



City of Port Moody

Report/Recommendation to Council

Date: May 25, 2020
Submitted by: Community Services Department – Cultural Services Division
Subject: Permit Process for Murals

Purpose

To propose a permitting process to facilitate and encourage the creation of murals on private properties in Port Moody.

Recommended Resolution(s)

THAT staff establish a Mural on Private Property application and permit process with a permit fee of \$243 as recommended in the report dated May 25, 2020 from the Community Services Department — Cultural Services Division regarding Permit Process for Murals;

AND THAT City of Port Moody Fees Bylaw, 2019, No. 3213, Amendment Bylaw No. 6, 2020, No. 3269 (Mural Permit Fee) be read a first, second, and third time.

Background

Murals are typically paintings, or other type of artwork, displayed on a wall or other permanent surface. Murals date back thousands of years BCE, and today, murals can be found throughout the world with a variety of mediums used to create the artworks. Port Moody currently has over 11 mural-style artworks that range from painted walls to stencilled pavement.

In 2011, “facilitating the creation of murals” was a goal identified in the 2011 Arts and Culture Master Plan; this was reiterated in the 2018-2027 Arts and Culture Master Plan. The expansion of public art and using public spaces as venues for arts and culture continues to be a primary goal of the Arts and Culture Master Plan.

At its May 2017 meeting, the Arts and Culture Committee started reviewing the City Sign Bylaw with respect to murals. At its July 2018 meeting, the Committee received additional information on the mural permit process in Port Moody, Burnaby, New Westminster, and Vancouver.

The Committee discussed possible ways to encourage more murals on private properties. It was suggested that an application process be developed where fees for murals be waived and a grant program be established. The Committee passed the following resolution:

ACC18/020

THAT Council consider a new outdoor mural permit process, which includes a streamlined application process and the creation of a grant to offset a percentage of costs.

Following the Committee's report to Council on September 15, 2018 (**Attachment 1**) Council passed the following resolution:

RC18/468

THAT the report dated August 14, 2018 from the Arts and Culture Committee regarding Encouraging More Murals on Private Property be referred to staff for action.

Discussion

Staff have since gathered further information on mural programs by conducting a jurisdictional scan to understand how other municipalities are addressing mural art in their communities. In total, 15 municipalities were included in the scan with the following results:

- 15 had reference to murals or painted fascia signs in a sign bylaw;
- nine had established mural policies;
- four had public art policies referencing murals;
- four had comprehensive supportive grant programs;
- four had an online application process; and
- five had detailed environmental guidelines for site preparation and paint and material use.

Recognizing the positive effects that public art has on communities, mural policies and related procedures were implemented in these communities to encourage the design and installation of mural art. Further, several public art policies recognized the economic benefits of murals in a community. In time, as murals are created and public art in Port Moody grows in number, businesses in the community may begin to see some economic benefit as Port Moody continues to grow as a destination.

Based on the research conducted on mural policies in other municipalities, staff are proposing the following process based on three key goals:

- establishing an informed application and review process;
- minimizing bureaucracy; and
- recovering costs to the City.

A draft mural permit application is included as **Attachment 2**, while another key component to the program will be the establishment of mural guidelines that businesses and muralists will need to follow. These exist in many cities with successful mural programs and serve to provide information on various aspects that applicants will need to consider, such as:

- the use of proper paints and materials;
- longevity and maintenance of a mural;

- safety considerations;
- relevant information from the city's Sign Bylaw;
- insurance and other requirements when working on or from city property; and
- information required by the city so that the mural can be included in the city's public art inventory.

The subject of murals has previously been discussed by the Arts and Culture Committee. The recommendations for murals by the Committee can be summarized as:

- encourage more murals in Port Moody;
- establish a no-fee permit application and review process;
- do not place too many restrictions on themes; and
- establish a grant program to further incentivize the creation of murals.

Based on the City's most relevant 2020 permit fees for business and signage, staff are recommending a permit fee of \$243. This figure is based on the *Signs Requiring Building and Planning Review* fee (i.e. freestanding and fascia signs) fee of \$243. The staff time required to review and support an application is anticipated to be approximately the same (estimated to be approximately five hours).

Additional costs that an applicant may incur include a *Highway Use Permit – Local Road Network* fee of \$180 (for the first week and \$67 per week thereafter) and *Highway Use Permit – “No Parking” sign rental* fee of \$46. A Highway Use Permit may be required should the artist need to access City property in creating the mural.

Staff are not recommending establishing a grant program at this time. The main reason is that in the absence of a formal mural permit process, several businesses have already created murals on their own with little or no involvement from the City. Thus, a grant program may not be required to incentivize the creation of murals, and a grant program can always be considered by Council at a later date if felt to be necessary.

Even though murals are already being installed, staff are recommending a permit process so that the City is aware of the mural being installed and can provide support and direction if required to the business and can promote the mural in the public art inventory on the City website.

Should Council wish to provide further support and encouragement for the creation of murals on private property, Council may wish to consider reducing or waiving some or all of the permit fees that an applicant may encounter, as recommended by the Arts and Culture Committee.

The mural guidelines document referenced earlier is still being developed; however, staff wish to launch the new permit process now as staff are aware of at least one business that wishes to create a mural this summer. In the absence of the guidelines document, staff will work with businesses to ensure that guidelines are met and will complete the document over the next few months.

Other Option(s)

In consideration of the Arts and Culture Committee discussion, the following additional options are presented for council consideration:

1. Waiving or reducing mural permit fees to further support and encourage access to the program.
2. Waiving or reducing fees associated with Highway Use Permits and sign rentals.
3. Establishing a grant program to encourage mural installations in the community.

Financial Implications

Staff are proposing a permit fee for the application process to cover the staff time needed in the process. As such there are no financial implications associated with this report.

Communications and Civic Engagement Initiatives

Should this program be approved by Council, the program will be promoted to the community through the City website.

Council Strategic Plan Objectives

Murals on private property supports Council's Strategic Goals of Economic Prosperity through the actions of supporting the development and revitalization of commercial neighbourhoods and encouraging and promoting community opportunities for the public to experience arts culture, and heritage activities.

Attachment(s)

1. Arts and Culture Committee Report, dated August 14, 2018.
2. Draft Mural Permit Application.
3. Draft City of Port Moody Fees Bylaw, 2019, No. 3213, Amendment Bylaw No. 6, 2020, No 3269 (Mural Permit Fee).

Report Author

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Report Approval Details

Document Title:	Permit Process for Murals.docx
Attachments:	- Attachment 1 - Arts and Culture Committee Report - August 14, 2018.pdf - Attachment 2 - Draft Mural Permit Application.pdf
Final Approval Date:	Jul 7, 2020

This report and all of its attachments were approved and signed as outlined below:

Kate Zanon, General Manager of Community Services - Jul 2, 2020 - 5:04 PM

Mary De Paoli, Manager of Policy Planning - Jul 3, 2020 - 9:39 AM

Dorothy Shermer, Corporate Officer - Jul 3, 2020 - 11:35 AM

Natasha Vander Wal for Rosemary Lodge, Manager of Communications and Engagement -
Jul 3, 2020 - 3:42 PM

Paul Rockwood, General Manager of Finance and Technology - Jul 3, 2020 - 4:10 PM

Tim Savoie, City Manager - Jul 7, 2020 - 7:53 AM