

NO: R081

COUNCIL DATE: April 25, 2022

REGULAR COUNCIL

TO: **Mayor & Council** DATE: **April 21, 2022**
FROM: **General Manager, Parks, Recreation & Culture** FILE: **7800-01**
SUBJECT: **Recommendation for “Aspire to Inspire” Mural at 5696 - 176 Street**

RECOMMENDATION

The Parks, Recreation & Culture Department recommends that Council:

1. Receive this report for information; and
2. Authorize the Cloverdale Mural Project Group and owners of 5696 - 176 Street to proceed with the implementation of the “Aspire to Inspire” mural at this location, 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 the installation of a mural at 5696 - 176 Street.

BACKGROUND

The Cloverdale Mural Project and owners of 5696 - 176 Street are proposing the installation of a mural on the exterior of the building located at this subject address. The Cloverdale Mural Project team is comprised of a group of Cloverdale residents that are passionate about murals and public art. Active since 2019, this group successfully implemented two murals in Cloverdale in 2021. The Cloverdale Mural Project volunteers are responsible for project coordination, fundraising, grant writing, community engagement and ongoing mural maintenance. A rendering of the proposed mural is attached as Appendix “I”.

The approximate location of the mural is indicated in Appendix “II”.

The request to install this design, is in compliance with the City Sign By-law No. 13656 as it constitutes a public mural. The City Sign By-law No. 13656 states:

4. (1) “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.”
5. (4) “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

The proposed mural design complies with the criteria for design and implementation found in Surrey's Wall Art and Murals Guidelines attached as Appendix "III".

DISCUSSION

Parks, Recreation & Culture Committee Review

On April 12, 2022, the Parks, Recreation & Culture Committee ("PRCC") reviewed a report on the mural concept design and the PRCC supported the recommendation to proceed as proposed with the implementation of "Aspire to Inspire".

About the Artist and Artwork

The mural is entitled "Aspire to Inspire" and has been conceptualized and designed by artist WRDSMTH. WRDSMTH is a published author, screenwriter, former advertising copywriter, and international mural artist. Born and raised in the Midwest, he relocated to Los Angeles and began a public art practice that blends his roots as a writer with the aesthetics of stenciling and wheat pasting. He began painting/pasting walls with indelible thoughts and phrases in 2013 and was quickly recognized as a rising artist. Now located in the U.K., WRDSMTH has made his mark in over twenty-five major metropolitan cities around the world. This mural is WRDSMTH's first piece in Canada.

The "Aspire to Inspire" wall mural is comprised of WRDSMTH's signature approach to murals that blends a passion for copy writing and visual art. The typewriter image is meant to conjure thoughts of the past golden age of classic writers and is juxtapositioned with WRDSMTH's thought provoking musings. This piece was selected by the Cloverdale Mural Project because it blends historic and character imagery with contemporary artistic approaches. This mural's text "Aspire to inspire and the universe will take note", was selected for this location due to its upbeat and inspirational message that resonates with the aspirational and growing nature of Cloverdale and Surrey. The mural will be approximately fifteen feet tall by seventeen feet wide, and applied using a primer and base coat, spray paint, and finished with a preventative anti-UV and anti-graffiti topcoat.

FUNDING

The total cost to implement the mural design and installation is being financed by the Cloverdale Mural Project Group and is anticipated to be \$6,000. The organization meets the criteria for a Community Enhancement Grant up to \$3,000 in support of this project and it is anticipated that they will apply upon successful completion of the project.

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 & Culture Department recommends that Council authorize the Cloverdale Mural Project and owners of 5696 - 176 Street to proceed with the implementation of the “Aspire to Inspire” mural on the exterior of the building located at 5696 - 176 Street.

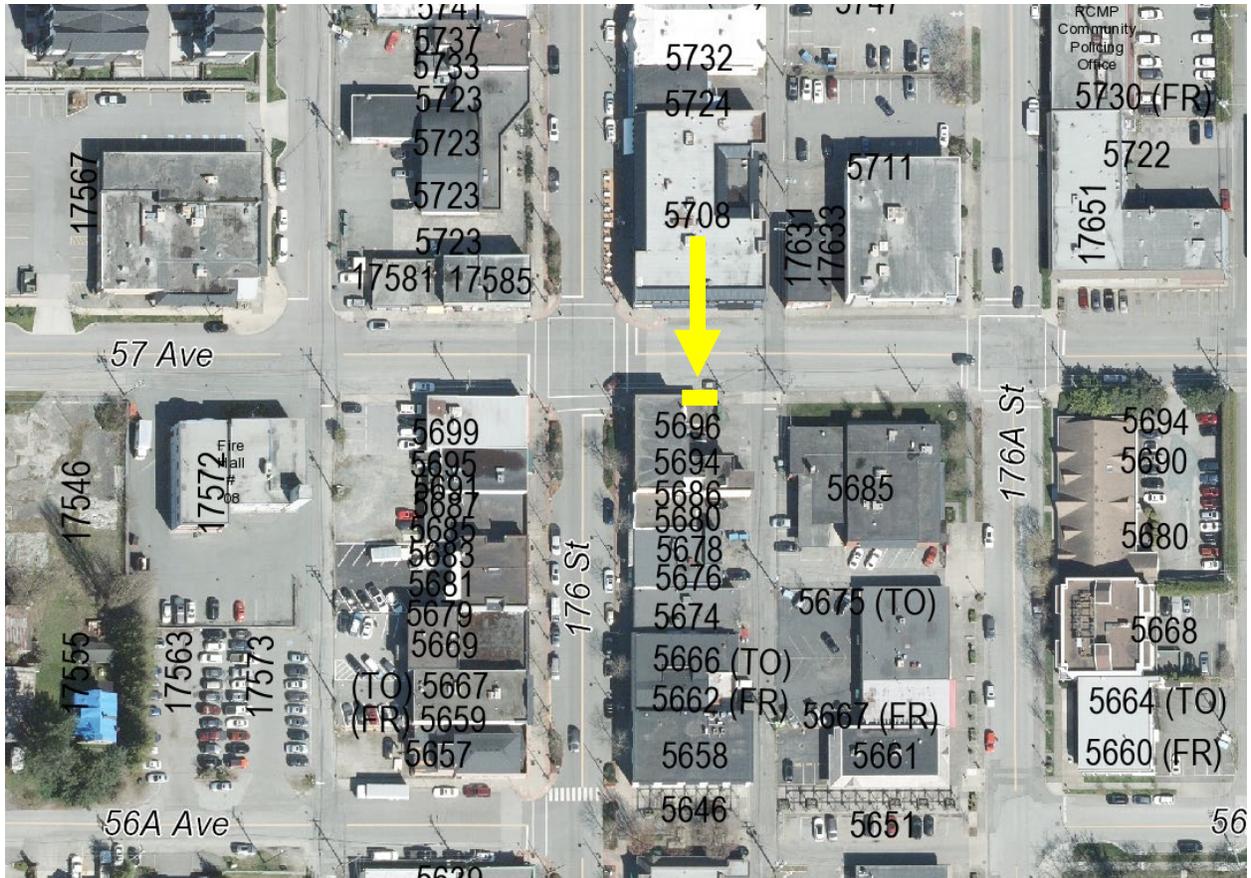
Laurie Cavan
General Manager,
Parks, Recreation & Culture

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

Mural Renderings



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.”

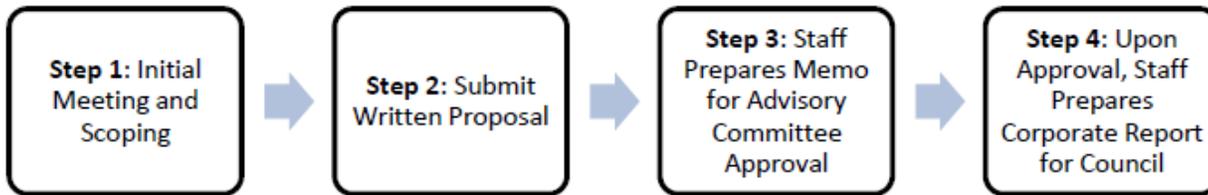
General Design Criteria

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.