

THE CORPORATION OF THE  
**CITY OF WHITE ROCK**  
CORPORATE REPORT



**DATE:** May 26, 2025

**TO:** Mayor and Council

**FROM:** John Woolgar, Director, Recreation and Culture

**SUBJECT:** West Beach Parkade and Balsam Street Comfort Station Mural Concepts

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**RECOMMENDATIONS**

THAT Council:

1. Endorse the concept design for the West Beach Parkade as selected by the Art Selection Panel and recommended by the Public Art and Culture Advisory Committee;
  2. Recommend that Staff award the contract for West Beach Parkade to David Camisa;
  3. Provide direction to staff on the preferred concept design for Balsam Street Comfort Station; and
  4. Direct Staff to award the contract to the preferred artist for the Balsam Street Comfort Station.
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**EXECUTIVE SUMMARY**

At the March 10, 2025, regular meeting, Council approved a total of \$61,000 for the installation of murals at two high-visibility locations; the Balsam Street Comfort Station and the West Beach Parkade. Guided by the themes of “Vintage” and “Natural Environment,” these sites were prioritized by the Public Art and Culture Advisory Committee for their strong visual impact. The Art Selection Panel reviewed 19 submissions for the Balsam Street location and 33 for the West Beach Parkade. After a thorough selection process, three finalist concepts were considered for each site, reviewed by the Art Selection Panel and by the Public Art and Culture Committee.

**PREVIOUS COUNCIL DIRECTION**

Motion & Meeting Date	Motion Details
2025-060 March 10, 2025	It was MOVED and SECONDED THAT Council consider and approve or provide other direction to staff following consideration of the Public Art and Culture Committee’s recommendations to Council to approve:  1) The West Parkade and Balsam Comfort Street Station as priority locations for two new murals to be installed in 2025, as recommended by the Public Art and Culture Advisory Committee.

	<p>2) The two mural themes as recommended by the Public Art and Culture Advisory Committee.</p> <p>3) A total of up to \$61,000, allocated from the Public Art and Placemaking Fund, for the two murals and to update the window wraps on the Balsam Street Comfort Station as recommended by the Public Art and Culture Advisory Committee.</p>
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### **PUBLIC ART AND CULTURE ADVISORY COMMITTEE**

<b>Motion &amp; Meeting Date</b>	<b>Motion Details</b>
2025-PACAC-024 May 14, 2025	<p>THAT the Public Art and Culture Advisory Committee recommends that Council endorse the concept design by artist, Carly Bouwman, for a mural installation at the Balsam Street Comfort Station, identified by the Art Selection Panel as their second choice.</p> <p style="text-align: right;">CARRIED</p>
2025-PACAC-025 May 14, 2025	<p>THAT the Public Art and Culture Advisory Committee recommends that Council endorse the concept design by artist, David Camisa, for a mural installation at the West Parkade, as chosen by the Art Selection Panel.</p> <p style="text-align: right;">CARRIED</p>

### **INTRODUCTION/BACKGROUND**

In 2024, the Public Art and Culture Advisory Committee reviewed all the City's available walls and prioritized the Balsam Street Comfort Station and West Beach Parkade as locations with the highest profile, visual impact and connection to local residents and those visiting during festivals and events.

Following approval of funding and locations for the new mural installations at the March 10, 2025, Regular Council Meeting, a province-wide artist call was issued to highlight the mural opportunities and invite submissions. The call was promoted to local artists via the City's arts mailing list and shared across British Columbia through the City's social media platforms, as well as through the Creative City Network and the BC Alliance for Arts and Culture.

A total of 52 artists submitted proposals for the two locations. In accordance with the City's Public Art and Placemaking Policy (Policy 708), Art Selection panels were established to review these submissions. The Art Selection Panels membership consisted of three members of the Public Art and Culture Advisory Committee and two local professional artists.

Submissions were evaluated based on several key criteria: relevance to project themes, artistic experience, quality and merit of the work, as well as the opportunity for community engagement. Following a comprehensive review, the panel shortlisted a total of six artists, three for each mural, and requested detailed concept designs from each artist.

### West Beach Parkade – David Camisa



After careful consideration that included an assessment of how each concept connected with space and community, the Art Selection Panel recommended David Camisa for the West Beach Parkade mural. This concept was subsequently presented to the Public Art and Culture Advisory Committee who endorsed the concept design.

If awarded the contract, David will engage with the community by holding a mural talk that will include insights into the life of a full-time artist and collaborate with the City's Communications department to feature the behind-the-scenes mural process.

#### Artist Statement

*My fine art, illustration, and mural work share a bold, distinctive style - surreal, yet familiar - a world where reality is suspended, and possibilities are endless. I strive to merge human sentiment with fantasy, offering a momentary escape from the everyday.*

*For the West Beach Parkade Mural, I've created a wraparound design that celebrates the unique spirit of White Rock. Surreal ocean waves flow through the piece, adding rhythm and motion while unifying its elements. At the heart of the mural stands a central figure symbolic embodiment of the deep bond between community and the natural world that reflects unity, interdependence, and shared stewardship. Iconic local wildlife, including the majestic blue heron and the powerful humpback whale, ground the piece in place and story, celebrating just a few of the elements that make White Rock truly special.*

Additional details about the artist and concept are attached in Appendix A.

### Balsam Street Comfort Station – Rory Doyle – Recommended by Art Selection Panel



**Balsam Street Comfort Station – Rory Doyle – Recommended by Art Selection Panel (cont'd)**



Using the same criteria for all mural evaluations, the Art Selection Panel reviewed the submissions for Balsam Street Comfort Station and, after careful consideration, recommended the concept produced by Rory Doyle. However, this mural was not endorsed by the Public Art and Culture Committee.

If awarded the contract Rory will engage the community by creating a colouring contest and the winners will assist him with one day of painting. He will also encourage the community to write down their memories of the past and choose one memory to be incorporated into the mural on a small scale.

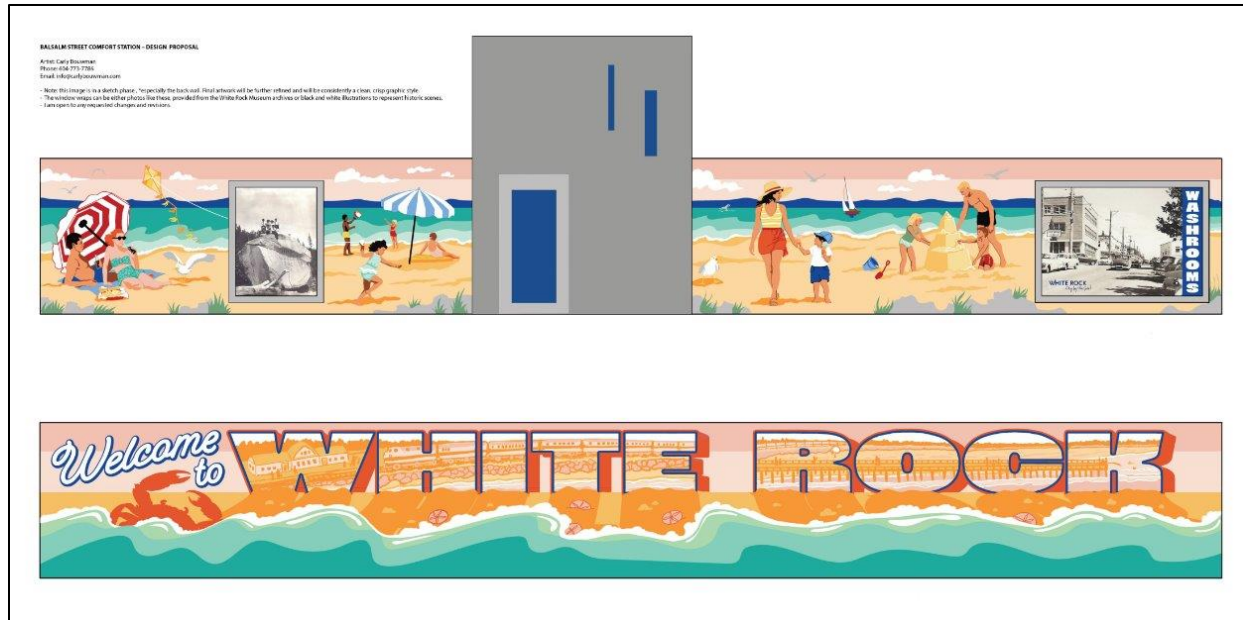
Artist Statement

*The mural will intend to take the viewer back to a vintage era of one the most iconic landmarks in the Lower Mainland - "The Strip." From a line-up of crawling classic cars to the beach littered with umbrellas, the piece will pay homage to a time where locals and tourists cherished their visit. The palette will complement the era with soft yet vibrant doses of colour, taking the viewer to a summer day through blue skies, car paint, flowers and more. Elements and colour will also nod to the rich geographical history, paying homage to the land's Indigenous culture through the raven, orcas and totem silhouettes. The vibrant palette and figures reinforce the multicultural presence in White Rock's past, present and future.*

Additional details about the artist and concept are attached in Appendix B.



## Balsam Street Comfort Station – Carly Bouwman – Recommended by the Public Art and Culture Committee



The Public Art and Culture Advisory Committee reviewed the recommended concepts for the Balsam Street Comfort Station and chose to endorse the submission that was ranked second by the Art Selection Panel. This concept was submitted by artist Carly Bouwman (Appendix F).

If awarded, Carly will invite local high school students and young artists to assist with painting the mural for 1-2 days. She will also teach them how to create professional murals and offer insights into the design process and the profession.

### Artist Statement

*The Balsam Street Comfort Station mural is a retro-inspired tribute to Vintage White Rock, blending playful color with a timeless, clean graphic style. The design reflects the city's rich coastal history, with the back wall featuring a vibrant "Welcome to White Rock" scene—highlighting the historic railway, train station museum, iconic pier, and sweeping coastline. The front wall comes alive with nostalgic beachside activities, seaside wildlife, and beloved traditions like ice cream cones and fish and chips along Marine Drive. Greyscale vinyl-wrapped windows act as framed historic postcard snapshots, harmonizing with the building's central grey concrete form. Serving as both a landmark and a love letter. This mural invites viewers to celebrate the charm, spirit, and enduring legacy of White Rock through the ages.*

Additional details about the artist and concept are attached in Appendix C.

If Council chooses not to endorse either the Art Selection Panel's recommendation or those of the Public Art and Culture Committee, the Art Selection Panel has provided alternatives which are attached in Appendix D.

### **Next Steps**

With Council endorsement of the preferred murals, staff will proceed with the next steps for the project. This includes notifying residents within a two-block radius of the planned mural installation in accordance with the Public Art and Placemaking Policy (708), finalizing the artists' design with input provided by the Public Art and Culture Committee, and overseeing installation. To ensure preservation of the mural, an anti-graffiti coat will be applied to the walls.

Based on the artists' availability, the installation is anticipated to be completed between July and September 2025.

### **FINANCIAL IMPLICATIONS**

The \$61,000 budget for the project will be taken from the Public Art and Placemaking Fund.

### **LEGAL IMPLICATIONS**

As per standard procedure, a contract with the Artist will be signed upon approval.

### **COMMUNICATION AND COMMUNITY ENGAGEMENT IMPLICATIONS**

The Community will be informed of the installation of the murals through the City's social media platforms. Residents within a 2 block radius will also be directly informed by letter of the upcoming mural installation. Once the murals are completed, a news release will be issued, and a photo opportunity will be arranged.

### **INTERDEPARTMENTAL INVOLVEMENT/IMPLICATIONS**

The Recreation and Culture Department will work closely with the Engineering and Municipal Operations Department to ensure that the murals are installed with minimal impact on the public.

### **ALIGNMENT WITH STRATEGIC PRIORITIES**

#### **Council Strategic Priorities:**

Community

2. Encourage positive community gathering by designing and implementing inviting public spaces and beautification projects.

#### **Cultural Strategy:**

2.2 Maintain and grow the public art program.

3.3 Support a thriving Uptown arts district, "Beyond the Beach"

### **OPTIONS / RISKS / ALTERNATIVES**

The following alternate options are available for Council's consideration:

1. Not endorse the West Parkade Mural concept design.
2. Not endorse the Balsam Street Comfort Station Mural concept design.
3. Choose an alternative option recommended by the Art Selection Panel and Public Art and Culture Committee.

If a concept is not endorsed, this may result in a delay of the mural installation.

### **CONCLUSION**

The Art Selection Panels thoroughly reviewed a total of 52 submissions—19 for the Balsam Street Comfort Station and 33 for the West Beach Parkade. Each proposal was evaluated for its alignment with thematic relevance, artistic merit, and potential for community engagement. Following this process, the Art Selection Panel chose the submission from David Camisa for the West Beach Parkade mural. This was endorsed by the Public Art and Culture Committee. The Art Selection panel recommended Rory Doyle for the Balsam Street mural while the Public Art and Culture Committee recommends the selection. Carly Bouwman as the artist for the Balsam Street location. The addition of Murals support the City's Cultural Strategy goals and vision of

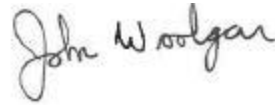
connecting and engaging the whole community by integrating arts and culture into the daily life of the city.

Respectfully submitted,

Approved by,



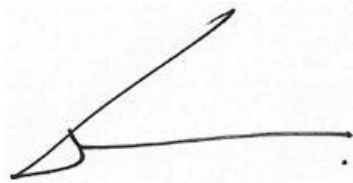
Rebecca Forrest  
Manager, Cultural Development



John Woolgar  
Director, Recreation and Culture

**Comments from the Chief Administrative Officer**

I concur with the recommendations of this corporate report and for Council's consideration and direction to staff.



Guillermo Ferrero  
Chief Administrative Officer

- Appendix A: West Beach Parkade – David Camisa
- Appendix B: Balsam Street Comfort Station – Rory Doyle
- Appendix C: Balsam Street Comfort Station – Carly Bouwman
- Appendix D: West Beach Parkade – Jennifer Clark