

THE CORPORATION OF THE
CITY OF WHITE ROCK
15322 BUENA VISTA AVENUE, WHITE ROCK, B.C. V4B 1Y6



POLICY TITLE: COMMEMORATIVE AND INTERPRETIVE SIGNAGE

POLICY NUMBER: 175

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Council Resolution Number:	
Originating Department: Corporate Administration	Date last reviewed

Policy:

This policy has been developed to manage existing and proposed commemorative and interpretive signs and applies to all existing and proposed commemorative and interpretive signs within the City of White Rock, whether in or on buildings or facilities, in parks, gardens, streets or any other municipally owned space.

The purpose of this policy is to:

- Establish clear, transparent, equitable and accountable guidelines for the placement, design and management of commemorative and interpretive signs.
- Ensure that commemorative and interpretive signs serve to enhance and add value to the overall experience of public areas.
- Regulate the design and placement of new commemorative and interpretive signs in municipal spaces, facilities, and buildings, in conjunction with management of the existing collection.

Definitions

- 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.
- Interpretive Sign: A permanently installed sign that uses text and/or images to provide an interpretation of a culturally, environmentally, or historically significant site, object, or story, relevant to its location. The interpretation is research-based and aims to enhance understanding and/or explain why the information is important to a place.

Commemorative Sign Criteria

The decision to recognize an event, occasion, organization, or person, with a commemorative sign, will be made by Council and will be guided by the following criteria:

- The event, occasion, organization, or person has made a significant contribution to the community.

- The addition of the commemoration is deemed to be of lasting value to the community for social, cultural, historical, educational, or aesthetic reasons and will serve to enhance the existing community amenity of the proposed location, within the context of the current use of the area.
- The addition is considered in the context of the number of existing commemorative signs, interpretive signs, public artwork, and other objects in the area.

Interpretive Sign Criteria

- The development and installation of interpretive signs (signs without a commemorative component) are considered operational, and therefore under the purview of City staff, unless the signage is to be located on the Pier and/or Promenade. Due to its high-profile, desirable location, decisions to install interpretive signs on the Pier and/or along the Promenade area requires Council approval.
- The design, development, and installation of interpretive signage will be managed by the Communications Department in conjunction with appropriate internal and/or external subject matter experts (SME).

Commemorative and Interpretive Sign Design

- Artwork/design for commemorative interpretive signs should align with the guidelines set out in the City of White Rock's "Graphic Standards Guide" (Appendix A).
- Commemorative and interpretive signage will be designed in accordance with and measured against a checklist of established industry best practices (Appendix B) to ensure accuracy and effectiveness.
- Design of commemorative and interpretive signage is considered operational and will be directed and coordinated by the City of White Rock's Communications Department in conjunction with appropriate internal and/or external subject matter experts (SME) as needed.

Deaccession (Removal) of Signs

Periodically there may be reason to review the retention of existing commemorative and interpretive signs.

Accordingly, City staff reserves the right to remove signs that are:

- In poor condition, damaged beyond repair, or destroyed.
- May put people and/or other items at risk if not removed.
- Interpretive signs that fail to meet the criteria set out in this policy.

Replacement of Signs

- The decision to replace interpretive signs is considered operational and therefore staff directed.
- The decision to replace commemorative signs will be made by Council given that commemorative signs act as special tributes to a specific event, organization, or person.