

Report from the Mural Sub-Committee to the Langley City Crime Prevention Committee

Date: October 25, 2023

Recommendations:

THAT the Crime Prevention Committee requests Council's consideration and approval of a crime prevention themed mural for the downtown area;

THAT Council consider and approve the Crime Prevention Committee's preferred locations for a crime prevention themed mural, as identified in this report; and further,

THAT Council include the creation and implementation of a crime prevention mural in its 2024 work program and budget.

Introduction:

The mandate of the Crime Prevention Committee (CPC) includes, in part:

- the advancement of media messaging around crime prevention and community defense model programs, in collaboration with the City's Communication Officer; and
- in partnership with the Community Police Office, promoting and educating residents about existing RCMP programs such as Block Watch, crime prevention such as CPTED, and community defense model programs such as neighbourhood gatherings.

On March 30, 2023, Langley City's CPC created a Mural Sub-Committee to bring forth ideas towards the creation and location of a crime prevention themed mural within the downtown area. The design and implementation of a mural was left for future consideration.

From the meetings of the Mural Sub-Committee, a framework was created for identifying and assessing suitable locations for a mural. This framework and its findings are the focus of this report.

In recognition of the Terms of Reference for the CPC, this report is intended to assist City staff in preparing the final report to Council.

The Importance of a Mural:

Some of the reasons supporting a crime prevention themed mural:

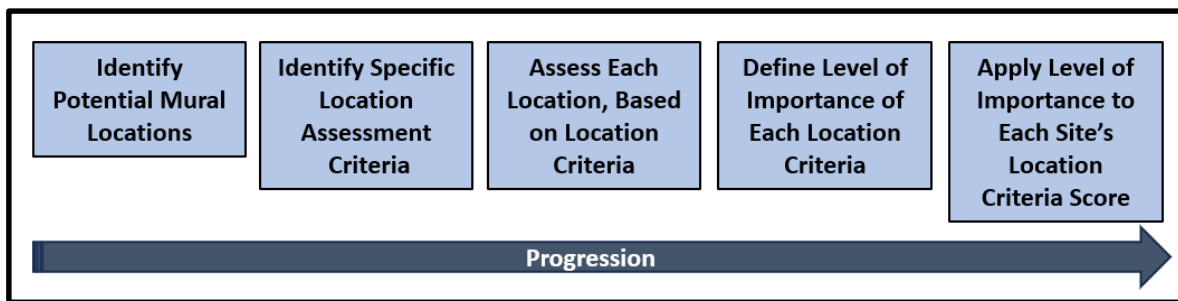
- it instantly captures public attention;
- it has low cost... huge impact; and
- murals can create a sense of community, beautify urban spaces, express historical and cultural identity, raise awareness about social issues, and inspire creativity and wonder.

The Approach for Selecting a Mural Location:

The Sub-Committee recognizes that identifying a preferred mural location is subjective; however, by identifying key location criteria and related degree of importance of each, the Committee's rationalization for its findings and recommendations should become clearer.

The downtown area was used as the study area. This area provides the magnet for many Langley citizens who use the wide variety of services provided there. As a result, this location provides an excellent opportunity for the biggest impact from a wall mural.

The method used for identifying preferred mural location(s) is summarized in the below illustration. The first four stages 'drive' the process and rely on consideration and consensus from the CPC. Subsequently, after applying the assigned and 'agreed-upon' values, all seventeen reviewed locations were ranked to reveal the preferred mural location(s).



Phase 1: Identify Potential Mural Locations

Seventeen locations within the downtown area were reviewed for suitability. These are mapped in Attachment 'A-1' and their images are provided in Attachment 'A-2'.

Consideration of a city vehicle as a mural 'wall' location was included in this study, as it provided several of the same benefits of a wall mural.

Phase 2: Identify Suitable Location Criteria

Thirteen mural location criteria were identified as important/preferred by the Sub-Committee. These are, as follows:

- public owned space;
- central downtown location;
- minimum space size constraints;
- smooth wall surface type;
- least number of wall obstructions;
- impact longevity;
- clear view from vehicular traffic;
- high volume of vehicle traffic;
- clear view from pedestrian traffic;
- high volume of pedestrian traffic;
- easily accessible for installation;
- compatibility with surroundings; and

- low vandalism potential.

Phase 3: Location Assessment

Each of the seventeen study locations was assessed with respect to the location criteria from Phase 2. Results from this evaluation are shown in Attachment A-3, under Section 'A' of the spreadsheet and highlighted in green.

Phase 4: Level of Importance Allotted to Each Location Criteria

Although all thirteen location criteria from Phase 2 were identified as important, some criteria were felt more important than others. As such, each location criteria was allotted a value from '0' to '5' to reflect relative importance. Section 'B' (shown in blue), in Attachment A-3, shows the results of this valuation.

Phase 5: Consolidate Scores from Phases 3 and 4

Section 'C' (shown in orange), in Attachment A-3, shows the scores for each location, based on applying the results from Phases 3 and 4.

The top three locations were:

- First place: City Hall – North Entrance Wall (204 points);
- Second Place: City Hall Art Wall (197 points); and
- Third Place: City Vehicle Mural Wrap (195 points).

Because the City Art Wall is currently used/committed, a City Vehicle Mural Wrap would likely move into second place.

Other Considerations for Messaging:

This study has been focused on using a wall mural for delivering a crime prevention message to a broad public audience. Other communication methods, including social media; the use of large posters located in strategic locations; and involvement of high-profile public 'champions' to promote the subject could also be explored as part of a future Committee work program.

Conclusions:

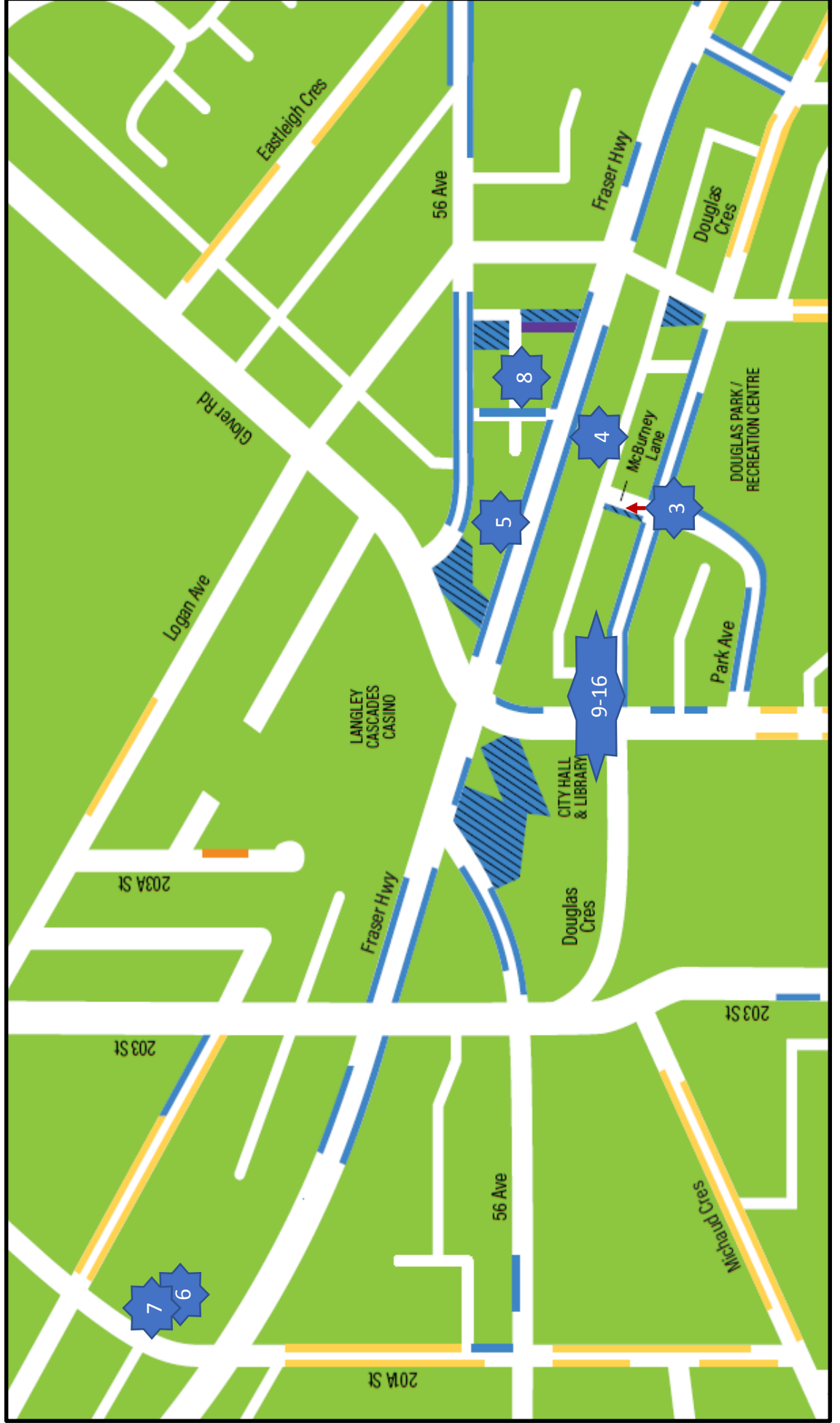
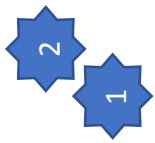
Based on the results from the Sub-Committee's review of potential locations for a crime prevention wall mural, the preferred location(s) are the City Hall's North entrance wall and a City vehicle wrap.

The logistics and financial implications of implementing one or more of the preferred mural locations remains to be done, possibly as a work item for next year.

The Sub-Committee appreciates the opportunity to be involved in this study.

Fraser Holland and Brian Doyle,
Mural Sub-Committee, for the
Langley City Crime Prevention Committee

APPENDIX A-1 Generalized Location of Potential Mural Locations



APPENDIX A-2: Photos of Mural Locations Considered

