

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



**DATE:** January 16, 2023

**TO:** Mayor and Council

**FROM:** Jim Gordon, P.Eng., Director of Engineering and Municipal Operations  
Amanda Silvers, Manager Communications and Government Relations

**SUBJECT:** Revisit Interpretive Signage Designs

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**RECOMMENDATIONS**

THAT Council:

1. Receive for information the corporate report dated January 16, 2023, from the Director of Engineering and Municipal Operations and the Manager Communications and Government Relations, titled "Revisit Interpretive Signage Designs" for consideration; and
  2. Direct staff to:
    - a) Return the signs to the rotary clock plaza, with as little impact as possible on sightlines and views or;
    - b) Install a refreshed sign series on the Pier railings, as outlined in the July 25, 2022 staff report, including updated information on the invasive green crab.
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**EXECUTIVE SUMMARY**

Eight (8) interpretive signs describing the environment and the multitude of species on the waterfront were installed atop the Memorial Park washrooms in 2012. These were removed to make way for the Memorial Park reconstruction starting in 2017.

Discussions were subsequently held about relocating the signage to the Pier and/or modernizing the signage; however, no clear direction was given until Council considered the matter on September 20, 2022 and directed staff to reinstall the eight signs atop the Memorial Park washrooms (Appendix A).

More recently, questions have been raised by current members of Council about the plans for the signage. This report is presented as an opportunity for the new Council to consider the matter.

**PREVIOUS COUNCIL DIRECTION**

<b>Motion # &amp; Meeting Date</b>	<b>Motion Details</b>
2022-356 September 20, 2022	<p>THAT Council endorse the reinstallation of the Friends of Semiahmoo Bay Society Natural History Interpretive Signs as follows:</p> <ol style="list-style-type: none"> <li>1. Return the signs to the rotary clock plaza, with as little impact as possible on sightlines and views;</li> <li>2. Include a QR code for those that don't speak English so they could retrieve the information; and</li> <li>3. The signage be reinstalled as soon as possible.</li> </ol> <p style="text-align: right;"><b>CARRIED</b></p>
2022-324 July 25, 2022	<p>THAT Council table, until the next meeting, consideration of the July 25, 2022 corporate report from the Directors of Engineering and Municipal Operations, Recreation and Culture, and the Manager of Communications and Government Relations, titled "Interpretive Signage".</p> <p style="text-align: right;"><b>CARRIED</b></p>
2019-359 September 13, 2019	<p>THAT Council requests staff report on the feasibility of installing the existing eight interpretive signs at either the White Rock, the Pier or the future floating facility southwest of the Pier.</p> <p style="text-align: right;"><b>CARRIED</b></p>

**INTRODUCTION/BACKGROUND**

Eight (8) interpretive signs describing the flora and fauna of the waterfront environment were installed atop the Memorial Park washrooms in 2012. These natural history signs were designed by the Friends of Semiahmoo Bay Society in 2012. The signs were removed to make way for the Memorial Park reconstruction starting in 2017.

Discussions were subsequently held about relocating the signage to the Pier and/or modernizing the signage; however, no clear direction was given until Council considered the matter on September 20, 2022 and directed staff to reinstall the eight signs atop the Memorial Park washrooms.

Options and recommendations to redesign the signs are discussed in the staff report included in the Council Agendas July 25, 2022 and September 20, 2022 (Appendix B). Friends of Semiahmoo Bay Society representatives appeared at Council on September 20, 2022 to speak in favour of reinstalling the existing signs atop the Memorial Park washrooms.

Engineering staff have been working with the Friends of Semiahmoo Bay Society in designing the support brackets for installing the signs. Costs are estimated at approximately \$5,000 and are in the budget.

**FINANCIAL IMPLICATIONS**

Funds of \$5,000 are available in the budget to reprint and reinstall the 2012 signs atop the Memorial Park washrooms.

Cost of redesigning, manufacturing, and installing a refreshed sign series on the Pier railings, as outlined in the July 25, 2022 staff report (Appendix B), is estimated to be \$5,400 for production and installation and \$3,600 for graphic design. Funds are in the budget.

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

As noted in Appendix B, Communications staff worked to modernize the signs and to design placement on the Pier that provides minimal interference with Pier function and views. Comments include:

1. The 2012 signs do not include some critical recent environmental information such as the invasive European Green Crab species. This species poses a serious threat to our ocean. Sharing this information is a priority of Fisheries and Oceans Canada, who contacted the city in December 2022 with a request to post related signs at the waterfront.
2. If reinstalled, the 2012 signs will affect patron views from some of the restaurants overlooking this area. Views were an issue subsequent to the Memorial Park reconstruction resulting in complaints from restaurant operators and replacement of the initial railing installed as part of the Memorial Park project, although the signs were not in place on the new railing at this time.

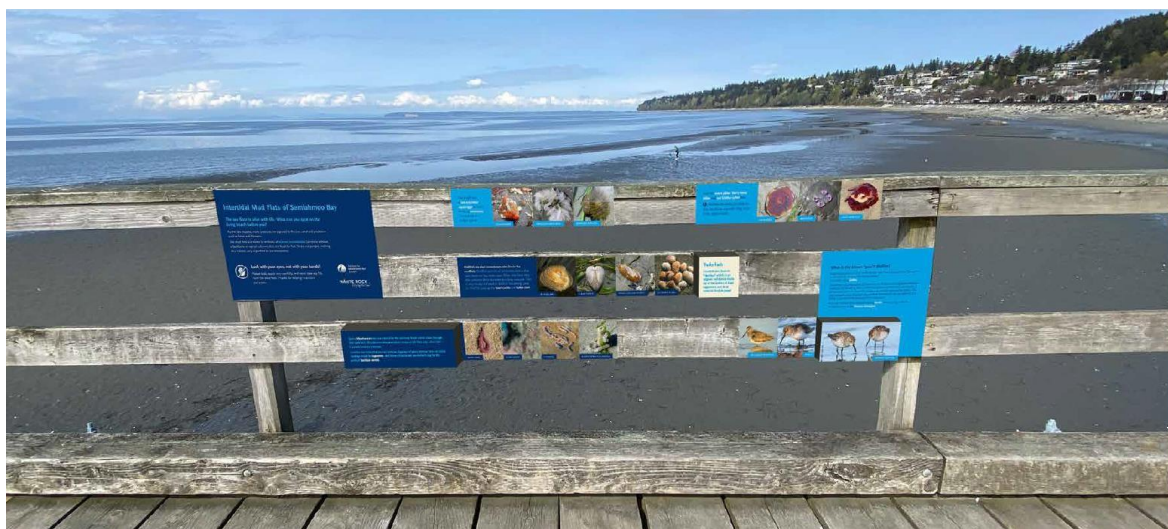
### **INTERDEPARTMENTAL INVOLVEMENT/IMPLICATIONS**

Engineering and Communications staff will work together on either option.

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

The following options are available for Council's consideration:

1. Return the signs to the rotary clock plaza, with as little impact as possible on sightlines and views. The funds for this are in the budget, or;
2. Redevelop the 2012 series to reflect updated information, and promote the City brand, in a design that improves accessibility and does not impede views, to install on the Pier railings. The funds for this are in the budget.



## **CONCLUSION**

Eight natural history interpretive signs were removed from the rotary clock tower plaza in 2017 to enable construction of new washrooms as part of the Memorial Park project. Some residents, including members of the Friends of Semiahmoo Bay Society, would like the signs reinstalled atop the washrooms. Others would prefer that new modernized signs be installed on the Pier to reflect updated information and to ensure no interference with views from nearby restaurants.

Following recent inquiries, this report provides Council with an opportunity to reconsider options that include updated signs applying current graphic design principles that promote the city brand and sign locations.

Respectfully submitted,



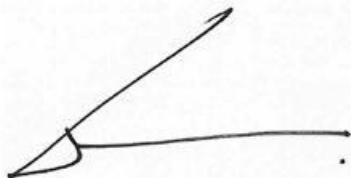
Jim Gordon, P.Eng.,  
Director, Engineering and Municipal  
Operations



Amanda Silvers,  
Manager of Communications and  
Government Relations

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

I concur with the recommendations of this corporate report.



Guillermo Ferrero  
Chief Administrative Officer

- Appendix A: Minutes Extract from the September 20, 2022 Regular Council Meeting
- Appendix B: Corporate Report dated July 25, 2022, titled "Interpretive Signage Design Concept for the Pier" (Considered on September 20, 2022)