


**CITY MANAGER
MEMORANDUM**

To: Honorable Mayor Costello and City Commissioners

Through: Joyce A. Shanahan, City Manager

From: Robert Carolin, Leisure Services Director 

Date: May 28, 2009

Subject: Proposal for a Land Art Monument for City of Ormond Beach
"Birth Place of Speed"

Introduction: This discussion item is being brought to the City Commission at the request of Ms. Vida Khadem, a Volusia County resident, who has a proposal for a land art museum monument she would like to present to the City for consideration.

Background: Ms. Khadem has met with City staff to discuss her desire to build a land art monument in the City of Ormond Beach. Ms. Khadem has prepared the attached project proposal for the City Commission, and in her executive summary she states, "Following is a proposal for Land Art Monument entitled 'The Birth Place of Speed' for the of Ormond Beach, that uses the likeness of Mercedes Simplex as a facility dedicated to man's greatest invention, the Engine. This monument will be made of cement, reinforced steel, coquina/slate rock, and glass approximately 100 feet long, 50 feet wide and 45 feet in height built on an artificially raised mound with its front engine raised at approximately 10 degrees. This monument will be a functional structure that one could walk into." She is hopeful that the monument will become a tourist attraction and sets the goal of the project "to educate and to work towards the cause of creating the dream engine of the future, which is efficient, environmentally friendly, cost effective and profitable that can run on alternative source of energy and emit less carbon dioxide to the atmosphere."


Discussion: Ms. Khadem has provided the attached 15 page proposal for the City Commission. The process for the project involves "obtaining the permission of Mercedes Benz to use the likeness of the Mercedes Simplex as a Land Art Monument" and obtaining "the permission of the City to give us a designated public land area that has maximum visibility where this monument can be built." She estimates that it will take approximately one acre of land for the monument. The City of Ormond Beach, however, does not currently own an appropriate parcel of property that meets the requirements for this project. Property, such as found in Ormond Crossings, would be an appropriate location due to its proximity to Interstate 95.

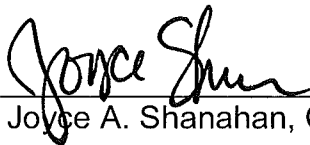
Budget Impact: The budget impact is unclear at this time. If the monument is to be built and if it is to become the property of the City of Ormond Beach, careful consideration needs to be given to make sure the facility has the ability to sustain itself financially and that it is made of long lasting, durable materials that require minimal

maintenance. Funding for the building of the project is to be raised through Ms. Khadem's efforts.

Recommendation: Currently, the City of Ormond Beach does not own a parcel of property that Leisure Services staff would deem appropriate for this facility. If the City Commission feels that it is desirable to build this project in Ormond Beach, it is recommended that the City Commission approve the conceptual idea pending actual location selection and with the stipulation that all local and state planning requirements and building codes be met.

Reviewed by:  _____ 5/25/09
Theodore S. MacLeod, P.E. Date
Assistant City Manager

 _____ 5/26/09
Kelly McGuire, Finance Director Date

Approved by:  _____ 5/26/09
Joyce A. Shanahan, City Manager Date

A Proposal for a Land Art
Monument for

**City of Ormond
Beach**
**"The Birth Place of
Speed"**



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May 13, 2009

For Your Consideration
To the Attention of:

Honorable Mayor **Fred Costello**

Commissioner **Ed Kelley**

Commissioner **Bill Partington**

Commissioner **Lori Gillooly**

Commissioner **Troy Kent**

City Manager **Joyce A. Shanahan**

Executive Summary

Following is a proposal for Land Art Monument entitled "The Birth Place of Speed" for City of Ormond Beach, that uses the likeness of Mercedes Simplex as a facility dedicated to man's greatest invention, the Engine.

This monument will be made of cement, reinforced steel, coquina/slate rock, and glass approximately 100 feet long, 50 feet

wide and 45 feet in height built on an artificially raised mound with its front engine raised at approximately 10 degrees. This monument will be a functional structure that one could walk into.

Goal

The goal of this Land Art Monument is to educate, inspire and mobilize as many minds as possible to work towards the cause of creating the dream engine of the future, which is efficient, environmentally friendly, cost effective and profitable that can run on alternative source of energy and emit less Co2 in the atmosphere.

Purpose

The purpose of building this Monument is to expose visitors to the science of the engine, how it works, how it was developed, what leaps have been made in the last century and where we hope to be in the next century.

It is to inform the general public about the importance of the engine and the role it plays for the future of mobility and transport on the planet.

Application

According to some analyst as the struggle and expense of oil goes up in the next century so will the urgency and the need of finding an alternative source of energy. If this hypothesis has any factual basis, then the need for finding an alternative way to make the engine function is at the heart of the solution of the future.

It is impossible to imagine a world with out the engine, which runs and breathes on oil. What will happen to the future of commerce, mobility, trade, transportation and automobiles? How can we as species survive without a functional engine?

It is therefore, one of the most important questions of our times.

We must try to knock on as many doors as possible and hope that behind one of those doors, perhaps “the Birth Place of Speed” may lie a piece of the puzzle that can become part of solution of the future.

Why "Mercedes Simplex"

The Mercedes Simplex’s exterior design lends itself perfectly to being built as a large structure that one can walk into and still look pleasing to the eye. Aside from the aesthetic value of the exterior design, this Race Car has been chosen because it highlights a victorious moment in the history of engine and car racing in Ormond Beach.

It is also been chosen because of the importance it’s driver Mr. William Vanderbilt plays in the history of car racing in United States and the important role Mr. Karl Benz, (who invented the first practical car with an internal combustion) plays in the history and development of the engine.

Proposal and General Idea

To build a Monument dedicated towards the glory and history of man’s greatest invention, the Engine.

From a distance this structure will look like a Race Car specifically “The Mercedes Simplex” also referred to as “Mercedes #1”.{Exhibit A}

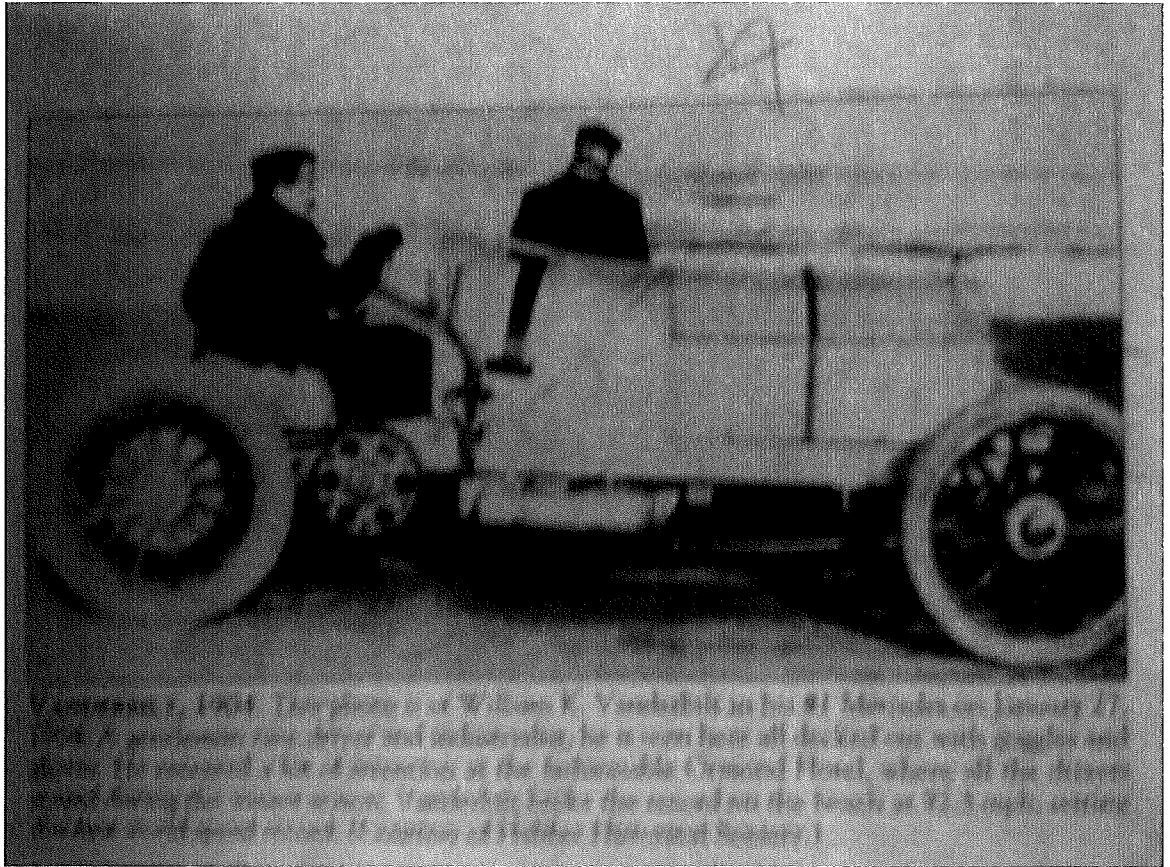


Exhibit A

This monument will be a structure made of concrete, cement and slate rocks, approximately 100 feet in length, 50 feet in width and 40 feet in height. This structure will be a functional building that you could walk into. The Race Car will be built on an artificially raised mound, with its front engine facing upwards and raised at an angle of 10 degrees.

{Exhibit B}

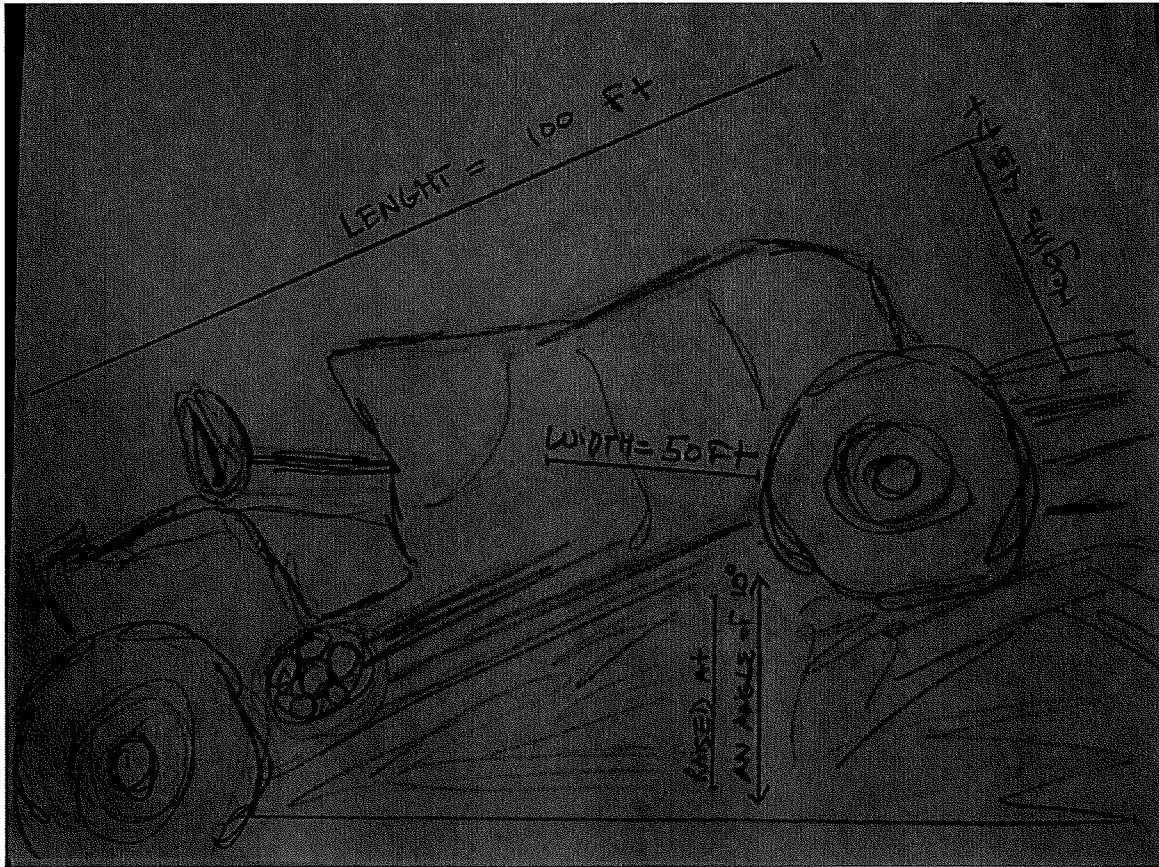


Exhibit B

All around and on the mound will be landscaping, shrubs, flowers and exterior benches and outside lamps. The monument will be fenced off with a wooden or metal fence. {Exhibit C}

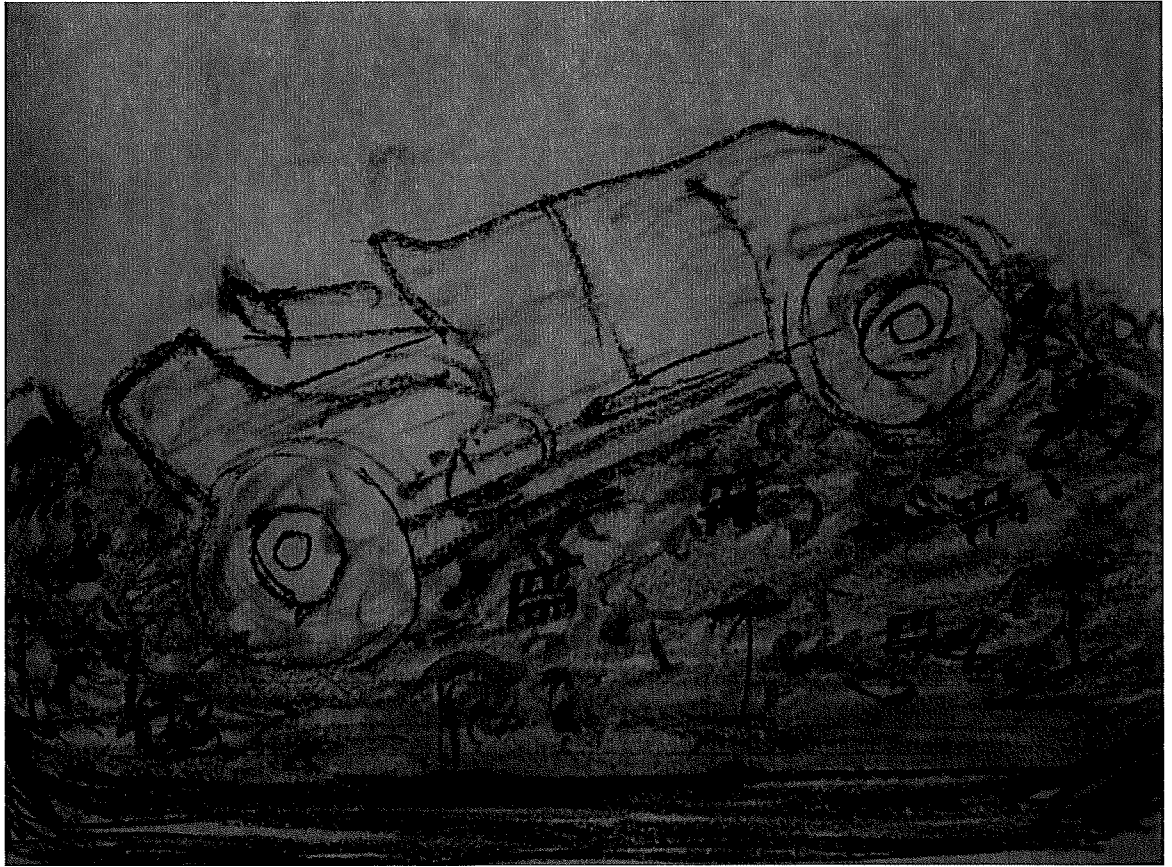


Exhibit C

The first floor of this structure will be divided into a few rooms which will educate the “history of the engine”, from the invention of the first wheel to the earliest steam power engines to the invention of the first

internal combustion engine, the first practical car invented by Karl Benz more than a century ago. {Exhibit D}

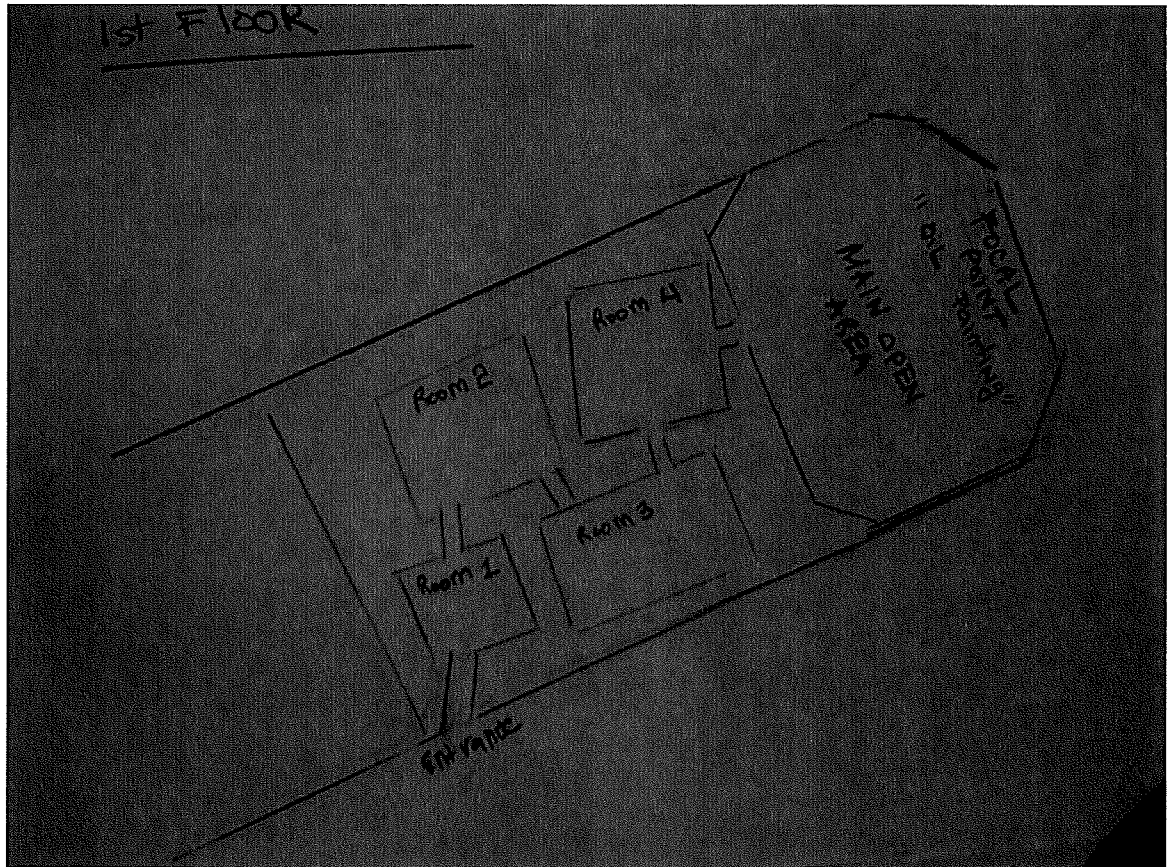


Exhibit D

Visitors will learn about learn about the history of Ormond Beach and how a century ago when the automobile was still in it's infancy some of the biggest names of the auto world brought their best Engines to compete in this area.

It is therefore the place where the race towards the most efficient engine began 100 years ago.

Once the visitors have been exposed to the above information they will be led to a main open arena. The focal point of this arena will be a large oil painting on cement approximately 25 by 25 feet. In this open arena the visitors will be able to take photos of the portrait mingle and talk to one another.

Under the oil painting will be a platform that can also be used as a stage for future lectures and activities related to the theme. The arena can also provide books and studies related to the history of the engine.

After a period of rest the viewers will leave this first floor and walk up thru a series of steps, which will lead them to the second floor of this Monument.

The second floor of this monument will also consist of a few rooms. This floor will introduce the visitors to the “Present and Future of the Engine”, its development in the last 100 years and where it is headed. {Exhibit E}

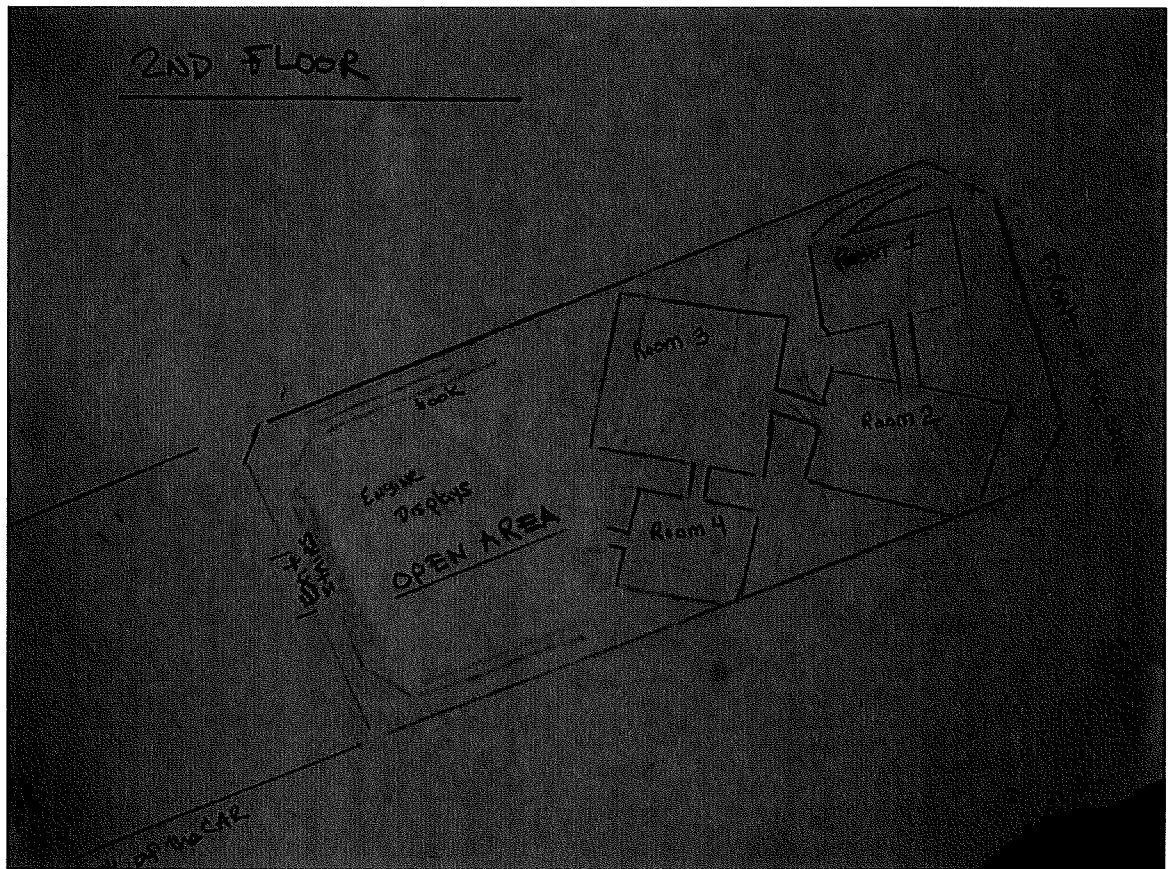


Exhibit E

Visitors will become familiarized with science and physics of the different kinds of engines. They will be able to view in depth how the many different engine from the old to the most modern one's functions.

Visitors will be introduced to the present alternatives and encouraged to participate in taking part in finding a solution for the future, an engine that can run on renewable source of energy, that is profitable and cost effective and that can function in harmony with nature.

Leaving the second floor the visitors will enter an open space and reception area, with open glass sky light ceilings. {Exhibit F}

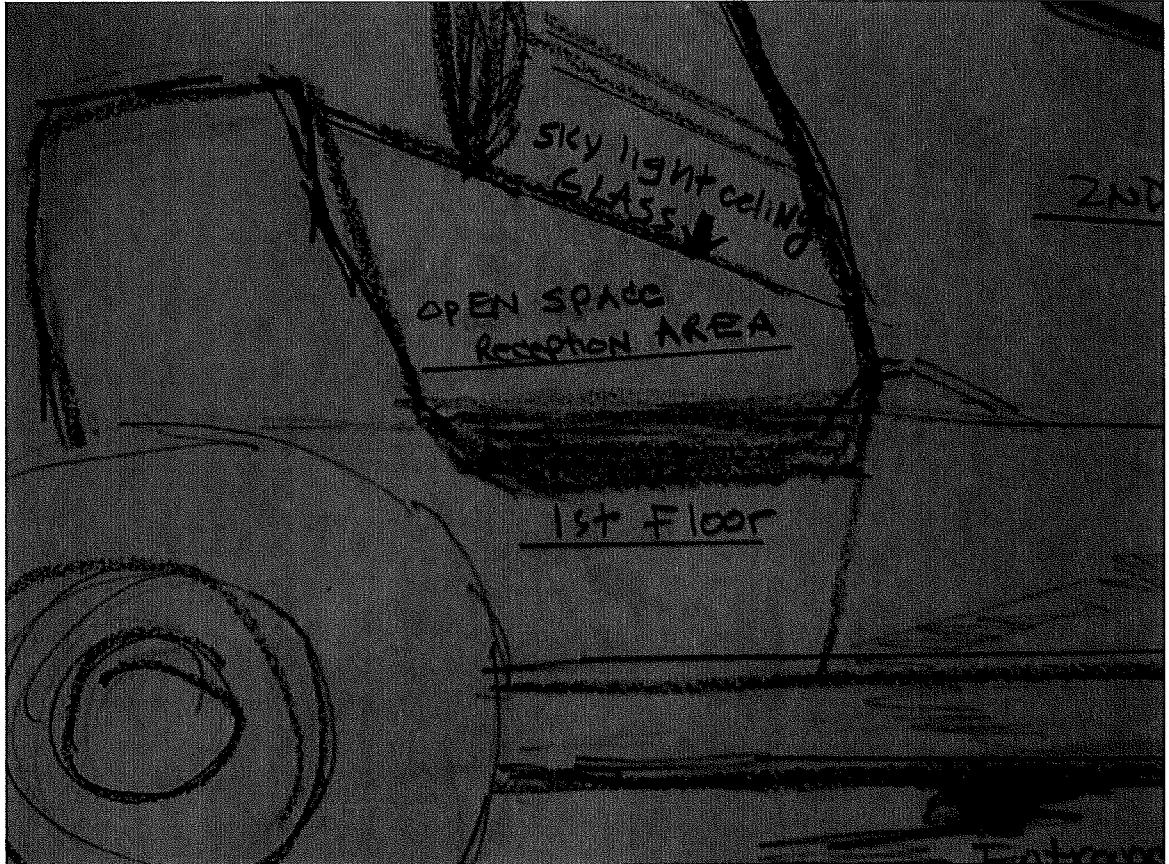


Exhibit F

In this open area there will be a wishing Pool, above which will be the second hand painted original oil painting of the “Rising Sun”, symbolizing harmony and source of all life on the planet.

Here visitors will take a photo with the oil painting, drop a coin in the wishing pool and chat with one another.

The money that is collected in the wishing pool can be a reward for anyone who might submit an idea that gets accepted and considered exceptional by the judges!

Every year the amount of money collected in the wishing pool can be announced until a winner is found. The winner of this award will win a trophy, and worldwide recognition!

This tradition can continue as long as the monument stands.

The Exit for the monument will be thru a souvenir shop. {Exhibit G}

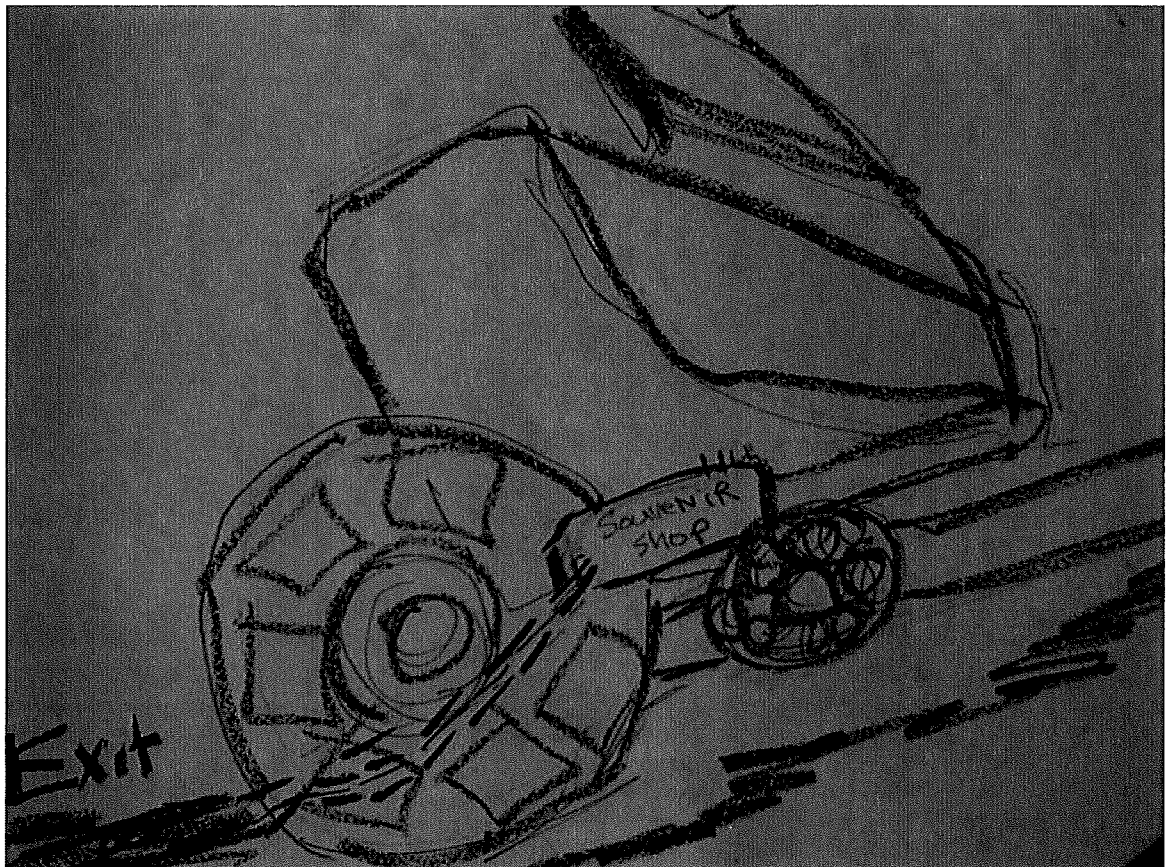


Exhibit G

Here, the visitors can look around, perhaps purchase a souvenir, or memorabilia.

The visitor will exit the facility thru the back of the Race Car where the exhaust pipe in car is usually located. {Exhibit H}

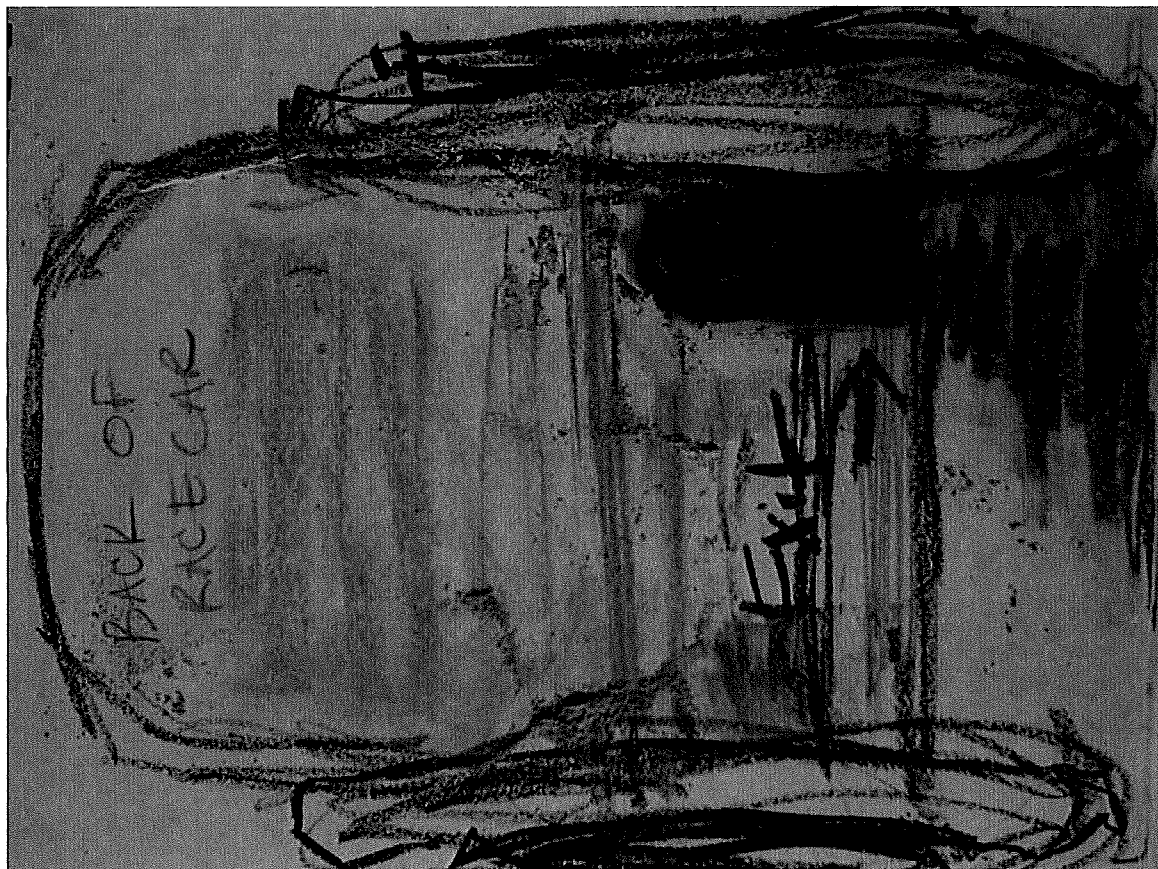


Exhibit H

And this will sum up their journey and experience and education of the history and development of the engine.

Timeline

We are projecting an estimated six to nine months to build and finish the monument, but this is only an estimate. The more people can be employed the faster the project can move.

It will take the artist approximately three months to finish the two original oil paintings on the inside of the structure. The full process of building the structure from beginning to the end can be documented for future reference.

This film can be used as a promotional vehicle to advertise and spread the word about the monument. This film can be used in

media, web to enhance and spread the word about the monument around the world.

Process and Funding

Process involves obtaining the permission of Mercedes Benz to use the likeness of Mercedes Simplex as a Land Art Monument, (Mercedes Benz in Germany Stuttgart has reviewed our proposal and currently talks are underway with the legal department of Mercedes Benz USA) and to obtain the permission of the City to give us a designated public land area that has maximum visibility where this monument can be built. The City can also help in putting signs on the main highways to expose the visibility of this facility to as many passersby and tourists and visitors alike.

After the above-mentioned permission has been obtained and the location has been assigned and fixed we can meet with different developers who can bid on the total project. That total budget will be announced and an aggressive campaign to gather the funding for this project will begin.

Perhaps a creative structure can be devised that suits the needs and requests of interested parties who would take part in making this project happen.

Location

The current location under consideration for this monument is City of Ormond Beach.

The natural beauty, blue skies, and sandy beaches of this area have been the reason why thousands of tourists flock here every year for different events all year round.

This area is a neighbor to NASCAR and the Daytona Race Track where thousands of fans come every year to watch the race. The area is less than an hour from Kennedy Space Center, and about an hour and twenty minutes from the biggest theme park in United States, the “Disney World”.

Having the above points of interest close by can play an important role in attracting many different people from different places to be drawn to the monument.

Materials

The materials used will largely depend on the exact location of where the structure will be built. Should the city give us all the necessary permits and designate a specific land where this can be built, the material for the exterior of the structure will be chosen to fit what is around that land so that it fits with the aesthetic of its surrounding.

The goal is to use durable materials that will last for the next century or two. It is essential that the materials used require little maintenance. The specifics of materials used will have to be discussed with the developers, architects and engineers who will be in a better position to advise us on what can work in order to give us the overall aesthetic, look, and feel of the “Mercedes Simplex” from the outside and serve the functional need of a durable and everlasting structure that can last for years to come.

Total Expense

The total budget can be calculated once we know the location and whether that location is public or private.

Approximately one acre of land is needed to build this monument. Once the proper permissions have been obtained from the designated authorities, the complete proposal can be handed to trade professional who will be encouraged to make a bid on the project. Once the developer has been decided upon, an exact number for the total budget will be announced.

But first and foremost once the rights and interest of City of Ormond has been established, and a specific land has been approved and assigned, we can move further and be in a position to proceed ahead and obtain a solid budget for this project.

Revenue and Sustainability

Our goal is to have a Monument that will sustain itself, and hopefully become a tourist attraction and in the long run to have a favorable economic impact on this City.

To generate income the monument can have an entrance fee. It can generate money from sales of souvenirs and gifts and perhaps leasing certain rooms for concession or a restaurant on the inside of the structure.

A total of 49 million tourists come to Disney world each year. We can attract a percentage of this pool of tourists and others who come to Florida for vacation every year by making this facility a point of interest in Ormond Beach, a Monument that every tourist must visit while in Florida.

The land around the Monument can be used as a recreation area for citizens of City of Ormond Beach. It can be a place where citizen can gather for events such as “Turkey Run Day” and celebrate Ormond’s culture and racing heritage each year for years to come.

(Thank you for taking the time to review the above proposal. Please note that the original proposal consists of over 90 pages, which has been condensed to 15 pages for your review. Some of the detail may change due to design, functionality, or suggestions of trade professionals, and or City requirements and request. All changes and suggestions are welcomed.)