



Meeting 2009 Nov 16

COUNCIL REPORT

MAYOR'S TASK FORCE ON GRAFFITI

*HIS WORSHIP, THE MAYOR
AND COUNCILLORS*

SUBJECT: MURAL FUNDING

RECOMMENDATIONS:

1. THAT Council refer to the Finance and Civic Development Committee the request for funding in the amount of \$100,000.00 from the Gaming Fund Reserves for the City of Burnaby Mural Program that was established in 2009 March by the Mural Sub-Committee of the Mayor's Task Force on Graffiti.
2. THAT Council request staff, in conjunction with the Finance and Civic Development Committee, develop detailed policy guidelines for consideration of mural grants.

REPORT

The Mayor's Task Force on Graffiti, at its open meeting held on 2009 October 29, received and adopted the attached report outlining a funding proposal for the City of Burnaby Mural Program.

Arising from discussion, the Mayor's Task Force on Graffiti recommended staff, in conjunction with the Finance and Civic Development Committee, develop detailed policy guidelines for consideration of mural grants.

As noted in the Committee Report, the requested funding would provide for development of 40 murals over a 5 year period based upon 50/50 cost sharing between the City and the mural applicant.

Respectfully submitted,

Councillor C. Jordan
Chair

Councillor S. Dhaliwal
Vice Chair

Councillor P. McDonnell
Member

<p>Copied to: City Manager Director Engineering Director Finance Anti-Graffiti Coordinator</p>
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TO: MAYOR AND COUNCIL

DATE: 2009 November 5

FROM: MAYOR'S TASK FORCE ON GRAFFITI

SUBJECT: MURAL FUNDING

PURPOSE: To provide the Mayor and Council with a proposal for funding for the City of Burnaby's Mural Program

RECOMMENDATION:

1. **THAT** Council refer to the Finance and Civic Development Committee the request for funding in the amount of \$100,000.00 from the Gaming Fund Reserves for the City of Burnaby's Mural Program that was established in 2009 March by the Mural Sub-Committee of the Mayor's Task Force on Graffiti.

REPORT

The goal of the City of Burnaby's Mural Program is to deter further graffiti at locations where tagging has been a problem. Murals that are painted rarely get tagged thus deterring the graffiti problem in the city. Since the Anti-Graffiti Program's implementation in June 2007, four additional murals have been completed in locations that had been targeted by graffiti writers. There have been no instances of graffiti reappearing on the murals to date. Currently, there are several businesses that are interested in getting a mural on their building. By continuing to paint murals at high incident graffiti locations, tagging will become less an issue for these property owners.

Historically the City of Burnaby has 16 murals throughout the city and the murals have remained graffiti free except for one.

The process of planning, organizing and producing a mural can be an excellent community building exercise. The time period for the project funding is 5 years.

Generally, the initiative for a mural must come from the community, with the City providing support in the form of advice on material and design, and help with the community-based collaborative process. The City of Burnaby has 4 quadrants that represent businesses and communities and are conversant with the mural policies and they are:

1. Edmonds Business and Community Association
2. Kingsway Imperial Neighbourhood Association
3. Heights Merchants Association
4. Burnaby North Road Business Improvement Association

Applicants outside these associations can apply for funding through these groups.

It is the intention of the community groups to provide the approval process for the murals. They will be responsible for the managing of money for the murals. It is recommended that funding be shared from the city mural fund and applicant.

A draft policy document is attached to this report as Appendix A.

The average cost of a mural is \$5000.00 therefore the amount requested would complete approximately 40 murals with funds provided on a 50/50 cost sharing. The dollar amount is dependant on size, and detail of wall. Murals are regulated by the Zoning and Development By-law and will require permission from the City of Burnaby's planning staff. This process is generally a quick one but it is important that the mural conforms to neighbourhood standards.

Respectfully submitted,

Councillor C. Jordan
Chair Mayor's Task Force on Graffiti

Councillor S. Dhaliwal
Vice Chair Mayor's Task Force on Graffiti

Councillor P. McDonell
Member of Mayor's Task Force on Graffiti



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Policy for Mural grant applications.

Who may apply?

The four (4) Business/ Community Associations:

1. Edmonds Business and Community Association
2. Kingsway Imperial Neighbourhood Association
3. Heights Merchants Association
4. Burnaby North Road Business Improvement Association

Any applicant or artist may apply through any one of the approved groups.

When are applications made?

Applications for funding are accepted up to May 1st of each year.
Applications received after this date will be granted only on funding availability.

Approval of grants?

Grants are recommended by the mural sub-committee each year and forwarded to Executive Committee and Council for approval.

Funding?

Funding is based on a 50/50 cost share between the applicant and the City of Burnaby.

Grant application must include.

Mural budget showing applicants share.
Approval of City Director of Planning and Building
Artist name and contact information.
Mural art work
Work timeline.
Building owner approval