



City of Langley

**PUBLIC ART
MASTER PLAN**

Submitted to the Langley City Council
October 19, 2015

Prepared by the Langley Arts Commission

Langley Public Art Master Plan Outline

Summary: The Langley Six Year Public Art Master Plan is written to be both practical and visionary- a focused plan of action, comprehensively detailing how Langley can become an Island leader in creating a layered, beautiful and relevant public art environment, offering a practical methodology for initiating programs and projects driven by public input.

Plan Development: This draft plan has been developed and approved by the Langley Arts Commission Advisory Board to move forward for a City Council first and second reading. These readings will provide an opportunity for community input prior to City Council approval.

The arts Commission members are Frank Rose, Diane Divelbess, Michele LaRue, Hank Nelson, Stacie Burgua, Callahan McVay and City staff Manager Michael Davolio.

Purpose: To formalize a 6-year innovative community vision that will have exceptional positive impact on Langley's aesthetics and creative sustainability, providing a pathway to building on and reinforcing Langley's strong visual arts collection and performing arts heritage.

Vision: Creation of a beautiful and relevant art environment for community members to enjoy and to be proud of- a place with a strong attraction for artists, creative industries, art enthusiasts, art collectors, individuals and families looking for a beautiful setting to reside in.

Baseline: The plan consists of projects currently in progress and community recommended projects that align with the Arts Commission mission as directed by Langley Ordinance 998. Each project below will provide objectives, goals, estimated costs and time lines to completion.

Langley Public Art Master Plan Outline

Current Focus Projects

- 1) Second Street Sculpture displayed on city pedestals adjacent to the Fire House.
- (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) Placing a work of art in front of the Langley Post Office through a competitive process.
- (4) A series of mural placements starting with the exterior of the Fire House in Clyde Alley.
- (5) Clyde Alley Archway and Sculpture Park.
- (6) Second Street Rain Garden Sculpture Park.
- (7) Establishment of a City Public Art purchase plan.
- (8) Sidewalk /crosswalk art and community interactive art sites.

Capital Campaign Projects

- (1) Salish Seawall Sculpture and Event Park.
- (2) Langley Art Museum/library.

Event Planning

- (1) Cooperation with the Port of South Whidbey in utilization of the Fair grounds for art festivals, welding competition events, musical events, visual art displays, gallery events, artist studio and creative industry spaces.
- (2) Arts Alive Day (artists set up throughout the City demonstrating their art form.
- (3) Concerts in City parks.

Performing Arts

More to come ...

Current Focus Projects

1. 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 through 2022 under the same terms as above.

Funding Requirements: To adequately cover artist's costs and contingencies the following budget is proposed starting in 2017. Stipend of \$800 per artist (x 2= \$1,600/competition), (x 2 competitions \$3,200 and crane services, plaques and contingency @\$600/competitions (x2 competitions = \$1,200), for a total of \$4,400. For 2016 stipend cost will be \$600 x 2 + \$1,200 and crane services, plaques and contingencies will be \$600 for a total of \$1,800

Funding Source: Langley General funds until an Arts Line item is established in the annual budget. City 2016 funds requested \$1,800

2. Langley Public Art Walking Tour: Walking historical/public art tours have been successful in many cities through out Washington State in terms educating community members and attracting outside visitors. The Cities of Redmond, Edmonds Auburn and Puyallup are good examples. The first phase of this project has identified 127 works of art on display in the City and private property. In this process, coming to light is the history behind each work of art and the story of artists who have shaped Langley's cultural, heritage.

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: \$5,000 to design a digital site location and hard copy brochure (2017). \$1,500 in printing costs (2017).

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 County tourism interests. This is an example of how a consortium of these organizations could work together in accomplishing common economic interests.
2016- City funds: 0 - Langley Arts Commission \$0.

3. Post Office Sculpture Installation: The planned location is on Second Street in front of the Langley Post Office in an existing planting area that measures 13 ft x 9 ft. The planting area under consideration is immediately on the left as you enter the Post Office parking lot from Second Street. This prime location has 360 degrees of visibility. The work will be on display for two years, for sale by the artist with 20% of the sales price going to the City, if sold.

Goal: To display a dazzling work of art in a heavy vehicle and pedestrian walking area, a work of art that our community members will be proud of and will that 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: In the six- year plan the initial work of art will be replaced twice. Artist stipend \$1500 (x 3 competitions = \$4500) and crane services, plaques and contingency@ \$600 = \$1,800 for a total \$6,300. Funding for the initial sculpture pedestal will paid for with a \$500 donation held in the Langley General fund.

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

4. City Mural Installation Project: Currently there are two murals n 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 mural have in a short period of time developed a greater community appreciation around the benefits and values of murals as public art.

Goal: To make 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 ‘

Objective: Partner with businesses, art organizations and public schools to promote the installation of murals throughout the City. Currently under consideration is the establishment of a competition every 18 months 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: Stipend per artist \$500 (x 3 competitions = \$1,500) Plaques plus contingency @\$50 x 3per competition = \$150 for a total \$1,650

Funding Source: Private donations, funding from Consortium members, and revenues from the sale of the murals. 2016 City funding \$0 - 2016 LAC funding \$0.

5. 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 pedestals, construction of an artistic archway, and implementation of a landscaping maintenance program.

Funding Requirements: Installation of two sculpture pedestal \$1,000 and through a competitive process the construction of an archway at a cost \$5,000 for a total of \$6,000

Funding Source: The Arts Commission will undertake a fund raising event to match the \$1000 that has already been pledged, and ask community members, local businesses, and arts organizations for the remaining \$5,000. 2016 City funding \$0- 2016 LAC funding \$5000.

6. Second Street Rain Garden Sculpture Park: It is agreed by City Staff, the Main Street Association and community members that the Rain Garden is an excellent potential location for the installation of public art. Under consideration is the installation of up to three pedestals to support sculptures.

Goal: To take advantage of this space to install new and exciting art on Second Street.

Objective: Develop a sculpture installation plan in the early part of 2017 that outlines a strategy to acquire and fund this effort.

Funding Estimate: For an initial installation in early 2018, pedestal construction stipends crane services and plaques is estimated to be between \$7,000 and \$10,000.

Funding Sources: Private donations and consortium fund raising events.
2016 City funding \$0 –2016 LAC funding \$0.

7. Establishment of a City Public Art Purchase Plan: Cities throughout Washington State that have invested heavily in displaying three-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 communities that identify with art in terms of place, pride and cultural heritage.

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

Objective: Establish an art purchase plan by 2018, which can respond to opportunities to fulfill community wishes for permanent display of specific works of art.

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. 2016 City funds \$0- 2016 LAC funds \$0

8. 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, the city painted the side of an abandoned building with chalkboard paint and stenciled it with a grid of sentences, “*Before I Die 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. This effort would be evaluated after the first year of operation.

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

Objective: Within the Consortium, partner with arts organizations businesses and local schools to create and install temporary art and a means to place in operation a community interactive vehicle, beginning in the spring of 2016.

Funding Requirements: \$1,000 per year for six years for a total of \$6,000. Costs will consist mostly of materials.

Funding Sources: These funds will be acquired within the Consortium and through private donations.
City funds \$0- 2016 LAC funds \$ 1000.

Capital Campaign Projects

Salish Seawall Sculpture and Event Park Master Plan: This is an area that many community members often express varied ideas about how to revitalize Seawall Park as a vital asset for children, adults and Island visitors. At a recent Arts Commission meeting, Melissa Kotch, a local artist, provided the following vision for Seawall Park:

“Seawall Park, one of the last remaining pieces of undeveloped city in Langley is being viewed as a potential area for creating a place of interest and gathering for community and

visitors by introducing public art onto the land. How can we do this without spoiling the natural charm of this strip?

“Thousands of years before the Europeans arrived in the Pacific Northwest, native peoples inhabited the shores of the Salish Sea living in harmony with nature, building long houses, totem poles, and canoes. The land has a great history and a rich but fragile environment that makes it unique to all of us. How can we speak to this as a public art project?

“Langley known as ‘hub of the island’-a trading center since the early 1900’s has today has become a hub for the arts, which in turn has become a major economic force in the vitality of Langley.

“An opportunity to introduce elements such as seating, a water feature, decorative panels along the seawall railings and viewing stations designed and fabricated by local artists that can be integrated into the natural beauty of the site, without detracting from the beauty that makes it unique.

“A call to artists for seating, lighting, a water feature, story poles, panels along railings, that tell stories about this unique place; address the history of the place and diverse cultures that inhabit the area. Incorporate nature themes that depict the richness of the land and the sea, flora and fauna; address issues of sustainability, use found objects; art pieces that respond to wind and water, the art works selected, based upon best interpretation of theme, quality of execution, use of material and appropriateness.”

Based on community input that calls for development of public art in Seawall Park, the Arts Commission is asking the City Council to approve a phased plan to install public art in Seawall Park as a part of a larger community effort to identify and implement a plan for improvements to the park. This plan is designed to get City Council and community input and approval at every planning and financial decision point.

Goal: To make Seawall Park a place for our residents and their children to enjoy and to be proud of. A place that will bring new and exciting vitality to our City.

Objective: The installation of art and structures in Seawall Park that reflect our city’s cultural heritage and sustainability needs.

Funding Requirements: Over a six-year period it estimated that this project will cost \$800,000.

Funding Source: As described earlier in this plan a Consortium will be formed to initialize and manage a Seawall Capital Campaign. It is anticipated that such a campaign will center around the receipt of significant grant funding.
City funding 0- LAC funding \$ 800,000.

Note: The attached figure depicts a six -year activity phased plan to reach the stated goal. The success of this plan will require passionate support by community and strong leadership at every level of City management and its advisory boards.

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 or separate from a museum.

Goal: To establish visual arts museum to house and show local and regional art.

Objective: Acquire a building or vacant land for the construction of an Arts Library to 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 desire such a facility.

Fairgrounds: Cooperation with the Port of South Whidbey in utilization of the Fairgrounds for art festivals, musical events, visual arts displays, gallery events artist studio and industry spaces.

Goal: To work closely with Fairgrounds management in event planning that includes a wide variety of arts.

Objective: Ongoing involvement in the planning and execution of art related events.

Funding Requirements: 2016 City funding \$0- 2016 LAC funding \$0.

Event Projects

“Arts Alive” Day: (artists set up throughout the City demonstrating their art form).

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

Goal: To plan, organize and execute an annual Arts Alive Day event starting in 2016.

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

Funding Requirements: Advertising costs estimated to be \$500 per event for six events for a total of \$3,000.

Funding Source: The Consortium will fund these events. 2016 City funding \$0- 2016 LAC funding \$500

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

Goal: To plan, manage and execute outdoors concerts in various locations throughout the City.

Objective: To conduct one concert in 2016, then two concerts per year in 2017-2021, for a total of 11 concerts.

Funding Requirements: Costs to pay musicians/ groups can vary between \$500 and \$1,500, averaging \$900 for a total of \$5,400

Funding Source: The Consortium will fund these events
2016 City funding \$0- 2016 LAC funding \$900

Performing Arts

Langley is alive with performing arts. From Children's Theater to WICA to Djangofest and so many more, the community has a long history of supporting these activities. The Arts Commission is working with prospective partners to identify existing performing arts programs, and to outline a strategy to encourage and promote such programs and activities. Following an upcoming community outreach effort, this Master Plan will be revised to include greater detail in this area.