

The Corporation of the
CITY OF WHITE ROCK



Public Art and Culture Advisory Committee
AGENDA

Wednesday, April 9, 2025, 4:00 p.m.

Gallery Room, White Rock Community Centre Council Chambers

15154 Russell Ave, White Rock, BC, V4B 0A6

***Live Streaming/Telecast:** Please note that all Committees, Task Forces, Council Meetings, and Public Hearings held in the Council Chambers are being recorded and broadcasted on the City's website at: www.whiterockcity.ca
T. Arthur, Director of Corporate Administration

	Pages
1. CALL TO ORDER	
2. ADOPTION OF AGENDA	
RECOMMENDATION THAT the Public Art and Culture Advisory Committee adopts the agenda for the April 9, 2025 meeting as circulated.	
3. ADOPTION OF MINUTES	3
RECOMMENDATION THAT the Public Art and Culture Advisory Committee adopts the minutes of the March 12, 2025 meeting as circulated.	
4. DRAFT WATERFRONT ENHANCEMENT STRATEGY	8
Committee to discuss the formation of a working group to gather information regarding potential placemaking opportunities included in the draft Waterfront Enhancement Strategy.	
Note: 2019 draft Waterfront Enhancement Strategy document attached for reference.	
5. MISSING PUBLIC ART SIGNAGE	
Staff to discuss missing public art signage and a price quote for replacement.	
6. WORKING GROUP UPDATES	

Members of the following working groups to provide updates on their findings, if available:

6.1 Yacht Club Legacy Project Working Group

6.2 Rotary Partnership Working Group

7. STAFF REPORT

Staff to provide an update regarding relevant developments and/or events happening in the Recreation and Culture department.

8. OTHER BUSINESS

9. INFORMATION

9.1 COMMITTEE ACTION AND MOTION TRACKING

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Chairperson and/or staff to provide an update regarding the status of action items and recommendations from previous meetings.

Note: Action and motion tracking document attached for information purposes.

10. 2025 MEETING SCHEDULE

The following meeting schedule was previously approved by the Committee and is provided for information purposes:

- May 14, 2025;
- June 11, 2025;
- July 9, 2025;
- September 10, 2025;
- October 8, 2025; and,
- November 12, 2025.

All meetings are scheduled to take place in the Council Chambers at White Rock Community Centre from 4:00 p.m. to 6:00 p.m.

11. CONCLUSION OF THE APRIL 9, 2025 PUBLIC ART AND CULTURE ADVISORY COMMITTEE MEETING



Public Art and Culture Advisory Committee

Minutes

March 12, 2025, 4:00 p.m.

Gallery Room, White Rock Community Centre Council Chambers
15154 Russell Ave, White Rock, BC, V4B 0A6

PRESENT: Jim Black, Community Member
Gary Kennedy, Community Member
Abhinav Singh, Community Member
Helmut Gruntorad, Semiahmoo Arts Society Representative

COUNCIL: Councillor Michele Partridge, Chairperson (non-voting)
Councillor Elaine Cheung, Vice-Chairperson (non-voting)

ABSENT: Art Beaulieu, Community Member
Marnee Williams, Community Member
Karin Bjerke-Lisle, White Rock Museum & Archives
Representative

STAFF: John Woolgar, Director of Recreation and Culture
Rebecca Forrest, Manager of Cultural Development
Manisah Jassal, Special Events Coordinator (left meeting
at 4:02 p.m.)
Janessa Auer, Committee Clerk

1. **CALL TO ORDER**

The meeting was called to order at 4:00 p.m.

2. ADOPTION OF AGENDA

Motion Number 2024-PACAC-14: It was MOVED and SECONDED

THAT the Public Art and Culture Advisory Committee adopts the agenda for the March 12, 2025 meeting as circulated.

Motion CARRIED

3. ADOPTION OF MINUTES

Motion Number 2024-PACAC-15: It was MOVED and SECONDED

THAT the Public Art and Culture Advisory Committee adopts the minutes of the February 20, 2025 meeting as circulated.

Motion CARRIED

4. INTRODUCTION OF NEW SPECIAL EVENTS COORDINATOR

The Manager of Cultural Development introduced the City's new Special Events Coordinator, Manisha Jassal.

The Special Events Coordinator left the meeting at 4:02 p.m.

5. PLACEMAKING OVERVIEW AND DISCUSSION

Staff provided a PowerPoint presentation outlining the concept of placemaking and noted that one of Council's Strategic Priorities involves creating a beautification and placemaking action plan. A roundtable discussion followed, during which time members shared examples of placemaking they've observed in other communities and shared ideas for potential opportunities in the White Rock community.

6. BALSAM STREET COMFORT STATION - MURAL SELECTION PANEL

The Manager of Cultural Development provided an overview of the role and commitment requirements for members of the Balsam Street Comfort Station Mural Selection Panel, noting that she is looking for two (2) members of the Committee to join. Committee member, H. Gruntorad, volunteered to join.

7. **WEST BEACH PARKADE - MURAL SELECTION PANEL**

It was noted that members of the West Beach Parkade Mural Selection Panel will have the same role and commitment requirements as outlined during Item 6, and that staff are also seeking two (2) members of the Committee to join this panel. Committee member, J. Black, volunteered to join.

8. **POETRY IN MOTION - POETRY SELECTION PANEL**

The Manager of Cultural Development provided an overview of the role and commitment requirements for members of the Poetry in Motion Selection Panel. An invitation for two (2) members of the Committee to join this panel was extended, for which J. Black volunteered.

Action Item: Staff to email Committee members who were not in attendance to extend an invitation to join any of the three (3) artist selection panels discussed during this meeting.

9. **WORKING GROUP UPDATES**

9.1 **Yacht Club Legacy Project Working Group**

Working group member, G. Kennedy, provided a PowerPoint presentation outlining the group's findings, following their meeting with the International Yacht Club of BC to explore ideas for a White Rock Legacy Project. Following its upcoming dissolution, the club has allocated \$15,000 of its remaining funds to support this White Rock project.

During discussion, the Committee considered potential ideas and determined two (2) suggestions to share with the yacht club: installation of up to three (3) new interpretive signs at the end of the Pier, or a human sundial installation which could be located at Bayview Park.

The working group will present these suggestions to the yacht club for their feedback and bring further updates to the Committee at a future meeting.

9.2 **Rotary Partnership Working Group**

The Chairperson provided an update following the working group's meeting with the White Rock Rotary President, where the following ideas for placemaking partnership opportunities were discussed:

- Rotary crosswalk;
- Painted picnic tables;
- Bench outside the White Rock Library; and,
- Tourism map.

These suggestions will be discussed further by the President and the Rotary Board at their upcoming meeting, following which the working group will provide another update to the Committee.

10. STAFF REPORT

The Director of Recreation and Culture introduced the draft Waterfront Enhancement Strategy, originally developed in 2019 but not brought forward for Council endorsement at the time. He noted that there are several feasible projects proposed in the strategy that the Committee could explore further.

Action Item: Committee Clerk to include an item for discussion of the draft Waterfront Enhancement Strategy on the next meeting agenda.

The Manager of Cultural Development provided an update regarding relevant developments and events happening in the Recreation and Culture department, including an update regarding cost estimates for the staining of benches and painting of the metal grates at the West Parkade, as discussed during the February 20, 2025 meeting. The Committee was in support of staff allocating the necessary funds to complete these projects.

11. OTHER BUSINESS

None

12. INFORMATION

12.1 COMMITTEE ACTION AND MOTION TRACKING

Corporate Administration provided the action and motion tracking document to the Committee for information purposes.

13. 2025 MEETING SCHEDULE

The following meeting schedule was previously approved by the Committee and was provided for information purposes:

- April 9, 2025;

- May 14, 2025;
- June 11, 2025;
- July 9, 2025;
- September 10, 2025;
- October 8, 2025; and,
- November 12, 2025.

All meetings are scheduled to take place in the Council Chambers at White Rock Community Centre from 4:00 p.m. to 6:00 p.m.

14. **CONCLUSION OF THE MARCH 12, 2025 PUBLIC ART AND CULTURE ADVISORY COMMITTEE MEETING**

The meeting was concluded at 5:28 p.m.

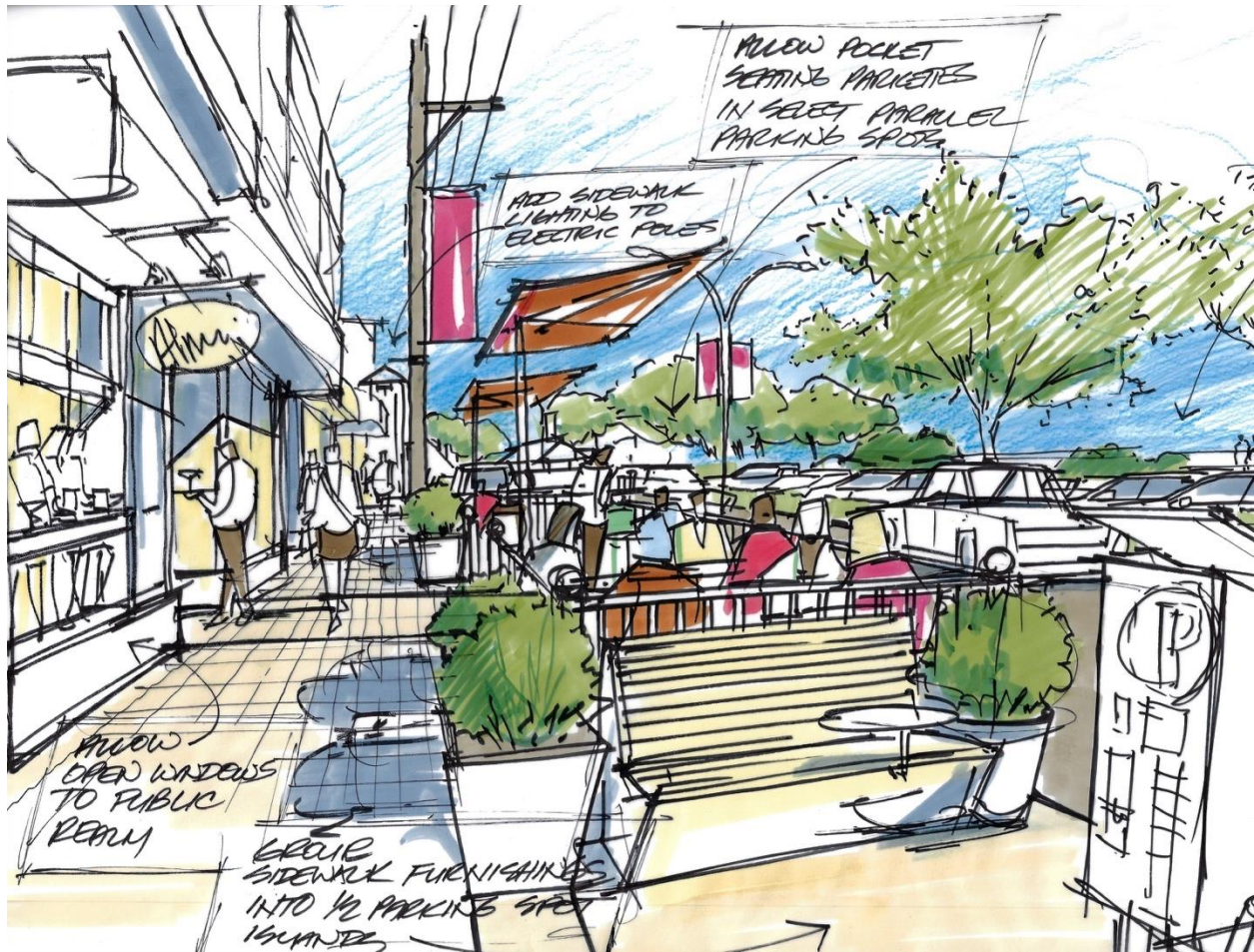


Councillor Partridge, Chairperson

Janessa Auer, Committee Clerk

WHITE ROCK WATERFRONT ENHANCEMENT STRATEGY FRAMEWORK + ACTION PLAN

DRAFT For distribution to City Council, October 2019





Acknowledgements

This *Waterfront Enhancement Strategy* (WES) was a collaborative effort between:

The City of White Rock staff

(Planning, Engineering, Parks, Recreation and Culture, and Parking Departments),

The Marine Drive Task Force:

Mayor Darryl Walker (non-voting)

Councillor Christopher Trevelyan, Council representative (non-voting)

Councillor Helen Fathers, Council Alternative (non-voting)

Carolyn Latzen, Chairperson

Gary Gumley, Vice-Chairperson

Tyson Blume, Community Member

Holly Valentine, Community Member

Aroon Shah, Community Member

Patrick Giesbrecht, Representative of Semiahmoo First Nation (non-voting)

Alex Nixon, Representative of the White Rock Business Improvement Association (non-voting)

Ritu Khanna, Representative of the SS/WR Chamber of Commerce (non-voting)

Cathy James, Representative of Tourism White Rock (non-voting)

and

MVH Urban Planning & Design

in association with

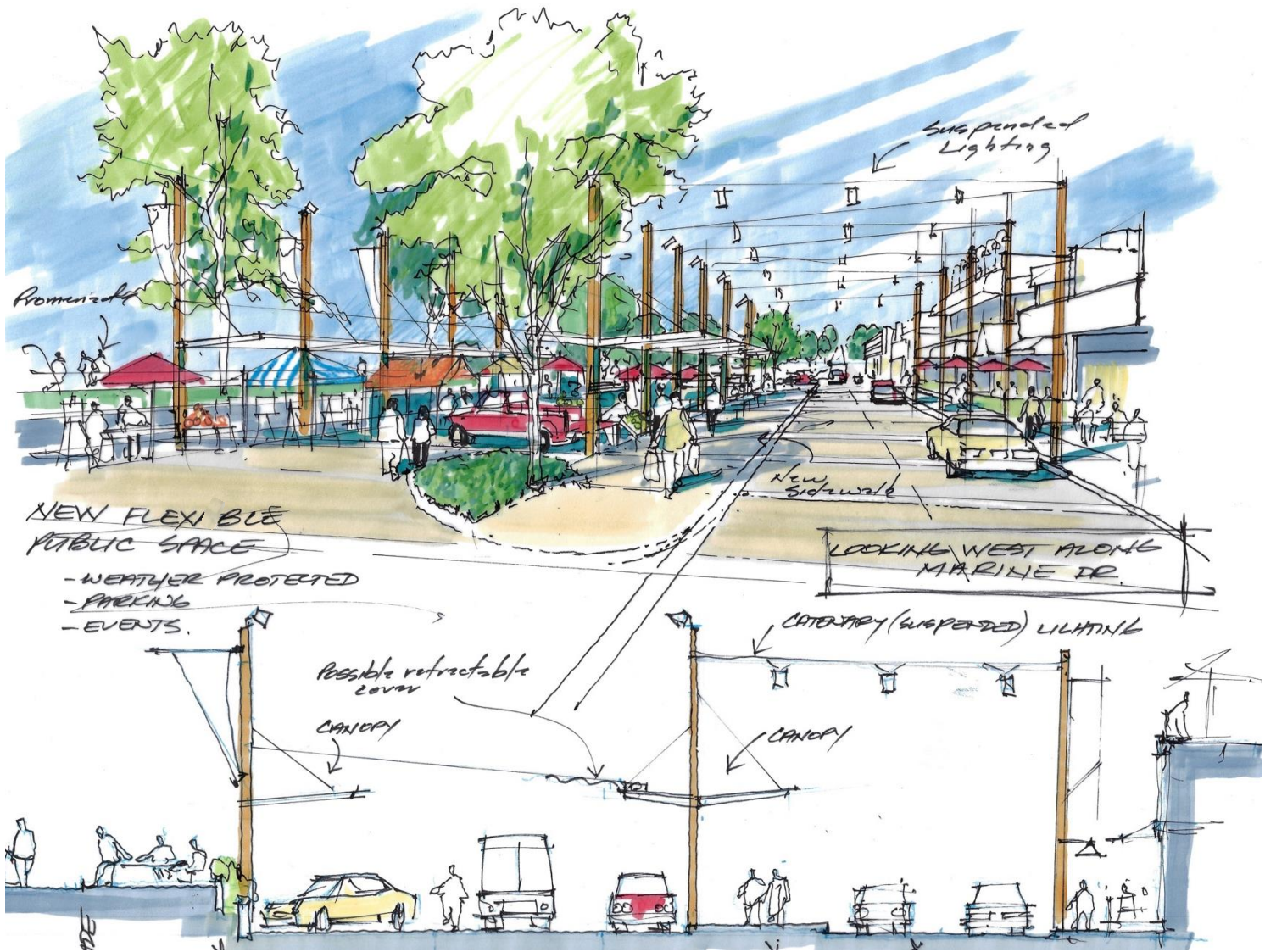
Key Planning Strategies, Calum Srigley Design Consultants, and Kim Perry and Associates

We would also like to thank other members of the White Rock City Council for their support throughout the process: Councillors David Chesney, Erica Johanson, Scott Kristjanson, and Anthony Manning

Finally, a sincere thank you goes out to the community members, businesses, and others who took part in the Waterfront Community Forum as well as the business and community workshops. The forum and workshops helped develop and refine the *Waterfront Enhancement Strategy* components, projects, and priorities for action.

VISION

The White Rock Waterfront is the magical place and soul of the community. It has **improved accessibility, four-season programming, strengthened businesses and local character, enhanced environment and culture, and expanded activities for all ages.**



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1.0 EXECUTIVE SUMMARY

Action Plan Overview

This is an action plan. The goal of this *Waterfront Enhancement Strategy (WES)* report is to provide the framework to improve the Waterfront now, in the short term, and medium term. It builds on the earlier foundation *WES Resource Book* that analyzed the current situation, past history, and reviewed other waterfronts and related projects.

This report summarizes the forum and workshop process that developed and refined projects and ideas. It presents the 5 major “action pillars” and projects that came out of the community and business discussions and makes recommendations regarding immediate priority projects, funding, and organization.

Community-Based Process

The community-based process to develop the *Waterfront Enhancement Strategy* involved first a Community Forum to discuss issues and opportunities in the Marine Drive and Waterfront area. The Forum was then followed by one business workshop and one community workshop to prioritize the issues and then prioritize actions/projects related to solving the issues.

This community process was further supported by review of the recommendations by the Marine Drive Task Force; numerous visits to the Waterfront; interviews with White Rock City staff, the White Rock Business Improvement Association (BIA), and local businesses; review of current reports; and exploration of other communities’ potential ideas and strategies.

Physical and Programming Improvements Underway

There are a number of current or recent past projects that this *Waterfront Enhancement Strategy* recognizes as foundation projects that can be further complemented or, in other cases, further improved. These projects include the Pier reconstruction, the Memorial Park upgrade, the new West Beach Parkade, the eight reconstructed railway pedestrian crossings, the post-storm Waterfront clean-up, the “Hump” slope stabilization, wayfinding/sign standardization, and the *Strategic Transportation Plan* priority sidewalk coverage and enhancing trails and stairwells.

There are also special events that enhance the programming and attractiveness of the Waterfront that include the Spring Art Show on June 8 and 9 in Memorial Park; Canada Day events; the Tour de White Rock in July; the White Rock Sea Festival on the August long-weekend; the White Rock Moon Festival from September 13 to 15; the Craft Beer Festival on September 21 in Memorial Park; and the Christmas Craft Fair from mid-November to Mid-December among many others (see *Appendix A* for a full list of 31 events). At the same time, activities for all ages could supplement this special programming based on the idea of rotating “stage sets” in Memorial Park.

Results and Recommendations

- **Take action now:** One thing came clear from the interviews, forum, and workshops is that the community and businesses wanted a coordinated action plan that makes a difference now, and that the action plan reflects the community’s and businesses’ needs.
- **Build momentum and focus:** The current projects noted earlier were opportunities to build synergies and create efficiencies. Positive change is already underway.

- **Invest where the action is:** Visitors principally come to walk the Waterfront Promenade and Pier or dine in one of the restaurants in one of two locations – West Beach or East Beach. These are the places of highest concentration of visitors and businesses. These two places should be where investment and improvements should be concentrated and the connector “Hump” in between.
- **Recognize important issues, common themes, and resulting projects:** A list of 28 issues and opportunities were assembled from the Community Forum for the subsequent business and community workshops. At the workshops, the 28 issues were reduced to 10, with 10 priority actions. These were then consolidated to 5 action pillars and 27 potential projects by White Rock planning staff and the consultant.

The 5 action pillars include: *improved accessibility, four-season programming, strengthening businesses and local character, enhancing the environment and culture, and expanding activities for all ages*. The 27 potential projects offer direct opportunities for synergies with existing projects, funding partnerships, new initiatives, and champions in the community to lead them in some cases. Each of these projects are further detailed in this report.

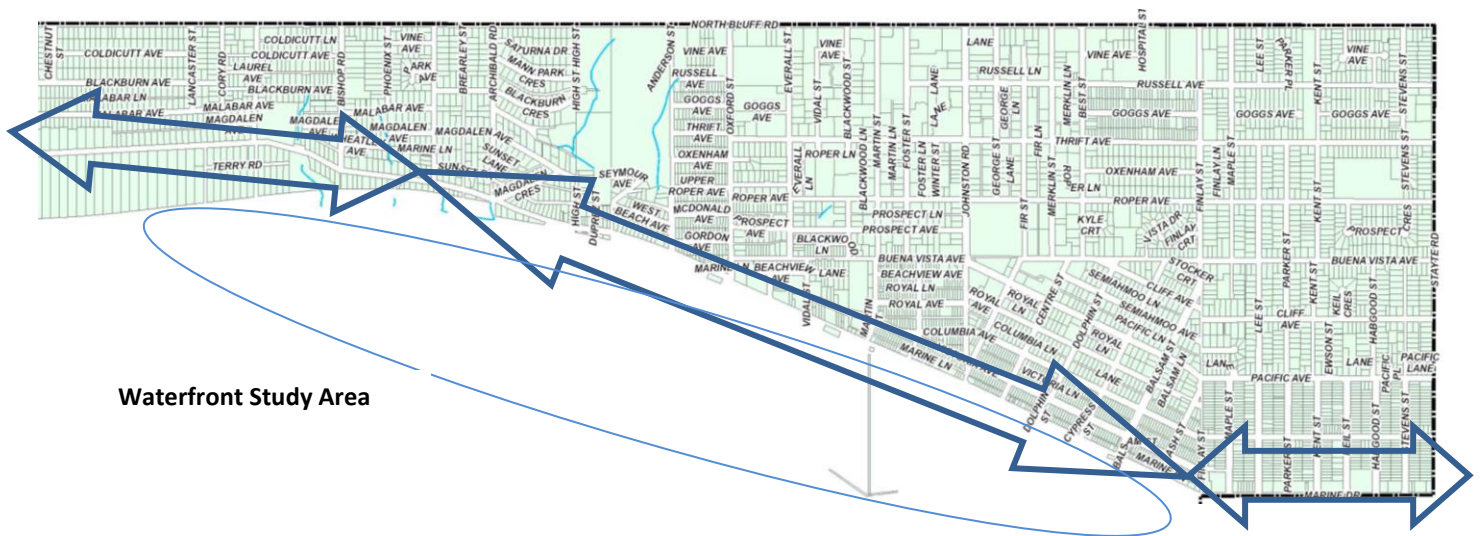
- **Adopt criteria for the WES NOW Plan recommendations:** To get the WES started and to build momentum, it is recommended that 10 top priority projects be implemented immediately in what is referred to as the *WES NOW Plan*. These ten top priorities were carefully selected based on overall importance, broad community and business support, ease of implementation by the City, relative cost and positive impact. These 10 top immediate priorities are presented in a chart at the end of the report that include responsibilities and potential funding sources.
- **Enable coordination and implementation:** Depending on the amount of projects approved to move forward, it may be critically important for the success of the overall project to create or hire a Project Coordinator role to implement the *Waterfront Enhancement Strategy*. This recommended Waterfront Project Coordinator could be a part-time or full-time position with specific project responsibilities and project delivery targets coordinated between City departments. A report card would be delivered every six months to Council on progress to ensure projects are being done and substantive progress is made.

2.0 INTRODUCTION

2.1 Purpose and Scope

The *White Rock Waterfront Enhancement Strategy (WES)* is intended to guide decisions by the City of White Rock, private businesses, non-profit organizations, and the community for the next ten to twenty years. It provides a practical framework to move forward and solidify the Waterfront's role as one of the hearts and principal destinations in the City of White Rock and the Region.

The study area includes the City of White Rock Waterfront from the City's western boundary to the eastern boundary including the Marine Drive businesses, residences and the beach area. The term "Waterfront" hereafter will include Marine Drive, as well as the commercial and residential developments along the north side of Marine Drive as well as the Waterfront Promenade area, the parking lots, the beach, and water areas.



2.2 Analysis and Community Engagement Process

Inventory and Analysis Summary

The project began with a comprehensive assessment of the existing assets and potential gaps in the Waterfront's physical fabric, related uses, programming, and activities.

One of the first findings was that there were a number of current projects that this *Waterfront Enhancement Strategy* can build on and expand over time. These include the Pier reconstruction; Memorial Park upgrade; West Beach Parkade; eight reconstructed railway pedestrian crossings; post-storm Waterfront clean-up; the "Hump" slope stabilization; wayfinding/signage standardization, and the *Strategic Transportation Plan's* recommendations for expanded sidewalk coverage and enhancing trails and stairwells.



Current projects include: The Pier, West Beach Parkade, railway crossings upgrades, and beach cleanup

However, even with these efforts, challenges continue to limit business, prosperity, and attractiveness. The fluctuation of seasonal business, in combination with a relative lack of diversity of business types, limits the Waterfront as a memorable destination, the community heart, and the place to be. Certain ingredients and a collective commitment are missing. The summary of the analysis is included in **Appendix B** of this report.

The community and business engagement brought new eyes to the issues and opportunities. The first of three events - the Community Forum, took place on the evening of June 27. The Forum discussed the current situation of the Waterfront by asking a series of 5 questions:

1. What is great about the Waterfront?
2. What is missing to make it greater?
3. How can we attract more people without overcrowding?
4. What are the key issues?
5. What are the opportunities?

The open discussion included 34 participants and culminated in a list of 28 issues and opportunities (see **Appendix C**). These issues and opportunities were then presented at the subsequent business and community workshops on July 23 where participants were asked to prioritize the top 10 issues and then prioritize their top ten actions. A total of 38 people participated in the two business and community workshops.



Business and Community Waterfront Workshops discussions on July 23, 2019

From the forum and workshops, City of White Rock staff and the consultants worked on consolidating the numerous issues into 5 more manageable theme groups or “pillars,” with 27 accompanying potential projects to help resolve the issues. Further door-to-door follow-up from City of White Rock staff with over 45 Marine Drive businesses confirmed the top 5 issues theme areas, with over 90% of businesses either strongly agreeing or agreeing with the prioritization of the issues.

Finally, for immediate (*WES NOW PLAN*) implementation purposes, White Rock Staff, the consultant, and the Marine Drive Task Force further consolidated the 27 potential projects into 10 top priorities for immediate to short term implementation based on overall importance, broad community and business support, relative ease and cost, and potential positive impact. Collectively, these top 10 priorities are intended to build continued momentum and positive impact on the Waterfront.

2.3 Five Action Pillars, Projects, and Decision-Making Process

The 5 “Action Pillars” and accompanying projects were the result of careful filtering through the group priorities at the business and community workshops and determining the common themes or “action pillars” that most often recurred in the prioritization of the issues. The resulting pillars and accompanying projects were then again carefully reviewed by staff and the consultant to ensure that the selection was directly connected to the feedback and discussions. These pillars and accompanying projects as well as the 10 top priorities for action were reviewed by the Marine Drive Task Force.

Not all ideas made the final project selection as some of these projects did not have broad support and would require extensive technical examination. In the end, as reflected in *Section 4.4*, it was important to determine a practical and achievable top 10 project list that could be implemented in the immediate or short term to affect continued positive change. Other projects are not lost but will simply be lower on the priority list.

In addition, many of the suggested projects have synergies between them in some way. For example, in the case of parking pricing and traffic management, the pedestrian-first zone and widening the sidewalks on the west two blocks of West Beach under the *Improve Accessibility* theme are all connected. At the same time, by *Improving Accessibility* and *Creating All-Season Programming and Activities* (the first two pillars), the third pillar - *Strengthening Business and Character* will be part of the cumulative positive results. The final two pillars – *Enhance the Waterfront Environment and Culture*, and *Creating Activities for All Ages*, are also interconnected and will add to the enhancement of the waterfront and the businesses along Marine Drive. The overall design and programming improvements to the Waterfront Promenade, parks, streets, sidewalks, parking lots, and trail connections will in turn improve business, pedestrian and bicycle safety, and the overall beauty of the area.

The intention is to create a critical mass of connected improvements along the waterfront - small and medium steps leading to sustained progress in resolving the current issues. With the City of White Rock departments in alignment, capital projects understood within the context of other projects, and careful budget allocations, much can be done. Project funding and program partners can also be attracted with an overall momentum of improvements to the waterfront and Marine Drive.



Community members discuss priorities for the Waterfront at the community workshop

2.4 Guiding Principles

The following principles evolved from the analysis and the community engagement process, and Council input. These principles serve as a basis to guide further improvements to the Waterfront. They should be used as touchstones to review progress to ensure that each project adheres to the overall intentions of the *Waterfront Enhancement Strategy* as it is implemented.

- **Focus on the Waterfront Core Areas First:** The West and East Beaches should be improved first as well as the Waterfront Promenade as they are the areas of pedestrian concentration and use.
- **Create a “Pedestrian First” Waterfront:** A series of short-term pedestrian, bicycle, and vehicular improvements are recommended to prioritize pedestrian/bicycle safety, access, emphasis, and increase year-round activity on the Waterfront.
- **Connect with Important Adjoining Activities and Destinations:** As part of the pedestrian-first initiative, the Waterfront should improve safe connections and convenient pedestrian, bicycle, and transit connections.
- **Reinforce the Existing Character and Uses:** The existing West and East Beach character areas along Marine Drive shall be protected with their unique specialty locally-owned retail and restaurants, while expanding complementary retail, support services as well as arts and entertainment.
- **Enhance the Natural Environment:** The WES Strategy should conserve and enhance the Pacific Flyway and the natural features that are native to the area as well as plant more native trees and vegetation where appropriate and remove invasive species where practical
- **Encourage Residential Redevelopment in and Around the Waterfront:** Further residential redevelopment in compatible medium density housing should be encouraged along Victoria Avenue and Elm Street. These developments will be important in increasing activity on the Waterfront as a place to live, meet, play, shop, celebrate, and stay longer while maintaining the general height and character of the area.
- **Target and Direct Right Growth:** Any enhancements should build on both the historic and contemporary areas of the Waterfront – respecting and improving both.
- **Start with a Practical and Achievable Action Plan with Pilot Projects:** The *Waterfront Enhancement Strategy* outlines specific short-term practical steps to build momentum and achieve early successes. Develop physical improvements where they are most needed.
- **Enhance the West Coast Character in building design:** Design guidelines for new buildings and façade improvements on existing buildings should contribute to a sense of place that reflects the seaside location through natural materials and other design elements found in waterfront communities.

3.0 FIVE ACTION PILLARS AND PROJECTS

Overview of Format, Purpose, and Methodology

The following 5 Action Pillars and Projects create a wide assortment of alternative improvements to the Waterfront from the Marine Drive businesses to the Beach area, concentrating on the core activity areas of West and East Beach and the connections in between and to the community. They are a direct result of comprehensive analysis and community engagement from March to September 2019.

Each of the 27 separate projects under the five action pillars are summarized in a project summary chart that measures their relative strength regarding overall importance, overall community and business support, ease of implementation, relative cost, and degree of positive impact. These measurements are subjective but are intended to provide at least a relative project comparison, so the top 10 projects are selected (*see the following Section 4.4*) using a balanced approach that informs decision-making by the Marine Drive Task Force, City Staff, and City Council.

The chart at the end of each project summary that follows provides an overall **colour indicator** of where the specific project is weak or strong, or where there are elements that are in-between.

For example:

Green means a positive “go” for implementation with minimal issues;

Yellow means issue(s) that may somewhat limit its implementation;

Red means issue(s) that significantly limit its implementation

Sample Project Summary Chart

Project Summary Chart		
		Comments
Overall Importance	Green	High priority
Overall Support	Green	High priority
Ease	Yellow	Some issues, for example street redesign
Cost	Red	High cost
Impact	Green	High priority

The balance of the project description sheets that follow provide more detailed information regarding issues and opportunities, along with related project precedents, actions currently underway (if any), as well as recommended immediate, short term, and medium term improvements.

3.1 Improve Accessibility

3.1.1 Refine parking program and traffic management

Issues and Opportunities:

Parking and traffic continue to be a top issue and priority for businesses and visitors. Parking cost can be a disincentive to come to the waterfront, especially in the eyes of businesses along Marine Drive. Parking pricing is perceived as too expensive or inconsistent and there should be parking pricing programs that promote business use. Traffic congestion also continues to be an issue especially in peak season and during special events. Issues such as access and circulation as well as the impacts on pedestrian safety decrease the quality of visitor experience. There are opportunities for ongoing refinements to improve parking programming, pricing, and traffic configuration to enhance safety and business attraction.

Precedents: Other downtowns like Langley City have recently increased their free parking from 2 to 3 hours and the City of Surrey shopping centres have free parking. Cities are generally favouring two-way streets over one-way streets according to research regarding speed, safety, convenience, access to business, and business sales.

Actions Underway:

- White Rock Parking Task Force has recommended new parking rates for 2019
- Paving for Marine Drive (Sept 2019; follow up to water main installation) and parking lots
- Road closures for special events on an occasional basis

Immediate (NOW) Improvements:

- Consider pricing incentive and/or additional signage for Montecito and West Beach Parkades
- Consider flat rate during off-peak evening hours to incent staying longer especially for food and beverage establishments
- Examine short term drop off zones and service delivery (loading) location and timing

Short Term Improvements:

- Consider parking voucher program for businesses
- Consider a parking pass for employees working at Marine Drive businesses
- Continue to decrease parking rates (or provide free parking) in shoulder seasons
- See 3.2 *Pedestrian First Program*
- Possibly consider other roadway configurations (one-way) through further study to address concerns; this would require extensive consultation and a transportation network analysis

Medium Term Improvements:

- Continue to monitor performance and challenges
- Make further refinements to parking programs and traffic management

Parking and Traffic Project Summary Chart		
		Comments
Overall Importance		High
Overall Support		High
Ease		High/although traffic reconfiguration could be difficult if one-way is considered
Cost		Low/although traffic reconfiguration could be costly if one-way is considered
Impact		High

3.1.2 Reconsider Marine Drive as a “Pedestrian First Zone”

Issues and Opportunities:

The central area for special events and highest pedestrian concentration is in West Beach between Martin Street and Vidal Street. With the increase in pedestrian, bicycle, and vehicular traffic along Marine Drive and the desired increase of special event programming, there appears to be a need for considering Marine Drive and the adjoining parking lot (west of White Rock Museum) for flexible use, especially during special events. If this section of Marine Drive is closed, emergency and access may still be possible via Martin Street (with a new lane connection) and Vidal Street connected by Victoria Drive (*see Martin Street sketch*); this would need to be verified through a detailed transportation review in consultation with White Rock RCMP and Fire. The City of White Rock could also investigate the possibility of a later evening bus service or shuttle for the waterfront business employees (with TransLink approval).

At the same time, the parking lot west of the White Rock Museum offers a wonderful opportunity for a *Waterfront Saturday Market* (to complement the *Sunday Uptown Market*) and other events where water and electricity could be easily added, and stalls can be set up for display and sales. Overhead shelter could be added, both temporary and permanent, to make the area a four-season venue to protect against weather changes. These alterations could also include a sidewalk and overhead shelter along the south side of Marine Drive if the angled parking is converted to parallel parking on the north side of the parking lot (*see Marine Drive sketch*). In association with these improvements, the pavement on Marine Drive could be painted (stamped with decorative “Street Print”) at crosswalks and with “waves” to extend the design of the Memorial Park plaza design across the street (*see Marine Drive conceptual plan sketch*).

In addition, the Waterfront Promenade could potentially be widened in sections with a 0.3-0.6 meter (1-2 foot) concrete curb to provide a subtle addition for the extra pedestrian volume, with the permission of BNSF. An “East Beach Landing” is also suggested along the Waterfront Promenade. This feature is intended to increase the number of meeting and social places along the waterfront and could also apply as a special addition to West Beach (*see East Beach Landing concept sketch and plan.*)

The Marine Drive sidewalks on the Hump between West and East Beaches should be widened if possible and more viewpoints provided with sitting/viewing areas as part of the Slope Stabilization project.

Precedents: Special events streets that close during special programs/events are common throughout North America (e.g. City of Nelson Baker Street and City of Penticton Main Street). The current Saturday Market at the Miramar Plaza could be extended to a Sunday Market on the Waterfront.

Actions Underway:

- Intersection of Victoria Drive and Vidal Street installation of barrier curb and crosswalk realignment, in coordination with neighbouring businesses
- Paving of Marine Drive and parking lots

Immediate (NOW) Improvements:

- Widen the Waterfront Promenade by adding a 0.3-0.6 meter concrete curb where possible
- Paint “Sharrow” symbols on Marine Drive to note share lanes with bicycles
- Examine access through opening Martin Street to Victoria Drive
- Develop detailed design concepts for street treatment of Marine Drive between Vidal and Martin Streets including painting of crosswalks and drive surfaces

Short Term Improvements:

- Consider conversion of the parking lot west of the White Rock Museum to a flex-parking lot with overhead structures for weather protection, and a potential sidewalk on the south side of Marine Drive as a result of reconfiguring the adjoining parking to parallel parking

Medium Term Improvements:

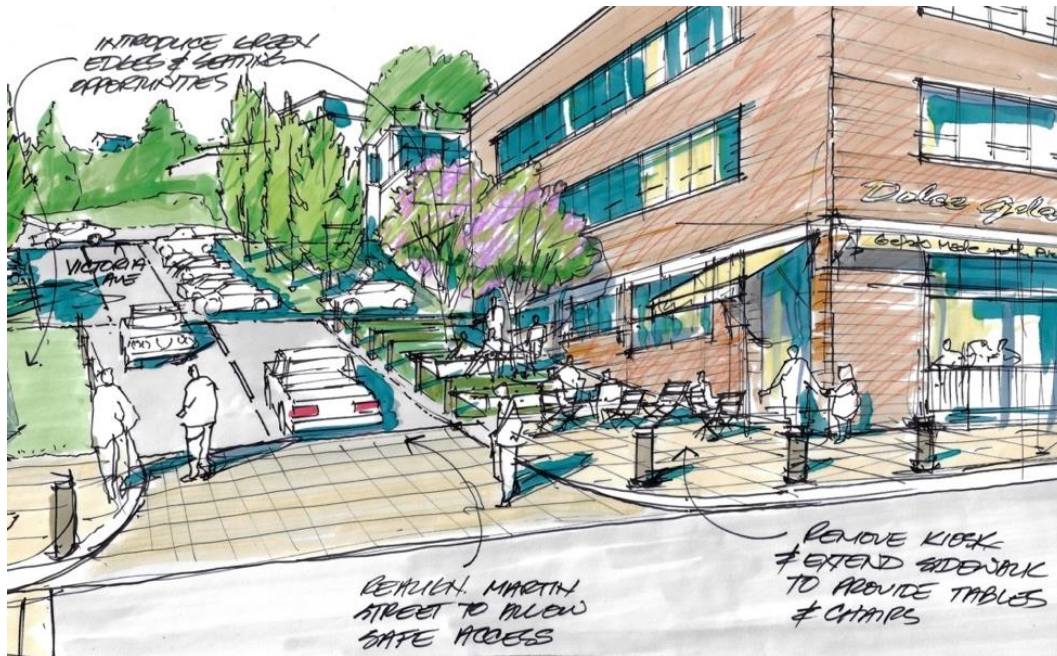
- Complete flex-parking lot conversion for markets and special events
- Monitor street closure performance during special events and improve accordingly; this would require careful pre-planning and implementation

Pedestrian First Project Summary Chart		
		Comments
Overall Importance		High
Overall Support		Medium/loss of some parking
Ease		Medium to difficult/redesign
Cost		Medium to high cost/redesign
Impact		High

BEFORE: Martin Street lane and parking lot at Marine Drive



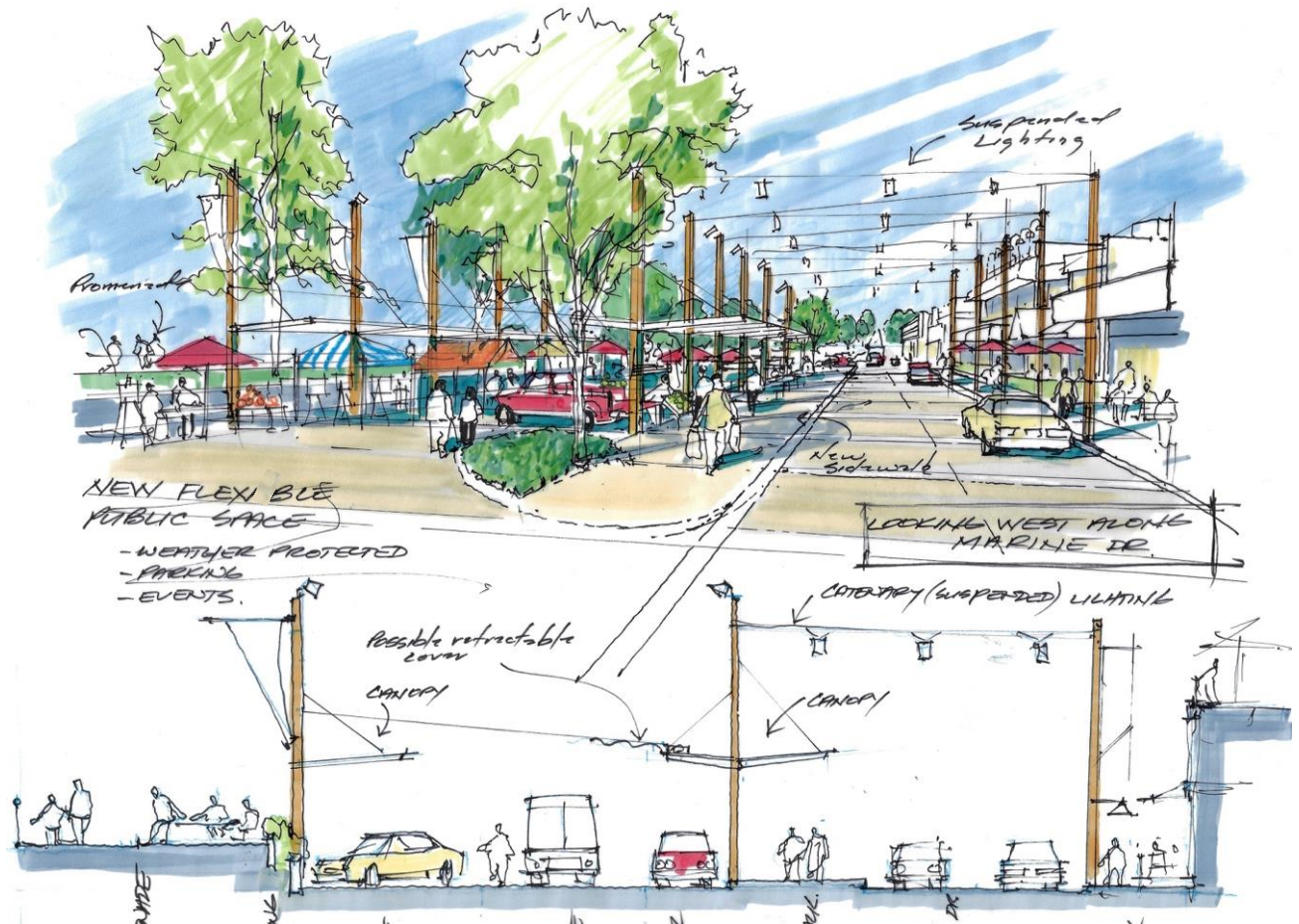
AFTER: Potential Martin Street lane greenway and emergency access to Victoria Drive



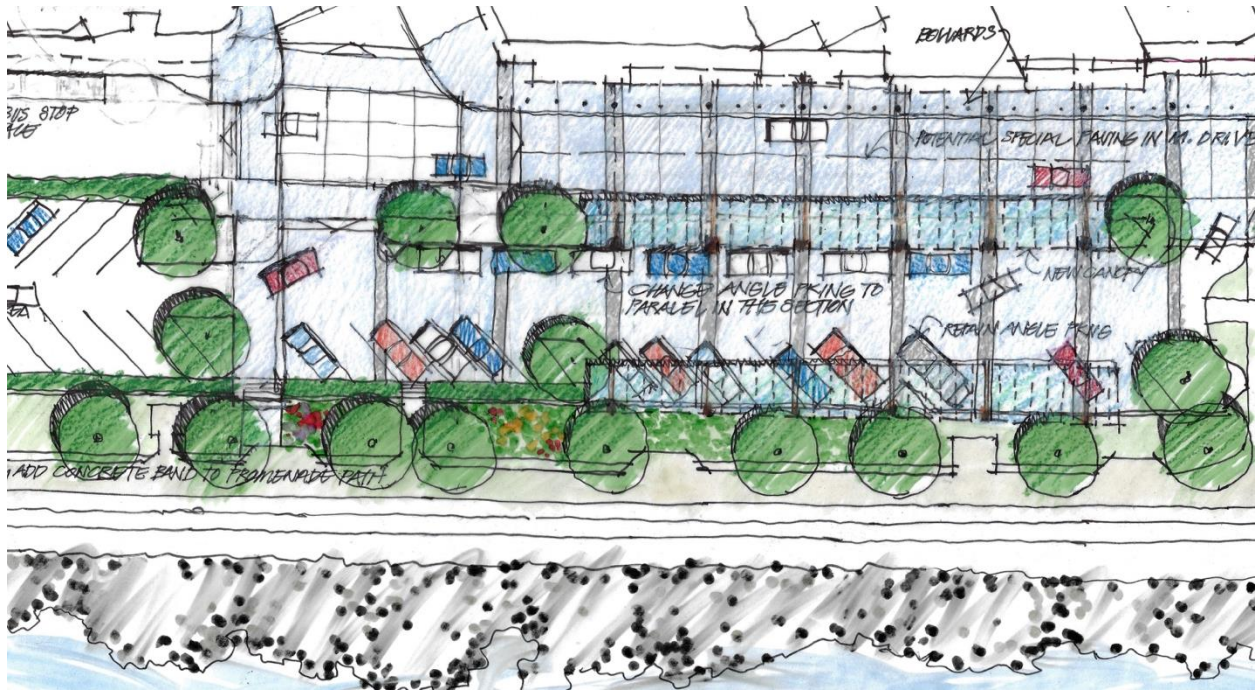
BEFORE: Marine Drive looking west along Marine Drive at Museum in West Beach



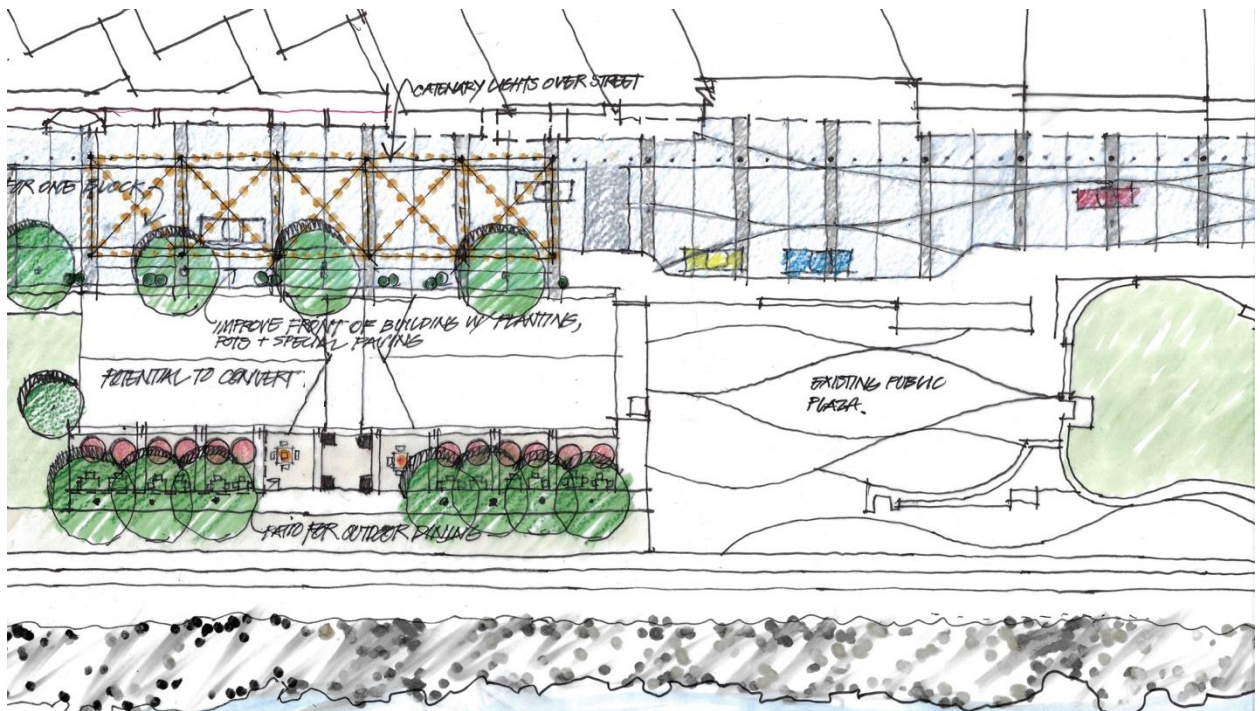
AFTER: Potential Marine Drive and parking lot improvements of special overhead street lighting, all-weather cover and canopies, sidewalk addition, parking reconfiguration, and flex-space lighting



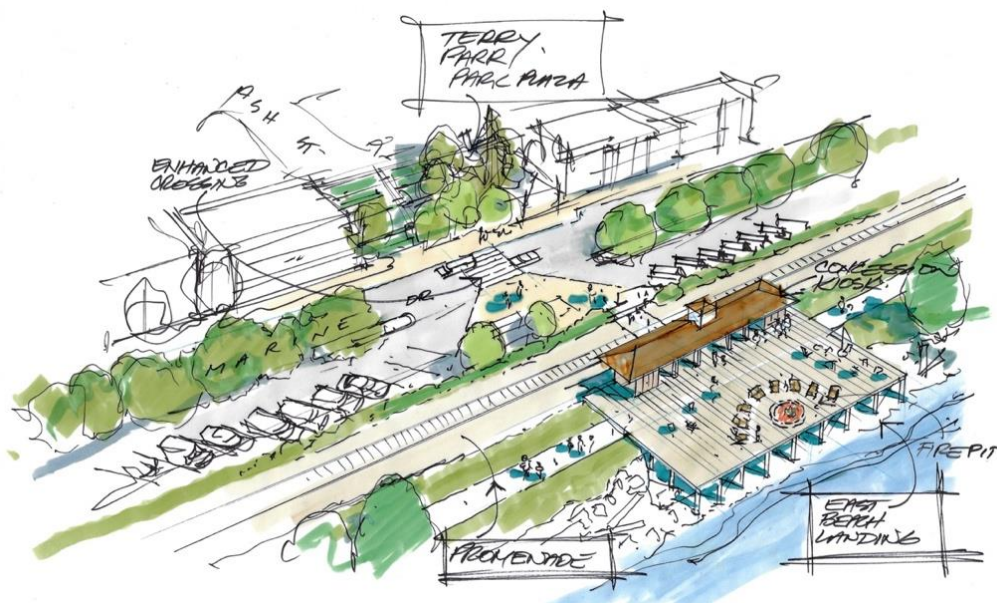
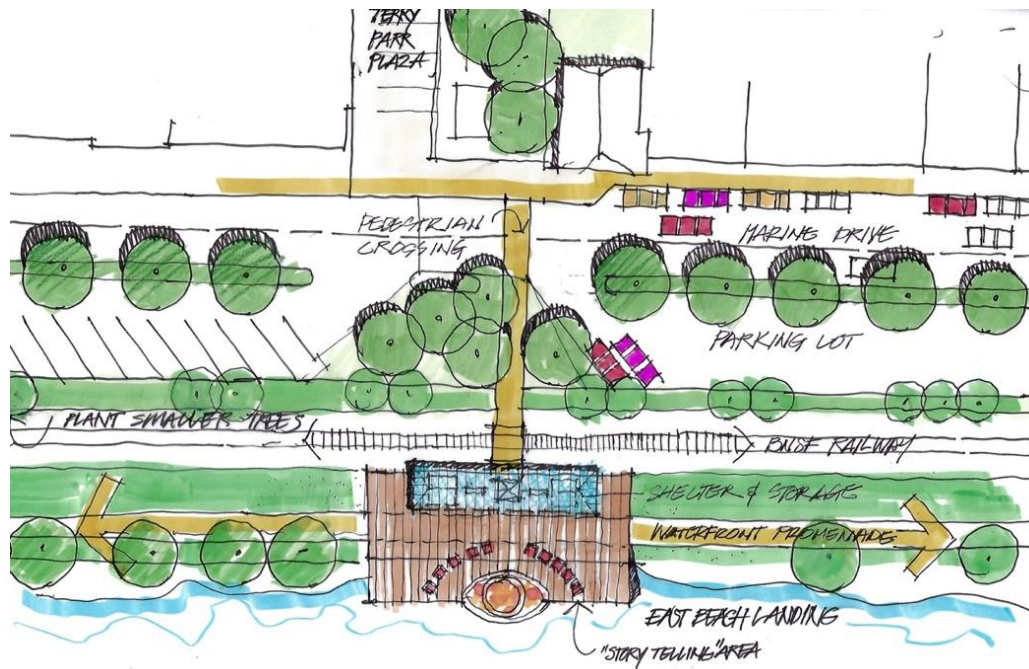
AFTER: Potential street and parking lot improvements site concept plan west of White Rock Museum to Vidal Street on Marine Drive with overhead structure, lighting, retractable cover, south side sidewalk, more planting and family sitting pods with tables along widened Waterfront Promenade



AFTER: Potential street improvements site concept plan in front of White Rock Museum and Memorial Park Plaza introducing special “wave” painted or other pavement, enhanced painted crosswalks, overhead special lighting, and patio with movable chairs and umbrellas



Potential “East Beach Landing”: A concept plan and perspective sketch that includes viewing, sitting, and special “storytelling” wood deck area centred around a central sculpture or fire pit. This assembly area is intended for cultural enrichment and reinforcing the sense of more meeting and social places along the Waterfront. It is connected across Marine Drive to Terry Parr Plaza and the community beyond via the existing staircase and rail crossing. This concept shows a four-season shelter using a train station motif, though another theme may be more appropriate. This shelter could provide storage for movable chairs and umbrellas as well as other “stage sets” of activities like large chess boards, play equipment or checker boards, and ping pong tables, and serve as a meeting point for summer camps and other waterfront recreation programs. This concept could also be applied to West Beach. Significant environmental and archeological constraints in the area, along with the need for BNSF approvals may make this concept challenging to implement.



3.1.3 Improve the pedestrian connection to Uptown

Issues and Opportunities:

Phase 1: The Johnston Road corridor is an important central pedestrian spine to the waterfront, especially in the future as visitors and population grow. The wayfinding along the sidewalks and pathway as well as landscaping need improvements to make the pedestrian route clear and safe. The wayfinding and the crosswalks at Marine Drive and Five Corners are particularly important as the major pedestrian corridor is not self-evident and signed. This is the immediate to short term plan.

Phase 2: The short to medium term plan could include the feasibility of creating a series of stairs and ramps down the slope south of Marine Drive, and a bridge over the railway tracks to end in an elevator/stair tower that will take visitors down to the Waterfront Promenade. This initiative requires further study regarding feasibility and cost, and it may not be supported by BNSF.

Phase 3: In the medium to long term, a pedestrian-mover such as a funicular could be considered. The value, length, partnerships, ridership, and right-of-way with the adjoining owners should be considered in the detailed feasibility analysis that goes beyond an earlier more general study of corridor options.

Precedents: There are 14 pedestrian connections to Marine Drive from the White Rock community. The Johnston Road connection is one of the most important connectors. There are numerous examples of funicular connections including the funicular connecting the upper to lower town in Quebec City and the funicular at Montmartre in Paris. Each of these locations is a tourist destination with high ridership and a short steep slope without residential neighbours. These situations are precedents in technology but differ in site characteristics to make them viable and successful.

Actions Underway:

- Normal landscape maintenance
- Slope stabilization project

Immediate (NOW) Improvements:

- Improve wayfinding, crosswalks, feature planting and pruning to ensure safety and orientation from Marine Drive to Five Corners

Short Term Improvements:

- Examine the extension of the corridor down the slope south of Marine Drive and consider a pedestrian bridge over the railway tracks and a vertical tower/elevator down to the Waterfront Promenade; a structure over the railway is likely to concern BNSF and may not be feasible
- Consider the further feasibility study for the funicular or other people-mover options focusing on the Johnston Road connection to Marine Drive

Medium Term Improvements:

- Monitor Johnston corridor use and continue improvements to the landscape and wayfinding

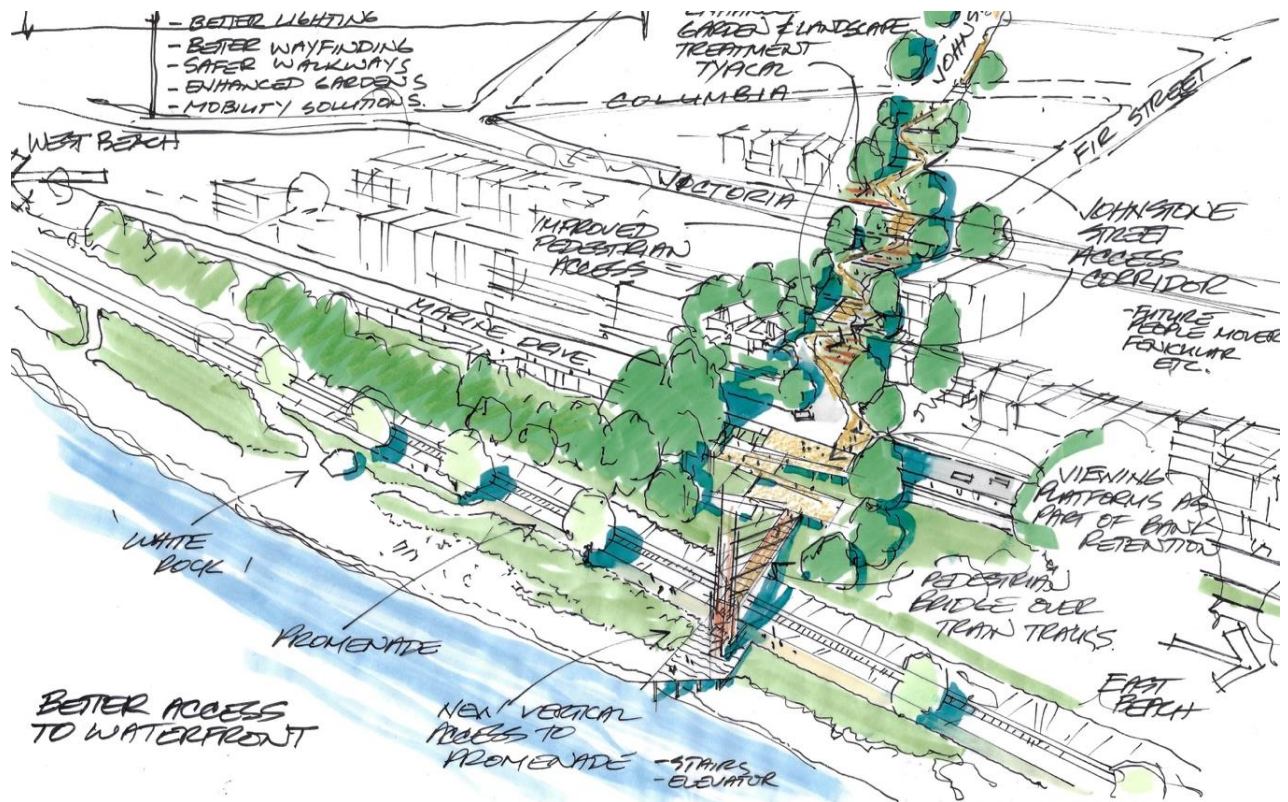
Improve Pedestrian Connections to Uptown Project Summary Chart		
		Comments
Overall Importance		High
Overall Support		High
Ease		High (Phase 1)
Cost		Low cost (Phase 1)
Impact		High

Johnston Road Corridor potential improvements: Potential improvements to the Johnston Road corridor could include wayfinding, an improved crosswalk, and landscape improvements in the short term. In the short to medium term, a potential elevator/stair tower at the Waterfront could directly connect the Waterfront Promenade with a pedestrian bridge over the railway, up a set of stairs and ramps to Marine Drive. In the longer term, a funicular or other pedestrian-mover could move pedestrians up the hill to Uptown. These technologies would require further feasibility studies considering the right-of-way, value, cost, use, and other factors.

Existing Conditions:



Potential Improvements:



3.1.4 Improve wayfinding and signage

Issues and Opportunities: Wayfinding and signage are a major challenge and relatively easy and inexpensive to fix. There has to be coordination between departments and the overall wayfinding plan to get the messages to visitors they need and in the right locations. The right sign, right size, and in the right location with the right information is a formula for success. City parking locations continue to be important, especially with the addition of the new West Beach Parkade. First Nations culture and language should influence sign designs and messaging.

Other overall coordinated signage is important landmarks and businesses. Blade signage is also important for shoppers on foot. Location, dimensions, materials and colours should be included to achieve a coordinated and effective assembly of signs.

Precedents: There are many good signage programs including Fort Langley and Langley City that do a good job with trail signage and local blade signs for businesses (Fort Langley).

Actions Underway:

- Business Improvement Association (BIA) working on wayfinding and signage
- Engineering is working on Memorial Park, Promenade, and Pier signage standardization

Immediate (NOW) Improvements:

- Add inset maps to existing major wayfinding signage
- Add entrance signs to East and West Beach
- Add White Rock signage near US Border

Short Term and Medium Term Improvements:

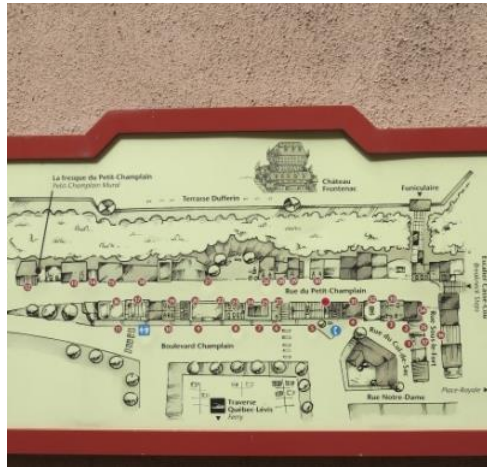
- Encourage blade signs and improve signage bylaw
- Incent creative signage, especially in East and West Beach
- Improve signs for the 14 pedestrian connectors to the Waterfront

Improve wayfinding and signage Project Summary Chart		
		Comments
Overall Importance		High
Overall Support		High
Ease		High
Cost		Low cost
Impact		High

Fort Langley trail signs and blade signs



Overall orientation map, parking wayfinding, and tourist ambassadors help visitors
(Bozeman, MT, Osoyoos, BC, and Quebec City, PQ)



3.1.5 Expand access to the Beach

Issues and Opportunities: Safe access to the beach is paramount. The access points for the physically challenged are limited but have improved with the upgrade of the eight railway crossings and associated ramps in West and East Beach. The access to the beach itself is particularly awkward and unsafe as the rip rap barrier walls are barriers between the promenade and the sand beach areas. Additional safe accesses in the form of stone stairs and ramps are recommended, especially for the paddleboarders and kayakers.

Current armour wall condition and informal access for paddleboarders and kayakers to the beach



Precedents: There are numerous examples of stairs and ramps to beaches throughout the Lower Mainland that are safe for pedestrians and wheelchair-friendly.

Actions Underway:

- Recent completion of railway crossings and associated ramps

Immediate (NOW) Improvements:

- Improve crosswalks on Marine Drive with new paint and attractive designs following a marine and lively colour theme

Short Term and Medium Term Improvements:

- Add rock slab stairs and ramps to the beach at specific points increase safe access to the waterfront, yet maintain the “armoured wall” protection for significant storm events. Options for this access are currently being considered by the Engineering Department.

Expand access to the Beach Project Summary Chart		
		Comments
Overall Importance		High
Overall Support		High
Ease		High
Cost		Low cost
Impact		High

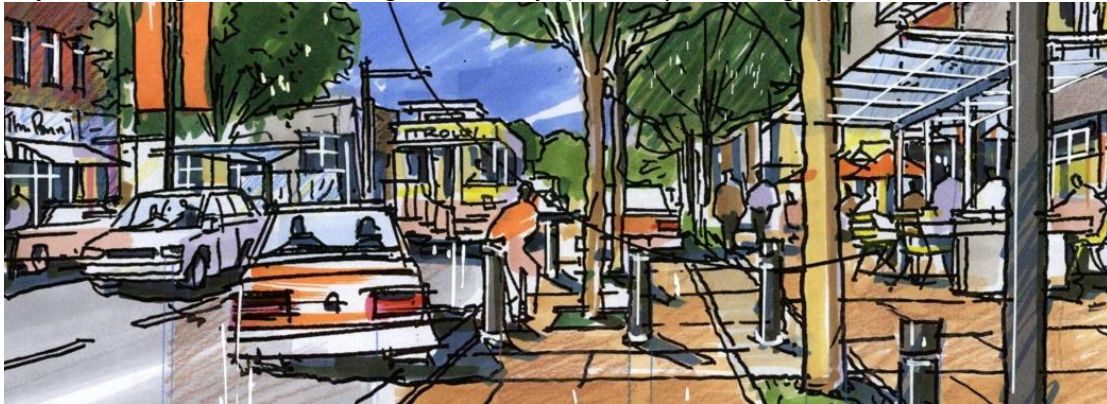
3.1.6 Widen sidewalks in west section of West Beach

Issues and Opportunities: The sidewalks on the two blocks west of Vidal Street to Oxford Street are too narrow for adequate pedestrian movement. With utility poles and other services, the pedestrian free zone is reduced to 1.2 meters in some cases, which is well below the pedestrian clear standard of 1.8-2.0 meters. Visitors have to walk in single file in some sections of the sidewalk, whereas blocks to the east have sidewalk space instead of parking, allowing for not only wider pedestrian areas but outdoor patios.

This initiative is an extension of the “Pedestrian First” initiative discussed earlier (*Section 3.2*) for West Beach between Vidal and Martin Streets. This project recommends the expansion of the sidewalk to the edge of the parking areas, still allowing for intermittent loading and drop-off areas and parking in the off-season (*see before photo and after sketch of Marine Drive in sidewalk area east of Oxford Street*). It is assumed, that there will be resistance by business owners to the loss of parking during the peak season.

Precedents: The widening of the sidewalk has taken place east of Vidal Street and in some sections of East Beach allowing safer pedestrian movement and outdoor patios (*see accompanying photos of East Beach and Lethbridge sketch by Calum Srigley below*).

City of Lethbridge Sketch of Parking Patio Concept (sketch by Calum Srigley)



Immediate (NOW) Improvements:

- Discuss concept with business owners

Short Term Improvements:

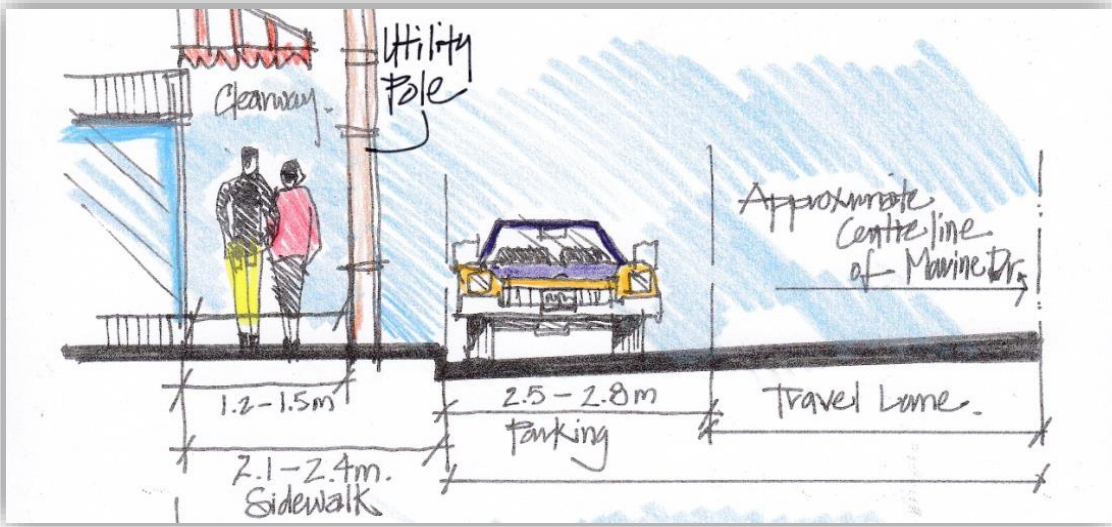
- Assuming support, create a roll curb (or barrier curb if necessary for safety) and removable bollards sidewalk design to allow parking in the off-season but otherwise convert the space to sitting and patio space

Medium Term Improvements:

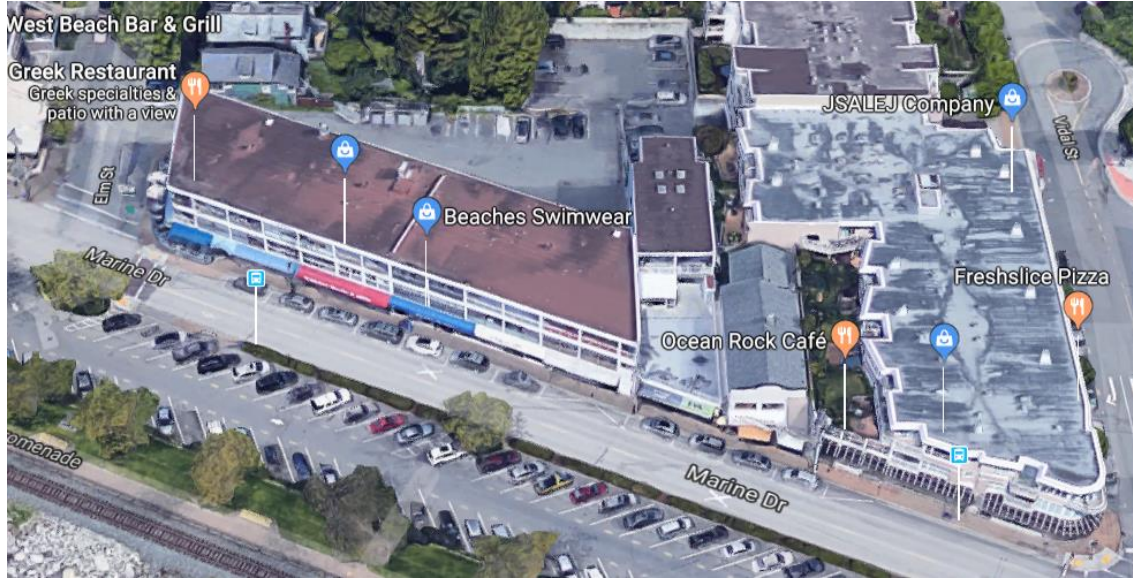
- Continue to work on the design if there are challenges and create a more-pedestrian and “Pedestrian-First” environment

Widen sidewalks in west section of West Beach Project Summary Chart		
		Comments
Overall Importance		High
Overall Support		Low to Medium: Parking Loss
Ease		Disruption of business
Cost		Cost of extending sidewalk
Impact		High

Existing Conditions: Whitby Coffee House Block from Oxford Street to Elm Street



Existing Conditions: Cosmos Block from Elm Street to Vidal Street



Sidewalk "squish" points by street utilities and limited sidewalk visibility at crosswalk



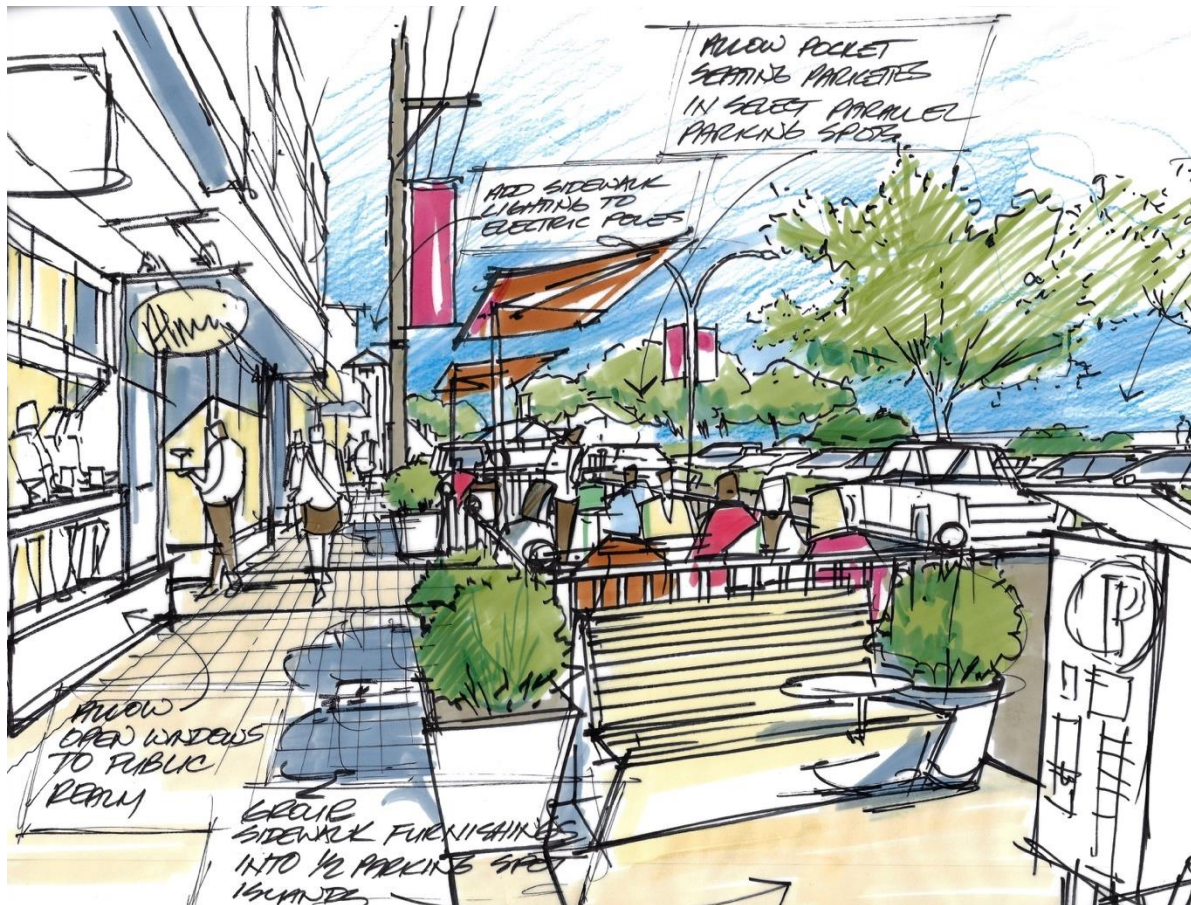
Recently extended sidewalk in East Beach allowing for patios and additional walking space + place



Before: Photograph of narrow sidewalk and service obstructions impeding free pedestrian movement



After: Sketch concept with free sidewalk, outdoor patios, and resting areas along the sidewalk



3.1.7 Develop a rail-free waterfront in the mid to long term

Issues and Opportunities: The City of White Rock does not own the land south of Marine Drive. The City leases the lands, including the parking lots, from BNSF Railway. The safety concerns, noise, and other issues continue, especially with the increase in traffic and pedestrian use of the waterfront. Recent railway crossing improvements and fencing are intended to improve safety, but the number of trains daily is increasing, and the railway is a main line for freight trains and Amtrak passenger rail. It is in this context that the work should continue with the longer term goal of railway relocation.

The relocation of the railway is a major challenge. It requires cooperation of jurisdictions outside the City of White Rock and is a very complex long-term aspiration. There are no guarantees and is constrained by many factors, especially ownership and relocation complexities.

Precedents: There are many areas that have converted former railway/street car rights-of-way to trails and pathways. These include the recent Arbutus corridor in Vancouver and the Kettle Valley trail in Kelowna but is important to note, that these were historical rail/street car routes and not current – highly used railway lines.

Actions Underway:

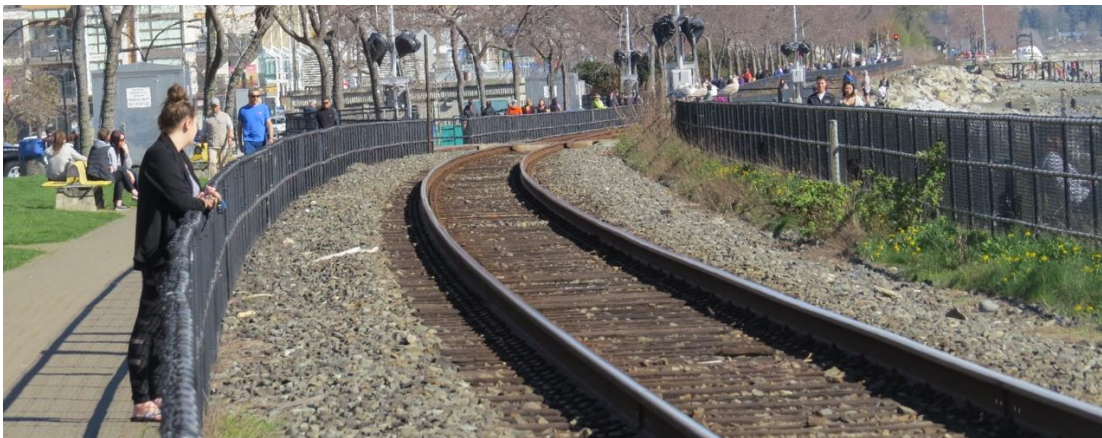
- Discussions with BNSF continue regarding safety
- Whistle cessation as an outcome of the pedestrian railway crossing upgrades

Immediate (NOW) to Short Term Improvements:

- Monitor pedestrian crossing safety and refine if necessary

Longer Term Improvements

- Continue discussions with various parties and BNSF to relocate railway



BNSF Railway controls the waterfront lands from Marine Drive to the Beach

Develop a rail-free waterfront Project Summary Chart		
		Comments
Overall Importance		High
Overall Support		High
Ease		Low: BNSF ownership
Cost		Significant relocation cost to BNSF
Impact		High

3.2 Create All-Season Programming and Activities

3.2.1 Enable all-season patios

Issues and Opportunities: The City of White Rock should enable all-season patios where there is adequate space along the sidewalk area. These outdoor patios will be enclosed structures with accompanying supplemental heaters where necessary to permit the outdoor experience during off-season weather. Building requirements including design, materials, weather proofing, minimum areas, and encroachment as well as legal agreements and permitting have to be considered in liaison with the businesses.

Precedents: The East Beach Ocean Promenade Hotel has a permanent patio, but it is part of the building with options to open to the sidewalk or close it. In this case, there also is a wide sidewalk that makes it compatible with free pedestrian flow along the sidewalk.

The East Beach Ocean Promenade Hotel Indoor/Outdoor Patio



Short Term to Medium Term Improvements

- Investigate other municipal programs and create appropriate regulations and standards
- Permit all-season patios and evaluate/improve

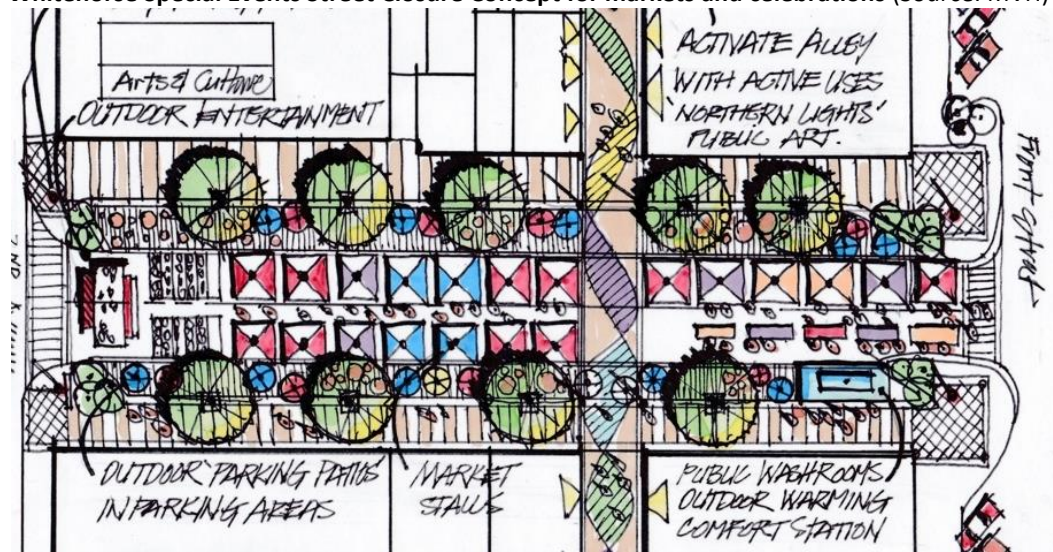
Enable all-season patios Project Summary Chart		
		Comments
Overall Importance		High
Overall Support		High
Ease		Medium: Encroachment agreements
Cost		Medium cost: Permanent structures
Impact		High

3.2.2 Expand all-season programming

Issues and Opportunities: The City of White Rock does an excellent job of special programming on the Waterfront during the summer months. It is full and very well executed. The challenge is to extend this programming over the shoulder and winter months so visitors can continue to visit the Waterfront as a preferred destination. Combined with “stage set activities” (see next Section 3.2.3), and expanded current programming, the White Rock waterfront will be more active and engaging for all ages (see also Section 3.5).

Precedents: The whole winter programming is part of the Winter Cities movement including Ottawa’s Winterfest, [Edmonton Winter City Guidelines](#), and other cities like Whitehorse who embrace the outdoors with events and special programming. The City of Coquitlam has organized a very successful Festival of Lights over the Christmas season. The City of Vancouver runs a Christmas Market at Queen Elizabeth Plaza annually.

Whitehorse Special Events Street Closure Concept for markets and celebrations (Source: MVH)



Actions Underway:

- Over 30 special programming events

Immediate (NOW) and Short Term Improvements:

- Increase the events programming in the winter and shoulder seasons
- Support the Festival of Lights
- Pursue more sponsors for winter events
- Consider movie nights during the shoulder seasons

Expand all-season programming Project Summary Chart		
		Comments
Overall Importance		High
Overall Support		High
Ease		High
Cost		Cost factor staffing capacity
Impact		High

3.2.3 Create every-day activities stage sets

Issues and Opportunities: The new Memorial Park plaza is used during special events but is underutilized at other times. This is an opportunity to increase its use using movable furniture and play equipment that can be conveniently stored at the adjoining White Rock Museum (by shifting the Archives elsewhere). The different stage sets can include simple brightly coloured tables, chairs, and umbrellas, giant chess sets, giant checker boards, children’s play equipment, ping pong tables, and other games. A few tents could also be set up on rainy days even supplemented by heaters. Management of the temporary stage sets and storage will be a continuing challenge.

Precedents: There are many examples of temporary displays, temporary outdoor seating, and games. (Also see *Pop-Up Parks*, Section 3.5.4)

Temporary Activity Stage Sets in Vancouver, British Columbia and Budapest, Yugoslavia



Immediate (NOW) Improvements:

- Review feasibility of moving the Museum and Archives to a different location
- Review stage set options with at least movable chairs and tables

Short Term to Medium Term Improvements

- Budget for movable chairs, tables as well as other stage sets for 2020
- Consider purchasing three tents for rainy weather.

Create every-day activities stage sets Project Summary Chart		
		Comments
Overall Importance		High
Overall Support		High
Ease		High
Cost		Low cost
Impact		High

3.2.4 Further improve Pier

Issues and Opportunities: The White Rock Pier is an iconic destination in the Lower Mainland of British Columbia and beyond. Its value as a historic landmark should not be underestimated.

Precedents: Pier life is a fact of life for Santa Monica as it is for White Rock. Given the reconstruction of the Pier, the City should take this “once in a lifetime” opportunity to consider enhancing the pier by providing wider berths and rest stops where a vendor cart culture could be considered. Activation of the Pier combined with rest stops and wayfinding to Marine Drive shops and restaurants is necessary.

Santa Monica, California: Activated pier with entertainment and programming



Actions Underway:

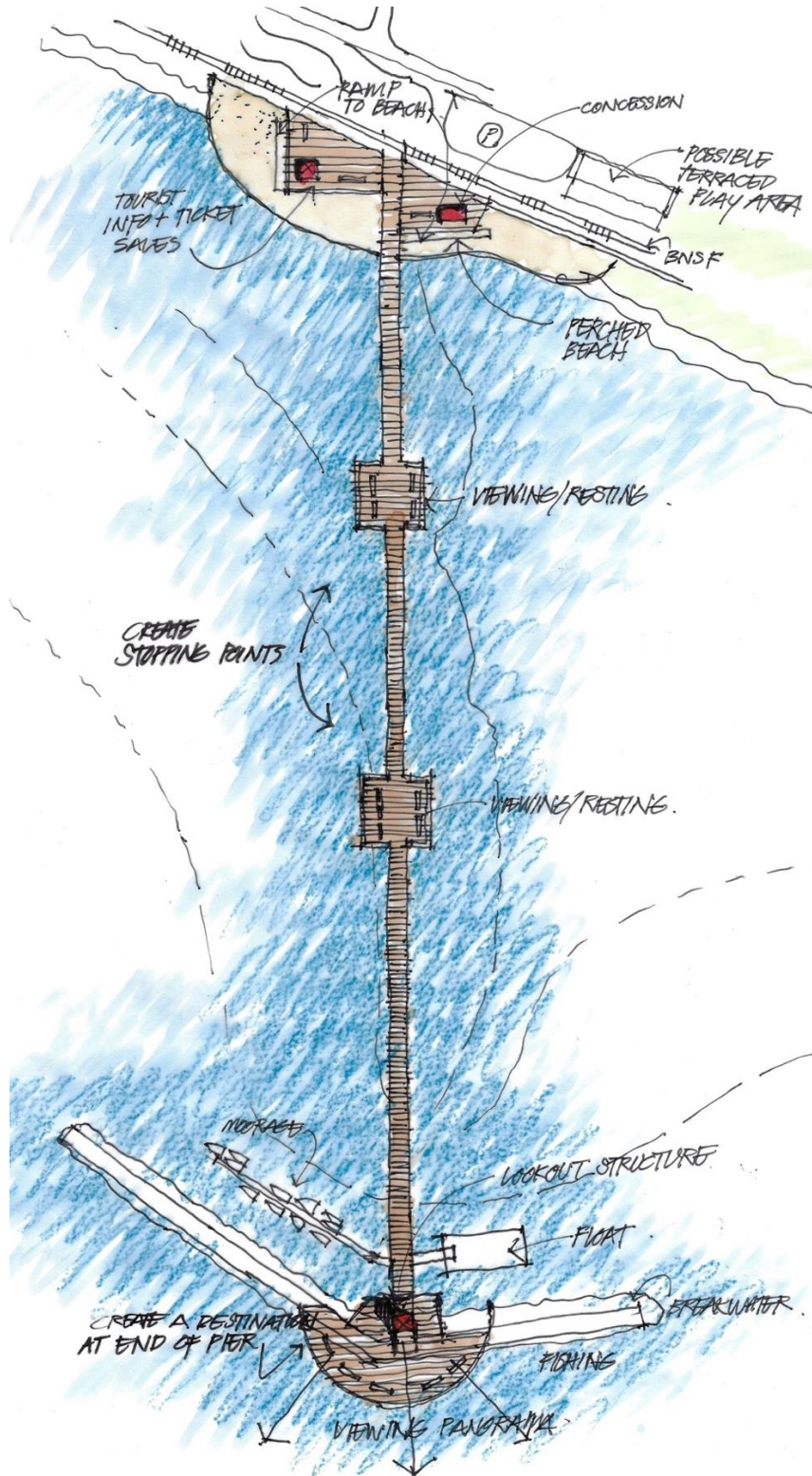
- Pier repair is complete

Short Term to Medium Term Improvements

- Develop a design overlay that can be implemented over the concrete deck modules that could include three orientation, viewing, and rest areas along its length. At the terminus, consider an active program of public boating, fishing, and a major tower landmark (*see accompanying White Rock Pier Design Concept Plan sketch*). Possible additions to the north end of the pier, such as a perched sandy beach area, may increase the attractiveness of the waterfront during high tide, but would likely face significant environmental, archaeological and regulatory challenges.

Further Improve Pier Project Summary Chart		
		Comments
Overall Importance		High
Overall Support		High
Ease		Potential regulatory challenges
Cost		Additional construction costs/sponsors?
Impact		High

White Rock Pier Enhancement Concept Plan: Potential to activate Pier with orientation, viewing, rest, and interpretative program as well as activities such as public boating, fishing, and water tourism at the terminus



3.2.5 Support a “Festival of Lights”

Issues and Opportunities: The City of White Rock should consider supporting a future “Festival of Lights” proposal to draw visitors over the festive Christmas season during the long evenings. It is an excellent concept and a well-planned proposal should be broadly supported.

Precedents: The City of Coquitlam has implemented a successful Festival of Lights program.

Coquitlam Light Festival at Lafarge Lake from late November to January



Actions Underway:

- Proposal to Council (an anticipated federal grant was not received and other sources of funds would be required to proceed)

Immediate (NOW) Improvements:

- To be implemented for the first time in December 2019, pending funding sources

Short Term to Medium Term Improvements

- Evaluate success of event and continue to build programming around the winter season

Support Festival of Lights Project Summary Chart		
		Comments
Overall Importance		High
Overall Support		High
Ease		First time proposal, electrical plans needed
Cost		Medium cost but external funding
Impact		High

3.2.6 Reinforce the “wellness” waterfront with “fit-bit” stations

Issues and Opportunities: There are many simple ways to improve the “wellness” programming along the waterfront with distance markers and “fit bits” (small programmed workout spaces) with simple aids such as chin-up bars, leg-lift benches, and push-up areas.

Precedents: There are numerous examples of fitness trails in the Vancouver Region with simple fitness equipment, including those provided at White Rock’s Generations Playground by the Parks Department.

Immediate (NOW) Improvements:

- Investigate fitness station options along the Waterfront Promenade

Short Term to Medium Term Improvements

- Implement two fitness station pilot projects – one in Bayview Park and one in the far end of East Beach to see how and if they are used

Wellness waterfront Project Summary Chart		
		Comments
Overall Importance		High
Overall Support		High
Ease		High
Cost		Low cost
Impact		High

Three formal fitness stations will further enhance the “wellness” theme of the Waterfront



3.2.7 Create a public realm furniture “tool kit”

Issues and Opportunities: The City of White Rock has inconsistent lighting and street furnishing on the Waterfront. Parks and Engineering should coordinate a standard “Public Realm” Tool Kit that specifies the kind of furniture and lighting in specific locations so there is continuity and coordination. At the same time, this coordinated effort will reduce excess replacement inventory and maintenance as well as improve safety, convenience, and enjoyment (See **Appendix D: Waterfront Elements Analysis**).

Precedents: Langley City’s Downtown *Public Realm Plan* specifies furniture, lighting, and planting based on location and goals (Perry & Associates with MVH). Nelson developed an *Urban Design Strategy* with a street furniture toolkit that distinguished different options in different sub-areas of the Downtown.

A coordinated public realm toolkit is important for a consistent look and feel of the Waterfront.
(City of Nelson Urban Design Strategy, credit: MVH and Perry Associates)



Actions Underway:

- Preliminary assessment of issues and opportunities completed by Planning and Consultant (see *Appendix D*)

Short Term to Medium Term Improvements

- Develop a “Public Realm Toolkit” for furniture and lighting that is consistent across the City of White Rock so the various character areas or neighbourhoods have consistent applications within their boundaries (Waterfront Promenade could be the same but West and East Beach unique)

Public Realm Toolkit Project Summary Chart		
		Comments
Overall Importance		High
Overall Support		High
Ease		High
Cost		Low cost
Impact		High

3.3 Strengthen Waterfront Businesses and Character

3.3.1 Reintroduce a “Façade Facelift” Incentive Program

Issues and Opportunities: The City of White Rock previously had a program to upgrade façades to make the buildings look more attractive and inviting but the program was not successful in attracting participation.

Precedents: The District of Mission has implemented a successful façade improvement program in partnership with local business through a cost sharing initiative. A similar “Facade Facelift” program could be used for West Beach and East Beach businesses. Indications are that a similar program was initiated in the 1980s and it is high time for a “refresh” as well as attract a richer mix of uses. See more details on the program are available at: <https://www.mission.ca/wp-content/uploads/Downtown-Incentive-Program.pdf>. Combine a “Storefront Gardens” program with this Façade Facelift program that would introduce more green in front of businesses.

District of Mission: Before and after results of the façade improvement incentive program



Short term Improvements:

- Investigate and possibly initiate façade improvement incentives in consultation with businesses

Façade Facelift Project Summary Chart		
		Comments
Overall Importance		High
Overall Support		High
Ease		High
Cost		Low cost
Impact		High

3.3.2 Complete character design guidelines for East and West Beaches

Issues and Opportunities: Develop design guidelines for West and East Beach recognizing their unique styles and expressions. Cleaning and improving the façade treatments will reinforce these unique characters.

Precedents: The image of Steveston in the City of Richmond is more the working marine waterfront character (relating to East Beach), while Lonsdale Quay in North Vancouver is a more contemporary West Coast (relating to West Beach). Similarly, Fort Langley applies a historic component to its character, while an all-season community like Canmore, Alberta promotes an active outdoor lifestyle as part of its main street character and guidelines. All achieve a strong support from locals and visitors without being overly themed.

Short Term to Medium Term Improvements: Develop design guidelines for these two distinct districts.

West Beach Contemporary West Coast style



East Beach Marine Working Village style



Design Guidelines Project Summary Chart		
		Comments
Overall Importance		High
Overall Support		High
Ease		High
Cost		Low cost
Impact		High

3.3.3 Create a “Vacancy No More” campaign

Issues and Opportunities: There is significant vacancy and inactive street fronts as well as vacant lots along Marine Drive that detract from creating a seamless pedestrian experience. The condition of these storefronts/lots and associated vacancy affects the overall waterfront image and other businesses. There should be a concerted effort to minimize or reduce these vacancies and their façade or land condition. This condition also applies to businesses that shutter their doors during the off or shoulder seasons and these situations should not be permitted to occur.



Precedents: See 3.3.1 and associated *Façade Facelift Program* in Downtown Mission as well as the vacant property tax program in Arlington, Massachusetts as incentives to improve properties and fill vacant space on the Waterfront. Port Coquitlam and Fort Langley have both informally promoted the active animation of what would otherwise be vacant and/or derelict sites and now provide an amenity space. The City of Saskatoon has a Vacant Lot and Adaptive Re-Use Incentive Program.

Precedent examples in Port Coquitlam, Shaughnessy Street and Fort Langley Blood Alley



Actions Underway:

- BIA creating public art mural on vacant façade on Waterfront
- City has provided seating opportunities in front of select vacancies, where space permits
- Through the BIA, work with businesses to create year-round consistent hours of operation to avoid temporary business closures
- Work with brokerage community to identify creative seasonal leasing structures or sub-leasing opportunities for shoulder and off-peak seasons

Short Term to Medium Term Improvements

- Investigate incentives like vacant space tax and Façade Facelift as well as a Street Gardening program to improve look and fill vacant storefronts
- Investigate a policy for limiting the amount of time a parcel can remain vacant before such time that it is to be screened, cleaned or activated as part of a public realm strategy
- Examine the feasibility of creating a vacant lot incentive program designed to encourage development on existing vacant or brownfield sites

Vacancy No More Project Summary Chart		
		Comments
Overall Importance		High
Overall Support		High
Ease		High
Cost		Low cost
Impact		High

3.3.4 Support a richer mix of uses and expand promotion

Issues and Opportunities: The City of White Rock should work actively with the BIA to improve the richness and mix of businesses on Marine Drive. Promotion can also be expanded with a “Best in White Rock” campaign for example.

Precedents: La Conner (the Sister City of White Rock) in the State of Washington provides a localized offering of shops ranging from fine art to fine arts and crafts, one-of-a-kind clothing, woodworking, home décor, collectables, personal care products, antiques, gorgeous jewelry and Italian pottery. In addition, there is a vibrant mix and diversity of food and beverage ranging from seafood to BBQ, Mexican to farmhouse, and craft breweries to wine bars.

The current mix of shops and restaurants totals 51. Retail shops account for 65% and food & beverage accounts for 35%. It is clear that La Conner has been successful in providing a compelling mix that is not premised solely around food and beverage, but which uses the food and beverage as a way to anchor a diverse offering of unique shops and services.

La Conner, Washington unique blend of uses and look



Short Term to Medium Term Improvements

- BIA in coordination with the City of White Rock to improve mix of uses and associated regulations along Marine Drive

Expand Mix of Uses and Promotion Project Summary Chart		
		Comments
Overall Importance		High
Overall Support		High
Ease		High
Cost		Low cost
Impact		High

3.3.5 Improve policies and regulations

Issues and Opportunities: There are regulation issues with land use regulations and permitting that should be considered for improvements as they are limiting business and creating difficulties for new development applications.

Precedents: Current approval (*Sidewalk Use Licence*) requirements as well as associated cost for outdoor patios (some outdoor patios had cost up to \$10,000 per year for sidewalk lease fees) do not create an incentive to provide patios (indoor and outdoor). These fees were reduced from \$15.00/sf to \$4.00/sf. There should also be consideration for creating incentives and a design review for year-round outdoor patio shelters. The Town of Wolfville (Nova Scotia) and the City of Saskatoon provides a policy for parking patio licencing that allow for temporary use of parking spaces to accommodate outdoor dining, while Wolfville applies a Sidewalk Café Fee as part of its Bylaw Policy.



Actions Underway:

- Review of regulations and policies underway as part of this study

Immediate (NOW) Improvements:

- Bring forward recommendations and amendments to Council that could include:
 - Zoning should permit commercial retail in the West and East Beach areas but only favour concentration of retail in the pedestrian focus areas. Other zones may have live/work to support professional services and a more active street front
 - Development variances or special zone provisions should be considered for difficult Waterfront sites that cannot provide adequate parking or loading requirements on constrained (small and steeply sloped) sites
 - As part of these development variance considerations, parking and other cash in lieu contributions can contribute to associated sidewalk and area improvements
 - There are zoning regulations that prevent building to four storeys for some areas in East Beach; these should be amended to be consistent with adjoining zones while still respecting the visual sensitivities of adjoining neighbours
 - Monitor with landlords the types of businesses expressing interest in space to ensure they are compatible year-round with the vision and not creating a surplus of business types that is detrimental to long term vibrancy and vitality.

Short Term to Medium Term Improvements

- Continue to monitor and refine patio utilization year-round to ensure that it is creating value for businesses and visitors

Improve Policies and Regulations Project Summary Chart		
		Comments
Overall Importance		High
Overall Support		High
Ease		High
Cost		Low cost
Impact		High

3.4 Enhance the Waterfront Environment and Culture

3.4.1 Create an education, interpretation, and awareness program

Issues and Opportunities: The City of White Rock should work with the Friends of Semiahmoo Bay, Ministry of Environment and other organizations to develop a comprehensive nature and wildlife interpretation program to inform visitors of the sensitivities and desired behaviors in this sensitive ecosystem. The associated information and signage/installations will provide interest and more awareness to residents and tourists as part of the Pacific Flyway and Salish Sea Ecological System.

Precedents: Programs locally include Blackie Spit in Surrey that has interpretative signage and information about the wildlife, plants, and local ecology. Various cultural activities, public art, artisan markets and food markets can enliven the waterfront on an ongoing basis (*see next page for examples from Quebec City and White Rock Uptown Market*)

Immediate (NOW) Improvements:

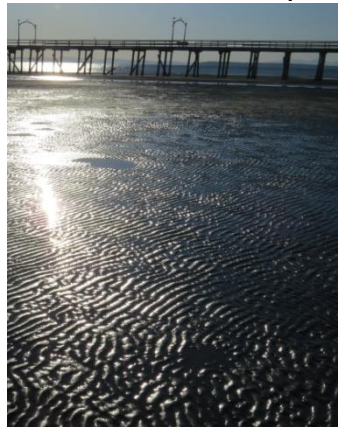
- Meet with various organizations to determine interest and resources

Short Term to Medium Term Improvements

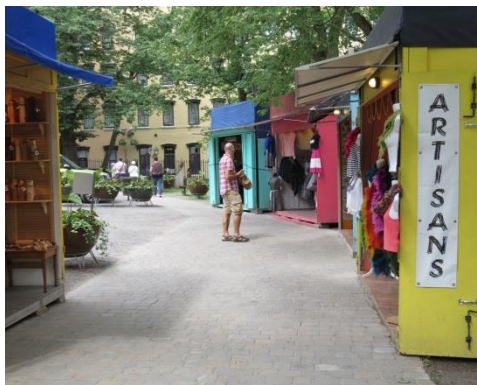
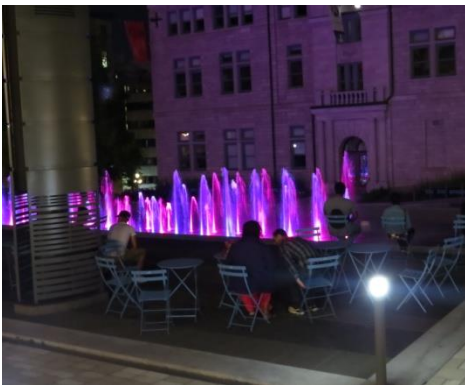
- Follow through with a work program for delivery of information and signage

Education, interpretation, and awareness Project Summary Chart		
		Comments
Overall Importance		High
Overall Support		High
Ease		High
Cost		Low cost
Impact		High

The stunning and invaluable nature along the Waterfront should be interpreted for visitors



Temporary and permanent art installations, markets, lighting, and temporary artisan markets can animate the potential transformation of the Waterfront into more of a cultural meeting and gathering place (Quebec City, QC and White Rock, BC)



3.4.2 Support a First Nations storytelling and art program

Issues and Opportunities: The Semiahmoo First Nation should be invited to participate in a naming and public art program along the Waterfront. Their heritage and contributions to culture and area development are invaluable to the unique sense of place and history on the White Rock Waterfront.

Precedents: Totem Plaza (dedicated to Grand Chief Bernard Charles, and under consideration for renaming by Council) is an important gathering place along the waterfront. There can be more meeting places with First Nations public art along the Waterfront.

Totem Plaza at Lions Lookout Park in East Beach



Short Term to Medium Term Improvements

- Develop a First Nations naming, interpretation, and public art program for the Waterfront

First Nations Storytelling Program Project Summary Chart		
		Comments
Overall Importance		High
Overall Support		High
Ease		High
Cost		Low cost
Impact		High

3.4.3 Enhance the trees and green space

Issues and Opportunities: The City of White Rock could develop a “Wave Garden” on at least the bottom of the slope that is currently being stabilized in the Hump area between East and West Beach. This initiative could be part of a larger initiative to green the waterfront with plant material that is appropriate for the sunny exposure, soil conditions, and resistance to invasive species, and improve the landscaping along Marine Drive.

Enhance the landscape with plants that have seasonal colour, diversity, and texture (native if suitable)

Precedents: Waterfront Native Plant Garden located beside the White Rock Museum is an example of landscape enhancement. The Surrey centre boulevard landscaping is an excellent example of adding seasonal colour, texture, and diversity in a variety of attractive landscape treatments.

White Rock Native Plant Garden near the Museum and typical waterfront landscape below



Short Term to Medium Term Improvements

- Develop a restoration/enhance landscape program and “Wave Garden” design for the Hump slope area north across the tracks from the Waterfront Promenade
- Develop a restoration program for the Waterfront and Marine Drive in liaison with owners and tenants
- Implement the landscape restoration and enhancement program

Trees and Green Project Summary Chart		
		Comments
Overall Importance		High
Overall Support		High
Ease		High
Cost		Low cost
Impact		High

3.4.4 Provide a dog management program

Issues and Opportunities: The dog management issue continues on White Rock Beach. There have been some interim measures taken with a plan to allow dogs on the Waterfront Promenade in the low season as a pilot project. Concerns for environment and wildlife continue to be challenges for permitting dogs in the beach area, and this area is under Provincial jurisdiction as Boundary Bay Wildlife Management Area. The limited Promenade sidewalk width is seen as a challenge to also accommodate dogs on leash during high pedestrian volume times.

Precedents: Surrey and West Vancouver each have dog-off-leash areas along their waterfronts.

Blackie Spit Dog Off-Leash area in Surrey (credit: City of Surrey and Google Images 2019)



Actions Underway:

- Dogs on the Promenade Task Force is continuing to review issue
- Pilot project to permit dogs on leash on the Promenade during low season from October 2019 to March 2020

Short Term to Medium Term Improvements

- Monitor performance and evaluate further alternatives.

Dog management Project Summary Chart		
		Comments
Overall Importance		High
Overall Support		High
Ease		High
Cost		Low cost
Impact		High

3.5 Expand Activities for All Ages

3.5.1 Develop children’s all-abilities playground in East Beach

Issues and Opportunities: One of the important themes that continues to emerge is the need for at least one children’s park on the waterfront. There is a need for a children’s playground East Beach and potentially East Beach. The Firefighters Charity Association has already expressed interest in funding a children’s park somewhere in East Beach (site to be determined).

Precedents: The City of White Rock Generations Park has added an excellent addition to Children’ Parks in White Rock. Cadboro Bay’s Gyro Park on the waterfront north of Victoria contains an excellently themed and popular playground for children. The sea serpent and octopus play structures are frequently draped with excited children – a unique and imaginative play set in beach sand. More famously, Granville Island’s Children’s park is a local destination around which the Net Loft creates a destination for compatible commercial activity for youth and families.

Gyro Park Children’s Playground District with oceanfront theme



Actions Underway:

- Firefighters Charity Association wants to fund a potential children’s all abilities playground in East Beach

Immediate (NOW) Improvements:

- Confirm interest location for children’s playground (possibly Bayview Park and east end of East Beach) still to be determined

Short Term to Medium Term Improvements

- Build the playground
- Evaluate if there is enough interest to support a second park in West Beach

Children’s Parks Project Summary Chart		
		Comments
Overall Importance		High
Overall Support		High
Ease		High
Cost		Medium to high cost/sponsors
Impact		High

3.5.2 Expand seating in all areas through “Family Pods”

Issues and Opportunities: Many visitors come to visit the Waterfront as a family or a group of friends. Often times they purchase take-out food or bring a picnic lunch, snack or dinner. The challenge is that even the existing picnic tables are not big enough for the group. It would make sense to create “Family Pods” with larger unique community tables along the Waterfront Promenade. These areas could replace the picnic table areas or create new ones on concrete or interlock paving pads to minimize grass damage.

Precedents: A popular trend are larger “community tables” where individuals or groups sit together as in the accompanying photograph of a long “community table” outside a café in Squamish, British Columbia.

Community Table outside café in Squamish, BC and sitting cluster in Denver, Colorado



Short Term to Medium Term Improvements

- Design two or three “Family Pods” with community tables in West and East Beach
- Monitor performance and refine design
- This initiative could be combined with the fitness station designs and the widening of the Promenade (0.3m on either side) recommendations as well as an expanded public art program especially in partnership with the Semiahmoo First Nations

Family Pods Project Summary Chart		
		Comments
Overall Importance		High
Overall Support		High
Ease		High
Cost		Low cost
Impact		High

3.5.3 Create social media hotspots

Issues and Opportunities: The City of White Rock has an opportunity to provide free wi-fi at specific locations to support public gathering and meeting.

Precedents: There are many public areas that provide free wi-fi and charging connections, especially in shopping areas with activity, lighting, and signage indicating wireless internet zone.

Bayshore Town Centre, Glendale, Wisconsin and Stapleton, Denver, Colorado



Immediate (NOW) Improvements:

- Investigate central “hot spot” opportunities, including the new Memorial Park Plaza

Short Term to Medium Term Improvements

- Assuming feasible and supported, provide wi-fi hot spots at key locations on the Waterfront Promenade, the Pier, and in Memorial Park

Social Media Hot Spots Project Summary Chart		
		Comments
Overall Importance		High
Overall Support		High
Ease		High
Cost		Low cost
Impact		High

3.5.4 Create “Pop-Up Parks” along Marine Drive

Issues and Opportunities: A simple addition of moveable seating, tables, and umbrellas in areas along the Waterfront (e.g., in front of the Museum) could encourage more informal meeting and interaction. The movable elements could be stored every night to avoid vandalism. Similarly, the vacant lot on the north side of Marine Drive in West Beach could be converted to a temporary Pop-Up Park with the addition of vivid paint, chairs, tables, umbrellas, overhead lighting, and landscaping like in the vacant lot in Oakland, California Beer Garden as below.

Precedents: There are many examples of pop-up parks like the ones below in Winnipeg, Manitoba and Oakland, California. These can often work as part of a vacant lot strategy, as in Port Coquitlam.

The conversion of sidewalk areas and parking spaces in Winnipeg to play space and sitting area, and a vacant lot in Oakland, California transformed into the 4th Annual Beer Garden.



Immediate (NOW) Improvements:

- Plan and design vacant sidewalk or lots along Marine Drive (see East Beach Pop-Up Park Sketch) with landowners and adjoining neighbours

Short Term to Medium Term Improvements

- Construct and monitor Pop-Up Parks

Pop Up Parks Project Summary Chart		
		Comments
Overall Importance		High
Overall Support		High
Ease		High
Cost		Low cost
Impact		High

The East Beach Marine Drive area provides opportunities for improvements. The opportunities are with the two 22 feet wide (6.65m) sidewalk areas east of Moby Dick's restaurant. Each of these areas could be developed into "Pop-Up Parks" with seating, umbrellas, and landscaping for take-out food purchasers or shoppers a place to eat their food and relax (see illustration below).

EAST BEACH POP-UP PARK: Existing vacant sidewalk and potential sidewalk "Pop-Up Park"



4.0 ACTION PLAN

4.1 Organization

The organization and implementation of the pilot projects should be directed by the City of White Rock through an assigned staff person, or better still, through a new position like a **Waterfront Project Coordinator staff member**. Reporting to the Director of Development Services, this position will coordinate initiatives with community partners including the **Business Improvement Association (BIA)** and others including businesses, individuals, non-profit organizations, businesses, and government agencies.

The ten proposed actions can be initiated at the same time or at different times depending on the business response to the incentive programs adopted by City Council as suggested below. It will take a concerted effort and an annual budget allocation that addresses each item in the action plan to build momentum.

4.2 Potential Incentive Programs and Funding Options

The baseline funding will be the City of White Rock capital plan budget each year, or multiple years, depending on the action plan item or project. This funding allocation can and should be leveraged by private investment or other public investment partners. The following incentive programs and funding sponsorship programs for private investment on Marine Drive and along the Waterfront Promenade that the City should consider for their action plan.

Waterfront Legacy Fund

- This funding concept contributes part of the parking revenue back to the maintenance and enhancement of the waterfront. This Fund could be recognized on each of the parking kiosks, so visitors know that part of their parking fee is going to the improvement of the waterfront - what they are there to enjoy.
- BNSF Railway could be a partner in this Waterfront Legacy Fund by reducing the gross parking lot annual leasing fee by a proportion that equals 50% of the annual Legacy Fund. This partnership contribution then reduces the City of White Rock's contribution to the Waterfront Legacy Fund by 50%.

"See My Business" Blade Signage Incentive Program

- The City of White Rock, in liaison with the BIA, could implement a Signage Incentive Program with a maximum of \$1,000 where the business could receive a maximum of 80% towards improving their storefront/business signage. This could be combined with the Façade Improvement program that is included later in this discussion (see **Project Section 3.1.4** for further discussion).

"Fit Bit" Fitness Stations

- The City of White Rock could consider "Fit Bit" Fitness Stations. There are two suggested locations - one at the West end in Bayview Park and one at the end of the East Beach Promenade. These small workout stations could include warm up/stretching, chin-up bars, push-ups/sit-up areas, and leg-lift areas on a softer, durable but absorbent surface. These areas could also be sponsored or fully funded by the City of White Rock. The

estimated cost could be in the range of \$5,000 to \$10,000 per fitness station (see **Project Section 3.2.6** for further discussion).

“Façade Facelift” Incentive Program

- Further to the blade signage incentive program, implement a Façade Improvement Grant for Marine Drive businesses. Typically, this would be in the range of \$5,000 to \$10,000 in matching funds for retail and restaurant storefronts (see **Project Section 3.3.1** for further discussion).

Children’s Waterfront Adventure Playgrounds

- The White Rock Fire Fighters Foundation has already shown interest in funding a children’s park in East Beach. Rotary or other community-minded organizations like the Peace Arch Hospital Community Foundation could step in to help fund it. No budget has been set but these playgrounds can easily reach \$300,000 to \$500,000 (see **Project Section 3.5.1** for further discussion).

Memorial Plaza Activity Stage Sets

- The idea is to fund first a series of colourful tables and chairs that could be set on the Memorial Plaza and then purchase other “stage sets” such as children’s play equipment, giant chess and checkers, ping pong tables, and other games that rotate on a regular basis. These stage sets could range from \$1,000 to \$5,000 each (see **Project Section 3.2.3** for further discussion).

Storefront Gardens

- Implement a Storefront Garden Matching Grant Program for Waterfront Businesses not to exceed \$1,000, for those businesses fronting Marine Drive. The cost of the matching grant would encourage business owners to enhance the entrances and fronting sidewalks. A competition each year could be created to recognize the best display. (see **Project Section 3.4.3** for further discussion).

“Family Pods”

- In addition to the Fitness Stations suggestion, the City of White Rock could also consider sponsorship for the Community Tables portion of the Family Pods. The “Community Tables” could be sponsored by families who visit the waterfront and have great memories. They want to give back and have a special place of memory of their family. The cost of the custom tables could be in the order of \$5,000 to \$10,000 installed (see **Project Section 3.5.2** for further discussion).

4.3 Waterfront Jump-Start Projects

These 10 jump-start projects were selected from the 27 earlier potential projects under the 5 action pillars. They were selected based on their immediate possibilities that collectively could build major momentum for waterfront enhancement. Many of them are part of existing initiatives or can be expanded easily. They are broadly supported by the community and businesses and can be started with relatively small budgets with potential significant impacts – especially when acting collectively. **They are not presented in priority order as they are meant to be acted on at the same time – immediately.**

	WES NOW PLAN Waterfront Jump-Start Project Description	Responsibility	Funding
1.	<u>Refine Parking Program</u> Initiate a comprehensive and understandable pricing program <i>(See Project Section 3.1.1 for details)</i>	Parking Task Force, Business Improvement Association (BIA), with City of White Rock Parking	No funding necessary
2.	<u>Create the “Pedestrian First Zone”</u> Pilot a temporary closure zone for special events between Martin and Vidal Streets <i>(See Project Section 3.1.2 for details)</i>	City of White Rock Engineering and Planning Departments supported by Parks, Recreation and Culture	Extension of Memorial Park improvements and street improvements
3.	<u>Improve connection to Uptown</u> Detail improvements to Marine Drive, landscape, and wayfinding for Johnston Road connection <i>(See Project Section 3.1.3 for details)</i>	City of White Rock Parks and Engineering	Parks and Engineering annual capital budget
4.	<u>Improve wayfinding + signage</u> Enhance parking and other signage to guide visitors in a simple way <i>(See Project Section 3.1.4 for details)</i>	Business Improvement Association (BIA) with City of White Rock Engineering	Business Improvement Association (BIA) with City of White Rock Engineering
5.	<u>Expand access to the Beach</u> Increase pathways and ramps to beach	City of White Rock Engineering	City of White Rock Engineering

	<i>(See Project Section 3.1.5 for details)</i>		
6.	<u>Expand all-season programming</u> Add programming in shoulder and winter seasons <i>(See Project Section 3.2.2 for details)</i>	City of White Rock Recreation and Culture	City of White Rock Recreation and Culture, BIA, South Surrey & White Rock Chamber of Commerce, with sponsors
7.	<u>Create activity stage-sets</u> Purchase and rotate “stage-sets of activities in Memorial Park Plaza <i>(See Project Section 3.2.3 for details)</i>	City of White Rock Parks	City of White Rock Parks, with sponsors
8.	<u>Support a “Festival of Lights”</u> Light up the waterfront during the festive season <i>(See Project Section 3.2.5 for details)</i>	Private enterprise	Private enterprise with City event in-kind support and sponsorships
9.	<u>Create a “Vacancy No More” campaign</u> Move forward with regulations and commitment to fill vacant spaces <i>(See Project Section 3.3.3, for details)</i>	Business Improvement Association (BIA) with the City of White Rock Planning and Development Services	Business Improvement Association (BIA) with the City of White Rock Planning and Development Services
10.	<u>Enhance the trees and green space</u> Make a larger commitment to improve the landscape <i>(See Project Section 3.4.3 for details)</i>	City of White Rock Parks	City of White Rock Parks

Appendices

- A. White Rock Waterfront Special Events Schedule 2019
- B. Waterfront Analysis Summary
- C. Waterfront Issues and Opportunities
- D. Waterfront Elements Analysis

Appendix A:

White Rock Special Events Schedule 2019

January 1 – Polar Bear Swim (was cancelled due to storm and will return in 2020)

Community Event. Organized by Rotary Clubs of WR/SS. Includes a dip in Semiahmoo Bay on New Year's Day.

February 23 – Sources Coldest Night of the Year

Community Event. 2, 5 or 10k walk along the Waterfront to raise funds for the food bank and to raise awareness about homelessness prevention.

May 24 – Kent Street Activity Centre's Volunteer Appreciation Lunch

City Event. Held in the KSAC Auditorium.

June 4 – Law Enforcement Torch Run

Hosted by the White Rock RCMP and Special Olympics BC.

June 8-9 – Spring Art Show

First event. Organized by the White Rock BIA in support of the South Surrey White Rock Artist Society celebrating their 60th Anniversary and held at Memorial Park Plaza.

July 1 – Canada Day by the Bay

City event held along the Waterfront.

July 1 – Canada Day Run

Partnership with Semiahmoo First Nation, run begins and ends at Semiahmoo Park, along Marine Drive.

July 4 – Concerts at the Pier (#1 of 6 in series)

Co-produced with the White Rock BIA. Memorial Park Plaza.

July 13-14 – Tour de White Rock

City Event. Saturday is the Criterium held at 5 Corners. Sunday is the Road Race held at the Waterfront.

July 18 – Concerts at the Pier (#3 of 6 in the series)

Co-produced with the White Rock BIA. East Beach (Totem Park Parking Lot).

July 25 – Concerts at the Pier (#4 of 6 in the series)

Co-produced with the White Rock BIA. West Beach (Memorial Park Plaza).

July 27 – Dancing at the Pier

Community event with Rotary Club, salsa lessons, demonstrations and community dancing

Aug 2-4 – White Rock Sea Festival (Aug 3-4) & Semiahmoo Days (Aug 2-4)

City Event. Semiahmoo First Nation is a major partner in this event with their Semiahmoo Days. A variety of events span more than 2 kilometers along the Waterfront including live entertainment at Memorial Park, vendors along the promenade, kids activities and pirate parade, Torchlight Parade along Marine Drive (Sunday PM) and fireworks.

Aug 7 - Picnic on the Pier (RELOCATED for 2019)

Community Event. Organized by the Peace Arch Hospital Foundation.

Aug 10 – Paint the Bay

Semiahmoo Arts Outdoor Art Competition

Aug 15 – Concerts at the Pier (#6 of 6 in the series)

Co-produced with the White Rock BIA. East Beach.

Aug 16-17 – Multicultural Festival (cancelled for 2019, may return in 2020)

Co-Produced with the White Rock Multicultural Society.

August 18 – Supercars

New in 2019. Supercars on display at Pier Head Parking Lot West Beach. Produced by The Driven Project for Children’s Wish Foundation.

August 24 – Dancing at the Pier

Community event with Rotary Club, salsa lessons, demonstrations and community dancing

Sept 13-14 – Moon Festival

Co-Produced with the White Rock Chinese Association to take place at Memorial Park Plaza and the Pier.

Sept 21 – Craft Beer Festival

Community Event hosted by the White Rock BIA to be held at Memorial Park Plaza. New Event.

Oct 6 – Great Turkey Run/Walk

Community Event organized by the Rotary Club of White Rock and Sources Foundation for the redevelopment of two local school playgrounds. Held along the Waterfront.

Mid Nov – Mid Dec – Christmas Craft Fair

Community Event held by the White Rock Museum & Archives.

Appendix B:

Waterfront Analysis Summary

Programming and Activities: There could be more attractions to the White Rock Waterfront as a destination and each family member could have a different reason (e.g., children’s waterfront all-abilities playground). One of the continuing challenges will be realizing the aspirations of becoming a “greater” destination for visitors and improving business, while balancing the needs of local residents as well as the ecological and social “carrying capacity” of the area.

Sameness and Tired: The Waterfront has a type of sameness without much variation and excitement, partly as a result of its aged look and deterioration over time. Signage, interpretation, planting, lighting, and furniture all need a refresh for improved safety, look, and function. At the same time, the business tenant mix could be improved to attract more visitors and provide more reasons to visit.

Business Seasonal Challenges: The businesses continue to be challenged especially in the off-season with vacancies and relatively high rents in some locations. New special events are being planned such as the Craft Beer Festival to attract more visitors, but further business support strategies could be implemented through the White Rock Business Improvement Association (BIA) to improve business, tenant mix, and the resilience of the businesses.

User Challenges: Although the Waterfront Promenade is functional for walkers, the sidewalks on Marine Drive, pedestrian crosswalks, limited bicycle access, and other potential users (dog walkers) are limited if not excluded. These users should be considered in any future programming, so their areas are designated and clearly signed. The existing sidewalks on Marine Drive vary in width along their length, especially in the high pedestrian traffic areas of West and East Beaches and along with the connector “Hump” (central hill) area. Cyclists share lanes with vehicular traffic along Marine Drive as the street right of way is too narrow to permit a separate bicycle lane. These varied conditions create potential safety and access challenges. The steep topography also hinders pedestrian and cyclist connections to Five Corners, the Upper Town Centre, and elsewhere.

Pedestrians and Business Connections: The focus for the majority of pedestrians is the beach and Waterfront Promenade. The Marine Drive businesses are secondary and could be better connected to this principal attraction. Improved pedestrian cross-walk and parking lot connections between the Waterfront and Marine Drive businesses are important elements for the success of the entire Waterfront area. In addition, improved pedestrian and bicycle connections to the Waterfront and the surrounding neighbourhoods will be important.

Orientation and Beach Access: Wayfinding and associated orientation could be enhanced along the Waterfront. The signage is inconsistent and not located at key entry/orientation points. The beaches have marginal pedestrian and boat access. There are some access ramps, but these are not frequent enough or are challenging. Giving further visitor guidance with a “smart” wayfinding system (digital and physical) could significantly improve orientation around the Waterfront.

Pier Upgrade Design: The Pier is a landmark in time and form that deserves further upgrades beyond the structural basics. These improvements could be funded and phased over time to make it a more prominent and memorable national landmark and precious destination. These improvements could include “family pod viewing and resting platforms” that are cantilevered along the pier sides, a viewing gallery half-way point, and a sheltered “sky-deck” at the terminus.

Traffic and Parking: The vehicular traffic and parking continue to be an issue. At the same time, the slow “Cruise” aspect of Marine Drive is all part of the show and the unique experience during peak parts of the year. The interim parking measures, including free or reduced seasonal parking fees and the new West Beach Parkade help alleviate the situation to some degree. The parking provisions may be improved through dynamic parking pricing to obtain more predictable and desired results during different times of the year. The goal is not to discourage visitors but invite them with a warm welcome.

Ownership: The street right of way along Marine Drive is the only land owned by the City of White Rock. The balance of the land is leased from BNSF Railway (south of Marine Drive) or private (north of Marine Drive). This ownership may limit improvements or programming in the Waterfront area owned by BNSF Railway.

Public Art and Historical Interpretation: There are numerous public art installations (e.g., Passenger, Binding Spirit, Totem Poles, Grizlee, and Walking on Sunshine), historical interpretation pieces (on rocks) and the famous White Rock. A strategy could further enhance and improve these areas for meaning and photo opportunities.

Building Form and Character: The form and character of the Waterfront buildings, especially some storefronts, are in poor condition. Incentive programs could be initiated to improve the storefronts, signage, and accessibility (see *Section 5.12 Facade Facelift Program* for further details). Official Community Plan policies and development permit guidelines can be amended to recognize and reinforce the unique separate seaside village characters of West Beach and East Beach. By directing and encouraging specific uses, facade improvements, sign designs, colour applications, materials, and patio designs, these areas will become more attractive and unique.

Planting and Gardens: There are few trees on the north side of Marine Drive partially due to the narrow sidewalks in some sections. There is an opportunity to create colourful gardens (central slope along the Promenade) and further natural planting along the waterfront and at points along Marine Drive to enliven the spaces, provide shade, colour, and help naturalize the area.

Brand Recognition: The Waterfront area is an incredible “jewel” that is not only recognized in the City of White Rock as a wonderful destination but in the Lower Mainland, across Canada, and even parts of the United States. Improvements to visibility and purpose can still be enriched through social media and potential sponsor programs beyond local boundaries.

Pedestrian First: A “pedestrian first” Waterfront is a fundamental big move that will change the look and feel of the Waterfront and also enhance vehicular access and parking. As a first step, the City of White Rock could develop a central “priority pedestrian zone” along a small portion of Marine Drive in West Beach for special events and an indication that cars are visiting a primarily pedestrian area.

Focus: Improvements should be focused in the areas of greatest need, normally where there is the highest concentration of pedestrians, and create economies of scale by combining these improvements with current or planned projects. Retail uses should be limited to the West Beach and East Beach areas.

Funding: Funding partners should be actively pursued to enhance the Waterfront. A potential “Waterfront Legacy Fund” could use a portion of the annual parking revenue to help vitalize the Waterfront on a continuing basis and create a founding fund that then leverages Provincial, Federal, and corporate funding for Waterfront projects (see *Section 3.4 Parking* for further details on funding concept).

Innovative Designs and Potential Pilot Projects: There are a number of strategies that other communities have effectively used that White Rock may consider including: outdoor/indoor patio designs, “scramble” intersections, parking lot flex use, special street paving design treatments, a street furniture coordinated “toolkit”, and “Pop-Up Parks” along the wider stretches of the sidewalks (see *Section 5.0 Precedent Project Ideas* for potential ideas and further details).

Appendix C:

Issues and Opportunities

#	ISSUE	#	OPPORTUNITY
	<i>Sidewalk width and condition</i>		<i>Outdoor patios and sidewalk extensions</i>
	<i>Parking</i>		<i>Progressive parking programs</i>
	<i>Building Façade improvements</i>		<i>Building façade incentives</i>
	<i>Business Improvement</i>		<i>Increase mix and occupancy</i>
	<i>Tree Planting</i>		<i>Greening program for the waterfront</i>
	<i>Traffic</i>		<i>Traffic calming and increased pedestrian area and priority</i>
	<i>Connections to waterfront promenade</i>		<i>Extend connections</i>
	<i>Connections to beach</i>		<i>Safer and easier pathways down to beach</i>
	<i>Seating</i>		<i>New and innovative seating</i>
	<i>All season programming</i>		<i>Extend programming and seasonal design</i>
	<i>Noise</i>		<i>Policy improvements and enforcement</i>
	<i>Access</i>		<i>Increased access points</i>
	<i>First Nations recognition</i>		<i>More public art and coordination</i>
	<i>Railway Coordination</i>		<i>Improved use of land</i>
	<i>Pier design and programming</i>		<i>Additional features and rest areas</i>
	<i>Wayfinding and signage</i>		<i>Wayfinding program</i>
	<i>Identity</i>		<i>Unique and fresh identity</i>
	<i>Lighting</i>		<i>Improved directed lighting</i>
	<i>Uphill connections to City</i>		<i>Improved signage and landscaping</i>
	<i>Transit access to waterfront</i>		<i>Improved transit</i>
	<i>Environmental Improvement</i>		<i>Environmental design program</i>
	<i>PR / Branding</i>		<i>Improved communications strategy</i>
	<i>East vs. West Beach</i>		<i>Two unique Waterfront Districts</i>
	<i>Things to do for young families</i>		<i>Attracting more young families (with kids)</i>
	<i>Things to do for young adults and teens</i>		<i>Attracting more young adults and teens</i>
	<i>Underutilized public spaces</i>		<i>Formalizing / redesigning underutilized public spaces</i>
	<i>Event / high volume day logistics</i>		<i>Improved event day configurations</i>
	<i>Dogs</i>		<i>Defined dog friendly areas</i>

Appendix D:

Waterfront Elements Analysis

	CURRENT WATERFRONT ELEMENTS	ISSUES & OPPORTUNITIES
BENCHES		<p>There are currently over 12 different types of benches on the Waterfront, varying in both style and age.</p> <p>Choosing 1 or 2 types would help ensure a unified theme is established on the Waterfront. Adding lounge chairs and other types of seating would improve the resting and relaxing experience for people on the Waterfront.</p>
LIGHTING		<p>Marine style light fixtures have recently been installed on the Waterfront, although they are primarily overhead fixtures.</p> <p>Adding more ground level light fixtures would result in brighter pedestrian pathways and gardens and change the overall look of the Waterfront.</p>
TRASH RECEPTACLES		<p>There are currently over 8 different types of garbage/recycling receptacles along the Waterfront and Marine Drive.</p> <p>Enhancing garbage/recycling receptacles with public art (e.g. through partnerships with local schools) and advertising, as well as bright paint jobs and lid replacements on older trash cans.</p>
COMMUNAL TABLES		<p>Picnic Tables are spread throughout the Waterfront, although they have similar form and style, often dark grey, with seating for 4.</p> <p>Adding additional types (e.g. longer communal tables covered in local art), evenly spread throughout the Waterfront, would result in new gathering spaces for people to socialize with family and friends.</p>
SIGNAGE		<p>New signage was recently installed on the Waterfront to identify parks, beaches, and other destinations on Marine Drive. (BIA is working on this!)</p> <p>Adding digital displays, maps, directions, and symbols to the Wayfinding signage, along with distance markers on the promenade and Marine Drive, would help guide residents and visitors to their destinations.</p>
BIKE RACKS		<p>There are over 5 different types of bike racks on the Waterfront, which are all dark in colour and utilitarian in design.</p> <p>Future bike racks could be public art features, shaped like a bike or designed in another unique form and painted vibrant colours.</p>
CROSSWALKS		<p>Pedestrian crosswalks along Marine Drive are faded and dull.</p> <p>Improving pedestrian crosswalks with bright colours and innovative designs, including scrambles and marine symbols (anchor, crabfish, etc.), would improve both the pedestrian experience and aesthetic beauty on Marine Drive.</p>
PLANTERS		<p>Planters along Marine Drive are difficult to maintain.</p> <p>Self-watering planters could be installed throughout the Waterfront for ease of maintenance and healthier flowers. More planters could also be installed year-round to provide seasonal colour.</p>
TREES		<p>There are currently only a few tree species along the Waterfront and many of the trees are in poor health.</p> <p>Adding more tree species and increasing the level of care will ensure a greener Waterfront for years to come.</p>
PUBLIC ART		<p>Public Art is prominent on the Waterfront, although history, local connection, and identity/description plaques could be improved.</p> <p>Exploring partnerships with more community artists, including First Nations and local schools, would allow for more public art, including on utility boxes, picnic tables, and blank walls.</p>



Public Art and Culture Advisory Committee Action & Motion Tracking Document

Term: January 2025 – October 2026
Updated: March 17, 2025

ACTION ITEMS

ACTION ITEM	AGENDA ITEM	DATE	ASSIGNED MEMBER	STATUS
Staff to add the sidewalk stencil stamps that lead pedestrians to the “Eagle Tree” on the Marine Drive hill to the City’s online Public Art Story Map.	7. 2024 Highlights and 2025 Work Plan	2025-01-15	Manager of Cultural Development	IN PROGRESS
Committee Clerk to include discussion regarding the offer of a lit bench from the Fraser Valley Real Estate Board as an item on the next scheduled meeting’s agenda.	10.1 Committee Action Tracking	2025-01-15	Committee Clerk	COMPLETED
Chairperson to bring forward more information regarding potential opportunities for the City during FIFA World Cup 2026 for discussion at a future meeting.	10.1 Committee Action Tracking	2025-01-15	Chairperson	IN PROGRESS
Committee Clerk to include <i>Vacant Storefront Placemaking</i> as an item on the next scheduled meeting’s agenda.	10.1 Committee Action Tracking	2025-01-15	Committee Clerk	IN PROGRESS (targeted for June 2025 agenda – dependent on staff workload)

ACTION ITEM	AGENDA ITEM	DATE	ASSIGNED MEMBER	STATUS
Committee Clerk to include <i>Placemaking Overview and Discussion</i> as an item on the next scheduled meeting's agenda. Staff to explore the availability of a guest speaker to attend for this topic.	9.3 Request for Placemaking Discussion on Future Meeting Agenda	2025-01-15	Committee Clerk	COMPLETED (included on March 12, 2025 meeting agenda)
Manager of Cultural Development to research the costs and feasibility of painting the wooden benches and/or exterior metal grates at the West Parkade, and to bring this information forward at a future meeting.	6. Murals Working Group Update	2025-02-20	Manager of Cultural Development	COMPLETED
Manager of Cultural Development to provide further information about this community art opportunity with the Committee once it is available, and Committee member, J. Black, to share this information with the local school community for their awareness.	8. Budget for Poetry in Motion Refresh	2025-02-20	Manager of Cultural Development / J. Black, Committee Member	IN PROGRESS
Staff to invite the City's new Special Events Coordinator to attend the next scheduled meeting.	12. Staff Report	2025-02-20	Committee Clerk	COMPLETED
Staff to email Committee members who were not in attendance to extend an invitation to join any of the three (3) artist selection panels discussed during this meeting.	6, 7 & 8 – Artist Selection Panels for Murals and Poetry in Motion	2025-03-12	Manager of Cultural Development / Committee Clerk	COMPLETED
Committee Clerk to include an item for discussion of the draft Waterfront Enhancement Strategy on the next meeting agenda.	10. Staff Report	2025-03-12	Committee Clerk	COMPLETED (included on April 9, 2025 meeting agenda)

MOTIONS

RECOMMENDATION	AGENDA ITEM	DATE	ASSIGNED MEMBER	STATUS
<p>2025-PACAC-003: THAT the Public Art and Culture Advisory Committee recommends that a working group be formed for the purpose of gathering ideas for murals to be installed at the west parkade as well as at the Balsam Street Comfort Station, comprised of the following members:</p> <ul style="list-style-type: none"> • Jim Black • Gary Kennedy • Helmut Gruntorad • Manager of Cultural Development 	<p>8. Working Group – Mural Themes</p>	<p>2025-01-15</p>	<p>Committee</p>	<p>APPROVED</p>
<p>2025-PACAC-004: THAT the Public Art and Culture Advisory Committee approves the following 2025 schedule of meetings (taking place from 4:00 p.m. to 6:00 p.m. in Council Chambers at the White Rock Community Centre) as follows:</p> <ul style="list-style-type: none"> • February 12, 2025; February 20, 2025; • March 12, 2025; • April 9, 2025; • May 14, 2025; • June 11, 2025; • July 9, 2025; • September 10, 2025; • October 8, 2025; and, • November 12, 2025. 	<p>11. 2025 Meeting Schedule</p>	<p>2025-01-15</p>	<p>Committee</p>	<p>APPROVED</p>

RECOMMENDATION	AGENDA ITEM	DATE	ASSIGNED MEMBER	STATUS
<p>2025-PACAC-007: THAT the Public Art and Culture Advisory Committee approves that a working group be formed for the purpose of gathering ideas for a Legacy Project to be paid for by the remaining funds from the dissolved International Yacht Club of BC, comprised of the following members:</p> <ul style="list-style-type: none"> • Karin Bjerke-Lisle; • Gary Kennedy; and, • Jim Black. 	4. International Yacht Club of BC	2025-02-20	Committee	APPROVED
<p>2025-PACAC-008: THAT the Public Art and Culture Advisory Committee recommends that Council direct staff to install informative signs, as presented during the Committee’s February 20, 2025 meeting, at the north and south entrances of the following walkways:</p> <ul style="list-style-type: none"> • Vidal Street; • Foster Street; • Helen Fathers Centre Street; and, • Cypress Street. 	5. Walkways Signage – Location Recommendations and Final Design	2025-02-20	Council	Included on March 10, 2025 Regular Council Meeting agenda. ENDORSED
<p>2025-PACAC-009: THAT the Public Art and Culture Advisory Committee recommends that Council approve themes for two (2) 2025 mural installations as follows:</p> <ul style="list-style-type: none"> • West Parkade: Natural Environment theme; and, • Balsam Street Comfort Station: Vintage theme. 	6. Murals Working Group Update	2025-02-20	Council	ENDORSED (Presented in an on-table corporate report at the February 24, 2025 Regular Council meeting)

RECOMMENDATION	AGENDA ITEM	DATE	ASSIGNED MEMBER	STATUS
<p>2025-PACAC-010: THAT the Public Art and Culture Advisory Committee recommends that Council authorize staff to allocate funds up to \$61,000 from the Public Art and Placemaking Fund for the installation of two (2) murals in 2025, to be located at the West Parkade and at the Balsam Street Comfort Station.</p>	7. Budget Approval for Two Murals	2025-02-20	Council	<p>ENDORSED (Presented in an on-table corporate report at the February 24, 2025 Regular Council meeting)</p>
<p>2025-PACAC-011: THAT the Public Art and Culture Advisory Committee recommends that Council authorize staff to allocate up to \$5000 from the Public Art and Placemaking Fund to complete a refresh of the Poetry in Motion program.</p>	8. Budget for Poetry in Motion Refresh	2025-02-20	Council	<p>Included on March 10, 2025 Regular Council Meeting agenda. ENDORSED</p>
<p>2025-PACAC-012: THAT the Public Art and Culture Advisory Committee recommends to Council that the City of White Rock decline the donation offer of a lit bench from the Fraser Valley Real Estate Board, for the following reasons:</p> <ul style="list-style-type: none"> • may set a precedent for other organizations/companies for advertising opportunities; • vandalism concerns; • difficult electricity logistics; and, • various locations have been considered, but none are suitable. 	9. Donation Offer of Lit Bench	2025-02-20	Council	<p>Included on March 10, 2025 Regular Council Meeting agenda. ENDORSED</p>

RECOMMENDATION	AGENDA ITEM	DATE	ASSIGNED MEMBER	STATUS
<p>2025-PACAC-013: THAT the Public Art and Culture Advisory Committee approves that a working group be formed for the purpose of gathering ideas for partnership opportunities between the City and the White Rock Rotary to fund placemaking initiatives, comprised of the following members:</p> <ul style="list-style-type: none"> • Abhinav Singh; • Marnee Williams; • Karin Bjerke-Lise; and, • Councillor Partridge. 	<p>11. Working Group – Maccaud Park Placemaking</p>	<p>2025-02-20</p>	<p>Committee</p>	<p>APPROVED</p>