

THE CORPORATION OF THE
CITY OF WHITE ROCK
CORPORATE REPORT



DATE: July 10, 2023

TO: Mayor and Council

FROM: Amanda Silvers, Manager, Communications & Government Relations
John Woolgar, Director, Recreation & Culture

SUBJECT: Commemorative Sign for Canadian Forces Snowbirds

RECOMMENDATIONS

THAT Council receive the corporate report dated July 10, 2023, from the Manager of Communications & Government Relations and the Director of Recreation and Culture, titled “Commemorative Sign for Canadian Forces Snowbirds” for consideration; and

1. Direct the installation of a commemorative sign on the promenade near the entrance to the pier to recognize White Rock’s longstanding relationship with the Canadian Forces Snowbirds Air Demonstration Team; and
 2. Approve \$1,200 funding from the City’s contingency account to produce and install the Canadian Forces Snowbirds Air Demonstration Team commemorative sign.
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EXECUTIVE SUMMARY

At the Regular Council meeting on March 29, 2021, Council received correspondence dated March 17, 2021, from Scott Harrold, Snowbirds Show Coordinator, proposing that a commemorative sign be placed on White Rock Pier to recognize the longstanding relationship White Rock has established with the Canadian Forces Snowbirds Air Demonstration Team.

The request was presented to Council on two occasions, first in April 2021, and again in June 2021, however a suitable location was not determined.

Under the newly adopted “Policy 175 - Commemorative & Interpretive Signage” (Appendix A) this sign meets the definition of a “commemorative” sign: “a permanently installed sign, such as a plaque, which includes text and/or images to commemorate/recognize a specific event, organization, or person relevant to its location”. As per the policy, the decision to recognize an organization with a commemorative sign falls under Council’s purview; additionally, as this sign is proposed to be installed on the promenade, the decision for sign location also falls under Council’s purview.

The proposed sign design (Appendix B) is pending Snowbirds’ approval. The proposed location is to repurpose a vacant sign location on the promenade (Appendix C) to the left of the pier entrance that was the previous location of a bronze sign commemorating the funding of the promenade in the 1990s that was vandalized and removed.

The Snowbirds are planning another visit to White Rock on August 8, 2023, and if the sign is approved, are requesting a sign unveiling ceremony as a part of this visit.

PREVIOUS COUNCIL DIRECTION

Motion # & Meeting Date	Motion Details
2021-199 April 12, 2021	THAT Council directs staff to review and bring forward information regarding on a commemorative plaque /story board for the Canadian Forces Snowbirds (431 Air Demonstrations Team); included would be other possible locations from the Pier.
2021-265 July 12, 2021	It was MOVED and SECONDED THAT Council approve the installation of a story board on the south side of the sidewalk between the grand staircase and the Plaza in Memorial Park (location option three (3), with the unveiling of the plaque to take place at the next event for the snowbirds. Motion DEFEATED (1 to 6) Note: No action by Council was taken at this time in regard to the Snowbird 43 Air Demonstration Team Story Board on the White Rock Pier
2021-266 July 12, 2021	It was MOVED and SECONDED THAT Council: 1. Approve the installation of a story board at the south end of the White Rock Pier to recognize White Rock’s longstanding relationship with the Canadian Forces Snowbirds 431 Air Demonstration Team; and 2. Approve funding in the amount of \$1,500 from the City’s contingency account to purchase and install the Canadian Forces Snowbirds 431 Air Demonstration Team recognition story board.

INTRODUCTION/BACKGROUND

The Canadian Forces Snowbirds are an iconic representation of Canadian pride throughout Canada and the world. Over the years, the City of White Rock has hosted the “Snowbirds Fly for C.H.I.L.D” air show performance over Semiahmoo Bay many times and attracted thousands of spectators to the waterfront.

Staff have reviewed site options for the proposed sign. The proposed location is to repurpose a vacant sign location on the promenade (Appendix C) to the left of the pier entrance that was the previous location of a bronze sign commemorating the funding of the promenade in the 1990s that was vandalized and removed. The pier is an important landmark for the Snowbird pilots as they use the landmark as a guide to line up for their air show performances when in flight.

The proposed Snowbirds sign design meets the best practice design criteria established in “Policy 175 - Commemorative & Interpretive Signage” and will be constructed with weatherproof and anti-graffiti materials. It will be bolted to a boulder in similar fashion to the heritage markers (Appendix D) along the waterfront, and the boulder will be cemented to the concrete base to secure it to its intended location.

If necessary, the sign itself can be easily relocated to another boulder at a later date if/when a new heritage marker program is installed and necessitates relocation.

The estimated cost to create and install the Snowbirds commemorative sign is \$1,200.

FINANCIAL IMPLICATIONS

The estimated cost to design, produce and install the Snowbirds commemorative sign is \$1,200. Funding for this work will come from the City's contingency budget.

COMMUNICATION AND COMMUNITY ENGAGEMENT IMPLICATIONS

The Snowbirds are planning to visit White Rock on August 8, 2023. The show, combined with a community unveiling ceremony for the new sign, will be an event that will attract residents and visitors to the waterfront.

INTERDEPARTMENTAL INVOLVEMENT/IMPLICATIONS

Communications & Government Relations will lead the design and production of the sign. Engineering and Municipal Operations prepare the site and lead the installation. Recreation and Culture will provide event planning and logistics support for the unveiling ceremony.

ALIGNMENT WITH STRATEGIC PRIORITIES

Adding commemorative signage to public spaces aligns with the Council Strategic Priority found under the "Community" pillar: "Encourage positive community gathering by designing and implementing inviting public spaces and beautification projects."

OPTIONS / ALTERNATIVES

The following alternative options for Council's consideration are:

1. Approve an alternate location for the Snowbirds commemorative sign.
2. Not approve the installation of a commemorative sign for the Canadian Forces Snowbirds Air Demonstration Team.

CONCLUSION

Scott Harrold, Snowbirds Show Coordinator, submitted a letter to Council in March 2021, proposing a commemorative sign be installed on the White Rock Pier as a tribute to the Canadian Forces Snowbirds Air Demonstration Team.

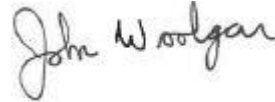
A commemorative sign would be a lasting tribute to the Snowbirds Air Demonstration Team and would inform visitors to the waterfront about the special relationship that the City of White Rock and its residents have with the Snowbirds.

Staff seek Council's approval to produce and install the sign on the promenade as recommended in this report at a cost of \$1,200.

Respectfully submitted,



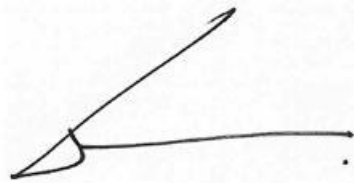
Amanda Silvers
Manager, Communications & Government Relations



John Woolgar
Director, Recreation and Culture

Comments from the Chief Administrative Officer

I concur with the recommendations of this corporate report.



Guillermo Ferrero
Chief Administrative Officer

Appendix A: Policy 175 - Commemorative & Interpretive Signage

Appendix B: Proposed Snowbirds Commemorative Sign Design

Appendix C: Original Sign at Proposed Location Site and Sign Location Today

Appendix D: Example of Boulders with Heritage Markers