

EXECUTIVE COMMITTEE OF COUNCIL

*HIS WORSHIP, THE MAYOR
AND COUNCILLORS*

SUBJECT: BURNABY WALL OF FAME

RECOMMENDATIONS:

1. THAT Council approve staff developing the Wall of Fame Mural project.
2. THAT Council approve the creation of an ad hoc Mural Committee, as outlined in this report.

REPORT

The Executive Committee of Council, at its meeting held on 2022 May 03, received and adopted the attached report seeking Council approval for the development of a proposed Burnaby Wall of Fame Interactive Mural at 6976 Palm Avenue, and for the creation of an ad hoc Mural Committee, as outlined in the report.

Respectfully submitted,

His Worship, Mayor Mike Hurley
Chair

Councillor Mike Hillman
Vice Chair

Copy: Chief Administrative Officer Acting CFO GM Corporate Services GM Engineering GM Parks, Recreation and Cultural Services GM Planning and Development
--

TO: CHAIR AND MEMBERS
EXECUTIVE COMMITTEE OF COUNCIL

DATE: 2022 Apr 13

FROM: GENERAL MANAGER
COMMUNITY SAFETY

SUBJECT: BURNABY WALL OF FAME INTERACTIVE MURAL

PURPOSE: To seek support for the development of a proposed Burnaby Wall of Fame Interactive Mural at 6976 Palm Avenue.

RECOMMENDATIONS:

1. **THAT** Executive Committee of Council recommend Council approve staff developing the Wall of Fame Mural project.
2. **THAT** Executive Committee of Council recommend Council approve the creation of an ad hoc Mural Committee as outlined in this report.

REPORT

1.0 INTRODUCTION

The *Burnaby Wall of Fame Interactive Mural* is a proposed mural development that will celebrate “Burnaby Heroes” who have achieved great success through arts, culture, sports, and entertainment. Created by local mural artists, the Wall of Fame will spotlight Burnaby’s highest talent through mural art combined with cutting edge technology, providing a unique interactive experience in honoring our brightest stars.

The Burnaby Wall of Fame Interactive Mural project takes the concept of community engagement with mural arts to the next level. The proposed location for the mural project is adjacent to the entrance of Royal Oak Skytrain Station at 6976 Palm Avenue, which in turn results in the art being visible to Skytrain passengers, vehicle commuters, pedestrians and users of the BC Parkways path. The 200 foot long mural will be created on a wall that is currently one of Burnaby’s most active illegal graffiti locations (Attachment A is a photograph of current wall).

2.0 POLICY SECTION

The proposed program is aligned with the City of Burnaby’s Corporate Strategic Plan by supporting the following goals and sub-goals of the Plan.

- A Safe Community
 - Crime prevention and reduction – Ensure citizens and businesses feel safe in our community

- A Connected Community
 - Social connection – Enhance social connections throughout Burnaby
 - Partnership – Work collaboratively with businesses, educational institutions, associations, other communities and governments

- An Inclusive Community
 - Create a sense of community – Provide opportunities that encourage and welcome all community members and create a sense of belonging

- A Healthy Community
 - Community involvement – Encourage residents and businesses to give back to and invest in the community

- A Dynamic Community
 - Economic opportunity – Foster an environment that attracts new and supports existing jobs, businesses and industries

3.0 BACKGROUND

Since 2008, the Burnaby Mural Grant Program has been successful in deterring graffiti from some of the City’s most vandalized properties. The murals have not only acted as a form of crime prevention, but have enhanced the cultural richness of many Burnaby communities with beautiful art. Leveraging the potential to improve public safety while enhancing highly visible community structures, murals have become an increasingly popular and successful method of creating community engagement and cultural identity.

The Mural Grant Program was developed to assist with the installation of murals in locations where graffiti has been a problem. The program provides for a 50/50 cost-shared arrangement between the City and private property owners for the painting of murals. The maximum amount the City can provide to any one mural is capped at \$3,500.

To be successful for a grant, all applications must be reviewed and supported by one of four Community/Business Associations. Applicants must include a completed Artist Mural Agreement, completed Property Owner Agreement, and an estimate of the cost. Once a mural is completed, it is checked and receipts are reviewed prior to reimbursement of eligible costs. Upon satisfactory completion and submission of paid invoices or receipts, the City will then reimburse a property owner for the total eligible cost up to \$3,500.

The proposed Burnaby Wall of Fame Interactive Mural will utilize the same steps as the standard Mural Grant Program, however the cost will likely exceed the \$3,500 threshold.

To: Executive Committee of Council
From: General Manager Community Safety
Re: Burnaby Wall of Fame Interactive Mural
2022 May 03.....Page 3

In addition, the selection criteria for the mural content will be determined by a committee rather than a single Community/Business Association.

4.0 PROPOSED BURNABY WALL OF FAME MURAL PROJECT

Burnaby has been the starting point for several individuals who have risen to the pinnacle of their craft on the world stage. Some of world's greatest athletes, performers and artists have called Burnaby home. The Burnaby Wall of Fame Mural Project celebrates these individuals along with the story of their success through the large scale public art and the unique storytelling ability of digital media. The Burnaby Wall of Fame pays tribute to our heroes while inviting audiences to interactively experience their work through augmented reality.

By combining mural arts with digital media, the art installation can provide a unique interactive experience in telling the stories of Burnaby stars such as Christine Sinclair, Michael Bubl , Michael J. Fox, Joe Sakic, Carrie Ann Moss, DOA and others. This innovative initiative presents the story of Burnaby's brightest stars, their rise to fame and key moments of their careers. While viewing the mural through any mobile device, audiences could experience Christine Sinclair's World Cup goals, be front row at a Michael Bubl  concert, or hear Michael J. Fox talk about moving from Burnaby to Hollywood. (Attachment B is an example of the mural with the prominent Burnaby citizens noted above, and Attachment C provides an example of the proposed digital media).

The Burnaby Wall of Fame not only recognizes celebrities that have paved the way from Burnaby to world stardom, but provides a platform for our next generation of stars. With an updatable area dedicated to "*Rising Stars*", Burnaby's next tennis great, world class ballerina or international music producer will have their place to shine on the Burnaby Wall of Fame.

4.1 Cost

Based on preliminary estimates, the cost of the mural painting and digital media is estimated at approximately \$110,000 which includes \$30,000 for costs associated with mural preparation/painting and \$80,000 for digital art and augmented reality content creation. A detailed breakdown of the cost will be provided to Council for approval prior to undertaking any work.

The joint property owners have also expressed interest in providing some funding to this project, as have other organizations within the community. Robust discussions with community partners will commence should staff receive approval to develop this project further.

To: Executive Committee of Council
From: General Manager Community Safety
Re: Burnaby Wall of Fame Interactive Mural
2022 May 03.....Page 4

4.2 Selection Committee

In order to ensure that all potential candidates are considered, staff recommend assembly of a selection committee to identify and construct a list of prospective "Burnaby Stars". This interdisciplinary group of Councillors, City Staff and community members will select past and present residents of Burnaby who have made a significant impact on the world stage in the fields of arts, entertainment, and sports while exhibiting social values in community contribution.

The proposed selection committee could include; two City Councillors, two community members, one youth representative, one member from our Indigenous community and two City Staff (Mural Program and Cultural Services).

The selection committee will develop a list of criteria for eligible "Burnaby Stars" by considering factors such as international accomplishment, community roots, and upstanding citizenship, amongst other criteria.

5.0 RECOMMENDATIONS

The Burnaby Wall of Fame project is an opportunity to not only celebrate but also interactively demonstrate tremendous achievements of individuals with close ties to our community. It is recommended that Executive Committee of Council recommend Council approve staff continuing to develop this project with the creation of an ad hoc selection committee along with detailed costing and design.

Should Council approval for the project development be obtained, staff will return to Executive Committee of Council and Council with detailed information seeking further approvals to proceed.

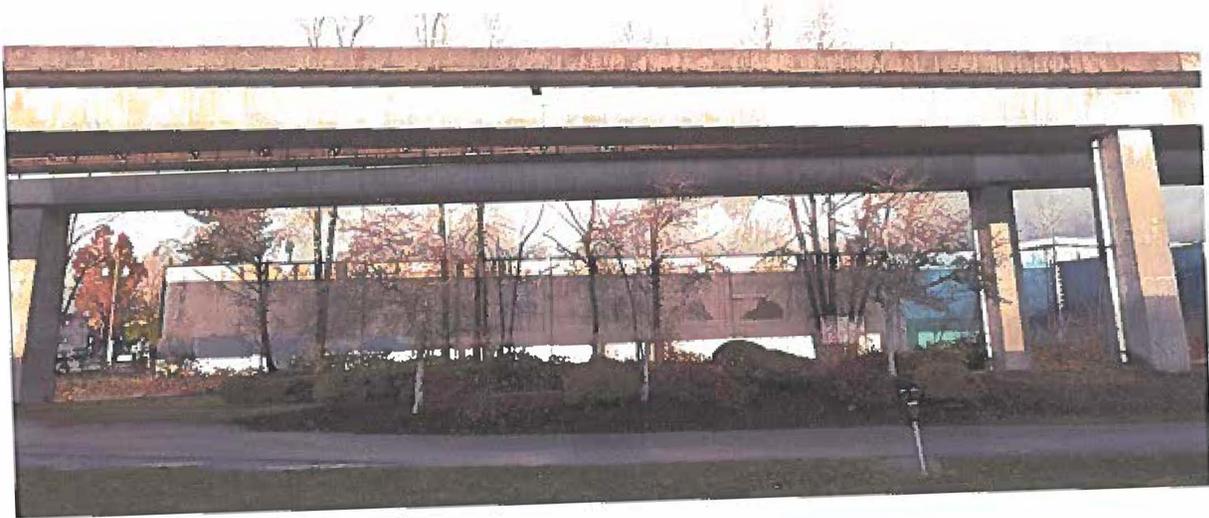

Dave Critchley
General Manager Community Safety

DC:dl

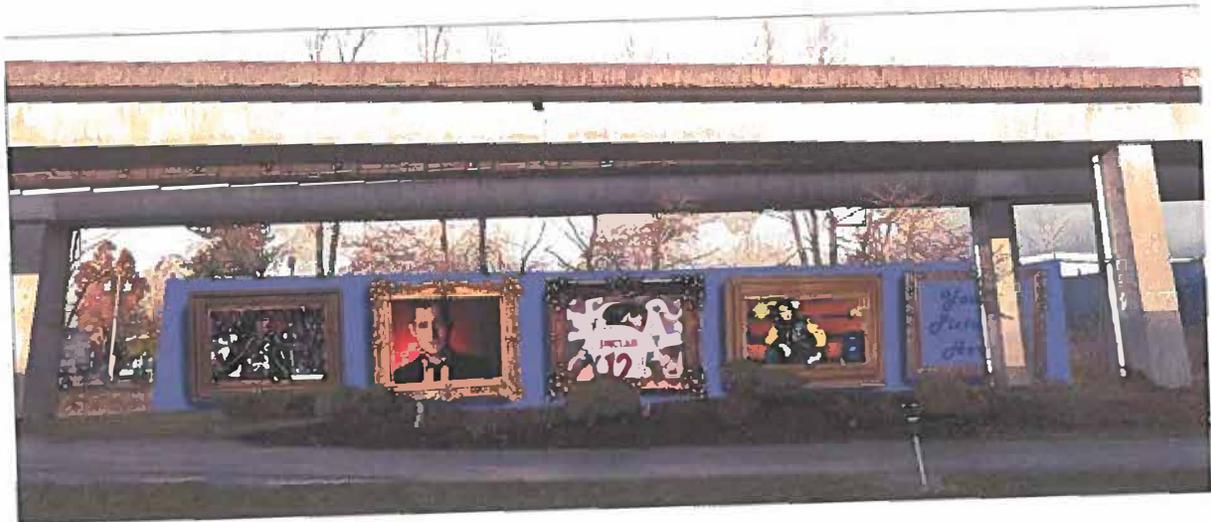
Copied to: Chief Administrative Officer
Acting Chief Financial Officer
General Manager Planning and Development
General Manager Engineering
General Manager Parks, Recreation and Cultural Services

Attachments: A - Current wall at 6975 Palm Ave. Burnaby
B - Example of the mural with the prominent Burnaby citizens
C - Example of the proposed digital media

Attachment A



Attachment B



Attachment C

