

NO: R128

COUNCIL DATE: July 27, 2020

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **July 27, 2020**

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

FILE: **7800-01**

SUBJECT: **135A Street Fence Beautification Project 2020**

RECOMMENDATION

The Parks, Recreation and Culture Department recommends that Council:

1. Receive this report for information; and
2. Authorize the Downtown Surrey BIA (The “DTSBIA”) 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 Business Improvement Association.

BACKGROUND

The DTSBIA is invested in building a vibrant business environment in the City Centre Area. The DTSBIA has an ongoing interest in supporting their member business located on 135A Street through beautification efforts on this street. The DTSBIA is proposing a follow up to their successful 2019 Fence Art project with four new designs to be installed in the summer of 2020. For before and after photos of the 2019 Fence Art project see “Appendix I”. The intention of this project is to continue to elevate the image of 135A Street and beautify and enhance the area. The ‘Love Where You Live’ campaign encourages the community to get involved in making Surrey clean and beautiful. The DTSBIA 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 a number of 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 the majority of property frontages are fences, which diminishes 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 Sign 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 “II”.

DISCUSSION

Due to the impacts of COVID 19, the DTSBIA summer student interns who lead this project were not hired until June. This meant that the DTSBIA and the City's Public Art staff were unable to meet the standard timeline for bringing a report to the Parks, Recreation and Culture Committee meeting in June, to then be approved by Mayor and Council at a subsequent meeting. Given this unique timing this year, this report is being presented directly to Council.

The 135A Street Fence Beautification Project will work with local artists, residents and youth to design attractive fence beautification installations at four locations on 135A Street. The proposed fence locations are identified on a map in Appendix “III”. 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 four different artist-led processes. Each Fence Art installation will use durable materials and be designed to be low maintenance. A rendering and description of each proposed art fence final design is included in Appendix “IV”.

The fence art will be installed by the DTSBIA for the period of one-year and be removed in the summer of 2021. The DTSBIA 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.

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.
- 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 Fence Art Beautification Project will further beautify and visually enhance 135A Street through quality art and design. The Parks, Recreation & Culture Department recommends that Council authorize the Downtown Surrey DTSBIA to proceed with implementing the fence beautification project on 135A, as generally described in this report.

Laurie Cavan
General Manager
Parks, Recreation and Culture

Appendix "I": 2019 Fence Art Photos
Appendix "II": Mural Guidelines
Appendix "III": 2020 Fence Art Locations
Appendix "IV": 2020 Fence Art Renderings

2019 Fence Art Photos



APPENDIX “II”



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.

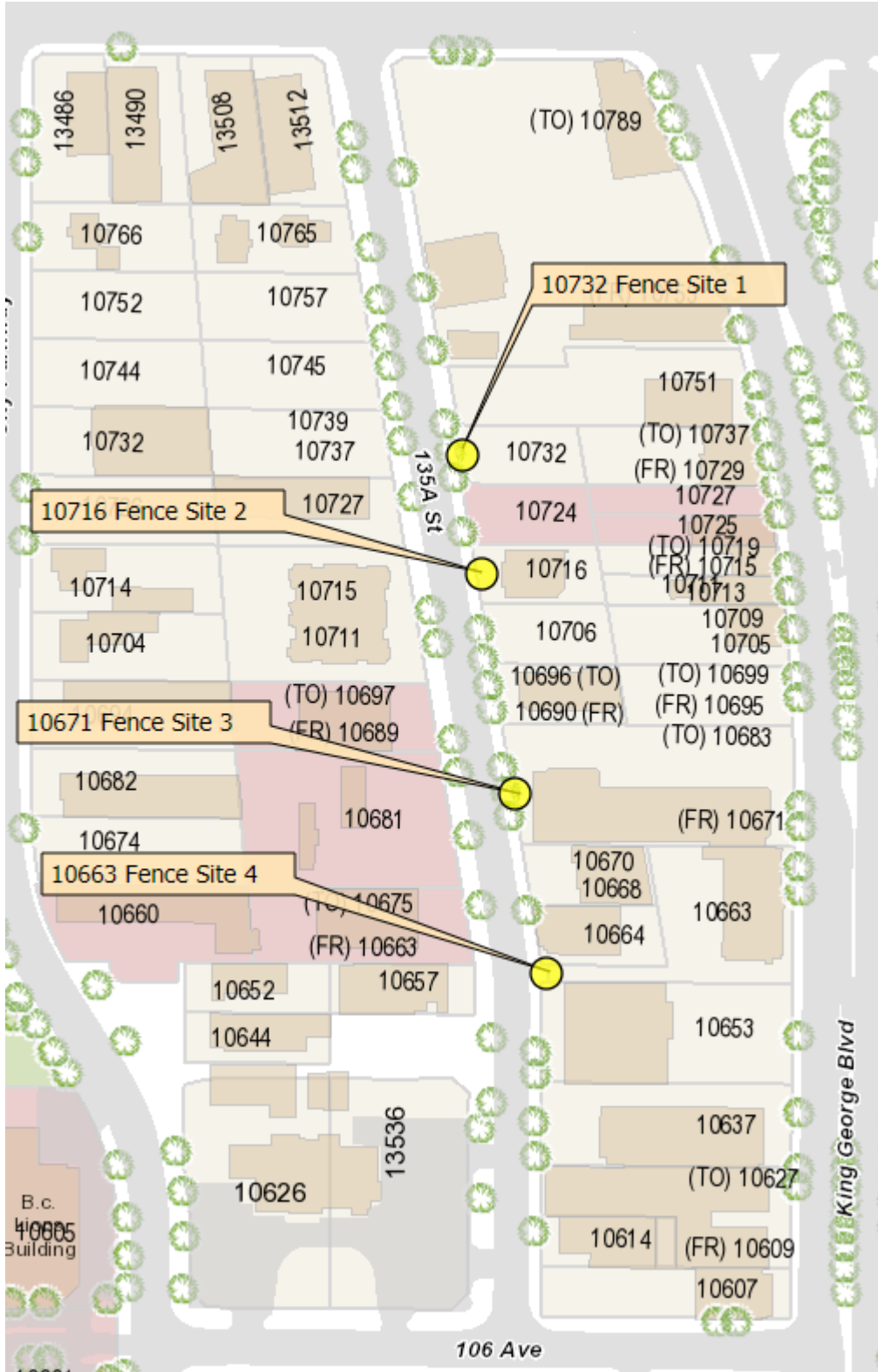
Wall Art Design Proposals Criteria for Approval

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.

APPENDIX "III"

2020 Fence Art Locations



2020 Fence Art Renderings

Fence Site 1 (10732 135A Street)

Artist: KC Hall

Plywood panels painted and stenciled in studio and affixed to fence.



Fence Site 2 (10716 135A Street)

Artist: Vyshu Manohara

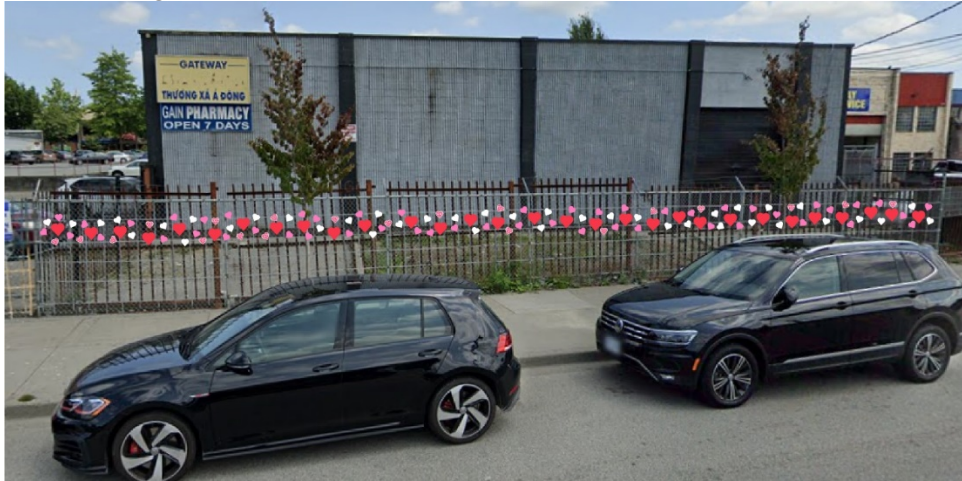
Repurposed coloured plastic water bottles arranged into a Mandala.



Fence Site 3 (10671 135A Street)

Artist: Maria Koehn

Small wooden hearts individually painted by community members and arranged/installed by the coordinating artist.



Fence Site 4 (10663 135A)

Artist: Joelle Daniela

Painted plywood mounted to fence.

