



City of Palm Coast

Agenda

BEAUTIFICATION AND ENVIRONMENTAL ADVISORY COMMITTEE

City Hall
160 Lake Avenue
Palm Coast, FL 32164
www.palmcoastgov.com

*Chairman Jeffery Seib
Vice Chair Marcia Foltz
Committee Member Edward Beier
Committee Member Robert Knapp
Committee Member Glenn Partelow*

Thursday, July 25, 2019

5:00 PM

COMMUNITY WING OF CITY HALL

>In accordance with the Americans with Disabilities Act, persons needing assistance to participate in any of these proceedings should contact the City Clerk's Office at 386-986-3713 at least 48 hours prior to the meeting.

>Public comment on issues on the agenda or public participation shall be limited to 3 minutes.

>The City of Palm Coast is not responsible for any mechanical failure of recording equipment

>All pagers and cell phones are to remain OFF during the Committee meeting.

>Other matters of concern may be discussed as determined by Committee during the meeting.

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CALL TO ORDER AND PLEDGE OF ALLEGIANCE

ROLL CALL

MINUTES

1 MEETING MINUTES OF THE JUNE 27, 2019 BEAUTIFICATION AND ENVIRONMENTAL ADVISORY COMMITTEE MEETING

OLD BUSINESS

2 CLIMATE CHANGE AND SEA LEVEL RISE

NEW BUSINESS

3 TURTLE DEDICATION 1: LOCAL ARTIST JJ GRAHAM

4 TURTLE DEDICATION 2: LOCAL ARTIST ANDY SOVIA

PUBLIC PARTICIPATION

DISCUSSION OF MATTERS NOT ON THE AGENDA

ADJOURNMENT

City of Palm Coast, Florida Agenda Item

Agenda Date: JULY 25, 2019

Department	PLANNING	Amount
Item Key	6827	Account
		#
Subject	MEETING MINUTES OF THE JUNE 27, 2019 BEAUTIFICATION AND ENVIRONMENTAL ADVISORY COMMITTEE MEETING	
Background :		
Recommended Action :		
Approve the minutes as presented		



City of Palm Coast Minutes BEAUTIFICATION AND ENVIRONMENTAL ADVISORY COMMITTEE

City Hall
160 Lake Avenue
Palm Coast, FL 32164
www.palmcoastgov.com

*Chairman Jeffery Seib
Vice Chair Marcia Foltz
Committee Member Edward Beier
Committee Member Robert Knapp
Committee Member Glenn Partelow*

Thursday, June 27, 2019

5:00 PM

COMMUNITY WING OF CITY HALL

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CALL TO ORDER AND PLEDGE OF ALLEGIANCE

Chair Seib called the June 27, 2019 Beautification and Environmental Advisory Committee (BEAC) Meeting to order at 5:00PM.

ROLL CALL

Present and responding to roll call were:

*Chair Seib
Vice Chair Foltz
Mr. Knapp
Mr. Partelow*

Absent:

Mr. Beier

City Staff present were:

*Beth Dawson - Landscape Architect
Jordan Myers - Environmental Planning Technician*

MINUTES

1 MEEETING MINUTES OF THE MAY 23, 2019 BEAUTIFICATION AND ENVIRONMENTAL ADVISORY COMMITTEE

Pass

Motion made to approve as presented made by Vice Chair Foltz and seconded by Committee Member Knapp

Approved - 4 - Vice Chair Marcia Foltz, Chairman Jeffery Seib, Committee Member Glenn Partelow, Committee Member Robert Knapp

OLD BUSINESS

2 CLIMATE CHANGE AND SEA LEVEL RISE

The BEAC members continued their discussion of their plans to encourage the increased use of renewable energy resources. Vice Chair Foltz discussed the components of a climate action plan and some of the issues that the River to the Sea Transportation Planning Organization (of which she is a member) are encountering.

Vice Chair Foltz led the discussion of solar panels being allowed in all zoning districts. Ms. Dawson will research the Land Development Code for anything that addresses solar panels and their possible restrictions.

Mr. Partelow suggested that the City organize a "Green Building" Symposium for the builders and developers. Chair Seib mentioned that Denise Bevans, City Administration Coordinator, is working with staff on reviewing the incentives for the "Green Building Program" as well as the way the program documentation is written.

Ms. Dawson and Ms. Myers explained the Community Development Department's Technical Review Extreme (TRX) to the BEAC members. TRX is a free program offered to developers who wish the various disciplines within the City to look at their concept plan for Land Development Code compliance. The BEAC members discussed incorporating the "Green Building Plans" into these TRX meetings in a more formal way.

Chair Seib to follow up with the PAL center about "what is being done in this area" for construction of green buildings.

Chair Seib suggested that the BEAC members research what solutions work in other Florida communities with "Green Building".

Ms. Dawson and Ms. Myers informed the BEAC members what type of incentives are currently offered through the City as part of the "Green Building Program".

Ms. Dawson and Ms. Myers will look into Kohls "green certifications". As well as Chair Seib asked staff to find out if there are any other existing "green" commercial buildings in Palm Coast.

Mr. Partelow will look into contacting some solar panel companies to ask how they are impacted by either restrictions and/or incentives for solar power buildings in Palm Coast.

Chair Seib requested that the BEAC members look into contacting FP&L about their incentives. Ms. Dawson and Ms. Myers to clarify what credit FP&L are giving back to the City for the canopy at the Community Center.

BEAC members will continue this discussion in the future.

Received and Filed

NEW BUSINESS

PUBLIC PARTICIPATION

Chair Seib opened the meeting to public comment at 6:00PM and seeing no one approach the podium he closed the meeting to public comment at 6:01PM.

DISCUSSION OF MATTERS NOT ON THE AGENDA

Chair Seib requested that the BEAC members look into the documentation provided last meeting about how the City may benefit from becoming a Monarch City and/or a Keep (Florida) America Beautiful City.

Chair Seib also gave an update on his upcoming meeting with the Arts Commission and their schedule for "Turtle Installations" and their designs.

ADJOURNMENT

Motion made that the meeting be adjourned by Mr. Partelow and the motion was seconded by Vice Chair Foltz.

The meeting was adjourned at 6:07PM.

*Respectfully Submitted by:
Irene Schaefer, Recording Secretary*

City of Palm Coast, Florida Agenda Item

Agenda Date: JULY 25, 2019

Department	PLANNING	Amount
Item Key	6865	Account
		#
Subject	CLIMATE CHANGE AND SEA LEVEL RISE	
Background :	Continuing discussion of possible solutions for the City to consider implementing within the Land Development Code and/or Comprehensive Plan.	
Recommended Action :	For discussion purposes	

City of Palm Coast, Florida Agenda Item

Agenda Date: JULY 24, 2019

Department	PLANNING	Amount
Item Key	6866	Account
		#
Subject	TURTLE DEDICATION 1: LOCAL ARTIST JJ GRAHAM	
Background :	Review proposed local artist JJ Graham’s proposed turtle sculpture.	
Recommended Action :	Vote on design and placement of JJ Graham’s proposed turtle sculpture	

COMMUNITY SCULPTURE PROJECT

Presented & Managed by



OBJECTIVE

- PROMOTE ART IN THE COMMUNITY
- BRAND FLAGLER COUNTY AS AN “ARTS DESTINATION”
- PROVIDE VISUAL ART “SYMBOLS” FOR TOURISTS AND RESIDENTS AND MAP OF LOCATIONS

UNLIMITED BUDGET EXAMPLES

Salmon Sculpture, Portland, Oregon, USA



Les Voyageurs, Marseilles, France





Hippo Sculptures, Taipei, Taiwan



The Monument Of An Anonymous Passerby, Wrocław, Poland



Mustangs By Robert Glen, Las Colinas, Texas, USA



People Of The River By Chong Fah Cheong, Singapore





REALISTIC LARGE ART EXAMPLES

Vancouver





Connecticut



Massachusetts



Pensacola



Clearwater





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Swimming Dolphins
H. Kuloleck & Students
Navy & Marine Arts Ctr
Artist
Hyatt Clearwater
Beach Resort
Sponsor
Clearwater's Dolphins
Clearwater Clearwater

OTHER THEME EXAMPLES













WHAT THEME FOR
OUR COMMUNITY?

TURTLES?





Where Are We?

May 2018 - present



May
2018

Artists:
Paul Beaulieu and
Tom Anastasio

“Claude
”

Based on
works of
Claude Monet

The logo for ParkSide Realty Group features a stylized blue wave icon above the word "ParkSide" in a large, elegant script font. Below "ParkSide", the words "REALTY GROUP" are written in a smaller, blue, all-caps sans-serif font.

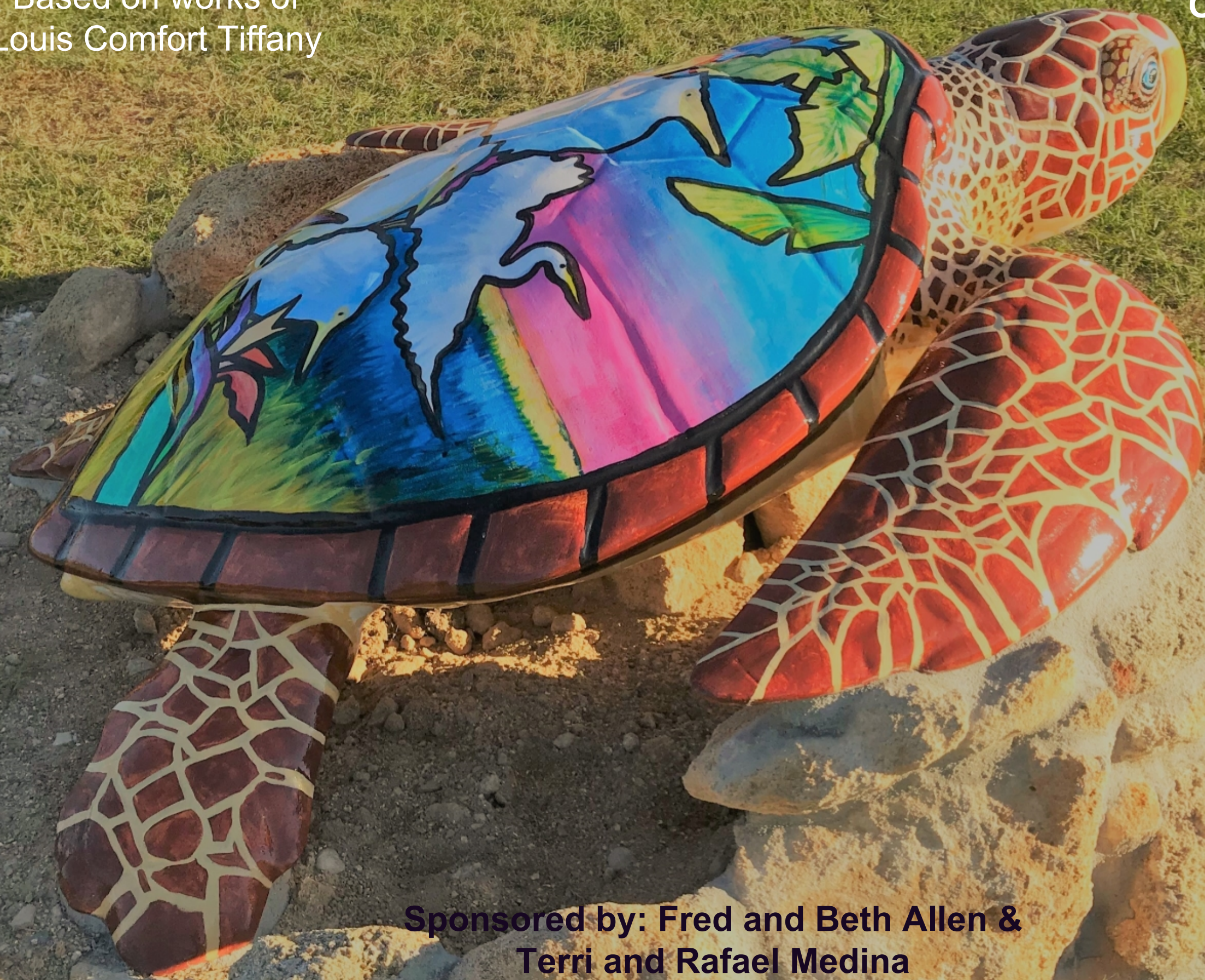




“TIFF”

Based on works of
Louis Comfort Tiffany

Artist:
Ron Lace
October 2018



Sponsored by: Fred and Beth Allen &
Terri and Rafael Medina





March 2019



#3 - "MARC- SEA"
THE LOGGERHEAD IS AN ENDANGERED SPECIES OF SEA TURTLE
WITH MOST U.S. NESTS RESIDING IN FLORIDA
ARTIST: PAUL BEAULIEU
THIS SCULPTURE WAS INSPIRED BY THE STAINED GLASS MASTERWORK
"PEACE" CREATED BY WORLD RENOWNED ARTIST MARC CHAGALL (1887-1985)
CURRENTLY INSTALLED IN THE UNITED NATIONS IN NEW YORK
SPONSOR: DR. MARK S. VOGEL, OD, FAAO
AS A GIFT TO THE GRAND HAVEN COMMUNITY
DEDICATED TO: GEORGIA AQUARIUM CONSERVATION FIELD STATION
VOLUSIA FLAGLER TURTLE PATROL
PUBLIC SCULPTURE PROJECT BY THE
PALM COAST ARTS FOUNDATION
MARCH 2019



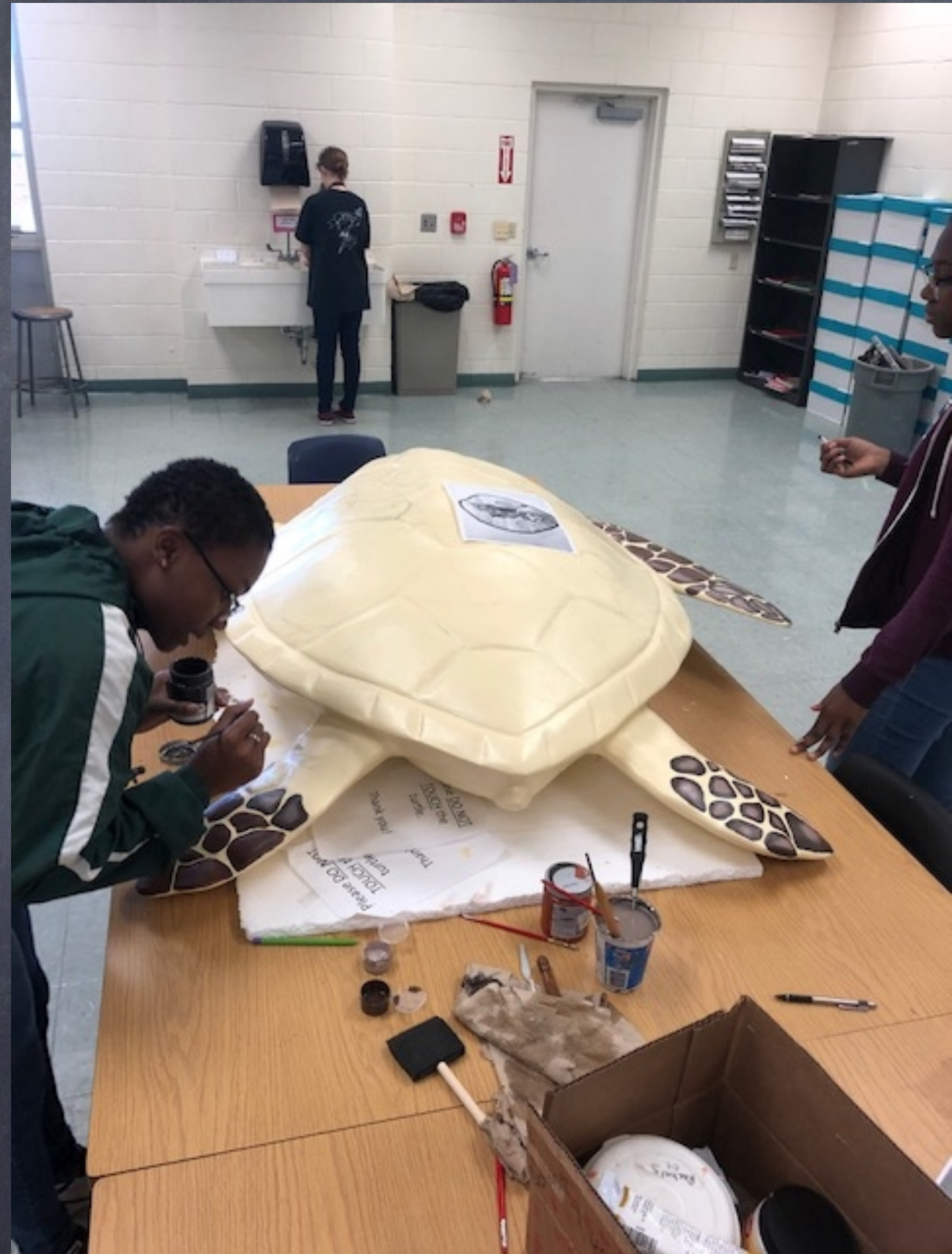


“Marc-Sea”

**Based on works of
Marc Chagall**

**Sponsored by:
Dr. Mark Vogel**

**Artist:
Paul Beaulieu**





“Pablo”

Based on works of
Pablo Picasso



Sponsor:

G. Lindsey Florence, PCAF Trustee



Artists: Flagler Palm Coast Art
Club under supervision of art
teacher Chelsea Schlaffer





June 2019



Local artist:
JJ Graham



Edgar Degas – ballerina inspired theme







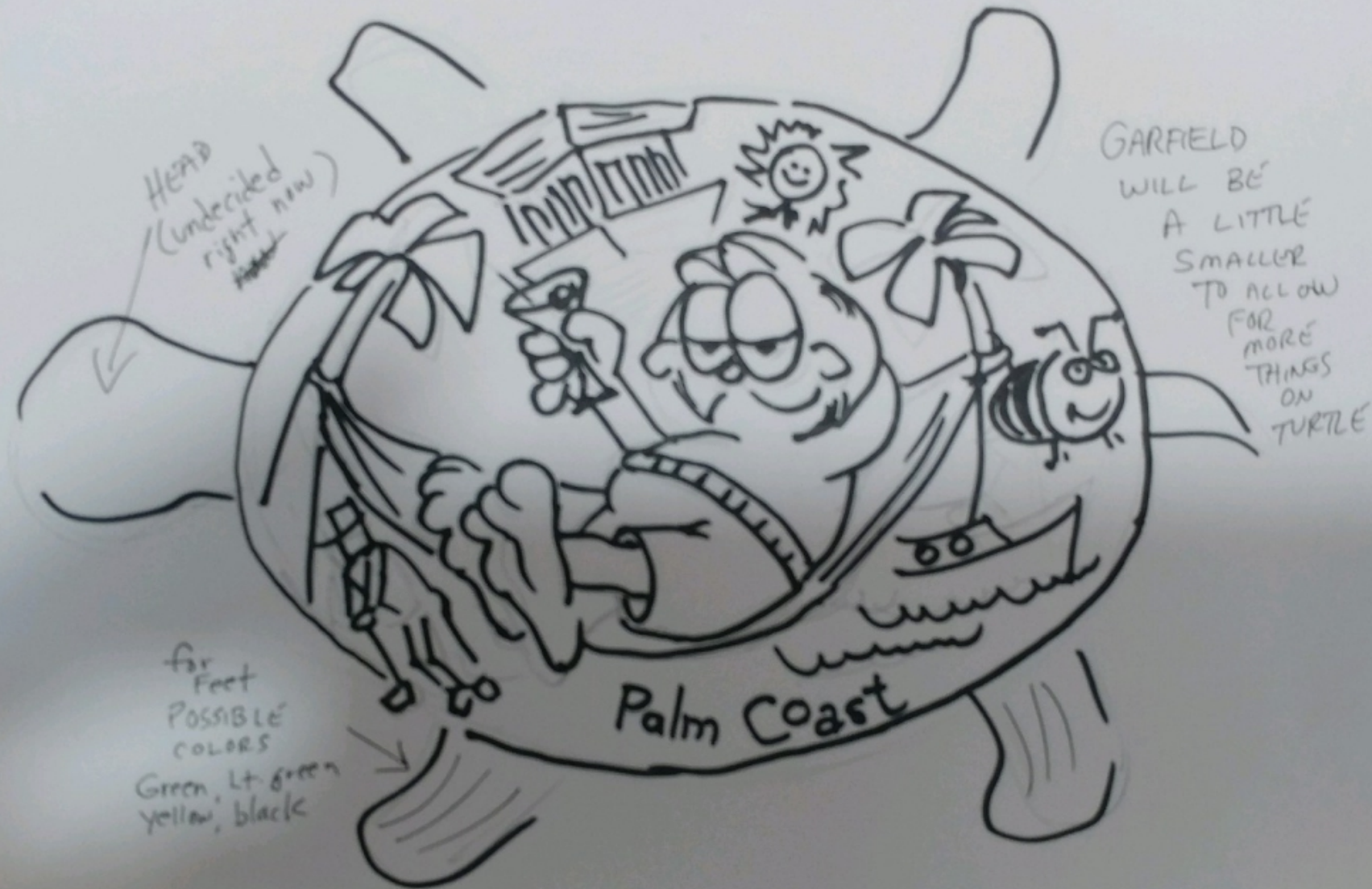
Proposed
dedication:
September 2019







Cartoon artist, Jim Davis – Garfield inspired turtle



Proposed dedication: October 25, 2019 –
local artist, Andy Sovia













Coming Soon...

- **“NADIA”** – an Edgar Degas creation of his famous Ballerinas – created by JJ Graham, sponsor is anonymous – to be placed at City Hall – September 2019
- **“GARFIELD”** – inspired by cartoonist Jim Davis – created by Andy Sovia, sponsored by Kathy Reichard-Ellavsky – to be placed at the Palm Coast Historical Society – October 2019
- **“QUILTY”** – created by Bettie Eubanks – inspired by 1700s historical quilt artist, Betty White, sponsored by Bill and Pat Verhagen – to be placed at a private park near his office building off Colbert Lane near Waterfront Park – October 10, 2019
- **TBD** – Young Professionals Group, Leadership Class of 2019 – gifting a turtle sculpture to the Flagler County Chamber of Commerce – Date TBD
- **TBD** – Flagler County Tourism Office – artist TBD – December 2019
- **TBD** – Vincent – A Van Gogh turtle for early 2020 installation – “Iris”

How to Sponsor a Turtle

- **\$5,000 (\$2500 due at time of order); PCAF will...**
- **work with sponsor on developing concept/theme/design of turtle sculpture**
- **coordinate (if needed) an artist to work with sponsor**
- **create press release and coordinate dedication/unveiling**
- **work with sponsor on site/location**
- **work with sponsor and artist on installation**
- **provide a bronze plaque with name of Turtle; # of turtle; sponsor name; artist name; historical artist name with brief bio of historical artist; and a statement about the significance of the loggerhead turtle**
- **Entire process from time turtle is ordered (4-6 months)**

INITIAL STEPS

- RESEARCH VENDORS FOR LARGE SCALE FIBERGLASS MOLDS
- CREATE BUDGET
- WORK WITH CITY AND COUNTY GOVERNMENT BODIES TO RESEARCH LAWS, ZONING AND GUIDELINES
- IDENTIFY AREAS WITHIN THE COMMUNITY TO DISPLAY SCULPTURES i.e. PARKS, TOWN CENTER, PCAF CAMPUS, MAIN INTERSECTIONS IN CITY OF PALM COAST, FLAGLER BEACH, GOVERNMENT SERVICES BUILDING
- CREATE TIME FRAME AND GOALS - ROUND 1 (5 LOCATIONS), ROUND 2 (5 MORE LOCATIONS), ROUND 3, ETC
- CREATE MARKETING/BRANDING CAMPAIGN: PRINT ADS, SOCIAL MEDIA; PUBLIC FORUMS, ETC
- CREATE ARTIST AGREEMENT AND ANNOUNCE A CALL FOR ARTISTS
- SOLICIT SPONSORS: BUSINESSES, PRIVATE INDIVIDUALS, NONPROFIT ORGANIZATIONS

WHY IS PUBLIC ART IMPORTANT?

“Community art can also create attachment to one’s community. According to Bach, studies have looked at the economic development benefits of art, but only just recently have there been wider examinations of the effect of art on a community’s sense of place” ...[The Knight Foundation’s Soul of the Community initiative](#) surveyed some 43,000 people in 43 cities and found that “social offerings, openness and welcome-ness,” and, importantly, the “aesthetics of a place – its art, parks, and green spaces,” ranked higher than education, safety, and the local economy as a “driver of attachment.”

<https://dirt.asla.org/2012/10/15/why-public-art-is-important/>



Local artist:
JJ Graham



Edgar Degas – ballerina inspired theme







Proposed
dedication:
September 2019





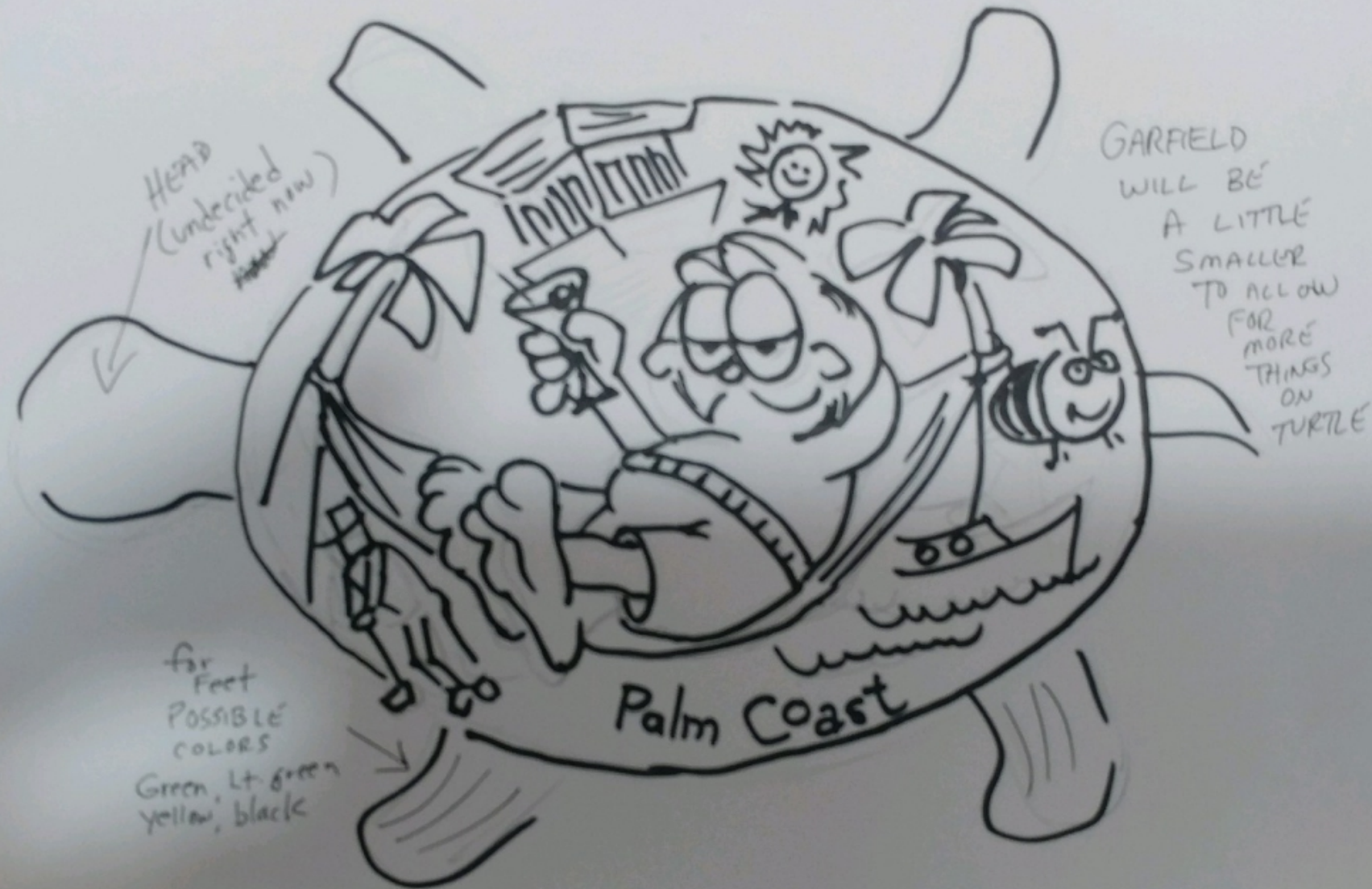


City of Palm Coast, Florida Agenda Item

Agenda Date: JULY 24, 2019

Department	PLANNING	Amount
Item Key	6867	Account
		#
Subject	TURTLE DEDICATION 2: LOCAL ARTIST ANDY SOVIA	
Background :	Review proposed local artist Andy Sovia’s proposed turtle sculpture.	
Recommended Action :	Vote on design and placement of Andy Sovia’s proposed turtle sculpture	

Cartoon artist, Jim Davis – Garfield inspired turtle



Proposed dedication: October 25, 2019 –
local artist, Andy Sovia











