

COMPREHENSIVE PLAN AMENDMENT APPLICATION

29 June 2018

• Introduction:

Arts and culture are essential elements in the quality of life of Gig Harbor residents and the economic vitality of our city. By embracing and encouraging the arts as an important tool in building community and the economy, Gig Harbor creates an environment that benefits all its citizens.

Gig Harbor should be a place where things aren't just done efficiently and professionally, but artfully and gracefully. Investment in arts and culture is investment in the growth of our community and in making Gig Harbor a better place to live and work.

By approving the addition of this Arts + Culture element to the comprehensive plan, Gig Harbor affirms that:

- Arts, culture and creativity are essential components of Gig Harbor's unique and distinctive identity.
- Arts, culture and creativity contribute to the physical, mental, social and economic well being of our community.
- Arts and culture nurture creative thought and expression and encourage an exchange of ideas between Gig Harbor citizens by facilitating community discussions.
- Arts and culture engage the community in public dialog to acknowledge and appreciate different ways of living, thinking, believing and behaving in society.
- The arts provide tools for accomplishing larger community goals such as economic vitality, quality education and community planning and design.
- The arts help strengthen our cultural fabric and enrich the lives and spirits of our citizens.
- Arts and culture contribute directly and indirectly to Gig Harbor's prosperity by providing artistic and cultural experiences, providing employment, attracting out-of-town visitors, boosting sales tax revenues.
- Arts and cultural programs are powerful economic development tools in their ability to enhance Gig Harbor's image and thereby entice new businesses, and new workers, to locate here.
- The arts can be a source of civic pride and Gig Harbor is a place where citizens and visitors alike can be engaged and inspired.
- Gig Harbor values and supports the full spectrum of arts — written, visual, musical, traditional and performing arts, artists and arts and cultural organizations for their ability to entertain, inspire, challenge and add dimension and enjoyment to the lives of its citizens.

In presenting this Arts + Culture element, the Gig Harbor Arts Commission recognizes the value of creating partnerships between the City and other public and private entities to:

- Promote the development of strong, vibrant arts and heritage organizations that enrich our lives by providing artistic and cultural experiences, events and programming.
- Identify public visual, written and performing art opportunities that highlight the cultural and historical connections within our community through local history, environmental systems, cultural traditions and visual symbols.
- Assess the needs of artistic and cultural organizations to better recognize and act on opportunities to support them, including supporting their needs for space(s) to practice, perform and share their talents.
- Enhance the reputation of Gig Harbor as a livable and creative community by encouraging artists of all types to create, display and perform their work and supporting opportunities for creative expression.
- Increase opportunities for artists to apply their skills and creativity in the delivery of public services, in the planning and design of capital improvements and/or in the design and delivery of public information.
- Use public art to create visible landmarks and artistic points of reference to reinforce Gig Harbor's identity, unique culture and character.
- Acquire works of art through a variety of methods including commissioned works, temporary works, direct purchases and community projects.
- Encourage public and private participation in and support of arts and cultural experiences.
- Encourage collaborations between artists and the public to create "hands on" creative experiences in which all can participate and share.
- Encourage private developments to incorporate arts presence into buildings and other permanent structures with a value of more than (a to-be-determined amount) by allocating one percent of their project budget for this purpose.

- Encourage support for cultural resources through individual and corporate philanthropy; show how contributions will benefit both the donor and recipient.
- Publicly recognize and celebrate gift giving of all types and levels.

This Art + Culture Element carries forward these affirmations and identifies ways in which the City's goals and aspirations can be realized.

The following are included with this application:

- responses to Comprehensive Plan Amendment Application requirements I GHMC19.0.080 (A)
- SEPA checklist
- proposed Arts + Culture element
- response to Criteria for initiation of an application per GHMC 19.09.130 and GHMC 19.09.170
- removal of existing text amendment from PROS plan
- survey conducted in spring 2018 to gauge community interest in and support of arts and culture
- Appendix:
 - how this Arts + Culture element was created
 - summary of survey results
 - summary of recent Arts Commission activities

ARTS + CULTURE ELEMENT — COMPREHENSIVE PLAN AMENDMENT

- Name and address of person or persons proposing the amendment: Gig Harbor Arts Commission
- An environmental checklist (SEPA), including a completed part D is attached
- A description ... of the proposed amendment is attached

A. Purpose of the proposed amendment:

Arts and culture are part of Gig Harbor's legacy and its future as a vital, thriving, welcoming city. The purpose of this Arts + Culture element is to link arts and cultural planning to larger community issues and to set directions for integrating the arts, culture and history with urban design, economic development, education and other community development initiatives that shape the quality of life that nurtures Gig Harbor. Further, the purpose of this element is to create a new, stand-alone Arts + Culture Element that supersedes and replaces the "Cultural Arts Programs and Resources" text amendment added to the comp plan in 2015-16.

- The intent of the Arts + Culture Element is to help the city direct its efforts and resources toward a clearly defined vision for its future that reflects community desires, current and future trends and bolsters the city's unique position in the region.
 - The arts are tools for accomplishing larger community goals such as economic vitality, quality education and community planning and design. Investment in the arts is investment in the growth of the community and in making Gig Harbor a better place to live and work.
 - There are a variety of artistic and cultural organizations in Gig Harbor whose creative efforts will benefit from a Plan and a growth strategy that takes full advantage of what the arts offer.
- In addition to the goals outlined in this Element, we also request that the Arts Commission be re-named the Gig Harbor Arts + Culture Commission to better describe its scope and responsibilities.

B. Consistency with the Growth Management Act

Underlying the **Growth Management Act** is the concept that any community plan that requires a public investment should be linked or incorporated as an amendment to the Comprehensive Plan. Adding this Arts + Culture Element meets those requirements.

C. Consistency with countywide planning policies

The Pierce County comprehensive plan describes countywide policies and outlines specific community plan goals. The purpose of the **Pierce County's Countywide Planning Policies** is, in part, to achieve consistency between and among the plans of cities and the county on regional matters. This Arts + Culture Element is consistent with the countywide planning policies in a number of ways:

- Arts and Culture impart a sense of community and a sense of place and help preserve local character.
- There is much evidence that Arts and Culture have a positive economic impact. Arts and cultural organizations create jobs, diversify the economic base and generate labor income and business sales.
- Arts and culture encourage and reward life-long learning.
- Arts and culture contribute to the social health and well-being of Gig Harbor citizens. They contribute to the physical health of citizens by encouraging walking tours of public artworks, cultural landmarks and other outdoor points of interest.

D. Consistency with Gig Harbor's comprehensive plan

The proposed Arts + Culture Element **further the purpose of the city's comprehensive plan** by outlining goals and policies related to the arts and culture, all of which encompass a broad range of people, activities, spaces and levels of involvement. It makes a statement that the City is committed to supporting the arts, artists, creative expression and cultural experiences both for art "consumers" and creators in our city.

Gig Harbor is growing by leaps and bounds and a recent survey of area residents (included in the Appendix) indicates a growing interest and support of arts and culture. Arts and culture are essential for the continuing growth and development of Gig Harbor's citizens, economy and quality of life. This Arts + Culture Element speaks to the growing desire for a variety of artistic and cultural experiences. The Element also creates pathways to preserving the sense of character that is so important to Gig Harbor citizens. In addition, as it replaces the earlier "Cultural Arts Programs and Resources" text amendment added to the PROS Element. This new Arts + Culture Element more accurately delineates specific goals and strategies for accomplishing the larger community objectives of economic vitality, quality education and community planning and design.

Experiencing arts and culture should be fun, sometimes challenging and enjoyed regularly by all residents. Art encompasses a wide range of creative expression from tangible, physical objects such as paintings, sculpture, ceramics and fiber arts; to literary and poetic expression; to film and digital works; to performance experience such as dance, music and theater. Cultural and creative spaces may likewise include a wide range of types from traditional theaters, galleries and studios to schools, parks, coffee shops and restaurants and even historic buildings.

E. Consistency with Gig Harbor's comp plan and other city plans and codes

The proposed Arts + Culture Element is **consistent with the city's comprehensive plan** in that it clarifies and defines the importance of arts and culture in the city's planning process and identifies ways in which arts and culture can be woven into the beautiful tapestry we call Gig Harbor. The Element makes a bold and succinct statement that Gig Harbor is a city that values and supports the full spectrum of arts, artists, and arts and cultural organizations including written, visual, musical, traditional and performing arts for their ability to entertain, inspire, challenge and add dimension and enjoyment to the lives of its citizens.

This proposed Element **meets the criteria for initiation of an application** as follows:

- It will further and be consistent with the goals, policies and objectives of the comprehensive plan.
- It is consistent with the Growth Management Act, Puget Sound Regional Council multi-county planning policies, the countywide planning policies and other applicable inter-jurisdictional policies and agreements, and/or other state or local laws.
- It will not adversely impact the city's ability to provide sewer and water, and will not adversely affect transportation facilities and other public facilities and services such as parks, police, fire, emergency medical services and governmental services.
- It advances the public interest.
- It does not increase density or intensity or increase any need for infrastructure or services.
- It will not create a demand to change land use designations of other properties.

Submitted on June 29, 2018 / updated July 27, 2018

By Charlee Glock-Jackson, Chair, Gig Harbor Arts Commission

The Arts + Cultural Element for Gig Harbor

JUNE 28, 2018
GIG HARBOR, WA

THE ARTS AND CULTURAL ELEMENT

Culture and art are tools for accomplishing the larger community goals of economic vitality, quality education and community planning and design. Investment in the arts is an investment in making Gig Harbor a better place to live and work for all its citizens.

This newly drafted Art + Culture Element proposal identifies ways in which the City's goals and aspirations can be realized through inclusion of arts and culture in the visioning process. It is intended to completely replace the text amendment ("Cultural Arts Programs and Resources"; see Appendix) added to the Parks & Recreation Element in the Comprehensive Plan in 2016.

In addition to the goals outlined in this Element, it is also requested the City consider the following:

- The Arts Commission be renamed the Gig Harbor Arts and Culture Commission to better describe its scope and responsibilities; the Commission should meet at least 10 times per year.
- The "Cultural Arts Programs and Resources" text amendment be removed from under the Parks + Recreation Element and this new Arts + Culture Element be added to the Comp Plan as a separate, stand-alone Element.
- The City ensure the Gig Harbor Arts + Cultural Commission receives adequate staffing and support so they can successfully improve the quality, accessibility and presence of the arts and culture in Gig Harbor.
- The City help provide sufficient funding to implement specific projects, support community arts and cultural organizations through grants and the leveraging of matching grants.
- Given adequate staffing and support, the Gig Harbor Arts + Cultural Commission will endeavor to supplement annual contributions from the City's general fund or LTAC funds by pursuing outside funding sources.
- The City help encourage private developers to incorporate an arts presence into buildings and other permanent structures (of a certain minimum value). Additionally, the City could consider adding impact fees to commercial, industrial and mixed-use permits, to support the incorporation of art in these building projects.

We ask the City to consider this Arts + Cultural Element to be included in the 2019 Comprehensive Plan to define and acknowledge the role the Arts and Cultural Commission will play in Gig Harbor:

GOAL 1: CREATIVE + ECONOMIC VITALITY

ENHANCE THE QUALITY OF LIFE IN GIG HARBOR BY CREATING AN ENVIRONMENT IN WHICH ARTISTIC AND CULTURAL ACTIVITIES FLOURISH.

- Provide arts and cultural leadership for the city as advocates to the Mayor and Council for the development of arts and cultural activities for the benefit of its citizens.
- Collaborate with the Gig Harbor Tourism and Marketing Department and Pierce County Tourism to increase artistic, historic and cultural tourism in Gig Harbor.
- Strengthen the operational capacity of the arts, heritage and cultural community through the development of a City arts fund to support grants for artists/writers/performers and non-profit organizations that offer creative and cultural experiences.
- Collect data that evaluates cultural and economic impact of the arts on Gig Harbor.
- Solicit regular feedback from the community through surveys and interviews with citizens, civic and business leaders; share these results with the community.

GOAL 2: PUBLIC ARTS + COMMUNITY DESIGN

STRENGTHEN AND EXPAND GIG HARBOR'S PUBLIC ART PROGRAM TO CREATE VISIBLE LANDMARKS AND CULTURAL POINTS OF REFERENCE TO REINFORCE THE HARBOR'S IDENTITY, CULTURE AND CHARACTER.

- Participate in the development of creative public spaces; create a cohesive wayfinding and interpretive signage strategy, including the identification of unique city landmarks.
- Expand the Public Art Fund to acquire and manage works of public art through commissioned works, temporary works, direct purchases and community projects; identify Public Arts gaps throughout the community.
- Include the Gig Harbor Arts Commission at the beginning of all private development and capital projects to advocate for the inclusion of quality public art in new construction projects; model on the 1 percent for art programs across the county and state (see Appendix for examples).
- Explore the funding of public art purchases through a variety of resources, including leveraging existing city funding, exploring state and national grants and pursuing sponsorship from public and private entities.
- Formalize an overall strategy for planning, design, solicitation and selections of artists for art in public spaces, as well as address inventory, maintenance and policy issues that relate to the Public Art Program.

GOAL 3: EDUCATION + ENGAGEMENT

FOSTER A UNIQUE, PLENTIFUL AND LEARNING-ORIENTED ARTS AND CULTURAL ENVIRONMENT.

- Demonstrate a commitment to quality arts education and life-long learning by advocating for comprehensive inclusion of the arts throughout our community.
- Foster partnerships between the City, the business community and arts and culture organizations to create and produce education and engagement opportunities for Gig Harbor citizens through the sponsorship of arts and cultural programming.
- Advocate the inclusion of the Arts in the Peninsula School District's STEM (Science, Technology, Engineering and Math) programming – creating STEAM with the integration of Arts + Design in K-12 education.
- Create opportunities for the public to watch artists, conservators and historic preservationists at work and to observe the creative process as well as participate in hands-on learning experiences.

GOAL 4: SPACES + PLACES

ENCOURAGE THE DEVELOPMENT OF ADEQUATE, AFFORDABLE AND APPROPRIATE SPACES FOR ARTISTIC AND CULTURAL ACTIVITIES FOR ALL.

- Inventory existing cultural facilities including spaces suitable for workshops, rehearsals and performances and "maker spaces" for working artists and conservators.
- Respond to the growing need for artistic and cultural facilities; identify short- and long-term facility needs and priorities.
- Encourage the development of venues suitable for cultural and artistic activities including visual and performing arts centers, marketplaces, performance and exhibition spaces and maker spaces.
- Advocate for current and future arts-related businesses, open studio spaces and live-work housing.

GOAL 5: CULTURE + HERITAGE.

IDENTIFY, PRESERVE, AND ADVANCE THE CITY'S CULTURAL HERITAGE AND HISTORY.

- Advocate for the preservation, interpretation and adaptive reuse of historic and cultural sites in partnership with local entities devoted to preservation.
- Recognize the value of heritage and cultural arts to promote tourism for Gig Harbor using geographic and historic themes that complement other types of visitation and travel experiences.
- Support projects that use the arts as a vehicle for understanding and celebrating other cultures and Gig Harbor heritage.

Appendix

THE ORIGINS OF THE PROPOSED ARTS + CULTURE ELEMENT + RECENT SURVEY

In 2016, the Gig Harbor City Council approved and adopted a text amendment (“Cultural Arts Programs and Resources” — included with this application) to the Parks & Recreation Element in the Comprehensive Plan. The purpose of the text amendment, submitted by the Gig Harbor Arts Commission, was “to delineate the importance of The Arts — visual art, music, theater, dance, poetry and prose, film and other creative endeavors — as they relate to the quality of life in Gig Harbor.”

In February 2018, City Council approved the Arts Commission’s 2018 Work Plan which included the Commission’s goal to create a separate and distinct Arts + Culture Element for the 2019 Comprehensive Plan. The intent was to help the city direct its efforts and resources toward a clearly defined vision for its future that reflects community desires, current and future trends and bolsters the city’s unique position in the region and affirms the importance of arts and culture in Gig Harbor.

Immediately following the approval of the Work Plan, a Citizens Advisory Committee was formed, including

Councilmembers Jeni Woock and Ken Malich; Arts Commissioners Charlee Glock-Jackson, Leonard Hill, Robin Avni and Byron O’Neil; Stephanie Lile, Executive Director, Harbor History Museum; Steve Lynn, owner Morso Wine Bar; Barbara Hammerman, Founder and Executive director, United By Music North America; Anne Knapp, Peninsula Art League artist and art educator; Kathy Kuhn, Gig Harbor’s First Lady.

The work began with researching and reviewing other regional and state arts and culture plans (Bainbridge, Poulsbo, Spokane, Langley, Bellevue, Tacoma and Seattle), the 2014 ArtsFund Economic Impact Study of the Puget Sound Region, the Arts and the Americans for the Arts 2017 report “Americans Speak Out About the Arts.” The Committee also reviewed the 2016 Feasibility Study developed by Charles Johnson & Associates for the Gig Harbor Arts Center Alliance.

To gain an understanding of the importance of Arts and Culture to the citizens of Gig Harbor, the Advisory Committee, acting on behalf of the Arts Commission, created an online survey that was launched on May 30 with the help of the City’s Tourism & Marketing Department. The survey was distributed to businesses, service and non-profit organizations, (Chamber of Commerce, Waterfront Alliance, Rotary and Kiwanis Clubs, History Museum, Peninsula Art League, Gig Harbor Film Festival, Greater Gig Harbor Foundation and others) and many individuals residents and was promoted at the Maritime Festival and online community groups.

There was a robust response of 915 community members to the Survey; 80% of the respondents were residents of the City, 20% were from nearby areas. The survey provided a strong affirmation by the community with **87% of the respondents believing the arts are “Very Important” to the quality of life in Gig Harbor.**

The survey shows that the community-at-large believes arts and culture are essential in creating a healthy, vibrant and prosperous city. To gain clarity around actual community needs and interests, the next step, as stated in the Arts + Culture Element, is to clarify in the coming months what the actual needs of the community are through a series of meetings with key stakeholders and the citizens of the community. The importance of this next step is underscored by **96% of the survey participants responding that it is important to**

“consider the residents of the city when planning for public and private arts and cultural events”.

The committee plans to use this survey as a baseline and guideline for future community inquires. Of note is that the Gig Harbor community, and their attitudes about arts and culture, align with, or at times even exceed, national attitudes in the most recent Americans for the Arts survey.

A few other highlights from the Gig Harbor arts and cultural survey.

- **Arts + Culture are a community asset and image builder**
 - 96% believe that arts and cultural activities offer positive experiences for the Gig Harbor community.
 - 83% “*Strongly Agree*” that arts and cultural activities are an asset to the community.
 - 73% “*Strongly Agree*” that the Arts improve the image and identity of the community.
- **The arts provide meaning to Gig Harbor residents’ lives**
 - 79% of respondents have household members personally involved in artistic activities
 - 78% of respondents believe that the arts “lifts my spirits”.
- **Venues to experience Arts + Culture are important**
 - 87% believe that gathering spaces for art and culture events and activities are “*Very Important*”.
 - 77% of respondents think it “*Very Important*” to both local businesses and the economy to have facilities and performance venues for experiencing arts and culture.

These results support the direction of resources toward clearly defining a future vision for Gig Harbor that includes arts, heritage and culture as a way to strengthen our community and fostering economic growth for our city.

A SAMPLING OF THE ARTS COMMISSION’S PAST ACTIVITIES

Grant support:

Through an earlier grants program, the Arts Commission provided modest financial support to a variety of local arts organizations whose work enriches the lives of the people of Gig Harbor including Peninsula Art League, Paradise Theatre, the Gig Harbor Civic Orchestra, Gig Harbor Film Festival, the Greater Gig Harbor Open Studio Tour and others. These organizations’ activities — art fairs, festivals, concerts and theatrical and dance performances — draw tourists to Gig Harbor and add to the City’s tax revenues.

Workshops and lectures:

When the grants program was discontinued during the economic downturn (in 2008), the Arts Commission continued to provide support to arts organizations, individual artists and even local business owners by presenting workshops on topics such as working with the media to promote their work; building an effective website; using social media, video and other options to promote their work

and, in collaboration with the Gig Harbor Library, how to use a 3D printer. (In several workshops, the Arts Commission partnered with the Downtown Waterfront Alliance.) The Commission also presented a standing-room-only lecture by Tacoma resident Peter Altmann, whose mother was the subject of the film “The Woman in Gold.” All these events were held at the Civic Center and were free to the community.

Public art acquisition

- One of the Arts Commission’s first projects, in 2002, was to commission artworks for the new Civic Center — the stainless steel mural — “Harbor Landings” — in the foyer above the entrance to Council chambers, by Olalla sculptor Gary Jackson; the carved glass countertops — “Harbor Legacy” — in the Planning Department created by Gig Harbor resident Doug Filbach and the bronze “compass — “Fish Flurry” — by George and Lavonne Hoivilc — in the sidewalk in front of the building.
- Since then, the Arts Commission has also commissioned “Memory Vessel,” a stainless steel sculpture by Stanley Nakamira at the Bogue Viewing platform and “The Landing,” a Cor-Ten steel vessel at the entrance to the Maritime pier, by Matthew Dockrey.
- In 2017, the Arts Commission, Parks Commission, Public Works Committee and City Council unanimously approved Gary Jackson’s concept for creation of relief sculpture artwork for Ancich Park. Work is scheduled to begin in fall 2018, once the boat storage building in the Park is finished. Installation of the artwork is anticipated for early spring 2019.