Economic Development Element
ECONOMIC DEVELOPMENT ELEMENT

Langley's economy has been shaped by its location, its people, and the times. Langley nestles on the northeast coast of the southern part of Whidbey Island. Here, protected from storms, it became South Whidbey's main port and town, from its founding in 1891 and into the early 1900s, when transportation around Whidbey Island was primarily by water. It was incorporated in 1913 and is still the only incorporated town on South Whidbey. However, as the 20th century moved forward, the focus of transportation shifted from the water to the highway that is now known as SR 525 and SR 20. In 1929 the passenger ferry serving South Whidbey shifted from Langley to Clinton, where today Washington State's vehicle and passenger ferry continues to land. No longer on the main transportation route, Langley nevertheless continued as South Whidbey's commercial center well into the late 20th century.

Langley's success is both in spite of and because of being located off the highway. It is an attractive town located in a beautiful natural setting, surrounded by forests, on the shore of the Saratoga Passage, and looking east and north to the North Cascades and Camano Island. Being off the highway has fostered a quieter pace and the retention of important parts of its almost 120-year history.

Looking forward, Langley, like the rest of the world, may again need to adjust to major changes. As further discussed in the Sustainability Element, there is growing evidence that the world is leaving the era of cheap energy while entering an era of climate change, and this will have profound impacts on all aspects of the economy and our lives. We do not know what the impacts will be for Langley, but we are confident that if Langley continues to be a place with a strong sense of community, in a beautiful, well-loved, and well-cared for natural setting, and with a creative approach to life, its prospects are good.

Activities and Markets

To understand Langley's economy more deeply, it helps to look at the activities that make up this economy (retailing goods, providing services, producing goods, and transferring wealth) and the markets that are served (local residents, visitors, and elsewhere).

Here "local" refers to South Whidbey, composed of the zip codes 98236, 98249, and 98260, with approximately 14,000 residents. Langley shares this area with commercial districts along Highway 525 (Clinton, Ken's Korner, Bayview, and Freeland). "Visitors" refers to people from outside of South Whidbey who come temporarily to Langley. "Elsewhere" refers to customers of Langley businesses who receive their goods and services outside of South Whidbey.

Among the activities, "transferring wealth" refers to money flows -- such as salaries for commuters, pension payments for retirees, and imported equity from house sales elsewhere -- that are not connected to current Langley business activity.

Looking at each of the combinations of activities and markets we find:

Retailing goods to local residents -- Over the past few decades Langley has lost various types of locally-based businesses (e.g. lumberyard, gas station, drug store) to places on Highway 525. Nevertheless, with such shops as the Star Store supermarket and Good Cheer thrift store there are still significant locally-oriented retail stores in the downtown.

Economic Development - 2
Retailing goods to visitors -- Langley's beautiful location and charming downtown, combined with the strong local arts tradition, has provided a wonderful setting for a number of fine galleries and other shops oriented towards the visitor market. This part of the economy grew strongly during the 1990s but has leveled off in the 2000s. The expansion of the Small Boat Harbor is expected to help this part of the economy.

Retailing goods elsewhere -- While not as visible as retailing to residents and visitors, some of Langley's shops, as well as Langley artists and authors, sell their goods all over the world, increasingly with the help of the internet. This is a part of the economy that may have significant potential for growth.

Providing services to local residents -- Langley, for a town of its size, has a strong supply of services useful for local residents, such as health-care providers, a movie theater, performing arts theaters, coffee shops, and restaurants.

Providing services to visitors -- In addition to the services used by both visitors and residents, such as the restaurants and the theaters, Langley is also served by lodging through inns and bed & breakfast establishments and, more recently, private vacation rentals.

Providing services elsewhere -- While again not as visible as the locally delivered services, Langley has a large number of businesses that provide services primarily to clients elsewhere: consultants, software developers, architects, multimedia arts developers, tour organizers, nonprofit organizations, etc. These are mostly knowledge-based businesses and many of them could be located anywhere but choose to be in Langley because of its quality of life and its world-class technology infrastructure.

Producing goods for local residents -- Currently, this is primarily in the areas of construction and of the arts (including graphic arts, written works, and multimedia productions). As described in the Sustainability Element, there may be potential also for local food production.

Producing goods for visitors -- This includes the arts and perishables, like baked goods.

Producing goods for elsewhere -- This includes the arts and products from knowledge-based businesses.

Transferring wealth to local residents -- A large proportion of Langley's population does not earn their living in Langley. This includes commuters and retirees of all ages. Their incomes do not depend on the other parts of Langley's economy described above, but they contribute significantly to those parts as local consumers of goods and services.

All of these are important to Langley's economy.

Quality of Life as a Key Economic Asset
The foundation that supports all these activities, Langley's key economic asset, is its quality of life, including the beauty and well-being of its natural features and environment, the friendliness of its small-town atmosphere, the quiet of its neighborhoods, and the enthusiasm and creativity of its residents. All of these add high intrinsic economic value to Langley for both residents and visitors.
As a small town off the highway, people only come to Langley -- whether to live, for commerce, or to visit -- because they see it as a desirable destination. People who could live anywhere -- retirees, owners of knowledge-based businesses with markets elsewhere, and commuters -- choose Langley because of this quality of life and in turn bring both their economic resources and their enthusiasm. This enthusiasm translates into Langley's high level of volunteerism, community involvement, and philanthropy, thus maintaining our quality of life. Artists and other creative people choose to live and work here because of the same quality of life, and likewise help to maintain it. Visitors come for the combination of the natural environment and the feel of the community. Whether it is because of an arts festival or simply the authentic, walkable feel of the downtown, it is the combination of an interesting community in a beautiful setting that makes Langley special. It is therefore important for the health of Langley's economy that all aspects, natural and human, of this quality of life be conscientiously stewarded and that any proposal for economic development in Langley is viewed in terms of its impact on the quality of life for the whole community.

**Arts, Culture, and Education**

Langley is the arts and education center for South Whidbey. It is home to the only regularly scheduled entertainment including numerous musical and theatrical performances, art galleries, eight annual festivals/events, the South Whidbey Historical Society Museum, numerous adult-education offerings, the regional library, and the Island County Fairgrounds. The creative atmosphere here has produced a village that builds on its natural beauty by the sea with colorful buildings, gardens, parks, and outdoor art. These activities form an important direct part of Langley's economy and enhance the rest of the economy through their positive contribution to the community's quality of life and by attracting visitors.

Langley's experience in this regard is supported by research elsewhere. According to a special report on the role of the arts in economic development produced by the National Governors' Association Center for Best Practices, arts programs are a vital part of any economic development plan to revitalize and strengthen rural communities. A focus on the arts provides a community with an identity, improves property values, increases the profitability of surrounding businesses, helps develop tourism, and makes communities more attractive to New Economy businesses whose workers enjoy participating in these activities. According to their research, the biggest factor in making decisions for the location of a knowledge-based New Economy business is quality of life, consisting of "lifestyle, environmental quality, a vibrant music and arts scene, and outdoor amenities."

As of 2015, the arts account for over 6% of our annual County economic impact, as measured nationally by Americans for the Arts. The Statewide Creative Vitality Index goes further to show South Whidbey zip codes generating more than $20 Million of combined economic activity between creative industries and cultural nonprofits. However, this is trending downward on the business growth side, and upward in non-profit development. Businesses are widely accepted as having a triple effect of growth – they employ people; they generate business taxes; and they buy local goods and services. Creative enterprises also add three more ‘values’ – enhancing quality of life; creating cultural tourism; and broadening education and learning. Supporting the creative economy is good business for Langley.

Many creative enterprises operate without a formal business structure and therefore they are not represented in these economic indices. However, we know they exist and could benefit from structured support to take the next steps in developing as a business. Growing creative enterprises, while continuing strong support for our healthy non-profits, will add significant financial impact to Economic Development.
our community and add to our desirable quality of life.

In 2014, the Langley City Administration took the initiative to build and strengthen its existing legacy by approving Ordinance 998 establishing the Langley Arts Commission as an advisory board consisting of seven community members. The Langley Arts Commission advises the Mayor, City Council and City Staff regarding the city’s public arts program as well as the implementation of the city’s one percent for the arts policy for capital projects. The commission also advises regarding the planning, design, solicitation and selection of artists and public art installations for the city. It also suggests ways to promote the arts in Langley, develop partnerships between the city and other arts organizations, and supports the facilitation and management of arts related events and education.

The Langley Arts Commission, following its mission and vision, has developed public art planning that includes policies that will:

- Enrich our community by contributing to a desirable quality of life that creates a successful and attractive place to live.
- Create jobs and produce tax revenue, stimulate business activity, and attract tourism.
- Engage citizens in the arts and showcases local and regional talent.
- Provide opportunities for public discussion and audience development that centers on cultural heritage, reflecting who we are and what is important to our society.
- Through arts education at every level of life, foster imagination, innovation and critical thinking.
- 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.

The Langley Arts Commission is now considering the opportunity for significant future projects, driven by community consultation and stakeholder engagement, identified within their six-year Public Art Master Plan (Appendix A - Langley Six-year Public Art Master Plan)

Langley has the opportunity to build on its existing strengths by encouraging the arts, culture, and education part of its economy. Among other things, this is the most promising way to increase activity and draw more visitors outside of the summer season. Much of the effort to do so will need to come from individuals and private organizations, but the City can foster this effort and work in cooperation with these private parties. For example:

- Artists have particular needs for studio space and live-work housing, all at affordable prices. Land-use planning and regulation can take these needs into account.
- There is current interest in concepts such as the formation of a life-long learning/conference center, a multipurpose campus for the arts and crafts, a center for sustainable living, an arboretum, and a marine-education center at the marina. Land-use planning can provide space for such centers, and the City can work as a catalyst with other public and private entities to help bring such centers into being.
- In its communications with the wider world, the City can help to attract more arts, culture, and education-based businesses and activities to Langley.
- The City can work in partnership with local organizations that represent the arts.

**Downtown**

Langley's downtown, along First and Second Streets and lower Anthes Avenue, has historically been and should continue to be Langley's retail district and civic center. The downtown is bounded by Seawall Park and the Saratoga Passage on the north, by the bluffs along Cascade Avenue on the
east, and by the Brookhaven housing complex on the south. The compact and fixed area of the
downtown has proven to be one of its strengths since it has kept the downtown walkable and human-
scale -- important aspects of its appeal. In 2010 the Langley Main Street Association was
established. Its purpose is to preserve and sustain the small historic downtown character of Langley
and works collaboratively with businesses and city hall to achieve its mission.
The downtown is currently busy and vibrant, but it also has challenges to be addressed and
opportunities to be explored:

- In recent years a number of buildings in the downtown core have been or are receiving ‘face
  lifts’. Together with the Second Street Complete Street upgrades, the growing number of
  public art installations, as well as work completed by Langley Main Street Association on the
  lanes and alleys, Langley’s downtown is becoming increasingly attractive.
- The balance of businesses oriented to local residents relative to businesses oriented to
  visitors is a common topic of discussion. While this balance will be determined primarily
  through the decisions of private businesses, all parties have an interest in making sure
  that a critical mass of businesses for each market is maintained.
- Parking is often identified as a limiting factor but it is often more an issue of perception issue
  than an actual problem. Two parking studies completed by the Planning Department in 2011
  and again in 2015 determined that there is adequate parking in the downtown core to
  accommodate both visitors and residents. One issue associated with the two large parking
  areas in the City is the inadequacy of the signage directing people there.
- Other means of moving people around the City need some consideration. Langley Main
  Street Association operates a golf cart shuttle in the summer months. But other initiatives
  could include
  - Establishing a circulator bus within Langley to link the residential neighborhoods to the
downtown
  - Continuing to work with Island Transit to expand bus service between the Clinton
    Ferry Terminal and downtown Langley to include weekends, holidays, and appropriate
    evening hours so that visitors can make better use of this service.
  - Encouraging fuel-efficient marine transportation of people and/or goods, although
    with care given to minimizing and controlling noise levels to minimize adverse impacts
    on overall community quality of life.

Waterfront
Langley was born as an active port, with people and goods arriving and leaving primarily by
water. While this phase of Langley's history came to a close in the early decades of the 20th century,
the importance of the waterfront to Langley continues. North of First Street, Seawall Park and
beach access to the west of Seawall Park provide an important public amenity that allows both
residents and visitors to experience, in a short walk, the direct connection between the town and
its natural environment. Around the point to the east, down the bluff from Cascade Avenue, lies the
waterfront area served by Wharf Street and Sunrise Lane, with the Small Boat Harbor, Phil Simon
Park, an active boatyard, and a number of residences and accommodations for short-term and
seasonal lodging.

The Port of South Whidbey has completed some important upgrades that are discussed in the
Transportation Element. This part of the waterfront, however, has important limits in terms of access
(only by Wharf Street), parking, and land area. Appropriate uses in this area must be consistent with
the Shoreline Master Program and could include moorage, parks, public access walkways, a marine

2/20/2018
education center, kayak and small boat rental, docking for small tour boats, and other water-based or water-oriented businesses and activities.

An important issue for both the northern and the eastern waterfront is the appropriate role for residential uses. Including a residential component in buildings may make the development of those structures more economically viable. A residential presence also adds life to these areas around the clock. At the same time, residences require parking that competes with commercial parking in the limited space of downtown and the waterfront. If placed directly next to parks or other public areas, it can produce an incompatible use if not properly buffered. It can also encourage larger multi-story buildings that may be out-of-scale with Langley architecture, or that could block valued public views or public access. A balance needs to be struck that gives priority to the overall community quality of life and to the primary public, civic, and commercial uses of these areas.

**Langley's Knowledge Economy**

Langley already has a significant number of knowledge-based businesses (including multi-media producers, architects, business consultants, internationally-oriented non-profit organizations, writers, etc.) -- and we could benefit from having more.

According to the Center for the Study of Rural America, knowledge is the premium fuel for economic growth in the 21st century. From competing in a global market to retaining youth in rural communities, knowledge-based businesses are viewed as important opportunities for rural community economic planning and development.

To appreciate how the nurturing of a knowledge-based component of Langley’s economy can be beneficial, there are several key aspects about knowledge and information that must be understood:

- A knowledge-based economy is characterized by adding value to information. It is derived from people’s ability to combine education, experience, and ingenuity to power economic success.

- Knowledge-based businesses can blend seamlessly, almost invisibly, into a community and generally create a minimal environmental impact.

- Knowledge-based businesses provide skilled workers in rural areas with wages competitive to those working in more urban areas. In addition, they provide attractive employment opportunities for area youth and young families.

- Knowledge and information are *intangible* assets of a community that are made *tangible* in the following ways:
  - Information can be captured, developed, and monetized in the areas of writing, music, artwork, images, movies; and in databases; and in other forms of creative endeavors and business communications.
  - Knowledge can be imparted, shared, and monetized through educational programs and experiences.

- Knowledge and information are key components for developing an entrepreneurial culture that can create jobs and wealth in a community.

- A knowledge-based economy encourages professionals to move into the community; it encourages younger and educated citizens to remain; and it provides a stronger economic
base to support other aspects of the community through commerce, through taxes, and through philanthropy.

Langley is fortunate in that it already has many qualities that make it a good location for knowledge-based businesses: a skilled work force, a world-class broadband backbone connection to the Internet, a beautiful setting, an active arts culture, and an interesting community. We are well positioned to build on these strengths.

Much of what makes Langley attractive to knowledge-based business are the same qualities that make it attractive to visitors, to artists, to retirees, and to commuters: the unifying thread is quality of life, especially in the forms of natural beauty and community character. In addition, the City can help make Langley attractive to knowledge-based businesses in the following ways:

- Provide land-use flexibility in the siting of low-impact offices for knowledge-based businesses. Such offices can blend into otherwise non-commercial areas with little adverse effect on surrounding uses. Whether in the form of home-based businesses or low-impact offices situated close to where the workers live, such mixed-use approaches can reduce energy use, reduce commuting time, and enhance quality of life.

- Support the development of 21st century infrastructure. Knowledge-based businesses depend less on roads and more on communications systems such as the Internet. In 2016 Whidbey Tel began installing the fiber optic cable necessary to offer internet service with speeds up to 10 gigabits/second thereby enabling telecommuters access to high speed service. Whidbey Tel also opened the BiG GiG Langley Center, a co-work space and telecom museum, to establish a presence.

- Encourage a high-quality work force. While the City does not have a direct role in education, it can partner with both the local school district and various colleges and universities to encourage the local availability of programs in skills related to knowledge-based businesses.

- Foster local responsible entrepreneurism. Langley is fortunate to have a long history of local entrepreneurs who have brought vitality to the community and cared about its quality of life. Knowledge-based businesses can help maintain and re-invigorate this entrepreneurial spirit. The City can work with groups such as the Port of South Whidbey to help with business incubation and can encourage existing community members, notably including the community's youth, to develop their own entrepreneurial skills.

**Langley's Tourism-Based Economy**

Langley relies on tourism for a significant portion of its economy through Sales and Use tax as well as the Lodging or Hotel/Motel tax. Both of these taxes are collected by the State and a percentage is transferred to the City. The Sales and Use tax is collected on the sale and consumption of goods and services in the City. And the Hotel/Motel tax is from short term tourist accommodation rentals within the City. These funds are directed to the City’s Tourism Fund.

Many local businesses rely on tourism, and would not survive here if the annual influx of tourists didn’t purchase their products or services. While busiest in the summer months, many businesses and organizations work tirelessly to encourage a more year-round tourist base. Whale-watching is a popular activity in April. Local merchants, working with the Chamber of Commerce and the Main Street Association, actively seek to create events that will bring off-island visitors back during slower
Tourism is a good fit for Langley’s arts community, its waterfront development efforts, and its downtown businesses. And Langley residents and businesses are aware of the importance of balancing tourism-based promotions with the needs of year-round residents. Events such as Arts Saturday, WICA’s Django fest, and the Farmer’s Market are examples of efforts that appeal to residents and tourists alike. However, the growing numbers of vacation rentals are beginning to have an impact on the availability for long term rentals.

ECONOMIC DEVELOPMENT GOALS AND POLICIES

GOAL ED-1 Balanced and Diversified Economy
Foster a balanced, diversified local economy that serves local residents, visitors, and markets elsewhere.

GOAL ED-2 Arts
Recognize arts, culture and education activities and organizations as foundational components of Langley’s economy. Work in partnership to encourage and support them to flourish.

| ED – 2.1 | Establish an Arts and Recreation District along Camano Avenue and adopt a zoning overlay for this area (LU-5). |
| ED – 2.2 | The Arts Commission Master Plan shall be the primary guide for arts related activities in the city. |

GOAL ED-3 Central Business District
Maintain and enhance the existing downtown area as Langley's retail and civic center and in particular its intimate and walkable scale as well as its small-town atmosphere and character while addressing the downtown's planning and infrastructure issues.

| ED – 3.1 | Encourage residential use above ground floor commercial uses to create a vibrant downtown day and night. |

GOAL ED-4 Tourist Accommodation
Support opportunities for short-term lodging to serve tourists and strengthen the downtown economy, including an all-seasons RV Park within the city limits.

| ED – 4.1 | Review and update the LMC regarding tourist accommodation and short term rentals. |

GOAL ED-5 Waterfront
Support waterfront property development that fits with Langley's scale and character, consistent with the Shoreline Master Program and includes public use and access.

| ED – 5.1 | The City will work with the Port of South Whidbey to support expansion plans of the marina. |

GOAL ED – 6 Land use
Incorporate residential use in the downtown and along the waterfront in ways that complement, enhance, and do not detract from the primary commercial, civic, and public uses of these areas, that preserve the scale and character of Langley, and that preserve public views and access.
GOAL ED – 7 Partnerships
Work with civic partners including the Chamber of Commerce, the Langley Main Street Association, the Port of South Whidbey, South Whidbey Parks and Recreation and others to continue to create and promote year-round events that appeal to both residents and tourists.

GOAL ED – 8 South Whidbey
Work with South Whidbey economic development interests and infrastructure providers to encourage and attract economic development activities and entrepreneurs that will benefit the region.

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<tr>
<td>ED – 8.1</td>
<td>Foster conditions and work with partners such as Whidbey Telecom to support and attract knowledge-based businesses.</td>
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<tr>
<td>ED – 8.2</td>
<td>In partnership with stakeholders, develop an economic development strategy for the City of Langley and South Whidbey.</td>
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GOAL ED – 9 Sustainable Economy
Foster a supportive and encouraging environment for new businesses to open and existing businesses to expand and flourish.
Appendix 1 – Arts Master Plan

City of Langley
ARTS MASTER PLAN

Prepared by the Langley Arts Commission
Submitted to the Langley City Council May 2016

Approved by the Langley Arts Commission 16 May 2016
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Introduction
The LAC Six-Year Master 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 Arts Council strives to: showcase local and regional artists and artistic talent; expand public awareness 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 critical 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.
Langley Public Arts Master Project Plan Outline
Current Focus Projects:

1) Developing internal policies and procedures.
   a. Establishing a Langley Arts Consortium to provide funding and leadership toward meeting
      the goals and tasks of the LAC Master Plan.
   b. Establishing a City Public Art purchase plan.
   c. Establishing a protocol for managing a competitive selection process.
   d. Creating protocol and process for accepting projects.

2) Inventory of existing City public art that includes description, history and maintenance requirements
   for each work of art, the goal being the development of a formal on-line interactive walking tour and a
   hard copy brochure.

3) Call to Artists Competitions.
   a. Second Street Sculpture displayed on city pedestals adjacent to the Fire House.
   b. Placing a work of art in front of the Langley Post Office through a competitive process.
   c. A rotating mural placement on the exterior of the Fire House on Clyde Alley.
   d. Clyde Alley Archway and Sculpture Park.

4) Establishing an annual arts forum for all interested community arts constituents.

5) Establishment of a Community Arts Calendar.

6) Adding banners and poles in Langley core, to celebrate the performing arts and highlight current
   happenings.

Projects Under Consideration:

- Wayfinding Project

- Additional sculpture placement such as the Clyde Alley sculpture park and the Rain Garden sculpture
  park

- Sidewalk /crosswalk art and community interactive art sites

- Arts Alive Day

- Concerts in City Parks

- Additional mural placements

- Kiosk for event and information posting

Capital Campaign Projects:

- Salish Seawall Sculpture and Event Park
• Langley Art Museum/library

Current Focus Project Overviews

1) Reviewing and developing internal policies and procedures
This project is internal to the Langley Arts Commission. In order to maintain a sustainable operating model for the LAC a set of policies and procedures will be developed to ensure consistency in the repetitive functions of the commission.

Goal: To develop consistency of process for the LAC activities.

Objective: To document an established policy and process by which the repetitive functions of the LAC will operate to ensure fairness and consistency in how public arts and arts events are selected for temporary or permanent inclusion in the Langley collections.

City Council Approved Policies:

a. In selection of public art the Langley Arts Commission will give preference to Whidbey and Camano Island artists.
b. A maintenance plan written by the artist will accompany any long term art acquisition.

Policies and procedures under development

• Establish a Public Arts Consortium:
In 2015 the City council approved the establishment of the Langley Public Arts Consortium for the purpose of bringing together public arts supporters and economic development stakeholders that will pledge assets and leadership toward the goals and objectives of the Langley Public Arts Master Plan. LPAC has been designated as a standing committee of the Langley Arts Commission (LAC) This committee will be directly managed by the LAC Advisory Board membership and will operate in compliance with the Open Public Meetings and Public Records Act- RCW 42.30.010 and within the confines of Ordinance 998 that established the Langley Arts Commission.

• Establish a City Public Art purchase plan:
An art purchase plan should be able to respond when there are opportunities to purchase works of art for permanent display. This procedure will establish a method for selecting, obtaining and purchasing permanent art for the City of Langley.

• Establishing a protocol for managing a competitive selection process: This policy will be established to ensure that the process for collecting, evaluating and selecting visual and performing arts pieces for the City of Langley remains consistent and transparent.

• Creating protocol and process for accepting projects:
TBD
2) **Langley Public Art Inventory and Walking Tour:**
The inventory phase of this project has identified 127 works of art on display in the City and on private property. The project will include a digital and hard copy walking tour brochure highlighting the locations of the Public Art Inventory.

Goal: To identify responsible artists, document the location, description of all existing public art within City limits.

Objective: Provide a City of Langley digital site location and hard copy walking tour brochure in January of 2017.

Proposed Budget:

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<td>Design a digital site location and hard copy brochure</td>
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<tr>
<td>Printing</td>
<td>$1,500</td>
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<td>Total</td>
<td>$6,500</td>
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Funding Source: This effort will require coordination and support of existing organizations such as the Chamber of Commerce, Main Street, The Langley Historical Commission, Port of South Whidbey, and the Island County tourism interests.

3) **Call to Artist Competitions:**

a. **Second Street Plaza Sculpture Project:**
The Second Street renovation project included two sculpture pedestals. In 2014 the Langley Arts Commission (LAC) initiated a Call to Artist’s competition to install two sculptures, to be on display for 12 months, for sale by the artist with 20% of the sales price going to the City.

Goal: To provide the public a continuous variety of new and exciting art on the Second Street Plaza.

Objective: Starting in January of 2016 Second Street sculpture sites will have new sculptures on display every 18 months under the same terms as above.

Funding Requirements per 18 month cycle:

<table>
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<th>Amount</th>
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<td>Artist stipend of $800 x 2</td>
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<td>crane services, plaques and contingency $600 x 2</td>
<td>$1,200</td>
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<tr>
<td>Total</td>
<td>$2,800</td>
</tr>
</tbody>
</table>

Funding Source: Langley General Funds until an Arts line item is established in the annual City Budget, funds requested in 2016 are $2,800
b. Post Office Sculpture Installation:
The City has designated a 13 x 9 foot area on Second Street in front of the Langley Post Office as a site for public art that will be on display on a two-year rotation. The art may be available for sale by the artist, with 20% of the sales designated for the City.

Goal: To display a work of art in a heavy vehicle and pedestrian walking area, a work of art that our community members will be proud of and that will attract outside visitors.
Objective: To complete the ongoing competition in July of 2016 and install the first work of art for display in September of the same year.

Funding Requirements:

<table>
<thead>
<tr>
<th></th>
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<tr>
<td>Artist Stipend</td>
<td>$1500</td>
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<td>installation and contingency support</td>
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<td><strong>Total</strong></td>
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</table>

Funding source: Langley General funds until an Arts line item is established in the annual budget. 2016 City funds $2,100 – LAC funds $0

c. Rotating mural on Clyde Alley Firehouse:
Currently there is a mural displayed in Clyde Alley on the Firehouse Wall that has inspired a greater community appreciation of murals as public art. The Firehouse mural will be replaced on a 2 year rotation with a call to artist competition.

Goal: To make the community more visually and artistically attractive.
Objective: Establish a competition every 2 years to replace the existing Clyde Alley mural that was installed in 2015. This mural is for sale, with 20% of the sales price going to the City if sold.

Funding Requirements: per 2 year cycle

<table>
<thead>
<tr>
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<tr>
<td>Artist stipend</td>
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<td>Plaques plus contingency</td>
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<td><strong>Total</strong></td>
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d. Clyde Alley Archway and Sculpture Park:
Clyde Alley between the Firehouse and the Braeburn Restaurant is a major pedestrian corridor. An anonymous donor has pledged $1,000 towards continuing Paul Schell’s vision of enhancing Clyde Alley’s existing public art and landscaping. In 2014 Mr. Schell had stone pavers installed along side the walkway corridor and garden beds that are maintained by community members. The Arts Commission has also discussed this project with the Langley Main Street Association, with the idea of broadening community support for this project.
Goal: To continue making Clyde Alley a public art and landscaping attraction for community members and Island visitors.

Objective: Installation of two sculpture placements, construction of an artistic archway, and implementation of a landscaping maintenance program.

Funding Requirements:

Two sculpture placements $1,000

Construction of an archway $5,000

$6,000

Funding Source:

The Arts Commission will undertake a fundraising campaign to match the $1,000 that has already been pledged and ask community members, local businesses, and arts organizations for the remaining $5,000. 2016 City funding $0 – LAC funding $5,000.

4) Establishing an annual arts forum for all interested community arts constituents:

Annually the Langley Arts Commission will host a local Arts Forum, open to artists, arts organizations, business leaders and community members. The Forum will provide an opportunity for the Arts community to gather in an open format to share ideas and provide feedback to the LAC. The Langley Arts Commission will coordinate the conference date, time, place and facilitator, and provide a progress report on the objectives and goals contained in the Langley Public Arts Master Plan.

Goal: To promote a spirit of cooperation and collaboration among the members and groups in the local arts community.

Objective: To provide information about process and progress of ongoing LAC projects, and to discuss new ideas and voice opinions in a transparent, supportive and collegial setting.

Funding Requirements: $1,000 annually to cover the cost of publicity, rental of a facility, visual aids and meeting supplies.

Funding Source: LAC funds $1,000

5) Establishing a community calendar that is regularly maintained and updated:

The Langley Chamber of Commerce, in collaboration with the LAC, has agreed to maintain and publish online a calendar of events for the City of Langley including upcoming and annual performing arts events.
6) Adding banners and poles in Langley core, to celebrate the arts and highlight current happenings:

Currently, the City of Langley has 12 banners, primarily in the main town area, with two in front of WICA. The poles fly five different banners at specific seasons and each "season" organizer must provide enough banners to fly on all the poles.

To address the impact of Langley and Whidbey Island as an arts destination, the Langley Arts Commission and a consortium of local performing arts groups agreed to look into expanding the existing Langley Main Street banner program to better reflect our diversity.

Goal: To work with Langley Main Street to enhance the impact of Langley and Whidbey Island as an arts destination and to reflect the diversity of our arts and events.

Objective: To expand the number of poles and banners, specifically along the Camano Avenue entrance to Langley; and to offer financial support for additional banner printing for additional events and festivals. To establish an annual program to maintain the poles and banners over the 6 year duration of this plan.

Funding requirements:
A minimum of three poles (located at Whidbey Children's Theater, OutCast Productions, and Whidbey Island Dance Theater) and a commitment to support a new set of banners per year.

| Price per pole: includes one time installation | $450 x 3 | $1,350 city funds |
| Banner acquisition | $1,950 other sources |
| | $3,300 |

Annually for pole and banner program maintenance | $2,000

Funding source:
In 2017 Langley, LAC will request that the City fund three poles at $450 each for a total $1350. Each of the following organizations, Whidbey Children's Theater, Whidbey Island Dance Theater and OutCast Productions will be responsible for buying their own banners. Additional maintenance and banner funds will come from other sources such as grants, donations and fund raisers.
<table>
<thead>
<tr>
<th>In Progress</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
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DEFINITIONS

Adequate Capital Facilities means facilities that have the capacity to serve development without decreasing levels of service below locally established minimums.

Affordable Housing means a household (renter or home owner) pays 30 percent or less of their household income on shelter and shelter related costs.

Agricultural Land means land primarily devoted to the commercial production of horticultural, viticultural, floricultural, dairy, apiary, vegetable, or animal products; or of berries, grain, hay, straw, turf, seed, (or Christmas trees not subject to the excise tax imposed by RCW 84.33.100 through 84.33.140) or livestock; and that has long-term commercial significance for agricultural production.

Arterial [Minor] means a roadway providing movement along significant corridors of traffic flow. Traffic volumes, speeds, and trip lengths are high, although usually not as great as those associated with principal arterials.

Arterial [Principal] is a roadway providing movement along major corridors of traffic flow. Traffic volumes, speeds, and trip lengths are high, usually greater than those associated with minor arterials.

Available Capital Facilities means that facilities or services are in place or that a financial commitment is in place to provide the facilities or services within a specified time. In the case of transportation, the specified time is six years from the time of development.

Barrier Free Design means designing for the complete and total usability of buildings and places for those with physical or limited mobilities. See also Universal Design.

Capacity is the measure of the ability to provide a level of service for a public facility.

Capital Budget means the portion of each local government’s budget that reflects capital improvements for a fiscal year.

Capital Facility means a physical structure owned or operated by a government entity that provides or supports a public service. See also Public Facility.

Capital Improvement means physical assets constructed or purchased to provide, improve, or replace a public facility and which are large scale and high in cost. The cost of a capital improvement is generally non-recurring and may require multiyear financing.

Climate Change (adaptation) means actions taken to help communities and ecosystems cope with changing climate conditions.

Climate Change (mitigation) means actions taken to reduce or prevent emission of greenhouse gases.
Collector is a roadway providing service that is of relatively moderate traffic volume, moderate trip length and moderate operating speed. Collector roads collect and distribute traffic between local roads or arterial roads.

Commercial Uses are activities within land areas that are predominantly connected with the sale, rental, and distribution of products, or performance of services.

Complete Streets means a road that is designed to be safe for drivers, bicyclists, transit vehicles and users, and pedestrians of all ages and abilities. The complete streets concept focuses not just on individual roads but on changing the decision-making process so that all users are routinely considered during the planning, designing, building and operating of all roadways.

Comprehensive Plan means a generalized coordinated land use policy statement of the governing body of a county or city that is adopted pursuant to the State Growth Management Act.

Concurrency means that adequate capital facilities are available when the impacts of development occur. This definition includes the two concepts of "adequate capital facilities" and/or "available capital facilities".

Consistency means that no feature of a plan or regulation is incompatible with any other feature of a plan or regulation. Consistency is indicative of a capacity for orderly integration or operation with other elements in a system.

Coordination means consultation and cooperation among jurisdictions.

Contiguous Development means development of areas immediately adjacent to one another.

Cottage Industry means an establishment or activity primarily engaged in small-scale manufacturing, production or assembly which does not involve, on the premises, the use of heat, noise, or odor generating/producing processes which are detectable off-site. The retail sales of products produced on site is ancillary to the production of goods.

Critical Areas include the following areas and ecosystems: (a) wetlands; (b) areas with a critical recharging effect on aquifers used for potable water; (c) fish and wildlife habitat conservation areas; (d) frequently flooded areas; and (e) geological hazardous areas.

Density means the maximum number of permitted dwelling units allowed on each acre of land or fraction thereof.

Designated Resource Lands of Island County means those lands defined by the Commercial Agriculture land use designation and the Mineral Lands Overlay.

Domestic Water System means any system providing a supply of potable water for the intended use of a development, which is deemed adequate pursuant to RCW 19.27.097.
**Easement** or “access” means a private right-of-way not less than 20 feet wide which provides vehicular access to a street.

**Essential public facilities** means uses that may be difficult to site such as airports, sewage treatment plants, jails, power plants, regional transit authority facilities, group homes, correctional facilities and others as identified in RCW 36.70A.200.

**Financial Commitment** means that sources of public or private funds or combinations thereof have been identified that will be sufficient to finance capital facilities necessary to support development, and there is assurance that such funds will be timely put to that end.

**Forest Land** means land primarily useful for growing trees, including Christmas trees subject to the excise tax imposed under RCW 84.33.100 through 84.33.140, for commercial purposes, and that has long-term commercial significance for growing trees.

**Geological Hazardous Areas** means areas that because of their susceptibility to erosion, sliding, earthquakes, or other geological events are not suited to the siting of commercial, residential, or industrial development consistent with public health or safety concerns. See also Critical Area.

**Greenfield means** farmland or open areas where there has been no prior industrial or commercial activity and therefore where the threat of contamination is much lower.

**Green Infrastructure** means the use of vegetation, soils, and other elements and practices to restore some of the natural processes required to manage water and create healthier urban environments.

**Growth Management** is a method to guide development in order to minimize adverse environmental and fiscal impacts and maximize the health, safety, and welfare benefits to the residents of the community.

**Household** includes all the persons who occupy a group of rooms or a single room that constitutes a housing unit.

**Impact Fee** is a fee levied by a local government on new development so that the new development pays its proportionate share of the cost of new or expanded facilities required to service that development.

**Industrial Uses** are the activities predominantly connected with manufacturing, assembly, processing, or storage of products.

**Infrastructure** means those man-made structures that serve the common needs of the population, such as: sewage disposal systems, stormwater systems, utilities, and roadways.

**Intensity** is a measure of land uses activity based on density, use, mass, size, and impact.

**Joint Planning Area** means that area jointly adopted by the City of Langley and Island County
that is located adjacent to the city limits or the Urban Growth Area boundary and in which development may have an impact on the city and, therefore, where the city should be given an opportunity to comment as part of the County development review process.

**Knowledge-Based Business** means a business whose primary focus, product or service is highly dependent on possessing or applying knowledge.

**Land Development Regulations** means any controls placed on development or land use activities by a county or city, including, but not limited to, zoning ordinances, subdivision ordinances, rezoning, building construction, sign regulations, binding site plan ordinances or any other regulations controlling the development of land.

**Level of Service (LOS)** is an indicator of the extent or degree of service provided by, or proposed to be provided by a facility, based on and related to the operational characteristics of the facility. LOS means an established minimum capacity of capital facilities or services provided by capital facilities that must be provided per unit of demand or other appropriate measure of need.

**Long-term Commercial Significance** includes the growing capacity, productivity, and soil composition of the land for long-term commercial production, in consideration with the land's proximity to population areas and the possibility of more intense uses of the land.

**Local Road** is a roadway providing service that is of relatively low traffic volume, short average trip length, or minimal through traffic movements, and high-volume land access for abutting property.

**Missing Middle** means a range of multi-unit or clustered housing types compatible in scale with single-family homes. These are building types that are characteristic of pre-1940’s neighborhoods and consist of duplexes, three and four-plex buildings, townhomes, live/work, and small multi-plex buildings.

**Manufactured home** means a structure, transportable in one or more sections from its manufacturer, retailer or wholesaler to its destination, designed primarily for residential occupancy by human beings, and built to Uniform Building Code standards.

**Mobile home** means a vehicle bearing the “mobile home” insignia of the Washington State Department of Labor and Industries.

**Multi-Family Dwelling** means a building containing three or more dwelling units.

**Multi-Modal Transportation Network** means a comprehensive and diverse system for transportation options including walking, cycling, automobile, public transit, etc., and accounts for land use factors affecting accessibility.

**Open Space** as used in this plan, includes hazardous and environmental critical areas, such as steep slopes, wetlands, and wildlife corridors; recreational sites, such as playgrounds, parks, and learning centers; lands that shape urban form, such as forested areas and trails; and aesthetic value lands, such as scenic corridors and viewsheds.
Open Space Corridor means a linked, connected, and continuous network of open spaces that includes, as defined in RCW 36.70A.160, lands useful for recreation, wildlife habitat, trails, and the connection of critical areas.

Owner means any person or entity, including a cooperative or a public housing authority (PHA), having the legal rights to sell, lease, or sublease any form of real property.

Pedestrian Network means a public or private right-of-way for use by walkers and includes trails, pathways, walkways, sidewalks and shared roadways.

Planning Period means the 20-year period following the adoption or update of a comprehensive plan.

Potential Growth Area (PGA) is that land designated by the Island County Countywide Planning Policies and the Island County Comprehensive Plan that is deemed appropriate to be the first area considered for any potential future UGA expansion.

Public Facilities include streets, roads, highways, sidewalks, street and road lighting systems, traffic signals, domestic water systems, storm and sanitary sewer systems, parks and recreational facilities, and schools. See also Capital Facilities.

Public Services include fire protection and suppression, law enforcement, recreation, environmental protection, and other governmental services.

Regional Transportation Plan means the transportation plan for the regionally designated transportation system that is produced by the Regional Transportation Planning Organization.

Regional Transportation Planning Organization (RTPO) means the voluntary organization conforming to RCW 47.80.020, consisting of local governments within a region containing one or more counties that have common transportation interests.

Resident Population means inhabitants counted in the same manner utilized by the US Bureau of the Census, in the category of total population. Resident population does not include seasonal population.

Right-of-way means land in which the state, a county, or a municipality owns the fee simple title or has an easement dedicated or required for a transportation or utility use.

Rural Land means all lands that are not within an urban growth area and are not designated as natural resource lands having long term commercial significance for production of agricultural products, timber, or the extraction of minerals.

Sanitary Sewer Systems means all facilities, including approved on-site disposal facilities, used in the collection, transmission, storage, treatment or discharge of any waterborne waste, whether domestic in origin or a combination of domestic, commercial or industrial waste.
Shall/Will means a directive or requirement.

Should means an expectation.

Single Family dwelling means a building containing only one dwelling unit.

Solid Waste Handling Facility means any facility for the transfer or ultimate disposal of solid waste, including landfills and municipal incinerators.

Subarea planning means planning at a scale less than the entire city with the aim of adopting place- and context-specific approaches to permitted land uses and densities, natural resource preservation and conservation, neighborhood and site design and provision of public facilities and services. Such planning shall be coordinated between subareas and consistent with City-wide goals and policies.

Trail see pedestrian network

Transportation Facilities includes capital facilities related to air, water, or land transportation.

Transportation Level of Service (LOS) Standard means a measure that describes the operational condition of the travel stream, usually in terms of speed and travel time, freedom to maneuver, traffic interruptions, comfort, convenience and safety.

Transportation System Management (TSM) means low capital expenditures to increase the capacity of the transportation network. TSM strategies include but are not limited to signalization, channelization and bus turnouts.

Transportation Demand Management Strategies (TDM) means strategies aimed at changing travel behavior (how, when and where people travel) in order to increase transport system efficiency and achieve specific planning objectives rather than expanding the transportation network. Such strategies can include the promotion of work-hour changes, ride-share programs, traffic calming, parking policies and telecommuting.

Universal Design means an approach to design that works to ensure products and buildings can be used by virtually everyone, regardless of their level of ability or disability.

Urban Agriculture means the practice of cultivating, processing and distributing food in or around a village, town or city. It may take the form of backyard, roof-top and balcony gardening, community gardening in vacant lots and parks, and roadside urban fringe agriculture.

Urban Growth refers to growth that makes intensive use of land for the location of buildings, structures, and impermeable surfaces to such a degree as to be incompatible with the primary use of such land for the production of food, other agricultural products, or fiber, or the extraction of mineral resources. When allowed to spread over wide areas, urban growth typically requires urban governmental services.
Urban Growth Area: means those areas designated pursuant to RCW 36.70A.110.

Urban Governmental Services includes those governmental services historically and typically delivered by cities, including storm and sanitary sewer systems, domestic water systems, street cleaning services, fire and police protection services, public transit services, and other public utilities associated with urban areas and normally not associated with non-urban areas.

Use, Reasonable means a legal concept articulated by federal and state courts in regulatory taking cases. Within the context of these cases and for the purposes of this title, reasonable use shall mean any use allowed by the Langley Municipal Code and shall not mean the subdivision of property.

Utilities mean facilities serving the public by means of a network of wires or pipes, and structures ancillary thereto. Included are systems for the delivery of electricity, telecommunications services, water and for the disposal of sewage.

Visioning means a process of citizen involvement to determine values and ideals for the future of a community and to transform those values and ideals into manageable and feasible community goals.

Wayfinding means the information system that guides people through a physical environment and enhances their understanding and experience of that space.

Wetland means areas that are inundated or saturated by surface water or ground water at a frequency and duration sufficient to support, and that under normal circumstances do support, a prevalence of vegetation typically adapted for life in saturated soil conditions. Wetlands generally include swamps, marshes, bogs, and similar areas. Wetlands do not include those artificial wetlands intentionally created from non-wetland sites, including, but not limited to, irrigation and drainage ditches, grass-lined swales, canals, detention facilities, wastewater treatment facilities, farm ponds, and landscape amenities. However, wetlands may include those artificial wetlands intentionally created from non-wetland areas created to mitigate conversion of wetlands, if permitted by the city.

Workforce Housing means housing that is affordable for households with incomes between 80% and 120% of the Area Median Income (AMI), regardless of tenure.

Zoning means the demarcation of an area by ordinance (text and map) into zone districts and the establishment of regulations to govern the uses within those zone districts (commercial, industrial, residential) and the location, bulk, height, shape, and coverage of structures within each zone.
List of Acronyms

ADU – Accessory Dwelling Unit
AMI – Area Median Income
APA – Auxiliary Growth Area
CIP – Capital Improvement Plan
CWPP – County Wide Planning Policies
EV – Electric Vehicle
GMA – Growth Management Act
HUD – Housing and Urban Development
IRTPO – Island Regional Transportation Planning Organization
JPA – Joint Planning Area
LID – Local Improvement District
LOS – Level of Service
NDPES – National Pollutant Discharge Elimination System
PAB – Planning Advisory Board
PGA – Potential Growth Area
POS – Parks and Open Space Commission
PSE – Puget Sound Energy
PTBA – Public Transit Benefit Area
RAID – Rural Areas of Intense Development
TDM – Transportation Demand Management
TIB – Transportation Improvement Board
TIP – Transportation Improvement Plan
UGA – Urban Growth Area