

NO: R105

COUNCIL DATE: May 27, 2019

REGULAR COUNCIL

TO: **Mayor & Council** DATE: **May 23, 2019**
FROM: **General Manager, Parks, Recreation & Culture** FILE: **7850-01**
SUBJECT: **Recommendation for Hillcrest Village Shopping Centre Mural Proposal**

RECOMMENDATION

The General Manager, Parks, Recreation & Culture Department recommends that Council:

1. Receive this report for information; and
2. Authorize staff to implement a community art mural entitled 'Self: Present, Future' at Hillcrest Village Shopping Centre, in Clayton Heights, as generally described below.

INTENT

The purpose of this report is to seek Council's approval for a mural design to be fabricated and temporarily installed on a blank panel of an existing commercial sign structure at Hillcrest Village Shopping Centre in Clayton Heights (Fraser Highway and 188 Street).

BACKGROUND

The City's Youth and Community Art program initiated an artist residency in Clayton Heights, to connect students from École Salish Secondary and Clayton Heights Secondary with Surrey-based artists through a series of afterschool workshops. During these sessions, participating youth had the opportunity to collaborate with four resident artists. These workshops culminated in a selection process, where youth decided which resident artist would lead their final project. By consensus, the youth choose to work with Jennifer Clark and her project Self: Present, Future.

This proposed artwork will be printed onto a vinyl banner and installed on the north face of a four-sided commercial sign post in Hillcrest Village Shopping Centre in Clayton Heights. The north facing side of the post faces away from 188 street and towards the parking lot. This side of the sign is currently blank. Staff have received permission from the owner of the Shopping Centre for this project.

POLICY CONSIDERATIONS

The *Surrey Sign By-law, 1999 By-law no. 13656* anticipates murals, and provides direction regarding how mural proposals are to be reviewed and approved for installation on private and public property.

The City's definition of a mural is:

“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.”

The Parks, Recreation & Culture Committee (the “PRCC”) receives and reviews proposals as part of its responsibility for public art, and provides advice to Council regarding the approval of designs and installation of murals, as required by the signage bylaw:

“(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.”

The PRCC is provided with the guidelines prepared by public art staff, in partnership with the Community Enhancement Planner and Community Planning to guide the design and installation of murals on both public and private property in Appendix “I”. The PRCC received a report containing the mural proposal and considered its recommendations during its meeting on Wednesday, May 22, 2019. At that meeting, the PRCC endorsed the proposal and recommended that staff prepare a report to Council.

DISCUSSION

Self: Present, Future will present a mosaic of abstract self-portraits created by Surrey youth. Participating youth will paint one self-portrait to represent their present and a second self-portrait to represent their future. Their original artwork will be scanned and digitally composited into a single artwork. This composition will then be printed onto a vinyl banner and installed by a professional contractor. A rendering of the final artwork is included in Appendix “II”.

Jennifer Clark is a Surrey-based painter who developed the concept for Self: Present, Future.

Youth who participated in the selection process identified how Self: Present, Future empowers them to express themselves, dream for a bright future, and spread hope to their community. By juxtaposing images of their present and future selves, youth feel emboldened to envision where they want to go in life. It gives youth a growth perspective—they are not limited by who they are now, but rather they can grow into the person they want to become. Placing this artwork in public deepens this sense of empowerment, allowing youth to share their life journeys with the community. This project is intended to inspire hope and to recognize different paths people follow as they transition through life.

The circular portraits that will comprise the final mural will be made by youth from École Salish Secondary and Clayton Heights Secondary Schools, during lunchtime and afterschool events. The youth developed the following constraints in order to maintain consistency and clarity in the artwork: portraits can be whatever colour and texture the students choose; students are encouraged to stay away from black in order to create more vibrancy; portraits cannot contain any words or symbols.

The design behind the portraits consists of grey lines, symbolizing people's different life paths. These lines will be painted on canvas, scanned, and composited digitally. The light grey tone provides contrast to the colourful portraits and helps balance the overall composition.

The final artwork will fill the entire frame of the sign post, measuring 94.5" x 156". A didactic panel will accompany the artwork, explaining the concept and process behind the artwork. This panel will be attached to the sign post at ground level.

FUNDING

The cost of the project is \$2,650. Funding is available in the approved Culture Division 2019 operating budget.

SUSTAINABILITY CONSIDERATIONS

The work of this mural supports the objectives of the City's Sustainability Charter 2.0. In particular, this work relates to Sustainability Charter 2.0 themes of Built Environment & Neighbourhoods, Education & Culture and Economic Prosperity & Livelihoods. Specifically, this project supports the following Desired Outcomes ("DO") and Strategic Directions ("SD"):

- Neighbourhoods & Urban Design DO 1: Surrey is comprised of distinct, diverse and compact town centres with an engaging public realm.
- Neighbourhoods & Urban Design DO 8: The built environment enhances quality of life, happiness and well-being.
- Neighbourhoods & Urban Design SD8: Strengthen and promote community engagement and programming in public spaces.
- Learning DO3: Surrey children and youth have access to a high quality and comprehensive and inclusive educational system, and opportunities that include experiences in and out of school
- Arts and Heritage DO 11: Public art is visible in diverse forms throughout the community and brings art into the daily lives of Surrey residents.
- Arts and Heritage DO12: Surrey nurtures a unique participatory community-based arts scene.
- Arts and Heritage SD 9: Support the development of local artists of all ages and through all stages.

CONCLUSION

The General Manager, Parks, Recreation & Culture Department recommends that Council authorize City staff to proceed with implementing the proposed mural as generally discussed in this report.

Laurie Cavan
General Manager
Parks, Recreation & Culture

Appendix "I": Wall Art and Murals on Private and City Property Guidelines
Appendix "II": Rendering of Proposed Mural Design

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WALL ART AND MURALS ON PRIVATE AND CITY PROPERTY GUIDELINES

CITY OF SURREY APPROVAL PROCESS AND ADVICE ON COMPETITIONS FOR DESIGN

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 in the City’s neighbourhoods.

This Guideline anticipates applications to install temporary wall art on both City and private property and guides the planning and approval following both the City Signage By-Law and the City’s Public Art Policy and procedures.

Temporary projects are planned to be installed for less than twelve (12) months and are designed to be removable. These include large-scale vinyl wraps and large painted panels temporarily fastened to an external wall. Permanent wall art has a planned life-expectancy longer than one year.

Process for approval to proceed with a wall art project on private property:

Step 1:

Mural sponsor contacts Surrey’s Community Engagement Planner to discuss the intention to create a proposal for a temporary wall art project, and ensure the project as conceived will meet the City’s guidelines. The Planner will provide preliminary advice, and will schedule an internal meeting with Planning and Public Art staff to brief them on the pending proposal.

Step 2:

Mural sponsor creates a written proposal and include the following information:

- 1) Who comprises the group proposing the project (experience, lead individuals, roles and responsibilities)
- 2) Location, material, size and dates for the proposed wall art installation and removal date,
- 3) Theme and purpose of creating the artwork
- 4) Process for artist selection, community engagement artwork production and project coordination;
- 5) Documentation of the skills, abilities and experience of
 - the group proposing to coordinate the project (if different from the building owner) and
 - the artists, fabricators and installation company (reflecting process for selection and intended materials etc.)
- 6) Written and signed agreement between the property owner and the group undertaking the wall art that confirms the following:
 - Approval and support for the project to use their building;
 - Responsibility for the installation and the removal of the artwork;
 - Responsibility for insurance as needed for those undertaking the project;

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.”

Permanent wall art on private property:

A permanent artwork is not removable, such as a mural painting on a wall. Inquiries about permanent wall art are received by public art staff.

Private property owners, who wish to propose permanent artwork on private property, will need to prepare a written proposal, including a rendering of the final design.

This proposal, together with a delegation of the property owner, will be received by the Public Art Advisory Committee (PAAC), who will then advise Council with recommendations.

Permanent murals and other forms of permanent wall art are not produced or funded through the City’s public art program.

- Repair of any damage to the building;
- Documentation confirming understanding and agreement that resident complaints about the wall art would be brought forward to the Public Art Advisory Committee (PAAC) and if deemed necessary by the PAAC and if requested, the group will remove the artwork within 2 weeks. If not removed by the art group, the work would be removed by By-Laws upon request of Public Art and the costs will be borne by the building owner.

(Note: The City will expect the building owner to be responsible for all costs and to serve as the point of contact for the project for the City, unless the City is provided with clear documentation that an alternative business or incorporated organization has both agreed to be responsible and demonstrates the capacity and resources.)

Step 3:

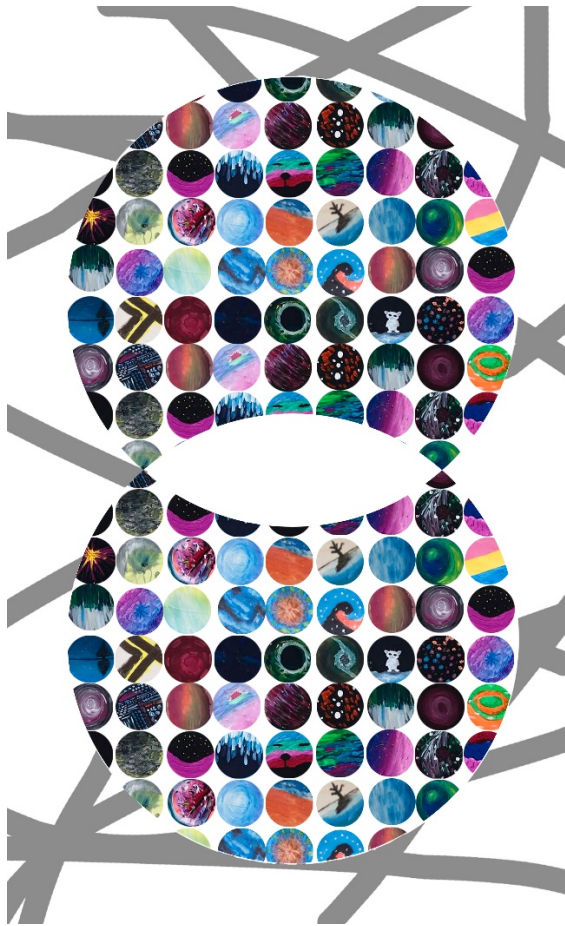
- Contact the Community Engagement planner to schedule an opportunity to submit and discuss proposed wall art initiative, and receive preliminary feedback.
- When the preliminary design is created, and well prior to fabrication, provide the Planner with the design drawing. At this time, the Planner will ensure the proposal is complete, and request its presentation to the Public Art Advisory Committee (PAAC). A complete preliminary design includes colour, demonstrates all design content (details) and fairly accurately renders what the final design will look like. The Planner may request the organization to present their proposal as a delegation to PAAC.
- The proposal for the wall art, including the final design, is presented to PAAC for discussion and advice.
- The Community Engagement Planner will advise the organization making the proposal the advice received from PAAC.
- Communication Engagement Planner prepares a report for Council deliberation. This report will be scheduled for the next possible Council meetings (note: Council does not meet in August). The Planner will require documentation of the final design, demonstrating that it has responded to any advice or requirements, for this report.
- Approval will be provided in writing to those proposing the artwork the outcome of Council's deliberation.

Wall Art Design Proposals Criteria for Approval

The following will be used by PAAC 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) Temporary 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.

Rendering of Proposed Mural Design



Left: Rendering of Proposed Mural

Right: Rendering of Mural Installed at Project Site

This mural is a digitally composited image printed on a vinyl banner and installed by professional contractors, measuring 94.5" x 156". The imagery depicts two types of abstract self-portraits created by youth. The bottom circle contains self-portraits that represent youth's present whereas the portraits in the top circle depict youth's future. These self-portraits are abstract paintings that do not contain any words or symbols. This rendering shares the mural layout and the types of self-portraits youth will create. The actual self-portraits will be created after Council approval.