

TO: MAYOR & COUNCILLORS
FROM: GENERAL MANAGER COMMUNITY SAFETY
SUBJECT: **MURAL FUNDING PROPOSAL - 4568 KINGSWAY**
PURPOSE: To seek approval for funding for the creation of an artistic mural at 4568 Kingsway.

RECOMMENDATION

THAT the cost of \$7,000 for creation of a mural at 4568 Kingsway, to be funded from the 2024 Mural Grant Program, be approved; and

THAT payment of \$7,000 to Paige Jung subject to the conditions described in this report titled “Mural Funding Proposal - 4568 Kingsway” dated July 8, 2024, be approved.

1.0 POLICY SECTION

Enhancing aesthetics of community infrastructure aligns with policy objectives contained in the City’s Moving Forward initiative and the Burnaby Community Safety Plan (2020).

2.0 BACKGROUND

Burnaby has benefitted from a strong and established Mural Grant Program. Since the creation of the program in 2008, installed murals have added vibrancy and visual creativity to neighbourhoods and deterred illegal graffiti vandalism. The Mural Grant Program rests on a 50% cost-sharing model contributing up to \$7,000 with local businesses and organizations. Eligible and documented mural expenditures are reimbursed after satisfactory completion of a mural.

Properties eligible for mural grant funding have publicly visible walls with a history or high probability of illegal graffiti vandalism. Grant funding is allotted to such locations where a mural is likely to decrease the invitation of vandalism and other property crime through beautification and enhancing livability of the community. To be successful for the mural grant, an applicant must include a completed Artist Mural Agreement, Property Owner Agreement, concept art and an estimate of the mural cost. Mural designs will demonstrate a high degree of artistic ability and a theme that is in alignment with City of Burnaby social values. Once a mural has been created, staff then confirm the work is completed as agreed, and receipts are reviewed prior to reimbursement of eligible costs.

3.0 GENERAL INFORMATION

3.1 Mural Location

The highly visible walls of 4568 Kingsway have an extensive history of illegal graffiti. The creation of a mural at this location presents an opportunity of beautification that is generally respected and not vandalized by those in the graffiti subculture. The creation of this mural will act as a graffiti deterrent while presenting a visual element that enhances the aesthetic of the community. The mural depicts community members of various ethnic backgrounds engaged in outdoor activity in a stylized parkland environment.

3.2 Artist Information

Paige Jung is a Chinese Canadian illustrator, muralist and artist who uses digital, gouache, watercolour and acrylic mediums.

Paige is known for her proficient use of colour and gestural shapes to create illustrations that tell stories of connection, wonder, community, and what makes us human.

Through the property owner, Paige Jung has submitted a Mural Artist Agreement as well as a full colour rendering of the concept artwork.

The proposed mural will be the first artwork that Paige has created through the Community Safety Department’s Mural Grant Program.

3.3 Neighbourhood Benefit

It is anticipated that the creation of a mural at the location of 4568 Kingsway will deter illegal graffiti, beautify the community, and add an artistic component to the surrounding neighbourhood. The vibrant colours and tranquil visual style complement the messaging of diversity, unity with nature and the value of human relationships.

Staff conclude that the mural satisfies the criteria for funding through our 2024 Mural Grant Program and benefits the community through crime prevention, visually enhancing the neighbourhood and conveying positive messaging that supports the values of the City of Burnaby.

4.0 COMMUNICATION AND COMMUNITY ENGAGEMENT

Not Applicable.

5.0 FINANCIAL CONSIDERATIONS

Through the Anti-Graffiti program, there is sufficient funding to support the mural proposed for 4568 Kingsway under the 2024 grant funding year.

Respectfully submitted,

Dave Critchley, General Manager Community Safety

ATTACHMENTS

Attachment 1 – Mural concept art for 4568 Kingsway

REPORT CONTRIBUTORS

This report was prepared by Todd Polich, Anti-Graffiti Coordinator, and reviewed by Dawn Virginillo, Manager Crime Reduction and Intervention.