

# PAAB Presentation

November 4, 2024

## Items for Discussion

- 1. Review of Port St. Lucie Botanical Gardens temporary sculpture installation for the Rose Garden**
- 2. Provide an update to the selection process for the City Hall Mural project**

# Botanical Gardens

Temporary Sculpture Installation

Port St. Lucie, Florida

PAAB Update, November 4, 2024

## Process Overview

- Public call for temporary sculpture issued **September 5, 2024**
- Submissions due **September 27, 2024**
- Artist identified by the Friends **October 16, 2024**

## Matthew Mosher

### *MWS-H108D24L7P3 (Vajramantrabhiru)*

Weathering Steel  
21in X 21in X 108in  
2017

This steel sculpture uses a series of increasing triangular facets to create a geometric form. Each face catches light in a unique way because it is at a different angle relative to the others. They reach skyward defying gravity.





# City Hall Mural

Artwork Commission

Port St. Lucie, Florida

PAAB Update, November 4, 2024

## Presentation Objectives

- **To provide PAAB 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 PAAB's understanding of the selection criteria and project parameters**
- **To respond to PAAB's requests for additional information**
- **To proceed with a motion to present the selected artist's concept to City Council for their approval**



RFP released to three finalists **April 23, 2024**

Finalist concepts due **June 5, 2024**

Finalist concept presentations **August 6, 2024**

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

**PAAB denied presenting the recommended concept to City Council.**

RFP released to three finalists **April 23, 2024**

Finalist concepts due **June 5, 2024**

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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.
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**

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.

### **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

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

# Additional Context Packet

## City Branding Guide

### ● Primary Logo



### 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.



### ● Secondary Options



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.

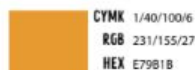
### ● Tagline

**HEART OF THE TREASURE COAST**

# Additional Context Packet

## City Branding Guide

### ● Color Palette



### ● 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 *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

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

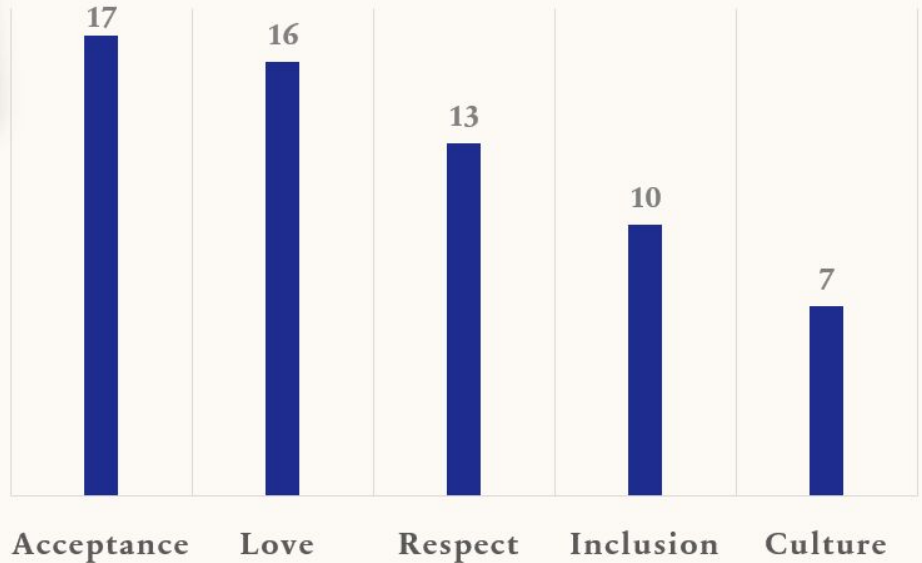
Regular Bold Italic Bold Italic





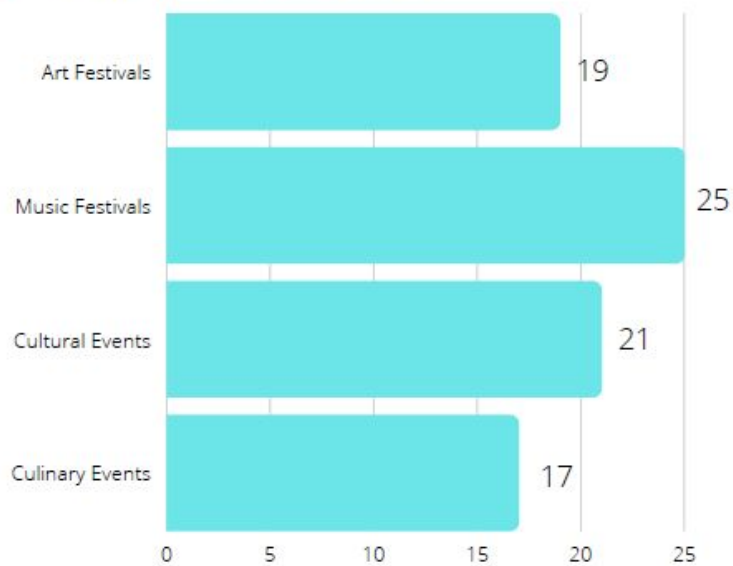
# What does diversity mean to PSL?<sup>9</sup>

## 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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**Evaluation Committee Individual Scoring** **October 6-11, 2024**

**Jeremy Jarvis**

**Street Art Revolution**

**Key Detail**

# Jeremy Jarvis



Jeremy was the top ranked artist by the Selection Committee.

# Jeremy Jarvis



## ● Color Palette

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



## ● Color Palette

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**HEX** A90F14

**CYMK** 24/2/0/0  
**RGB** 188/225/247  
**HEX** BCE1F7

**CYMK** 60/45/43/5  
**RGB** 14/125/130  
**HEX** 727D82

**CYMK** 51/73/44/22  
**RGB** 117/77/96  
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**RGB** 245/228/197  
**HEX** F5E4C5

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**HEX** 929 FA3

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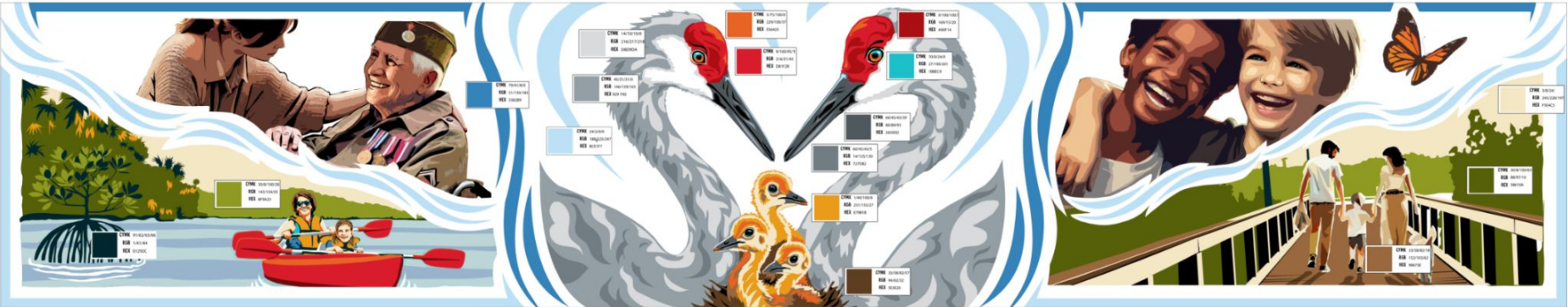
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# Jeremy Jarvis



# Jeremy Jarvis



# Jeremy Jarvis



Detail (left)

**Jeremy Jarvis**



Detail (center)

Jeremy Jarvis



Detail (right)

# Jeremy Jarvis



# Key Detail



# Street Art Revolution





**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





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Port St. Lucie Municipal Complex  
201 S. 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

RFQ released **March 20, 2024**

16 submissions received **April 17, 2024**

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

Three finalists identified

RFP released to three finalists

**April 23, 2024**

RFP released to three finalists

**April 23, 2024**

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*Same description from the RFQ process.*

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- Secondary Options

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- Tagline

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## ● Typography

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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

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.

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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

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Regular Bold Italic Bold Italic

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**Finalists concepts due June 5, 2024**

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