Redmond Central Connector Master Plan Appendix C

Art Review and Recommendations

The Berger Partnership, Velocity Made Good March, 2011

To:Carolyn HopeDate:3.7.11From:Dave KnightPage:1 of 16

Subject: Memorandum

The following is a summary of Redmond's Goals and Policies for Art documented in the Redmond Parks, Art, Recreation, Culture & Conservation Plan (PARCC Plan), and the Redmond Arts Commission 2009 Strategic Plan. The summary includes comments (in bold italics) from our design team on how Redmond's existing policies and goals may inform more specific recommendations for art within the Redmond Central Connector. A summary of these comments and further recommendations will be included in the Arts Plan section of the Redmond Central Connector Master Plan.



Chapter 9 of Redmond's PARCC Plan addresses art and culture. The following are excerpts from the PARCC Plan that provide a summary of the goals and policies that are of particular interest in shaping The Connector.

Arts Commission Vision & Mission

In 2009, the Arts Commission approved the following vision and mission: **VISION:** A community inspired and connected by arts and culture. **MISSION:** Be a catalyst for Redmond's diverse and inventive community.

Comment: The Connector presents the opportunity to engage the Arts Commission as advisors to ensure that art is brought to the corridor in meaningful and inspiring ways that resonate with the community.

9.1 Comprehensive Plan Policies

Policies that inform the Arts Commission are found in various elements of the

Comprehensive Plan, as follows:

FW-26 Maintain and promote a vibrant system of parks, trails, open space, art, and recreational facilities that provides infrastructure designed to meet community needs, enhances Redmond's high quality of life, and protects its natural beauty.

Comment: Yes, these are Redmond's greatest opportunities for creating meaningful spaces filled with community art activity.

FW-27 Provide citizens of all ages, including seniors and teens, with diverse, attractive, safe, and accessible recreational and cultural opportunities. Accommodate a broad range of community interests including active programs, such as sports, as well as opportunities for



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passive enjoyment, such as gathering areas and art, within a variety of civic settings.

PR-1 Provide a system of parks, recreation, arts, trails, and open space to serve existing development and planned growth.

Comment: Yes, the parks and open space should work together to create a cohesive, well connected system that includes a collection of art and performance spaces that foster a rich culture of art throughout the City.

PR-10 Encourage parks, beautification areas, art, and gathering places throughout the City by coordinating planning efforts with other City departments and private businesses early in the development review process.

PR-18 Provide a balanced system of recreation, arts, and leisure programs that are comprehensive, enriching, and affordable for all citizens.

PR-19 Work with private organizations and service clubs to encourage the development of parks, recreational and cultural facilities, and trails.

PR-23 Cultivate community and provide uses for all ages by considering the incorporation of interactive recreational, sensory, and contemplative elements such as water features, public gardens, pea patches, and picnic areas into City parks.

Comment: The Connector aims to incorporate the above features through a meaningful, integrated arts approach and do so in a manner that will "meet you where you are, how you are, no matter who you are."

PR-25 Promote the development of facilities to support the cultural arts such as program rooms for arts activities and education, display areas, a performing arts center, and outdoor concert space.

CC-2 Recognize and encourage Redmond's reputation as a center for intellectual and technological innovation.

CC-9 Incorporate and provide display opportunities for art in and around public buildings and facilities.

Comment: rotating exhibitions and temporary works/performances is an important aspect of The Connector's theme: fluctuations. Art is

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constantly present, but also brings freshness, newness to one's experience of the trail.

CC-11 Facilitate the development of a diverse set of recreational and cultural programs that celebrate Redmond's heritage and cultural diversity such as:

- Community theatre
- Arts acquisition, recognition, and display
- A historic society
- An active parks and recreation program

Comment: With the Redmond Central Connector as the foundation, there is the opportunity for the City to foster an "integrated art" process into all of its CIP projects.

CC-13 Identify and establish gateways into the City, support neighborhood efforts to identify unique neighborhood gateways, and emphasize these entrances with distinctive design elements such as symbolic markers, landscaping, or monuments.

EV-6 Recognize and support the preservation and creation of incubator space for existing and future small business.

Comment: Including support for artists- keep local artists local

EV-15 Support the economic vitality of the City by encouraging investments in the arts and cultural activities, and through the use of superior urban design.

Comment: Create interesting, forward looking community spaces that enhance Redmond's allure for creative people by supporting a range of social and economic demographics and encouraging individuals or groups to explore the connector, experience art, and have time and space for personal expression.

DT-24 Foster the growth and addition of visual and performing arts experiences and opportunities Downtown by:

- Encouraging development of an arts center that supports performing and visual arts and educational programs;
- Encouraging inclusion of public art features with all private and public development;
- Supporting programs that locate public art features in key locations; and

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Activating public spaces with special events and performances.

Comment: Art centers are great, but it is important for The Connector to decentralize art...spread it out along the trail – to offer art and cultural opportunities for people on their own terms, in a variety of truly public spaces.

DT-26 Develop and maintain the open space on the Municipal Campus as a community gathering place with access to the Sammamish River. Incorporate green areas for recreation, plazas, water features, and outdoor spaces for performing arts and visual arts displays.

DT-27 Encourage and support events, such as cycling-related activities and art and music programs, that attract people to the Downtown, particularly Old Town and Town Center.

DT-41 Encourage the retention and addition of afternoon and evening entertainment for the greater Redmond community, such as live theater and comedy, dining, dancing, and live music, to provide these entertainment opportunities close to home.

Comment: Yes, AND focus on activities and events that are not offered in the surrounding area. Outdoor films, sculpture parks, and art walks are wonderful, but how can Redmond take such offerings one step further with the implementation of The Connector?

9.1.2 Art Commission Goals

During the development of the Strategic Plan, the Arts Commission identified the following goals:

- Make the Arts Accessible Arts should be accessible to everyone and in a variety of places. The City will provide educational efforts that place the art in a cultural or historical context that helps people understand the art more fully.
- Nurture the Arts in Our Community Participation in the arts enriches individual's lives and provides new opportunities to learn and grow. Arts can enliven the spirit of our community.
- The Commission recommends developing arts programs, arts education and participatory events.

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 Create a Place for the Arts – The commission recommends the development of facilities and venues that can support art programs and events that engage our community and serve local artists.

Comment: Keep local artists local and create public opportunities to engage other community members in the appreciation and creation of art. Art along the Corridor, whether integrated with the experience or the more traditional modalities of visual or performing art, will share a common theme along the trail, a story or ethos, to promote conscious experiences, and inspire one to venture forth in active engagement.

9.1.3 Community Goals

During the visioning process for this plan community members provided these goals for public art and art programming:

- Provide small, affordable space for artists to rent within Redmond Comment: The Central Connector would be a great place to have a concentration of work-live spaces that front the corridor and engage passersby in local artists work.
- Develop an outdoor covered band shell or similar type of performance
- stage with appropriate equipment
 Comment: Great idea. How can we do this in a way that is different and special to Redmond, not like a mini-Woodinville?
- Create a sculpture garden
 Comment: YES, and how does The Connector do this in a way that is distinctly Redmond?
- Create a cultural center in Downtown, co-locating a performing arts center with Downtown Central park
 Comment: Consider the Central Connector as the cultural spine that connects the Downtown Park with a performing arts center.
 Art centers are great, but decentralized art is also a wonderful way to get communities moving around and engaging in unordinary ways. The Connector will provide a place for this.

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 Provide more art throughout the City and possibly at gateways to the city or neighborhoods.

Program art lectures

Comment: Yes, thought provoking lectures and education brings the community to life and inspires artistic expression. Also, this will attract artists who wish to communicate directly with communities, not just through gallery representation.

- Provide class/studio space for artists to teach
- Assist the community in developing an art coop similar to West Seattle's Youngstown Cultural Arts Center
- Provide more gallery space for public art
 Comment: In addition to the integrated art component of the
 Central Connector, there are considerations for the corridor to
 serve as a public gallery of thoughtfully selected and
 commissioned works of art that enhance the character and
 overall experience of the corridor.
- Develop more programs that celebrate the diversity of our community members
- Provide classes in painting, writing, dancing, music, pottery
 Comment: Find opportunities to do these classes in a truly
 "public" manner that entice impromptu engagement and
 expression by community members. Artists work-live spaces
 along the corridor are excellent opportunities for this.
- Enjoy participating in the arts through interactive art and moving art pieces
 - Comment: Additionally, allow for individual expression and the creation of art, not just the participation or interaction with it.
- Celebrate the history and arts of local Native Americans

9.2.1 Visual Art Collection

Redmond's visual art includes permanent art owned by the City, art on loan to the City by private and corporate collections, and temporary visual art exhibitions contracted for limited periods of time.

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The collection is presented for the benefit of the public, contributing to the city's cultural identity and aesthetics while providing points of community gathering and dialogue. The collection includes a wide variety of media and is located within City parks and inside and outside of City buildings. Currently, the permanent collection includes nearly 100 pieces distributed throughout the City, as described in the following exhibit.

The collection has been purchased through the arts activity fund and the percent for arts program (funding associated with the renovation and construction of City buildings and facilities). The Arts Commission recommends the art to be acquired. Some art is purchased directly from artists or galleries and other pieces are commissioned specifically for certain buildings or sites. The selection process includes:

- Solicitation of public comments,
- Input from staff located in buildings where art will be placed,
- Maintenance requirements, and
- Consideration of aesthetics, suitability, and expected public response.

In addition to the permanent collection, the City has a distinguished group of artwork on temporary loan for varying lengths of time. A list of the current art on temporary loan is provided in the following exhibit. The visual art collection is managed by the Arts Administrator and is maintained on a regular basis. Guidelines for the visual arts collection are included in Attachment 9B. The following exhibit shows the location of the permanent art collection throughout the city.

9.2.2 Performing Art Spaces

There are no permanent outside stages in the City's parks or municipal campus. Additionally, there is not a suitable park space that can accommodate audiences of over 100 on weekdays for such events. The municipal campus is the current location for most outdoor performances, but it has inadequate infrastructure (power, lighting, and water) for both performances and special events. It does not have a designated stage or seating area and has limited parking on weekdays.

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9.2.3 Visual Art Display Spaces

There are four areas designated for temporary art exhibitions within the recreation facilities. Priority is given to exhibitions of art by Redmond residents. These exhibition spaces are located in the hallways of ORSCC, City Hall, and the Senior Center. Approximately 16 exhibitions can be presented each year. Additionally, outdoor art work can be displayed on Municipal Campus, city parks and trails, city right of way, and sometimes in other public areas owned by King County or private owners with permission.

9.2.4 Workshop and Classroom Spaces

Workshop areas for arts education classes are located in the Old Redmond Schoolhouse, the Senior Center, and the Old Firehouse Teen Center. ORSCC has a dedicated dance room and pottery studio. It also has two other classrooms used regularly for arts programming, which include a sink. The Teen Center includes a darkroom, silkscreening studio, computer lab and recording studio. The Senior Center has a dedicated art classroom, equipped with supplies and a sink. However, other classroom space is also used for arts classes. Dance classes at the Senior Center are typically offered in the auditorium.

Comment: There are currently no identified outdoor workshop or classroom spaces in Redmond. There is an opportunity for The Connector to provide spaces that cultivate the arts in a truly public manner.

9.4.1 Visual Art

Visual art exhibitions, usually in the form of visual art, are located in one of four gallery spaces located at the Old Redmond Schoolhouse Community Center, City Hall, and the Senior Center. These are sites that showcase the artwork of one or a group of artists. In addition, the Arts Commission oversees the maintenance and acquisitions of the permanent collection and temporary collections. Traditionally, temporary visual art is exhibited through the downtown area of Redmond. Attendance numbers for these programs can only be estimated.

In 2009, the department conducted a statistically valid telephone survey of Redmond residents. One of the results of the survey was

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that 23 percent of respondents support an outdoor sculpture park and 29 percent support a new art gallery/museum.

In a 2009 web-based survey open to all interested parties, approximately one third of respondents said they would attend art events at the following venues: art museum, visual art studios, art walk throughout the city, and a sculpture park.

In the spring of 2009, the City hosted a public visioning process for this plan.

Staff received a number of comments from public meetings, focus groups,

emails, and comments on surveys. People were in favor of the following visual

arts related facilities:

- Artist studios
- Sculpture park or garden
- Visual arts gallery
- Art as gateways to the city

The types of visual art that people were interested in included the following descriptions: moving, interactive, touchable, and art that builds on the natural environment.

9.4.2 Arts Programs

Arts programming includes classes in a variety of art forms including visual art instruction, music lessons, dance lessons, and related summer camps. In 2008, the recreation division served more than 2,200 people and offered more than 121,100 hours of programming time through classes in the visual and performing arts.

In 2009, the department conducted a statistically valid telephone survey of Redmond residents. One of the results of the survey was that 28 percent of respondents support the development of art studios.

In the spring of 2009, the City hosted a public visioning process for this plan. Staff received a number of comments from public meetings, focus groups, emails, and comments on surveys. The types of classes people requested included: film making, writing, photography, and painting. People were in favor of an artist at work program with public classes.

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9.4.3 Art Events & Performances

Performing arts events include music and theater events offered as part of the summer performance series, special events, and digital arts festival.

In 2009, the department conducted a statistically valid telephone survey of

Redmond residents. One of the results of the survey was that 40 percent of

respondents support an indoor concert facility and 29 percent support an

outdoor concert facility.

In a 2009 web-based survey open to all interested parties, approximately one

third of respondents said they would attend the following types of events or

performances: art fair (40 percent of respondents), theatre (54 percent) and

concerts (72 percent).

In the spring of 2009, the City hosted a public visioning process for the PARCC

Plan. Staff received a number of comments from public meetings, focus groups,

emails, and comments on surveys. The types of events and performances people

were in favor of included:

- Cultural events and performances representing the various cultures in our community,
- Cultural activities relating to the history of Redmond including agriculture and Native Americans,
- Art lecture series,
- Art fair, and
- Festivals such as: film, canoe, bicycle film, ethnic, folk.

The types of facilities people were in favor of included various types of performance spaces in parks, with at least one containing a band shell. Many people identified the need for a Performing Arts Center

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that supports dance, music, theatre, digital film, as well as gallery space and classrooms. Some comments also related directly to the location of the

Performing Arts Center, with an emphasis on developing the facility near the Downtown Central Park.

As part of the research to determine demand for recreational facilities, the 2009 Draft Redmond Recreation Buildings Design Study included responses from a statistically valid mailed survey and from focus groups. The findings from this research showed public

desire for a multi-purpose performing arts and cultural complex including:

- 500-seat theater,
- Arts class rooms (dance, visual arts),
- Digital arts studio,
- Gallery spaces, and possibly a
- Music lab, art studios and museum spaces.

Redmond's existing arts facilities are well-used but insufficient to meet community demand. The ORSCC is currently near capacity and the building and parking area would have to be expanded to add more features. Additional rooms supporting a variety of arts and crafts activities would benefit the community significantly. A visible, readily accessible gallery for the display of art is lacking. In summary, a new central facility would represent a critical mass of performing arts and cultural activities to strengthen the City's arts culture.

9.6 Implementation

Two steps are required for implementation of a growing arts program. These

include 1) developing sites and buildings (capital projects) where arts programs

and events can be held; and 2) creating programs and events (or expanding

existing ones) that will take place in the new sites and buildings.

Comment: What if the art becomes the site and the programs/events are the way the public activates the art?

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One purpose of this plan is to produce a comprehensive list of capital projects,

and those projects related to the arts will be included. The implementation

steps for capital projects include:

- Adding capital projects to the Capital Improvement Program (CIP) with an
- estimated date of implementation and cost,
- Completing any planning level studies for the project that will be
- necessary for further cost estimating and fund raising,
- Identifying funding for the project,
- Acquiring or gaining access to land necessary for the project,
- Designing and permitting the project, and
- Constructing the project.

Comment: As a central artery of community movement with gathering spaces, and creative expression, the integration of artwork along The Connector should also foster Redmond's identity and civic pride, not just entertain.

9.6.1 Developing CIP Project List

Capital projects were identified through the level of service analysis, the

Comprehensive Plan policies, the Budgeting by Priorities goals, the public

process for this plan, and the Arts Commission Strategic Plan. Capital projects

are projects that cost more than \$25,000 that can be appreciated over time and

meet at least one of the following criteria:

- New facility or increases square footage of an existing facility
- Changes the function of a facility
- Increased the capacity of a facility.

Visual arts are not included in the CIP because the art is funded according to the

Percent for Arts Ordinance 1640 or in some cases a budget for art is added to the

project budget.

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The following subsections describe proposed arts CIP projects.

Outdoor Performance Stages

There is a current need and ongoing demand for a variety of outdoor performance stages. A number of park master plans have included performance stages in park development or redesigns and they are scheduled to be constructed in the next six years. The parks include Perrigo Park, Downtown Central Park, Sammamish Valley Park and Municipal Campus.

Art Studio Space

There is a possibility that ORSCC could be used for artist studio space if much of the community center activities are moved to a new location, as proposed in Chapter 7.

The Arts Commission will play an instrumental role in developing the program and selecting artists through an open process.

B. Redmond Arts Commission 2009 Strategic Plan Summary

In 2009 the Redmond Arts Commission created a strategic plan to provide direction on their role in connecting community in Redmond. The following are excerpts from the Strategic Plan that are of particular interest to the design and planning of The Connector.

Vision

A Community Inspired and Connected by Arts and Culture.

Comment: Not just representation or appreciation of, but <u>participation</u> in the creation of art and culture

Mission

Be a Catalyst for Redmond's Diverse and Inventive Community.

Comment: Engaging public spaces stir interest in the community and provoke conversations that lead to new and inventive ideas. The Central Connector will provide a variety spaces for Redmond's diverse community to meet and engage with one another in meaningful and thought provoking ways.

Strategy

- Make Arts Accessible
- Create a Place for the Arts

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• Nurture the Arts in Our Community

Comment: Engaging public spaces stir interest in the community and provoke conversations that lead to new and inventive ideas. The Central Connector will provide a variety spaces for Redmond's diverse community to meet and engage with one another in meaningful and thought provoking ways.

Make Arts Accessible:

Present participatory, performing and visual arts events.

- Arts in the Parks
- Art Education Programs
- Art Exhibitions
- Individual Artist Programs
- Poet Laureate Program
- Public Art Collection
- Redmond Outdoor Sculpture Program
- Redmond Digital Arts Festival

Comment: Yes! Moving through the Central Connector should feel like engaging or participating in the arts. It should be clear that Redmond is not just a place that has a collection of art, but a community that fosters the continual cultivation and expression of art. The digital arts festival holds the strongest potential for staging an art event that is unique to Redmond with a bit of regional draw as there are quite a few outdoor sculpture programs already happening in and around King County, the Connector should be a year-round representation of Redmond as a digital arts hub that spurs further interest in the festival.

Minimize the barriers to arts participation.

- Provide educational materials and opportunities when possible
- Make admission costs affordable
- Develop marketing strategies that are inclusive
- Provide activities at a variety of Public venues
- Maintain a broad range of programs

Comment: In addition to other public spaces, (including parks, plazas and streetscapes) The Central Connector will provide

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magnetic places that invite the community to manipulate, create, and shape the environment into powerful and rewarding experiences that they will have a sense of pride and investment in.

Explore new and innovative programming.

- Consider proposals from all sources
- Be willing to showcase new work or new artists
- Continue to explore new technologies

Comment: The Central Connector Master Plan is an exciting project for exploring new and innovative programming in the City through the integration of art in the design structure of the trail and park spaces. As the corridor is implemented over time, a process for ensuring that the Master Plan vision is realized must be identified. The successful integration of art requires that there is a formal arts review through future trail and park planning and design to ensure the highest artistic ideals of integrated art and the overall concept of The Connector identified in the Master Plan are being met. Art guidance and review could be through the Arts Commission, a designated Parks Department "Integrated Arts Chair", or a combination thereof.

Create a Place for the Arts:

COMMENT: Creating places for art is critical. The "when" art happens is equally important as the "where". Think about art experiences for Winter, Autumn, Spring....the corridor will have plenty of vibrancy and use during Summer but what about the rest of the year?

Develop arts facilities to broaden the reach of the arts.

- Incorporate small performance and arts education areas in community and
- neighborhood parks when appropriate
- Develop arts education facilities within existing or new buildings
- Support exhibitions and performance stages in area businesses

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Create a cultural focal point in our downtown.

- Develop the public art program to provide iconic pieces of art
- Support the creation of a cultural corridor

Nurture the Arts in our Community:

Welcome and embrace artists in Redmond.

- Support individual artists
- Develop policies that make it more likely that artists can flourish in Redmond

Comment: Empower every Redmondite to explore and express themselves and their community through art, or throwing a Frisbee, or practicing tai chi, there will be so many ways to express oneself along the corridor!

Present programming targeted to youth and teens.

- Redmond symphony day
- Redmond Arts Commission youth advocate projects
- Redmond arts academy

Host community meetings for public input and to develop partnerships.

- Business & arts summit
- Youth summit
- Arts organization summit

Support local arts organizations.

- Organization and project
- Redmond Arts Awards

Comment: Could there be awards or recognition for temporary/ impromptu art by citizens within The Connector to help stimulate interest and artistic activity within the corridor?

End of Memo