



**STREET ART  
REVOLUTION**

STREET ART REVOLUTION, LLC

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**Date:** October 5, 2024



# HEART OF PORT ST. LUCIE MURAL, mural design by Street art Revolution (2024)



**(A) is the revised mural design.**

Requested changes from the first Review Board included the following: Removal of the two right and left background suns.

Increase of the foliage / mangroves on the left side of canoe. Retain the heart on the boy's t-shirt in the canoe and spell out "I love Port St. Lucie". Retain the multi-colored sun in the center of the mural to represent diversity and place the bird more toward the center of the sun.



The Selection Board expressed the need to emphasize diversity in the mural – mural features a Caucasian child. The woman in the canoe is Latina and there are two African-American children riding bicycles on the right. Design (B) contains a monochromatic blue sun corona and design (C) is the original mural design presented on 08/06/24.



● Color Palette

	<b>CMYK</b> 14/10/10/0 <b>RGB</b> 216/217/218 <b>HEX</b> D8D9DA		<b>CMYK</b> 1/40/100/6 <b>RGB</b> 231/155/27 <b>HEX</b> E79B1B		<b>CMYK</b> 30/8/100/63 <b>RGB</b> 88/97/10 <b>HEX</b> 58610A
	<b>CMYK</b> 99/72/31/14 <b>RGB</b> 8/76/118 <b>HEX</b> 084C76		<b>CMYK</b> 5/75/100/0 <b>RGB</b> 229/100/37 <b>HEX</b> E56425		<b>CMYK</b> 30/8/100/28 <b>RGB</b> 143/154/35 <b>HEX</b> 8F9A23
	<b>CMYK</b> 91/62/63/66 <b>RGB</b> 1/41/44 <b>HEX</b> 01292C		<b>CMYK</b> 9/100/95/1 <b>RGB</b> 216/31/43 <b>HEX</b> D81F2B		<b>CMYK</b> 79/41/8/0 <b>RGB</b> 51/130/185 <b>HEX</b> 3382B9
	<b>CMYK</b> 60/45/43/39 <b>RGB</b> 80/89/93 <b>HEX</b> 50595D		<b>CMYK</b> 0/100/100/34 <b>RGB</b> 169/15/20 <b>HEX</b> A90F14		<b>CMYK</b> 24/2/0/0 <b>RGB</b> 188/225/247 <b>HEX</b> BCE1F7
	<b>CMYK</b> 60/45/43/5 <b>RGB</b> 14/125/130 <b>HEX</b> 727D82		<b>CMYK</b> 51/73/44/22 <b>RGB</b> 117/77/96 <b>HEX</b> 754D60		<b>CMYK</b> 3/8/24/ <b>RGB</b> 245/228/197 <b>HEX</b> F5E4C5
	<b>CMYK</b> 45/31/31/0 <b>RGB</b> 146/159/163 <b>HEX</b> 929 FA3		<b>CMYK</b> 70/0/24/0 <b>RGB</b> 27/190/201 <b>HEX</b> 1BBEC9		<b>CMYK</b> 33/58/82/18 <b>RGB</b> 152/103/62 <b>HEX</b> 98673E
			<b>CMYK</b> 33/58/82/57 <b>RGB</b> 94/62/32 <b>HEX</b> 5E3E20		

Both versions of the mural reflect the requested revisions from both selection committees. The mural incorporates colors from the palette that was provided which are color modes for printing and computer screens — CMYK is used for printing, RGB and Hex Codes are used for computer screens.

Please note that exterior paint colors differ from CMYK, RGB, and Hex Color Codes. Exterior paints are made from physical pigments, while CMYK uses inks in a subtractive color process. RGB and Hex Color Codes are for computer screens, which vary in displays.



## **Community Depiction:**

The mural's narrative tells a story of the vibrant community of Port St. Lucie, specifically highlighting the area's enjoyable recreational activities. One image illustrates a young boy and his mother canoeing along the Port St. Lucie river – an ecological jewel of the Treasure Coast community.

## **Celebrating Ethnic Diversity:**

The mural also celebrates the ethnic diversity of the Port St. Lucie community. It features two African-American children leisurely bicycling in the park, representing the inclusivity and multiculturalism of the area. Both of these images in the mural aim to celebrate the deep roots of family and community in Port St. Lucie.

## **Highlighting Landscape and Wildlife:**

The background of the mural pays homage to the beautiful landscape of Port St. Lucie, featuring elements such as mangroves and slash pine trees. Additionally, the mural features the wildlife of Port St. Lucie through the depiction of a sandhill crane flying across the sun.





## **Representation of Cultural Heritage:**

A notable element in the design is the Mayan sun, which represents the rich Hispanic culture in the area. The multicolored sun symbolizes the diverse ethnicities of Port St. Lucie that contribute to its status as the sixth-largest city in Florida.

## **Symbolism:**

The sun design also incorporates an African pattern around its rim, symbolizing an evolving history of the African-American community in Port St. Lucie. Additionally, hidden within the sun's rays are heart symbols, representing the unique position of Port St. Lucie as the heart of the Treasure Coast community.

## **Viewing Angles:**

During our site visit, we took into consideration the need for the mural to be visible and impactful from various angles, ensuring that the design is fully appreciated by those who view it, regardless of their proximity to the wall.



**Overall, the mural concept has been designed with careful attention to the City, as far as community, cultural heritage and landscape.** The goal is to create a visually stunning and meaningful representation of this developing and growing City. This mural design is amusing, connective and illustrative. It celebrates *The Heart of Port St. Lucie* – its ethnic diversity, family, nature and recreation – elements representing some of the treasures of this vibrant City.



**Revised Mural View (Front)**







**Revised Mural View (Lake Front)**







**Revised Mural View (Roadside)**







**Revised Mural View (From City Hall)**



## **Port St. Lucie City Hall Mural Production Budget**

- Artist Fee: \$30,000
  - Materials: \$9,000
  - UV Coating: \$5,000
  - Consultations, Sketches, and Designs: \$1,000
  - Project Management: \$5,000
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**TOTAL: \$50,000**

### **Proposed Materials:**

- High quality exterior grade acrylic paints in various colors.
- Brushes and paint rollers.
- Drop cloths and protective sheets.
- Ladders and lift.
- Safety equipment (gloves, goggles, masks).
- UV sealant and clear protective coating for long-term durability.



## **Maintenance Concerns:**

- Additional site survey is required to assess the current surface condition (first survey completed on 5/6/24)
- Sun exposure requires application of UV protectant coating.
- Regular cleaning schedule is needed to remove dirt and pollutants.

## **Preliminary Installation Plan and Required Equipment:**

- Determination of locations with City Staff for safe (on-site) storage of painting materials.
- Prep work, including cleaning and priming of surface area.
- Sketching and transferring the design onto the surface area for creation of the mural.
- Layered painting approach, starting with the mural's background and progressing to the mural's foreground.
- Utilization of appropriate brushes, rollers, and lift for rendering mural areas and detail.
- Application of clear UV protective coating for long-term preservation.
- Final inspection of mural with touch-ups, if necessary.





## **Timeline from Concept to Final Installation with Key Milestones:**

- Concept Development and Design - **Approval: October, 2024**
- Material Procurement and Preparation – August, 2024
- Site Preparation and Surface Priming (City of Port St. Lucie) – **November, 2024**
- Painting and Installation – **December, 2024**
- Clear Coating and Final Touch-ups – December, 2024
- Final Inspection and Completion – December, 2024
- Preliminary target installation date is scheduled for Winter of 2025 - *(to be confirmed)* based on progression of Port St. Lucie City Hall Mural project.

