



*Inspiring participation and  
passion for the arts in our  
community*

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# MEMORANDUM

TO: City of Stuart Community Redevelopment Agency Board  
FR: Nancy K. Turrell, Executive Director  
RE: Avonlea Project Review  
DT: March 18, 2021

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Per our agreement, the proposal for the Avonlea gateway project has been reviewed.

The proposed art is designed by artist, Dale Rogers. Rogers body of work is notable, with an impressive area of exhibits that have visited towns and cities across the country. Much of his work is monumental in scale and captures an element of fun and levity. There is no question that this artist is well qualified for an art commission.

As a gateway piece for Avonlea, the developer is setting the tone for the development and its aesthetics. In a gateway project art is used to create uniqueness and identity. The pieces proposed for Avonlea are designed to reference the natural habitat, the flora and fauna of the area, using the palmetto leaf and birds as a symbol. As the developer notes, tying in the birds also gives some connection to the installation along Colorado Boulevard.

Typical of gateway pieces, landscaping is critical to be supportive of the artistic elements. Gateway pieces also often include elements of function, such as seating, drinking foundations or wayfinding. In this case, signage for the community is the primary element. Signage is a form of wayfinding; and as wayfinding these pieces should also incorporate lighting elements.

Using the artistic elements proposed the proposal accomplishes the placemaking and wayfinding the developer is creating through the art in public places requirement.

When looking at the artist's website I was taken by some of his other works that have been used as wayfinding in other projects (figure 1). The screen shot from Rogers' website includes a few examples how as items are be placed throughout the site, they quickly become recognizable as the marker that you have arrived.

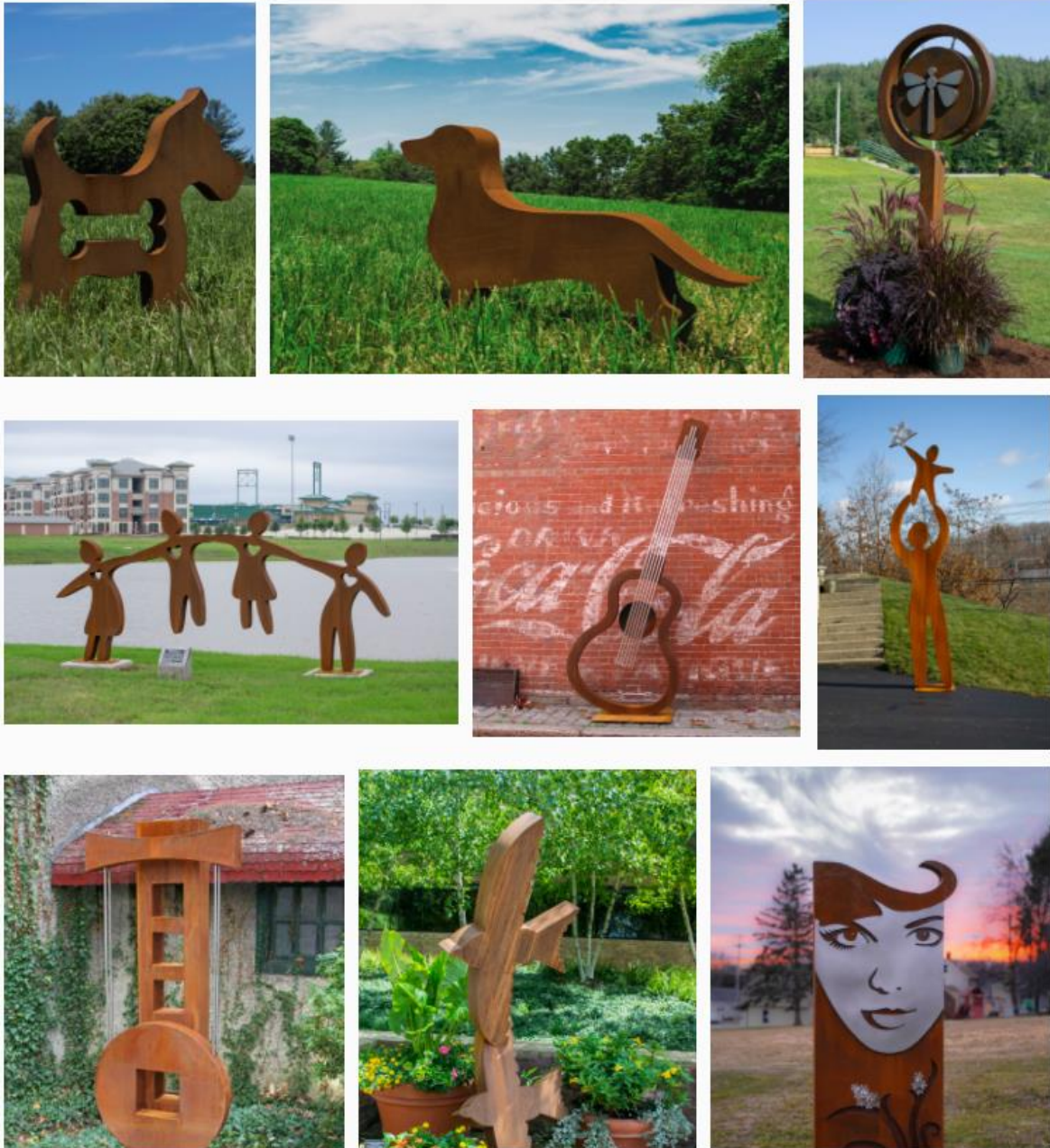


Figure 1: Images from Dale Rogers Website