

2. PARKS AND RECREATION

**(b) Celebration 2009
File: 8096-001**

It was Moved by Commissioner Bowyer
Seconded by Commissioner Stibbs
That the SHAC request support of Mayor
and Council to champion the publication a commemorative book to celebrate the
130th Birthday of the City of Surrey in 2009; and that the SHAC request a budget
for one-time funding of \$120,000 to be allocated in equal portions in the 2008 and
2009 budget. (See attached Appendix 'A' Commission report regarding
Celebration 2009.)

Carried

1. PLANNING & DEVELOPMENT

**(e) Statements of Significance (2007 – 2008)
File: 6800-203-00**

It was Moved by Councillor Higginbotham
Seconded by Commissioner Bowyer
That the SHAC recommend that Council
retain Don Luxton and Associates, Inc. to undertake an additional 7 Statements of
Significance.

Carried

**(c) Boothroyd House Alterations, 16811 – 60th Avenue
File: 7903-0171-00**

It was Moved by Commissioner Bowyer
Seconded by Councillor Higginbotham
That SHAC recommends to Council that
Staff be instructed to prepare a Corporate Report to amend the Surrey Land Use
and Development Application Fee Imposition By-law, 1993, No. 11631, to
continue the practice of not charging application fees for heritage applications,
however that when such applications are submitted a second time after changes
have been made, that there be an application fee of \$2,000 plus the usual fee of
\$765 if a Public Hearing is required.

Carried

F. OTHER COMPETENT BUSINESS

1. Expired Terms and Reappointment Letters

It was Moved by Commissioner Monk
Seconded by Commissioner Stibbs
That SHAC recommend to Council that an
alternate position not be appointed, due to the complexity of the SHAC issues and
an alternate member not being informed due to not attending meeting on a full-
time basis.

Carried



City of Surrey

Surrey Heritage Advisory Commission Minutes

Executive Boardroom
City Hall
14245 - 56 Avenue
Surrey, B.C.
WEDNESDAY, SEPTEMBER 26, 2007
Time: 9:00 a.m.

Present:

Chair - H. Lindenbach
D. Bowyer
A. Clegg
C. Johnston
J. Monk
M. Stibbs
Councillor Higginbotham (9:25 a.m.)

Absent:

R. Fuller
S. Sidhu
W. Tracey

Staff Present:

B. Sommer, Manager, Heritage Services, Parks,
Recreation and Culture
C. Bonneville, Assistant City Clerk, Legislative
Services
J. Sowik, Deputy City Clerk, Legislative Services
J. Boan, Transportation Manager

A. ADOPTION OF MINUTES

Commission is requested to pass a motion adopting the minutes as circulated.

1. Surrey Heritage Advisory Commission Minutes/Notes - July 25, 2007.

It was noted that on page 10, under Semiahmoo Trail South 32nd Avenue there is a sentence that reads "The portion of block subject to a development application is the far east side of 40th Avenue Semiahmoo Trail", requires clarification from the Engineering Department as to changing "40th Avenue" to the appropriate street.

It was Moved by Commissioner Clegg
Seconded by Commissioner Stibbs
That the minutes of the Surrey Heritage
Advisory Commission of July 25, 2007, be adopted, as circulated.

Carried

2. Surrey Heritage Advisory Commission Minutes - July 30, 2007.

It was Moved by Commissioner Monk
Seconded by Commissioner Johnston
That the minutes of the Surrey Heritage
Advisory Commission of July 20, 2007, be adopted, as circulated.

Carried

B. DELEGATIONS

C. REPORTS

The agenda was varied to deal with the reports from the Parks & Recreation Department prior to reports from the Planning and Development Department.

2. PARKS AND RECREATION

(a) Cultural Capitals 2008 File: 8096-001

The Manager, Heritage Services provided a report recommending the Commission to identify a liaison representative to participate in the Cultural Capitals initiatives.

Following are the comments provided by the Manager, Heritage Services:

- The City of Surrey has been awarded the identity of Cultural Capital of Canada for 2008.
- Five of the eight initiatives approved by this award have opportunities to include and to profile Surrey's natural, cultural and built heritage.
- These initiatives were identified during the public process in early 2006 and provide a full scan of the eligible categories for grant support.
- The initiatives will be in early 2008 and will be implemented throughout the coming year. The planning processes to determine specific content, scope and participation will begin shortly.
- In order for the SHAC to play an appropriate role, Commission representatives need to be identified for each of the relevant initiatives.
- The opportunities were reviewed:
 - Surrey Fusion Festival – three day multi-cultural celebration featuring the traditions of music, dance, food, clothing of Surrey's diverse communities to promote cross cultural sharing and awareness.
 - Forest Interpretation Centre – education and interpretive opportunities to explore the natural and cultural heritage through school programs for grades 1 – 8 and 10 – 12; guide and self guided tours; exhibit on the history of Green Timbers Urban Forest (GTUF); and creation of a demonstration composting gardening in the GTUF.
 - Inspired Speakers Series – five lectures on topics about culture, creativity, architecture, planning, community development, sustainability etc. to attract the public and involve youth in the café concept for community dialogue arising from the lectures.
 - Civic Treasures – Honour 12 community leaders for contributions to Surrey's cultural development: such as youth, first nations (FN), multicultural communities, arts, heritage etc.
 - Public Art - six new art installations at GTUF; Semiahmoo FN carving; City Centre walkway; cross cultural collaboration in Bear Creek; Serpentine Greenway; and Natural and built history in Cloverdale.

Following are comments from the SHAC members:

- Commissioner Lindenbach expressed her interest in being the liaison representative for: Inspired Speakers Series; Civic Treasures; and Public Art.

- Commissioner Bowyer stated that although she will not be serving on the SHAC next year she would have an interest in the Forest Interpretation Centre and the Public Art.

It was requested by the SHAC that the other initiatives be reconsidered at the February 2008 SHAC meeting.

(b) Celebration 2009
File: 8096-001

The Manager, Heritage Services provided a report recommending the Commission request support of the Mayor and Council in the publication of a commemorative book for the City's 130th Birthday.

Following are comments provided by the Manager, Heritage Services:

- The City will be celebrating the 130th anniversary of its incorporate in 2009.
- The standard reference book on Surrey's history is The Surrey Story, published in 1978 and updated with the volume Looking Back at Surrey published in 1995. These books provide a skeletal chronological history. Neither volume celebrates community heritage as a continuum and neither is in the style of a celebratory look at Surrey then and now.

COMMISSION RECOMMENDATION

It was Moved by Commissioner Bowyer
Seconded by Commissioner Stibbs
That the SHAC request support of Mayor
and Council to champion the publication a commemorative book to
celebrate the 130th Birthday of the City of Surrey in 2009; and that the
SHAC request a budget for one-time funding of \$120,000 to be allocated
in equal portions in the 2008 and 2009 budget. (See attached Appendix
'A' Commission report regarding Celebration 2009.)

Carried

It was also suggested that the SHAC Chair discuss the above with the Council liaison prior to the recommendation going forward to Council for their consideration.

(c) Heritage Awareness Award Program

The Manager, Heritage Services provided a copy of the notice to all teachers for the program that recognizes students and teachers who have integrated a local heritage component in classroom projects and provide the opportunity for students to win \$2,000 for heritage research projects.

The regular agenda resumed.

1. PLANNING & DEVELOPMENT

- (a) **Proposed CD By-law Amendment to permit Private School use at Camp Alexandra, 2916 McBride Avenue**
File: 7907-0160-00

This item is not yet available and will now be provided on the Agenda for the October meeting.

Councillor Higginbotham entered the meeting at 9:25 a.m.

- (b) **Baron Von MacKensen House and Heritage Consultants**
File: 6800-20-026

The Senior Planner (Heritage) provided a report regarding the status and recommendations to move forward on the outstanding issues regarding the Baron Von MacKensen House. The Chair highlighted points with the information memo. Following are the comments from the SHAC members:

- The motion of the meeting of July 25, 2007 was reaffirmed and Chercover Massie & Associates Ltd. Be retained by the developer to oversee the adherence to the SHAC recommendation and report to the SHAC until the project is complete.
- This heritage home was not originally built of good quality.
- Preserving the heritage home as the original is not practical.

The Manager, Heritage Services stated that when it comes to preserving a heritage building, SHAC has to determine if they are proposing a restoration to retain original function and all aspects of the original structure or whether it is a rehabilitation for some new use. A rehabilitation project will involve compromise to some aspects of the original building in order for the structure to assume a new function. The positive outcome of either choice should be that the structure is retained and continues to contribute to the community heritage streetscape. Further, perhaps the SHAC should be more proactive in community education and ensure that current projects are promoted in the media and identified as either a restoration or adaptive reuse rehabilitation. This would help to provide public context and set more realistic expectations on the outcome.

The Manager, Heritage Services provided information from the North Shore Heritage Preservation Society for circulation on the next SHAC agenda.

It was noted by the SHAC that the community is happy that the building will be retained and retained in the community.

- It was
- Moved by Commissioner Bowyer
Seconded by Commissioner Stibbs
That the SHAC:
1. Receive this memo for information;
 2. Recommend to the General Manager Planning and Development Department that the owner of the Baron House property or his agent is required to submit a heritage alternation permit (HAP) application to the City, dealing the roof and second storey alternation and the restoration process, with the usual referral to the SHAC before a Corporate Report is submitted to Council;
 3. Rescinds the third part of its July 30, 2007 resolution and recommend to the General Manager Planning and Development Department that the Baron House use the Baron era exterior cladding, and that the owner and contractor make every effort to retain the original second structural elements with the Baron era cladding on the southeast wall;
 4. Appoint a SHAC subcommittee to undertake the responsibility of evaluating and determining consultants acceptable to the SHAC; and
 5. Endorse and recommend to the General Manager Planning and Development Department that the process for established a list of quality heritage consultants be followed as outlined in the memo, dated September 14, 2007 and presented today to SHAC.

Carried

(c) Boothroyd House Alterations, 16811 – 60th Avenue
File: 7903-0171-00

This item was dealt with later in the meeting.

(d) Heritage Street Naming Policy
File: 2152-001

The Senior Planner (Heritage) has provided a report regarding the policies, practices and issues related to street naming and recommendations that can be adopted with regard thereto.

It was
Moved by Councillor Higginbotham
Seconded by Commissioner Stibbs
That the SHAC:

1. Form a subcommittee for the selection of heritage names consisting of Commissioners Johnston; Lindenbach and Stibbs, which will be used for the naming of off-grid streets in the City;
2. That staff support be made up of the Senior Planner (Heritage) and one staff to be named from the Area Planning Division of the Planning Department; and
3. Recommend to the General Manager Planning and Development Department, to endorse the report and make comments deemed necessary.

Carried

It was suggested that a listing of the subcommittees be included on the January agenda to allow all Commissioners an opportunity for signing up for individual subcommittees.

(e) Statements of Significance (2007 – 2008)
File: 6800-203-00

The Senior Planner (Heritage) provided a report regarding undertaking the assessment of Surrey Heritage Register Sites using a methodology known as Statements of Significance (“SOS”).

There was a brief discussion regarding the amount of staff time involved with the Statements of Significance.

COMMISSION RECOMMENDATION

It was
Moved by Councillor Higginbotham
Seconded by Commissioner Bowyer
That the SHAC recommend that Council retain Don Luxton and Associates, Inc. to undertake an additional 7 Statements of Significance.

Carried

(f) King George Highway Storyboard Donation from Petro Canada
File: 7906-0439-00

The Senior Planner (Heritage) has provided a report regarding the donation \$5,000 to the City to install a storyboard along King George Highway a recommendation thereto.

It was Moved by Councillor Higginbotham
Seconded by Commissioner Stibbs
That the SHAC receive the inter-office
memo, dated August 27, 2007, as information and that Legislative Service
send a letter of thanks on behalf of the SHAC to Mr. Bryon Cook to thank
Petro Canada for their storyboard donation.

Carried

**(g) Sullivan Station House Storyboard Donation from Gosal Trucking
File: 7906-0439-00**

The Senior Planner (Heritage) has provided a report regarding the
donation of \$5,500 to the City to install a storyboard concerning the
former Sullivan Station House.

It was Moved by Councillor Higginbotham
Seconded by Commissioner Stibbs
That the SHAC received the interoffice
memo, dated September 14, 2007, as information.

Carried

**(c) Boothroyd House Alterations, 16811 – 60th Avenue
File: 7903-0171-00**

The Senior Planner (Heritage) has provided a report regarding alterations
to the Boothroyd House and amendments to the Heritage Revitalization
Agreement. Following are the comments from the SHAC members:

- It was previously suggested that a portion of the foundation be left
open to show how the foundation were built at the time the building
was constructed.
- Currently the window frames, which are hand hewn, are lying in a pile
there is a concerned that the windows will be ruined and will not be
able to be displayed.

It was Moved by Commissioner Bowyer
Seconded by Councillor Higginbotham
That SHAC recommends to the General
Manager Planning and Development that since the alteration to the
Boothroyd House are considered by the SHAC to be major changes, that a
Heritage Alteration Permit application is necessary to amend the Heritage
Revitalization Agreement for the following:

1. Changes to the elevations due to the use of board and batten cladding
and the roof height of the rear addition;
2. Adding the wall on the second storey of the building showing the
original roof location of the rear addition to those interior elements
that are protected; and
3. Other details on the exterior or interior necessary for documentation in
association with these changes;

And in consideration of these major changes, it is further recommended to the General Manager Planning and Development Department that the following conditions apply:

1. Attaching the revised elevation and floor plans to form part of the HRA;
2. Reassemble at least two of the original hand hewn windows for display;
3. Amending sections of the HAP, including the character-defining elements, to protect the exterior wall and the former roof line visible from the storage area on the second floor of the rear addition;
4. Salvaging, and if necessary, custom milling matching drop lap siding, and applying it to the north gable of the rear addition;
5. All necessary details on the exterior and interior be provided or reinstated as described in this report, including but not limited to: signs, porch posts and brackets, mouldings, woodwork, trim boards, railings, flooring, front gate, etc.;
6. That a plan for the salvaging of unused former building components be developed;
7. That these requirements and additional ones as may be determined necessary in the course of completing preservation and restoration be done to the satisfaction of the owner's architect (McGinn) in consultation with the City;
8. That a maintenance plan, satisfactory to the Senior Planner (Heritage), be submitted within the application for a HAP; and
9. That the owner applies to amend the Building Permit for these major changes.

Carried

COMMISSION RECOMMENDATION

It was Moved by Commissioner Bowyer
Seconded by Councillor Higginbotham
That SHAC recommends to Council that
Staff be instructed to prepare a Corporate Report to amend the Surrey Land Use and Development Application Fee Imposition By-law, 1993, No. 11631, to continue the practice of not charging application fees for heritage applications, however that when such applications are submitted a second time after changes have been made, that there be an application fee of \$2,000 plus the usual fee of \$765 if a Public Hearing is required.

Carried

2. PARKS AND RECREATION

(a) Cultural Capitals 2008 File: 8096-001

This item was dealt with earlier in the meeting.

(b) **Celebration 2009**
File: 8096-001

This item was dealt with earlier in the meeting.

(c) **Heritage Awareness Award Program**

This item was dealt with earlier in the meeting.

E. INFORMATION ITEMS

12. Property at 3575 – 140th Street designated a heritage road zoned One- Acre Residential Zone (RA).
File: 7907-0165-00

It was

Moved by Councillor Higginbotham
Seconded by Commissioner Bowyer
That information item E.12 be received.
Carried

C. REPORTS (continued)

3. ENGINEERING

(a) **Golden Ears Bridge 192 Street Road Construction**
Baron von Mackensen House

The Transportation Manager provided the following comments regarding the Golden Ears Project and the retention of a timber retaining wall:

- Previously, during the original review of the Golden Ears project, there had been a request to preserve the timber retaining wall in order to protect the trees along 192 Street at this property.
- In order to preserve the retaining wall, the sidewalk was designed to sit immediately adjacent to the curb and against the timber retaining wall. From a pedestrian safety perspective, this is undesirable.
- Through the development of this property there was no requirement to preserve the retaining wall, only to try and preserve the adjacent trees. Since that time a large section of the timber wall has been cut out (photo is attached). Our field staff have advised that this was done by Terasen Gas to provide service to the site.
- The construction team for the Golden Ears Bridge (GEB) is just starting work on 192 Street in this area and is requesting to replace the timber wall with an allen block wall and to shift it away from the road slightly to provide additional space for the sidewalk. The City would have a Parks tree expert review the location to specify positioning of the wall in order to ensure no impact upon the trees.

COMMISSION RECOMMENDATION

It was Moved by Commissioner Bowyer
Seconded by Commissioner Clegg
That the SHAC recommend to the General
Manager of Engineering that the City have a Parks Tree expert review the
location to specifically the location of the retaining wall in order to ensure
no impact upon the trees and further that staff review the options of style
of allan block to ensure that the type fits into the heritage site.

Carried

Councillor Higginbotham left the meeting at 10:25 a.m.

(b) Highway 1 Gateway Program Environmental Assessment Review

The Transportation Manager provided the following comments regarding the Golden Ears Project and the retention of a timber retaining wall:

- On September 5th, 2007, the Ministry of Transportation's Gateway Program submitted an Application for an Environmental Assessment Certificate for the Port Mann / Highway 1 Project (PMH1).
- The formal public comment period began on September 13th, 2007 and ends on November 13th, 2007. During this time, the public can view and comment on the Application through the Environmental Assessment Office (EAO).
- An Open House was held in Surrey on September 22nd. The display boards and information sheets can be viewed at www.gatewayprogram.bc.ca and the detailed report submissions to the EAO along with public comments and other information can be viewed on the EAO's website (full link to Highway 1 information is shown):
http://www.eao.gov.bc.ca/epic/output/html/deploy/epic_project_doc_index_247.html
- There are no heritage properties directly affected by the project.
- There are potential archaeological sites along the alignment. The project will attempt to avoid these or if not possible, minimize impacts. They will be undertaking further work on this with the First Nations, the Archaeology Branch and the Ministry of Transportation.

It was noted that Commissioner Bowyer and Stibbs are members of a subcommittee that were to have ongoing discussion with the Gateway project group.

A discussion ensued regarding the South Fraser Perimeter Road (SFPR) and it was requested that the Transportation Manager follow up and advise as to whether the delegation can present at the next SHAC meeting or when a delegation will be coming to present before the SHAC.

D. CORRESPONDENCE

1. Minor Amendment to HRA By-law No. 15623

Letter dated June 22, 2007 to Gustavson Wylie Architects Inc. regarding set of plans for restoration of the Baron von MacKenson House.

It was noted that in the first paragraph of the letter the name of the Baron von MacKenson House reads "Baron von MacKinnon Building" and this is incorrect.

2. Kensington Prairie School

Letter dated July 20, 2007 in reply to letter dated July 8, 2007 regarding preservation of the Kensington Prairie Site.

It was
be received.

Moved by Commissioner Bowyer
Seconded by Commissioner Stibbs
That the correspondence item D.1 and D.2

Carried

E. INFORMATION ITEMS (continued)

- 1. Heritage 2007 Magazine – The Magazine of the Heritage Canada Foundation**
- 2. Heritage BC Quarterly Newsletter – Spring 2007**
(this item will also be available on table)
- 3. Heritage BC Quarterly Newsletter – Summer 2007**
(this item will also be available on table)
- 4. Dormers & Doorways Newsletter – Summer 2007**
- 5. The Vancouver Heritage Foundation Newsletter – September 2007**
- 6. Regional Heritage Meeting Schedule and Registration –
September 28 – 29, 2007 – City of Cranbrook**
- 7. Heritage Canada Foundation – Notice of Annual General Meeting and Call
for Resolutions – Saturday, October 13, 2007 in Edmonton, Alberta**
- 8. Surrey Museum Fall/Christmas 2007 Programs Pamphlet**
(this item will also be available on table)

**9. Regular Council Minutes – Thursday, July 26, 2007
RES.R07-2389**

Commissioner Clegg requested confirmation (prior to his attendance at the October 11th Conference) that the SHAC's 2007 annual membership fees have been paid to Heritage Canada.

**10. Regular Council Minutes – Thursday, July 26, 2007
RES.R07-2390**

11. Updated List of Outstanding Items

**12. Property at 3575 – 140th Street designated a heritage road zoned One-Acre Residential Zone (RA).
File: 7907-0165-00**

This item was dealt with earlier in the meeting.

It was
be received.

Moved by Commissioner Bowyer
Seconded by Commissioner Stibbs
That information items E.1 through to E.11

Carried

F. OTHER COMPETENT BUSINESS

**2. Surrey's Heritage Booklet
(A photographed selection of Surrey's historically significant buildings)**

It was
Mr. Al Cleaver and provide him with Surrey Heritage booklet(s) to assist with his heritage tour; and further that Mr. Al Cleaver be requested to provide to the SHAC a one page summary of the tour.

Moved by Commissioner Clegg
Seconded by Commissioner Bowyer
That Legislative Service's staff contact

Carried

3. Expired Terms and Reappointment Letters

Following are the comments from the SHAC members:

- Commissioners Clegg and Bowyer have completed their maximum 2 – 3 year terms.
- If members know someone in their community they should encourage them to become members.

- Architects with heritage preservation experience should be encouraged to become members of the Commission.
- Commission members should encourage potential members to review By-law 13282 (available on the City's website www.surrey.ca) the bylaw that establishes the SHAC to comprehend the mandate of the Commission.
- It was requested that information be provided at the next SHAC meeting as to whether the City has consider holding an information session for individuals interested in putting in resume to hold volunteer positions with the City.

COMMISSION RECOMMENDATION

It was
Moved by Commissioner Monk
Seconded by Commssioner Stibbs
That SHAC recommend to Council that an
alternate position not be appointed, due to the complexity of the SHAC
issues and an alternate member not being informed due to not attending
meeting on a full-time basis.

Carried

G. NEXT MEETING

The next meeting of the Heritage Advisory Commission is scheduled for
October 31, 2007 in the Mayor's Executive Boardroom - 9:00 a.m.

H. ADJOURNMENT

It was
Moved by Commissioner Bowyer
Seconded by Commission Clegg
That the Surrey Heritage Advisory
Commission meeting do now adjourn.

Carried

The Surrey Heritage Advisory Commission adjourned at 11:09 a.m.

Margaret Jones, City Clerk

H. Lindenbach, Chairperson
Surrey Heritage Advisory Commission



Appendix 'A'

Surrey Heritage Advisory Commission Report

CELEBRATION 2009

FROM: Manager, Heritage Services**FILE:** 8096-001**DATE:** August 14/07**COMMISSION MEETING:** September 26/07

RECOMMENDATION

That Heritage Advisory Commission request support of Mayor and Council to champion the publication a commemorative book to celebrate the 130th Birthday of the City of Surrey in 2009.

That the Heritage Advisory Commission request a budget for one-time funding of \$120,000 to be allocated in equal portions in the 2008 and 2009 budget.

BACKGROUND

The Corporation of Surrey was issued Letters Patent on November 10, 1879. Thus began the official governance of the many small settlements that would eventually develop into one of British Columbia's most dynamic and diverse urban centres. The City will be celebrating the 130th anniversary of its incorporation in 2009.

The standard reference book on Surrey's history is The Surrey Story, published in 1978 and updated with the volume Looking Back at Surrey published in 1995. These books provide a skeletal chronological history. Neither volume celebrates community heritage as a continuum and neither is in the style of a celebratory look at Surrey then and now.

The Heritage Commission has considered various ways to mark the 130th Anniversary of the incorporation of Surrey and to profile the history and heritage of Surrey in a way that leaves a lasting legacy. It has been suggested that a book be published featuring each of Surrey's six town centres, including their historical backgrounds as well as profiles of their natural, cultural and built heritage features. Through the use of historical and contemporary photographs, maps, reproductions of archival documents, text and testimonials from both long-time and recent residents, an interesting memento of the anniversary could be created for the benefit of current and future residents.

In order for a publication to be ready in time to celebrate the anniversary, research and public consultation would have to begin as early as possible in 2008.

CONCLUSION

If the Heritage Commission wishes to be a partner in the development of this commemorative publication, support for special project funding from Council will be required. An overview of the project rationale, description, a timeline of tasks and projected budget requirements is attached for the Commission's consideration.

Bev Sommer

Manager, Heritage Services

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Project Overview Surrey 2009

130th Birthday: A Celebration of Heritage



People



Events



Places



Surrey: Then and Now

Project Rationale

The Corporation of Surrey was issued Letters Patent on November 10, 1879. To celebrate the 130th anniversary of the establishment of Surrey, which will occur in 2009, a souvenir coffee table style book could be created as a lasting legacy and memento of the occasion.

Project Description

- To publish a book documenting and commemorating the 130 years of history that have passed since the incorporation of Surrey.
- To recognize the natural, cultural and built heritage of Surrey.
- To profile the history, heritage and development of Surrey's six town centres.
- To celebrate the people, places and events that have shaped Surrey's character.
- To reflect the physical and cultural diversity of Surrey and its six town centres.
- To present historical and contemporary photographs, maps, memories and stories.
- To engage residents in the development of the commemorative publication.
- To build public interest and awareness of the Surrey's rich heritage and diversity.
- To foster a common sense of civic pride.

Project Timeline (2008-2009)

Task: Council endorses project and allocates funding	December 2007
Task: Request for Proposals	January 2008
Task: Award Contract	February 2008
Task: Research, community consultation, writing	March 2008-July 2009
Task: Design, edit, index book 2009	August 2009-September
Task: Printing of book	October 2009
Task: Launch and release of book	November 2009

Projected Budget

Based on the project scope and similar publications undertaken in recently New Westminster, Langley and North Vancouver, a budget of between \$90,000 to \$120,000 would be required, based on a minimum production of 5,000 copies of a hard bound, coffee-table style commemorative publication.

The expense budget can be split into two budget years, 2008 and 2009. The proposed budget includes all expenses excluding post-production marketing and distribution which could be handled through city publicity sources and supported by a specified number of author presentations and book signings. A promotional celebration in November 2009 will raise public awareness and be timed for the critical Christmas gift-giving season. Newspaper promotion and announcements through town centre agencies, clubs and facilities would attract residents at large and project participants alike. Distribution could be handled through the Gift Shop at City Hall as well as sales at the Museum, City Archives, and other city facilities. It is not recommended that a commercial book distributor be engaged as wholesale costs, mark up and shelf loss and damage will undermine the targeted cost recovery plan.

Research, Community Consultation, Writing, Image and Map Selection	\$ 45,000
Indexing	\$ 2,000
Editing and Design (Book layout and Cover)	\$ 10,000
Printing & Binding	<u>\$ 63,000</u>
Total	\$120,000

Project Funding Recovery Target

Commercial book pricing usually includes a mark up of 100%. At a production cost of \$24.00 per book, a commercial publisher would likely recommend that the book retail for \$49.95. Within two years of sales, the unsold books would be remaindered to reduce stock and storage costs. Commercial pricing, based on total cost recovery, would probably create a cost barrier for most people and would reduce the celebratory purposes behind the production of the book. In most similar cases, the City would invest in the pre-publication costs as part of its sponsorship of the anniversary event.

A certain number of books would be distributed by Mayor and Council and the Heritage Advisory Commission as gifts over a period of several years. Based on gifting 500 copies of the book, there would be 4,500 books available for sale. Recovery of a significant portion of the project's costs would be possible. It is typical to expect to recover the costs of design, printing and binding costs, which in this case, are estimated at \$73,000. Most non-market (non-commercial) books, created as commemorative souvenirs, do not recover the cost of research and writing.

It would be typical to price a non-market commemorative book at a relatively attractive price based on the recovery of design, printing and binding costs only. The recovery target of \$73,000 for 5,000 books would set a base price of \$14.60. A reasonable markup would create a potential selling price of \$19.95.

The first two years of sales would be the most important in terms of target cost recovery. It could be expected that at least 2,300 books would sell at the suggested retail price. The project cost recovery flow chart is noted below, remembering that 500 books would be reserved for gifting.

Year	Recovery Potential	Cost	Recovery
2008		\$60,000	
2009	Based on selling 1000 @ \$19.95	\$60,000	\$19,950
2010	Based on selling 800 @ \$19.95		\$15,960
2011	Based on selling 500 @ \$19.95		\$ 9,975
2012	Based on selling 500 @ \$14.95		\$ 7,475
2013	Based on selling 500 @ \$14.95		\$ 7,475
2014-2018	Remaining 1,200 books selling at \$14.95		\$17,940
10 years	Totals	\$120,000	\$78,775

Recovery target would be achieved over the 10 year investment.

*The net cost to the City of Surrey would be **\$41,225.00***

Funding Source

As a special commemorative initiative, the funding source could be from Council Initiatives.

If the Heritage Advisory Commission wishes to proceed with this initiative, it is critical that Council be asked to sponsor this special project. Funding would need to be confirmed so that the 2008 Budget includes a commitment to this project. A Request for Proposals and Quotations will need to be solicited early in 2008.