



Friends of the
Port St. Lucie Botanical Gardens
Public Art Master Plan

“Art is a reflection of the human condition and makes life worth living.”



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MISSION

The “Friends” of the Port St Lucie Botanical Gardens mission is to create and maintain a beautiful, serene sanctuary in the center of Port St. Lucie that is environmentally sound and naturally diverse. The Gardens will provide educational, cultural, and recreational opportunities for all who visit.

VALUES

The Port St. Lucie Botanical Gardens will be recognized as innovative, forward-thinking, and adaptive. The Gardens will create welcoming spaces, demonstrate high aesthetic expectations, and inspire dialogue between people of all ages.

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PROPOSAL / VISION

The Friends of the Port St. Lucie Botanical Gardens (Friends) propose to create a cultural hub in the heart of Port St. Lucie by incorporating a site for art sculptures within a world class botanical garden. Friends have set an initial goal for the placement of approximately 10 outdoor sculptures to be strategically located throughout the Botanical Gardens. The goal is to begin filling identified sites with temporary, non-permanent sculptures, that will be exchanged with new sculptures on a rotating basis in order to provide a fresh experience for visitors. Friends envision the placement of outdoor sculptures within the Gardens as part of a cultural corridor along the St. Lucie River.



PUBLIC COMMONS

The concept of a public commons is often thought of as the ‘downtown’ of a city. But as Port St Lucie is perceived as a city without a clearly discernable downtown this aspiration has gone largely unfulfilled.

The City clearly recognizes the value of the north fork of the St. Lucie River and has spent years designing, engineering, and site planning for a new waterfront destination as a priority in its strategic plan. The City has already relocated two historic structures to the “Westmoreland Middle Tract” from land previously known as the Peacock Ranch in western Port St. Lucie. Current plans for the two city-owned parcels on Westmoreland Boulevard adjacent to the Gardens include a historic village, waterfront dining, open pavilions, children’s playground, and the southern extension of the Riverwalk boardwalk.

Public art is one of the tools the City can use to create a stronger sense of civic identity and more meaningful connections between people and places. Friends share a vision with the City for a public corridor that extends from approximately Veterans Park at the north end to the Westmoreland Park Site at the south end. The initiative that Friends is undertaking for a public art program will, in part, address the aspiration of the City for a “port” or public commons in Port St. Lucie.

AIMS AND SCOPE

Through the additional element of a sculpture garden Friends aim to further animate and enhance the Port St. Lucie Botanical Gardens. The plan focuses on several opportunities and objectives for the next five years:

- Coordinate with City planning for the creation of a common public space that includes the botanical gardens and surrounding properties as the central focal point.
- Enhance the City's image locally, regionally, and nationally by emphasizing excellence in the design of public spaces.
- Integrate art with the architectural, landscape, and infrastructure of the Botanical Gardens property.
- Recognize that public art, architecture, landscape architecture, urban design, and historic preservation are important tools the City can use to enhance the reputation of the City.
- Develop and implement a program for soliciting and accepting donations, gifts or loans of artwork.
- Create opportunities for the community to enjoy a variety of public artworks and public art experiences.
- Seek opportunities for temporary exhibitions of artwork, art on loan, and touring artwork.
- Seek opportunities to involve local artists.
- Cultivate a socially and environmentally responsive community by imbuing public places with a sense of caring, commonality, and sustainability.

PUBLIC PARTICIPATION AND ENGAGEMENT WITH THE COMMUNITY

The Port St. Lucie Botanical Gardens is an all-volunteer run organization and as such engagement with the community and public input is the foundation on which the Gardens is operated. The Gardens Board and its various sub-committees are staffed by individuals that have an interest in the community and the running of the Gardens. Ownership of the Gardens is truly in the hands of the people who care about the property and who contribute to the betterment of the City. Friends estimate that in 2018, volunteers contributed \$300,000 worth of their time to the advancement of the Gardens.



As the Westmoreland Park Site south of the Gardens continues to develop and additional amenities are added, public participation and attention will continue to grow. The idea for public art in the Gardens and the planning process for this Art Master Plan has been guided by a volunteer steering committee, input from the St. Lucie County Cultural Alliance, and involves research into comparable plans and publicized surveys of community needs. Friends of the Gardens will continue to seek engagement with the community. Friends have the following objectives:

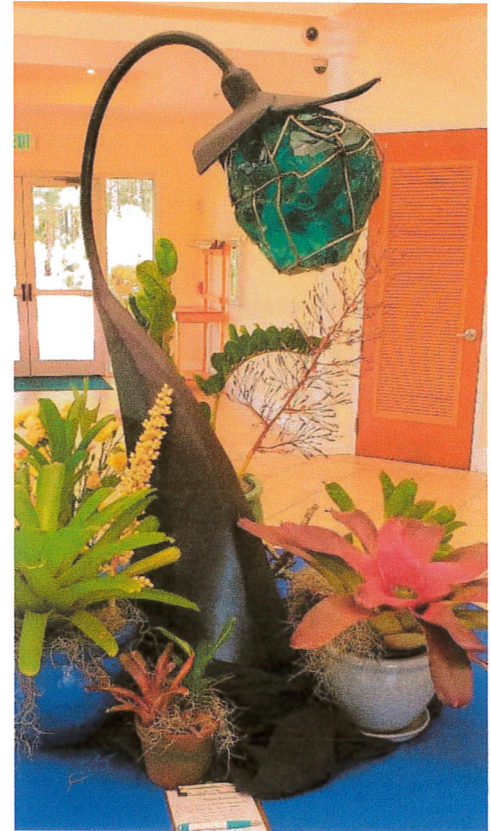
- Continue to recruit active volunteers. Engage volunteer artists and architects to assist in creating the sculpture garden as a celebration of the community.
- Promote the culture of the city through public art.
- Seek out sponsors and funding opportunities. Support opportunities for local, regional, national and international artists.
- Cultivate strong collaborations and partnerships within the city and in the private and nonprofit sectors to strengthen the public art program.

- Acquire and/or display lively, thought-provoking artwork.
- Place artwork where people gather. Place more art in locations that encourage people to linger longer at a location creating both a social benefit and an economic benefit.
- Build trust with the community to provide public art programming and artwork.

CULTURAL TOURISM

Americans for the Arts defines a cultural district as “a wellrecognized, labeled, mixed-use area of a settlement in which a high concentration of cultural facilities serves as the anchor of attraction.” “Cultural tourism is based on the mosaic of places, traditions, art forms, celebrations, and experiences that define this nation and its people, reflecting the diversity and character of the United States.” According to a 2013 report from Mandala Research, LLC, 76 percent of all U.S. leisure travelers engage in cultural activities. The size of the market is estimated at 129.6 million adults in the U.S. spending approximately \$171 billion annually. The appeal of the cultural tourist market is that they typically spend more and stay longer than other types of U.S. travelers. The U.S. cultural traveler spends 60 percent more, approximately \$1,319 per trip compared with \$820 for domestic leisure travelers.

Friends envision a world class botanical garden that includes sculptures and art from well-known artists. The City has plans to develop the adjoining Westmoreland Park Site with additional public spaces and attractions. Together the Botanical Gardens and surrounding amenities will create a marketable downtown or “port” in Port St. Lucie. The Gardens ever-changing cultural attraction will sustain interest as there will always be something new to see and will



1Sculpture: Greg Hold be

marketable as of interest to visitors.

BENEFIT/IMPACT

The Botanical Gardens will be the anchor for the development of a cultural corridor in the heart of the City. The City has plans to extend the boardwalk to connect Riverside Park with the Westmoreland Park Site south of the Botanical Gardens. The property already contains two historical building with plans for additional public amenities to be added later. The Botanical Gardens, along with surrounding amenities, will create a marketable downtown or “port” in Port St. Lucie.

The Friends share with the City a vision for a public commons corridor that extends approximately from Veterans Park at the north end to the Westmoreland Park Site at the south end. Friends have a large network of active volunteers who have given of their time and labor to create a beautiful Garden. Friends of the Garden is prepared to be an active partner in the planning and development of the adjacent property. The Gardens will:

- Show pride in the community through public art.
- Build and strengthen the community with public art that offers visual hospitality for residents and visitors.
- Create a feeling of belonging and of being part of a larger community.
- A force for placemaking — for creating strong, meaningful connections between people and places that are important to community and civic life.

PUBLIC ART FUND / PARTNERSHIP WITH CITY OF PSL

As provided in the PSL Code of Ordinances, Chapter 162 Art in Public Places, a Public Art Fund has been established by the City for the integration of public art in both public and private development projects throughout the city to visually enliven the city, illuminate the city's history, diversity and culture, and foster economic development. The fund may be used to support acquisition, placement, and installation of public art within the City. Friends of the PSL Botanical Gardens seeks to make this Art Master Plan consistent with the PSL Public Art Master Plan and in doing so partner with the City of PSL to gain funding from the Public Art Fund for the art program at the Botanical Gardens.

PROPOSED ART BUDGET

Friends goal is for the placement of 10 outdoor sculptures over the first five years of the program. Friends proposes adding two sculptures per year for a total of 10 sculptures in five years. A payment of 1 to 5 thousand dollars per year is anticipated for each sculpture, depending on size and complexity of the sculpture. The chart below projects the cost for sculptures based on an average cost of \$3000 per sculpture per year. Costs will vary depending on the actual fee within the range of 1 to 5 thousand per sculpture per year. Friends proposes to stay within the projected cap of \$96,500 at five years.

PROJECTED BUDGET BASED ON \$3000 FEE PER SCULPTURE						
	Year 1	Year 2	Year 3	Year 4	Year 5	5 Year Totals
Art Rental Fees per year	\$6,000	\$12,000	\$18,000	\$24,000	\$30,000	\$90,000
Plinths	\$2,000	\$2,000	\$2,000	\$2,000		\$8,000
YEARLY TOTAL	\$8,000	\$14,000	\$20,000	\$26,000	\$30,000	
TOTAL 5 YEAR BUDGET						\$98,000

EXHIBITS /PLACEMENT/MOUNTING

Friends have an initial goal for the placement of approximately 10 sculptures, on pads or plinths, strategically located throughout the Botanical Gardens. Spaces for additional sculptures have been identified for future expansion of the program. The works will be sited in a manner that is sensitive to the surrounding environment and aesthetically pleasing to the overall flow of the gardens. Moveable pads or plinths will be constructed in various sizes to accommodate sculptures of varying sizes. Placement of art will be considered by location, suitability and sustainability, type of public art experiences, educational opportunities, entertainment or enjoyment, and expression of community values.

Each of the exhibited sculptures will be on display for a period of approximately 18 to 24 months.

Future determination for permanent installations will be considered based on cost, maintenance, and overall suitability of the art for the Botanical Gardens. Friends will hold an opening for each exhibition and will present a variety of art disciplines with which to engage attendees. The artist in conjunction with the Art Sub-committee will present chosen art to the Botanical Gardens Board for final decision and placement of the sculptures.



Proposed Sites for Sculptures

Location #	Location Description
1	Main pavilion building – (South half)
2	Main pavilion building – (North half)
3	Butterfly Garden – Southwest quadrant
4	Southwest quadrant behind Rose Garden
5	Palm Walk Area
6	Entrance to Gardens
7	West end of pond by large slash pine
8	Bromeliad Garden
9	Area in-between Bromeliad Garden and Cactus Garden
10	Bonsai Garden

WESTMORELAND BLVD

