

THE CITY OF NEW SMYRNA BEACH - CRA/ECONOMIC DEVELOPMENT

CONSIDER THE APPROVAL OF A MURAL PROJECT UNDER THE MLK JR. BRIDGE

June 22, 2021

Background:

During the City Manager's meeting with the employee Diversity and Inclusion Committee, it was suggested by a committee member that the City of New Smyrna Beach create a piece of artwork that would connect the community. As a result of the project idea, the Atlantic Center for the Arts (ACA) staff were invited to a meeting to discuss painting a mural. The Atlantic Center for the Arts is a nonprofit interdisciplinary artists' community and arts education facility dedicated to promoting artistic excellence by providing talented midcareer artists an opportunity to work and collaborate with some of the world's most distinguished contemporary artists.

The City of New Smyrna Beach is planning to partner with the Atlantic Center for the Arts to revitalize the existing mural underneath the Martin Luther King Jr. Bridge at US 1 and State Road 44. The youth in the community will play an important role in contributing to the project to produce expressive artwork and learn from professional local ACA artists. The mural will create human connection and build bridges between communities. The primary objective of the mural is to create a meaningful creation of artwork that illustrates diversity and inclusion and create a vibrant attraction for locals and tourists.

As a result of the proposed partnership, ACA staff will provide a brief synopsis of the proposed Mural project during this meeting. The project will be managed by Atlantic Center for the arts with collaboration from the City of New Smyrna Beach and input from the community. The estimated cost of the mural project is \$31,200. The expenditures are based on the following:

- 1) Twelve (12) columns East of US 1
- 2) Three (3) columns West of US 1
- 3) The wall at S. Orange Street and Lytle Avenue

- 4) Painting of the concrete floor under the bridge
- 5) ACA professional artists salaries
- 6) ACA staff management of the project
- 7) Supplies
- 8) Storage Pod x 18 weeks

The ACA artists have provided three (3) conceptual drawings for your review and discussion. These renderings have not been finalized and are subject to modification. We would like to consider the following alternate locations, such as but not limited to:

- 1) City Gym
- 2) Museum of History (south facing wall)
- 3) Restroom building in Riverside Park (west facing wall)
- 4) Coronado Civic Center
- 5) Babe James
- 6) Pettis Park
- 7) State Road 44 (NSB Gateway sign)

Per the attached CRA/Economic Development memo, CRA staff recommends funding support towards this project up to \$14,000 for the purchase of materials and supplies only (if the approved Mural project location is within the CRA district).

If the CRA Board approves the mural project, the City of New Smyrna Beach and the Atlantic Center for the Arts would plan to re-dedicate the Martin Luther King Jr. (MLK) Bridge on January 17, 2022 to commemorate Martin Luther King, Jr. Day and to acknowledge the completion of the mural project.

Based on the proposed MLK bridge location, staff has communicated with the Florida Department of Transportation (FDOT) regarding its review and approval process for the proposed mural project. If the CRA Board approves the project, FDOT has instructed city staff to submit the project through a FDOT Community Aesthetics Features evaluation and approval process.

Recommendation:

Staff recommends the CRA Board approve the following:

1. Approve a plan to partner with the Atlantic Center for the Arts to paint a diversity/inclusion mural underneath the MLK Jr. Bridge or alternate location
2. Approve artist/conceptual design
3. Approve CRA funding support up to \$14,000 (if the proposed mural project is located within the CRA district)
4. Approve the city's General Funds to complete the project, in the event that other funding options (i.e. grants, sponsorships etc.) are not available

Attachments:

Memo from CRA/Economic Development Department

Mural Project Overview & Conceptual Drawings

Findings:

N/A

Fiscal Analysis:

CRA Funding available and requesting support from the General Funds account.

Strategic Plan Item:

No

Staff Report Created By: Irma Terry

Attachments:

[memo.pdf](#)

