

NO: R211

COUNCIL DATE: November 8, 2021

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **October 25, 2021**

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

FILE: **7800-01** SUBJECT:

Recommendation for a Mural on RCMP District 3 Building at 7235 137 Street

RECOMMENDATION

The Parks, Recreation & Culture Department recommends that Council:

1. Receive this report for information; and
2. Authorize the Newton Business Improvement Association (the “BIA”) to proceed with the implementation of a mural titled ‘*Purple Dreamer*’, located at 7235 137 Street on the RCMP District 3 Building exterior, 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 to proceed with completing the design of a mural to be installed at 7235 137 Street.

BACKGROUND

The BIA is made up of a group of property and business owners who are passionate about improving the opportunities for businesses in the Newton Town Centre by taking leadership and revitalizing the area. The BIA focus is to bring business members, grassroots organizations, community stakeholders, and government together to create a vibrant and dynamic neighborhood for residents, workers, and visitors to the area.

In support of this, the BIA has committed to encouraging high-quality murals in the central Newton business area to increase economic development through establishing a “Newton Mural Program”. The goals of the Newton Mural Program are to generate positive news stories about Newton, improve the Newton brand, Improve Crime Prevention Through Environmental Design (“CPTED”), help create a cultural corridor, deter graffiti, increase visitors, and is a desired outcome of the Newton Sustainability in Action plan created by the Newton community.

The BIA is proposing a new mural at 7235 137 Street on the south facing wall adjacent to the laneway. The building is currently leased to the RCMP District 3 office. The approximate location of the mural is reflected 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

Parks, Recreation & Culture Committee Review

On October 17, 2021, the Parks, Recreation & Culture Committee (“PRCC”) received a report on the mural concept design and the Committee supported the recommendation to proceed as proposed with the implementation of the *Purple Dreamer* mural.

About the Artist and Artwork

The mural is entitled, “*Purple Dreamer*”, and has been conceptualized and designed by Danny Fernandez. Danny Fernandez is an award winning Canadian visual artist and musician. Danny has produced murals around the world, including previous commissioned murals in Newton.

The theme of this artwork is healing and honouring the Earth, by including vital species such as salmon and bees. The approximate size of the mural is 800 square feet (8ft x 100ft). The mural will be painted with standard spray paints and a graffiti resistant coating.

A rendering of the proposed mural is included in Appendix “I”.

The Newton BIA have provided a copy of their Letter of Understanding from the property owner that indicates their support for the mural on their building. The BIA will be responsible for the ongoing maintenance of the Mural.

The proposed mural designs comply with the criteria for design and implementation found in the City of Surrey’s Mural and Wall Art Guidelines attached as Appendix “III”.

FUNDING

There is no cost to the City for this project. The cost to implement the mural design and installation is being financed by the BIA.

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; and
- Arts and Heritage SD 9: Support the development of local artists of all ages and through all stages.

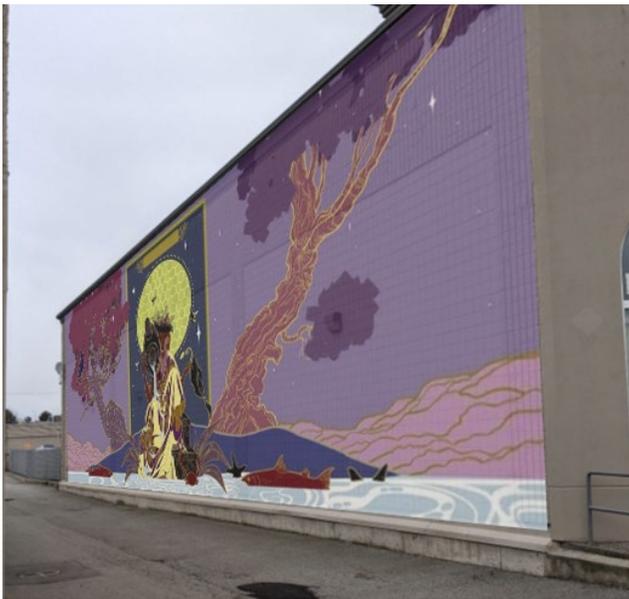
CONCLUSION

The Parks, Recreation and Culture Department recommends Council authorize the BIA to proceed with the implementation of the *Purple Dreamer* Mural located at 7235 137 Street.

Laurie Cavan
General Manager,
Parks, Recreation & Culture

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

Mural Renderings



Title: *Purple Dreamer*

By Artist: Danny Fernandez

The theme of this artwork is healing and honouring the Earth, by including vital species such as salmon and bees. The colours were chosen to compliment the existing murals in the area and the surrounding buildings.

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.”

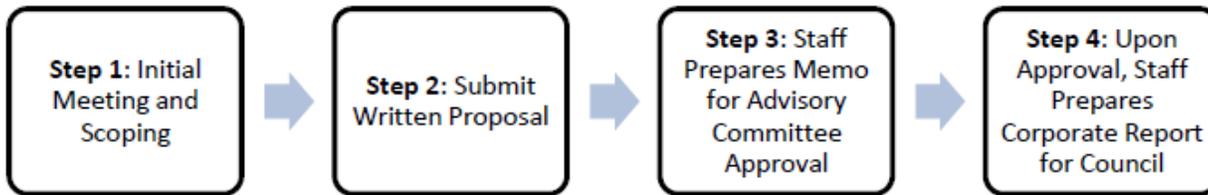
General Design Criteria

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.