



Gateways Public Art Master Plan

SCOPE FOR THE GATEWAYS PUBLIC ART MASTER PLAN

Approved by City Council on _____

FRAMEWORK

Olympia's Comprehensive Plan sets out a vision for City Gateways and Boulevards as follows:

"Gateways" to Olympia are to be located at the entry/exit points of landscaped "civic boulevards," at city boundaries, topographical changes, transition in land use, and shifts in transportation densities. Three of the eight gateways are located at the city limits and may include "Welcome to Olympia" signage. Gateways provide a grand entrance into the capital city of the State of Washington. . . . Each civic boulevard will have a distinctive special environmental setting that is shaped by a public planning process that involves citizens, neighborhoods, and city officials.

- Land Use and Urban Design > Urban Corridors



The Olympia Arts Commission and Olympia Planning Commission have identified Gateways as an opportunity for public art that accomplishes several goals:

- Places public art deep into Olympia's neighborhoods
- Contributes to a sense of community identity
- Introduces place making elements that help to define and *also bring together* different areas of our community

Purpose for a Gateways Public Art Master Plan:

A Gateways Public Art Master Plan will be a blueprint by which to move forward on each of the identified gateways, presenting overall concepts and themes, location and cost analysis and prioritization. This is not a design or fabrication opportunity, but concept only. The Gateways Public Art Master Plan process will facilitate community discussion and distill that feedback into values that will inform the plan. The Master Plan will

- Identify priorities – steps the City will take over 5-6 years that will have the greatest impact toward completion of the Gateways project



Gateways Public Art Master Plan

- Include illustrations of concepts and themes for each location
- Set the stage for future grant opportunities and community partnerships to realize the project
- Consider the interface between the Gateway art elements and proposed civic Boulevards.

To form a Gateways Public Art Master Plan, we will:

- **Involve and engage neighborhood representatives and stakeholders** to gain a better understanding of the community history and experience of each location
- **Explore and evaluate each identified gateway** site to make sure each creates a “shift” in the experience of place and has the potential to host public art
- **Reconnect and verify** to make sure the plan has captured the character of neighborhoods and community in development of concepts and themes
- **Develop criteria** to guide a future development plan and order the sequence of projects

PUBLIC PARTICIPATION PLAN



Goals for the Public Process

- Follow the public participation goals & policies in the [Comprehensive Plan](#).
- Engage with adjacent neighborhoods and broader stakeholder group.
- Clearly articulate what is being asked of the public, how their input will be used, and report back about what was heard
- Create a space that captures the community vision for the art component at each location
- Use visually-oriented, data-driven information
- Build a foundation for strong continued public engagement

Communication and Outreach

Points of Contact:

- Stephanie Johnson, Project Lead - Day- to-Day contact
- Marygrace Jennings, Chair, Olympia Arts Commission
- Jerry Parker, Olympia Planning Commission and liaison to the Arts Commission



Gateways Public Art Master Plan

Glossary of Roles

City Staff/Point of Contact

Role: Provide logistical support the consultant in organizing Olympia project meetings. Act as a liaison to the community, Arts Commission, Planning Commission, Staff Team and Council.

Coalition of Neighborhood Associations

Role: Provide guidance in working with neighborhood associations.

Neighborhood associations, businesses, agencies, etc. in proximity to each proposed Gateway location

Role: Provide community history and experience with which to shape Master Plan recommendations.

Staff Team

Role: Provide technical feedback and assistance.

Stakeholder group at large

Role: Identified community members provide wider perspective.

Public Engagement Activities

- Work with City staff for 8 location specific meetings and one community meeting. Consultant to follow up as needed to capture a strong sense of each area's history and community identity
- Provide preliminary findings at a presentation to the City's General Government Committee and Arts Commission and Planning Commission
- (Staff to make contact with City Advisory Committees)
- Present final report to the Olympia City Council

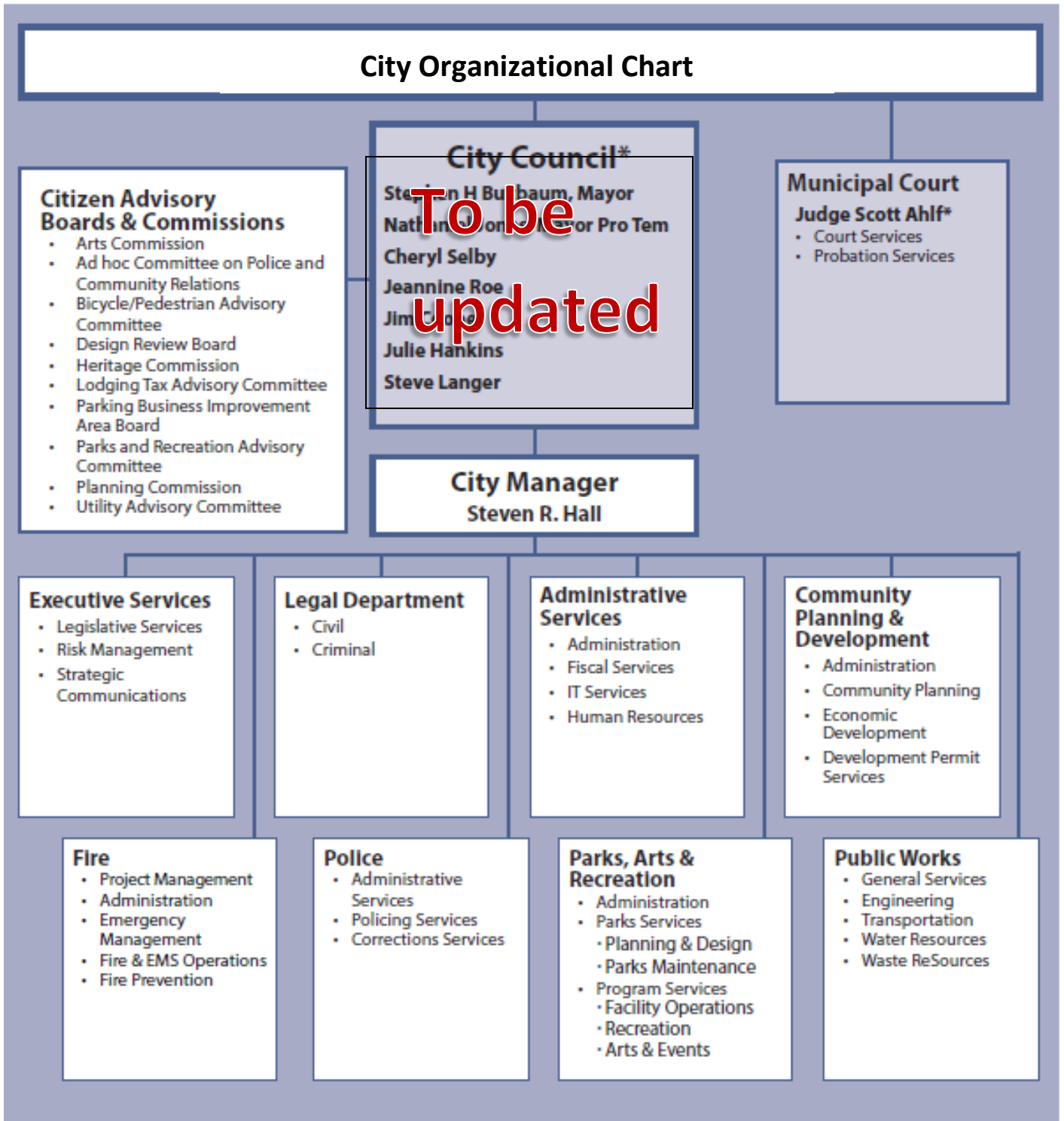
Master Plan Deliverable

- A written report to include the tasks outlined in the following scope of work and address the following:
- Development of a public art implementation schedule that lists priority actions and initiatives for next 5-6 years.
 - An overview of each location, including aggregate findings from neighborhood meetings, distillation of values, and possible points of departure for public art projects, including sample images.
 - A fully developed framework of a unifying theme.



Gateways Public Art Master Plan

City Organizational Chart





Gateways Public Art Master Plan

SCOPE OF WORK

| Task |
|--|
| <p>Analyze Locations: Sites have been selected based on City boundaries, topographical changes, transition in land use, and shifts in transportation densities. Consultant is to familiarize themselves with each location and identify and clarify distinct physical aspects of each, which may include characterization by type. Consultant is to make recommendations to support or adjust the original proposed locations based on this analysis.</p> |
| <p>Develop Individual and Common Themes: Following research and public engagement, the consultant is to develop overarching themes, either conceptual or physical, that tie all the gateways together even as each is site-specific to that location.</p> |
| <p>Develop a Framework of Values or Criteria Expressed by Community</p> |
| <p>Explore and Provide Examples of Types of Possible Artwork: The Master Plan should include thematic concepts for each location for future implementation.</p> |
| <p>Provide Reasonable Budget Per Location to include maintenance and/or operating costs.</p> |
| <p>Develop a Procurement and Implementation Strategy to help the City prioritize projects at each site. Analysis should include information such as planned future infrastructure upgrades to each site, constructability, possible easement issues, prioritization and any other considerations.</p> |
| <p>Public Engagement: Facilitate a broad, open participation process that engages public and stakeholders in the evaluation of information and alternatives. ‘Community conversations’ should educate about the Gateways project, engage the community in discussion around specific locations, and include broad discussion of possible types of art, without designing a specific proposal.</p> |