



CITY OF LAKEWOOD ARTS COMMISSION AGENDA

Monday, April 4, 2022 5:00 to 6:15 PM **In Person or Zoom**

Please click the link below to join the webinar:

<https://us06web.zoom.us/j/99677505460>

Or Telephone:

Dial (for higher quality, dial a number based on your current location):

US: +1 253 215 8782

Webinar ID: 996 7750 5460

Residents can virtually attend Arts meetings by watching them live on the city's YouTube channel: <https://www.youtube.com/user/cityoflakewoodwa>

MEMBERS

Linda McDermott (Chair)

Earl Borgert (Vice Chair)

Adriana Bayer

Darryl Owens

Lani Neil

Lua Pritchard

Paige Hansen

Phillip Raschke

Susan Warner

Sylvi Johnson

Emily Feleen

Robin Sutton

YOUTH COUNCIL LIAISONS

Angel Lee

Angel Calderon

COUNCIL LIAISON

Patti Belle

STAFF

Sally Martinez, Recreation
Coordinator

Nicolette York, Office Assistant

CALL TO ORDER 5:00 PM

PUBLIC COMMENT

APPROVAL of March 7, 2022 Minutes and March 24, 2022 Public Art Subcommittee Minutes

New Business: Becky Newton Economic Development Strategic Plan Presentation (power point attachment)

UNFINISHED BUSINESS:

- Public Art Committee:
Gateway Arcs Community Engagement
Signal Box Wraps
- Performing Art Committee: REEL LIFE 96 Recap

NEXT MEETING

May 2, 2022 @ 5:00-6:15 pm In Person or Zoom

ADJOURNMENT

The mission of the Lakewood Arts Commission is to make recommendations for the enrichment of the community and promotion of its cultural vitality through the arts. The Lakewood Arts Commission will therefore:

- promote the visual, performing, and literary arts
- encourage the creative contribution of local artists
- make recommendations for Public Art to the City Council
- support community-building events
- foster the city's cultural heritage

Committees

Public Art Committee: (includes Colonial Plaza Art, Utility Box wraps, Murals, Special Events on the plaza, Rotating art) Lead Earl, Darryl, Jason, Lani, Susan, Emily

Performing Arts Committee: (Includes Film Competition, Special Events, Summer Concert Series) Lead Linda, Lani, Lua, Robin, Adriana, Phil, Sylvi, Paige

MLK Liaison Sylvi Johnson



**LAKEWOOD ARTS COMMISSION
REGULAR MONTHLY MEETING Minutes
Date: Monday, March 7, 2022 Time: 5:00PM – 6:15 PM
Virtual Zoom Meeting**

CALL TO ORDER

The meeting was called to order at 5:05 p.m.

ATTENDANCE:

Arts Commission Members Present: Linda McDermott, Earl Borgert, Adriana Bayer, Emily Feleen, Sylvi Johnson, Lani Neil, Darryl Owens, Lua Pritchard, Phil Raschke, Robin Sutton

Arts Commission Members Excused: Susan Warner, Paige Hansen

Youth Council Liaison: Angel Lee, absent, Angel Calderon, absent

Staff: Sally Martinez, Recreation Coordinator, Nicolette York, Office Assistant

Council Liaison: Patti Belle, absent

Guests: Bryce Mangelson

New Business:

Introduction of New Member Robin Sutton loves acting and is an advocate for kids in the arts.

Approval of Minutes: Lua Pritchard moved to approve the regular meeting minutes from February 7, 2022. Adriana Bayer seconded. MPU

Unfinished Business:

Performing Art Subcommittee Updates:

REEL Life 96 Film Competition: Linda McDermott discussed elements of the upcoming Gala event. Volunteers are needed to facilitate setup, scan tickets, present awards.

Saturday Events at the Motor Ave: Sally Martinez discussed all four events. Still working on recruiting vendors so they are not all the same.

Public Art Subcommittee Updates:

Utility Box Wraps: Subcommittee decided additional boxes to use. They will reach back out to previous artist to review. Public Works reached out and they would like to pay for a wrap as well.

Gateway Arcs: Earl Borgert made a presentation at a Rotary Meeting. Sally will be making a presentation at the other Rotary. Sally asked that everyone reach out to everyone in the

community to have them write something about what Lakewood means to them. They can handwrite or email Sally. The month of March is the time period for gathering comments from the community members.

Rotating Art at City Hall & Latino Art Show: Partnership with APCC to rotate their artists with City Hall. Patsy had 2 pieces displayed. Sally met with a Latino Art Group and they are discussing putting their art at City Hall and having an art show at Fiesta de la Family Sept. 17.

Board Comments:

Sylvi Johnson asked about a performing arts center. Robin Sutton asked about the budget. Lua Pritchard suggested that a location would be needed. Darryl Owens suggested the old OFC. The commission agreed that it would be nice for Lakewood to be known as an entertainment hub. Sally mentioned more research would need to be done to determine the ideal square footage, cost to build and annual revenue.

NEXT MEETING:

Monday April 4, 2022 at 5:00 pm in person at the American Lake room and via Zoom

ADJOURNMENT: The meeting adjourned at 5:42 p.m.

Linda McDermott, Chair

Sally Martinez, Recreation Coordinator



LAKEWOOD ARTS COMMISSION
PUBLIC Art Subcommittee Meeting Minutes
Date: Thursday March 24, 2022 Time: 4:00 PM – 5:00 PM
Virtual Zoom Meeting

CALL TO ORDER

The meeting was called to order at 4:02 p.m.

ATTENDANCE:

Arts Commission Subcommittee Members Present: Earl Borgert (Vice Chair), Darryl Owens, Susan Warner, Emily Feleen

Arts Commission Members Excused: Lani Neil

Youth Council Liaison: Angel Lee, absent, Angel Calderon, absent

Staff: Sally Martinez, Recreation Coordinator, Nicolette York, Office Assistant

Council Liaison: Patti Belle, absent

Guests: Bryce Mangelson

Unfinished Business:

Utility Box Wraps: The subcommittee reviewed art for the next five boxes. Artist Rosa Cruz's works were Rhythm of Diversity, Life Song, Cows and Giant Dandelions and Wildflower. The subcommittee really liked Life Song. Earl asked if the musical notes were an actual song? Artist Mauricio Robalino's art works included Artist Paints His Dog, Sun Wizard Greet a Tree, King of Hearts, Cricket, Flying Man Sings to the Fiery Orb and The Flute Player. Earl said that there is concern about the art being on different sides of the panels so they would need to see what it looks like on a box. Artist Katie Dean's work White Fern will be considered when looking at signal boxes in the International district. Artist Leslie White's work Ferns with more of a background was the subcommittee's least favorite. The subcommittee determined the locations where they would place the art as follows.

1. Gravelly Lk & Main- Life Song
2. Gravelly Lk & 100th- Artist Paints His Dog
3. Gravelly Lk & Mt. Tahoma- King of Hearts
4. Gravelly Lk & Bridgeport- Wild Flowers
5. Bridgeport & Custer Rd- The Flute Player
6. Gravelly Lk & 112th- Sun Wizard Greet a Tree

NEXT MEETING:

Regular Arts Commission Meeting on Monday April 4, 2022 at 5:00 pm In Person or Zoom

ADJOURNMENT: The meeting adjourned at 5:02 p.m.

Linda McDermott, Chair

Sally Martinez, Recreation Coordinator



Economic Development Strategic Plan

Lakewood Arts Commission
April 4, 2022

Planning Context



Context and Contents

- * **Purpose of the Economic Development Strategy**

- * Advance the City Vision and Implement Goal 1 of the City's Strategic Plan
- * Align efforts across City departments
- * Guide the work, and track progress

- * **Objectives for this presentation**

- * Provide an overview of the plan
- * Provide an opportunity to comment

Presentation Contents

- * City Vision and Strategic Plan
- * Market Context
- * Strategies
 - * Citywide Strategies
 - * Focus Area Strategies
- * Implementation and Budgeting

City of Lakewood Vision Statement

Adopted by City Council June 21, 2021

Lakewood at its 30-year anniversary is a community:

- * Inspired by its own sense of history and progress
- * Known for its safe and attractive neighborhoods, vibrant downtown, and active arts and cultural communities
- * **Sustained by robust economic growth and job creation**
- * Recognized for the excellence of its public and private schools, and its community and technical colleges
- * Characterized by the beauty of its lakes, parks and natural environment
- * Acknowledged for excellence in the delivery of municipal services
- * That actively cultivates, embraces, and continually strives to create a more inclusive community with the equitable delivery of City services
- * Supportive of Joint Base Lewis McChord (JBLM), Camp Murray, service members and their families

Economic Development Goals

2021-2024 City of Lakewood City Council Goals (2021)

GOAL 1.

The City of Lakewood promotes and supports a **dynamic** and **robust local** economy.

*An adaptive
and growing
economy*

*A diversified and
resilient economy*

*An economy that
supports local businesses
and residents*

Economic Development Goals

2021-2024 City of Lakewood City Council Goals (2021)

GOAL 1. The City of Lakewood promotes and supports a dynamic and robust local economy.

1.1 Align economic goals and resources across departments.

- A. Implement and continue to adjust the City's comprehensive economic development strategy to **attract and preserve family and high wage jobs.**
- B. Review and develop prudent business incentives that enhance economic development.
- C. **Direct growth through sound planning.** Update land use codes as necessary and continue to improve internal processes, including the implementation of new technologies.

Our Focus

- * Wealth generation for Lakewood residents
- * Encourage desirable development in geographic Focus Areas with distinct and complementary functions and land uses

Economic Development Goals

2021-2024 City of Lakewood City Council Goals (2021)

GOAL 1. The City of Lakewood promotes and supports a dynamic and robust local economy.

1.2 Pursue infrastructure improvements vital to economic development and to bolster the City's competitiveness.

- A. Implement **catalyst projects** that promote private investment, i.e., the Downtown Plan, Lakewood Station District Plan, and the development of the Woodbrook Business Park and Lakewood Landing.
- B. **Improve underutilized commercial and mixed-use areas**, e.g., the WSDOT facility, revise zoning regulations where appropriate and minimize nonconforming uses.
- C. **Expand and improve utilities and community assets**, such as sewers, libraries, parks, public spaces, etc.

Our Focus

- * Advance planning and attract investment in Focus Areas
- * Invest in placemaking, community amenities, and quality of life



Economic Development Goals

2021-2024 City of Lakewood City Council Goals (2021)

GOAL 1. The City of Lakewood promotes and supports a dynamic and robust local economy.

1.3 Enhance and diversify housing stock and improve multi-generational community assets.

- A. Improve and expand programs and policies to **increase homeownership, diversify housing stock, and preserve existing housing** to meet community needs.
- B. Continue to support youth and senior programming and expand community events.
- C. Support and preserve historical, cultural, and ecological places of significance.

Our Focus

- * Provide affordable housing options and attract middle income households
- * Encourage development of a range of housing types and mixed-use projects in Focus Areas



Economic Development Goals

2021-2024 City of Lakewood City Council Goals (2021)

GOAL 1. The City of Lakewood promotes and supports a dynamic and robust local economy.

1.4 Foster collaborative and advantageous partnerships with businesses, community members, non-profits, and regional partners.

- A. **Be a leader** in local economic development, regional transportation and planning policies.
- B. **Continue partnership** with JBLM and Camp Murray to improve communication and connectivity, land use development, and transportation.
- C. **Expand partnerships** with the Chamber of Commerce, neighborhood groups and associations, and other civic groups.
- D. Develop an **educated workforce** through collaboration with local educational institutions to leverage collective resources and to enhance K-12 and higher education opportunities.

Our Focus

- * Align, collaborate, and coordinate efforts with partners
- * Leverage the economic opportunities associated with JBLM



Economic Development Goals

2021-2024 City of Lakewood City Council Goals (2021)

GOAL 1. The City of Lakewood promotes and supports a dynamic and robust local economy.

1.5 Promote and facilitate sustainable economic development.

- A. Focus resources on **business creation, attraction, retention, and expansion.**
- B. Promote an **entrepreneurial environment**, encourage a balance of manufacturing, commercial, professional, and retail and service businesses.
- C. Continue to **leverage and improve City assets**, e.g., location, access, lakes, parks, civic engagement opportunities, transit options, cultural amenities, activity hubs, and utilities

Our Focus

- * Establish a strong brand and pursue citywide business outreach and media promotion strategies
- * Retain and grow small and local businesses
- * Use placemaking to strengthen Lakewood's identity and sense of community and attract visitors and business investment

Market Context

- * Retail leakage analysis
- * Employment
 - * Trends over time
 - * Journey to work

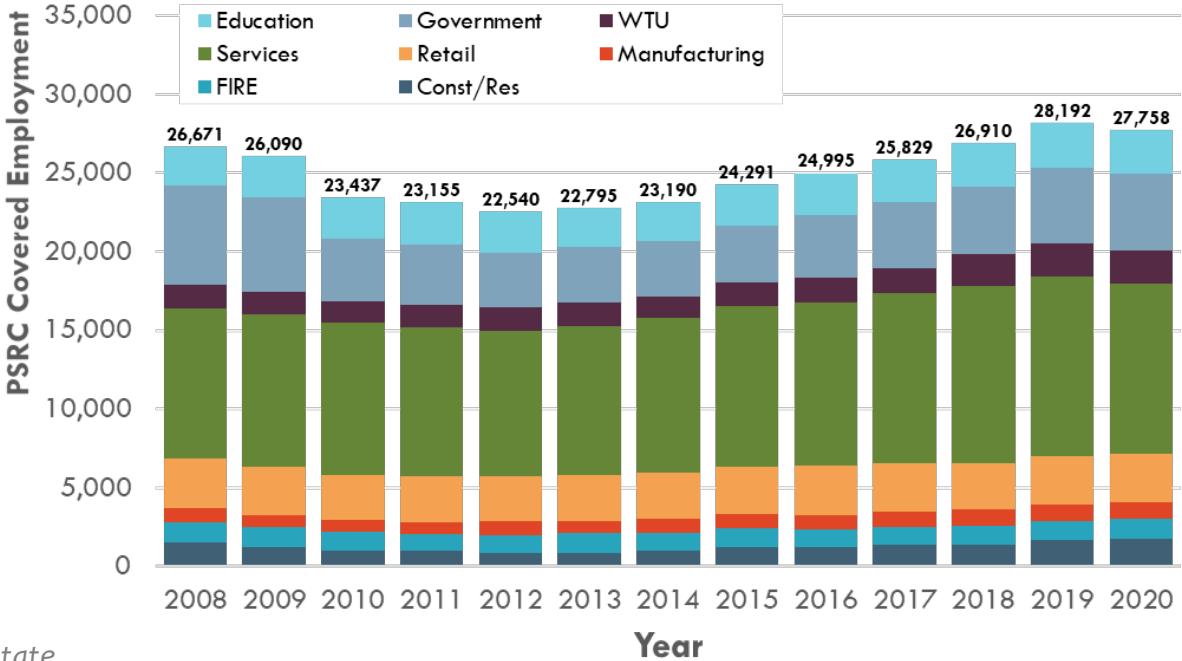
Market Context: Leakage Analysis

Changes between 2014 and 2019 suggest local retail is becoming **stronger with attracting retail business** from outside of Lakewood:

NAICS (3-digit)	2014 Pull Factor	2019 Pull Factor	Change	
441 Motor Vehicle and Parts Dealers	0.98	1.48	+0.50	
442 Furniture and Home Furnishings Stores	1.66	1.69	+0.03	
443 Electronics and Appliance Stores	0.77	0.82	+0.05	
444 Building Material and Garden Equipment and Supplies Dea	0.98	1.20	+0.21	
445 Food and Beverage Stores	1.62	1.67	+0.05	
446 Health and Personal Care Stores	1.49	1.26	-0.23	
447 Gasoline Stations	1.25	1.23	-0.03	
448 Clothing and Clothing Accessories Stores	1.06	1.28	+0.23	
451 Sporting Goods, Hobby, Musical Instrument, and Book Store	1.37	1.61	+0.24	
452 General Merchandise Stores	1.32	1.83	+0.51	
453 Miscellaneous Store Retailers	1.59	1.06	-0.53	
454 Nonstore Retailers	0.74	0.97	+0.23	
722 Food Services and Drinking Places	1.55	1.82	+0.27	
TOTAL	12	1.20	1.40	+0.20

Market Context: Employment

Local covered employment has increased from **22,540 jobs in 2012** to **27,758 jobs in 2020**, an average increase of **3.1% per year**.

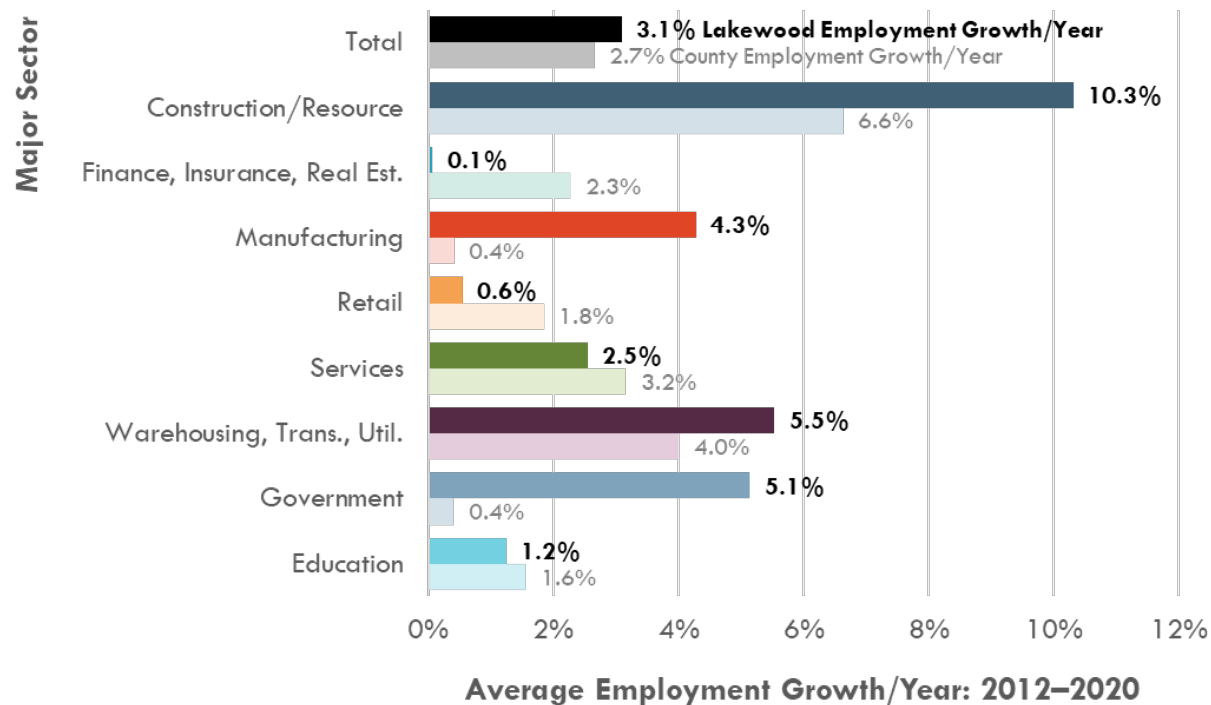


FIRE = Finance, Insurance, Real Estate
 WTU = Warehousing, Transportation, Utilities
 Cons/Res = Construction and Resource

Covered employment means wages that are covered by unemployment insurance.

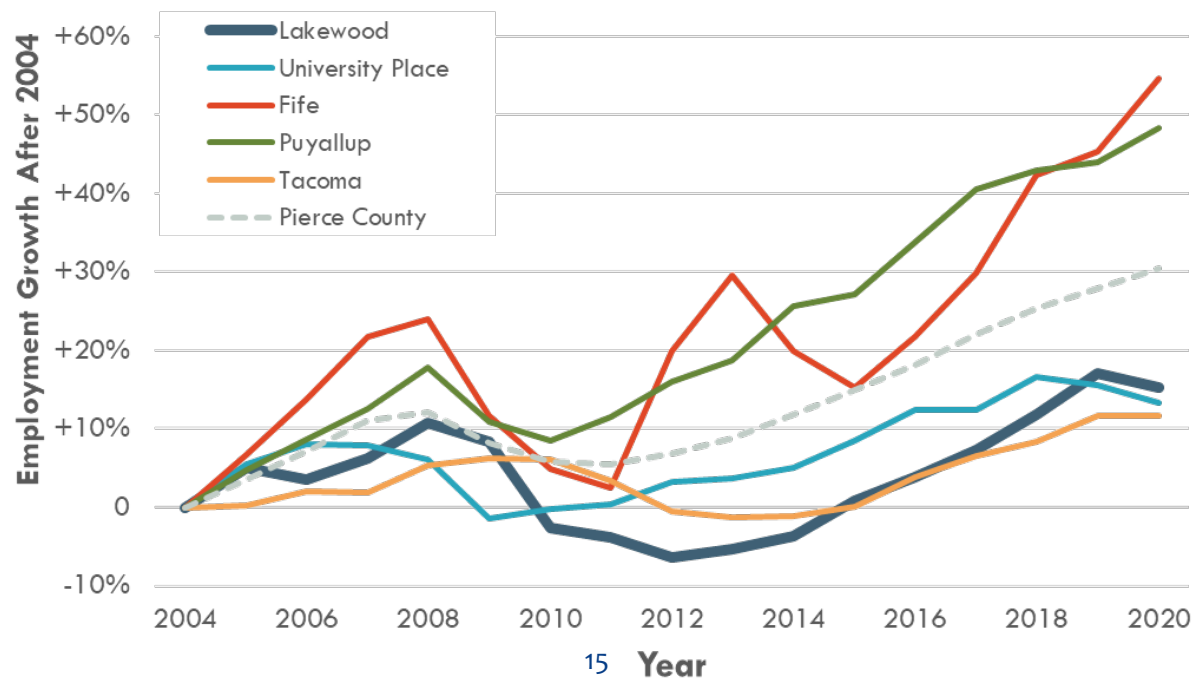
Market Context: Employment

Lakewood's **3.1% per year** growth in employment is led by higher increases in **Construction/Resource, Manufacturing, WTU, and Government.**



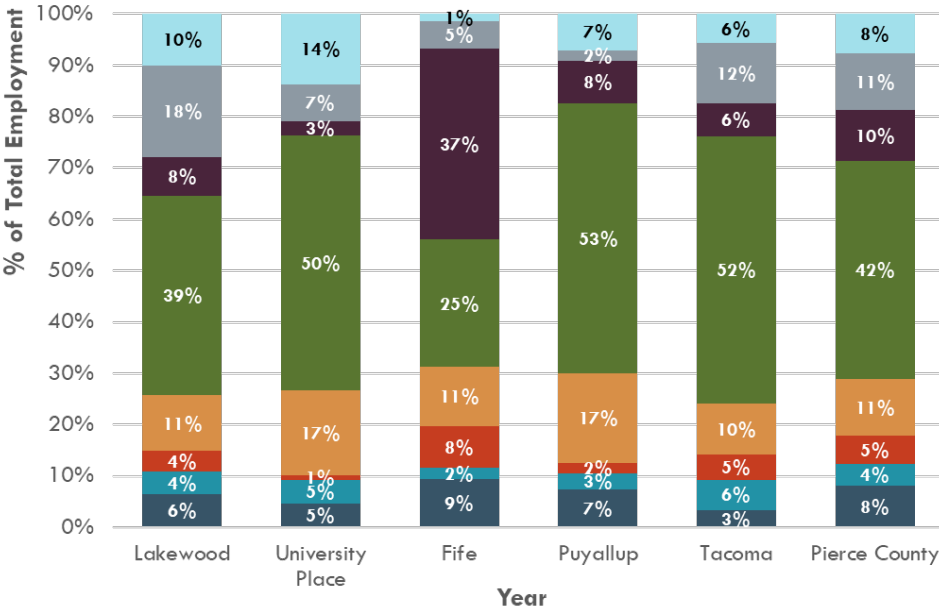
Market Context: Employment

Lakewood's employment was impacted by the Great Recession, but recent employment gains have **outpaced Tacoma and the County overall**, with employment in Lakewood **increasing by 23% since 2012**.



Market Context: Employment

Lakewood’s local employment is generally the same as the County overall, with a **higher proportion of employment in Government.**



FIRE = Finance, Insurance, Real Estate
 WTU = Warehousing, Transportation, Utilities
 Cons/Res = Construction and Resource

Market Context: Journey to Work

- * **Based on 2018 US Census data:**

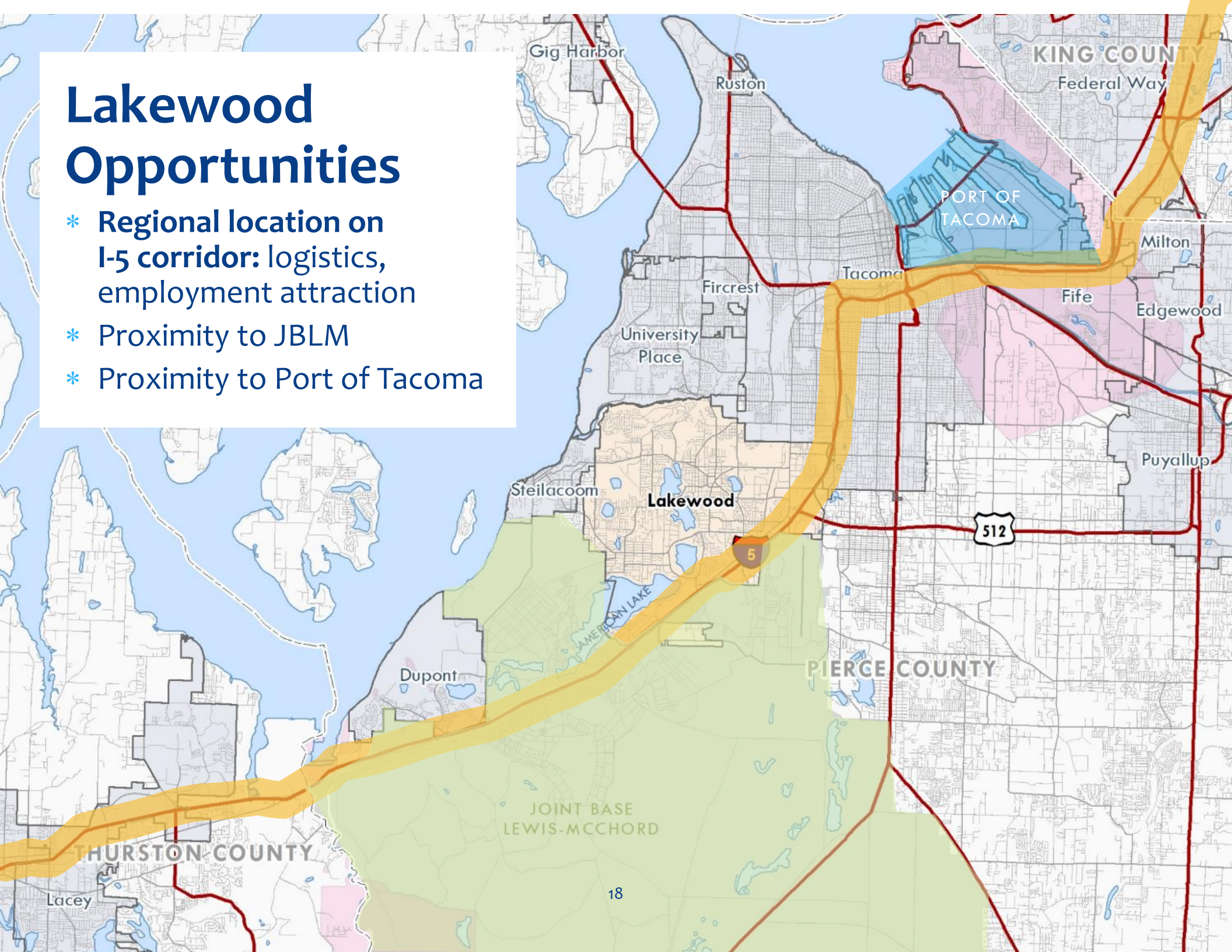
- * 3,837 people live and work in Lakewood
- * 24,991 people are employed in Lakewood but live elsewhere
- * 20,004 people live in Lakewood but work elsewhere

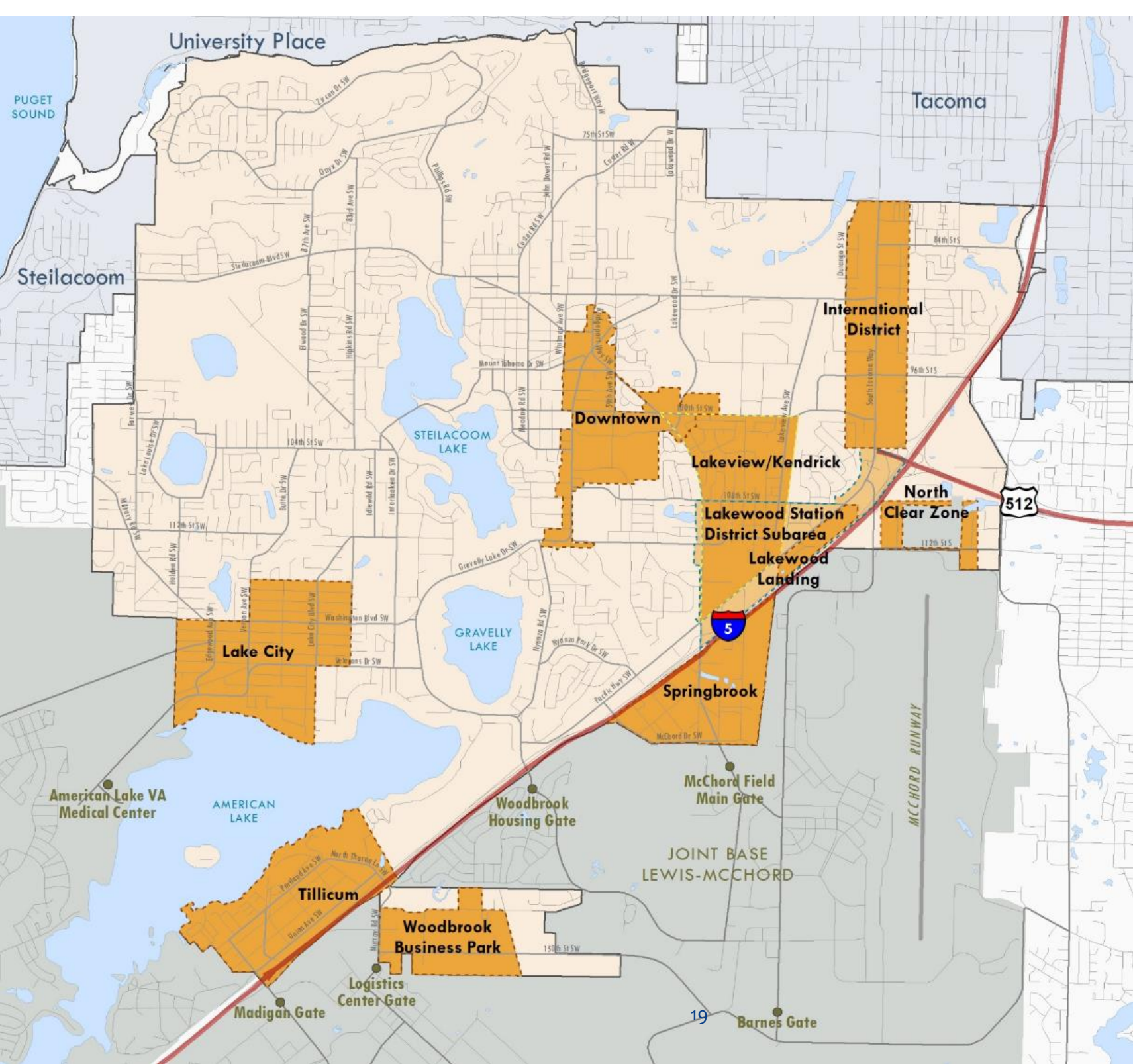
- * **About 13% of Lakewood workers live in Lakewood**

- * Lower than Tacoma (25%)
- * Higher than Puyallup (8%), Fife (2%)

Lakewood Opportunities

- * Regional location on I-5 corridor: logistics, employment attraction
- * Proximity to JBLM
- * Proximity to Port of Tacoma





LEGEND

-  Major Highways
-  Focus Areas
-  Lakewood
-  Cities
-  JBLM



Map Date: August, 2021

Strategies

- * **Citywide strategies**
- * **Place-based strategies in distinct Focus Areas**
 - * Downtown
 - * Lakeview/Kendrick
 - * Station District with Lakewood Landing
 - * International District
 - * North Clear Zone
 - * Springbrook
 - * Woodbrook Business Park
 - * Tillicum

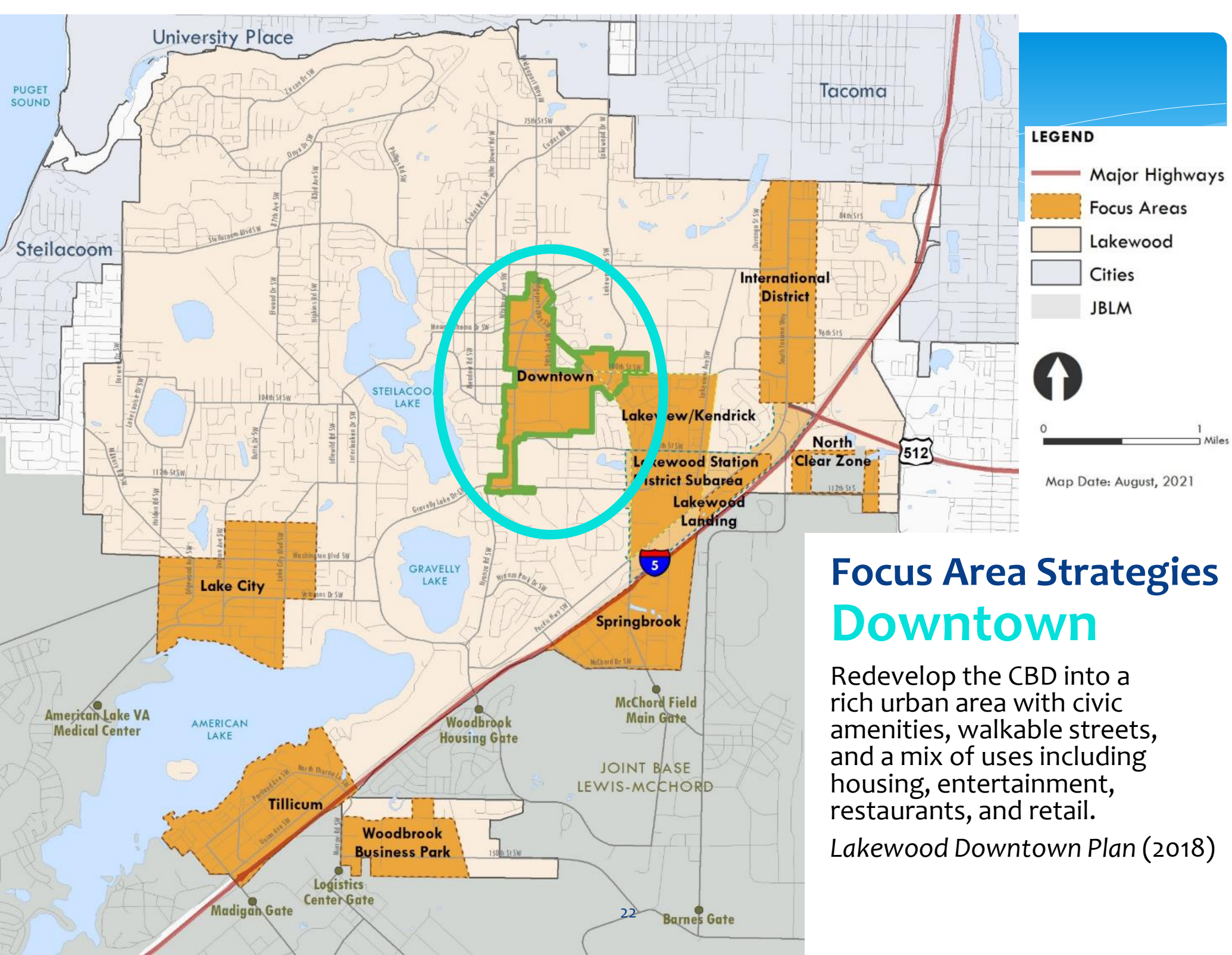
Citywide Strategies

- * **Business Retention and Expansion**

- * Outreach to businesses and business organizations
- * Identifying barriers and opportunities, ensuring the City is poised to be adaptive and responsive to changing business and development climate

- * **Media and Promotion Strategy for Recruitment and Attraction**

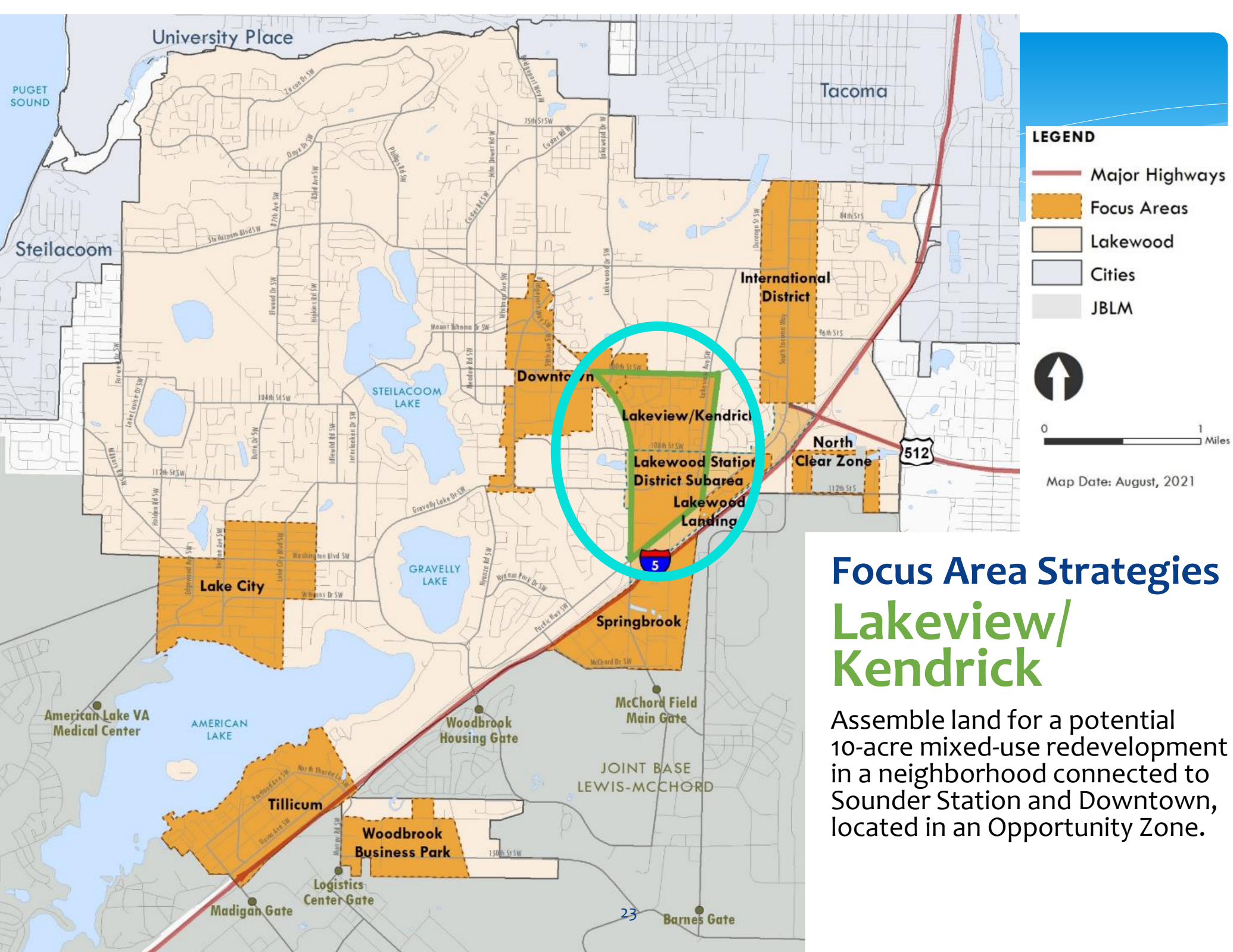
- * Build strong Lakewood brand
- * Promote benefits of investing, living, and working in Lakewood
- * Coordinate messaging with other agencies, including importance of supporting JBLM



Focus Area Strategies Downtown

Redevelop the CBD into a rich urban area with civic amenities, walkable streets, and a mix of uses including housing, entertainment, restaurants, and retail.

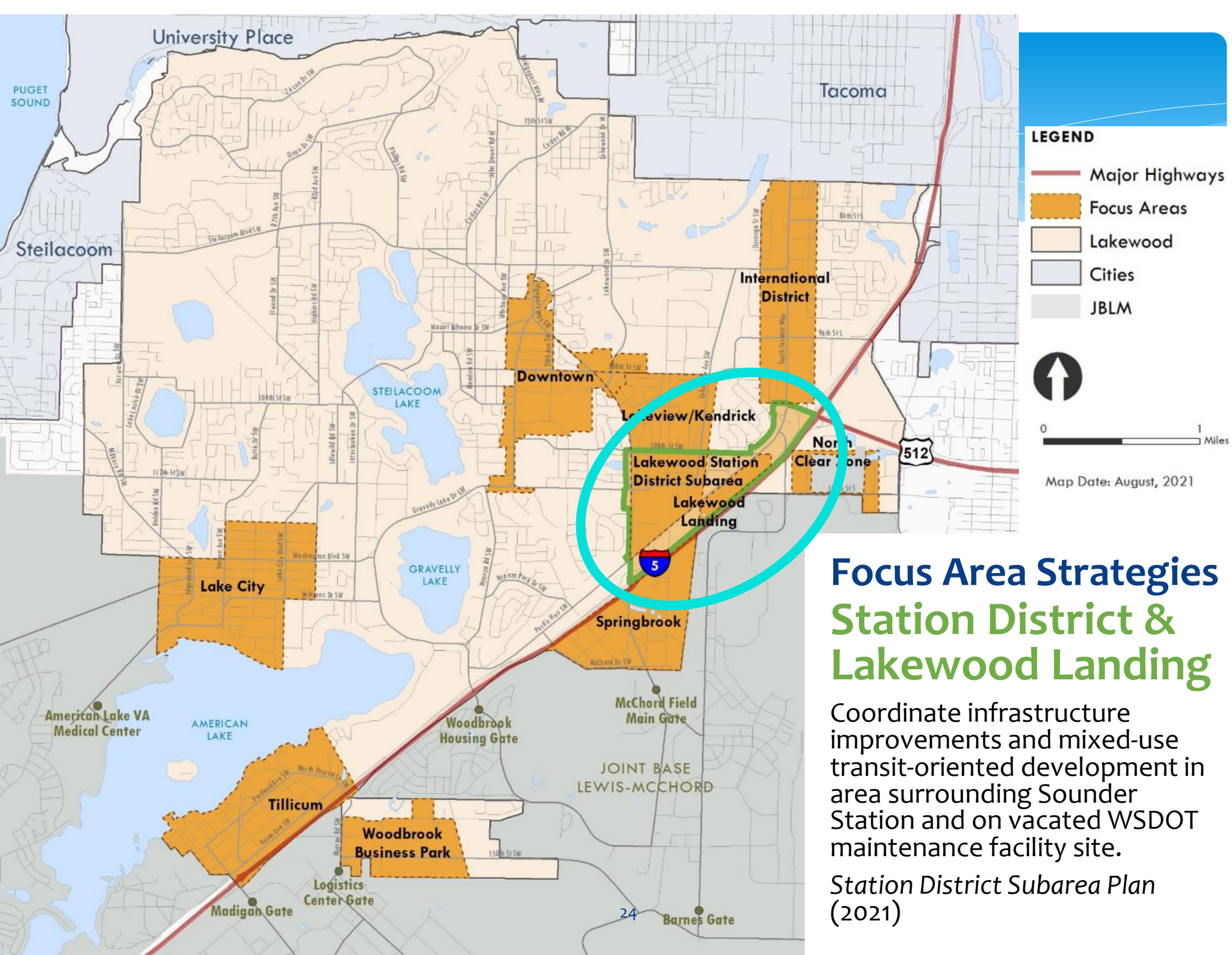
Lakewood Downtown Plan (2018)



Focus Area Strategies

Lakeview/ Kendrick

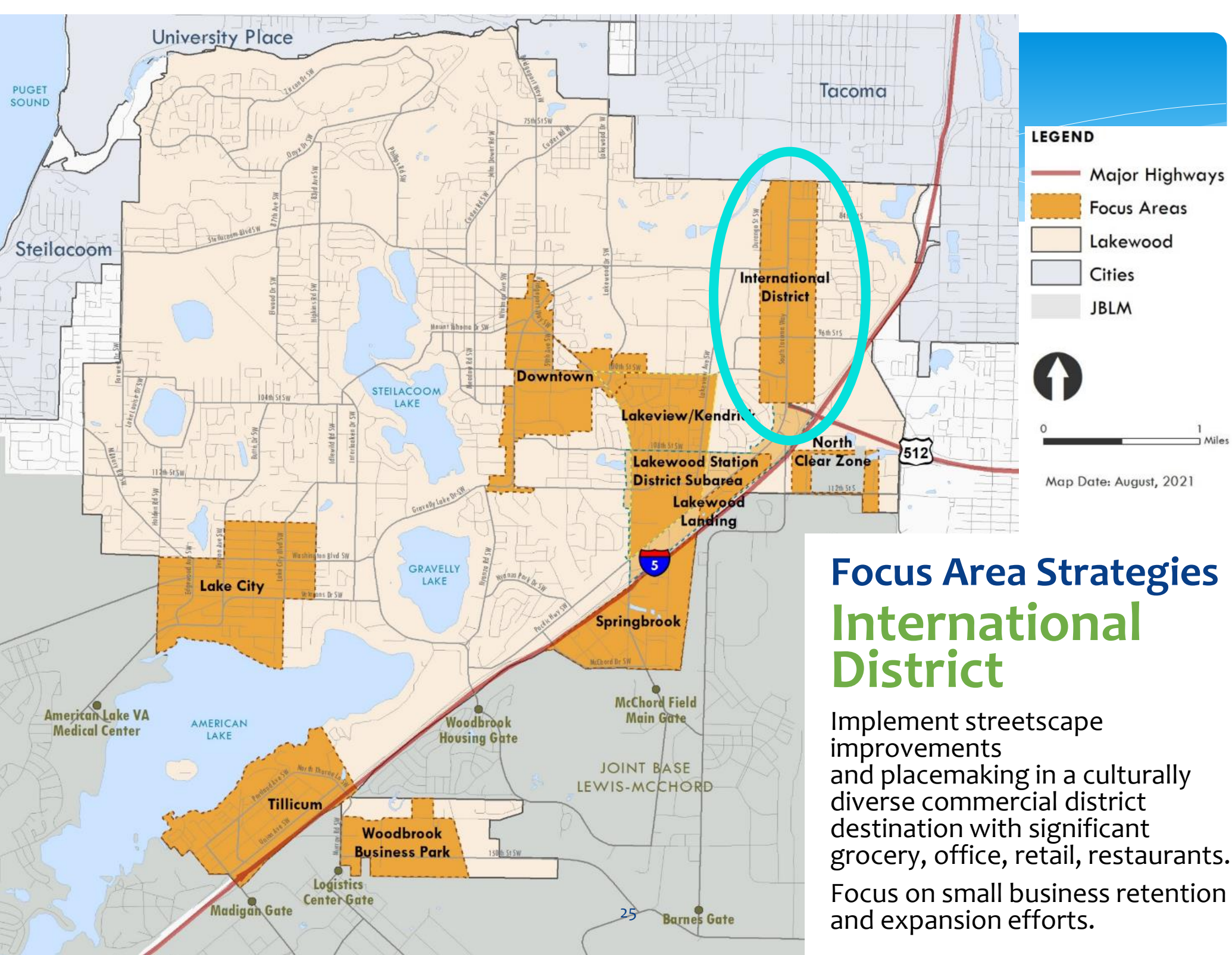
Assemble land for a potential 10-acre mixed-use redevelopment in a neighborhood connected to Sounder Station and Downtown, located in an Opportunity Zone.



Focus Area Strategies Station District & Lakewood Landing

Coordinate infrastructure improvements and mixed-use transit-oriented development in area surrounding Sounder Station and on vacated WSDOT maintenance facility site.

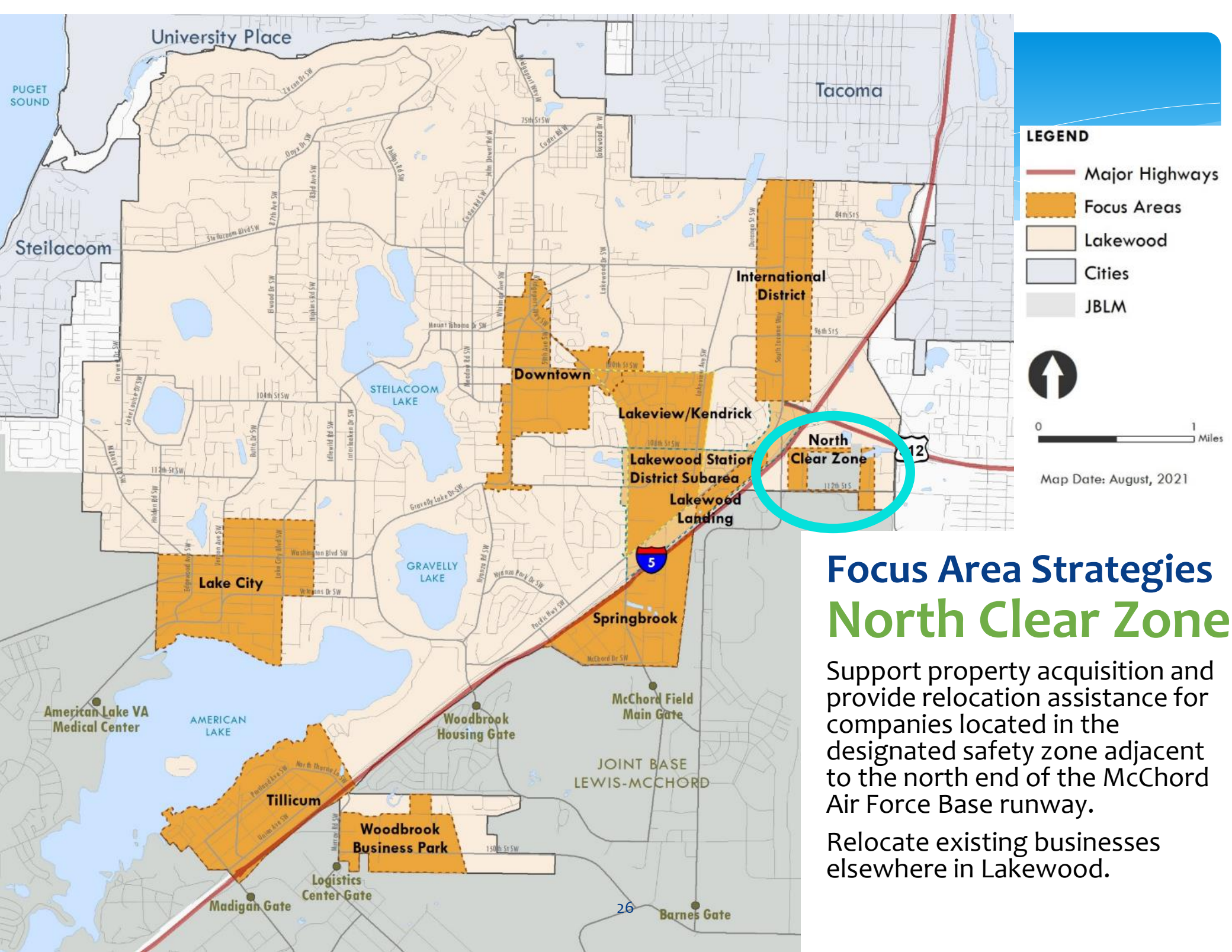
Station District Subarea Plan (2021)



Focus Area Strategies

International District

Implement streetscape improvements and placemaking in a culturally diverse commercial district destination with significant grocery, office, retail, restaurants. Focus on small business retention and expansion efforts.

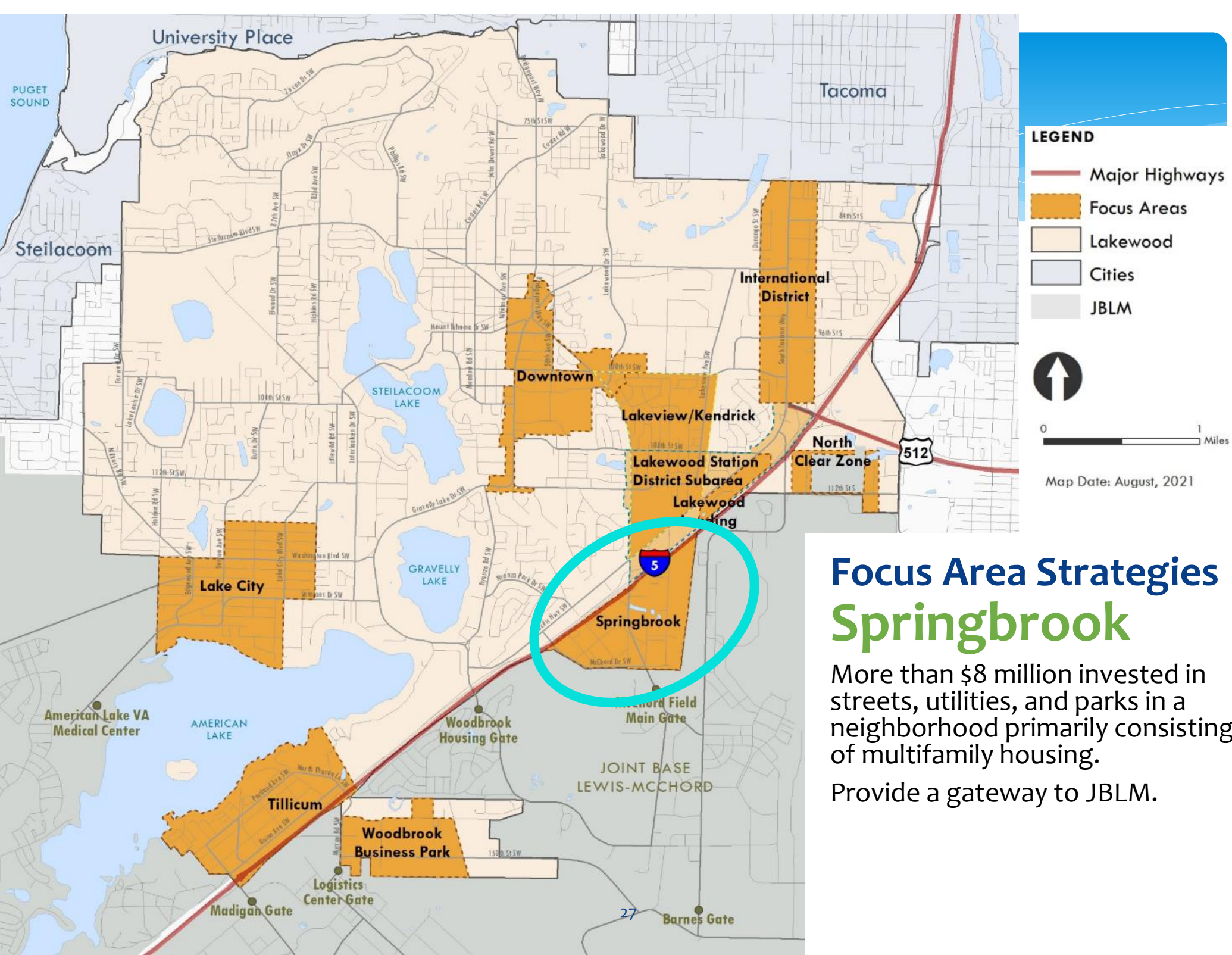


Focus Area Strategies

North Clear Zone

Support property acquisition and provide relocation assistance for companies located in the designated safety zone adjacent to the north end of the McChord Air Force Base runway.

Relocate existing businesses elsewhere in Lakewood.

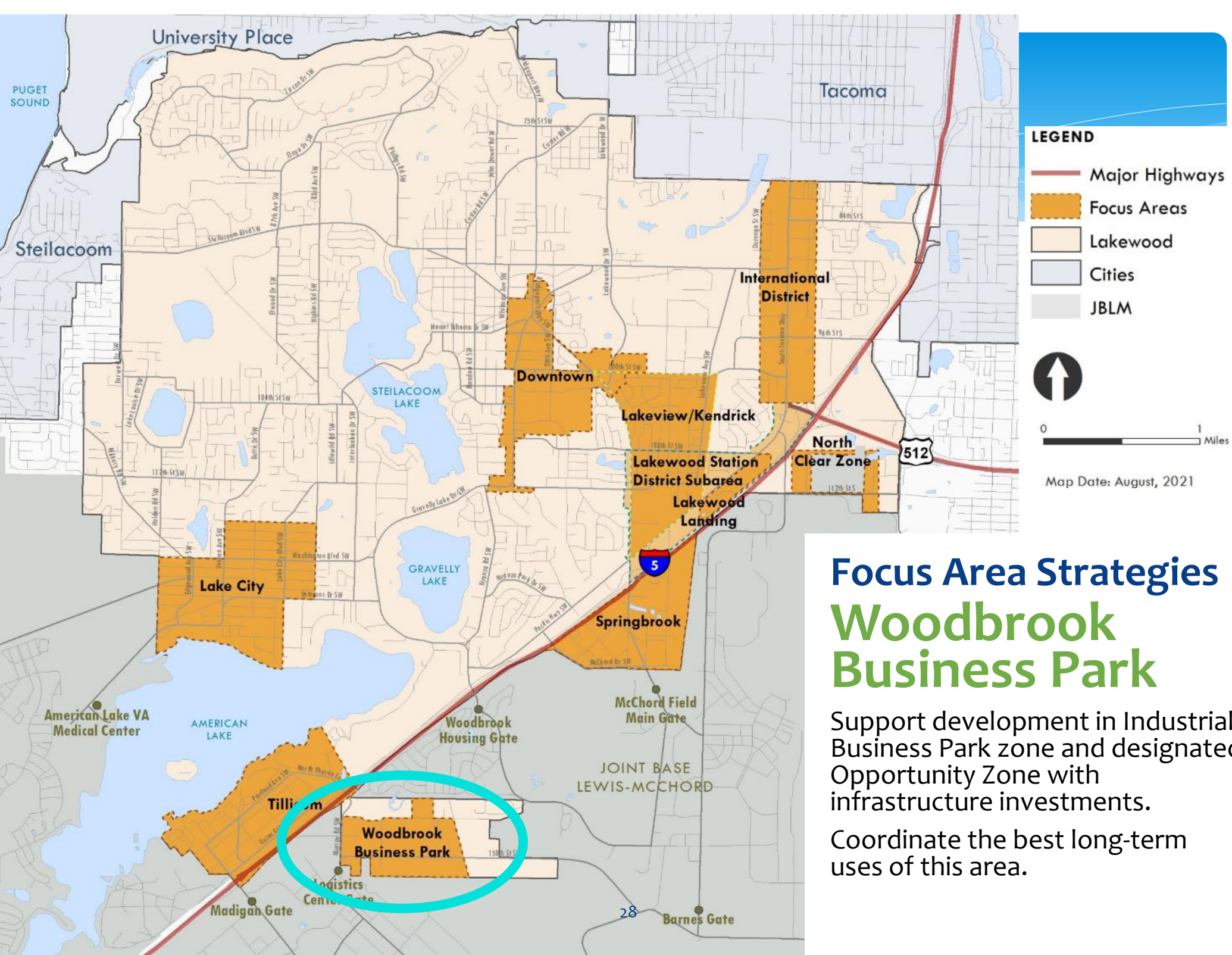


Focus Area Strategies

Springbrook

More than \$8 million invested in streets, utilities, and parks in a neighborhood primarily consisting of multifamily housing.

Provide a gateway to JBLM.

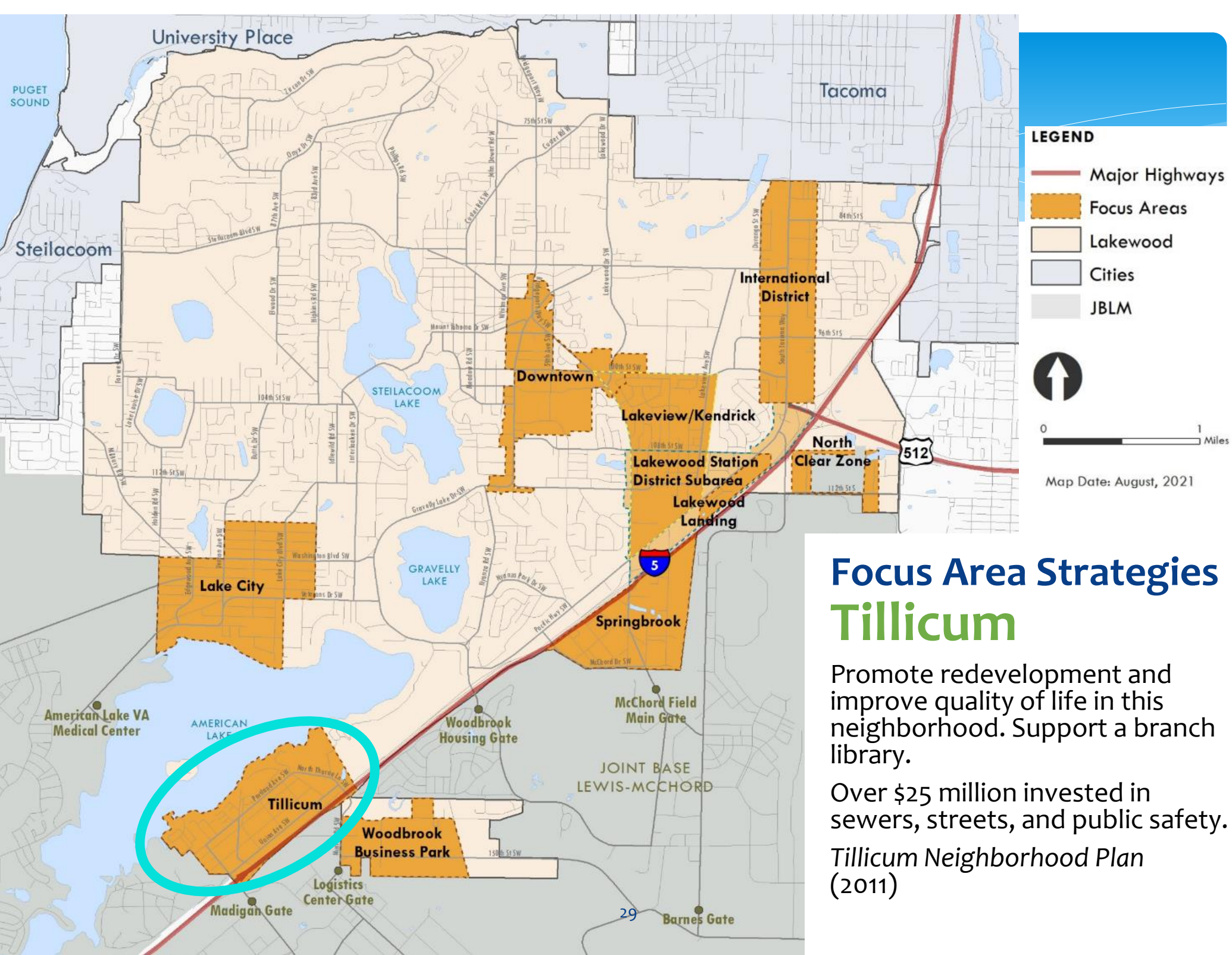


Focus Area Strategies

Woodbrook Business Park

Support development in Industrial Business Park zone and designated Opportunity Zone with infrastructure investments.

Coordinate the best long-term uses of this area.

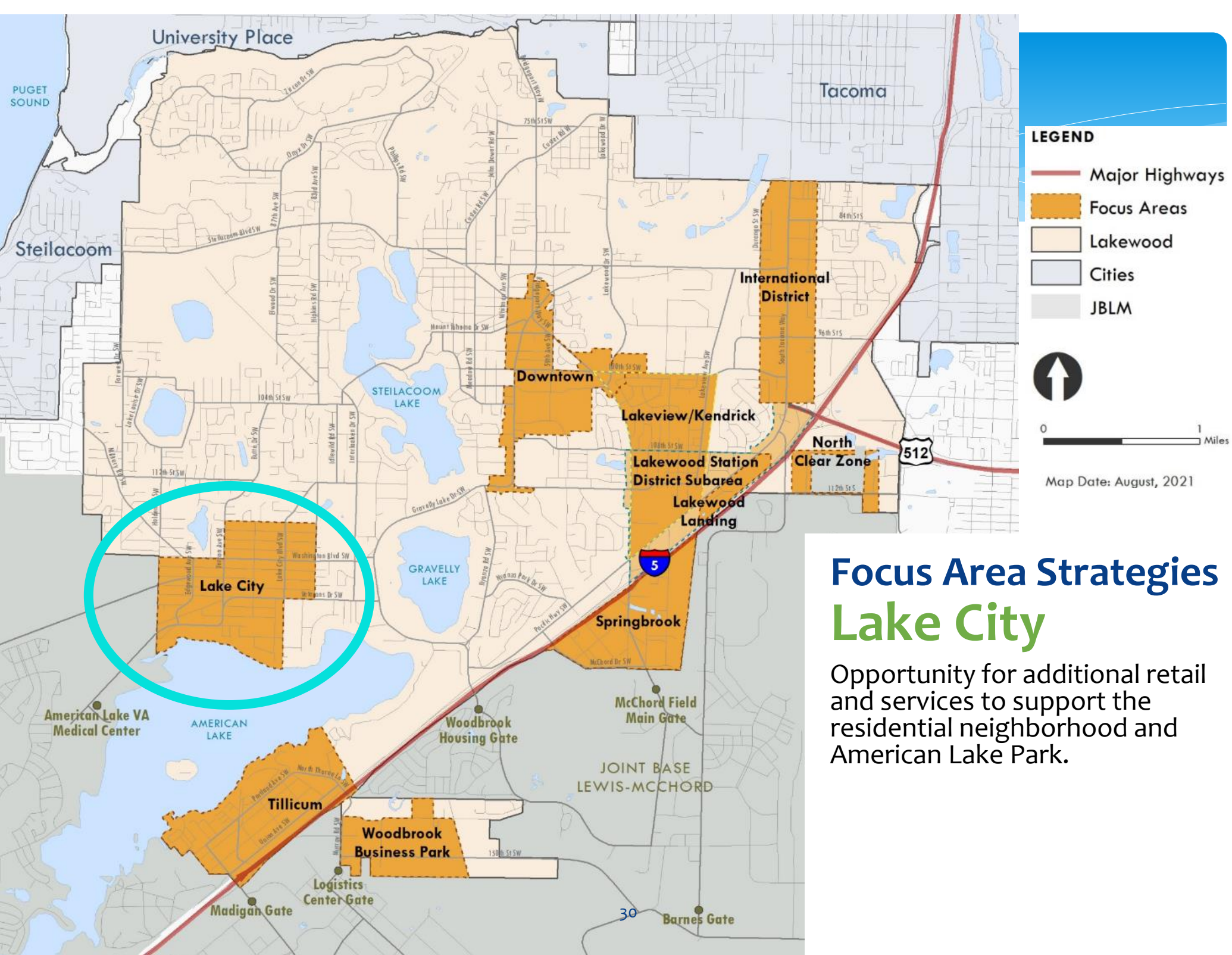


Focus Area Strategies Tillicum

Promote redevelopment and improve quality of life in this neighborhood. Support a branch library.

Over \$25 million invested in sewers, streets, and public safety.

Tillicum Neighborhood Plan
(2011)



LEGEND

-  Major Highways
-  Focus Areas
-  Lakewood
-  Cities
-  JBLM



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Map Date: August, 2021

Focus Area Strategies

Lake City

Opportunity for additional retail and services to support the residential neighborhood and American Lake Park.

Next Steps

- * **Continued work on Draft Economic Development Strategy**
 - * Seek review and comments from Boards and Commissions, and Executive Leadership Team members
 - * Confirm action items, implementation, and budget considerations
- * **Review with City Council in Spring 2022**