

NO: R050

COUNCIL DATE: March 11, 2024

REGULAR COUNCIL

TO: **Mayor & Council** DATE: **February 26, 2024**
FROM: **General Manager, Parks, Recreation & Culture** FILE: **7800-01**
SUBJECT: **Recommendation for “Community Gardens” Mural for 12310 Beecher Street**

RECOMMENDATION

The Parks, Recreation & Culture Department recommends that Council:

1. Receive this report for information; and
2. Authorize the owners of 12310 Beecher Street to proceed with the implementation of the “Community Gardens” mural 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 12310 Beecher Street. The location of the mural is indicated in Appendix “II”.

BACKGROUND

The Property Owner of 12310 Beecher Street (Sunflower Organics & Deli Inc.) is proposing a new mural to beautify the area and enhance the façade of the building. A rendering of the proposed mural is attached as Appendix “I”.

DISCUSSION

Arts & Culture Advisory Committee Recommendation

At the February 20, 2024, Arts & Culture Advisory Committee (“ACAC”) Meeting, staff shared the mural design. The ACAC 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”.

About the Artist and Artwork

The “Community Gardens” mural is meant to celebrate the local Dunsmuir gardens and the visual beauty that a community garden provides. The flowers in this mural are actual flowers from the Dunsmuir gardens that the artist had previously painted and photographed.

The mural is designed and will be implemented by local artist Carla Maskall. Carla is an accomplished artist working in a number of mediums including painting, illustration and murals. Her work portrays an underlying theme of environmental awareness and conservation and endeavours to slow down the viewer to bring attention to the fragile beauty of the environment that surrounds us every day that often gets taken for granted.

The mural will be located on a blank north-east facing wall of 12310 Beecher Street that will be visible to travellers into Crescent Beach via Crescent Road/Beecher Street. The mural will be completed in exterior latex paint, with an anti-graffiti coating. The approximate size of the mural will be 500 square feet.

CONCLUSION

The Parks, Recreation & Culture Department recommends that Council authorize the owners of 12310 Beecher Street to proceed with the implementation of the “Community Gardens” mural as described in this report.

Laurie Cavan
General Manager,
Parks, Recreation & Culture

Appendix “I”: Mural Rendering
Appendix “II”: Mural Location
Appendix “III”: Wall Art and Murals Guidelines

Mural Rendering

Proposed Mural



Existing Wall



APPENDIX "II"

Mural Location: 12310 Beecher Street



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

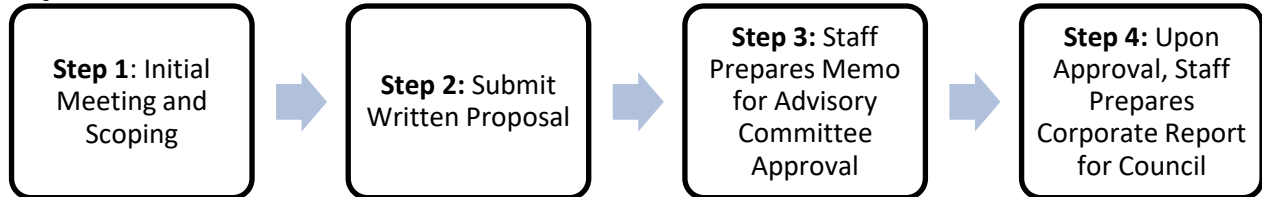
The following will be used by the designated advisory committee to review and provide advice to Council:

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 designated advisory 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 designated advisory committee. The designated advisory committee 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.

Step 4: Corporate Report to Mayor and Council

Upon the recommendation of the Designated advisory committee, staff will draft a Corporate Report to Council that the designated advisory committee 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.