



PUBLIC ART PLAN FOR THE CITY OF SHORELINE

The City of Shoreline believes in the value of a culturally rich community that embraces all the arts, infuses artistic creativity into all aspects of civic life including the built and natural environments and celebrates and preserves our local history and diverse heritage in meaningful ways.

While traditional public art enhances the outdoor landscape, providing a more interesting and esthetically pleasing environment to explore, all the arts provide opportunities for individuals to express ideas and emotions in ways beyond words. The arts are an important component of healthy communities. Theater, visual arts, literary arts and music allow for positive expression of emotions. Dance promotes physical health. Theater, music, dance and visual arts can provide structure and teamwork. All the arts teach communication skills, problem solving, creative and critical thinking and provide an expressive focus that keeps kids in school. These are all qualities that help ensure a thoughtful, physically and mentally healthy, vibrant community now and in the future.

PROS PLAN CHAPTER 8 SUMMARY

The Cultural Services chapter of the PROS Plan includes rationale for arts and heritage as an integral part of the City's vision and landscape, the agencies in addition to the city that provide the services needed to keep our lives and spaces vibrant, the current public art assets and challenges, an Arts Plan with strategies for implementing the Policies that address this goal and a list of currently proposed projects. This Public Art Plan document elaborates on these topics.

Purpose

The purpose of a Public Art Plan is to create a vision for implementing the long-range goal of infusing art in all aspects of the community as well as creating a plan for the short term. This Plan outlines the current public art environment in the City, including art in public places owned by others as well as the City's Public Art Collection. It identifies eligible capital projects with associated funds, and recommends strategies, projects and resources needed for implementation for 2011-2012 and beyond. It is expected that the Art Plan will be reviewed annually and updated for inclusion in the City's Capital Improvement Plan.

The project recommendations in this Plan reflect input from artists and other residents who attended meetings or took an online public art survey as well as recommendations from the PRCS Art Subcommittee.

Public Art Vision

The City of Shoreline believes in the power of art in public places to draw people together, create vibrant neighborhoods where people desire to live, work and visit, and stimulate thought and discourse by enhancing visual interest in the built and natural environment. Art is part of the cultural thread that ties generations and civilizations together, creating opportunities for expression, reflection, participation and a landscape that is uniquely Shoreline.



Shoreline's vision is that public art will:

- integrate into all aspects of community life
- enhance public spaces, both municipally and privately owned
- reflect the diversity of the community
- meet high artistic standards
- engender thought, conversation and enjoyment

Historical Context

Prior to the City's incorporation in 1995, King County provided parks and recreation services including a percent for art program. Three public art pieces, the Kiss at Ronald Bog Park, Untitled or Gnomes at the Shoreline Pool and the Welcoming Figure at Richmond Beach Saltwater Park stand in Shoreline parks but remain in the King County Art Collection, managed by 4Culture.

In 2002, a Public Art Subcommittee appointed by the Parks, Recreation and Cultural Services (PRCS) Board developed the City's first municipal Art Policies and Procedures document. City staff worked with the Public Art Plan Subcommittee, comprised of PRCS Board Members, the Shoreline-Lake Forest Park Arts Council Executive Director and Arts Council Board members, to develop a proposed ordinance and public art policies and procedures. The policies and ordinance were reviewed by the Parks, Recreation and Cultural Services Advisory Board at its May 23, 2002 meeting and were discussed by the City Council at their July 1 and July 22, 2002 Council meetings. On August 26, 2002, the City Council adopted the Public Art Policy and Ordinance #312 establishing a Municipal Art Fund beginning with the 2003 Capital Projects budget.

The Parks, Recreation and Cultural Services (PRCS) Board appointed the Art Plan Sub-Committee to develop the annual Art Plan recommendations regarding Percent for Art projects and resources needed for implementation. The first plan was developed in the first quarter of 2004 with the understanding that it would be reviewed annually and updated in conjunction with the City's Capital Improvement Plan.

The Public Art Fund began accumulating funds with the major re-development of Aurora Avenue and the North City business district. The successful passing of a Parks Bond in 2006 paid for the acquisition of property and re-development of many of Shoreline's parks. As project contracts were awarded, 1% of the construction costs were placed in the Art Fund. The first project to make use of 1% funds created the two Interurban Trail bridges, over N 155th Street, adjacent to Aurora Avenue N, and over Aurora at N 160th Street, completed in 2007.

In April 2007 a part-time Public Art Coordinator was hired to manage the program. The Public Art Coordinator facilitates the artist selection process, contracts with the artists, and oversees the construction and budgets for art projects.

Since the Interurban Trail bridges twelve additional permanent art pieces plus seasonal banners on the first mile of Aurora Avenue have been installed in public places using dollars from the 1% for Art Fund. A Public Art webpage with a map and informational pop-ups that includes artwork both City-owned, and owned by others but displayed in public places, is viewable at www.shorelinewa.gov/parks.



Process

The Art Subcommittee of the PRCS Board meets annually to decide how to disperse funds. This may include whether to keep funds with the project that generated them, or pool the funds if the amount generated by a particular project is too small for significant work.

Since the inception of the Public Art Program, decisions regarding placement of artwork have been mostly project driven. These installations were possible because of the tremendous volume of capital improvement projects the City constructed including the Aurora Avenue improvements, the Interurban Trail and more than ten park improvement projects including those funded by the voter approved Open Space, Parks and Trails Bond Levy. However, with the completion of the Open Space, Parks and Trails Bond projects and much of the work associated with Aurora Avenue, the process is shifting from project driven art to a more strategic look at funding and potential sites. This Public Art Plan contains a list of short and long-term priorities and suggestions for sites and types of artwork to consider as funds become available.

For each project the Art Committee decides how to select an artist based on information in the Policy and Procedures document. For most projects a Request for Qualifications (RFQ) is developed and posted on sites frequently checked by public artists. An art panel consisting of members of the Park Board Art Committee, an artist, arts professional and other site-specific stakeholders reviews the applications, invites finalists for interviews and makes recommendations to the full Park Board. As the project progresses, concept designs are also reviewed by the panel and recommended to the Park Board for approval. The process is facilitated by the City's Public Art Coordinator.

Public Input

Information for this plan was solicited over several months through the PROS Plan Stakeholder meetings, the PROS Plan Community meeting, two Creative Conversations: Public Art & Beyond, facilitated by the City's Public Art Coordinator and the Shoreline-LFP Arts Council Director, a Survey Monkey Public Art questionnaire available to residents in all neighborhoods, and conversations with the directors of the Arts Council and Museum. This information was organized and reviewed by the Park Board Art Committee for inclusion, prioritization and short and long-term recommended work plans.

Analysis and Conclusions

The majority of input spoke to the great strides Shoreline has made with its public art program since incorporation. The public seems pleased with the quality and diversity of the collection. However, there was a strong desire for more public art as well as more opportunities for performances and participation in all the arts, creating a general arts vibrancy in Shoreline.

Based on public input, areas that can be strengthened include venues for visual art exhibitions and small performances, venues for artists to create art and for public participation in creating art, opportunities for artist to gather for conversations, additions to the public art program both in terms of funding sources and the locations/neighborhoods served by public art installations. Neighborhoods currently underserved by public art include Paramount Park, Hillwood, Ballinger, Innis Arden, and North City. There was strong support for an "arts-filled" city with an initial focus in the Town Center area with both temporary and permanent work.



CURRENT SITUATION

Public Art Assets

As of August 2011 the City of Shoreline Public Art Collection includes 18 artworks, funded by the Public Art Fund unless otherwise noted:

- *Ridgecrest Neighborhood Mural*, City of Shoreline Neighborhood Mini-Grant
- *The Ponies*, unknown artist, private donation 1998
- *Totem Pole* by Dudley Carter, private donation 1998
- *Emissary Raven* by Tony Angell, Rotary donation 2005
- *Interurban Trail Bridges* by Vicki Scuri 2007
- *Aurora Mile 1 Bicycle and Shoreline Banners* by Jessica Amoeteng 2007
- *Parade Route* by Chris Bennett 2007
- *Contemplating the Arc* by Stuart Nakamura 2008 (plus Neighborhood Mini-Grant)
- *Ridgecrest Neighborhood Banners*, Neighborhood Mini-Grant
- *Reflex Solaris*, sundial with reflectors by Laura Haddad and Tom Drugan 2009
- *Cloudbank* by Leo Saul Berk 2009, OPUS NW design-build art allocation
- *Limelight* by Linda Beaumont 2009 OPUS NW design-build art allocation
- *Dew Beads* by Kristin Tollefson 2010
- *Raintree* by Kristin Tollefson 2010
- *Salmon Hunt* by James Madison 2010, Brightwater Mitigation Funds
- *Traveling Traditions on the Salish Sea* by David Franklin 2010, Brightwater Mitigation Funds
- *Portrait of Shoreline in Time and Space* by Ellen Sollod 2010-2011 (plus Aurora Project funds completed by Sept. 2011)
- *Aurora Mile 2 Livable City banners* by Kathleen Frugé-Brown 2011

The distribution of public art pieces both City-owned and owned by others is depicted on the map below which can be viewed on the City's website: www.shorelinewa.gov/parks. The map includes pop-ups with photos and information about each artwork to encourage self-guided tours.

[this will be updated and more clear for the final version and include annotated list with thumbnails in place of above list]



Challenges - Financial

With the completion of the 2006 Park Bond, fewer park construction projects are generating fewer art dollars. Following the 2012 completion of the second and third miles of Aurora Avenue, the number and size of other municipal construction projects are also expected to diminish. Both of these circumstances mean fewer dollars for the Art Fund resulting in less or smaller scale art projects. The Park Board continues to be a good steward of these funds and is looking forward in a strategic way to make the most of the available dollars. It is crucial to retain the current balance in the Public Art Fund to cover projects in the one to six-year plan as well as the long-term plan. In addition it will be important to look for other ways to augment resources to continue providing new, high-quality public art, both permanent and temporary.

Policies and Strategies for Implementation

Develop a Community Cultural Plan to provide a “blueprint” for future arts and heritage programs and activities.

- Create a Public Art Plan
- Collaborate with the Arts Council, the Historical Museum and other cultural groups in the City to draft a broader Cultural Plan for the City of Shoreline

Ensure a sustainable public art fund to demonstrate the value of public art as an integral part of the built and natural environments.

- Contract with private developers to implement their public art projects
- Seek donations for identified projects
- Encourage the use of Neighborhood Mini-Grants for public art

Provide funding for care of public art.

- Annually identify funding in department Repair and Maintenance budget
- Allocate a percentage of the available funds for any future public art project for maintenance and repair

Enhance opportunities for and awareness of public art

- Facilitate permanent public art projects throughout the City
- Create more opportunities for temporary and short-term site-specific art and sculpture in public spaces
- Encourage businesses to display artwork by local artists, perhaps as an art walk
- Create guidelines to facilitate artists working in parks
- Prepare a presentation about the value of and possibilities for public art in public and private projects to share with neighborhood groups or other city departments, for example
- Create a video highlighting public artwork in private projects for developers who inquire about or apply for permits in the City of Shoreline

Strengthen partnerships and collaborations

- Continue to support City funding to the SLFP Arts Council and Shoreline Historical Museum
- Continue to collaborate with organizations such as the Arts Council, Historical Museum and Community College on specific programs throughout the year such as 4Culture’s Site-specific Art Program, October’s Arts Crush, the Gallery at City Hall
- Embrace new opportunities to showcase projects developed by partner organizations at City Hall or other public venues
- Collaborate with neighborhood associations, libraries and other non-profit organizations to enhance the public art collection in Shoreline



Provide leadership in marketing arts and heritage opportunities in the Shoreline

- Keep pace with changing technology and demographics
- Host and oversee a calendar for one-stop shopping of events presented by the City and community partner organizations
- Highlight partner organization events in city publications using the website, electronic news, Currents, kiosks and social media and outdoor signage
- Facilitate outreach to diverse populations in the City by facilitating translation of materials, dissemination of materials and introductions to leaders of diverse cultures within the City

Strengthen Cultural Tourism as an economic development tool

- Identify and market events/opportunities that draw visitors
- Develop materials showcasing arts, heritage, and other local opportunities and resources such as lodging and restaurants, for distribution to outside groups that use public facilities. e.g. soccer tournaments, music festivals

Explore the feasibility of a community Cultural Center: Multi-Arts & Heritage in Shoreline.

- Create a task-force to identify needs, interest and potential locations
- Investigate funding needs and possibilities

PUBLIC ART PLAN 2011-2012

Projects included in 2011 Art Budget

- Pedestal purchase for the Gallery at Shoreline City Hall
- Quarterly rotating exhibits, including small sculpture in the Gallery
- Installation of steel and glass inlays by artist Ellen Sollod as part of the Aurora Avenue project at the 175th St. and 185th St. corners
- Artist-designed banners for the second mile of Aurora, 165th – 185th
- Banners on Aurora just south of 205th St to “book-end” Aurora Avenue through Shoreline
- Artwork installation by artist Virginia Paquette at the Spartan Recreation Center
- Park at Town Center Master Plan visioning process collaboration with Berger Partnership Design Team including artist Elizabeth Conner
- Seasonal temporary sculpture program at the Kruckeberg Garden
- Cleaning and maintenance of public artworks as necessary. Parade Route and Ponies in 2011
- Development of temporary outdoor art program with focus on City Hall and Park at Town Center area
- Participation in Arts Crush 2011 at City Hall and possibly other venues
- Discussion and beginning development of a plan for permanent artwork at the Kruckeberg Garden

Planning and process for 2011-2012

- Encourage and collaborate with Neighborhoods to commission public art using City of Shoreline Neighborhood mini-grants as impetus. Addition of 1% funds will be prioritized and recommended by Art Committee based on interest, location and need
- Develop plan and process and begin to implement artist treatments on street/trail “furniture” e.g. signal boxes, fences, bollards, bike racks, seating, kiosks, pavement



- Develop a plan for an annual outdoor temporary sculpture exhibit.
- Encourage and facilitate interactive and temporary arts programming in the Park at Town Center and other parks
- Facilitate Creative Conversations with artists to encourage artistic activity and awareness in the City
- Continue to collaborate with the Arts Council and Museum on cultural programs including Gallery at Shoreline City Hall
- Define and implement strategies for more effective marketing of arts and heritage programs and events
- Develop materials to encourage and facilitate art in private development
- Continue to develop maintenance plan and requisite funding mechanism
- Continue to use results of Public Art Survey and Conversations to identify and prioritize future public art locations and projects, updating the Public Art Plan for 2012-2013 and beyond

Planning and Process 2011-2016

- Establish annual outdoor sculpture exhibit
- Encourage and identify creation and exhibit space opportunities for artists
- Develop an Art Walk – annual, quarterly or monthly
- Work with neighborhoods to acquire public art for neighborhood identity
- Develop a mural program
- Establish corporate connection plan for partners in funding projects

Recommendations for use of funds generated by CIP projects

Art allocations from Aurora Avenue, Interurban Trail and Trail Corridors & Connections and Kruckeberg Garden projects to be used on site or in project vicinity

All other dollars in the Public Art Fund are pooled for use as needed.



2012 Projects and Costs

Program/Project	Location	Cost Est.	From 1%	Other Funding Sources/s
1% for Art funded				
Gallery at City Hall	City Hall	\$5,000	\$5,000	
Temporary art at P at TC incl. sculpture exhibit, programming	Park at Town Center	\$23,000	\$23,000	
Art for Aurora Ave area e.g. murals, sculpture, signal boxes, banners		\$42,000	\$42,000	
	Total from Public Art Fund		\$70,000	
Trails & Connections e.g.				
Bike racks	TBD	\$7,500		3/Business/Trails
Bollards/fire hydrants	TBD	\$1,500		10/Neighborhood
Seating	TBD	\$6,000		1/ business depending on location
Fences	TBD	\$2,000		trails
	Total from Trails & Connections		\$13,000	\$3,000 other sources
Admin/Planning/ Facilitation General				
Admin/Planning/ Facilitation General		\$1,000		Parks Admin.
Development of materials for art in private development		\$4,000	0	Parks Admin.
Paint-in, temp art, other e.g Kruckeberg	Parks, Gardens, other	\$5,000	0	Parks Admin.
Neighborhood Projects e.g.Sunset Park, Echo Lake Mural		\$1,000	0	+\$5,000 Neighborhood Mini- Grant per project
	Total from Parks Admin.		\$11,000	
Total Public Art			\$94,000	

Temporary art projects included in the above allocations may include:

Temporary large outdoor sculpture exhibit starting at City Hall and continuing through the Park at Town Center. Existing work will be solicited from regional artists, installed on pedestals and remain for approximately one year. There could be a possibility to purchase a piece for permanent installation at the end of that year. A second location for these temporary works which would be on loan from the artists, might be the Kruckeberg Garden. RFP art selection process.



Temporary sculptural installations with an environmental focus and/or interactive element that could be in place for one to six months. RFP art selection process.

Temporary/long-term “busking stages” to encourage spur of the moment music, dancing, theater. Marketing of the opportunity rather than an RFP or formal artist approval process

Pianos to Play: artist-decorated pianos in public locations for use by musicians of all ages. Specific scheduled concerts would also be part of this program. This would be seasonal, not all year. A consortium of City staff, community organization, local business, art committee and other appropriate individuals will organize this event.

Signal Box décor: painted murals or decals placed on grey metal signal boxes along Aurora and/or Meridian Ave to enliven the neighborhoods.

Bike Racks: site-specific designs for several locations along trails and/or in business cores. RFQ artist selection process with bike community and business owner involvement.

Seating: initially one artist-designed bench for the Park at Town Center. RFQ artist selection process.

Mural(s): to enliven blank or otherwise unattractive walls in high-traffic areas such as adjacent to Aurora and the Park at Town Center. RFQ artist selection process with owner and neighborhood involvement.

MID-RANGE PUBLIC ART PLAN 2012-2016

Suggested Projects

- Continue and expand projects begun in 2011 - 2012
- Implement pieces of art plan for Park at Town Center as appropriate
- Provide significant artwork for Aurora Avenue, 175th – 205th
- Fund public art, tied to CIP when possible, in underserved areas such as:
 - Richmond Highlands
 - Paramount Park
 - Hillwood
 - Ballinger
 - Innis Arden/Four Corners
 - North City
- Provide arts event/gallery signage in City Hall/Park at Town Center area
- Implement Art with Private Development plan

Develop a Community Cultural Plan



LONG-RANGE PLAN 2016 AND BEYOND

Research possibilities and potential for community Cultural Center: Multi-Arts & Heritage that would include:

- 150-300 seat performance space
- Rehearsal space
- Classroom space
- Non-profit gallery
- Outdoor sculpture gallery
- Indoor exhibit space
- Visual art studio spaces
- Public use art creation space
- Clay workshop space

ATTACHMENTS (not included in this packet)

- Ordinance # 312
- Policies & Procedures document
- Maintenance Plan spreadsheet
- Public Art Survey Results and Community Conversations I and II comments
- Fluid list of additional suggested projects to be considered and prioritized by the Park Board Art Committee
- CIP spreadsheet with projects generating Public Art Funds