

Request for Approval of Alternative Equivalent Proposal for Public Art “Tree of American Dreams” Sculpture

City Council Meeting
February 27, 2023
Bridget Kean, AICP
Planning and Zoning Department



Applicant and Owner

Dennis Murphy, Culpepper and Terpening, Inc. acting as the agent for
Sansone Development Group (Applicant)



Proposed Project

- Request for approval of an Alternative Equivalent Proposal pursuant to Section 162.08 (d) of the City's Public Art Ordinance for a proposed project to be known as "Tree of American Dreams" sculpture by the artist Geoffrey C. Smith to be erected at the intersection of SW Anthony F. Sansone Sr. Blvd and SW Becker Road.



Public Art Requirements

- All private development meeting the applicability requirements is subject to a public art assessment of one percent of the total dollar amount of a project's total construction costs.
- The public art assessment is capped at \$100,000.
- Section 162.08 of the Code allows a developer to elect one of four assessment methods:
 1. on-site artwork;
 2. contribution to fund;
 3. on-site artwork and contribution to fund; or
 4. submittal of an alternative equivalent proposal



Option 4: Alternative Equivalent Proposal

- A developer can apply to combine the public art assessment associated with multiple projects into one larger work of art in lieu of several small works of art and submit a proposal for freely accessible work of art on City public right-of-way, on property owned by other public agencies, or on another property under the control or ownership of the developer.
- A developer must demonstrate that the cost of the alternative equivalent proposal will equal the cost of the public art assessment otherwise required under Section 162.08 and not create unbudgeted costs for the City.



Criteria for Approval of Alternative Equivalent Proposal

- The alternative equivalent proposal will further the purposes of the Public Art Ordinance.
- The proposed location of the alternative equivalent proposal is in reasonable proximity to the location of the site(s) generating the work of art requirement.
- The cost of the proposal will be equal to or greater than the cost of the public art assessment for each individual project.
- The developer has established that the alternative equivalent proposal will create public art to an equal or greater extent than installation of public art on each site or contribution to the Fund.
- In approving a proposal, the City may impose reasonable conditions of approval to memorialize the legal obligations of all parties involved with the alternative equivalent proposal.



“Tree of American Dreams” Proposal

- Estimated value of \$600,000 to be used to vest the public art requirements for six approved projects in Legacy Park.
- Height: 13' – ¾”
 - Base Size: 5' tall raised concrete base at about an 8' diameter
- Weight: 1.5 Tons
- Proposed location is at the corner of Sansone Blvd and Becker Road, Lake Duda to the northeast and Sansone Blvd to the West.



Proposal



Legacy Park at Tradition - Public Art Sculpture

Legacy Park
AT TRADITION



SANSONE
group



Recommended Conditions of Approval

- A site plan is submitted within 90 days of Council approval.
- A license agreement between the Southern Grove CDD No. 5 and the Sansone Group, LLC, is submitted with site plan application and finalized within 120 days of site plan approval.
- Only the Identified Projects are eligible to meet their Public Art Requirement under this proposal.
- A surety, is posted in favor of the City in the amount of the Estimated Value within 60 days of City Council approval of the Alternative Equivalent Proposal.
- The final completion date for the “Tree of American Dreams” sculpture is February 27, 2025.
- If project not completed, City is entitled to seek reimbursement from the Surety to meet the Public Art Requirements for the six projects.

