



City of Jacksonville Beach

Regular Meeting Agenda

11 North Third Street
Jacksonville Beach, Florida

CRA Public Art Advisory Committee

Thursday, May 15, 2025

3:00 PM

Council Chambers

MEMORANDUM TO:

Members of the City of Jacksonville Beach Community Redevelopment Agency Public Art Advisory Committee

The following Agenda of Business has been prepared for consideration and action at a Regular Meeting of the Community Redevelopment Agency Public Art Advisory Committee:

CALL TO ORDER

ROLL CALL

APPROVAL OF MINUTES

A. 3.20.25 Minutes

OLD BUSINESS

NEW BUSINESS

- A. Transformer Mural Program
- B. Bathroom Murals - Downtown District

ITEMS FOR DISCUSSION

ADJOURNMENT

NOTICE

If you are a person with a disability who needs an accommodation to participate in a meeting, you are entitled, at no cost to you, to the provision of certain assistance. Please contact the ADA Coordinator by phone 904-712-6297 or submit an [Accommodation Request](#) to the ADA Coordinator as far in advance of the meeting as possible; preferably 7 days but no less than 2 business days, before the meeting. If you are hearing or voice impaired, please call Florida Relay at 711 for assistance.

**Minutes of CRA Public Art Advisory Committee Meeting
held Thursday, March 20, 2025 at 3:00 PM
in the Council Chambers**



CALL TO ORDER

This meeting was called to order at 3:05 PM.

ROLL CALL

Mr. Angelieri was absent from this meeting. All other members were present, as well as Taylor Mobbs.

APPROVAL OF MINUTES

NEW BUSINESS

A. Dumpster Enclosure Mural - Applicant Review and Selection

After discussing all of the applicants, the members unanimously agreed that the submission by Lauren Klose (Artistic Aire), of "Find Some Fun" (shark teeth and jaws) was the best fit.

A motion was made by Trey Phillips to recommend Ms. Klose to the CRA and Council as the preferred candidate. This was seconded by Terry DeLoach. All members were in favor.

ADJOURNMENT

There being no further business, this meeting adjourned at 4:03 PM



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PUBLIC ART ADVISORY COMMITTEE MEMO

TO:	Public Art Advisory Committee
FROM:	Taylor Mobbs
DATE:	04/30/2025
SUBJECT:	Transformer Mural Program

BACKGROUND

The transformer mural program is designed to enhance the visual appeal of public infrastructure while supporting local artists and promoting community pride in Jacksonville Beach.

The Transformer Mural Program, as outlined in the attached draft guidelines, invites local artists to creatively transform publicly visible utility boxes and electrical transformers within the Jacksonville Beach Downtown CRA. The program aims to reduce graffiti, promote public art, and foster community engagement through vibrant, original artwork. Key components of the program include:

- **Artwork Parameters:** Murals must be original, family-friendly, and free from offensive, political, or commercial content. Designs should reflect the welcoming, diverse, and vibrant character of Jacksonville Beach.
- **Artist Eligibility:** Artists must be local to Jacksonville Beach and are required to submit design proposals for review and approval.
- **Compensation:** Approved artists will receive a flat payment for each completed mural, which covers all associated costs, including materials, labor, and time.
- **Ownership & Maintenance:** Completed murals become the property of the City, which reserves the right to reproduce, alter, or remove the artwork as needed.
- **BES Approval:** Staff will work with Beaches Energy to incorporate any requirements they may have to ensure the murals are completed in a safe, and sustainable manner.

Upon PAAC approval, staff will continue to work with Beaches Energy (BES) to finalize the parameters of the program to ensure compliance with their requirements.

Staff is seeking guidance on how to define “local” for the purposes of this program. While previous calls have included Duval and surrounding counties, we have still received feedback requesting a more restricted definition. Would the committee prefer to limit eligibility exclusively to the Beaches communities, including Jacksonville Beach, Atlantic Beach, and Neptune Beach, or should a broader regional approach be maintained? Staff is requesting direction.

FINANCIAL IMPACT

Cost per transformer will vary depending on size. The anticipated total cost to do the initial 5



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transformers is \$3,000.00, this amount to be determined once the program has been formally established, and reviewed by BES.

REQUESTED ACTION

Staff requests approval of the program and the documents attached, and direction on how to define the term 'local' as it relates to the call.

ATTACHMENTS

1. Transformer Mural Program DRAFT

Transformer Mural Program

Bringing Art to Infrastructure

Program Overview

The City of Jacksonville Beach, Community Redevelopment Agency, invites local artists and community members to participate in the Transformer Mural Program, a creative initiative to beautify publicly visible utility boxes and electrical transformers located on public property. The program aims to reduce graffiti, promote public art, and engage the community in enhancing public infrastructure with original, vibrant artwork.

Approved artists will be assigned a transformer box and provided with painting guidelines, safety instructions, and a materials stipend. Artwork must be original, family-friendly, and approved by City staff prior to painting. Artists must be located in Jacksonville Beach.

Application Form

Name: _____

Phone Number: _____

Email: _____

Mailing Address: _____

Are you a resident of Jacksonville Beach? ☐ Yes ☐ No

Artist Website or Social Media (optional): _____

Have you painted public art before? ☐ Yes ☐ No

If yes, briefly describe:

Upload Proposed Artwork Design (attach file or include printed copy)

- Include a color rendering of your proposed mural
- Label each side (if multiple panels)
- Include a brief written description of your concept and how it connects to the community or environment

Transformer Mural Program - Artwork Parameters

Artists should consider the following guidelines when designing murals for the Transformer Mural Program to ensure they are appropriate for public spaces and reflect the community values of Jacksonville Beach:

1. **Positive and Inclusive Themes:** Artwork should reflect the vibrant, welcoming, and diverse character of Jacksonville Beach. Designs that celebrate the community, local culture, nature, and history are encouraged.
2. **Family-Friendly Content:** All artwork must be suitable for viewers of all ages. Content should be non-offensive and free from explicit, suggestive, or mature themes.
3. **No Advertising or Promotions:** Murals may not include any form of commercial advertising, business names, logos, or promotional content.
4. **No Political Messaging:** Artwork must be free from political symbols, campaign messages, or other content that could be interpreted as political advocacy.
5. **No Promotion of Violence or Harm:** Designs should not depict or promote violence, weapons, illegal activities, or any form of harm to individuals or property.
6. **Cultural Sensitivity:** Artists should be mindful of cultural diversity and avoid symbols or imagery that could be considered culturally insensitive or inappropriate.
7. **Durability and Maintenance:** Designs should consider the long-term durability of the mural, including resistance to weather, fading, and graffiti.
8. **City Ownership and Public Use:** All artwork will become the property of the City upon completion and may be used in promotional materials, publications, and digital platforms.
9. **No Obscenities or Hate Speech:** Absolutely no profanity, discriminatory language, or hate speech will be permitted.
10. **General Appropriateness:** Murals must align with the same standards the City itself would uphold if directly commissioning public art.

Artists must not obscure or cover any transformer identification numbers, warning labels, or operational markings. If there is any uncertainty regarding which areas are permissible for painting, the artist agrees to obtain explicit written approval from the City before proceeding

Preferred Box Location (optional): _____

Are you willing to be assigned a different location if needed? ☐ Yes ☐ No

Liability Waiver & Release

By signing below, I acknowledge and agree to the following:

- I understand that painting a transformer involves working around electrical infrastructure. I agree to follow all safety guidelines and precautions provided by the City or utility provider.
- I release and hold harmless the City of Jacksonville Beach, its employees, officers, agents, and affiliated utility companies from any and all liability for injuries, accidents, property damage, or other losses that may occur as a result of participating in this program.
- I affirm that the artwork submitted is my own original design and does not infringe upon any copyright or intellectual property rights.
- I understand that the City reserves the right to remove, repaint, or alter the mural at any time for any reason, including maintenance, safety, or damage.
- I understand that the City reserves the right to reject a proposed mural design for any reason.

Signature: _____

Date: _____

Artist Agreement / Contract

This Artist Agreement ("Agreement") is made between the City of Jacksonville Beach ("City") and the undersigned artist ("Artist").

1. Scope of Work

Artist agrees to design and paint a mural on an assigned utility transformer box in accordance with the approved design submitted in the application. Final approval of artwork must be granted by PAAC, CRA, and Council.

2. Ownership & Reproduction

The completed artwork becomes the property of the City. The Artist retains credit for the design but grants the City an irrevocable license to photograph, reproduce, and share the artwork for promotional or public purposes. The City may remove or alter the artwork at its discretion.

3. Materials & Maintenance

The Artist is responsible for all materials used unless otherwise agreed upon. The City is not obligated to maintain or restore the mural once completed. If the mural becomes significantly damaged or defaced, the City may remove it.

4. Timeline

Work must be completed within 30 days of approval. Extensions must be requested in writing and approved by City staff.

5. Code of Conduct

Artist agrees to conduct themselves in a professional and respectful manner at all times. No offensive, discriminatory, or political artwork will be approved or allowed.

6. Insurance and Indemnification

Artist acknowledges they are not covered by City insurance and are solely responsible for their safety and conduct. Artist agrees to indemnify and hold harmless the City from any claims, liabilities, or damages resulting from participation in this program.

Artist Compensation

Selected artists will receive a flat payment for the completion of each approved transformer mural. This compensation is intended to cover all associated costs, including but not limited to materials, time, labor, travel, and any other expenses incurred during the design and painting process. Compensation to be determined based on the size of the transformer. (Compensation will vary)

This payment will be provided upon successful completion and final inspection of the mural to ensure it meets all program guidelines and quality standards.

By accepting this payment, artists acknowledge that their work becomes the property of the City of Jacksonville Beach and may be used in promotional materials, publications, and digital platforms.

For any questions regarding compensation or project requirements, please contact the program coordinator.

Executed this ____ day of _____, 2025

Artist Name (Printed): _____

Artist Signature: _____

City Representative Signature: _____

DRAFT



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BOARD OF ADJUSTMENT AGENDA ITEM	
TO:	Board of Adjustment Members
FROM:	Department of Planning & Development
DATE:	05/06/2025
SUBJECT:	BOA #Public Art Advisory Committee Staff Report

The following information is provided for your consideration for the following agenda item for the upcoming Thursday, May 15, 2025 Board of Adjustment Meeting.

BOA #Public Art Advisory Committee

Taylor Mobbs

REQUEST:

This project represents the first phase in a larger effort to enhance the esthetics of all three public restroom facilities within the downtown district.

Staff have attached a formal call to artists, outlining the project parameters, eligibility requirements, and selection criteria. The PAAC will be asked to review and provide feedback to the call attached.

EXISTING CONDITIONS:

The total project cost is \$18,000.00

This amount is based off of the approximate 900 square feet of paintable space, and a market average of \$20.00 per square foot of mural. This amount is also consistent with prior murals the PAAC, through the CRA and City, have commissioned.

STAFF ANALYSIS:

Approval of issuing the Call to Artists for the Pier Parking Lot restroom facility.

MINIMUM DIMENSIONAL STANDARDS:

REVIEW OF CRITERIA:

STAFF RECOMMENDATION:

ATTACHMENTS:

1. Call to Artists - Pier Restroom Building Exterior



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2. Scoring Rubric - Restroom mural
3. Pier Parking Lot Restroom Facility

CALL TO LOCAL ARTISTS

Pier Parking Lot Restroom Mural Project

The City of Jacksonville Beach, in partnership with the Community Redevelopment Agency (CRA) and the Public Art Advisory Committee (PAAC), invites local artists from Jacksonville Beach, Neptune Beach, and Atlantic Beach to submit design proposals for a large-scale mural on the Pier Parking Lot Restroom building.

Project Overview:

The selected artist(s) will create an original, vibrant, and eye-catching mural that captures the fun, coastal lifestyle of Jacksonville Beach. The mural should reflect the unique spirit of the Beaches community, appealing to residents and visitors alike. Artists have the option to design a single continuous mural that wraps around all four sides of the building, or to approach each side as a distinct, yet cohesive, piece.

Location:

Pier Parking Lot Restroom Building (Approximately 900 square feet total)

Theme:

- Beach life, coastal energy, and vibrant community spirit
- Reflective of the dynamic, fun, and welcoming atmosphere of Jacksonville Beach
- Should appeal to a broad audience, enhancing the visitor experience

Compensation:

The selected artist(s) will receive a flat fee of **\$18,000.00** for the completed project. This compensation covers all materials, labor, travel, and any other expenses incurred.

Eligibility:

- Open to artists currently residing in **Jacksonville Beach, Neptune Beach, or Atlantic Beach.**
- Artists must have prior experience with large-scale outdoor murals or similar public art projects.

Submission Requirements:

- High-quality, to-scale digital mock-ups of the proposed mural(s), preferably superimposed on the exterior of the restroom facility to demonstrate context and scale

- Clear and concise written description of the concept, including how it aligns with the beach community and represents Jacksonville Beach
- Artist resume or CV, including examples of past work
- At least 3 professional references or letters of recommendation
- Contact information (name, email, phone number, and mailing address)

Deadline for Submissions:

May 30, 2025

Submission Instructions:

Please submit all required materials via the online application.

Selection Process:

Submissions will be reviewed by the PAAC, and a recommendation will be made to the CRA and City Council.

Questions:

For more information or questions about the project, please contact Taylor Mobbs at tmobbs@jaxbchfl.net

We look forward to seeing your creative ideas and working together to bring more color and vibrancy to the Jacksonville Beach community.

Thank you for your interest in this exciting public art opportunity!

Pier Parking Lot Restroom Mural - Artist Review Criteria and Scoring Rubric

To ensure a fair and consistent evaluation process, all eligible mural proposals will be scored using the following simplified criteria. While scoring will be the primary basis for narrowing down the top designs, the final selection is at the discretion of the PAAC. The committee reserves the right to recommend any artist for the project, regardless of total points, based on overall concept, community connection, and artistic vision.

Review Criteria:

1. Artistic Quality (0-5 Points)

- Creativity, visual impact, and overall artistic merit.

2. Connection to Jacksonville Beach (0-5 Points)

- Alignment with the coastal, vibrant, and community-focused theme.

3. Professionalism (0-5 Points)

- Quality of the submission, including professional mock-ups and clear concept descriptions.

4. Experience (☐Yes ☐No)

- Demonstrated ability to complete large-scale public art projects.

Total Possible Score: 15 Points

Pier Parking Lot Restroom Mural

Dimensions are approximately 8'8" X 12' on the ends (This measured to the highest point of the angle of the roof) and 47' X 9'2" for the front and back. Please note, the front of the restroom will have signage and doors that impact the exact square footage of the mural. Taking into consideration the 6 doors along the front, the approximate total square footage of the building is roughly 900 square feet.

The total compensation for the mural will be \$18,000.00 (\$20.00 per square foot, remaining consistent with our other public murals)

West End of Restroom



North End of Restroom



East End of Restroom



South End of Restroom

