



April 25, 2022 (Amended 04.29.22)

via Fusion Upload

Ms. Bridget Kean, AICP, Senior Planner
Planning & Zoning Department
City of Port St Lucie
121 SW Port St. Lucie Boulevard
Port St. Lucie, FL 34984

**RE: Heart in the Park – Alternative Equivalent Proposal Request
Additional Information for PAAB Meeting May 16th, 2022**

Dear Ms. Kean:

On behalf of Mattamy Palm Beach, LLC, we are pleased to submit our Request for Alternative Equivalent Proposal (Option 4) of the Public Art Ordinance specific to the Heart in the Park proposed sculpture and public plaza. Heart in the Park consists of a monumental public art piece (The Heart by Jefre) atop a visitors center and located within approximately an acre public plaza and event space at the Southwest corner of Village Parkway and Discovery Way.

Enclosed with this letter please find the following related materials:

1. Project Narrative
2. Option 4 Compliance Justification
3. Exhibit 'A' – Projects Creditable against the Heart in the Park Public Art Value
4. Design Development Package for Heart and Visitor Center

Project Narrative:

The Heart in the Park was first announced on Valentines Day 2021 and since that announcement, the creative artists and designers lead by both Jefre and our client have been actively designing a monumental and interactive public art piece set within an engaging public space which surrounds and “hugs” the Heart and visitor center. This will become an iconic piece of art and public space not only for Tradition and the City of Port St. Lucie but for the region.

News article from WPTV Channel 5:

"Tradition is what is in your heart, I just want to show how big it can be," said JEFRE who is known for his exuberant, large-scale installations around the world that aim to activate public spaces and bring people together through a shared experience and joy.

The artist's international work was recently presented to the public with his first solo exhibition at Orlando Museum of Art.

"My goal is to create an iconic landmark for the city and people of Tradition, a postcard moment that brings people together," added JEFRE.

The heart-shaped mirrored stainless steel sculpture named "HEART to HEART" will have a dynamic, gently twisting shape and rise above a visitors center centered within a public plaza and event space.

"JEFRE understands our vision for Tradition and how integral art is to life in our community," said Dan Grosswald, Mattamy President of Southeast Florida Division. "When we saw his sculptures around the world, we knew that he would create an iconic, recognizable piece of art for our current and future residents and for visitors to travel to see."

"Heart in the Park" is planned as a signature Trailhead and public space along Tradition Trail and has been planned in concert with the development of the Trail, Tradition In Motion (TIM) autonomous shuttle system and the adjacent commercial shopping center (The Shoppes at the Heart).

The Heart and visitor center sit atop a raised public plaza designed as a series of monumental steps (approximately 3') above the surrounding Tradition Trail and adjacent roadways of Village Parkway and Discovery Way. The heart is oriented to face the Village Parkway/ Discovery Way intersection as well as align with a pedestrian walkway and promenade from the Shoppes at the Heart project. Working closely with the Shoppes at the Heart, parking is being provided above the required amount for the commercial center to support citizens visiting the Heart. (Please refer to Shoppes at the Heart Site Plan City P#21-239).

In addition to vehicular parking, golf cart and bicycle parking is being provided within the planned Heart in the Park property along with public seating/ gathering areas and the availability to use the raised public plaza for events.

Project Snap-shot:

Height:	73'-6"
(3'-6" raised plaza, 10' Visitor Center, and 60' Heart sculpture)	
Elevated Walkway:	26'-4"
Dedicated Parking:	10 spaces
(located within Shoppes at the Heart)	
Budget:	+/_ 4.5 mil

Option 4 Compliance:

d. Option 4. Alternative Equivalent Proposal. Submit an alternative equivalent proposal to the planning and zoning director

- i. The proposal shall be for installation 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. The proposal may seek combination of the public art assessment associated with multiple projects into one larger work of art in lieu of several small works of art.

Response:

The proposed Heart in the Park (art, visitor center and plaza) will be freely accessible to the public. The proposed project site is currently owned by Mattamy Palm Beach, LLC and upon completion of construction will be conveyed to the appropriate Community Development District for continued maintenance and operations.

It is requested that this single project with an estimated construction value of \$ 4,500,000 be used to meet the Public Art Requirement for ‘Mattamy related development projects’ within Southern Grove, Tradition and Western Grove. Mattamy Palm Beach, LLC is the Master Developer (with Founder status) for these three Developments of Regional Impact of which all three are contiguous.

A detailed estimate of construction will be provided to establish the Total Project Value upon which Mattamy may request credit against this Total Project Value to meet Public Art Requirements on an individual project basis. With each individual project requiring public art, Mattamy will submit the calculated Public art amount, show how it is deducted from the Total Project Value and provide the Remaining Total Project Value (which can be further allocated to future projects).

- ii. The proposal shall contain all information and establish all criteria set forth in section 162.09 of this Chapter, excluding the document required by 162.09(3)(g).

Response:

This submission and request along with the associated Heart in the Park Site Plan application provide the majority of this elements. Additional items are being developed currently such as Restrictive Covenants, Artist biography and qualifications and maintenance plan.

- iii. The developer must demonstrate that the cost of the proposal will equal the cost of the public art assessment otherwise required under Subsection 162.08 and not create unbudgeted costs for the City.

Response:

Agreed. For example, there are approximately 36 Mattamy projects (throughout all three DRI’s) which could potentially be subject to Public Art assessment. If each of these projects is required the maximum assessment of \$100,000 per project then that equals \$3,500,000.

This \$ 3,500,000 value more than 3/4ths of this projects estimated budget therefore more than meeting the potential assessment for Mattamy projects. This is also why our request states ‘Mattamy related projects’ so that the Total Project Value can be allocated to meeting both Mattamy specific projects and ‘related’ projects within Southern Grove, Tradition and Western Grove at Mattamy’s discretion. We have included a list of projects (both Mattamy and Mattamy related) – Exhibit ‘A’ which estimates the potential total required public art fee for the identified projects which currently totals over \$3,500,000. One consideration for the PAAB is to how or if at all the excess value not allocated towards Mattamy or Mattamy specific projects should be allocated to (GFC/Jobs Corridor projects?). The appropriate Community Development District will assume maintenance and operational costs associated with the proposed art and public plaza.

- iv. The City may approve the proposal if it finds that:
 - a) the alternative equivalent proposal will further the purposes of this Chapter as set forth under Section 162.01;

Response:

This is a rare and unique opportunity whereby an iconic art piece (along the lines of the Saint Louis Arch, the Vessel in New York City, the Bean in Chicago and even the Bull on Wall Street) can be provided to the City of Port St. Lucie. As you can clearly see, Public Art is generally fairly expensive and to create monumental scale and commensurate usable public space it requires the “pooling” of multiple projects assessment in order to accomplish this. A great recent example of this but at a slightly smaller scale was that of GreenPointe’s “Spinnakers” or Sails on Becker Road. What an impact and contribution to the public realm that significant art can provide.

- b) 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, in order to avoid clustering of all public art in one location.

Response:

The proposed location was selected due to the surrounding context, distance from single family development, existing and proposed development patterns, as well as identifying the northerly entrance to the City’s job corridor. The location also provided the ability to co-plan the adjacent undeveloped commercial property to provide reasonable parking and access to the public plaza and Heart.

- c) the cost of the proposal will be equal to or greater than the cost of the public art assessment that would otherwise be required under Subsection 162.08(2)(a)-(c); and

Response:

Please refer to the previously provided response to (iii) above.

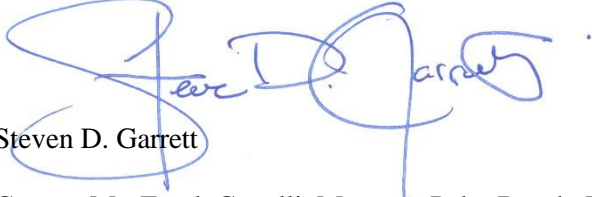
- d) the developer has established to the satisfaction of the City that the alternative equivalent proposal will create freely accessible public art in the City to an equal or greater extent than installation of the public art on the individual project site or a contribution to the Fund.

Response: Acknowledged.

On behalf of Mattamy, Jefre and the entire design team, we are extremely excited and proud to make this application request and look forward to bringing to the residents of Tradition and the citizens of Port St. Lucie an iconic piece of public art and innovative public space.

Upon your review, if you have any question, feel free to contact me directly at (772)220-2100.

Respectfully,

A handwritten signature in blue ink, appearing to read "Steven D. Garrett". The signature is stylized with large loops and a long vertical stroke at the end.

Steven D. Garrett

Cc: Mr. Frank Covelli, Mattamy Palm Beach, LLC.
Mr. Tony Palumbo, Mattamy Palm Beach, LLC.



 TRADITION

 mattamy HOMES

 lucido&associates

Village/Discovery – Street View