



# 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. Civic boulevards are to be densely planted with trees and native understory; consideration will be given to the maximum landscaping and amenities feasible.*



- Land Use and Urban Design > Urban Corridors

The Olympia Arts Commission has 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. The Gateways Public Art Master Plan process will facilitate community discussion and distill that feedback into values that will inform the plan:



# Gateways Public Art Master Plan

- Identify priorities – steps we'll take over 5-6 years that will have the greatest strategic impact toward completion of the Gateways project
- Include illustrations of concepts and themes for each location
- Set the stage for future grant opportunities and community partnerships to realize the project

## 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 we have captured the character of neighborhoods and community in development of concepts and themes.

## PUBLIC PARTICIPATION PLAN



### Goals for the Public Process

- Follow the public participation goals & policies in the [Comprehensive Plan](#).
- Educate and enable dialogue that enriches the community vision for the art opportunity at each location
  - Clearly articulate what is being asked of the public, how their input will be used, and report back about what was heard
- 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



# Gateways Public Art Master Plan

## Glossary of Roles

### **City Staff/Point of Contact**

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

### **Coalition of Neighborhood Associations**

**Role:** Provide guidance in working with neighborhood associations.

### **Adjacent neighborhood associations, businesses, agencies, etc.**

**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.
- Provide preliminary findings at a presentation to the City's General Government committee and Arts Commissioners.
- Present final report to the Olympia City Council.
- (Staff to make contact with Planning Commission, Bicycle and Pedestrian Advisory Committee. Heritage Commission to provide context at neighborhood meetings.)

## 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/ 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 an overarching theme.

## City Organizational Chart

### Citizen Advisory Boards & Commissions

- Arts Commission
- Ad hoc Committee on Police and Community Relations
- Bicycle/Pedestrian Advisory Committee
- Design Review Board
- Heritage Commission
- Lodging Tax Advisory Committee
- Parking Business Improvement Area Board
- Parks and Recreation Advisory Committee
- Planning Commission
- Utility Advisory Committee

### City Council\*

Stephen H. Bulbaum, Mayor  
 Nathan Johnson, Mayor Pro Tem  
 Cheryl Selby  
 Jeannine Roe  
 Jim Johnson  
 Julie Hankins  
 Steve Langer

### Municipal Court

Judge Scott Ahlf\*  
 • Court Services  
 • Probation Services

### City Manager Steven R. Hall

### Executive Services

- Legislative Services
- Risk Management
- Strategic Communications

### Legal Department

- Civil
- Criminal

### Administrative Services

- Administration
- Fiscal Services
- IT Services
- Human Resources

### Community Planning & Development

- Administration
- Community Planning
- Economic Development
- Development Permit Services

### Fire

- Project Management
- Administration
- Emergency Management
- Fire & EMS Operations
- Fire Prevention

### Police

- Administrative Services
- Policing Services
- Corrections Services

### Parks, Arts & Recreation

- Administration
- Parks Services
- Planning & Design
- Parks Maintenance
- Program Services
- Facility Operations
- Recreation
- Arts & Events

### Public Works

- General Services
- Engineering
- Transportation
- Water Resources
- Waste Resources



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## SCOPE OF WORK

Task	
	<b>Analyze Locations:</b> 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 aspects to each. Consultant is to make recommendations to support or decline recommended changes to the original plotted locations based on this analysis.
	<b>Develop Individual and Common Themes:</b> 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.
	<b>Develop a Framework of Values or Criteria Expressed by Community</b>
	<b>Identify How Each Location is Related to Place</b> (Same as Develop Individual and Common Themes??)
	<b>Categorize Locations into Types:</b> Examples could include “portals,” “crossroads,” “entryways.”
	<b>Explore and Provide Examples of Types of Possible Artwork:</b> The Master Plan should include thematic concepts or physical points of departure for each location for future Calls for Art.
	<b>Provide Estimated Costs Per Location</b>
	<b>Provide Estimated Maintenance and/or Operating Costs</b>
	<b>Develop a Procurement and Implementation Strategy:</b> Analysis should include future infrastructure upgrades to each site, possible easement issues, cost, bang-for-the-buck, prioritization and any other mitigating factors.
	<b>Public Engagement:</b> Facilitate a broad, open participation process that engages public/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.
	Create graphic and text elements for presentation at workshops and online
	Design and execute the public engagement process. Coordinate with staff for internal process.
	Provide communication materials for print and online



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