

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



POLICY TITLE: LIGHTING THE WHITE ROCK PIER

POLICY NUMBER: COUNCIL – 168

<i>Date of Council Adoption: July 12, 2021</i>	<i>Date of Last Amendment: May 1, 2023</i>
<i>Council Resolution Number: 2021-269; 2023-194</i>	
<i>Originating Department: Administration</i>	<i>Date last reviewed by Council: May 1, 2023</i>

Policy:

- The City of White Rock has programmable coloured lighting along the White Rock Pier that it uses both to enhance the beauty of the waterfront, and to celebrate annual occasions and/or build awareness for registered not-for profit (NPO) causes that are important to the White Rock community and its visitors.
- At the start of each Council term, Council will review Policy 168 – Lighting the White Rock Pier and approve the annual celebrations that will be recognized by pier lighting.
- The annual celebrations to be supported during the 2023 - 2026 term include:
 - Valentine’s Day, February 14 – pink and red lights
 - Pink Shirt Day (Anti Bullying Day), February (date varies) – pink lights
 - Coldest Night of the Year, February (date varies) – blue and yellow lights
 - St. Patrick’s Day, March 17 – green lights
 - Canada Day, July 1 – red and white lights
 - Pride Week, July (dates vary) – rainbow lights
 - BC Day, August (date varies) – blue, red and yellow lights
 - National Day for Truth and Reconciliation, September 30 – orange lights
 - Remembrance Day, November 11 – red lights
 - Bright Walk in White Rock, December (dates vary) – multi-colored lights
- Additional lighting requests are accepted annually from registered not-for-profit (NPO) organizations to mark “awareness” day/week/month occasions, e.g., “International Human Rights Day”. Qualifying NPOs are invited to apply annually through a form on the City of White Rock’s website for a lighting date of their choice. Approval is based on meeting Policy criteria and date availability.

- Requests of a personal, political, religious, or commercial nature will not be considered.
- Qualifying NPOs may submit a request from October 1 – November 30 annually for consideration for the following year. Applicants will be notified by the end of the year if their application has been approved at which time the new schedule will be updated on the City website.
- The Communications Department will maintain the annual list of approved events on the City’s website. Staff will consider all application requests and try to accommodate each as best as possible.
- Lighting approvals are subject to cancellation or rescheduling as a result of unforeseen circumstances. In these circumstances, the City will communicate the change to the requesting organization in as timely a manner as possible to try to accommodate an alternate date for their lighting request.
- In special circumstances, lighting requests may be decided at the discretion of the mayor. Requests to recognize an annual celebration in addition to those listed in this policy may be considered by Council resolution.

Rationale

- The White Rock Pier is a popular attraction for people from the Lower Mainland and beyond that is enhanced by the addition of lights.
- Other local governments, crown corporations, and private sector companies have similar programs that light assets ranging from bridges to buildings and rooftops. Lighting requests for these assets are consistently free of charge. Lighting is considered a community service that is offered based on availability and with a period of advance notice expected.
- If the City chooses in the future to charge a fee for private lighting requests, the City will need to seek approval from the Province of B.C. The City’s lease from the Province for the land that the Pier occupies limits the use to “operation and maintenance of a public wharf.” The use of the public wharf is provided at no charge to the City under the current agreement.
- Samples of lighting policies referenced to develop this policy include:
 - BC Place: [The Northern Lights Display](#)
 - Resort Municipality of Whistler: [Requests to Light a Landmark](#)
 - City of Coquitlam: [Special Lighting Features](#)
 - City of Vancouver: [Light Up City Hall](#)
 - Calgary Tower: [Light Shows](#)
 - CN Tower: [Night Lighting](#)