

The implementation of these initiatives has been coordinated by the Civic Beautification Coordinator.

DISCUSSION

The following sections of this report provide a summary of the actions that have been taken in 2010 under the Program and those that are planned for 2011.

i) City Banner Program

The City Banner Program involves the hanging of banners on street light standards in various areas of the City. The banners provide visually attractive and community-oriented graphics that enhance the streetscapes, provide a welcoming atmosphere and help to celebrate special City events and programs. Banners are displayed in locations that highlight gateways and along main arterial roadways. They showcase City attributes with the intention of developing an appreciation of community assets. At the end of 2009 the City had banners installed on 575 poles. By the start of the 2010 Winter Olympic Games, the program had expanded to 750 poles, with over 1,500 banners. The following is a summary of the 2010/2011 City Banner Program:

- 'Olympic' Banners - In December 2009, the City installed Olympic banners to celebrate Surrey's involvement within the 2010 Olympic Winter Games. Following the Olympics the banners were removed and sold as souvenirs of the Olympics, with proceeds donated to the Right-to-Play Charity of which the City was a principal partner during the Olympics.
- 'Right to Play' Banners - In November 2009, the City installed 'Right to Play' banners to celebrate the City's partnership with the Right to Play Charity. These banners are currently being replaced by new winter 2010/11 designs.
- 'Public Art' Banners - In February, 2010, the City commissioned Robert Davidson, one of Canada's prominent First Nation's artists, to design a series of banners. In April, these banners were installed on King George Boulevard from 84th to 88th Avenue, adjacent to the Surrey Art Centre to coincide with the Surrey Art Centre's Robert Davidson exhibition. These banners will remain until April 2011 when a new set of public art banners are to be installed.
- 'Future Lives Here' Banners - In 2008, as part of the Public Art banner collections, nine "Future Lives Here" designs were created to represent *Natural, Cultural, and Active Spirit* themes to support City messaging. In November 2010, the City began replacing these with an updated version of the thematic design set. These new banners will be featured at key civic and gateway locations through to the end of 2012.
- 'Historic Cloverdale' Banners - Starting in November 2010, all banners in Cloverdale are being replaced with a new set of banners designed to celebrate Cloverdale's historic connection to the railway, rodeo and agriculture. These banners, developed in partnership with the Cloverdale BIA, will be featured in the Cloverdale Town Centre until the end of 2011.
- 'Surrey City Centre' Banners - To celebrate the vibrancy and growing urbanism of Surrey City Centre, a new set of winter and summer City Centre banners have been designed. These new banners will be featured throughout City Centre until fall 2012.

- *'Town Centre' Banners* - To celebrate the unique characteristics of Surrey's town centres, new sets of winter and summer banners have been designed for Semiahmoo, Fleetwood, Newton and Guildford town centres. These banners are being installed in each of these town centres in the early part of the new year.

ii) Graffiti Mitigation

Surrey Anti-Graffiti Task Force - City graffiti mitigation is discussed at regular meetings of a Graffiti Task Force that has been established. This Task Force includes representatives of several City departments and outside agencies. Throughout 2010, the Civic Beautification Coordinator has been working with the Task Force to refine the coordinated City of Surrey graffiti mitigation strategy, including an annual review of the City's graffiti removal contracts and activities. Staff will continue working with the Task Force to refine the City's graffiti mitigation strategies in 2011 to address local hotspots and ensure the effective management of graffiti removal activities.

Utility Cabinet Wrapping Program - In 2008, the City began a utility cabinet wrapping initiative as a one element of the graffiti mitigation strategy. The program has been very successful in reducing random and reoccurring incidences of graffiti, particularly in key high-traffic areas in Newton and City Centre. To-date, the City has completed the wrapping of 138 cabinets, including 25 BC Hydro boxes and 20 TELUS SAC cabinets, through corporate cost-sharing partnerships. The Program will continue in 2011. The following table provides a summary of the cabinet wrapping initiative:

Install Phase	Install Date	Cabinets	
Phase I	Fall 2008/Summer 2009	19	(completed)
Phase II	Fall 2009	35	(completed)
Phase IIIa	Spring 2010	39	(completed)
Phase IIIb	Fall 2010	45	(completed)
Phase IV	Spring/Summer 2011	12	(scheduled)
Total Planned Cabinet Wraps:		150	

In addition to reducing the impacts and costs of graffiti, vinyl wraps on utility cabinets improve the aesthetics of the civic landscape through display of community photography and art work. The program has now been expanded to include park storage containers and other City utility infrastructure.

Preventative Landscaping - To deter graffiti, a variety of plantings including climbing vines, shrubs and coniferous screen trees have been installed along sections of King George Boulevard and in various parks and facility locations across the City. Additional plantings for the same purpose will be installed in 2011.

Partnerships - The Surrey Crime Prevention Society (SCPS) remains an active and instrumental partner of the City of Surrey in graffiti prevention and mitigation. With support from the City, the Society employs an Anti-Graffiti Coordinator, provides clean up kits in support of the Partners in Parks program, and supplies the public with assistance for neighbourhood "clean-ups" and graffiti removal activities. The SCPS also operates a summer student work experience project called the "Spirit of Youth Mural program" in partnership with the Surrey School District and Human Resources Skills Development Canada (HRSDC). One of the project's objectives is to deter graffiti through the application of public art murals at locations where graffiti has been

problematic. During the summer of 2010 the program completed a mural project at the entrance to the Newton Centre Preschool.

Graffiti Removal – Parks Operations coordinates the Let's Stop Graffiti Program, which provides graffiti removal kits to volunteers and community groups in support of graffiti removal activities in local parks. There are currently 14 volunteers, 9 sports groups and 8 Lend-a-Hand Schools that participate in this Program. Parks and Engineering Operations, as well as Facilities management, also contract regularly scheduled graffiti removal services in City parks, along streets and at Civic facilities.

iii) Seasonal & Decorative Lighting Program

Over 2010 the City has continued and expanded its annual seasonal and decorative lighting program, featuring a coordinated display of pole light features and decorative tree lighting at various locations in the City. Seasonal and decorative lighting has generally been focussed within the City Centre and Newton, Cloverdale and Semiahmoo Town Centre areas to generate the greatest effect within available resources. Through the 2010/11 winter season the City will continue to develop its Seasonal Lighting program with additional installations and lighting features.

Tree Lighting Ceremony – The City's annual seasonal & decorative lighting initiative is officially celebrated through the annual tree lighting ceremony that takes place in Holland Park. On November 30, 2010 the city will once again celebrate this event in Holland Park. In addition to the seasonal tree, Holland Park light poles will be decorated with lights, garland and bows to create seasonal features throughout the park. The tree will remain lit until February, 2011 to complement the City's plans for WinterFest 2011 that will be held in the City Centre.

Street Pole Lighting – Throughout November and December, 2010, decorative pole light features depicting snowflakes and stars will be installed on 112 street poles in City Centre and the Cloverdale, Newton and Semiahmoo Town Centres an increase from 2009. All pole light installations feature LED lights as part of the City's corporate focus on sustainability. Staff is currently reviewing new and more dynamic technologies for pole and wire mounted seasonal lighting displays for future installations.

Street Tree Lights – Throughout November and December, 2010, over 55,000 LED lights will be installed in street trees across the City to provide an enhanced atmosphere to City streetscapes. This represents an increase of 120% from 2009. The program will be highlighted by the seasonal tree in Holland Park. In Cloverdale and City Centre, the City is partnering with the Cloverdale BIA and Blackwood Partners, respectively, to coordinate seasonal lighting activities. Large format coloured LED up-lighting is also being tested on several trees in Holland Park and around City Hall to explore the potential for a more comprehensive seasonal lighting exhibit in the future.

iv) Community Enhancement Partnership Program (CEPP)

In 2008, a Neighbourhood Matching Grant Program was introduced that provides grants to resident groups for the purpose of "beautifying and celebrating their neighbourhood." The grants enable resident groups to take more direct responsibility for civic spaces in their neighbourhood through "beautification projects." A policy and procedures for the program now known as the Community Enhancement Partnership Program (CEPP) have been developed.

The program has an annual budget of \$25,000. The program allows neighbourhood groups to apply to the City for a grant that will match funds and/or value that is contributed by a neighbourhood/group to plan, organize and implement small neighbourhood-based projects, activities and celebrations. During 2010, the City has awarded nine CEPP grants with a total value of the grants being \$17,800. Projects awarded vary from community based celebrations to boulevard landscaping efforts. Based on estimates, these grants have, generated project work valued at \$57,125.

v) Peterson Hill Revitalization

Peterson Hill, as the primary north entry point to City Centre, provides an important transition between the commercial-industrial character of the Scott Road area and the City Centre area. The area is also home to the Surrey Parkway, an important bicycle and pedestrian connection between the Bridgeview neighbourhood and the City Centre area. This Parkway is the future home of the new 'LightModal' Public Art installation. Peterson Hill is also an important component in the City's plans for a vibrant and urban City Centre.

In 2010 plans were developed for site development and area beautification work on Peterson Hill that would support the LightModal art installation, as well as the emerging City Centre Plan's vision for a 'vibrant, pedestrian-oriented' King George Boulevard. The first phase of beautification work, now complete, focused on the revitalization of two City owned properties between University Drive and 132nd Street. Areas of scrub, blackberry and deteriorating asphalt were removed and grass and landscaping were installed. Additional trees were planted to provide canopy cover and to green the area. A regular maintenance schedule has been implemented to ensure the upkeep of these properties and to limit littering and other illicit activity.

Through the remainder of 2010, and into 2011, additional efforts will be undertaken to further beautify the Peterson Hill corridor, including additional landscape improvements and maintenance adjacent to the Surrey Parkway, along with installation of the LightModal Public Art.

vi) Area & Neighbourhood Enhancement

Newton Town Centre Beautification – Over the past year, actions have been undertaken in relation to crime prevention, safety and beautification in the community of Newton. A coordinated approach was developed to address the root causes of crime, as part of the overall goal of creating a safer more liveable community. Council has recently received a report on the Community Safety initiatives that have been implemented in Newton in 2010.

The following beautification strategy for Newton has been undertaken in 2010:

- Graffiti mitigation efforts – utility cabinet wrapping & graffiti controls;
- coordinated transit loop improvements;
- civic infrastructure improvements – light pole, bench and hydrant painting;
- new decorative town centre banners;
- brownfield management;
- new planters and landscaping;
- enhanced seasonal lighting; and,
- increased litter picking and maintenance.

Throughout 2011 staff will monitor Newton Town Centre and will further beautify the area, including additional streetscape improvements and enhanced maintenance.

Vacant City Property Improvement – The City owns a number of vacant properties in prominent City and Town Centre locations. These properties, held for future development. Building upon the success of the Peterson Hill site improvements, staff has been identified opportunities for improving the appearance and upkeep of vacant City properties. The improvements will include interim site beautification, including basic site landscaping, tree planting and enhanced maintenance. These improvements will be undertaken on vacant City properties throughout 2011.

Brownfield & Unsightly Property Management – Council has adopted a policy known as City Policy No. O-50, "Policy for Service Station Site Demolition, Decommissioning and Remediation." Staff has been working with the owners and agents of decommissioned service station sites to establish related remediation schedules, redevelopment plans and opportunities for improving the appearance of these sites in the short term through buffer landscaping. More recently, staff has also been testing facade and fence screening products, as well as green (living) fence applications for creating effective barriers around these sites. In 2011 staff will continue working with site owners to address the appearance of brownfield sites and other unsightly properties.

Commercial Street and Landscaping Improvements – Some commercial areas within the City are becoming cluttered with signage and some properties within these areas have un-kept landscaping. These features can create an unpleasant environment and public interface. To address these issues, the Civic Beautification Section has been coordinating with By-Law Enforcement, Economic Development and the Planning and Development Department to explore means by which to improve the aesthetics of these areas. Other beautification initiatives discussed in this report, more intensive City maintenance operations and by-law enforcement activities have assisted with addressing some of the key areas. Staff has contacted the owners of properties in these areas to discuss their interest in undertaking additional actions to assist in beautifying these areas with mixed response. Staff will continue to monitor the appearance of the City and take similar actions in 2011 where necessary.

Civic Building Enhancements – Civic Beautification has working with Facilities Management and Parks Operations to address the appearance of park storage containers, utility infrastructure and bare concrete walls on civic facilities. Graphic wraps, murals and decorative screen plantings have been used effectively to enhance aesthetics. Enhancement approaches have been selected to respect neighbourhood character and surrounding architecture. This process will continue in 2011 at other locations across the City that need attention.

Self-watering Planters – A pilot project has been implemented to test three new contemporary self watering planter designs. These test planters have been placed in City Centre and Newton Town Centre locations and over the next year, staff will monitor these new designs with a view to introducing them more broadly across the City if they are found to be effective in supporting plant growth while minimizing on-going maintenance thereby allowing the City to stretch its available resources further.

City Centre Green Network Plan – The Civic Beautification Coordinator is assisting in the development of the City Centre Green Network Plan – a response to 'Principle 2' of the Vision for Surrey Centre (Surrey City Centre Plan Update – Phase II, Stage 1). The green network is intended to provide a series of walking and cycling paths throughout the City Centre. A pilot project to test the applications within the Plan – a site assessment – has been completed.

Street Furniture Cataloguing – The Civic Beautification Coordinator is coordinating with staff of the Engineering and Planning and Development Departments to inventory and catalogue existing street furniture within each town centre. The cataloguing includes details on the brand, character, colour and materials used in each element. The goal of the process is to develop a reference for planning staff to better coordinate the appearance and character of private development with existing adjacent public realm elements. The cataloguing will also enable Planning and Development Department staff to develop stronger more definitive design guidelines as part of Neighbourhood Community Planning processes.

vii) Gateway Signage

New or upgraded gateway signage has been installed at five key locations, including: King George Blvd & Scott Road (Pattulo), Hwy 10 and 194th Street, Highway 10 and 120 Street, 152nd and Lincoln Drive and Highway 15 and 2nd Avenue. Flower beds have been installed to compliment the signs. Staff will monitor and maintain these gateway sign locations.

Location	Size	Landscaping Details	Status
King George & Scott Rd.	Large	Landscaped with lighting. Three flagpoles.	Completed
Hwy 10 & 120 th Street.	Medium	Landscaped with lighting	Completed
152 nd St. & Lincoln Dr.	Medium	Landscaped without lighting	December, 2010
Hwy 10 & 196 th Street	Small	N/A	Completed
Hwy 15 & 2 nd Ave	Small	Lighting.	Completed

Staff is now reviewing for implementation in 2011 the further enhancement of the Gateway signage program to include internally illuminated Surrey logo signs at strategic points along the major highways (Highway 1, Highway 10, Highway 15 and Highway 99) that pass through Surrey.

viii) Civic Beautification Awards Program

The City has been involved with a number of civic award and recognition programs to acknowledge outstanding community and citizen contributions. These include three formal award programs:

- *Civic Treasures Award*, which recognizes and celebrates Surrey’s highest achievers in the cultural (Arts & Heritage) sector;
- *Good Citizen Award*, which recognizes exceptional individual contributions and commitments to the City; and
- *Youth Recognition Award*, which recognizes Youth that have made positive contributions to their community and fulfilled personal achievements.

These awards support the City’s goals to encourage citizen engagement, a thriving cultural sector and the healthy development of youth. In addition to these awards, various city departments also internally recognize the contributions of volunteers and community members through receptions and other City events.

The City currently does not have an awards program to formally recognize other City priorities or the activities of community and non-profit groups or private businesses.

Staff is currently with a consultant on a Civic Awards Program that would celebrate projects that improve the public realm and improve the liveability and beauty of Surrey. Over the past year

staff has completed a best practice review of award programs and related practices in other cities including Richmond, Vancouver, Calgary, New Westminster, Sault Ste. Marie and San Francisco. A staff working group is working with a consultant on the development of potential new award opportunities in Civic Beautification, as well as Social Planning, Sustainability and Urban Design. It is expected that this new Awards Program will be presented to Council for consideration during the first half of 2011.

ix) Civic Beautification Plan Development

During 2011, staff will continue with work to augment the Surrey Civic Beautification program including a best practices review of other local governments across Canada. The results of this review and related recommendations will be reported to Council in due course.

SUSTAINABILITY CONSIDERATIONS

The initiatives within the Civic Beautification Program support the development of civic pride, encourage the promotion of social connections, volunteerism and community ownership and provide opportunities for citizen engagement. The Program recognizes distinct neighbourhood identity and social connections and facilitates community celebration and gathering. The initiatives within the Program encourage environmental sensitivity and energy conservation, lengthen the useful life of civic infrastructure and assist in enhancing the perceptions of safety and security in the community.

CONCLUSION

The Surrey Civic Beautification Program is acting to improve the aesthetic appeal of the City of Surrey and to engage the community in related projects. 2011 will be another busy year for the staff involved in delivering the program. It is recommended that Council receive this report as information.

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