



THE CORPORATION OF THE CITY OF VERNON REPORT TO COUNCIL

SUBMITTED BY: Roy Nuriel
Economic Development Planner

COUNCIL MEETING: REG COW I/C
COUNCIL MEETING DATE: August 15, 2022
REPORT DATE: August 2, 2022
FILE: 04495.260 (3320-20)

SUBJECT: THE ROSTER SPORTS CLUB BAR AND GRILL – MURAL REQUEST FOR 2319 53RD
AVENUE

PURPOSE:

To review Roster Sports Club Bar and Grill request to install a painted mural on the west wall of the building located at 2319 53rd Avenue.

RECOMMENDATION:

THAT Council approve the installation of a mural on the west wall of the building located at 2319 53rd Avenue as proposed by Roster Sports Club Bar and Grill in their request dated July 28, 2022;

AND FURTHER, that Council approve the proposed mural design as submitted by Roster Sports Club Bar and Grill and included as Attachment 1 in the report titled "The Roster Sports Club Bar and Grill – Mural Request for 2319 53rd Avenue" dated August 2, 2022 and respectfully submitted by the Economic Development Planner.

ALTERNATIVES & IMPLICATIONS:

1. THAT Council deny the request from Roster Sports Club Bar and Grill for approval to install a painted mural on the west wall of the building located at 2319 53rd as outlined in the report titled "The Roster Sports Club Bar and Grill – Mural Request for 2319 53rd Avenue" dated August 2, 2022 and respectfully submitted by the Economic Development Planner.

Note: This alternative does not support the requested approval to install the mural and therefore the mural would not be done.

ANALYSIS:

A. Committee Recommendations:

N/A

B. Rationale:

1. The City has received a request for approval to install a mural designed by two artists, Lacey Jane and Layla Folkmann, dated July 28, 2022, from Roster Sports Club Bar and Grill. In their letter (Attachment 1), the Roster Sports Club Bar and Grill is requesting Council approval for the installation of a mural on the 83 feet long west wall of the building located at 2319 53rd Avenue (Attachment 2). Section J (1) of the Sign Bylaw #4489 states that murals shall be reviewed and approved by Council.
2. The subject property at 2319 53rd Avenue, as shown in Figures 1 and 2, is located in the north of the city on 53rd Avenue and 24th Street and is zoned C5 – Community Commercial in Zoning Bylaw #5000. The existing commercial building on the property houses the Roster Sports Club Bar and Grill, a popular indoor sports club and pub.

3. The mural image, as shown in Attachment 1, will consist a large heron (bird) together with an image of a digital scoreboard. As explained in their letters, the art work by artists Lacey Jane and Layla Folkmann “pays homage to the nearby heron sanctuary and reminds us how sport, community and nature can coexist in harmony”.
4. Council approval of the mural design and location would allow for the associated Sign Permit (MP008953) to be approved and issued.



Figure 1 - Location of Subject Properties



Figure 2 - Aerial View of Subject Properties

Attachments:

- Attachment 1 – Roster Sports Club Bar and Grill Letter and Mural Design Dated July 28, 2022
- Attachment 2 – Proposed Mural location

C. Council’s Strategic Plan 2019 – 2022 Goals/Action Items:

The subject mural request involves the following goals/action items in Council’s Strategic Plan 2019 – 2022:

- N/A

D. Relevant Policy/Bylaws/Resolutions:

1. Section J.1. in Sign Bylaw #4489 for Murals states as follows:

“J.1. Murals shall be reviewed and approved by the Council of the City of Vernon.”

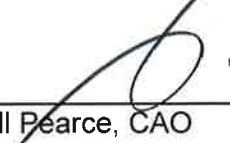
BUDGET/RESOURCE IMPLICATIONS:

N/A


Prepared by:

Approved for submission to Council:

X 
Roy Nuriel
Economic Development Planner


Will Pearce, CAO

Date: 08 August, 2022

X 
Kim Flick
Director, Community Infrastructure and Development

REVIEWED WITH

- | | | |
|---|---|--|
| <input type="checkbox"/> Corporate Services | <input type="checkbox"/> Operations | <input checked="" type="checkbox"/> Current Planning |
| <input type="checkbox"/> Bylaw Compliance | <input type="checkbox"/> Public Works/Airport | <input checked="" type="checkbox"/> Long Range Planning & Sustainability |
| <input type="checkbox"/> Real Estate | <input type="checkbox"/> Facilities | <input checked="" type="checkbox"/> Building & Licensing |
| <input type="checkbox"/> RCMP | <input type="checkbox"/> Utilities | <input type="checkbox"/> Engineering Development Services |
| <input type="checkbox"/> Fire & Rescue Services | <input type="checkbox"/> Recreation Services | <input type="checkbox"/> Infrastructure Management |
| <input type="checkbox"/> Human Resources | <input type="checkbox"/> Parks | <input type="checkbox"/> Transportation |
| <input type="checkbox"/> Financial Services | | <input type="checkbox"/> Economic Development & Tourism |
| <input type="checkbox"/> COMMITTEE: | | |
| <input type="checkbox"/> OTHER: | | |



The Roster Sports Club Bar & Grill
2319 53 Ave.
Vernon BC V1T 8K1

MURAL PROPOSAL JULY 2022

The Roster has commissioned a mural design for the 83 by 18 foot beige tin wall of our building facing 24th Street. Our vision was to convey the idea of sport, community and nature all intersecting. Mural team, LALA, presented us with this image featuring the heron which we feel pays homage to the nearby heron sanctuary and reminds us of how sport, community and nature can coexist in harmony. We also feel this design will be a uniquely beautiful piece of art that will bring energy and beauty to our neighborhood.

LALA is a duo of two BC-based female mural artists, Lacey Jane and Layla Folkmann who have produced over 100 murals all across Canada, including locally in Rutland and an upcoming project in Peachland. They have collaborated with organizations such as MURAL Montreal, MU, START UP Toronto, Mural Routes as well as multiple other arts councils, organizations and festivals. Their body of work can be viewed online at <https://www.laceyandlaylaart.com/>

THE **ROSTER** SPORTS CLUB
Bar & Grill



80 80 80 80



