



City of Westminster, Maryland

Arts & Culture Task Force

Final Report

May 10, 2010

City of Westminster
56 West Main Street
Westminster, MD 21158

A. Introduction

At its meeting of August 25, 2008, The Mayor and Common Council of Westminster established the Tri-Street Area Advisory Committee (“Tri-Street Committee”) to address neighborhood issues and concerns in the area of Pennsylvania Avenue, Union Street and West Main Street and create an action plan for improvement initiatives. The Tri-Street Committee convened five meetings from September, 2008 through February, 2009.

The Tri-Street Committee submitted their final report to the Mayor and Common Council in March 2009, which outlined their comments, ideas and concerns for the Tri-Street Area Neighborhood. The final report included 7 major goals and recommended actions under each goal. The first goal of the report was:

Goal 1: Build Economic Vitality

Establish a task force of representatives from the City, Carroll County Arts Council, McDaniel College, Tri-Street advisory committee, property owners and artisans to develop “an arts, culture and small business overlay zone” for the Tri-Street neighborhood. The task force should focus on the Carroll Arts Center as a critical anchor in the Tri-Street neighborhood and seek to generate public support for the efforts of the Carroll County Arts Council to enhance this important facility and its programs.

B. The Arts & Culture Task Force

At the October 26, 2009 meeting of the Westminster Mayor and Common Council, the Council appointed the Arts and Culture Task Force. Pamela Zappardino was appointed as the chairperson of the Task Force.

The following individuals were appointed as members of the Arts & Culture Task Force:

Pamela Zappardino	Beth Gerl	Lyndi McNulty	Jackie Finch
Sarah DeLuca	Suzanne Albert	Lloyd Helt, Jr.	Sue Bloom
Sandy Oxx	Edward Maiello	Lou Chang	Bob Coffey

The following individuals were members of the City Resource Team:

Marge Wolf – City Administrator
Thomas Beyard – Director of Planning, Zoning & Development
Melissa Hynes – Comprehensive Planner

C. Meeting Dates and Agendas

The Arts & Culture Task Force convened five meetings from November, 2009 through May, 2010 at the Carroll County Arts Center, located at 91 West Main Street:

- **November 17, 2009** – Discussion and approval of proposed mission statement, goal and objectives. Task Force members provided comments on issues and ideas.
- **January 5, 2010** – Overview on the Tri-Street Advisory Committee report and Tri-Street Area Zoning. Discussion on proposed Arts, Culture, and Small Business Overlay Zone.
- **March 16, 2010** – Finalize consensus on the Draft Arts & Culture Overlay Zone. Discussion of plan to promote the “Arts & Culture Neighborhood” as a tourism opportunity.
- **April 6, 2010** – Brainstorm and discuss a plan to highlight Westminster arts facilities, businesses, resources and programs and to create a fully integrated arts and culture program.
- **May 18, 2010** – Review and approve the Arts & Culture Final Report and Recommended Actions.

D. Arts & Culture Task Force Mission & Goals

Mission Statement

The Arts and Culture Task Force aims to build stability and prosperity in the Tri-Street Area by integrating arts and culture into the fabric of the neighborhood life, supporting arts facilities, businesses, resources and programs as key cultural assets and showcasing the community as a tourism destination.

Goals, Objectives and Actions

Goal: Build stability and prosperity in the Tri-Street area by integrating arts and culture into the fabric of neighborhood life and promoting home ownership.

Objective 1: To develop an “arts and culture overlay zone” that enhances the quality of life for residents by allowing limited arts and culture uses, yet is sympathetic of the residential character of the neighborhood.

Action: Approved the “Arts & Culture Overlay District” Draft Ordinance

Objective 2: Develop and implement a plan to promote the “Arts and Culture Neighborhood” as a new tourism opportunity that is interconnected with related facilities, businesses, and programs in downtown Westminster.

Action: Developed a Recommended Action Plan to promote the “Arts and Culture Neighborhood”

Objective 3: Develop and implement a plan to highlight Westminster arts facilities, businesses, resources and programs and provide focus to these cultural assets.

Action: Developed a Recommended Action Plan to integrate and promote Westminster “Arts and Culture” facilities, businesses, resources and programs

Objective 1: “Arts & Culture Overlay District” Draft Ordinance

The Arts and Culture Task Force approved the Arts & Culture Overlay District” Draft Ordinance at the March 16, 2010 meeting. (See attached Appendix 1).

Objective 2: Promote and Connect the Arts and Culture Neighborhood

1) Develop the Arts & Culture Neighborhood as a tourism opportunity for Westminster:

- a. Develop an Artist Studio Tour as the Signature Event for the Arts & Culture Neighborhood
- b. Develop an Artist Registry Online to promote and offer support Local Artists
- c. Develop an Arts & Culture Neighborhood Brochure for Tourists
- d. Work with the Community Media Center to create an Arts & Culture Video for Visitors

2) Connect with the artists living in the Arts & Culture Neighborhood and the artists who are interested in living in the Arts & Culture Neighborhood

- a. Host a neighborhood meeting or reception to meet artists living in Westminster
- b. Develop a guide for local artists about the benefits of the Arts & Culture Neighborhood
- c. Explore opportunities for signage grants for Resident Artists

3) Connect the Carroll Arts Center (Anchor 1) and McDaniel College (Anchor 2) to the Arts & Culture Neighborhood:

- a. Designate the Carroll Arts Center and McDaniel College as the official anchors of the Arts & Culture Neighborhood, in all marketing and promotions
- b. Coordinate art gallery openings, theatre performances and music concerts at McDaniel College and the Carroll Arts Center, to encourage visitors to spend a day in Westminster
- c. Encourage McDaniel College students to volunteer for arts and culture activities at the at the Carroll Arts Center and the Westminster Community Center

4) Connect Local Arts Businesses and Community Organizations to the Arts & Culture Neighborhood:

- a. Support the Westminster Community Center, located in the Arts & Culture Neighborhood, to develop arts & culture activities for low to moderate income residents
- b. Partner with the Community Media Center to develop/support arts and culture opportunities and programs within the Arts & Culture Neighborhood

Objective 3: Integrate Downtown with Westminster Arts & Culture Industry

1) Attract new visitors to Downtown Westminster with creative Arts & Culture activities and events that will build a “Critical Mass of Cultural Consumption”:

- a. Create tours for business owners, new students and their parents, as well as new residents, to explore Downtown Westminster
- b. Develop promotions to encourage different demographics to visit Downtown such as “Ladies Night Out” or “Welcome Carroll County Teachers Weekend”
- c. Encourage events such as “Art Scavenger Hunts” or an Annual “Art Walk” in Downtown Westminster, where businesses invite artists into their stores to share their artwork
- d. Coordinate with the opening of the Westminster Library’s sculpture garden with a big celebration at the opening
- e. Fill the gaps in Main Street with creative sidewalk sales, such as “Summer Art Carts,” to bring local artists into the community to sell their arts and crafts
- f. Create a new Downtown Westminster map for tourists and residents that is fun and easy to understand, featuring a list arts & culture businesses and sites

2) Coordinate with Local Colleges to combine efforts and to sustain a working-relationship with Local Colleges, in order to increase participation in Arts & Culture events:

- a. Recruit 2 Local College Students to work as Arts & Culture Interns to assist the City implement the Arts & Culture Task Force Recommended Action Plan
- b. Use modern methods of reaching out to College Students using social networking sites, online surveys, e-mails and other mass media to promote arts & culture events
- c. Develop programs/events to invite the entire “Local College Network” to Downtown including undergraduate/graduate students, parents, professors, alumni, and staff
- d. Coordinate schedules of art gallery openings, theatre performances and music concerts at McDaniel College and the Carroll Arts Center
- e. Build a partnership with Common Ground on the Hill, which has developed year-round events for a multicultural community of artists

3) Use Public Art projects and promotions to give Downtown Westminster a sense of identity and visual continuity:

- a. Develop Art Contests, such as a Chalk Art or a Mural Contest, to invite artists to become a part of the Downtown Streetscape
- b. Identify and implement public art and design opportunities throughout Downtown, such as decorating parking meters, fire hydrants, pavement, and fencing

- c. Develop a “Public Art Parade” with a series of interactive unique sculptures along Main Street that follow a theme (i.e. cows)
- d. Use creative arts and culture themes to direct people to events, such as Paw-Prints to the Library Lion Ribbon-Cutting
- e. Promote friendly competition with a series of business contests, around arts and culture themes, such as “Paint the Town Purple” Contest

4) Incorporate the Arts and Culture theme into marketing, promotions and events to attract tourists to Downtown, with support from the local business and college community:

- a. Develop an Arts & Culture in Westminster Brochure
- b. Invite members of the Arts & Culture Task Force to meet on a quarterly basis to discuss Arts & Culture marketing, promotions and events
- c. Adopt “Arts & Culture” as a brand for the City of Westminster, followed by the implementation of a City Motto Contest that would incorporate the “Arts & Culture” brand
- d. Build upon “college town identity” where students and community co-exist
- e. Feature a once a month “Arts and Culture Day” such as “Second Saturday,” coordinated with restaurant specials, openings of new businesses, as well as arts and culture events
- f. Ensure that Downtown Westminster tourism is well-represented and up-to-date online including Internet links to connect Arts and Culture sectors of the community

Appendix 1: Arts & Culture Overlay District

Approved by the Arts & Culture Task Force

March 16, 2010

This ordinance is designed to encourage improvements to the lands and buildings contained within the Arts & Culture Overlay District, in order to promote an influx of art and cultural resources within the Tri-Street Neighborhood. The Arts & Culture Overlay is intended to allow greater flexibility in land uses and standards that will contribute to the vitality of Downtown Westminster.

District Description:

The Arts and Culture Overlay District shall apply to all properties located within the District as designated on the City of Westminster Zoning Map as “Arts and Cultural Overlay District”.

Purpose:

The purpose of the Arts and Culture Overlay District is to facilitate improvements to land and structures within the district, and to encourage artistic, cultural and creative resources therein. This district overlays properties in areas already classified in other zoning districts. The overlay is designed to achieve the following goals:

- a) To promote development and interest in the district.
- b) To allow a mix of artistic, cultural and creative uses.
- c) To allow a flexibility of uses and development standards.
- d) To implement and complement the goals of the 2009 Tri-Street Area Advisory Committee Report

Objectives:

The following are the primary objectives of this ordinance:

- a) To encourage property owners to develop and improve their lands and buildings within the Arts & Culture Overlay District;
- b) To encourage the use of lands and buildings within the Arts & Culture Overlay District by artists.

Definitions:

As used in this ordinance, the following terms shall have the meanings indicated:

- a) **ARTIST LIVE/WORK SPACE** - A single-family dwelling unit in which up to 50% of the floor area is used by the residents for the production, showing, and sale of art.
- b) **ARTIST** – A person regularly engaged in art or creative work either written, composed, created or executed for " limited" production exclusive of any piece or performance created or executed for industry oriented distribution or related production.

c) **ARTISTIC WORK** - Original and creative work, whether written, composed, or executed, that falls into one or more of the following categories:

- 1) To compose or produce a written work such as works in books, poetry, journalism, playwriting and screenwriting
- 2) To use computers, software and applications to combine text, high quality sound, graphic and animation or video to create multi-media artwork
- 3) To create artworks for aesthetic reasons rather than for commercial or functional use, such as works in drawing, painting, printmaking or sculpture
- 4) To produce functional or ornamental art forms, such as works in plaster, stone, glass, clay, wood, metal, or textile fabric
- 5) To apply aesthetic designs to everyday functional objects, such as works in photography, industrial design, graphic design, fashion design or interior design
- 6) To practice performance art in traditional varieties such as theatre, music, and ballet
- 7) To create artworks based on new media and contemporary forms of expression such as assemblage, collage, conceptual, as well as photography and film based forms

The Artisan Workshop and/or Gallery Requirements:

- 1) The gross floor area of the artisan workshop shall not exceed 50% of the total square footage of the principal dwelling unit
- 2) It is intended for the owner or resident of the premises to prepare individually crafted artistic work as defined in this Ordinance.
- 3) Instruction in music, dancing, and similar subjects shall be limited to a maximum of (6) students at a time (including the number of persons waiting on the property to receive such instruction).

Signage:

- 1) An art and culture property may have one hanging sign not to exceed 3 square feet in area, or ground sign not to exceed 4 square feet in area.
- 2) Ground signs must be low profile
- 3) All signage must be approved by the City of Westminster and be compatible with the Arts & Culture Neighborhood theme.

Appendix 2: Recommended Actions Summary

The Arts & Culture Task Force Reviewed their List of Recommended Actions and choose the following 3 actions to accomplish first:	
Action #1	Develop a program to place Local Artwork in Vacant Store windows
Action #2	Promote friendly competition and tourism with the “Paint the Town Purple” Contest
Action #3	Create links on local Arts and Culture websites to connect Arts and Culture sectors of the community
The following is a Summary of the other Arts & Culture Task Force Recommended Actions:	
a.	Recruit 2 Local College Students to work as Arts & Culture Interns to assist the City implement the Arts & Culture Task Force Recommended Action Plan
b.	Develop a guide about benefits of the Arts & Culture Neighborhood
c.	Coordinate with the opening of the Westminster Library’s sculpture garden, with a celebration at the opening
d.	Designate the Carroll Arts Center and McDaniel College as the official anchors of the Arts & Culture Neighborhood
e.	Develop a tourism brochure about Arts & Culture in Westminster
f.	Host a meeting or reception to meet artists living in Westminster
g.	Develop a tourism brochure about the Arts & Culture Neighborhood
h.	Develop a Westminster Artist Registry Online
i.	Work with Community Media Center to create an Arts & Culture Video
j.	Develop an Artist Studio Tour in the Arts & Culture Neighborhood
k.	Explore signage grants for Resident Artists
l.	Create a new Downtown Westminster map for tourists and residents
m.	Identify and implement public art opportunities throughout Downtown
n.	Develop an Art Walk and Art Scavenger Hunt in Downtown Westminster

o.	Invite members of the Arts & Culture Task Force to meet on a quarterly basis
p.	Create Tours for visitors and new residents to explore Downtown
q.	Develop promotions to encourage different demographics to visit Downtown, such as “Ladies Night Out” once a year
r.	Develop a “Public Art Parade” with interactive unique sculptures Downtown
s.	Implement a City Motto Contest incorporating the “Arts & Culture” brand
t.	Coordinate Downtown events with annual McDaniel College events such as Orientation Weekend, Parents Weekend, or Homecoming Weekend
u.	Feature a once a month “Arts & Culture Day” such as “Second Saturday”
v.	Work with the Career & Tech School to build “Summer Art Carts”
w.	Develop Art Contests to invite artists to contribute to Downtown Streetscape
x.	Coordinate schedules of art gallery openings, theatre performances and music concerts at McDaniel College and the Carroll Arts Center
y.	Use online surveys, e-mails, etc to connect to Local College Students
z.	Encourage McDaniel College students to volunteer at Carroll Arts Center and Westminster Community Center
aa.	Partner with the Community Media Center to develop/support arts and culture opportunities and programs
bb.	Build upon “college town identity” where students and community co-exist
cc.	Build a partnership with Common Ground on the Hill
dd.	Support the Westminster Community Center to develop arts & culture activities for low to moderate income residents