



City of Langley

PUBLIC ARTS MASTER PLAN

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

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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:

Design a digital site location and hard copy brochure	\$5,000
Printing	<u>\$1,500</u>
	\$6,500

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:

Artist stipend of \$800 x 2	\$1,600
crane services, plaques and contingency \$600 x 2	<u>\$1,200</u>
	\$2,800

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:

	<u>1 cycle</u>	<u>6 years</u>
Artist Stipend	$\$1500 \times 3 =$	$\$4500$
installation and contingency support	$\$ 600 \times 3 =$	$\$1800$
Total	$\$2,100$	$\$6,300$

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	<u>1 cycle</u>	<u>4 years</u>
Artist stipend	$\$300 \times 2 =$	$\$600$
Plaques plus contingency	$\$ 50 \times 2 =$	$\$100$
	$\$350$	$\$700$

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	<u>\$5,000</u>
	\$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		<u>\$1,950</u> 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.

Appendix A – LAC Budget Overview

LANGLEY PUBLIC ART MASTER PLAN																						
Budget Overview																						
		2016			2017			2018			2019			2020			2021			TOTAL		
		CITY	OTHER		CITY	OTHER		CITY	OTHER		CITY	OTHER		CITY	OTHER		CITY	OTHER		CITY	OTHER	
	In Progress																					
1	Public Art Purchase Plan							\$ 20,000														\$ 60,000
2	Inventory of Existing Public Art				\$ 1,000	\$ 4,000		\$ 1,500	\$ 500	\$ 1,000	\$ 500	\$ 1,000	\$ 1,000	\$ 500	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 500	\$ 1,000	\$ 8,500
3	Walking Tour Brochure					\$ 6,500																\$ 6,500
4	Second Street Sculpture	\$ 1,800			\$ 2,200																	\$ 6,200
5	Langley Post Office Sculpture Placement	\$ 1,500			\$ 1,500									\$ 1,500								\$ 4,500
6	Firehouse Mural Replacement				\$ 300																	\$ 600
7	Clyde Alley Archway		\$ 6,000																			\$ 6,000
8	Annual Arts Forum		\$ 1,000			\$ 1,000		\$ 1,000														\$ 6,000
9	Banners and Poles - add and maintain				\$ 1,350	\$ 1,950		\$ 2,000														\$ 9,950
	Under Consideration																					\$ -
11	Rain Garden Sculpture Park							\$ 1,000	\$ 9,000													\$ 1,000
12	Sidewalk/Crosswalk Art		\$ 1,000			\$ 1,000		\$ 1,000														\$ 6,000
14	Arts Alive Day		\$ 500			\$ 500		\$ 500														\$ 3,000
15	Concerts in City Parks		\$ 900			\$ 900		\$ 900														\$ 5,400
10	Mural Placements				\$ 550											\$ 550						\$ 1,650
	Capital Campaign																					\$ -
13	Seawall Park Art Plan							\$ 60,000														\$ 800,000
		\$ 3,300	\$ 9,400		\$ 5,400	\$ 15,850	\$ 3,050	\$ 95,900	\$ 3,000	\$ 12,640	\$ 2,550	\$ 32,640	\$ 2,550	\$ 32,640	\$ 500	\$ 346,400	\$ 17,800	\$ 920,350				
		\$ 12,700			\$ 21,250		\$ 98,950		\$ 129,400		\$ 328,950		\$ 346,900		\$ 938,150							