

The Corporation of the
CITY OF WHITE ROCK



Economic Development and Marine Drive
Revitalization Advisory Committee
AGENDA

Thursday, April 30, 2026, 4:00 p.m.

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 Economic Development and Marine Drive Revitalization Advisory Committee adopts the agenda for the April 30, 2026 meeting as circulated.	
3. ADOPTION OF MINUTES	4
RECOMMENDATION THAT the Economic Development and Marine Drive Advisory Committee adopts the minutes of the April 2, 2026 meeting as circulated.	
4. UNSIGHTLY PREMISES BYLAW - POTENTIAL UPDATES	9
Committee to discuss potential updates to the City's Unsightly Premises Bylaw.	
Note: Supporting document provided by staff, outlining considerations for updating the Unsightly Premises Bylaw, attached for information purposes.	
5. PROCESS TO LIMIT OR ENCOURAGE BUSINESS TYPE	
Committee to discuss potential processes to limit or encourage business types.	
6. BUSINESS PARKING PASS	

Committee to discuss the potential implementation of a parking pass for businesses.

7. TOP FIVE COMMITTEE PRIORITIES 11

Based on previous discussion and reviewed reports, Committee to narrow down their top five (5) priorities for the remainder of this term.

Note: Excerpt from the City's Official Community Plan, outlining existing Waterfront Form and Character design guidelines, attached for reference.

8. CORRESPONDENCE

8.1 BCEDA MEMBERSHIP INVITATION 19

Email from Dale Wheeldon, President & CEO, British Columbia Economic Development Association (BCEDA), regarding the 2026 BC Economic Summit and an invitation to join the BCEDA through an organizational membership.

8.2 WATERFRONT IMPROVEMENT SUGGESTIONS 22

Email received March 17, 2026 from a local resident, sharing feedback and suggestions for improvements along the waterfront.

9. OTHER BUSINESS

10. INFORMATION

10.1 BIA 2025 BUSINESS IN WHITE ROCK REPORT 24

The *2025 Business in White Rock Report*, prepared by the White Rock Business Improvement Association (BIA) is attached for information purposes.

10.2 COMMITTEE ACTION AND MOTION TRACKING 40

Corporate Administration maintains and updates the action and motion tracking document and provides it to the committee for information purposes.

11. 2026 MEETING SCHEDULE

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

- May 28, 2026;
- June 25, 2026;
- July 23, 2026; and,

- September 24, 2026.

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.

12. **CONCLUSION OF THE APRIL 30, 2026 ECONOMIC DEVELOPMENT
AND MARINE DRIVE REVITALIZATION ADVISORY COMMITTEE
MEETING**



Economic Development and Marine Drive Revitalization Advisory Committee Minutes

April 2, 2026, 4:00 p.m.

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

PRESENT: Darren Alexander, Community Member
Scott Harrold, Community Member
Peggy Howard, Community Member
Katie McAvoy, Community Member
Jennie Silk, Community Member
Emre Ozgur, Community Member (arrived at 4:24 p.m.)
Wenshu Ding, Youth Representative
Alex Nixon, White Rock BIA Representative
Aman Parmar, SWRBOT Representative

COUNCIL: Councillor Christopher Trevelyan, Chairperson (non-voting)
Councillor Anthony Manning, Vice-Chairperson (non-voting)

ABSENT: Karilin Hahn, Seniors' Representative

STAFF: Wayne Berg, Director, Planning and Development Services
Neethu Syam, Manager of Planning
Janessa Auer, Committee Clerk

1. CALL TO ORDER

The Chairperson called the meeting to order at 4:02 p.m.

2. **ADOPTION OF AGENDA**

Motion Number: 2026-EDMDR-001 It was MOVED and SECONDED

THAT the Economic Development and Marine Drive Revitalization Advisory Committee adopts the agenda for the April 2, 2026 meeting, as amended to include on-table item, "Business Parking Pass Discussion" under Item 9, *Other Business*.

Motion CARRIED

3. **INTRODUCTIONS**

The Chairperson facilitated roundtable introductions.

4. **REVIEW OF COMMITTEE TERMS OF REFERENCE AND MANDATE**

The Chairperson provided an overview of the Committee's Terms of Reference and mandate, emphasizing the need to prioritize realistic and achievable goals, taking into account staff capacity and workload, as well as the limited timeframe of the current term.

5. **2026 COMMITTEE ORIENTATION PRESENTATION**

The Committee Clerk provided a PowerPoint presentation outlining general information about advisory committees, member roles, and meeting processes.

E. Ozgur arrived at 4:24 p.m.

6. **DISCUSSION ON FUTURE SURVEY IN COLLABORATION WITH WHITE ROCK BIA AND SWRBOT**

The Vice-Chairperson introduced this item and asked members for feedback as to how the Business Improvement Association (BIA) and the Surrey White Rock Board of Trade (SWRBOT) may be able to assist in getting the word out about this Committee, and how the Committee may receive feedback from their respective memberships regarding its objectives.

Alex Nixon, BIA representative, noted this is a timely topic as the BIA's annual *Business in White Rock* survey is currently underway, the results from which will be included in an annual *Business in White Rock* report for 2026. He also noted that the BIA issues a monthly newsletter for its members; this could provide a potential avenue for sharing important information from the Committee.

Action Item: Committee member A. Nixon to send the BIA 2025 *Business in White Rock* report to the Committee Clerk for inclusion in the next meeting's agenda package.

7. **DISCUSSION ON POTENTIAL DESIGN CRITERIA FOR MARINE DRIVE**

The Chairperson invited Committee member Peggy Howard to speak about this item, which she had requested be added to the agenda. Ms. Howard introduced the concept of establishing design criteria for future developments along Marine Drive, intended to provide greater clarity for prospective developers at the early stages of project planning. She noted that she had received a draft proposal from an architect with whom she has previously collaborated to support this initiative.

The Chairperson commented that this could represent a valuable opportunity to support future redevelopment and invited staff feedback regarding feasibility. Staff advised that the City's Official Community Plan currently has Form and Character design guidelines established for the Waterfront.

Action Item: Committee member P. Howard to send the architect's draft proposal to the Committee Clerk to share with the Committee for information and future discussion.

Action Item: Committee Clerk to include this section of the OCP for further Committee discussion on a future meeting agenda.

8. **CORRESPONDENCE**

8.1 **SUGGESTIONS FOR MARINE DRIVE IMPROVEMENTS**

An email dated March 13, 2026, was received from a White Rock resident offering suggestions for improvements along Marine Drive. The Chairperson acknowledged the resident's input and facilitated a roundtable discussion with the Committee, during which time members brainstormed additional suggestions for Marine Drive improvements and potential priorities the Committee may choose to focus on for this term.

Through discussion, the following potential priorities were considered:

- Explore options to revitalize empty and unsightly commercial properties;
- Advocate for improvements to the economic viability of waterfront businesses;

- Address waterfront cleanliness, maintenance and immediate improvements;
- Address challenges with parking, access and transportation;
- Examine safety concerns, public experience, and demographics of visitors to the waterfront.

9. OTHER BUSINESS

9.1 BUSINESS PARKING PASS DISCUSSION

The Chairperson introduced this topic he added on table, to be discussed further at a future meeting.

10. INFORMATION

10.1 2018 EAST BEACH FEASIBILITY STUDY PRESENTATION AND CORPORATE REPORT

A 2018 East Beach Feasibility Study Presentation and corporate report to Council was attached for information purposes.

10.2 2019 DRAFT WATERFRONT ENHANCEMENT STRATEGY

The 2019 Draft Waterfront Enhancement Strategy, developed with the collaboration of City staff, members of the Marine Drive Task Force, and external consultants, was attached for information purposes.

10.3 2022 DRAFT ECONOMIC DEVELOPMENT STRATEGIC PLAN

The 2022 Draft Economic Development Strategic Plan, developed with the collaboration of City staff, Economic Development Advisory Committee members, business/tourism organizations, and local business owners and members of the community, was attached for information purposes.

10.4 COMMITTEE ACTION TRACKING

Corporate Administration provided the action and motion tracking document to the Committee for information purposes. This document will be updated on a regular basis and included in each meeting's agenda package.

11. **2026 MEETING SCHEDULE**

Motion Number: 2026-EDMDR-002 It was MOVED and SECONDED

THAT the Economic Development and Marine Drive Revitalization Advisory Committee approves the following 2026 schedule of meetings (taking place from 4:00 p.m. to 6:00 p.m. in Council Chambers) as follows:


- April 30, 2026;
- May 28, 2026;
- June 25, 2026;
- July 23, 2026; and,
- September 24, 2026.

Motion CARRIED

12. **CONCLUSION OF THE APRIL 2, 2026 ECONOMIC DEVELOPMENT AND MARINE DRIVE REVITALIZATION ADVISORY COMMITTEE MEETING**

The Chairperson declared the meeting concluded at 5:58 p.m.

Councillor Trevelyan, Chairperson



Janessa Auer, Committee Clerk

STAFF INFORMATION REGARDING CONSIDERATIONS FOR UPDATING THE UNSIGHTLY PREMISES BYLAW

The City's ability to adopt a bylaw regulating unsightly premises is governed through the Community Charter, under Division 10 (64). Our bylaw could be improved to provide more certainty if desired. Currently our bylaw reads as follows:

6.0 PROHIBITIONS:

6.1 No person shall place, or cause to be placed, graffiti on any sidewalk, wall, building, fence, sign or other structure on real property or any place to which the public has access.

6.2 An owner or occupier of property upon which graffiti has been placed shall completely remove, or otherwise cover the graffiti so that it is not visible or unsightly, within 48 hours of receipt of a notice from the City to do so.

6.3 No owner or occupier shall cause or permit

(a) water, refuse, rubbish, discarded materials, garbage, or other material that is noxious, offensive or unwholesome to collect or accumulate;

(b) unsanitary conditions;

(c) trees, weeds or other growths that Council considers should be removed, cut down or trimmed;

(d) graffiti and unsightly conditions;

(e) an infestation of destructive insects or rodents;

(f) conditions which may provide food, protection, or harbourage for rodents or other nuisance animals;

(g) with respect to real property to which a building permit has been issued by the City, demolition waste, construction waste, or trade waste to accumulate unless contained within a container

(h) the outside storage of household items, building materials, tools or other items of value.

(added by Bylaw No. 2116)

(i) the storage of a vehicle, boat or recreation vehicle on any landscaped portion. (added by Bylaw No. 2116)

on real property owned or occupied by that owner or occupier.

6.4 No owner or occupier of real property shall place any sweepings, ashes, refuse, rubbish or other discarded materials onto a public space.

6.5 An owner of real property that is vacant property must ensure that the property is fully secure from unauthorized access, occupation, use, vandalism or other unlawful activity or fire hazard. (added by Bylaw No. 2116)

Planning and Development Services staff have already reached out to legal counsel who have provided sample language below. Of course, this will need to be tailored to what is most appropriate for White Rock and any amendments would include a more comprehensive review of other parts of the current bylaw as well. As you can see, the language below is clearer, which makes for better enforcement for the City, but also makes the bylaw easier to interpret for the public.

1. *No owner or occupier of property shall allow, cause, or permit the property to become or remain unsightly. Unsightly, in addition to its common dictionary meaning, and regardless of the condition of other properties in the neighbourhood, includes, without limitation, any property having one or more of the following characteristics:*

(a) *an accumulation of filth or rubbish that is not contained in a covered receptacle designed or intended to be used to hold such materials;*

(b) *the storage or accumulation of all or part of more than one derelict vehicle on a property;*

(c) *the storage or accumulation of building materials on property where the owner or occupier is not in possession of a valid building permit in respect of the building materials, except where those building materials are not visible from an adjacent property, a highway or other public place;*

(d) *the storage or accumulation of mechanical equipment including bulldozers, backhoes or other similar heavy construction equipment where the owner or occupier is not in possession of a valid building permit in respect of the mechanical equipment, except where such equipment is not visible from an adjacent property, a highway or other public place;*

(e) *the storage or accumulation of appliances, bedding or furniture other than appliances or furniture designed specifically for outdoor use, except where the appliances, bedding or furniture are not visible from an adjacent property, a highway or other public place;*

(f) *the storage or accumulation of all or any part of any machinery, vessel or equipment which is in a damaged or dismantled state or is not in use for the purpose for which it was manufactured or intended to be used, except where such machinery, vessel or equipment is not visible from an adjacent property, a highway or other public place;*

(g) *dilapidated, collapsed, abandoned or unfinished structures;*

(h) *graffiti;*

(i) *grass or lawn higher than 3 inches measured from the ground; and*

(j) *any other similar conditions of disrepair, dilapidation, or deterioration.*

While opinions regarding the appearance of a property may vary, a subjective assessment alone does not necessarily meet the threshold of an unsightly property under the bylaw. Bylaw Enforcement staff endeavour to apply the bylaw in a fair, consistent, and objective manner when reviewing complaints.



Part D Development Permit
Area Guidelines

22.0 Development Permit Areas (Form/Character/Sustainability)

Guidelines for these designated Development Permit Areas (DPAs) are intended to protect and enhance the quality of the natural and built environment and to enhance the character of White Rock's history and setting.

22.1 Overview / Authority

The Local Government Act authorizes local governments to designate areas in the Official Community Plan for several purposes including the establishment of objectives for the form and character of commercial, industrial, multi-family residential, or intensive residential development, and to achieve objectives for energy and water conservation and the reduction of greenhouse gas emissions. The City designates the following Development Permit Areas to achieve these objectives, pursuant to the sections of the Local Government Act listed in brackets:

- Town Centre [Section 488(1)(d),(h),(i), and (j)]
- Lower Town Centre [Section 488(1)(d),(h),(i), and (j)]
- Waterfront [Section 488(1)(d),(h),(i), and (j)]
- Multi-Family [Section 488(1)(e),(f),(h),(i), and (j)]
- Neighbourhood Commercial [Section 488(1)(f),(h),(i), and (j)]
- Mature Neighbourhood Houseplex [Section 488(1)(e),(h),(i), and (j)]

The properties subject to the above Development Permit Areas are identified in Schedule B. Single family infill subdivisions, created through rezoning and subdivision, where the lot width is less than 12.1 metres (40 feet) are defined as "intensive residential redevelopment" pursuant to Section 488(1)(e). Further, all lands zoned to permit and proposed to be developed for assisted living use are defined as "intensive residential development" and designated as Development Permit Area pursuant to Section 488(1)(e), and the Multi-Family DPA guidelines will apply to such developments. The DPA that applies to a given site may need to be revised with development applications that include amendments to the land use designations included in this Plan. This will ensure the appropriate guidelines are being applied to each new proposed development, as different types and scales of development are contemplated and regulated in each DPA as outlined in the following list:

- Town Centre - large-scale mixed-use and apartment
- Lower Town Centre - moderate-scale mixed-use and apartment
- Waterfront - small-scale mixed-use and apartment
- Multi-Family - mixed-use, apartment, townhouse, and intensive assisted living use (varying scales), intensive single family infill (varying scales)
- Neighbourhood Commercial - small-scale commercial and mixed-use buildings
- Mature Neighbourhood Houseplex - houseplexes and intensive single family infill

The following Sections include guidelines for the form, character, and sustainability measures for new development. Conditions of development and exemptions are also outlined. The guidelines will be used by the Planning Department and the Advisory Design Panel in evaluating development applications.

22.2 Development Permit Exemptions

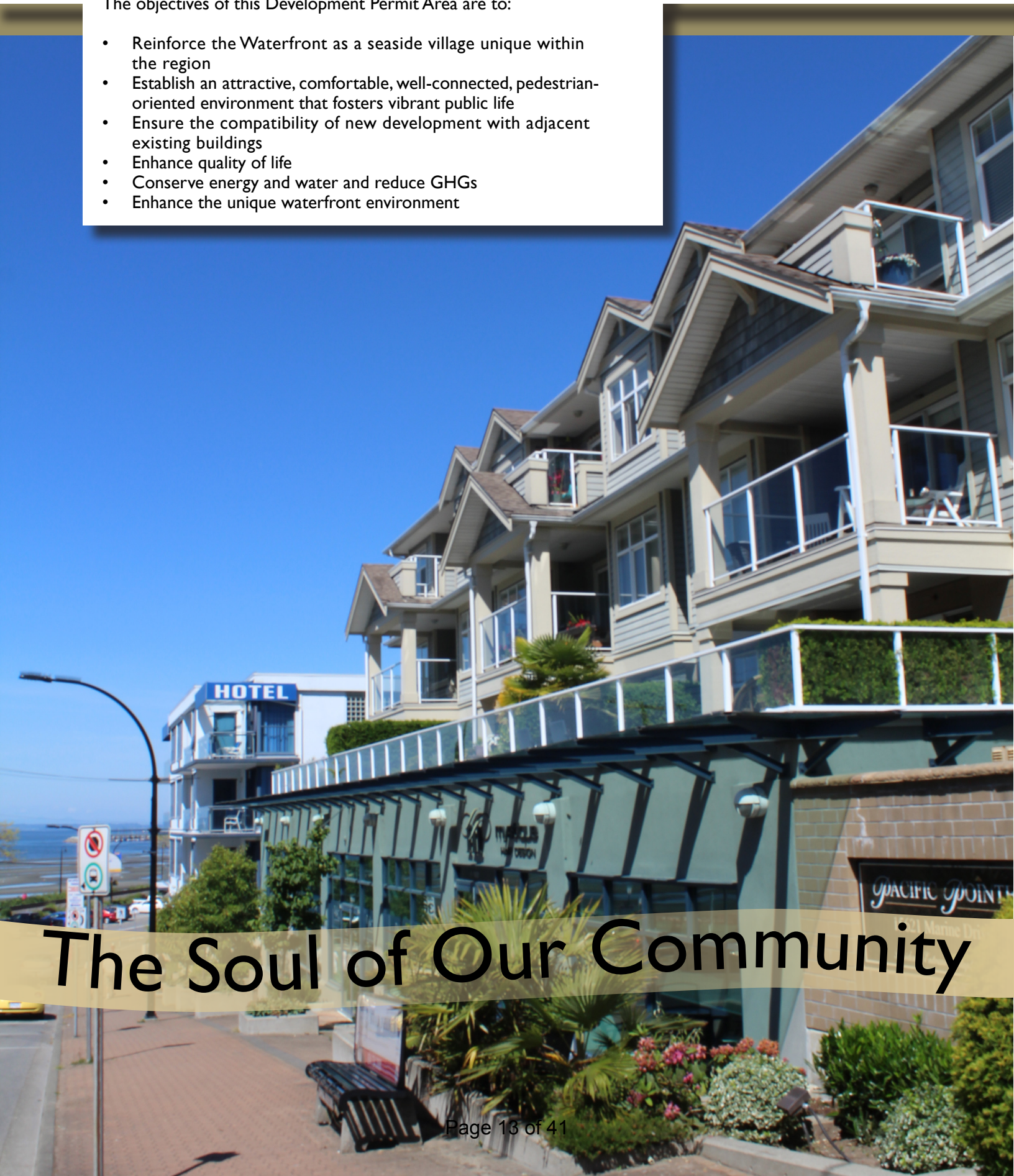
The following are exempt from the development permit application approval process:

- Proposals where the intended use is wholly limited to institutional, utility, and/or civic uses
- Interior alterations and/or renovations with no changes to the exterior appearance or design
- Building envelope remediation, so long as there are no changes to exterior appearances or design
- In-kind replacements of missing, worn, or damaged exterior materials, so long as there are no changes to the exterior design or appearance
- Alterations to a façade that result in only minor changes to the form and character of the building
- Applications for individual signs only
- One unit residential and houseplexes up to four (4) dwelling units are exempt from Form and Character Development Permits.

22.5 Waterfront Development Permit Area

The objectives of this Development Permit Area are to:

- Reinforce the Waterfront as a seaside village unique within the region
- Establish an attractive, comfortable, well-connected, pedestrian-oriented environment that fosters vibrant public life
- Ensure the compatibility of new development with adjacent existing buildings
- Enhance quality of life
- Conserve energy and water and reduce GHGs
- Enhance the unique waterfront environment



The Soul of Our Community

22.5.1 Buildings

- a. Ensure buildings are compatible with or complementary to adjacent developments in terms of height, density, and design. Vary heights, rooflines, and massing to minimize impacts to views and solar exposure enjoyed by adjacent buildings and open spaces.
- b. Set buildings back from the property line at least 1.5-2.5 metres to provide enough space for front patios next to the sidewalk in mixed use areas and landscaped front gardens in residential areas. Provide further step back above the second floor. The ground floor in residential developments along Marine Drive shall be designed as flex-space for potential future use as retail or office space.
- c. Create visual interest and comfort for pedestrians along all elevations with architectural details. Incorporate windows, doors, bay windows, porches, setbacks, and vary colours, massing, and materials. Non-street facing elevations shall be treated with the same architectural details as the street facing elevations.
- d. Ensure main entrances of residential and mixed-use buildings are level with the sidewalk. Entrances shall be clearly identifiable, and weather protection with overhangs and awnings shall be provided over all entrances and along all commercial frontages. Residential units on the ground floor should be ground-oriented with entrances directly off of the street.
- e. Address all street edges on properties fronting multiple streets or public walkways. Orient buildings toward intersections or design independent frontages along both intersecting streets, and incorporate windows, doorways, landscaping, and architectural detailing along all street frontages and walkways.
- f. Provide articulation to break up building mass and to establish a rhythm along the street front in commercial areas. Ground-level commercial spaces should reflect traditional patterns of diverse, small-scale retail with storefronts of approximately ten metres wide. Include no more than six contiguous units fronting a given street without incorporating architectural elements.



Guidelines b and d: Patio spaces contribute to making the Waterfront a full day destination, with entrances level with the sidewalk to support a barrier free environment



Guideline b, c, and d: Vibrant accent colours help create a welcoming streetscape, with a streetside patio under awnings

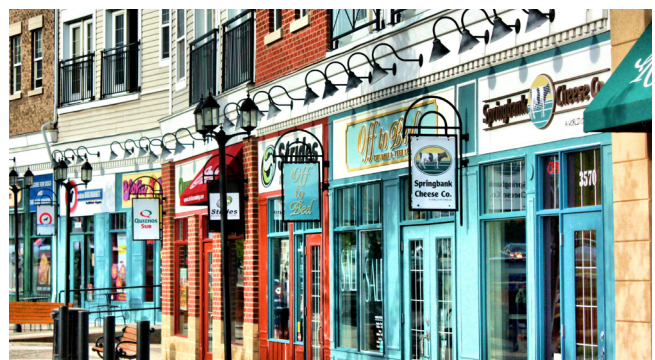


Guideline j: Natural materials with rich colours and bold patterns as accents

- g. Maximize transparency in commercial areas through extensive use of glazing at grade level, and consider use of mullions and frames to create character and visual interest. Reflective glass or other similar material on the ground floor façade of any building facing a street will not be accepted.
- h. Provide common outdoor amenity spaces for residents in mixed-use and residential buildings. Shared roof decks with views to the waterfront and other amenities are encouraged where appropriate. Incorporate dining and seating areas with outdoor cooking facilities, play areas for children, areas for air-drying laundry, communal vegetable gardens, and appropriate landscaping. Provide each apartment unit with a private outdoor space where possible. Incorporating green-roofs to manage stormwater, reduce urban heat island effect, and contribute to biodiversity is encouraged.
- i. Follow passive solar design principles and orient and site buildings to maximize views to the waterfront. Design roofs to maximize opportunities for solar collection in winter and control solar gain on south-facing facades by blocking high-angle sun in summer. Alternatively, provide operable shading devices or window overhangs to control summer solar gain. Maximize passive ventilation and passive cooling through building orientation.
- j. Incorporate west coast design elements with the use of natural materials, including brick, stone, concrete, exposed heavy timber, and/or steel. Vinyl siding and stucco will not be considered for cladding. Use rich natural tones which reflect the natural landscape and seascape as the dominant colours, with brighter colours used only as accents.
- k. Integrate commercial signage with the building and/or landscaping. Signage shall have a pedestrian scale and be coordinated throughout each development and compatible with signage on adjacent properties to establish a unified and attractive commercial area. The use of natural materials and projecting signs is encouraged.



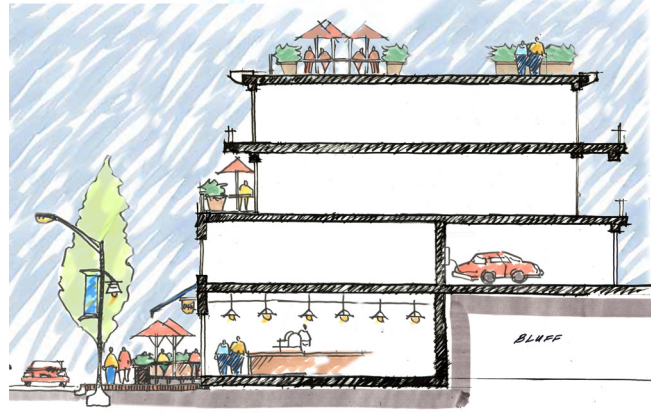
Guideline d and k: Varied massing creates visual interest, entrances are level with the sidewalk, and signage contributes to the vibrant character of the architecture and setting



Guideline g and k: Projecting signs and windows with mullions and frames create visual interest

22.5.2 Public Realm and Landscape

- a. Provide continuous commercial frontage along Marine Drive between Oxford and Foster Streets and between Balsam and Maple Streets. Residential developments in other areas along Marine Drive should incorporate flex spaces at grade level that will allow for future conversion for use as retail or office space. Bicycle parking adjacent to retail entrances is encouraged.
- b. Improve the public realm with widened sidewalks along Marine Drive (minimum 1.8 metres). Install ornamental street lamps and street furniture and provide space for patios adjacent to commercial frontages. Curb let-downs are to be designed to accommodate wheelchair and scooter movement.
- c. Provide consistency with street trees, plant materials, street furniture, and other aspects of the public realm to create cohesive streetscapes. Incorporate public art in both the public and private realm that is reflective of the local landscape and heritage.
- d. Site buildings to enhance potential public spaces in unopened road ends (Hill Walks) and north-south pedestrian connections to and from the Waterfront. Enhance these public areas with public art and opportunities for programmed uses.
- e. Use light coloured reflective paving materials such as white asphalt or concrete for paths, driveways, and parking areas to reduce heat absorption and urban heat island effect. Ensure all areas not covered by buildings, structures, roads, and parking areas are landscaped. Use landscaping to establish transitions from public to private areas.
- f. Plant both deciduous and coniferous tree species, and ensure all trees are planted with sufficient soil volume using soil cells where appropriate, Incorporate diverse native shrub layers below trees to intercept stormwater. Landscape design should employ CPTED safety principles.
- g. Incorporate Low Impact Development Techniques for stormwater management, where appropriate and in accordance with the City's Integrated Storm Water Management Plan (ISWMP). This includes but is not limited to bio-swales, cisterns, and permeable paving. Narrower lanes/access roads and the use of porous asphalt are encouraged.



Guidelines a and b: Commercial frontages create a destination and add to the vibrancy of Marine Drive, with widened sidewalks improving the pedestrian experience



Guidelines a and b: Continuous commercial frontage with awnings and seating areas, and widen sidewalks
Image: La Citta Vita



Guideline c: Public art should reflect and build upon a sense of place
Image: Bernard Spragg

- h. Select trees that will maximize passive solar gain, natural ventilation, and natural cooling, and increase the entry of natural light into buildings. Maximize the use of drought tolerant species that can withstand the seaside setting and require minimal irrigation. Avoid planting invasive species. The planting of hedges directly adjacent to sidewalks is discouraged, unless they are screening a garbage/recycling area.
- i. Provide sufficient on-site illumination for pedestrian/vehicle safety and good exposure for retail uses. Light facades and highlight building entrances, and avoid “light spill” onto adjacent properties. The use of lighting systems that are powered by renewable energy, such as solar-power, are encouraged.



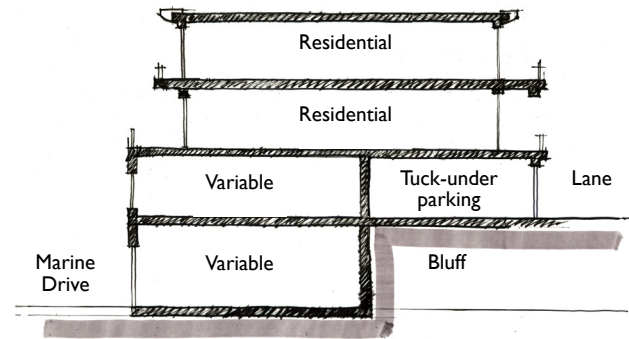
Guideline h: Areas not covered by paving are landscaped, with a diverse, native, drought tolerant shrub layer

22.5.3 Parking and Functional Elements

- a. Locate parkade entrances at the rear or side of buildings where possible, separate from pedestrian entrances. Avoid vehicular access from Marine Drive unless no other option is available. If a parkade or garage entrance faces a street, it should be subordinate to the pedestrian entrance in terms of size, prominence on the streetscape, location, and design emphasis. The use of landscaping to screen and soften the appearance of the parkade or garage entrance is encouraged. Access ramps must be designed with appropriate sight lines and incorporate security features.
- b. Provide all off-street parking below grade or enclosed within a building, with the exception of some visitor parking spaces and short-term commercial parking spaces. Bicycle and scooter parking shall be provided for residents within parkades, with temporary bicycle parking available near building entrances. Ensure buildings are accessible from parkades for those with mobility impairments.
- c. Provide sufficient space for garbage, recycling, and composting within parkades. These areas are to be located so that they are convenient for users and accessible for waste/recycling/compost collection and removal. Loading areas must also be incorporated within buildings wherever possible.
- d. Locate mechanical equipment to minimize exposure to the street and nearby buildings. Screening of rooftop mechanical equipment must be integrated into the overall architectural form of the building, and be designed to dampen noise where required.



Guideline a: Parking entrances are designed to be discrete and softened by landscape.



Guideline a: Build into bluff to create second storey tuck-under parking where possible

From: [Chris Magnus](#)
To: [Janessa Auer](#); [Debbie Johnstone](#)
Subject: BCEDA Membership – Supporting Economic Development in White Rock
Date: Thursday, March 12, 2026 11:36:27 AM
Attachments: [image001.png](#)

To pass along to the Committee? In meantime, I will connect with Dale and give him the WRBIA's and SWBOT's contact information.

CHRIS MAGNUS

Executive Assistant to Mayor and CAO

City of White Rock

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From: Dale Wheeldon <dwheeldon@bceda.ca>
Sent: Thursday, February 26, 2026 3:51 PM
To: Megan Knight <mknight@whiterockcity.ca>
Cc: Guillermo Ferrero <GFerrero@whiterockcity.ca>
Subject: BCEDA Membership – Supporting Economic Development in White Rock

Some people who received this message don't often get email from dwheeldon@bceda.ca. [Learn why this is important](#)

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Dear Mayor Knight, City of White Rock

I hope this message finds you well.

I'm reaching out to personally invite your community to both join the British Columbia Economic Development Association (BCEDA) and participate in the 2026 BC Economic Summit, taking place May 11–14, 2026 in Penticton, BC.

Today, over 80% of local governments in British Columbia are members of BCEDA, recognizing the importance of having access to trusted economic development resources, training, and provincial connections. BCEDA supports local governments across British Columbia by strengthening economic development capacity, fostering collaboration, and helping communities navigate growth, disruption, and recovery.

An Organizational Membership provides value for your entire local government, including:

- Discounted access for multiple staff and elected officials to BCEDA training, webinars,

and learning events

- Professional development resources for economic development teams
- Province-wide peer networks and shared learning
- Practical tools and best practices for community economic development
- Priority access to BCEDA programs and initiatives
- A collective provincial voice advocating for local economic development priorities

If your community has not previously been involved, this is an excellent opportunity to connect with peers facing similar challenges and learn from communities across the province.

To welcome new communities, we're pleased to offer one-time-use membership discount codes for first-time members. You can join BCEDA here: <https://www.bceda.ca/join.php> and use the following discount codes.

- \$150 off Organizational Membership
Code: New26Org
- \$75 off Individual Membership
Code: New26Pr

In addition, once your community joins BCEDA, staff and Council members may use the following Summit registration discount:

- \$100 off full Summit registrations
Summit Code: NewMem26
- Summit registration is available at: www.bceconomicsummit.ca

The BC Economic Summit is BCEDA's flagship annual gathering of local governments, Indigenous Nations, regional organizations, and industry partners. Over four days, participants engage in practical sessions focused on community resilience, workforce development, investment readiness, healthcare and economic development linkages, security and safety, and innovative approaches to local growth.

We would be delighted to welcome your community into the BCEDA network and to see your team in Penticton this May.

Even if you decide not to become a member of BCEDA, we do encourage you to share your best practices in economic development by submitting an award nomination for the [BC Economic Development Awards](#).

If you have any questions about membership, Summit programming, or how BCEDA can support your community's economic development goals, please don't hesitate to reach out directly.

Warm regards,

Dale Wheeldon
President & CEO

Dale Wheeldon

President and CEO

BCEDA

604-819-3809

www.bceda.ca

[BC Economic Summit](#), 2026. May 11-14, 2026. Make sure to save it in your calendar

BCEDA respectfully acknowledges the traditional and unceded territory of the Syilx Okanagan
People, where I work and live.

From: [Chris Magnus](#)
To: [Clerk's Office](#)
Subject: Fw: [REDACTED] Submission to Editor
Date: Thursday, April 23, 2026 7:31:02 AM

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From: [REDACTED]
Sent: Thursday, April 23, 2026 6:59:24 AM
To: Chris Magnus <CMagnus@whiterockcity.ca>
Subject: Re: [REDACTED] Submission to Editor

[You don't often get email from [REDACTED] Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification>]

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Thank you Chris for taking time to read my recent submission. Yes, share this perspective with the recently formed committee.

Thank you for the opportunity to observe the upcoming meeting.

Regards,
[REDACTED]

Sent from my iPhone

> On Apr 21, 2026, at 12:25 PM, Chris Magnus <CMagnus@whiterockcity.ca> wrote:
> Good morning, [REDACTED] Further to your email communication below and our automated reply, we wanted to connect with you to inquire if we can pass along your email communication to more recently formed Economic Development & Marine Drive Revitalization Committee for their consideration.
>
> For your interest, there is an upcoming Committee meeting scheduled next week, for 4:00 p.m., Thursday, April 30, which you can attend in person and observe or watch live streamed.
>
> Regards, and we look forward to your reply.
>
> CHRIS MAGNUS
> Executive Assistant to Mayor and CAO
> City of White Rock
> 15322 Buena Vista Avenue, White Rock, BC V4B 1A6
> T: 604-541-2124 Cell: 604-787-4709
> www.whiterockcity.ca
>
> The information transmitted, including attachments, is intended only for the individual(s) or entity to which it is addressed and may contain information that is confidential and/or privileged or exempt

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>

> -----Original Message-----

> From: [REDACTED]

> Sent: Tuesday, March 17, 2026 12:47 PM

> To: editor@peacearchnews.com

> Cc: White Rock Council <whiterockcouncil@whiterockcity.ca>

> Subject: [REDACTED] Submission to Editor

>

> [You don't often get email from [REDACTED] Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification>]

>

> CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

>

>

> I am responding to the letter recently submitted to the editor of PAN.

> I agree with parts of [REDACTED]

> opinion on the overall attraction and ambience of the waterfront.

> The neglect of buildings, the limited choices of food due to so many of the same businesses. How many Fish n Chips, Asian and Ice Cream offerings are needed?

> Memorial Park at the Pier is welcoming in its beauty. However, the waterfront is missing excitement and appeal for memorable experiences for locals and visitors. Vibrancy is waiting to liven it up. Walking the promenade with an ice cream cone is not reason enough to revisit. We need shops that offer local artists and artisans to showcase in well designed stores and eclectic environments.

> Marine Drive should not be open to cars except a partial one way to offer parking and add to the tax base. Open plaza - like space with tables and umbrellas to have a glass of wine/beer, with a busker or two, gives a well established and easy going atmosphere that attract those that want a more sophisticated experience. This could be true options to support local businesses.

> I recognize change takes time and money. It is appreciated some traffic calming measures have been put in place by narrowing the roads. Marine drive needs more of these (ie) past the WAG. The spaces of the calming barriers need flowers and shrubs to soften the look and make it appear even more narrow . It takes money to make money.

> The time and care of the current WR Council is appreciated. It cannot be easy with its citizens having different needs/wants. I believe total transformation for the waterfront is needed. It has the potential to become a vacation destination.

> Accommodations are coming.....the old "Pink Palace" and the Hotel on State Road. This could be an opportunity for locals to offer BnBs.....another source city taxes.

> As a resident of the area for more than 30 yrs, I am saddened by the deterioration of the White Rock Waterfront. I know it can be so much more. Ask the WR residents for ideas and visions. Let's create the shine on the jewel of our city.

> Thank you Council for the opportunity to open waterfront improvement discussion.

> [REDACTED]

>

> Sent from my iPhone

Business in White Rock 2025

WHITE
ROCK **BIA**

Land Acknowledgement



The White Rock BIA gratefully acknowledges that we work and support our members who do business on the unceded traditional territories of the Semiahmoo First Nation and the broader territory of the Coast Salish Peoples.

Forward

The Business in White Rock report is a snapshot of the challenges that our members face as well as the opportunities that are before all of us to improve the economic landscape of our community.

This report is the first of its kind- blending demographic data, contextual information, quantitative metrics, and qualitative observations from businesses and customers- to tell the story of business in White Rock.

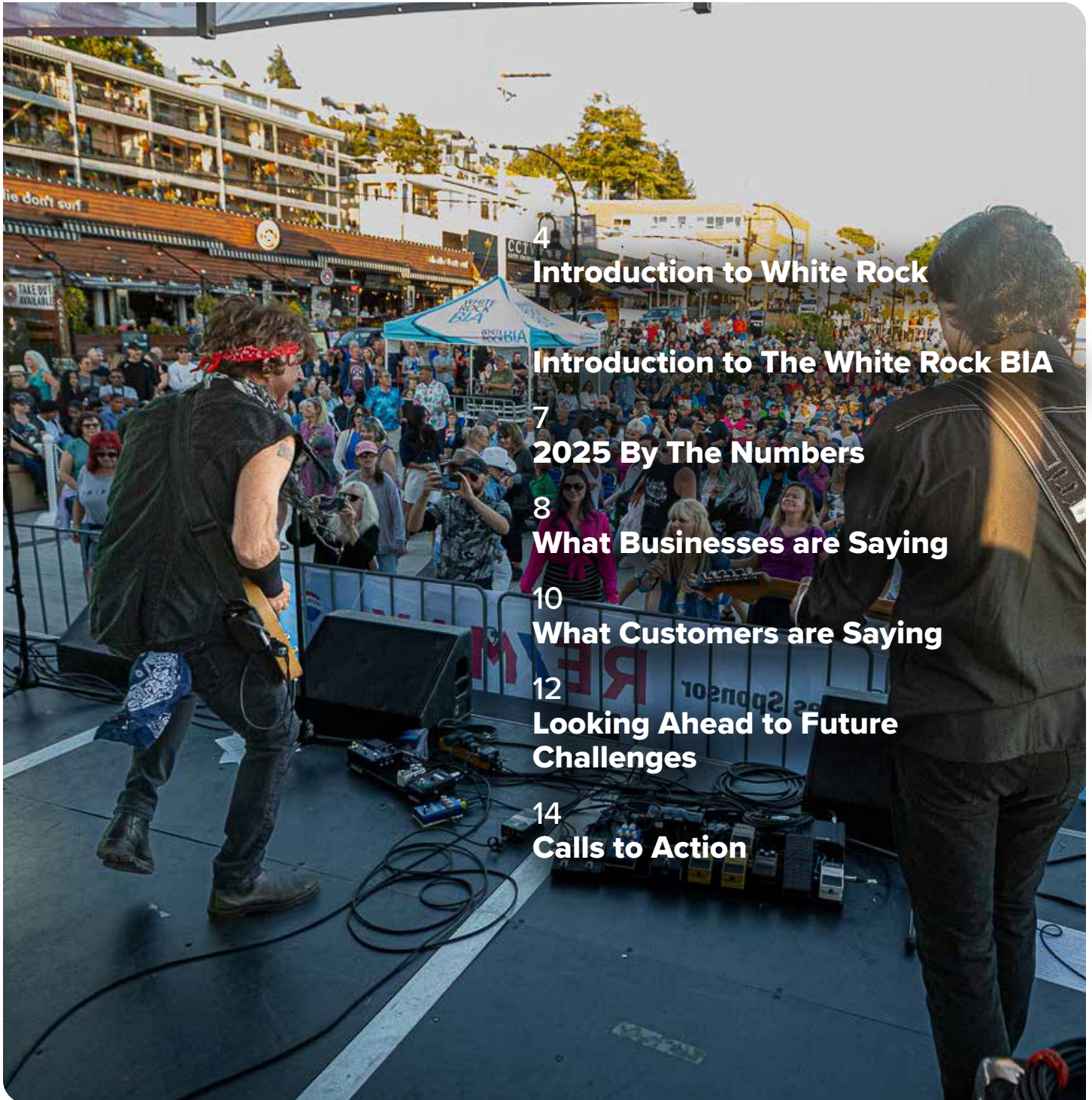
We intend for this to be an annual report. This will allow us to track trends and highlight data for the businesses, residents, and decision-makers who call White Rock home.

White Rock businesses are seasonal and rely on day-tourism to survive. And survive they do- we have an exceptionally low vacancy rate in comparison to other communities. However, we believe that the annual Business in White Rock report will help this community that we all love to not just survive- but thrive.

Please read this report, share it, and reach out to our team should you have any questions.



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Introduction to White Rock

Demographics

	White Rock	Metro Vancouver
Population	21,939	662,248
Median Age	58	41
Median Household Income	\$73,000	\$88,928
Residents hold a bachelor's degree or higher	47.6%	35.2%
Households earning over the Metro Vancouver Average Income	17.4%	15.5%

	White Rock	British Columbia
Residents Renting Their Home	35.2%	32.8%

White Rock is older and more educated compared to other communities in Metro Vancouver. While our median household income is lower than Metro Vancouver's median income, we have a slightly higher percentage of households earning more than Metro Vancouver's median income.

With the 8th smallest population of any Metro Vancouver municipality, White Rock businesses are reliant on day tourism to survive.



Introduction to the White Rock BIA



The White Rock Business Improvement Association (White Rock BIA) is a non-profit that drives business success and community vitality to create a destination where commerce, creativity, and community thrive.

“The BIA does a good job of supporting local businesses” - 2025 Business Survey

We support new and existing businesses through marketing and promotions, events, beautification, and advocacy.

With a staff of two, an ongoing contractor team of seven, and a Board of Directors of eleven, we are a small organization that works tirelessly to advance our mandate.

“Thank you White Rock BIA for everything you are doing to keep White Rock rocking!!!” - 2025 Business Survey

2025 By The Numbers

58.8%

White Rock Businesses surveyed graded White Rock **B** or better or higher as a place to do business

43.24%

White Rock businesses surveyed saw business revenues decline from 2023

89.19%

White Rock businesses surveyed saw business expenses grow from 2023

25,000

People attended the Concerts at the Pier, Presented by TD Ready Commitment

72%

Concerts at the Pier attendees surveyed went to a White Rock business before/after the concert

71%

Concerts at the Pier attendees surveyed live outside of White Rock

\$900 000

Economic activity from the Concerts at the Pier (assuming a conservative spend of \$50/ person who went to a White Rock business)



Commercial Vacancy Rates by City as of March 2025

Location	Commercial Vacancy Rate (%)
Downtown Victoria	10.9%
Vancouver	9.9%
White Rock	6.5%
Sidney	5.03%

Average Permit Processing Times by City (2020–2024)

Location	Average Permit Processing Time
White Rock	5.6 months
Burnaby	4.5 months
Surrey	3.6 months
Vancouver	3.3 months

What Businesses are Saying

The top three Main Challenges reported by White Rock businesses are:

#1 **65%**
Parking

#2 **38%**
Labour
Availability

#3 **35%**
Construction
Impacts



Of all the challenges reported, the top three biggest challenges (rated as either the first or second biggest challenge) are:

#1 **47%**
Parking

#2 **44%**
Construction
impacts

#3 **31%**
Cost or Shortages
of Labour

65%

White Rock business owners surveyed live on the peninsula (White Rock or South Surrey)

46%

White Rock businesses identified the community as the reason why they like doing business in White Rock



White Rock businesses enjoy our community and take pride in it- even businesses that don't benefit from events cite that they love a vibrant community and see events as a crucial part of making White Rock a great place to live, work, play, and visit.

As the survey results shows, parking is a major issue facing White Rock businesses. When speaking with businesses, the challenges are two-fold: there is a lack of parking in Uptown and Five Corners (as well as on Marine Drive from June-August) and the parking costs on Marine Drive are extremely high (the summer rate starts when it is still winter and continues through mid-Autumn).

Permit times and permitting processes are also a concern. Long permit wait times and confusing processes make it challenging for businesses to succeed. Permitting issues hurt businesses at the time when they are most vulnerable- when they are just starting up.



What Customers are Saying

Top Five Reasons People Like Visiting or Living in White Rock:

89%

Natural Beauty

72%

Very Walkable

47%

Great Outdoor Activities

46%

Great Events

44%

Great Businesses



Top Five Reasons People Don't Like Visiting or Living in White Rock:

60%

Cost of Parking

40%

Lack of Parking

26%

Construction

18%

Lack of Transit

3.13%

Lack of Businesses That Interest Them

Events Attended by People Surveyed:

38%

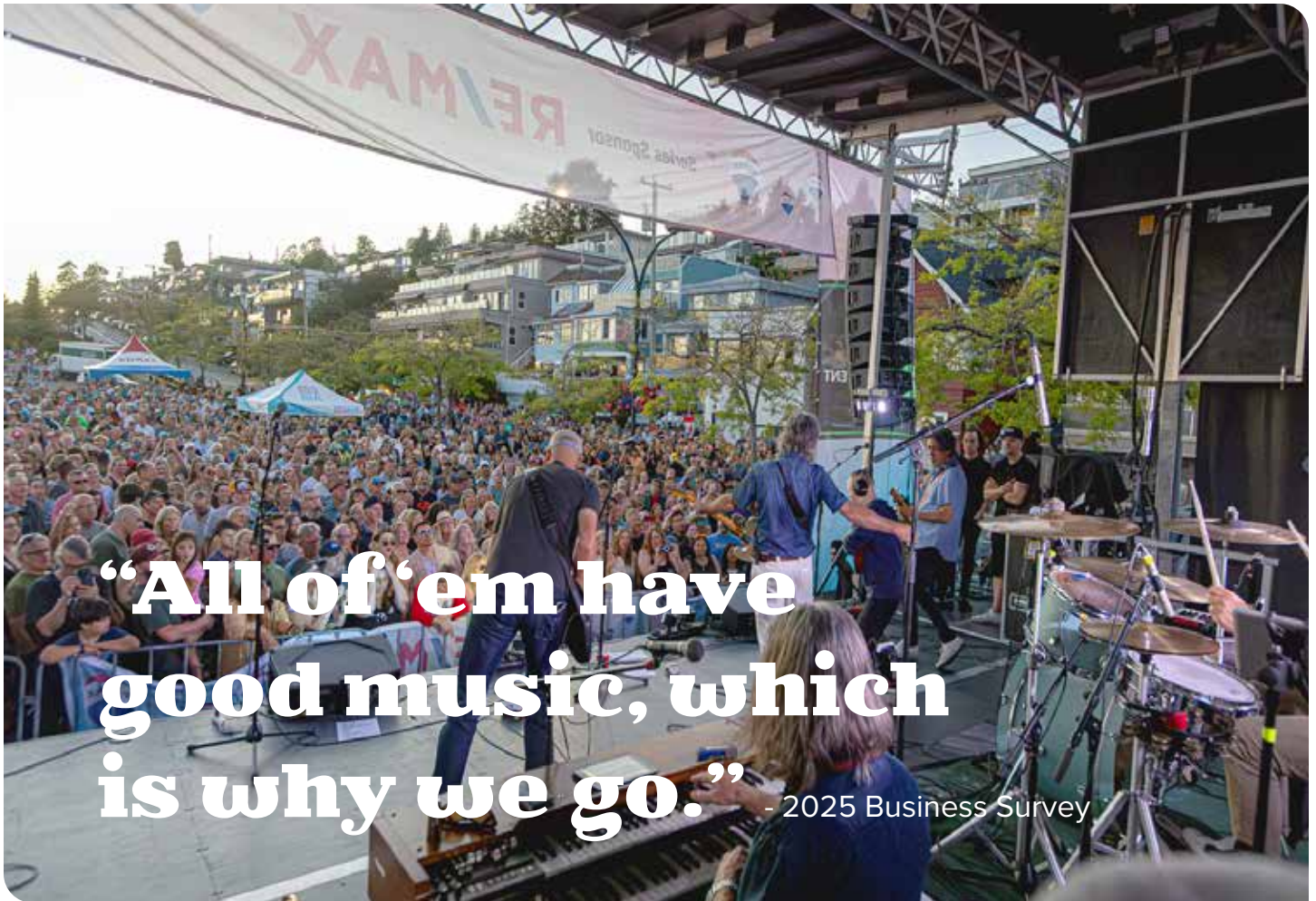
Concerts at the Pier

16%

White Rock Sea Festival
& Semiahmoo Days

12%

Canada Day by the Bay



Customers are clear about what they like about White Rock: the natural beauty, our great events and activities, and the fantastic local businesses make our community special.

That said, they identify the same issues that businesses have in their survey: parking and construction. Given the rising cost of living, it shouldn't come as a surprise that people are challenged by extraneous costs like parking.

We should continue to lean into our strengths. White Rock is truly gorgeous, and our events and businesses give people a reason to visit. and ameliorate our challenges. mainly access to our community.

Looking Ahead to Future Challenges

While the surveys captured important information, they are limited in their scope due to the limited number of questions we can effectively ask- and, by their very nature, they are a snapshot in time. For example, the survey was taken before the impact of the Trump Administration's tariffs took effect. It is important to step back and look at what challenges are hiding around the corner.

We see four other major challenges, in addition to the ones identified in previous sections of this report:



First Challenge: General Economic and Global Uncertainty

While RBC is still forecasting economic growth through 2026, fears of a recession alongside the uncertain economic impact of tariffs and trade wars have made businesses and people wary of investing and spending. Instead, they seem to be holding on to their pennies- even successful, long-tenured White Rock businesses have reported that they are holding off on any extraneous expenditures.

This will likely continue to drive down revenues for White Rock businesses and, should the early reported fiscal impacts of the Trump Administration's tariffs continue, drive up business expenses.

Second Challenge: Cost of Land

The cost of land is causing commercial lease rates to be set at a level that does not make fiscal sense for businesses.

When investors purchase commercial spaces, they do so expecting a certain return on investment. To get that return, the property owners set lease rates that make it challenging- and in some cases impossible- for businesses to be profitable.

Third Challenge: Governmental Processes and Regulations

While this was touched upon with the permit wait times, from conversations with businesses we know that they consistently find it challenging and/or costly to navigate permitting, licensing, and taxation.

We should be clear that this is not just a municipal issue- provincial industry licensing (including rules around liquor) and federal taxation (and the tax code) have been identified as hindering and obstructing business.

Every minute that businesses spend on navigating government regulations is a minute not spent on making their business successful. For us to improve economic growth, we must make sure that regulations are easy to understand, simple to navigate, and quick to implement. For every regulation, we also need to ask the following question: what is the purpose of this regulation? If not for safety, why do we have it? And is there a simpler way to achieve the purpose?

Fourth Challenge: Climate Change

While this challenge may come as a surprise, it shouldn't. Consider the past five years:

- The June 2021 Heat Dome forced many White Rock businesses to temporarily shut down.
- The December 2021 flooding destroyed infrastructure across BC, cutting off Metro Vancouver from the rest of Canada by road and rail. This forced us to ration gasoline and caused billions of dollars in damage- like all government expenses, it is ultimately borne by taxpayers.
- Extreme weather events- droughts, heatwaves, and extreme cold snaps- have caused shortages in a variety of crops, including olive oil, coffee, chocolate, and fruit. This has resulted in prices skyrocketing, which impacts both costs for restaurants and their revenues (as people have less disposable income as their grocery bills rise).

We are currently at ~1.28 Celsius of warming, and the world is on track for 2.8 Celsius of warming by 2100.

Climate change is an economic weight that will damage infrastructure, drag down growth, hamper businesses, and hammer families.

Calls to Action

White Rock BIA: Leverage community to drive business success. Maintain current, focused events program to drive customers into our businesses.

White Rock BIA and Municipal Government: Maintain natural beauty of the community.

Municipal Government: Consider impact of parking charges on businesses and re-evaluate the lack of shoulder season rates and the removal of free weekday parking November-January.

Further implement ways to minimize impact of construction to businesses, residents, and visitors including the impact on the transportation system, parking, and street access.

Provincial Government and Federal Government: Fight climate change and help individuals, businesses, and municipalities mitigate the impacts of global warming. Reduce interprovincial trade barriers to open up new markets for our businesses.

Federal Government: Expand trade and make Canada a great place to invest.

All Levels of Government: Re-evaluate regulations and licensing/permitting processes. Reform both to make them easily understood with simple applications and quick approvals.

All of Us: Figure out how to drive down the cost of land to improve affordability for households and businesses.





WHITE ROCK BIA

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Facebook: [WhiteRockBIA](https://www.facebook.com/WhiteRockBIA)
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Board of Directors

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Laura Cornale, Vice-Chair
Piya Sandhu, Secretary
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Alex Nixon, Executive Director
Casey Thomas-Burns, Events & Communications
Coordinator



Economic Development and Marine Drive Revitalization Advisory Committee Action & Motion Tracking Document

Term: February 2026 – October 2026
Updated: April 16, 2026

ACTION ITEMS

ACTION ITEM	AGENDA ITEM	DATE	ASSIGNED MEMBER	STATUS
Committee member A. Nixon to send the BIA 2025 <i>Business in White Rock</i> report to the Committee Clerk for inclusion in the next meeting's agenda package.	6. Discussion on Future Survey in Collaboration with WR BIA and SWRBOT	2026-04-02	Committee Member / Committee Clerk	COMPLETED
Committee member P. Howard to send the architect's draft proposal to the Committee Clerk to share with the Committee for information and future discussion.	7. Discussion on Potential Design Criteria for Marine Drive	2026-04-02	Committee Member / Committee Clerk	COMPLETED
Committee Clerk to include this section of the OCP for further Committee discussion on a future meeting agenda.	7. Discussion on Potential Design Criteria for Marine Drive	2026-04-02	Committee Clerk	COMPLETED

MOTIONS

RECOMMENDATION	AGENDA ITEM	DATE	ASSIGNED MEMBER	STATUS
<p>2026-EDMDR-002: THAT the Economic Development and Marine Drive Revitalization Advisory Committee approves the following 2026 schedule of meetings (taking place from 4:00 p.m. to 6:00 p.m. in Council Chambers) as follows:</p> <ul style="list-style-type: none"> • April 30, 2026; • May 28, 2026; • June 25, 2026; • July 23, 2026; and, • September 24, 2026. 	11. 2026 Meeting Schedule	2026-04-02	Committee	APPROVED