



City of Jacksonville Beach

Regular Meeting Agenda

11 North Third Street
Jacksonville Beach, Florida

CRA Public Art Advisory Committee

Thursday, August 21, 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. January 16, 2025 PAAC Minutes
- B. May 15, 2025 PAAC Minutes

COURTESY OF THE FLOOR

OLD BUSINESS

- A. Pier Entryway Sculpture - Call to Artists
- B. Sea Life in the City - Update

NEW BUSINESS

- A. Public Restroom Murals
 - 2nd Avenue North
 - Ocean Front Park
- B. Bylaws Amendment

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, January 16, 2025 at 3:00 PM
in the Council Chambers**



CALL TO ORDER

ROLL CALL

Present: Bob Angelieri, Trey Phillips, Terry Deloach
Absent: Chad Labenz

APPROVAL OF MINUTES

Motion to approve minutes made by Bob Angelieri
Seconded by Trey Phillips
All members present in favor

A.

- **April 18, 2024 Minutes**
- **September 19, 2024 Minutes**

OLD BUSINESS

NEW BUSINESS

A. Ocean Crown Facade Grant Application - Mural

Staff presented the PAAC with a mural proposal from a business seeking a grant to fund the mural. The CRA reviewed this and wanted PAAC to provide input.

After discussion, the PAAC said they did not recommend moving forward with the mural as presented, as it essentially faced an alley way and another building, making it very hard to see from any road ways or sidewalks.

ITEMS FOR DISCUSSION

ADJOURNMENT

There being no further business, the meeting adjourned at 4:56 PM.

Minutes of the CRA Public Art Advisory Committee
held Thursday, May 15, 2025 at 3:00 PM
in the Council Chambers, 11 North 3rd Street,
Jacksonville Beach, Florida



CALL TO ORDER:

This meeting was called to order at 3:00 PM.

ROLL CALL:

All members were present, as well as Taylor Mobbs and Heather Ireland.

APPROVAL OF MINUTES:

It was moved by Mr. Phillips and seconded by Mr. Deloach and passed unanimously to approve the following minutes:

- March 20, 2025 Minutes

OLD BUSINESS:

Ms. Mobbs informed the committee that all Jekyll Brewing locations in Georgia and Florida had closed, including the Jacksonville Beach location. She said the tenant space was already filled, though the new occupant's name had not been released. She assured members the space would be occupied soon and that a formal announcement would be made once approved by the business and building owners.

Ms. Mobbs also reported a new seafood restaurant, Sizemore's, would open in the former Salt location, with a soft opening planned for the weekend. She said TJ Maxx would open Sunday in the Home Depot Plaza, and a virtual simulation golf business, Back Nine, had received its tenant build-out permit for the same plaza.

Ms. Mobbs reported phase one of the pier parking lot project was nearly complete, with the fence coming down the next day. Landscaping and bike rack installation would follow, and an art installation was planned for the next fiscal year. She said Lakeland Plaza designs were at 60%, with final plans expected by June, and the project would include statues and artistic elements once construction was finished.

Ms. Mobbs announced the new dumpster mural was complete and had received strong public feedback. She said the community engaged positively with the artist and praised the high quality of all recent mural projects, noting each artist selected had been exceptional.

NEW BUSINESS:

A. Transformer Mural Programming

Ms. Mobbs updated the committee on the transformer mural program, noting staff was working with Beaches Energy to finalize safety requirements and select eligible units. Three sizes had been identified, with compensation ranging from \$300 to \$1,000. She proposed mapping all locations, selecting five initial sites as examples, then allowing artists to choose from the map for future projects. She requested feedback on the program and a definition of "local" for eligibility.

The committee and Ms. Mobbs discussed the transformer mural program, including project costs, the number of artists to involve, and the definition of "local" for eligibility. Members agreed

using multiple artists would create more variety and suggested limiting submissions to one per artist. Ms. Mobbs outlined a potential rubric adjustment to note local residency without awarding disproportionate points. The committee considered limiting eligibility for this program to Jacksonville Beach artists and involving local students. The committee supported creating a map of transformer locations with size, value, and other details for artists to reference. Ms. Mobbs said staff would continue coordinating with Beaches Energy to finalize parameters and safety requirements before issuing a call for artists, with consensus to limit eligibility to Jacksonville Beach for this program.

Motion: It was moved by Mr. Deloach and seconded by Mr. Phillips and passed unanimously to approve moving forward with the program as presented, making it only local, and limiting one submission per artist.

B. Bathroom Murals – Downtown District

Ms. Mobbs introduced the downtown district bathroom mural project, with the first location at the pier parking lot. The 900-square-foot mural, estimated at \$18,000, would be open to artists from Jacksonville Beach, Neptune Beach, or Atlantic Beach, with possible inclusion of Ponte Vedra Beach, and require large-scale mural experience. Submissions must include a high-quality digital mockup, and proposals would be scored on a simplified 15-point rubric plus yes/no for experience and local status. The June PAAC meeting was moved to June 5, 2025 to review applicants, aiming to complete the mural before July 4, 2025.

The committee and Ms. Mobbs discussed the bathroom mural call, confirming a June 5 review meeting and May 30 deadline. Eligibility would be limited to Jacksonville Beach, Neptune Beach, and Atlantic Beach, with one proposal per artist. Doors and eaves would be excluded unless deemed suitable, waterproofing required for the east wall, and the project limited to the exterior. The theme would remain broad but coastal in focus.

ITEMS FOR DISCUSSION:

The committee and Ms. Mobbs discussed creating a Jacksonville Beach photography contest. The project would include separate calls for photographs and a fabricator, with images refreshed every few years. Ms. Mobbs will draft both calls and consult with peers on fabrication options. A mural of the Florida surfer license plate was suggested, which she said may require legal review for copyright clearance.

ADJOURNMENT:

There being no further business, this meeting was adjourned at 4:01 PM.

Submitted by: Taylor Mobbs, CRA Coordinator

Approval:



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

PUBLIC ART ADVISORY COMMITTEE MEMO	
TO:	PAAC
FROM:	Taylor Mobbs
DATE:	08/05/2025
SUBJECT:	Pier Entryway Sculpture - Call to Artists

BACKGROUND

Attached is the draft Call to Artists for the Jacksonville Beach Pier Entryway Sculpture for committee review and input. This project represents a major visual and cultural enhancement to the entrance of one of the City's most iconic and highly visited public assets. The sculpture may take the form of a single freestanding piece, dual entry elements, or an archway. It is expected to reflect the unique coastal identity and community spirit of Jacksonville Beach and be highly visible from the street.

Staff recommends approval of a total, all-inclusive project budget of \$175,000, which will cover all artist expenses including design, fabrication, materials, installation, permitting, travel, insurance, and contingencies. This amount is in line with national precedents for comparable public art investments. Cities such as Aurora, CO (Havana Gateway Sculpture – \$150,000), Cary, NC (Western Gateway Art – \$150,000), Madison, IN (Gateway Landmark – \$175,000), and Thornton, CO (Civic Entryway Piece – \$130,000) have all successfully implemented durable and high-quality entryway installations within this range. These figures represent current best practices for gateway-scale public art that balances impact, durability, and artist compensation. This budget is still well below some of the more elaborate gateway projects we've seen elsewhere. Larger cities often spend \$200K–\$800K on things like cantilevered structures or LED-integrated features. We're not going for that level of complexity here, but we do want a high-quality, impactful piece that does justice to this location. The \$175K figure gives us the ability to attract serious artists while staying responsible with our funding.

To review the call, please follow the link below, or review the attached PDF version (some elements in the PDF version may appear incorrectly due to formatting issues).

FINANCIAL IMPACT

Staff recommends allocating \$175,000.00 of FY2025 Art Master Plan budget for this project. There is sufficient funding left in the FY2025 budget.

REQUESTED ACTION

Approve/Disapprove the Call to Artists for the Pier Entryway Sculpture and the budget of \$175,000.00 to be encumbered in the FY2025 budget.

ATTACHMENTS

1. Pier Entryway Call to Artists

City of Jacksonville BeachCall to Artists

Pier Entryway Sculpture

- Total Budget (All-Inclusive): \$175,000

Submission Deadline: [Insert Deadline]

The City of Jacksonville Beach, Florida, is seeking qualifications and proposals from professional artists or artist teams to design, fabricate, and install a permanent public art sculpture at the entryway to the Jacksonville Beach Pier. The artwork should celebrate the city’s coastal identity, vibrant community, and oceanfront environment, serving as a bold and welcoming statement piece visible from Beach Boulevard and the surrounding area.

Project Overview

The entryway to the Jacksonville Beach Pier is a prominent, high-traffic location welcoming thousands of residents and visitors annually. The selected artwork will serve as a signature landmark, enhancing the public realm and reinforcing Jacksonville Beach’s identity as a vibrant coastal destination.

Artists may propose:

- A single freestanding sculpture.
 - Paired sculptures flanking the entryway, or
 - An archway-style piece that spans the entry path.
- Designs should be original, site-specific, and durable for the coastal climate.

Budget

The total budget is \$175,000 (all-inclusive). This must cover all costs related to design, engineering, fabrication, transportation, installation, insurance, permits, travel, and any necessary subcontractors. Proposals exceeding this amount will not be considered.

Design Goals

The selected artwork should create a visually striking and memorable gateway experience at the Jacksonville Beach Pier, welcoming residents and visitors alike. The City seeks a site-specific, permanent installation that reflects the community’s coastal identity, enhances the surrounding environment, and reinforces the Pier as a signature destination.

Artists are encouraged to consider the following goals in their conceptual design:

Visual Landmark:

The sculpture should have strong visual presence and appeal, functioning as a landmark and photo-worthy feature. It must be clearly visible from Beach Boulevard, both during the day and at night (if proposing integrated lighting, it must be turtle-safe and comply with local ordinances).

Coastal & Community Reflection:

The design should be inspired by Jacksonville Beach’s oceanfront character, natural environment, and community values. Interpretations may be abstract, symbolic, or representational — but must clearly evoke a sense of place.

Durability & Maintenance:

Materials and fabrication methods must be suited for long-term exposure to the harsh coastal climate, including salt air, high humidity, intense sun, and wind. Designs should require minimal maintenance and be resistant to corrosion, vandalism, and fading.

Flexibility of Form:

Artists may propose a single freestanding sculpture, two sculptural elements flanking the entryway, or a sculptural archway that spans the pedestrian entrance. All forms must allow for unobstructed pedestrian movement and maintain emergency vehicle access to the Pier area.

Engagement & Public Interaction:

Proposals may incorporate elements that encourage public interaction — whether visual engagement, interpretive storytelling, or experiential moments — while remaining safe and compliant with applicable ADA and safety standards.

Contextual Fit:

The sculpture should complement the surrounding built and natural environment without overwhelming or clashing with nearby structures, signage, or landscaping. It must integrate aesthetically and physically with the Pier’s entry area.

Originality & Quality:

Submissions must be original, professional-quality designs. Proposals should reflect creative vision and technical skill, and must be supported by high-quality renderings or digital illustrations. Hand-drawn or vague conceptual sketches will not be considered.

Lighting may be integrated, but must comply with local ordinances and turtle-safe standards, and it will be up to the applicant to obtain the necessary permits through various agencies should lighting be incorporated.

The sculpture must not obstruct emergency access or pedestrian flow. There must be at minimum 13 feet of open boardwalk left in between the sculpture and the edge of the boardwalk to properly allow for emergency vehicle access. IF the applicant is proposing an archway, the archway must provide enough clearance (_____ feet) underneath for emergency vehicle access to the pier.

APPLICANTS WILL BE SCORED BASED OFF OF THE FOLLOWING CRITERIA:

Pier Entryway Sculpture – Scoring Rubric

To ensure a fair and consistent evaluation process, all eligible 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:

Artistic Merit & Aesthetic Impact (0-5 Points)

The proposed artwork demonstrates creativity, originality, and a strong visual appeal. It offers a bold, memorable identity for the pier entryway and enhances the visitor experience. Design should be iconic and suitable for a landmark location.

Relevance to Site & Coastal Theme (0-5 Points)

The design reflects the coastal character and community of Jacksonville Beach. It complements the surrounding architecture, beach lifestyle, and natural environment. Should be welcoming, reflective of local identity, and visible from Beach Blvd.

Conceptual Design Quality (0-5 Points)

Submitted renderings are complete, polished, and clearly communicate the proposed concept. Digital/professional quality visuals are REQUIRED. Low-effort, incomplete, or sketches lacking clarity will receive lower scores, if scored at all.

Feasibility and Durability (0-5 Points)

The design is practical to fabricate and install within the stated budget, and the artist provides a rough plan for how this will be achieved. Materials are suitable for long-term exposure to sun, wind, salt air, and rain. The proposal accounts for engineering, safety, and maintenance considerations.

Artistic Qualifications and Experience (0-5 Points)

Artist demonstrates relevant experience with large-scale outdoor or coastal public art projects. Portfolio shows ability to execute work of similar scale and complexity.

Total Possible Score: 25 Points

- Name*
 First Name Last Name
- Email*
 example@example.com
- Address*
 Street Address
 Street Address Line 2
 City/ State / Province
 Postal / Zip Code
- Phone Number*
 (000) 000-0000 Please enter a valid phone number.
- RESUME*
 Browse Files
 Drag and drop files here
 Choose a file
 No file chosen
- REFERENCES*
 Browse Files
 Drag and drop files here
 Choose a file
 No file chosen
- PORTFOLIO*
 Browse Files
 Drag and drop files here
 Choose a file
 No file chosen
- PIER ENTRYWAY CONCEPT/NARRATIVE *
 Browse Files
 Drag and drop files here
 Choose a file
 No file chosen
- CONCEPTUAL DESIGN *
 Browse Files
 Drag and drop files here
 Choose a file
 No file chosen
- Any additional information you would like to provide:
 Browse Files
 Drag and drop files here
 Choose a file
 No file chosen
- Please verify that you are human*

By submitting this application, I certify that:

The artwork, concept, designs, and renderings included in this submission are my own original work (or that of my team, as named), and I have full legal rights to submit and execute the proposed design.

I have the qualifications, capacity, and intent to complete the design, fabrication, and installation of the proposed artwork within the specified timeline and budget if selected.

All information provided in this application is true, complete, and accurate to the best of my knowledge.

I understand that the City of Jacksonville Beach is a public agency subject to Chapter 119, Florida Statutes (Public Records Law), and that all materials submitted may be considered public records subject to inspection and copying.

I understand that any false statement, misrepresentation, or omission of material fact in this submission may be grounds for disqualification or termination of any resulting agreement.

I agree to comply with all applicable local, state, and federal laws in the execution of any contract awarded as a result of this application.

*



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

PUBLIC ART ADVISORY COMMITTEE MEMO	
TO:	PAAC Members
FROM:	Taylor Mobbs
DATE:	08/14/2025
SUBJECT:	Sea Life in the City - Update

BACKGROUND

This is a reminder that the Sea Turtle sculpture was approved some time ago as the first animal installation in the Sea Life in the City public art series.

A mock-up is attached for reference. Please note that the colors shown are not final; the completed piece will feature bright, vibrant colors.

The turtle will be located near the Beach Boulevard street end, in the vicinity of the beach and dune entryway. The sculpture will stand approximately 8–10 feet tall.

This update is simply to let everyone know we now have movement on this project.

FINANCIAL IMPACT

The estimated budget for this project is \$45,000.00.

REQUESTED ACTION

No formal action requested, this project is already approved and there are sufficient funds to complete.

ATTACHMENTS

1. Jacksonville Beach Sea Turtle Project



HAVIC STUDIOS

Jenny K. Hager & D. Lance Vickery

PROPOSAL FOR SEA TURTLE SCULPTURE

Proposed Location: Roundabout at the End of Beach Boulevard, Jacksonville Beach, FL

August 5, 2025

1. Summary

Havic Studios LLC is pleased to submit this proposal for the fabrication and installation of a vibrant, large-scale sea turtle sculpture for the City of Jacksonville Beach. The sculpture will be fabricated in painted fiberglass and installed as a permanent public artwork at the roundabout at the end of Beach Boulevard. The design has been approved, and the intent is to create a welcoming and iconic piece celebrating the natural beauty and coastal identity of Jacksonville Beach.

2. Project Overview

Title: Chelonia, Keeper of the Blue
Artist: Havic Studios LLC
Client: City of Jacksonville Beach
Location: Beach Boulevard Roundabout
Medium: Fiberglass
Finish: Painted with vibrant weather-resistant colors (colors TBD)
Height: Approximately 8-10 feet tall (final size TBD)
Installation: Permanent
Budget: approximately \$45,000 (includes fabrication, materials, and installation) - TBD after design approval

3. Scope of Work

Fabrication

Havic Studios LLC will fabricate the approved sea turtle design using fiberglass reinforced materials suited for long-term exterior display in coastal environments.

- CNC Foam Cutting/Carving
- Mold creation (if applicable)
- Fiberglass lay-up and assembly
- Surface finishing and sanding
- Painting with high-quality exterior-grade paints and sealants
- Internal support structure as needed for stability and anchoring

Installation

- Coordination with city departments regarding access, site prep, and permitting (as applicable)
- Transportation of the sculpture to the site
- On-site installation using appropriate anchoring systems

4. Timeline

Phase	Description	Date (TBD)
Fabrication Begins	Material prep, mold, and construction	[Insert Date]
Painting & Finishing	Surface work, painting, sealing	[Insert Date]
Transportation	Delivery to site	[Insert Date]
Installation	On-site installation and securing	[Insert Date]

5. Budget Estimate

Item	Description	Cost
Design (completed)	Already completed and approved	
Fabrication	Materials, labor, structural components	\$29,000
Painting & Finishing	Weatherproof paints, sealants	\$7,000
Installation	Delivery to installation site, On-site labor, equipment, site coordination	\$9,000
Total (good faith estimate/ pending design approval)		\$45,000

6. Contact Information

Havic Studios LLC

www.havic.org
 2 Norberta Way
 Jacksonville Beach, FL 32250

Jenny K. Hager

jenny@havic.org
 904.588.2187

D. Lance Vickery

dlancev@mac.com
 904.304.3274

7. City of Jacksonville Beach Responsibilities

The following items are expected to be provided or coordinated by the City of Jacksonville Beach. These responsibilities will be discussed and confirmed in coordination with city staff prior to the installation phase:

- Site preparation including grading or clearing as needed
- Installation of concrete pad or foundation for the sculpture based on engineering specifications
- Lighting (if desired), including fixtures, electrical routing, and any required trenching
- Electrical supply, if lighting or additional power is required for the sculpture site
- Permitting and inspections as required by city ordinances
- Landscaping around the installation site (if applicable)

- Clean-up and final inspection
- Signage or plaques identifying the artwork and artist
- Traffic coordination or safety measures during installation (e.g., road closures, cones, barriers)

8. Visual References

Renderings and maquettes are available for review.





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PUBLIC ART ADVISORY COMMITTEE MEMO	
TO:	PAAC Members
FROM:	Taylor Mobbs
DATE:	08/05/2025
SUBJECT:	Public Restroom Murals

BACKGROUND

As part of our continued investment in public art throughout the downtown district, the committee is now tasked with selecting artists for two additional restroom murals located at the 2nd Avenue North public restroom and the Ocean Front Park public restroom.

Rather than issuing a new call to artists, staff recommends utilizing the five local artists attached to this memo who were previously shortlisted during the pier restroom mural selection process. These applicants were selected based on their strong scoring among PAAC members and alignment with the goals of the mural project.

Please review the attached applications for the five local artists. The committee is asked to score the applicants again, following the same criteria as the first restroom mural. Artists may be awarded either location based on the fit of their concept with the site. Final determinations will be made by the committee.

Pursuant to Florida Statute Chapter 287, which governs procurement, "Artistic Services" are expressly exempt from the competitive procurement process. This means you may contract directly with an artist without issuing a formal RFP or bid.

FINANCIAL IMPACT

The budget for the 2nd Avenue North public restroom is \$12,500.00, and the budget for the Ocean Front Park public restroom is \$12,000.00.

REQUESTED ACTION

Staff requests the committee select two mural designs and corresponding artists, one for the 2nd Avenue North restroom and one for the Ocean Front Park restroom.

ATTACHMENTS

1. Candidates (Pulled from Pier Bathroom Mural)

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 - 10:00 PM







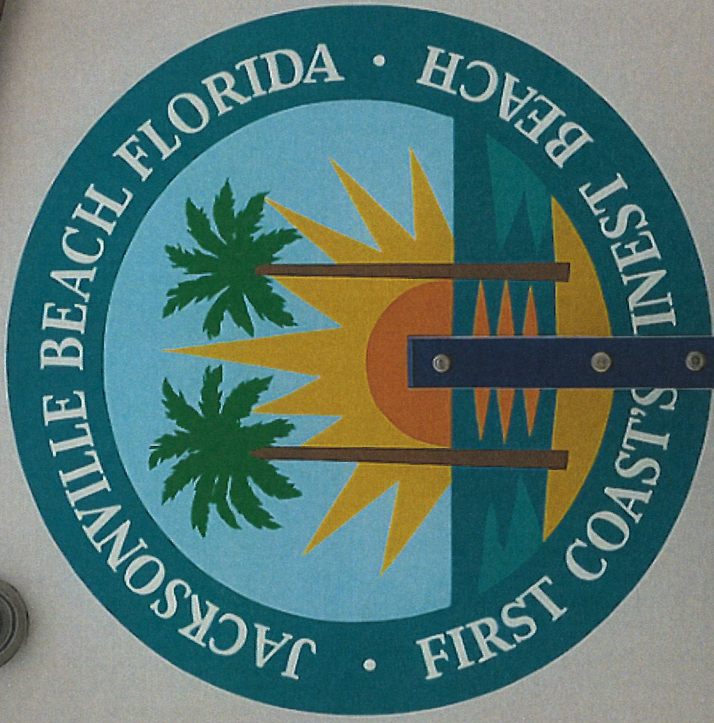
JONATHAN LYNN

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

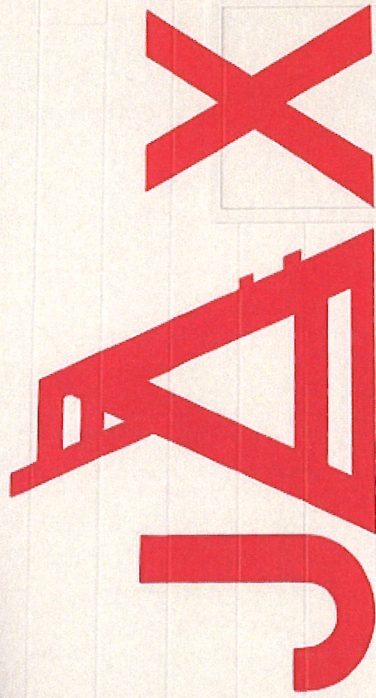




RESTROOMS



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

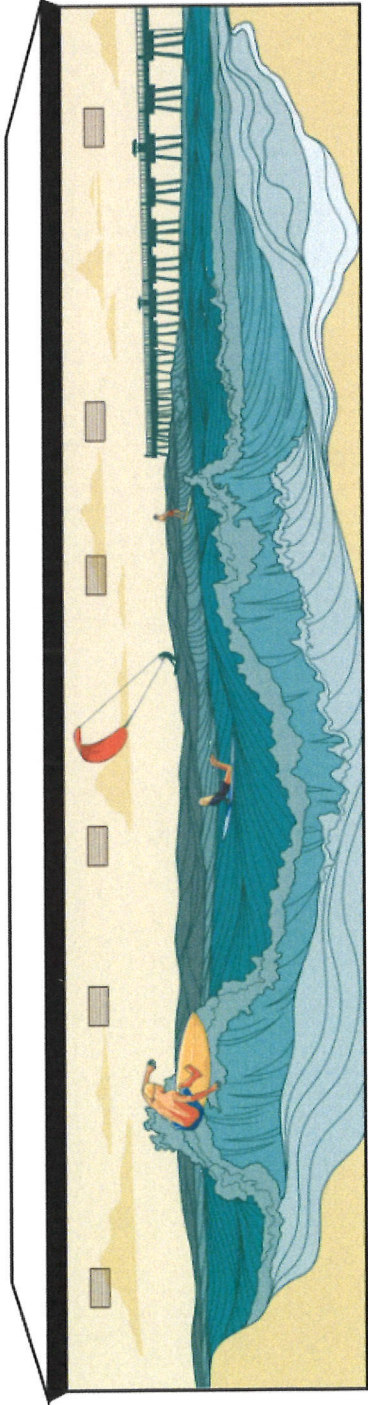
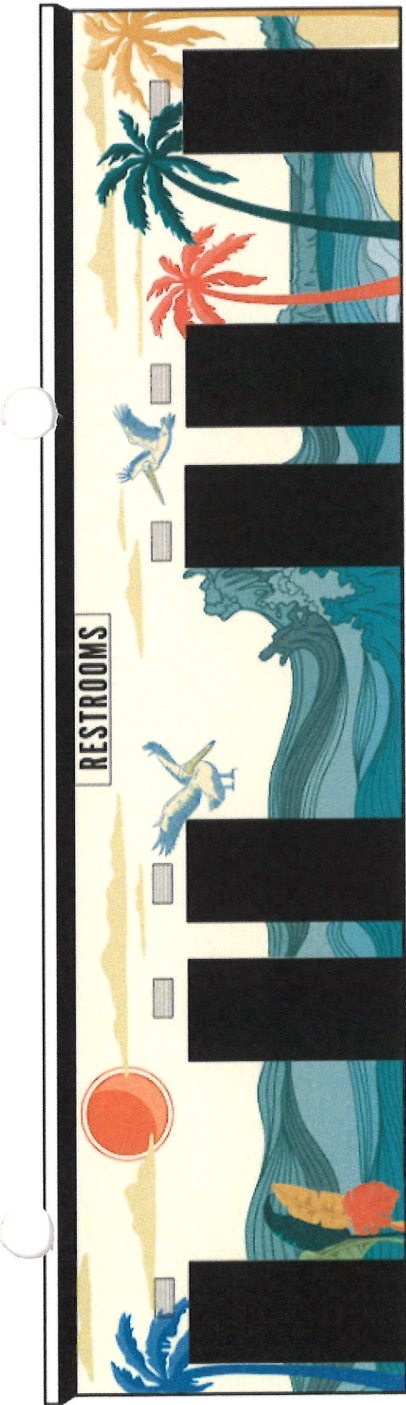
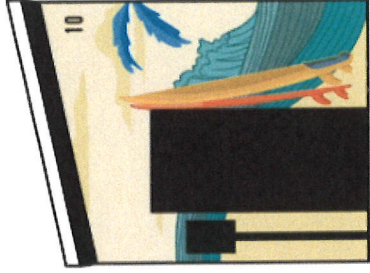
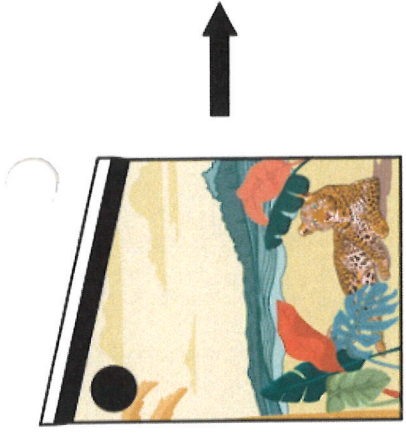
I will work primarily during early mornings and evenings when temperatures are cooler and conditions are more favorable for painting. I'm happy to coordinate with city staff regarding access, site prep, and any needed logistics.

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
MONDAY - FRIDAY 8:00 AM - 5:00 PM
SATURDAY 8:00 AM - 5:00 PM
SUNDAY 8:00 AM - 5:00 PM

RESTROOM HOURS
MONDAY - FRIDAY 8:00 AM - 5:00 PM
SATURDAY 8:00 AM - 5:00 PM
SUNDAY 8:00 AM - 5:00 PM







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.

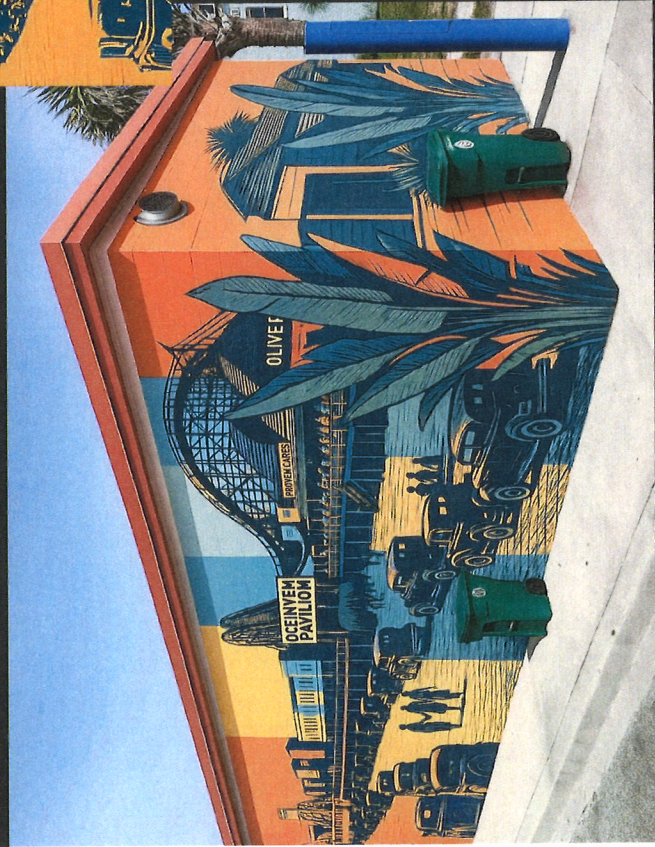
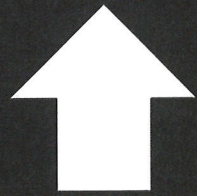
philipbennettwalker.com 1249 Mayport Rd. Atlantic Beach, FL 32233

Thank you for the opportunity.

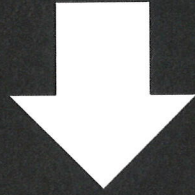
PHILIP BENNETT WALKER

Proposed Design for Restroom Mural

Front Concept



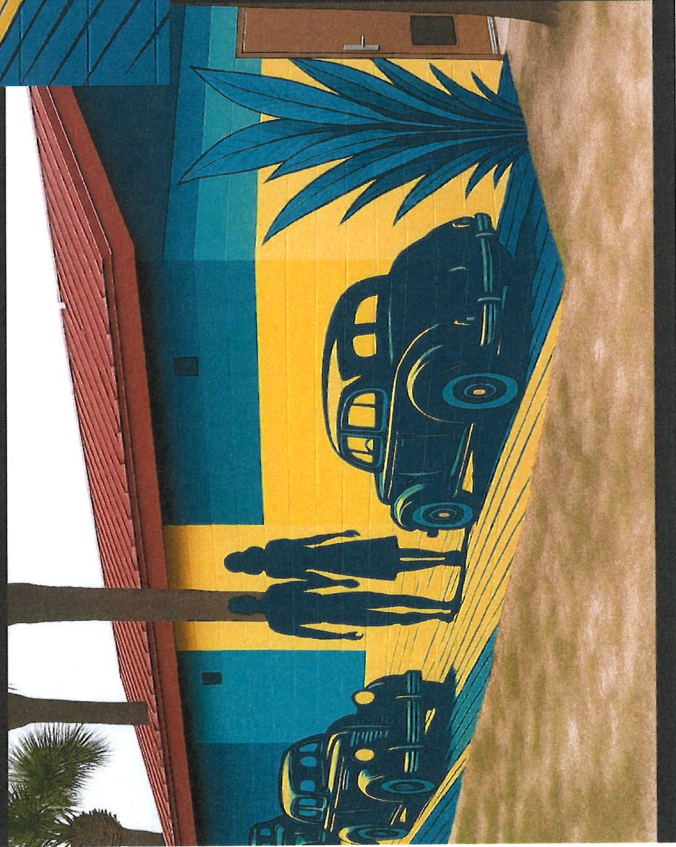
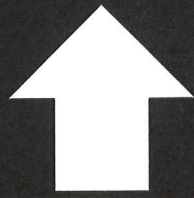
South and East Walls



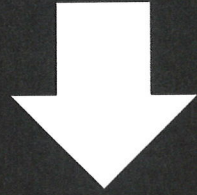
PHILIP BENNETT WALKER

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.

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)

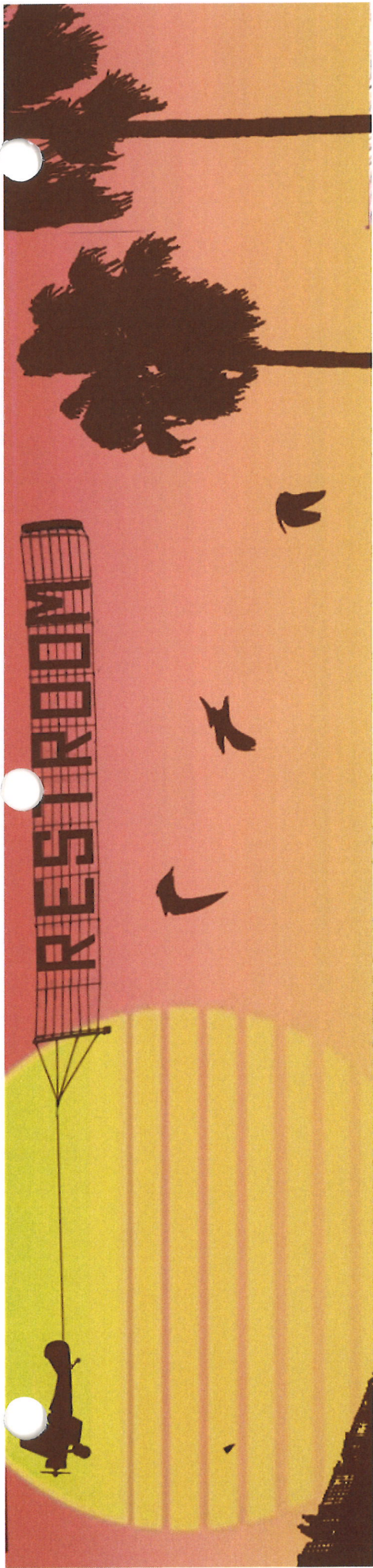
Weather Contingency

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.













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

PUBLIC ART ADVISORY COMMITTEE MEMO	
TO:	PAAC Members
FROM:	Taylor Mobbs
DATE:	08/05/2025
SUBJECT:	PAAC Bylaws

BACKGROUND

Please find the attached bylaws with two sections highlighted for review. At this time, we are soliciting feedback on these specific sections.

The intent is to adopt these changes prior to the start of FY2026 in order to proceed with appointing a fifth member. The proposed revisions would formally establish a five-member committee and require that all members either reside in Jacksonville Beach or operate a brick-and-mortar business within the City.

FINANCIAL IMPACT

No financial impact.

REQUESTED ACTION

Adopt/Deny the amendments to the PAAC bylaws

ATTACHMENTS

1. Bylaws Draft

**BYLAWS OF THE COMMUNITY REDEVELOPMENT AGENCY PUBLIC ART ADVISORY
COMMITTEE OF THE CITY OF JACKSONVILLE BEACH, FLORIDA**

Created by the CRA on the 25th day of April, 2022, via Resolution 2022-03

Article I. PURPOSE

- 1.1 CRA Resolution No. 2022-03 creates the Public Art Advisory Committee.
- 1.2 The CRA authorizes the Public Art Advisory Committee to adopt bylaws.
- 1.3 The within bylaws have been adopted by the Public Art Advisory Committee of the Jacksonville Beach Community Redevelopment agency.
- 1.4 Pursuant to the above-referenced resolution, this committee shall be known as the Public Art Advisory Committee, hereinafter referred to as "Committee" or "PAAC."
- 1.5 Pursuant to the above-referenced resolution, the Community Redevelopment Agency, hereinafter referred to as "CRA", shall have the final approval of all recommendations made by the PAAC.
- 1.6 The PAAC cannot enact on behalf of the CRA in any capacity.
- 1.7 The purpose of these bylaws is to establish rules and procedures necessary to carry out the purpose and duties of this Committee, as set forth in Resolution 2022-03.

Article II. ROLE OF THE PUBLIC ART ADVISORY COMMITTEE

- 2.1 **Role Established.** The CRA establishes the role of the PAAC to serve in an advisory capacity to:
 - a. Review artist proposals for placement of artworks on properties identified by the Art Master Plan, the CRA, or the City, and make recommendations for fabrication and acquisition.
 - b. Serve as a jury for proposals for potential artwork, making recommendations of finalist(s) to the CRA board.
 - c. Provide technical advisement to staff to develop the public art program for the City of Jacksonville Beach CRA.
 - d. Other duties as advised by the CRA, the City, and/or its Staff.

Article III. MEMBERSHIP

- 3.1 **Voting Members.** Membership on the Committee will follow the following procedures as set by the inaugural PAAC in the adoption of its bylaws:
 - a. **Five** people shall serve on the PAAC.
 - b. **Members of the PAAC must be residents of Jacksonville Beach, or have a brick and mortar art related business in Jacksonville Beach.**
 - c. Membership shall be made up of arts professionals, as listed in the application. Arts professionals for these purposes are defined as: curators, visual artists, art collectors, art fabricators, architects, art educators, and any other professionals deemed appropriate by the CRA and its Staff.

d. When a new member is appointed to the Committee, the position being filled will be so designated at the time of appointment.

3.2 Staff Support. The Jacksonville Beach CRA shall provide its staff as support to the PAAC.

a. Primary staff support will uphold the following:

1. Establish, notify Committee, and post online a schedule with the meeting date, times, and locations.
2. Prepare, distribute to Committee, and post online meeting agendas.
3. Provide necessary documents for meetings and decision making.
4. Ensure that actions and activities of the Committee are consistent with policies and procedures of the City of Jacksonville Beach.
5. Update the Committee's presence on the City Website.
6. Assist the chairperson during the meeting(s), if necessary.

3.3 Compensation. All members shall serve without compensation.

3.4 Conflict of Interest. Members of the PAAC shall not hold a seat on the Jacksonville Beach City Council or Community Redevelopment Agency. Members of the Committee shall not submit their own work(s) of art or talent(s) in any RFQ, RFP, call to artists, and other means of acquiring public art.

3.5 Terms. Terms shall be four years, with exception to the inaugural Committee, who will designate three members to serve three year terms, and four members to serve the full four year terms.

3.6 Resignation. Resignation of members of the Committee shall be made in writing to the staff liaison who shall forward such resignation to the CRA Chairman. The resignation of the Committee member shall be effective immediately upon receipt and verification of Staff.

ARTICLE IV. OFFICERS, TERMS, DUTIES AND ELECTIONS

4.1 Chairperson and Vice Chairperson. The officers of the Committee shall be a Chairperson and Vice Chairperson. Officers shall serve one-year terms and may be reappointed as Chairperson/Vice Chairperson as long as they remain on the Committee.

4.2 Duties of Chairperson. The Chairperson shall preside at meetings and shall decide points of order or procedure with Staff. The Chairperson shall call the meeting to order, call for votes when necessary, call for adjournment, and act as the designated member to make reports to the CRA and City Council as needed. The Chairperson shall serve as the primary contact between the Committee and Staff liaison.

4.3 Temporary Chairperson. In case the Chairperson is absent, the Vice Chairperson shall assume the duties of the Chairperson. If both are absent, and a quorum is present, those members shall elect from among themselves a Chairperson to run that meeting.

- 4.4 Elections.** Officers shall be elected by a majority vote of the members present at their first regular meeting of the calendar year, with exception of the inaugural Chairperson and Vice Chairperson, who shall serve the remainder of the calendar year they are elected (2022), and then one full calendar year (2023) prior to the next Chairperson and Vice Chairperson election.
- 4.5 Vacancy.** A vacancy in an officer position shall be filled by election at the next regular meeting of the Committee among the board members. Until such election, the Vice Chairperson shall serve as acting Chairperson if the Chairperson position is vacant. All officers elected to fill a vacant office position shall serve until the next officer election.

ARTICLE V. MEETINGS

- 5.1 Minimum Requirement.** The Public Art Advisory Committee shall meet on the third Thursday of the months, unless otherwise designated by staff.
- 5.2 Meeting Agendas.** The form of agendas shall be determined by the Committee and shall be posted on the city website.
- 5.3 Notice of Meetings.** Posting of meeting agendas on the City website shall serve as notice of the meeting. Notice of any regular or special meeting shall be posted no less than 24 hours prior to the holding of such meeting.
- 5.4 Special Meetings.** Special meetings may be called by the Chairperson at the recommendation of staff. When a special meeting is scheduled, all members must be notified at minimum 24 hours prior to the time set for such meeting, including a listing of all items to be discussed at the special meeting.
- 5.5 Public Meetings.** Committee meetings shall be open to the public. All meetings of a quorum, shall constitute a public meeting for purposes of this section.
- 5.6 Public Participation.** All public comments must be made during the public comment section of the agenda. Public attendees shall sit in the audience until their time to give their comments. The Committee may identify time limits for public comments at its discretion.
- 5.7 Quorum.** A quorum shall exist when a majority of the voting members of the Committee are present. When all seven positions are filled, a quorum shall consist of four members. In an absence of a quorum, no business shall be conducted by the Committee, except rescheduling of the meeting.
- 5.8 Attendance.** Should a member of the committee miss three (3) meetings without proper notice to staff and/or the Chairperson, the committee and staff shall notify that member, in writing, of their termination from the committee.
- 5.9 Order of Business.** The order of business shall follow the distributed agenda unless otherwise agreed to by the members of the Committee.
- 5.10 Decision Making.** The affirmative vote of a simple majority of those members present shall carry any motion made. All voting members of the Committee shall have equally weighted votes. Any member may make a motion, which must be seconded for further consideration. All voting shall be made by roll-call or voice vote.

5.11 Meeting Minutes. Written minutes shall be made for Committee meetings. The minutes shall be posted to the City Website. The minutes of each meeting shall be approved by the Committee.

ARTICLE VI. AMENDMENTS TO BYLAWS

6.1 These bylaws shall be adopted, and later suspended, amended, or canceled only after an affirmative vote of 2/3rds of the membership of the Committee. Copies of the proposed amendment(s) shall be provided to each member at least one week prior to the date of any regular or special meeting at which the bylaw amendment(s) are on the agenda for consideration. All amendment(s) to the initial bylaws adopted August 18, 2022 shall go before the Community Redevelopment Agency for final approval.

BY A MAJORITY VOTE OF THE APPOINTED MEMBERS OF THE INAUGURAL PUBLIC ART ADVISORY COMMITTEE, THESE BYLAWS FOR THE COMMUNITY REDEVELOPMENT AGENCY PUBLIC ART ADVISORY COMMITTEE FOR THE CITY OF JACKSONVILLE BEACH, FLORIDA ARE HEREBY PASSED AND APPROVED THIS 18th DAY OF AUGUST, 2022.

DRAFT