

## **TEAM:**



Master Developer of Tradition, Southern Grove & Western Grove (Since 2018)



Internationally Acclaimed Artist



CA-RD: JD Carling Architect



Civil Engineer



Land Planner/ Landscape Architect



Community Development District





### **Narrative:**

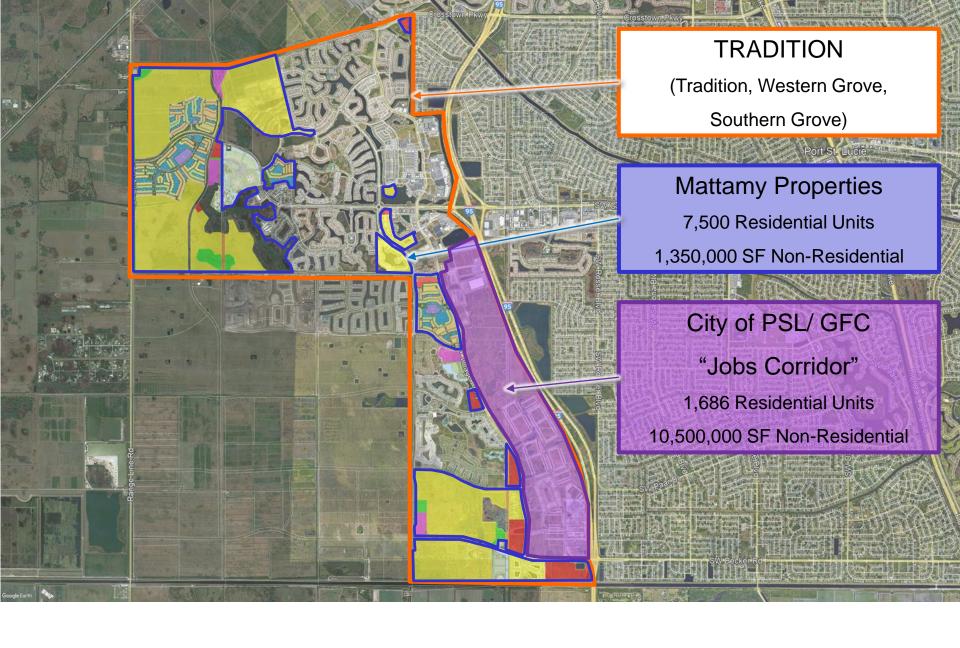
The Heart in the Park was first announced on Valentines Day 2021 and since that announcement, the creative artists and designers lead by both JEFRË and our client have been actively designing a monumental and interactive public art piece set within an engaging public space which surrounds and "hugs" 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 JEFRË 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.

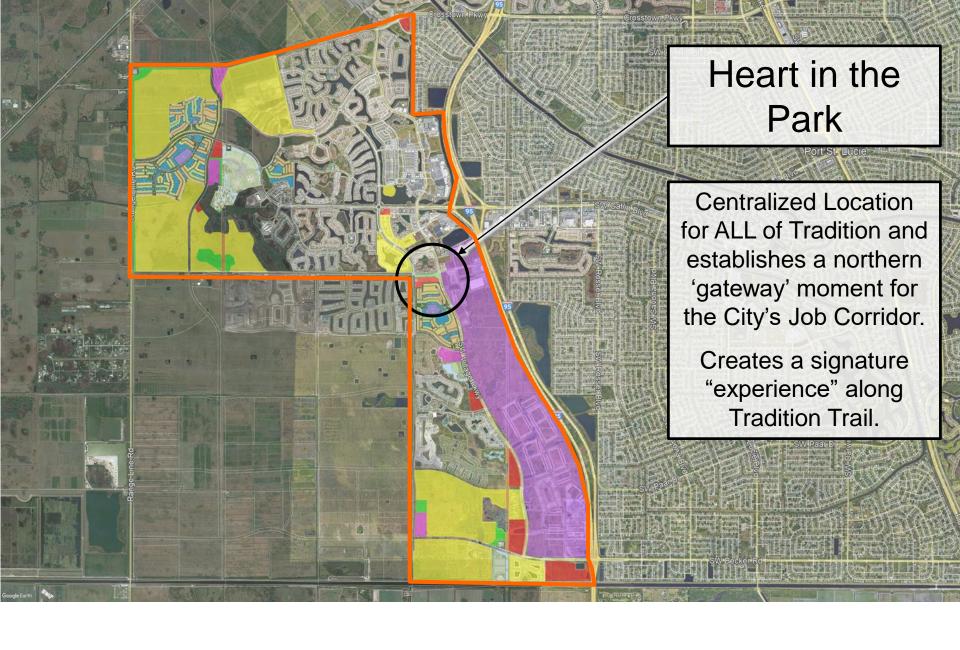
"My goal is to create an iconic landmark for the city and people of Tradition, a postcard moment that brings people together," added JEFRË. "JEFRË understands our vision for Tradition and how integral art is to life in our community," said Dan Grosswald, Mattamy President of Southeast Florida Division. "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."







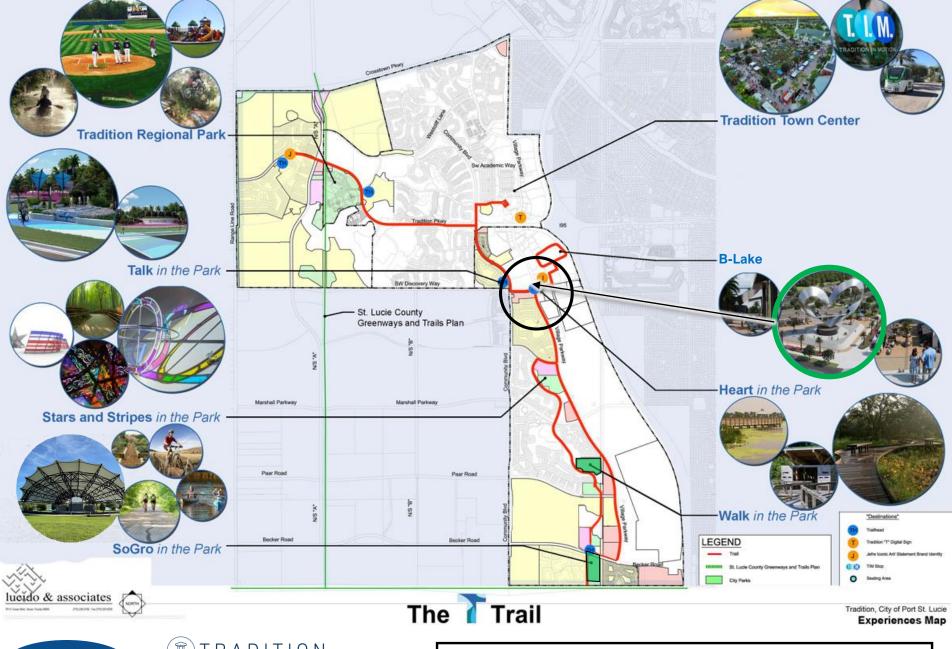








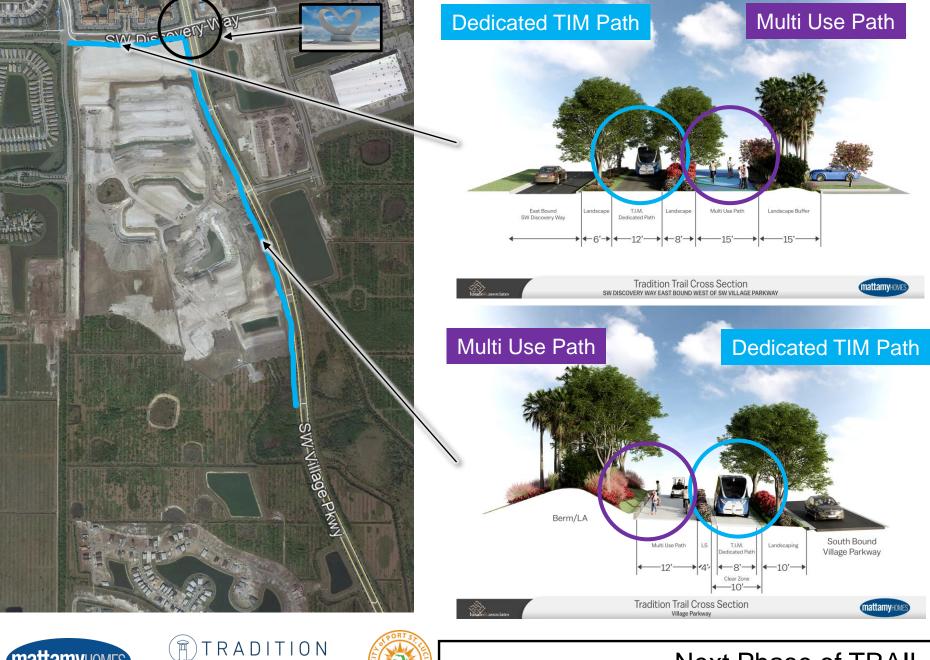








The 'T' Trail – Experiences Master Plan











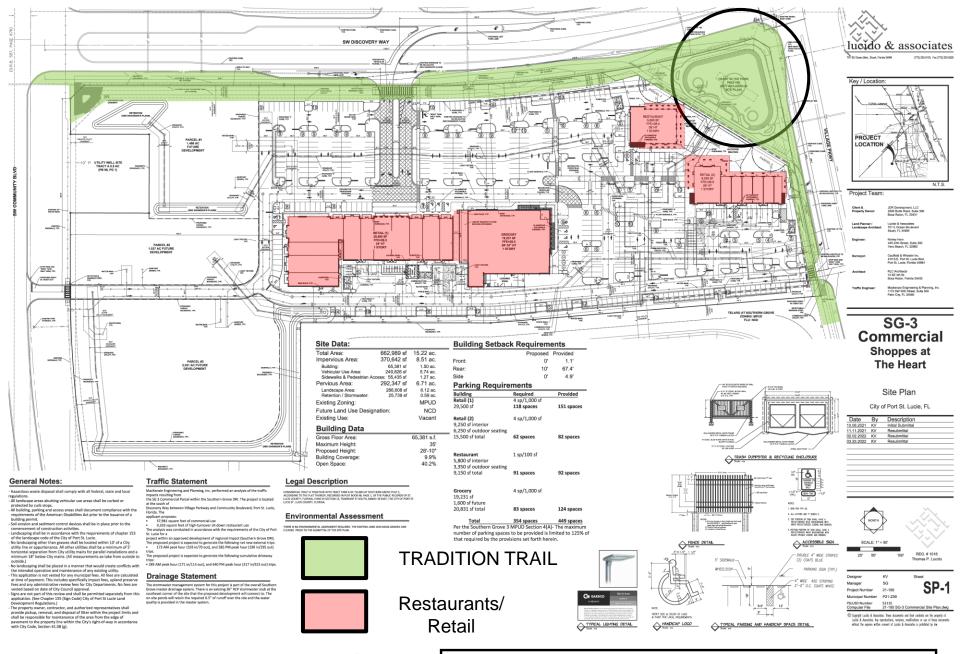


## **Project:**

"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).

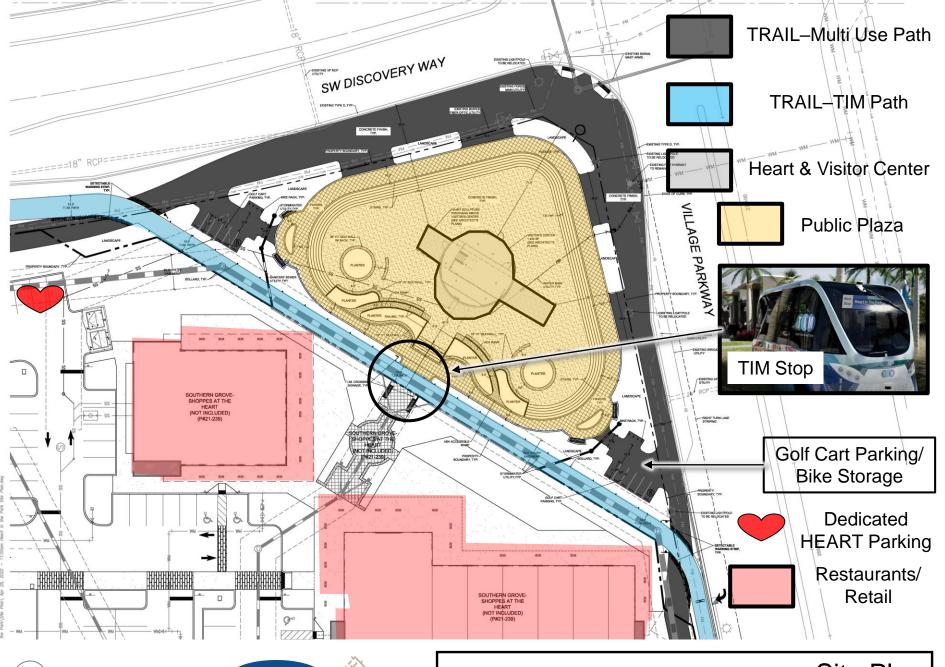
In addition to vehicular parking, golf cart and bicycle parking is being provided within the planned Heart in the Park property along with public seating/ gathering areas and the availability to use the raised public plaza for events.







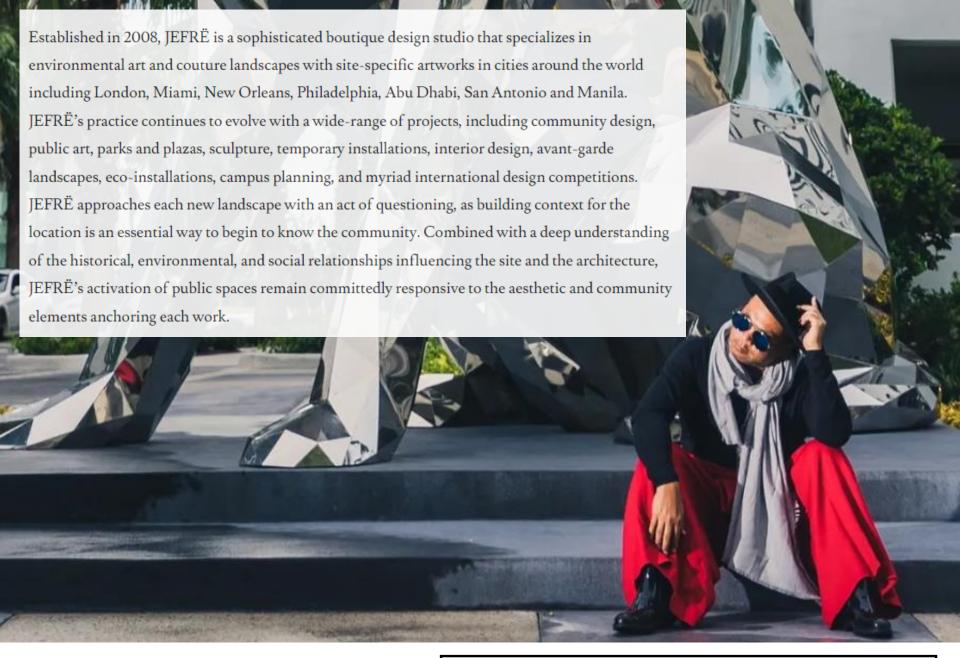








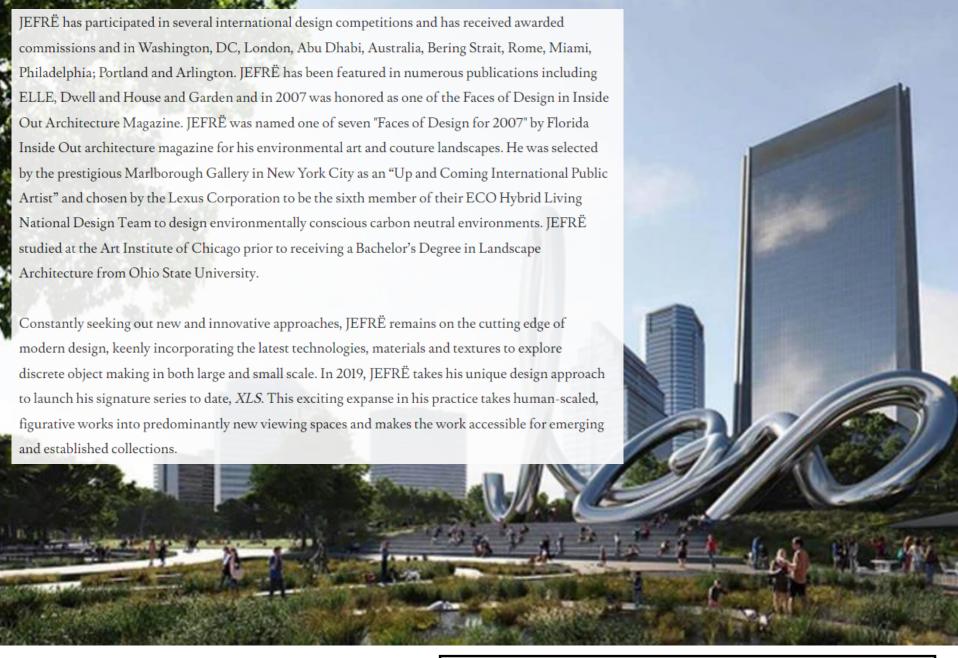


























### LA ART BOX 8020 MELROSE AVENUE LOS ANGELES, CALIFORNIA

#### INTRO

JEFRË: Points of Connection is the public artist's first solo museum exhibition featuring large-scale multimedia sculptures and installations that have become the hallmark of his artistic practice. Experimenting with new materials and technologies, JEFRË activates public spaces in ways that transform the urban landscape and bring people together to enjoy a common experience. The exhibition presents a series of site-specific installations and sculptures constructed at a human scale. Maquettes of monumental public works introduce the audience to the artist's past projects, alongside a series of sculptures which exemplify his current studio practice. Visitors will journey through the exhibition, guided by the stanzas of JEFRË's poem Heart to Heart, as they interact with immersive installations, which explore the artist's immigrant identity and his history with heart disease and - through the integration of technology - illuminate our common humanity across age, gender, ethnicity and nationality. Soundscapes for the exhibition will be provided by Grammy award-winning artist Ayo The Producer. This exhibition is presented by AdventHealth and Dr. Phillips Charities. Additional support comes from The Mall at Millenia and Monster XP.

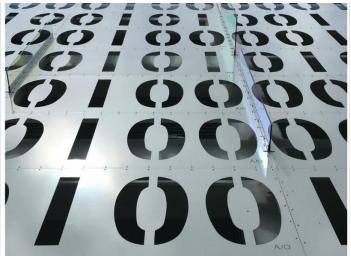




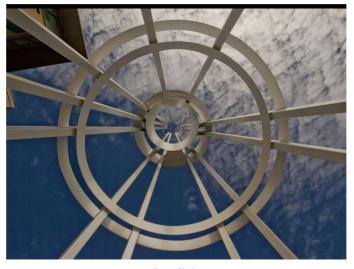




Beacon 2,300 Aluminum Panels 60' x 30' Digital Artwork Orlando



Code Wall Aluminum Panels 40' x 200' Orlando



Beam of Light 60' x 10' Steel and Light San Antonio









Miami Design District Avocado 9' x 3' Pear 3' x 2' Cast Concrete



Tarsier Stainless Steel 10' x 3' x 20' Taguig



Four Seasons 10' x 20' Fiber Optic Mural Philadelphia



Caraboa Stainless Steel 10' x 20' x 20' BGC, Philippines











Heavens Gate 30' x 20' Mirror Polish Stainless Steel San Pedro

Talking Heads Acrylic 3' x 3' x 5' Manila

























# **Project Snapshot:**

Height: 73'-6"

(3'-6" raised plaza, 10' Visitor Center, and 60' Heart sculpture)

Elevated Walkway: 26'-4"

Parking: 10 Dedicated spaces

(located within Shoppes at the Heart)

Budget: +/\_ 4.5 to 6 mil.

Maintenance: Appropriate CDD

Operations and maintenance will be the responsibility of the appropriate Community Development District.

Hours of operation, illumination, property maintenance and Art Maintenance will be outline in a separate agreement.









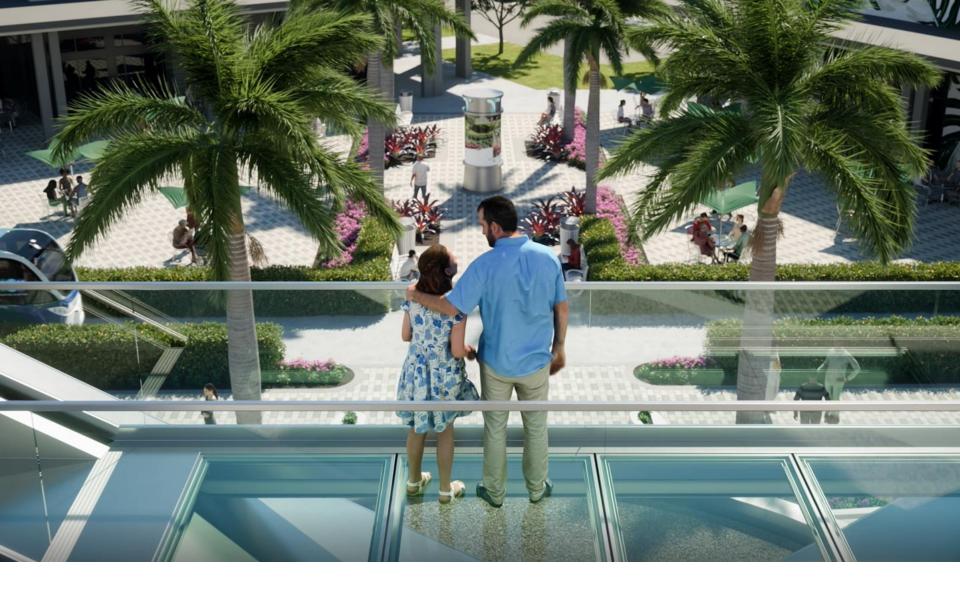








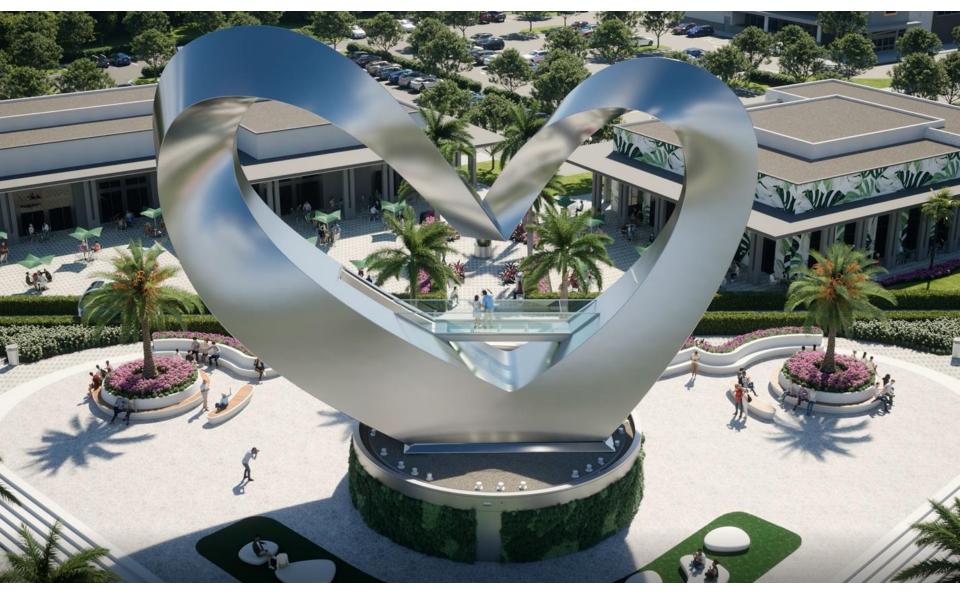
















































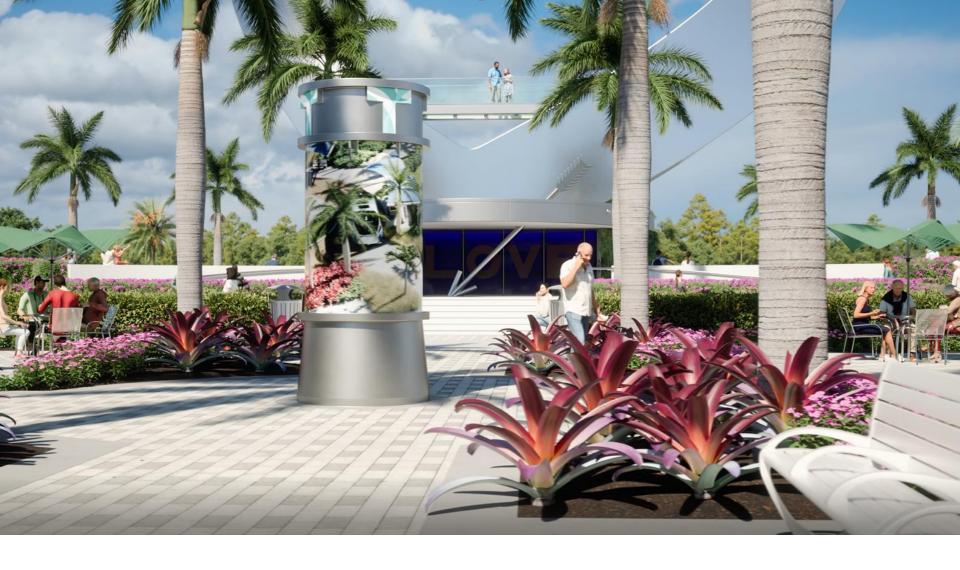
















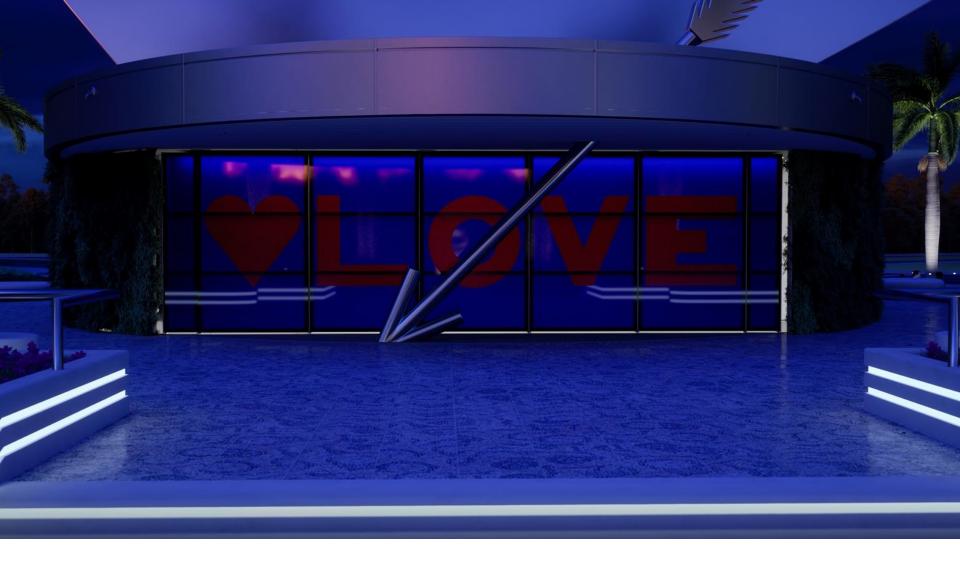








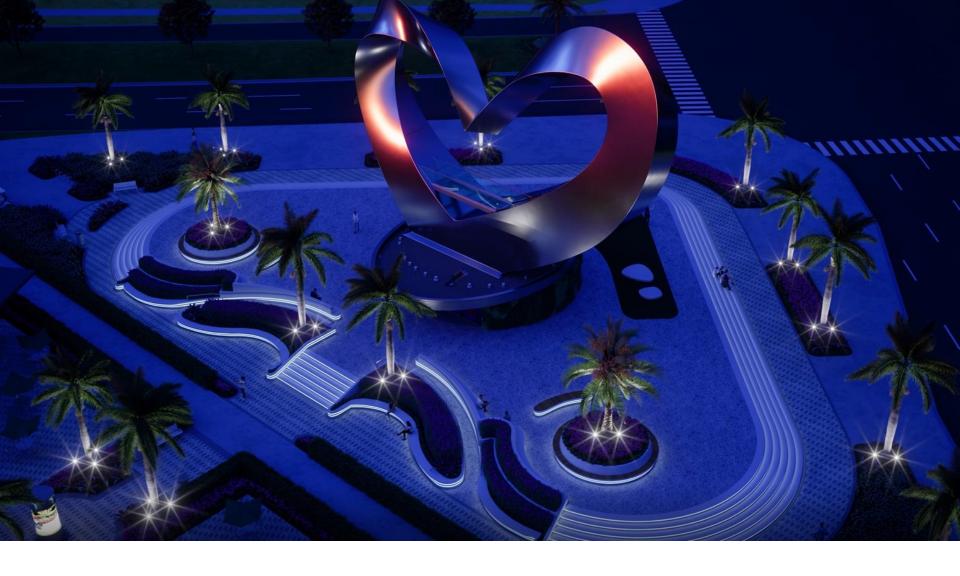








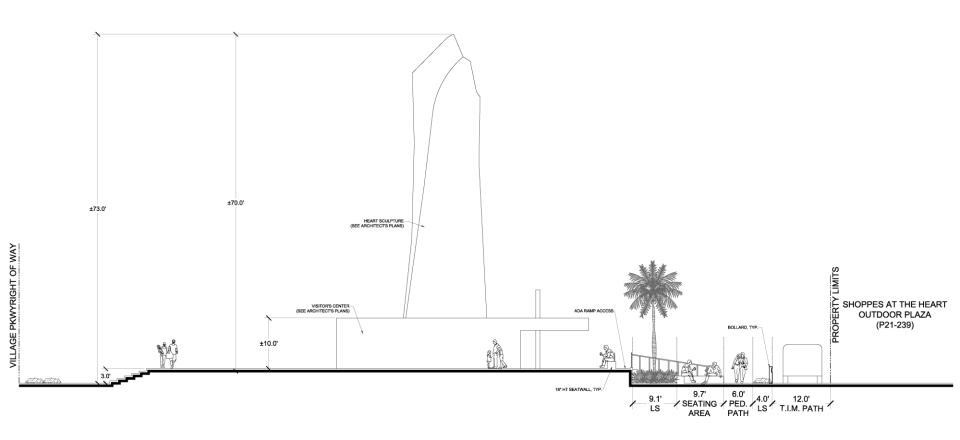












This plan has not been completely reviewed for compliance with all juried codes and requirements which may require additional plan revisions.

ou boundary, existing facilities and/or structures shown on this plan are pproximate and may be subject to change upon a formal survey, which also may suit in revisions to the proposed portions of this plan.



### **Heart in the Park**

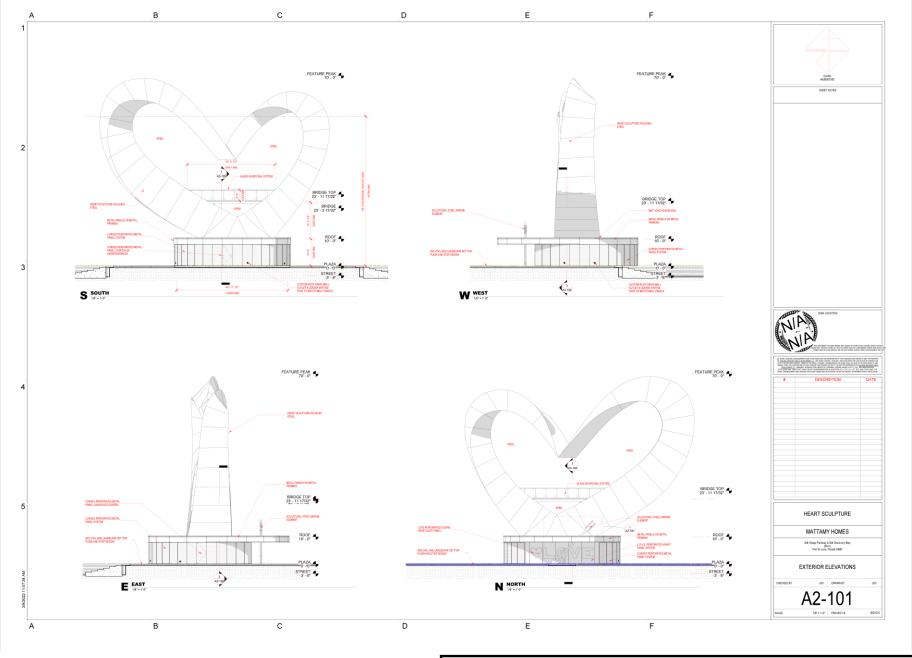
Tradition, Port St. Lucie, Florida Conceptual Elevation







**Cross section** 









### Alternative Equivalent Proposal:

- 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 <u>public</u> right-of-way, on property owned by other public agencies, or on another property under the control or ownership of the developer. The <u>proposal may seek</u> combination of the <u>public art assessment associated with multiple projects into one larger work of art in lieu of several small works of art.</u>







### Alternative Equivalent Proposal:

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.

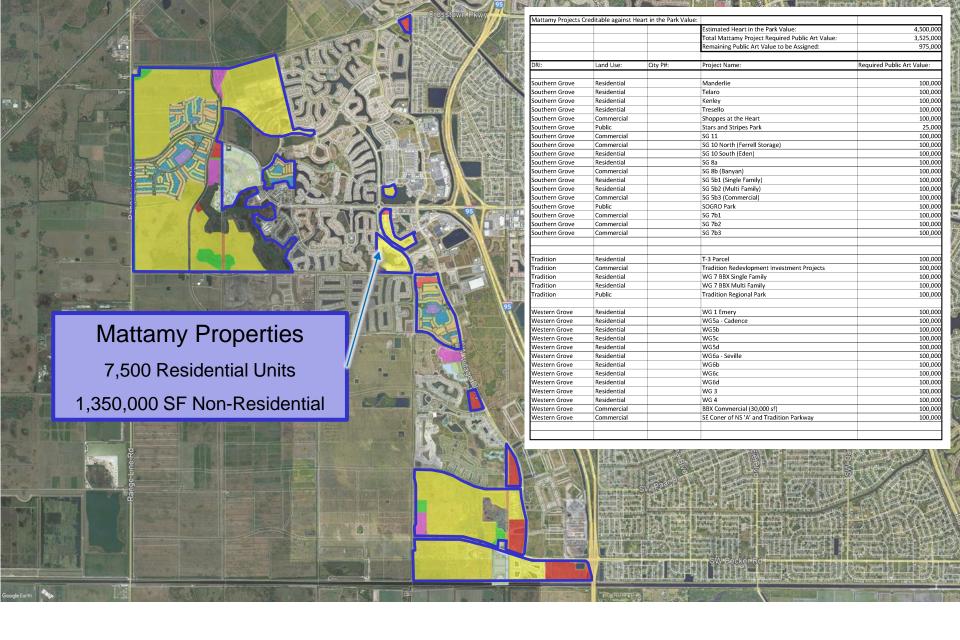
It is requested that this single project with an estimated construction value of at least \$4,500,000 be used to meet the Public Art Requirement for 'Mattamy related development projects' within Southern Grove, Tradition and Western Grove. Mattamy Palm Beach, LLC is the Master Developer (with Founder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

















		Estimated Heart in the Park Value: Total Mattamy Project Required Public Art Value: Remaining Public Art Value to be Assigned:	4,500,000 3,525,000 975,000 Required Public Art Value:
DRI: Land Use: City P#:			
	City P#		
Residential		Manderlie	100,00
Residential		Telaro	100,00
Residential		Kenley	100,00
Residential		Tresello	100,00
Commercial		Shoppes at the Heart	100,00
Public		Stars and Stripes Park	25,00
Commercial		SG 11	100,00
Commercial		SG 10 North (Ferrell Storage)	100,00
Residential		SG 10 South (Eden)	100,00
Residential		SG 8a	100,00
Commercial		SG 8b (Banyan)	100,00
Residential			100,00
Residential		SG 5b2 (Multi Family)	100,00
Commercial		SG 5b3 (Commercial)	100,00
Public		SOGRO Park	100,00
Commercial		SG 7b1	100,00
Commercial		SG 7b2	100,00
Commercial		SG 7b3	100,00
5 .1			100.00
			100,00
		•	100,00
		· .	100,00
		,	100,00
Public		Tradition Regional Park	100,00
Residential		WG 1 Emery	100,00
Residential		WG5a - Cadence	100,00
Residential		WG5b	100,00
Residential		WG5c	100,00
			100,00
			100,00
			100,00
Residential			100,00
			100,00
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Commercial		SE CONCI OF NO A and Haulton Falkway	100,00
	Residential Residential Residential Residential Commercial Public Commercial Residential Residential Residential Residential Residential Commercial Public Commercial Commercial Commercial Commercial Commercial Residential	Residential Residential Residential Residential Residential Commercial Public Commercial Residential Residential Residential Residential Residential Commercial Residential Commercial Residential Commercial Public Commercial Commercial Commercial Residential	Remaining Public Art Value to be Assigned:  Land Use: City P#: Project Name:  Residential Manderlie Residential Telaro Residential Kenley Residential Tresello Commercial Shoppes at the Heart Public Stars and Stripes Park Commercial SG 11 North (Ferrell Storage) Residential SG 30 North (Ferrell Storage) Residential SG 88 (Banyan) Residential SG 88 (Banyan) Residential SG 55b1 (Single Family) Residential SG 55b2 (Multi Family) Commercial SG 55b3 (Commercial) Public SOGRO Park Commercial SG 7b1 Commercial SG 7b2 Commercial SG 7b3  Residential T-3 Parcel Commercial SG 7b3  Residential T-3 Parcel Commercial SG 7b3  Residential WG 7 BBX Single Family Residential WG 7 BBX Multi Family Public Tradition Regional Park  Residential WG 7 BBX Multi Family Public Tradition Regional Park  Residential WG 8 BEM Multi Family Public Tradition Regional Park  Residential WG 8 BEM Multi Family Residential WG 9 BEM Multi Family Resid

### PAAB Considerations:

- Acceptance of Creditable Projects List.
  - 2. Should excess Value above that being used by the Creditable Projects list, be allocated towards GFC/Jobs Corridor Projects?











#### CITY OF PORT ST LUCIE

### Art in Public Places Plan

March // 2021

### **CONSISTENCY WITH APPP:**

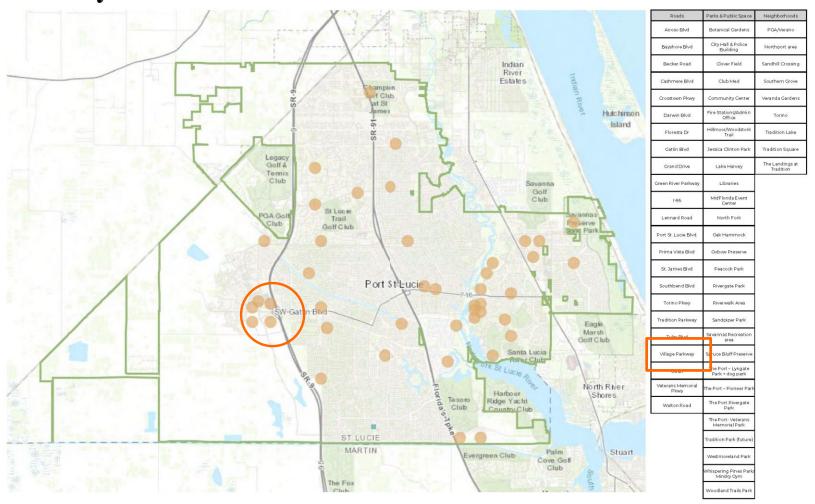
- 1. Location is a 'priority location' per APPP;
  - Implements 'Idea 6: City Landmark';
  - 3. Implements 'Strategy 1 and 2' while providing Public Space for 'Strategy 3';
  - 4. Provides more than the minimum requirement in other words, this is not the first piece of public art within Tradition and it will not be the last;







## **Priority Locations**











## 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.













# 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

#### ACCOMPLISHED.

Creates a sense of place
Beautify the built environment
Establish community meeting 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.

#### WOW.

Creates a sense of place

This is the definition of highly impactful pieces of public art and set within a public space that can be transformative.

# 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.

#### EMPOWERMENT.

Although the primary artist is not local – the creation of this piece and public space will provide a destination for numerous opportunities.







## Inventory

