

# City Council Presentation

January 21, 2025

## Presentation Objectives

- **To provide City Council with a summary of the RFQ (applicant review) and RFP (proposal review) processes for an original mural to be installed at City Hall**
- **To present the ranked 3 artist finalists, as identified by the selection committee, and their design concepts**
- **To inform City Council's understanding of the selection criteria and project parameters**

RFP released to three finalists

**April 23, 2024**

RFP released to three finalists

**April 23, 2024**

Branded as the Heart of the Treasure Coast, the City of Port St. Lucie has much to offer in terms of natural beauty, outdoor recreation and quality of life. The artwork will showcase the community's rebranding, welcome people of all backgrounds, and highlight the area's lifestyle. The new mural at City Hall will act as an artistic expression of Port St. Lucie's new rebranding to welcome families and the young-at-heart from all backgrounds who seek a down-to-earth Florida lifestyle.

*Same description from the RFQ process.*

## **Design Parameters for Proposals**

Building on the Project Theme, as described above, the Selection Committee is seeking inclusion of one or more of the following specific conceptual themes in the mural proposals, as identified in the attached 2024 Citizen Engagement Report:

- Family
- Diversity
- Nature
- Outdoor recreation
- Heart iconography, to capture the phrase “Heart of the Treasure Coast”
- Contain text elements that pertain to any of the themes above
- Include plans for a living wall element within the mural

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Additionally, proposals should align with the City’s recent rebranding guidelines, attached in this PDF for reference.

Proposals should ideally:

- Use colors that are similar to those in the brand guidelines
- Use font and typography styles that are similar to those in guidelines

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- Primary Logo

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### Clear Space

Maintaining the clear space zone between the seal and other graphic elements such as type, images, other logos, etc. ensures that the seal always appears unobstructed and distinctly separate from any other graphic elements.



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- Secondary Options

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Secondary logos are not to be used in place of the primary logo. These additional options are for promotional items and public art. Requests to use secondary logos are made through the Communications Department.

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- Tagline

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**HEART OF THE TREASURE COAST**

## ● Color Palette

 <p><b>CYMK</b> 14/10/10/0 <b>RGB</b> 216/217/218 <b>HEX</b> D8D9DA</p>	 <p><b>CYMK</b> 1/40/100/6 <b>RGB</b> 231/155/27 <b>HEX</b> E79B18</p>	 <p><b>CYMK</b> 30/8/100/63 <b>RGB</b> 88/97/10 <b>HEX</b> 58610A</p>
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## ● Typography

Typeface: Little Dinosaur - Main Logo font

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

Regular Script **Bold**

Typeface: Myona Sans Display - Main Tagline Font

AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP QQ RR SS TT UU VV WW

XX YY ZZ *K Q R Y* 0 1 2 3 4 5 6 7 8 9

Typeface: Century Gothic - Header, Sub-header and short body text.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

Regular **Bold** *Italic* **Bold Italic**

Typeface: Oswald - Condensed option for headers and sub-headers.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

*Extra Light Italic* *Light* **Medium** **DemiBold** **Bold**  
*Extra Light* *Regular* *Demi-Bold* *Semi Bold* *Heavy*

Typeface: Verdana - long body text.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

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**Finalists concepts due** **June 5, 2024**

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**Finalist concept presentations August 6, 2024**

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Finalist concept presentations **August 6, 2024**

**PAAB Review of Proposals** **August 19, 2024**

**PAAB moved to deny the Selection Committee's recommendation to be shared with City Council.**

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Finalist concept presentations **August 6, 2024**

PAAB Review of Proposals **August 19, 2024**

**Artists contacted for revised proposal**

**September 5, 2024**

## Proposal Revision Process

1. On **September 5**, the artists were contacted about the path to revised concepts for review.
2. Each of the three (3) finalists were given the *option* to submit a concept revision by October 6, 2024. The artists each signed an MOU outlining the terms and conditions for this process.
3. Artists received an additional honorarium of \$500 for their revised concept.
4. The artists reviewed the additional context in Exhibit A of the MOU, which contained detailed, additional context to inform their revised concept. If an artist did not consent to submitting a revised proposal, then their original concept would be re-considered. The RFP parameters were still applicable, but would be expanded with the additional context packet. *The artists also received the unapproved meeting minutes from the August 19, 2024 PAAB meeting.*
5. The Selection Committee independently reviewed each of the revised concepts and score them quantitatively based on the selection criteria between **October 7** and **October 11, 2024**.
6. The Selection Committee discussed the rankings on **October 11, 2024**.
7. On **November 4, 2024**, the ranked revised concepts will be shared with PAAB for their review and subsequent motion.

# City Hall Mural

Artwork Commission  
Port St. Lucie, Florida

# Additional Context Packet

## **RFP Parameters - originally issued April 23, 2024**

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# Additional Context Packet

## City Branding Guide

### ● Primary Logo



### Clear Space

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### ● Tagline

**HEART OF THE TREASURE COAST**

# Additional Context Packet

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### ● Color Palette



### ● Typography

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0 1 2 3 4 5 6 7 8 9

*Regular* *Script* **Bold**

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AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP QQ RR SS TT UU VV WW

XX YY ZZ *KQRV* 0 1 2 3 4 5 6 7 8 9

Typeface: *Century Gothic* - Header, Sub-header and short body text.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

*Regular* **Bold** *Italic* **Bold Italic**

Typeface: *Oswald* - Condensed option for headers and sub-headers.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

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*Extra Light* *Regular* **Demi-Bold** **Semi Bold** **Heavy**

Typeface: *Verdana* - long body text.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

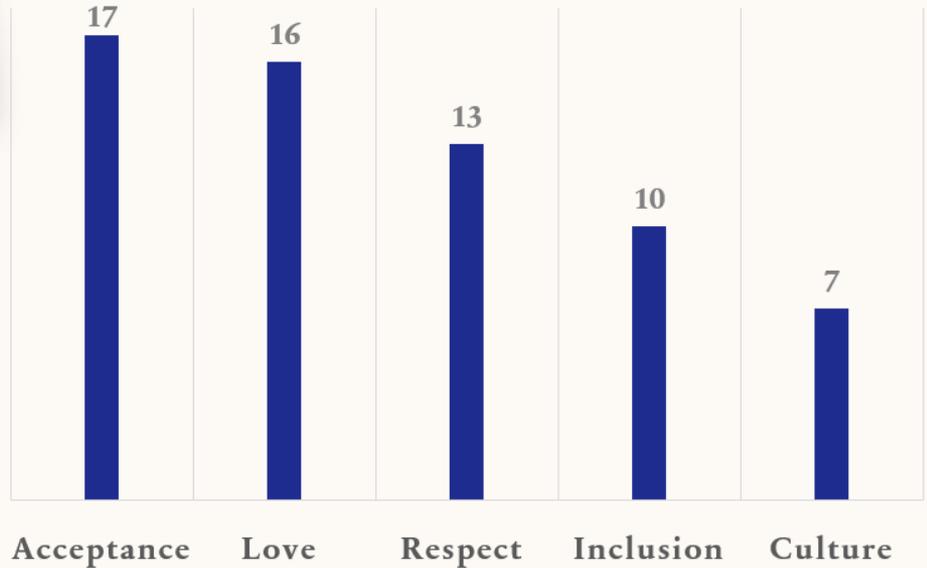
0 1 2 3 4 5 6 7 8 9

*Regular* **Bold** *Italic* **Bold Italic**



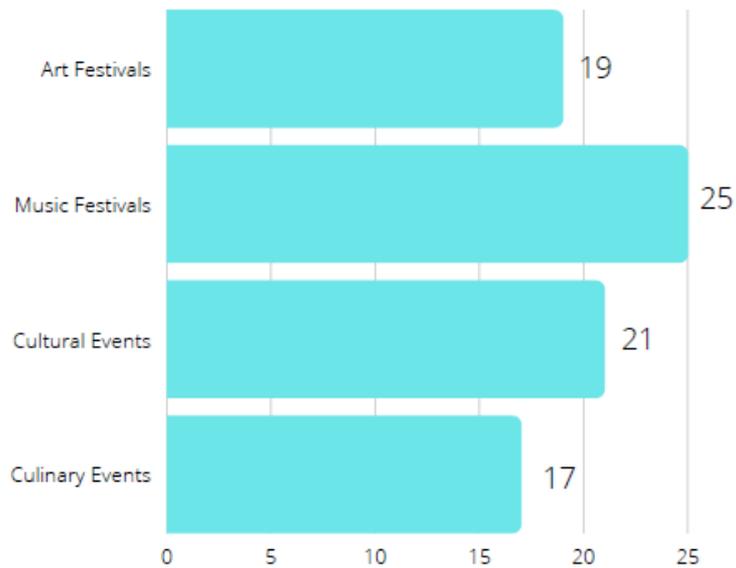
# What does diversity mean to PSL?<sup>9</sup>

## Top Five Responses



# CELEBRATING DIVERSITY

Citizens were asked how the City can celebrate its diversity, after the successful revealing of the Minsky Gym diversity mural:



## Additional Context Packet

### Links

<https://www.youtube.com/watch?v=8bU26-vA9tk>

<https://www.cityofpsl.com/News/Our-Story>

<https://www.youtube.com/watch?v=n1yaFeNm5NE>

<https://www.cityofpsl.com/files/assets/public/v/3/government/documents/buzz-about-psl-fact-sheet.pdf>

<https://www.cityofpsl.com/Government/Discover-Us/About-PSL#section-1>

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Artists revised concepts received **October 6, 2024**

**Evaluation Committee Individual Scoring** **October 7-11, 2024**

**Revised Concepts Presented to PAAB** November 4, 2024

**PAAB moved to share Jeremy Jarvis' revised concept to City Council for recommended approval.**

**Jeremy Jarvis**

**Street Art Revolution**

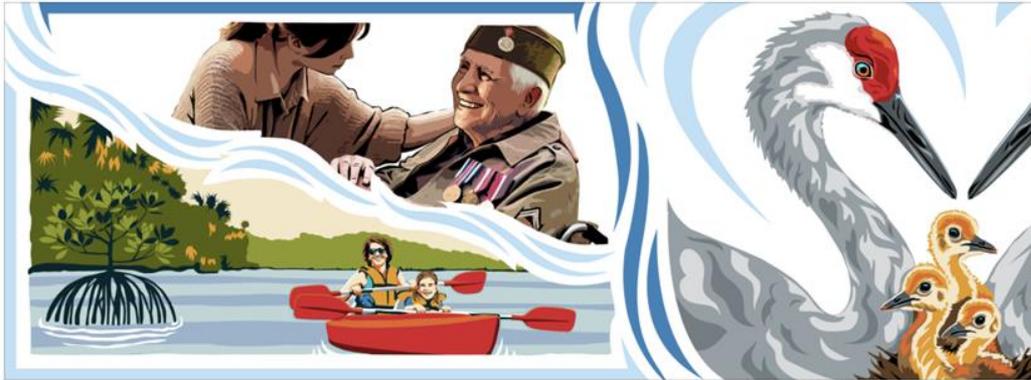
**Key Detail**

# Jeremy Jarvis



Jeremy was the top ranked artist by the Selection Committee.

# Jeremy Jarvis



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	<b>CYMK</b> 45/31/31/0 <b>RGB</b> 146/159/163 <b>HEX</b> 929 FA3		<b>CYMK</b> 70/0/24/0 <b>RGB</b> 27/190/201 <b>HEX</b> 1BBEC9		<b>CYMK</b> 33/58/82/18 <b>RGB</b> 152/103/62 <b>HEX</b> 98673E
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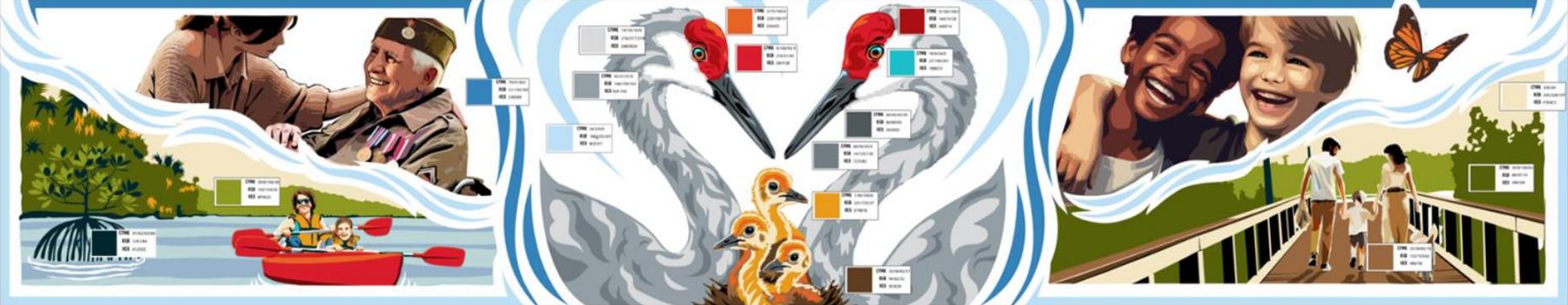
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**HEX** 98673E

**CYMK** 33/58/82/57  
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# Jeremy Jarvis



# Jeremy Jarvis



# Jeremy Jarvis



Detail (left)

Jeremy Jarvis



Detail (center)

Jeremy Jarvis



Detail (right)

# Jeremy Jarvis



## Key Detail



# Street Art Revolution



## Voting Options

### Staff Recommendation

Move that the Council select the highest-ranked mural, the revised proposal by artist Jeremy Jarvis, to be installed on the wall at City Hall as recommended by the Public Art Advisory Board (PAAB).

### Alternate Recommendations:

1. Move that the Council amend the recommendation and select another mural concept submission.
2. Move that the Council not approve the selection and provide staff and the Public Art Advisory Board (PAAB) with direction.

**Thank you!**

Jeremy Jarvis - design 2



Jeremy Jarvis - design 1

Street Art Revolution - design 2



Street Art Revolution - design 1

Key Detail- design 2



Key Detail- design 1







Port St. Lucie Municipal Complex  
201 N W Port St. Lucie Boulevard



**RFQ released** **March 20, 2024**

**RFQ released** **March 20, 2024**

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RFQ released **March 20, 2024**

**16 submissions received** **April 17, 2024**

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**Selection Committee Review** **April 19, 2024**

Overall  
Concept

Qualifications &  
Experience

Past Projects

Ability to  
Meet Timeline

Project  
Understanding

Budget/Project Cost

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Typeface: Century Gothic - Header, Sub-header and short body text.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

Regular **Bold** *Italic* **Bold Italic**

Typeface: Oswald - Condensed option for headers and sub-headers.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

*Extra Light Italic* *Light* **Medium** **DemiBold** **Bold**  
*Extra Light* *Regular* *Demi-Bold* *Semi Bold* *Heavy*

Typeface: Verdana - long body text.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

Regular **Bold** *Italic* **Bold Italic**