



LAKEWOOD CITY COUNCIL STUDY SESSION AGENDA

Monday, February 8, 2021
City of Lakewood
7:00 P.M.

Residents can virtually attend City Council meetings by watching them live on the city's YouTube channel:

<https://www.youtube.com/user/cityoflakewoodwa>

Those who do not have access to YouTube can call in to listen by telephone via Zoom: Dial +1(253) 215- 8782 and enter participant ID: 868 7263 2373

Page No.

CALL TO ORDER

ITEMS FOR DISCUSSION:

- (3) 1. Build Your Better Here Update. – *Mr. Adam Welch, President, Hemisphere Design*
- (30) 2. Review of 4th Quarter (2020) Police Report. – (Memorandum)
- (44) 3. Review proposed amendments to docket of the 2021 Lakewood Comprehensive Plan and associated Land Use and Development Code amendments. – (Memorandum)
- (57) 4. Review amendments to Lakewood Municipal Code 8.76 regarding motor vehicles in parks and on trails. – (Memorandum)
- (61) 5. Public Art at Colonial Plaza Update. – (Memorandum)

ITEMS TENTATIVELY SCHEDULED FOR THE FEBRUARY 16, 2021 REGULAR CITY COUNCIL MEETING:

- 1. Presentation of the 2021 Stormwater Outreach Calendar. – *Beachwood Elementary School*
- 2. Authorizing the execution of an agreement with GRM Information Management for a Document Management Software System. – (Motion – Consent Agenda)
- 3. Amending Lakewood Municipal Code 8.76.200 related to motor vehicles in parks and on trails. (Ordinance – Regular Agenda)

Persons requesting special accommodations or language interpreters should contact the City Clerk, 253-983-7705, as soon as possible in advance of the Council meeting so that an attempt to provide the special accommodations can be made.

<http://www.cityoflakewood.us>

4. Amending Resolution No. 2020-15 of the City Council of the City of Lakewood, Washington, setting the 2021 docket of potential amendments to the Lakewood Comprehensive Plan, including the future Land Use and Zoning maps, and to the Lakewood Land Use and Development Code for four Habitat for Humanity parcels. – (Resolution – Regular Agenda)
5. Amending the Annual Action Plan to include CDBG-CV 1 & 3 Funds. – (Resolution – Regular Agenda)

REPORTS BY THE CITY MANAGER

CITY COUNCIL COMMENTS


ADJOURNMENT

Persons requesting special accommodations or language interpreters should contact the City Clerk, 253-983-7705, as soon as possible in advance of the Council meeting so that an attempt to provide the special accommodations can be made.



To: Mayor and City Councilmembers

From: Becky Newton, Economic Development Manager
David Bugher, Assistance City Manager for Development Services

Through: John J. Caulfield, City Manager 

Meeting Date: February 8, 2021

Subject: Build Your Better Year 2019-2020 Review

Overview

The Build Your Better Here campaign was developed and delivered in 2019-2020 to promote Lakewood as a great place to live, work, and do business. Increasing perceptions of a safe, healthy, and business friendly community with great educational opportunities were key attributes of the work. Highlighting target areas for development such as the Downtown, enticing developers to seek projects here, and encouraging area residents and builders to embrace Lakewood were important elements of this effort.

“The American Dream is more achievable here” value proposition spoke to starters, building, long-termers, and warriors who were our target audiences. A mix of carefully developed and consistently placed videos, print ads, radio, digital ads, and social media increased opinions of residents and non-residents.

Having the ability to pivot at a moment’s notice to disruption and unrest in the market was critical.

The overall purpose of the campaign was increase brand awareness, which takes time. We look forward to reviewing performance details of this work with City Council, and discussing potential next steps.

Attachment: Build Your Better Here 2019-2020 Review (PDF)



BUILD YOUR **BETTER** HERE
2019-20 Review



OVERVIEW



Project Goal

Develop a strategic image and messaging to **promote the many benefits** of living and working in a growing community. Key stories include: public safety, quality education, and downtown development.



Action Plan

- Introduce brand, key messages (2019-2020)
- Convert Long-termers to brand ambassadors (2020)
- Help Starters learn about Lakewood housing (2020)
- Increase outreach to Builders (2020)



Starters

- Social media, real estate apps
- Starters are young, single, and professional, or middle-class parents of young families. They seek a leg up in pursuit of their American Dream.

How we help

- Parks and events for families
- Cheaper home prices
- Better transportation
- Safer than Tacoma



Builders

- Google, social media, business journals, lifestyle magazines
- Builders are creators of established businesses and entrepreneurs with start-up dreams.

How we help

- Free trade zone
- Business friendly government
- Lots of available warehouses
- Access to capable workers



Long-Termers

- News, social media, Lakewood Connections, Lakewood events
- Long-termers are long-time residents. Insecure about their city's past, they need reasons to proudly proclaim their love.

How we help

- Share positive school stories
- Share positive crime stats
- Empower her to recruit her kids to move back to Lakewood



Warriors

- Google, social media, YouTube, news, Lakewood events
- Warriors are looking to put down roots post-military. They seek a family- and military-friendly city that affords them opportunities.

How we help

- Military-friendly community
- Employers who value military
- High-performing schools
- Minimal change to lifestyle



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www.HemisphereDM.com

“The American Dream is more achievable here.”





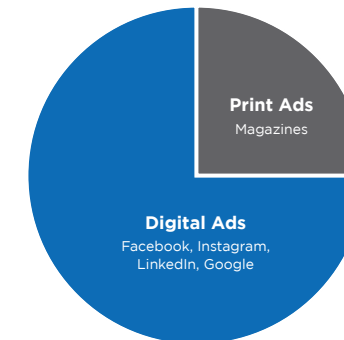
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Overview: Campaign Strategy

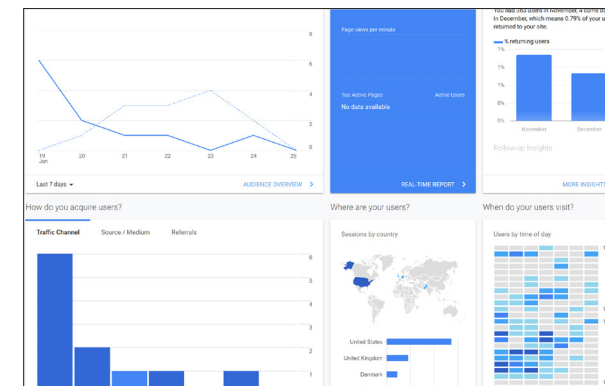
1. Create campaign elements, assets



2. Multi-channel release



3. Reporting + management



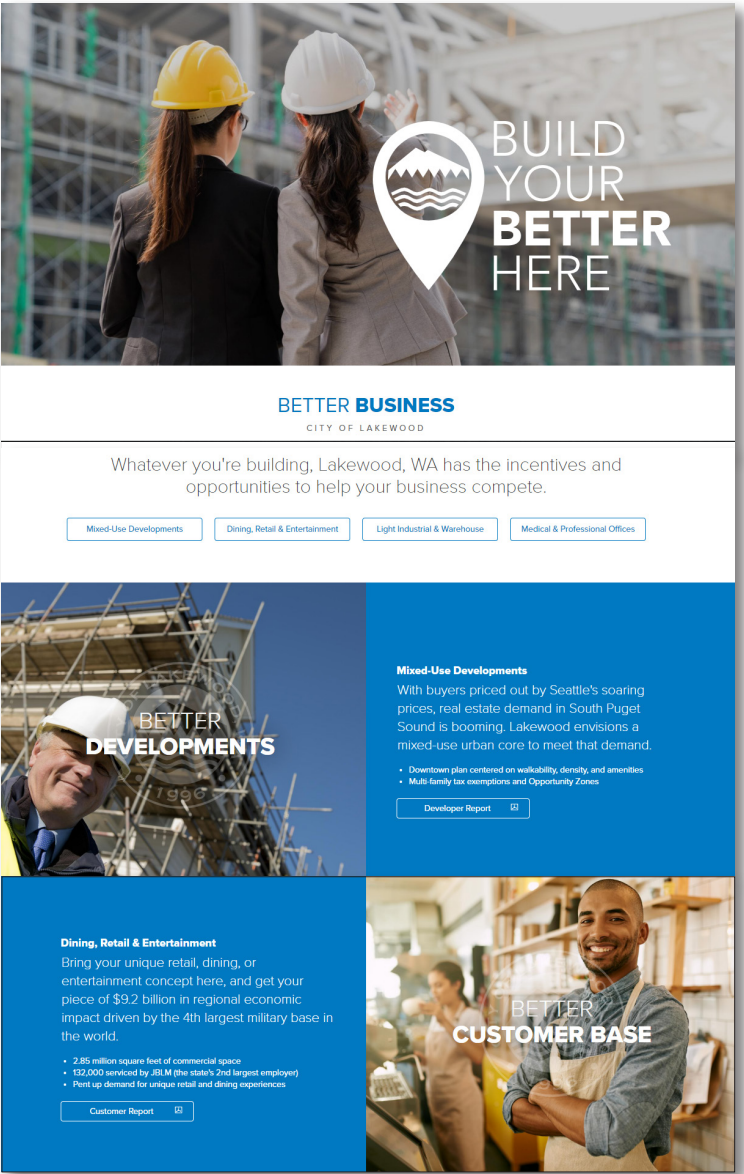


ACTIVITIES



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BuildYourBetterHere.com



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Activities: Zoom Backgrounds



When the COVID-19 response had people working from home, we created Zoom backgrounds to promote pride in the City.

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www.HemisphereDM.com

ROI / Analysis: The cost for these items was miniscule (30 minutes) and the brand exposure was limited in time and reach.



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**BETTER
BULLDOZES
RED TAPE**

 BUILD YOUR
BETTER
HERE

With Opportunity Zones, Multifamily Tax Exemptions, a Foreign Trade Zone, and amazing transportation access, Lakewood bulldozes barriers to investment.
BuildYourBetterHere.com/WREB






- March \$1,195
 - June \$1,195
- 14** landing page views



- January \$795
 - March \$795
 - September \$795
- 7** landing page views

Activities: Print Ads



 **BUILD
YOUR
BETTER
HERE**

With seven lakes, award-winning schools, and safe neighborhoods, **Lakewood** is surprisingly affordable. Learn how to live your better at:
BuildYourBetterHere.com/JBLM



"Patriotic Summer" package


- June \$600
- July \$600

824 landing page views



In February 2020, we ran 31 thirty-second ads with 710 AM ESPN, which included a “home page takeover”. Listen to the ad at <https://vimeo.com/504902940/05ba9be348>

Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time
1	KIROA	M	02/10/20	8:00 AM	M-F AM Drive	6:00 AM-10:00 AM
2	KIROA	Tu	02/11/20	9:42 AM	M-F AM Drive	6:00 AM-10:00 AM
4	KIROA	W	02/12/20	6:12 AM	M-F AM Drive	6:00 AM-10:00 AM
3	KIROA	Th	02/13/20	8:29 AM	M-F AM Drive	6:00 AM-10:00 AM
5	KIROA	F	02/14/20	7:59 AM	M-F AM Drive	6:00 AM-10:00 AM
9	KIROA	Tu	02/18/20	8:45 AM	M-F AM Drive	6:00 AM-10:00 AM
6	KIROA	W	02/19/20	8:29 AM	M-F AM Drive	6:00 AM-10:00 AM
8	KIROA	Th	02/20/20	6:14 AM	M-F AM Drive	6:00 AM-10:00 AM
7	KIROA	Th	02/20/20	9:28 AM	M-F AM Drive	6:00 AM-10:00 AM
10	KIROA	F	02/21/20	6:44 AM	M-F AM Drive	6:00 AM-10:00 AM
2	KIROA	M	02/10/20	12:29 PM	M-F Midday	10:00 AM-3:00 PM
4	KIROA	Tu	02/11/20	11:59 AM	M-F Midday	10:00 AM-3:00 PM
1	KIROA	W	02/12/20	12:56 PM	M-F Midday	10:00 AM-3:00 PM
3	KIROA	Th	02/13/20	12:55 PM	M-F Midday	10:00 AM-3:00 PM
5	KIROA	F	02/14/20	11:14 AM	M-F Midday	10:00 AM-3:00 PM
7	KIROA	Tu	02/18/20	11:00 AM	M-F Midday	10:00 AM-3:00 PM
8	KIROA	W	02/19/20	11:29 AM	M-F Midday	10:00 AM-3:00 PM
10	KIROA	Th	02/20/20	10:29 AM	M-F Midday	10:00 AM-3:00 PM
9	KIROA	F	02/21/20	10:44 AM	M-F Midday	10:00 AM-3:00 PM
6	KIROA	F	02/21/20	12:30 PM	M-F Midday	10:00 AM-3:00 PM
3	KIROA	M	02/10/20	6:25 PM	M-F PM Drive	3:00 PM-7:00 PM
2	KIROA	Tu	02/11/20	5:46 PM	M-F PM Drive	3:00 PM-7:00 PM
1	KIROA	W	02/12/20	5:44 PM	M-F PM Drive	3:00 PM-7:00 PM
4	KIROA	Th	02/13/20	3:46 PM	M-F PM Drive	3:00 PM-7:00 PM
5	KIROA	F	02/14/20	4:28 PM	M-F PM Drive	3:00 PM-7:00 PM
7	KIROA	Tu	02/18/20	4:44 PM	M-F PM Drive	3:00 PM-7:00 PM
6	KIROA	W	02/19/20	3:44 PM	M-F PM Drive	3:00 PM-7:00 PM
8	KIROA	Th	02/20/20	5:42 PM	M-F PM Drive	3:00 PM-7:00 PM
9	KIROA	F	02/21/20	5:46 PM	M-F PM Drive	3:00 PM-7:00 PM
10	KIROA	F	02/21/20	6:44 PM	M-F PM Drive	3:00 PM-7:00 PM



Brock and Salk: How to fix the Seahawks for the 2020 season in 3 steps

The Seahawks will likely make some major changes going into 2020. Luckily, Brock and Salk lay out three changes each to fix Seattle for next season.

More Seahawks news and coverage

Moore: Best way to improve Seahawks' D could be replacing Norton

Drayer: Mariners have no timeline for Haniger after 2nd surgery of 2020


Marshawn Lynch, Seahawks fullback? It could be an option for 2020

O'Neil: Houston Astros' apologies for sign-stealing scandal are trash

Can Collier and Ursua take step forward in 2020?

Drayer: Now a vet, Walker ready to give back to M's

LIVE FROM THE ALASKA AIRLINES STUDIO



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LAKEWOOD • WA

LEARN HOW

Home Page Takeover Assets

- 970px (w) x 60px (h)
- 320px (w) x 50px (h)
- 300px (w) x 250px (h)

Total Cost

\$1,250.00




BuildYourBetterHere.com

Landing page views: 107

ROI / Analysis: 710 AM ESPN provided broad regional **exposure** and demonstrated website **engagement** for a fairly low cost.



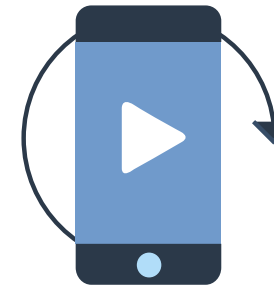
Top Metrics

	Total Impressions	4,723,421
	Total Video Views	2,049,091
	Total Clicks	38,913

Total Ad Spend



Video Views



2,049,091
Video Views - Lakewood

Facebook Likes



2,345



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facebook Ads + Instagram Ads

 **Landing Page Views** 9,789

 **Video 25 percent watche...** 526,054

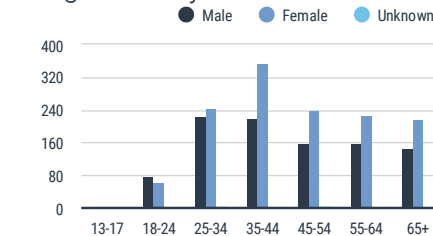
 **Page Likes** 2,345

Impressions
The number of times your ads were shown



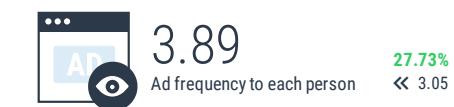
Account: City of Lakewood

Page likes by audience



Account: City of Lakewood

Frequency
The average number of times that each person saw your ad



Total clicks
A number of clicks (actions) anywhere on your Facebook ad



Account: City of Lakewood

New Page Likes
Number of new users that liked your Facebook Page



Account: City of Lakewood

Cost per click



ROI / Analysis: Facebook provided the most **impressions**, **clicks**, and **likes** of all social media channels at \$0.74/click.



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Impressions

2,134,097



Views

1,320,996



Clicks

3,233

Video views vs clicks

Views	1,320,996	3028%
Clicks	2,824	1932%

Account: City of Lakewood

Video quartile rates

1. Video played to 25%	78.54%	-7.53%
2. Video played to 50%	66.42%	-5.11%
3. Video played to 100%	54.29%	-5.98%

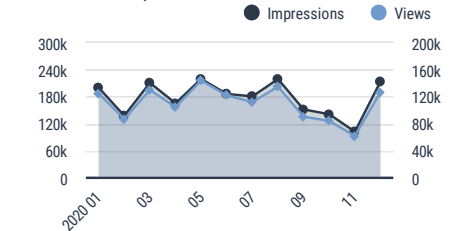
Account: City of Lakewood

Video view rate

The number of views your TrueView video ad receives divided by its number of impressions, including thumbnail

View rate	62.16%	8.22%	<< 57.44%
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Video impressions and views



Account: City of Lakewood

Average cost per video view

The average amount you pay each time someone views your ad. The average CPV is defined by total cost of all ad views

Cost per view	\$0.01
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Account: City of Lakewood

Total cost

Spent	\$16,062.74	474.85%	<< \$2,794.26
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LinkedIn ads



Impressions

408,912



Video views

227,266



PDF Downloads

1,242

Social actions

	Social actions	19,381	3062%
	Likes	389	314%
	Comments	19	375%

Account: City of Lakewood Ads

Total engagements

Indicates paid clicks plus social clicks on your LinkedIn ads



Account: City of Lakewood Ads

Average engagement

The is how often people engaged with your ad (both paid and free clicks divided by total impressions)



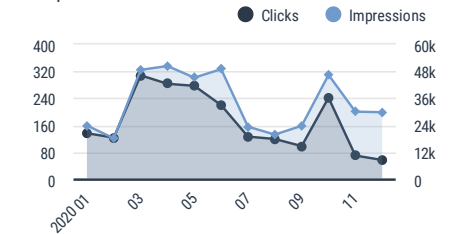
Conversions

The number of times people took a desired action after clicking on or seeing your ad



Account: City of Lakewood Ads

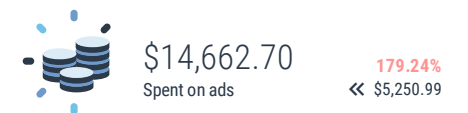
Impressions and clicks



Account: City of Lakewood Ads

Amount spent

Amount of money spent on clicks and impressions for your ad





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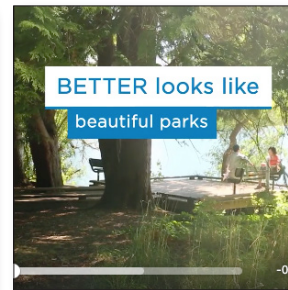
Q1/Q2: Boosted Posts

Reach 29,400
10-sec. views 30,740



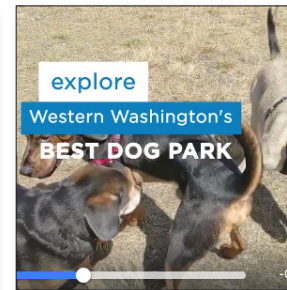
Making Better Living Possible

Reach 12,000
10-sec. views 20,866



Pierce County Trails Day

Reach 13,000
10-sec. views 5,861



Fun in the Sun Video

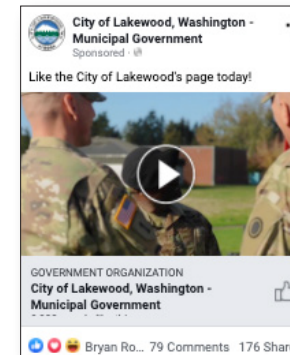
Reach 4,400
10-sec. views 4,013

facebook

Activities: Social Media

Q3,/Q4: Likes Campaign

Reach 47,083
New page likes 1,170



Brand Anthem (v1)

Reach 33,671
Page Likes 985

Brand Anthem (v2)

Reach 253
Page Likes 6



Higher Education

Reach 2,971
Page Likes 25



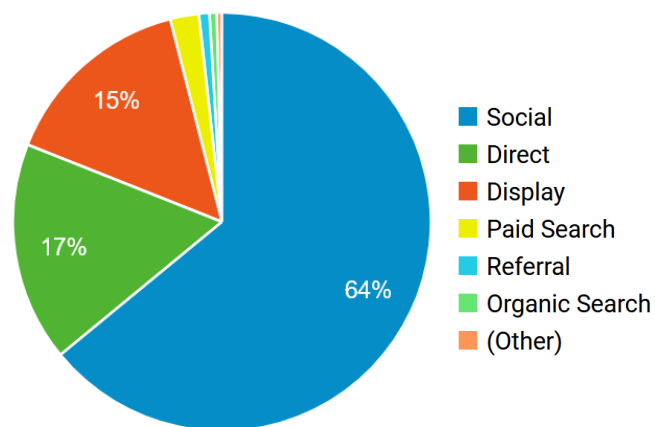
Holiday 2020

Reach 10,022
Page Likes 154

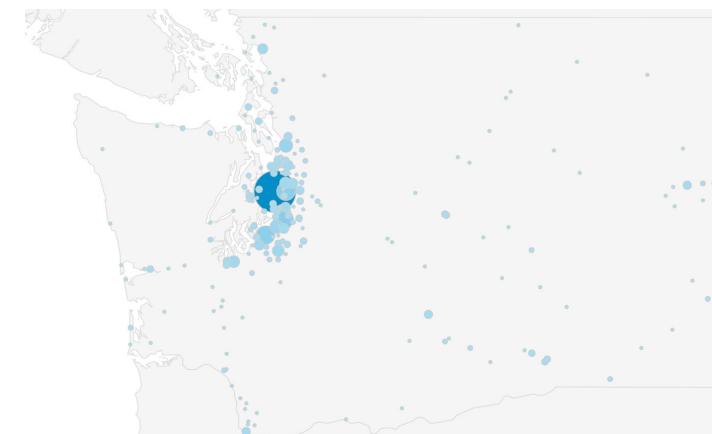


PERFORMANCE

Performance: Website Traffic



Page	Pageviews	% Pageviews
1. /lp/better-business	15,327	38.70%
2. /lp/better-living	5,167	13.05%
3. /better-industrial	3,498	8.83%
4. /better-development	1,848	4.67%
5. /	1,601	4.04%
6. /lp/better-living-here	246	0.62%
7. /better-living-here	198	0.50%
8. /better-business-here	188	0.47%



Users
14,707



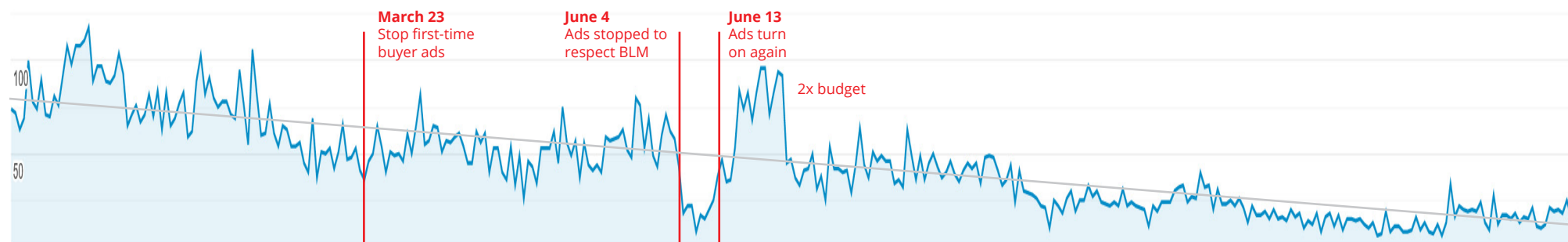
New Users
14,449



Pages / Session
2.40



Bounce Rate
0.51%



ROI / Analysis: The website provided important **insights** into ad engagements and user **interests**. Returns diminished over time.

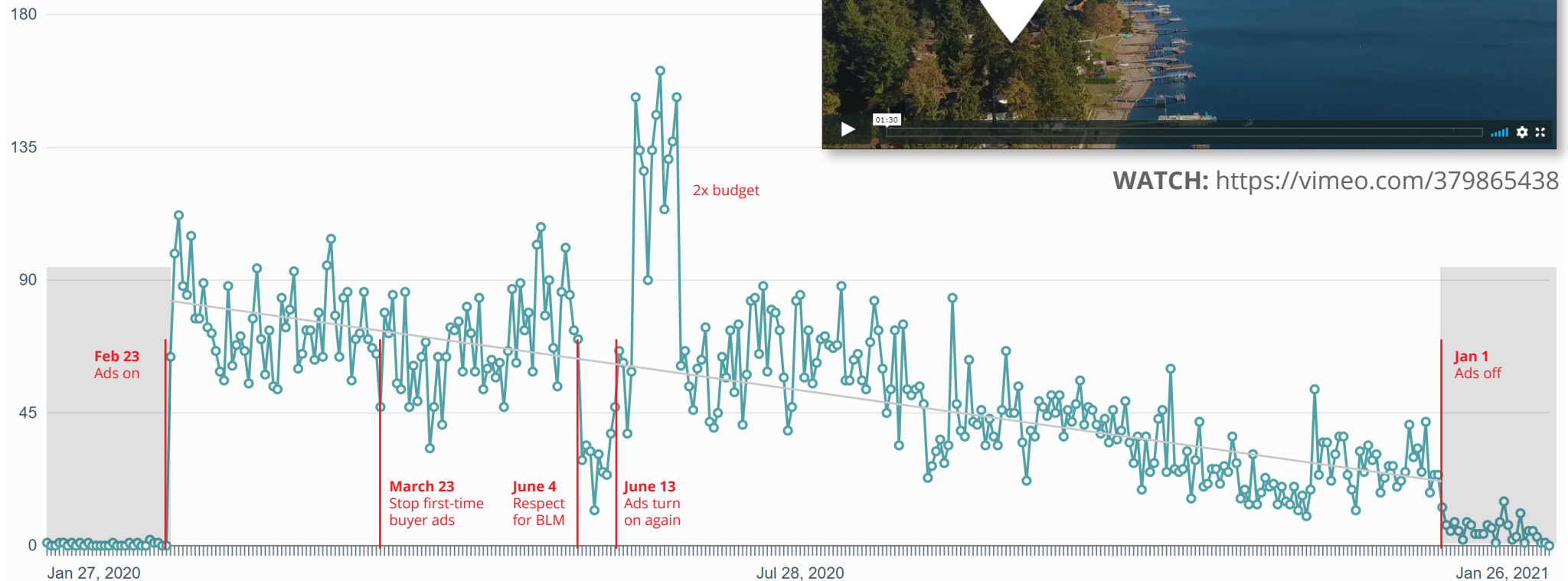


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Performance: Brand Video

To track **interest** on the website, the 1:30 version of the brand anthem video was posted on the home page. Views of the video indicate interest in the content.

Video Impressions



WATCH: <https://vimeo.com/379865438>

ROI / Analysis: The video was the **primary tool** for delivering the campaign's key messages. Returns diminished over time.

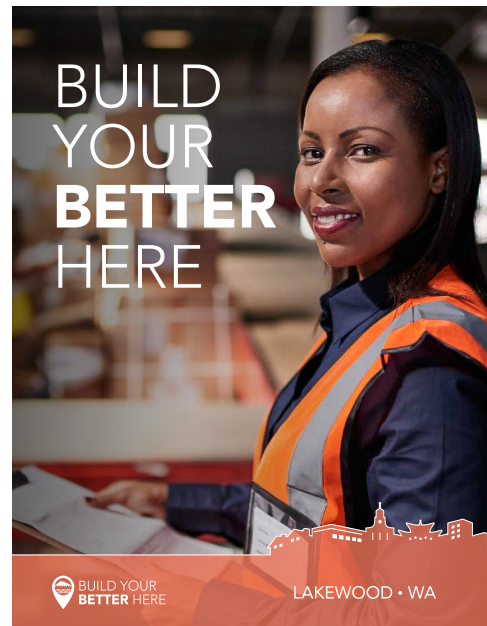


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Performance: Better Business

To track business **engagement** on the website, we created four separate brochures (PDFs) and deployed them on a public “Better Business” page, a private “Better Business” page accessible only through digital ads, and on dedicated landing pages.

Industrial



PDF Downloads

“Better Business” public	54
“Better Business” landing	157
“Industrial” landing page	409
	620

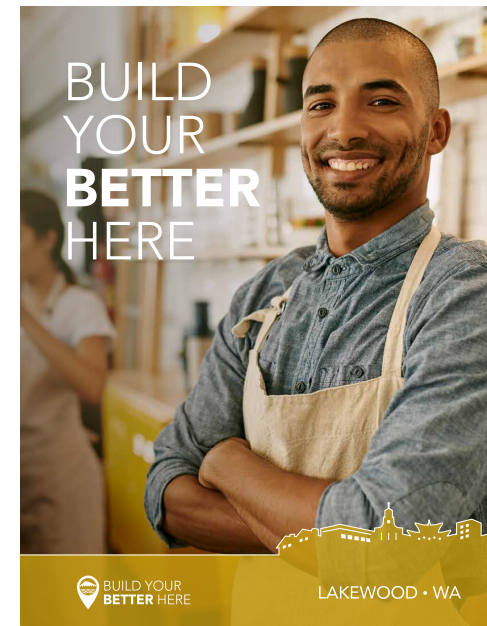
Developers



PDF Downloads

“Better Business” public	60
“Better Business” landing	137
“Developer” landing page	119
	316

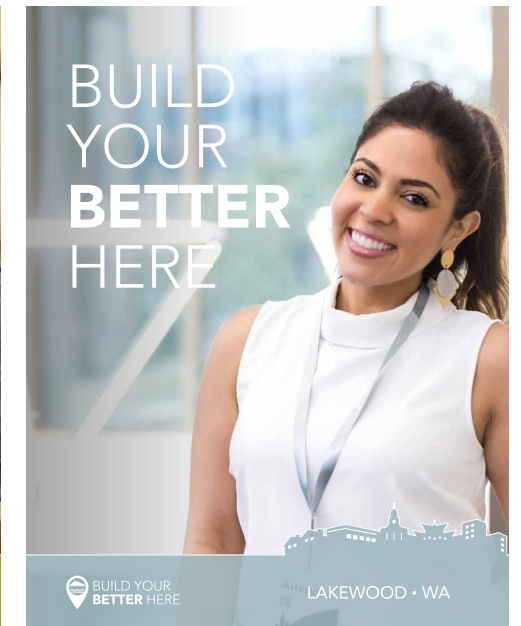
Retail



PDF Downloads

“Better Business” public	54
“Better Business” landing	76
“Retail” landing page	7
	137

Professional




PDF Downloads

“Better Business” public	40
“Better Business” landing	12
“Professional” landing page	1
	53



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**BETTER
STARTS**

Affordable starter homes await your personal touches in quiet, tree-lined neighborhoods. But mid-century fixer uppers are just the start of Lakewood's charm.

Throw a rock here, and it will probably land in a lake. Lakewood is home to 7 lakes and 14 parks. A trip to Lakewood's International District offers more flavor in a few square miles than almost anywhere in Washington. And if you're building a family, good news, Lakewood has amazing, nationally ranked public schools and community colleges.

[RedFin](#)


[Zillow](#)

Located near the metro areas of Tacoma and Seattle, and boasting its own set of exciting amenities, Lakewood and its lake communities allow you to get away from it all but still be in the center of it all.

Lakewood's 7 lakes come in several flavors, from tucked away and tranquil to sprawling and recreational. Lakefront homes take on many styles too, from ultra modern to traditional (and even historic). What else does Lakewood offer? How about one the Northwest's premier country clubs, the best rowing program in the South Sound — and, oh yeah, some of the best high schools in the state.

[RedFin](#)

[Zillow](#)



Performance: Better Living

To track lifestyle **engagement** on the website, we created two sections (Starters and Upgraders) on a public page and an ad-linked landing page. For each group we provided RedFin and Zillow links to properties in Lakewood at different price points.

	Public page	Landing page
Starters		
Redfin link	87	374
Zillow link	113	244
Upgraders		
Redfin link	51	98
Zillow link	56	65

ROI / Analysis: The cost to make these sections was minimal and they demonstrated clear content **preferences** and **engagement**.



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2019-20 Review



Do you have questions about doing business in Lakewood? Then you're a VIP in our book. Get concierge service from the Lakewood Chamber's 2018 Ambassador of the Year, Becky Newton.

Becky Newton
*Economic Development Manager
City of Lakewood*

(877) 421-9126

hello@buildyourbetterhere.com

7 tracked phone calls

Questions/comments...

Company

First

Last

Email


Phone

Connect

510 form submissions*

98% spam, 2% valid

our next campus.



Lakewood Business Quarterly

Lakewood is changing rapidly as we pursue our 20-year plan. Position yourself to grow with us by getting the latest intel on Lakewood business opportunities every three months.

Email Address

First Name

Last Name

42 email list sign-ups

ROI / Analysis: The cost to make these sections was minimal and they demonstrated the **most valuable** level of engagement.

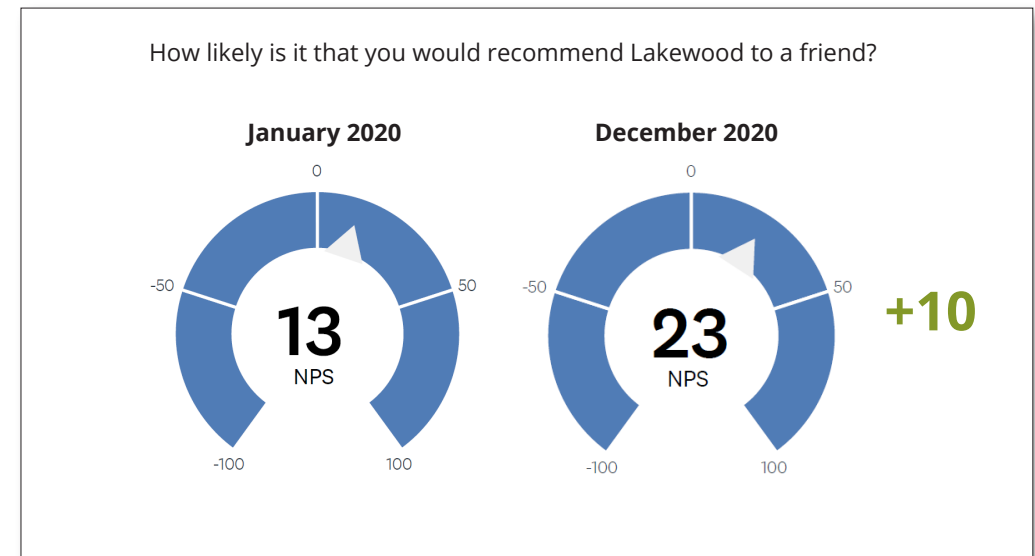
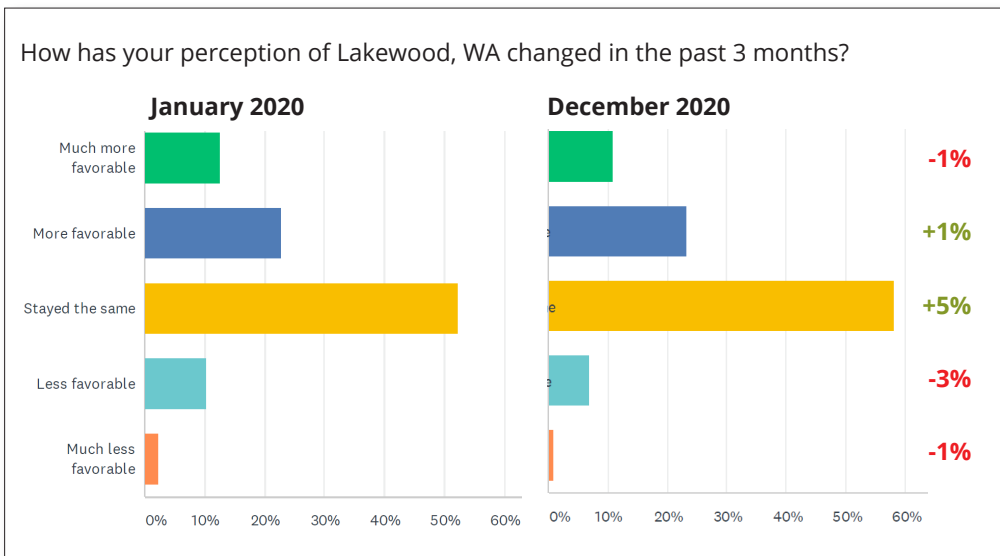
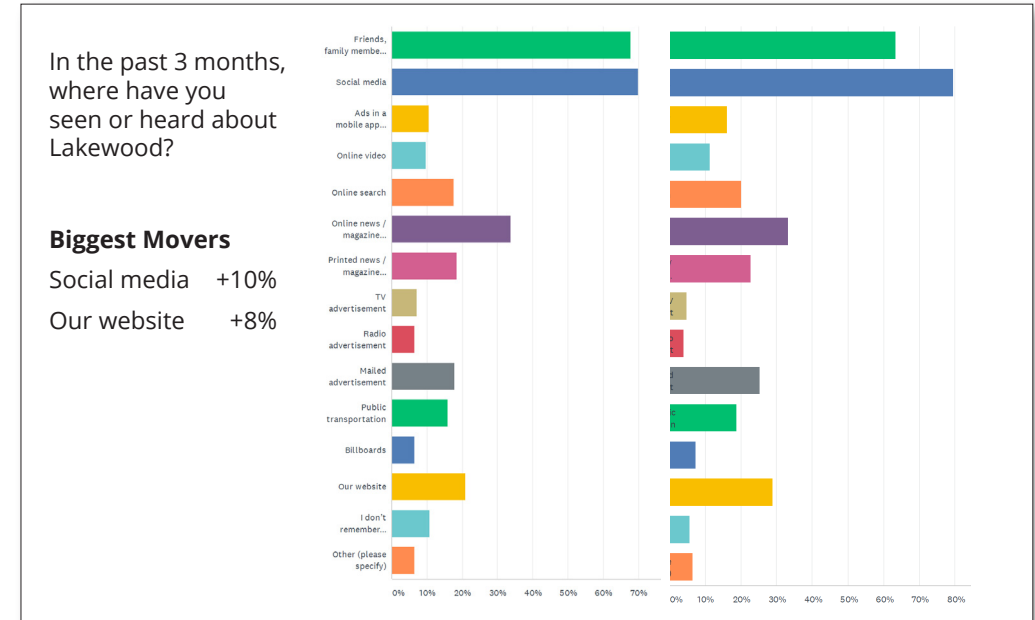
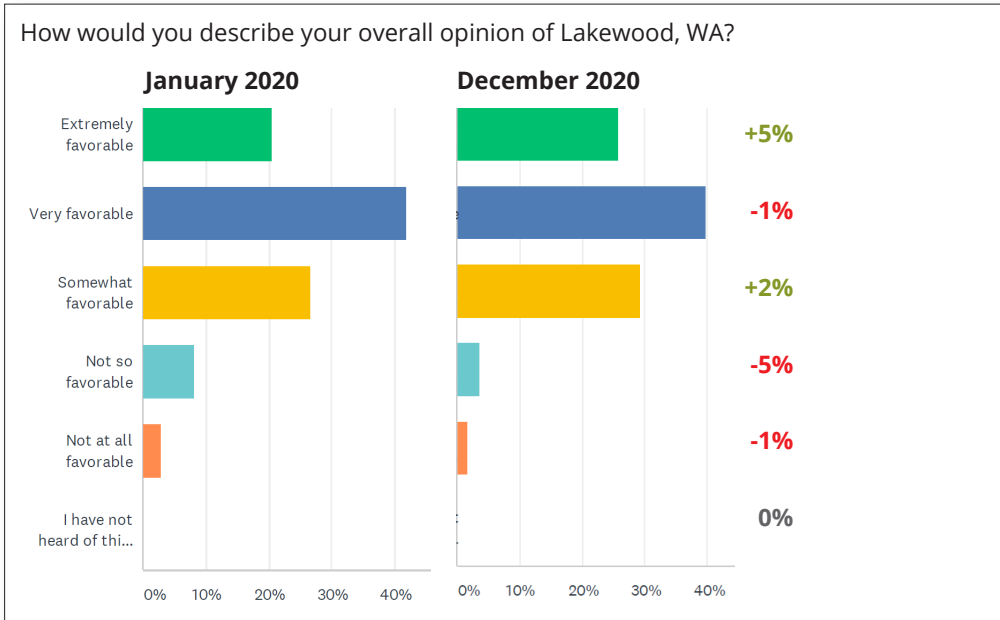


**BUILD YOUR
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2019-20 Review

January 2020
141 participants

December 2020
229 participants

Performance: Survey (Residents)





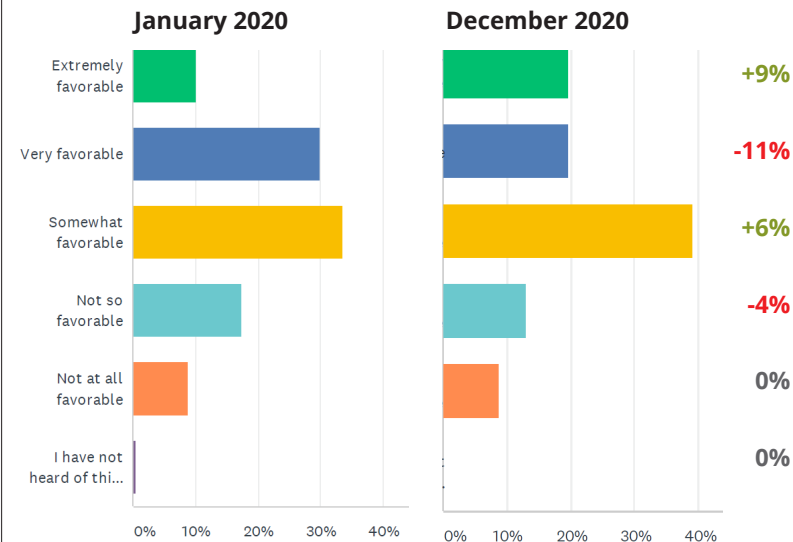
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2019-20 Review

January 2020
294 participants

December 2020
46 participants

Performance: Survey (Non-Residents)

How would you describe your overall opinion of Lakewood, WA?



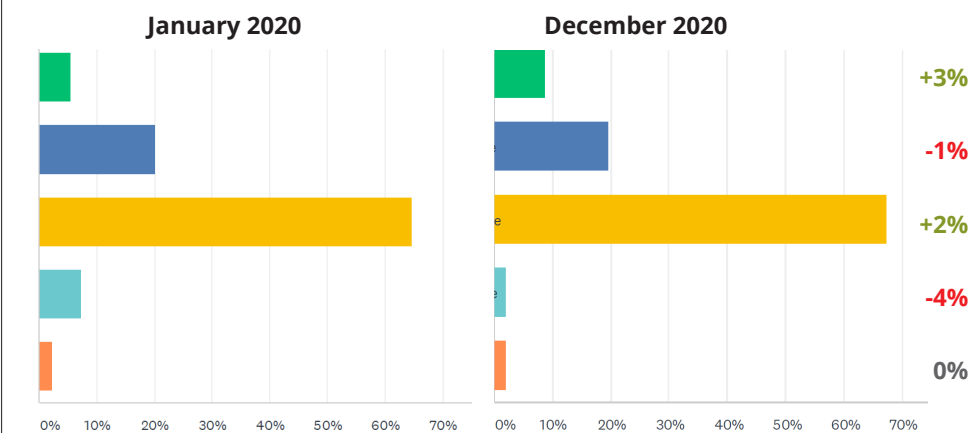
In the past 3 months, where have you seen or heard about Lakewood?

Biggest Movers

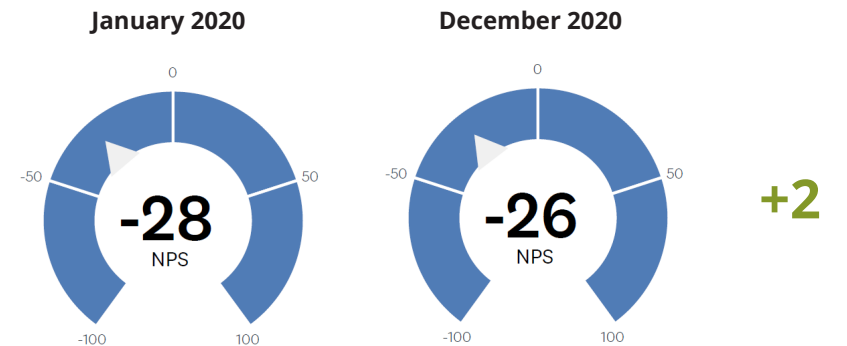
Online Search +7%
Our website +3%



How has your perception of Lakewood, WA changed in the past 3 months?



How likely is it that you would recommend Lakewood to a friend?





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2019-20 Review

2019–2020 Campaign Budget (\$179,250)

As demonstrated in this document, we set a plan and executed it while also adding value and responding to the COVID-19 pandemic.

Successes

- **Follow-through:** We created and executed a multimedia plan on-time and on-budget
- **Print ads:** we reached 100,000+ readers on the West Coast and led to engagement
- **Digital ads:** we reached 4,700,000 users, leading to 2,000,000 video views
- **Social media:** our posts reached almost 80,000 users and 2,000+ new Facebook page likes
- **Website:** BuildYourBetterHere.com was visited by 14,000 unique users who saw 39,000 pages
- **Downloads:** industry-specific business brochures were downloaded over 1,000 times
- **Links:** demographic-specific housing links were clicked over 1,000 times
- **Residents:** opinions of Lakewood as “Extremely favorable” rose 5%, NPS increased 10 points
- **Non-resident:** opinions of Lakewood as “Extremely favorable” rose 9%, NPS increased 2 points

Limitations

- **Brand awareness campaigns** are measured in exposure, not traditional ROI (e.g. item sales)
- Directly attributing businesses growth and home buying to this campaign is complicated
- COVID-19 presented many unique challenges to marketing (digital marketing was key)



BUILD YOUR
BETTER HERE
2019-20 Review

2021-2022 Tasks

We suggest **continuing** with the plan established in 2019 and **refreshing** the brand assets (images, videos, etc.).

- Refresh brand assets
- Fine tune outreach to Builders
- Intensify outreach to Starters
- Start pursuing Warriors
- Strengthen relationship with Long-termers

Rationale

- As seen with the website traffic stats and the video view stats, there is a direct relationship between these **marketing efforts** and the **brand exposure**.
- There is also a clear decline over time in the effectiveness of **reusing** the same assets (e.g. the 2019 brand video).
- As demonstrated in the brand sentiment surveys, continuing to invest in these efforts will support the improved **favorable opinions** of the City.

2021-2022 Budget

One-time Costs

• Refresh video + photo assets	\$20,000
• Digital ad design, landing pages	\$2,500
• Print ad design, landing pages	\$2,500
• Brand awareness survey (x2)	\$2,500
	\$27,500

On-going Costs

• Digital ad spend	\$4,000/mo
• Radio ad spend	\$1,000/mo
• Print ad spend	\$500/mo
• Ad mgmt., reporting (digital, radio, print)	\$2,500/mo
• Social media videos, posts, etc.	\$1,500/mo
	\$9,500/mo

12-month Total

• One-time cost total	\$27,500
• On-going cost total (12 months)	\$114,000
	\$141,500

Lakewood Police Department Quarterly Crime Report



- NIBRS Incidents for 4Q2020 by District
- 2020 Comparison Charts
- 4Q2020 Significant Event Synopsis
- Vehicle Theft Case Arrests



4th Quarter 2020



Lakewood Police Department

4th Quarter 2020 Calls For Service: 11,558 LE (3Q 2020- 13,471)

Lakewood PD Arrests (Felony): 84 (3Q 2020- 96)

Lakewood PD Arrests (Gross Misdemeanor): 1 (3Q 2020- 0)

Lakewood PD Arrests (Misdemeanor): 230 (3Q 2020 - 212)

Warrant Arrests: 127 (3Q 2020- 151)

4th Quarter 2020





City of Lakewood

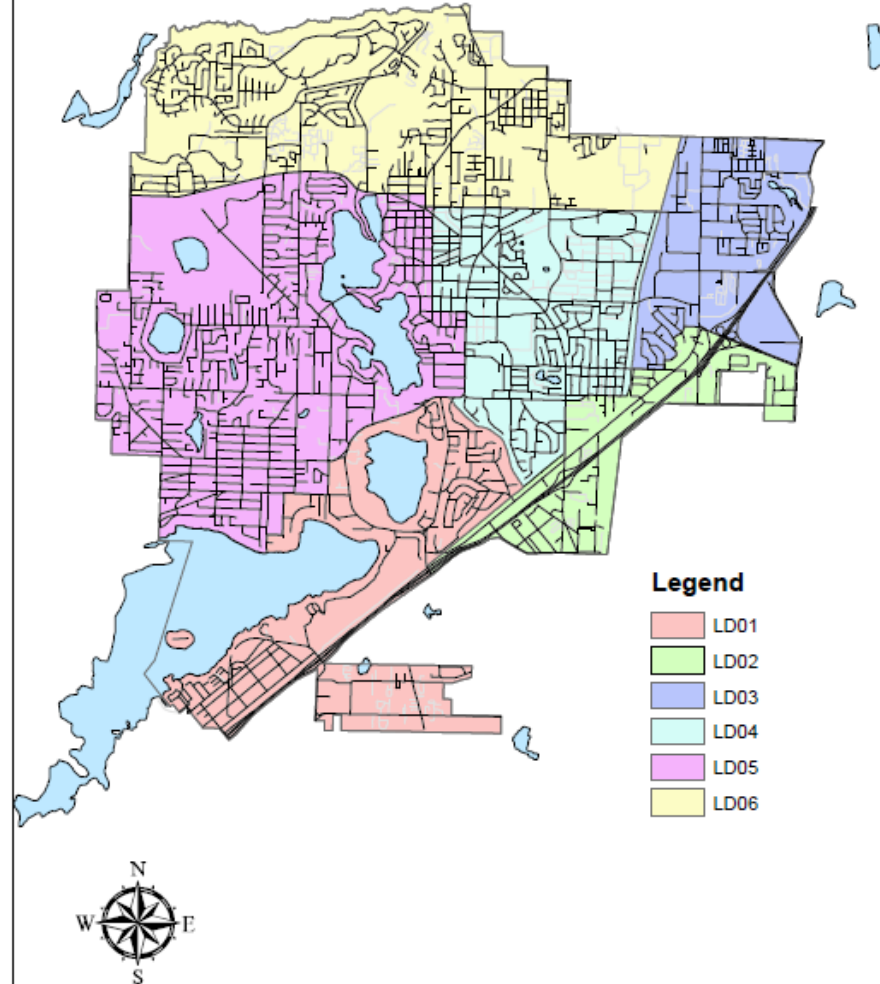


District Map


This product was prepared with care by the Lakewood Police Department Crime Analyst Unit.
City of Lakewood expressly disclaims
any liability for any inaccuracies which may yet be present. This is not a survey.
Call 353-4330-4224 for further information.

15 July 2016

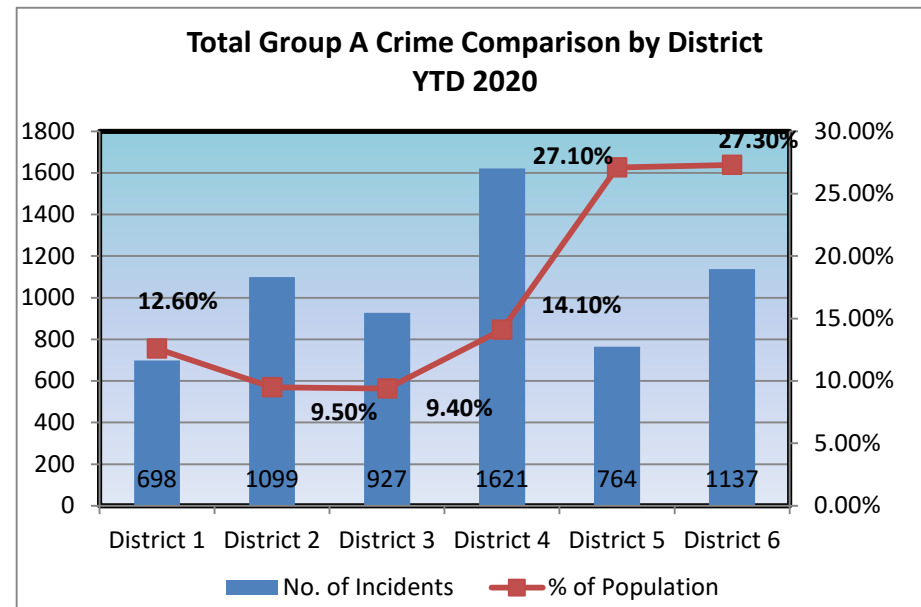
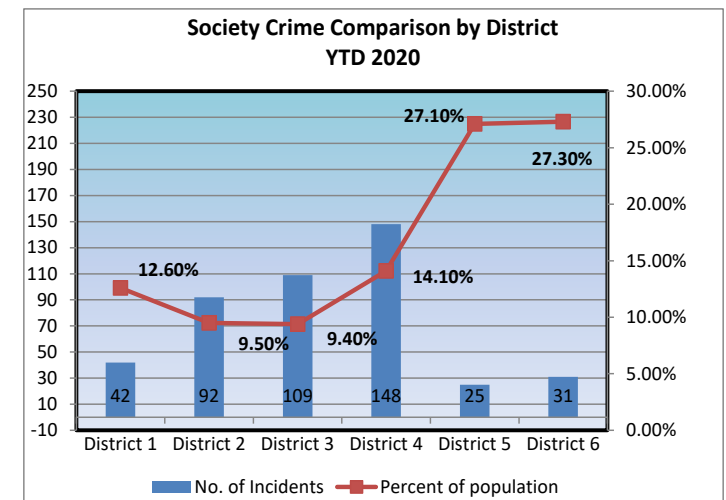
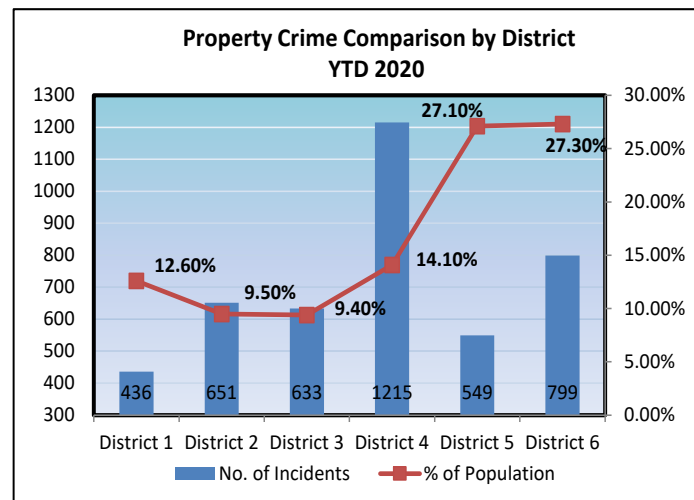
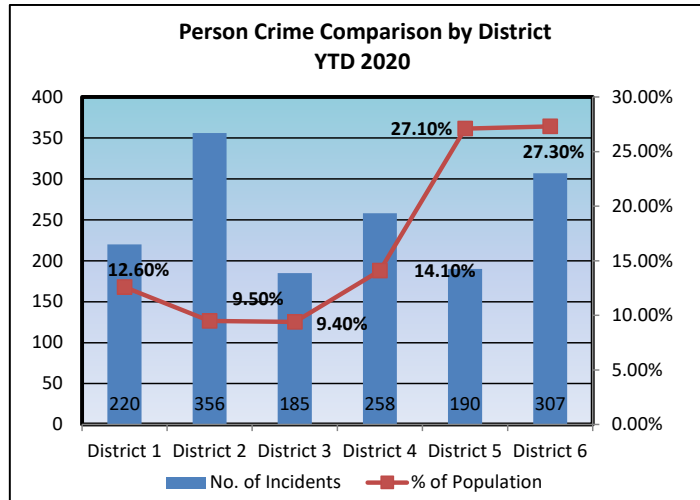
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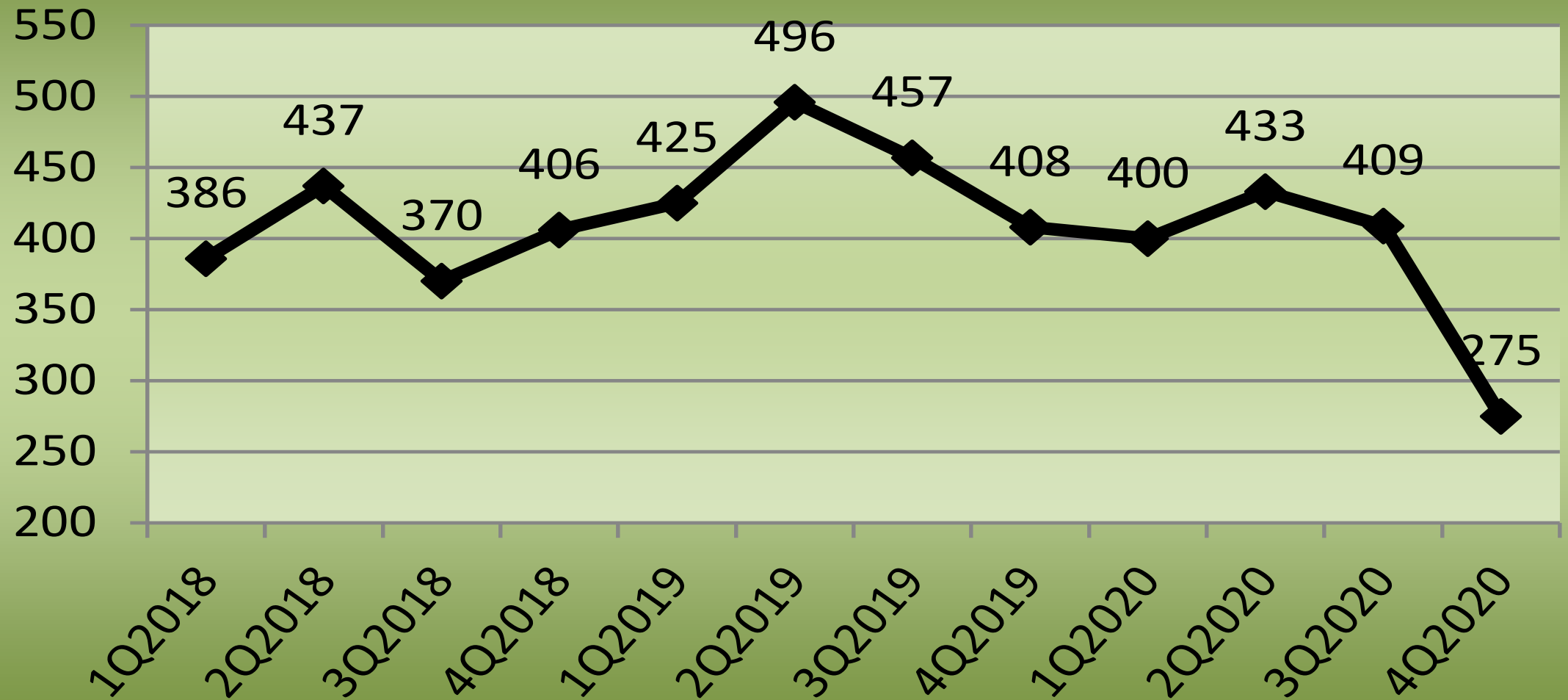
City of Lakewood Incident Report 4Q 2020

												
	4th Quarter 2020						City		Quarterly Percent Change	City		YTD Percent Change
	LD01	LD02	LD03	LD04	LD05	LD06	3Q2020	4Q2020	3Q20-4Q20	YTD2019	YTD2020	4Q2019-2020
Person Crimes												
Aggravated Assault	11	12	12	12	6	2	100	55	-45.00%	384	371	-3.39%
Simple Assault	20	49	33	40	23	30	269	195	-27.51%	1227	1000	-18.50%
Homicide	0	0	0	0	0	0	1	0	-100.00%	7	4	-42.86%
Kidnapping	2	1	1	0	0	1	7	5	-28.57%	23	33	43.48%
Sex (Forcible)	1	3	2	1	0	1	7	8	14.29%	59	34	-42.37%
Sex (NonForcible)	1	0	3	4	1	3	23	12	-47.83%	84	72	-14.29%
Totals and Averages	35	65	51	57	30	37	407	275	-32.43%	1784	1514	-15.13%
Property Crimes												
Arson	1	1	0	1	0	0	2	3	50.00%	9	9	0.00%
Bribery	0	0	0	0	0	0	0	0	NA	0	0	NA
Burglary	17	18	23	17	26	24	136	125	-8.09%	421	499	18.53%
Counterfeiting	1	1	2	2	0	0	14	6	-57.14%	82	42	-48.78%
Vandalism	30	45	47	69	50	76	323	317	-1.86%	1057	1176	11.26%
Embezzlement	0	0	0	0	0	0	0	0	NA	2	0	-100.00%
Extortion	0	0	0	1	0	1	2	2	0.00%	10	11	10.00%
Fraud	2	5	6	6	8	7	46	34	-26.09%	232	205	-11.64%
Larceny	37	56	70	161	48	94	471	466	-1.06%	1723	1788	3.77%
Motor Vehicle Theft	22	17	30	22	7	18	140	116	-17.14%	321	480	49.53%
Robbery	0	5	6	9	1	2	21	23	9.52%	107	73	-31.78%
Stolen Property	0	0	0	0	0	0	0	0	NA	0	0	NA
Totals and Averages	110	148	184	288	140	222	1155	1092	-5.45%	3964	4283	8.05%
Society Crimes												
Drug	7	26	30	32	3	0	96	98	2.08%	373	322	-13.67%
Pornography	0	0	0	0	0	0	1	0	-100.00%	13	4	-69.23%
Prostitution	0	4	2	2	0	0	7	8	14.29%	32	21	-34.38%
Weapon Law Violations	1	5	9	10	3	5	22	33	50.00%	85	102	20.00%
Totals and Averages	8	35	41	44	6	5	126	139	10.32%	503	449	-10.74%
Grand Totals and Averages	153	248	276	389	176	264	1688	1506	-10.78%	6251	6246	-0.08%

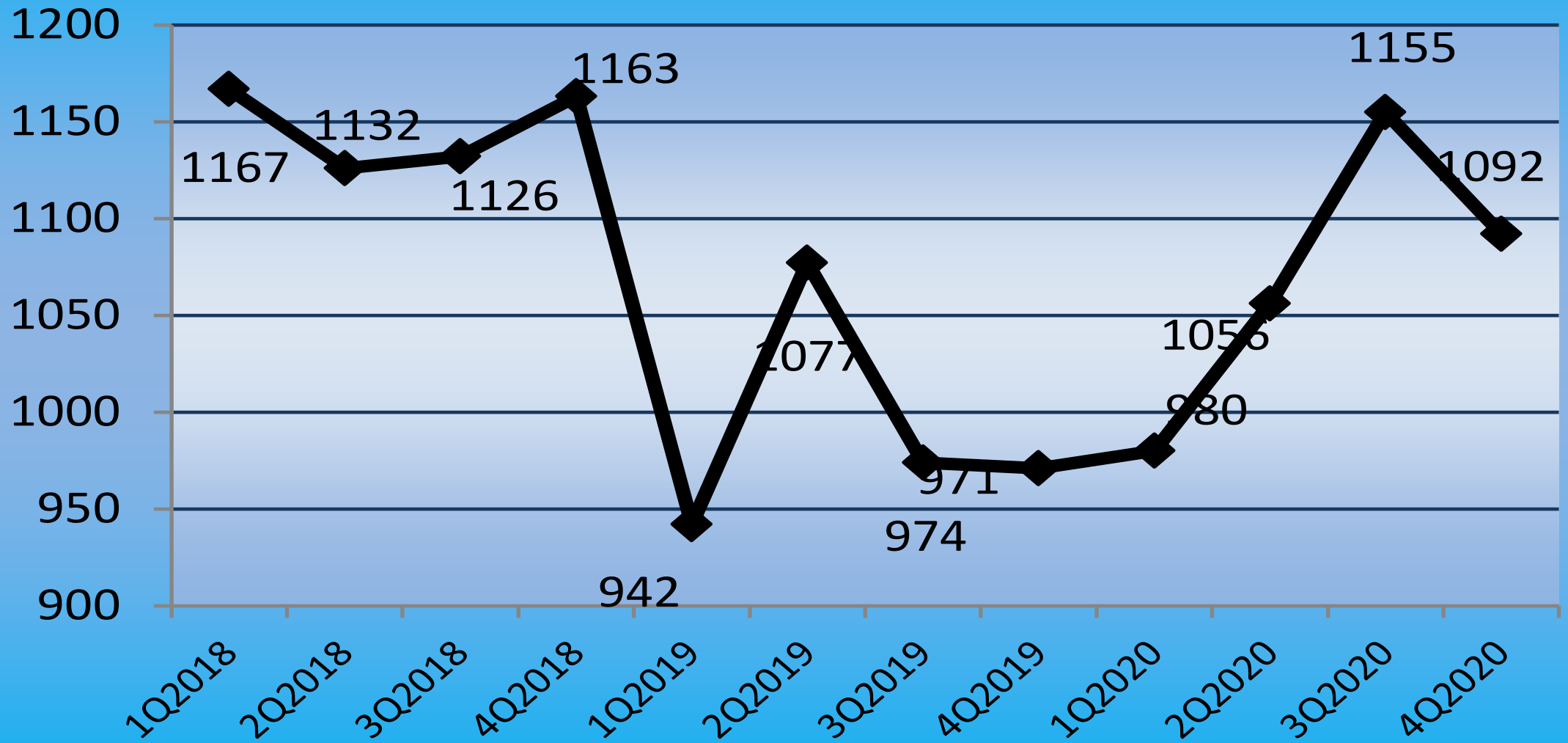
Comparison Crime Against Population



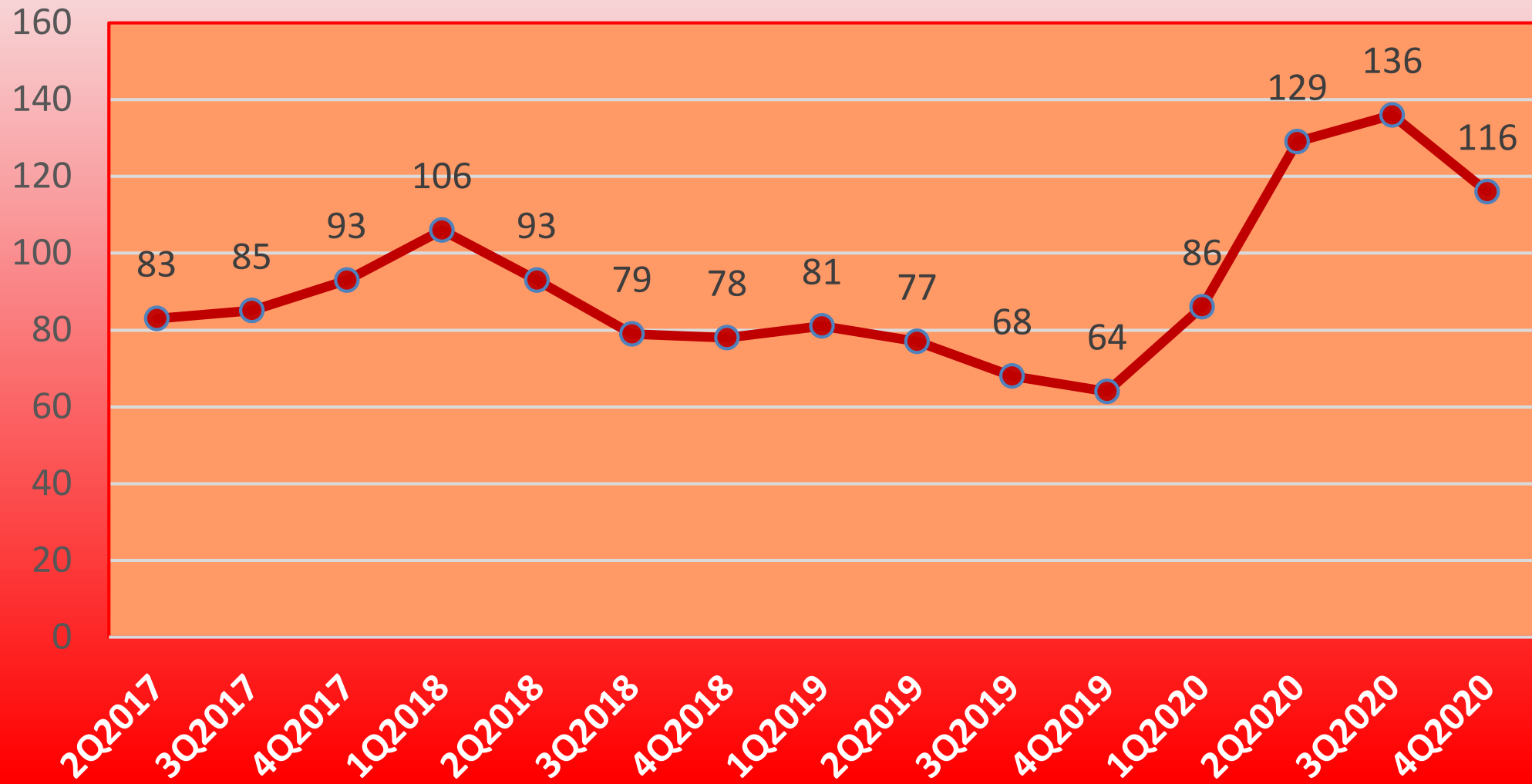
NIBRS Person Crime By Quarter 2018-2020



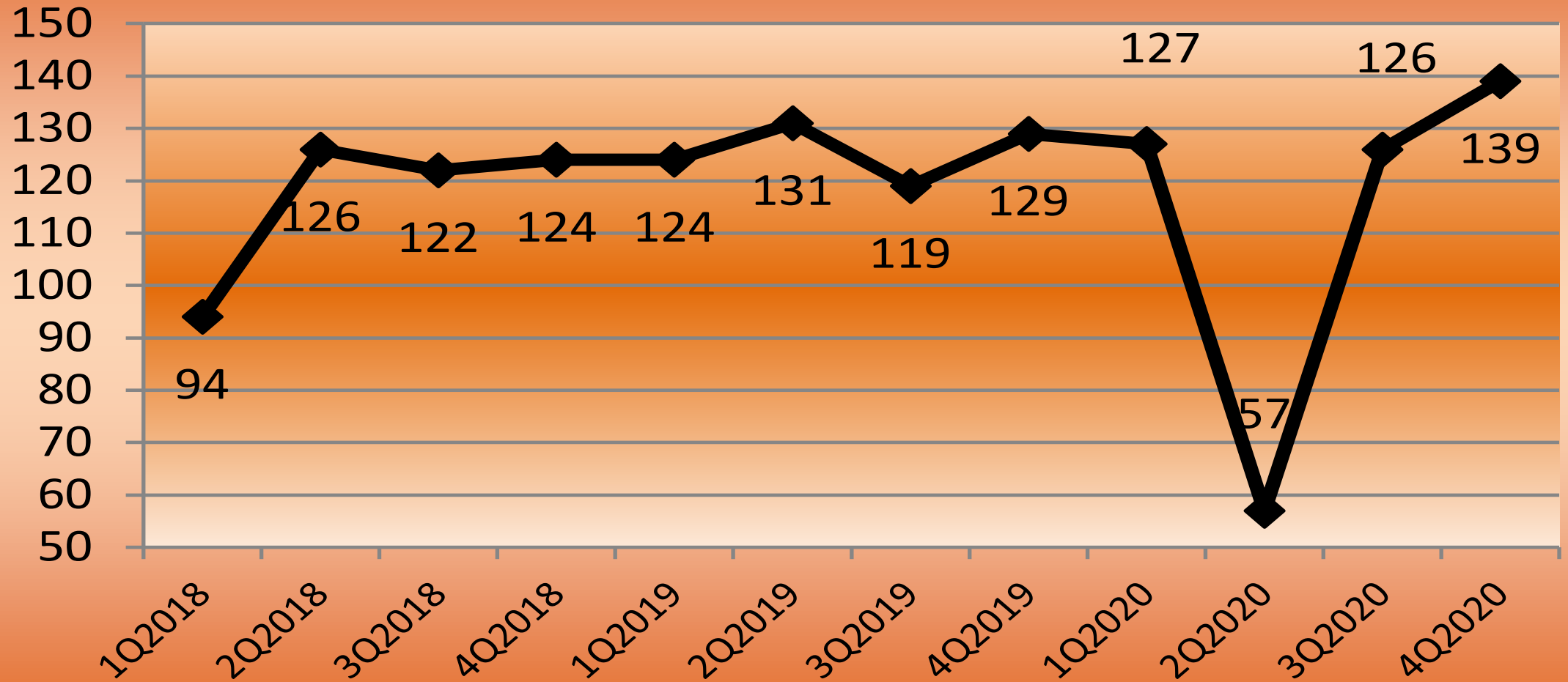
NIBRS Property Crime By Quarter 2018-2020



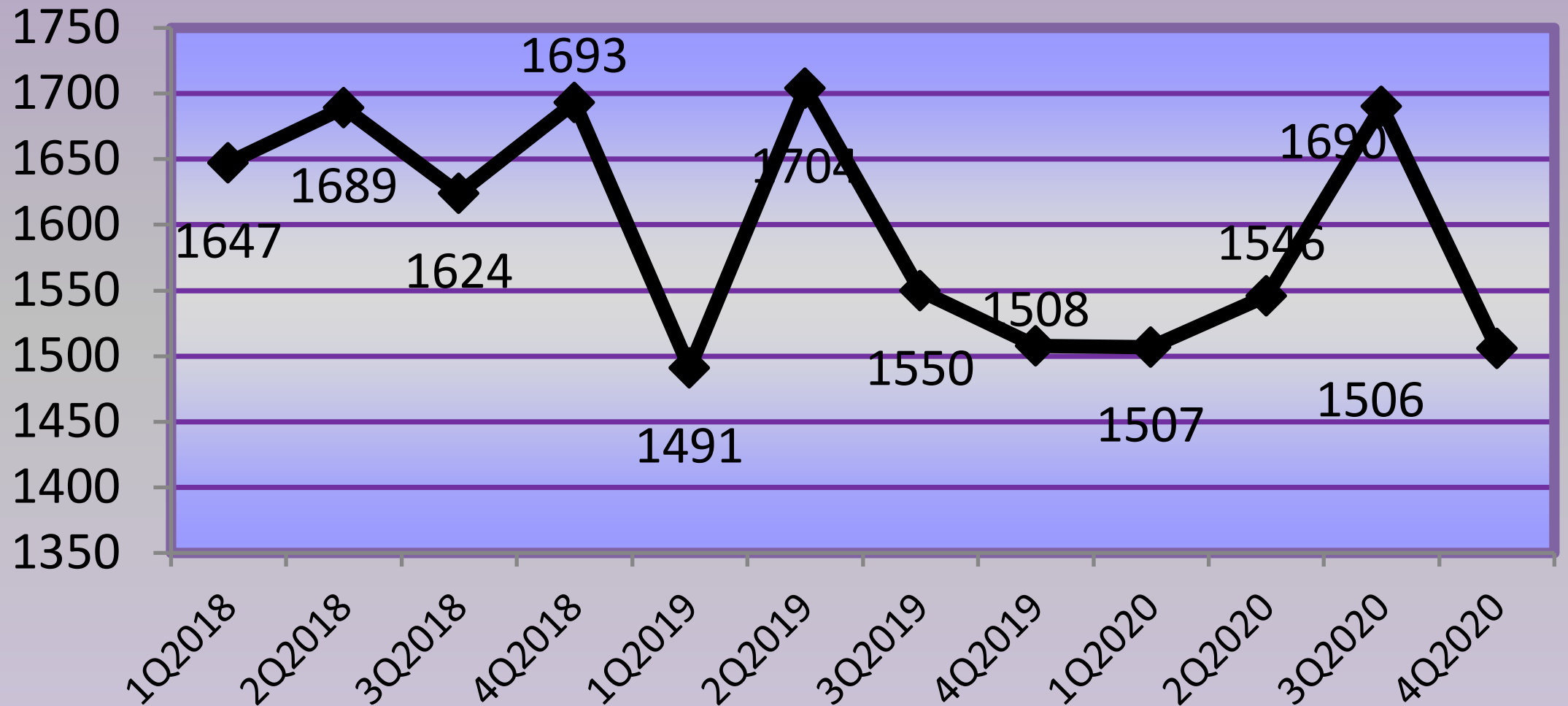
Motor Vehicle Theft 2Q2017-4Q2020



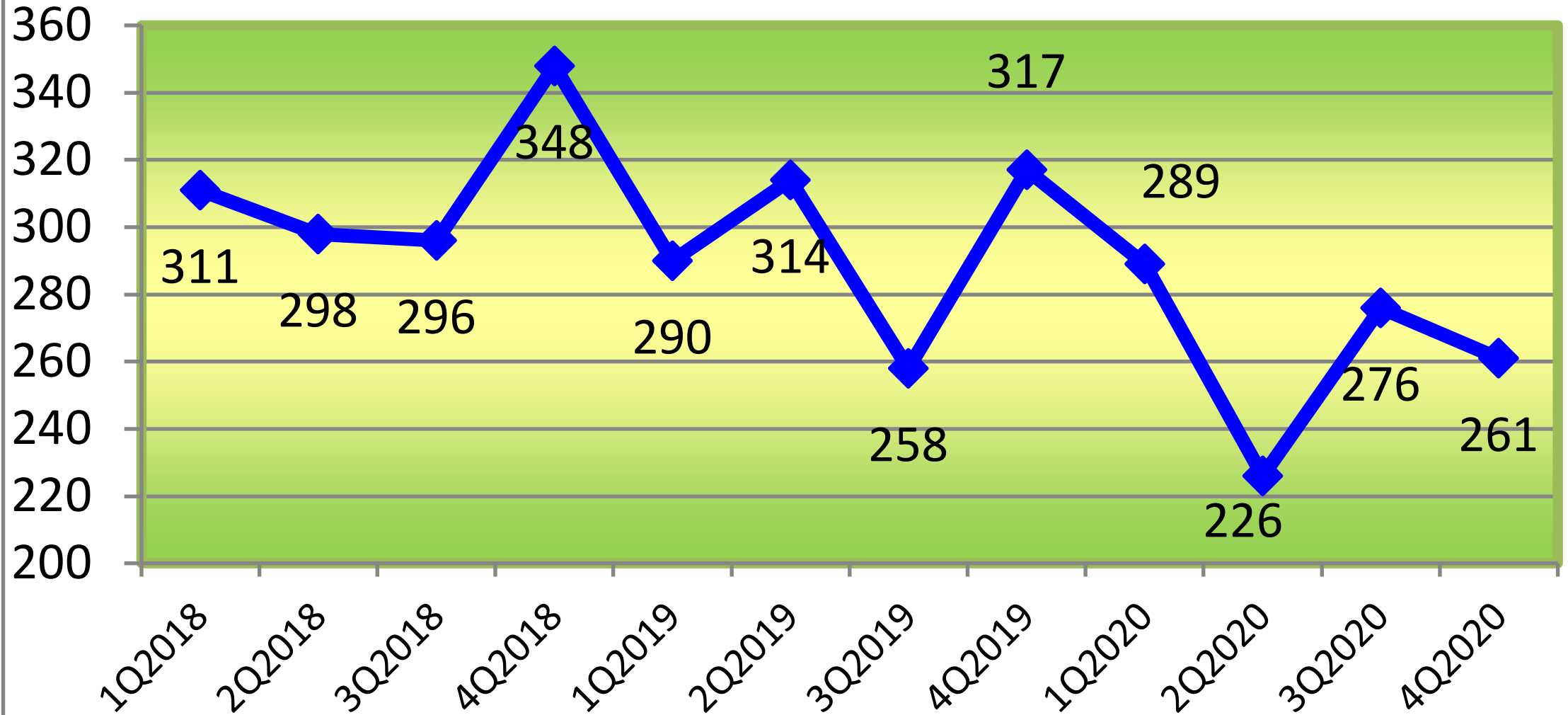
NIBRS Society Crimes By Quarter 2018-2020



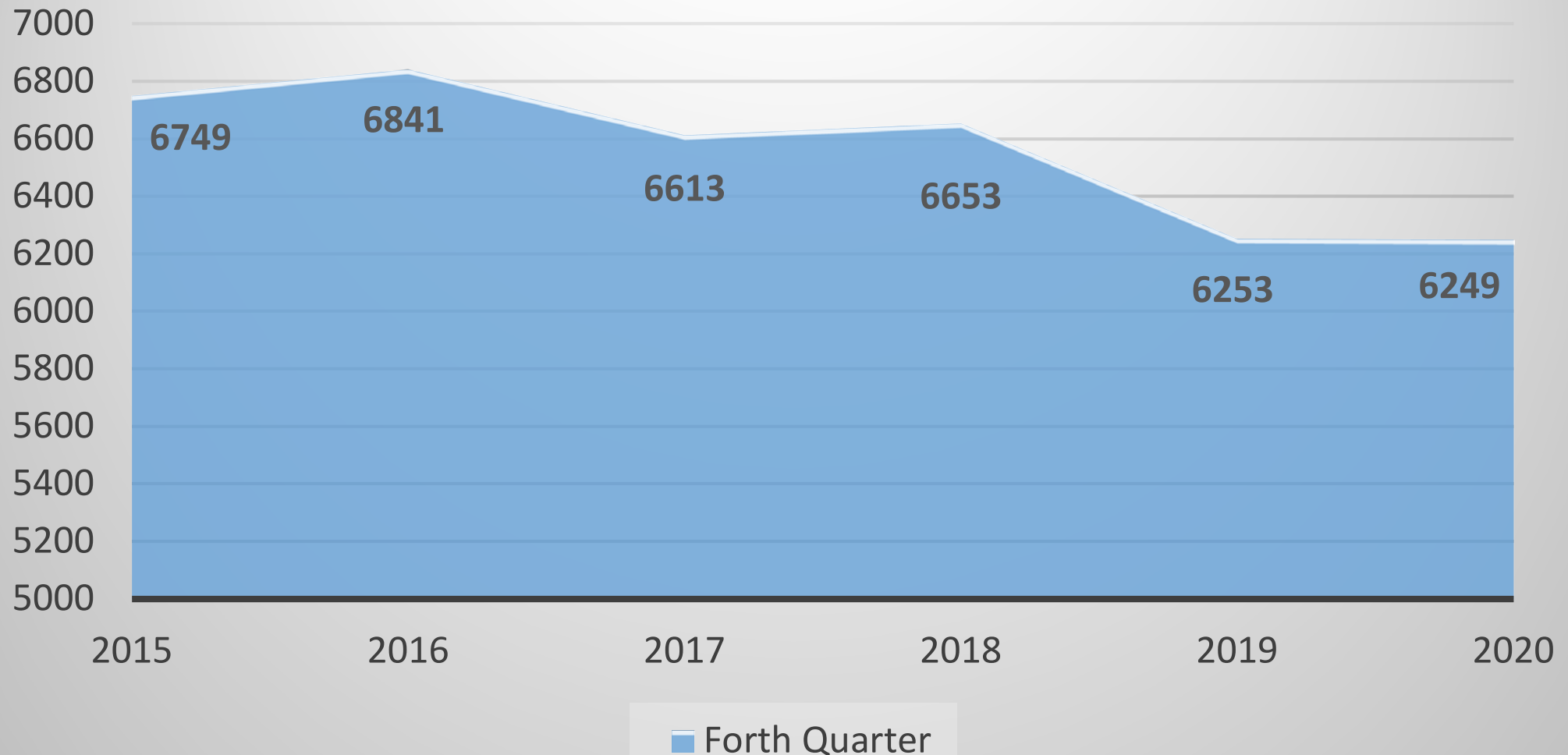
NIBRS Total Crime By Quarter 2018-2020



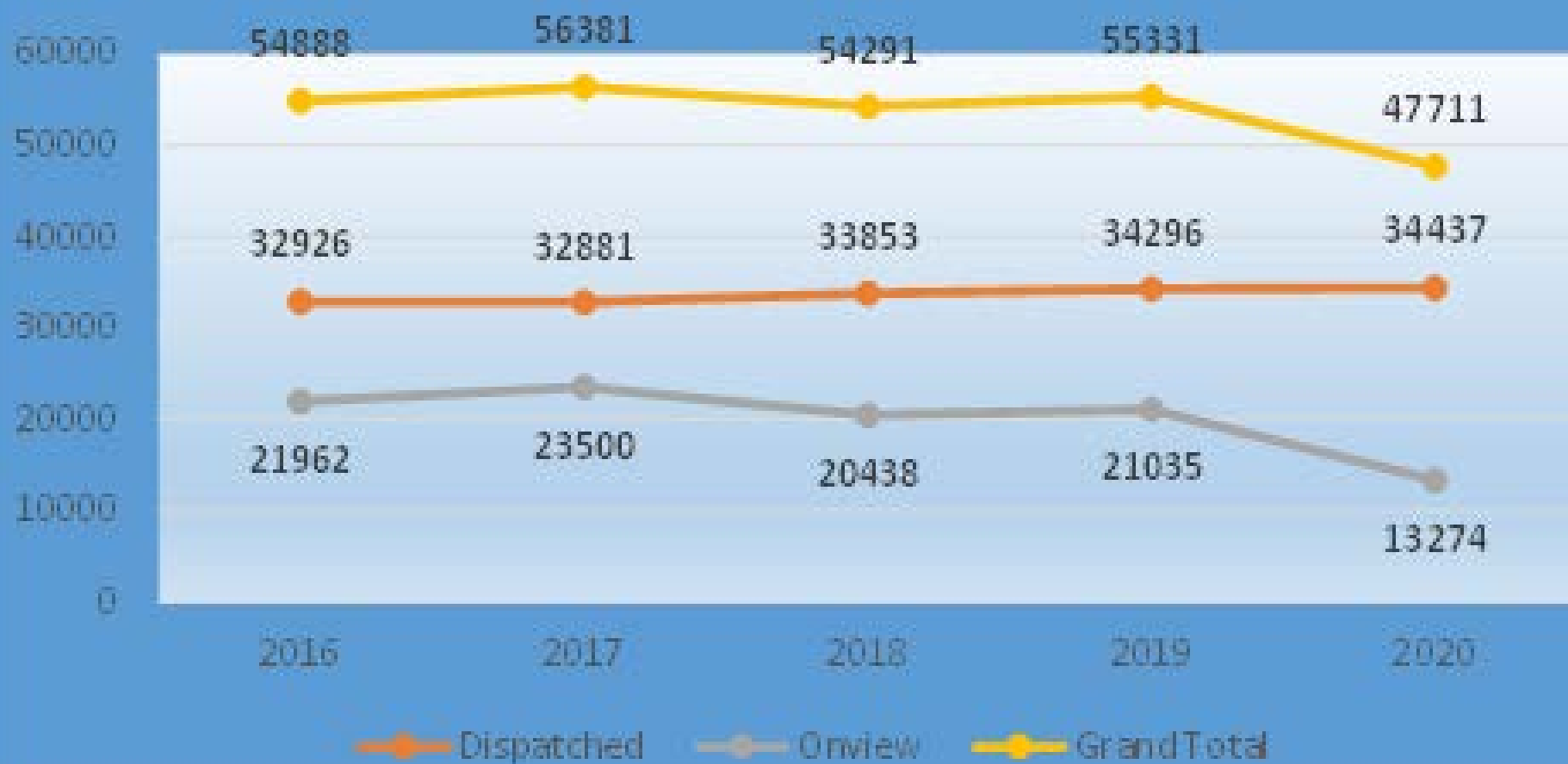
Total Accidents By Quarter (Reports) 2018-2020



Total Crime 4 Quarters 2015-2020



Calls For Service 2016-2020 Lakewood PD Only



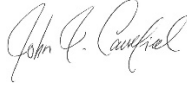
4th Quarter 2020 Synopsis

- Statistically good news with reductions in persons and property crimes leading to the second lowest quarterly crime rate in 3 years.
- Crimes Against Persons finished 2020 15% lower than 2019. 4th Quarter 2020 saw a significant decrease in overall violent crime (-32% from 3Q2020). 4 Homicides for the year and none in the 4th Quarter, although there were several shootings.
- Crimes Against Property saw an overall 8% increase from 2019 driven by Motor Vehicle Theft (+49.5%), Burglary (+18.6%) and Vandalism (+11.3%). All that despite 4th Quarter improvements almost across the board (-8% Burglary and -17% MVT).
- Overall Total Crime remained relatively flat with a slight .06% decrease. COVID presented challenges for law enforcement and while the Spring months of 2020 saw a spike in DV reports, they stabilized and overall went down from 867 (2019) to 757 (2020), not including Court Order Violations and DV related Property Crimes (Burglary)
- Our property room took in a total of 126 firearms in the 4th quarter. While they were taken for a variety of reasons (evidence, safekeeping, or court ordered surrender), it demonstrates the frequency in which our officers deal with incidents where firearms were either involved or present.



TO: Mayor and City Councilmembers

FROM: Dave Bugher, Assistant City Manager for Development Services

THROUGH: John J. Caulfield, City Manager 

DATE: February 8, 2021 City Council Study Session

SUBJECT: Proposal to amend City Council Resolution No. 2020-15 (Docket of 2021 Lakewood Comprehensive Plan and associated land use and development code potential amendments) for Assessor's Parcel Nos. 0219212116 (15121 Boat St SW); 0219212056 (also 15121 Boat St SW); 0219212017 (15123 to 15125 88th St Ct SW); and 0219212063 (15210 Portland Av SW)

Background: On October 19, 2020, the City Council approved Motion 2020-53 authorizing the City Manager to execute a HOME Investment Partnership Program (HOME) agreement with Tacoma-Pierce County Habitat for Humanity (HfH) in the amount of \$600,000 for the acquisition and redevelopment of nine (9) new affordable housing units for low income homebuyers. Additional funding in the amount of \$40,000 was also approved to be used by city staff for direct project administrative costs associated with HOME program compliance. Total funding for this project is \$640,000.

The units would be constructed on the four parcels listed under the heading "Subject" above. Details of the proposed site layout is shown in Attachment 1.

When the Council approved funding, reports mentioned that Comprehensive Plan and Zoning Map amendments would be required, and as approved by the City. However, HfH missed submitting an application for the 2021 Comprehensive Plan Amendment Docket. The reason the deadline date was missed was because one of the parcels was in foreclosure, thus, HfH did not have possession of title. At the time, it was recommended that the amendment be included in the 2021 Comprehensive Plan/Zoning Amendment Docket, but was inadvertently left out.

Recommendation: We would like to correct the error. It is recommended that the City Council amend City Council Resolution No. 2020-15, and add these HfH properties to the 2021 Comprehensive Plan/Zoning Amendment Docket.

What does the amendment look like? The proposed amendment would be added to an existing Amendment, No 2021-08: “Updates to Comprehensive Plan text and policies and rezoning certain parcels (2200000172, 2200000173, 2200000192, and potentially others) near the Berkeley interchange in Tillicum from R3 to NC2 and rezoning certain other nearby parcels (zones and parcels to be identified later) to provide logical transitions between densities and uses. Review existing Center of Local Importance (CoLI)1 (Tillicum) purpose and boundaries for potential amendment.”

Based on the information submitted to-date, HfH land use amendments would be required for Parcels “A”, “B”, and “C” below. Also, please see attached map, Attachment 2. Parcel “D” could also be included should HfH modify their proposed site layout.

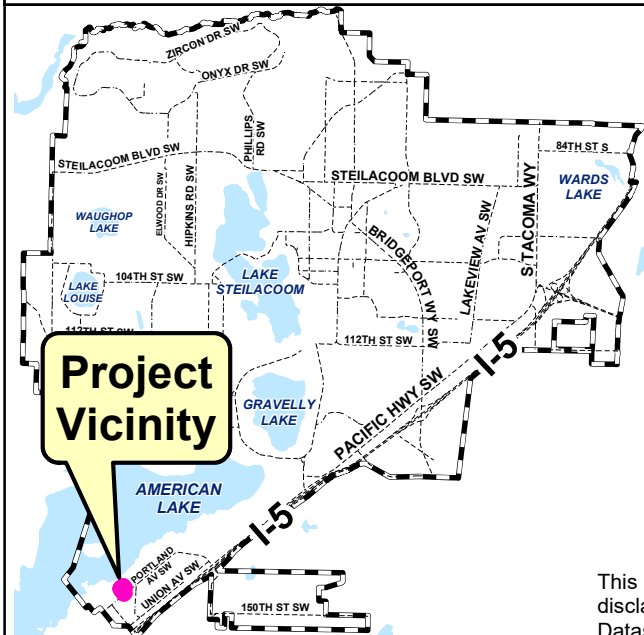
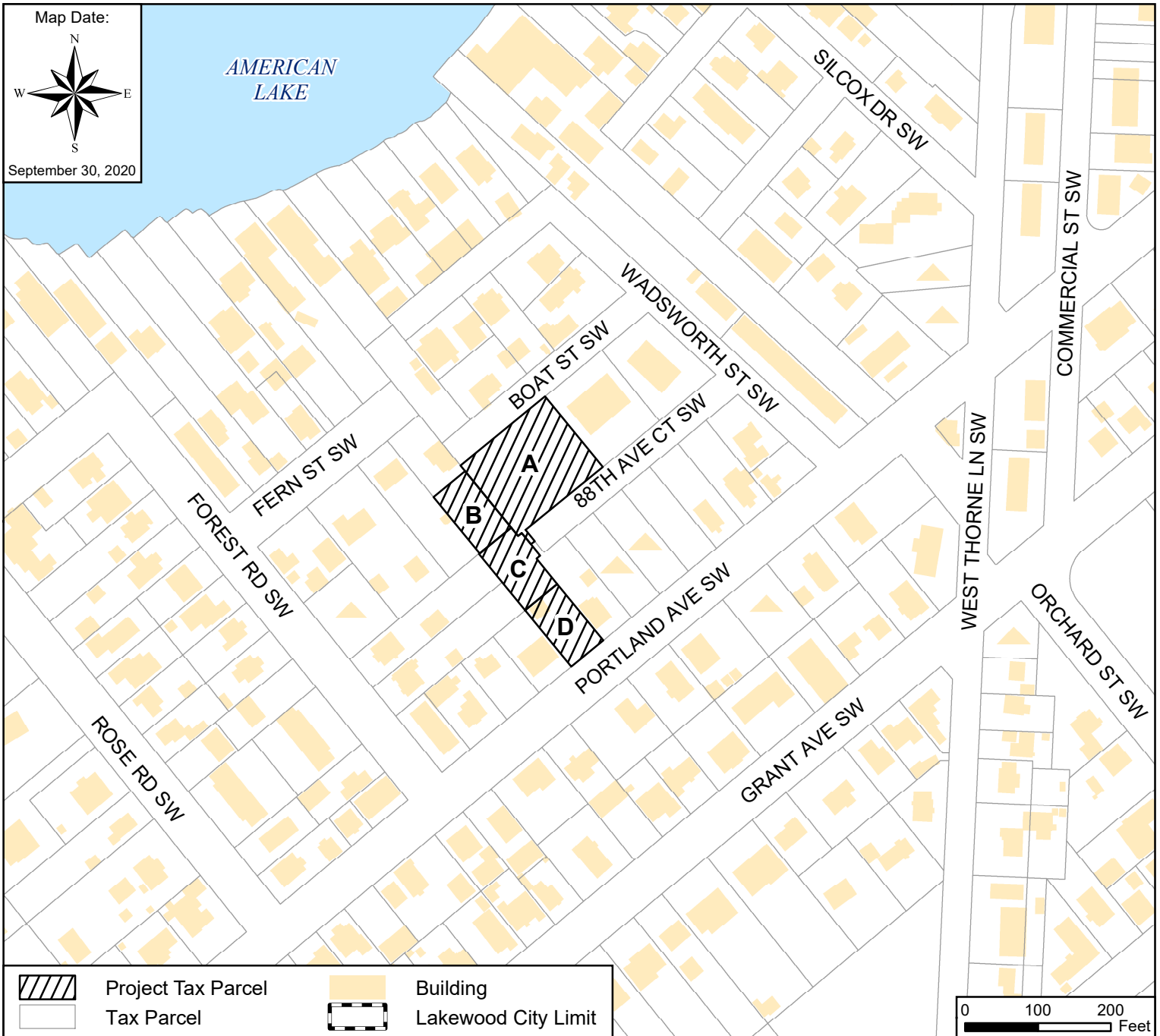
TABLE 1 LAND USE MATRIX & DENSITY CALCULATIONS						
Map Identifier	Assessor's Parcel No.	Address	Square Footage	Acreage	Current Comprehensive Plan/Zoning Designation	Proposed Comprehensive Plan & Zoning Designation
“A”	0219212116	15121 Boat Street SW	19,612	0.450	Single Family/R3	Mixed Residential/MR2
“B”	0219212056	15121 Boat Street SW	4,870	0.112	Single Family/R3	Mixed Residential/MR2
“C”	0219212017	15123 to 15125 88th Street Court SW	5,971	0.137	Single Family/R3	Mixed Residential/MR2
Totals			30,453	0.699		
Density Calculations:						
30,453 SF / 9 units = 3,383.67 SF per unit 43,560 SF / 3,383.67 SF = 11.35 units per acre						
Proposed Comprehensive Plan Designation, Mixed Residential; allows small-lot single-family homes, townhouses, duplexes, and small apartment buildings. The mix of housing may take a variety of forms, either mixed within a single site or mixed within a general area, with varied dwelling types. Density is set by underlying zoning. (Policy 2.3.3)						
Proposed MR2 zoning = 14.6 DUA per acre (18A.60.030)						
“D”	0219212063	15210 Portland Avenues SW	5,700	0.131	Single Family/R3	No change

Alternatives: The Council could take no action on the proposed docket amendment. HfH would have to amend the project by reducing the total number of units, or wait until later this year to submit a request for consideration on the 2022 Docket. Of relevance is the

increasing value of land in the region. Potential delays could increase costs and impact current financing.

Attachments:

- No. 1: HfH conceptual site plan
- No. 2: Specific parcel identification map
- No. 3: Draft Resolution
- No. 4: Exhibit to Draft Resolution

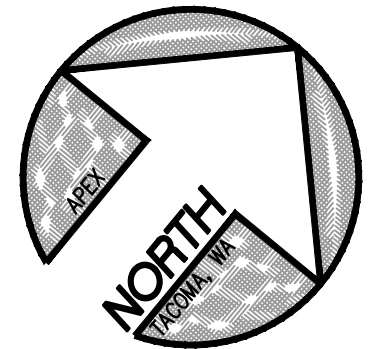


City of Lakewood

Habitat For Humanity Proposed Housing Project

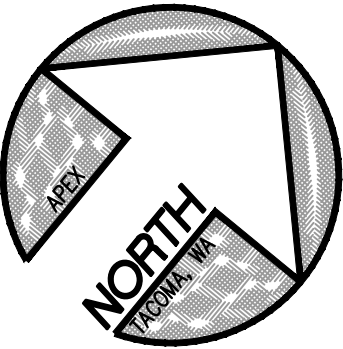
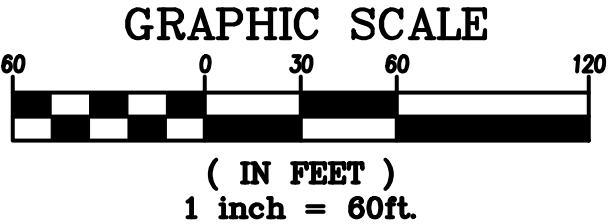
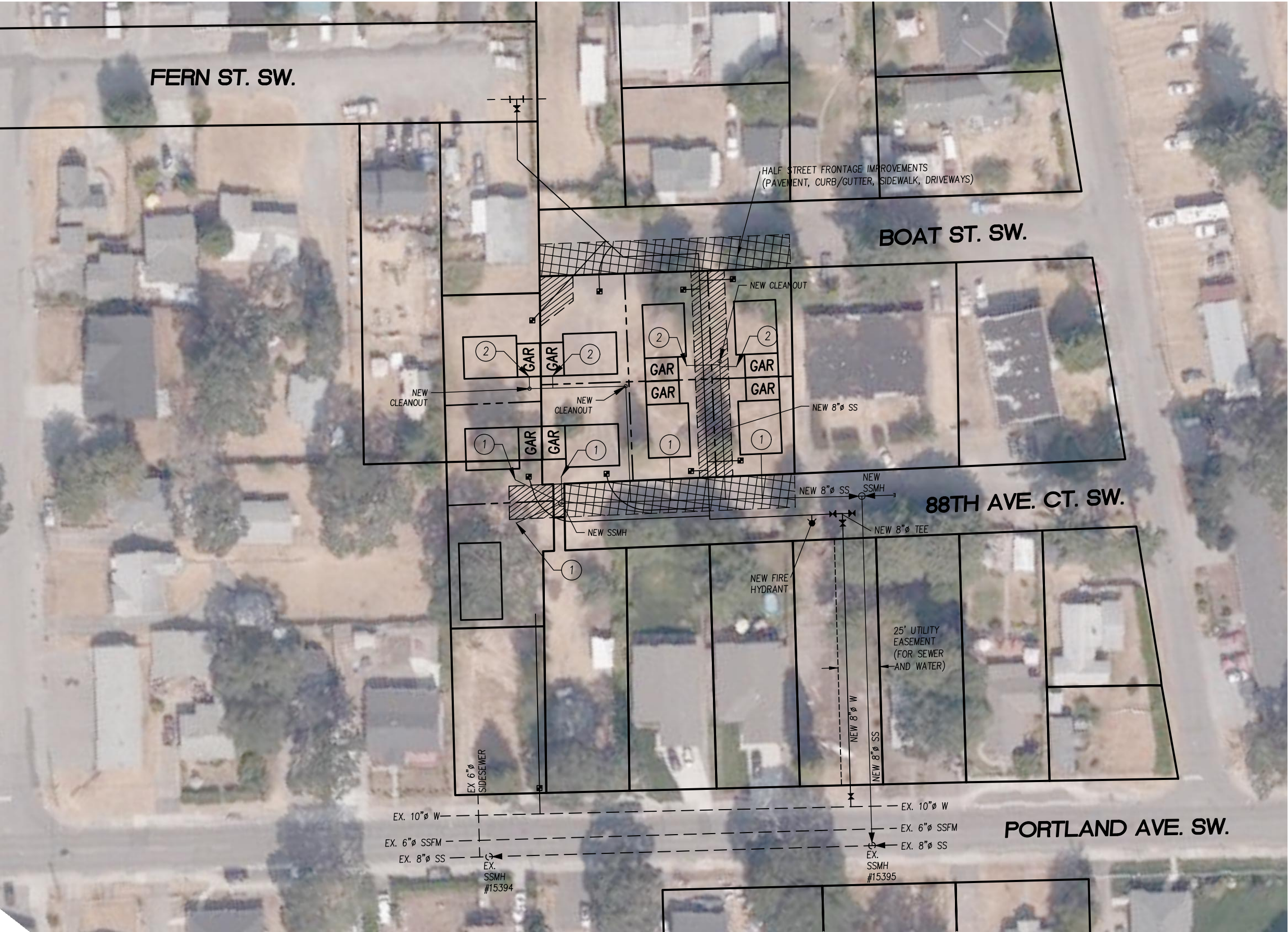
This product was prepared with care by City of Lakewood GIS. City of Lakewood expressly disclaims any liability for any inaccuracies which may yet be present. This is not a survey. Datasets were collected at different accuracy levels by various sources. Data on this map may be shown at scales larger than its original compilation. Call 253-589-2489 for further information.

I: \34856\Planning\Exhibits and Sketches\34856 Layout 03-23-20.dwg



PARCEL NO:	SITE ADDRESS:	AREA FROM PCGIS:
0219212017	15123 TO 15125 88TH STREET CT. SW. LAKEWOOD, WA. 98498	5,971 SF
0219212056	15121 BOAT STREET SW. LAKEWOOD, WA. 98498	4,870 SF
0219212116	15121 BOAT STREET SW. LAKEWOOD, WA. 98498	19,612 SF

1. EXISTING INFORMATION SHOWN ON THIS PLAN IS FROM PIERCE COUNTY GIS.
2. THERE ARE NO KNOWN MAJOR MANMADE OR NATURAL FEATURES IN THE VICINITY OF THE SITE (SLOPES, SHORELINES, RIPARIAN AREAS, RAILROAD TRACKS, ROCKERIES, ETC.).
3. THERE ARE NO EXISTING BUILDINGS ON THE THREE (3) PARCELS.
4. ANTICIPATED PAVEMENT TO BE REMOVED IS ALONG THE FRONTAGE OF 88TH AVE CT. SW. AND BOAT ST. SW. AND WOULD BE REPLACED WITH NEW IMPROVEMENTS (PAVEMENT, CURB, GUTTER AND SIDEWALK.)
5. SETBACKS ARE ANTICIPATED TO CONFORM TO MR2 ZONING.
6. LANDSCAPE AREAS ARE NOT ANTICIPATED TO BE REQUIRED.
7. THERE ARE NO KNOWN FREESTANDING SIGNS IN THE VICINITY OF THE SITE.
8. THERE ARE NO KNOWN WATER FEATURES OR WETLANDS IN THE VICINITY OF THE SITE.
9. THERE ARE NO KNOWN CRITICAL AREAS IN THE VICINITY OF THE SITE.
10. EASEMENTS ARE SHOWN ON SHEET 2.
11. THERE ARE NO KNOWN RETAINING WALLS.
12. EXTERIOR SITE PERIMETER FENCING TO BE REPLACED AS NEEDED.
13. NEW PROPERTY FENCING TO BE INSTALLED ALONG THE SIDE AND REAR OF THE NEW LOTS AS NEEDED.
14. OUTSIDE STORAGE AREAS ARE NOT ANTICIPATED FOR THE PROJECT.
15. TRASH DUMPSTER(S) ARE NOT ANTICIPATED FOR THE PROJECT.



- ① NEW SIDE SEWER
- ② NEW SIDE SEWER FOR TWO (2) LOTS.
- HALF STREET FRONTAGE IMPROVEMENTS
- ACCESS EASEMENT

NOTES:

1. SHORT PLAT PARCELS 0219212116, 0219212056, AND 0219212017 INTO NINE LOTS.
2. EACH CREATED LOT IS BE A MINIMUM OF 3,000 SF IN SIZE WITH A MINIMUM FRONTAGE OF 50 FEET.
3. A SHARED ACCESS IS TO BE PROVIDED BETWEEN 88TH AVE CT SW AND BOAT ST SW.
4. FRONTAGE IMPROVEMENTS ARE TO BE CONSTRUCTED ALONG THE PROJECT FRONTAGE TO THE CENTERLINE OF THE PUBLIC R/W ONLY AND NOT TO THE OPPOSITE SIDE OF THE STREET.
5. PROPOSED BUILDING OUTLINES SHOWN ARE CONCEPTUAL. BUILDINGS ARE INTENDED TO MEET THE SETBACK REQUIREMENTS FOR THE MR2 ZONE.
6. PRIVATE SIDESEWER EASEMENTS AND PRIVATE SEWER MAINTENANCE AGREEMENTS WILL BE NEEDED FOR CREATED LOTS THAT SHARE A SIDESEWER.
7. PRIVATE SIDESEWER EASEMENTS AND PRIVATE SEWER MAINTENANCE AGREEMENTS WILL BE NEEDED FOR THE CREATED LOTS THAT HAVE ADJACENT SIDESEWERS THAT ARE CLOSER THAN 5' FROM A PROPERTY LINE.
8. PRIVATE WATER SERVICE EASEMENTS WILL BE NEEDED FOR WATER SERVICES THAT CROSS MULTIPLE PROPERTIES.

**RESOLUTION NO. 2021-02
(AMENDING CITY COUNCIL RESOLUTION NO. 2020-15)**

AMENDING RESOLUTION NO. 2020-15 OF THE CITY COUNCIL OF THE CITY OF LAKEWOOD, WASHINGTON, SETTING THE 2021 DOCKET OF POTENTIAL AMENDMENTS TO THE LAKEWOOD COMPREHENSIVE PLAN, INCLUDING THE FUTURE LAND USE AND ZONING MAPS, AND TO THE LAKEWOOD LAND USE & DEVELOPMENT CODE FOR FOUR HABITAT FOR HUMANITY PARCELS

WHEREAS, under RCW 36. 70A. 1 30(2), Comprehensive Plan policy or map amendments may be initiated by the City or by other entities, organizations, or individuals through petitions filed with the City on or before the last business day of July of each year; and

WHEREAS, on July 17, 2020, the Community and Economic Development Department published a Notice of Application Availability on the City's website and in the City Manager's Bulletin; and

WHEREAS, on August 31, 2020, the Community and Economic Development Department published a Notice of Public Hearing in The News Tribune; and

WHEREAS, On October 7, 2020 the Planning Commission held a duly noticed public hearing on the proposed 2021 Comprehensive Plan Zoning Map and Text Amendment docket; and

WHEREAS, on October 21, 2020, the Lakewood Planning Commission reviewed the applications, docketing recommendations, and public comment; and

WHEREAS, also on October 21, 2020, the Lakewood Planning Commission adopted a motion approving docketing recommendations to the Lakewood City Council; and

WHEREAS, based on public comments, staff and Lakewood Planning Commission recommendations, the City of Lakewood City Council, on December 7, 2021, adopted the following 2021 Docket of Potential Applications:

2021-01 Replacement of Comprehensive Plan Sustainability Chapter with an Energy and Climate Change Chapter;

2021-02 Updates re 2020 rezone of Springbrook parcels to Industrial Business Park Zone;

2021-03 Updates to reflect adoption of 2020 City Parks Legacy Plan;

2021-04 Updates related to allowing and/or encouraging various housing types (e.g., transitory accommodations, accessory dwelling units, and "missing middle" housing);

2021-05 Updates related to Western State Hospital (WSH) and Public and Semi-Public

Institutional Uses;

2021-06 Updates to reflect adoption of the Downtown Subarea Plan and the Lakewood Station District Subarea (LSDS) Plan;

2021-07 Updates related to establishing a new industrial Center of Local Importance (CoLI) and removing existing CoLis 4 (Industrial Business Park/Clover Park Technical College) and 5 (South Tacoma Way);

2021-08 Updates to Comprehensive Plan text and policies and rezoning certain parcels (2200000172, 2200000173, 2200000192, and potentially others) near the Berkeley Avenue SW intersection and surrounding areas adjacent thereto;

2021-09 Text amendments to Comprehensive Plan Goal LU-18 (LU-18.5) related to highest and best uses of commercial lands;

2020-10 Text amendments to LMC Chapter 18A.40 expanding the list of water supply related facilities (water wells, culverts, water tanks) and sewer or pumping station facilities in the Lakewood development code; and

2020-11 Text and Map amendments regarding Transitory Accommodations in response to 2020 ESSB 1754, adding "Religious Organizations; Hosting of the Homeless" to the Comprehensive Plan and LMC Title 18A.

WHEREAS, a late request was received by Habitat for Humanity to include properties identified as Assessor's Parcel Nos. 0219212116 (15121 Boat St SW), 0219212056 (also 15121 Boat St SW), 0219212017 (15123 to 15125 88th St Ct SW), and 0219212063 (15210 Portland Av SW) within the 2021 Docket; and

WHEREAS, said request would promote affordable housing, but increase residential densities; and

WHEREAS, increases in density would require a change in the Comprehensive Plan designation from Single Family to Mixed Residential, and land use classification (zoning) from R3 to MR2.

NOW, THEREFORE BE IT RESOLVED by the Lakewood City Council:

The Council hereby amends the 2021 Lakewood Comprehensive Plan and Land Use & Development Code docket to include the aforementioned Habitat for Humanity properties, and said properties to be included in Application No. **2021-08** Updates to Comprehensive Plan text and policies and rezoning certain parcels (2200000172, 2200000173, 2200000192, and potentially others) near Berkeley Ave SW and Boat St SW (see EXHIBIT A).

PASSED by the City Council this 16th day of February, 2021.

CITY OF LAKEWOOD

Don Anderson, Mayor

Attest:

Briana Schumacher, City Clerk

Approved as to Form:

Heidi Ann Wachter, City Attorney

EXHIBIT A

2021-08 Updates to Comprehensive Plan text and policies and rezoning certain parcels (2200000172, 2200000173, 2200000192, and potentially others) near the Berkeley interchange in Tillicum from R3 to NC2 and rezoning certain other nearby parcels (zones and parcels to be identified later) to provide logical transitions between densities and uses. Review existing Center of Local Importance (CoLI) 1 (Tillicum) purpose and boundaries for potential amendment.

[Sections 1.5, 2.5.1, 3.2.9, 3.11, 4.5.3, Figure 2.3, Figure 2.4, Goal LU-51, Goal LU-52, Goal UD-10, ED 5.5, U 8-3, Land Use Implementation Strategy 11.3.13, 2011 Tillicum Neighborhood Plan]

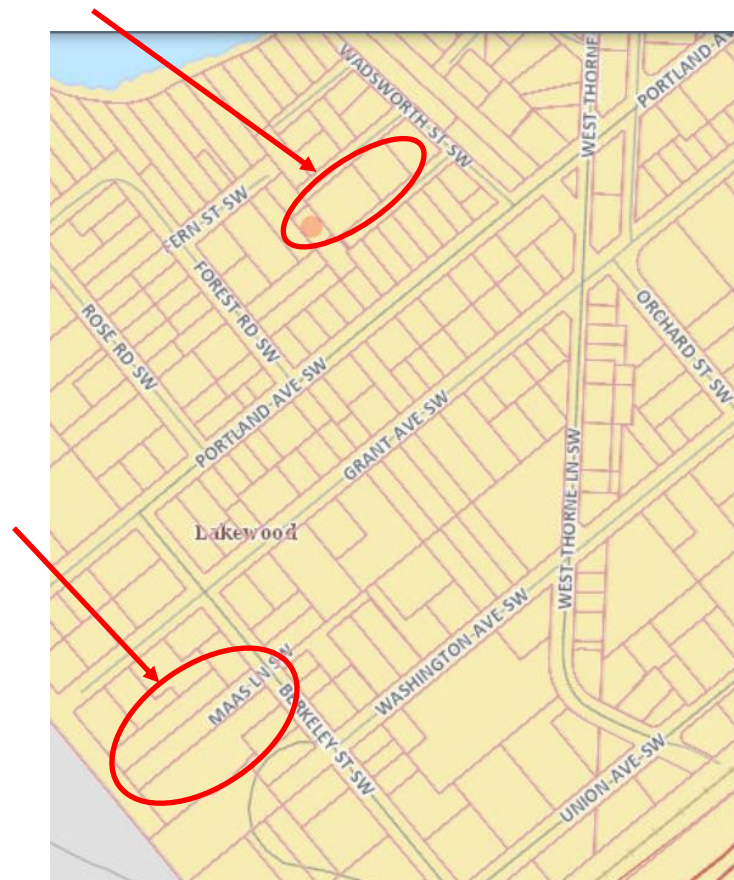
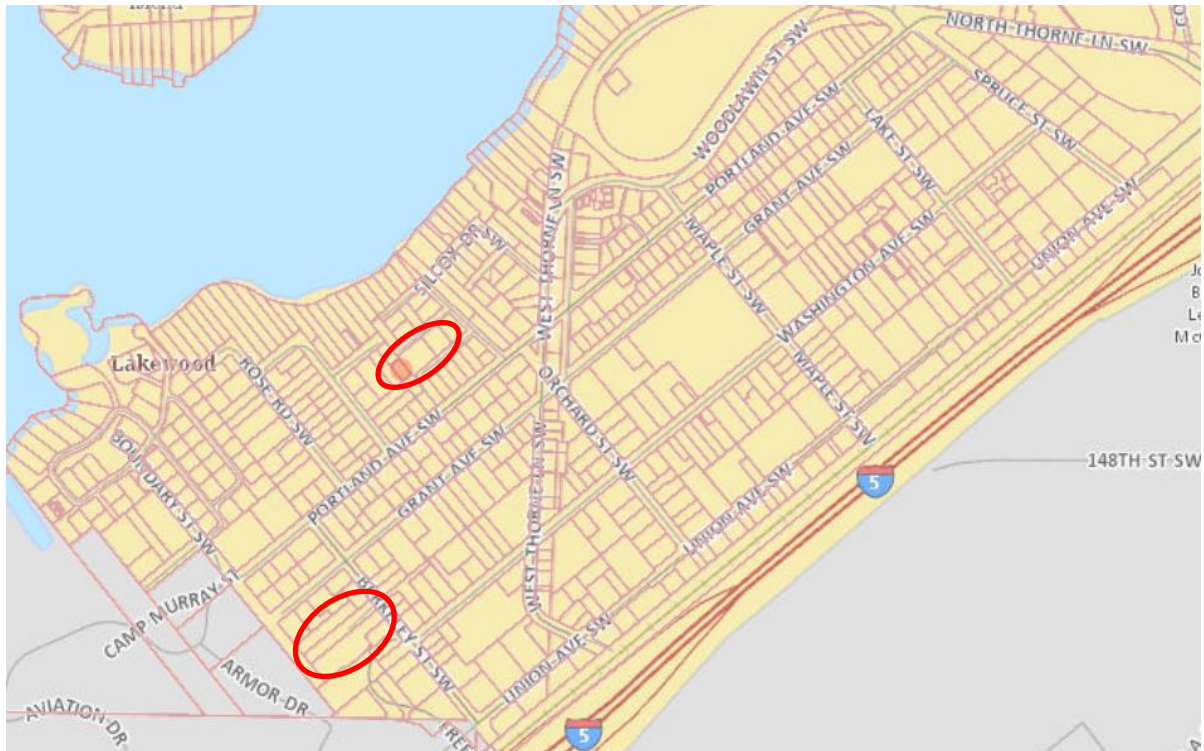
Parcels identified in 2021-08 application from SF/R3 to NBD/NC2:



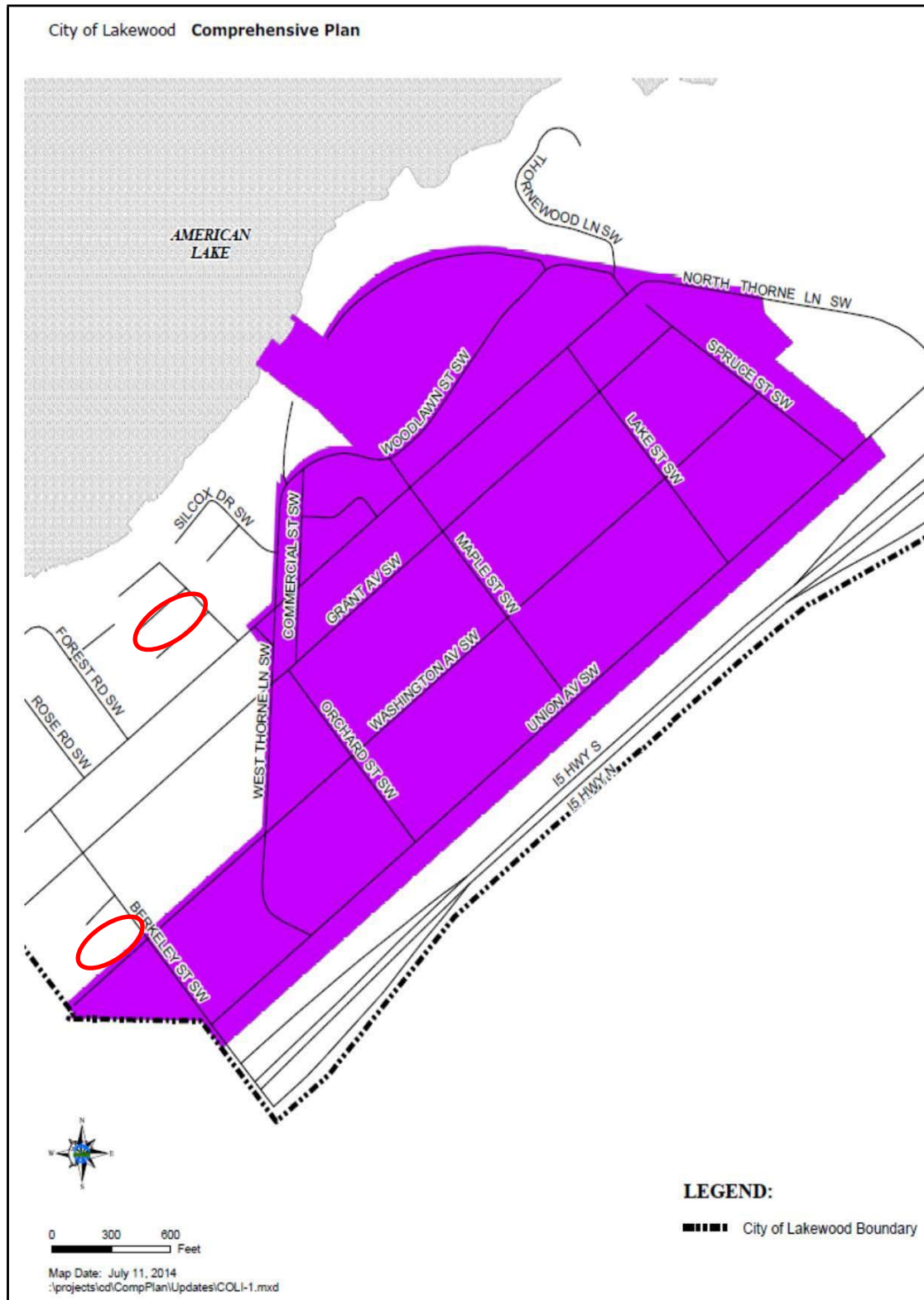
Additional parcels within Tillicum related to Habitat for Humanity project include 0219212116, 0219212017, and 0219212056 (in Tillicum, outside CoLI) to consider redesignating and rezoning from SF/R3 to MR/MR2 zoning:



HFH used HOME funding through the City of Lakewood for acquisition to purchase the property and would have to finish the project by mid-December 2024. **Short plat needed too?**



Both sets of parcels are outside the current Tillicum CoLI -
Tillicum Center of Local Importance (CoLI) Map:



CURRENT ZONING MAP: - SF / R3





TO: Mayor and City Council

FROM: Mary Dodsworth, Parks, Recreation and Community Services Director

THROUGH: John Caulfield, City Manager *John F. Caulfield*

DATE: February 8, 2021

SUBJECT: Park Code Review – Motor Vehicles in Parks and on Trails

ATTACHMENT: Summaries of park and trail definitions and codes

Summary: The City Council requested review of the Lakewood Municipal Code (LMC) 8.76 regarding motorized vehicles in the parks. At their July 23 and September 29, 2020 meetings, the Park and Recreation Advisory Board (PRAB) reviewed our current code and information from various state, county and local agencies to include their codes, rules, definitions and laws to determine if additional information or changes to our city code was needed. After review, a motion was made and approved by the PRAB to recommend changes to the parks code. Due to the amount of work required to facilitate review and approve the 2021/22 budget, this item was not forwarded to Council until now.

Current City of Lakewood Code:

Lakewood 8.76.200 - Motor Vehicles on roads and trails. No person shall operate any motor vehicle on a trail in any park area unless such trail has been specifically designated and posted for such use. No person shall operate a motor vehicle within the boundaries of a park area except on roads, streets, highways, parking lots, parking areas, or where otherwise permitted by proper posting. It is provided, however, that this section shall not apply to emergency vehicles, nor to any maintenance vehicles, construction vehicles or other vehicles authorized by the Department.

Lakewood 8.76.250 - Trail use No person shall travel on a trail at a speed greater than is reasonable and prudent under the conditions and having regard to the actual and potential hazards that exist.

Review Process: The PRAB reviewed information from various agencies and discussed trail issues which included the definition of a trail, what or who trails are created for, what is the mph for park roads or trails and whether the City should allow motorized equipment (quads, dirt

bikes, scooters, ebikes, mobility devices, etc.) on park trails. They also wanted to see if our code provided enough information to those who may want to ride various types of vehicles in our parks or on our trails and if the current code provides the ability to enforce the code as needed.

After review and discussion the following changes to the code are being recommended by the PRAB to City Council. Additions to the current code are underlined and deletions ~~are struck through~~.

Recommended LMC 8.76 City Code Changes:

LMC 8.76.010 Definitions.

“**Motor vehicle**” means any self-propelled device capable of being moved upon a road, and in, upon, or by which any persons or property may be transported or drawn, and shall include, but not be limited to, automobiles, trucks, motorcycles, motor scooters, jeeps or similar type four-wheel drive vehicles, all terrain or off-road vehicles, snowmobiles and vessels, whether or not they can legally be operated upon the public highways.

“**Trail**” means any path, track, or right-of-way designed for use by pedestrians, bicycles, equestrians, mobility devices (as defined by RCW 46.61.710) or other non-motorized modes of transportation.

LMC 8.76.200 - Motor vehicles on park roads and trails

No person shall operate any motor vehicle on a trail in any park area unless such trail has been specifically designated and posted for such use. No person shall operate a motor vehicle within the boundaries of a park area except on paved roads, streets, ~~highways~~, parking lots, parking areas, or where otherwise permitted by proper posting. It is provided, however, that this section shall not apply to emergency vehicles, nor to any maintenance vehicles, construction vehicles, mobility devices, or other vehicles authorized by the Department.

ATTACHMENT A - Summaries of park and trail definitions and codes

Motorized Vehicle in Parks - What's happening in and around the State?

State Revised Code of Washington (link) [46.61.710](#) regarding Mopeds, EPAMDs, OPDMs, motorized foot scooters, personal delivery devices, electric-assisted bicycles. The underlined areas are provided as key points in the definitions.

E-BIKE - E-bikes are regulated like bicycles. The same rules of the road apply to both e-bikes and human-powered bicycles. E-bikes are not subject to the registration, licensing, or insurance requirements that apply to motor vehicles. Washington designates three classes of e-bikes: Class 1 and 2 e-bikes are allowed on bike paths and improved trails; while class 3 e-bikes are not, unless the local agency authorizes them. The use of electric bicycles on single track mountain bike trails is determined by the agency or local authority which jurisdiction over that land.

MOPED - Notwithstanding any other provision of law, a moped may not be operated on a bicycle path or trail, bikeway, equestrian trail, or hiking or recreational trail.

Motorized Foot Scooter: An individual shall not operate a motorized foot scooter on a trail that is specifically designated as non-motorized and that has a natural surface tread that is made by clearing and grading the native soil with no added surfacing materials unless authorized by the local authority.

Mobility Devices: Electric personal assistive mobility device (EPAMD) and Other Power-Driven Mobility Devices (OPDM) shall obey all speed limits and shall yield the right-of-way to pedestrians and human-powered devices at all times. Persons operating an EPAMD have all the rights and duties of a pedestrian. However, the use of an EPAMD may be regulated in the following circumstances: A municipality may restrict the speed of an EPAMD in locations with congested pedestrian or non-motorized traffic and where there is significant speed differential between pedestrians or non-motorized traffic and EPAMD operators. A local government may regulate the operation of an EPAMD within the boundaries of any area used for recreation, open space, habitat, trails, or conservation purposes.

City of Everett allows motorized vehicles in parks along park drives, parkways, park boulevards, under speeds of 15 mph.

Metro Parks Tacoma allows micro-mobility devices on roads, sidewalks, paths or trails in any park unless otherwise prohibited and signed for the particular micromobility device(s) being prohibited. All vehicles, including bicycles, and micromobility devices shall obey the posted speed limits and all other regulatory signs.

Renton does not allow park guests to ride, park or drive any bicycle, tricycle, motorcycle, motor vehicle, skateboard, rollerblades, roller-skates, land sailing device, scooter, unicycles, or any other wheeled or similar vehicle, horse or pony on, over, or through any park designated by signage. Their code does not apply to a disabled person using a wheelchair, wheeled prosthetic(s) or other wheeled vehicle.

Bellingham Motor vehicles may be operated only on paved roadways and may be parked only in designated paved or graveled parking areas. "Paved roadways" as used in this subsection does not include paved ways marked by the director of parks and recreation for the exclusive use of pedestrians, bicycles, or wheelchairs. Bicycles may be operated only on paved and graveled ways and established trails within city park property.

Vancouver Except for power-driven mobility devices, it is unlawful to ride or drive any bicycle, motor vehicle, animal, motorcycle, skateboards, in-line skates or motorized foot scooter over or through any park except along and upon the park drives, parkways, park boulevards and/or appropriately marked paths;

Pierce County No person shall operate any vehicle in any park unless such facility has been specifically designated and posted for such use. Subject to the provisions of this Chapter, no person shall operate a vehicle within the boundaries of a park except on roads, streets, highways, parking lots or parking areas; provided, that traveling upon such roads, streets, highways, parking lots or parking areas has not been prohibited by proper posting. Other Modes of Transportation. Skateboards, in-line skates and sail boards are prohibited in County parks except in designated areas or as specifically permitted

Definitions:

Tacoma - "Micromobility device" means a personal transportation device such as bicycles, scooters, skateboards, roller skates, roller blades, unicycles, mono wheel devices, surreys, electric personal assistive mobility devices (EPAMD) as defined in TMC 11.06.010 and electric motorized foot scooters as defined in TMC 11.06.020. A micromobility device includes all human powered devices, including devices powered by more than one person, and devices that are powered by an electric motor that is capable of propelling the device with or without the assistance of human propulsion.

Puyallup Trail" means a path or track designed for use by pedestrians or bicycles, which is not of sufficient width nor graded or paved so as to permit its use by automobiles, and other rights-of-way specifically posted and designated for non-vehicular use.

PC "vehicle" means any self-propelled device capable of being moved, and in, upon, or by which any person or property may be transported or drawn and shall include, but not be limited to, automobiles, trucks, motorcycles, motor scooters, bicycles, sailboards, All Terrain Vehicles, go-carts, jeeps or similar type four-wheel drive vehicles and snowmobiles, whether or not they can be legally operated upon the public highways.

PC Trail" means: a. Any way identified as a "trail" or "path" at paved or graded prepared entrance points; or b. Any way that is not marked parking area or highway as defined in Title 46 RCW; or c. Any way not of sufficient width or grading to permit its safe use by standard passenger au


Kitsap county 10.12.100 Riding vehicles or animals.

It is unlawful to ride or drive any motor vehicle, bicycle, tricycle or other self-propelled vehicle or any horse or other animal through any park except along and upon park roads and such trails as are marked for bicycles, horses or motorcycles; or at speeds in excess of ten miles per hour; or to park any vehicle except in areas designated by the park director.



TO: Mayor and City Councilmembers

FROM: Sally Martinez, Recreation Coordinator

THROUGH: John J. Caulfield, City Manager 

DATE: February 8, 2021 City Council Study Session

SUBJECT: Public Art at Colonial Plaza, process for artist selection

Background

At the December 14, 2020 study session, City Council provided direction to select a new artist for the Colonial Plaza public art project. The previous process initiated a request for proposal (RFP) for public art designs. A public art stakeholders group was created in 2019 to review and score the submissions using a Jury Scoring Rubric. The original panel was comprised of community representatives, including: councilmembers, Arts Commission members, business owners, neighbors, property managers, and leaders of cultural organizations.

The initial process was intended to select a public artwork. After consulting with public art programs and researching best practices, a new process is proposed to select an artist first and then design the right project for the city and site. Also included is an updated project criteria and timeline.

Current Proposed Process

It is recommended we use established rosters of professional artists to develop a short list of potential candidates to develop proposals appropriate for the site. Artists on the public rosters have already responded to a request for qualifications (RFQ) and have been vetted by arts managers and professionals in the field. We benefit from these organizations who have cast a wide net in their *call to artists*, which is kept current. This process is more efficient as it eliminates the cumbersome steps of City staff and selection panel producing, advertising, disseminating, sorting, evaluating and vetting artists. Unlike the initial process, which used a request for proposals, where artists were asked to submit a design; in this case, artists are selected based on their experience and portfolio. Later in the process, after an onsite orientation and interviews, the finalists are selected to create designs.

New Selection Panel

A new selection panel is proposed, consisting of the Public Art subcommittee of the Arts

Commission (5 reps) and City Council members (2 reps), who will assist in selecting the artists. This proposed panel is diverse and comprised of business owners, community members, home owners, non-profit leaders, leaders of cultural organizations, Youth Council members, and art curators. Their cross representation of the community and expertise will make an excellent selection panel and will create an opportunity to build trust with the City Council and community and gain direct experience to form a solid foundation for future public art projects. Including two or three City Council members on the panel will enable the City Council to be an integral part of the process every step of the way.

The selected Artist should meet the following criteria:

- Artist can complete the project within budget (\$90k)
- Artist living in counties within 100 miles of the City limits.
- Artistic Quality – Through work samples, the artist demonstrates evidence of some or all of the following: mastery of skills and techniques, professional approaches to process and presentation, and/or communication of unique vision or perspective.
- Professional Experience – The artist’s resume should demonstrate a professional level of commitment and experience and reflect the skill set required for a specific public art project located in this type of location and setting.
- Style and Nature – Design projects and artwork should be appropriate in scale, material, form, and content for the proposed surrounding environment and/or architecture, Particular attention will be given to the function of the facility or place, the social and physical context of the work, and the way people may interact with it.
- Permanence and Technical Feasibility – Materials proposed for the project should be appropriate for its physical environment and public usage. Due consideration will be given to structural and surface integrity, public safety, protection against theft, vandalism, weathering, seasonal climatic changes, excessive maintenance and repair costs, and intended life expectancy of the work. In some cases, projects will be reviewed by a licensed engineer and/or a professional art conservator.
- Diversity – Every effort will be made to represent Lakewood’s cultural diversity.

Information for Artists

Project Location: The “Colonial Plaza” located at Gravelly Lake Drive SW and Motor Ave in Lakewood, WA 98499.

Purpose: To serve as an eye catching and interactive art work that engages the community at the Historic Lakewood Colonial Plaza. This is a new complete street space meant for community use, gathering and events, as well as to attract boutique businesses and create economic impact. Our City Youth Council noted that this is a perfect space for celebrating the different cultures in Lakewood. Feedback from a public art charrette was to implement art that is inter-active and engaging in our community.

Theme: Unity. The City is celebrating our 25th Anniversary in 2021. The theme is Unity – celebrating the coming together of our diverse community.

Dimensions: TBD. There is quite a bit of flexibility and the artists will do a site visit and project orientation to best determine the location/s and scale of the artwork.

Lighting: Please including lighting to highlight the pieces at night and to give it movement (if needed) in lieu of a water feature.

Water: No water features

Material: Polished stainless Steel or bronze (or like material to be used in an outdoor environment).

Graffiti: The art must be made of a material that allows for annual maintenance and graffiti removal.

Timeline and Milestones

Month 1 (March 2021)

Public Art process confirmed by Council, Council members designated for selection panel.
Public art roster reviewed and short list of up to five artists selected.

Month 2 (April 2021)

Selected artists meet for an onsite orientation to include site constraints and design criteria.
Selected artists meet with the Arts Commission/Selection Panel for Q &A and one to three artist are selected for design process. Council updates will be provided throughout the process.

Months 3-4 (May – June, 2021)

Finalist/s are notified and asked to create up to two design concepts. Artists are paid a stipend for the design concepts. Artist/s submit design concepts which are reviewed by Selection Panel. Council updates will be provided throughout the process. One artist is selected, feedback is given to artist who creates a final design including site needs and installation requirements. Final design is reviewed and approved by Council.

Months 5-12 (July, 2021 – Feb, 2022)

A contract for public art is created and artwork is produced. *Best practices show that from the beginning of the process to installation of the sculpture/s will take approximately one year to complete.*