

NO: R114

COUNCIL DATE: July 10, 2023

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **July 6, 2022**

FROM: **General Manager, Parks, Recreation & Culture**

FILE: **7800-01**

SUBJECT: **Recommended Mural Proposal at Guildford Recreation Centre and Central City Shopping Centre**

RECOMMENDATION

The Parks, Recreation & Culture Department recommends that Council:

1. Receive this report for information; and
2. Authorize staff to proceed with the implementation of “The Dignity Project” murals located at the Guildford Recreation Centre and the Central City shopping centre, as generally described in this report and attached as Appendix “I”.

INTENT

The purpose of this report is to obtain Council approval to proceed with the implementation of a mural at the Guildford Recreation Centre and Central City shopping centre. The approximate locations of the mural are indicated in Appendix “II”.

BACKGROUND

Community Services Department staff launched ‘The Dignity Project’ on May 23, 2023. The Dignity Project is youth-led project to spread awareness and promote dignity for people experiencing homelessness and other challenges in the community. The youth involved in the project developed the “CARES” Mural project (Create Awareness, Respect Everyone in Surrey) as a campaign to encourage people to take action on homelessness. To be represented in the mural participants can fulfill a number of “CARES Challenges” such as hosting a fundraiser, organizing a food or clothing drive or building a toiletry kit.

DISCUSSION

Arts and Culture Advisory Committee Recommendation

At the June 20, 2023 Arts & Culture Advisory Committee meeting, staff shared the mural design. The Committee was supportive of the proposed design and recommended staff prepare a Corporate Report for Council.

Compliance and Approvals

The request to install this design is in compliance with the City Sign By-law No. 13656 as it constitutes a public mural. The proposed mural design complies with the criteria for design and implementation found in Surrey's Wall Art and Murals Guidelines attached as Appendix "III".

The owners of the Central City shopping centre have granted permission for installation of the public mural.

Installation is expected to occur in late July 2023 at both locations.

About the Artist and Artwork

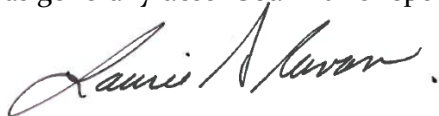
Appendix "IV" provides more information about the artist and the artwork.

FUNDING

Funding for the CARES Mural is funded through the UBCM Strengthening Communities' Services Grant awarded to the City in 2021 to implement temporary programming to enhance the lives of people experiencing homelessness in Surrey. The total cost to implement this mural project is approximately \$30,000.

CONCLUSION

The Parks, Recreation & Culture Department recommends that Council authorize Community Services Department staff to proceed with the implementation of the "CARES" mural on the exterior of the buildings located at Guildford Recreation Centre and Central City shopping centre, as generally described in this report.



Laurie Cavan
General Manager,
Parks, Recreation & Culture

Appendix "I": Mural Rendering
Appendix "II": Mural Locations
Appendix "III": Wall Art and Murals Guidelines
Appendix "IV": Information About the Artist and Artwork

Mural Rendering



Mural Locations

Guildford Recreation Centre



Central City Shopping Centre



Wall Art and Murals Guidelines

WALL ART AND MURALS GUIDELINES

This procedure helps guide community proponents through the planning and approval process for wall art and murals on private property.

Introduction

Wall art including painted and vinyl murals are recognized as an effective strategy to engage communities, enliven streetscapes and contribute positive and aesthetic messages within the public realm. Wall art can also generate creative opportunities for groups of artists, residents, businesses, and others to collaborate on projects whose process of production, design and presence contribute a positive sense of place and create an experience of community and belonging.

These Guidelines anticipate applications for both temporary and permanent wall art on both City and private property.

- **Temporary Projects** are planned to be installed for less than twelve (12) months and are designed to be removable. Examples include painted wooden boards affixed to a wall, or a vinyl wrap applied to a surface.
- **Permanent Projects** have a planned life-expectancy longer than one year and are not designed to be removable. Example includes paint applied directly to a wall surface.

The City Signage By-law

(13656 amended 01/13/14) states:

DEFINITIONS: 4. (1) In this By-law: “Mural means any piece of artwork, including a painting, fresco, frieze, photograph, picture, image, illustration or graphic presentation, applied directly or by an electronic or digital means on and partially or fully covering a wall, ceiling or other permanent or non-permanent surface.”

APPLICATION: 5. (5) No owner of a lot or premises shall erect, allow or cause to be erected a mural unless such mural has received approval from Council or from any Committee appointed by Council to approve such mural.”

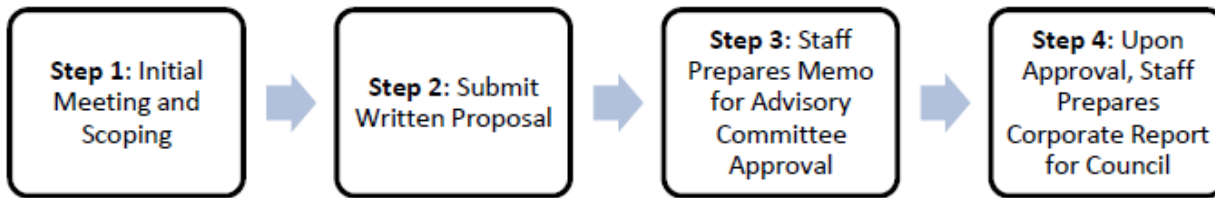
General Design Criteria

The following will be used by the designated advisory committee to review and provide advice to Council:

1. Content is aesthetically pleasing, will contribute positively to a neighbourhood, is original, and does not infringe on the copyright of others including cultural rights, and takes into consideration other nearby public artworks, urban design and community context;
2. Content is non-partisan, non-racial, non-denominational, non-sexist, and non-political, and in keeping with Human Rights Act principles;
3. Wall art will not be used or serve as any form of commercial advertising or public information or solicitation of any kind;
4. Content is appropriate for child audiences and if deemed sensitive is not permitted; (e.g. content depicting alcohol, drugs, tobacco or violence is not permitted)
5. Content does not include logos or organizational brands or identities; and
6. The theme of the mural is respectful of the greater context of the community, including historic and socio-cultural contexts.

Application and Approval Process

Depending on the scope and complexity of the proposed project, the approval process can take anywhere from 4-6 months.



Step 1: Initial Meeting and Scoping

4-6 months from intended implementation

The project proponent contacts Surrey's Community Enhancement Planner to discuss the intention to create a proposal for a temporary wall art project.

The Planner will provide a briefing to relevant internal staff including Public Art staff.

The Planner will provide the proponent feedback from Public Art Staff and any other relevant internal stakeholders. This feedback will be to help the proponent craft a successful proposal to the Parks, Recreation and Culture Committee.

If the proponent wishes to do a call for artists, Appendix A includes advice from Public Art Staff on how to run a public competition.

Step 2: Submit Written Proposal

2-4 months from intended implementation

Based on feedback proponent is to submit a written proposal. This proposal will be reviewed and used to draft a Memo outlining the project for the Parks Recreation and Culture Committee. A final version of the design needs to be included for review.

Appendix B: includes an outline of the information required in a written proposal.

Step 3: Memo to Designated Advisory Committee to Council Responsible for Public Art

2 months from intended implementation.

Staff will prepare a memo outlining the project and seeking a recommendation to approve the project will be submitted to the Parks, Recreation and Culture Committee (PRCC). The PRCC will review the submission and provide their recommendation to Council.

Depending on the scope of the proposal the proponent may be asked to attend as a delegate.

Please Note: The Parks, Recreation and Culture Committee meets once per month, and the Memo must be completed at least a week prior to the meeting for addition to the agenda.

Step 4: Corporate Report to Mayor and Council

Upon the recommendation of the PRCC, staff will draft a Corporate Report to Council that the PRCC recommends the approval of the proponent's project proposal.

This Corporate Report will be approved at the next available Council meeting.

Upon approval from Mayor and Council, the project may proceed. Approval will be provided in writing to the proponent.

APPENDIX “IV”

About the Artist and Artwork

The Mural is entitled “CARES” and is designed and implemented by Paige Jung. Paige is an illustrator and muralist based in Vancouver. Her work uses bold colours to bring concepts to life — centered on themes of community, food, and empowerment. Her work has become a vehicle to tell important stories, celebrate community care, and provide a connection point for those that sometimes feel in-between. The mural is designed to reflect the participants who completed a CARES campaign challenge. The mural will show images of ways in which people are able to take care of and support community members experiencing homelessness and other challenges. The same mural design will be installed at two locations:

Guildford Recreation Centre

At the Guildford Recreation Centre the mural will be located near the north entrance and will be approximately 15 feet tall by 15 feet wide. It will be implemented on a substrate (plywood) using a primer and base coat, paint, and finished with a preventative anti-UV and anti-graffiti topcoat. This will be installed on the wall using stand-offs. This mural is intended to be in place till July 2025.

Central City Shopping Centre

At Central City shopping centre the mural will be temporarily located on the exterior concrete façade at the corner of 102 Avenue and City Parkway and will be up to 18 feet tall by 18 feet wide. The mural will be implemented as graphic vinyl overlay (vinyl wrap) attached to the concrete façade of the shopping centre. This will be in place till January 2024.