



Peacock Art District (PAD) Mural Program

Program Plan

Presented by Marsha Noel



Background

July 12, 2022, FPRA Meeting

- A project-based budget was approved by the FPRA Board allocating \$40,000 to the PAD Mural Program.

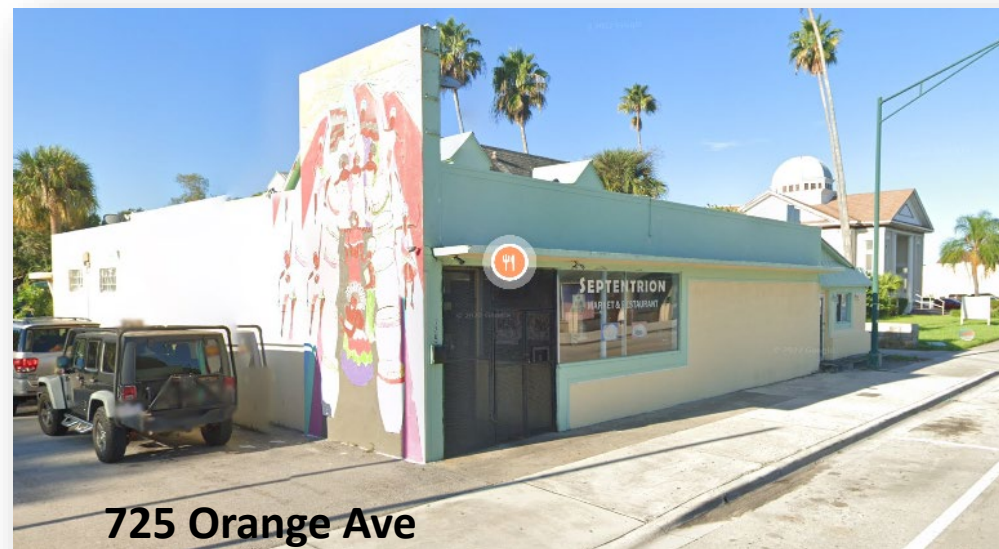
FY2023 Project-Based Budget & Work Program

GOAL 1.2 The Fort Pierce Redevelopment Agency shall coordinate with the City Manager's Office, Planning Department, and Finance Department to develop cost effective, annual budgets and work programs that will provide administrative and operational support for Community Redevelopment Agency activities.

Project	Amount	Account
Micro-Mobility Transportation	\$ 400,000.00	3490 - Contractual Fees
Arts/Cultural Programming - Sunrise Theatre	\$ 450,000.00	9166 - Sunrise Theatre
Community Policing - School Resource Officers	\$ 350,000.00	8347 - Community Oriented Policing
Community Policing - Downtown Detail	\$ 75,000.00	8347 - Community Oriented Policing
Old St. Anastasia Rehabilitation	\$ 500,000.00	6200 - Buildings
Old City Hall Renovation	\$ 350,000.00	6200 - Buildings
Sunrise Center Buildout	\$ 250,000.00	6200 - Buildings
Maintenance and Operation of FPRA-owned Property	\$ 100,000.00	4620 - Site Maintenance
Commercial Façade Grants	\$ 250,000.00	8340 - Other Grants & Aids
Property Refresh Grants	\$ 50,000.00	8340 - Other Grants & Aids
PAD Mural Program	\$ 40,000.00	6320 - Other Improvements
Community Event Sponsorship	\$ 40,000.00	8392 - Youth Activities/Events

Background

Existing Murals





Program Purpose

The purpose of the program is to promote and commemorate Fort Pierce's rich cultural heritage, reinforce the growth of arts and culture within the City and increase tourism and economic development to the Fort Pierce Redevelopment Agency (FPRA) area. The project strives for diversity of style, scale, and media represented in a series of murals on buildings within the FPRA boundary. It will assist the FPRA in reaching its strategic vision as described in the 2020 FPRA Plan.

Opportunities

- **Economic Development:**
 - Can enhance tourism and stretch activity over to US-1.
 - Grows local businesses and attract new business and development.
 - Attractive for ArtWalks, Tours and other special activities.
- **Creates a Sense of Place**
 - Further establishes the Peacock Art District.
- **Enhance the Cultural Arts Experience**





Research

- City of Fort Lauderdale – FAT Village (Flager.Arts.Technology)
- City of Miami – Wynwood Walls
- City of Hollywood CRA
- City of Tampa
- Downtown Clearwater



Strategy



Phase 1

- 22-23 FPRA FY
- PAD Mural Program will use a targeted corridor strategy to ensure effectiveness in experiencing the highest impact during the first implementation (Phase 1).
 - Area of interest: Orange Ave (US-1 to 10th street, Ave. A to Atlantic Ave)
 - This area was selected because of visibility, traffic, walkability, # of and types of developments/businesses in the area, and existing murals/artwork in the area.
 - Property Owner Applications will be available for those in the designated areas.
 - Program Guidelines will be established.
 - Mural Theme: Past, Present & Future of Fort Pierce. The physical environment, unique features, and events can be used as inspiration.



Targeted Corridor

Orange Avenue, from US-1 – 10th Street (5th, 6th, 7th, 8th, 9th, 10th Street) & Avenue A – Atlantic Ave



- Orange Ave
- Targeted Areas
- PAD Boundary



Phase 2

- 23-24 FPRA FY
- Expansion of the Mural Program into other areas of the PAD.





Phase 1 Timeline

- Jan. 4, 2023 – CRA Advisory Board Meeting Presentation (Postponed)
- Jan. 10, 2023 – FPRA Regular Meeting Presentation
- Jan. 2023 –Property Owner Application Cycle
- Feb.-Mar 2023 – Call for Artists Application Cycle
- Mar. 2023 – Staff Review & Mural Design Selections
- April 2023 – CRA Advisory Board Mural Design Selections
- April 2023 – FPRA Board Mural Design Update
- April 2023 - Property Owner Mural Final Design Selections
- April – May 2023 – Property Owner & Artist Agreements Due & Murals Can begin.
- July/Aug. 2023 – All Murals Completed
- Aug. 2023 – Mural Unveiling w/ all participants & the community

Program Guideline Key Points

Eligible Properties :

- Must not have liens, unpaid/outstanding taxes due, major code violations.
- Minor code violations may be given exceptions, e.g., debris, landscape issues, signage, derelict/inoperable vehicles, chipped/stained/rusted paint, etc.
- Property owners must maintain the murals after installation.



The Domino Effect

- Guidelines will be established for businesses in the PAD that are interested in creating a mural of their own.

A large mural on a brick building featuring sunflowers, green leaves, and musical notes. The mural is painted on a brick wall and includes several large yellow sunflowers with dark brown centers, green leaves, and musical notes. The background of the mural is a mix of purple and blue. The building is a two-story brick structure with large windows. The sky is a clear, deep blue.

Recommendation

Approval to proceed with the PAD Mural Program Plan

A large mural on a brick building wall. The mural features several large yellow sunflowers with dark brown centers, surrounded by vibrant green leaves. In the upper left portion of the mural, there are musical notes and a treble clef. The background of the mural is a mix of purple and blue tones. The word "Questions?" is overlaid in white, sans-serif font in the center of the image.

Questions?