

NO: R153

COUNCIL DATE: July 26, 2021

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **July 22, 2021**

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

FILE: **7800-01**

SUBJECT: **Recommendation for a Mural on Old Yale Road at King George Hub**

RECOMMENDATION

The Parks, Recreation & Culture Department recommends that Council:

1. Receive this report for information; and
2. Authorize PCI King George Development Inc. to proceed with the implementation of a mural titled '*Star Field on Old Yale Road*', located at the new King George Hub development at 13640 George Junction as generally described in this report and attached as Appendix "I".

INTENT

The purpose of this report is to provide information on the City's process for reviewing mural proposals, and to obtain Council approval for a mural design to be installed at the PCI King George Hub located at 13640 George Junction.

BACKGROUND

PCI Developments is a Metro Vancouver Real Estate Developer & Investor specializing in urban mixed-use, commercial built-to-suit and value-added repositioning of existing buildings. Create Vancouver Society is a non-profit arts organization dedicated to artistic and cultural development. Create Vancouver Society, which includes the Vancouver Mural Festival has evolved from a grassroots street festival into a world-class, multi-media art consultancy and production agency, working with clients throughout Metro Vancouver. To date, over 250 high quality murals have been implemented.

PCI King George Development Inc. and Create Vancouver Society (Vancouver Mural Festival) are proposing a new mural. This mural is to be located at the new King George Hub development located at 13640 George Junction, in the retail high street area. The approximate location of the mural is indicated in Appendix "II".

The request to install this design is in compliance with the City Signage bylaw as it constitutes a public mural. The City Signage By-law 13656 (amended 01/13/14) states:

- “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”; and
- “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.”

DISCUSSION

Selection Process

Through a project agreement with PCI King George Development Inc., Create Vancouver Society is contracted for artist selection, curation and installation of the mural which includes project management, site preparation, safety planning, painting and artist support. PCI King George Development will be responsible for maintenance of the mural.

The curatorial process involved a selection committee including: Maskull Laserre (public art artist); Jan Ballard (public art consultant); Andy Croft and Brad Howard (PCI); and Create Vancouver Society.

Parks, Recreation & Culture Committee Review

The mural concept design was presented to the Parks Recreation & Culture Committee (“PRCC”) at their meeting on June 23, 2021, and the Committee supported the recommendation to proceed as proposed with the implementation of the *Star Field on Old Yale Road* mural.

About the Artist and Artwork

The mural is entitled, *Star Field on Old Yale Road*, and has been conceptualized and designed by Cody Swinkels. Cody Swinkels is a freelance artist and traditionally trained Sign Painter with extensive experience painting and installing large scale signage and murals. This design was created specifically to aesthetically compliment Maskull Lasserre’s public sculpture Moon Harvest delivered as part of the Public Art contribution of the King George Hub development. The words “Star Field” were selected to extend the metaphor of the adjoining tractor and moon public art piece and create a link to the historical Old Yale Road

The type face used in the mural has been inspired by 19th century industrial & agricultural signage and lettering. The layout of the mural creates flow by breaking the grid of the structure it is on, directing the viewer toward the moon. A sufficient amount of space has been intentionally left around the moon sculpture to frame but not interfere with the public art. With the subtle detail of painted stars, an aged tone & texture, the mural is tied both visually and thematically to the Moon Harvest sculpture and heritage of the area. The approximate size of the mural is 1,200 square feet and is located on an upper-level corrugated metal surface in the retail high street area of the development. A rendering of the proposed mural is included in Appendix “I”.

The proposed mural designs comply with the criteria for design and implementation found in Surrey’s Mural and Wall Art Guidelines.

The City of Surrey’s Wall Art and Murals Guidelines are included in Appendix “III”.

FUNDING

This mural project is being financed by PCI King George Development Inc., there is no cost to the City of Surrey.

SUSTAINABILITY CONSIDERATIONS

This initiative 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 DO 15: All new buildings, public places and outdoor spaces are welcoming, safe and universally accessible;
- Arts and Heritage DO 7: An enviable and vibrant arts and heritage sector contributes to Surrey's citizen engagement, enrichment, economy, community livability and civic pride;
- 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; and
- Innovation SD 10: Support the development of growth of key sectors including health technology, clean technology, advanced manufacturing, agri-innovation and the creative economy.

CONCLUSION

The Parks, Recreation and Culture Department recommends Council authorize PCI King George Development Inc. located at the new King George Hub development at 13640 George Junction to proceed with the implementation of the *Star Field on Old Yale Road* mural.

Laurie Cavan
General Manager,
Parks, Recreation & Culture

Appendix "I": Mural Renderings
Appendix "II": Mural Location
Appendix "III": Wall Art and Murals Guidelines

Mural Renderings



Star Field on Old Yale Road
Cody Swinkels

The look of an aged billboard sign is meant to salute and pay tribute to the past of downtown Surrey. The words "Star Field" were selected to extend the metaphor of the adjoining tractor and moon public art piece and create a link to the historical Old Yale Road. This design was created specifically to aesthetically compliment and not interfere with Maskull Lasserre's public sculpture Moon Harvest delivered as part of the Public Art contribution of the King George Hub development. The layout of the mural creates flow by breaking the grid of the structure it is on, directing the viewer toward the moon. *Star Field on Old Yale Road* has been designed with an intentional aged vintage aesthetic, and has left sufficient space around the moon sculpture to frame but not interfere with the public art. With the subtle detail of painted stars, an aged tone & texture, the mural is tied both visually and thematically to the Moon Harvest sculpture and heritage of the area. The type face used in the mural has been inspired by 19th century industrial & agricultural signage and lettering.

APPENDIX "II"

Mural Location



Wall Art and Murals Guidelines

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.”

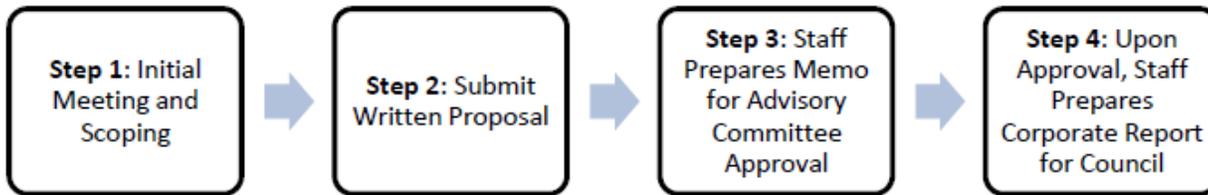
General Design Criteria

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 Parks Recreation and Culture 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 Parks, Recreation and Culture Committee (PRCC). The PRCC 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.

Please Note: The Parks, Recreation and Culture Committee meets once per month, and the Memo must be completed at least a week prior to the meeting for addition to the agenda.

Step 4: Corporate Report to Mayor and Council

Upon the recommendation of the PRCC, staff will draft a Corporate Report to Council that the PRCC 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.