

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



**DATE:** June 14, 2021

**TO:** Governance and Legislation Committee

**FROM:** Tracey Arthur, Director of Corporate Administration

**SUBJECT:** Policy and Funding for Lighting the White Rock Pier and Memorial Park Architectural Features

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**RECOMMENDATIONS**

THAT the Governance and Legislative Committee recommend:

1. Endorsement of Council Policy 168—Lighting of the White Rock Pier and Memorial Park Architectural Features, as circulated; and
  2. Approve funding of \$6,000, plus applicable taxes, from the City's contingency account to purchase technology to enable City staff to program the White Rock Pier and other Memorial Park lighting features from a central point.
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**EXECUTIVE SUMMARY**

The White Rock Pier (the Pier) and Memorial Park are popular attractions for people from the Lower Mainland and beyond. In June 2018, the City added a color light component to Canada's Longest Pier and the architectural features of Memorial Park. The City has since been lighting the Pier and some elements of the Park for seasonal events. More frequent requests are now being made to the City to light the Pier in specified colours for particular events at specific times.

The Governance and Legislation Committee approved a recommendation from their February 1, 2021 meeting to develop a Council Policy for lighting the Pier. On April 26, 2021, the Committee reviewed the policy and requested that staff return to a future meeting with some revisions to the policy as presented, including budget considerations.

Concurrently, staff investigated technology to ensure greater consistency and reduced time in implementing a lighting policy that would encompass the Pier and the Memorial Park architectural features.

## **PREVIOUS COUNCIL DIRECTION**

| <b>Motion # &amp; Meeting Date</b>                                    | <b>Motion Details</b>  |
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| <i>2021-G/L-034</i><br><i>Governance and Legislation: April 26/21</i> | THAT the Governance and Legislation Committee requests the proposed policy Council 168 - Lighting the White Rock Pier be amended as follows: <ul style="list-style-type: none"><li>• 4<sup>th</sup> bullet to state "the duration of the event or festival up to a maximum of one (1) week".</li></ul> |
| <i>2021-G/L-005</i><br><i>Governance and Legislation: Feb 1/21</i>    | THAT the Governance and Legislation Committee endorse report recommending that staff draft and bring forward a Council policy regarding the lighting of the White Rock Pier  |

## **INTRODUCTION/BACKGROUND**

At 470 metres, the White Rock Pier is Canada's longest pier. The iconic structure was built in 1914. It is a popular destination for people from the Lower Mainland and beyond who come to this seaside community to enjoy breathtaking sunsets and the beauty of Semiahmoo Bay.

To add to the enjoyment of the Pier, in June 2018, the City of White Rock added accent lights, which are programmable in an array of colours. The lighting also encompasses the Memorial Park architectural features (the Park).

The Park architectural lighting fixtures were designed to enhance the landmarks and other structures in and around it. These include in addition to the Pier, the White Rock Museum and Archives building, the Coastal Cradle art piece, and the recessed puck lights throughout the park.

Currently, the City lights up the noted areas for seasonal events, such as red on Valentine's Day and green on St. Patrick's Day, and to support causes, including rainbow colours for Pride Week. Early in the COVID-19 pandemic, the Pier was lit with flashing lights each night to recognize health care workers.

At the February 1, 2021, Governance and Legislation Committee meeting, the Committee approved report [2021-G/L-005](#) recommending that staff draft and bring forward a Council Policy regarding the lighting of the White Rock Pier.

[Policy 168 – Lighting the White Rock Pier](#) was considered by the Committee at the April 26, 2021 Governance and Legislation meeting. The revised policy before the Committee and attached as Appendix A includes:

- Consideration of international events;
- Information for the potential of implementing fees;
- Limiting the amount of time for a request for lighting the Pier to be up to one (1) week; and
- Information on Memorial Park architectural features and how they may be related.

### **Lighting Technology**

To address delivering consistent and more efficient service with increased lighting requests, this corporate report also includes required technology that would manage / program the lighting from a central point.

Currently, the Pier and each of the Park features have a separate lighting controller. Programming and managing them can be labor-intensive and may not deliver the desired results. Using one (1) controller (computer) to manage and schedule light displays would be more efficient and deliver consistent results more easily.

This technology, that requires funding endorsement by Council, would enable staff to deliver this policy and manage / program all the lighting assets from a central point.

### **FINANCIAL IMPLICATIONS**

The City has received a quote of \$10,000 plus taxes from a vendor to consolidate the technology for the Pier and the Park features. This vendor provides asset lighting to other Lower Mainland organizations. The City's IT Department have \$4,000 to apply to the cost for this technology, resulting in the request for \$6,000, to be approved by Council, for the City asset to be purchased. A possible funding source would be from the City's contingency account.

The City would follow the purchasing policy in choosing a vendor to consolidate the technology and simplify the lighting process.

For the City to charge a potential fee for lighting requests it must first seek approval from the province of British Columbia. This is due to the terms of the City's Lease with the Province for the use of land that the Pier occupies. The Lease limits the use to "operation and maintenance of a public wharf." The use of the public wharf is provided at no charge to the City under the current terms of the Lease.

### **LEGAL IMPLICATIONS**

Not applicable.

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

The City of White Rock would use media relations and social media to inform the community that requests can be made, based on specific criteria, to light the Pier and the Park features with event associated colours. A calendar of those specified light colours and the reasons for the lighting would be posted on the City's website at [whiterockcity.ca](http://whiterockcity.ca) and shared on the City's social media channels.

### **INTERDEPARTMENTAL INVOLVEMENT/IMPLICATIONS**

In relation to this task, Communications, IT and Engineering and Municipal Operations would work together. IT would be involved with the programming and implementing the light schedule and Engineering and Municipal Operations would be responsible for the maintenance and repairs of the lighting fixtures. Communications would be the lead on managing information to the community.

### **CLIMATE CHANGE IMPLICATIONS**

Not applicable.

### **ALIGNMENT WITH STRATEGIC PRIORITIES**

This policy would support the City's corporate vision: "We all can live, work and play in an enjoyable atmosphere."

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

The following option is available apart from the recommendation outlined on Page 1 for the Committee's consideration:

1. The Committee not endorse Council Policy 168—Lighting of the White Rock Pier and Memorial Park Architectural Features; and only the outlined occasions / events in Council Policy 135 Recognition and Strategic Messages, where applicable, will continue be included in the annual light rotation set up.

### **CONCLUSION**

The Pier and Memorial Park are popular attractions for people from the Lower Mainland and beyond. Specific lighting of colours recognizing important events and not-for-profit efforts adds to the area's appeal and demonstrates community support.

A policy regarding the lighting, and the technology to carry out and ensure the success of that policy, will be more effective and efficient for staff and enhance the waterfront experience for visitors to the Pier and surrounding Memorial Park.

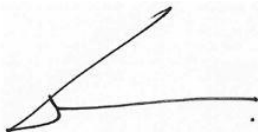
Respectfully submitted,



Tracey Arthur, Director, Corporate Administration

### **Comments from the Chief Administrative Officer**

I concur with the recommendations of this corporate report.



Guillermo Ferrero  
Chief Administrative Officer