

THE CORPORATION OF THE  
**CITY OF WHITE ROCK**  
 15322 BUENA VISTA AVENUE, WHITE ROCK, B.C. V4B 1Y6



**POLICY TITLE:     LIGHTING THE WHITE ROCK PIER**

**POLICY NUMBER: COUNCIL – 168**

<i>Date of Council Adoption:</i>	<i>Date of Last Amendment:</i>
<i>Council Resolution Number:</i>	
<i>Originating Department:</i> Administration	<i>Date last reviewed by the Governance and Legislation Committee:</i> April 26, 2021

**Policy:**

- The City of White Rock’s Mission is “Building community excellence through effective stewardship of all community resources.”
- The City of White Rock will use the White Rock Pier’s coloured lights to build awareness for non-political, registered, national charitable events or causes and to recognize events important to White Rock, to British Columbia and to Canada.
- The City will light the Pier to recognize the Strategic Messages approved in Council Policy 135, Recognition and Strategic Messages, currently are for:
  - New Year’s Day: January 1
  - Black History Month: February
  - Family Day: February
  - International Women’s Day: March
  - Easter: April
  - National Volunteer Week: April
  - National Indigenous Peoples Day—June
  - Canada Day: July 1
  - BC Day—August
  - Pride Week—June or July
  - Remembrance Day: November 11
  - Hanukkah—December
  - Christmas Day: December 25
- The City of White Rock invites qualifying organizations to schedule one (1) day or more of coloured lights on the Pier to assist with that organization’s promotional efforts. The amount of time the Pier will be lit will be based on programming and availability.

- Organizations will be asked to submit requests annually using a form on the City’s website at least 30 days prior to the requested date. Staff will program the lights monthly, or as required. If a request form is not submitted by the deadline, it may impede the City’s ability to meet the request.
- Staff will consider the applications on a first-come, first-served basis.
- The request form will include a component regarding colour, which the City will try to match.
- The Manager of Communications and Government Relations will ensure media relations and social media are used to inform the community that requests can be made, based on specific criteria, to light the White Rock Pier with meaningful colours.
- The Communications Department will post a monthly calendar of those colours and the reasons for the lights on the City’s website at a new user-friendly website link, [whiterockcity.ca/pierlights](http://whiterockcity.ca/pierlights), and will share the information on the City’s Twitter feed as each requested colour is displayed.
- All lighting confirmations are made barring any unforeseen circumstances. The City may need to make last-minute changes to the lighting schedule for a variety of reasons. In these circumstances, the City will try to communicate this to the individual or organization that submitted the request as quickly as possible and offer another illumination date, if possible.
- Lighting requests not identified in this policy may be decided at the Call of the Mayor.
- Lighting for the following types of requests will be declined:
  - Commercial, individual, recognition or personal occasions
  - Religious, political events, institutions or professions
  - Requests made via petitions or social media campaigns

### **Rationale**

- The White Rock Pier is a popular attraction for people from the Lower Mainland and beyond. In June 2018, the City added coloured lights to Canada’s Longest Pier, lighting them for seasonal events that include Valentine’s Day and St. Patrick’s Day. In 2020, a flashing show of lights was added to recognize frontline workers during the pandemic.
- The Pier lights can be programmed in a variety of colours. There are some requests from not-for-profit organizations to light the Pier in branded colours to recognize specific causes, events or celebrations.
- Private sector companies, crown corporations and other local governments light assets that range from bridges to buildings and rooftops. Lighting requests for these assets are

consistently free of charge. Lighting is considered a community service that is offered based on availability and with a period of advanced notice expected.

- Samples of lighting policies referenced to develop this policy include:
  - BC Place: [The Northern Lights Display](#)
  - Resort Municipality of Whistler: [Requests to Light a Landmark](#)
  - City of Coquitlam: [Special Lighting Features](#)
  - City of Vancouver: [Light Up City Hall](#)
  - Calgary Tower: [Light Shows](#)
  - CN Tower: [Night Lighting](#)

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