



# Comment Form

Name: \_\_\_\_\_

Name of Organization (if applicable): \_\_\_\_\_

Organization type: not-for-profit   business   education   other \_\_\_\_\_

Programming type: (e.g. dance instruction) \_\_\_\_\_

Address: \_\_\_\_\_

E-mail: \_\_\_\_\_

Phone: \_\_\_\_\_

Please complete and return this form by May 13, 2011.

**Once you have completed this form, you may email it to [culturalplan@surrey.ca](mailto:culturalplan@surrey.ca) by clicking the button below and following the instructions**

or,

you may print, complete, and mail your form to the address below:

Dina Peel  
Surrey Museum  
17710-56A Avenue  
Surrey, B.C. V3S 5H8

Note: Input contained in this comment form may be compiled with other public responses and included in a report to Surrey Council and made available to the public.

Do you want to be on our mailing list for Cultural Plan information as it develops?	Yes	No
Do you want to be on our mailing lists for arts events?	Yes	No
Do you want to be on our mailing lists for heritage events?	Yes	No

We invite you to provide input on Surrey’s Cultural Plan.

**Topic 1: Supporting Community Efforts**

The Surrey 1999-2003 Cultural Strategic Plan recommended that “expertise and leadership within the community should be encouraged to develop further and to become actively involved in the future of Culture in Surrey”, also that City departments “should develop incentive programs and projects to encourage and facilitate greater community involvement and participation in all cultural activities.”

There have been many cultural development successes in Surrey (e.g. Friends of the Surrey Museum, Surrey City Orchestra, the Young People’s Opera Society, the Royal Canadian Theatre Company, the Surrey Celebration Dance Team) but challenges remain.

1.1 What are the most significant challenges facing existing not-for-profit cultural groups?

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1.2 Do you believe the City should support grant funding to not-for-profit arts and heritage groups similar to other large cities in Canada?  
Yes      No

Please explain.

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1.3 What other agencies or groups should assist/support not-for-profit cultural groups?

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1.4 What incentives would encourage new Canadians, new residents and youth to take on community leadership roles in arts and heritage?

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**Topic 2: Balancing Community and City-Wide Needs**

Arts and heritage facilities that serve the entire city are located within three different Town Centres: the Surrey Arts Centre in Newton, the Surrey Museum and Archives in Cloverdale and the Stewart Farm in South Surrey.

The 2003 Cultural Plan for the City and the 2008 Parks, Recreation and Culture Strategic Plan reiterated the long-standing goal of providing decentralized arts and heritage services in the City of Surrey.

During the past ten years, a number of initiatives and projects have been developed to pilot various types of decentralized arts and heritage services including the Art Amongst Our Shelves touring exhibition offered by the Surrey Art Gallery at Surrey Libraries, the Wandering Angels Lantern Festival and the pilot Kensington Prairie Community Centre children’s heritage programs.

2.1 What aspects of arts and heritage services should be accessible at a community or neighbourhood level?

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**Topic 3: Public Art**

Surrey's City Council adopted its Public Art Policy in 1998, which aimed to explore and express the spirit, values, and ideals of the people of Surrey. As of 2011, the City's public art collection includes over 50 completed works in media ranging from traditional marble pieces to the newest digital technology. Currently, the City is in the process of developing a private sector developer contribution program to expand the presence of public art throughout Surrey.

3.1 What is the top priority for you in terms of the development of public art?

- increase accessibility to art
- reflect Town Centre character
- communicate Town Centre history or heritage
- support visitor and tourism sector with major artwork
- other

Please explain your choice.

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3.2 Please identify places in your Town Centre (or others) that should be considered for future public art installations (e.g. a park, a street corner, a specific traffic circle, an area targeted by graffiti)?

CityCentre/Whalley \_\_\_\_\_

Guildford \_\_\_\_\_

Newton \_\_\_\_\_

Fleetwood \_\_\_\_\_

Cloverdale \_\_\_\_\_

South Surrey \_\_\_\_\_

3.3 What public art themes or subjects do you consider particularly suitable for your Town Centre (or others)?

CityCentre/Whalley \_\_\_\_\_  
\_\_\_\_\_  
Guildford \_\_\_\_\_  
\_\_\_\_\_  
Newton \_\_\_\_\_  
\_\_\_\_\_  
Fleetwood \_\_\_\_\_  
\_\_\_\_\_  
Cloverdale \_\_\_\_\_  
\_\_\_\_\_  
South Surrey \_\_\_\_\_  
\_\_\_\_\_

**Topic 4: Surrey Museum Expansion**

From 1989 to 2003, three planning and feasibility studies were conducted to develop a new Museum and Archives in Surrey. The final study recommended a 60,000 square-foot Learning and Discovery Centre to be constructed in Surrey City Centre. In 2003, a reduced facility of 24,000 square feet was approved as Phase One of an intended two-phase Museum project in historic Cloverdale. A preliminary functional plan for Phase Two, adding 3500 sq. ft, was developed in 2003. A land acquisition program to acquire two lots east of the Museum to accommodate the expansion was completed in November 2010.

4.1 What are the most important roles for the Surrey Museum and Archives in presenting heritage in Surrey?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
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4.2 Should all Museum programs, exhibits and collections be in one location or could more than one location be used?

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\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

4.3 Because the proposed Phase 2 addition leaves the Museum short of space to support its role and community aspirations, would it be better to pursue a larger addition concept now or continue with the 3500 square foot proposal and pursue a Phase 3 expansion at a later date?

Larger concept now      Expansion at later date

Please explain your choice.

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**Topic 5: South Surrey Cultural Space**

The 2003 Cultural Marketing Plan pointed to the need to develop cultural facilities and services in South Surrey. Through the Build Surrey Program, adopted in 2010, the City proposes to develop a \$1.5 million cultural space in South Surrey, possibly as an addition to the South Surrey Recreation Centre. The South Surrey/White Rock Arts Society and the Board of Semiahmoo Arts also support the development of cultural space in South Surrey. Additionally, Granville Island’s Arts Umbrella has expressed interest in possibly developing a satellite operation in the South Surrey area.

5.1 What are your priorities for new arts and heritage space in South Surrey? Please circle a priority level for each feature.

	1	2	3	4	5
Multi-purpose space	Low				High
Dedicated-purpose space (e.g. pottery studio, textiles studio, other specialized space)	Low				High
Flexible theatre (seats 350-450)	Low				High
Space to support dance programming	Low				High
Space to support music programming	Low				High
Visual art course classroom space	Low				High
Visual art exhibition/sales space	Low				High
Space to support potters/textile artists	Low				High
Space for seasonal heritage displays	Low				High
Outdoor space for performing arts	Low				High
Space for Arts Umbrella/other classrooms	Low				High
Office/meeting space for not-for-profit organizations	Low				High

5.2 What other arts and heritage services should be considered for the cultural space in South Surrey?

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5.3 Where should the South Surrey Cultural Centre be located?  
South Surrey Recreation Centre    another location in South Surrey

Please explain.

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5.4 Who should operate the Centre? Are there community partners who could collaborate to operate this space?

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5.5 If programming needs exceed the facility that can be realized with the current budget, what kind programming should be considered a priority to be included in this first phase of development?

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5.6 If a larger facility is desirable, would you/your community organization provide support to find the additional funding and resources?

Yes      No

Please explain.

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**Topic 6: City Centre Cultural Facilities**

The City of Surrey’s new City Centre is destined to become B.C.’s next great metropolitan centre and the central business district for the South of Fraser Region. Currently the Surrey Museum and Surrey Art Gallery have the same exhibit space of cities with half or a quarter of Surrey’s population, and only a small fraction of the exhibit space available in cities with Surrey’s population.

A cultural centre has been proposed that could include a 1,600-seat flexible theatre and a 250-seat studio theatre. It does not include major visual or heritage exhibition space. An exhibition space would serve daytime and weekend access, when the theatre is not in use.

Surrey envisions its civic centre to offer multiple cultural experiences, and needs to envision a plan that includes a major cultural facility.

6.1 What are your priorities for an arts and heritage facility in the new City Centre?  
Please circle a priority level for each feature.

1   2   3   4   5

1600-seat flexible theatre	Low	High
250-seat studio theatre	Low	High
Space to support blockbuster visual arts exhibitions	Low	High
Space to support blockbuster heritage exhibitions	Low	High
First nations cultural and exhibition space	Low	High
Space to support visual arts programming	Low	High
Space to support heritage programming	Low	High
Space to support innovative digital arts programming	Low	High
Space to support children’s discovery centre	Low	High

6.2 What other arts and heritage services should be considered for the proposed Cultural Centre and/or in the City Centre area?

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6.3 With whom should the City be exploring partnerships to maximize the potential benefits of arts and heritage in the City Centre area?

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**Topic 7: Promoting Arts and Heritage**

Recent cultural plans have stressed the need to promote and communicate the benefits of Arts and Heritage in Surrey. The 1999 – 2003 Cultural Strategic Plan indicated that the City should develop communications opportunities for the sharing of information and ideas on the arts in Surrey, and also provide the structure to promote culture by encouraging communication and supporting connections.

The 2010 Heritage Strategic Review identified a key role for the City in developing “collaborative strategies to forge partnerships with heritage groups throughout Surrey” and to establish “better communications for outreach strategies and to promote heritage education and awareness.”

7.1 What communications media do you use to learn about arts and heritage programs, exhibitions and events in Surrey?

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7.2 How can the City of Surrey improve its promotion of arts and heritage?

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7.3 Acknowledging the added resources required to do both, what balance of print and online/social media should be used to promote arts and heritage services?  
mostly print    mostly online/social media    About the same on both  
Please explain.

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7.4 Are there any partnerships the City should be exploring that would enhance the ability to promote the benefits and opportunities associated with arts and heritage in Surrey?

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**Thank you for taking the time to fill out this comment form.**