

THE CORPORATION OF THE
CITY OF WHITE ROCK
CORPORATE REPORT



DATE: April 27, 2026

TO: Mayor and Council

FROM: John Woolgar, Director, Recreation and Culture

SUBJECT: Street Banner Program 2026-2028

RECOMMENDATION

THAT Council receive for information the April 27, 2026, report from the Director of Recreation and Culture, titled “Street Banner Program 2026-2028” and endorse the recommendation of the Public Art and Culture Committee and Art Selection Panel.

EXECUTIVE SUMMARY

The City launched a street banner program for the 2026-2028 season, inviting the White Rock and South Surrey community to submit their art to be featured on banners located in the Uptown, Five Corners, West Beach, and East Beach neighbourhoods. There was a good response with over 84 works of art submitted for consideration. A volunteer Art Selection Panel made up of community members and professional artists reviewed the submission and recommended eight works to be featured. The Public Art and Culture Advisory Committee recommends that Council approve the eight works selected by the Art Selection Panel, following its review of all submissions

PREVIOUS COUNCIL DIRECTION

Motion # & Meeting Date	Motion Details
2026-064 January 26, 2026	It was MOVED and SECONDED THAT Council direct staff to allocate \$5,750 from the Public Art Fund to support the 2026 Street Banner Program. CARRIED
2026-PACAC-019 April 8, 2026	THAT the Public Art and Culture Advisory Committee recommends that Council endorse the 2026 Street Art Banner designs as selected by the Art Selection Panel. CARRIED

INTRODUCTION/BACKGROUND

The street banner program aims to add vibrancy to White Rock and provides an opportunity for local and emerging artists to create designs that reflect the history and culture of the city, creating a sense of place. Artists of all abilities and experience were encouraged to apply. The

banners will be featured in the Uptown, Five Corners, West Beach, and East Beach neighborhoods and will be changed twice a year for the next 24 months. The program is open to residents of all ages who live in White Rock or South Surrey. Community members submitted over 84 works of art to be considered with varying themes including identity, history and place, the ocean/sea, arts and culture and “City by the Sea.”

Following the city’s Public Art and Placemaking Policy (708) a selection panel was established to evaluate the art submissions. The panel consisted of two representatives of the Public Art and Culture Committee, one representative from the White Rock Business Improvement Association (BIA), one community member who is a professional artist and the Manager of Cultural Development (non-voting).

The panel reviewed all submissions and evaluated the art based on originality, connection to neighbourhood and theme. The final selection shows the diversity and talent of artists across the community (Appendix A). The selected artists will receive \$300 and a printed banner of their artwork that will be featured on the city’s website.

Location	Season	Artist
East Beach	Summer/Spring	Selene Fu
East Beach	Fall/Winter	Cindy Ren
West Beach	Summer/Spring	Kim Forrest
West Beach	Fall/Winter	Jasmina Charleston
Five Corners	Summer/Spring	Susan Wage Kirkpatrick
Five Corners	Fall/Winter	Lelaina Lindsay
Uptown	Summer/Spring	Owen Zuzuki
Uptown	Fall/Winter	Georgia Paz Duarte

Installation of the banners is anticipated to start the first week of June 2026.

FINANCIAL IMPLICATIONS

Up to \$5750 from the Public Art Fund was approved for this program.

LEGAL IMPLICATIONS

The artists have agreed to conditional use of their art for the street banners and any products created from them that may include items such as banner bags. However, the artists will retain the copyright of their art.

COMMUNICATION AND COMMUNITY ENGAGEMENT IMPLICATIONS

The Recreation and Culture Department worked closely with the Communications Department to promote the program online and in the newspaper.

INTERDEPARTMENTAL INVOLVEMENT/IMPLICATIONS

The Recreation and Culture Department will collaborate with the Engineering and Operations Department to install the banners.

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:

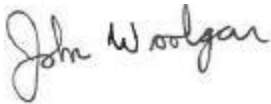
- 1. Not approve the Street Banner Art Panel’s community art selections.
- 2. Approve different art selections.

These alternative options will result in a delay in banner installation and will not comply with the City’s Public Art and Placemaking Policy.

CONCLUSION

The call for artists to the Street Banner Program was a success with over 84 submissions. The aim of this program is to be open and accessible to a variety of artists and community members of all ages who want to create a sense of place. The artists selected represent the community and their art illustrates their connection to White Rock. Staff recommend Council endorse the recommendation of the Public Art and Culture Committee and Art Selection Panel,

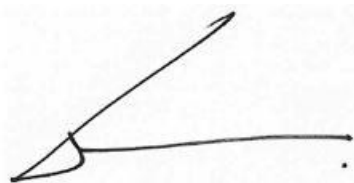
Respectfully submitted,



John Woolgar
Director, Recreation and Culture

Comments from the Chief Administrative Officer

I concur with the recommendation of this corporate report.



Guillermo Ferrero
Chief Administrative Officer

Appendix A: Selected Community Art Banners