



City of Langley

**PUBLIC ARTS
MASTER PLAN
& Six Year
Action Plan**

Submitted to the Langley City Council
XXXX

Prepared by the Langley Arts Commission

Approved by the Langley Arts Commission XXXX

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Introduction:

The LAC Six-Year Action Plan is a focused plan of action to support its purpose as stated in the Langley Arts Commission Bylaws:

ARTICLE II: Purpose

The Langley Arts Commission advises the Mayor, City Council and City Staff regarding the city's public arts program and implementation of the city's one percent for the arts policy for capital projects. The commission shall advise the Mayor and City Council regarding the planning, design, solicitation and selection of artists and public art installations for the city. When requested by the Mayor or City Council the commission will also advise the city on any arts related issue such as promoting the arts in Langley, partnerships between the city and other arts organizations, the facilitation and management of arts related events and arts education.

Goals:

To formalize a six-year comprehensive plan that will have positive impact on Langley's aesthetics and creative sustainability, while providing a pathway to building on and reinforcing Langley's strong visual arts collection and performing arts heritage. The plan will endeavor to:

- **Create Place**

The Arts enrich our community and contribute to a desirable quality of life, creating a successful, dynamic, attractive place to live, work and visit.

- **Drive Economics**

The Arts create jobs and produce tax revenue, stimulate business activity, and attract tourism as well as families and individuals interested in living in an arts-rich community.

- **Provide Opportunity**

The Arts engage citizens and provide opportunity. The Langley Arts Commission strives to: showcase local and regional artists and artistic talent; expand public enjoyment of arts-related opportunities and accessibility; and offer a forum for involvement in the arts through public discussion and discourse.

- **Build Legacy**

The Arts preserve the unique culture and heritage of the community, and reflect who we are and what is important to our society. Arts and Culture are essential to education and life-long learning by fostering imagination, innovation and creative thinking skills.

LAC Strategy:

The Langley Arts Commission will create protocol and strive to provide the ways and means to support projects that enhance and elevate the Arts and Arts-in-Education initiatives in our community and align with the LAC mission as directed by Langley Ordinance 998.

Mission Statement:

The mission of the Langley Arts Commission is to Provide guidance for policy, procedure, and promotion of the arts and culture to the City of Langley. The LAC seeks to cultivate, curate and support the arts in all its forms, providing the foundation for art to sustain Langley.

Vision Statement:

The Langley Arts Commission serves the community by creating place, driving economics, providing opportunity and building legacy. We will achieve this by building networks and development programs with individual artists as well as organizations in the diverse fields of literature, film, music, visual art, multimedia and crafts. Offering support in education, public participation opportunities, events, networking, and publicity to enhance Langley as an art epicenter.

Langley Public Arts 6-year Action Plan Outline

Current Focus Projects:

- 1) Create a partnership of businesses, artist, non-profits and government agencies to develop a Langley Area Arts Economic Growth Plan.
- 2) Continue replacement of the five temporary sculptures as scheduled and add a third sculpture pedestal on private property adjacent to Clyde Alley¹.
- 3) Biannual Whidbey Arts Forum (WAITING)
- 4) Work with the Langley Chamber of Commerce and the Langley Main Street Association to update the walking tour brochure.
- 5) Conduct the annual Second Street dance in the month of July.
- 6) Installation of murals on City and private property within the downtown core.
- 7) Participate and take a leadership role by facilitating integration of art into all Seawall Park and 1st Street entrance improvements.
- 8) Complete inventory and documentation of Langley public art.
- 9) Establish a city maintenance program for permanent art on display.
- 10) Establish an insurance program for temporary art on display.
- 11) Arts commission will be an active participant in the planning and execution of the Langley Cultural Arts District.
- 12) City arts Wayfinding Project.

Projects Under Consideration:

- 1) Sidewalk /crosswalk art and community interactive art sites
- 2) Arts Alive Day
- 3) Concerts in City Parks
- 4) Kiosk for event and information posting
- 5) Establishment of a City Plan/budget for the purchase of permanent art
- 6) Art Field Trip
- 7) Langley Art Museum/Library

¹ Actions in red are carried over from the previous plan

Current Focus Project Overviews

1) Langley Area Arts Economic Growth Plan

The relationship of business, art, non-profits and government within the local economy is a strong and promising configuration for Langley's economic future. Although Langley is wealthy in terms of resident artists and arts non-profits, it lacks a unified arts alliance with its resident and surrounding artists, creative industries, non-profits and government agencies.

Goals: Development of a plan by the Langley Public Art Consortium (LPAC) members to be administered by the Arts Commission Board members.

Use the arts as an economic magnet and the cultural centerpiece of Langley, providing unique and enjoyable activities for visitors, and civic engagement for local residents.

Integrate arts programs and initiatives into economically successful and popular events already known and loved in Langley, such as DjangoFest, Mystery Weekend, and the fair.

Provide leadership that establishes an organizational focal point for Langley area, artists, creative industries non-profits and government agencies.

Objective: Create a hub of economic activity that facilitates the Langley area in becoming an appealing place to live, visit and conduct business.

Vision: A robust economy driven by artists and creative entrepreneurs working within our communities with energy and innovation.

2) Temporary Sculpture Replacement Project

The Commission is in its third year of installing sculpture within the City core. Currently there are 5 temporary sculptures on display, three on Second Street and two on Clyde Alley. Through the call to artists competitive process the three Second Street sculptures will be replaced in July of 2018 and the Clyde Alley in December of 2019.

Goal: Continue replacement of the five works as scheduled and add a third sculpture pedestal on private property adjacent to Clyde Alley. Pam Schell has pledged \$1500 in funding for this installation.

Funding Requirement: In the 2018 budget for Second Street and Clyde Alley is \$600 stipend, \$300 for crane services and \$40 for plaque engraving for each sculpture for a total \$ 940 x 4 = \$ 3760.00

3) Biannual Whidbey Arts Forum

The Langley Arts Commission hosts the Biannual Whidbey Arts Forum which is open to all interested artists, arts organizations, business leaders and community members. The Forum provides an opportunity for the Arts community to gather in an open format to share ideas and information, and to provide feedback to the LAC. The Langley Arts Commission coordinates the Forum date, time, location and facilitator(s). LAC provides a progress report on its goals and projects to the attendees, and also provides art information updates to the City.

Goal: To provide a transparent, supportive setting for the development of cooperation and collaboration among members and groups in the arts community.

Objective: To provide information about process and progress of ongoing LAC projects, and to provide a platform for sharing ideas and information among artists/arts groups and community members in order to further the cultural enrichment and legacy of Langley and Whidbey Island.

Funding Requirements: If the site for the Arts Forum is donated, then a minimum of \$500-\$600 for publicity, visual aids, staffing and refreshments is required. If a facility is to be rented, then an additional \$200 may be required.

Funding Source: To be split between the City of Langley and the LAC.

4) Langley Public Arts Walking Tour Brochure

Work with the Langley Chamber of Commerce and the Langley Main Street Association to Create a Walking Tour that describes and pinpoints public art on a promotional street map. The map would also include local businesses that sell art and locally hand-crafted items, such as art galleries that sell fine art, shops selling artisan-made chocolates, locally crafted beers and wines, locally crafted fermented foods, locally grown produce and flowers, etc.

5) Annual Second Street Dance

CALLAHAN WILL WRITE PARAGRAPHS

6) Mural Replacement and Installation

Currently there are two murals on display in Langley, one that appeared on the Langley Middle School Bus Barn and the one displayed in Clyde Alley on the Firehouse Wall. The display of these two murals have in a short period of time developed a greater community appreciation around the benefits and values of murals as public art.

Objective: Making the community more visually and artistically attractive through a vibrant and robust inventory of murals which can be enjoyed and viewed throughout the area by residents and visitors.

Goal: Promoting the installation of murals throughout the City by partnering with businesses, art organizations and public schools.

Under consideration is the establishment of a competition to replace the existing Clyde Alley Mural, which is for sale with 20% of the sales price going to the City.

Funding Requirements: Stipend per artist \$500 (x4 competitions=\$2000) Plaques plus contingency at \$50 per competition=\$200 for a total \$2200.

Funding Source: Private donations and Consortium members.

7) Seawall Park and 1st Street Entrance Improvements

Participate and take leadership role by facilitating the integration of art into all Seawall Park and on 1st Street entrance improvements.

8) Complete Inventory and Documentation of Langley Public Art

9) Establish a City Maintenance Program for Permanent Art on Display

10) Establish an Insurance Program for Temporary Art on Display

11) Participate in the Planning of an Arts Overlay District

The Arts commission will be an active participant in the planning and execution of the Langley arts overlay district.

12) City Arts Wayfinding Project

The responsibility for the funding, implementation and management of a City Wayfinding Program will fall under the Langley Public Art Consortium (LPAC). A standing Wayfinding Committee will work in conjunction with the Langley Design Review Board and community stakeholders to manage and fund a community driven, arts Wayfinding program.

Projects Under Consideration

1) Sidewalk/Crosswalk Art and Community Interactive Art Sites

It has been documented that cities that install art on a temporary basis and provide a vehicle to interact with the public are fun places to be and visit. Volunteers, art organizations and local schools are readily available to decorate sidewalks and crosswalks. In New Orleans in partnership the Arts Commission and Arts Council painted the side of an abandoned building with chalkboard paint and stenciled it with a grid of sentence “before I dies I want to_____”. Anyone walking by could pick up a piece of chalk, reflect on their lives and share their personal aspirations in a public place by the next day, the wall was full of responses and it kept growing. Follow the latest “before I Die” walls and responses on Twitter, Instagram and Facebook.

Objective: Establish an event/seasonal driven plan that adds temporary color, fun and a plan to install a community interactive vehicle.

Goal: Within the Consortium, partner with arts organizations businesses and local schools

Funding Requirements: \$1000 per year for six years for a total of \$6000. Costs will consist mostly of materials.

Funding Sources: These funds will be acquired within the Consortium and through private donations.

2) Arts Alive Day

This event was conducted in Langley in 2014 with a great degree of success. This event provides an opportunity for local artsits to demonstrate their art form throughout the City. It was well received by community members and Langley business owners.

Objective: To promote the sale of local artists works through onsite demonstrations at locations throughout the City.

Goal: To plan, organize and execute an Arts Alive Day event once a year starting in 2018.

Funding Requirements: Advertising costs estimated to be \$500 per event for six events for a total \$3000.

3) Concerts in City Parks

Concerts in City Parks seem a natural for our music loving City.

Objective: to plan, manage and execute outdoors concerts in various locations throughout the city.

Goal: to conduct once concert in 2018 two in each consecutive year starting in 2019.

Funding Requirements: Costs to pay musicians/groups can vary between \$500 and \$1500.

Funding Source: The Consortium will fund these events.

4) Kiosk for Event and Information Posting

Concerts in City Parks seem a natural for our music loving City.

5) Establish a City Public Art Purchase Plan

Cities throughout Washington State that invested heavily in displaying 3-dimensional art find that community members and visitors in many instances do not want to part with work displayed on a limited basis. This goes back to the communities that identify with art in terms of place, pride and cultural heritage.

Objective: Establish an art purchase plan that can respond to community wishes for permanent display of a specific work of art.

Goal: To have in place funding to purchase up to two works of art in the next 6 years.

Funding Requirements: \$60,000 held in escrow and or pledged.

Funding Source: This project will require a consortium strategy that identifies multiple sources to reach this funding level.

6) Learning Tours, Idea Share

Learning Tours of what other cities and areas are doing in regard to public art. In addition, the Langley arts Commission would set up an Idea Sharing website, where relevant ideas concerning public art can be posted and accessed by all.

7) Langley Art Museum/Library

Through the arts community there is always discussion of how our Island artists art and the history of it can be preserved. It is reasonable that our community could support such an effort as proven by La Conner and many cities in our state. The other issue is the establishment of a repository for art books. An art book library could be part of a or separate from a museum.

Objective: Establish visual arts museum to house and show local and regional art.

Goal: To acquire property for the construction of a library in the Langley business area or house and show art.

Funding Requirements: In the next few years it is planned to have the Arts Commission/Consortium conduct a feasibility study to determine if our communities need or want such a facility.

Langley Arts Commission 6-Year Action Plan Budget

Budget Overview															
		2016		2017		2018		2019		2020		2021		TOTAL	
In Progress		CITY	OTHER	CITY	OTHER	CITY	OTHER	CITY	OTHER	CITY	OTHER	CITY	OTHER	CITY	OTHER
1	Public Art Purchase Plan						\$ 20,000		\$ 20,000		\$ 20,000			\$ -	\$ 60,000
2	Inventory of Existing Public Art			\$ 1,000	\$ 4,000		\$ 1,500	\$ 500	\$ 1,000	\$ 500	\$ 1,000	\$ 500	\$ 1,000	\$ 2,500	\$ 8,500
3	Walking Tour Brochure				\$ 6,500									\$ -	\$ 6,500
4	Second Street Sculpture	\$ 1,800		\$ 2,200				\$ 2,200						\$ 6,200	\$ -
5	Langley Post Office Sculpture Placement	\$ 1,500				\$ 1,500				\$ 1,500				\$ 4,500	\$ -
6	Firehouse Mural Replacement			\$ 300				\$ 300						\$ 600	\$ -
7	Clyde Alley Archway		\$ 6,000											\$ -	\$ 6,000
8	Annual Arts Forum		\$ 1,000		\$ 1,000		\$ 1,000		\$ 1,000		\$ 1,000		\$ 1,000	\$ -	\$ 6,000
9	Banners and Poles - add and maintain			\$ 1,350	\$ 1,950		\$ 2,000		\$ 2,000		\$ 2,000		\$ 2,000	\$ 1,350	\$ 9,950
	Under Consideration													\$ -	\$ -
11	Rain Garden Sculpture Park					\$ 1,000	\$ 9,000							\$ 1,000	\$ 9,000
12	Sidewalk/Crosswalk Art		\$ 1,000		\$ 1,000		\$ 1,000		\$ 1,000		\$ 1,000		\$ 1,000	\$ -	\$ 6,000
14	Arts Alive Day		\$ 500		\$ 500		\$ 500		\$ 500		\$ 500		\$ 500	\$ -	\$ 3,000
15	Concerts in City Parks		\$ 900		\$ 900		\$ 900		\$ 900		\$ 900		\$ 900	\$ -	\$ 5,400
10	Mural Placements			\$ 550		\$ 550				\$ 550				\$ 1,650	\$ -
	Capital Campaign													\$ -	\$ -
13	Seawall Park Art Plan					\$ 60,000		\$ 100,000		\$ 300,000		\$ 340,000		\$ -	\$ 800,000
		\$ 3,300	\$ 9,400	\$ 5,400	\$ 15,850	\$ 3,050	\$ 95,900	\$ 3,000	\$ 126,400	\$ 2,550	\$ 326,400	\$ 500	\$ 346,400	\$ 17,800	\$ 920,350
		\$12,700		\$21,250		\$98,950		\$129,400		\$328,950		\$346,900		\$938,150	