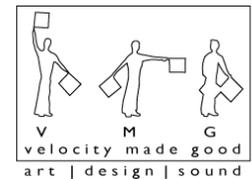


CROSS KIRKLAND CORRIDOR
ART INTEGRATION FRAMEWORK PLAN

A PROCESS FOR THE INTEGRATION OF ARTWORK WITH THE CROSS KIRKLAND CORRIDOR MASTER PLAN



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Art Integration Framework Plan

A Process for the Integration of Artwork with the Cross Kirkland Corridor Master Plan

INTRODUCTION

The preparation of a plan to integrate art in public projects is an enriching step for any city, town, or organization. Building on the core values of a community, the best art plans address creative expression and meaningful connection in equal measures. Art planning identifies opportunities for artwork on a site-specific basis with keen sensitivity toward the community and visitor experience. Community charrettes, one-on-one interviews, public meetings, and cultural advocacy are all facets of this highly engaging process. A comprehensive art integration plan has the power to tell a story, illuminate history, engage people of all ages, interests and ethnicities, transform undiscovered spots into delightful places for visitors, residents, and community members



EXECUTIVE SUMMARY

What follows is a framework for producing an Art Integration Plan. This Framework could guide a Cultural Arts Commission-driven art integration planning effort or alternatively, be provided to a consultant who would coordinate that effort. More immediately, the Framework document will be used to seek funding for the Art Integration Plan which is anticipated to cost \$20,000. It also will be incorporated in a Request for Proposals (RFP) that will solicit public art planners to work with the community on the preparation of the Art Integration Plan.

An Art Integration Plan furthers the vision and direction set forth in the CKC Master Plan by integrating permanent, temporary, and performing arts events. The Master Plan carries a strong spirit of inclusivity, based on a process of community building, interaction, and exchange. Kirkland Washington is a community founded upon entrepreneurial values and a pioneering spirit. Early settlers were drawn to Kirkland's proximity to Seattle, but were equally committed to forging a unique identity for this lakeside community.

The Art Integration Plan will include a clear process for creative engagement that upholds the vision and mission of the recently adopted Master Plan. The Plan will be designed to be exportable to adjacent communities and neighborhoods as trail expansion continues throughout the region. Artwork and cultural happenings will ensure that this corridor is not just a series of places or a destination park, but that it will always be activated, inviting visitors to return and to consider the trail as a journey all its own. The Kirkland Cultural Arts Commission will lead the curation of art on the corridor.



Why are we taking this further step?

The CKC Master Plan, through a community process, identifies four primary goals:

1. To Connect Kirkland.
2. To Foster a Greener Kirkland.
3. To Shape a place unique to Kirkland.
4. To Activate Kirkland and evolve over time.

The CKC Master Plan targets eight distinct character zones within the eight neighborhoods along the trail, based on the physical attributes of each zone, activity levels, and community access. Most importantly, the Master Plan creates great spaces for art, events, and civic celebrations to ensure that the trail becomes the delightful, vibrant, civic asset that it is designed to be.

This Framework outlines an approachable, community-based process which allows for Kirkland's citizens, artists, and business owners to become vested in shaping the cultural vibrancy of the CKC. The three primary goals of the Framework:

1. To identify stakeholders and project advisors who are willing to commit to a process of identifying key values and implementation strategies for artistic endeavors along the trail.
2. To provide a task-force-based strategy for community members to identify opportunities and challenges for art integration on a zone-by-zone basis.
3. To provide a matrix that cross-references the character zones, art integration, artistic media, and potential artists based on the key values of the community.

PROJECT GIVENS

#1

The Art Integration Plan will proceed in accordance with The CKC Master Plan which was approved by City Council on June 18, 2014. It will respect and respond to the distinct character zones along the corridor that the Master Plan identifies. These zones are punctuated by scenic viewpoints, recreational opportunities, places of respite, and unique identifiers for each neighborhood. The Art Integration Plan will outline a process for integrating artwork with the CKC Master Plan to enliven these beautifully-designed spaces for years to come.

#2

Once completed, the Art Integration Plan will be adopted by the Kirkland City Council as an attachment to the Master Plan. This ensures that there will always be opportunities to creatively engage the public as art integration decisions are required and the landscape of the trail evolves.

#3

The CKC artwork will be curated in accordance with the mission of the Kirkland Cultural Arts Commission which, at direction of the City Council, invites, inspires and fosters art in the community. The corridor artwork will complement and diversify the City's public art collection.

#4

The Art Integration Plan is another expression of community building, for which Kirkland is well known. Community members are encouraged to connect with the pioneering spirit of Peter Kirk and the founders, to join forces in creating a culturally vibrant, totally unique corridor, designed to inspire residents and visitors of all ages and backgrounds.

#5

Kirkland is known as a creative community including artists, makers, and entrepreneurs. This Art Integration Plan will engage the creative community in revitalizing the artistic spirit of Kirkland.

#6

The Art Integration Plan supports other city agencies in meeting their commitments to the community in providing a linear, accessible park, a transportation alternative, and a safe place for civic engagement.



STEP ONE - JOINING FORCES

The first step in developing an Art Integration Plan is to cast a wide net and identify the key individuals, groups, and elected officials who will shepherd this process by lending their skills, knowledge, and expertise to the art integration process. Here is a proposed list of key constituents whose input will be vital to the cause, and whose participation will attract new groups to this and other artistic endeavors. Roles of stakeholders and advisors will be defined as process evolves.

ADOPTERS

Kirkland City Council

STAKEHOLDERS

CKC Service Team
Office of the City Manager
Cultural Arts Commission
Kirkland Art Center
Kirkland City Council
Kirkland Heritage Society

ADVISORS

Tourism Development Committee
Local Artists
Kirkland Alliance of Neighborhoods
Kirkland Performing Arts Center
Greater Kirkland Chamber of Commerce
Major businesses adjacent to CKC
Cascade Bicycle Club
Eastside Rail Committee
Trust for Public Lands
Kirkland Event Service Team
Kirkland Youth Commission
Green Kirkland Partnership

The Plan anticipates that moderators for the task forces will be recruited from the constituencies above and a short training will prepare them for overseeing the meetings that follow. Moderators will come from a variety of backgrounds including the arts, trail devotees and community members. The training will provide background on the corridor, information about the process and its goals, and how to conduct a group discussion with a firm but neutral perspective.

STEP TWO – SELECTING A TASK FORCE

Task forces are established to address a particular question or problem, and to provide solutions and alternatives. In contrast to standing committees, task forces are ad hoc; once their mission is accomplished, they will disband. After a brief introduction by the moderator, the task forces will identify key elements and essential concerns in the following five areas:

1. Art in Public Places
2. Performing Arts and Events
3. Trail access and Journey

4. Neighborhood Spirit
5. Economic Development and Tourism

Anyone and everyone with a vested interest in the CKC is invited to join an Arts Integration Task Force. All Task Forces will meet concurrently during the five Arts Integration Framework meetings described below. The timeframe for the entire process may take an estimated 3-4 months.

MEETING #1 - THE DISCOVERY PHASE

The Discovery phase is dedicated to introducing arts integration to a large number of attendees including, but not limited to, community members, business owners, recreational organizations, city staff, etc.. Some may only attend this meeting, then choose to disengage from the process. Others may choose to join a task force and continue through the next four meetings. An acknowledged expert in the field of cultural placemaking will show examples of successful art integration projects and places to inspire the group and encourage participants to be bold with their thinking.

1. Present and review the salient aspects of the CKC Matrix.
2. Inspiration by an acknowledged expert experienced with art integration projects.
3. Describe the primary topics for each task force.
4. Introduce the idea of key value vs. core concept.
5. Invite attendees to join a Task Force.
6. Conclude with a Task Force meet and greet ice-breaker exercise.

MEETING #2 – IDENTIFYING KEY VALUES

Core concepts and key values are different but related to each other. Core concepts are the fundamental beliefs of a person or organization. The core concepts of the CKC Master Plan are identified in the four goals listed (executive summary).

A key value is a more detailed version of a core concept. For example if one wishes to address the core concept of “Connecting Kirkland”, the key value may be: create easy access points, schedule performing artists that move along the trail, use lighting to identify each character zone, etc..

1. Task forces work to identify key values.
2. Data-driven analysis of findings.
3. A representative from each Task Force reports back to larger group.
4. Moderator summarizes findings.
5. Meeting concludes with participants prioritizing the key values of greatest importance to them. This becomes one aspect of “draft matrix one” (Appendix) to be used in the next meeting.

MEETING #3 - PRE-FLIGHT

In this meeting, task forces convene for a second time to review the key values identified in meeting #2. Each task force will be asked to consider:

1. The various categories of draft matrix one.
2. What needs to be formalized?
3. What needs to remain flexible?
4. Are we missing anything?

MEETING #4 - RUN-UP

Prior to this meeting, the moderators graphically arrange the results of their task forces (draft matrix two) and present findings. In this meeting, the task forces will work to create linkage between the key values and artistic expression. Referencing draft matrix two, task forces are asked to consider:

1. Connections to surrounding trails and destinations.

2. Goals for permanent artwork.
3. Goals for temporary artwork.
4. Positioning and Placement.
5. Changes necessary to finalize the Art Integration Matrix

MEETING #5 - LAUNCH

The task forces will meet only briefly at the beginning of this meeting. Otherwise, it is a celebration honoring our efforts, identifying next steps, and thanking everyone for their thoughtful, hard work. The Final Arts Matrix is presented to the community and all are invited to give input and suggestions.

ADOPTION AND FUTURE UTILIZATION OF THE MATRIX

The Arts Matrix then resides with the master plan and is a project asset that will be used to seek funding and project support, following review by the Kirkland Cultural Arts Commission, Steering Committee and adoption by Kirkland City Council. The next step is to create an art plan that specifies the process of artist selection, artwork location, budgets, and phasing. The City of Kirkland may choose to design the art plan in-house, or hire an arts planner to work with the city and associated agencies to complete the plan.



NEXT STEPS

Does Kirkland facilitate the framework process or do we hire a professional?

Do we assemble a blue-ribbon committee as keepers of the vision?

Who are the emerging leaders that will shepherd the art integration along?

Who are the luminaries in the field that we can learn from?

Beyond the immediate community, who do we want to invite to join forces with us?

How will the CKC art integration differentiate us from surrounding communities?

How will the CKC help people to live their individual values and connect with others?

What are our funding sources?

What happens in character zones?

Who are the types of artists?

ABOUT THE AUTHOR

Perri Howard is an artist and arts planner who's firm VMG is based in Seattle, Washington. In 2009, she joined the design team, led by the Berger Partnership, to work on the Art Integration Plan for the Redmond Central Connector. In 2012, she worked with Lesley Bain of Framework Cultural Placemaking to provide Arts Management Services for the Kirkland Justice Center. Perri is dedicated to creatively engaging the public through permanent and temporary works, soundscape design, and arts-integrated master planning. She has received wide recognition through an Artist Trust Fellowship, Seattle CityArtist Award, 4Culture Special Projects Grant, and as a J. William Fulbright Foundation Senior Research Grant. She has served as a visiting artist at many colleges and universities and is an active board member with the Twispworks Foundation and Seattle Arts Commission.

EXAMPLE - CKC Art Integration Matrix

	Art in Public Places	Trail Access and Journey	Performing arts and events	Neighborhood Spirit	Economic Development and Tourism
EXAMPLE ZONE	Natural materials Landmark artworks Environmentally Sensitive Kid-Friendly	No amplification or bright lights Community-based artworks that change with the seasons	Art and Nature Festival Illuminated Procession on New Year's Eve	Historically inspired wayfinding elements. Interactive Tree ID game	Art tour by bicycle Writers in the woods poetry class
Example Projects	<i>"Call of the Wild"</i> Museum of Glass, Tacoma	<i>"Streamlines"</i> Lexington, KY	<i>"WaterFire"</i> Providence, RI	<i>"I Wish This Was"</i> New Orleans, LA	<i>"Everyday Poems for City Sidewalk"</i> St. Paul, MN
YARROW WOODS					
Example Projects					
HOUGHTON PORCH					
Example Projects					
CONVERGENCE ZONE					
Example Projects					
EVEREST EDGE					
Example Projects					
NORKIRK EDGE					
Example Projects					
HIGHLANDS PASS					
Example Projects					
WEST TOTEM LAKE					
Example Projects					
TOTEM PARK					
Example Projects					

KEY VALUES

Key values will be gleaned from the Task Force Meetings, but here are some examples:

1. High levels of public access
2. Sustainability (environmental, financial, experiential)
3. Stewardship of physical assets
4. Integration of physical assets
5. Develop support and ties with regional community
6. Programming responsive to community
7. Be a good Neighbor
8. Achieve city-wide values and goals for use.

HOW DOES ART INTEGRATION SUPPORT THE KEY VALUES?

This question will be answered in task force meetings #3 and #4, but here are some examples:

Brings art and creative expression to the park experience without sacrificing order and safety. (KV #1, 3, 7, 8)

Resolves the site without killing the buzz. (KV #2, 4, 7)

Encourages participation and creative expression for all ages, abilities, economic and ethnic backgrounds. (KV #1, 5, 6, 7, 8)

Designs mechanisms for order and safety that don't feel like barriers. (KV #1, 3, 4, 5, 8)

Creates a more vibrant and less scripted park experience.
(KV #1, 3, 6)

Delights and bewilders, but does not confuse. (KV #2, 4, 7)

Melds creative expression with functional and efficient means of engagement.
(KV #1, 2, 4, 7, 8)

Inspires stewardship by making the initial investment in creating a great space.
(KV #2, 3, 5, 7, 8)

Expands the public experience and makes a there, there. (KV #2, 4, 5, 6, 7, 8)

Focuses on what people will experience, and echoes that through the necessities.
(KV #1, 5, 6, 7, 8)

Art may be repeated (ex. a series of sculptures), but is never twice the same.
(KV #1, 2, 4, 8)