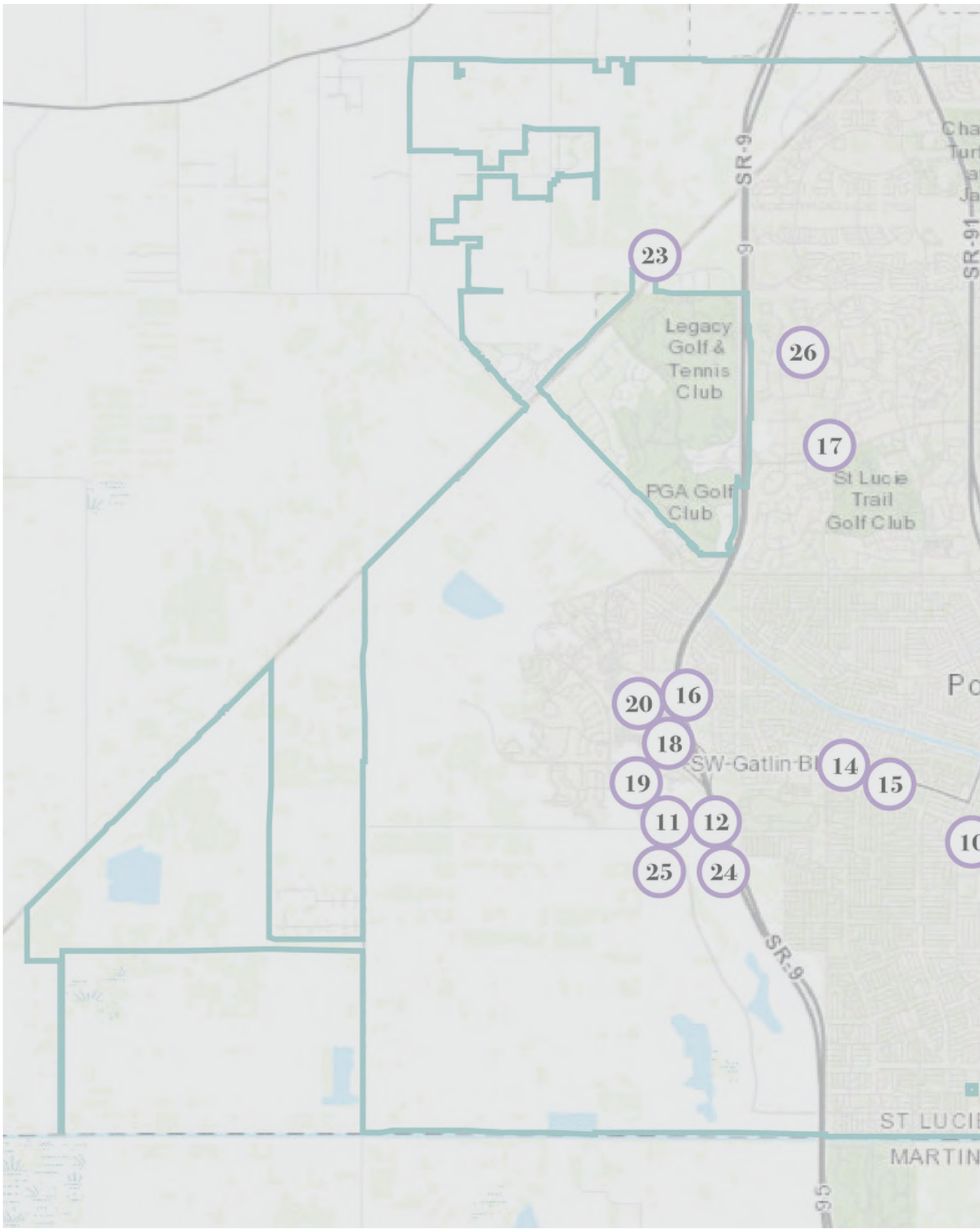
- Encouragement of Contribution to Fund: In order to give the city opportunities to implement projects in public places, developers are encouraged to contribute eighty percent (80%) of one percent (1%) of the total construction costs for deposit to the art in public places funds.
- Requirement: The public art assessment must be paid in full prior to the issuance of a certificate of occupancy except for subdivision plats which are required to submit the public art assessment in full at the time of recording of the final plat.

Option 3: On-site Artwork and Contribute to Fund.

- Submit documentation evidencing the escrow of funds for a work of art valued in an amount less than one percent (1%) of the total construction costs and contribute eighty percent (80%) of the balance of the public art assessment (one percent (1%) of the total construction costs) for deposit in the art in public places fund.

*Note: The public art assessment for residential development projects will be calculated on a plat by plat basis. Total construction costs for purposes of calculating the public art assessment will be based on the total construction costs for all property depicted on each plat included within the residential development project. The public art assessment for any single project is capped at $100,000.00.

Inventory


SR-9
SR-91
Legacy Golf & Tennis Club
PGA Golf Club
St Lucie Trail Golf Club
SW-Gatlin-Bl
SR-9
ST LUCI
MARTIN
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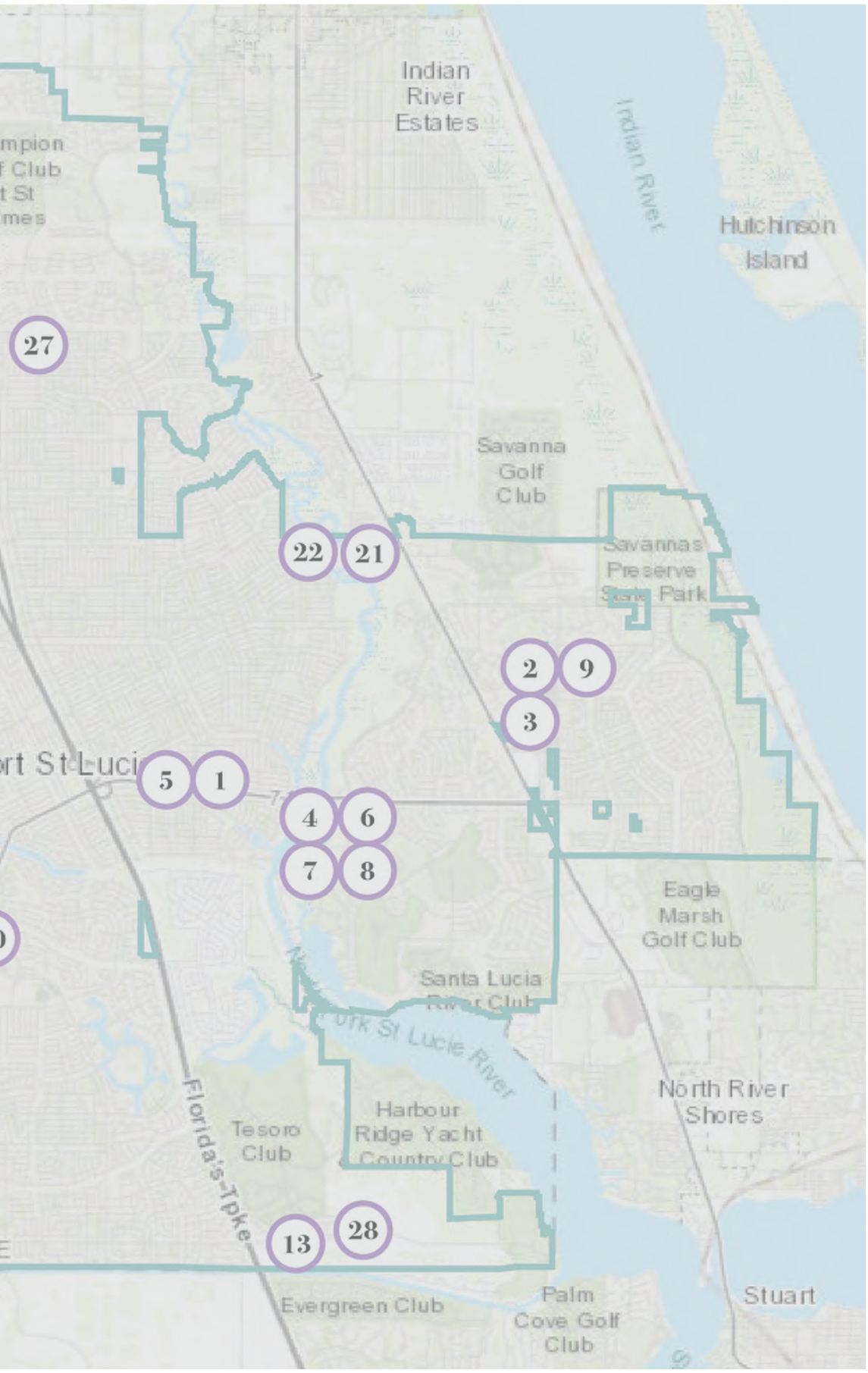


	Name of Piece
1	Born Free
2	Five Kids in Tree
3	Two Kids on Bench
4	Butterfly Mosaic wall
5	St. Lucie River Mural
6	3 Cubes
7	Leaf Quill
8	Armillary Steel Sphere
9	Duo
10	Polo Player on Horse
11	Busts
12	Benches (4)
13	Untitled
14	Mantle
15	Dark Planet
16	Mosaic Wall Tiles
17	Arrival Fountain
18	Coastal Rhythm
19	Untitled
20	Turtles & Spades
21	Tiles
22	Metal Sculptures
23	Water Feature/ Fountain
24	Exterior Lighting
25	Fugue
26	Shea Stadium Mash-Up
27	Relate
28	Veranda Sails

	Name of Piece	Artist	Year	Location	Neighborhood	Address	Ownership	Location
1	Born Free	Esther Wertheimer	1998	PSL Community Center	Riverview	2195 SE Airoso Blvd	Public	Exterior
2	Five Kids in Tree	Unknown	2006	Mary Ann Cernuto	Sandhill Crossing	2060 SE Grand Drive	Public	Exterior
3	Two Kids on Bench	Unknown	2006	Mary Ann Cernuto	Sandhill Crossing	2060 SE Grand Drive	Public	Exterior
4	Butterfly Mosaic wall	Anita Prentice	2013	Botanical Gardens	Sandpiper Bay	Butterfly Garden	Public	Exterior
5	St. Lucie River Mural	Shannon Wiley	2014	City Hall	Bayshore Heights	121 SW Port St Lucie Blvd	Public	Exterior
6	3 Cubes	Dale Rogers Studio	2014	Botanical Gardens	Sandpiper Bay	2410 SE Westmoreland Blvd	Public	Exterior
7	Leaf Quill	David Harber	2016	Botanical Gardens	Sandpiper Bay	2410 SE Westmoreland Blvd	Public	Interior
8	Armillary Steel Sphere	David Harber	2016	Botanical Gardens	Sandpiper Bay	2410 SE Westmoreland Blvd	Public	Exterior
9	Duo	Charles Strain	2017	Grove Park Apartments	Sandhill Crossing	2033 SE Lennard Rd	Private	Exterior
10	Polo Player on Horse	Life Size Statues	2017	Sympatico Plaza	Whispering Pines	3045 SW Port St Lucie Blvd	Private	Exterior
11	Busts	Lazaro Valdez	2017	Keiser University	Tradition	9400 SW Discovery Way	Private	Interior
12	Benches (4)	Anita Prentice	2017	Keiser University	Tradition	9400 SW Discovery Way	Private	Exterior
13	Untitled	Geoffrey Smith	2017	Veranda	Southbend Lakes	788 SE Becker Rd	Public/CDD	Exterior
14	Mantle	David Harber	2018	Gatlin Boulevard	Gatlin Pines	1512 SW Gatlin Blvd	Public	Exterior
15	Dark Planet	David Harber	2018	Gatlin Boulevard	Gatlin Pines	2710 SW Savona	Public	Exterior
16	Mosaic Wall Tiles	Conrad Pickle Studios	2018	Tax Collector's @Tradition	Tradition	10264 SW Village Parkway	Public	Interior
17	Arrival Fountain	Distinctive Statuary	2018	Watercrest	St. Lucie West	279 NW California Blvd.	Private	Exterior
18	Coastal Rhythm	Rob Lorenson	2019	Townplace Suites by Marriott	Tradition	10460 SW Village Pkwy	Private	Exterior
19	Untitled	Dustin Miller	2019	Springs at Tradition	Tradition	11200 SW Village Ct	Private	Exterior
20	Turtles & Spades	Geoffrey Smith	2019	Tax Collector's @Tradition	Tradition	10264 SW Village Parkway	Unknown	Interior
21	Tiles	Guy Harvey	2019	Walter England III Bridge	Lyngate & Riverview	Crosstown Parkway	Public	Exterior
22	Metal Sculptures	American Bronze	2019	Walter England III Bridge	Riverview	Crosstown Parkway & Coral Reef St.	Public	Exterior
23	Water Feature/Fountain	A&G Pools	2019	A&G Pools	N/A	8880 NW Glades Cut Off Road	Private	Exterior
24	Exterior Lighting	TAMCO	2019	TAMCO/CES	Tradition	11675 SW Tom Mackie Blvd	Private	Exterior
25	Fugue	David Hayes	2020	Grande Palms Apartments	Tradition	11349 SW Discovery Way	Private	Exterior
26	Shea Stadium Mash-Up	Frank Anselmo & Josh Rosenman	2020	Clover Park Field	St. Lucie West	31 Piazza Dr	Public	Exterior
27	Relate	Michael Szabo	2020	Roundabout	Northport Village	Bayshore & Selvitz	Public	Exterior
28	Veranda Sails	David Harber	2020/21	Veranda	Southbend Lakes	Becker Rd & Veranda Gardens	Public/CDD	Exterior

Staffing

The Art in Public Places program is currently staffed by a staff member of the Planning and Zoning Department. Only a portion of the staff member's time is allocated to staffing the Public Art Advisory Board and implementing the Art in Public Places program.

Community Partners

The Art in Public Places has a variety of engaged community partners including the following:

- St. Lucie Cultural Alliance
- Port St. Lucie Botanical Garden
- Port St. Lucie Art League
- St. Lucie Public Schools

Chapter 2: Port St. Lucie in Our Words

Port St. Lucie is a relatively young community that has come into its own over the past several decades. As the city has grown and evolved an identity has begun to emerge that differentiates PSL from other nearby and faraway communities. The following words, phrases, and images will help to inspire artists and designers working in Port St. Lucie ensure that their work will mesh well within the community and become beloved by locals and visitors alike.

For so many in Port St. Lucie, the city is defined by one word: home



A Step Back in Time

Family Vibe



Quiet

Green



Comfortable



A SLICE OF FLORIDA PARADISE

Port St. Lucie is a quintessential Florida town that spans from river to coast and beyond.



Floresta

Sunshine



Water

Botanical Garden



Baseball





For so many in Port St. Lucie, the city is defined by one word: home

Safe

Small Town Feel



Potential

Family Town



Diversity



PAST, PRESENT, FUTURE

Port St. Lucie straddles the line between the Florida of the recent past and the state of the future.



Easy Living

Momentum



Accessible



Neighborhoods

Peaceful



NATURE NEARBY

The natural environment defines Port St. Lucie and is a key source of joy for residents and visitors.



St. Lucie River

Mangrove



Sandhill Crane

Savanna



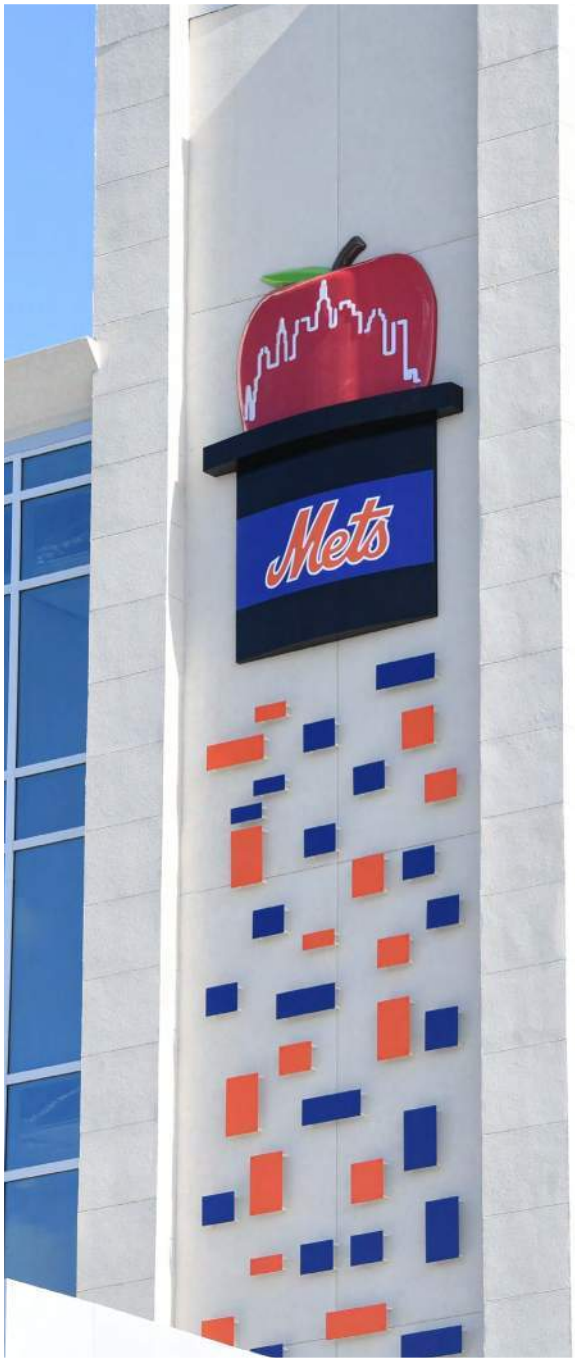
Butterfly



Chapter 3: Strategy for Success

Contained within this chapter are the vision and guiding principles for the Art in Public Places program along with several overarching strategies that should be used to guide various aspects of the program. These statements were developed based on feedback from stakeholders and based on guidance from the public through our surveys





Intentionality of Public Art

A strong Art in Public Places program in Port St. Lucie must be guided with strong intentions. The following vision and guiding principles were developed based on public feedback to guide all aspects of the program.

Vision for Public Art

In Port St. Lucie public art serves the community by creating remarkable, beautiful, engaging public spaces.



Guiding Principles

The people of Port St. Lucie desire a future where public art:

- Creates a strong sense of place that allows for community interaction
- Ensures diversity and accessibility in A City for All Ages
- Compliments and draws attention to the natural environment
- Engages people with a sense of playfulness and whimsy
- Beautify the physical landscape of the community

Strategy 1

Placemaking with public art

A consistent message from residents and stakeholders was a lack of and a need for a Downtown area in Port St. Lucie. Though this possibility is outside the scope of an Art in Public Places Master Plan, by using public art for placemaking we can fulfill some of the roles of a downtown through public art.

What can we accomplish?

- Create a sense of place
- Beautify the built environment
- Establish community meetings points
- Provide opportunities for interaction

Strategy 2

WOW! public art

Large-scale public art that is visually striking or highly interactive has the power to transform the way that people experience their community. The Art in Public Places program should strive towards implementing highly impactful pieces of public art.

Strategy 3

Empower local artists

There is a strong local arts community in Port St. Lucie and the surrounding areas. Specific opportunities should be created to empower the community and engage with emerging artists.

Strategy 4

Enhanced procurement guidelines

While the Art in Public Places Ordinance lays out the foundation of the program, enhanced guidelines for procurement will ensure a strong, transparent, world class program.

Strategy 5

Coordination with citywide efforts

The City of Port St. Lucie has several large-scale multiyear efforts that are ideal opportunities for collaboration with the Art in Public Places Program. The Neighborhood Services Department's N.I.C.E program and Keep Port St. Lucie Beautiful each place a strong emphasis on uplifting it's the city and its neighborhoods. Public art should be used as a component in the these and other city efforts.

Strategy 6

Right-sized staffing

As the Art in Public Places program grows and matures, additional staff time may be needed in order to implement more large scale and intentional projects. Staffing needs may be accomplished by dedicating a full-time staff member to the program or alternatively utilizing outside consultants in order to facilitate selection and implementation processes.

Chapter 4: Place in Port St. Lucie

In order to create the most impact possible in Port St. Lucie a strong place based public art strategy must be employed in keeping with the overall Strategy for Success outlined in Chapter 3. The following chapter outlines additional elements for a place based public art strategy.



Location Types

Port St. Lucie is an expansive city with many location opportunities for public art. Below is a refined list of types of locations that should be prioritized for public art.

GATEWAYS

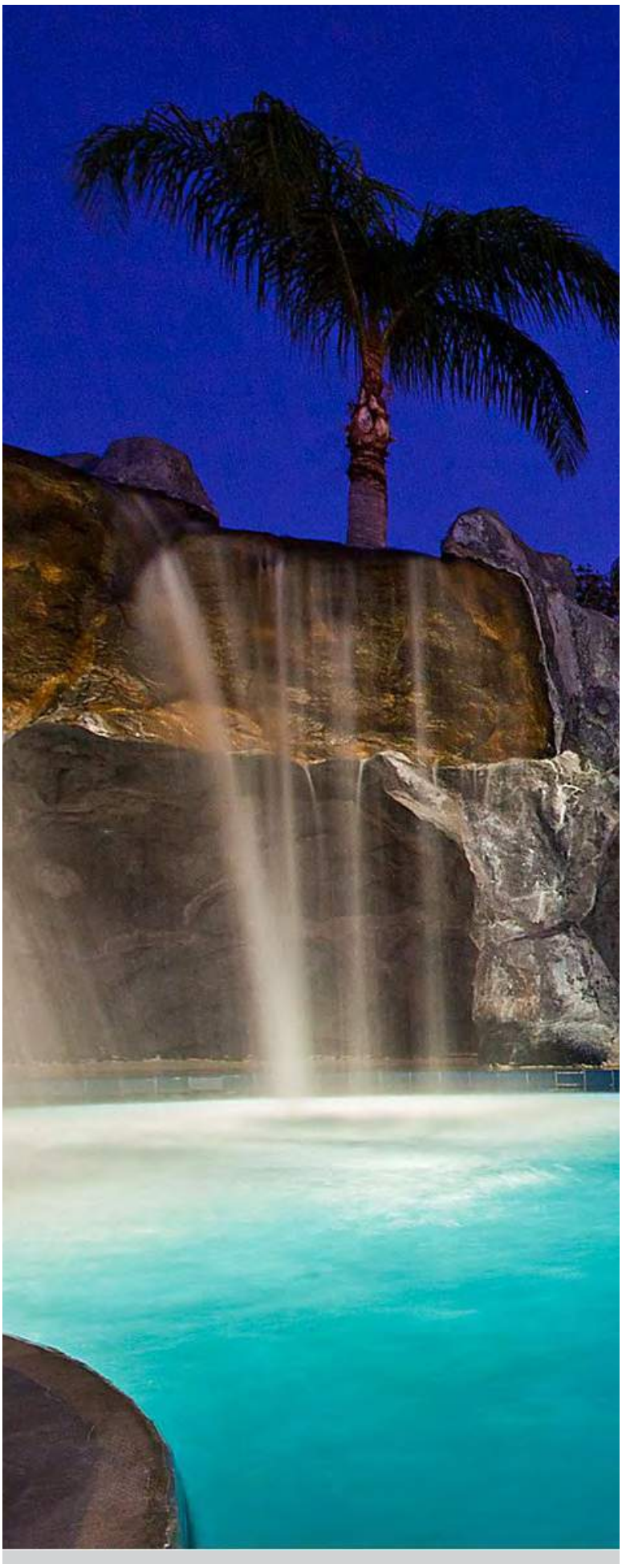


DESTINATIONS AND ACTIVITY CENTERS



PARKS, TRAILS, AND OPEN SPACE





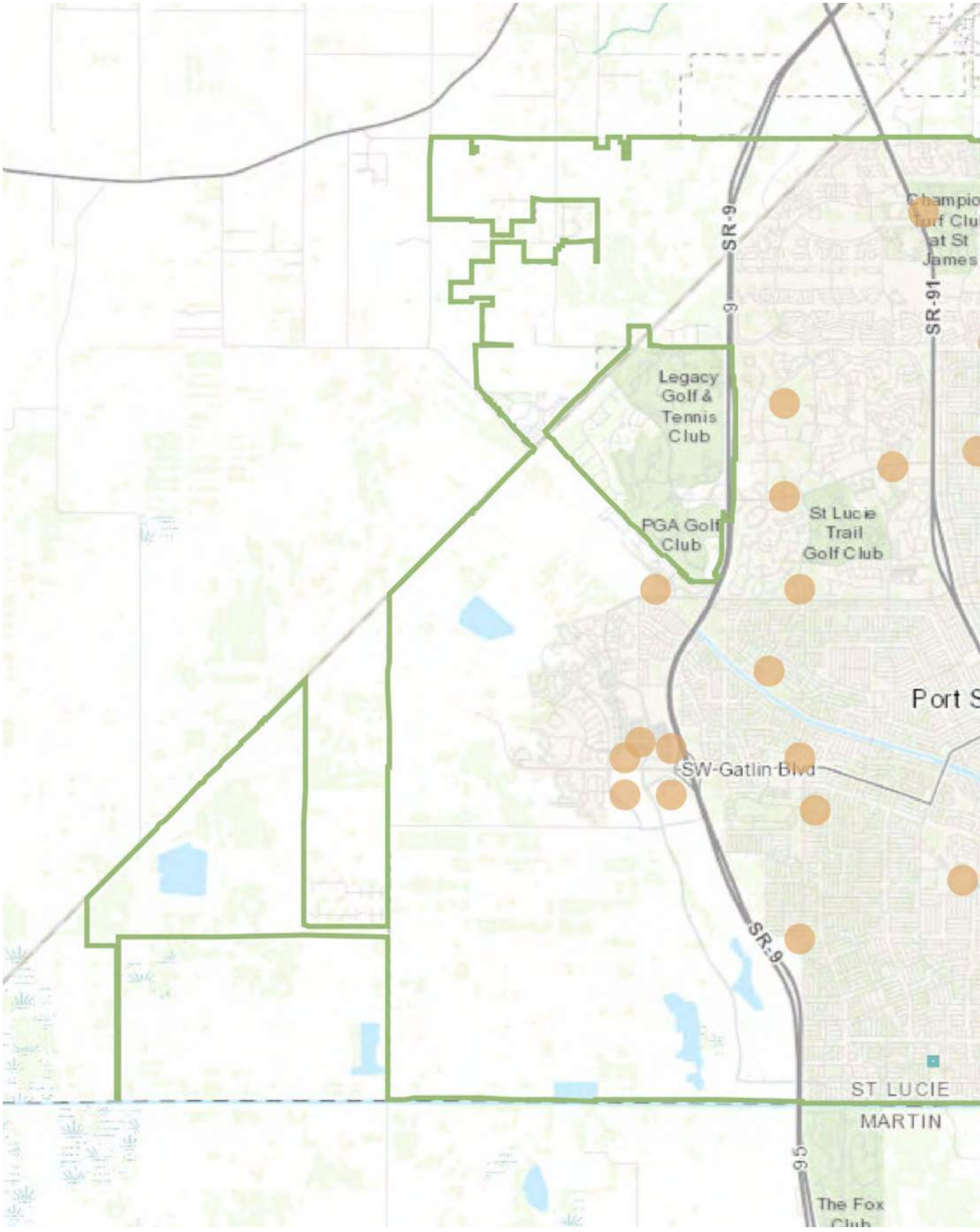
ROUNDABOUTS

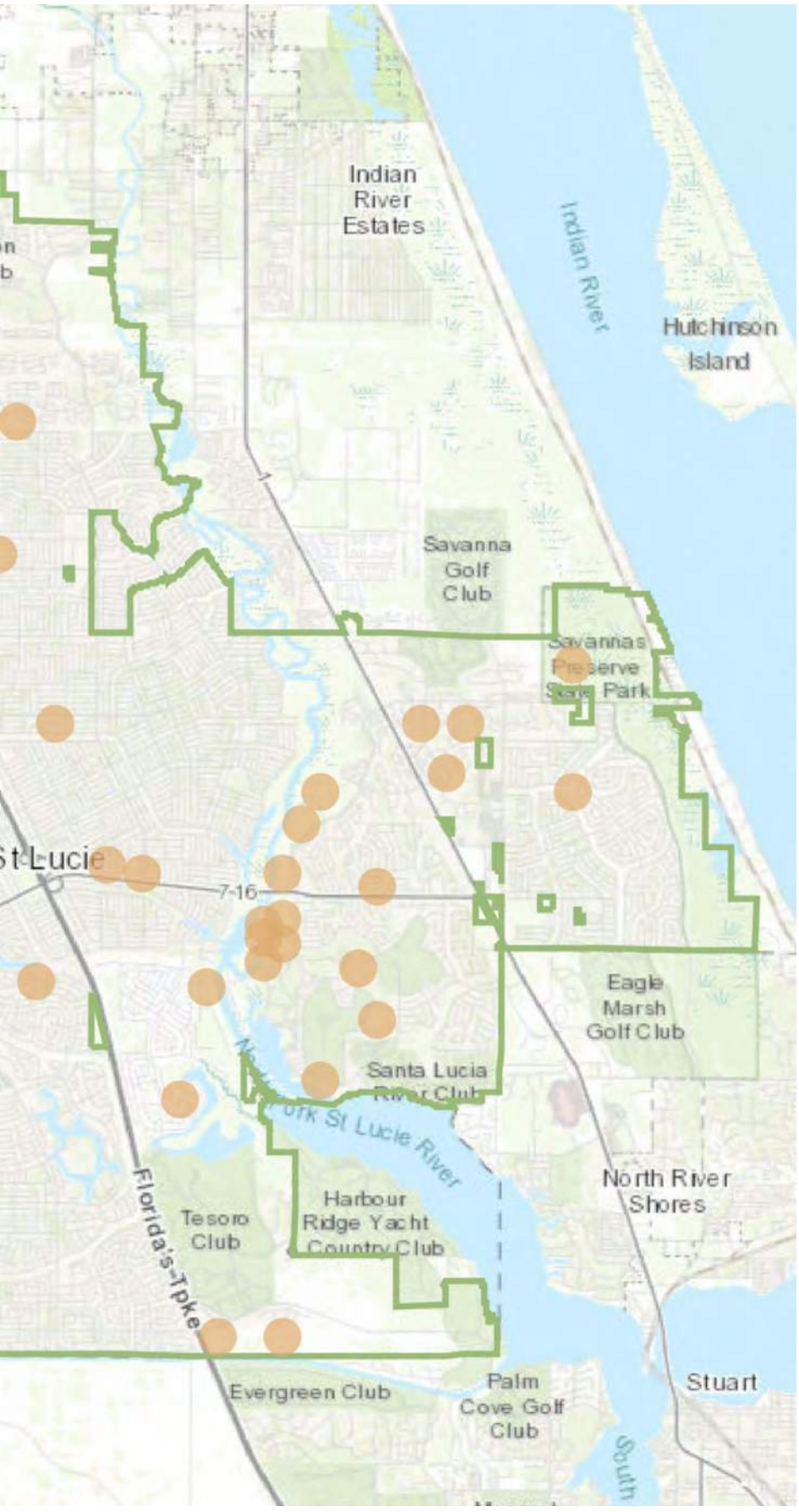
WITHIN STREETSCAPES OR MEDIANS

MAJOR INTERSECTIONS

NEIGHBORHOOD ENTRANCES

Priority Locations





Roads	Parks & Public Space	Neighborhoods
Airoso Blvd	Botanical Gardens	PGA/Verano
Bayshore Blvd	City Hall & Police Building	Northport area
Becker Road	Clover Field	Sandhill Crossing
Cashmere Blvd	Club Med	Southern Grove
Crosstown Pkwy	Community Center	Veranda Gardens
Darwin Blvd	Fire Stations/Admin Office	Torino
Floresta Dr	Hillmoor/Woodstork Trail	Tradition Lake
Gatlin Blvd	Jessica Clinton Park	Tradition Square
Grand Drive	Lake Harvey	The Landings at Tradition
Green River Parkway	Libraries	
I-95	MidFlorida Event Center	
Lennard Road	North Fork	
Port St. Lucie Blvd.	Oak Hammock	
Prima Vista Blvd	Oxbow Preserve	
St. James Blvd	Peacock Park	
Southbend Blvd	Rivergate Park	
Torino Pkwy	Riverwalk Area	
Tradition Parkway	Sandpiper Park	
Tulip Blvd	Savannas Recreation area	
Village Parkway	Spruce Bluff Preserve	
US #1	The Port – Lyngate Park + dog park	
Veterans Memorial Pkwy	The Port – Pioneer Park	
Walton Road	The Port Rivergate Park	
	The Port- Veterans Memorial Park	
	Tradition Park (future)	
	Westmoreland Park	
	Whispering Pines Park/ Minsky Gym	
	Woodland Trails Park	

Chapter 5: Policy for Success

Key to a strong program are strong policies. Below is a summary of each policy proposed by the Art in Public Places Master Plan. The full policies are within Appendix C. The policies should be adopted through resolution by council to live alongside the existing Public Art Advisory Board Guidelines

Introduction

This policy formalizes the vision and guiding principles for the program as well as lays out definitions for the remaining policies.

Use of Funds

This policy defines in greater detail how Art in Public Places funds may be used throughout the development and implementation of public art projects.

Acquisition Policy

This policy establishes the practices for acquiring artworks through the Art in Public Places Fund. This detailed policy will ensure a transparent process for acquiring artwork and favors open ended selection processes in order to promote artistic excellence and further the goals and strategies of the program.

Collection Management Policy

This policy establishes the management practices of artworks acquired through the solicitation and donation processes. These pieces are considered part of the City's Permanent Collection and must be cared for in accordance with the Maintenance Policy. The Collection Management Policy is intended to maintain the value of the City's Permanent Collection and guard against inappropriate disposal of any of its pieces.

Donation Procedures

This policy creates procedures for individuals or organization who request to donate artwork to the City. These donations may be considered on a case-by-case basis and requests for consideration shall be made through the Public Art Advisory Board.

Maintenance Policy

This policy establishes the procedure for maintenance of the future art collection as well as for pieces currently in the collection. Direction for surveying the collection, working with future artists to establish a maintenance plan for any commissioned work, and inspection guidelines are included.

Emergency Management Policy

This policy establishes a process for protecting the city's investment in its public art collection in the event of a natural disaster or other emergency.

Chapter 6: Connecting to the Strategic Plan

Originally adopted by City Council in June 2017, the City's Strategic Plan is updated annually using a four-step process of continuous improvement. The following chapter analyzes how the City's Art in Public Places program will work to integrate with and achieve the Vision, Mission, and Strategic Goals laid out in the City's 2021 Strategic Plan. This section should be updated annually as part of the Art in Public Places Work Plan in order to ensure alignment with large City goals.





Goals

Seven Strategic Goals were adopted by City Council as part of the 2021 Strategic Plan. These goals are accompanied by Initiatives and Priority Projects within each section. The planning team has identified the following Strategic Goals (along with specific Initiatives or Priority Projects) for their connection to and their potential for advancement by the Art in Public Places Program.



1. *Safe, Clean & Beautiful*
2. *Vibrant Neighborhoods*
3. *Quality Education for All Residents*
4. *Diverse Economy & Employment Opportunities*
5. *High Quality Infrastructure & Facilities*
6. *Culture, Nature & Fun Activities*
7. *7High Performing City Government Organization*

Goal 1: Safe, Clean & Beautiful

Strategic Initiative: Beautify Landscaping of Roadways, Public Parks & Gateways

From the Strategic Plan

Beautification is important to City residents and 8 in 10 residents gave excellent or good ratings to the overall appearance of the City. The Council has prioritized the creation and implementation of plans for landscape beautification of roadways, public parks, properties and gateways into the city. Priority Projects in FY 2020/21 will advance the beautification of two gateways and through a Keep PSL Beautiful Beautification Plan for targeted projects throughout the City.

Connection to the Art in Public Places Program

The Art in Public Places program is implicitly connected to efforts to beautify the City. Recent investments in public art have often been along roadways or at gateways and this plan places a large focus on investments in public parks. Beautification efforts by the city should be coordinated with the public art program and if possible, public art investments should be implemented alongside these other efforts.

Specific Connections:

Priority Project 1: U.S. Highway 1 & Village Green Drive Corridor Beautification

Public art investments should be planned for an made as part of this initiative. Investments should be made through the Percent for Art in Public Projects.

Priority Project 2: St. James Boulevard Beautification and Corridor Improvements

Public art investments should be planned for an made as part of this initiative. Investments should be made through the Percent for Art in Public Projects.

Priority Project 3: Keep Port St. Lucie Beautiful Beautification Plan

Future updates to the KPSLB Beautification Plan should be done in coordination with the Art in Public Places Program.

Goal 2: Vibrant Neighborhoods

Strategic Initiative: Neighborhood Improvement & Community Engagement (N.I.C.E.)

From the Strategic Plan

The City's original master developer, the General Development Corporation, only assigned numbers to most of the City's subdivisions as it systematically created 80,000 1/4 acre lots. As a result, most of the neighborhoods in Port St. Lucie didn't have a name and are hard to identify. As part of the N.I.C.E. Program, City staff is working with residents to change that and many other aspects of our neighborhoods for the better. The City Council has prioritized continued engagement through the Neighborhood Improvement and Community Engagement (N.I.C.E.) Program by working with each of the neighborhoods to implement capital improvement programs, and/or other initiatives to meet the residents' needs and maintain the City's high quality of life

Connection to the Art in Public Places Program

The program has successfully implemented many neighborhood based public art projects throughout the City's neighborhoods with particular success from the utility box program. This plan builds upon the work of the N.I.C.E. Program and pays specific attention to neighborhoods when thinking about the implementation of public art in Port St. Lucie. Future efforts should coordinate even more closely with other city departments in order to help achieve the goal of vibrant neighborhoods.

Specific Connections:

Priority Project 2: Neighborhood Parks Development Program

As neighborhood parks are developed, public art projects should be implemented within each neighborhood park in order to cement community identity and to ensure that all residents have access to public art.

Goal 4: Diverse Economy & Employment Opportunities

Strategic Initiative: City Center

From the Strategic Plan

The goal of this strategic initiative is to make City Center the mixed-use cornerstone of eastern Port St. Lucie by partnering with the Receiver to place the privately-owned parcels back on the real estate market as viable, taxpayer owned parcels and businesses.

Connection to the Art in Public Places Program

Arts and culture have always been central to the development of the City Center. As future redevelopment efforts take center stage, public art should be at the center and forefront of the City's efforts in order to help draw investments, visitors, and to create a dynamic public space. A public private project is one opportunity for the implementation of public art as the City Center is reimagined.

Goal 5: High Quality Infrastructure & Facilities

Strategic Initiative: Plan Roadways for Future Needs

From the Strategic Plan

Roadways are crucial to the economic and social health of a city's built environment. The City Council has sought to improve the conditions of the City's 2,150 lane miles and has made considerable progress towards meeting their goals opening the long awaited Crosstown Parkway Extension in 2019, adopting the City's first ever Ten Year Sidewalk Master Plan and Repaving Master Plan and through passage of the Half Cent Sales Tax. New projects will allow the City to continue to plan and respond to the City's future growth.

Connection to the Art in Public Places Program

By including public art within mobility initiatives Port St. Lucie is working to ensure that its transportation network is not only useful but also inviting for residents

Specific Connections:

Priority Project 1: Bus Shelter Public Art Plan

The Bus Shelter Public Art Plan is being created and implemented by the Art in Public Places Program.

Goal 6: Culture, Nature & Fun Activities

Strategic Initiative: The Port & Pioneer Park

From the Strategic Plan

The process to develop the Port & Pioneer Park started more than two decades ago when the City began to develop the Riverwalk Boardwalk project along the North Fork to promote the waterfront area and to enhance the public's access to the river. Beginning in the 2000s, the City added approximately 2,000 linear feet of boardwalk along the river, north of Port St. Lucie Boulevard, to provide public access to the river from both Veteran's Park at Rivergate and Tom Hooper Park. At that time, the City also began exploring the idea of giving residents and visitors even more opportunities for entertainment and recreation along the river: in FY 2020/21 this vision moves closer to reality as many elements of the recently named District, "The Port," begin to take shape.

Connection to the Art in Public Places Program

This plan proposes several public art investments within The Port and overall seeks to ensure an emphasis on public art within the park and adjacent facilities. Several public art investments are underway within the area and future investments have the potential to create signature elements for the city. Public art should be integrated into The Port and Pioneer Park Master Plan as well as its implementation. See page 43 for further details on proposed projects within The Port and Pioneer Park.



Chapter 7: Big Ideas for Implementation



Idea 1:
The Port District Art Trail

From its inception in the 2000s, the Riverwalk Boardwalk has been a signature project for the City of Port St. Lucie. With accelerated development of the what is now known as The Port and Pioneer Park underway and anticipated through 2023 this project is a perfect candidate to create an 'Art Trail' that could become a key tool for placemaking in the city. A variety of different sizes, styles, and types of public art should be installed throughout The Port and adjoining parks and facilities. A series of specific public art projects could anchor the art trail include:

Playable Public Art

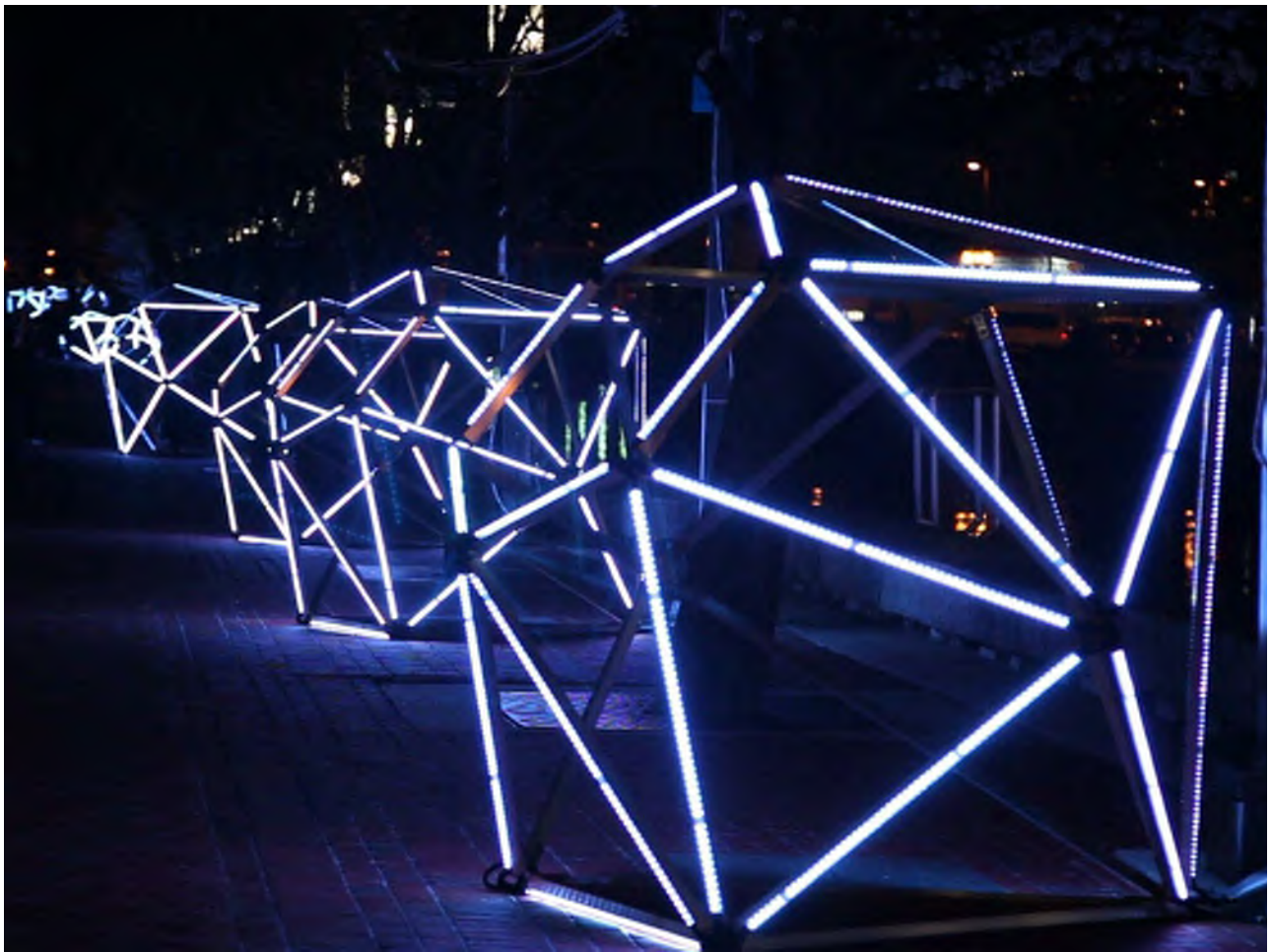
A new playground under development near the Riverwalk Boardwalk in Westmoreland Park could accommodate a large scale playable piece of public art. Due to the unique needs of this piece of public art, the method of selection should be either limited invitational or direct selection. Artists should have experience completing successful playable art or playground. The artists will likely work on the national level. A substantial budget of $250,000 - $400,000 should be considered in order to make substantial impact.

Honorific and Memorial Art

The Port will eventually connect with Veterans Memorial Park which is already a prime destination in the area. The park hosts several memorials and is a key meeting place during ceremonial events and celebrations. Additional opportunities to honor or memorialize important community figures could be featured near the Veterans Memorial Park or in other greenspaces in the corridor. An honorific artwork or memorial could create a strong impact as well as create a connection with the overall 'Art Trail'. An open call for artists should be used for the selection. A budget of $50,000 or more should be considered based on available funds.

Botanical Garden Art

The Port St. Lucie Botanical Garden is a beloved destination in Port St. Lucie for residents and visitors alike. The Botanical Garden is a public private partnership with the facility being provided by the City and maintained by a 501c3 non-profit. There is a strong desire to include more art within the Botanical Garden and a partnership with the Art in Public Places program should be enhanced. A current effort will see the installation of 'Imagine' a temporary sculpture outside the Botanical Garden entrance. Since the Botanical Garden is in property owned by the City of Port St. Lucie and admission is free the location is eligible for Art in Public Places installations. Future pieces may be installed on the exterior of the building or within the gardens itself. An open call for artists should be used for selection and could include a preference for artists that are veterans. A series of pieces could be installed in accordance with the Botanical Garden's Public Art Plan, each with a budget of $5,000 - $15,000. Preference should be given to local artists.







Idea 2: Neighborhood Symbols

Through the Neighborhood Services 'NICE' program the city has defined over 30 neighborhoods within the City of Port St. Lucie. Names were chosen by a vote of residents and neighborhood identity has been a key focus. In order to reinforce neighborhood identity and ensure equitable geographic distribution there should be a focus on creating a public art piece for each neighborhood that celebrates the neighborhood identity and serves as a way to come together as a neighborhood. These pieces should be implemented over the next 5 years and an open call for artists should be used for selection. A budget of $15,000 should be considered for each piece subject to the availability of funds.



Idea 3: Nature Celebration

The survey work done as part of this plan revealed that residents showed a strong preference for artwork that highlighted the natural environment and sustainability. In order to help fulfill those desires and chart a course for future artwork that focuses on the environment a project should be implemented that celebrates the natural features such as the river, the landscape, or wildlife. This could be an individual artwork or a series of artworks that are located in areas that the are associated with the nature. The artwork(s) should be sensitive to the environment. An open call for artists should be used for selection. A budget of $50,000 or more should be considered based on available funds.





Idea 4: City Flag

As a relatively 'new' city, Port St. Lucie lacks many traditional symbols that older cities have. Port St. Lucie should create a selection process for a new flag that is guided by the Public Art Advisory Board with input from the public. The flag should be designed based on the principles of the North American Vexillological Association as laid out in their 2006 publication Good Flag, Bad Flag. As laid out in the process below, a selection panel should select qualified artists and designers and ultimately pay selected artists for their proposals. The finalist will be contracted in order to refine the design. A budget of $50,000 should be considered in order to facilitate the process, pay for proposals, contract with the finalist, and bulk purchase the adopted flag. In addition, flags could be sold by the city and funds used for the Art in Public Places program.

Flag Creation Process

- Solicit Request for Qualifications from Artists & Designers
- Name Selection Committee
- Selection Committee Selects 3-5 Artists & Designers as Finalists
- Pay Finalists for a Final Proposal
- Selection Committee Selects Final Proposal
- Refine Design
- Review of Final Design to Public Art Advisory Board
- Adoption of Final Design by City Council





Idea 5: Make a Splash! - with Art

Port St. Lucie's summer heat makes water a must. Splash pads are an increasingly popular amenity created by cities that allow for play with water without the expense and effort of a full-fledged pool. By creating splash pads that have integrated public art opportunities are immediately created for connection and interaction with children and families. An open call for artists should be used for selection. A budget of $100,000 or more should be considered for the art portion of any splash pad project.



Idea 6: City Landmark

A large artist designed ‘PSL’ could become a landmark for locals and tourists alike. In the mold of many such projects throughout the world, the City should encourage a unique design that none-the-less will be an immediate draw. Opportunity locations include near the Adventure Park or Civic Center. An open call for artists should be used for selection. A budget of $200,000 or more should be considered based on available funds.





Idea 7: Functional Public Art

In order to create a variety of commission opportunities and implement pedestrian scale public artworks a functional art program should be undertaken in areas with pedestrian or cycling access. These works could mural based and more temporary or sculptural should focus on local artists. These pieces should be implemented over the next 5 years and an open call for artists should be used for selection. A budget of $10,000-$20,000 should be considered for each piece subject to the availability of funds.

Types of infrastructure that could accommodate or utilize public art include:

- Bus Stops and Shelters
- Bike Racks
- Storm Drains
- Benches
- Sidewalks
- Dumpsters
- Manhole Covers
- Utility Box Covers

Idea 8: Art Center

Though not available for funding through the Art in Public Places program an art center of some kind was a key request of stakeholders in the planning process. An art center could be used to host art classes, showcase artworks by local artists and serve as a space for small performances. Vacant big box retail spaces in Port St. Lucie may be ideal candidates to transform into an arts center, even on a temporary basis. It may be possible to partner with other local arts organizations in order to fund and implement. Additional studies should be undertaken by the city as funds are available.





Idea 9: US 1 Installation

The US 1 corridor is the main north-south thoroughfare of the original portion of Port St. Lucie and a target for revitalization. A vibrant beautiful installation could be part of a new development or could be placed in an existing prominent location. A budget of $200,000 or more should be considered based on available funds.



Idea 10: Temporary Celebration

An impactful experiential temporary public art installation can show the residents of Port St. Lucie the true potential of public art. This installation will be a draw to not only Port St. Lucie residents but regional residents and visitors as well. This installation should be done in a prominent area, such as the Civic Center and should last for several months. A budget of $150,000 or more should be considered based on available funds.

