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



ON TABLE see page 151

October 2, 2019

A **LAND USE AND PLANNING COMMITTEE MEETING** will be held in the **CITY HALL COUNCIL CHAMBERS** located at **15322 Buena Vista Avenue, White Rock, BC**, on **MONDAY, OCTOBER 7, 2019** to begin at **6:00 p.m.** for the transaction of business as listed below.

T. Arthur, Director of Corporate Administration

A G E N D A

Councillor Trevelyan, Chairperson

1. **CALL MEETING TO ORDER**
2. **ADOPTION OF AGENDA**

RECOMMENDATION

THAT the Land Use and Planning Committee adopt the agenda for October 7, 2019 as circulated.

3. **ADOPTION OF MINUTES**
a) September 30, 2019

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RECOMMENDATION

THAT the Land Use and Planning Committee adopt the following meeting minutes as circulated:

- a) September 30, 2019.
4. **PROPOSED CR-3A ZONING FOR SMALL LOT PROPERTIES ON MARINE DRIVE**
Corporate report dated October 7, 2019 from the Director of Planning and Development Services titled “Proposed CR-3A Zoning for Small Lot Properties on Marine Drive”. **Page 7**

RECOMMENDATIONS

THAT the Land Use and Planning Committee:

1. Receive for information the corporate report dated October 7, 2019, from the Director of Planning and Development Services, titled “Proposed CR-3A Zoning for Small Lot Properties on Marine Drive;”
2. Authorize staff to bring forward proposed amendments to the City of White Rock Zoning Bylaw No. 2000, 2013, to incorporate a new CR-3A Zone based on the content of this corporate report, Committee feedback and public consultation;
3. Direct staff to prepare a new Off-Street Parking Facilities Bylaw, with the intent of allowing commercially zoned properties that have frontage on Marine Drive and a lot width of less than 12.5 metres (41 feet) to provide off-street commercial parking spaces via the payment to the municipality of \$40,000 per space to be used for providing new and existing off-street parking spaces or infrastructure supporting alternative forms of transportation; and
4. Recommend that Council require that owners of qualifying properties electing to have their property rezoned to a new CR-3A Zone register Section 219 restrictive covenants on their property’s title to ensure the provision of adequate off-site servicing and applicable community amenities, prior to their property being rezoned.

5. **DRAFT WATERFRONT ENHANCEMENT STRATEGY AND SUMMARY OF PUBLIC ENGAGEMENT**

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Corporate report dated October 7, 2019 from the Director of Planning and Development Services titled “Draft Waterfront Enhancement Strategy and Summary of Public Engagement”.

RECOMMENDATION

THAT Land Use and Planning Committee receive for information the corporate report dated October 7, 2019 from the Director of Planning and Development Services titled “Draft Waterfront Enhancement Strategy and Summary of Public Engagement”.

6. **CONCLUSION OF THE OCTOBER 7, 2019 LAND USE AND PLANNING COMMITTEE MEETING**

PRESENT: Mayor Walker
Councillor Chesney
Councillor Fathers
Councillor Johanson
Councillor Kristjanson
Councillor Manning
Councillor Trevelyan

STAFF: S. Kurylo, Director of Financial Services / Chief Administrative Officer
T. Arthur, Director of Corporate Administration
C. Isaak, Director of Planning and Development Services
S. Lam, Deputy Corporate Officer

Press: 0
Public: 6

1. **CALL MEETING TO ORDER**
The meeting was called to order at 6:00 p.m.

2. **ADOPTION OF AGENDA**

2019-LU/P-023 **It was MOVED and SECONDED**
THAT the Land Use and Planning Committee adopt the agenda for September 30, 2019 as circulated.

CARRIED

3. **ADOPTION OF MINUTES**
a) July 8, 2019

2019-LU/P-024 **It was MOVED and SECONDED**
THAT the Land Use and Planning Committee adopt the following meeting minutes as circulated:

a) July 8, 2019.

CARRIED

4. **INFORMATION REPORT UPDATE AND REVISED TENANT RELOCATION PLAN – 1485 FIR STREET (ZON/MJP 19-009)**

Corporate report dated September 30, 2019 from the Director of Planning and Development Services titled “Information Report Update and Revised Tenant Relocation Plan – 1485 Fir Street (ZON/MJP 19-009)”.

The Director of Planning and Development Services introduced the corporate report, and the following comments were noted:

- The revised design better aligns with the feel of the neighbourhood;

- The 20% rent reduction for returning residents is appreciated; however, is still higher than what tenants are currently paying;
- It was suggested that the Community Amenity Contributions requirement be reduced in exchange for the owner honouring the same rent for returning tenants;
- The committee requested that the difference between the 20% new rent reduction, and the existing rent, be brought forward for information;
- Current tenants rental rates vary depending on how long they have resided in the building;
- Approximately 60% of the existing tenants have resided in their units for over ten (10) years;
- The proposed 20% rental rate reduction (subject to annual increases) would be granted in perpetuity until that tenant leaves the unit;
- Some tenants will have the opportunity to relocate to a building near Royal and Fir; however, it was recognized that there aren't enough units for all tenants and additional plans will need to be made. The number of units needed will be better determined once scheduling/construction dates are established
- Suggested the applicant poll residents to see who would be interested in returning to the building;

In response to Council's discussion, the applicant provided the following comments:

- It is nearly impossible for a developer to engage in a project if the rents are unable to increase as the project would be at a loss;
- It was noted that increased property taxes over the past 10 years impact the cost of the projects if the rents do not increase;
- Lenders (eg: bank) would likely choose not to invest in development projects if rents were not able to increase;
- Suggested that the City's Tenant Relocation Policy be revised to reflect the City's vision on this subject matter;
- Vancouver rents are higher than White Rock; however, the cost of building (materials, staff, etc) is the same. This means there is likely more opportunity to recover costs, even with lower rents, outside of the City.

2019-LU/P-025

It was MOVED and SECONDED

THAT the Land Use and Planning Committee refers the report back to staff for a revision that permits existing tenants to return to the building after construction at the same rent they are currently paying, subject to the per annum increases; and

THAT the proposed Community Amenity Contributions be reduced further in recognition for keeping the current rent.

CARRIED

2019-LU/P-026

It was MOVED and SECONDED

THAT the Land Use and Planning Committee receive for information the corporate report dated September 30, 2019 from the Director of Planning and Development Services, titled “Information Report Update and Revised Tenant Relocation Plan – 1485 Fir Street (ZON/MJP 19-009).”

CARRIED

5. APPLICATION FOR ZONING AMENDMENT, MAJOR DEVELOPMENT PERMIT, AND DEVELOPMENT VARIANCE PERMIT – 15894 ROPER AVENUE (ZON/MJP/DVP/SUB 18-006)

Corporate report dated September 30, 2019 from the Director of Planning and Development Services titled “Application for Zoning Amendment, Major Development Permit, and Development Variance Permit – 15894 Roper Avenue (ZON/MJP/DVP/SUB 18-006)”.

The Director of Planning and Development Services summarized the corporate report. Discussion ensued and the following comments were noted:

- It is proposed that a duplex home is divided into two separate homes;
- The neighbourhood is zoned for a duplex, which is why this application is before the City for a re-zoning application;
- The interior setbacks are 4.3 feet from the property line, which is approximately 8.6 feet between homes (wall to wall).

2019-LU/P-027

It was MOVED and SECONDED

THAT the Land Use and Planning Committee:

1. Receive for information the corporate report dated September 30, 2019 from the Director of Planning and Development Services, titled “Application for Zoning Amendment, Major Development Permit, and Development Variance Permit – 15894 Roper Avenue (ZON/MJP/DVP/SUB 18-006)”;
2. Recommend that Council give first and second readings to “*White Rock Zoning Bylaw, 2012, No. 2000, Amendment (RS-4 – 15894 Roper Avenue) Bylaw, 2019, No. 2310*”;
3. Recommend that Council direct staff to schedule the joint public hearing for “*White Rock Zoning Bylaw, 2012, No. 2000, Amendment (RS-4 – 15894 Roper Avenue) Bylaw, 2019, No. 2310*” and public meeting for Development Variance Permit No. 424;
4. Recommend that Council direct staff to resolve the following issues prior to final adoption:
 - a. Ensure that all engineering requirements and issues including servicing agreement completion are addressed to the satisfaction of the Director of Engineering and Municipal Operations; and

- b. Demolition of existing buildings and structures to the satisfaction of the Director of Planning and Development Services; and
5. Recommend that Council consider issuance of Development Variance Permit No. 424 and Development Permit No. 425 following adoption of “*White Rock Zoning Bylaw, 2012, No. 2000, Amendment (RS-4 – 15894 Roper Avenue) Bylaw, 2019, No. 2310*”.

CARRIED

Councillor Kristjanson voted in the negative.

6. CONCLUSION OF THE SEPTEMBER 30, 2019 LAND USE AND PLANNING COMMITTEE MEETING

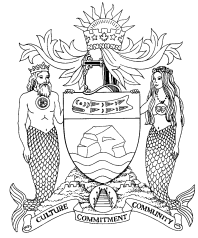
The Chairperson declared the meeting concluded at 6:44 p.m.



Councillor Trevelyan

Stephanie Lam
Deputy Corporate Officer

THE CORPORATION OF THE
CITY OF WHITE ROCK
CORPORATE REPORT



DATE: October 7, 2019

TO: Land Use and Planning Committee

FROM: Carl Isaak, Director of Planning and Development Services

SUBJECT: Proposed CR-3A Zoning for Small Lot Properties on Marine Drive

RECOMMENDATIONS

THAT the Land Use and Planning Committee:

1. Receive for information the corporate report dated October 7, 2019, from the Director of Planning and Development Services, titled "Proposed CR-3A Zoning for Small Lot Properties on Marine Drive;"
 2. Authorize staff to bring forward proposed amendments to the City of White Rock Zoning Bylaw No. 2000, 2013, to incorporate a new CR-3A Zone based on the content of this corporate report, Committee feedback and public consultation;
 3. Direct staff to prepare a new Off-Street Parking Facilities Bylaw, with the intent of allowing commercially zoned properties that have frontage on Marine Drive and a lot width of less than 12.5 metres (41 feet) to provide off-street commercial parking spaces via the payment to the municipality of \$40,000 per space to be used for providing new and existing off-street parking spaces or infrastructure supporting alternative forms of transportation; and
 4. Recommend that Council require that owners of qualifying properties electing to have their property rezoned to a new CR-3A Zone register Section 219 restrictive covenants on their property's title to ensure the provision of adequate off-site servicing and applicable community amenities, prior to their property being rezoned.
-

EXECUTIVE SUMMARY

This corporate report presents potential options and recommendations regarding parking, loading and other zoning regulations for small lot commercial properties within the CR-3 West Beach Business Area Commercial / Residential Zone.

In recognition of the challenges faced for redevelopment of lots with difficult access and insufficient dimensions and to provide typical off-street parking and loading, staff have developed a draft 'CR-3A' zone that would be intended to apply to lots less than 12.5 metres in width to enable commercial and multi-unit residential redevelopment of properties in a form that fits within the surrounding streetscape.

The draft CR-3A zone would reduce the number of residential parking spaces required for buildings containing three or fewer units to one space per unit (plus one for visitors), which was

the previous requirement prior to the adoption of the current Zoning Bylaw No. 2000 in 2013. The number of commercial parking spaces required is not recommended to change, but to address this issue staff are seeking Council's direction to prepare a new Off-Street Parking Facilities Bylaw that would allow property owners to provide a payment-in-lieu of the required commercial (and residential visitor) parking spaces, in consideration of the surface parking lots and parking structures (West Beach Parkade and Montecito parking facility) in the West Beach area.

The draft CR-3A zone also incorporates the increased height and density (2.0 gross floor area ratio or 'FAR' instead of 1.75 FAR) contemplated in the OCP designation for the Waterfront Village land use designation that applies to these properties, and includes a density bonus provision similar to other recent zones that identifies the conditions (i.e. provision of community amenities) that would entitle an owner to density higher than the 1.75 FAR base. Various other building and siting changes are also detailed further in the body of this corporate report, including a larger recommended setback from Marine Drive in order to facilitate all-season patio structures entirely on the private property, which relates to recommendations made by the Marine Drive Task Force and also included in the draft Waterfront Enhancement Strategy.

INTRODUCTION

On March 11, 2019 a corporate report was presented to the Land Use and Planning Committee (LUPC), in response to a December 10, 2018 delegation from the owner of 15081 Marine Drive. The March 11, 2019 identified a recommended approach to address the issues related to 15081 Marine Drive and other properties on Marine Drive, as well as several options that the property owner could pursue.

The owner of 15081 Marine Drive, Pawan Bakshi, had noted at the December 10, 2018 Regular Council meeting that he has been trying to sell his property, but prospective purchasers have been deterred from purchasing the property for potential redevelopment. This is primarily due to the parking and loading requirements that would apply under the current CR-3 zoning, if a new larger building is proposed on this property, and the difficulty in meeting those requirements on a small lot with challenging access. The challenges include the property's narrow width and significant slope (height difference) between the Marine Drive frontage and the lane at the rear. Many of the commercial properties between 15081 Marine Drive and Martin Street (as well as some west of Vidal Street), which were created in the early 1900s, are challenged by unusual lot dimensions featuring both narrow widths and shallow depths (due to Marine Drive/Washington Avenue being shifted north to accommodate the location of the railway), as well as steep slopes and difficult access, and are referred to in this corporate report as 'small lot' commercial properties in this corporate report.

Following receipt of the March 11, 2019 corporate report, Council authorized staff to initiate a review of CR-3 and CR-4 zones in conjunction with the Official Community Plan (OCP) Review, Waterfront Enhancement Strategy, Marine Drive Task Force and the Parking Task Force.

In response to Council direction and to provide an initial indication of potential Zoning Bylaw updates for the owners of small lot commercial properties in the West Beach area, this corporate report presents potential options and recommendations regarding parking, loading and zoning regulations, for LUPC's information, feedback and direction back to staff.

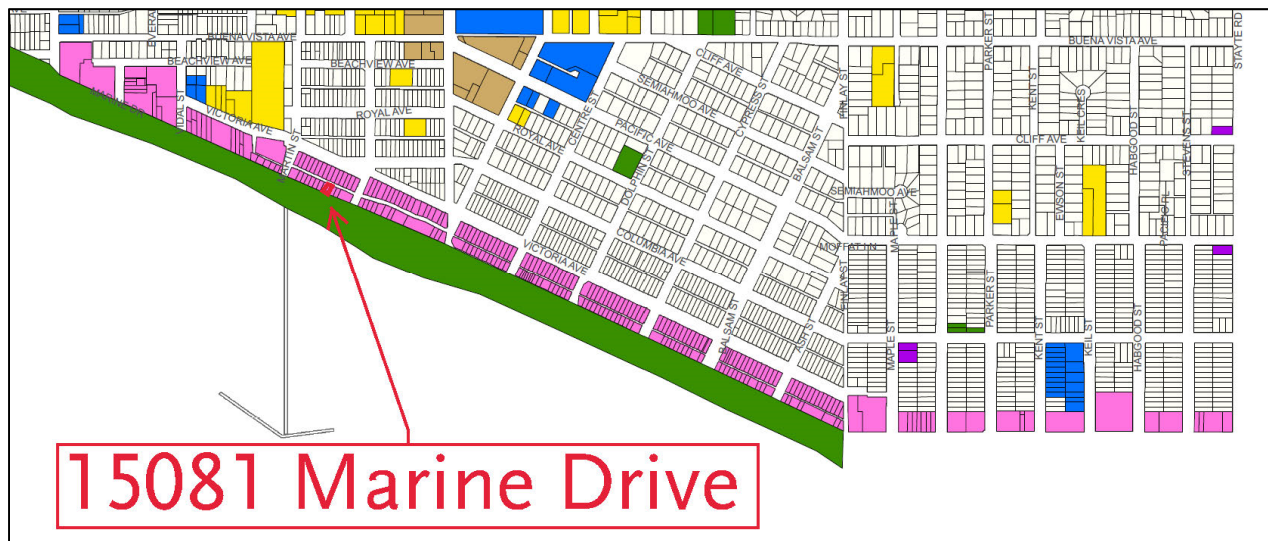
PAST PRACTICE / POLICY / LEGISLATION

Current Official Community Plan (OCP) Land Use Designation

The current OCP land use designation for 15081 Marine Drive, as well as the others on this block and beyond along Marine Drive between Oxford Street and Stayte Road, is “Waterfront Village.” The Waterfront Village is described as having a seaside village character, with small scale mixed use buildings, as well as small scale multi-unit residential buildings that can readily accommodate future commercial uses as demand grows.

The image below excerpted from the OCP Land Use Designation map shows the ‘Waterfront Village’ designated properties in pink, with the subject property.

Figure 1: OCP Land Use Designation – Waterfront Village Area and Subject Property



In the Waterfront Village designation, mixed use and multi-unit residential buildings are permitted in buildings up to four (4) storeys in height and with a density of 2.0 gross floor area ratio (FAR).

Figure 2: Aerial Map of Small Lot Commercial Properties in West Beach Area (Marine Drive)



Additional Related OCP Policies

The land use chapter of the OCP includes an objective 8.13 to “ensure development applications are reviewed and processed in a consistent manner.” Related to this objective, policy 8.13.5 provides direction to “encourage lot consolidations where smaller sites do not allow for functional development at the allowable FARs [density as gross floor area ratio].”

Zoning

15081 Marine Drive is zoned “CR-3 West Beach Business Area Commercial/Residential Zone,” which it has been since adoption of a new comprehensive zoning bylaw (Zoning Bylaw No. 2000, 2012) in 2013. The comprehensive zoning bylaw update included a consolidation and categorizing of the number of commercial zones.

Prior to 2013, under the previous zoning bylaw (Zoning Bylaw No. 1591, 1999) the property was zoned CR-2 Marine Commercial Zone.

A description of the current and previous zones applicable to the property is provided in the March 11, 2019 corporate report attached as Appendix C.

OCP Review and Waterfront Enhancement Strategy (WES)

Council has directed staff to review the OCP in a number of key areas, including enhancing the form and character of buildings and public realm in the Marine Drive/Waterfront area. This ‘Waterfront Enhancement Strategy’ (WES) forms part of the OCP Review and staff have been assisted by MVH Planning and Urban Design in several public engagement events for this topic in June and July, including a Waterfront Community Forum and two Waterfront Design Workshops. MVH is in the process of drafting the ‘Waterfront Enhancement Strategy’ which will be shared with Council in draft form at a forthcoming meeting, and also will be reviewed by the Marine Drive Task Force and brought forward for public consultation prior to being brought to Council for final consideration.

Council Strategic Priorities: Zoning Bylaw Update

Council’s 2018-2022 Strategic Priorities includes a review of Zoning Bylaw issues in the category of ‘Immediate’ priorities, including an update to the Waterfront Commercial Zones (CR-3, CR-4) which was identified as being scheduled for September 2020. The update of the CR-3 (West Beach) and CR-4 (East Beach) Commercial /Residential Zones offers an opportunity to foster economic development, enhance business viability, and incent redevelopment on the Waterfront. Updates to the CR-4 (East Beach) zone are not the subject of this report, as the requests from small lot commercial property owners are specific to the West Beach area with CR-3 zoning, and the CR-4 zone has its own unique issues to consider.

BACKGROUND

Current Zone Provisions (CR-3 West Beach Business Area Commercial / Residential Zone)

An extensive description of the CR-3 zone, as well as a description of the particular site constraints of the 15081 Marine Drive (Little India) property were provided in the previous corporate report attached as Appendix C, and the zone itself is attached as Appendix A. Some of the key features of the zone are summarized below for reference:

- both commercial and multi-unit residential uses are permitted
- the maximum density is 1.75 FAR (gross floor area ratio)
- the maximum height of buildings is 11.3 metres (37.1 feet), with specific height measurement provisions that are unique to the zone and contemplate two principal buildings on the same property

- parking and loading requirements are given in the general regulations of the zoning bylaw (Section 4.14 and 4.15) and determined by the density (i.e. number of dwelling units or amount of commercial floor area) and land use (i.e. restaurants have different parking requirements than general retail stores). For up to three-unit developments, each unit must have two off-street spaces each, and for four or more units, each unit would be required 1.5 spaces each (1.2 residential and 0.3 visitor).
- parking requirements for commercial uses for lots fronting onto Marine Drive are half of the parking requirements that apply for commercial uses in other areas of the City (one (1) space per 16 seats in a restaurant, and one (1) space per 74 m² of commercial floor area, versus one (1) space per eight (8) seats in a restaurant and one (1) space per 37 m² of commercial floor area).
- Off-street loading requirements for buildings containing commercial floor area up to 500 m² in size are one (1) loading space, and increase with larger commercial floor areas. An off-street loading space for multi-unit residential buildings is only required if the development contains over ten (10) dwelling units.
- developments existing prior to the adoption of the zoning bylaw are considered acceptable (i.e. ‘grandfathered’ or ‘legally non-conforming’) with regard to parking requirements, provided that there are no changes in use or increases in floor area density.

Many existing properties and businesses are not ‘parked’ according to the current Zoning Bylaw (some properties have no on-site parking, such as Little India), nor do they have an on-site loading area. Also, most of the properties between 15081 Marine Drive and Martin Street do not have on-site (off-street) loading spaces due to site constraints.

A copy of the CR-3 zone is attached as Appendix A. An excerpt of the parking (Section 4.14 and loading (Section 4.15) regulations is attached as Appendix B.

Previous Zone Provisions (CR-2 Marine Commercial/Residential Zone)

Some of properties currently zoned CR-3 were designated CR-2 under the previous zoning bylaw (Bylaw No. 1591, 1999). Both retail and multi-unit residential uses (above the first storey) were permitted in the CR-2 zone, and, since an amendment in 2009, buildings were limited to a maximum height of 11.3 metres in a three (3) storey building form. Prior to the 2009 amendment, buildings were limited to a 9.2 metre maximum height, but with no maximum number of storeys which could allow properties with significant slopes to have almost six (6) storeys in height from the low side of the property. No maximum FARs applied under the CR-2 zone and density was essentially limited by the maximum height of the building and the lot line setbacks.

In the CR-2 zone of Bylaw 1591, properties in the CR-2 zone fronting on Marine Drive required two (2) spaces for one (1) or two (2) residential units, only one (1) space per apartment dwelling unit which included buildings with three (3) or more units. The required parking spaces for commercial units was the same as under the current bylaw (described above).

Parking and Loading Requirement Conflicts with Development Permit Area Guidelines

The Development Permit Guidelines for the Waterfront Area encourage a ‘continuous commercial frontage’ along business areas of Marine Drive. This is to maintain the vibrant pedestrian-oriented environment that comes from having interesting, varied and active storefronts, rather than driveway let-downs for ramp access to parkades, which leave a gap in the commercial fabric and provide less of an engaging experience for pedestrians. This preference for a continuous street wall along the Marine Drive sidewalk, and the regulations in section 48 of the Street and Traffic Bylaw No. 1529 that require properties with two accesses to have their driveway on the minor – i.e. ‘less busy’ side (in this case the lane), means that vehicular access is typically required from the lane.

However, from the front lot line on Marine Drive up to the rear lot line at the lane (at 15081 Marine Drive), there is nearly a five (5) metre increase in elevation, an average slope of 24% over the property. This slope limits the options for parking on the site, as a ramp sloping down from the lane to provide access to lower levels would be too steep, and any parking areas off the lane would therefore need to be on the second storey of a 3+ storey building, which would be more valuable as residential floor area.

Local Government Act authority for off-street parking and loading space requirements

Section 525 of the *Local Government Act* allows municipalities to require specific amounts of off-street parking and loading spaces, specify design standards for these spaces, and permits, under specific conditions, that required spaces may exist in an offsite location or allows payment to the local government in lieu of the required off-street parking spaces. This authority must be exercised by bylaw.

The City formerly had an Off-Street Parking Facilities Bylaw which allowed properties to provide payment-in-lieu of providing off-street parking spaces, which provided the funds to allow the City to construct and maintain parking spaces in City-owned and leased property, including surface parking areas in the Town Centre near Bryant Park, and along Marine Drive.

This Bylaw was rescinded in 2018, and the City has not had bylaw provisions that allow required off-street parking spaces to be provided off site on another property or on a City's road allowance.

ANALYSIS

Proposed Interim Update: Parking and Zoning Options for Small-lot CR-3 Properties

Noting that a significant number of commercial properties in the West Beach area are constrained by narrow frontage widths, access challenges and significant slopes between the Marine Drive frontage and the lane at the rear, and in the interest of supporting redevelopment opportunities that renews Marine Drive's unique built form and provide new business opportunities, staff propose that an interim Zoning Bylaw update be undertaken to create a new CR-3A zone that is tailored specifically for small lot commercial properties. While consolidation ('land assembly') is generally encouraged where lot constraints make redevelopment not viable, this approach will also allow for smaller-scale redevelopment that fit well within the streetscape. This approach may also be applied to the CR-4 zone in the future while tailored to the particular East Beach context.

Creating a new CR-3A Zone, which is proposed to apply to properties less than 12.5 metres wide along the Marine Drive frontage, will support small-scale redevelopment opportunities that replenishes the existing 'small-lot' building stock, some of which date from the 1920s and 1930s.

Staff also propose to add new regulations to the Zoning Bylaw, and prepare a new Off-Street Parking Bylaw, that reduce on-site parking and loading requirements for CR-3A properties, to support the redevelopment of these small lot properties. Reducing off-street parking or loading space requirements for smaller properties would make redevelopment of these properties more feasible and attractive, and not require land assemblies to create larger parcels that are in turn necessary to accommodate the parking and loading requirements in the current Zoning Bylaw.

Proposed Parking and Zoning Options

Based on the above context and policy/technical review, the following options and recommended approaches are presented for LUPC's initial feedback and direction back to staff, prior to staff undertaking further consultation with the MDTF, BIA, property owners and the public.

Reducing Commercial Parking Space Requirements: Options

The following options identify potential approaches to reduce/eliminate on-site commercial parking requirements for small lot properties along Marine Drive. Since most of the small lot

properties in the West Beach commercial area are less than 10 metres wide, the properties cannot be reasonable ‘parked’ to the current commercial parking regulations in the Zoning Bylaw. As noted above, this is simply due to the properties not being wide enough to accommodate parking stalls and a two-way drive aisle (this requires a 12.5 metre width). Staff also note that many of the existing restaurants and retail stores on small-lot properties along Marine Drive do not have on-site commercial parking spaces.

Given that these properties are on sloping sites or do not have reasonable rear lane access to underground/commercial parking, that the new commercial floorspace that could be developed on these properties is expected to be very similar to what exists now (small-scale shops and restaurants), and that any underground parking access from Marine Drive into these properties is not desirable from an urban design and streetscape perspective (as it would take up most of the commercial frontage that could otherwise be pedestrian-friendly patio/retail space), staff propose that the Zoning Bylaw be amended to no longer require on-site commercial parking on small lot properties, by way of one or more of the following approaches:

1. Allowing up to a maximum of three (3) of the currently required commercial parking spaces in the Zoning Bylaw, per small lot property, to be either:
 - a. waived (not required); or
 - b. accommodated off-site in the local West Beach area by payment-in-lieu to be used towards City parking facilities.

A potential example of this could involve a new redevelopment that will include a 48 seat restaurant on the ground floor (or ~2,400 square feet of retail space), which would currently require three parking spaces (the Zoning Bylaw requires one space per 16 seats or ~800 square feet of commercial space), being undertaken without needing to accommodate the three parking stalls on-site (any more commercial spaces will need to be provided on-site).

These demand for these required parking spaces could be ‘accommodated’ off-site in City-owned locations, including the West Beach or the ‘Montecito’ parking facilities on Vidal Street and possibly on-street parking areas, by way of the applicant providing a payment to account for the required parking spaces that are not being accommodated on their own property. This would require the Council adoption of a new Off-Street Parking Facilities Bylaw, which would enable the City to collect cash-in-lieu for required parking spaces to a Parking Reserve Fund and use this reserve for providing new and existing off-street parking spaces in the Waterfront area. Potential rates for payment-in-lieu include:

- a. \$20,000 per space - this is lower than the current value of off-street, underground parking spaces, but a lower amount may provide increased incentive for property owners to pursue the redevelopment of their properties; or
- b. \$40,000 per space - this is equivalent to the cash-in-lieu amount per space that is to be provided for by a purpose-built rental building (the ‘Verve’ at 1456 Johnston Road), in exchange for a reduced amount of on-site parking spaces; or
- c. a payment-in-lieu amount per space to be determined, through a study that determines the cash value of parking spaces on the Waterfront.

Proposed Reduction of Residential Visitor and Residential Parking Space Requirements

Staff also note that while emphasis is being placed on reducing or allowing payment-in-lieu for on-site commercial parking requirements, consideration could also be given to a reduced parking requirement for residential uses on small lot properties, particularly for residential visitor spaces. Given that small lot properties with rear lane access are wide enough to accommodate at least three parking stalls between exterior/interior lot lines, and this can provide enough parking for a reasonable amount of residential floorspace on these properties, reducing or redefining the

residential parking requirement would support additional residential floorspace/units, and still be within the FAR parameters of the OCP.

Currently buildings with up to three residential dwellings require two parking spaces for each dwelling, and apartment units require 1.5 parking spaces per unit. However, RS-3 zoned properties fronting Marine Drive require one space per dwelling unit, and the previous CR-2 zone required only one space per apartment unit, likely in recognition of lot constraints along Marine Drive and the significant amount of parking available in surface parking lots south of Marine Drive.

In this context, staff would be reducing the number of parking spaces required for developments in the CR-3A zone with three residential units or less to one space per unit, and allowing one residential visitor parking space to be provided as payment-in-lieu, in line with the rates noted above.

Proposed Loading Requirements

Many existing small lot commercial properties along Marine Drive do not have on-site commercial loading spaces. While this is not an optimal condition and sometimes results in traffic conflicts and back-ups on Marine Drive, staff propose that off-street loading space requirements be eliminated for small lot commercial properties, provided that:

- commercial loading off of Marine Drive is limited to early morning (i.e. prior to 8:00 am Monday to Saturday and prior to 9:00am Sunday) or other specified hours only; or
- commercial loading space(s) are demarcated/created in close proximity to small-lot properties east and west of Martin Street.

Proposed CR-3A Zone Regulations

Consistent with the above background and analysis, as well as the scope of the CR-3/CR-4 Zoning Bylaw Update, staff propose that a new CR-3A 'West Beach Small Lot Commercial/Residential' Zone be added to the Zoning Bylaw, that applies to small lot properties that measure less than 12.5 metres wide, are currently zoned CR-3 and do not have reasonable commercial parking access at the rear of the property. A draft version of this CR-3A zone is included as Appendix D. The key draft regulations of this proposed zone include:

- Intent: to accommodate commercial and multi-unit residential uses on properties less than 12.5 metres wide in the West Beach Business Area;
- Permitted Uses: same as CR-3 Zone;
- Lot Size: Maximum Lot Width of 12.4 metres; all other dimensions not applicable.
- Lot Coverage: no maximum lot coverage. This is being proposed as the existing commercial buildings on CR-3 zoned small properties are 'party wall' buildings, where the exterior walls directly abut the exterior wall of adjacent buildings. Noted that this unique built form is currently in place in the West Beach area and the continuous street wall is seen as a desirable element of the Waterfront's character, and typically involves building lot coverages of 60 to 85 percent, staff propose that no lot coverage be used in the CR-3A zone and that public open space be achieved through maintaining the existing building setbacks from the exterior lot line (which allows for wider sidewalks and patio space);
- Maximum Density: 2.0 FAR (gross floor area ratio), as per the OCP (the current CR-3 density is 1.75 FAR).
- Maximum Building Heights: 13.7 metres (45 feet) measured from the existing grade level at the midpoint of the front lot line (Marine Drive), and maximum of four storeys. The height of the building at the rear of the lane could not exceed the maximum height as

established at the front lot line (Marine Drive). Staff also suggest that the CR-3A zone require the first storey be a minimum of 3.7 metres or 12 feet high, to promote the creation of commercial spaces that can host a range of uses and maximize the benefits of southward building orientations and the sea-side setting;

- **Building Setbacks:** Increasing the minimum front line building setback to 2.5 metres, from the current 1.5 metres, to encourage the placement of outdoor uncovered/enclosed patios on private property and to maximize the availability of sidewalk space (on the Marine Drive public right of way) for pedestrians and programming. Setbacks for upper floors will be determined on a site-by-site basis in generally accordance with the stepping recommendations provided in the Waterfront Development Permit Area Guidelines in the OCP; and
- **Accessory off-street parking and loading:** as per the recommendations noted above.

The rezoning process typically involves an applicant being required by Council to resolve all engineering and infrastructure requirements (through a Works and Services Agreements that addresses upgrades such as required material upgrades and/or increases in capacity for off-site utilities, agreements to upgrade the sidewalk and property frontage, provision for undergrounding overhead wires, etc.) prior to final adoption of the zoning amendment bylaw. This is done during a rezoning as changes in use or density obtained through a rezoning frequently have implications for the City's infrastructure. Staff recommend that if an owner of these properties would like to have their property rezoned to the new CR-3A requirements, that they first be required to register a Section 219 restrictive covenant on title that commits the owner or a future purchaser to completing the necessary servicing upgrades to the satisfaction of the Director of Engineering and Municipal Operations.

Similarly, as the City's Density Bonus / Amenity Contribution Policy No. 511 requires that developments greater than 1.75 FAR provide an amenity contribution, staff recommend that a separate Section 219 restrictive covenant to secure an amenity contribution from the owner or a future purchaser. It is recommended that the CR-3A zone also contain density bonus provisions that entitle an owner to the additional 0.25 FAR above 1.75 FAR when such an amenity agreement covenant is provided by the owner. The potential amenities to be funded by such funds could be new public open space and walkways, improvement of existing open space and walkways (such as the Pier and/or Promenade), public art, waterfront improvement (such as projects identified in the Waterfront Enhancement Strategy), special needs or non-market affordable housing, and people movement infrastructure to link Uptown to the Waterfront. It is recommended that a target rate of \$645 per m² (\$60 per ft²) above 1.75 FAR be applied, reflecting the premium for waterfront proximity relative to the target rates in the Town Centre (\$430 per m², or \$40 per ft²). This would yield, for example, an approximate \$30,000 amenity contribution on a property the size of 15081 Marine Drive (1,968 square feet) that maximizes the density bonus available.

While the development application process for a CR-3A zoned property would also require a form and character Major Development Permit, it provides greater clarity and is a more appropriate timeline to secure these servicing and amenity items at the rezoning stage of an application.

Next Steps

Pending direction and feedback from LUPC on the options and recommendations presented in this report, staff will undertake further public consultation, including the Marine Drive Task Force, BIA, and direct contact with property owners with qualifying properties to confirm if they

are interested in ‘opting in’ to this new zone, prior to hosting a Public Information Meeting with a refined draft CR-3A zoning amendment bylaw.

Alternatively, as noted in Option 2, LUPC may consider that public consultation on this proposed amendment would be adequately met through a required Public Hearing, and direct staff to proceed without a dedicated Public Information Meeting for the proposed amendment.

Should Council direct staff to prepare a new Off-Street Parking Facilities Bylaw, the zoning amendment could proceed independently of the Off-Street Parking Facilities Bylaw, and the ability to reduce the number of commercial and residential visitor parking spaces would only be enabled following the adoption of the Off-Street Parking Facilities Bylaw.

BUDGET IMPLICATIONS

This City-initiated zoning amendment would be undertaken using existing resources and budget of the Planning and Development Services Department, and minor costs would be incurred for mailout and newspaper notification related to any Public Information Meeting and/or Public Hearing.

Should Council direct staff to prepare an Off-Street Parking Facilities Bylaw, staff will include associated financial implications in a related corporate report. The proposed \$40,000 payment-in-lieu per space could assist in some capital costs associated with existing or new parking facilities, and also contribute towards transportation infrastructure that supports walking, bicycling, public transit or other alternative forms of infrastructure. Some of the proposed projects within the draft Waterfront Enhancement Strategy (e.g. adding/widening sidewalks on the south side of Marine Drive, etc.) may be eligible for funds received from this revenue source.

Given the small size of the properties and modest amount of density bonus available, it is not expected that significant community amenity contributions (CACs) will be received through the redevelopment enabled by the zoning amendment, however there may be specific projects in the Waterfront Enhancement Strategy or other recommendations from the Marine Drive Task Force that could be undertaken with CACs received from these redevelopments.

OPTIONS

The Land Use and Planning Committee can:

1. Receive this corporate report and direct staff to bring forward the draft CR-3A zoning amendment bylaw forward for Council to consider after conducting additional public consultation; or
2. Directing staff to bring forward the draft CR-3A zoning amendment bylaw forward for Council to consider, without further public consultation; or
3. Provide alternative direction to staff.

Staff recommends Option 1.

CONCLUSION

On March 11, 2019 a corporate report was presented to the Land Use and Planning Committee (LUPC), identifying a recommended approach to addressing issues related to the redevelopment of small lot commercial properties within the CR-3 West Beach Business Area Commercial / Residential Zone on Marine Drive. This corporate report presents LUPC with the option of creating a new CR-3A 'sub-zone' for these properties, including recommendations regarding parking, loading, density bonusing, and other zoning regulations. Staff recommend that along with the proposed CR-3A zone, LUPC direct staff to prepare a related Off-Street Parking Facilities Bylaw to work in tandem with the proposed zoning provisions, enabling properties without the size or access to provide typical parking requirements on-site to redevelop while contributing to the provision of parking or alternative transportation facilities in the area.

Respectfully submitted,



Carl Isaak, MCIP, RPP
Director of Planning and Development Services

Comments from the Chief Administrative Officer:

I concur with the recommendations of this corporate report.



Dan Bottrill
Chief Administrative Officer

- Appendix A: CR-3 West Beach Business Area Commercial/Residential Zone (Bylaw No. 2000)
- Appendix B: Section 4.14 (Off-Street Parking) and 4.15 (Off-Street Loading (Bylaw No. 2000)
- Appendix C: Corporate Report dated March 11, 2019 titled "15081 Marine Drive Delegation: Zoning and Parking Considerations for Smaller Lots on Marine Drive and Recommended Approach
- Appendix D: Draft CR-3A Zone

APPENDIX A

CR-3 West Beach Business Area Commercial / Residential Zone (Bylaw No. 2000)

6.18 CR-3 West Beach Business Area Commercial / Residential Zone

The intent of this zone is to accommodate commercial and multi-unit residential uses in the West Beach Business area.

6.18.1 Permitted Uses:

The following uses are permitted in one (1) or more principal buildings:

- 1) *retail service group 1 uses*;
- 2) *licensed establishments, including liquor primary, food primary, agent store, u-brew and u-vin*;
- 3) *hotel*;
- 4) *medical or dental clinic*;
- 5) *multi-unit residential use* in conjunction with not more than one of the following *accessory uses per dwelling unit*:
 - a) *accessory home occupation* in accordance with the provisions of Section 5.3.;
 - b) *accessory boarding use* in accordance with the provisions of Section 5.4.
- 6) *a one-unit residential use, a two-unit residential use, or a three-unit residential use* accessory to a *retail service group 1 use*, and limited to the story or stories above the portion of a building used for *retail service group 1 uses*.

6.18.2 Lot Size:

- 1) Minimum *lot width, lot depth and lot area* in the CR-3 zone are as follows:

Lot width	15.24m (50.0ft)
Lot depth	35.0m (115.0ft)
Lot area	534.2m ² (5,750.5ft ²)

6.18.3 Lot Coverage:

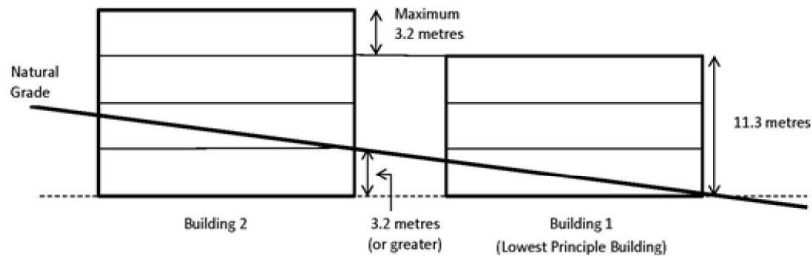
- 1) Maximum *lot coverage* per fee-simple lot is 75%.

6.18.4 Density:

- 1) Maximum *gross floor area* (GFA) of all uses shall be 1.75 times the *lot area*.

6.18.5 Building Heights:

- 1) *Principal buildings shall not exceed a height* of 11.3 metres (37.1 feet) measured as the vertical distance from the roof peak to the lessor of either the *natural grade* adjacent to the mid-point of the building on the lowest side of the property or not more than 0.5m (1.64ft) above the average height at the top of curb for the lowest street frontage adjacent to the property. Notwithstanding, where more than one *principal building* is proposed and where the *natural grade* for those other *principal buildings* is greater than 3.2 metres (10.5 feet) higher than the 1st or lowest *principal building*, the maximum *height* of the other *principal buildings* shall be no more than 3.2 metres (10.5 feet) greater in geodetic elevation than the maximum *height* of the 1st or lowest *principal building*, as shown in the illustration below.



2) Structures shall not exceed a height of 4.0m.

6.18.6 Minimum Setback Requirements:

1) Principal buildings and structures in the CR-3 zone shall be sited in accordance with the following minimum setback requirements:

Setback	Principal Building	Structures
Front lot line	1.5m (4.92ft)	Not permitted *
Exterior side lot line	1.5m (4.92ft)	3.0m (9.84ft)
Interior side lot line or rear lot line adjacent to a lot zoned only for residential use	1.5m (4.92ft)	3.0m (9.84ft)

2) Notwithstanding sub-section 1) above, principal buildings shall be set back no more than 2.5m (8.2ft) from Marine Drive, where applicable.

6.18.7 Ancillary Buildings and Structures:

Except as otherwise provided in Section 4.13 and in addition to the provisions of sub-section 6.18.5 and 6.18.6 above, the following also applies:

- 1) ancillary buildings shall not be permitted.
- 2) structures shall not be sited less than 3.0m from a principal building on the same lot.
- 3) * notwithstanding sub-sections 6.18.6 and 6.18.7 (2), patios and awnings are permitted in the front and exterior side yard areas in accordance with White Rock License Agreement (Sidewalk Café / Business License) Bylaw requirements.

6.18.8 Accessory off-street parking shall be provided in accordance with the provisions of Section 4.14.

6.18.9 Accessory off-street loading spaces shall be provided in accordance with the provisions of sub-sections 4.15.2 and 4.15.3.

APPENDIX B

Section 4.14 (Off-Street Parking) and 4.15 (Off-Street Loading) (Bylaw No. 2000)

4.13.6 In the RM-1, RM-2 and RM-3 zones only, where solar panels or other green energy technologies are installed on or within a roof, the maximum height of buildings and structures permitted elsewhere in this Bylaw may be exceeded for solar heating panels by not more than 2.2m (7.22ft).

4.14 Off-Street Parking Requirements

4.14.1 Unless otherwise indicated in this Bylaw, off-street parking spaces must be provided and maintained in accordance with the following standards:

Development Type or Use	Required Parking Spaces
RESIDENTIAL USES	
One-unit residential Two-unit residential Three-unit residential Townhouse	2 per dwelling unit, except 1 per dwelling unit for lots zoned RS-3 fronting onto Marine Drive
Accessory secondary suite Accessory coach house Accessory vacation rental	1 per dwelling unit
Accessory bed & breakfast Accessory boarding use	1 per sleeping unit
Apartment	1.2 per dwelling unit, plus 0.3 per dwelling unit for visitor parking, for a total of 1.5 spaces per dwelling unit
Community Care Facility	1 per 5 units plus 1 for every 2 employees
Accessory Child Care Centre	2 spaces for pick-up and drop-off plus 1 for every 2 employees
COMMERCIAL USES	
Commercial – retail	1 per every 37m ² of commercial (retail) floor area, except 1 per 74m ² of commercial (retail) floor area for lots fronting onto Marine Drive
Commercial – office	1 per every 37m ² of commercial (office) floor area, except 1 per 74m ² of commercial (office) floor area for lots fronting onto Marine Drive
Commercial – restaurant or licensed establishment	1 per every 8 seats available for customer use, except 1 per every 16 seats for lots fronting onto Marine Drive
Hotel / Motel	1 per sleeping unit
INSTITUTIONAL & CULTURAL USES	
Civic use, Recreational use	1 per every 37m ² of institutional floor area used for a civic or recreational use. For 1174 Fir Street only (lot 1, Block 30, Plan 11883), 6 parking spaces total for

	professional and semi-professional office use.
Assembly use	1 per every 46m ² of institutional floor area used for an assembly use
Elementary school	1 per every 92m ² of institutional floor area
Hospital	1 per 5 patient beds
Child Care Centre	1 per every 3 employees, plus 2 spaces for pick-up and drop-off

- 4.14.2 Notwithstanding Paragraph 4.14.1 above, developments existing prior to the adoption of this Bylaw shall be considered acceptable provided that there are no changes in the use or increases in the floor area and/or density of the development. If there is a change of use or increase in floor area or density, an existing development will be required to comply with the parking requirements outlined in Paragraph 4.14.1.
- 4.14.3 The minimum on-site parking requirements outlined in Paragraph 4.14.1 above may be reduced by up to a maximum of 10% where:
- transportation demand management measures, including the use of car co-operatives, or car-share programs, are provided, and
 - the reduction in minimum on-site parking requirements is substantiated by a parking study that is prepared by a registered professional engineer and is subject to review and approval by the City; and
 - the proponents offer and enter into a covenant to require continuation of the transportation demand management measure.
- 4.14.4 Where a building or structure is used for more than one permitted use, the required number of parking spaces shall be interpreted as the sum of the requirements for each use.
- 4.14.5 Notwithstanding Paragraph 4.14.4 above, shared on-site parking areas for two (2) or more uses may be permitted where:
- the maximum demand for such parking areas by the individual uses occurs at different periods of the day;
 - the maximum demand of such parking areas is substantiated by a parking study that is prepared by a registered professional engineer and is subject to review and approval by the City; and
 - the proponents offer and enter into a covenant to restrict any change of use or occupancy that would adversely affect the continuation of the shared on-site parking arrangement.
- 4.14.6 The size of parking spaces for persons with disabilities shall be provided in accordance with the requirements of the BC Building Code. Further, as part of the overall required number of parking stalls, parking stalls for occupancies where more than 10 parking spaces are provided shall be provided as follows:

Total Required Spaces	Required Spaces for Handicapped
10 to 75	1
76 to 125	2
126 to 200	3

Over 200	4 plus 1 for every additional 100 or fraction thereof
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4.14.7 In the calculation of required parking, where the calculation results in a fraction of a parking space, any fraction less than 0.5 shall be disregarded and any fraction of 0.5 or greater shall require one (1) full parking space.

4.14.8 Minimum parking space dimensions shall be as follows:

Angle	Width	Length	Depth to Curb	Aisle Width	Traffic Direction
30°	2.7m	5.2m	5.2m	3.5m	1-way
45°	2.7m	5.2m	6.0m	3.9m	1-way
60°	2.7m	5.2m	6.4m	5.0m	1-way
90°	2.7m	5.8m	5.8m	6.7m	1- or 2-way
Parallel Parking	2.5m	7.0m	2.5m	3.5m 6.0m	1-way 2-way

4.14.9 Small car spaces may be provided to a maximum portion of 40% of the total parking required, shall have a minimum width of 2.5m and minimum length of 5.2m, and shall be clearly marked for small car use only.

4.15 Off-Street Loading Requirements

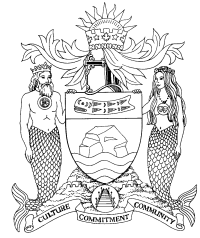
4.15.1 Additional spaces must be provided for the temporary stopping, loading and unloading of vehicles for every commercial site, place of public assembly, hospital, institution, school, or club. The minimum number of loading spaces in addition to the parking space requirements of Paragraph 4.14.1 above, are as follows:

Commercial / Institutional Floor Area	Required Loading Spaces
< 500m ²	1 loading space
500-2000m ²	2 loading spaces
2001-3500m ²	3 loading spaces
>3500m ²	1 additional loading space for every additional 5000m ² of commercial / institutional floor area

4.15.2 Notwithstanding the above, a minimum of one (1) off-street loading space shall be provided for every apartment complex, assisted-living complex and *care facility* containing more than ten (10) *dwelling units* or *living units*. Where the apartment complex, assisted-living complex or *care facility* is provided in more than one *principal building* with separate elevators for each *building*, one (1) off-street loading space shall be provided for each *principal building* containing more than ten (10) *dwelling units* or *living units*.

4.15.3 Loading spaces shall have a minimum width of 3.0m, a minimum length of 9.0m and a minimum clearance height of 3.7m.

THE CORPORATION OF THE
CITY OF WHITE ROCK
 CORPORATE REPORT



DATE: March 11, 2019

TO: Land Use and Planning Committee

FROM: Carl Johannsen, Director of Planning and Development Services

SUBJECT: 15081 Marine Drive Delegation: Zoning and Parking Considerations for Smaller Lots on Marine Drive and Recommended Approach

RECOMMENDATIONS

THAT the Land Use and Planning Committee:

1. Receive for information the corporate report dated March 11, 2019, from the Director of Planning and Development Services, titled “15081 Marine Drive Delegation: Zoning and Parking Considerations for Smaller Lots on Marine Drive and Recommended Approach;” and
2. Authorize staff to initiate a Zoning Bylaw Review of CR-3 and CR-4 zones in conjunction with the Official Community Plan (OCP) Review, Waterfront Enhancement Strategy, Marine Drive Task Force and the Parking Task Force.

EXECUTIVE SUMMARY

On December 10, 2018, Council received a delegation from an owner of a property zoned CR-3 on Marine Drive (the ‘Little India’ restaurant), who expressed concerns regarding the parking and loading requirements that would apply to redevelopment of his property in relation to the site’s small size and difficult access.

There are a number of City initiatives underway or commencing shortly related to this delegation.

- Council has directed staff to review the OCP in a number of key areas, including the form and character of buildings in the Marine Drive/Waterfront area;
- A preliminary draft of Council’s 2018-2022 Strategic Priorities includes a ‘targeted’ review of Zoning Bylaw issues; and
- A Marine Drive Task Force and Parking Task Force have been initiated by Council.

In this context, staff recommend that Council authorize a Zoning Bylaw update of the commercial CR-3 and CR-4 zones in the OCP Waterfront Village land use designation, to be undertaken concurrently with the work of the OCP Review, Zoning Bylaw targeted review, and the Marine Drive and Parking Task Forces.

This report also identifies options that the property owner could pursue prior to the conclusion of the Zoning Bylaw update.

INTRODUCTION

On December 10, 2018, Council received a delegation from Pawan Bakshi, the owner of 15081 Marine Drive ('Little India' restaurant). Mr. Bakshi noted that he intends to sell the property, but prospective purchasers have been deterred from purchasing the property for potential redevelopment. This is due to the parking and loading requirements that would apply under the current CR-3 zoning, if a new larger building is proposed on this property, and the difficulty in meeting those requirements on a lot with challenging access. The challenges include the property's narrow width and significant slope between the Marine Drive frontage and the lane at the rear.

It was noted during the Council discussion that staff and the property owner have communicated on this matter, and staff have identified that off-street parking and loading requirements may be reduced ('varied') with a Council-approved Development Variance Permit (DVP). Mr. Bakshi stated to Council that a DVP application is not desirable, as it requires application fees and does not come with a guaranteed Council approval. Alternatives for reducing the parking requirements include a 'text amendment' to the CR-3 zone that is specific to this property, rezoning the property or a Zoning Bylaw amendment that applies to other similar properties.

Staff note that many properties between 15081 Marine Drive and Martin Street, which were created in the 1920's-1930's, are challenged by small lot sizes, steep slopes and difficult access.

This corporate report provides the Land Use and Planning Committee (LUPC) with background information regarding this delegation's request, and identifies a recommended approach by staff to address the issues related to 15081 Marine Drive and other properties on Marine Drive, as well as several options that the property owner could pursue.

PAST PRACTICE / POLICY / LEGISLATION

Resolution 2018-426

On December 10, 2018, Council passed the following motion:

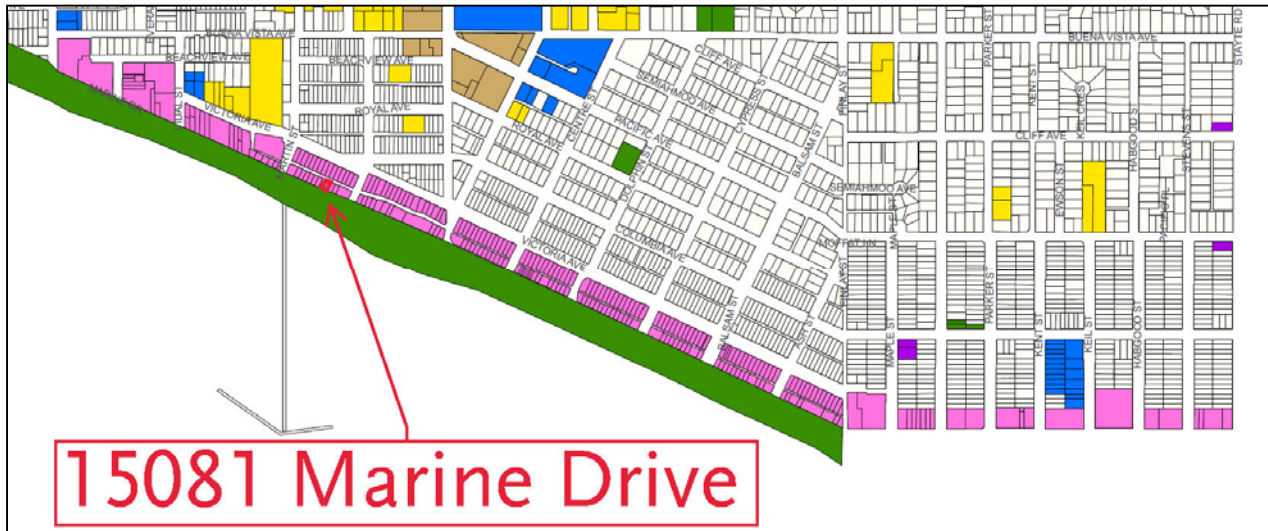
“THAT Council direct staff to provide a corporate report addressing the issues expressed by P. Bakshi regarding CR-3 zoning.”

Current Official Community Plan (OCP) Land Use Designation

The current OCP land use designation for 15081 Marine Drive, as well as the others on this block and beyond along Marine Drive between Oxford Street and Stayte Road, is “Waterfront Village.” The Waterfront Village is described as having a seaside village character, with small scale mixed use buildings, as well as small scale multi-unit residential buildings that can readily accommodate future commercial uses as demand grows.

The image below excerpted from the OCP Land Use Designation map shows the 'Waterfront Village' designated properties in pink, with the subject property.

Figure 1: OCP Land Use Designation – Waterfront Village Area and Subject Property



In the Waterfront Village designation, mixed use and multi-unit residential buildings are permitted in buildings up to four (4) storeys in height and with a density of 2.0 gross floor area ratio (FAR).

Figure 2: Aerial Map of 15081 Marine Drive and Adjacent Properties



Additional Related OCP Policies

The land use chapter of the OCP includes an objective 8.13 to “ensure development applications are reviewed and processed in a consistent manner.” Related to this objective, policy 8.13.5 provides direction to “encourage lot consolidations where smaller sites do not allow for functional development at the allowable FARs [density as gross floor area ratio].”

Zoning

The subject property is currently zoned “CR-3 West Beach Business Area Commercial/Residential Zone,” which it has been since adoption of a new comprehensive zoning bylaw (Zoning Bylaw No. 2000, 2012) in 2013. The comprehensive zoning bylaw update included a consolidation and categorizing of the number of commercial zones.

Prior to 2013, under the previous zoning bylaw (Zoning Bylaw No. 1591, 1999) the property was zoned CR-2 Marine Commercial Zone.

A description of the current and previous zones applicable to the property is provided in the following Analysis section.

OCP Review and Waterfront Enhancement Strategy

Council has directed staff to review the OCP in a number of key areas, including the form and character of buildings in the Marine Drive/Waterfront area, and on December 10, 2018 authorized additional funds for consultant assistance in the stakeholder engagement and design elements related to the Waterfront component. After issuing a request for proposals for this work in January 2019, a team led by MVH Planning and Design Inc. was selected to work on this ‘Waterfront Enhancement Strategy’ (WES) that will form part of the OCP Review. Further details regarding these processes is provided in the corporate report on the March 11, 2019 Regular Council meeting agenda titled “Updated Scope and Process for OCP Review.”

Draft Council Strategic Priorities: Zoning Bylaw Update

A preliminary draft of Council’s 2018-2022 Strategic Priorities includes a ‘targeted’ review of Zoning Bylaw issues in the category of ‘Now’ priorities. Staff note that the OCP Review, particularly the WES, provides an opportunity to undertake a targeted update of the CR-3 (West Beach) and CR-4 (East Beach) Commercial /Residential Zones according to the outcomes of the WES and OCP Review, in order to foster economic development, enhance business viability, and incent redevelopment on the Waterfront. This approach was previously occurring as ‘Phase 2’ of the Zoning Bylaw Update (‘Phase 1’ was completed in 2018), primarily involving updates to the CR-3 and CR-4 zones to align density, height and other zoning parameters with the OCP.

ANALYSIS

Current Zone Provisions (CR-3 West Beach Business Area Commercial / Residential Zone)

With the adoption of a new comprehensive zoning bylaw (Zoning Bylaw No. 2000) in 2013, some properties on Marine Drive previously zoned as CR-2 Marine Drive Commercial Zone, were re-categorized as CR-3.

The CR-3 zone is intended to accommodate commercial and multi-unit residential uses in the West Beach Business area. A range of commercial uses is permitted in this zone, as well as multi-unit residential uses. The maximum density in the CR-3 zone is 1.75 FAR, and the maximum height of buildings in the CR-3 zone is 11.3 metres (37.1 feet), with specific provisions on the measurement of height that is unique to this zone and contemplates two principal buildings on the same property.

Parking and loading requirements for properties in this zone are outlined in the general regulations of the zoning bylaw (Section 4.14 and 4.15 respectively) and determined by the density (i.e. number of dwelling units or amount of commercial floor area) and land use (i.e. restaurants have different parking requirements than general retail stores). The off-street parking and loading space requirements are the same for all mixed use (“CR”) zones, and apply regardless of property size. As most of the commercial buildings on this block of Marine Drive pre-date the zoning bylaw, it is worth noting that under Section 4.14.2 developments existing prior to the adoption of the zoning bylaw are considered acceptable (i.e. ‘grandfathered’ or ‘legally non-conforming’) with regard to parking requirements, provided that there are no changes in use or increases in floor area density. In other words, many existing properties and businesses are not ‘parked’ according to the current Zoning Bylaw (some properties have no on-site parking, such as Little India), nor do they have an on-site loading area.

Parking requirements for commercial uses for lots fronting onto Marine Drive are half of the parking requirements that apply for commercial uses in other areas of the City (one (1) space per 16 seats in a restaurant, and one (1) space per 74 m² of commercial floor area, versus one (1) space per eight (8) seats in a restaurant and one (1) space per 37 m² of commercial floor area).

Parking requirements for residential units are two (2) spaces per unit for a building with up to three (3) units, and one and a half (1.5) spaces per unit for a building with four (4) or more units (categorized as ‘apartments’). No automatic reduction is available for properties fronting onto Marine Drive.

Off-street loading requirements for buildings containing commercial floor area up to 500 m² in size are one (1) loading space, and increase with larger commercial floor areas. No exception to this loading space requirement is available for properties with small commercial areas or difficult access. The minimum dimension for loading spaces is 3.0 metres in width and 9.0 metres in length, and a minimum height clearance of 3.7 metres. An off-street loading spaces for multi-unit residential buildings are only required if the development contains over ten (10) dwelling units. As noted above, most of the properties between 15081 Marine Drive and Martin Street do not have on-site (off-street) loading spaces due to site constraints.

While there are minimum lot dimensions (i.e. lot width, lot area) in the CR-3 zone, these regulations would only prevent the further creation of new lots in the CR-3 zone through subdivision that are smaller than the minimum dimensions. This clause in the CR-3 zone does not impose any restrictions on an existing lot within the zone that does not meet the minimum lot dimensions and therefore does not apply to 15081 Marine Drive.

A copy of the CR-3 zone is attached as Appendix A. An excerpt of the parking (Section 4.14 and loading (Section 4.15) regulations is attached as Appendix B.

Previous Zone Provisions (CR-2 Marine Commercial/Residential Zone)

The CR-2 zone, as it existed under the previous zoning bylaw (Bylaw No. 1591, 1999) was also intended to permit mixed commercial/development and residential uses. Both retail and multi-unit residential uses (above the first storey) were permitted in the zone, and, since an amendment in 2009, buildings were limited to a maximum height of 11.3 metres in a three (3) storey building form. Prior to the 2009 amendment, buildings were limited to a 9.2 metre maximum height, but with no maximum number of storeys which could allow properties with significant slopes to have almost six (6) storeys in height from the low side of the property. No maximum FARs applied under the CR-2 zone and density was essentially limited by the maximum height of the building and the lot line setbacks, which restricted the siting and horizontal aspects of the building.

In the CR-2 zone of Bylaw 1591, properties in the CR-2 zone fronting on Marine Drive required two (2) spaces for one (1) or two (2) residential units, only one (1) space per apartment dwelling unit which included buildings with three (3) or more units. The required parking spaces for commercial units was the same as under the current bylaw (described above).

The off-street loading space requirements for commercial uses in Bylaw 1591 only required the provision of a loading space where the commercial use involved the movement of goods and materials by truck, exempting businesses without those needs (i.e. a hair salon, professional offices, etc.).

A copy of the parking and loading regulations from Bylaw 1591 is attached as Appendix C.

15081 Marine Drive: Lot Dimensions and Parking Access Challenges

The subject property is approximately 9.3 metres (30.5 feet) in width, 20.3 metres (66.6 feet) in depth, and 188.8 m² (2,031 ft²) in area. Between a regular size parking space length of 5.8 metres (19 feet) in length, and an adequate 6.7 metre (22.0 feet) drive-aisle to access the parking spaces, the provision of an efficient ‘row’ of underground or structured parking, along with an access ramp and elevator/stair core, within these tight constraints is not possible.

The Development Permit Guidelines for the Waterfront Area encourage a ‘continuous commercial frontage’ along business areas of Marine Drive. This is to maintain the vibrant pedestrian-oriented environment that comes from having interesting, varied and active storefronts, rather than driveway let-downs for ramp access to parkades, which leave a gap in the commercial fabric and provide less of an engaging experience for pedestrians. This preference for a continuous street wall along the Marine Drive sidewalk, and the regulations in section 48 of the Street and Traffic Bylaw No. 1529 that require properties with two accesses to have their driveway on the minor – i.e. ‘less busy’ side (in this case the lane), means that vehicular access is typically required from the lane.

However, from the front lot line on Marine Drive up to the rear lot line at the lane, there is nearly a five (5) metre increase in elevation, an average slope of 24% over the property. This slope limits the options for parking on the site, as a ramp sloping down from the lane to provide access to lower levels would be too steep, and any parking areas off the lane would therefore need to be on the second storey of a 3+ storey building, which would be more valuable as residential floor area.

Currently there is no pedestrian or vehicular access between the 15081 Marine Drive property and the adjacent rear lane, as the roof of the single storey building is positioned well below the surface of the lane. This situation also occurs with other properties along Marine Drive, between Martin Street and 15081 Marine Drive (see Appendix F for images showing this situation).

***Local Government Act* authority for off-street parking and loading space requirements**

Section 525 of the *Local Government Act* requires specific amounts of off-street parking and loading spaces, specifies design standards for these spaces, and permits, under specified conditions, that the required spaces may exist in an offsite location, or allows payment to the local government in lieu of the required off-street parking spaces. This authority must be exercised by bylaw.

The City formerly had an Off-Street Parking Facilities Bylaw which allowed properties to provide payment-in-lieu of providing off-street parking spaces, which provided the funds to allow the City to construct and maintain parking spaces in City-owned and leased property, including surface parking areas in the Town Centre near Bryant Park, and along Marine Drive. This Bylaw was rescinded in 2018.

The City has not had bylaw provisions that allow required off-street parking spaces to be provided off site on another property or on a City's road allowance.

Local Government Act authority for varying off-street parking and loading space

A Development Variance Permit (DVP) is a land use permit that provides Council with the ability to vary certain regulatory bylaws for a particular property based on the specific circumstances of that property and proposed development. This allows discretion in granting exceptions based on unique circumstances, which may not be appropriate to allow for an entire class or zone of multiple properties. A DVP may not vary the density or use of a property, however among the regulations that may be varied through a DVP, are off-street parking and loading space requirements, which may be reduced in number if, for example, a particular use is determined to not generate the parking or loading demand that would be otherwise required by the bylaw.

Typically, a DVP application will include architectural drawings at a conceptual level at minimum, in order to confirm that the proposal is feasible (e.g. any proposed parking spaces would be accessible) and would not necessitate additional variances at a later date. The application fee for a Development Variance Permit is \$2,000, according to Planning Procedures Bylaw No. 2234.

The application process for a Development Variance Permit include posting a Development Proposal Notification Sign on the property, an applicant-hosted Public Information Meeting, a report to Land Use and Planning Committee and, should Council wish the application to move forward, a Public Meeting after which Council may decide to issue, amend and issue, deny, or refer the permit back to staff.

DVP Options Discussed with 15081 Marine Drive Property Owner

The property owner has indicated they, or a prospective purchaser, would redevelop the property with a 32-seat restaurant on the lowest level and residential use(s) located on the floor(s) above. Staff also note that the property owner was initially encouraged to seek a property assembly with 15073 Marine Drive to the west, in order to create a new property sized larger and wide enough for a viable underground or structure parkade, which in turn would enable a new building to meet its parking and loading requirements of the CR-3 zone. However, the property owner has indicated that the prospect of assembly is limited, due to not having the financial means to purchase the adjacent property, and on the basis that discussions with the adjacent property owner have not yielded a mutually agreeable assembly and/or redevelopment scenario.

Based on the property owner's desired 32-seat restaurant and the small size and slope of the property, staff generated development scenarios for Mr. Bakshi's consideration that would involve a Development Variance Permit. The scenarios assume that the site can physically accommodate a maximum of three (3) regular sized parking spaces accessed from the rear lane, and no loading spaces, provided the first storey of a new building is high enough to enable an accessible parking deck from the lane. Conceptual diagrams related to these options provided to the applicant by staff are attached as Appendix D (note options 2 and 3 of the diagrams are slightly different layouts of Option 2 below but with the same parameters).

In Option 1, with one (1) unit/storey of residential above the restaurant, the parking requirement would be two (2) residential spaces and two (2) commercial spaces (four total), resulting in a shortfall of one space, as two (2) residential spaces would meet the requirement for a one-unit residential use, and one space for the restaurant would be one less than the two required for 32-seats. This option would require a variance for one (1) commercial parking space and one (1) loading space. Staff note that other commercial properties on Marine Drive do not have on-site loading, and have historically undertaken loading from trucks parked on the street. While this

approach can result in minor traffic disruptions, staff note that the impact of on-street loading could be mitigated by time-limited loading requirements or other approaches. On street loading is common in other cities where there are unique and historical lot, access and topographical challenges.

In Option 2, with two (2) units/storeys of residential above the restaurant, the parking requirement would be four (4) residential spaces and two (2) commercial spaces (six total), resulting in a shortfall of three (3) spaces. This option would require a variance for two (2) residential parking spaces, one (1) commercial parking space and one (1) loading space.

Given the significant amount of parking in the surface parking lots around Marine Drive, and the new 180-space West Beach Parkade, staff indicated to the property owner that staff would consider a Development Variance Permit (DVP) application for a proposed reduction in commercial parking spaces and no loading spaces for the restaurant use.

Due to the small scale of the property and likely redevelopment scenarios (and noting the applicant is leasing a parking space on Martin Street), staff note that a reduction of two (2) commercial parking spaces for a new 32-seat restaurant use, with no loading space, would not likely have a significant impact on parking supply or current traffic operations in the Marine Drive corridor. Staff would also encourage more leased spots with any redevelopment proposal.

Zoning Bylaw Amendment Options

Meeting Existing Parking Space Requirements

The property owner currently leases one (1) space on Martin Street, which is used for commercial loading and staff parking. Should Council wish to allow the property to meet their off-street parking requirements by leasing a space from the City (either in the Martin Street area, West Beach Parkade, or Montecito parking garage), the parking provisions in the Zoning Bylaw would need to be changed in order to account for this approach. In addition, some form of security would need to be provided (i.e. a restrictive covenant or other means) to ensure that the parking space would continue to be leased by the business.

Alternately, Council could direct an amendment to the Zoning Bylaw and creation of a new off-street parking bylaw to allow businesses to redevelop and have the option of providing payment-in-lieu of commercial parking spaces, which could be used towards the cost of the West Beach Parkade. This approach would likely require further significant study in terms of establishing an appropriate payment per space, and determination of which areas would be eligible for this option.

Reducing Parking Space Requirements Options

The Zoning Bylaw could be amended to further reduce or waive parking space requirements for businesses located on Marine Drive where difficult lot constraints limit current access and parking and redevelopment options. As the former zoning bylaw 1591 only required one (1) parking space per apartment unit, consideration could be given to bringing back a reduced requirement.

Potential Outcomes of Reducing Parking and Loading Space Requirements

The effect of reducing off-street parking or loading space requirements for properties on Marine Drive, or providing alternative means of meeting the requirements (payment in lieu or lease from the City) would likely be that smaller parcels (i.e. particularly one (1) storey restaurants/businesses, vacant lots with difficult or no access such as 14903 Marine Drive) would be more financially attractive to redevelop relative to the existing income generated from leasing or operating the property as a business. This would reduce the incentive to consolidate lots into

larger parcels that are able to provide a more efficient parking layout and therefore support more residential units.

These small-scale redevelopment opportunities may allow for replenishment of the existing ‘small-lot’ building stock occupied by Marine Drive businesses, some of which date from the 1920s and 1930s. New commercial space with modern facilities may be seen as attractive from a customer and restaurant-operator’s viewpoint, and assist in bringing more customers to Marine Drive as a whole provided that, the new buildings are compatible and contribute to the existing charm of Marine Drive.

Staff also note that while property assembly and redevelopment of Marine Drive properties is encouraged, given the unique topographical and built form context of the Waterfront, some smaller redevelopment opportunities should be supported, to complement the existing eclectic, narrow building character and historical lot pattern along Marine Drive. The Waterfront Enhancement Strategy will investigate this approach further.

Reducing on-site (off-street) parking requirements may also have the effect, if it attracts more customers and allows for additional commercial floor space, of increasing the demand for parking spaces in City owned and leased areas, particularly in the high season.

Staff Recommendation

Initiate Zoning Bylaw Review for Waterfront Zones

As Council has recently appointed a Parking Task Force which has yet to meet or provide recommendations to Council, staff do not support making wide-ranging, parking-related changes to the Zoning Bylaw that may have unintended consequences. Council has also appointed a Marine Drive Task Force, which will provide advice to Council and key input into the WES and other business viability and enhancement issues on the Waterfront.

With this context, noting that the OCP Review and WES is underway and Council has identified Zoning Bylaw updates as one of their priorities, and recognizing the challenging property and zoning constraints that affect many properties on Marine Drive, it is recommend that Council authorize staff to initiate a Zoning Bylaw update of the commercial CR-3 and CR-4 zones in the OCP Waterfront Village land use designation.

In terms of proposed scope, this staff-led update to the CR-3 and CR-4 zones will include:

- seeking to align the allowable density (FAR) and height in these zones with the current OCP Waterfront Village land use designation (2.0 FAR and four (4) storeys);
- incorporating the recommendations of the WES/OCP Review and Marine Drive Task Force for preferred building and streetscape designs along Marine Drive, through updating specific zone parameters that help to determine building form, siting and character (in addition to the OCP Waterfront Development Permit Area Guidelines);
- updating the applicable parking requirements for these zones, according to the recommendations of the WES/OCP Review and Parking Task Force; and
- considering new payment in lieu of parking options and/or options for allowing parking space requirements to be met by leasing City parking spaces. This may involve the creation of a new bylaw(s) to facilitate these options.

In the interest of an efficient process and implementing zoning changes in conjunction with OCP Review updates, staff propose the following process for updating the CR-3/CR-4 zones:

1. During Phase Three of the WES, as described on page 8 of the Updated OCP Scope and Process corporate report on the March 11, 2019 Regular Council agenda, staff will bring forward an interim corporate report to LUPC with draft recommendations for updating the CR-3 and CR-4 zones, based on the draft recommendations of the WES and Task Forces;
2. An on-line survey and Public Information Meeting will be held, either as a stand-alone meeting or in conjunction with the final Public Information Meeting #3 for the WES, to provide an opportunity for public and property owner input on proposed updates;
3. Following presentation of feedback to on proposed Zoning Bylaw updates to LUPC, bring forward recommended zoning amendment bylaw(s) for first and second reading, Public Hearing and consideration of 3rd and final readings by Council.

This proposed process will enable updates to the CR-3 and CR-4 zones to be completed in December 2019 or January 2020, in conjunction with or shortly after the completion of the WES/OCP Review.

This approach will allow staff to explore potential updates to the CR-3 and CR-4 zones in parallel to the OCP Review and WES, and the work and recommendations of the Parking and Marine Drive Task Forces, and enable more timely and efficient bylaw changes that support business viability and revitalization on Marine Drive. Based on this, staff recommend that LUPC and Council authorize staff to undertake a review of the CR-3 and CR-4 zones and related parking and loading requirements.

Options for the Property Owner of 15081 Marine Drive

Staff recognize the difficulty that property owners of smaller properties along Marine Drive will likely have in redeveloping their properties in conformity with the current parking and loading requirements in the Zoning Bylaw. These property owners have the opportunity to bring forward individual requests to vary or change the zoning of their properties, through Development Variance Permit or Rezoning applications.

In the case of 15081 Marine Drive, and based on the content of this corporate report, the property owner has the following options, among others not considered by staff:

1. Await the outcomes of the WES/OCP Review and proposed update of the CR-3 zone and determine how they apply to 15081 Marine Drive and redevelopment options; or
2. Apply for a Development Variance Permit, to seek a reduction in parking spaces and loading requirements. The fee for this application is \$2,000 and requires Council approval following a Public Meeting of Council; or
3. Apply for a property-specific text amendment to the CR-3 zone, to change the parking and loading requirements for 15081 Marine Drive only. The fee for this application is \$4,100 and requires Council approval following a Public Hearing; or
4. Apply to rezone 15081 Marine Drive to a 'Comprehensive Development' of 'CD' Zone with property-specific parking and loading requirements. The fee for this application is \$4,100 and requires Council approval following a Public Hearing.

Next Steps

Pending direction and feedback from LUPC on the recommendation and other information presented in this report, staff will contact the property owner to inform him of the discussion and his options to move forward with an application to Council.

If Council directs staff to undertake a Zoning Bylaw Update, staff suggest that this corporate report be referred to the Marine Drive and Parking Task Forces, for further consideration.

OPTIONS

The Land Use and Planning Committee can:

1. Receive this corporate report and authorize staff to initiate a Zoning Bylaw review of CR-3 and CR-4 zones in conjunction with the Official Community Plan (OCP) Review and Waterfront Enhancement Strategy and the work of the Marine Drive and Parking Task Forces;
or
2. Provide feedback to staff regarding the options presented in this report or other alternatives and direct staff to proceed with a particular approach.

Staff recommends Option 1.

CONCLUSION

On December 10, 2018, Council received a delegation from an owner of a property zoned CR-3 on Marine Drive (the 'Little India' restaurant), who expressed concerns regarding the parking and loading requirements that would apply to redevelopment of his property in relation to the site's small size and difficult access. Staff recognize the difficulty that property owners of smaller commercial properties along Marine Drive will likely have in redeveloping their properties in conformity with the current parking and loading requirements in the Zoning Bylaw.

However, there are a number of City initiatives underway or commencing shortly that are related to this topic, and in this context, staff recommend that Council authorize a Zoning Bylaw update of the commercial CR-3 and CR-4 zones in the OCP Waterfront Village land use designation, which would be undertaken concurrently with the work of the OCP Review, Zoning Bylaw targeted review, and the Marine Drive and Parking Task Forces. While this comprehensive analysis of the issues presented by the delegation is undertaken, property owners would be able to bring forward property-specific applications through a Development Variance Permit (DVP) or rezoning application.

Respectfully submitted,



Carl Johannsen, MCIP, RPP
Director of Planning and Development Services

Comments from the Chief Administrative Officer:

I concur with the recommendations of this corporate report.



Dan Bottrill
Chief Administrative Officer

- Appendix A: CR-3 West Beach Business Area Commercial/Residential Zone (Bylaw No. 2000)
- Appendix B: Section 4.14 (Off-Street Parking) and 4.15 (Off-Street Loading (Bylaw No. 2000)
- Appendix C: CR-2 Marine Commercial Zone (Bylaw No. 1591) from 2010
- Appendix D: Diagrams Illustrating Potential Development Concepts for 15081 Marine Drive
- Appendix E: Minutes from Delegation on December 10, 2018
- Appendix F: Property Conditions between Martin Street and 15081 Marine Drive

APPENDIX A

CR-3 West Beach Business Area Commercial / Residential Zone (Bylaw No. 2000)

6.18 CR-3 West Beach Business Area Commercial / Residential Zone

The intent of this zone is to accommodate commercial and multi-unit residential uses in the West Beach Business area.

6.18.1 Permitted Uses:

The following uses are permitted in one (1) or more principal buildings:

- 1) *retail service group 1 uses*;
- 2) *licensed establishments, including liquor primary, food primary, agent store, u-brew and u-vin*;
- 3) *hotel*;
- 4) *medical or dental clinic*;
- 5) *multi-unit residential use* in conjunction with not more than one of the following *accessory uses per dwelling unit*:
 - a) *accessory home occupation* in accordance with the provisions of Section 5.3.;
 - b) *accessory boarding use* in accordance with the provisions of Section 5.4.
- 6) *a one-unit residential use, a two-unit residential use, or a three-unit residential use* accessory to a *retail service group 1 use*, and limited to the story or stories above the portion of a building used for *retail service group 1 uses*.

6.18.2 Lot Size:

- 1) Minimum *lot width, lot depth and lot area* in the CR-3 zone are as follows:

Lot width	15.24m (50.0ft)
Lot depth	35.0m (115.0ft)
Lot area	534.2m ² (5,750.5ft ²)

6.18.3 Lot Coverage:

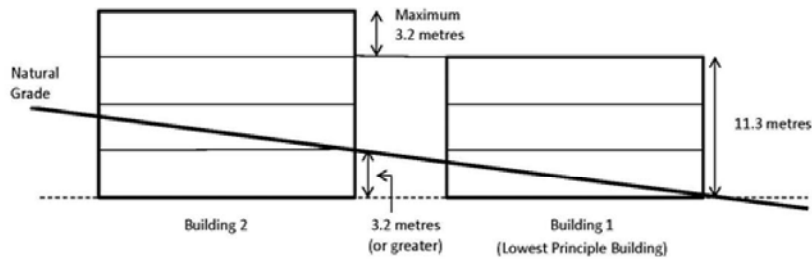
- 1) Maximum *lot coverage* per fee-simple lot is 75%.

6.18.4 Density:

- 1) Maximum *gross floor area* (GFA) of all uses shall be 1.75 times the *lot area*.

6.18.5 Building Heights:

- 1) *Principal buildings shall not exceed a height* of 11.3 metres (37.1 feet) measured as the vertical distance from the roof peak to the lessor of either the *natural grade* adjacent to the mid-point of the building on the lowest side of the property or not more than 0.5m (1.64ft) above the average height at the top of curb for the lowest street frontage adjacent to the property. Notwithstanding, where more than one *principal building* is proposed and where the *natural grade* for those other *principal buildings* is greater than 3.2 metres (10.5 feet) higher than the 1st or lowest *principal building*, the maximum *height* of the other *principal buildings* shall be no more than 3.2 metres (10.5 feet) greater in geodetic elevation than the maximum *height* of the 1st or lowest *principal building*, as shown in the illustration below.



2) Structures shall not exceed a height of 4.0m.

6.18.6 Minimum Setback Requirements:

1) Principal buildings and structures in the CR-3 zone shall be sited in accordance with the following minimum setback requirements:

Setback	Principal Building	Structures
Front lot line	1.5m (4.92ft)	Not permitted *
Exterior side lot line	1.5m (4.92ft)	3.0m (9.84ft)
Interior side lot line or rear lot line adjacent to a lot zoned only for residential use	1.5m (4.92ft)	3.0m (9.84ft)

2) Notwithstanding sub-section 1) above, principal buildings shall be set back no more than 2.5m (8.2ft) from Marine Drive, where applicable.

6.18.7 Ancillary Buildings and Structures:

Except as otherwise provided in Section 4.13 and in addition to the provisions of sub-section 6.18.5 and 6.18.6 above, the following also applies:

- 1) ancillary buildings shall not be permitted.
- 2) structures shall not be sited less than 3.0m from a principal building on the same lot.
- 3) * notwithstanding sub-sections 6.18.6 and 6.18.7 (2), patios and awnings are permitted in the front and exterior side yard areas in accordance with White Rock License Agreement (Sidewalk Café / Business License) Bylaw requirements.

6.18.8 Accessory off-street parking shall be provided in accordance with the provisions of Section 4.14.

6.18.9 Accessory off-street loading spaces shall be provided in accordance with the provisions of sub-sections 4.15.2 and 4.15.3.

APPENDIX B

Section 4.14 (Off-Street Parking) and 4.15 (Off-Street Loading (Bylaw No. 2000))

4.13.6 In the RM-1, RM-2 and RM-3 zones only, where solar panels or other green energy technologies are installed on or within a roof, the maximum height of buildings and structures permitted elsewhere in this Bylaw may be exceeded for solar heating panels by not more than 2.2m (7.22ft).

4.14 Off-Street Parking Requirements

4.14.1 Unless otherwise indicated in this Bylaw, off-street parking spaces must be provided and maintained in accordance with the following standards:

Development Type or Use	Required Parking Spaces
RESIDENTIAL USES	
One-unit residential Two-unit residential Three-unit residential Townhouse	2 per dwelling unit, except 1 per dwelling unit for lots zoned RS-3 fronting onto Marine Drive
Accessory secondary suite Accessory coach house Accessory vacation rental	1 per dwelling unit
Accessory bed & breakfast Accessory boarding use	1 per sleeping unit
Apartment	1.2 per dwelling unit, plus 0.3 per dwelling unit for visitor parking, for a total of 1.5 spaces per dwelling unit
Community Care Facility	1 per 5 units plus 1 for every 2 employees
Accessory Child Care Centre	2 spaces for pick-up and drop-off plus 1 for every 2 employees
COMMERCIAL USES	
Commercial – retail	1 per every 37m ² of commercial (retail) floor area, except 1 per 74m ² of commercial (retail) floor area for lots fronting onto Marine Drive
Commercial – office	1 per every 37m ² of commercial (office) floor area, except 1 per 74m ² of commercial (office) floor area for lots fronting onto Marine Drive
Commercial – restaurant or licensed establishment	1 per every 8 seats available for customer use, except 1 per every 16 seats for lots fronting onto Marine Drive
Hotel / Motel	1 per sleeping unit
INSTITUTIONAL & CULTURAL USES	
Civic use, Recreational use	1 per every 37m ² of institutional floor area used for a civic or recreational use. For 1174 Fir Street only (lot 1, Block 30, Plan 11883), 6 parking spaces total for

	professional and semi-professional office use.
Assembly use	1 per every 46m ² of institutional floor area used for an assembly use
Elementary school	1 per every 92m ² of institutional floor area
Hospital	1 per 5 patient beds
Child Care Centre	1 per every 3 employees, plus 2 spaces for pick-up and drop-off

- 4.14.2 Notwithstanding Paragraph 4.14.1 above, developments existing prior to the adoption of this Bylaw shall be considered acceptable provided that there are no changes in the use or increases in the floor area and/or density of the development. If there is a change of use or increase in floor area or density, an existing development will be required to comply with the parking requirements outlined in Paragraph 4.14.1.
- 4.14.3 The minimum on-site parking requirements outlined in Paragraph 4.14.1 above may be reduced by up to a maximum of 10% where:
- transportation demand management measures, including the use of car co-operatives, or car-share programs, are provided, and
 - the reduction in minimum on-site parking requirements is substantiated by a parking study that is prepared by a registered professional engineer and is subject to review and approval by the City; and
 - the proponents offer and enter into a covenant to require continuation of the transportation demand management measure.
- 4.14.4 Where a building or structure is used for more than one permitted use, the required number of parking spaces shall be interpreted as the sum of the requirements for each use.
- 4.14.5 Notwithstanding Paragraph 4.14.4 above, shared on-site parking areas for two (2) or more uses may be permitted where:
- the maximum demand for such parking areas by the individual uses occurs at different periods of the day;
 - the maximum demand of such parking areas is substantiated by a parking study that is prepared by a registered professional engineer and is subject to review and approval by the City; and
 - the proponents offer and enter into a covenant to restrict any change of use or occupancy that would adversely affect the continuation of the shared on-site parking arrangement.
- 4.14.6 The size of parking spaces for persons with disabilities shall be provided in accordance with the requirements of the BC Building Code. Further, as part of the overall required number of parking stalls, parking stalls for occupancies where more than 10 parking spaces are provided shall be provided as follows:

Total Required Spaces	Required Spaces for Handicapped
10 to 75	1
76 to 125	2
126 to 200	3

Over 200	4 plus 1 for every additional 100 or fraction thereof
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- 4.14.7 In the calculation of required parking, where the calculation results in a fraction of a parking space, any fraction less than 0.5 shall be disregarded and any fraction of 0.5 or greater shall require one (1) full parking space.
- 4.14.8 Minimum parking space dimensions shall be as follows:

Angle	Width	Length	Depth to Curb	Aisle Width	Traffic Direction
30°	2.7m	5.2m	5.2m	3.5m	1-way
45°	2.7m	5.2m	6.0m	3.9m	1-way
60°	2.7m	5.2m	6.4m	5.0m	1-way
90°	2.7m	5.8m	5.8m	6.7m	1- or 2-way
Parallel Parking	2.5m	7.0m	2.5m	3.5m 6.0m	1-way 2-way

- 4.14.9 Small car spaces may be provided to a maximum portion of 40% of the total parking required, shall have a minimum width of 2.5m and minimum length of 5.2m, and shall be clearly marked for small car use only.

4.15 Off-Street Loading Requirements

- 4.15.1 Additional spaces must be provided for the temporary stopping, loading and unloading of vehicles for every commercial site, place of public assembly, hospital, institution, school, or club. The minimum number of loading spaces in addition to the parking space requirements of Paragraph 4.14.1 above, are as follows:

Commercial / Institutional Floor Area	Required Loading Spaces
< 500m ²	1 loading space
500-2000m ²	2 loading spaces
2001-3500m ²	3 loading spaces
>3500m ²	1 additional loading space for every additional 5000m ² of commercial / institutional floor area

- 4.15.2 Notwithstanding the above, a minimum of one (1) off-street loading space shall be provided for every apartment complex, assisted-living complex and *care facility* containing more than ten (10) *dwelling units* or *living units*. Where the apartment complex, assisted-living complex or *care facility* is provided in more than one *principal building* with separate elevators for each *building*, one (1) off-street loading space shall be provided for each *principal building* containing more than ten (10) *dwelling units* or *living units*.
- 4.15.3 Loading spaces shall have a minimum width of 3.0m, a minimum length of 9.0m and a minimum clearance height of 3.7m.

APPENDIX C

CR-2 Marine Commercial Zone (Bylaw No. 1591) from 2010

602 CR-2 MARINE COMMERCIAL ZONE

INTENT

The intent of this zone is to allow mixed commercial/development and *residential uses*.

1. Permitted Uses

The following uses and no others shall be permitted in the CR-2 zone:

- (a) a *retail service group 1 use*
- (b) a *one-unit residential use*
- (c) a *two-unit residential use*
- (d) an *apartment use*

2. Regulations for Permitted Uses of Land, Buildings and Structures

- (a) A retail-service group use shall be limited to the first and second *storeys* of a *building*.
- (b) Subject to the provisions of Section 403 (6), a one-unit or two-unit residential use or an apartment use :
 - (i) shall be limited exclusively to the *storey* or *storeys* above the *first storey* of a *building* and above the highest *storey* in the *building* which is used for a *retail service group 1 use*.
- (c) Off street parking and loading shall be provided in accordance with the provisions of Section 402.

3. Regulations for the Size, Shape, and Siting of Buildings and Structures:

- (a) Subject to the provisions of Section 403 and notwithstanding any other provisions of this bylaw to the contrary, principle buildings:⁷⁸
 - (i) shall not exceed a *height* of 11.3 metres (37 feet) measured as the vertical distance from the roof peak to the natural grade adjacent to the mid point of the building on the lowest side of the property, and limited to a maximum three storey building with one storey of ground level commercial use with up to 3.05 metres (10 feet) high ceilings, a second storey for either commercial or residential use with up to 2.75 metres (9 feet) high ceilings, and a third storey of residential use with up to 2.75 metres (9 feet) high ceilings, and a pitched roof but where roof decks, roof railings, parapet walls, or stairwell access structures are not permitted; and
 - (ii) shall be sited not less than 1.5 metres (4.92 feet) from all exterior lot lines, or the front lot line for the 1st storey, and 1.5 metres (4.92 feet) for all levels adjacent to properties zoned only for residential use.
- (b) Subject to the provisions of Section 403, accessory structures:
 - (i) shall not exceed a *height* of 4 metres (13.12 feet);
 - (ii) no *accessory buildings* shall be permitted.

⁷⁸ Bylaw Amendment, 2009, No. 1901
PART 6

APPENDIX D

Diagrams Illustrating Potential Development Concepts for 15081 Marine Drive

15081 Marine Drive

CR-3 Zone

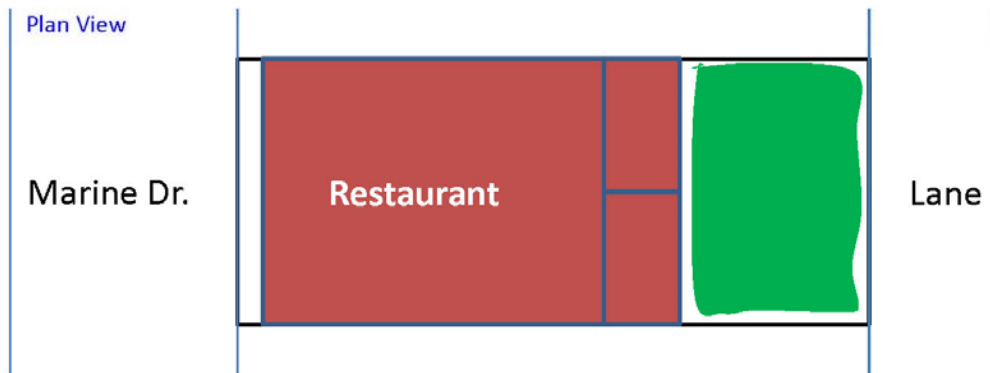
Existing Condition

1.75 FAR, 75% max. lot coverage
11.3 m height (~3 storey height)

Section View



Plan View



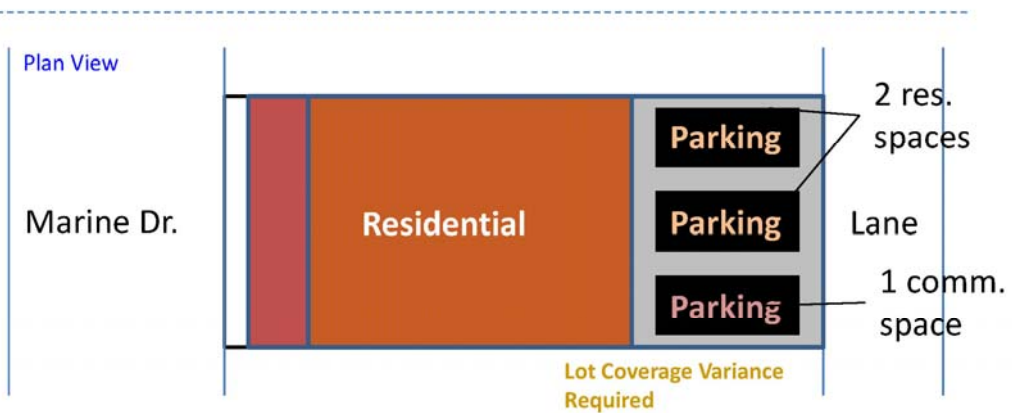
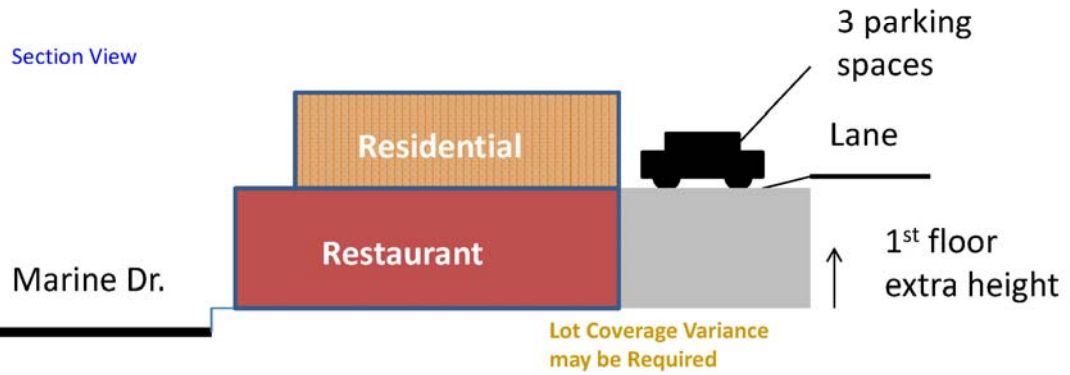
15081 Marine Drive

CR-3 Zone

Option 1

1.75 FAR, 75% max. lot coverage

11.3 m height (~3 storey height)



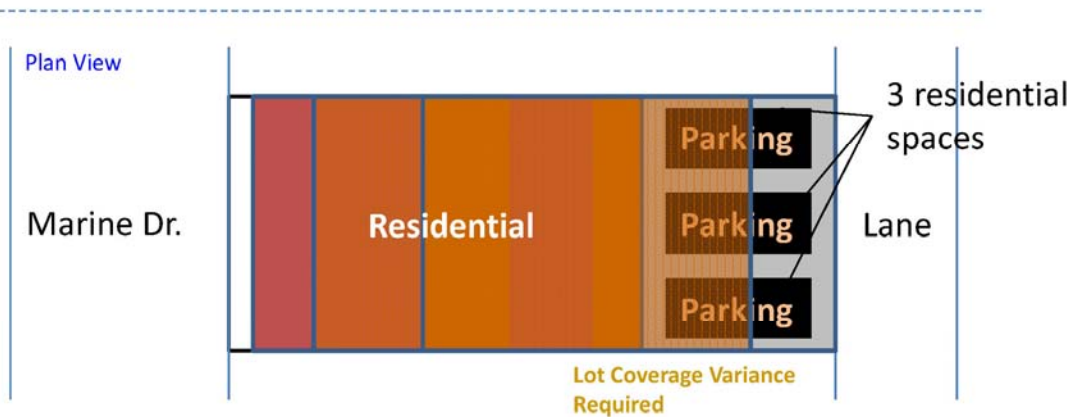
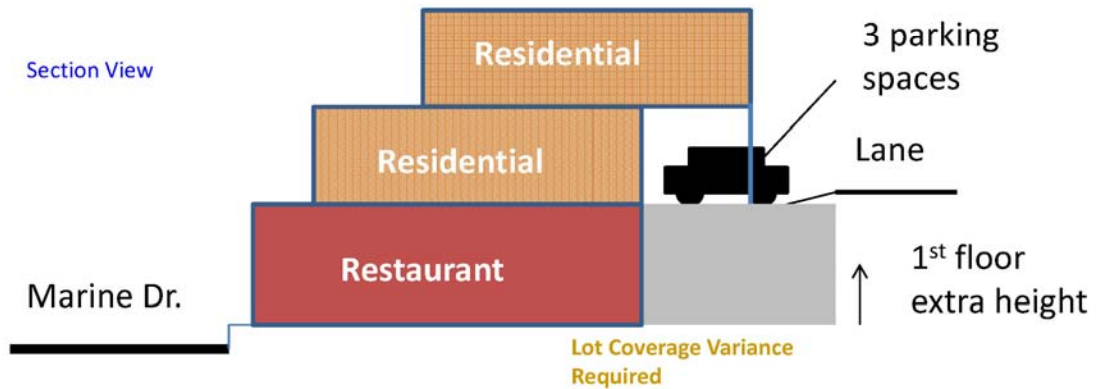
15081 Marine Drive

CR-3 Zone

Option 2

1.75 FAR, 75% max. lot coverage

11.3 m height (~3 storey height)



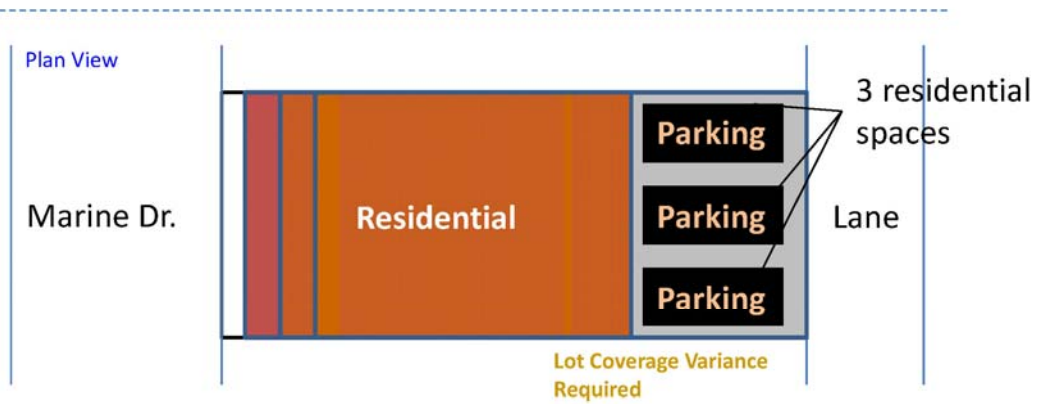
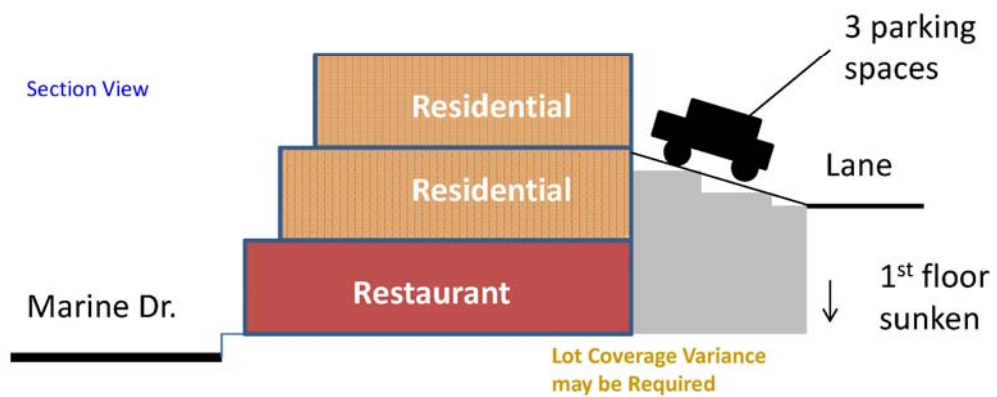
15081 Marine Drive

CR-3 Zone

Option 3

1.75 FAR, 75% max. lot coverage

11.3 m height (~3 storey height)



APPENDIX E

Minutes from Delegation on December 10, 2018

Minutes of a Regular Meeting of
City of White Rock Council held in the City Hall Council Chambers
December 10, 2018

Page No. 220

4. DELEGATIONS AND PETITIONS

4.1 DELEGATIONS

4.1.1 MIKE ARMSTRONG - DOG OWNERS GROUP OF WHITE ROCK: DOG PARKS IN WHITE ROCK

M. Armstrong, Dog Owners Group of White Rock, appeared as a delegation and provided a PowerPoint presentation requesting the City establish a committee to address the implementation of Dog Parks (family friendly, cleanliness, and fulfilling the Official Community Plan goal).

Mr. Armstrong requested the City amend the relative bylaws that would permit dogs along the White Rock promenade, adding that approximately 40% of White Rock residents are dog owners and likely do not visit the waterfront due to the current bylaw.

Following the presentation, discussion ensued and the following comments were noted:

- If an amendment bylaw was adopted, this matter should be monitored for a one (1) year trial period
- Bylaw Enforcement would need to be diligent in monitoring the trial period
- It was suggested that if dogs were permitted along the promenade, that the Beach and the Pier be excluded
- There should be enough "pick-up" bags along the waterfront
- The policy should consider permissions between May 1 and August 31

2018-425

It was MOVED and SECONDED

THAT Council directs staff to bring forward a corporate report and amendment with regard to the Animal Control and Licensing Bylaw that would permit dogs along the promenade, excluding the Pier and the Beach, and that the report be brought back for consideration at the next regular Council meeting.

CARRIED

4.1.2 PAWAN BAKSHI: ZONING BYLAW (CR-3)

P. Bakshi, resident, appeared as a delegation expressing concerns regarding CR-3 zoning within the City's Zoning Bylaw and the following comments were noted:

- Suggested that the properties along West Beach contravene the CR-3 zoning due to the shape/layout of the lot sizes
- The City suggested an application for a Development Variance Permit be submitted; however, it was noted that the process is quite costly and would place financial hardship on his family
- Expressed concerns that property owners should not need to pay for parking in the area during the holiday season
- Future bylaws see the existing requirements as a deterrent to purchase the property
- Requested the City relax the bylaw requirements

Minutes of a Regular Meeting of
City of White Rock Council held in the City Hall Council Chambers
December 10, 2018

Page No. 221

Discussion ensued and staff provided the following comments in response to Council's questions:

- Staff advised the delegation of the Development Variance process for a relaxation of parking, and reported that in this scenario, staff would recommend the application be supported
- The zoning bylaw is currently under review, and the intention to make the parking and loading requirements consistent with the Official Community Plan
- If Council wishes to relax the existing bylaw requirements, a zoning bylaw amendment would need to be brought forward
- Staff provided parking options, like off-lane parking; however, noted that parking for the commercial component of the property can be difficult
- While some of the lots along the waterfront can be assembled to make bigger lots, the existing bylaw does not compel an owner to do so
- At this point, there is no requirement for additional parking. The requirements are only necessary if there is a change in use or density/units

Council noted that parking along the waterfront will be a general topic of discussion during the upcoming Official Community Plan review process.

2018-426

It was MOVED and SECONDED

THAT Council direct staff to provide a corporate report addressing the issues expressed by P. Bakshi regarding CR-3 Zoning.

CARRIED

4.1.3

RAGHBIR GURM & SHELLEY CRIAG - URBAN ARTS ARCHITECTURE: INTRODUCTION TO MASS-TIMBER BUILDING TECHNOLOGY (APPLIED TO FORTH-COMING APPLICATION LOCATED AT NORTH BLUFF AND MAPLE)

R. Gurm, and S. Craig, Urban Arts Architecture, appeared as a delegation introducing mass-timber (cross laminated / timber) building technology generally and as applied to a forth-coming application located at North Bluff Road and Maple Street. A PowerPoint presentation was provided.

Following the presentation, discussion ensued and the following comments were noted:

- The purpose of the presentation is to introduce the concept of mass timber in terms of new projects
- The forth-coming application located at North Bluff and Maple may come forward to the Land Use and Planning Committee in early 2019
- The upcoming proposal will have an affordable housing (rental) component when the project comes forward for consideration.

APPENDIX F

Property Conditions between Martin Street and 15081 Marine Drive

Aerial View of 15000-block Marine Drive from Northwest



Street View from Marine Drive, looking northwest



View from Rear Lane of Property at 15081 Marine Drive



View from Rear Lane of Property at 15053 Marine Drive



APPENDIX D

Draft CR-3A Zone

**The Corporation of the
CITY OF WHITE ROCK
BYLAW 2XXX**



A Bylaw to amend the
"White Rock Zoning Bylaw, 2012, No. 2000" as amended

The CITY COUNCIL of the Corporation of the City of White Rock, in open meeting assembled, ENACTS as follows:

1. That Schedule A - Text of the "White Rock Zoning Bylaw, 2012, No. 2000" be amended:
 - (1) By adding to the Table of Contents for Schedule "A" (Text) a new section 6.19 named "CR-3A West Beach Business Area Commercial / Residential Small Lot Zone" and renumbering the following sections accordingly; and
 - (2) By adding a new zone as Section 6.19 "CR-3A West Beach Business Area Commercial / Residential Small Lot Zone," attached herein as Schedule "2" and forming part of this bylaw.
2. That Schedule "C" of the "White Rock Zoning Bylaw, 2012, No. 2000" as amended is further amended by rezoning the following lands:

Legal Description: (TBD)
PID:

Legal Description: (TBD)
PID:

Legal Description: (TBD)
PID:

as shown on Schedule "1" attached hereto, from the 'CR-3 West Beach Business Area Commercial / Residential Zone' to the 'CR-3A West Beach Business Area Commercial / Residential Small Lot Zone.'

3. This Bylaw may be cited for all purposes as the "White Rock Zoning Bylaw, 2012, No. 2000, Amendment (Small Lot Properties on Marine Drive) Bylaw, 2019, No. 2XXX".

RECEIVED FIRST READING on the	day of
RECEIVED SECOND READING on the	day of
PUBLIC HEARING held on the	day of
RECEIVED THIRD READING on the	day of
ADOPTED on the	day of

MAYOR

DIRECTOR OF CORPORATE ADMINISTRATION

SCHEDULE "1"

(Map and properties to be determined through consultation with potentially eligible property owners)

SCHEDULE “2”

6.19 CR-3A West Beach Business Area Commercial / Residential Small Lot Zone

The intent of this zone is to accommodate commercial and multi-unit residential uses in the West Beach Business area on lots less than 12.5 metres in width, and to encourage the redevelopment of properties on Marine Drive with access and size constraints in a form that fits within the surrounding streetscape.

6.19.1 Permitted Uses:

The following uses are permitted in one (1) or more principal buildings:

- 1) *retail service group 1 uses*;
- 2) *licensed establishments, including liquor primary, food primary, agent store, u-brew and u-vin*;
- 3) *hotel*;
- 4) *medical or dental clinic*;
- 5) *multi-unit residential use*,
- 6) *a one-unit residential use, a two-unit residential use, or a three-unit residential use accessory to a retail service group 1 use, and limited to the story or stories above the portion of a building used for retail service group 1 uses; and*
- 7) *an accessory home occupation use in conjunction with a residential use and in accordance with the provisions of Section 5.3.*

6.19.2 Lot Size:

- 1) Maximum *lot width*, in the CR-3 zone is 12.4m (40.7ft).

6.19.3 Density:

Maximum *gross floor area* shall not exceed 2.0 times the *lot area*, with a minimum *commercial floor area* equaling 25% of the total *gross floor area*:

- (i) **BASE DENSITY:** The maximum *gross floor area* shall not exceed 1.75 times the *lot area*
- (ii) **ADDITIONAL (BONUS) DENSITY:** Where a contribution has been provided to the Community Amenity Reserve Fund to assist with the provision of the amenities in the following table, the maximum *gross floor area* shall not exceed 2.0 times the lot area, with a minimum *commercial floor area* equaling 25% of the total *gross floor area*

#	Amenity
1	New public open space and walkways
2	Improvement of existing open space and walkways
3	Public art
4	Waterfront improvement, including civic parking facilities
5	Special needs or non-market affordable housing
6	People movement infrastructure to link Uptown to the Waterfront

The amenity must be provided in accordance with an amenity agreement and a section 219 covenant delivered by the owner of the subject real property to secure the amenity, in accordance with the City of White Rock Density Bonus / Community Amenity Contribution Policy

6.19.4 Building Heights:

- 1) *Principal buildings* shall not exceed a *height* of 13.7 metres (44.9 feet) measured as the vertical distance between the highest point of the *building* and the *natural grade* at the mid-point of the lot line on the Marine Drive side of the property.

The first storey of a building shall be a minimum of 3.7 metres (12.1 feet).

- 2) *Structures* shall not exceed a *height* of 4.0m.

6.19.5 Minimum Setback Requirements:

- 1) *Principal buildings* and *structures* in the CR-3 zone shall be sited in accordance with the following minimum *setback* requirements:

Setback	Principal Building	Structures
Front lot line	2.5m (4.92ft)	Not permitted *
Exterior side lot line	1.5m (4.92ft)	3.0m (9.84ft)

6.19.6 Ancillary Buildings and Structures:

Except as otherwise provided in Section 4.13 and in addition to the provisions of sub-section 6.19.5 above, the following also applies:

- 1) *ancillary buildings* shall not be permitted.
- 2) *structures* shall not be sited less than 3.0m from a *principal building* on the same *lot*.
- 3) *notwithstanding sub-sections 6.19.5, patios, awnings, and weather protection structures are permitted in the front and exterior side yard areas in accordance with White Rock License Agreement (Sidewalk Café / Business License) Bylaw requirements.

6.19.7 Except as indicated on the table below, accessory off-street parking shall be provided in accordance with the provisions of Section 4.14:

Development Type or Use	Required Parking Spaces
RESIDENTIAL USES	
One-unit residential Two-unit residential Three-unit residential	1 per dwelling unit, plus 1 for visitor parking

6.19.8 Notwithstanding Section 4.15, off-street loading spaces are not required in this zone.

THE CORPORATION OF THE
CITY OF WHITE ROCK
CORPORATE REPORT



DATE: October 7, 2019

TO: Land Use and Planning Committee

FROM: Carl Isaak, Director of Planning and Development Services

SUBJECT: Draft Waterfront Enhancement Strategy and Summary of Public Engagement

RECOMMENDATION:

THAT Land Use and Planning Committee receive for information the corporate report dated October 7, 2019 from the Director of Planning and Development Services titled “Draft Waterfront Enhancement Strategy and Summary of Public Engagement.”

INTRODUCTION

The purpose of this corporate report is to provide the Land Use and Planning Committee (LUPC) with an in-progress draft version of the ‘Waterfront Enhancement Strategy’ (WES; hereafter ‘the draft Strategy’), attached to this corporate report as Appendix A, before it is presented to the public and Marine Drive Task Force for feedback and further refinement, and finally returning to Council’s consideration with the input incorporated.

The draft Strategy is highly action-oriented while also providing a cohesive framework that links recommended improvements/actions with the top issues that are limiting the attractiveness of the Waterfront / Marine Drive area as a gathering place and year-round generator of economic activity. The WES consultant team has provided illustrative sketches and examples throughout the draft Strategy to bring the actions to life and help demonstrate the possibilities. The top issues and recommended actions were generated through input received from the community and businesses in Phases 1 and 2 of this process, as well as the analysis in the WES ‘Resource Book,’ which was provided to LUPC in a corporate report on June 10, 2019 (attached as Appendix B).

The potential actions currently included in the draft Strategy vary in cost and level of effort required, allowing for the possibility that some initiatives could be undertaken in the short term and others wait until the right funding and partnerships are in place or further technical studies have been completed. One of the purposes of obtaining feedback on the more ambitious actions, or those which have significant regulatory and technical challenges, is to better understand if there is public support to take on what may be a difficult task, rather than to dismiss it as not viable due to the anticipated obstacles. The Strategy is intended as a framework to coordinate actions and investments in the Waterfront area over the next ten to twenty years, recognizing that many related capital projects and initiatives have already been completed or are still underway, and that changing conditions might bring forward possibilities that have not been imagined.

While the WES process falls within the overall scope of the Official Community Plan (OCP) Review, not all of the recommended actions would require specific amendments to the current

OCP, and following public and MDTF feedback on the draft Strategy, staff will analyze the recommendations to determine whether it would be necessary or appropriate to change policies or guidelines within the OCP to implement the recommendation.

Staff will provide copies of the current draft Strategy (attached as Appendix A) to the Marine Drive Task Force, following receipt by the Land Use and Planning Committee. A core focus of the Marine Drive Task Force, which will have its next meeting on October 15, 2019, is to provide advice on the development and implementation of the WES.

Completed Public Engagement Summary

Waterfront Community Forum

A ‘Waterfront Community Forum’ to kick off the engagement for the WES was held on June 27, 2019, as a ‘public conversation’ event hosted by staff and the WES consultant, illustrating qualities and principles that make a great waterfront, introducing the WES process and offering the first input opportunities. After the participants introduced themselves and their interest in the Waterfront, the discussion focused on five high-level questions:

- *What is great about the Waterfront?*
- *What is missing from the Waterfront?*
- *How can the Waterfront thrive and not feel crowded?*
- *What are the key issues?*
- *What are the opportunities?*

Attendees were also asked to provide their top 3 priorities for improving the waterfront.

A summary of the comments shared at the Waterfront Community Forum is attached to this corporate report as Appendix C.

Online Community Survey

An online community survey to gather initial public feedback on the OCP/WES was open between May to July 2019, and received 151 total responses. The results of the non-Waterfront topics will be covered in a future corporate report on the OCP Review. The two main questions that were related to the WES were:

- What is your favourite part of the waterfront and Marine Drive businesses? (e.g. walking the promenade and pier, eating at a restaurant, shopping, playing on the beach, etc.)
- What is the one thing you would change about Marine Drive that would make you go there more often to eat, shop, play and do business?

Survey respondents were also requested to share their thoughts on appropriate buildings heights throughout the City, including in the Waterfront (“Marine Drive from Oxford Street to Stayte Street, and immediately adjacent areas”).

The results on the top three questions are included in verbatim form (spelling errors corrected, and screen names omitted for privacy reasons) in Appendix D.

Waterfront Design Workshops

Two Waterfront ‘design workshops’ were held on July 23, 2019 and are described in more detail within the draft Strategy (see page 12-13), attached to this corporate report as Appendix A.

Following the workshops, to obtain more robust feedback from businesses on the list of top 5 priority issues in the Waterfront area, staff went door-to-door along Marine Drive and met with

business owners, managers and employees to request their feedback on the top 5 issues which were synthesized and consolidated from the workshop events. Staff received 46 responses to this survey initiative, and hand-delivered an additional 24 letters containing the survey to the businesses who had not responded. Of the 46 response, 31 strongly agreed and 11 agreed with the top 5 priority issues (a total of over 90%).

The Top 5 Priority Waterfront Issues business survey and response summary is attached as Appendix E.

Informal Input from Marine Drive Businesses

The South Surrey & White Rock Chamber of Commerce, at the request of several Marine Drive businesses, has organized informal meetings in fall 2019, primarily to discuss ways of attracting more visitors to the Waterfront in the winter season. City and BIA staff have also been invited to attend these meetings. While the topic of discussion overlaps significantly with the work of the Marine Drive Task Force and the WES process, these discussions are beneficial in that they bring together businesses which may not have the time to participate on City Task Forces or attend workshops, but still want to contribute to the conversation in other ways.

Topics of discussion have included the suggestion that more frequent events on the waterfront, particularly family-friendly events, would be helpful in attracting customers, and that many Marine Drive businesses have challenges recruiting new employees due to parking and employee parking passes may be an approach to address this issue. It was noted that some of the attraction signage promoting White Rock businesses near the 8th Avenue exits for Highway 99 are deteriorating and referencing outdated businesses, and staff were requested to see if these could be replaced; it has since been confirmed with Ministry of Transportation district staff that they are in the process of replacing these signs and they will be in contact with the City on this topic.

Next Steps

Pending feedback on the draft Strategy from LUPC and the Marine Drive Task Force on October 15, staff intend to host a public open house (at the end of October; date to be confirmed) introducing and requesting feedback on the draft Strategy. A survey would be available both in print form and online at talkwhiterock.ca to gather feedback and report back to Council.

The feedback provided will be summarized for LUPC's information, and used to update the draft Strategy (to incorporate new ideas and reflect/incorporate critiques of the existing content), before a final version of the Strategy is considered by Council December 2019 or January 2020.

BUDGET IMPLICATIONS

Council previously approved \$50,000 in funds for the WES in 2018. There are no immediate additional budget implications with this report as the draft Strategy is an in-progress document meant for review by the public, and receiving it for information does not commit Council to any particular action. Any future action plan or strategy on this topic with budget implications will be brought forward with financial considerations included.

CONCLUSION

The purpose of this report is to present an in-progress Waterfront Enhancement Strategy (WES) to LUPC for information prior to the next round of WES consultation and Marine Drive Task Force (MDTF) meetings. The draft Strategy will be posted on the OCP Review website at www.talkwhiterock.ca and distributed to the MDTF on October 15, and public engagement events are planned to be held at the end of October or early November. Staff from multiple

departments and the BIA provided input to the consultant team in the preparation of the Strategy which is intended to be a framework for guiding actions to enhance the Waterfront over the next ten to twenty years. The draft Strategy will be revised further following public and MDTF feedback in October and November, and it is anticipated that a final version will be presented to Council in December 2019 or January 2020.

Respectfully submitted,



Carl Isaak MCIP RPP
Director of Planning and Development Services

Comments from the Chief Administrative Officer:

This corporate report is provided for information.

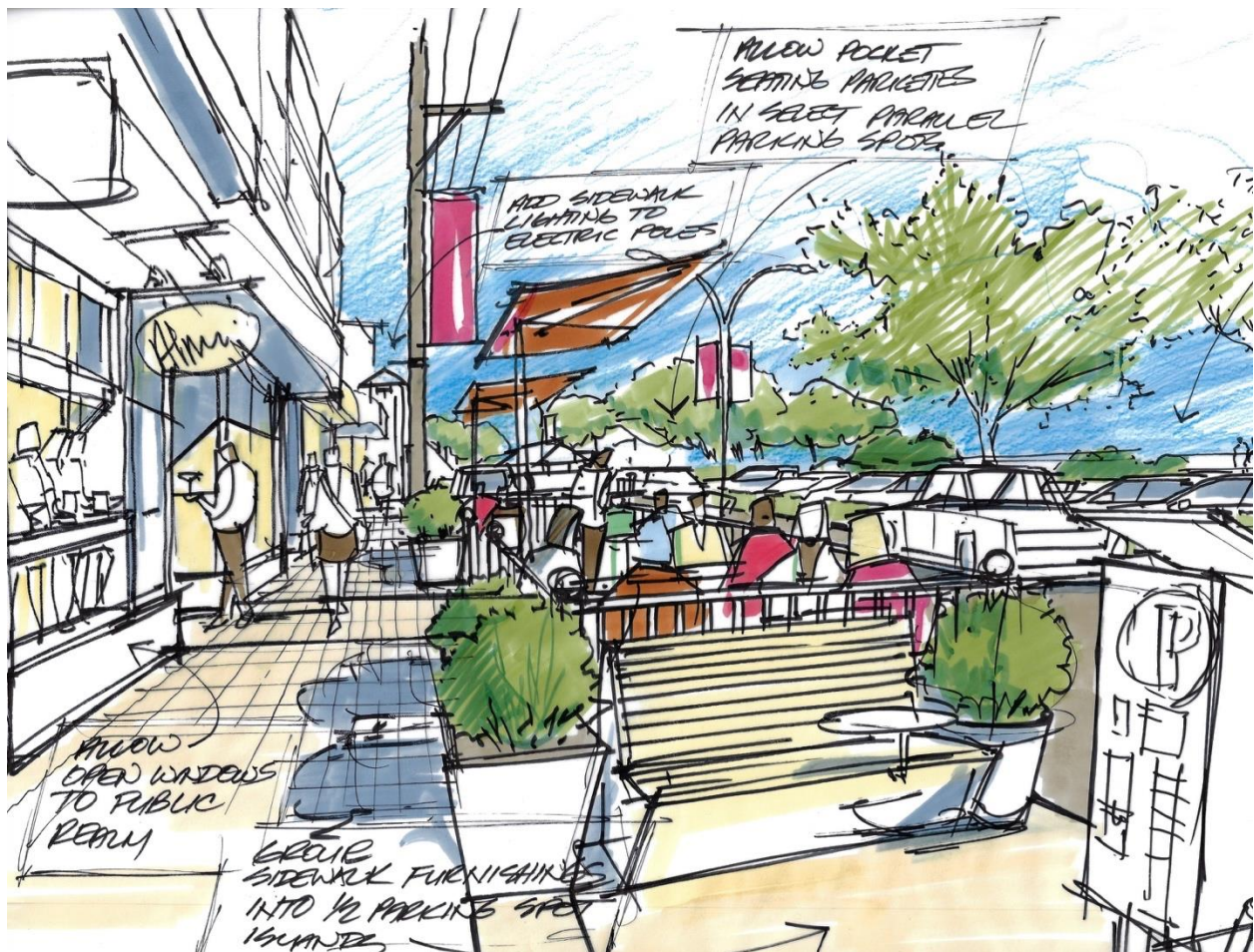


Dan Bottrill
Chief Administrative Officer

- Appendix A: Waterfront Enhancement Strategy Draft dated October 2019
- Appendix B: Corporate Report dated June 10, 2019 titled “Waterfront Enhancement Strategy – Draft Resource Book”
- Appendix C: Summary of Comments from June 27, 2019 Waterfront Community Forum
- Appendix D: Waterfront Question Responses from TalkWhiteRock.ca Community Survey
- Appendix E: Top 5 Priority Waterfront Issues Business Survey and Results

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

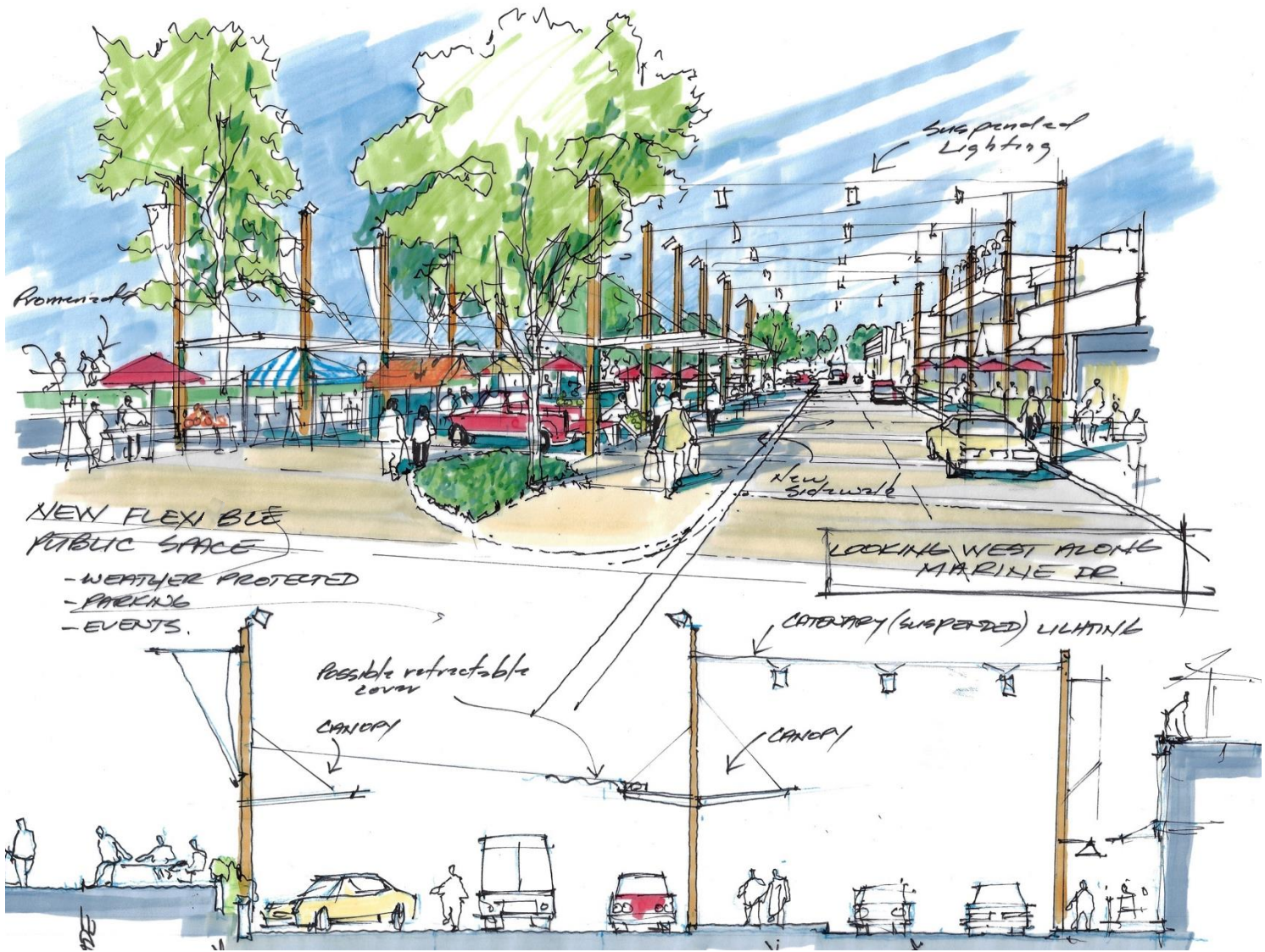
We would also like to thank other members of the White Rock City Council for their support throughout the process: Councillors David Chesney, Erica Johanson,

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.

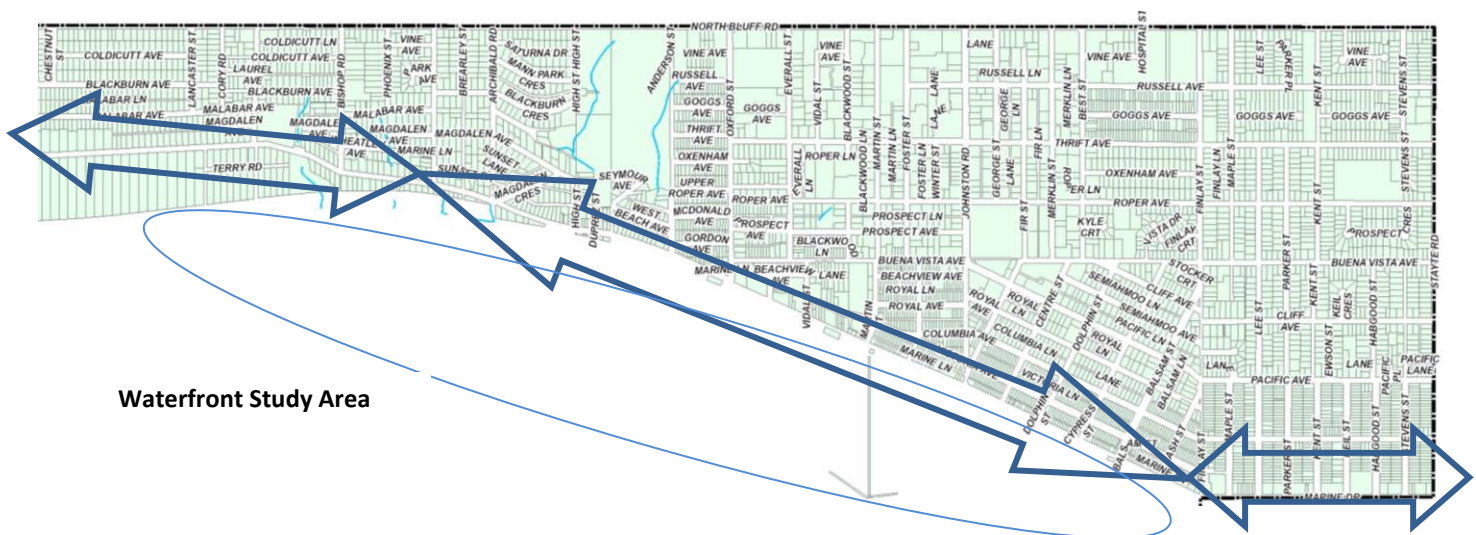
- **Adopt criteria for the WES NOW Plan recommendations:** To get the WES started and to build momentum, it is recommended that 10 top priority projects be implemented immediately in what is referred to as the *WES NOW Plan*. These ten top priorities were carefully selected based on overall importance, 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:

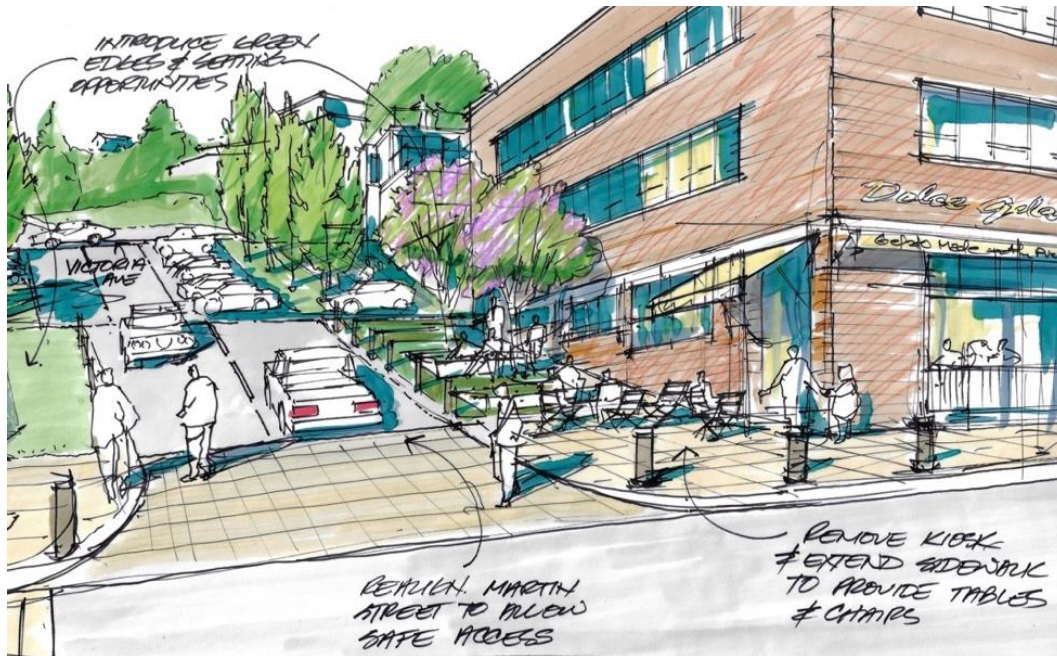
- Complete flex-parking lot conversion for markets and special events
- Monitor street closure performance during special events and improve accordingly; this would require careful pre-planning and implementation

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



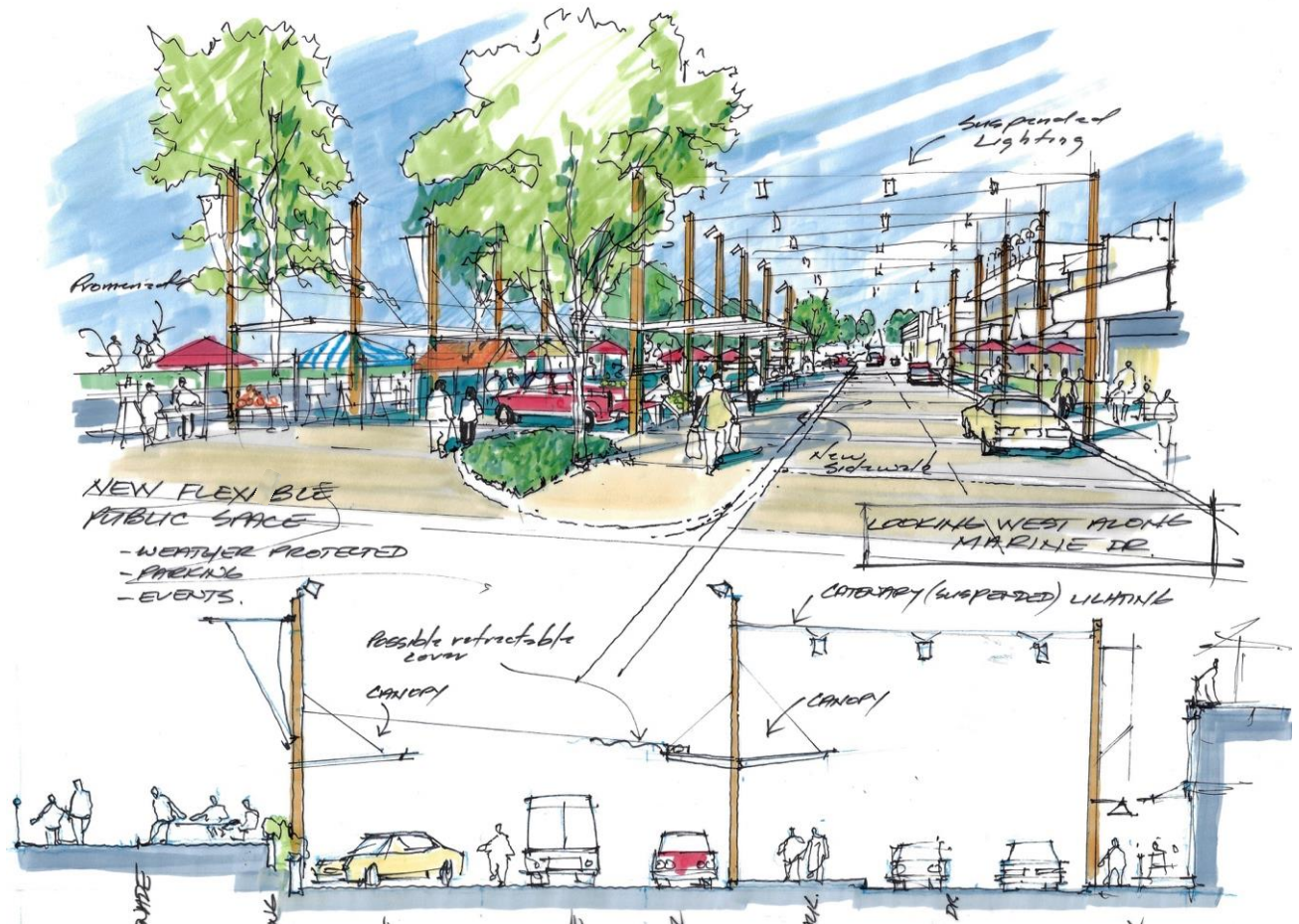
AFTER: Potential Martin Street lane greenway and emergency access to Victoria Drive



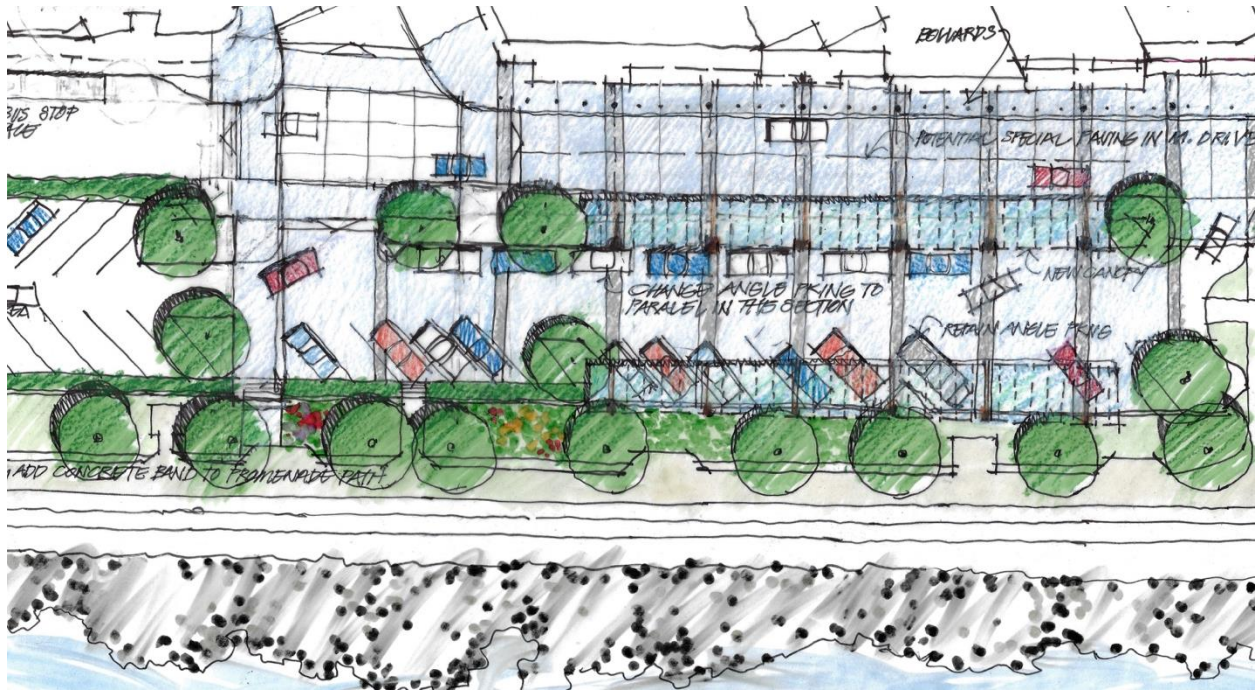
BEFORE: Marine Drive looking west along Marine Drive at Museum in West Beach



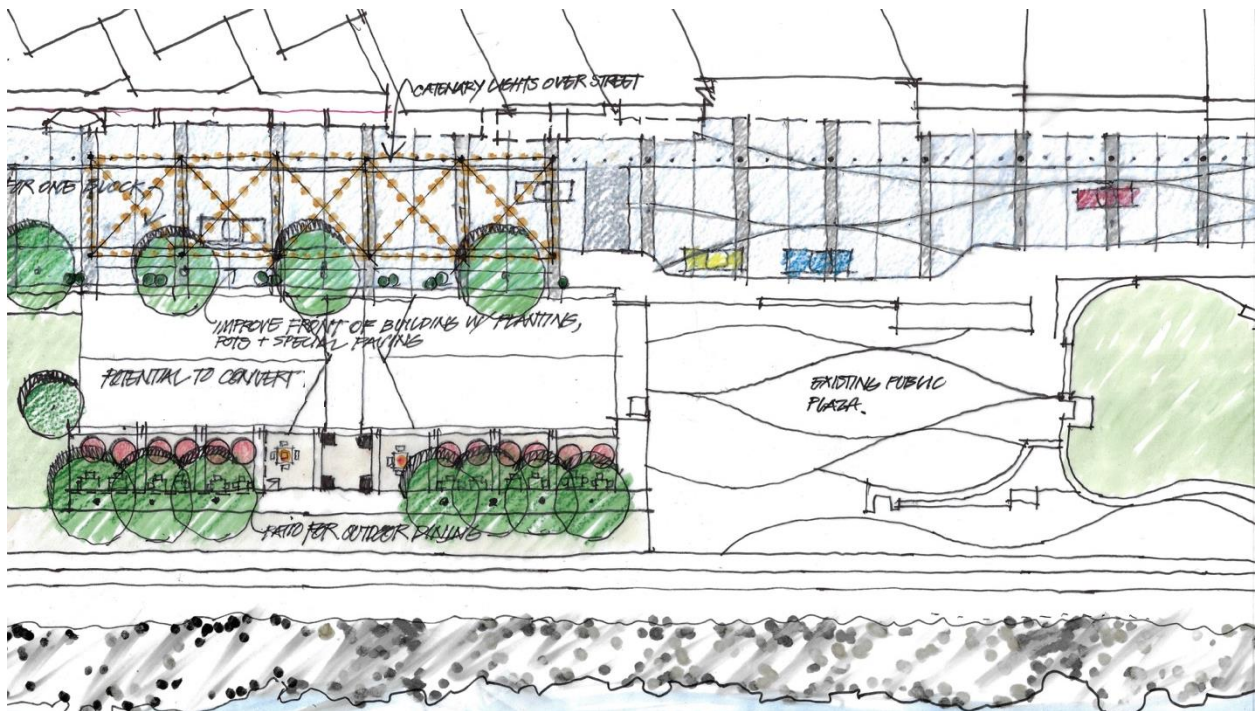
AFTER: Potential Marine Drive and parking lot improvements of special overhead street lighting, all-weather cover and canopies, sidewalk addition, parking reconfiguration, and flex-space lighting



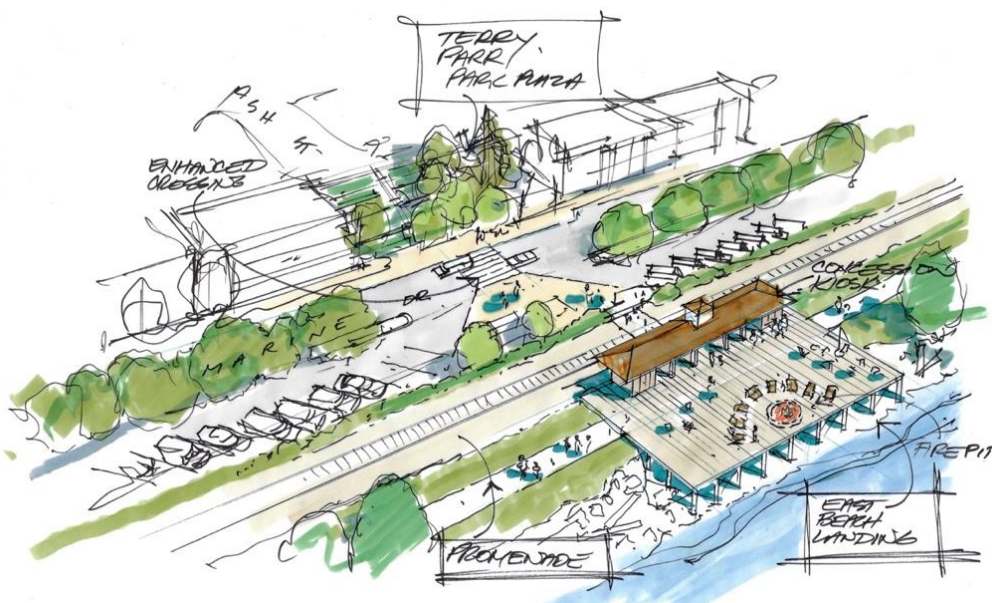
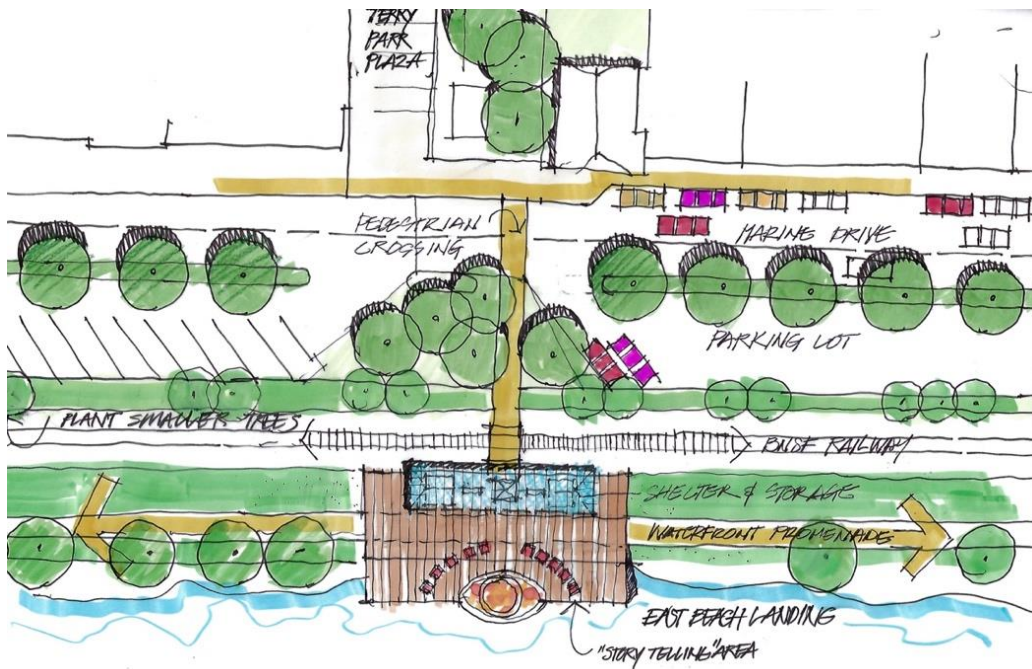
AFTER: Potential street and parking lot improvements site concept plan west of White Rock Museum to Vidal Street on Marine Drive with overhead structure, lighting, retractable cover, south side sidewalk, more planting and family sitting pods with tables along widened Waterfront Promenade



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

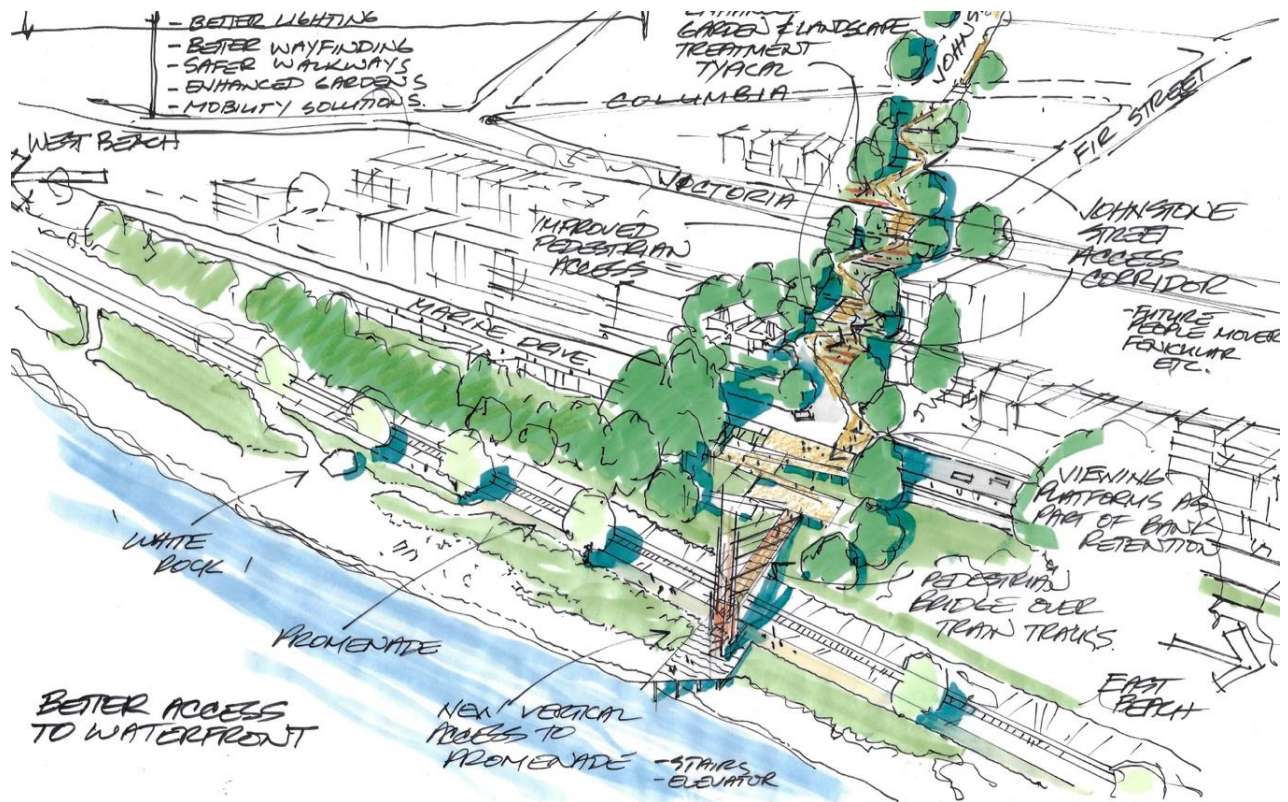
Improve Pedestrian Connections to Uptown Project Summary Chart		
		Comments
Overall Importance		High
Overall Support		High
Ease		High (Phase 1)
Cost		Low cost (Phase 1)
Impact		High

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:

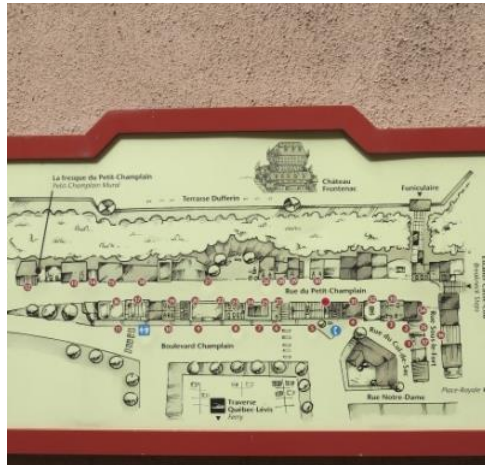
- Encourage blade signs and improve signage bylaw
- Incent creative signage, especially in East and West Beach
- Improve signs for the 14 pedestrian connectors to the Waterfront

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:

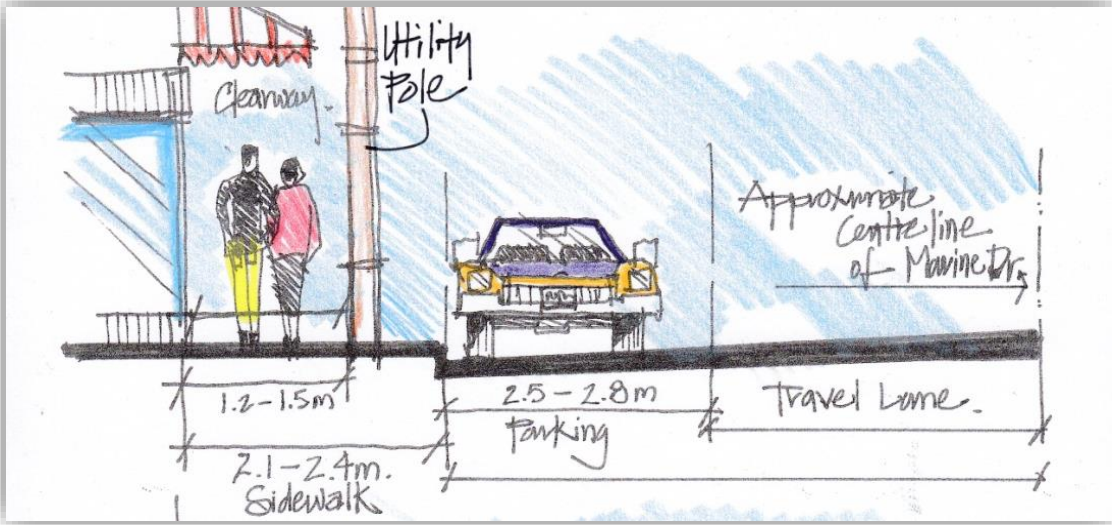
- Assuming support, create a roll curb (or barrier curb if necessary for safety) and removable bollards sidewalk design to allow parking in the off-season but otherwise convert the space to sitting and patio space

Medium Term Improvements:

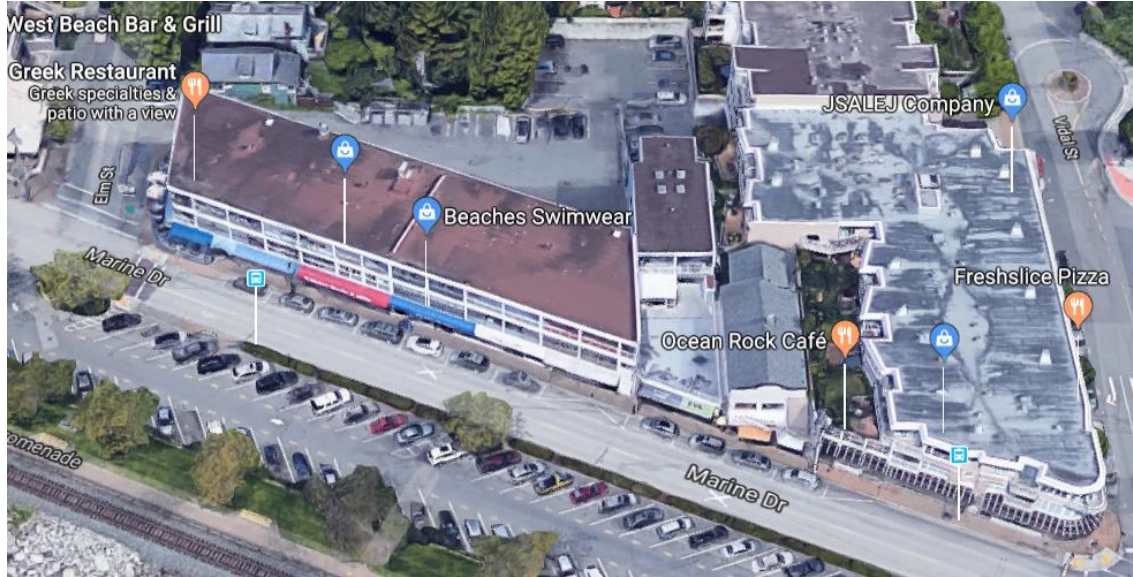
- Continue to work on the design if there are challenges and create a more-pedestrian and “Pedestrian-First” environment

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

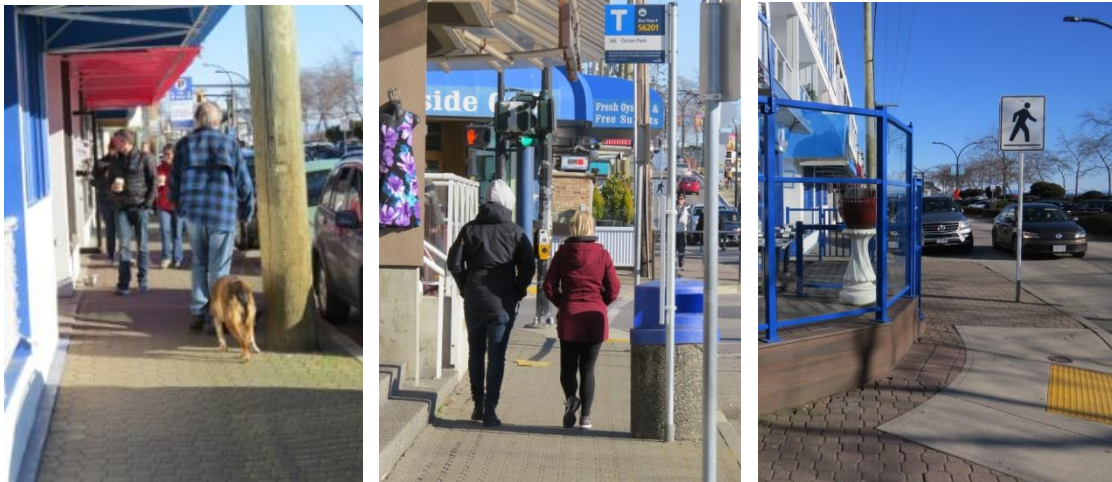
Existing Conditions: Whitby Coffee House Block from Oxford Street to Elm Street



Existing Conditions: Cosmos Block from Elm Street to Vidal Street



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



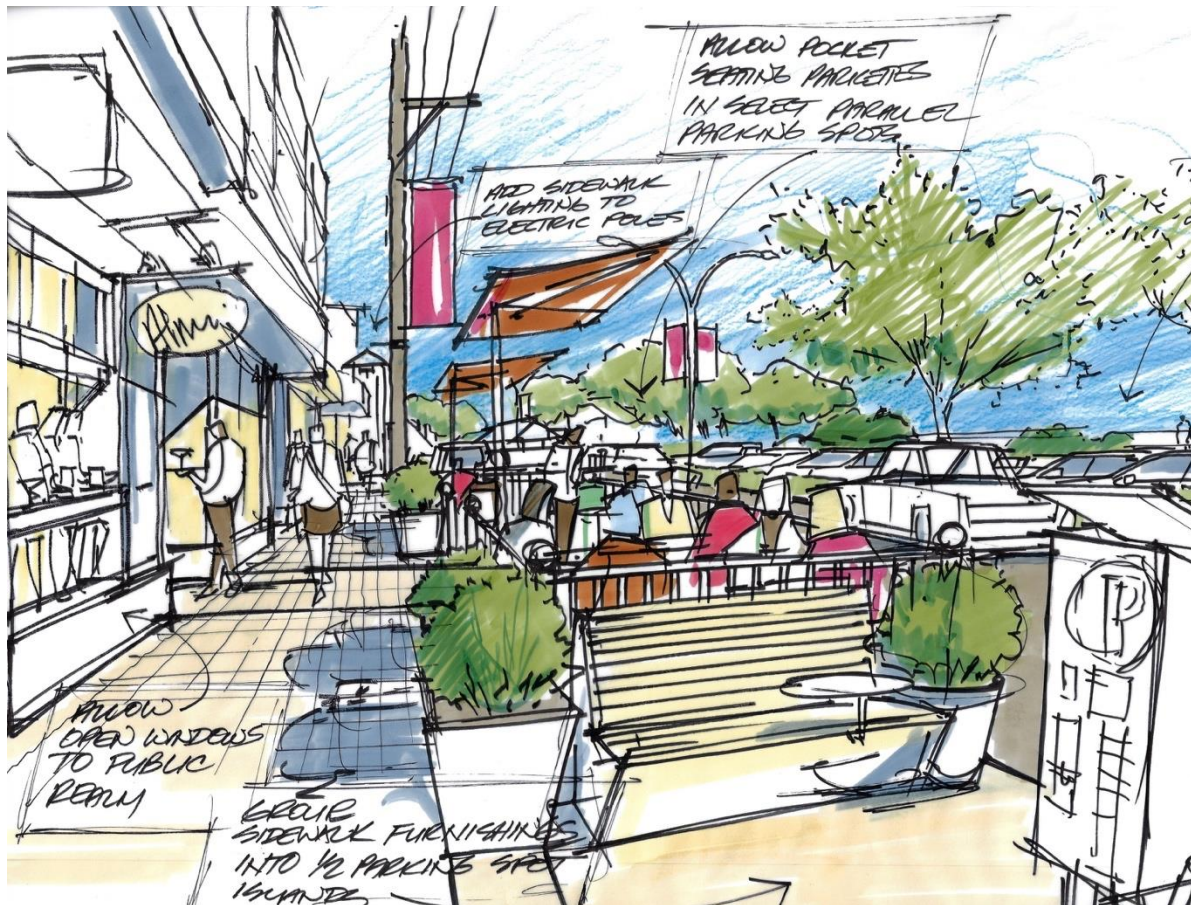
Recently extended sidewalk in East Beach allowing for patios and additional walking space + place



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:

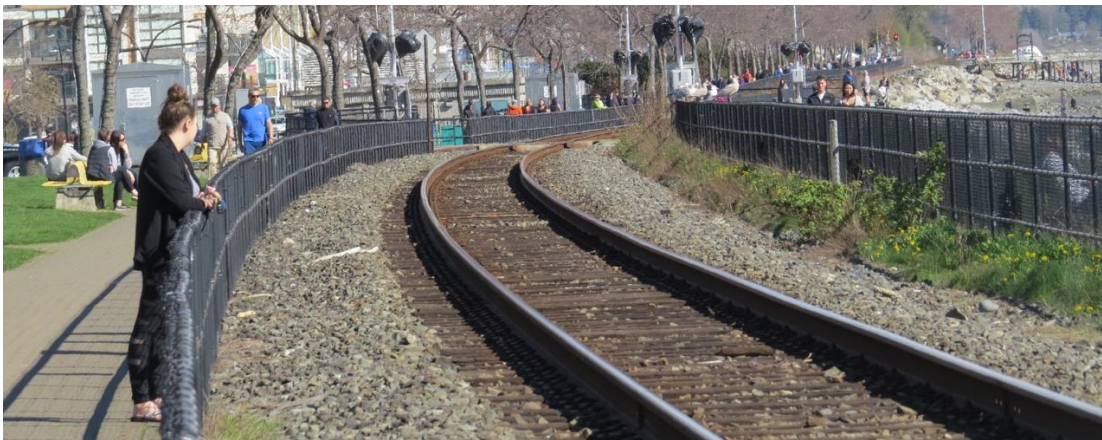
- Discussions with BNSF continue regarding safety
- Whistle cessation as an outcome of the pedestrian railway crossing upgrades

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

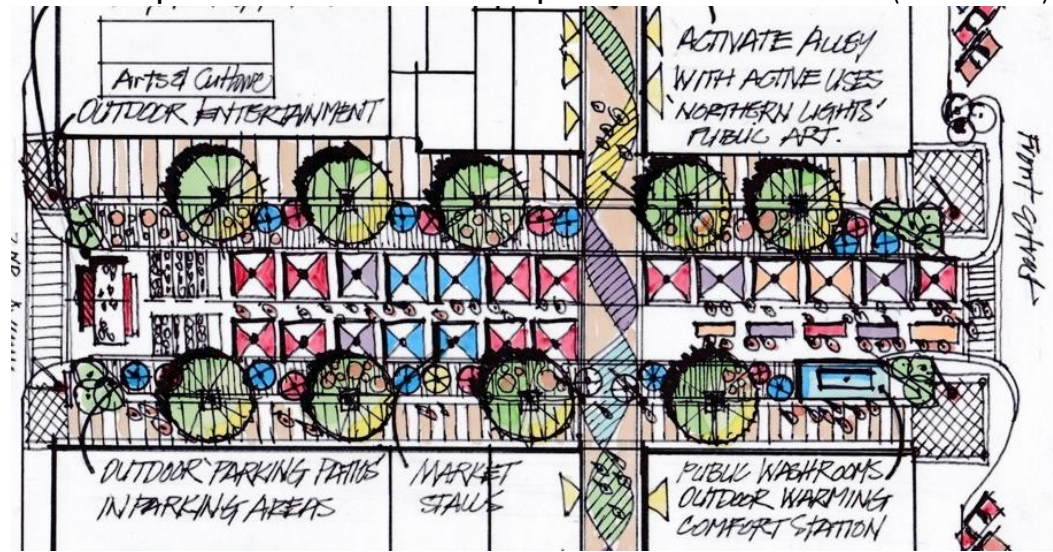
Enable all-season patios Project Summary Chart		
		Comments
Overall Importance		High
Overall Support		High
Ease		Medium: Encroachment agreements
Cost		Medium cost: Permanent structures
Impact		High

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:

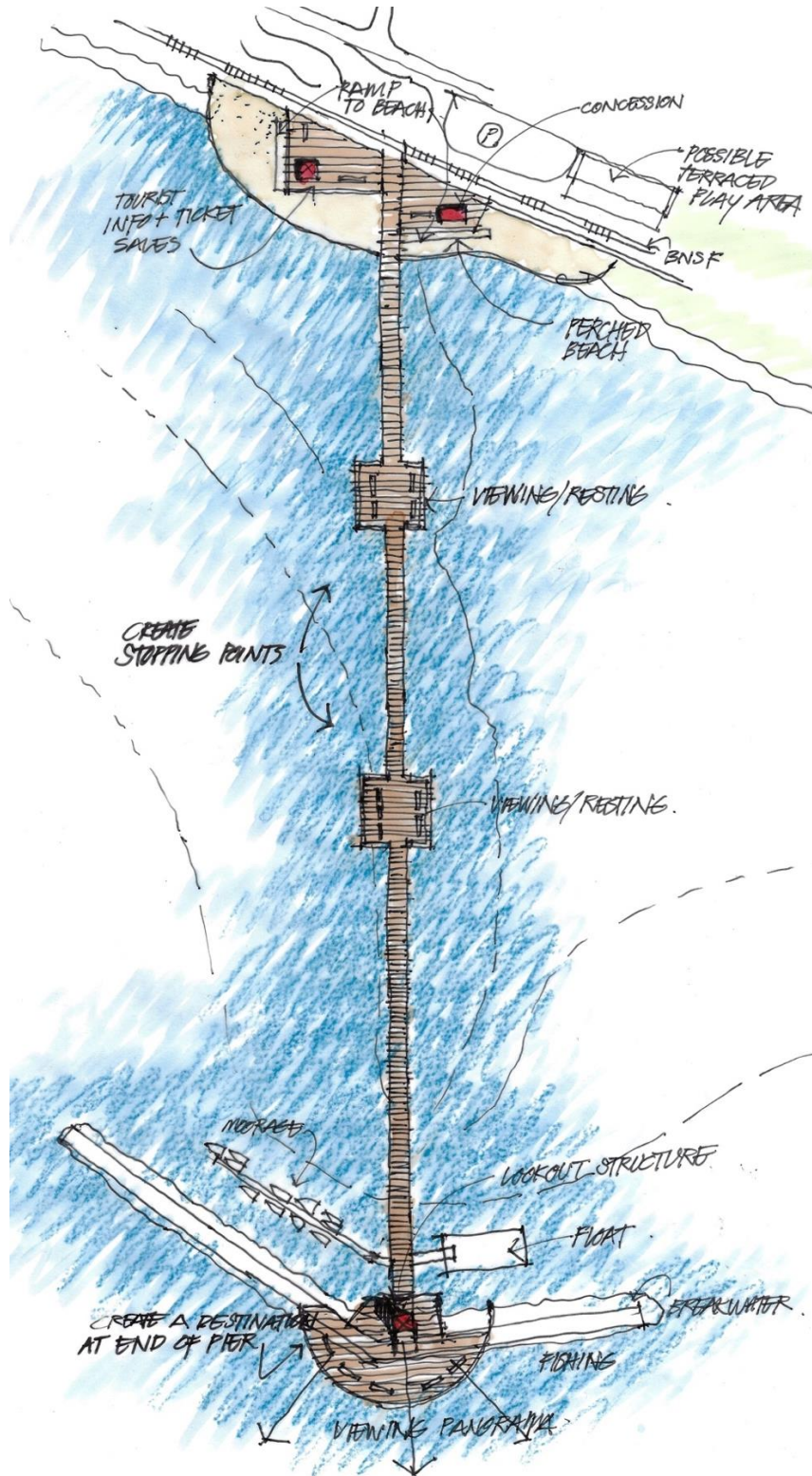
- Pier repair is complete

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

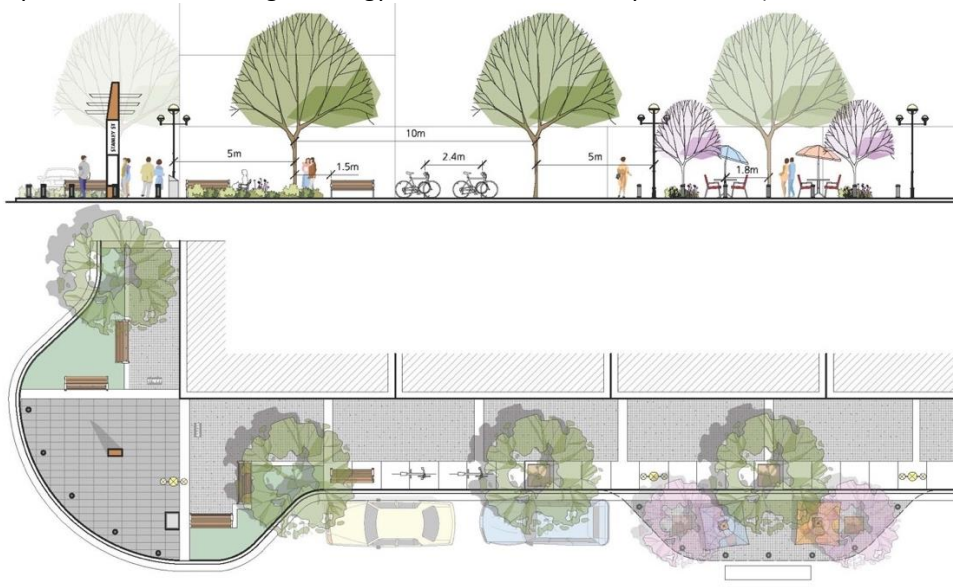


3.2.7 Create a public realm furniture “tool kit”

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:

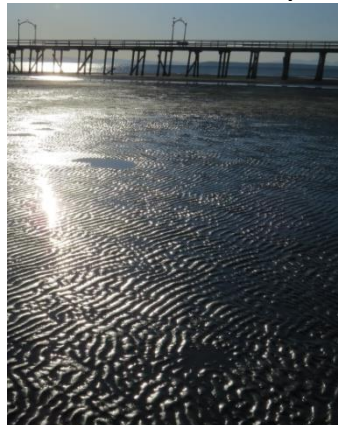
- Meet with various organizations to determine interest and resources

Short Term to Medium Term Improvements

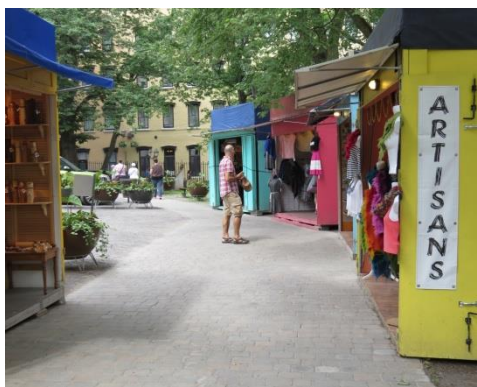
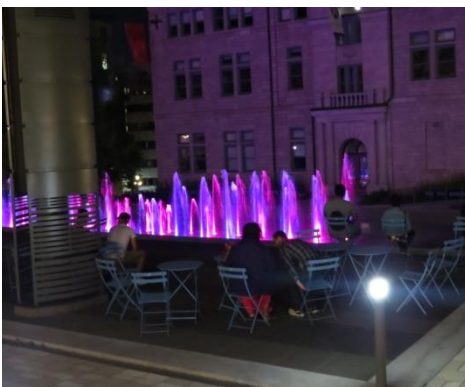
- Follow through with a work program for delivery of information and signage

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

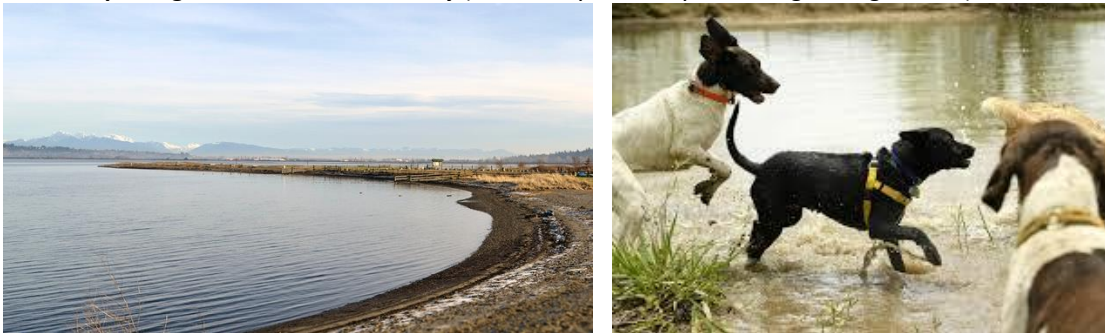
Trees and Green Project Summary Chart		
		Comments
Overall Importance		High
Overall Support		High
Ease		High
Cost		Low cost
Impact		High

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

THE CORPORATION OF THE
CITY OF WHITE ROCK
CORPORATE REPORT



DATE: June 10, 2019

TO: Land Use and Planning Committee

FROM: Carl Johannsen, Director of Planning and Development Services

SUBJECT: Waterfront Enhancement Strategy – Draft Resource Book

RECOMMENDATION:

THAT Land Use and Planning Committee receive for information the corporate report dated June 10, 2019 from the Director of Planning and Development Services titled “Waterfront Enhancement Strategy – Draft Resource Book.”

BACKGROUND

Within the overall scope of the Official Community Plan (OCP) Review, the Waterfront Enhancement Strategy (WES) process is focused on supporting business viability and enhancing the character of the Waterfront area and improving the quality of the public realm, to reinforce the attractiveness of the “jewel” of White Rock as a gathering place and year-round generator of economic activity. The public and stakeholder consultation for this key component of the OCP Review is proceeding independently of other OCP Review topics, given the specific geographic focus on Waterfront properties along Marine Drive and the beachfront, and the Marine Drive road corridor itself. This will also enable updated/new OCP policies and follow-up actions (such as Zoning Bylaw updates) for enhancing the Waterfront be acted on in a shorter time frame, prior to the completion of the other OCP Review components.

To inform and inspire both the Marine Drive Task Force and public engagement on this topic, the consultant (MVH Urban Planning and Design Inc.) has worked with staff and the White Rock Business Improvement Association (BIA) to create a ‘Resource Book’. This working document acts as a key background document for the WES and offers a shared foundation of data, analysis and potential ideas for the Waterfront that is open for further contribution and can be the basis for an action-oriented plan (the ‘Waterfront Enhancement Strategy’ including recommendations for OCP updates and other related actions).

The Resource Book currently consists of the following sections:

- Introduction (including Scope & Questions, Current Projects, and Goals & Principles);
- Waterfront Inventory and Analysis (including summary of opportunities and constraints);
- Policy Framework Review; and
- Precedents and Best Practices Project Ideas.

Staff will provide copies of the current draft of the Waterfront Enhancement Strategy Resource Book (attached as Appendix A) to the Marine Drive Task Force, following receipt by the Land

Use and Planning Committee. A core focus of the Marine Drive Task Force, which will have its first meeting on June 18, 2019, is to provide advice on the development and implementation of the WES.

The Resource Book will be discussed at their first meeting on June 18, 2019, and used at the second Task Force meeting on July 16, 2019 as an opportunity to delve deeper into the material. This will allow Task Force members an opportunity to share their personal insights on the key questions raised in the Resource Book and identify potential opportunities for enhancement that have not been highlighted, which will help to shape the content and activities for the Waterfront design workshops planned for the middle to end of July.

Upcoming Public Engagement Events

An online community survey to gather initial public feedback on the OCP/WES was launched in May 2019, and the following events will be held this summer to offer in-person opportunities to learn more and provide input.

Waterfront Enhancement Strategy

A 'Waterfront Community Forum' to kick off the Phase 1 of the public engagement for the WES will be held on June 27, 2019, and will be a conversational event hosted by staff and the WES consultant, illustrating qualities and principles that make a great waterfront, introducing the WES process and offering the first input opportunities. Two follow up Waterfront 'design workshops', building on the discussion at the Community Forum, are planned to be held in mid-late July 2019 (currently scheduled for the afternoon and evening of July 23, 2019).

OCP Review

The Phase 1 consultation for the remaining topics within the scope of the OCP Review (Strengthening Transit, Greening the City, Improving Housing Affordability, Expanding Peace Arch Hospital, Monitoring OCP Goals, Reviewing City-wide Building Heights, and the Town Centre Review) will be launched on June 25, 2019 with a Public Open House / Information Meeting.

Following the general OCP Review Public Open House, an interactive design workshop specific to the Town Centre Review is being prepared, facilitated by the consultants selected for this portion of the process (DIALOG). These workshops will repeat the same content in two sessions (Saturday, July 6, 2019 in the afternoon and Tuesday, July 9, 2019 in the evening) to provide scheduling flexibility for interested participants.

All of the above events will be held at the White Rock Community Centre, and advance registration is required to participate in the Waterfront and Town Centre workshops.

BUDGET IMPLICATIONS

Council previously approved \$50,000 in funds for the WES in 2018. There are no immediate additional budget implications with this report as the Resource Book is intended to inform and inspire both public engagement on the Waterfront portion of the OCP Review and the related work of the Marine Drive Task Force. Any future action plan or strategy on this topic with budget implications will be brought forward with financial considerations included.

CONCLUSION

The purpose of this report is to present the Waterfront Enhancement Strategy (WES) Draft Resource Book to LUPC for information prior to the start of WES consultation and Marine Drive Task Force meetings. The Draft Resource Book will be posted on the OCP Review website at www.talkwhiterock.ca and distributed to the MDTF on June 11. Staff from multiple departments and the BIA provided input to the consultant team in the preparation of the Resource Book which is intended to be a foundational and inspiring ‘conversation-starter’ and context for the Task Force, residents, businesses and the public that will lead to an action-oriented plan for enhancing the Waterfront.

Respectfully submitted,



Carl Johannsen MCIP RPP
Director of Planning and Development Services

Comments from the Chief Administrative Officer:

This corporate report is provided as information and serves to introduce a foundational background document that will be used by staff, the public, and the Marine Drive Task Force in preparing the Waterfront Enhancement Strategy.



Dan Bottrill
Chief Administrative Officer

Appendix A: Waterfront Enhancement Strategy Resource Book

APPENDIX C

Summary of Comments from June 27, 2019 Waterfront Community Forum

Introductions / Interests in Waterfront:

- *Keep the waterfront quiet and kind.*
- *Don't get overrun, protect our Waterfront.*
- *The fragrance of Honeysuckle when you walked down the Pier.*
- *Priorities should be spread around the City and instead of on the Waterfront.*
- *A "Fort Langley" feel on the Waterfront.*
- *"How do families get to the beach?!"*
- *"I'd love to see the retail spaces do better!"*
- *Super concerned about the Waterfront and promenade and access to the beach.*
- *More concern about the environment and development.*
- *"Thrives and maintains the spirit of its past."*
- *Buildings should stay low rise.*
- *Don't like grey on the parkade, someone should paint it.*
- *Need to improve our Waterfront, make it more like Fort Langley.*
- *We need to keep the small town feeling, especially with regards to building heights.*
- *Interested in building a Funicular.*
- *I've been here since 1982, the character of the Waterfront hasn't been respected, we used to have beach cottages, art deco buildings.*
- *I'd like to see a green shores approach taken for the Waterfront.*
- *Bring the same water quality back to the Bay, emphasis on environment.*
- *There are so many businesses that are empty.*
- *I hope we can do better than Tourism - low paying jobs with part-time hours.*
- *How do we get parking away from the beach so more people can enjoy the beach?*
- *No segregation between East / West beach - more connection - bring people from the community, not just visitors.*
- *Go back to having a tunnel access to the beach.*
- *Enhance the connections to the beach, that is the key! BNSF doesn't care but that should be our main priority.*
- *Train horns all night long.*
- *Everything depends on money, tax base isn't big enough to fund projects.*
- *It is a unique environment that needs a unique response.*

What is great?

- Birds, eelgrass feeding
- Commercial fishery
- Great events - seeing people
- Texture / feel of beach
- Sea "amphitheatre" view, south facing panorama
- Trees on promenade
- Kayaking, Stand up paddle boarding, kite surfing in the Semiahmoo Bay

- Sitting on a patio with Sun + Beer, smell of the ocean
- The promenade, and it can be so much better
- The walking pathways that go down to the Waterfront
- The museum
- Fish and Chips are excellent
- Exercise component of the Waterfront, especially the hills
- The Pier + the White Rock
- Air Quality without Pollen
- The older Gardens
- All the events on the waterfront
- Walking on the sand, the beach

What is missing?

- Good access to the beach - compile large stones
- Need more historical references
- A cohesive theme "City by the Sea"
- Comprehensive way-finding
- Reduce congestion
- More events (especially in off-season)
- A White Rock colour scheme - bright colours
- Grocery and Binocular stations
- Political push for Money, unique signature costs money
- Sunshine 365 days a year
- Boat launch / access ramp
- Variety of businesses
- Washrooms on West End
- Cohesive look to buildings
- People mover to and from Uptown
- Planting along promenade
- Marine / Aquarium, nature interpretation centre
- Cement needs to have more character
- Native plants and planter themed
- Something to make it difficult for businesses to sit empty
- Responsibility of owners, owned for investment instead of local business - empty vacancy tax, lobbying for change
- BIA has a series of recommendations on website - Economic Development Zone (5 years of free tax)
- Commercial / Revitalization Area

How to thrive and not feel crowded?

- Close off a couple blocks for events (gathering places) i.e. beer gardens/cafes
- A pedestrian first Waterfront
- A one way street
- Improved public transit

- Bus Parking (school, senior, tour)
- We need to get our neighbours in South Surrey to come to the Waterfront
- Eliminate nuisance traffic
- Variable/dynamic parking rates (discounted in parkade)
- No cruise ships
- More gathering places
- Seasonal + event day traffic configuration
- More weekday events
- Time events with tides so events can spill onto the beach/sand
- Measuring "what is crowded" - the point where you can't do anything
- Policing and noise control
- Improve view + sense of space

What are the key issues?

- Access to the beach
- Width of promenade
- First Nations coordination/relationship
- Water quality + health
- Dogs should be off the beach
- PR issues (strict pay parking, parking tickets, traffic as deterrents)
- Pedestrian crossing at First Nation land is dangerous, private park for geese
- Pathway from parking lot at east beach to promenade
- Get the dog feces off the beach
- Raised part along waterfront at crossing so you can't see to the water (like you're in jail - safety)
- BNSF railway and securing parking lots in the future
- Upkeep on the beach and empty businesses

What are the opportunities?

- Lease arrangements with BNSF
- Relocation of the railway, alternate routes available
- Extend the promenade to Crescent Beach

What are your top 3 priorities?

- *"1. Better movement of people down to the beach. 2. Better access to beach itself. 3. Clean up buildings on Marine Drive."*
- *"1. Funicular (people mover). 2. Marketing our "City by the Sea" image." 3. Empty Business Tax enacted + enforced."*
- *"1. Take pride in this special place. 2. All planning needs to preserve, protect + enjoy the natural areas."*
- *"1. Move BNSF. 2. Find a balance between active use of the beach and environmental concerns. 3. Improve quality of the beach - move access, less rock."*

- *"1. Wider, nicer walking areas. 2. Larger, green play areas. 3. Reduce traffic + parking - move away from beach and offer alternate people movers."*
- *"1. Relocate the Railway tracks. 2. Protect the Natural Beach. 3. Maintain the Pier."*
- *"1. Flexible space, pedestrian friendly. 2. Theme and re-fresh strategy. 3. Events + activities."*
- *"1. Natural foreshore. 2. Use native trees + shrubs. 3. Use greenways + create bird watching trails."*
- *"1. Year round destination Marine Centre. 2. Interpretive signs. 3. Native plant garden - birds and butterflies."*
- *"1. Extend promenade to Crescent Beach. 2. Paint black fence white. 3. Enforce by-laws to clean up restaurants."*
- *"1. Funicular. 2. Funicular. 3. Funicular."*
- *"1. More letters to Van Sun / Province by residents celebrating White Rock."*
- *"1. Theme all of money change light stands."*
- *"1. Each resident can be an ambassador & invite others & tell where to park etc. at events."*
- *"1. Get rid of Railroad. 2. Beach Access. 3. Cleanliness."*
- *"1. Remove tracks from Waterfront. 2. More handicap parking where you can park and see the ocean and not looking at high railway tracks. 3. Take advantage of First Nations operations as a Pow Wow."*
- *"1. One-way Marine. 2. Connection between First Nations parking lot and East Beach Promenade. 3. Open Port - Public boat access for short-term mooring + Amtrak stop."*
- *"1. No horn blowing at night. 2. Beach access. 3. Cleanliness."*
- *"1. Keep the dogs and their crap off the beach + promenade. 2. Widen the promenade & extend it to Crescent Beach. 3. Clean up the Weeds along the business fronts."*
- *"1. Promenade extended to Crescent Beach. 2. Improve beach access. 3. "Fill up" slow periods - Christmas Markets, week-day Farmers Markets."*
- *"1. Widen promenade so 3 abreast each way. 2. Small washroom at West end of West beach with signage. 3. Safe foot access to beach all along."*
- *"1. Strict architectural rules for construction reflecting "City by the Sea". 2. Minimize cars and traffic and maximize pedestrian traffic + nature - get more trees down there. 3. Get rid of the fence if not the railway."*
- *"1. Develop "City by the Sea" theme though architecture / colours. 2. Funicular. 3. Unique shops to replace empty buildings."*
- *"1. Remove railway. 2. Reduce or eliminate traffic. 3. Increase rec activities on beach (i.e. kayaking)."*
- *"1. Promenade. 2. Beach activities. 3. Events. 4. Restricted low-rises."*
- *"1. Pier + Foreshore Management Plan (South of King High Tide Mark). 2. Stop trying to look like other places. We can be unique without copying. 3. Attention to drive-thru cars / motorcycles + offending problems."*
- *"1. Clear communication between staff/Mayor/council. 2. Waterfront changes = summer large sidewalk café's + 1 way traffic, winter 1/2 size of sidewalk café's + 2 way traffic. 3. Include Green Spaces."*

APPENDIX D

Waterfront Question Responses from TalkWhiteRock.ca Community Survey

Question: What is your favourite part of the waterfront and Marine Drive businesses? (e.g. walking the promenade and pier, eating at a restaurant, shopping, playing on the beach, etc.)

1. We love taking our kids to the beach to play. Love the safety of the area so kids have some freedom. Also love being able to grab a coffee on the go.
2. Cycling Marine Drive and walking on the beach at low tide. Would like to see cycling allowed on the promenade during the off season since dogs are being allowed.
3. I do not want to see any building heights any higher than 3 storeys. I do not want to see people lose their views of the waterfront.
4. Playing at the beach
5. Walking the promenade and pier. Dinning at restaurants. Playing at the beach.
6. walking the promenade
7. Hanging out on the beach.
8. Promenade, pier, restaurants
9. Walking the promenade and pier
10. Walking and looking out at the views in a peaceful atmosphere.
11. Promenade, restaurants, beach
12. Using the dock for Nexus customs check in
13. Beach and restaurants
14. View
15. Walking the promenade, paddle boarding, swimming, walking on the beach, fish and chips, going for coffee, building sandcastles with our grandchildren
16. walking and having a meal on Marine Drive
17. Promenade and pier.
18. Picnic on the beach and then walking the promenade
19. Walking the promenade when I can take my dog. Stopping for coffee or lunch.
20. Restaurants and walking the promenade.
21. The promenade (hope you do not let dogs on all year round)
22. Walking the promenade and pier
23. walking the promenade and pier,
24. Waterfront, sitting and painting flora and fauna, taking photos, walking and chilling out, eating with friends or by myself
25. Walking
26. Walking the promenade and pier, eating at a restaurant and playing in the sand
27. walking the dog free promenade
28. Eating at restaurants
29. Walking the promenade
30. Eating at restaurants and walking the promenade and pier.
31. enjoying a dog free promenade
32. Walking the beach promenade, visiting restaurants, shops if there were some there, sitting on the beach, quaintness and funkiness of the buildings that are there now. A very nice ambiance that needs improvement.
33. Local shops, and we NEED MORE SUPPORT for them.

34. Walking the beach and promenade
35. walking promenade & pier, eating at East Beach restaurants
36. Walking the pier
37. Promenade and beach
38. The food
39. The water
40. looking at the water and walking the strip
41. walking on the promenade & pier before or after grabbing a bite or drink from coffee shop or restaurant, or visiting some of the shops
42. Walking the promenade & pier and eating in the restaurants. I would like to see a pier restaurant built and the promenade extended further west.
43. Walking along the beach when the tide is out. Walking the promenade. Enjoying buskers (when they are given approval), seeing the families, all abilities, languages and cultures enjoying this one amenity.
44. Please fix the White Rock Pier as it is a main attraction in the city.
45. Beach and shoreline
46. Promenade, pier and rights of way from Marine Drive to upper White Rock
47. taking dogs to beach
48. Walking the promenade with no dogs allowed.
49. Promenade, pier, beach, restaurants
50. Walking the DOG FREE promenade.
51. We love to walk the promenade and the pier and, occasionally, eat at a restaurant.
52. Walking the promenade and pier
53. Walking promenade and beach, eating
54. The ocean views
55. shopping
56. Playing on the beach
57. Walking the promenade and pier
58. Walking the promenade and pier
59. All three mentioned above. So excited to be able to have dog join us on promenade on off season.
60. Pedestrian friendly, diversity of food choice, shopping pedestrian friendly
61. The restaurants are a favourite, the pier is awesome and the promenade is wonderful. We have a small dog and are looking forward to walking on the promenade.
62. walking safely at the promenade and pier, no dogs no sleeping transients
63. Pier and restaurants
64. Walking in the morning is wonderful and free parking until 10. Also we love going down for Happy hour at the restaurants that have a nice patio
65. I regularly walk the promenade (and pier when available) and enjoy the beachfront restaurants.
66. Good restaurants, walking pier, green space
67. Walking on the tidal flats, eating at restaurants (for family style, not super expensive), getting ice cream, walking the pier
68. I enjoy walking all along the beach, or the promenade, preferably on a weekday. Dining in any of the restaurants is a pleasure.
69. Listening to music at one of the local establishments
70. Love to walk the promenade, grab lunch, coffee or ice cream. Sitting on a bench and enjoying

- the sea air.
71. All of the above! But I'd say mostly walking the promenade & pier, since eating at restaurants is pricey and so many have closed there aren't a lot of options. Just being on the beach & breathing the sea air is #1.
 72. Walking, pier, restaurants
 73. Eating at a restaurant, then getting ice cream and walking along the promenade
 74. walking the promenade and pier
 75. We enjoy the promenade - less so when there are so many dogs - even when they are theoretically not allowed. We fail to understand how a waterpark was put on the most strategic location of the waterfront, when many people struggle to pay their water bills
 76. eating at restaurants, walking the promenade and pier
 77. Walking the promenade and pier, taking grandkids to the beach.
 78. Walking, restaurant
 79. Walking
 80. Strolling the promenade, eating, watching the water and beach.
 81. Walking the promenade
 82. Walking and running the promenade and the business. Amendment to the OCP should consider mixed employment opportunities.
 83. Walking along the promenade and pier, shopping and eating.
 84. Walking the promenade
 85. enjoying the promenade & bringing visitors here for fish & chips
 86. watching the activity, the people, seeing a diversity of buildings and businesses, access to the beach
 87. Walking on the tidal flats
 88. Walking the promenade and pier, playing on the beach, eating at a restaurant
 89. Walking and eating
 90. visiting east beach shops and restaurants, but mostly walking on east beach
 91. Restaurant
 92. Relaxing in East Beach
 93. Walking promenade and beach
 94. The beauty of the sea and the ambiance of the restaurants, pier and beach
 95. Having a coastal setting ,I.e. Carmel U.S.
 96. Walking promenade and pier, walking on the sand.
 97. Walking on the prom & pier - we'll be so glad when it's back to normal again. Eating at the restaurants.
 98. I've walked the promenade daily for 25 years
 99. I like walking on the promenade and maybe having a meal, or coffee, or drink after
 100. The Pier and the restaurants
 101. Walking promenade, restaurant
 102. Walking on sand during low tide, walk along promenade and pier
 103. Promenade, pier, no dogs on the beach ever, safety of beach for kids and sea life
 104. I enjoy walking the promenade and enjoying the mix of old and new buildings. I don't eat at the restaurants, but enjoy the fact that they are busy and lively. It is pleasant to see people playing on the beach, but as I have dogs I don't visit the beach.
 105. Walking on seashore
 106. Walking on the promenade.

107. Walking on the promenade and pier, playing on the beach, eating, shopping
108. Walking the promenade and the pier... perhaps sitting for a while to enjoy the ocean breezes and views
109. walking the promenade and pier, eating at a restaurant
110. Promenade and beach
111. We are frequently on Marine Dr and the Promenade. We eat out often and enjoy the various restaurants. We like to walk.
112. views of the water to the south, low-rise buildings to the north don't obstruct hillside
113. All of the above except shopping. My wife shops at a bathing suit store, but there aren't many shops down there. I don't shop unless I need something and I seldom need anything. Eat, drink, play! Don't buy crap.
114. I am looking forward to a walk on the promenade with my dog.
115. Eating in restaurants
116. Accessing the beach.
117. The promenade and the beach....and then the shopping and dining.
118. walking and eating
119. Pier and playing on the beach
120. I enjoy walks down there, going for a coffee or a meal. I would like to be able to terming my leashed dog with me. I now drive to Crescent beach in Surrey to do that!
121. Beach and Pier
122. Walking the Waterfront and eating at a restaurant.
123. It was the pier
124. I love to walk the promenade throughout the year. I also like to browse the shops, unfortunately there are not many left.
125. Beach time
126. Beach & Pier
127. Promenade
128. Our favorite part of the waterfront is the beach. We also occasionally eat out or shop at the small book stores.
129. Walking along the ocean
130. Promenade, restaurants, beach, pier, pubs
131. We like walking to and from the beach on a variety of natural trails and paths. We enjoy taking in the natural beauty walking and cycling along the full length of the waterfront. We enjoy walking the loop to Coldicutt Park. We support nicer restaurants.
132. Memorial Park
133. Walking the pier and promenade. Patio dining.
134. walking on the Promenade (No longer go there since dogs are now allowed)
135. Walking the promenade and pier, and eating out at a restaurant.
136. Walking the promenade and pier.
137. there is nothing else quite like it - it's unique, authentic, quirky, never boring but natural
138. walking the promenade
139. Walking the promenade and pier, eating in restaurants
140. Walking the Promenade
141. I love walking the promenade band the pier. Being close to the ocean is wonderful. People seem to be at their best when they are just out for a walk. I very much appreciate the absence of smoking, bikes and dogs. I enjoy being able to buy a parking sticker
142. Walking the promenade and pier

143. walking on the promenade and Marine Dr. sidewalk
144. the promenade and pier
145. East Beach was the best before all the sludge appeared with the planting of eel grass. It is now too dangerous for me to walk by the shore line slipping numerous times. used to but the quality has diminished a lot
146. I walk the promenade and pier almost daily and frequent the restaurants and shops as well. No increased building height is welcome in this area at all!
147. Walking the promenade & pier, the beach, eating & bringing visitors there. Would shop there if there were better options. Would get rid of the tattoo parlours, & hokey little stores.
148. Being able to walk the promenade and pier plus we have about five restaurants we frequent.
149. Restaurants, beauty, water, green space
150. Walking the Promenade and Pier.
151. eating at a restaurant, paddleboarding, playing with dog in water

Question: What is the one thing you would change about Marine Drive that would make you go there more often to eat, shop, play and do business?

1. small playground or more family friendly restaurants
2. More free entertainment, small musical or theatrical events or themed happenings.
3. Stop development on the BNSF lands
4. One day month, no cars. Less traffic!
5. Inspect the restaurants for cleanliness and make them conform on close.
6. New buildings would encourage name brand restaurants to move down to the strip (Cactus Club, Earls etc.)
7. I live on Marine Drive, so I'm there every day. If I could change one thing, it would be the cost of food/beverages at restaurants.
8. Needs a facelift, buildings look old and some decrepit. Empty buildings need to be rented out or pop-ups put in to fill the spaces.
9. Change the name of Memorial Park to something that more effectively represents the vibrancy and fun associated with a beach based park. Reduce the train impact, reduce the parking and make all parts of the Whiter Rock pier accessible to everyone.
10. Make it more people, pedestrian friendly, e.g. wider sidewalks, less parking along the water, and less traffic
11. No parking charge. It's Waaaay too expensive and is a major deterrent for me
12. More policing of loud vehicles and reckless driving
13. It's great as it is evolving.
14. Incentivize property owners to improve their facades. It looks dirty and weathered.
15. It needs to be more beautiful, to look and have the feel of Fort Langley or Steveston. It needs more diversity of stores. The 10 year plan, about seven years ago, was to eliminate the power poles. This would help in the beautification.
16. - make Marine Drive pet friendly -
17. Add a funicular from City Hall down Fir Street to Marine Drive
18. Make it more attractive. It looks rundown and dying
19. Dogs allowed on the Promenade year round.
20. More shopping, I guess. I think there are enough restaurants, but I never go to the beach for shopping. Maybe some incentives to fill the plethora of empty buildings with retail?
21. Improve sidewalks (create a village walk atmosphere) some spots already look good with hanging baskets benches try and make the whole area cohesive

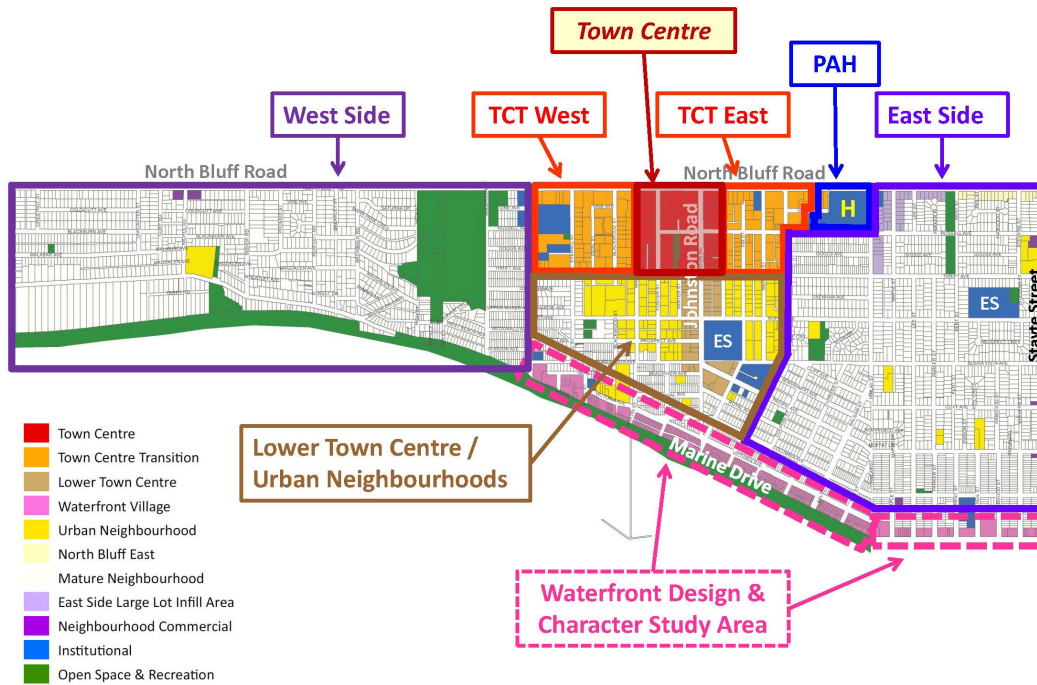
22. more accessibility either by a trolley or some type of shuttle so I can park at one end
23. free parking for residents,
24. Not to allow business to bought and never opened, to sit idle or to make rent too expensive that business cannot operate, City not to charge artists a fee to sell at the beach
25. Traffic free
26. More parking
27. better access by transit
28. More free parking for seniors
29. More variety in the types of businesses
30. When walking the west beach commercial strip it feels scuzzy due to all the vacant businesses (some of which have been vacant for over 10 years). Besides being vacant most are in disrepair - old, crappy, and ugly. In my view these are very bad neighbours,
31. Make it a pedestrian zone only.
32. Different shops besides restaurants, allow a vendor to rent beach umbrellas, have owners update some of the restaurants with a coat of paint, flowers, new awnings or outdoor furniture. Keep the beach area quaint, but if developed, low rise only
33. More shops that reflect a seaside sensibility,
34. make use of the empty storefronts
35. Remove traffic on Marine Drive between Johnson Rd and Vidal Street on Sat. & Sun. 9am-9pm allowing more street cafes, pedestrian activities and less traffic interaction with pedestrians, and less noise. Ban & ticket loud motorcycles and cars.
36. More businesses.
37. Ensure empty business places are leased and all store fronts tidied up and cared for.
38. Better restaurants
39. Eat
40. more things to do
41. enforce the signage bylaw - make all business owners keep their awnings/store fronts clean and in excellent repair
42. I go there very often as is, but I would suggest that the buildings (storefronts, restaurants, patios) always be kept clean and painted and flower boxes. The city should continue to put up window prints and outside furniture if their vacant.
43. I want to see more attention paid to the park maintenance aspects i.e. the grass, trees, litter, washroom cleanliness, beautifying features such as flowers, lights and benches
44. Provide more parking spaces.
45. More opportunities for activities along the waterfront
46. Fully leased premises
47. improve food quality and value
48. Make the road car less during the summer months
49. Funicular!
50. Get rid of the trains by relocating them. There is no future for Marine Drive and its businesses until we have full control of the waterfront.
51. Some type of parking incentive i.e.: a restaurant that validates parking whilst eating
52. Less cars, more sidewalk for entertainment, displays, restaurant patio seating
53. Rejuvenate buildings! Clean up litter. Marine Dr. is a mess!
54. More different restaurants would be nice
55. I want more newer buildings some of them are an eyesore
56. Eating and ice-cream

57. parking especially handicap
58. More green space, less concrete
59. A variety of good food, established shops like the bathing suit store. Sidewalk along all of both sides.
60. Pedestrian friendly, quaintness, not new buildings, maintain the history,
61. Parking, parking parking
62. widen walkways ,safe crosswalks with flashing lights
63. More restaurant
64. Unique businesses (not tattoos or Chinese restaurants)
65. Train noise and traffic. i.e. during one recent meal, three trains loaded with coal and other products went by.
66. More fun restaurants (pubs)
67. Nothing, I go fairly regularly. I love the new park and parkade -- think they were great additions
68. There is too much concrete around where grass used to be planted. It looks far too sterile, so planting clover instead of grass and planting more trees would help.
69. Better restaurants
70. I have WR parking pass, but I know many many people who don't live in WR who say they will not come to eat in our lovely restaurants or visit our beach because they refuse to pay all that money for parking, especially if they just want to go for food
71. I have the parking sticker so that's not a problem. There aren't many shops open these days (high rents? cost of parking? makes them close). More diversity would be nice 'cause once you've been there a few times, there's nothing new to see.
72. More artsy/seasides has like La Connor
73. Less cars, more variety of businesses
74. make it more accessible without having to use a car to get there
75. The area lacks cohesion - many stores need revitalizing - tattoo stores next to restaurants, the buildings appear run down and unappealing.
76. eliminate traffic on Marine Drive, widen sidewalks, get rid of trains and tracks and do more plantings
77. Accessibility, parking, consistent quality of restaurants
78. Improve parking
79. Clean up the sidewalks...no dogs
80. Complete the construction and support the businesses to be individualistic and a bit funky; support small shops, not just restaurants.
81. More and larger restaurant patios.
82. Better entertainment, that is things to do. Not just eat and drink. Also having more commercial and employment will improve viability of businesses in the off season
83. More free parking!
84. Have more variety in stores. Pay parking is a problem for many people. We have the yearly sticker which again has become far too expensive.
85. replant the trees that were demolished several years ago
86. more seating along the promenade
87. More varied restaurants on East Beach (not all fish and chips)
88. less construction
89. Wider patio, good mix of buildings. No high rises
90. Lessen the vehicle traffic. Too much noise and exhaust to enjoy it on busy days. West beach is

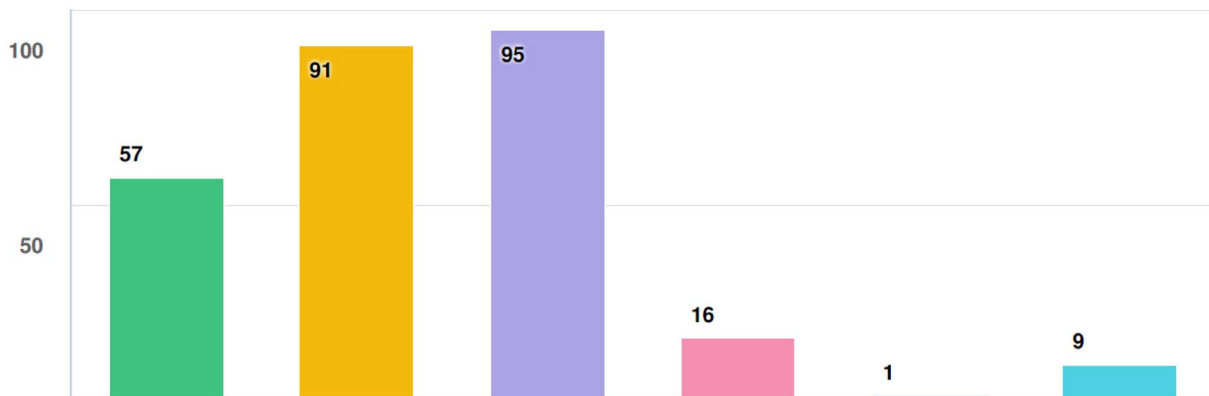
- a disaster on a warm spring and summer day. Too crowded with narrow sidewalks and too polluted on busy days.
91. More restaurants
 92. Create an environment where businesses will stay on the strip. Currently every business I used to frequent has had to move in order to stay in business (Tea Shop, Saje, Book Store, many a restaurant)
 93. Cheaper parking, more diverse restaurants
 94. cheaper parking rates
 95. Improve the drainage to avoid flooding , clean up the rats
 96. Deal with loud vehicle noise, modified exhaust cars and motorcycles revving and cracking
 97. It looks pretty bad and worn down. A lot of the buildings either need facelifts or knocking down and rebuilding.
 98. Eating establishments that have adequate customer service and a half decent product
 99. I would close it to motor vehicles and have a frequent shuttle bus moving people in and out. This frees up space for businesses to have patios, etc. and will solve the parking problems.
 100. Parking needs to be more affordable and conducive to businesses staying open.
 101. Develop a theme (ocean or railroad) as in Ft. Langley
 102. More attractive businesses. East Beach has turned all non-shopping - what's left is trashy. West Beach too many restaurants and stores are trashy. Nothing there one would want to buy.
 103. more fun and interesting shopping for guests when they visit--more of a marine theme in signage and also showcasing First Nations history
 104. A varied mix of businesses with pavement cafes and possibly the implementation of a one-way system for traffic with more sidewalk space created.
 105. Accessibility and. Revitalize after storm damage. Finish the work on east beach
 106. Cost of parking.
 107. not sure
 108. Restaurant owner attitudes! They seem to think they should be busy just because of location. NO! They need to offer GOOD food and GREAT value e.g. Sawbucks pub or Three Dogs Brewing. Creative menus and coupons/offers for local residents would help too
 109. better stores for shopping ladies clothing, high quality art stores, local artisan products
 110. Having more special events and concerts
 111. The City should compel the landlords to get businesses in the empty units. Are the taxes too high? Could the City rebate businesses to help them out from under the overheads?? And what's with the wires and poles in the middle of the sidewalks?
 112. unifying theme with building facades - new, but made to look like old village
 113. Such a good picture! Do we want to be a city by the sea or concrete? Maintaining attractive buildings, like this blue one, that reflect and build, if you will, on the character of a beach town will help businesses thrive. Dogs on the promenade are great!
 114. Work with the businesses.
 115. More decent restaurants. Improving affordability so that good restaurants can move in and survive 12 months a year
 116. Make the beach accessible for people with mobility issues.
 117. The cost of parking is what keeps people going to South Surrey rather than the Beach....Especially now the parkade is open, there is space. Of course the fact East Beach has been almost impossible to find parking....that has prevented me from attending.
 118. nothing to add
 119. Redevelopment revitalize

120. Add a more diverse range of services and activities
121. Redevelop Marine Drive building to have a cool west coast beach town theme instead of a mish-mash of old rundown buildings, some ultra-modern, some retro and everything else.
122. Parking Availability and improved public transportation especially during special events
123. Less construction
124. More retail gift shops.
125. Having actual shops. Not just tourist shops and restaurants. Can only eat so many Gelatos
126. Wider Sidewalks on the commercial side
127. Free parking
128. I'm not sure. I don't care for crowds and often avoid this area at busy times.
129. Bike racks so I don't have to park a car
130. Live music, longer promenade, more activities like on long weekends,
131. Marine Drive needs a substantial overhaul in terms of cleanliness, power poles, incredibly tacky restaurant decks. The beach needs a theme and less mix and match of sidewalks, paving, curbs and fences. I hope artists can paint the yellow seawall curbs
132. Restaurant on the pier
133. Later business hours.
134. More parks, less concrete, no dogs allowed on Promenade.
135. Parking would be easier to access.
136. Too many vacant storefronts. Work with landlords to attract small businesses.
137. more businesses, free winter parking
138. Bylaw enforcement for dogs and not allowing business vehicles to use public parking. for example, surf boarding schools
139. Parking improvements
140. I'd arrange for transit between Marine Drive & Semiahmoo Shopping Centre (for parking) with stops along Johnston St
141. I have a parking sticker, and that would be an issue had I not. Restaurant s are varied and good. Shops are geared to tourists, and I'm not.
142. modernize the buildings and restaurants
143. Better quality restaurants. The ones we have tried did not have very good food.
144. more entertainment options (e.g.. string quartet; symphony; street buskers)
145. Railway gone, possible 1 way for road to enable cyclists, skateboarders and pedestrians their own lane (rail removal would alter this opinion). Allow for more beach activities similar to rental of boards and kites currently at east beach.
146. Lately the construction has been the biggest burden. Parking should be free in the winter to encourage business.
147. Would get rid of the tattoo parlours, and Chinese tea places. They are very specialized.
148. It would be really nice to get rid of the cars but barring that just getting rid of the telephone poles, cleaning up the weeds and sidewalks, widening the sidewalk and not allowing the empty businesses to look so tacky.
149. Better design and newer buildings
150. More space by relocating the railway line and plan upscale buildings and restaurants.
151. Try to find a happy medium where both locals and tourists will want to go

Question: The map below outlines neighbourhoods (or 'districts') within the City. For each of the areas below, please indicate what you think are appropriate building heights/types in this neighbourhood. Buildings that are considered "low-rise" are typically 3-4 storeys in height and usually constructed with as woodframe buildings. Buildings that are considered mid-rise are usually between 5-11 storeys in height and usually concrete construction (though recent changes to the Building Code have allowed for wood construction at these heights). Buildings that are considered high-rise are usually 12 storeys and above.



Q43 Waterfront - Marine Drive from Oxford Street to Stayte Street, and immediately adjacent areas



Question options

- Detached (i.e. "single family") and attached (duplex/townhouse) homes
- 1-2 storey commercial buildings
- Low-rise
- Mid-rise
- High-rise
- Additional comments (optional)

Optional question (148 responses, 3 skipped)

APPENDIX E

Top 5 Priority Waterfront Issues Business Survey and Results

HAVE YOUR SAY ON THE WHITE ROCK WATERFRONT!

WHITE ROCK
City by the Sea!
planning@whiterockcity.ca
604-541-2293

Business Name/Address: _____

I'm an... Owner Employee

TOP 5 WATERFRONT ISSUES IDENTIFIED SO FAR:

1. Accessibility

(Connecting Marine Drive and Uptown; Wayfinding/Signage; Access to Promenade and Beach; Parking and Traffic; Pedestrian/Bike First Marine Drive; Wider Promenade)

2. All Season Programming

(Four-season Design; Four-season Programming; Pier Activation; Weather Protection in Public Realm)

3. Business Improvement

(Policy Bylaw Review/Update; Incentives; Business Support/Outreach; Vacant Space/Land; More Business Variety)

4. Environmental Improvement

(Education and Awareness; Enhanced Trees/Greenery; Noise Abatement; Lighting in Active Areas)

5. Age Friendly Activities

(Activities and Amenities for Families and Young Adults; Social Media Hotspots; Accessibility for Seniors/Disabled)

What are your thoughts on this top 5 list? (Please check one.)

Strongly Agree Agree Neutral Disagree Strongly Disagree

WHAT ARE YOUR TOP 5 WATERFRONT ISSUES?

- _____
- _____
- _____
- _____
- _____

Other Comments? Use Reverse!

Marine Drive Businesses - Top 5 Waterfront Issues

Business	Owner or Employee	Thoughts on Top 5	#1 Issue	#2 Issue	#3 Issue	#4 Issue	#5 Issue	Additional Comments
Pier Souvenirs	Employee	Strongly Agree						More commercial signs when you cross US border so people know about White Rock
Ciantro Indian Cuisine	Employee	Strongly Agree	Public Transit - There needs to be more service Sunday to Friday. No bus after 9:45pm makes it difficult for workers to get to work.					
The Boathouse	Employee	Strongly Agree	Pay Parking In off-season (when it is dead on the Waterfront)	Trains with Coal (safety issue)				
Marine Coffee Waffle Bar	Owner	Strongly Agree	Not enough people on the Waterfront	Parking is too expensive	Beach is ugly, too flat, which means people visit and leave quickly			
Cones Old-Fashioned Ice Cream	Owner	Strongly Agree						You guys are doing a great job!
Ocean Rock Café	Owner	Agree	City shouldn't allow competition, the City should stop a new ice cream shop from opening up next to an existing one	Parking (City must listen to businesses more)	City needs to listen to Businesses	Turn some parking lots into fields/parks for activities	There needs to be more activities outside Memorial Park	The Vendors on the Waterfront are really affecting business, we pay rent and they don't - this isn't fair!
Me and Gee	Employee	Strongly Agree						
Oceanside Convenience Store	Employee	Strongly Agree						
			All Season Programming	Accessibility	Business Improvement	Age Friendly Activities	Environmental Improvement	

There needs to be more Signage and Wayfinding activities for young adults design influence (should represent history and respect)

Whitty's Books and Gifts	Employee	Neutral	Parking is too expensive (this is all we ever hear from customers), there needs to be a credit card or app system
Beaches Swimwear	Owner	Strongly Agree	Parking (people constantly complain about the cost) Do something about all the vacant storefronts (make them look vibrant!)
Pamper Me Day Spa	Owner	Strongly Agree	Sidewalk Vendors (there needs to be more on the Waterfront) Lower the Parking Rates Offer staff a Parking Pass (especially in the slower winter months)
Cosmos	Employee	Strongly Agree	Parking (there should be free parking in the Writer) There's not a lot to do on the Waterfront Movie event is fantastic - need this in the Winter too Winter parking lots don't get cleared (snow) Pier
Westbeach Bar and Grill	Owner	Strongly Agree	Parking Need parking passes for staff Update the Sign Bylaw There needs to be a decimal sound policy (right now it is too vague) People smoke outside my restaurant and we can't do anything about it - it should be forbidden
Canadiana Gifts	Employee	Agree	Not enough people on the Waterfront Too many empty stores (it is like a Ghost Town)
Bella's Miracle Shop	Employee	Agree	No dogs on Promenade More trees on the Hump
Krave Subs Limited	Owner	Strongly Agree	Accessibility All Season Programming Business Improvement Age Friendly Activities Environmental Improvement
Golden Cactus Studio	Owner	Agree	Parking (people don't come to the Waterfront because they are resistant to it) There needs to be better signage for the Parkade. There is a lot of complaining from everyone, but no action Negative press is impacting people coming from other areas Character/appearance of Marine Drive is dated and rundown (crappy signage) Fences are ugly! Vacant spaces should be utilized by artists (creative energy for beautification of Waterfront!)
Western Art Couture	Employee	Agree	

<p>Westport Properties Group - Royal LePage Northstar Owner</p>	<p>Agree</p>	<p>Parking and Traffic</p> <p>Noise Abatement (Enforce the Noise Bylaw i.e. Motorcycles and Hot Rods)</p> <p>Use of Train Rails with Current Passenger Train to/from Vancouver</p>
<p>Zen Tea House Owner</p>	<p>Strongly Agree</p>	<p>There is no available parking in the summer</p> <p>Would like dogs on promenade (a lot of young people don't come to the Waterfront because they can't bring their dogs)</p> <p>Buses could be bigger in summer along Marine Drive (they get too full)</p>
<p>The White Employee</p>	<p>Agree</p>	<p>Parking (there is a lot of complaining about no free parking, it's too expensive)</p> <p>Accessibility down to the Beach</p> <p>Marine Drive should be a one-way</p> <p>Empty storefronts shouldn't be boarded up</p> <p>Against a higher tax on empty businesses</p> <p>Need to see more interesting businesses on Marine Drive - there used to be more vibrance and variety of businesses</p> <p>Change the mentality from a negative one to a more positive one on Marine Drive, don't just develop in the Town Centre, develop here too</p> <p>All Marine Drive businesses are closing too early - Why? Smaller businesses need to do their part. No consistency in hours results in unsure customers.</p>
<p>Jan's on the Beach Owner</p>	<p>Strongly Agree</p>	<p>People don't know about the Parkade (need better Signage)</p> <p>Marine Drive should be a one-way</p> <p>Empty storefronts shouldn't be boarded up</p> <p>We were told to take down an awning used for weather protection for our customers to read the menu - Need more support from City</p> <p>We would like to work with the City to install weather protection E.g. Glass or Plastic (like a Brown's or Cactus Club has) some incentives for this would be nice</p>
<p>Charlie Don't Surf Employee</p>	<p>Agree</p>	<p>Parking is too expensive</p> <p>There is a lack of Parking</p> <p>Sign Bylaws need updating</p>
<p>Dolce Gelato Owner</p>	<p>Strongly Agree</p>	<p>"People say City is a bunch of idiots."</p> <p>There is a disconnect between City and Marine Drive Businesses</p> <p>Parking is too expensive and there is not enough vibrance and variety of businesses</p> <p>There needs to be access to washrooms in late summertime hours</p> <p>There needs to be dogs on the beach (young people have dogs!)</p> <p>Revisit Liquor Bylaw</p> <p>There needs to be free parking in the winter for at least 4 to 6 months to attract customers. Last year in Feb and March when there was free parking there was more business by a lot. We haven't received any info on the Seafest, lots of customers are asking what is happening and we can't give them any info.</p>
<p>Five Owner</p>	<p>Agree</p>	<p>There needs to be better marketing of City</p> <p>Facelift (landlords and City in partnership)</p> <p>Patio rents on City property are too high</p> <p>Not enough advertisement about the Waterfront</p> <p>Arrange a meeting once a month on the Waterfront with City and Businesses to share ideas</p>
<p>Docks Fish and Chips Owner</p>	<p>Strongly Agree</p>	<p>There are no activities happening here (do something every weekend)</p> <p>Parking rates are too expensive</p> <p>There needs to be better marketing of City</p> <p>Facelift (landlords and City in partnership)</p> <p>Patio rents on City property are too high</p> <p>Not enough advertisement about the Waterfront</p> <p>Arrange a meeting once a month on the Waterfront with City and Businesses to share ideas</p> <p>There needs to be free parking in the winter for at least 4 to 6 months to attract customers. Last year in Feb and March when there was free parking there was more business by a lot. We haven't received any info on the Seafest, lots of customers are asking what is happening and we can't give them any info.</p>

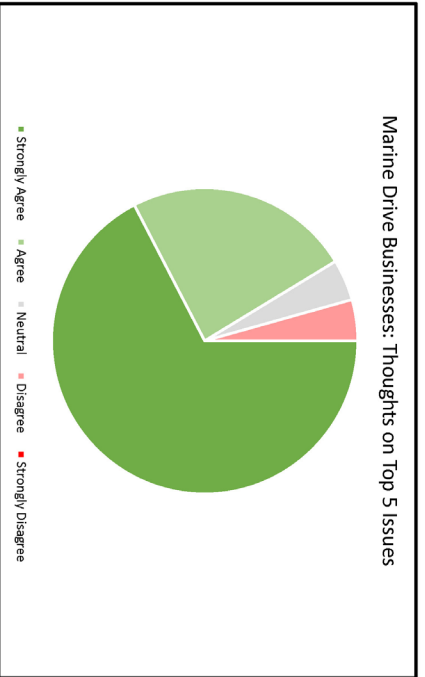
Dew Drop Inn	Employee	Strongly Agree	Parking is too expensive and there is not enough close to the Pier					
Primos Mexican Grill	Employee	Strongly Agree	Speculative Properties (empty storefronts)	Lack of cleanliness (especially storefronts)	Accessibility, there needs to be more signage for parking			
Wax Box	Owner	Strongly Agree	Communication about events needs to be improved. I posted about the event because nobody knew about it! Utilize more facebook groups, like the "I live in South Surrey/White Rock" one	Need more events throughout the Winter	Employees have to pay too much to park			
Mystique Hair Design	Employee	Strongly Agree	Support businesses better (We need parking turnover so people can park)	Needs to become more of a destination	Accessibility	4-season Design	Need more programming on the Beach	<i>Parking meters are way too slow. Customer service has been terrible for parking tickets. There has been too much construction at the same time. Need better signage at Waterfront (Surrey/WR border) for parking.</i>
Dawn Wattie Law Group	Employee	Strongly Agree	People want more activity based businesses, not just food. Need more water related activities.	Free parking or more parking	There needs to be more development on East Beach	Cater more to tourists like Victoria	There needs to be more incentives for people to come to the Waterfront	<i>More institutions (e.g. university) on the Waterfront and in White Rock</i>
Watts East Beach Café	Owner	Strongly Agree	Parking is too expensive and there is not enough	There needs to be another trolley, it was good for transportation				
Ocean Promenade Hotel	Employee	Strongly Agree	Parking is too expensive and there is not enough	There is a lack of things to do	There should be a Bar on the beach	Train is too noisy	Water is disgusting	<i>It would be nice to have dogs on the beach</i>
Oceanside Mortgage Brokers and Associates	Owner	Disagree	Rents are way too high for commercial properties	There needs to be more diversity in business types	Dogs should be allowed on the Promenade	Even businesses that are open look closed	Need better signage in front of businesses (maybe free signs from City)	

Craftsman Tattoo Parlour	Owner	Neutral	Need more parking on East Beach	Free parking in Winter months	Need more things for people to do in the Winter (sponsor some winter events)	There needs to be more business diversity (less fish and chips and ice cream)	There needs to be a better liquor license system	
Moby Dicks Fish and Chips	Employee	Strongly Agree	Need more picnic tables for people to eat on the Waterfront	More parking on East Beach	Drop the hourly parking rates in the Winter			
Poultry in Motion	Owner	Strongly Agree	Signage for people so they know when/what time pay parking begins each day (e.g. 10am)	Better connection between East and West Beach	Start allowing dogs on the Promenade (e.g. East beach can have dogs, West beach cannot)			
Zapoteca Grill and Seafood	Owner	Strongly Agree	City's way of approaching permits is no good	Accessibility (Cost of parking is too high)	All Season Programming needs to be improved			<i>Would like to obtain a permit for Weather protection during the Winter</i>
Paws in the Sand Dog Grooming	Owner	Strongly Agree	Parking needs to be improved for people who want to pick-up/drop-off something (e.g. their dog)					
Whale's Tale	Owner	Strongly Agree	Business Improvement	Age Friendly Activities	Accessibility			Environmental Improvement
Montgomery's Cottage Lunch	Employee	Agree	Parking (cost and convenience)					
Famous Rome	Owner	Strongly Agree	Parking (not enough for customers - they complain)					
Marine Drive Liquor Store	Employee	Disagree	Water Quality (Drinking) - I have to bring 4 bottle to work everyday					
55 55 Marine Drive (Shell Place)	Employee	Strongly Agree	On-street parking (the stall numbers need to be repainted fast)	More events on the Pier	More Welcome signs aimed at people entering from the USA			There needs to be more activities for kids to participate in (e.g. painting or bubbles on the beach)
Heaven's Angels Gifts and Gelato	Owner	Strongly Agree						

<p>West Beach Pilates</p> <p>Owner</p>	<p>Agree</p>	<p>Occasional Street Closure For Activities</p> <p>Parking passes for purchase by residents who live outside W/R boundary. Then business owner and employees would be able to purchase extra passes as well. This would help business owner a lot. I must charge less to client and pay more to contractor (employee) to get them to the beach.</p> <p>There should be free Parking October 1st to April 1st</p>	<p>Like free parking before 10am, 12 noon would be better</p> <p>I understand there must be paid parking to more people along during summer months</p>
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Total Marine Drive Businesses Represented	46
Thoughts on Top 5 Issues:	
Strongly Agree	31
Agree	11
Neutral	2
Disagree	2
Strongly Disagree	0

- Top 5 Issues:**
1. Accessibility
 2. All Season Programming
 3. Business Improvement
 4. Environmental Improvement
 5. Age Friendly Activities



- Feedback Forms Delivered by Alex (August 12th 2019 & August 14th 2019):**
- White Rock Tattoo
 - Bay Realty
 - Coney Island Seafood Inc
 - Seaside Scoops
 - West Beach Pilates
 - Barb's Boutique
 - Grand Bazaar Istanbul
 - Fishboat Restaurant
 - Baja Cantina
 - Sandcastle Sea Shop
 - Prime's Thai Tea White Rock
 - White Rock Museum & Archives
 - Crazy Cows Café
 - Choco Flowers
 - Project Afterstock Thrift Store
 - Beach Break Pizza & Curry House
 - Oceanside Yacht Club & Public House
 - CCTV Chinese Restaurant
 - Uit's Restaurant
 - BKB Fish & Chips
 - Little India
 - Sunlight Grocery
 - Cottage Living
 - La Bala Italian Restaurant

Proposed CR-3A Zoning

Density, Parking and Loading for Small Lots on Marine Drive

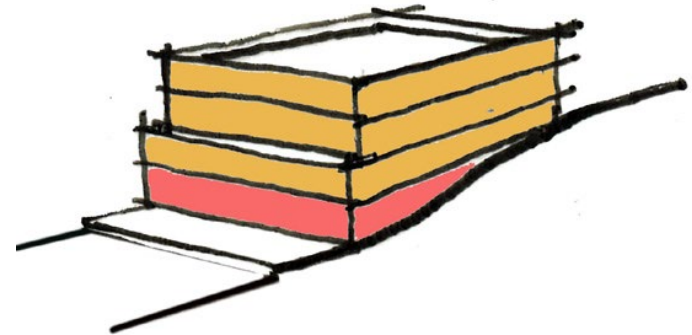
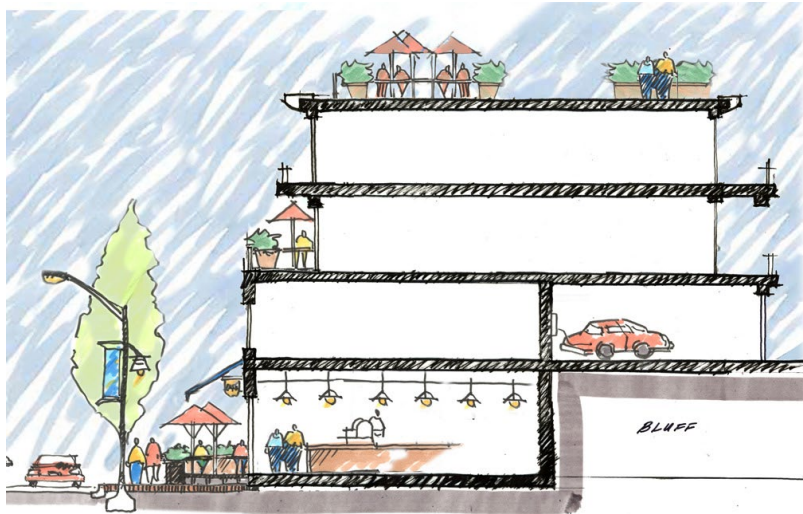
WHITE ROCK
My City by the Sea!

October 7, 2019

Recommended Bylaw Review of CR-3/CR-4

March 11, 2019

- Align height and density with OCP (2.0 FAR / 4 storeys)

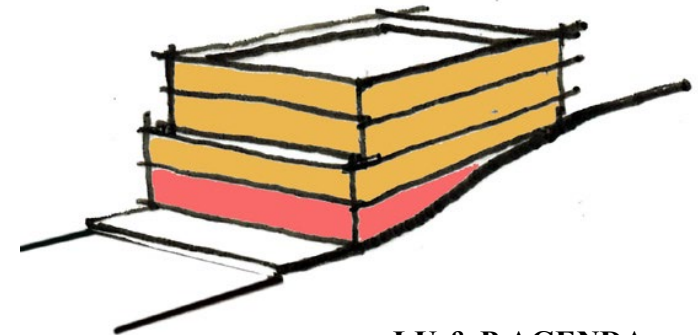
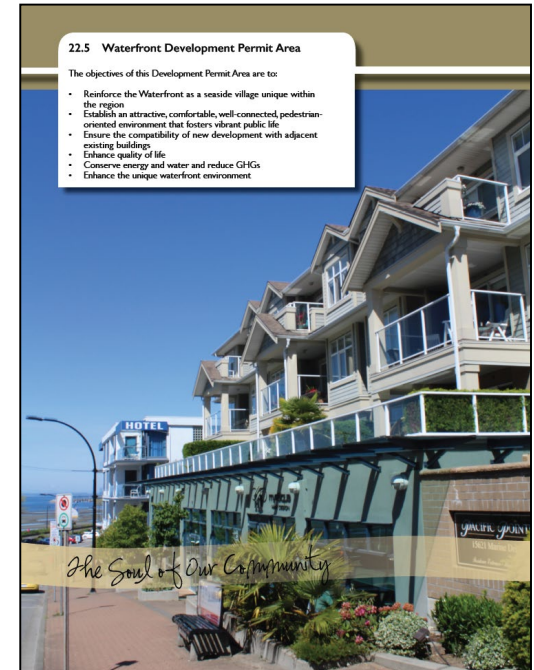


- Incorporate recommendations of Waterfront Enhancement Strategy (WES) / Marine Dr Task Force
- Update parking and loading requirements per WES / Parking Task Force

Recommended Bylaw Review of CR-3/CR-4

March 11, 2019

- Proposed Review Process
 1. Bring forward proposed updates in Phase 3 of WES
 2. Hold on-line survey and Public Information Meeting (PIM), to obtain input on updates
 3. Public Hearing on proposed CR-3 & CR-4 zone updates, following WES completion



Current Parking Requirements

- Section 4.14 (General Regulations) of Zoning Bylaw

Development Type/Category	Spaces Required
1-, 2-, or 3- Unit Residential	2 per dwelling unit
Apartment (4 or more units)	1.5 per unit (1.2 residential and 0.3 visitor)
Restaurant	1 per 16 seats (vs. 1 per 8 seats elsewhere in the City)
Commercial / Retail	1 per 74 m ² (vs. 1 per 37 m ² elsewhere in the City)

Current Loading Requirements

- Section 4.15 (General Regulations) of Zoning Bylaw

Development Type/Category	Spaces Required
Residential	1 if more than 10 units
Commercial / Institutional	1 (no minimum) up to 500 m ²

Proposed CR-3A Parking Requirements

- Revising resident parking ratios (1 space per unit for buildings with up to 3 units, instead of 2 spaces per unit as currently required)
- Payment-in-lieu of parking for certain areas (requires creation of Off-Street Parking Reserve Fund), for commercial and residential visitor parking

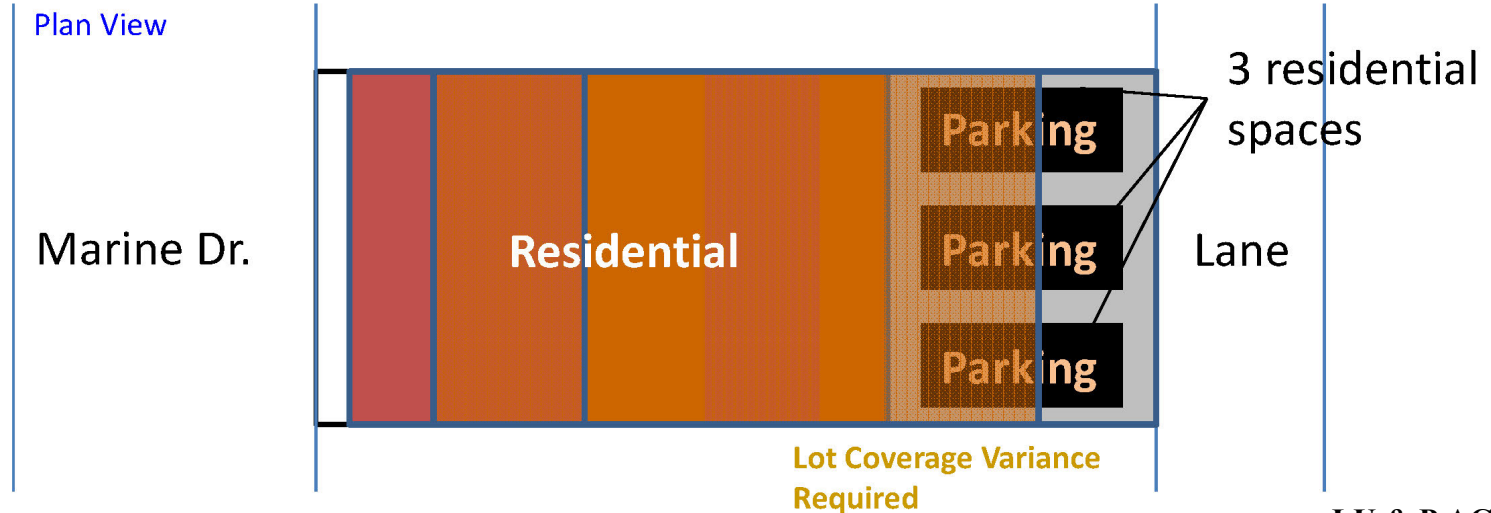
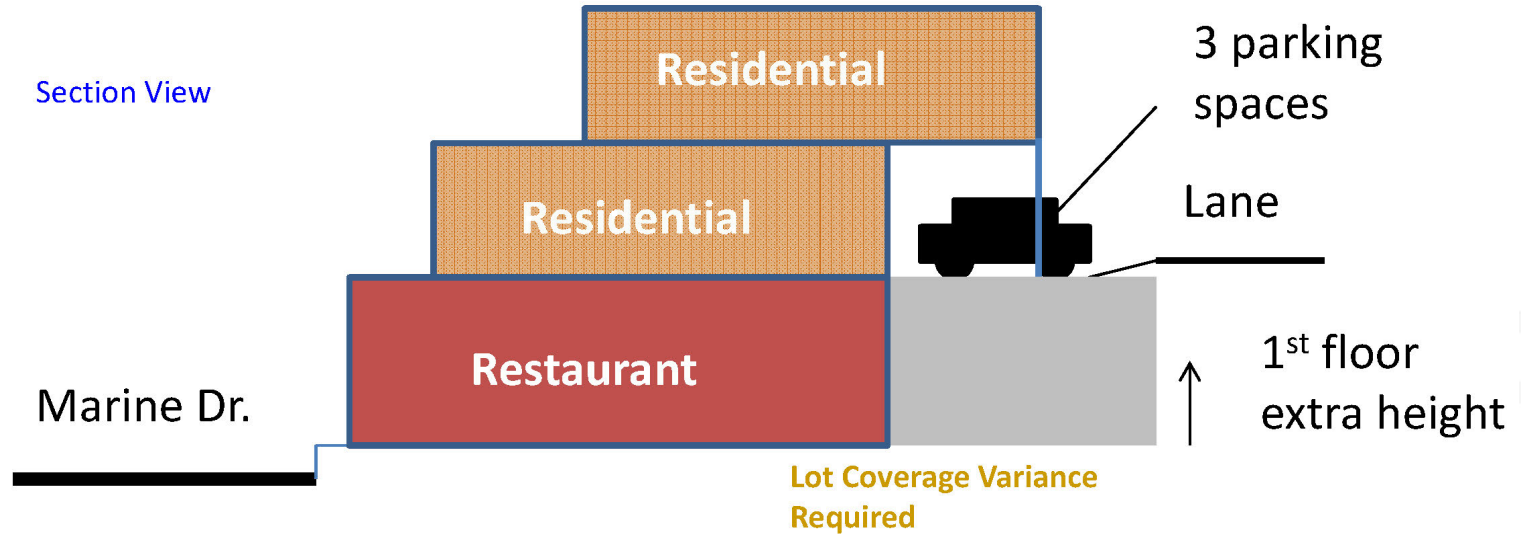
Proposed CR-3A Parking Requirements

- Off-Street Parking Reserve Fund parameters (requires separate bylaw):
 - Rate per space (\$40,000)
 - Eligible property criteria (residential/commercial, property size, neighbourhood, etc.)
 - How funds from Parking Reserve may be spent (new/existing facilities, asset maintenance, alternative transportation infrastructure, etc).

Proposed CR-3A Loading Requirements

- Waive loading space requirement for properties under a certain size / dimension (i.e. in CR-3A zone), and
 - Consider requiring that loading activities occur in the morning (e.g. before 8am Monday-Saturday, 9am Sunday)
- Consider reconfiguring nearby road allowance (e.g. Martin Street) for shared loading outside of travel lane

CR-3A Parking and Loading Layout Example



CR-3A Parking Example

Development Type/Category	Current CR-3 Spaces Required	Proposed CR-3A Spaces Required	Payment-in-lieu option
<i>3 Residential Units</i>	6 (2 per unit)	4 (1 per unit, plus 1 visitor)	\$40,000 (1 visitor space)
<i>48 Seat Restaurant</i>	3 (1 per 16 seats)	3 (1 per 16 seats)	\$120,000 (3 spaces)
Total Parking Provision	9	3 residential spaces, and \$160,000 (4 x \$40,000) payment to Off-Street Parking Reserve Fund	

Density Provisions

Density	CR-3 (current)	CR-3A (based on OCP designation)	Density Bonus (Policy 511)
<i>Maximum Gross Floor Area (FAR)</i>	1.75	2.0	0.25

- Proposed target rate of \$60/sqft for 0.25 bonus area
 - e.g. on a 2,000 sqft site, 0.25 FAR allows 500 sqft bonus, for \$30,000 amenity contribution target
- Proposed CR-3A zone has minimum 25% of total area of building as commercial floor area
 - e.g. on a 2,000 sqft site, 25% of total area equals 1,000 sqft of commercial floor area

Building Dimensions and Siting

Parameter	CR-3 (current)	CR-3A (proposed; based on OCP designation)
<i>Height</i>	11.3 metres (37.1 ft)	13.7 metres (44.9 ft) with 3.7 metre minimum 1 st storey
<i>Lot Coverage</i>	75%	No maximum, governed by setbacks
<i>Front Lot Line Setback</i>	1.5 metres (4.92 ft)	2.5 metres (8.2 ft) – allows for permanent outdoor patio

Amendment Process

1. Contact qualifying CR-3 property owners (based on lot dimensions) to determine interest in opting-in
2. Finalize draft CR-3A Zoning Amendment Bylaw, following LUPC direction, and preparation of Off-Street Parking Bylaw
3. Interested property owners to register servicing and amenity (density bonus) covenants
4. 1st/2nd Bylaw Readings, public hearing for CR-3A zone
5. Council decision on 3rd and final zoning bylaw reading, and readings/decision for Off-Street Parking Bylaw

Questions?



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Aerial Image of 15000-Block Marine Drive



Imagery by Pixometry Canada

Existing Condition (Plan and Elevation)

15081 Marine Drive

CR-3 Zone

Existing Condition

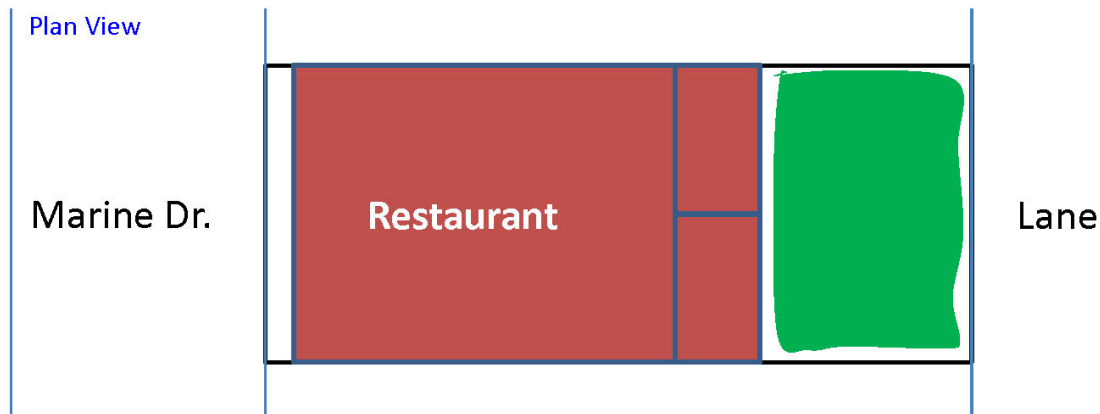
1.75 FAR, 75% max. lot coverage

11.3 m height (~3 storey height)

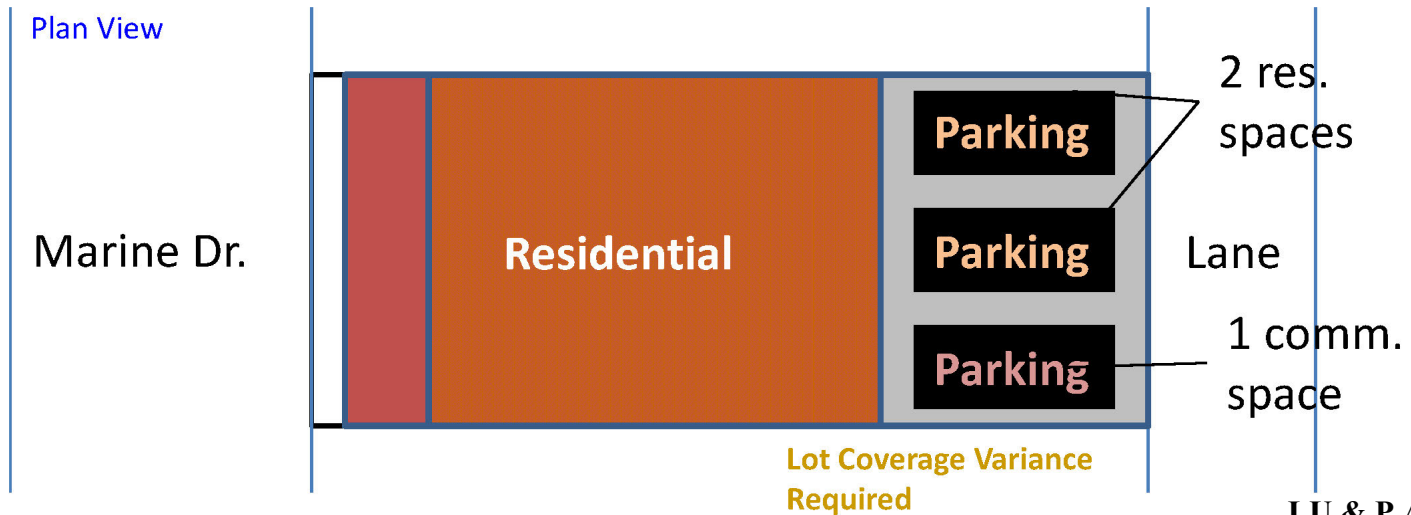
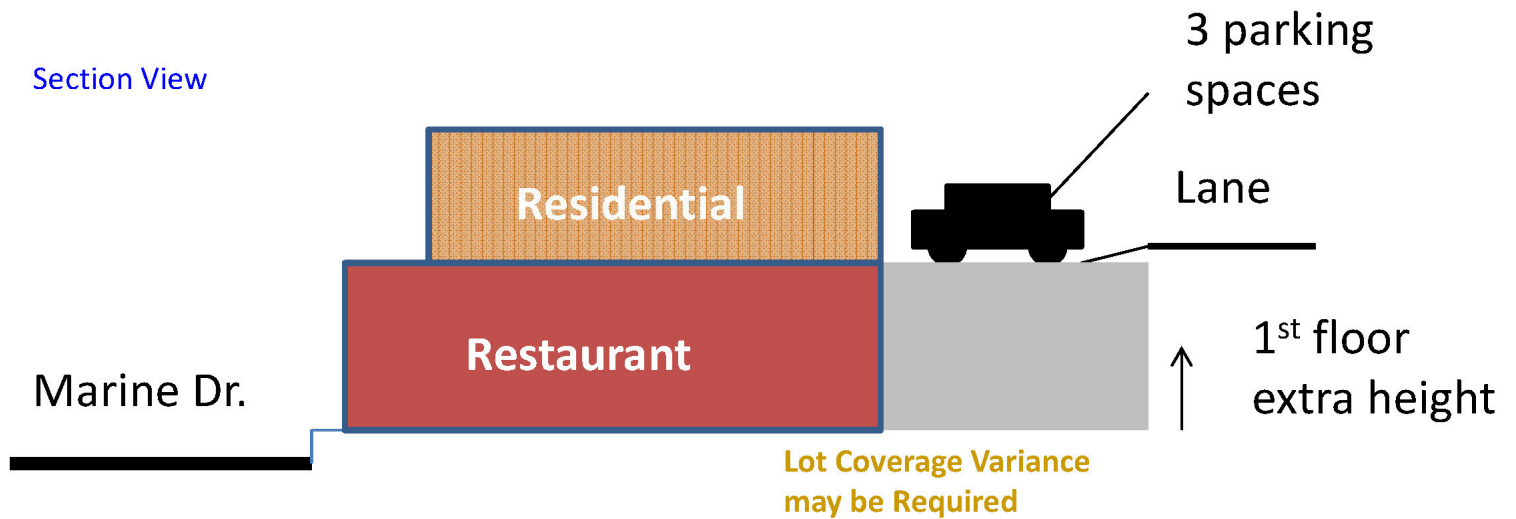
Section View



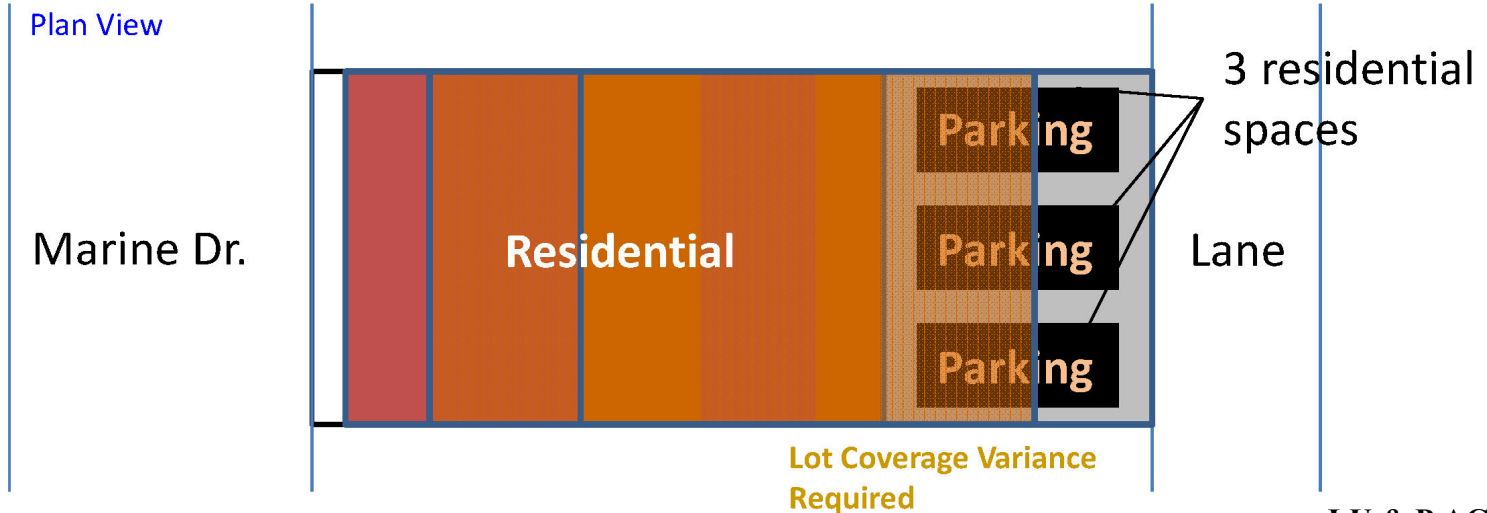
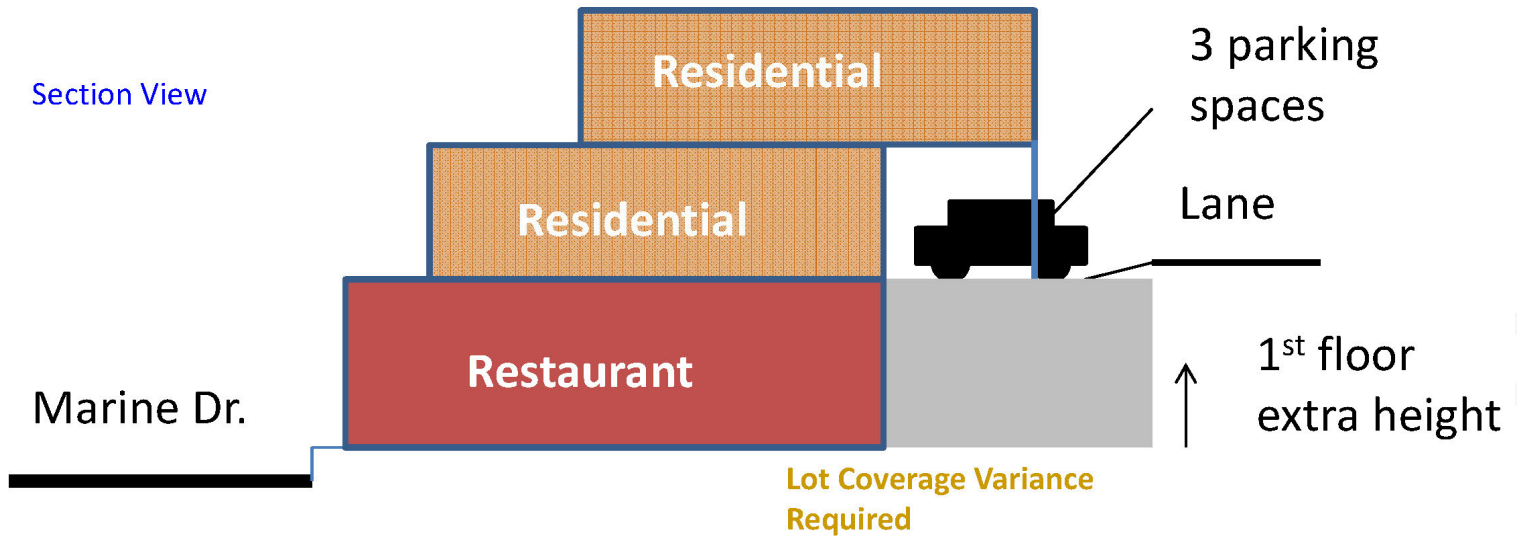
Plan View



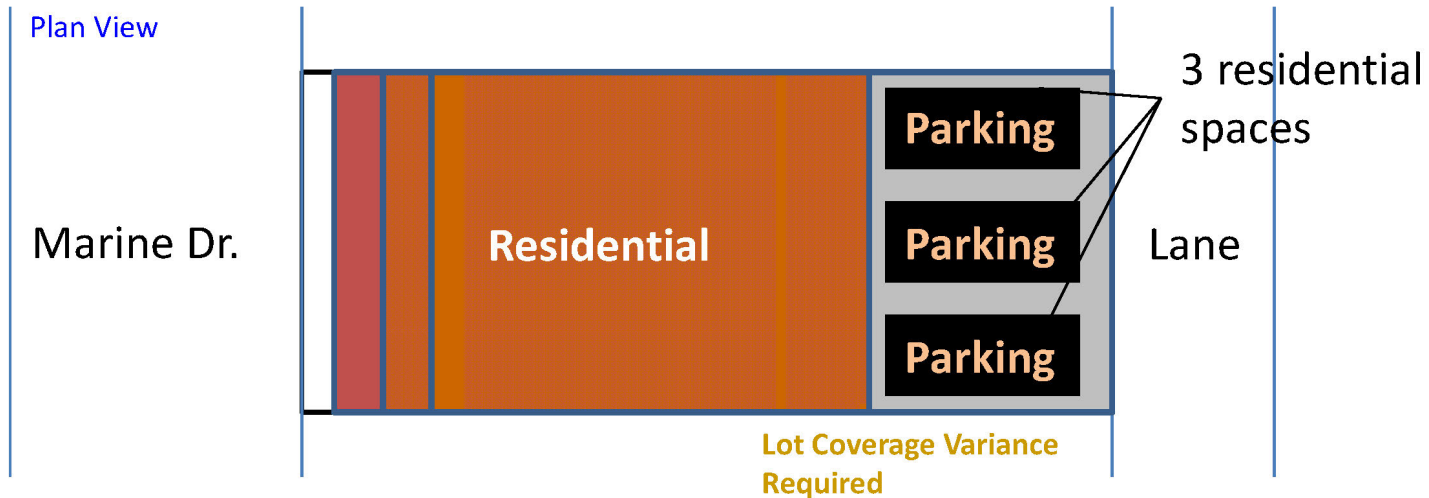
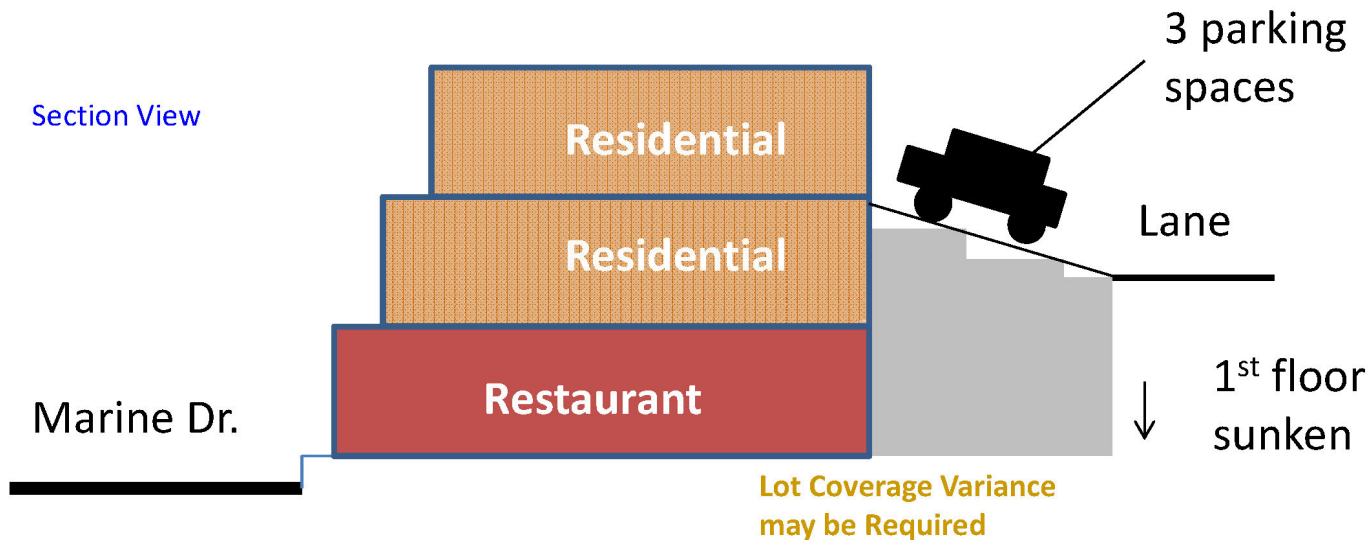
Option #1 Discussed with Applicant



Option #2 Discussed with Applicant



Option #3 Discussed with Applicant



Street View from Marine Drive (looking NW)



View from Rear Lane of Subject Property



15081 Marine Drive
"Little India"

15073/77 Marine Drive
Former "Italian Touch"



View from Rear Lane of Similar Property



15053 Marine Drive
Former "Giraffe"

