

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



**DATE:** February 1, 2020

**TO:** Governance and Legislation Committee

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

**SUBJECT:** Lighting Requests for the White Rock Pier

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**RECOMMENDATION**

THAT the Governance and Legislative Committee directs staff to draft and bring forward a policy regarding lighting requests for the White Rock Pier that details a plan for programming the Pier lights for national and local events and holidays, including requests from non-profit agencies.

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**EXECUTIVE SUMMARY**

The White Rock Pier is a popular attraction for people from the Lower Mainland and beyond. In June 2018, the City installed coloured lights to Canada's Longest Pier, lighting them for seasonal events.

Recently, groups have requested that the Pier be lit in a specific colour at a specific time for various occasions or events. There is currently no process or policy in place to respond to those requests.

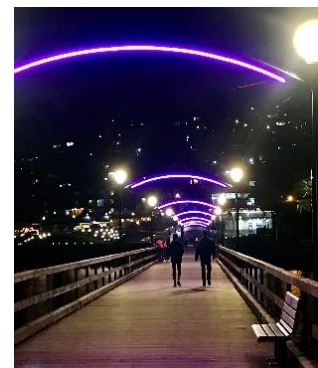
Other municipalities in the province and other well-known attractions accept requests from the community to light their landmarks to reflect significant events or causes. Each follow specific and similar criteria that include an application process and focus on national events and non-profit, non-political and/or non-religious agencies.

This corporate report provides two (2) options for Council's consideration, including retaining the status quo.

**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 our seaside community to enjoy breathtaking sunsets and the beauty of Semiahmoo Bay.

To add to the enjoyment of the White Rock Pier, in June 2018, the City of White Rock installed coloured lights, which are programmable with an array of colour options and movement. The Pier lights turn on and off automatically based on daylight conditions.



Currently, the City lights the White Rock Pier 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.

Requests are being made to the City to light the Pier in a specific colour at a specific time for a variety of events and reasons. There is currently no policy in place to respond to these requests.

This report recommends creating a policy for lighting the Pier on an annual schedule, with some flexibility and guidelines for requests.

### **FINANCIAL IMPLICATIONS**

Not applicable.

### **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 White Rock Pier with meaningful colours. A calendar of those colours and the reasons for the lights 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, Information Technology (IT) and Engineering and Municipal Operations would work together. IT would be involved with the programing 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 recommendation supports the City's corporate vision: "We all can live, work and play in an enjoyable atmosphere."

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

Other municipalities in British Columbia have policies or practices in place to light their assets, including buildings and bridges. Privately owned and crown corporations also follow a similar policy. Lighting policy details are similar, with request and notice periods of 30 days or more and specific requirements for who can apply to have a structure lit.

The following are some examples.

Private Ownership	Structure with Lighting	Lighting Policy Details	Apply
<b>Calgary Tower</b>  <a href="#">Lighting Schedule</a>  Aspen Properties Ltd.		<ul style="list-style-type: none"> <li>• 30 days in advance of lighting date</li> <li>• Traditional lightings for Easter, Hanukkah and Christmas.</li> <li>• Not for religious figures, organizations, institutions, or other religious holidays.</li> <li>• No personal occasions (such as birthdays) political events or observances.</li> </ul>	<a href="#">Online Form</a> completed by official from the requesting organization
Municipality	Structure with Lighting	Lighting Policy Details	Apply
<b>City of Coquitlam</b>  <a href="#">Special Lighting Features</a>  <b>Lafarge Lake Fountain</b>  <b>City Hall Light Columns</b>  <b>Skytrain Guideway Pillars</b>		<ul style="list-style-type: none"> <li>• Local, provincial or national awareness issue or related to community health.</li> <li>• Local, provincial or national significance.</li> <li>• Local festival or event.</li> <li>• Welcome visiting dignitaries.</li> <li>• No personal, political or commercial.</li> <li>• Lighting: 24 hours</li> </ul>	<a href="#">Online form</a>
<b>City of Vancouver</b>  <a href="#">Light Up City Hall</a>		<ul style="list-style-type: none"> <li>• Important events and cultural occasions.</li> <li>• One-day campaign - direct connection to Vancouver residents. Personal, political, or commercial not considered.</li> <li>• Events of national or international significance or as approved by City Council.</li> </ul>	<a href="#">Online form</a>

Municipality	Structure with Lighting	Lighting Policy Details	Apply
<b>Resort Municipality of Whistler</b>  <a href="#">Requests to Light a Landmark</a>  <b>Fitzsimmons Creek Bridge</b>		<ul style="list-style-type: none"> <li>• Light up the Fitzsimmons Bridge to support a cause.</li> <li>• Considered by Council at a regular Council meeting.</li> <li>• <a href="#">Writing to Council page</a> for more information on submitting a request.</li> </ul>	<a href="#">Scan or email form</a>  <a href="#">Letter to Council</a>
<b>Crown Corporation</b>	<b>Structure with Lighting</b>	<b>Lighting Policy Details</b>	<b>Apply</b>
<b>BC Place</b>  <a href="#">The Northern Lights Display</a>  Vancouver: B.C. Pavilion Corporation (PavCo)		<ul style="list-style-type: none"> <li>• 30 days before requested lighting date</li> <li>• Community-based organizations and causes important to B.C.</li> <li>• No commercial, individual, recognition or personal occasions.</li> <li>• No religious, political events, institutions or professions or requests made via petitions or social media campaigns.</li> </ul>	<a href="#">Online contact</a>
<b>CN Tower</b>  <a href="#">Night Lighting</a>  Toronto: Canada Lands Co.		<ul style="list-style-type: none"> <li>• Non-political, registered, national charitable events or causes.</li> <li>• No commercial requests, individual recognition or personal occasions, religious or political events or observances, institutions or professions. 14 days in advance.</li> </ul>	<a href="#">Online form</a>

The City has received requests to light the White Rock Pier in specific colours and periods of time. While we do not have the ability at this time to match colours precisely, the City can provide an array of colours.

Based on the practices of other B.C. municipalities and institutions with local, provincial and national landmarks, the following options are available for Council's consideration to be applied to lighting requests for the White Rock Pier:

1. Approve the development of a City policy that details the plan for programming the White Rock Pier lights for national and local events and holidays, including requests from non-profit agencies. The City would continue to light the White Rock Pier for seasonal events and City-supported causes.
2. Maintain the status quo, with the City planning and programming the White Rock Pier lights, including for seasonal events and City-supported causes.

### **CONCLUSION**

Currently, the City has been lighting the White Rock Pier for seasonal events, such as red on Valentine's Day and green on St. Patrick's Day, and to support causes, such as 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.

The City also lights the White Rock Pier for national and local events and holidays, some of which correspond with Council's Recognition and Strategic Messages Policy 135 (Attachment A).

A policy outlining a pre-approved process to address requests to the City to change the White Rock Pier lighting would be preferred to the status quo and provide staff with guidelines, clarity and consistency. A policy would support non-profit organizations, promote events of local and provincial importance and give the community an understanding of the guidelines for requesting lighting of the White Rock Pier.

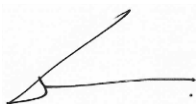
Respectfully submitted,



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