



City of Jacksonville Beach

Regular Meeting Agenda

11 North Third Street
Jacksonville Beach, Florida

CRA Public Art Advisory Committee

Thursday, June 5, 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

ITEMS FOR DISCUSSION

- A. Pier Restroom Exterior Mural Applicants

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.



City of Jacksonville Beach • 11 North Third Street • Jacksonville Beach, FL 32250

PUBLIC ART ADVISORY COMMITTEE MEMO	
TO:	Public Art Advisory Committee
FROM:	Taylor Mobbs
DATE:	06/02/2025
SUBJECT:	

BACKGROUND

A total of 21 applications have been received for the Pier Entryway Restroom mural project. Of these, 12 applicants are “local” to the Beaches area. All 21 have been attached for review.

The Public Art Advisory Committee (PAAC) will review and rank all applicants using the attached scoring rubric. Following this review, the PAAC will make a recommendation for the selected artist(s), which staff will present to the Community Redevelopment Agency (CRA) at its special called meeting on June 11.

Please see the attached applicant list and rubric for reference.

FINANCIAL IMPACT

The total cost for this mural is \$18,000.00

REQUESTED ACTION

Staff requests the Committee to complete artist review and submit a finalist recommendation for CRA and City Council consideration.

ATTACHMENTS

1. Scoring Rubric
2. Applicant Spreadsheet
3. Applicants
4. Local Applicants

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.

5. Local (Yes No)

Total Possible Score: 15 Points

Name	Location	App No.
Michael Kulik	Atlantic Beach, FL	1
Nicole DeFeo	Atlantic Beach, FL	2
Jonathan Lynn	Atlantic Beach, FL	3
Grace Seymour	Atlantic Beach, FL	4
Philip Walker	Atlantic Beach, FL	5
Joy Swindell	Jacksonville Beach, FL	6
Stormi Bradshaw	Jacksonville Beach, FL	7
Joe Mckinney	Jacksonville Beach, FL	8
Sean Bono	Jacksonville Beach, FL	9
Deborah S McKinney	Jacksonville Beach, FL	10
Josh Phares	Jacksonville Beach, FL	11
Danielle Cleary	Neptune Beach, FL	12
Tracie Thompson	Green Cove Springs, FL	13
Mark T Smith	Jacksonville, FL	14
Jason Tetlak	Jacksonville, FL	15
Annora Lemieux	Jacksonville, FL	16
David Webster	Jacksonville, FL	17
William "Clay" Misner	Jacksonville, FL	18
Ashlei Franklin	Jacksonville, FL	19
Lauren Klose	Ponte Vedra Beach, FL	20
Adrianna Capasso	Ponte Vedra Beach, FL	21

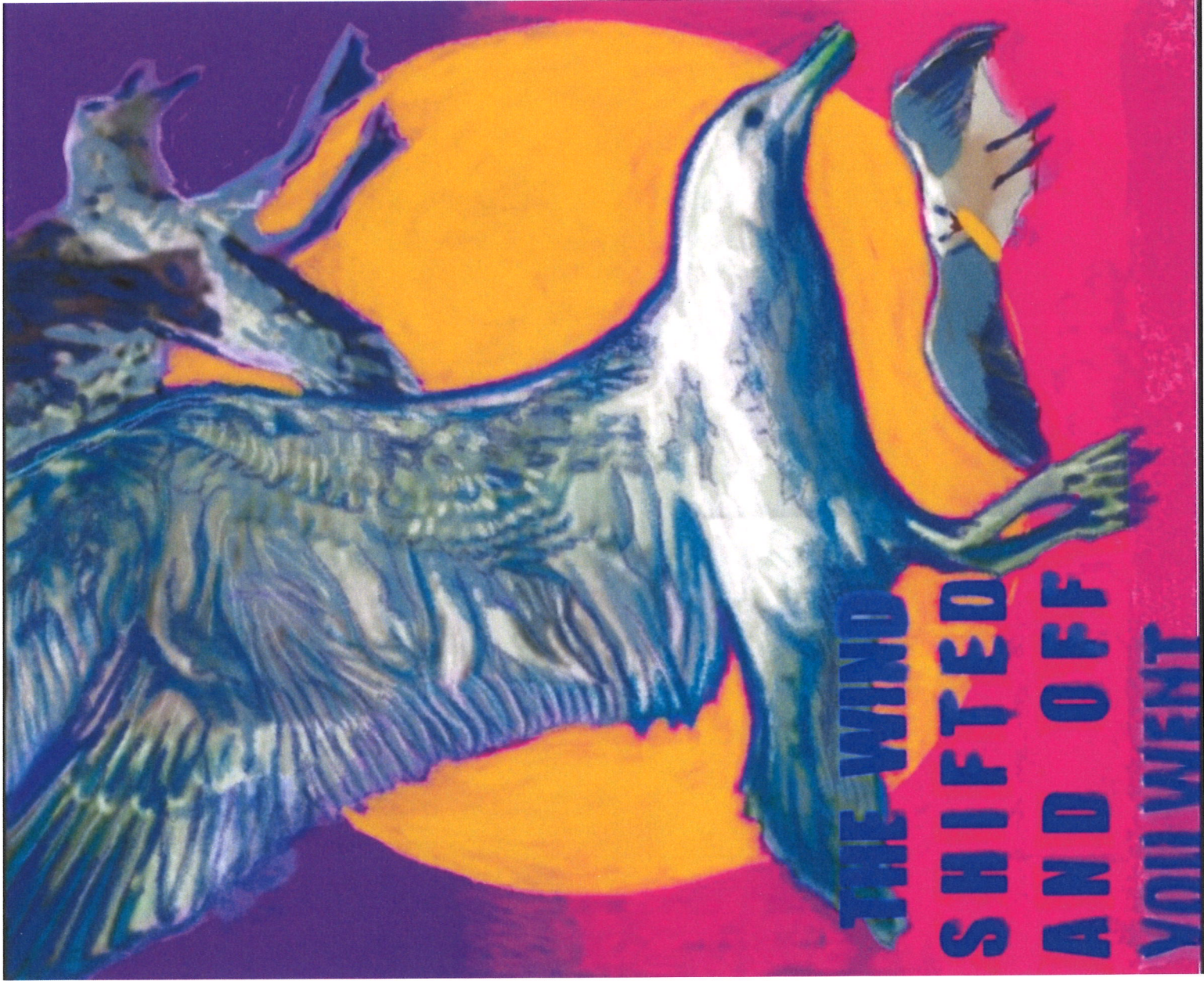
TRACIE THOMPSON

GREEN COVE SPRINGS, FL

Additional Comments:

Although I am living in Green Cove Springs and not currently a resident of Jacksonville Beach I have strong family ties to the area and would love the opportunity to be considered for this project. Thank you for your time.

As a freelance artist living in the Jacksonville area I strive to create images that inspire and ignite the imagination of my audience. My work can best be described as realistic with a whimsical twist. I take great pride in detailing my work to create a professional image and would be honored to be considered for your project. My design is based on the story Jonathan Livingston Seagull which was one of my late father's favorites. I spent much of my childhood at my grandparents home at the Beaches and I think this mural would add a fun colorful addition to the area. I would replicate this image onto the space using spray paint and brushing in details with latex paint. My timeline to finish this piece would be one week. Thank you for your time and consideration.



**THE WIND
SHIFTED
AND OFF
YOU WENT**

MARK T SMITH

JACKSONVILLE, FL

Additional Comments:

Additional Information can be found at the following links: Full PDF Presentation for Jax Beach Mural https://drive.google.com/file/d/1AzJpIN9XpWd8bNN-5_E5NJSxPsciT6qg/view?usp=drive_link

Additional Biographical information (featuring Atlantic Beach)
https://www.youtube.com/watch?v=f42o0JLELLw&ab_channel=MarkT.Smith

Artist Website <https://www.marktsmith.com/2025/02/the-third-act-solo-exhibition-at-mills-gallery-orlando-florida-202/>

Artist Instagram <https://www.instagram.com/marktsmithart/>

Artist Facebook
<https://www.facebook.com/millsgallery.orlando/posts/pfbid02pppwy9v9FGC3qHgCwPxFcZ6d3ise9CCXktHuZHpysmoKcdSHB9iTQ8XVaXYQPzrql?rdid=dIKgNHWuxOuXYkB7#>

JAX Beach Restroom Proposal Narrative

I propose a straight forward timeline for the creation of the JAX Beach Pier Restrooms building. I deploy the same process of all my clients. Preliminary Sketch (Included in this proposal), Final sketch with input / approvals from the Committee, Final Artwork. (Murals)

Stage One. Detailed sketch will be created for the artwork to be painted as the new mural. The artist will provide a completed, detailed sketch to the committee within 15 days of selection for review, suggestions and approvals. If required, the artists will submit a revised sketch to the committee no longer than a week after feedback is given by the committee. Final sketch will be approved no later than July 1st, 2025.

Stage Two. The artist asks that the building is prepped for paint with a primer and that all repairs or modifications to the building / surface are completed prior. We could plan to start the mural over the weekend of the 4th of July to attract media attention to the project and to take advantage of the crowds.

Stage three. The artist will work daily to complete the painting of the mural through the month of July. The artwork will be completed in 4-6 weeks after the start date, depending primarily on weather conditions. The painting timeline would not exceed August 15th, 2025. This will have the mural ready for unveiling for the Memorial Day weekend 2025. A plan designed to maximize media coverage of the new mural.

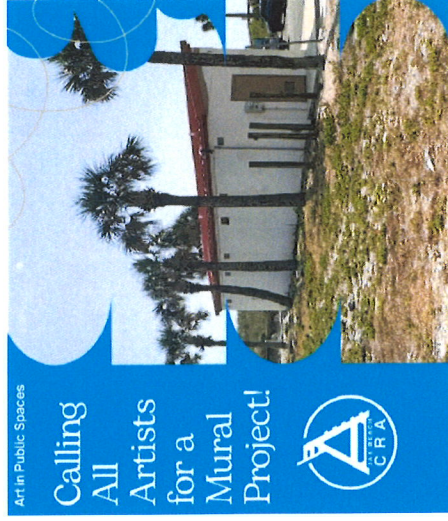


"GMO" Mixed Media 36x48 inches on stretched canvas 2013. (.2)

JAX Beach Restroom Proposal

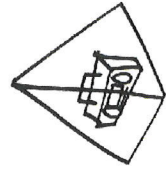
Due to time constraints, I have created an analog sketch for the project. The proposal is simple: a large octopus that wraps all the way around the restroom station building. I propose to paint this by hand, using spray paint, acrylic and paint pens. The entire building once completed, would be coated in a protective clear coat.

I started with the sketch on this page and roughly sketched how these would be placed on the building. On the beach facing side, the mural would be different, with the Octopus covering only the North, West and South facades. On the East Facade the design would feature a type design "JAX Beach" - perfect for a social media post while waiting for a friend using the facilities



JAX Beach Restroom Proposal Sketches

All images copyrighted by Mark T. Smith, 2025 - No rights are granted or implied.



JASON TETLAK

JACKSONVILLE, FL

Additional Comments:

I have worked on over 70 murals in 18 states, including being a featured artist for a number of mural festivals as well as painting for private commissions, municipalities, and non-profits. I also started a local initiative that helped revitalize the Murray Hill neighborhood of Jacksonville by installing more than 20 murals in graffiti prone areas, I founded the Jacksonville Mural Festival, and I am the executive director of the National Mural Awards. I have had murals voted "Best Public Art" in Jacksonville on three occasions, I have worked with comedian Josh Blue, winner of NBC's Last Comic Standing, I was featured on ESPN for my mural with NFL quarterback Baker Mayfield, and one of my murals even set a Guinness World Record for largest 3D painting.



MURAL NARRATIVE



My proposal for this mural project focuses on creating a bright, colorful design that will wrap around the entire building while celebrating the natural wonders of native Florida.

I have layered animal and plant imagery along with icons and patterns to create a composition that allowed me to display ten different native plant species, and over 20 different animal species. As part of the design, I wanted to represent different ecosystems and different parts of the environment as well. There are several references to water, which is an important resource here in Florida, but also sections that focus on land mammals, birds, pollinators, and insects to show how a diverse wildlife population is important.

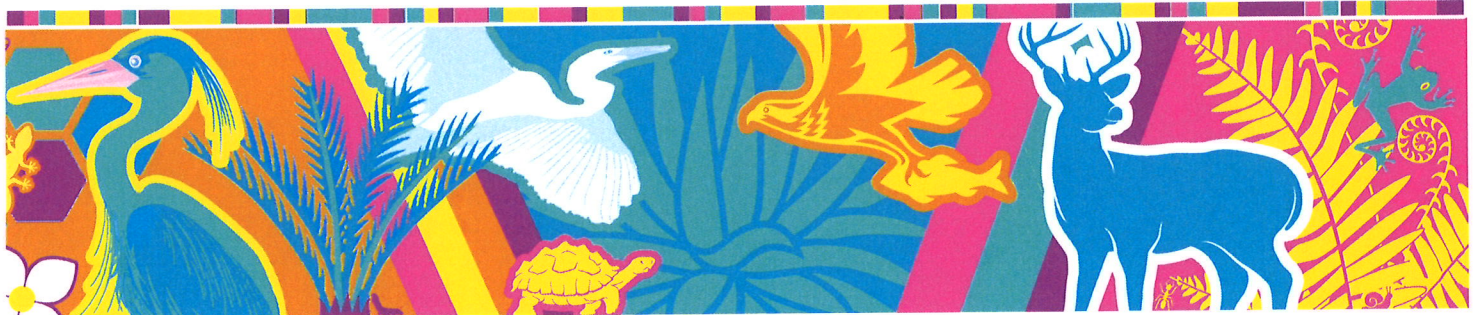
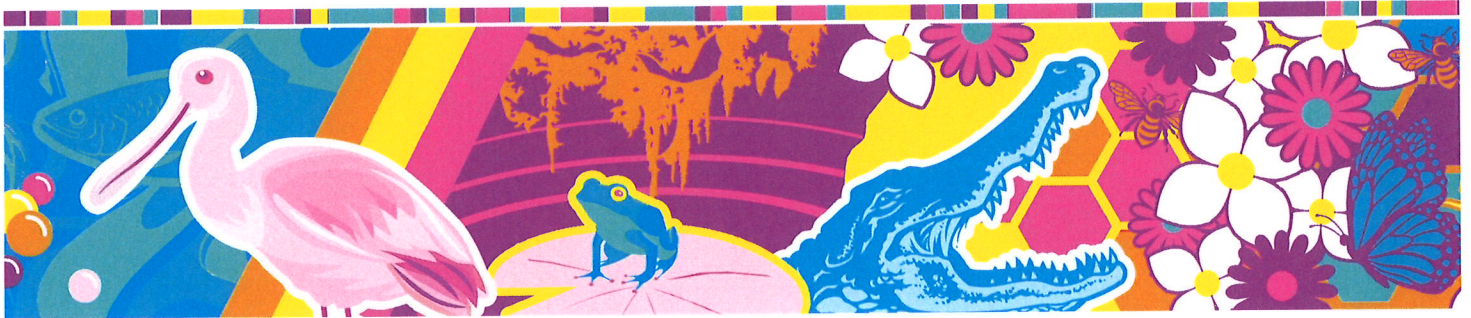
I also tried to showcase species that are more unique to this particular environment when possible, and less so on species that can be found in many different parts of the country. Some species are represented with larger, more prominent images, while others are shown in more subtle ways, with some insects and snails being almost hidden among the plants and patterns that fill the background.

I look forward to working with the selection committee to finalize this design by refining the animals selected to be featured, as well as adjusting the composition to fit the exact specifications of the wall.

Based on the size and scope of this project, and compared to others I have completed, I would estimate it to take 5-7 day to install the entire mural, depending on factors like weather, lighting and site access. My current calendar has a number of open spots that would allow me to begin work almost immediately.



MURAL CONCEPT





MURAL CONCEPT



ANNORA LEMIEUX

JACKSONVILLE, FL

Additional Comments:

Bringing Jax Beach to Life

This mural is all about capturing the magic of Jax Beach—those early mornings when surfers start their day by paddling out, the peaceful beauty of the sunrise over the ocean, and the simple joy of collecting seashells along the shore.

On the **front of the building**, two surfers ride a wave at dawn, bringing to life that feeling of total freedom when you're out in the water. Growing up at Jax Beach, I spent so many summers playing in the waves, admiring the surfers, and soaking in the sunrise—it's a scene that never gets old, and I want to capture that energy in this mural.

The **back and sides of the building** will feature massive seashells, inspired by a series of oil paintings I created. These larger-than-life shells showcase their intricate beauty and celebrate the timeless beach tradition of strolling along the shore, collecting shells.

This mural speaks to the heart of the Jax Beach community—the sunrise lovers, the surfers hitting the waves at dawn, and the beachgoers collecting seashells on long walks. More than that, it tells visitors what Jax Beach is all about: fun, adventure, and a welcoming, laid-back vibe that makes you feel right at home.

Project Timeline

I can get started ASAP! The mural itself should take around 2 to 3 weeks, depending on weather conditions. Once the paint has had time to fully cure (about 1 week, weather permitting), I'll come back to apply a non-sacrificial varnish, sealing the artwork for long-term durability. That final step will take just 1 day.

This mural isn't just a painting—it's a celebration of Jax Beach and everything we love about it. Let's make it happen!







DAVID WEBSTER

JACKSONVILLE, FL

Additional Comments:

5/29/2025

Dear members of the PAAC and CRA,

It is with great enthusiasm that I submit a concept for the Jax Beach Restroom Murals. I am a local artist and educator who has been doing mural work for over twenty years in the Jacksonville area. Most of my work has been on vehicles, panels, or canvas. In the last two years I began doing large scale murals for Duval Charter High School where I teach. Working on that scale has been a huge change from motorcycle murals where portraits are often the size of a quarter. It's given me a chance to really play with brush work, expressive color, and compositions that traverse over several different planes. It's a challenge to make the transition across these spaces that I enjoy resolving.

My concept for the mural is one of whimsy and humor that tries to pull out some engaging images that capture the enjoyment the beach brings to people. This mural concept celebrates that water, the beach, and relationship people have with it. That is why one side of the mural portrays people in the water. It creates a powerful color statement and is all about conveying the joy of being in the water.

Surfing is a huge part of the beach experience and Jacksonville probably has more surfers than anywhere outside of California. Jacksonville doesn't often have great waves, but it almost always has waves that a experience surfer can ride. I wanted to have an image of a surfer creating some spray right at the showers so it would tie into the shower experience. The lifeguard station is unique to Jacksonville Beach and was the product of my wife's father, George Patrinely, was an influential member of the Volunteer Life Guards. I was also a lifeguard for a few years after high school. So, I wanted to recognize the guard station in the mural as a beaches landmark in the scene on the back of the bathrooms. That scene contrasts the more in your face designs on the other three sides. Here the mood I am shooting for is the quietness that I like to come to the beach for. The colors are desaturated neutral grays and there is a lot of wide open space. I think the big palm trees play a part in the composition because the mural will be seen through them.

The great white shark on the left side is representative of the great white who frequents the area and for the most part goes unnoticed. That is fortunately the case with most sharks, although I will say I have always had an inner fear of them. I grew up in New Smyrna Beach, a city that has the unique title of shark attack capitol of the world. They are seldom serious attacks, but an attack is an attack. When I was in high school Jaws came out. The day it came out I was on the beach with my friends. One of them, Beverly White walked down to Main Street and dove into the surf. A shark bit her arm and she was on International News that day. It wouldn't have had a huge impact on me if I hadn't encountered a shark just after

hearing about it. I was walking out into the surf in knee deep water and a shark swam past me heading out from the shore. I didn't go back in the water that summer.

This concept I am submitting is just a mockup using found images to convey my ideas. When I do a commission, I generally communicate with my clients to find out what they have in mind and then build on it. I present this image only as a starting point to develop the finished mural from. The painting will be done with multiple mediums, from spray guns, spray cans, and brush work. My dad built house when I was growing up and my job was usually painting them, so painting walls is nothing new to me. I would like to do this project in the Fall, when the weather cools down some and I will be finished working on the two large mural commissions I have to do this summer. I think it will take two to three months to complete the project.

I live at 543 Peregrine Court, just off North San Pablo. We are zoned for Beaches schools and my kids attended Palms Preschool, Neptune Beach Elementary, and Mayport Middle. They learned to skate at the Skate Yard in Mayport and have been on Jacksonville Beaches since they were babies. I grew up living at the beach in New Smyrna and so the vibe that comes from being a part of that lifestyle is who I am.

I think it's great to see the community embracing local art and I hope you will enjoy my proposal. This is my Instagram account with some of my murals and projects over the last ten years.

<https://www.instagram.com/djw5108/> [instagram.com]

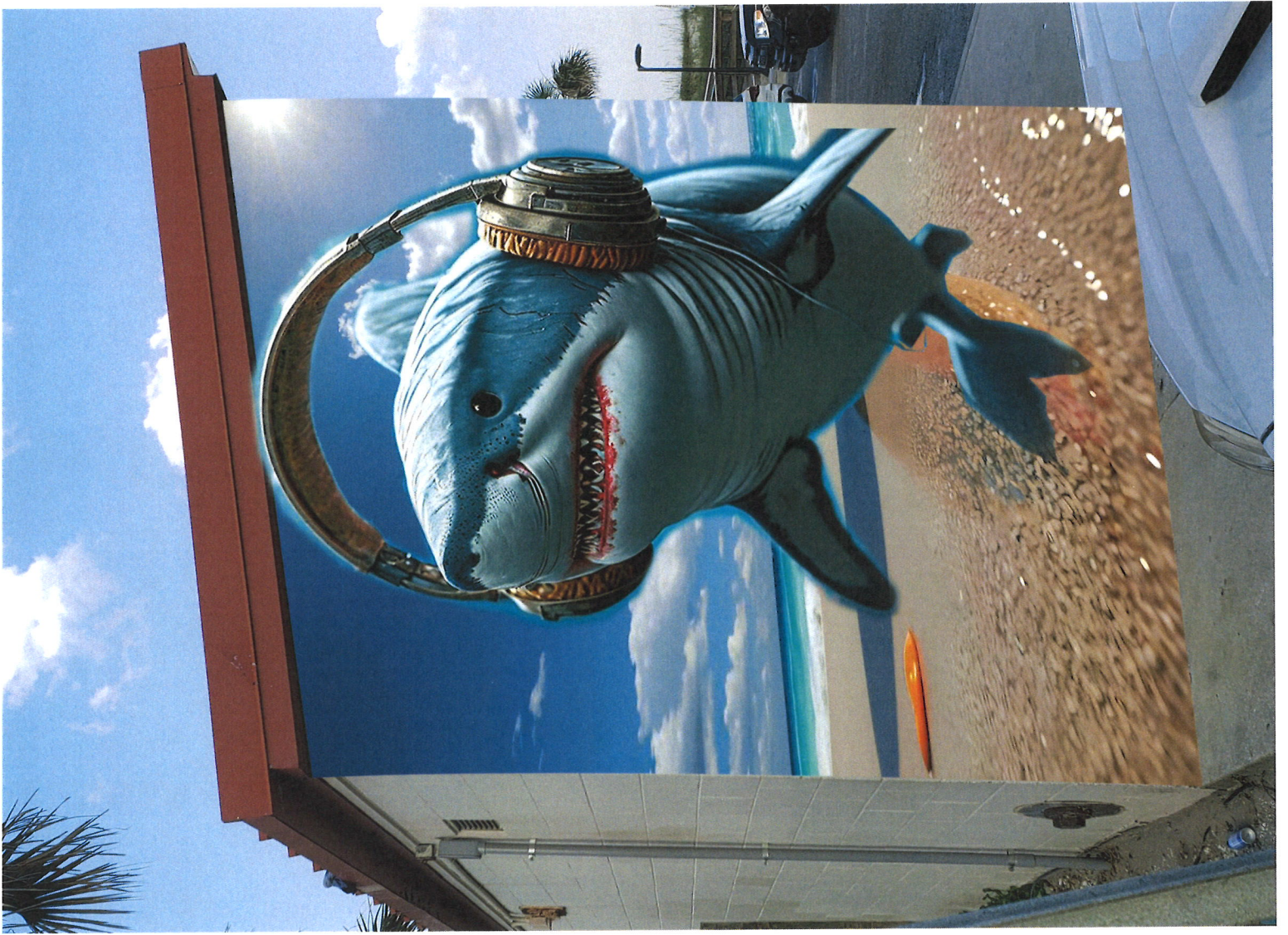
Sincerely,

David Webster

















WILLIAM “CLAY” MISNER

JACKSONVILLE, FL

Additional Comments:

My name is Clay Misner and I'm a working artist in the Jacksonville beach area. I recently started my own business "Jax Murals" that focuses on providing different companies and businesses with bold, colorful works of art to help transform their atmosphere while making a lasting impression on clients and customers.

Although my current address is right over the ditch, I have been living in and around the beaches area since 2006 when I attended and eventually graduated from UNF with a bachelors degree in fine arts. My work has been displayed at local establishments across the beaches such as SunDeli, Pete's and Mangoes. I also participated in the Art Republic murals that you can see when driving along Mayport road. I collaborated with 8103 and Strata clothing companies as well as participated in many of the art walks that are held in Neptune and Jax Beach.

I have a wife, a three year old son, and a new born baby girl. We love the Jacksonville beaches and I couldn't imagine living anywhere else. It would be an honor and privilege to add my artwork to such an iconic spot at the beach.

Jax Beach Restroom Mural

Narrative / Timeline

Clay Misner

I have been surfing and hanging out at the pier and local beach side establishments for almost 20 years and I believe my submission encapsulates just that. With my “doodle” style that I crafted back in college, I have brought to light many of the shared experiences that Jax beach locals cherish. As you can see from my rendering, the Pier is place where locals can come together and catch a wave, soak up the sun and the wildlife, or catch a military jet flying overhead. I even added a nod to the original surf group from the 70’s “Rat Town”.

Wether you are a local or just visiting, the mural I am proposing will add even more color to the beaches and provide an opportunity for interactive photos. In today’s digital age we can capitalize on the use of hashtags and social media to share our own personal stories of what we love about the Jacksonville Beach area and I would like the opportunity to provide the background for such an occasion.

This mural would mean the world to me and my family. My wife and I both work at the beaches and spend the majority of our leisure time on the sand and in the shops and restaurants that support our local community. We look forward to having our children grow up here and to be able to show them all of the beautiful places we fell in love with and choose to call home.

I think my design would be a great fit for our local residents and out town visitors alike to showcase our world class beach and most importantly our community that we all have fell in love with.

Materials

This will be painted in high quality outdoor UV latex paint along with high quickly Montana spray paint. I will tape off any signs or materials you would like to keep shown.

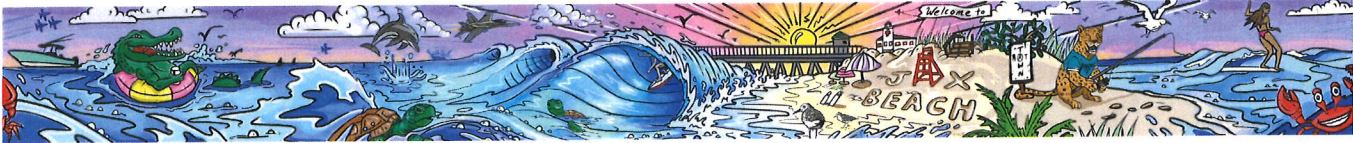
Timeline

The project should take about 2 weeks once stated. (weather dependent with rain and heat) . I may have to paint at night and early mornings with the heat getting to hot for the up coming months. Start time can be within a few weeks if selected.

Jax Beach Restroom

Mural Proposal 2025

Clay Misner









ASHLEI FRANKLIN
JACKSONVILLE, FL

Additional Comments:

Ashlei Franklin Mural Proposal Narrative

This vibrant mural design celebrates the unique spirit and natural beauty of Jacksonville Beach through a joyful composition featuring hibiscus and plumeria flowers, tropical leaves, radiant rays of sunshine, and graceful monarch butterflies. Each element is carefully chosen to reflect the warmth, vibrance, and life that define the beach community.

The hibiscus and plumeria flowers symbolize tropical beauty and resilience, echoing the lush flora that thrives along the coastline. The tropical leaves create a dynamic, layered background that evokes the lush greenery surrounding the area. Monarch butterflies, a universal emblem of transformation and renewal, flutter throughout the design, representing the ever-changing tides of creativity and growth within this vibrant community. The golden rays of sunshine tie the piece together, radiating positivity and Florida's joy!

This mural is intended not only as a colorful, eye-catching work of art but as a meaningful addition to the Jacksonville Beach community. It will serve as a daily reminder of the joyful, lively, and welcoming nature of beach life, a celebration of both the natural environment and the diverse people who make this community so special. The mural invites residents and visitors alike to pause, appreciate, and connect with the wonderful presence of love that unites each of us, fostering community and togetherness.

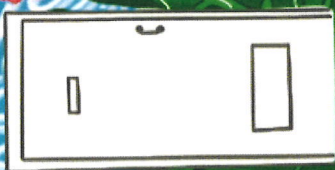
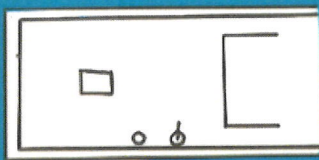
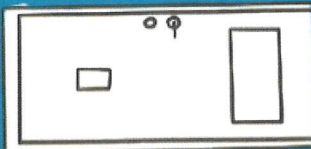
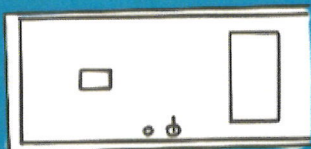
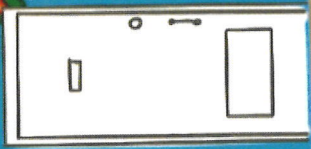
Project Timeline:

- **June 9 – June 14:** Preparation and foundational painting. This phase includes surface cleaning, priming, and applying base layers to ensure longevity and vibrancy of the mural.
- **June 19 – July 5:** Mural completion and detailed work. During this period, the full design will be painted, refined, and finalized to achieve its full expressive potential.

I am confident that this mural will be a stunning, vibrant focal point that enhances the cultural landscape of Jacksonville Beach and uplifts the community's spirit. It is my passion to bring this vision to life with energy, precision, and deep respect for the community's identity.

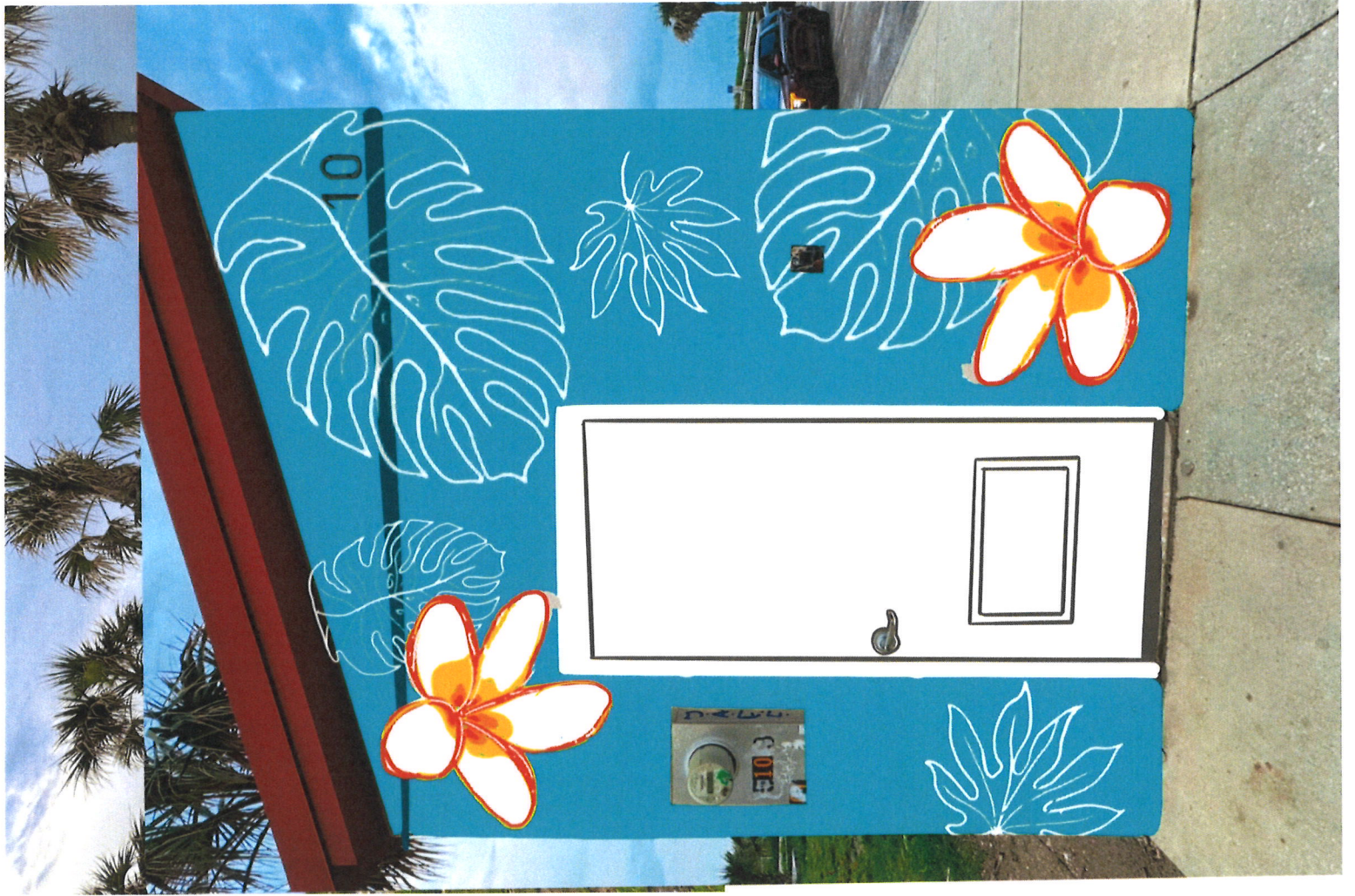


RESTROOMS



RESTROOM HOURS
Monday - Friday 8:00 AM - 5:00 PM
Saturday 9:00 AM - 4:00 PM
Sunday 10:00 AM - 3:00 PM

RESTROOM HOURS
Monday - Friday 8:00 AM - 5:00 PM
Saturday 9:00 AM - 4:00 PM
Sunday 10:00 AM - 3:00 PM





Barbara Elizabeth
Carter, eye candy



LAUREN KLOSE
PONTE VEDRA BEACH, FL

Additional Comments:

Title: Happiness Comes in Waves

The mural “Happiness Comes in Waves” transforms a functional beach structure into a bold, uplifting piece of public art. It features a radiant sun dipping into a sea of stylized blue-green waves, and evokes a sense of calm, joy, and natural rhythm. The slogan is rendered in a strong, confident typeface that balances the fluid motion of the waves, reinforcing the mural’s positive message.

The composition is both modern and timeless—perfectly suited to the laid-back, sun-soaked personality of Jax Beach where the ocean isn’t just scenery—it’s a way of life. This mural celebrates that intimate connection with the water and invites everyone to slow down, breathe deep, and enjoy the beauty around them. “Happiness Comes in Waves” reflects the belief shared by the Jax Beach community: that joy, healing, and inspiration come in natural cycles, just like the tides.

I’m proud to be eligible for this opportunity due to my strong personal and creative ties to Jax Beach. For over a decade, I’ve raised my children in this community and have spent countless days enjoying its shoreline, connecting with neighbors, and finding inspiration in the rhythm of the coast. This place is part of my family’s story, and that deep connection is what fuels my passion for creating artwork that reflects and uplifts our shared spaces.

I’m available as early as July 7th to start this project and I

believe it would take me 1 week to complete.

Thank you for your consideration!



Jacksonville Beach Public Art Advisory Committee

MURAL PROPOSAL BY

Artistic Airz

PROPOSAL FOR JAX BEACH PIER RESTROOM BUILDING:

HAPPINESS COMES IN WAVES

MATERIALS TO BE USED: Behr Dynasty exterior satin latex paint, rollers and brushes, various specialty tools

TIMELINE: Available to start work as early as July 7 with 7 day estimated completion time

PROCESS: Based on design choice, artist will project or doodle grid mural sketch onto the enclosure then paint and continue refining the mural until completion

Artistic Air

HAPPINESS

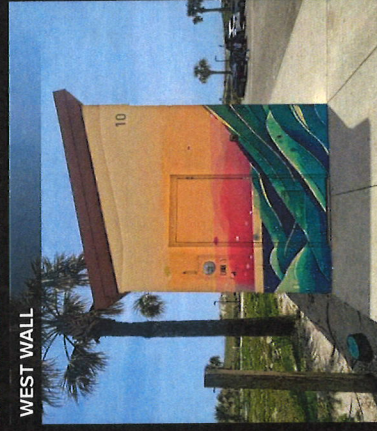
This colorful but calming beach scene blends into its surroundings seamlessly creating a beautiful photo op for anyone passing by. The watercolor style exudes a sense of vibrant tranquility, reinforcing the saying "Happiness Comes in Waves" and appeals to the vibe that beachgoers have when enjoying the surf and sand.

Some of the most beautiful things last just moments like the sun rising, or the changing colors of the sky in the early morning. This piece re-enforces the concept to enjoy life in the moment.

Artistic Fire



SOUTH WALL



WEST WALL



NORTH WALL

ADRIANNA CAPASSO
PONTE VEDRA BEACH, FL

Additional Comments:

Adrianna Capasso

5/21/25

As someone born and raised in Jacksonville Beach, this mural is a personal tribute to the people, culture, and rhythm of the place I've always called home. Each side of the Pier Parking Lot Restroom building tells a unique story meshed together through movement, color, and meaningful local references that reflect the soul of Jax Beach.

- **Front Wall (Main Entrance):** The central piece features an **abstract interpretation of water, coastal plants, and flowing organic shapes**. Inspired by the movement of the tide and the natural beauty of the beach, this section sets the tone with a calming yet vibrant composition that welcomes visitors with texture and color.
 - **Back Wall:** A portrait-style mural of the **Thompson Brothers**, well-known local surfers, honors Jacksonville Beach's deep surf roots and pays tribute to the locals who've shaped the scene for generations.
 - **Right Side Wall:** A playful, energetic depiction of **Jaxson de Ville surfing a wave** brings in hometown pride and sports culture, blending fun and community spirit with the coast.
 - **Left Side Wall (Street-Facing):** The **Rat Town logo** boldly faces the street, anchoring the mural in local identity and recognizing the creative culture that thrives here in Jacksonville Beach.
-

How It Aligns with the Community

This mural reflects the real Jacksonville Beach—its surf culture, its team pride, its creative roots, and its natural beauty. It's designed to invite locals to feel seen, and for visitors to instantly feel the personality of the town.

Timeline

- **Anticipated Start Date:** August 5, 2025
 - **Anticipated Completion Date:** August 20, 2025
(Estimated 10–15 days, weather permitting)
-

Images:

Adrianna Capasso

5/21/25



Adrianna Capasso

5/21/25



Adrianna Capasso

5/21/25



Adrianna Capasso

5/21/25



Adrianna Capasso

5/21/25



MICHAEL KULIK

ATLANTIC BEACH, FL

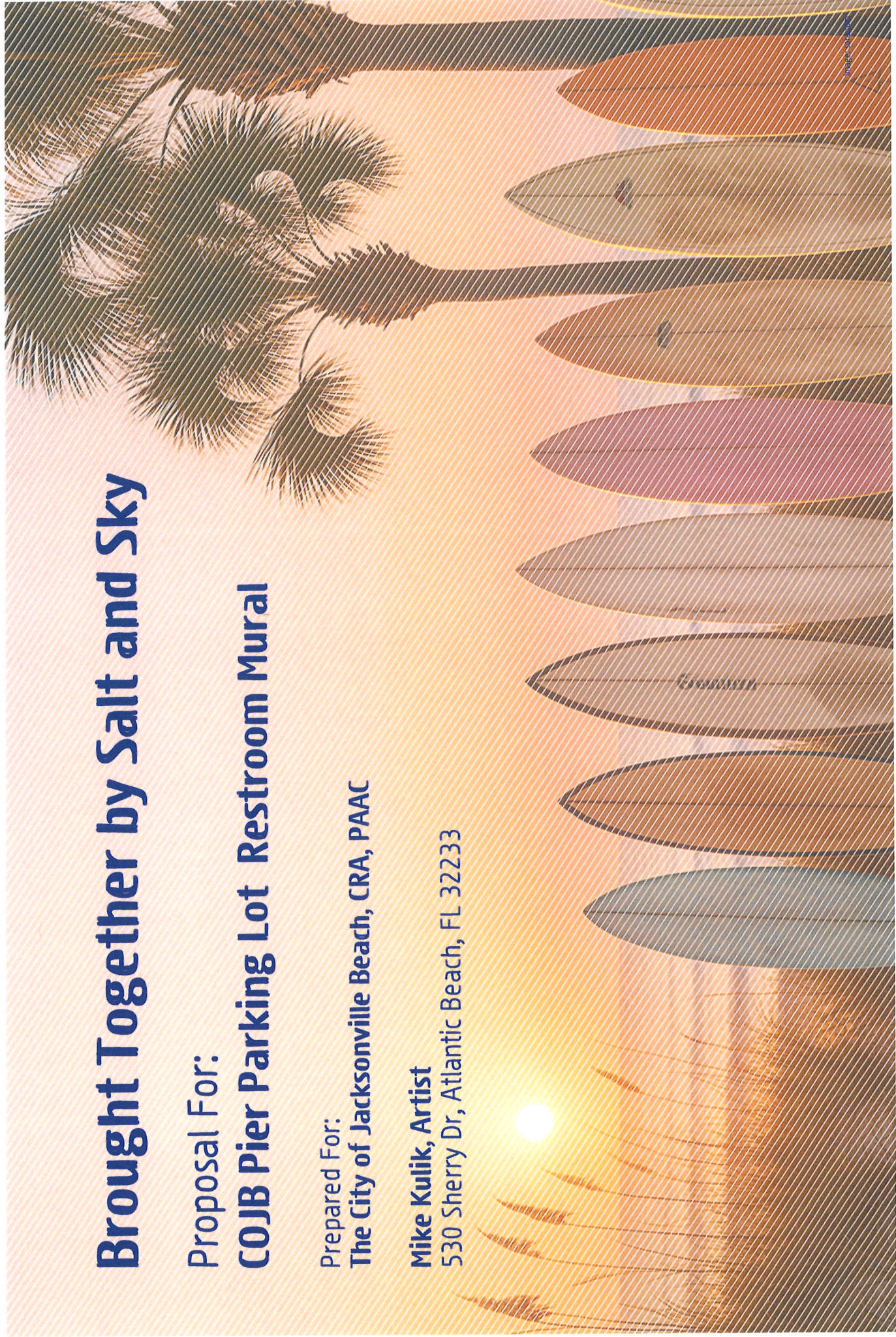
Additional Comments:

Brought Together by Salt and Sky

Proposal For:
COJB Pier Parking Lot Restroom Mural

Prepared For:
The City of Jacksonville Beach, CRA, PAAC

Mike Kulik, Artist
530 Sherry Dr, Atlantic Beach, FL 32233



Project Understanding

The Pier Parking Lot Restroom Mural is a chance to enhance color and character to a central spot in Jacksonville Beach. Led by the City, CRA, and PAAC, this project provides an opportunity to create a bold, welcoming mural that captures the active, artistic, and inclusive vibe of our beach life. Covering about 900 square feet, the artwork will reflect the energy and spirit of our community, something locals and visitors alike can enjoy. The mural's design is envisioned as a continuous composition around the building.

Process: Vibe Analysis

This place speaks.

Jax Beach imparts lasting impressions that resonate: coastal communities with lifestyles so immersed in context that we are inseparable. Part of what we hold so valuable is what we share with the world—exciting, welcoming, and vibrant atmospheres that spark a conversation & become a daily ritual. **The beaches are our place and purpose.**



Character Image Credits, left and above: (from top left, clockwise) (The Frappé Life, n.d.), (Emmaania Observer, 2023), (Reddit user, 2023), (Shutterstock, n.d.), (WDSR News, 2023), (iStock/Getty, 2013), (Florida Wildlife Foundation, n.d.), (The Frappé Life, n.d.), (Emmaania Observer, 2023), (Reddit user, 2023), (Shutterstock, n.d.), (WDSR News, 2023)

Process:

Vibe to Vision Key Elements

Salt and Sky

The mural will move with the rhythms of sun, moon, and tide, linking people, wildlife, and landscape through a shared flow. From gopher tortoises and shorebirds to surfers and waves, it should celebrate nature's motion as a **unifying force**.

Coastal Life

Scenes of surf, art, fishing, and local culture blend into the mural's landscape, reflecting Jacksonville Beach's energy and spirit. It's a portrait of life shaped by the coast—**joyful, active, and connected**.

A Shared Horizon

Through color and movement, the mural invites all to find themselves in the scene. It's a tribute to beach life and the **feeling of belonging beneath a wide, open sky**.



Image credits: sora.com

p: 776-418-0607 | e: mikulik137@yahoo.com | a: 530 Sherry Dr, Atlantic Beach FL 32233

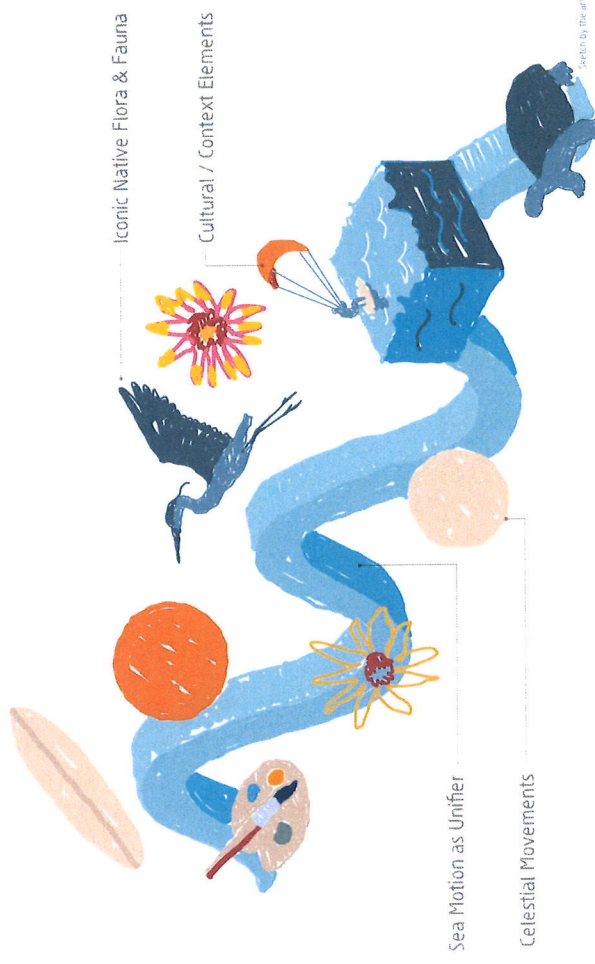
Vision Statement: Brought Together by Salt and Sky

Brought Together by Salt and Sky is envisioned as a vibrant, continuous narrative painted across the four walls of the Pier Restroom building—a fluid mural that tells the story of Jacksonville Beach through movement, color, and connection. Inspired by the dynamic rhythm of the tides, the arc of the sun, and the pull of the moon, the composition flows like the sea itself, weaving together people, nature, and culture into a single unified scene.

At its core, the mural **celebrates the coastal ecosystem as both life-giving and unifying**. Flourishing flora and fauna pulse with the same energy as the community that surrounds them: residents and visitors drawn to the coast for joy, motion, and belonging.

From one face of the building to the next, the mural moves seamlessly, sunrise to moonrise, tide to tide, expressing how sea and sky connect us all. **It is a living portrait of Jacksonville Beach, where the natural and cultural landscapes are forever in motion, and forever intertwined.**

Vision Diagram (Foundation for Mural Design, Next Page)



Scale by the artist

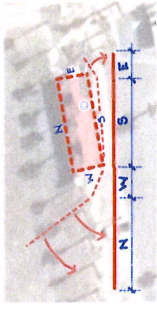
Mural Design

Mural Structure: Continuous Narrative

The mural is envisioned to wrap the entire building in a continuous narrative composition. The continuous narrative has been utilized by artists for thousands of years as a means of telling a story, with multiple scenes portrayed, in one continuous composition.



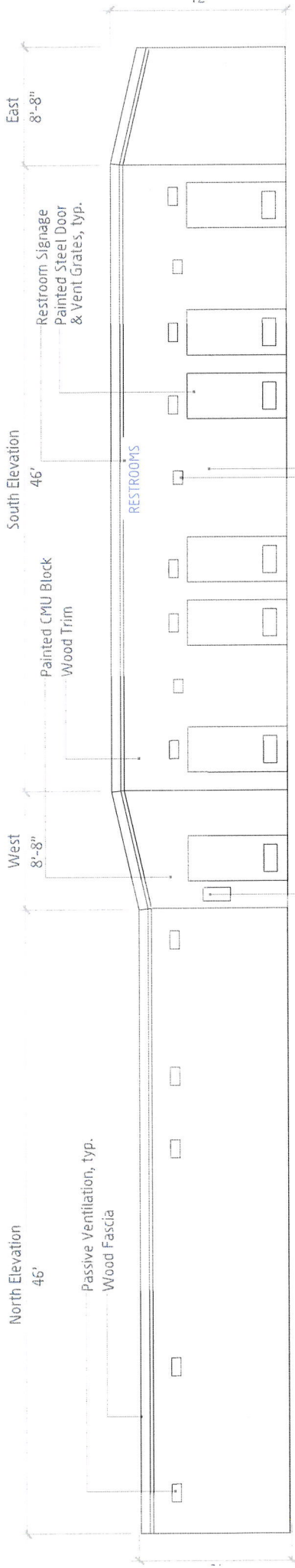
Image credit: Wikimedia Commons



"Unfolding the Box" Key Map

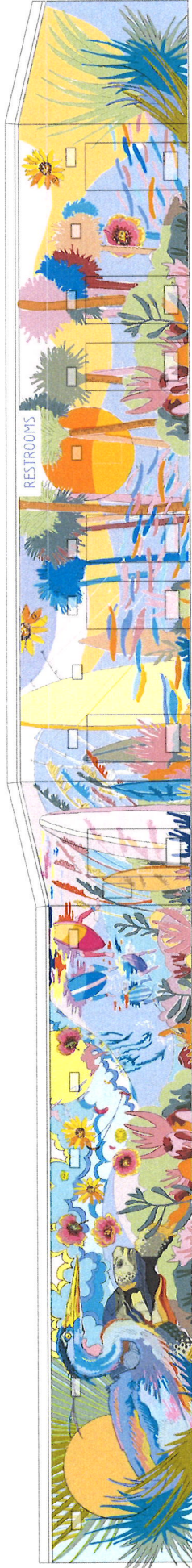
Existing Conditions: The Canvas

The building is CMU construction, with surfaces including painted CMU block, wood veneer, painted steel doors, and a variety of fenestrations and signage.



Composition

Brought Together by Salt and Sky will wrap the building in a continuous narrative format, composing the story and qualities of our beach communities via an array of dynamic, colorful, and inviting scenes **tied together by the movements of the sea and sky.**



Sun and Dunescape

Active Ocean

Surf Forest

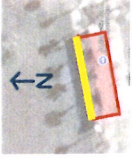
Vibrant Sea

Equilibrium

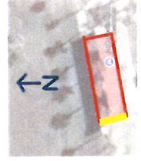
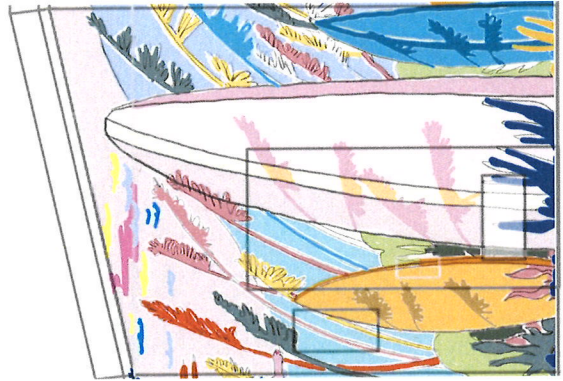
Coastal Hammock Transition

Enlargements

North Elevation (Facing North Promenade / Casa Marina)

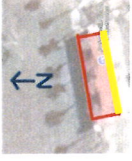


West Elevation (Facing Mango's)

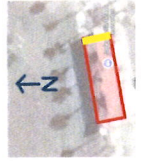
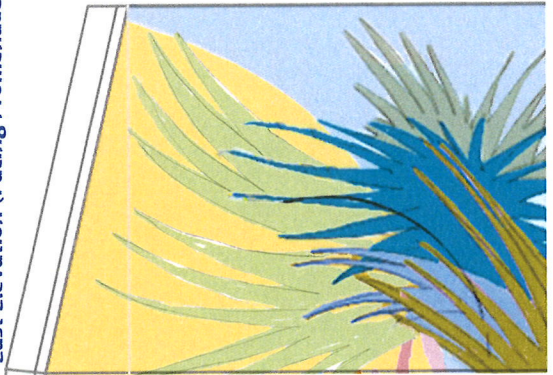


Enlargements

South Elevation (Facing Parking / South Promenade)



East Elevation (Facing Promenade / Dunes)



Schedule of Delivery

Pier Parking Lot Restroom Mural Conceptual Task Schedule

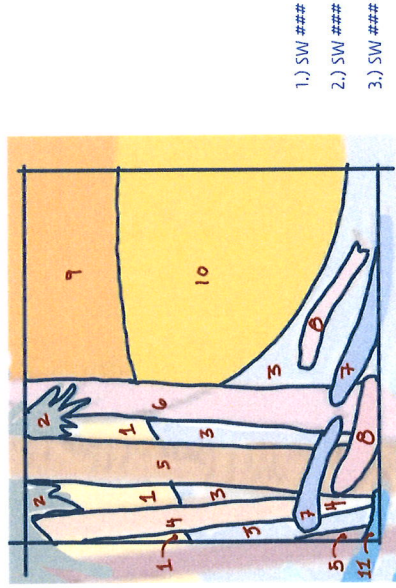
Phase	Description	Timeframe
Phase I	Layout & Cartoon Outline	Week One
Phase II	Base Field Layers	Week Two
Phase III	Details	Weeks Three & Four*
Phase IV	Punch List & Project Closeout	Week Five

* Mural mostly detailed by July 4 assuming project commencement on June 6th and no significant storm or event disruptions.

Post-Installation Care: Maintenance Color Manual

A general maintenance color manual will be furnished to the City upon completion of the project. This manual will be a graphical diagram complete with a reference schedule of paint colors & specifications for use by the City's Building Maintenance division in applying touchups to affected areas over the years. Reference numbers can be easily brought to any paint shop and be mixed / replicated. **This mural is designed with large fields of color and targeted detailing with future maintenance in mind (you don't need to be an artist to touch up paint!)**

Maintenance Manual Diagram Example



Nicole DeFeo

ATLANTIC BEACH, FL

Additional Comments:

Jax Beach Mural Proposal

“Balance by the Sea” is a vibrant, symbolic mural that reflects the heart and soul of Jacksonville Beach — a place where nature and community exist in harmony. At the core of the piece is a radiant sun-and-moon motif, inspired by the concept of yin and yang, symbolizing the duality of the beach lifestyle: peaceful yet lively, grounded yet free-flowing, wild yet still.

This idea plays out across two connected scenes:

On one wall, the sun rises over coastal dunes, casting light on native vegetation and a yoga figure in Low Lounge Pose, positioned against abstract wave forms and rising energy. The radial wave design is an ode to the surf community and the local legends of Jax beach. As the viewer moves through the scene, it transitions from the vibrant activity of the day to the tranquil stillness of the night. The piece captures the dynamic interplay between human activity and the natural environment. **(Mural Lauren Pumphrey)**

On the opposite wall, the full moon is this central motif and it is flanked by vivid scenes from our coastal ecosystem: To the left, native flora like sea grapes, pelicans, seagulls, and migrating monarchs remind us of the region’s biodiversity and natural rhythms. To the right, underwater life, connects us to the mystery and vitality of the Atlantic. The bright, overlapping circular elements symbolize the sun, sea, and sky, weaving the land and marine environments together with warmth and flow. **(Mural Nicole DeFeo)**

The entire composition is unified by graceful movement and balance — a visual representation of how all elements of Jacksonville Beach, both human and wild, are interconnected. It’s both meditative and celebratory, a reflection of the community’s identity and its connection to nature.

The mural will wrap around all four sides of the restroom building, unifying the structure with continuous visual motion. Organic shapes, layered colors, and symbolic forms flow seamlessly from one scene to the next — a meditation on balance, rhythm, and the living connection between people and place.

Community Alignment:

Balance by the Sea supports the city’s public art mission by:

- **Celebrating local identity and biodiversity** with native wildlife, coastal landscapes, and symbolic elements of wellness
- **Transforming a utilitarian structure** into a reflective, photographable coastal landmark
- **Promoting environmental appreciation** through visual storytelling rooted in natural cycles
- **Empowering community pride** by showcasing the work of two locally invested artists and educators

The mural brings color, meaning, and movement to a high-traffic area while honoring Jacksonville Beach as both a destination and a deeply lived place.

Artist Team:

Nicole DeFeo is a professional muralist and the Visual Arts Department Head at LaVilla School of the Arts. Her public art appears throughout Jacksonville and Jacksonville Beach, and she has served as Creative Director for events like the Honey Island Music Festival and Loggerhead Longboard Competition.

Lauren Pumphrey is a muralist, K–5 art teacher, yoga instructor, mother, and founder of *Floral Utopia*, a small business focused on wearable, nature-inspired art. Her public murals emphasize mindfulness, beauty, and community connection.

Together, Nicole and Lauren bring a rare combination of creative practice, arts education, and community engagement — a partnership that reflects the very harmony this mural aims to convey.

Timeline & Commitment:

As full-time art educators currently on summer break, both artists are fully available to begin work immediately. If selected, they are committed to completing the mural by **the end of July 2025**, with the following estimated timeline:

- **Design Finalization & Prep Coordination** – 1–2 weeks
- **Site Prep & Material Delivery** – 1 week
- **Painting & Sealant Application** – 3–4 weeks (weather dependent)

- **Total Project Duration** – 6–7 weeks from approval



RESTROOM
HOURS
10:00 AM - 5:00 PM
7 DAYS A WEEK





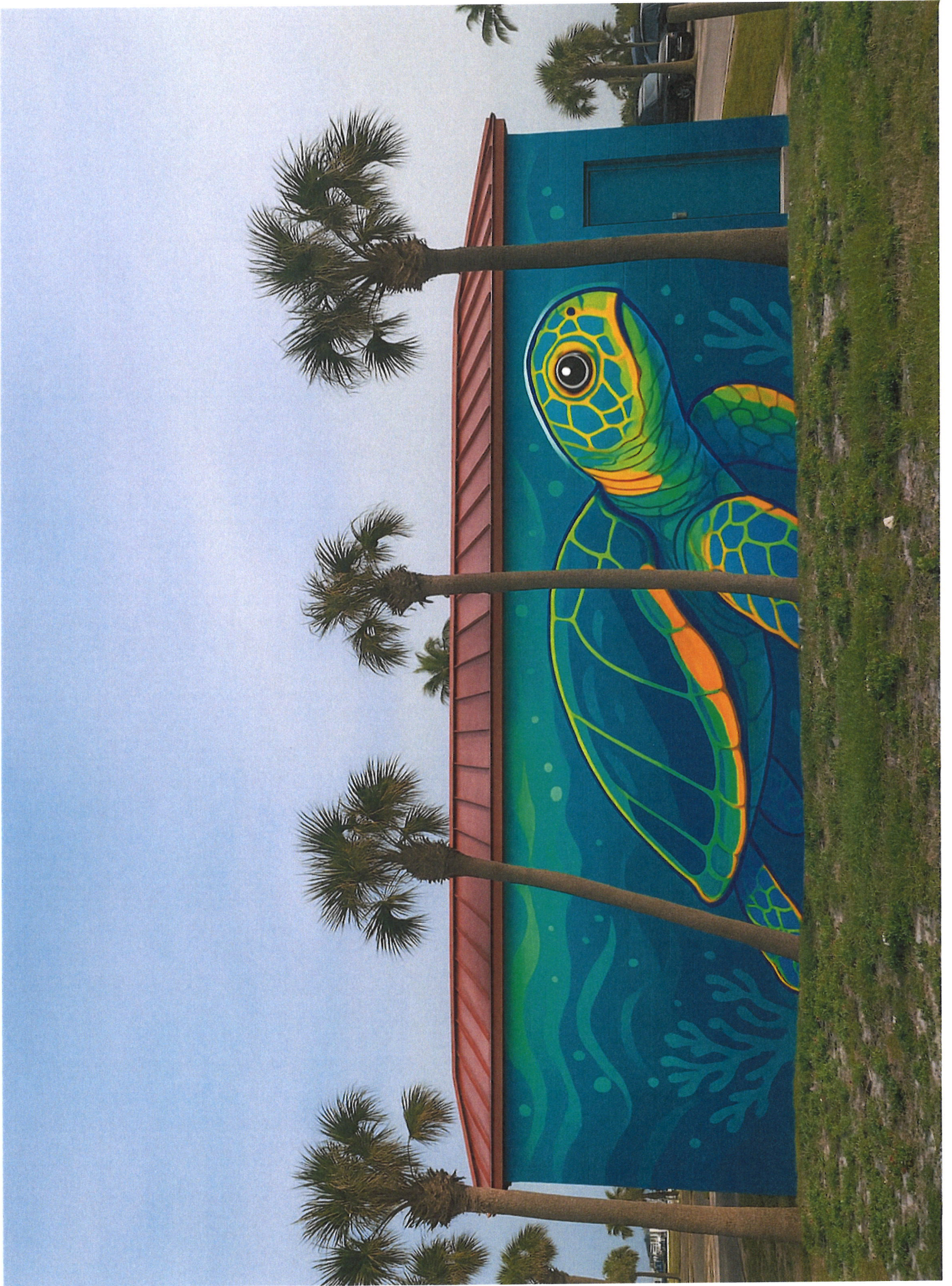


JONATHAN LYNN

ATLANTIC BEACH, FL

Additional Comments:

I appreciate the City of Jacksonville Beach investing in public art from local artists and it's a honor to submit. I also have additional information and examples of my work on my website mrjonlynn.com





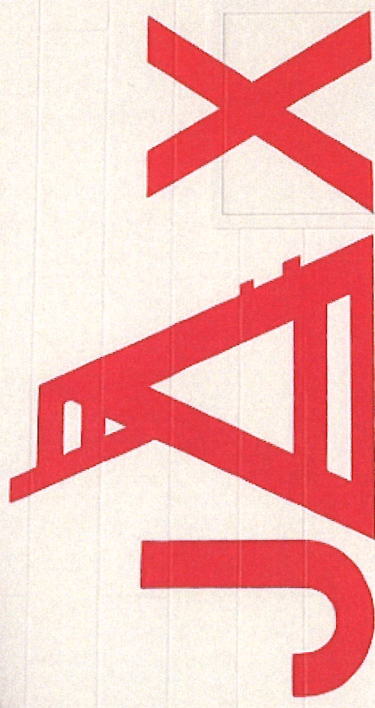
JACKSONVILLE BEACH FLORIDA • FIRST COAST'S WEST BEACH



RESTROOMS



10



EST. 1907

BEACH



Narrative for the Mural Proposal with Timeline

By Jonathan Lynn

I'm incredibly excited for the opportunity to apply to paint a mural in the Pier parking lot, a place that has been close to my heart for decades. Having lived in Jacksonville Beach most of my life, this location is more than just a spot on the map... it's part of my personal story.

The concepts featured in this mural come straight from my heart. The main image, a wave paired with the silhouette of the pier at sunrise, is burned into my memory. As a kid growing up here in the 1990s, I would regularly wake before dawn, hop on my beach cruiser, and ride to the pier so I could be in the water as the sun came up. I must have done that a thousand times. Later, when the new pier was being built, I had a front-row seat to its construction from my job at First Street Grill. That vantage point deepened my appreciation for this iconic structure. For me, the pier will always be paired with the beauty of early morning waves and the soft light of sunrise.

On the back of the building, I've chosen to feature a sea turtle — another deeply meaningful symbol. Surfing has brought me so many peaceful encounters with these gentle creatures, surfacing beside me with their curious eyes and intricately patterned shells. I've always loved their curious expression and the quiet magic they bring. As my kids get older, and my mornings become free, I look forward to joining the turtle patrol; searching for nests and watching baby sea turtles making their way to the ocean. It's something truly special that our beaches serve as a nesting ground, and I believe celebrating and protecting that natural wonder is important.

For the building's end caps, I've chosen to honor the identity of Jacksonville Beach with the inclusion of two logos. One features the Jacksonville Beach wordmark with the lifeguard chair; a design I've always admired, especially when I see it displayed on the South Jax Beach water tower. I'm not sure who originally created it, but I believe it's too good of a design not to include in this public space. On the opposite end, near the shower, I've chosen the official city seal of Jacksonville Beach. As someone who earned a Master's in Public Administration, I'm a bit of a government design geek. I love municipal seals and flags, and I find ours to be beautifully rendered and worthy of display.

This mural is more than an art installation. It's a tribute to my hometown, a celebration of our shared coastal identity, and a homage to the place that shaped who I am. Through this work, I hope to create something that resonates with residents, honors our history, and welcomes visitors with the spirit of Jacksonville Beach.

Proposed Timeline

As a full-time teacher, my last day of school is [insert exact date if needed], and I will be available to begin work on the mural immediately afterward. With the summer months free, I am fully committed to completing the project in a timely and focused manner.

The mural is large in scale and, under ideal weather conditions, will require approximately **80 hours of active painting time**. Given the realities of Florida's summer weather — including frequent afternoon storms and high humidity — I am building in a flexible buffer to accommodate rain delays and necessary drying time.

Estimated project timeline:

- **Start Date:** Monday June 9, 2025
- **Active Painting Time:** ~80 hours over 2–3 weeks
- **Projected Completion:** Monday June 30, 2025, weather permitting
- **Contingency Buffer:** Up to 1 additional week if necessary due to weather delays

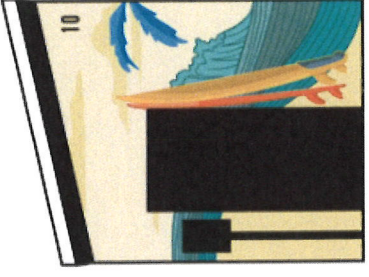
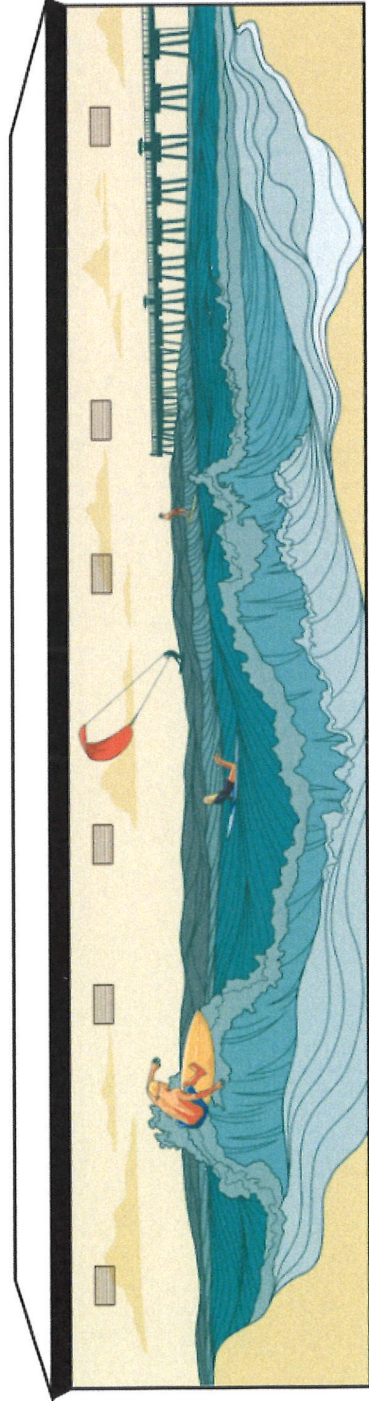
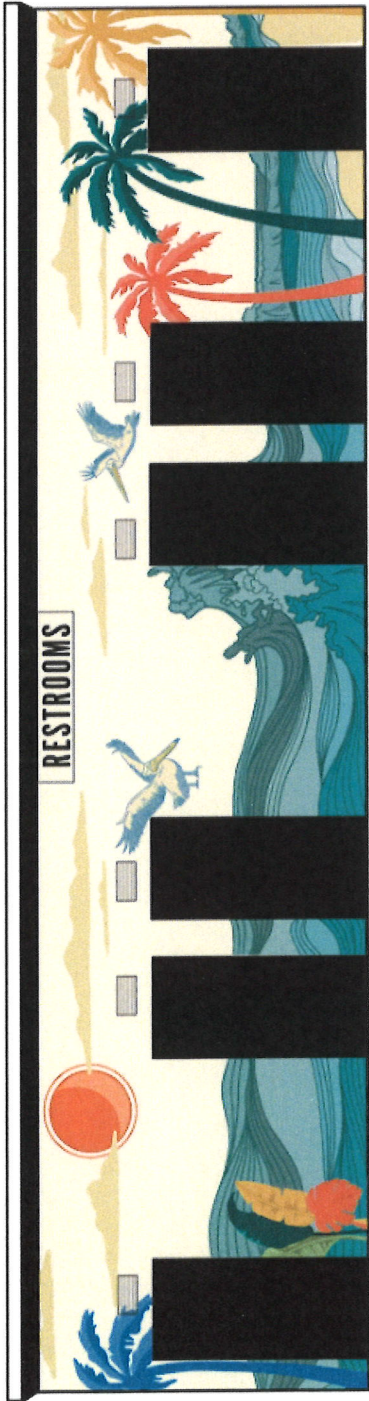
I will work primarily during early mornings and evenings when temperatures are cooler and conditions are more favorable for painting. I'm happy to coordinate with city staff regarding access, site prep, and any needed logistics.

GRACE SEYMOUR

ATLANTIC BEACH, FL

Additional Comments:

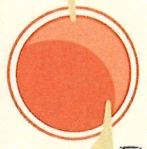
Thank you for the opportunity you have blessed the artists of Jacksonville Beach with! If I were chosen for this mural, I would pour my entire heart into the creation of it, and execute with intention.



RESTROOMS

RESTROOM HOURS
MAY 10:00 AM - 10:00 PM
OCTOBER - FEBRUARY
SAT 8:00 AM

RESTROOM HOURS
MAY 10:00 AM - 10:00 PM
OCTOBER - FEBRUARY
SAT 8:00 AM









Jacksonville Beach Mural Narrative

When I think of the personality of Jacksonville Beach, a few attributes immediately come to mind: Surfing, the pier, waves, wildlife, vintage and warm colors, tropical foliage, and the Jacksonville Jaguars. If I were to showcase all of these features together as one, this is the result of my interpretation. We begin with the ocean, which then flows into a jaguar shaded by banana leaves and monstera, leading into a wide scene of surfers at the Jacksonville Beach pier. My piece is meant to advertise the motion and flow of the vibrant community life we are so blessed to have, while also leaving a sense of nostalgia with the viewer. In addition to this base concept, I wanted my design to flow with the existing attributes of the bathroom – the waves splashing up against the front door, the pelican resting on the sign, and the surfboards finding support against the back door. I hope you are able to find the same joy in viewing this piece as I experienced in the creation of it.

- Grace Seymour

PHILIP WALKER

ATLANTIC BEACH, FL

Additional Comments:

My Gallery is open to visit 11-5pm Tuesday- Saturday. Feel free to come by and see my work in person, or visit my website at anytime for any additional content.

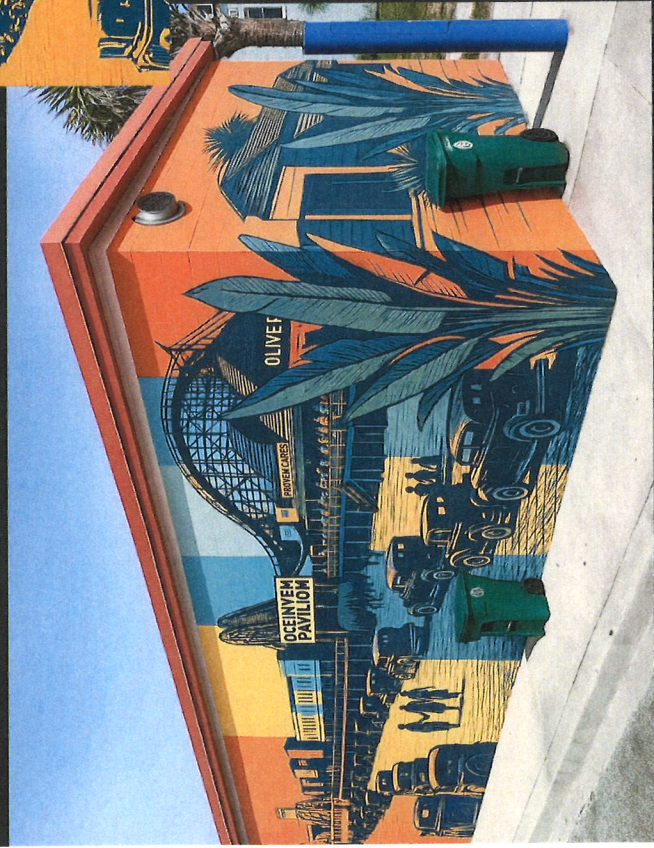
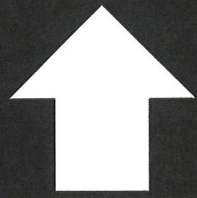
philipbennettwalker.com 1249 Mayport Rd. Atlantic Beach, FL 32233

Thank you for the opportunity.

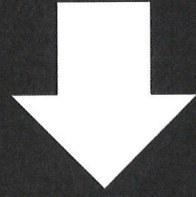
PHILIP BENNETT WALKER

Proposed Design for Restroom Mural

Front Concept



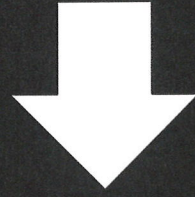
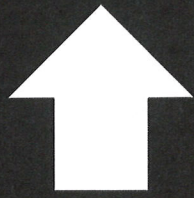
South and East
Walls



PHILIP BENNETT WALKER

Proposed Design for Restroom Mural

Back Concept



North and West
Walls

Philip Bennett Walker

386.562.7164

philipbennettwalker@gmail.com

Narrative for the Mural Proposal INCLUSIVE of Timeline

This mural is designed in two parts. The front-facing side, which serves as the focal point, captures a nostalgic portrayal of classic American beachside culture—specifically echoing the golden era of Jacksonville Beach’s boardwalk during the 1930s and 1940s. The scene features vintage cars, families in period swimwear, and the iconic wooden roller coaster, paying tribute to the historic Ocean View Pavilion and the vibrant boardwalk that once defined the area. The reverse side of the mural incorporates cohesive imagery and color blocking that ties the entire piece together, creating a seamless 360-degree experience. Both sides will wrap around a corner of the building, offering an almost anamorphic perspective that evolves as viewers move around it. Bold vertical stripes in sun-washed tones reflect Florida’s natural color palette, adding a modern, graphic element to the design.

Connection to Community & History:

This mural honors the legacy of Jacksonville Beach as a lively, beloved coastal destination. It celebrates the city’s historical roots in tourism, leisure, and family recreation. By referencing recognizable cultural elements—such as the amusement rides, beachfront businesses, and social atmosphere—the artwork creates a bridge between the area’s rich past and its vibrant present. The design aims to resonate with long-time residents while inviting new visitors to

connect with the community's enduring spirit. It reflects the identity of the Beaches area: dynamic, inclusive, and steeped in cultural heritage.

Installation Timeline:

The mural is planned for efficient execution, with an estimated completion time of two weeks (weather permitting). This timeline ensures minimal disruption to the community while delivering maximum visual and cultural impact.

JOY SWINDELL

JACKSONVILLE BEACH, FL

Additional Comments:

Some of My Public/ Commercial murals are located in:

Trasca Eatery PVB, FL

Just Kitchen Jax, FL

Mcflamingos Jax, FL 904

Home Guide Team Jax beach, FL

Southern Posh Couture Baxley, GA

1. Introduction

- Project Title: "Postcards from Paradise: A Jacksonville Beach Mural"
- Overview: This mural will celebrate the unique experience of living in Jacksonville Beach, a place many come to vacation. By using Florida's iconic postage stamps as a metaphor for sending and receiving the vacation experience, this artwork will reflect the connection between residents and visitors, inviting everyone to enjoy and appreciate the beauty of Jacksonville Beach.

2. Project Goals and Objectives

- Goal: To create a mural that celebrates Jacksonville Beach as both a destination and a home—a place where residents live the “vacation life” year-round.
- Objective:
- To engage both locals and visitors in a visual representation of the area's beauty.
- To increase community pride and ownership in the public space.
- To highlight Jacksonville Beach's identity as a vibrant coastal community with a rich sense of place.

3. Concept and Vision

- The mural will incorporate imagery of Florida postage stamps, representing the act of “sending” oneself on vacation and “receiving” visitors who come to Jacksonville Beach for their getaway.
- The design will evoke the feeling of nostalgia and wonder that comes with postcard imagery, mixed with elements of local culture—such as wild life, palm trees, beach imagery, and the lifestyle of Jacksonville Beach.
- This work will serve as a visual homage to both residents who embrace the coastal lifestyle and tourists who visit to escape their everyday lives.
- Timeline: July 20-August 5, 2025

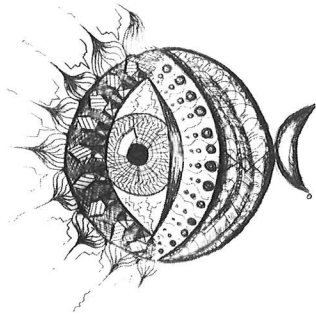


STORMI BRADSHAW

JACKSONVILLE BEACH, FL

Additional Comments:

I would like to add to the proposition that in addition to this mural, I would like to include painting the bathroom on 1st and 5th Ave S as a thank you, if you all allow me to have this opportunity to put my work on display in Jax Beach.



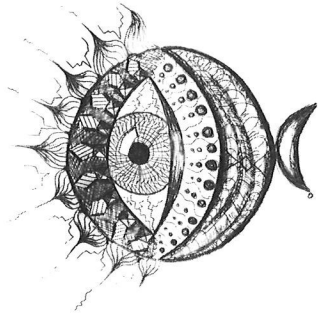
Stormi Bradshaw Art
May 30th, 2025

To the City of Jacksonville Beach,

I would like to start by thanking you all for this opportunity to grow my business and get my name as an artist out in the community of Jacksonville Beach. I am originally from a small town in Arkansas, where I transformed the entire look of the downtown one wall at a time. I moved here recently with my boyfriend who was the first UFC fighter from Jax Beach. I would love to do the same here, and I think this is just the beginning of many more murals here.

My entire design incorporates "beach life, coastal energy, and community spirit" as requested. I chose jellyfish along with the words "Create Your Own Light", because over fifty percent of jellyfish species are bioluminescent. This means they produce their own light, which I have found first hand will resonate with many locals and visitors through experiencing the community at the 904 Pop-Up, and various other events. The community here is resilient and headstrong, always on a quest for growth despite life trying to keep them down.

I also chose the Jaguar teal and gold to further incorporate the team spirit of the beaches and Jacksonville as a whole.



Stormi Bradshaw Art
May 30th, 2025

This is my first time using canva, as I usually draw a rough pencil sketch, so I would like to add that I promise the finished product will look much better than the design. I hope to make the jelly glow as if they are popping out of a reef underwater. I will also add some golden coral, and glowing bubbles for extra detail.

The process of painting should take me around two weeks. After the painting is finished, it must cure for another week. Finally, I will seal it with a Master's Clear Coat to ensure it endures decades to come.

I really appreciate your time and considering me as a candidate. I not only will not disappoint, but will exceed your expectations if I am given this opportunity. Thank you.

Sincerely,

Stormi Bradshaw



**CREATE
YOUR OWN
LIGHT.**

JOE MCKINNEY

JACKSONVILLE BEACH, FL

Additional Comments:

We are an artist team that most recently completed the mural at Tweedle D's Florida: 746
3rd St S, Jacksonville Beach, FL 32250

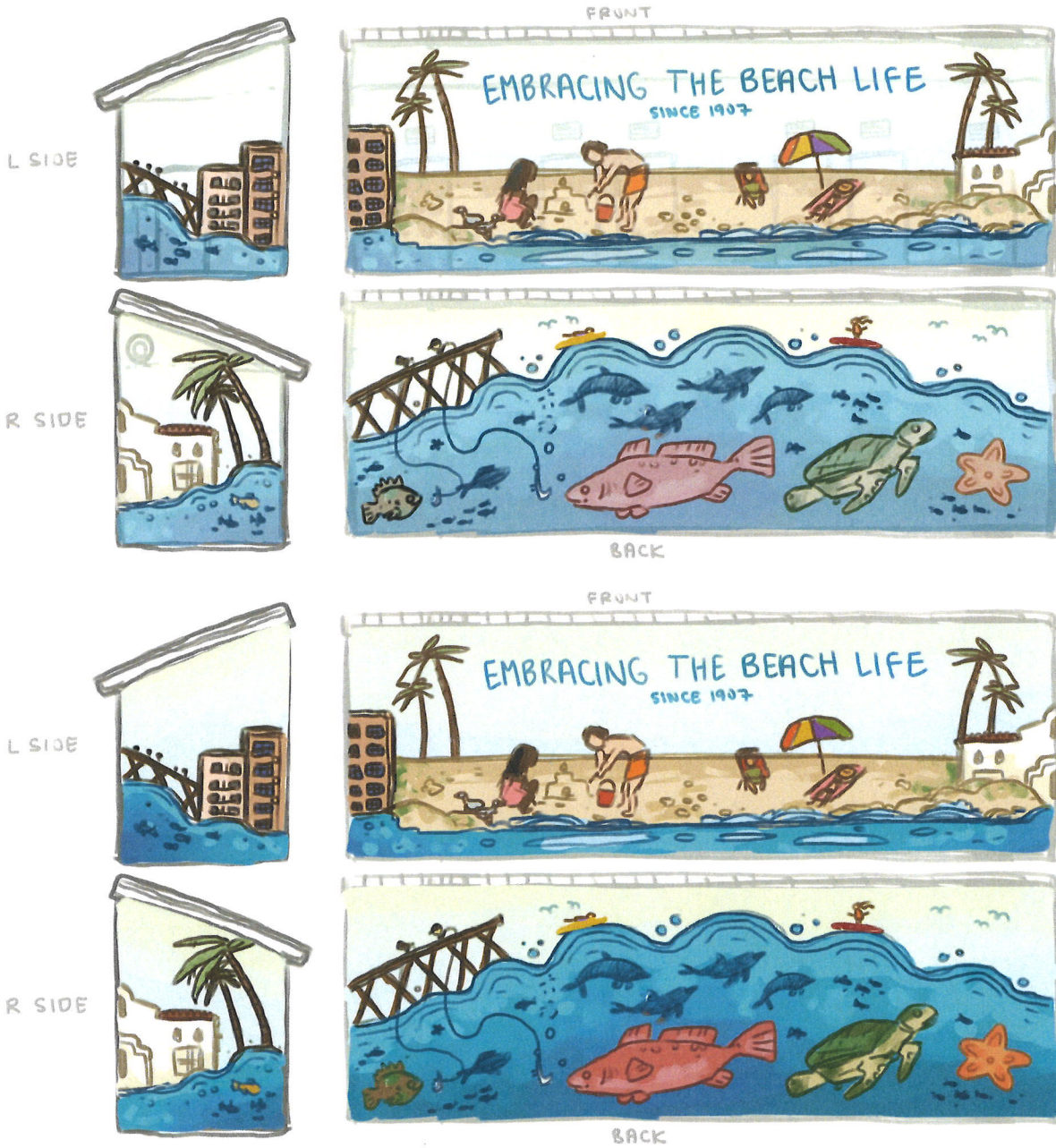
Jacksonville Beach Mural: *Embracing the Beach Life Since 1907*

Artist Team:

- Joe Mckinney (904) 703-7353
- Dezzy Jones (678) 464-7980
- Sydney Kirk (904) 705-8927

Concept:

This mural will turn the public restroom structure into a colorful, wrap-around snapshot of everything that makes Jacksonville Beach special. Think rolling waves, sea foam, and local marine life — baby sharks, redfish, and other species that actually call our waters home — all brought to life in a way that’s both vibrant and true to the coast. Along the shore, familiar landmarks like the Jacksonville Beach Pier and the historic Casa Marina Hotel will anchor the scene, adding a sense of place and local pride. The mural is meant to feel like a walk through Jax Beach itself — full of color, movement, and life — with plenty of moments designed for people to stop, take a photo, and share it. With the phrase “*Embracing the Beach Life Since 1907*” woven into the design, this mural will celebrate our beach’s legacy while making something beautiful for the community right now.



References

Tweedle D's, Jacksonville Beach, Previous mural client
 Mickey Kaine
 (919) 352-2210

Chanatry Chiropractic, Arlington, Previous mural client
Michael Chanatry
(904) 673-6691

Duval Boxing and Fitness Club, Downtown Jacksonville, Previous mural client
Coach Ellis
(904) 415-6645

Previous Mural Projects:

SEAN BONO

JACKSONVILLE BEACH, FL

Additional Comments:

I selected the images and colors to play well with the terracotta colored roof. I hope you like it! Thanks for the opportunity.

Jacksonville Beach Pier Restroom Mural Proposal

Project Narrative

Vision Statement

This comprehensive mural project will transform the pier restroom facility into a vibrant celebration of Jacksonville Beach's iconic surf culture and natural beauty. By combining stunning sunrise imagery with a curated gallery of local surf photography, this four-sided installation will create an immersive artistic experience that honors our community's deep connection to the ocean.

Artistic Concept

Front Wall (Main Entrance): The primary facade will feature a breathtaking sunrise scene capturing the magic of dawn at Jacksonville Beach. Palm trees will frame the composition alongside glimpses of our beloved pier, while coastal birds add movement and life to the scene. The required "Restrooms" signage will be seamlessly integrated through a vintage-style airplane banner, maintaining the beach atmosphere while serving its functional purpose. This creative approach transforms necessary wayfinding into an artistic element that enhances rather than detracts from the overall design.

Side Walls (Surf Photography Gallery): The remaining three walls will showcase the remarkable surf photography of Adam King, a celebrated local photographer whose work captures the essence of Jacksonville Beach's surf culture. This collaboration represents years of planning and mutual respect for our shared passion for this community's surf heritage. These walls will function as an outdoor gallery, celebrating the athleticism, artistry, and pure joy of surfing at one of Florida's most storied surf breaks.

Community Impact

This mural serves multiple purposes for our community:

- **Cultural Preservation:** Documents and celebrates Jacksonville Beach's rich surf history
- **Artistic Enhancement:** Transforms a utilitarian structure into a destination artwork
- **Local Pride:** Showcases homegrown talent through both visual art and photography
- **Tourism Appeal:** Creates an Instagram-worthy landmark that draws visitors to the pier area
- **Functional Art:** Demonstrates how public art can be both beautiful and practical

Artist Background

As a Jacksonville Beach resident, this project represents a deeply personal opportunity to give back to the community I call home. My previous local works demonstrate my commitment to creating art that resonates with our unique coastal culture. Working solo allows for a cohesive artistic vision while maintaining the intimate, personal connection I feel to this project.

The collaboration with Adam King brings together two complementary artistic perspectives—my graphic and realistic painting techniques paired with his masterful surf photography. This partnership has been years in the making, and these walls provide the perfect canvas to bring our shared vision to life.

Artistic Approach

The mural will employ a dynamic blend of graphic and realistic styles, creating visual interest and movement around the entire structure. The front wall's realistic sunrise scene will provide a stunning focal point, while the photographic elements on the side walls will offer detailed, authentic documentation of our local surf culture. This varied approach ensures that viewers will discover new details and perspectives from every angle.

Long-term Value

This mural is designed to be a lasting contribution to Jacksonville Beach's cultural landscape. The themes are timeless—sunrise, surfing, and our connection to the ocean—ensuring the artwork will remain relevant and cherished for years to come. The high-quality materials and techniques will be selected for durability in our coastal environment.

Project Timeline

Phase 1: Pre-Production (June 1 - July 20, 2024)

June 1-15:

- Finalize design concepts and color palette
- Complete detailed sketches and digital mockups
- Coordinate with Adam King on photograph selection and sizing
- Submit final designs to the city for approval

June 16-30:

- Obtain all necessary permits and approvals
- Order premium exterior paint and materials suitable for coastal conditions

- Prepare surface preparation equipment and safety materials
- Schedule any required utility coordination

July 1-20:

- Complete surface preparation (cleaning, priming, base coating)
- Set up a work area with proper safety barriers and signage
- Begin base layer application on all four walls
- Final coordination meeting with city representatives

Phase 2: Primary Execution (July 21 - August 15, 2024)

Week 1 (July 21-27):

- Complete front wall sunrise scene background and sky work
- Begin palm tree and pier elements
- Start base preparation for the photography walls

Week 2 (July 28 - August 3):

- Finish front wall details, including birds and airplane banner
- Apply "Restrooms" lettering integration
- Begin first surf photography reproductions on the side walls

Week 3 (August 4-10):

- Complete the remaining surf photography installations
- Add graphic elements and stylistic enhancements
- Begin detailed work and color refinements

Week 4 (August 11-15):

- Final detail work and touch-ups across all walls
- Quality control review of the entire installation
- Address any weather-related delays from previous weeks

Phase 3: Completion and Protection (August 16-31, 2024)

August 16-25:

- Apply protective clear coating to all surfaces
- Complete final inspections with city representatives
- Document completed project with professional photography
- Clean up the work area and remove equipment

August 26-31:

- Buffer time for any final adjustments or weather delays
- Project completion and official handover to the city
- Community unveiling celebration (if desired)

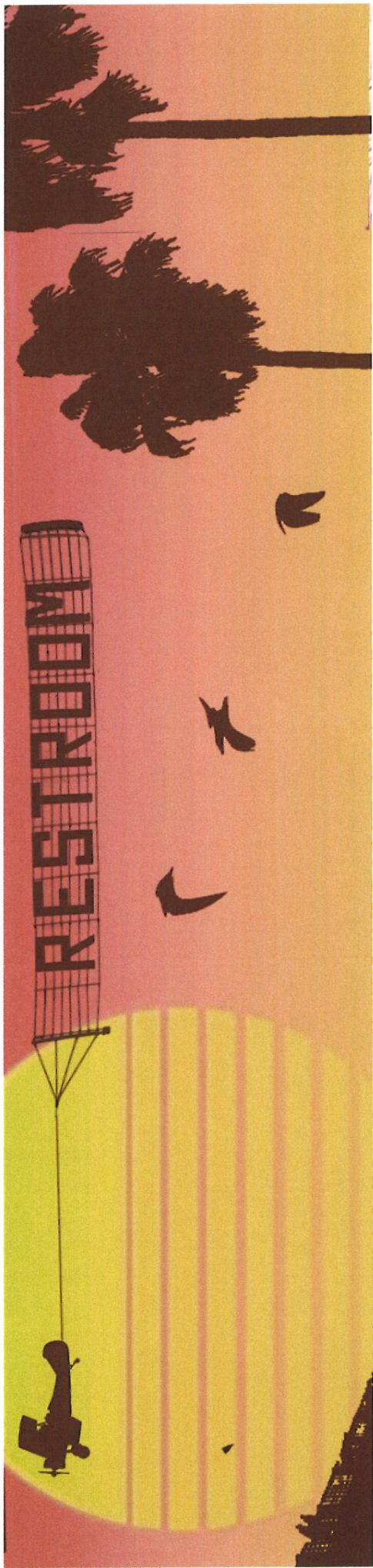
Weather Contingency

Given Florida's summer weather patterns, the timeline includes buffer periods for rain delays. Work will be scheduled around forecast precipitation, with indoor preparation work continuing during weather delays. The August 31st completion date provides adequate flexibility while ensuring the project is finished before the busy Labor Day weekend.

Materials and Safety

All materials will be selected for longevity in the coastal environment, including UV-resistant paints and appropriate primers for the existing surface. Safety protocols will include proper barriers, signage, and coordination with pier operations to minimize disruption to public access.

This project represents more than just a mural—it's a love letter to Jacksonville Beach and its surf culture, created by community members who are passionate about preserving and celebrating what makes our coastal town special.











DEBORAH MCKINNEY

JACKSONVILLE BEACH, FL

Additional Comments:

Pier Parking Lot Restroom Mural

Public Art Project Proposed Design

May 30, 2025

(Proposal is valid for 90 days)

Prepared for

The City of Jacksonville Beach
Community Redevelopment Agency (CRA)
Public Art Advisory Committee (PAAC)
11 North Third Street, Jacksonville Beach, FL 32250
(904) 247-6100

Prepared by

D. S. McKinney
McKinney Levine Studio, Inc.
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McKinney Levine Studio, Inc.
518 15th Ave South, Jacksonville Beach, FL 32250

Proposed Design

Proposed sketches:

- What follows are a series of sketches or mock ups of proposed art for the exterior of the bath house.
- Universally appealing blues and greens, perfect for a restroom
- Bubbles, waves and whales
- Fun beach colors of cool aqua

Please note: The actual painting on the side of the building may be slightly different from the images shown here.



Proposed Design

Proposed sketches continued

Please note: The actual painting on the side of the building may be slightly different from the images shown here.



Proposed Design

Proposed sketches continued

Please note: The actual painting on the side of the building may be slightly different from the images shown here.



Maintenance

To maintain the art:

- The art will be on four sides of a concrete block building located within walking distance to the ocean.
- An anti-graffiti coating with a UV resistant sealant will be applied.
- Applied by brush, roller or spray, the anti-graffiti clear glaze cures in 4 hours and withstands multiple graffiti removal operations over its 20-year life.
- The Sherwin-Williams Anti-Graffiti Coating is a single-component, non-sacrificial siloxane coating and cures with atmospheric moisture and is intended for use over properly prepared concrete surfaces. It has excellent graffiti resistance, cleanability with either water power-washing or solvent wipe, and has UV resistance.
- The Modern Masters Dead Flat is premium quality, water base, non-yellowing Dead Flat Varnish that provides a clear finish coat formulated to have the optimum level of clarity with the least amount of sheen. It will remove undesirable variations in sheen and is intended for protection of painted surfaces.
- If the art needs refreshing or touching up, the artist or a skilled representative will provide an estimate at that time.

Thank you for your consideration



McKinney Levine Studio, Inc.

JOSH PHARES

JACKSONVILLE BEACH, FL

Additional Comments:

This mural project means more to me than just paint on a wall — it's a chance to give something lasting back to the city that shaped me. Jacksonville Beach is where I've found inspiration, built my career, and connected with a community that has supported me as both an artist and a neighbor. Every brushstroke in this mural will come from a place of pride and gratitude for where I live and the people I serve through my work. I believe public art should uplift, unite, and reflect the spirit of a place — and this project is my way of honoring that spirit. It's not just a mural to me; it's a love letter to my hometown.

As a local artist born and raised in Jacksonville, I aim to create vibrant, community-rooted murals that reflect the heart of our coastal culture. This mural series for the City of Jacksonville Beach is a celebration of what makes our area so magnetic — the energy of the ocean, the diversity of marine life, and the playful, welcoming spirit of the people who live and visit here.

Each mural tells part of the Jax Beach story:

- A bold flamingo with sunglasses captures the relaxed, confident vibe of beach life.
- A school of colorful fish and a striking tarpon pay tribute to our rich marine ecosystem and love of the water.
- Surfers walking atop the state of Florida embody the dynamic rhythm of our coastal lifestyle.
- And a sprawling underwater scene, teeming with sea creatures, brings the wonder of the Atlantic up onto the walls of our city.

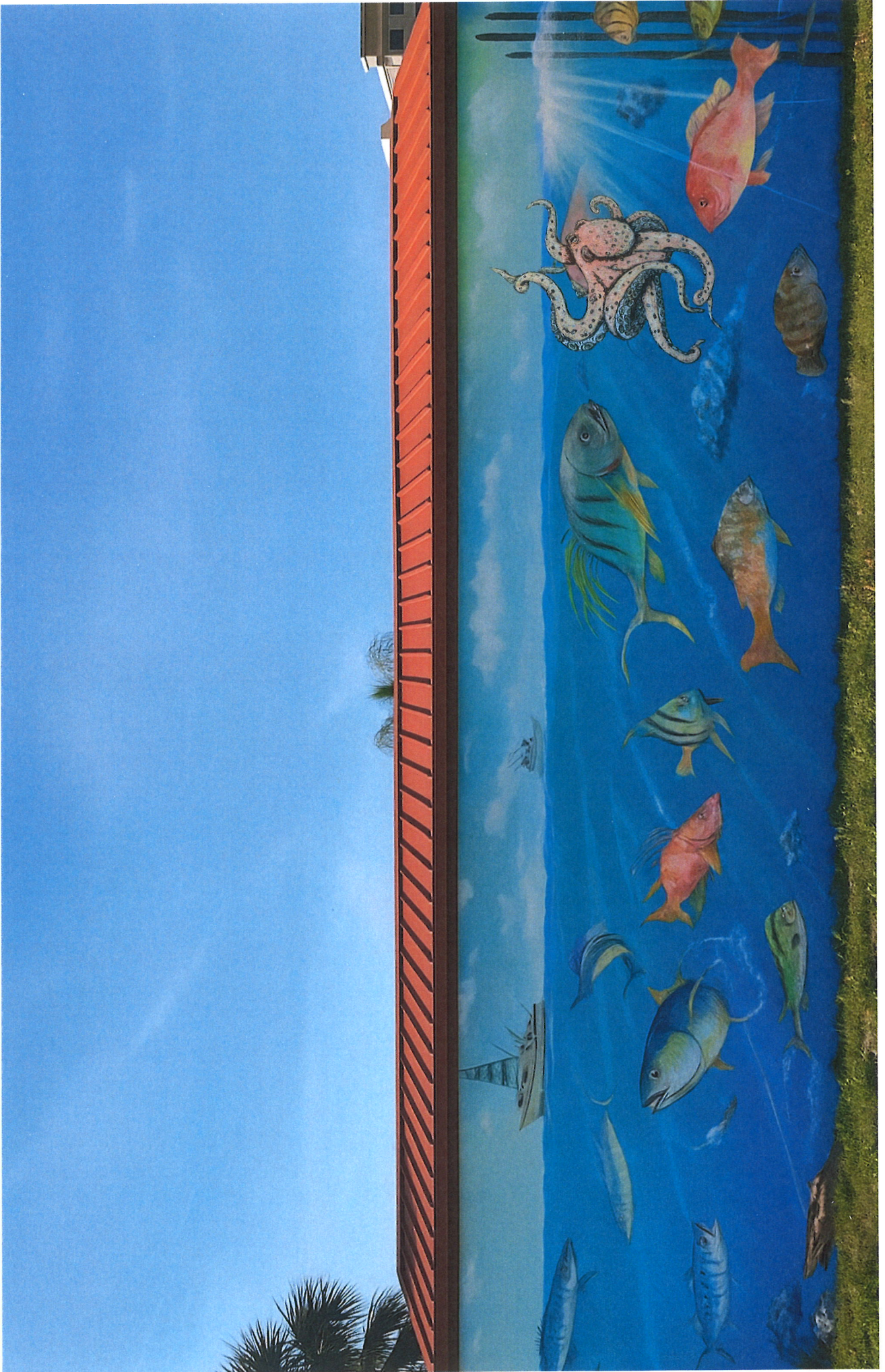
These murals aren't just decorative — they're made to engage locals and tourists alike. They're designed to make someone smile, take a photo, and feel connected. Bright colors, bold motion, and iconic imagery combine to reinforce Jacksonville Beach as a place of joy, identity, and natural beauty.

Ultimately, this series is about honoring the beach and the people who love it. I want these murals to become visual landmarks — energizing the streetscape while deepening our connection to the coast and to each other.

I can start this amazing mural as soon as June 6th and I would require 7 days to complete the project.









DANIELLE CLEARY

NEPTUNE BEACH, FL

Additional Comments:

I am proud to be a native of this vibrant city, with roots that trace back generations. My connection to this community runs deep, and it's a constant source of inspiration for my work. People often describe me as one of the most passionate individuals in any room, and I strive to bring that energy into everything I do—whether it's creating art, honoring my family's legacy, or working to make a meaningful impact in the world around me.

Growing up, I spent much of my time involved in my family's local hardware business, where I learned the value of hard work, perseverance, and the importance of building strong relationships within the community. Those lessons shaped my dream of creating art that leaves a lasting mark on the very place that shaped me. I always envisioned using meaningful, hands-on projects to bring people together and make a difference.

In 2015, I officially launched my career as an Artist, creating Street Art during the Jacksonville Downtown Artwalk. Those first public projects were a turning point, allowing me to transform shared spaces into places of beauty and meaning. Soon after, I began traveling with a professional body painting and special effects art company, honing my skills and bringing my work to festivals and events across Florida. Today, every mural I create is a love letter to this city—its people, its stories, and its future. I'm deeply committed to using my work to celebrate Jacksonville's beauty, uplift its communities, and contribute to the place I've always called home.

TIMELINE FOR MURAL

- Prepare surface- 1 day
- Sketch the mural- 1 day
- Mural production- 8 days
- Job site Clean up / Final Walkthrough- 1 day

MURAL'S VISION

For this mural, I envision a vibrant, storytelling piece that captures both the spirit and soul of Jacksonville Beach—its history, its energy, and its future.

One concept features a young girl learning to surf, a moment that symbolizes courage, growth, and the next generation stepping into our city's coastal legacy. Nearby, a kitesurfer glides across the horizon, bringing a sense of movement and freedom that mirrors the dynamic lifestyle Jax Beach is known for. Anchoring the scene is a radiant sunset behind the iconic red lifeguard chair—an unmistakable symbol of our shoreline and a nod to the generations who have watched the waves from that seat.

To honor a beloved local tradition, I imagine a detailed sandcastle nestled in the scene, giving a thoughtful tribute to the long-standing sandcastle competition that has brought families and creativity to the beach year after year.

Whether all three elements are woven into one unified composition or explored as standalone moments across the structure, this mural is meant to celebrate the essence of Jacksonville Beach—where tradition meets play, and community meets the coast. It's more than a mural; it's a visual love letter to the place so many of us are proud to call home.

