

REGULAR COUNCIL

TO: **Mayor & Council** DATE: **July 4, 2019**
FROM: **General Manager, Parks, Recreation & Culture** FILE: **7800-01**
SUBJECT: **135A Street Fence Beautification Project**

RECOMMENDATION

The Parks, Recreation & Culture Department recommends that Council:

1. Receive this report for information; and
2. Authorize the Downtown Surrey BIA to proceed with the fabrication and installation of a temporary fence artwork on 135A Street, as described in this report.

INTENT

The purpose of this report is to seek Council's approval for a temporary fence artwork project to be fabricated and installed for one year on 135A Street by the Downtown Surrey BIA (the "BIA") as murals are regulated by the Surrey Sign By-law, 1999 By-law no. 13656.

BACKGROUND

The BIA is invested in building a vibrant business environment in the City Centre Area. The BIA has an ongoing interest in supporting their member business located on 135A Street through beautification efforts on this street. The BIA is proposing a placemaking and beautification project that will bring members of the community together with artists to create professional-looking and attractive fence art designs. The intention of this project is to continue to elevate the image of 135A Street and tell a new story about the area. The recently launched 'Love Where You Live' campaign encourages the community to get involved in making Surrey clean and beautiful. The BIA is a key partner in our shared efforts to provide a vibrant streetscape in the City Centre area.

135A Street is a key strategic site for enhancement and beautification. There have been several City-led efforts to beautify the streetscape including regular litter cleanup, the installation of street trees, extension of the City Banner program to this area and the installation of seasonal lights. One of the ongoing challenges for enhancement on 135A Street is that majority of property frontages are fences, diminishing the quality of the streetscape environment. Fence art projects

are a popular temporary placemaking and beautification method used around the world to bring visual interest to streetscapes.

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 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 Parks, Recreation & Culture Committee 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 Parks, Recreation & Culture Committee (“PRCC”) received a report containing the mural proposal and considered its recommendation during its meeting on Wednesday, June 19, 2019. At that meeting the PRCC endorsed the proposal and recommended that staff prepare a report to Council.

DISCUSSION

The 135A Street Fence Beautification Project will work with local artists, residents and youth to design attractive fence beautification installations at three locations on 135A Street. The proposed fence locations are identified on a map in Appendix “II”. These sites were chosen because they are property frontages that are dominated by unattractive fencing with little to no other visual interest. Permission has been obtained from the property owner for these sites, who responded very positively to the idea of beautification taking place on their property.

Each fence location will feature a different colourful design, facilitated through three different artist-led processes. A rendering and description of each proposed art fence final design is included in Appendix “III”.

The fence art will be installed by the BIA for the period of one-year and be removed in the summer of 2020. The BIA will monitor the fence art and will be responsible for maintaining the quality of the installation and removing the materials within two weeks should it become damaged beyond repair or become unsightly. The proposed designs ensure that good visibility is maintained into the areas behind the fences.

The coordinating artist for this project is Maja Lampa, the BIA's Community Engagement summer intern. Maja is a former Simon Fraser University ("SFU") Surrey student with experience in mixed-medium art forms. Maja's experience includes curating an art exhibition in May 2017 (*EPOCH*, held at Li Po Chun United World College of Hong Kong), facilitating art projects at community outreach events with Nature Kids BC, and completing public murals at Let Us Create Futures community centre.

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 Direction ("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.
- 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 SD 9: Support the development of local artists of all ages and through all stages.

CONCLUSION

The Parks, Recreation & Culture Department recommends that Council authorize the BIA to proceed with implementing the fence beautification project.

Laurie Cavan
General Manager
Parks, Recreation & Culture

Appendix "I": Mural Guidelines
Appendix "II": Fence Art Locations
Appendix "III": Fence Art Rendering

APPENDIX “I”

Mural Guidelines

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.

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.”

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

Step 1:

Mural sponsor contacts Surrey’s Community Enhancement 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

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 Parks, Recreation & Culture Committee (PRCC), 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.

- 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;
 - 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 Parks, Recreation & Culture Committee (“PRCC”) and if deemed necessary by the PRCC 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 staff 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 Enhancement 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 PRCC. 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 PRCC.
- The proposal for the wall art, including the final design, is presented to PRCC for discussion and advice.
- The Community Enhancement Planner will advise the organization making the proposal the advice received from PRCC.
- Communication Enhancement 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 PRCC 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.

Fence Art Locations



Fence Art Renderings

Fence Location 1

This rendering is of multi-coloured painted boards affixed to the fence with metal clasps. This proposed section will be developed by youth at a Teen Art Drop-In. This will include youth from the Pacific Community Resources Society which recently opened in the area. A specific color scheme will be predetermined for each section such that when they are installed on the fence, they create a rainbow effect, a personal favorite pattern of the Teen Art Drop-In regulars.

The dimensions of this fence section is 20ft long by 8ft tall. The materials for this installation will include wooden boards and paint. These boards will be abstract paintings that do not contain any words or symbols. This design process will be overseen by Maja Lampa, project coordinator.



Fence Location 2

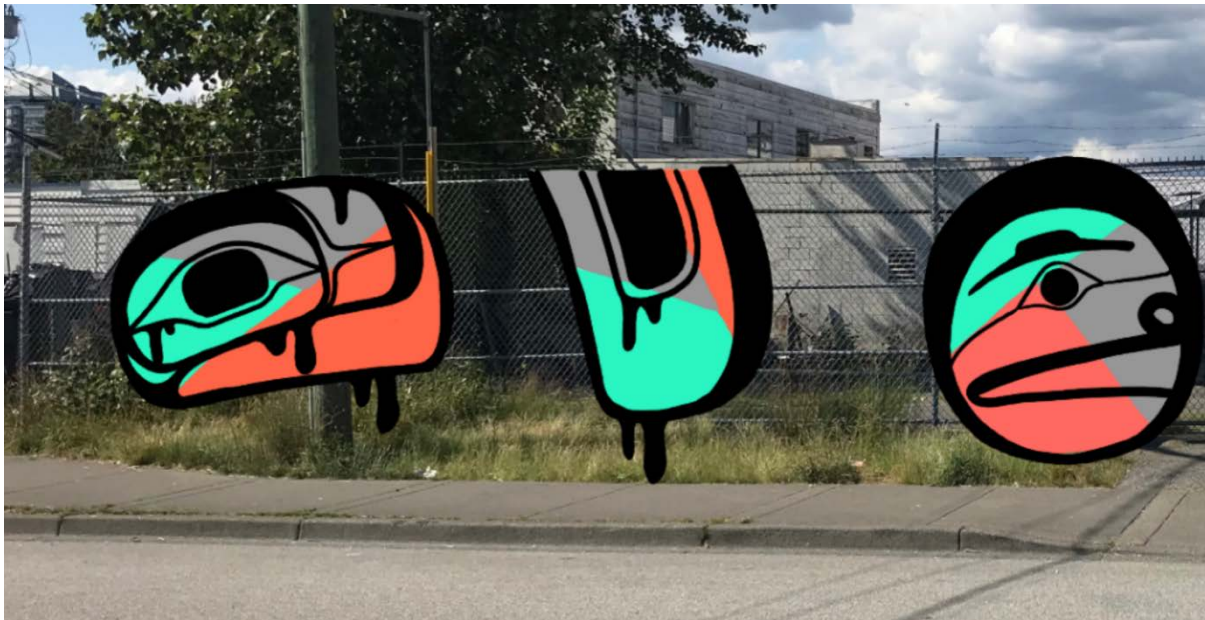
This rendering depicts vinyl strips woven into a metal fence to produce a colourful weaved pattern. This section will be implemented by the Creative in Recovery program participants at the Phoenix Drug & Alcohol Recovery & Education Society. Members of this resident-led group will weave durable vinyl strips through the fence in an abstract and fluid pattern that forms a stripe across the fence. The top of the stripe will be a straight line and the bottom will vary in length from 3ft to 4ft to allow for fluidity and good visibility behind the fence. The vinyl strips will be woven through the fence and secured with zip ties at the ends.

This design process will be overseen by Laura Webb from the Comma Creative arts organization. Laura is a certified Bob Ross Art Instructor with a graphic design and multimedia background. She lives in Cloverdale, BC where she offers private acrylic and oil painting classes in her art studio. She also works with the City of Richmond and City of Surrey facilitating art classes and her Pop-Up Art Tent offering mini art workshops at community events.



Fence Location 3

The concept for this location was developed by Indigenous Artist K.C. Hall. It will be implemented alongside local Indigenous youth as an expression of identity and culture. The materials for this installation will include wooden boards and paint.



KC Hall is a Heiltsuk artist who creates art works that combine traditional and contemporary forms and lines. KC is currently collaborating with Skookum Labs at SFU Surrey. KC Hall was recommended by the Bill Reid Gallery, for his experience working with local Indigenous youth and his style which draws on Indigenous techniques as well as his own approach to contemporary street art.