

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 AND MEMORIAL PARK ARCHITECTURAL FEATURES

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> May 31, 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 coloured lights [at the White Rock Pier, and as technology permits, at Memorial Park’s Architectural Features \(White Rock Museum and Archives building, the Coastal Cradle art piece, and the recessed puck lights throughout the park\)](#), 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 as follows:
 - 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 [21](#)
 - 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 [from](#) one (1) day [to up to one \(1\) week](#) of select colour of 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.
 - [Lighting will be added to the Architectural Features in Memorial Park as technology permits.](#)
 - 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 [and try to accommodate the requests as best as possible.](#)
 - The request form will include a component regarding the selected 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, 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 representative of the organization that submitted the request as quickly as possible and offer another illumination date, if possible.
 - [The Manager of IT will purchase and oversee the ensure that the Pier-light technology for the Pier and Memorial Park Architectural Features and ensure it is operational using a and will strive to achieve a remote system for programming the Pier-lights that can be managed by several employees during business hours-only.](#)
 - Lighting requests not identified in this policy may be decided at the Call of the Mayor. [Requests to recognize international events with lighting that have not already been identified in the policy may be considered by Council resolution.](#)

- [Unless noted in Policy 135, Recognition of Strategic Messages, or otherwise approved by Council, the City will not consider the following lighting requests:](#)
 - [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 [and Memorial Park are-is-a](#) popular attractions 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. [Other lighting in Memorial Park will be added as technology permits.](#)
- [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.](#)
- [If the City chooses in the future to charge a fee for private lighting requests, the City will need to seek approval from the Province of B.C. The City’s lease from the Province for the land that the Pier occupies 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 agreement.](#)
- 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](#)