

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



**DATE:** July 25, 2022

**TO:** Mayor and Council

**FROM:** Jim Gordon, Director, Engineering & Municipal Operations  
Eric Stepura, Director, Recreation & Culture  
Amanda Silvers, Manager, Communications & Government Relations

**SUBJECT:** Interpretive Signage Design Concept for the Pier

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**RECOMMENDATION**

THAT Council approve the recommended signage concept for an interpretive sign series to be installed on the Pier.

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**EXECUTIVE SUMMARY**

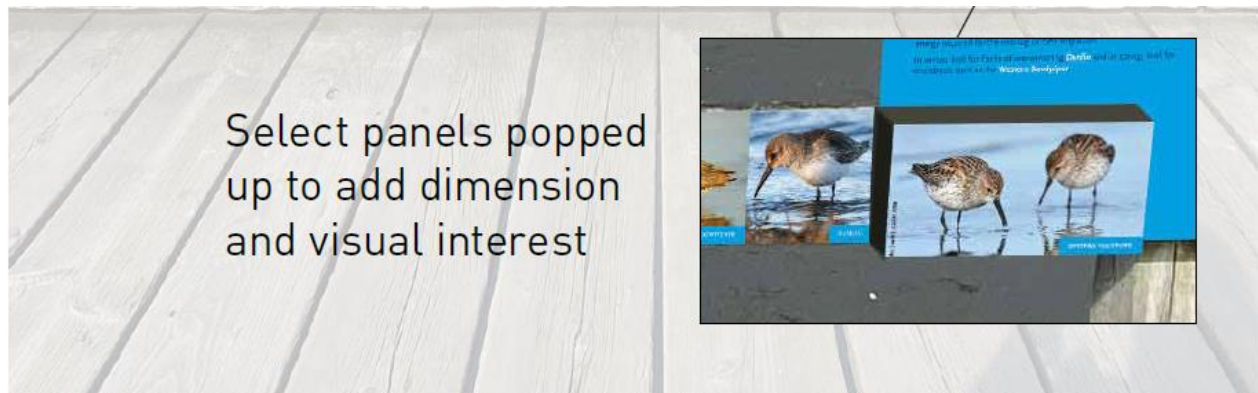
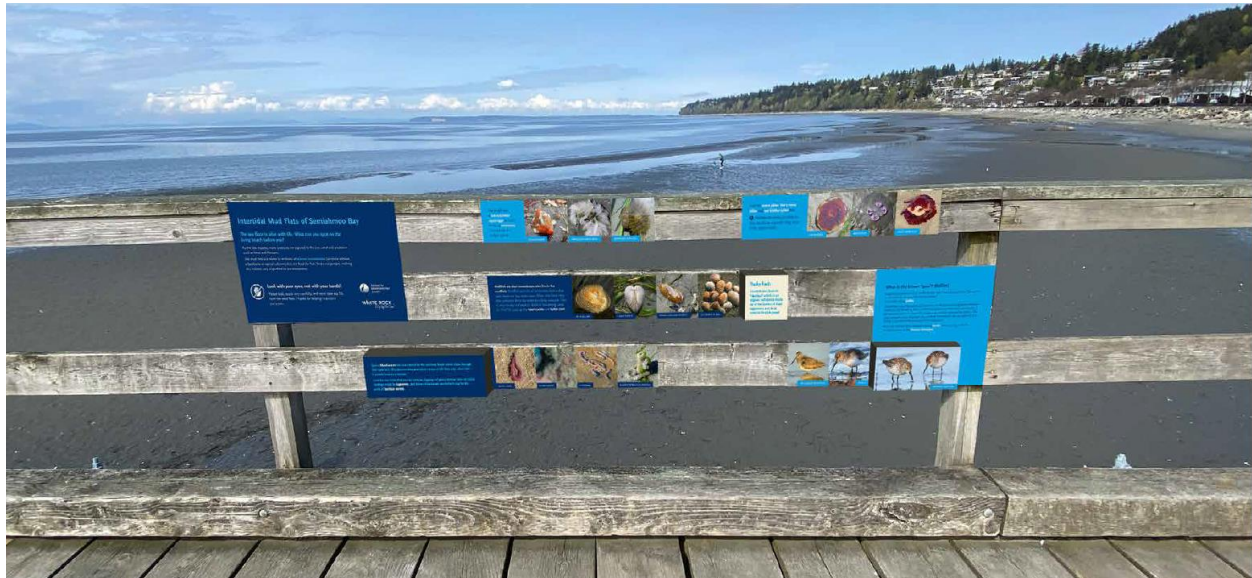
The city has been working with the Friends of Semiahmoo Bay Society on a design concept to produce a series of environmental interpretive signs for installation on the Pier (or along the Promenade). This sign series will be a redevelopment of the signs developed in 2012 by the Friends of the Semiahmoo Bay Society. The cost of design, production and installation of the signs will be covered by existing budget remaining in the Pier Restoration project.

The design mock-up included in this corporate report has been developed based on content from Communications staff working with the Friends of Semiahmoo Bay Society. The Friends of Semiahmoo Bay Society are satisfied with the proposed concept and will continue to work with Communications staff to develop the series should Council approve it. The intent of the mock-up is to present the visual concept only – the sign content is subject to change as the series is developed and finalized.

**Recommended design concept: Pier Railing Signs**

The following Pier Railing Sign design concept meets several priority design criteria:

- Cost-effective/affordable construction.
- Does not impede Pier views.
- Vibrant design with “popped up” panels for visual interest complements the Pier environment.
- Sign height is accessible for children and those in wheelchairs in addition to adults.
- Unobtrusive design is less inviting to graffiti/vandalism.
- Modular design means that damaged panels are easy and relatively inexpensive to replace on an as-needed basis.



## **PREVIOUS COUNCIL DIRECTION**

<b>Motion # &amp; Meeting Date</b>	<b>Motion Details</b>
2019-359 September 13, 2019	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.

## **INTRODUCTION/BACKGROUND**

The Pier is a beloved landmark and arguably the “crown jewel” of White Rock. Any signage installed on the Pier therefore should be designed mindfully with careful consideration of ensuring that the signs do not impede views or detract from the natural beauty of the Pier. In an ideal scenario, the design of the signs would serve to enhance the overall experience.

In 2012, Friends of Semiahmoo Bay Society, in partnership with the City of White Rock, designed a series of eight (8) metal interpretive signs featuring the flora and fauna of the ocean and shore environment. The intent of the signs was to educate residents and visitors about the plants and creatures that depend on the area for survival. This was meant both to peak readers’ interest and inspire them to be respectful of the sensitive environment. The signs were installed at the top of the stairs above Memorial Plaza near the clock.



Example of 2012 Sign Series

When Memorial Park was renovated in 2016 the signs were removed with assurance to Friends of Semiahmoo Bay Society that they would be re-installed when the renovation was complete. Following the renovation, City staff decided that the sign series would benefit from a visual refresh, and Council directed that the signs should be installed on the Pier rather than at the top of the stairs so as not to impede the views of patrons from the adjacent restaurants.

This spring, the Communications, Recreation & Culture, and Engineering Departments have worked with Friends of Semiahmoo Bay Society to develop a refreshed signage concept for the series to be installed on the Pier.

## **FINANCIAL IMPLICATIONS**

The cost of producing the signs will be approximately \$700 per sign installation. The cost of this project is covered by budget from the Pier Restoration project.

## **COMMUNICATION AND COMMUNITY ENGAGEMENT IMPLICATIONS**

These interpretive signs will enhance the visitor experience by providing opportunity for greater understanding and engagement with the Pier environment. Visitors will be able to learn about, and ideally develop a deeper appreciation of the ocean, shore and surrounding environment and the importance of protecting it.

## **INTERDEPARTMENTAL INVOLVEMENT/IMPLICATIONS**

The Communications Department will oversee the design and production work, and work with Engineering & Municipal Operations staff for installation.

## **CLIMATE CHANGE IMPLICATIONS**

The environmental content of this sign series will educate visitors of how to protect our oceans and shores.



## **ALIGNMENT WITH STRATEGIC PRIORITIES**

This project directly supports Council's "Environment" pillar which seeks to improve our environmental stewardship to preserve and protect the natural environment for future generations.

## **OPTIONS / RISKS / ALTERNATIVES**

Provided for information purposes are two additional design concepts that were developed and are not recommended based on the following:

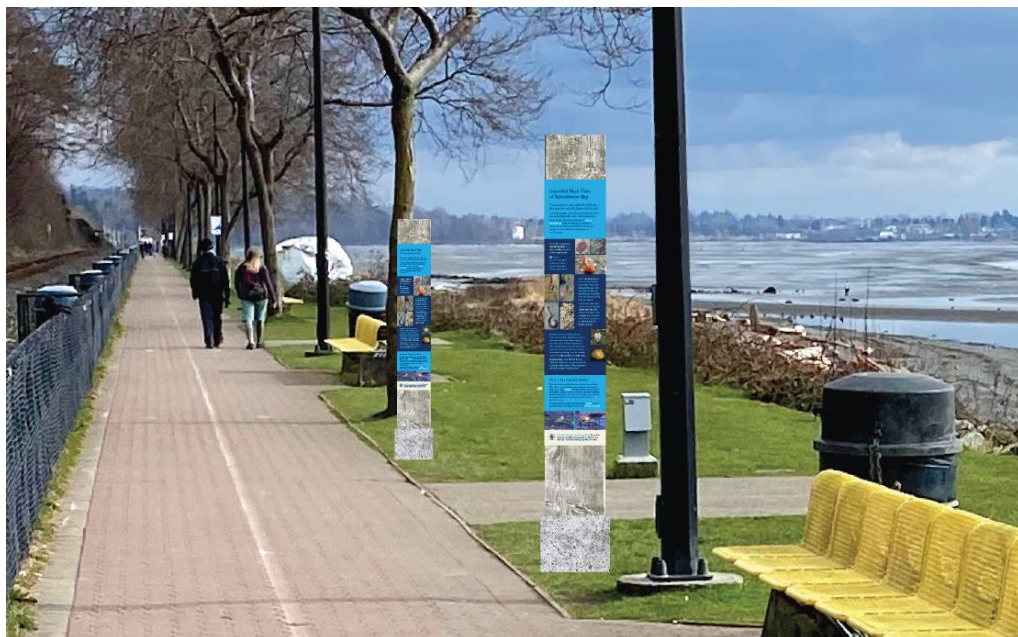
### Design Alternative #1: Kiosks

- Expensive construction including the addition of concrete pads to avoid rotting.
- Vandalism replacement will be costly.
- Location along Promenade grass may sometimes be in the way of event activation.



### Design Alternative #2: Vertical Planks

- Obtrusive design and location invite vandalism.
- Location along Promenade grass may impede event activation in these areas.



## **CONCLUSION**

Visitors to the Pier will benefit from the added engagement value and education of mindfully designed interpretive signs. Staff seek Council's approval of the recommended signage design concept for the Pier railings as shown for the described interpretive sign series to be installed on the Pier.

Respectfully submitted,

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Jim Gordon, Director  
Engineering & Municipal  
Operations

A handwritten signature in black ink, appearing to read 'Eric Stepura'.

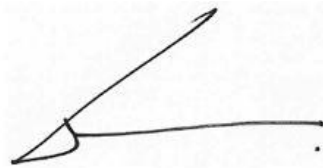
Eric Stepura, Director  
Recreation & Culture

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Amanda Silvers, Manager  
Communications &  
Government Relations

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

I concur with the recommendation of this corporate report.

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Guillermo Ferrero  
Chief Administrative Officer