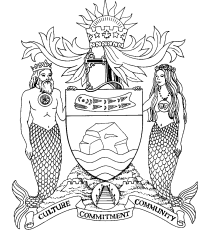


***Live Streaming/Telecast:** Please note that Standing Committees, Council Meetings, and Public Hearings held in the Council Chamber are being recorded and broadcasted as well included on the City's website at: www.whiterockcity.ca

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



Click on the title to take
you to the document.

[ON TABLE see page 96](#)

June 5, 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, **June 10, 2019** to begin at **6:15 p.m.** for the transaction of business as listed below.

T. Arthur, Director of Corporate Administration

A G E N D A

Councillor Johanson, Chairperson

1. CALL MEETING TO ORDER

2. ADOPTION OF AGENDA

RECOMMENDATION

THAT the Land Use and Planning Committee adopt the agenda for June 10, 2019 as circulated.

3. ADOPTION OF MINUTES

a) May 27, 2019

Page 2

RECOMMENDATION

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

a) May 27, 2019

4. WATERFRONT ENHANCEMENT STRATEGY – DRAFT RESOURCE BOOK Page 4

Corporate report dated June 10, 2019 from the Director of Planning and Development Services titled “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”.

5. CONCLUSION OF THE JUNE 10, 2019 LAND USE AND PLANNING COMMITTEE MEETING

PRESENT: Deputy Mayor Kristjanson (Chairperson)
Councillor Chesney
Councillor Fathers
Councillor Manning
Councillor Trevelyan

ABSENT: Mayor Walker
Councillor Johanson

STAFF: D. Bottrill, Chief Administrative Officer
T. Arthur, Director of Corporate Administration
C. Johannsen, Director of Planning and Development Services
C. Isaak, Manager of Planning

Press: 0
Public: 7

1. **CALL MEETING TO ORDER**
The Chairperson called the meeting to order at 6:15 p.m.

2. **ADOPTION OF AGENDA**

2019-LU/P-012 **It was MOVED and SECONDED**
THAT the Land Use and Planning Committee adopts the agenda for
May 27, 2019 as circulated.

CARRIED

3. **ADOPTION OF MINUTES**

a) April 8, 2019 – Land Use and Planning Committee Meeting

2019-LU/P-013 **It was MOVED and SECONDED**
THAT the Land Use and Planning Committee adopts the minutes of the April 8, 2019
meeting as circulated.

CARRIED

4. **INITIAL OCP AMENDMENT APPLICATION REPORT – RUSSELL AVENUE
/ MAPLE STREET (18-008 OCP&ZON&MJP)**

Corporate report dated May 27, 2019 from the Director of Planning and Development
Services titled “Initial OCP Amendment Application Report – Russell Avenue / Maple
Street (18-008 OCP&ZON&MJP)”.

The Director of Planning and Development Services introduced the application and the
Manager of Planning gave a PowerPoint with further details in regard to the required
process.

The Applicant was in the audience and was given the opportunity to speak.

Tim Ankenman of Ankenman Marchand Architects, introduced the site and gave an overview of their vision, to create architecture that enhances life and environment. Mr. Ankenman noted that the application conforms to the current Official Community Plan (OCP) with the exception of two (2) requested items in regard to height and unit typology.

The following comments/topics were noted:

- Actual footprint of the application (54% includes all outdoor liveable space)
- Rental aspect was inquired on = 8 units as protected units at an approximate cost of \$250 per sq. ft.
- Positive height transition from the Altus Development nearby
- Entrance to the parkade facing Maple Street, to help alleviate congestion
- Proposed number of parking stalls are above zoning bylaw requirements
- Would like to hear more in regard to the OCP review / public comments for the area prior to considering the application

2019-LU/P-014

It was MOVED and SECONDED

THAT the Land Use and Planning Committee (LUPC) receives for information the corporate report dated May 27, 2019 from the Director of Planning and Development Services, titled "Initial OCP Amendment Application Report – Russell Avenue / Maple Street (18-008 OCP&ZON&MJP)".

CARRIED

2019-LU/P-015

It was MOVED and SECONDED

THAT the Land Use and Planning Committee (LUPC) recommends that Council defers this Official Community Plan (OCP) Amendment application until the outcomes and recommendations regarding the initial public feedback from the OCP City-wide building height review are considered by LUPC.

CARRIED

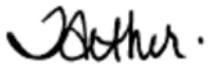
Councillor Manning voted in the negative

5.

CONCLUSION OF THE MAY 27, 2019 LAND USE AND PLANNING COMMITTEE MEETING

The Chairperson declared the meeting concluded at 6:55 p.m.

Scott Kristjanson, Deputy Mayor



Tracey Arthur, Director of
Corporate Administration

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

WHITE ROCK WATERFRONT ENHANCEMENT STRATEGY RESOURCE BOOK

DRAFT

V3: May 30, 2019



Purpose and Acknowledgements

The purpose of this *Resource Book* is to inspire!

It provides the foundation for the City of White Rock *Waterfront Enhancement Strategy (WES)*. This *Resource Book* includes a detailed analysis of the Waterfront, outlines the important opportunities and challenges, and presents enhancement ideas that have been successful in other communities. It is a “working” document that will be refined and evolve into the final *Waterfront Enhancement Strategy* Report with the help and scrutiny of the Marine Drive Task Force and the community. We invite additions to this Resource Book so that the final WES Report is informative, inspirational, and functions as a true road map to the Waterfront’s vitalization.

This *Resource Book* was a collaborative effort between:
MVH Urban Planning & Design (prime consultant),
Key Planning Strategies, Calum Srigley Design Consultants, and Kim Perry and Associates
and
the City of White Rock
(Planning, Engineering, Parks, Recreation and Culture, and Parking Departments),
with the White Rock Business Improvement Association (BIA).

Note on Draft version #3:

This draft *Resource Book* will be used as a public document for continuing workshops with the Business Improvement Association and the community to help shape the final *Waterfront Enhancement Strategy* Report.

*The White Rock Waterfront is a magical place.
It is the soul of the community and has unrealized potential.
We can realize it without compromising
the rich natural and cultural foundations it rests on.
These rich foundations are both our challenge and our inspiration.*



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1.0 SUMMARY

Overview

The goal of this report is to provide the framework to improve the Waterfront. It is the foundation document for the *Waterfront Enhancement Strategy* that will include an action plan identifying priorities, timing, funding sources, and responsibilities.

This *Resource Book* does more than analyze the existing situation. By also reviewing other waterfronts and related projects, it presents a number of potential ideas and strategies that the Marine Drive Task Force, businesses, and the community can review.

Process

The process to develop this *Resource Book* included numerous visits to the Waterfront; interviews with White Rock Departments, the White Rock Business Improvement Association (BIA), and local businesses; review of current reports; and exploration of other communities' potential ideas and strategies.

Foundation Blocks:

- There are a number of current projects that this *Waterfront Enhancement Strategy* can complement. These include the Pier reconstruction, the Memorial Park upgrade, the new West Beach Parkade, the six new railway pedestrian crossings, the post-storm Waterfront clean-up, and the *Strategic Transportation Plan* priority sidewalk coverage and enhancing trails and stairwells.
- There are existing and proposed special events that enhance the programming and attractiveness of the Waterfront including the Spring Art Show on June 8 and 9 in Memorial Park; the proposed Craft Beer Festival on September 21 in Memorial Park; the White Rock Moon Festival sponsored by the White Rock Chinese Association; and the White Rock Multi-Cultural Festival among many others (see *Appendix A* for a full list of 31 events).

Principal Findings

- **Waterfront Focus and Functions:** Visitors principally come to walk the Waterfront Promenade 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. 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 park/all ages park).

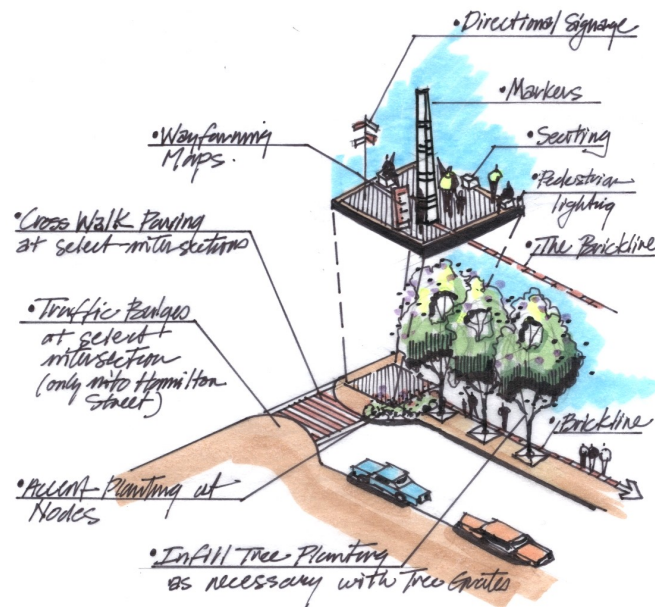
One of the continuing challenges will be realizing the aspirations of becoming a "greater" destination for visitors and improving business, while balancing the needs of local residents as well as the ecological and social "carrying capacity" of the area.

- **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 (see *Section 3.9 Economics and Business* for further details).
- **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.

Further Early Strategy Suggestions to Consider

- **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).



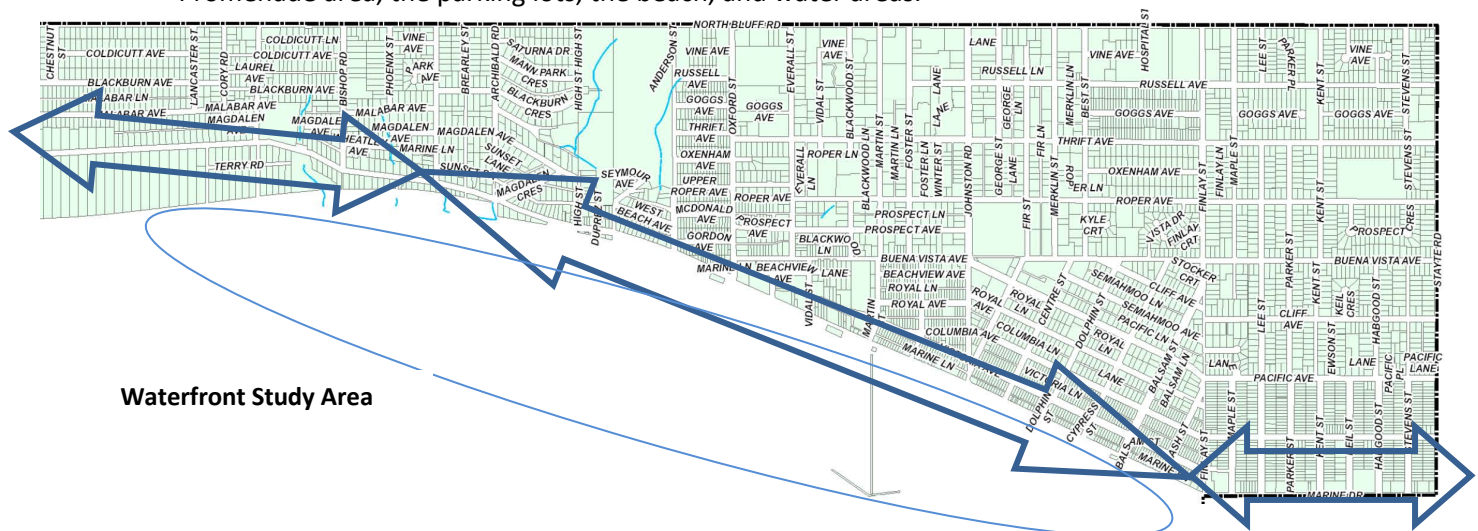
The following sections of this *Resource Book* discuss the analysis and background information that support these findings and early enhancement ideas.

2.0 INTRODUCTION

2.1 Scope and Questions

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. This Waterfront Enhancement Strategy Resource Book is intended to provide background information, analysis, and ideas for enhancements. The Waterfront Health Assessment Tool (WHAT) in Appendix C provides a potential aid in the review and refinement of the Waterfront Enhancement Strategy.

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.



Waterfront Study Area

Key Questions for the Waterfront Enhancement Strategy Program

- What makes this Waterfront (including Marine Drive) special?
- What is our Vision in 20 years?
- What is the "Carrying Capacity" of the Waterfront for peak activity?
- What is missing?
- How can we improve the Waterfront without losing its character?
- What are the priority ACTIONS that could be cost effective, broadly supported, and immediately/short term implementable?
- Who are the champions of the projects?
- How can the BIA strengthen its leadership and sponsorship of the Waterfront enhancements?
- How do we fund improvements so they are properly built and maintained?
- Other questions?

2.2 Current Projects

There are 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;
- Six new railway pedestrian crossings;
- Post-storm Waterfront clean-up; and
- The *Strategic Transportation Plan* priority sidewalk coverage and enhancing trails and stairwells.

However, even with these efforts, challenges continue to limit business, prosperity, and attractiveness. The fluctuation of seasonal business, in combination with a relatively small variety and diversity of businesses, limit the Waterfront as a memorable destination, the community heart, and the place to be. Certain ingredients and a collective commitment are missing.

Now is the time for a coordinated effort to further renew the Waterfront, not only necessary physical improvements but add business improvement strategies, community partnerships, and programming. Live, meet, play, shop, celebrate, and stay longer is the potential future of a complete White Rock Waterfront enhancement program.



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

2.3 Goals and Principles

Goals

- Create enduring business vitality throughout the entire year;
- Make the Waterfront the social and cultural destination of further local meaning; and
- Conserve and enhance the natural environment.

Principles

- **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 character areas along Marine Drive shall be protected with its unique specialty locally-owned retail and restaurants, while expanding complementary retail, support services as well as arts and entertainment.
- **Conserve the Natural Environment:** The Strategy should conserve and enhance the Pacific Flyway and the natural features that are native to the area.
- **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.
- **Encourage Residential Redevelopment in and Around the Waterfront:** Further residential redevelopment in 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.
- **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* should outline specific short term practical steps to build momentum and achieve early successes. Develop physical improvements where they are most needed.

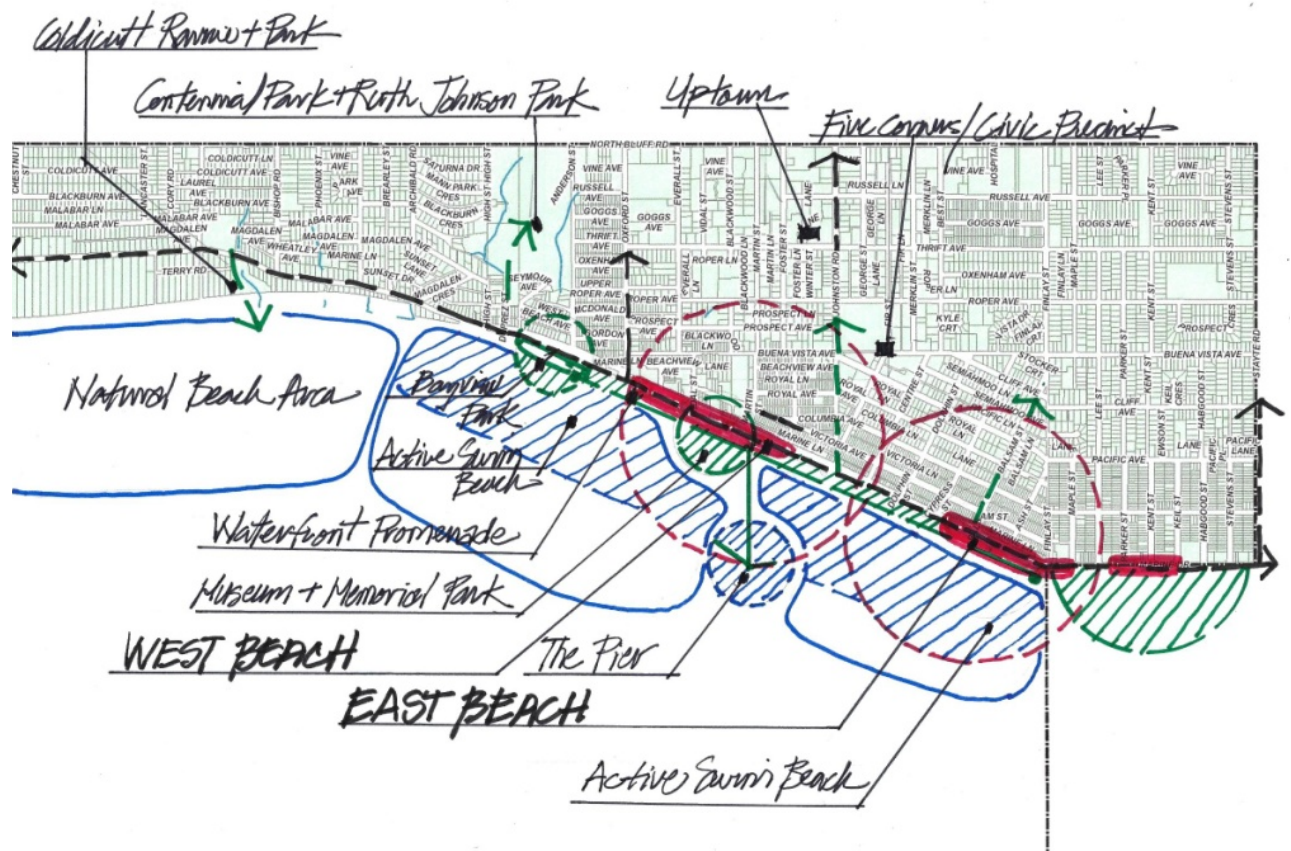
3.0 WATERFRONT ANALYSIS

3.1 Nodes, Pathways, Activity Areas, and Views

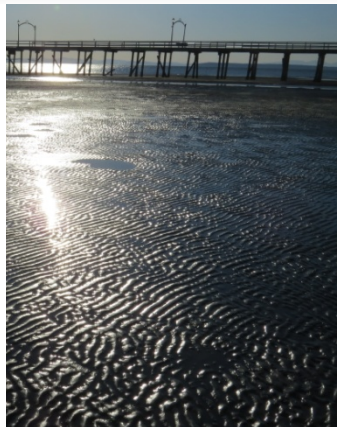
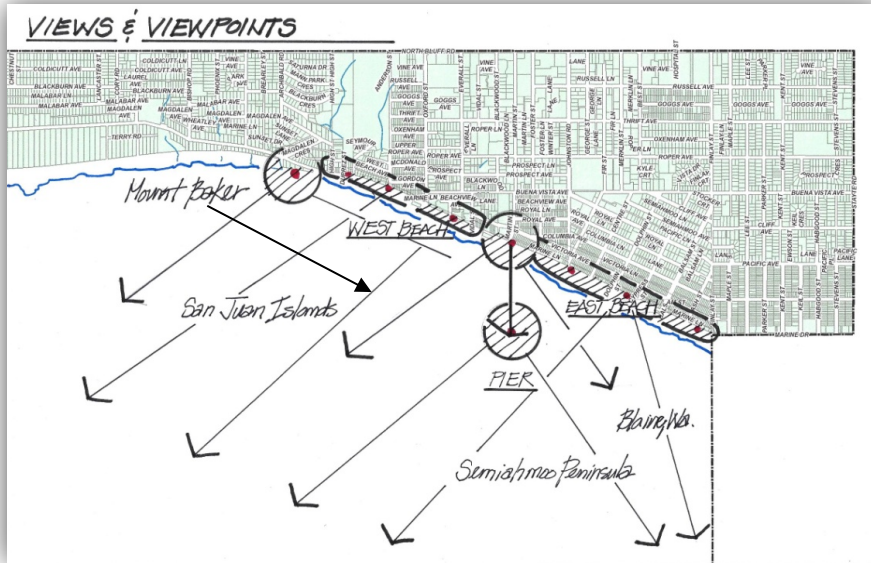
West Beach is the primary node or activity area on the Waterfront with East Beach a close second. The Waterfront Promenade is the pedestrian spine that connects West Beach and East Beach. The major attractions and landmarks in these areas are the Pier, White Rock Museum and Archives, Memorial Park, and Bayview Park in the West Beach area. In East Beach the “White Rock” east of the Pier, Totem Park, the Grizlee public art sculpture, and the expansive sandy beach at low tide are major attractions and landmarks. The spectacular views are also attractors to the Waterfront area. In addition, there are the pathway connectors up to the parks and activity areas in Uptown, Five Corners, and other areas of White Rock.

On the Marine Drive side of the Waterfront business landmarks like Whitby’s Coffee House, the Boathouse, Cosmos, Uli’s, and other long-time restaurant landmarks are part of the local flavour of West Beach. In East Beach, the memorable landmarks include Moby Dick Fish and Chips, Montgomery’s Cottage, Terry Parr Plaza, and the Ocean Promenade Hotel.

The illustrative plan below starts to capture these attractions and memories along the Waterfront. These are daily memories for many residents in the community who walk the Waterfront Promenade every day.

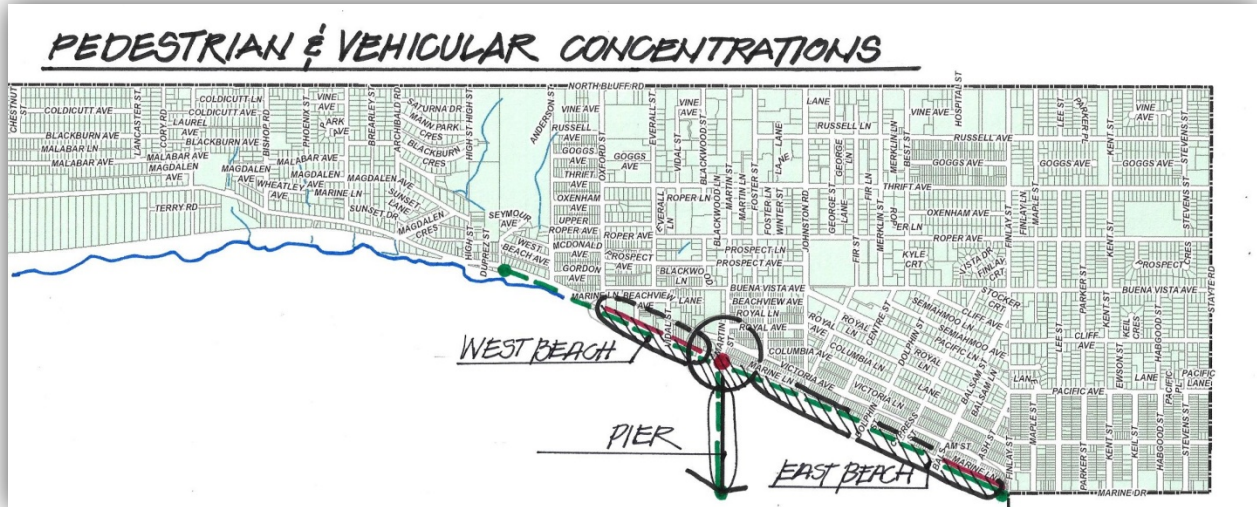


The contribution of views and viewpoints are an important consideration in enhancement areas. These viewpoints add a spectacular and singularly unique White Rock signature and vary throughout the Waterfront area.

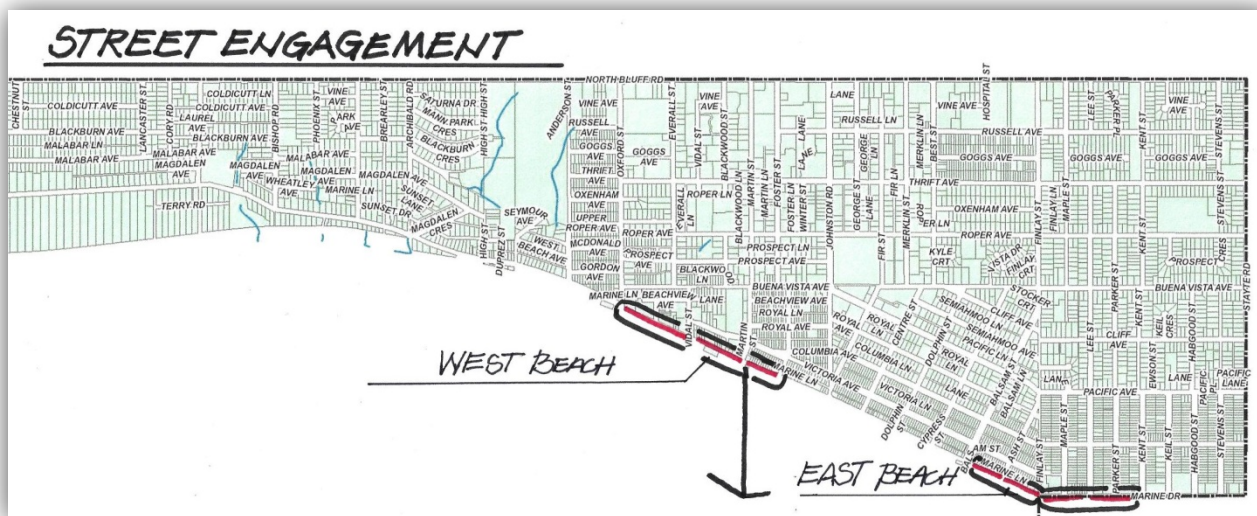


Visitors and residents come to White Rock for the magnificent views of the water, wildlife, and lands beyond.

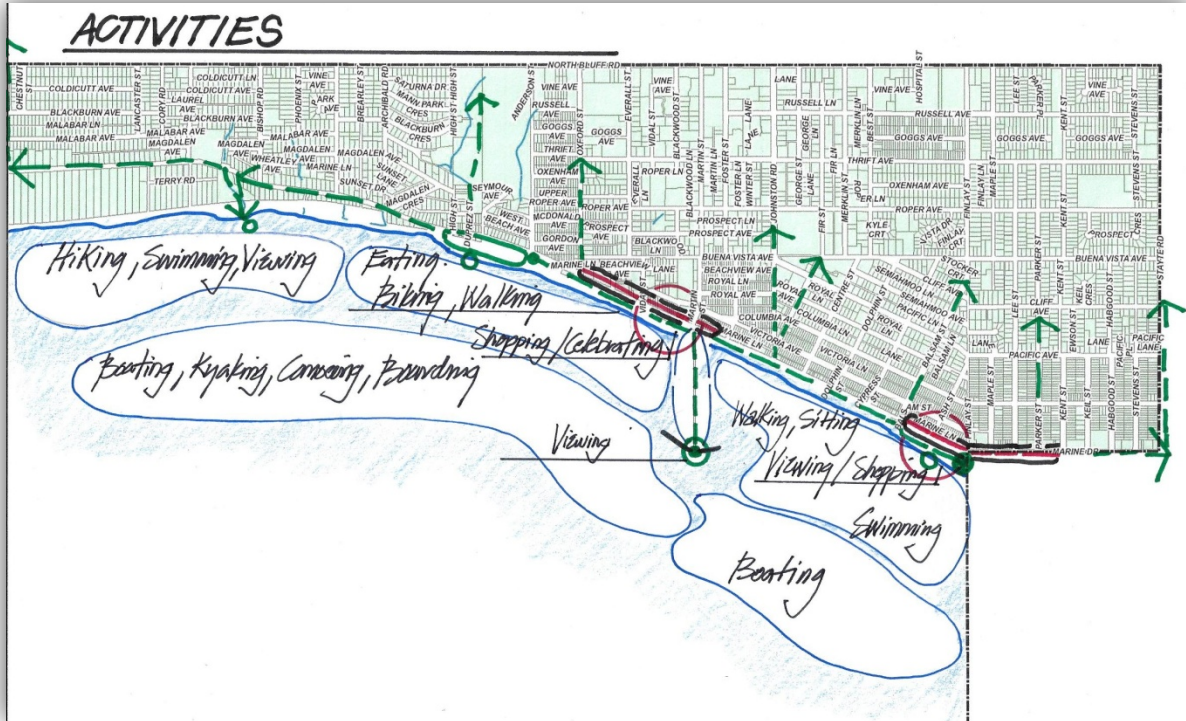
Where the most pedestrians and associated traffic volumes concentrate normally helps determine where improvements need and should be made.



Other factors affecting investment and necessary improvements are determined by how effectively land uses in West Beach and East Beach (areas of highest pedestrian concentrations) address and engage their sidewalk fronts. More attractive storefronts have proven to increase sales and real estate values.



Finally, the uses and associated activities help reveal not only where further opportunities for enhancement are but also what is potentially missing (specific types of uses, locations, and mix of uses or programming).



3.2 Walkability and Mobility Connections

White Rock is considered “very walkable” using the universal *Walking Score* method. One could argue that the Waterfront is walkable but the connections to other parts of White Rock are challenging due to the steep topography.

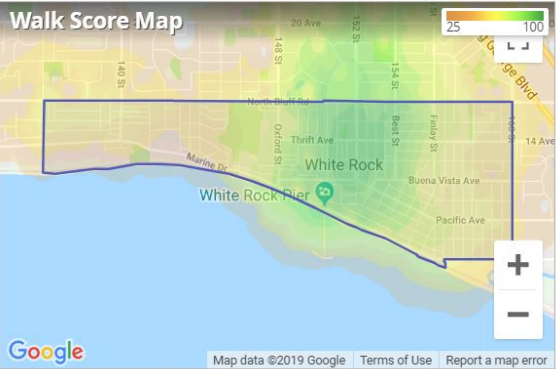

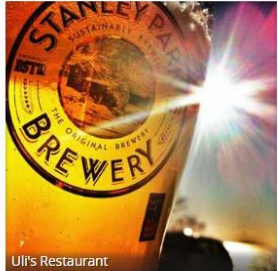
Walk Score

Walk Score 87 Walk Score measures the walkability of any address using a patented system. For each address, Walk Score analyzes hundreds of walking routes to nearby amenities. Points are awarded based on the distance to amenities in each category. Amenities within a 5 minute walk (.25 miles) are given maximum points. A decay function is used to give points to more distant amenities, with no points given after a 30 minute walk.

Walk Score also measures pedestrian friendliness by analyzing population density and road metrics such as block length and intersection density. Data sources include Google, Education.com, Open Street Map, the U.S. Census, Localeze, and places added by the Walk Score user community.

Walk Score®	Description
90-100	Walker's Paradise Daily errands do not require a car.
70-89	Very Walkable Most errands can be accomplished on foot.
50-69	Somewhat Walkable Some errands can be accomplished on foot.
25-49	Car-Dependent Most errands require a car.
0-24	Car-Dependent Almost all errands require a car.

Walk Score 72 **White Rock is Very Walkable**
Most errands can be accomplished on foot.

White Rock Pier Uli's Restaurant

White Rock has an average Walk Score of 72 with 19,339 residents.

Canada » British Columbia » [White Rock](#)

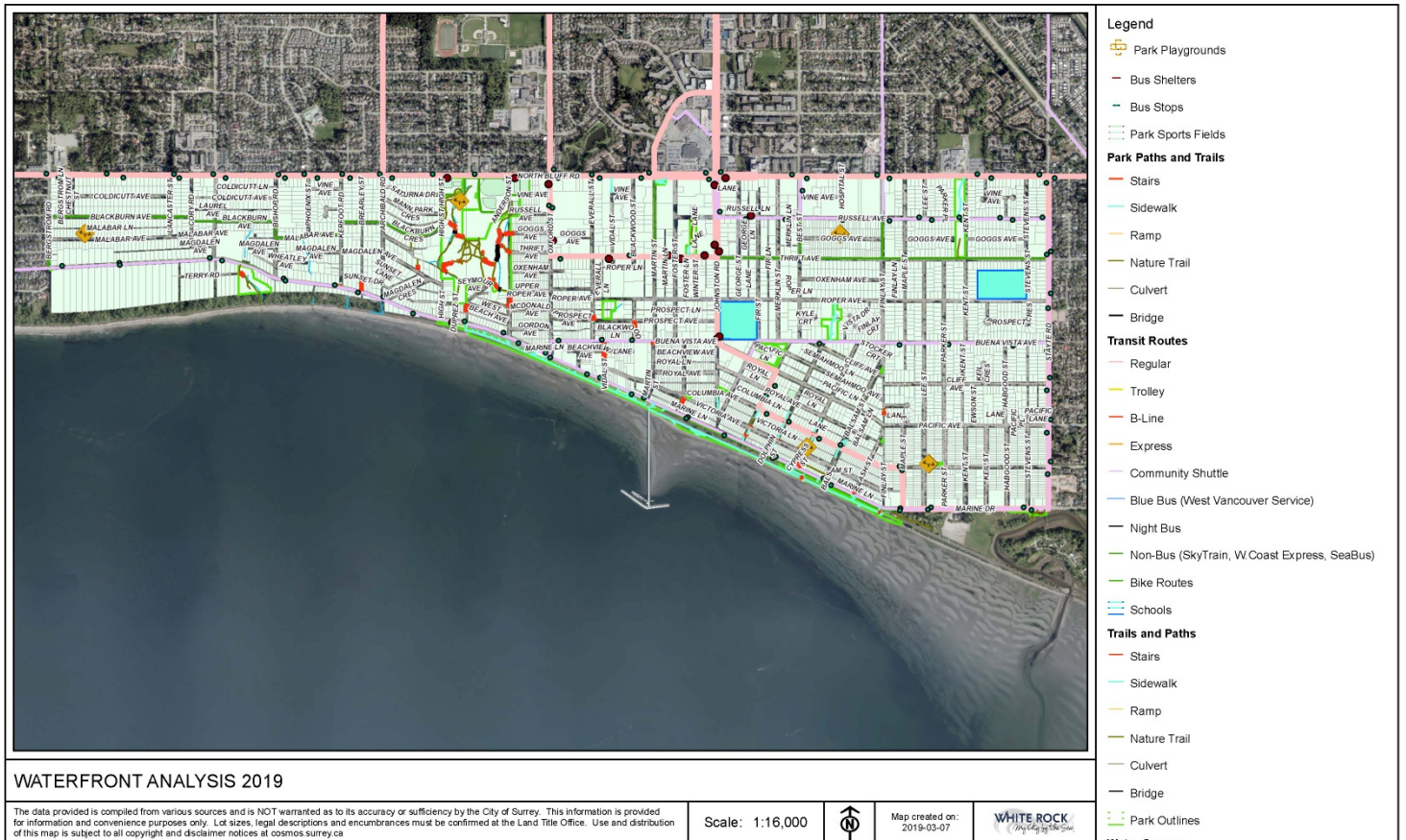
Destinations and Travel Routes/Connections

There are numerous important destinations in White Rock and on the Waterfront that need pedestrian access/connection improvements. These include but are not limited to:

- The elementary schools in White Rock;
- High schools along the northern edge including Semiahmoo and Earl Marriott that can be used for shuttle service during special events;
- The Semiahmoo Mall, Uptown, Five Corners, and Waterfront areas along the Johnston Road spine;
- The parks including the major Centennial and Ruth Johnson Parks on the western edge;
- Transit routes including TransLink, local shuttle and special events Tram services; and
- Park and pathway uphill connectors (14 connectors identified in next section 3.3).

The map below details many of the important destinations and transit routes that link White Rock and adjoining City of Surrey together.

 WROMS City of White Rock Mapping Online System

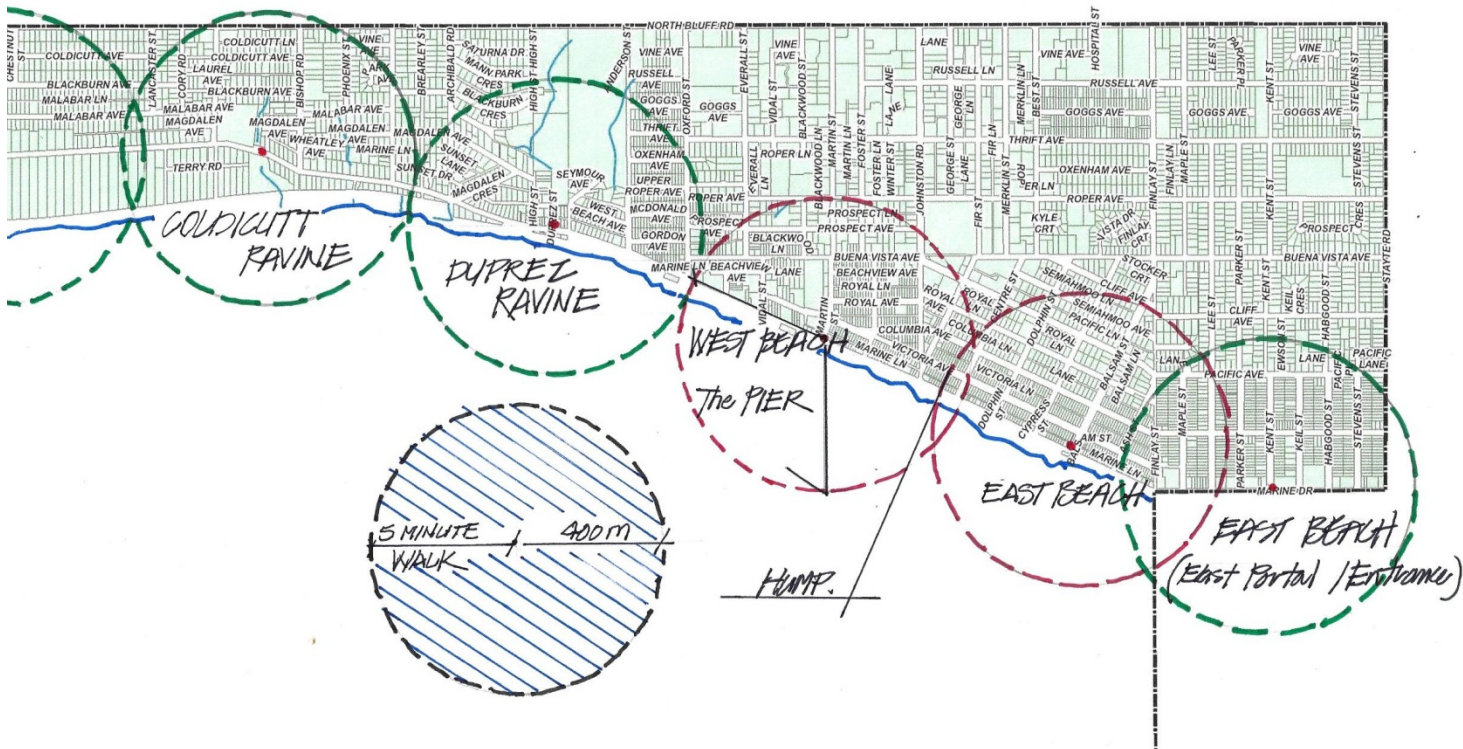


Walking Tolerance

The 5 minute (400 metre) walk for specific destinations is an important determinant in the “Walkability” of an area. On the White Rock Waterfront, the West Beach commercial area is right sized as it is a 5 minute walk along Marine Drive from the Pier to Oxford Street (the normal extent of walking tolerance). Similarly, it is a 5 to 6 minute walk to the end of the Pier, although some people walk slower than others and may take up to 10 minutes or longer – distracted by the view or the rough nature of the Pier wood decking. The good news is that the Pier, Marine Drive in the West and East Beach areas, and the Waterfront Promenade are all relatively flat. The Hump (central hill) in between East and West Beaches is a barrier but the easy and preferred alternative for many strollers is the Waterfront Promenade that connects the two.

When you divide the Waterfront into five minute walking “pedestrian sheds”(as the diagram below illustrates), it is interesting to observe the walking zones that develop in the central West Beach, Hump (central hill), and East Beach areas as well as the west entrance areas and the far East Beach areas. These walking sheds provide a measurement for maximum normal walking distance, bearing in mind most walkers return the same way they have come. At the same time, it is an opportunity for White Rock to recognize the potential of “Walking and Running Loops” and fitness/wellness elements associated with these loops as well as heritage/culture sites and public art (see City of White Rock public art brochure walks).

Pedestrian Walking “Sheds” along the Waterfront



Walking Distances

There are some interesting distance measurements and topographical challenges along the Waterfront that influence the visitor's use, walking time, and stay.

Length and Location	Distance	Walking Time
Total Length		
Promenade West Beach (west of Pier)	750 meters (7 blocks)*	8 minute walk (one way)
Promenade East Beach (from Pier)	1250 meters (12 blocks)	15 minutes (one way)
Total Promenade	2000 meters	25-30 minutes one way 50- 60 minutes both ways
West Beach	500 meters (4 blocks)	6 minute walk (one way)
Hump (between West and East Beach)	630 meters (5 blocks)	7 minute walk (one way)
East Beach	460 meters (4 blocks)	6 minute walk (one way)
East Portal (Finlay St. to Stayte Rd.)	800 meters (8 blocks)	10 minute walk (one way)
West Portal (Oxford St. to west edge)		
Pier (distance from land to end of pier)	500 meters	6 minute walk (one way) 10 to 12 minutes walking slowly; Therefore up to 25 minutes return
Additional Measures		
From east edge (Stayte Rd.) to Pier	2000 meters (17 blocks)	25-30 minutes one way 50- 60 minutes both ways
From Duprez Ravine to Pier	1000 meters (8 blocks)	12- 25 minutes one way
From Coldicutt Ravine to Oxford St.	1000 meters (8 blocks)	12- 25 minutes one way

*keep in mind that pedestrians normally have to return to their original starting point.

* assume a block measurement is on average 100 to 125 meters in length to give a relative sense of distance.

Observations and Conclusions:

- Walkers will normally walk 5 minutes or 400 meters and up to 10 minutes if on a stimulating walk. This distance is a typical shopping tolerance not a fitness tolerance.
- The extent of the return walk on each of East Beach and West Beach (separately) is the maximum visitors will walk.
- The hump walk (over the hill on Marine Drive) is much more challenging than the flat Waterfront Promenade walk that is continuous and flat along the Waterfront.
- The Pier walk is a robust stroll in itself with return distance of 1,000 metres.
- The Pier requires more resting points considering the distance and without an intermediate destination(s).
- The Waterfront Promenade is a challenging walk to do both West and East Beach segments (see also section 3.5 *Waterfront Promenade* for further details).
- The West Portal (west entrance segment west of Oxford Street to the City boundary) has a significant hill which is a challenge for cyclists and pedestrians.
- Cycling on Marine Drive can be challenging on busy days as the cyclists have to share lanes with traffic.

3.3 Pedestrian Connections

These pedestrian connections to the Waterfront from the upper parts of White Rock are important to its function and success (“Hill Walks” referred to in the *Official Community Plan*).



LEGEND: 14 Pedestrian Connectors or “Hill Walks”	
1.	Coldicutt Ravine/Nicol Road
2.	Duprez Street/Ravine/Centennial and Ruth Johnson Park
3.	Bay Street (80 steps) Duprez Ravine
4.	Anderson Street (118 steps) Duprez Ravine
5.	Oxford (Steep) Street
6.	Everall Street (60 steps)
7.	Vidal Street (90 steps)
8.	Martin Street (96 steps)
9.	Johnston Road (24 steps)
10.	Victoria Avenue (65 steps)
11.	Centre Street (131 steps)
12.	Dolphin Street (106 steps)
13.	Cypress Street (139 steps)
14.	Ash Street (49 steps)

Observations and Conclusions:

- There are at least 14 pedestrian connections to the Waterfront.
- These should be signed better and improved to support health and wellness.
- These Hill Walks are opportunities for fitness circuits (calorie burners) to and from the Waterfront.
- Hill Walks could be foundation also for races and a “Stairs Tour de White Rock”.
-

3.4 Parking

The objectives of the Parking department strategy are as follows:

- To support local businesses in the Waterfront and Uptown areas by enforcing both pay parking and time restricted parking areas that help encourage turnover of the parking stalls so that customers/visitors can find a vacant parking space in their preferred locations.
- To ensure public safety by enforcing the safety related sections of the street and traffic bylaw.
- To have parking staff help inform and educate the public by means of customer service to provide everything from directions, to explanations of bylaws, to information on public events, developments, and projects. In short, parking staff are to be ambassadors of the City.
- To ensure residential areas where parking is in high demand, usually in close proximity to pay parking areas, is only used by residents and their guests, by enforcing use of special permits that allow for parking on City property.
- To respond to complaints from the public and explain/inform residents/business owners of the street and traffic bylaw and how City property must best be utilized/shared by the different users groups of a particular area.
- To work with other City departments to share perspectives and collaborate to ensure fairness and consistency in the sharing of public space by all in the community based on what certain areas are used for. For example, the Waterfront could see use by visitors/tourists, residential parking, business parking, contractor, delivery services, and others - all of which need to be considered when supporting parking needs of these different users. In contrast, a residential area in the west side of the City typically will only have residents and their visitors, and developers/contractors requiring parking.

To be effective, this parking strategy requires open dialogue about parking related issues with both the Planning and Development and Public Works and Engineering departments as past and current policy's have been influenced by the individual departments at various times. Because the City has seen so much growth and change in recent years, the transition from a small cottage town to a higher density City requires a sharing of ideas and opinions to best move forward in managing the City's Waterfront parking inventory and public property in a fair and consistent manner.

It is very important to create a common ground for all of the City departments regarding Waterfront parking policy and enforcement, as they all have influence in their own ways on how certain areas of the City are understood and managed by the City. Each of their own perspectives should be taken into consideration when the City determines how public space should be utilized.

The following is a breakdown of approximately **813 parking spaces** in the Waterfront area. Note that the exact number fluctuates due to construction associated with new developments, rail crossing work, traffic calming, and other initiatives. *Appendix B* further details the numbers and locations to the extent possible. The following chart summarizes the allocation of street parking and lot parking on the Waterfront:

Sub - Area	Type	Number	%
West Portal (west entrance)	Street and 3 parking lots	249	31%
West Beach	Street and 5 parking lots	362	45%
Hump	No public parking	0	0%
East Beach	Street and 3 parking lots	183	22%
East Portal (east entrance)	Street parking	19	2%
*Total Interim Parking Spaces		813	100%
New Waterfront Parkade		180	22% +
TOTAL PARKING SPACES		993	122%

*Source: Parking Department 2019 (see Appendix B)

Observations and Conclusions:



- The West Beach area (and west entrance) areas have the highest density of stalls (611 parking spaces or 76%), and is the location of the new Waterfront Parkade that adds 180 parking stalls to the inventory or a premium of 22% to the 813 existing parking spaces.
- The East Beach (and east entrance) areas have a moderate number of parking stalls (202 parking spaces or 24%) but are supplemented during peak summer time with the large Semiahmoo First Nation parking lot nearby.
- Some street parking has been removed in recent years along Marine Drive to permit necessary widening of the sidewalks - most recently in the East Beach area.
- The balance of the sidewalks that have adjoining parking, especially in West Beach, are almost too narrow for even two to three people to pass at specific narrow points where utility poles tend to obstruct the sidewalk. In some instances, the pedestrian clear area has been reduced to 1m – 1.5m (3 to 5 feet).
- Consideration should be made for expanding these sidewalks and at least eliminate street parking during peak periods, or partial conversion to parking patios (flex parking areas), to allow a safer and easier flow of pedestrians (see *Section 5.8 Lethbridge Parking Patios* for further details).

Potential Waterfront Parkade Impact on Parking

It is difficult to assess the adequate provision of parking for each business and the recreation component of the Waterfront. We do know that the new Waterfront Parkade adds approximately 180 more parking spaces to the inventory or 22%. This means that the Parkade has added at least 1 more stall for every 5 existing stalls overall and 50% more parking spaces when considering the West Beach area alone. This could provide consideration for conversion of some of the remaining street parking to “parking patios” (flex parking areas) that could “flex” between patios or widened sidewalks in peak season and normal parking in off-season.

Progressive Pricing and Policy Suggestions

The addition of 180 parking stalls is significant and should take some pressure off the highest concentration of parking demand if managed in such a way that signage and pricing create incentives for parking in the West Beach Parkade. For example, an enhanced parking program could consider:

1. New wayfinding signage is added at the corner of Vidal Street and Marine Drive as well as Victoria Street and Vidal Street;
2. Progressive reduced pricing policy is implemented for the Waterfront Parkade; and
3. “Credit Vouchers” issued to businesses for customers to further incent Parkade parking for those along Marine Drive and, especially in areas that may lose some of the remaining street parking to the parking patios.

In addition, White Rock can continue its reduced pricing and free pricing in the shoulder and winter seasons to incent visitors. To provide comparison, Langley City has increased its free parking downtown from 2 to 3 hours to have visitors stay longer (and generally spend more).

Potential Waterfront Legacy Fund

Few visitors understand that the City of White Rock pays BNSF Railroad approximately \$450,000 a year for the use of the Waterfront lands (parking and promenade). One idea to improve the “sympathy factor” for pay parking and to fund Waterfront improvements is to consider using some of the net revenue from parking (estimated at \$2 million gross revenue) and reinvesting it into future Waterfront improvements. In doing so, the City of White Rock could create more understanding from visitors that pay parking is simply not a “cash grab” but supports reinvestment in their Waterfront. White Rock could post a sign on each parking kiosk that says “Up to 50% of net parking revenue is reinvested into your continued enjoyment of this Waterfront.” This strategy will also create a potential foundation/legacy fund that can be leveraged with other Provincial, Federal, and corporate/private matching funds.



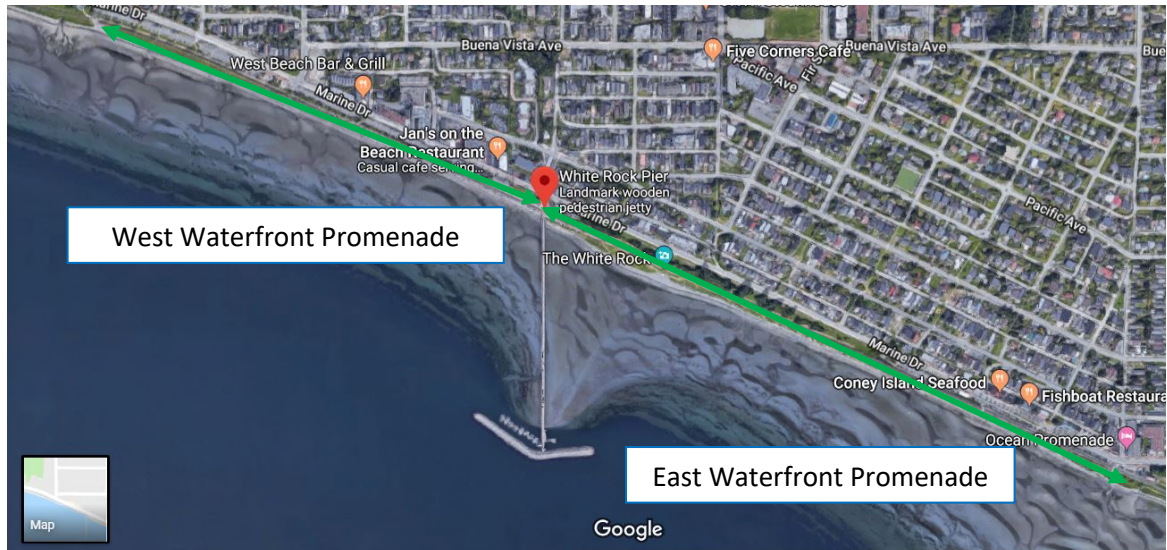
3.5 Waterfront Promenade

The Waterfront Promenade is a landmark in the Region and is the centre of healthy walks for many local residents most days of the year. It is one of the primary reasons why people visit the Waterfront. The Promenade is relatively flat and accessible for all ages and abilities. It is also the flat pedestrian connector between West and East Beach. Otherwise, visitors have to go over the Hump (central hill) on Marine Drive for a more demanding stroll.

The Promenade is approximately 2.0 kilometres (2,000 metres) long from end to end. It starts at the end of West Beach at Bayview Park and ends at the Grizlee public art sculpture in alignment with Finlay Street in East Beach. It is approximately 750 metres from the Pier to the west end of the Promenade and 1250 metres from the Pier to the east end. The Promenade walkway varies from 8 to 10 feet (2.4 – 3.0 m) wide, is planted with trees on the north side and has various landmarks along the way, including the White Rock Museum, Memorial Park, the Pier, White Rock, and the Grizlee public art sculpture. On the west side of the Pier, the walkway runs north of the BNSF Railway tracks and east of the Pier runs on the south side of the railway tracks. The Railway tracks have been recently fenced with six new crossings constructed for safety purposes. The Waterfront Promenade walkway also has a bordering green space and is also referred to as a the “Waterfront Linear Park” with benches, water fountains and washrooms there to support the walking and other recreational activities associated with the area.

Improvements could include a Waterfront Promenade furniture refresh; lighting upgrade; historical and nature interpretation expansion and refresh; wayfinding program; improved pedestrian connections to Marine Drive and the Beach; and fitness/rest stations (“fit bits”).

White Rock Promenade

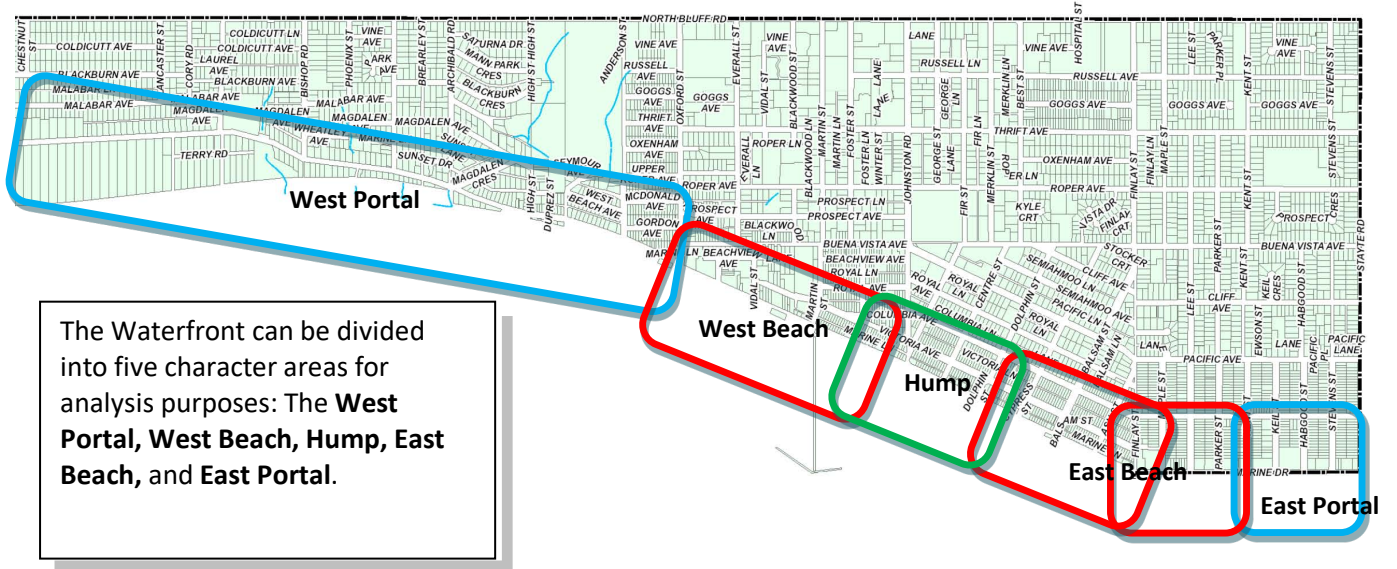


3.6 Waterfront Form and Character

Five Character Areas

The White Rock Waterfront can be divided into five sub-areas or “Character Areas” for analysis purposes defined by their location, land uses, function, activity, and character. There are five proposed character areas: West Portal (west entrance), West Beach (west commercial area), Hump (central hill), East Beach (east commercial area), and East Portal (east entrance).

Waterfront Character Areas



West Portal (West Entrance)

The West Portal is the west entrance to the Waterfront area. This significant long hill of Marine Drive is bordered by residential uses. It extends from the west edge of the City at Bergstrom Road through to Oxford Street. It includes Coldicutt Park, Bayview Park as well as the Duprez Ravine connection to Ruth Johnson Park and Centennial Park. The Waterfront Promenade starts and ends at Bayview Park and extends east to the terminus in alignment with Finlay Street in East Beach.

West Portal (west entrance looking east down Marine Drive)



West Beach (west commercial area)

West Beach is one of the two principal commercial areas along the Waterfront and has a more intensive commercial and public nature. This area has the highest pedestrian concentration, vehicular traffic, parking, commercial uses, and associated activity. It is also a flat part of the Waterfront. West Beach also includes the new Waterfront Parkade, the new Memorial Park, the memorable Pier, White Rock Museum, and the highest concentration of retail and restaurant uses along the north side of Marine Drive.

West Beach (looking east along Marine Drive and other views of promenade and beach)



Hump (central hill)

The Hump connects the two commercial areas of the Waterfront. Its name reflects its topography as a significant hill between West Beach and East Beach. Residential uses border the north side of Marine Drive with significant pedestrian viewpoints on the south side of Marine Drive. Sidewalks are only on the south side of the street and no public parking is permitted in this area. Selective pedestrian access points up into Uptown and Five Corners areas of the City are at Johnston Road/Fir Street, Centre Street, and Cypress Street by way of stairs.

The Hump (central hill) is a residential area and connector between West Beach and East Beach



East Beach (east commercial area)

East Beach has a unique and more informal character contrasting the more formal West Beach commercial area. Extending from approximately Cypress Street to Finlay Street (west part of East Beach), this area is relatively flat and accessible. Restaurants and businesses front on the north side of Marine Drive with outdoor patios and wider sidewalks in the main west section. On the south side are the two principal parking lots. Beyond the parking lots are the railway tracks and then the Waterfront Promenade and beach on the south side of the railway tracks, contrasting West Beach which has the Waterfront Promenade on the north side of the railway tracks.

Western part of East Beach revealing a unique eclectic character of buildings



Far East Beach and East Portal Areas (east entrance)

The East Beach area extends east from Finlay Street up the hill and approximately 800 metres to the White Rock boundary at Stayte Road. This area is separated from the Waterfront by the Semiahmoo First Nations land and businesses. Mixed use buildings are located along the north side of Marine Drive to Kent Street. Then residential low rise apartment uses continue to the White Rock eastern boundary at Stayte Road. On the south side of Marine Drive is the Semiahmoo First Nation land with a park, some commercial uses, open space, and an associated parking lot that fills during special events or peak summer time.

Far East Beach area east of Finlay Street is a mix residential and commercial until Kent Street



Building Form and Character

'One-Sided' Drive and Open Views

Like many waterfront communities, White Rock's central Waterfront areas are characterized as a 'one-sided' street in West Beach and East Beach. The built form is limited to the north side of Marine Drive in the central areas of West Beach, Hump, and East Beach, excepting the White Rock Museum and washrooms/utility buildings in West Beach, and the washrooms in East Beach. There are open views to the water excepting that the ground floor level views are limited by the elevated railway dyke.

Contrasting this one-sided street character is the "West Portal" area (west entrance) and the "East Portal" (far East Beach and east entrance). There are residential homes on both sides of the street in the west entrance area. In the farther East Beach area, there is commercial and residential development on the north side of Marine Drive with the Semiahmoo First Nation lands of parks space and some commercial development on the south side of Marine Drive.

Building Character

The central West Beach area has a typical contemporary narrow storefront retail or restaurant character with residential use above. The commercial first floor of the buildings are generally built to or near the property line, and the residential uses above are stepped back, in some cases, on some upper floors with balcony overlooks. Some of the businesses have outdoor patios and generous sidewalk zones while the balance of the west and east sidewalks are relatively narrow and restricted. It is also worth noting that farther west of the West Beach commercial area there are some signature residential buildings that bring uniqueness and flare to the waterfront residential edge including the two "castle" residences and other more contemporary residences.

The contemporary and traditional residences west of the West Beach commercial area.



The East Beach area contrasts with the West Beach area in form and character. East Beach has a more informal "old" and diverse collection of architectural styles dating from early to mid 20th century with a few more recent contemporary additions. East Beach also has more contrasting colours and materials on some of the buildings giving it a more unique seaside village look.

Building Height

The building form and character of the Waterfront area is primarily shaped by the development along Marine Drive in the core areas of the West Beach and East Beach where there is mixed use commercial and residential development that ranges up to three to four storeys in height.

East Beach has more contrast in height ranges while West Beach has more of a consistent three to four storey feel, especially in the west area of West Beach. The balance of the Waterfront area is residential in nature and varies up to four storey apartments on the Hump (central hill) and in the “East Portal” (east entrance area) and three storey single-family residential in the “West Portal” (west entrance) area.

West Beach has mixed uses with a more contemporary form and character.



East Beach has a mixed of uses with a more diverse age and character.



The characters of West Beach and central East Beach areas are distinctly different and they both add to the richness of the Waterfront.

West Portal entrance (below left) and The Hump (below right) have residential characters.



Both the West Portal (west entrance) and the Hump (central hill) are residential in character, contrasting the two mixed use commercial areas of West Beach and East Beach.

The far East Beach area (east of Finlay Street) and East Portal (east entrance) are characterised by a mix of residential and commercial uses in the area west of Kent Street and residential development east of Kent Street to the White Rock boundary. These areas are also setback from the Waterfront – separated by the Semiahmoo First Nation land that is primarily park and open space on the south side of Marine Drive. There is a residential scaled – commercial development (including the landmark Washington Avenue Grill) in the centre of the First Nation land with a backdrop of parking on the north side of the railway tracks. The character varies (see photos below) from traditional residential scaled mixed use on the western end to four storey contemporary mixed use in the central area, and finally residential only three storey apartments in the eastern section to the White Rock boundary at Stayte Road.

Western Section of Far East Beach has more traditional residential scale mixed use commercial.



Central Section of far East Beach has more contemporary larger scaled Commercial mixed uses as well as older smaller scaled commercial mixed uses.



The East Portal (east entrance) has low profile apartment residential uses.



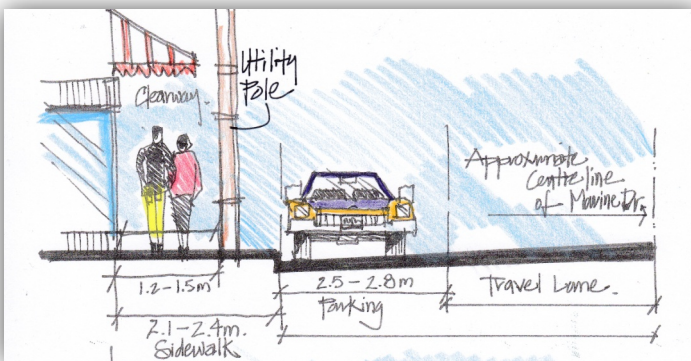
3.7 Streetscape

The sidewalks and crosswalks in the West Beach Area and East Beach areas continue to be challenging. Limited sidewalk areas in certain sections and visibility due to adjoining street parking, utility poles, or simply a limited right of way and building/patio encroachments, continue to be challenges for pedestrian comfort in some areas. The following site analysis includes 3D aerial plans, sketch sections, and photographs that highlight specific opportunities and challenges along Marine Drive.

West Beach Whitby Coffee House Block from Oxford Street to Elm Street

In the western portion of West Beach there are “squish points” and narrower sidewalks due to on-street parking and utility poles. The spatial constraints reduce the sidewalk pedestrian clear space to 4 - 5 feet (1.2 – 1.5m) by utility poles and 7 - 8 feet (2.1- 2.4 m) (Sketch Section and photos below) in the standard section on the “Whitby’s Coffee House” block. The pedestrian clear zones (areas where there are no obstructions) do not allow for any display area on the inside of the sidewalk or utility/seating areas along the outside edge of the sidewalk. It is worth mentioning that Elm Street off of Marine Drive has at least four older heritage homes, significant street trees, and may be worth recognition and parking improvement (formalized parallel parking).

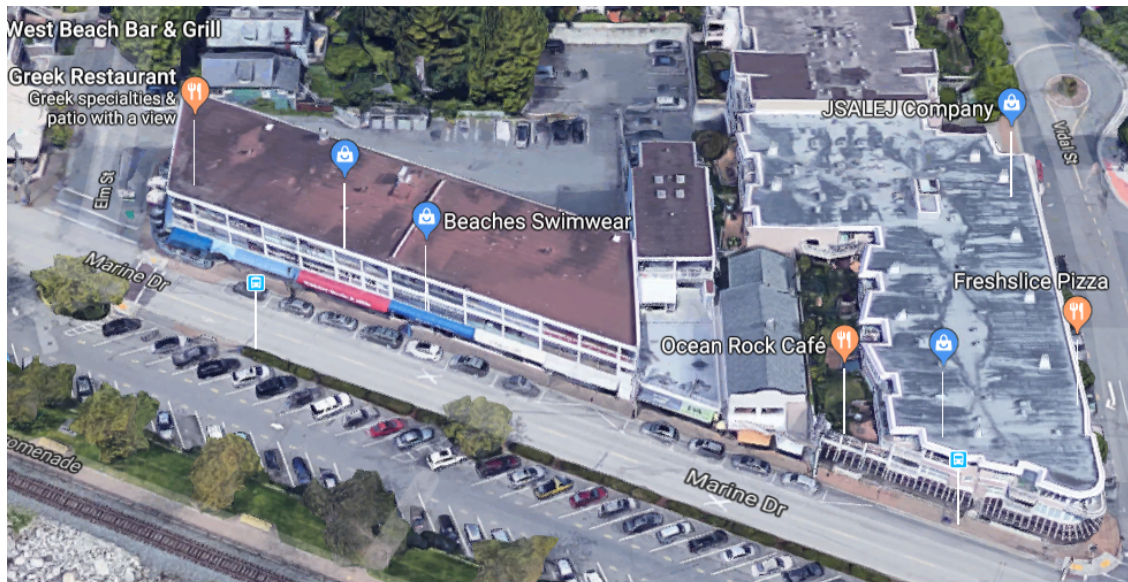
Whitby Coffee House Block from Oxford Street to Elm Street



West Beach Cosmos Block from Elm Street to Vidal Street

The Cosmos Block, one block further east, has similar challenges as street parking limits the sidewalk width. Additional obstructions like utility poles and other infrastructure further reduces the sidewalk pedestrian clear area to approximately 4 to 5 feet (1.2-1.5 m), similar to the Whitby's Block. The outdoor front patio at the corner of Elm Street further blocks the view of the intersection as illustrated below. These issues become even more sensitive in the high summer season when there are more pedestrians and vehicles in the area. It is also worth noting that there is a vacant lot on this block. The former building on this lot has recently been demolished following a fire. This site is a potential opportunity for a temporary "Pop-Up Park" (see Section 5.9 for further examples and ideas).

Cosmos Block from Elm Street to Vidal Street



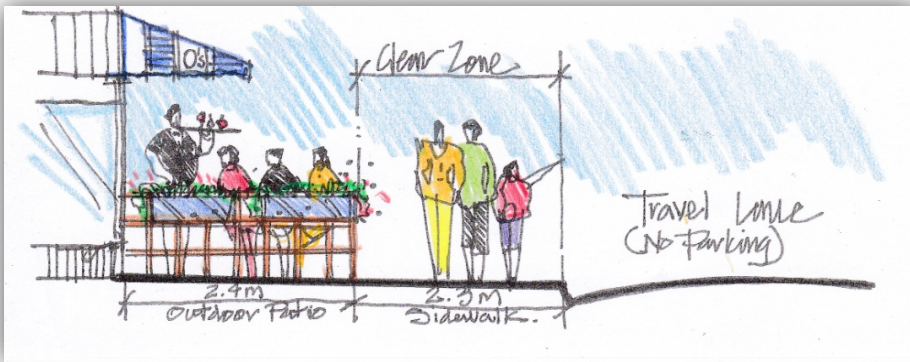
Sidewalk "squish" points by street utilities and limited sidewalk visibility at crosswalk



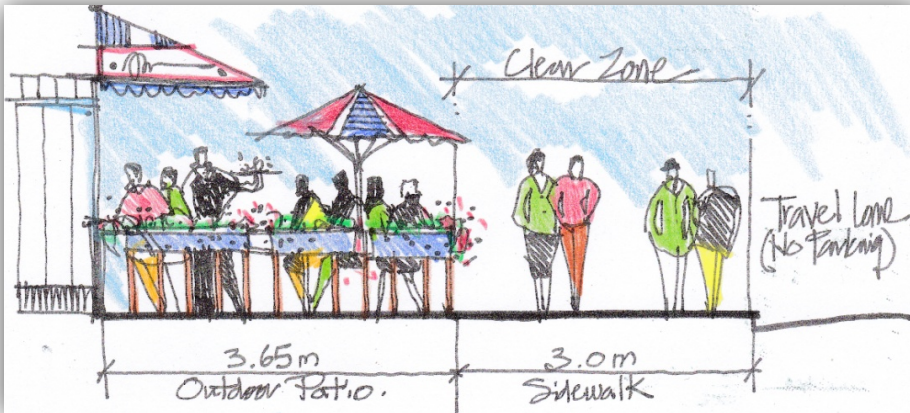
West Beach Boathouse Block from Vidal Street to Martin Street

Immediately east of the Cosmos Block, the parking has been eliminated in favour of a wider sidewalk. With the deletion of the parking spaces on the Boathouse restaurant block, an additional of 8- 9 feet (2.5 – 2.8m) is added to the sidewalk. This additional sidewalk space allows for adequate room for a sidewalk with pedestrian “clear space” and an outdoor patio as illustrated below.

West portion of Boathouse Block from Vidal Street to Martin Street



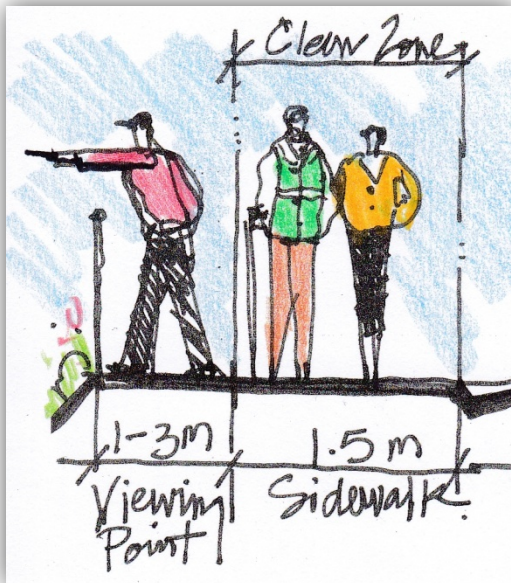
In the mid-block area there are no sidewalk patios, and with additional building setbacks, this increases a clear pedestrian zone to 22 feet (6.65m). This sidewalk area could permit a public patio as illustrated below. The BIA and the City of White Rock should be applauded for initiating a similar “Pop-Up Park” elsewhere in West Beach (see Section 5.9 Vancouver, Winnipeg, Oakland, and Budapest Pop-Up Parks).



The Hump (central hill)

The central hill between West Beach and East Beach is a challenge for pedestrians because of the sidewalk locations and the limited width of the sidewalks. The north sidewalk at the east end of West Beach simply ends and the pedestrians have to cross at a cross walk to connect to the sidewalk on the south side of Marine Drive. The south sidewalk is only approximately 5 feet wide (1.5 m) due to the limited right of way (see sketch sections and photographs below). The additional challenge is that the vehicular travel lane width has to be shared with cyclists. The viewpoints along the sidewalks are excellent pedestrian passing areas and rest points on the Hump. Additional viewpoints and additional width considerations with the required road stabilization work would be highly recommended.

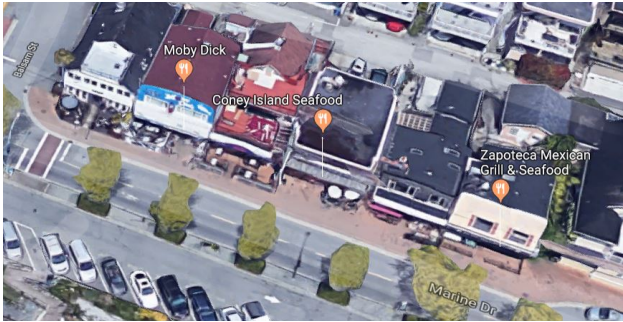
The Hump (east section of central hill)



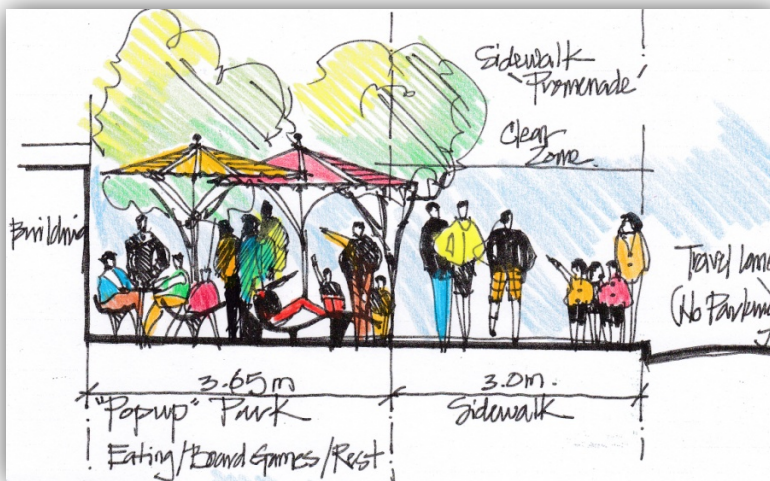
East Beach Moby Dick Block from Balsam Street to Finlay Street

The East Beach Marine Drive area also provides an opportunity for improvements. The pedestrian crossing at Cypress Street is limited as the utility poles and plantings near the crosswalk reduce the walk space and visibility. Consideration for eliminating one or more street parking spaces would allow for more sidewalk area especially in the area of the crosswalk. The other 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).

West section of East Beach Moby Dick Block



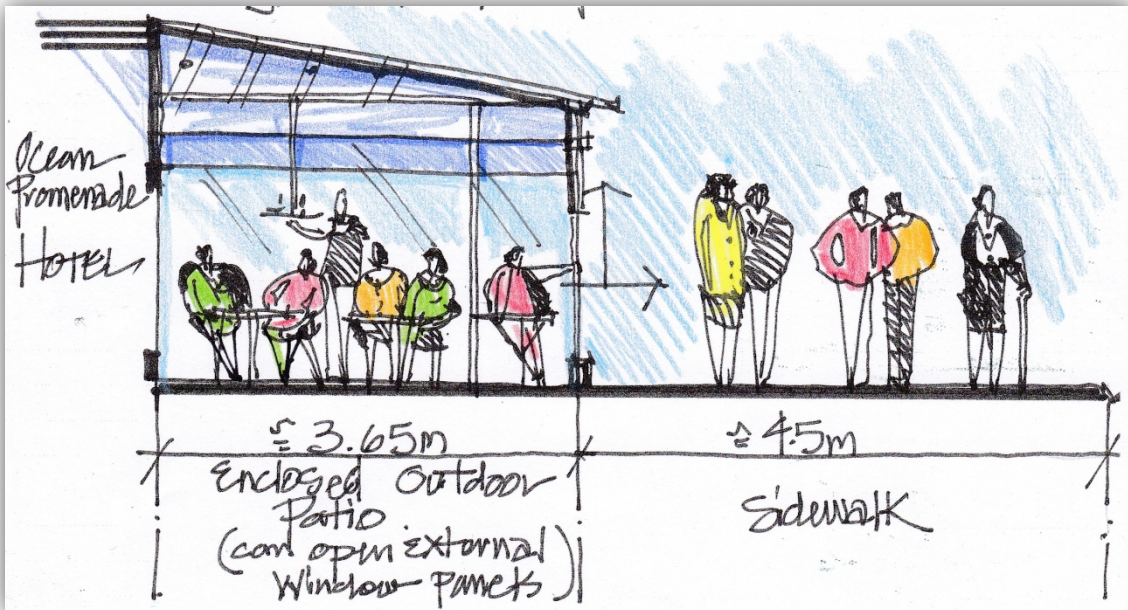
Existing vacant sidewalk and potential sidewalk “Pop-Up Park”



East Beach Ocean Promenade Hotel Block from Finlay Street to Maple Street

The sidewalk and inside/outside patio along the Ocean Promenade Hotel east of Finlay Street on the hill should be applauded as the 15 feet (4.6m) sidewalk is generous for pedestrian flow and the patio of at least 12 feet (3.7m) is a flexible indoor/space that can be easily altered by “garage door” type outside walls.

East Beach Ocean Promenade Hotel Block at hotel frontage



The crosswalk at the corner of Finlay and Marine Drive provides challenges as it is located at an intersection of a curve along the Drive. Reconsideration of the location of this crosswalk further west could be considered if feasible, especially with traffic coming from the east and the limited visibility with parked cars east of Finlay Street.

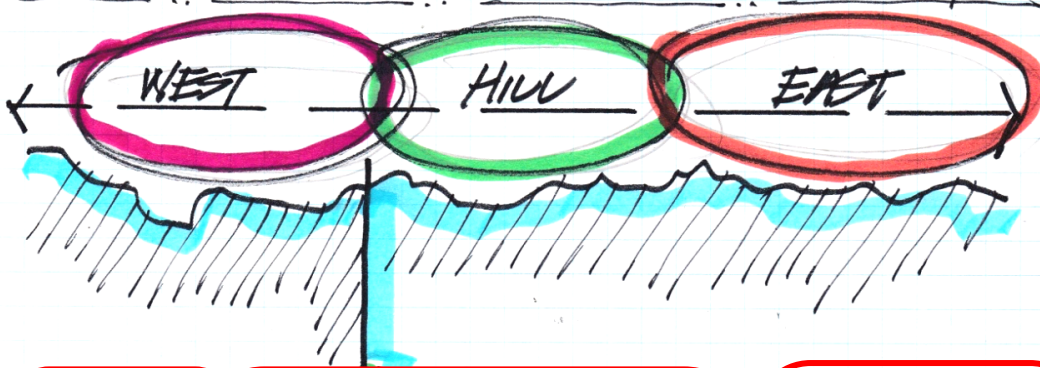
3.8 Ownership and Jurisdiction

ANALYSIS

MHT: Jan./19.

White Rock Waterfront
CHARACTER AREAS:

Character-Defining Elements

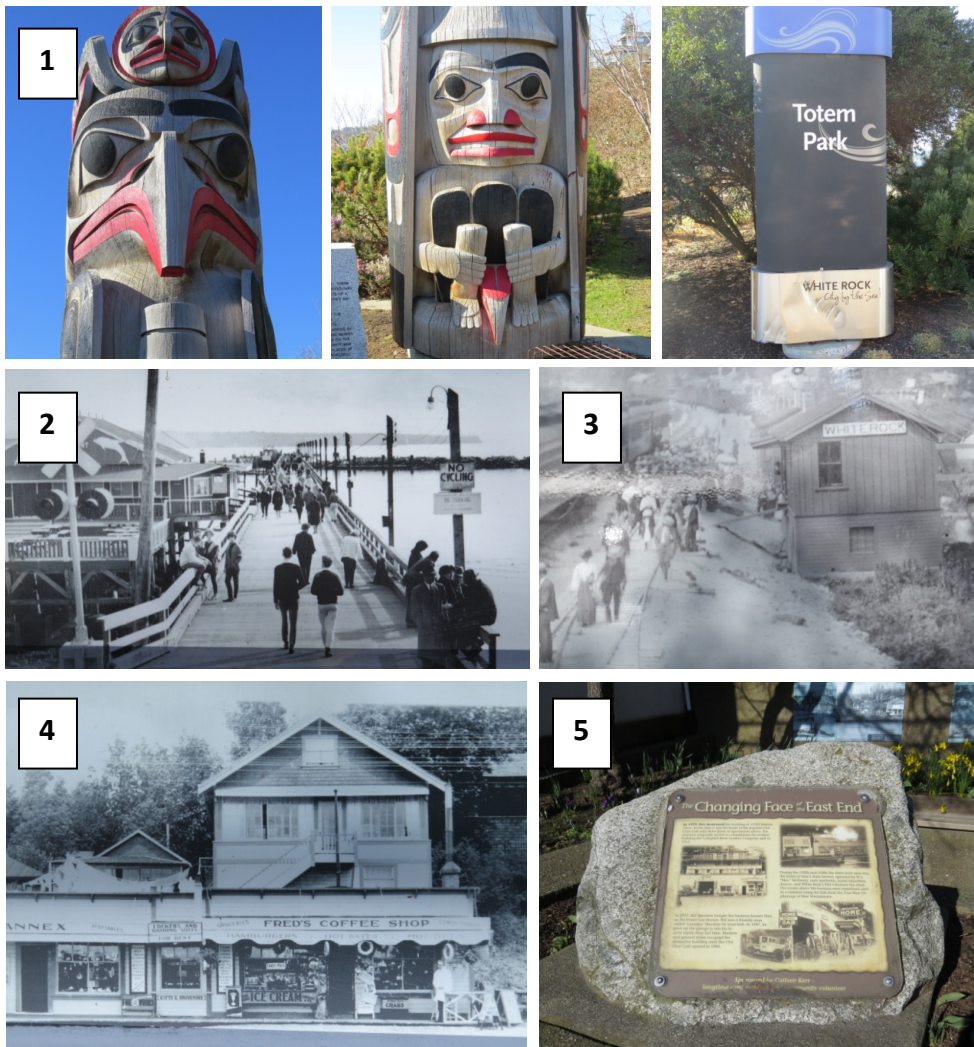


The Dynamic Section thru White Rock's Waterfront

Ownership and Jurisdiction: The street right of way area is the only area owned by the City of White Rock. The parking lots and Waterfront Promenade are owned by BNSF Railway. The Waterfront area to the high water mark is controlled by the Provincial and Federal Governments (Concept section of West Beach).

3.9 Heritage, Culture, and Special Events

The rich cultural and human history starts with First Nation and continues through the coming of the railway, forestry, and beach community. The photos below include the Totems at Totem Park (1), the former dance hall on the east side of the Pier (2), the original train station (3), the former east beach historic businesses (4), and a plaque recognition of historical highlights (5). These elements and others set the stage for further sensitive potential enhancements including more First Nations art and recognition along the Waterfront at strategic locations.



(Note: heritage photos taken from heritage plaques on site)

White Rock is further developing its Special Events in 2019. White Rock has 31 events planned on the Waterfront and elsewhere in 2019 to bring residents and visitors to the City and Waterfront. New events have been added in 2019 to further to enhance especially the shoulder seasons and winter months (see *Appendix A*). The **Public Art Walking Map** is an excellent resource for residents and visitors to visit principal public art sites in White Rock. The brochure also identifies walking routes both in the Uptown area and the Waterfront.

3.10 Economics and Business

Shopping and eating, and the retail environment that enables such activities, is the lifeblood for White Rock's Waterfront. While the Pier and the promenade are activity generators, the retail vibrancy is paramount to the success of the area overall. Retail is the 'face of the place' and in many respects the most remembered element of the streetscape.

From an economic and business perspective, White Rock has been the benefactor of iconic businesses that have been and continue to be critical to White Rock's success. These include Charlie Don't Surf, Whitby's Coffee House, Beaches Swimwear, The Boathouse, Uli's Restaurant, Moby Dick's Fish & Chips, to name a few. Over time, the cost of doing business along Marine Drive has increased considerably in conjunction with redevelopment.

In recent years, it has become challenging, in terms of overall start up and operating costs to run a viable year-round business in the area. Those iconic businesses that continue to stand the test of time have elements of year-round patronage and have become destinations as part of the local and wider community. Additionally, the longer running businesses have the benefit of having established themselves at a time when costs were lower, parking was less expensive and overall competition was not as fierce for consumer dollars. This allowed them the opportunity to gain a strong foothold in the market.

There are examples of other recent additions to the White Rock Marine Drive retail environment that have succeeded in creating a year-round business, such as Jan's on the Beach, but this is partly driven by an ability to provide an external component to their business plan through catering etc. In general, retail success along Marine Drive requires strong management at the business and City level.

The evaluation of the economic and business climate along Marine Drive entailed on-the-ground fieldwork that included meeting with the BIA to discuss their perspectives on issues and solutions. The process for understanding the shopping and dining culture along Marine Drive included an examination of the existing businesses in the West Beach and East Beach areas, each of which has its own unique composition and feel. Much like Cannon Beach and Seaside in Oregon in which Cannon Beach is considered a cleaner, more serene, quaint and unique waterfront commercial area, Seaside is the gritty area with more 'touristy' shops and branded entities (see *Section 5.3 Cannon Beach and Seaside* case study for further detail). West Beach and East Beach in White Rock similarly have their own unique allure. West Beach is the focal point for regional visitors, seeking mid-casual to finer dining as well as cultural activities. East Beach on the other hand is generally more 'gritty' and appeals to families (and pets) and provides a lower price point casual quick service offering.

The following exhibits, illustrate the current retail mix and composition of both West Beach and East Beach, as a way of identifying the issues and opportunities.



- Grocery & Specialty Foods (x1)
 - Pharmacy (x0)
 - Alcohol & Tobacco (x0)
 - Personal Services (x5)
 - Clothing & Apparel (x3)
 - Footwear (x0)
 - Jewelry & Accessories (x1)
 - Health & Beauty (x0)
 - Home Furnishings & Decor (x0)
 - Electronics & Appliances (x0)
 - Home Improvement & Garden (x0)
 - Books & Media (x1)
 - Sporting Goods & Outdoor Recreation (x0)
 - Toys & Hobbies (x0)
 - Specialty Retail/General Merchandise (x4)
 - Quick Services F&B (x11)
 - Full Service Restaurant & Drinking Establishments (x17)
 - Arts, Entertainment & Leisure (x1)
-
- Other Non-Retail**
 - Cultural Services (x1)
 - Professional & Medical Services (x2) (excluding 2nd level businesses)
 - Vacant Land/Lots (x1)
 - Vacant Retail Units (x12)
 - P Public off-street parking

White Rock Waterfront
WESTfront
 Streetfront Businesses Mix
 March 2019

45 Active Businesses (60 total)
43 Retail Specific Businesses
24% Business Vacancy (of total available units)
93% Local Businesses vs 7% Branded
42% Retail Businesses vs 63% Food & Beverage



WEST BEACH Business Category	Number of Businesses	Local (# Businesses)	Branded (# Businesses)
Grocery & Specialty Foods	1	1	0
Pharmacy	0	0	0
Alcohol & Tobacco	0	0	0
Personal Services	4	4	0
Clothing & Apparel	3	3	0
Footwear	0	0	0
Jewelry & Accessories	1	1	0
Health & Beauty	1	1	0
Home Furnishings & Décor	0	0	0
Electronics & Appliances	0	0	0
Home Improvement & Garden	0	0	0
Books & Media	1	1	0
Sporting Goods & Recreation	0	0	0
Toys & Hobbies	0	0	0
Specialty Retail & General Merchandise	3	3	0
Quick Service F&B	11	10	1
Full Service Restaurant	14	13	1
Entertainment & Leisure	1	1	0
Drinking Establishment	2	2	0
Cultural Services	1	1	0
Professional Services	2	1	1
Vacant Lot	1	0	0
Vacant Unit	14	0	0
Auto Services	0	0	0
TOTAL (excluding vacant lots & units)	45	42	3
		93%	7%
Ratio of Retail to Food & Beverage		42%	63%

Note: The mapping exhibits and supporting tables illustrate that current vacancy in the West Beach area is estimated at almost 24%, which is a high figure, but this does include new space at Oxford Street, one of which does currently have a Building Permit issued.



41 Active Businesses (45 total)

34 Retail Specific Businesses

9% Business Vacancy (of total available units)

98% Local Businesses vs 2% Branded

47% Retail Businesses vs 53% Food & Beverage

White Rock Waterfront

EAST BEACH

Streetfront Businesses Mix

March 2019



key planning strategies

EAST BEACH Business Category	Number of Businesses	Local (# Businesses)	Branded (# Businesses)
Grocery & Specialty Foods	1	1	0
Pharmacy	0	0	0
Alcohol & Tobacco	1	1	0
Personal Services	5	5	0
Clothing & Apparel	1	1	0
Footwear	0	0	0
Jewelry & Accessories	2	2	0
Health & Beauty	0	0	0
Home Furnishings & Décor	0	0	0
Electronics & Appliances	0	0	0
Home Improvement & Garden	0	0	0
Books & Media	0	0	0
Sporting Goods & Recreation	1	1	0
Toys & Hobbies	0	0	0
Specialty Retail & General Merchandise	5	5	0
Quick Service F&B	8	8	0
Full Service Restaurant	10	9	1
Entertainment & Leisure	0	0	0
Drinking Establishment	0	0	0
Cultural Services	0	0	0
Professional Services	7	7	0
Vacant Lot	0	0	0
Vacant Unit	4	0	0
Auto Services	0	0	0
TOTAL (excluding vacant lots & units)	41	40	1
		98%	2%
Ratio of Retail to Food & Beverage		47%	53%

The most noticeable component of the business mix is the ratio of Retail to Food & Beverage which is skewed in favour of Food & Beverage. By comparison, other waterfront communities, with similar contextual circumstances such as La Conner and Cannon Beach have ratios that are 65%:35% and 55%:45% respectively (Retail :Food & Beverage). This suggests that the mix along Marine Drive for both West Beach in particular is too high in Food & Beverage and lacking in a diversity of other specialty retail offering. Similarly, the typical mix of local to branded businesses can be in the range of 80% to 20% or 85% to 15%. This further suggests that there may be an opportunity to entice strategically targeted brands to Marine Drive. Having said this, the recent closure of Saje Aromatherapy further illustrates that attracting a compatible brand also requires a strong market penetration and marketing effort year-round to beyond the local market. One of the noticeable observations is that the messaging of the businesses along Marine Drive does not extend beyond the local area.

As a result, in combination with new retail nodes continuing to increase in South Surrey and as the White Rock 'Uptown' area retail expands, the marketability of retail opportunities along Marine Drive is highly susceptible to competition if not aggressively marketed.

West Beach and East Beach Commercial Issues

From the extensive on-the-ground fieldwork as well as follow up meetings with the BIA, the following issues have been identified as critical and deserving of discussion for ensuring year-round vitality of businesses in both West and East Beach areas.

In particular, the 3 hot button issues identified by existing Businesses, which have within them multiple other issues and solutions are:

1. Patios – High Fees and Bylaw limitations for year-round enclosures
2. Parking – Increasing Costs
3. Signage – Storefront and Wayfinding

Many of these will be addressed in the *Opportunities and Challenges* component that follows in this Resource Book, but they are again mentioned in relation to the economic and business realm for their importance in needing to be addressed through urban design guidelines or bylaw amendments.

- **Storefront Window Transparencies** – to ensure storefront visibility to pedestrian and motorists
- **Façade and Business Signage Standards** (including A-frames) – to allow for improved storefront individuality, but ensure high quality and not disrupting the pedestrian realm by introducing better blade/projecting signage
- **Awning Standards** – to a more modern variety, but allowing individuality
- **Wayfinding Standards** – to provide along the sidewalks, at intersections and along the promenade
- **Patio Design Standards** – to allow for enclosed patios
- **Annual Patio Fees** – to examine the potential to eliminating or reduce Patio Fees
- **Parking** – Seasonal and Weekday versus Weekend pricing structures
- **Cleanliness** – Improve the year-round cleanliness of sidewalks, building facades and windows.

One of the most observable patterns in terms of pedestrian movement is the distinction between two differing pedestrian segments; The Promenade users and the Sidewalk users. It is observed that many of the Promenade users will engage the waterfront in both directions along the promenade but most often do not, nor are they drawn or compelled to easily traverse and connect with the sidewalks on Marine Drive. Sidewalk users who are purposefully engaging with businesses have lower volumes than the promenade users, which is a bi-product of the narrower sidewalks and lack of experience and views on the sidewalk.

The City has made great strides in trying to make multiple connections across the rail lines, but that same energy can be applied to ensuring multiple and wider, more visible connections between the promenade and the sidewalk realm where businesses could benefit.

While pedestrian connectivity is often sought between the West Beach and East Beach commercial areas, the reality is this is not the key driver for business success. In many respects the two nodes function differently and typically have different user segments that don't necessarily require the connectivity. Therefore, it is important that each area thrive on its own merits and unique positioning and be marketed as such. Moreover, the walking distances in each node are identified in the mapping, whereby the comfort range for typical pedestrian mobility is 400 metres. To endeavor to have a pedestrian connection along the sidewalk between West and East Beach to benefit businesses is not realistic. It does not preclude the idyllic nature of "The Hump" as a viewing corridor or vertical connection point to the promenade or the Uptown area, but doesn't have a strong commercial value in terms of connectivity.

From a retail and food & beverage point of view, the West and East Beach areas are seen to be at their capacity and it would not be suggested to have significant additions in areas such as "the Hump". Arguably, the retail businesses that are currently vacant (Little India, Giraffe and Italian Touch) were hindered by the longer-term temporary removal of parking in front of the businesses, but more likely by their location on the hill and at the "wrong" end of the pedestrian apex and turning point.

Real value for the businesses is to ensure the evolution of a more balanced mix or if considering "more of the same", where the best location would or could be to achieve the goal of enhancing overall year-round success.

White Rock Visitor Intercept Study 2017: 1,021 visitors surveyed (average stay 1-5 hours)

- 21.6% were staying overnight and 50% staying with friends
- 87% were traveling for leisure
- 46% were traveling with children
- **Most popular activities: walking the Pier and Promenade; visiting the beach**
- A large number were dining at 74% and spending under \$100
- 87% of visitors said that they were extremely likely to recommend White Rock as a travel destination
- **Recommendations for a better destination: cleaner washrooms, playground, free parking, better restaurants, and dogs allowed on beach.**

3.11 Summary of Opportunities and Constraints

The following is a brief summary of the opportunities and challenges that could help define a resilient vision and to better understand the scope and potential needs of the project.

OPPORTUNITIES	CHALLENGES
<p><u>Public Realm Program and Design</u></p> <ul style="list-style-type: none"> - Public Realm Tool Kit: A refreshment of the public realm furniture and ‘special’ lighting tool kit. - Family Pods: More meeting places, seating “family pods”, and commemoration pods like Totem Park. - Special Design Termini: A promenade terminus design feature lookout, public art and/or history at both West and East Beach. - Parking Lot Flex Space: Convert some of the parking space to festival and market space during special events (especially with the new 180 space Waterfront Parkade). - Wayfinding Program: Clear directions and locations of special features and amenities as well as businesses. - Water Use Plan: The water space and edges double the space along the constrained Waterfront. There is an opportunity to program this space more (<i>see Section 5.11 - Gibsons Harbour Plan</i>). - Parking Patios: Some of the parking spaces in front of businesses could have flex use based on the season to expand outdoor patios to engage the street more. 	<p><u>Public Realm Program and Design</u></p> <ul style="list-style-type: none"> - The furniture (seating and spaces) and paving along the Waterfront is getting “tired” and old. - The need for more expanded places to meet and sit as a small group. - No real terminus at either end of the promenade (a special place to rest, reflect, and lookout). - Too many parking spaces with the cars dominating the Waterfront. - The need for a wayfinding program: clear direction to parking, amenities, and businesses. - The water area component of the Waterfront is not programmed except for the end of the pier. - The sidewalks are inconsistent in West and East Beach; the walking area is very constrained in some areas and the design standards for the spaces needs improvements for the patio or display spaces.

<ul style="list-style-type: none"> - Marine Drive: Further traffic calming and special pedestrian crossings to emphasize the potential of the iconic “Cruise” street. There is potential to create special paving treatments along Marine Drive to calm traffic and improve safety. - The Pier: Reconstruction offers opportunities for more sitting, viewing, and special stopping areas for interpretation. - Public Art Locations: There is a need to coordinate a public art program that could be dynamic and seasonal showcasing artists. - Trees and Gardens: There are opportunities to plant trees and add landscaping on Marine Drive as well as create gardens and native planting along the slope adjoining the “Hump.” 	<ul style="list-style-type: none"> - Marine Drive could become a safer street with improved crossings: A Pedestrian First program could bring further attention to the priority of pedestrian safety along the Waterfront. - The Pier needs pedestrian amenity improvements beyond just the walk to the end of the pier. There should be interim “destinations” along the way. - Further public art along the Waterfront can add interest as well as beauty, especially telling the First Nations story through art. - Marine Drive lacks green and shade while the slope along the “Hump” can become a landscape feature.
<p><u>Parking and Access</u></p> <ul style="list-style-type: none"> - The new parking structure will provide a relief to parking during peak times. - Better Trail and stair connections to adjoining communities (<i>Parks and Recreation Master Plan 2017</i>). - The move to eliminate parking fees up to 4 hours in March 2019 was a positive move to attract more people to the Waterfront and create a refined Parking Management program that get desired results. - The seasonal shuttles are a great addition to the Waterfront accessibility but currently have low ridership. They could be routed differently and adding a Fernicular up the hill (<i>Quebec City and Paris</i>) could be an incredible tourist attraction and connector. 	<p><u>Parking and Access</u></p> <ul style="list-style-type: none"> - Parking will always be a challenge on the Waterfront. - There needs to better connections to community parks and neighbourhoods. - The cost of parking is always an issue to attract business when parts of Surrey and other locations like Langley has free parking for up to 3 hours. - Connection between Uptown and the Waterfront has always been a discussion; climbing the hill has always been a barrier.

<p><u>Character and Development</u></p> <ul style="list-style-type: none"> - Develop and protect the unique character of West and East beaches as well as the “Hump” connection. - New commercial should be attractive and fit the unique Waterfront character with colour, signage and materials. - Signage coordination and character could be improved. - The amenity package – The pocket park on the west end of West Beach on Marine Drive at Oxford Street with the bicyclist sculpture adds character and detailed public realm. - Advance the quirky design of East Beach storefronts like embracing the masts and flags in front of Moby Dick’s storefront. 	<p><u>Character and Development</u></p> <ul style="list-style-type: none"> - The unique characters of the three sections: West, East, the Hump need to be conserved with redevelopment. - New commercial uses have to fit in and complement existing character and the new uses do not always fit nicely in form, materials and colours. - Signage is inconsistent and confusing. - The amenity package contribution needs consistency and improvement. - Policies and design guidelines do not support alternative design proposals.
<p><u>Social Programming</u></p> <ul style="list-style-type: none"> - Four season programming on a weekly basis is an important addition to bridging the seasonal gaps as well as providing physical shelter. 	<p><u>Social Programming</u></p> <ul style="list-style-type: none"> - Bridging the seasonal gaps and the weather limitations is a key challenge for the White Rock Waterfront.
<p><u>Business Enhancements</u></p> <ul style="list-style-type: none"> - Business Retention: Retain retail and food and beverage uses along the Waterfront. - Business Mix: Ensure that the Waterfront uses are the right street engaging uses and not static professional services. - Business Coordination and Special Events: Create a new or revived excitement along the Waterfront. - Parking Credits: Parking should be supported by the businesses with a parking credit program or similar incentive to stay longer. 	<p><u>Business Enhancements</u></p> <ul style="list-style-type: none"> - Business Retention: The vacancy, hours, and seasonality of some of the businesses affect the rest. - Business Mix: The continuity and type of ground floor businesses are a challenge to engage the street. - Business Coordination and Special Events: Marine Drive businesses appear to be limited and not lively especially in the off-season. - Parking cost continues to be an issue.

4.0 POLICY FRAMEWORK REVIEW

4.1 Official Community Plan

The *White Rock Official Community Plan, 2017, No. 220 (OCP)* designates the West Beach, Hump (central hill), and East Beach to the eastern boundary of the City along Marine Drive as “Waterfront Village” which permits a mix of commercial and medium density residential use. The area west of West Beach (west of Oxford Street) is primarily designated “Mature Neighbourhood.” The Waterfront Promenade, parking lots and beach areas are designated “Parks and Recreation” (*Schedule A: Land Use Plan in Official Community Plan, 2017, No.220*).

The OCP has specific policies in Section 8 to reinforce the “Waterfront Village” area characterized by small scale mixed use buildings that can readily accommodate future commercial as demand grows. Objectives specifically encourage the concept of enabling multi-unit residential uses and commercial uses that establishes a seaside village character and supports local businesses and public transit. Density is permitted up to 2.0 FAR in buildings up to 4 storeys in height. Mixed use buildings are only permitted on Marine Drive. Policy 8.4.5 requires ground floor new residential building fronting on Marine Drive outside the existing retail areas to be designed as flex spaces to allow the future possibility of retail or office use.

The *Waterfront* section of the OCP sets out objectives and policies that include direction for comfortable and convenient access, circulation, and parking (wayfinding, sidewalk and “Hill Walk” improvements, and a people movement system up to Five Corners); improvement to pedestrian spaces including providing pavement markings and painted crosswalks through the parking lots; converting parking to seasonal programming with the new Waterfront Parkade; continuing efforts to relocate the BNSF railway line away from the Waterfront; and permitting commercial activity south of Marine Drive.

Observations and Conclusions:

- It is important to focus retail and restaurant businesses in West and East Beach to make them more successful; balance should be residential or live/work with focus on professional services where appropriate.
- There should be a cross-reference to the *Environmental Development Permit Guidelines (Schedule C)* as the 3.9 m Ocean Floodplain in West and East Beach as well as the Campbell River 4.6 m Floodplain in the East Beach are development determinants.
- There is no mention of “living or celebrating” along the Waterfront.
- There should be careful consideration for the potential addition of new retail space outside the core West Beach and East Beach areas as there is limited potential based on current and future market demand for local retail.

OCP Goal #5 Waterfront: “The City of White Rock enhances and promotes its beautiful Waterfront and historic pier as a memory-making destination where people can shop, dine, gather, play, and connect with nature.” (*OCP, 2017, No.220, p.11*)

4.2 Development Permit Guidelines

Section 22.5 of the *Official Community Plan (OCP)* creates specific *Waterfront Area Development Permit Guidelines* (Schedule B: Form and Character Development Permit Areas) extending from West Beach at Oxford Street to the City's eastern boundary at Stayte Steet. The objectives include reinforcing the Waterfront as a seaside village unique with the Region, establishing a pedestrian-oriented environment with vibrant public life, ensuring compatibility between new and old development, enhancing the quality of life, conserving energy, water, and reducing Green House Gas (GHG) emissions, and enhancing the unique waterfront environment.

The specifics of the Guidelines include building setbacks of 1.5 – 2.5 metres to provide a front patio next to sidewalk in mixed use areas and front gardens in residential areas. They also require step back of the buildings above the second floor. Retail should not exceed 10 metres in width and maximize transparency of glazing at ground level. Pedestrian-scaled signage is also important using natural materials and projecting signs. Public realm and landscape guidelines include a minimum sidewalk width of 1.8 meters, recommended ornamental lighting, and native tree planting – both coniferous and deciduous. Parking and loading is specified off the street as well as access points to parking where possible.

Observations and Conclusions:

- There should be different *Development Permit Guidelines* for West Beach and East Beach that encourage the current more contemporary look in West Beach and the more eclectic historic look in East Beach using seaside west coast design elements. These specific Development Permit Guidelines should differentiate between materials, colours, windows, rooflines, and doorways among other architectural components.
- Residential entrances do not have to be directly accessed off the street but commercial uses shall be directly accessed off the street at street level.
- Dominant use of outdoor spaces for air-drying laundry is not recommended as these spaces should be used for higher use amenity areas including roof spaces for sitting, dining, and viewing areas.
- Simple and explicit sign guidelines are required that should be unique to the waterfront in scale and application. For example, only two signs should be permitted - one facade sign and one projecting sign, emphasizing pedestrian scale and natural materials.
- Minimum sidewalk widths of 1.8 metres do not specify a minimum “pedestrian clearway” zone – normally 1.8-2.4 metres in itself without obstructions of light standards and inside display or seating.
- The use of “ornamental” lighting along the waterfront may be appropriate in the East Beach area but not in other areas that are “contemporary” in character. Most importantly, a consistent application of a family of streetscape elements should be developed and applied.
- Street tree planting should have a specific table of specific tree, shrub, and ground cover species. Coniferous plants are generally not appropriate for street tree planting.
- Loading areas should be provided along Marine Drive where possible for commercial uses by creating loading zones on each block and on Martin Street.

East Beach new development adjoining the traditional East Beach residential character



A new engaging small park at Oxford and Marine Drive and a “Pop-Up Park” in West Beach by the BIA



Use of parking lot as flex pedestrian spaces for special events or a Saturday Market



4.3 Zoning Bylaw and Other Regulations

The City of White Rock *Zoning Bylaw No. 2000* (Adopted April 15, 2013) reflects a mix of commercial and residential zones along the Waterfront. It does not yet incorporate the development potential in the adopted *Official Community Plan (OCP)*.

The West Beach Area is predominantly zoned CR-3 (West Beach Business Area Commercial /Residential), which permits both commercial and multiple-family residential uses. A number of small properties are zoned RT-1 (Duplex Residential), RM-2 (Medium Density Multi-Unit Residential), RM-4 (Marine Drive Medium Density Multi-Unit Residential), or Comprehensive Development (site specific zoning). In addition, there are RE 1-3 (Estate Residential) zones located at the west entrance to West Beach near the City boundary. The properties in the East Beach area are zoned CR-4 (East Beach Business Area Commercial /Residential), which allows commercial and multiple-family uses like the West Beach. The properties in the East Beach also include RT-1 (Duplex Residential), RS-3 (Small Lot Hillside Residential), or Comprehensive Development (site-specific zoning). The east entry to East Beach also includes RM-2 (Medium Density Residential) at the far east entrance and RM-4 (Marine Drive Multi-Unit Residential) in the Hump (central hill) area of the Waterfront.

Observations and Conclusions:

- 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.
- Where there are discrepancies, then the *Zoning Bylaw* could be amended by pre-zoning these parcels to advance compact development and mixed uses subject to confirming adequate servicing requirements.
- Development variances should be considered for difficult Waterfront sites that cannot provide adequate parking or amenity requirements on constrained 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 in East Beach. These should be amended to be consistent with adjoining zones while still respecting the visual sensitivities of adjoining neighbours.
- 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 for year-round outdoor patio shelters.

5.0 PRECEDENTS AND BEST PRACTICES IDEAS

5.1 La Conner (Unique Commercial Character)

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.

The uniqueness and welcoming nature of La Conner’s business culture is also evident in the quality and freedom of expression in the storefront signage that prioritizes the pedestrian realm, even if on narrow sidewalks. High quality, unique business signage and storefront animation shows a care and attention to the private and public realm that brings customers back for repeat visits.



Application: White Rock’s Waterfront should leverage the BIA to ensure organized business management. The street front retail culture and public realm should be clean, with vibrant storefront signage and storefront transparency at all times of the year full of customer energy, excitement and engagement. Storefront individuality and expression are important to distinguish the area from more contemporary retail formats and requirements.

5.2 Santa Monica (pier design and uses)

As a historical starting point pertinent to White Rock, the Santa Monica Pier was first opened in 1909, but in 1983 a pair of violent winter storms destroyed over one-third of the Pier's length. To bring attention to the Pier during its reconstruction, "Save the Pier Week" was held in 1983 sparking a series of annual concerts known as "The Twilight Dance Series". Today the concerts are an annual event. The Pier is a vibrant reminder of the past, and is affectionately referred to as "the peoples' playground". Today, the Santa Monica Pier is known as one of the region's premier recreational and entertainment destinations, attracting over four million visitors annually and is activated with a variety of street performers, artists and vendor carts.

The maintenance of the Pier's own "personality" is a core value of the Santa Monica community and central to the recruitment and selection of tenants and licensees. The Pier presently has approximately 130,000 square feet of leasable commercial space comprised of buildings, kiosks, carts and deck area. The current Pier tenant mix is approximately 70% amusement, 25% dining, 4% educational, and 1% retail.

The Santa Monica Pier is an activated space, yet it can be rented under a program through the City. Most importantly, the culture of Vendor Carts are licensed by the City and have specific requirements and guidelines including that the offering must be imaginative, unique and compatible with the Pier and not duplicative of other Pier services.

Parking at the Pier is also based on a variable pricing structure:

Summer Weekend - \$3/hour, \$15/day

Summer Weekday - \$3/hr, \$12/day

Winter Weekend - \$3/hour, \$12/day

Winter Weekday - \$2/hr, \$10/day



Application: 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 a path forward to a new future for White Rock's Waterfront enhancement.

5.3 Cannon Beach and Seaside (unique uses and character)

Cannon Beach, like White Rock, is a picturesque seaside town that offers a diverse collection and presentation of unique storefronts and an equally diverse mix of businesses. The current mix of shops and restaurants totals 56 wherein retail shops account for 55% and food & beverage accounts for 45%. The mix of shops ranges from surf shops to clothing and jewelry as well as fresh foods/groceries and a year-round Christmas shop (Yuletides). As a destination that has many accommodations options, the presence of grocery and conveniences is more pronounced and available, bringing visitors and local residents to the small downtown on a more regular basis.

Cannon Beach was also named one of *The 100 Best Art Towns in America* by author John Villani in his book by that same name. The town has an active gallery scene, public art, a successful community theater program and art festivals throughout the year. In terms of year-round programming, Cannon Beach is active in marketing its “quiet season” where it is noted that “some of the most authentic, exciting and surprising Oregon Coast experiences are found during the quieter seasons of the year in Cannon Beach”.

Cannon Beach may have more in common with Tofino, but the proximity of Seaside, Oregon provides a contextual similarity to White Rock/South Surrey. While Cannon Beach provides the authenticity, serenity and cleanliness, Seaside is a more traditional ‘touristy’ locale that has distinct nodes including a stretch of retail shops and restaurants along the beach. In Seaside, the downtown Broadway core offers a variety of boutique options while North Seaside provides top national brands in the form of tax-free factory outlet shopping. In this way, Seaside more resembles White Rock’s Downtown and the Semiahmoo Mall area, against which Marine Drive must compete and differentiate itself, like Cannon Beach has successfully done.



Application: Even though Cannon Beach’s shopping and dining does not front the beach or beach walking areas, the wayfinding and pedestrian accessibility is prominent. Wayfinding between White Rock’s promenade and its storefronts can and should be more prominent. Signage for businesses should be enhanced through specific bylaw and guideline improvements.

5.4 Steveston (scramble and waterfront uses)

The intersection at Moncton Street and Number 1 Road, Steveston's busiest, received a \$600,000 makeover and opened in December 2011 to accommodate existing pedestrian traffic and place further emphasis on walking.



Application: The scramble in the Steveston part of Richmond provides a potential example of a special pedestrian/light crossing at Vidal Street and Marine Drive. The traffic signal is programmed to allow pedestrians to cross at a diagonal as well as perpendicular to the crossing.



The Steveston waterfront also provides very successful restaurant and other examples of commercial uses on the Waterfront. White Rock does not permit permanent commercial uses south of Marine Drive at the present time, which would be on BNF Railway land.

A similar “scramble crossing” concept was developed by MVH for the **City of Nelson** with special paving, bollards, overhead special overhead lighting, and corner bulges as illustrated below (sketch by Calum Srigley).



5.5 Nanaimo (waterfront commercial uses)

The City of Nanaimo has also implemented a number of waterfront commercial uses on and over the water through a pier and dock system. These commercial uses create an interactive relationship with the waterfront. They also create a more exciting dynamic of discovery along the waterfront walk and activate the experience of this waterfront community.



The first photo on the left illustrates the restaurant and water-based air travel hub over the water. The second and third photos show a small eatery and active tourist uses on the water as part of the pier and docking system.



Application: These examples could inspire ideas for uses on the White Rock Pier or part of a docking system associated with the White Rock Pier. The White Rock Pier previously had a dance hall on the pier in the 1920s.



5.6 Cadboro Bay (waterfront children's park)

The Cadboro Bay community, just north of Victoria on Vancouver Island, is famous for its waterfront Gyro children's park with its large red octopus and other sea creatures.



Application: Similarly, White Rock can reflect back on the popularity of the former "Blue Whale" children's park in East Beach. With the White Rock Fire Fighter's Foundation wanting to build a children's park again in East Beach, it is a prime opportunity to build another regional destination for children and their families with a waterfront theme.

5.7 Summerland, Kelowna, and Squamish (outdoor patios, generous sidewalks, and community table options)

In Summerland (photo below), along their waterfront street, businesses have developed unique and generous outdoor patios that extend across the entire sidewalk width (approximately 4metres) with the sidewalk being realigned around the outside on the parking spaces adjoining the businesses.



In **Kelowna** on Bernard Street (photo below left), angled parking was converted to parallel parking or eliminated in some instances near the new corner bulges, to create a generous promenade and entertainment outdoor patio district. Street furniture and patio design regulations have created a dynamic and hugely successful street full of life and interactions. In **Squamish** (photo below right), the addition of a “Community Table” outside a coffee shop engages the street and is less of an imposition on the sidewalk. It is a very efficient use of space.

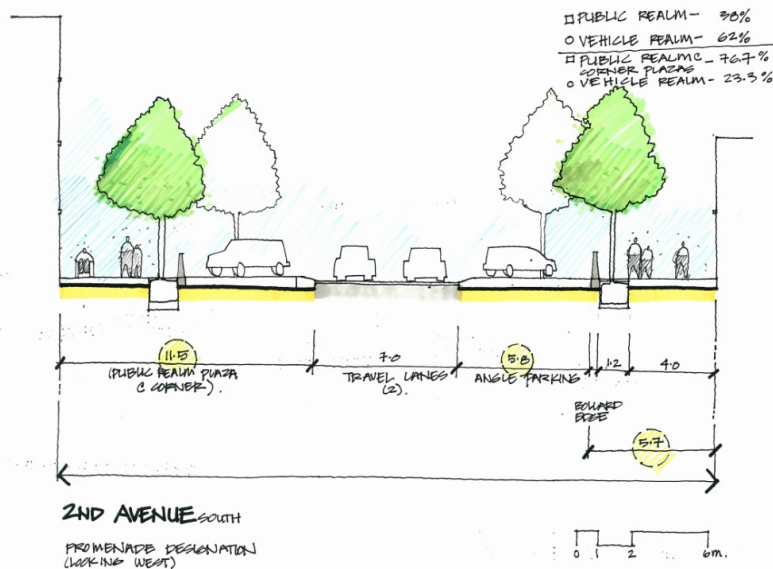


Application: A number of space efficient or generous outdoor patios or “Community Table” options with incentives (reduced fees and expedited approvals) could further animate Marine Drive on the north side in both the West Beach and East Beach areas.

5.8 Lethbridge (parking patios)

The City of Lethbridge, Alberta with the help of MVH have redesigned their sidewalks on their main street to allow for increased mobility and cyclists as well as provide for flex-parking or what is referred to as “Parking Patios” to allow for closure during peak seasons for pedestrian and cyclist flow as well as special events or patios.

City of Lethbridge Parking Patio Concept Sketches



Application: A number of parking spaces on Marine Drive could be converted to “Parking Patios” so that they could be used in peak season as outdoor patios or walking spaces and parking spaces in the off-season. The new Waterfront Parkade brings an additional 180 parking spaces to the Waterfront, therefore additional impetus for the seasonal removal of at least some of the remaining street parking in favour of pedestrian space.

5.9 Vancouver, Winnipeg, Oakland, and Budapest Pop-Up Parks (temporary parks)

In Downtown Vancouver, the Lot 19 park improvements with moveable chairs and tables grew out of a “public realm” course held by Michael von Hausen at SFU (see top two photos with red chairs and tables below). Once a derelict space or pass-through to the Waterfront, this space has turned into a dynamic destination with the addition of movable red chairs and tables as well as programmed entertainment. The chairs are managed by the Downtown BIA, collected and stored every evening in the summer. The increase in space perception of safety, increased business activity, and pedestrian destination activity is noticeable principally due to a simple addition – moveable seating, tables, and inviting signage as below – “This table has been reserved for you!” These were simple, elegant, and effective additions.

Further, on Robson Street in Vancouver (bottom photo), the experiment to close a portion of Robson Street in front of the Art Gallery between Howe and Hornby Streets started with a Pop-Up Park with portable tables chairs and umbrellas. These simple “tactical urbanism” examples were effective in creating not only a real place but a destination to linger, interact, and enjoy.

Lot 19 Pop-Up Park and the inviting portable bright red chairs and tables, Vancouver, British Columbia



Robson Street Pop-Up Park (partial closure pilot project), Vancouver, British Columbia



Pop-Up Park, Budapest, Yugoslavia



The use of “sails” in the landscape for shelter from rain and sun as well as uniquely designed seating could be used as feature in the White Rock Waterfront improvements.

Pop-Up Parks in Winnipeg, Manitoba and Oakland, California



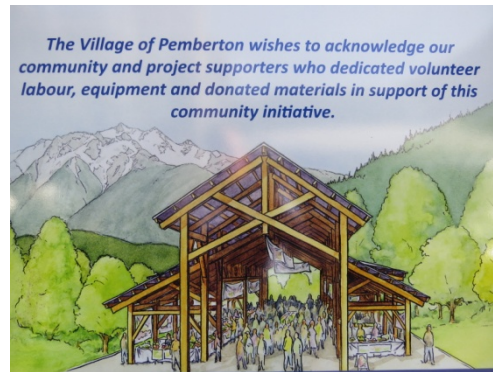
The conversion of sidewalk areas and parking spaces in Winnipeg to play space and sitting area, and a vacant lot in Oakland, California transformed into the 4th Annual Beer Garden.

Application: 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 Oakland, California Beer Garden photo example above.

5.10 Pemberton (permanent market and events structure)

When the Village of Pemberton approached the MVH design team to do a Village Plan in 2009 and then further work in 2011, we envisioned a “Community Barn” to be the meeting place for the community and the place for markets, barn dances, and other special events. There was no money to build the vision. So the Village raised the seed funding through the Whistler Blackcomb Foundation, and then other sponsors joined the initiative. Local businesses contributed the wood and other materials. Local volunteers joined the Wood Guild of America over a month to construct the “Community Barn” and it now stands as the meeting place in Pemberton as well as was a finalist in the best public meeting place in Canada by the Canadian Institute of Planners.

The Pemberton Community Barn was one of the finalists in the best public places in Canada.



Application: White Rock could create a Waterfront meeting place with an overhead structure on one of the parking lot west of the White Rock Museum that could serve multiple purposes or a “flex use.” On Saturdays it could be the location of the White Rock Market (not conflicting with their current Uptown location on Miramar Plaza on Sundays). In other times, the structure could be the location for special events or the staging areas for special events (e.g., Tour de White Rock etc.) and in off-times it could continue as public parking. The overhead structure would have to be designed as a flatter (low profile roof) so not to obstruct views from Marine Drive and associated residences to the waterfront.

The earlier revitalization efforts in Pemberton eventually lead to a \$5.3 million dollar Federal contribution in 2018 to their infrastructure upgrade to further beautify their Downtown and also address climate change initiatives at the same time.

VILLAGE OF PEMBERTON AWARDED \$5.3 MILLION DOLLARS FROM THE FEDERAL GAS TAX FUND FOR DOWNTOWN REVITALIZATION

Posted on March 13, 2018



Mayor and Council are pleased to announce that the Government of Canada has awarded \$5.3 million dollars from the Federal Gas Tax Fund to the Village of Pemberton for downtown revitalization. MP Pamela Goldsmith-Jones announced this exciting news this afternoon, at the Downtown Community Barn. [Read the Media Release](#)

“This investment from the Government of Canada’s the Federal Gas Tax Fund will have an enormous impact on our downtown. The rehabilitation of our downtown infrastructure network will create a welcoming and vibrant space, encourage investment, support our existing businesses and accommodate future growth and development,” says Mayor Richman. “We are particularly excited about innovation and climate change initiatives that are included in the scope of the project as they will not only beautify our downtown, but improve our resiliency to climate change. On behalf of the Village of Pemberton and our community, we would like to extend our gratitude to MP Pamela Goldsmith-Jones and the Government of Canada.”

About the Project

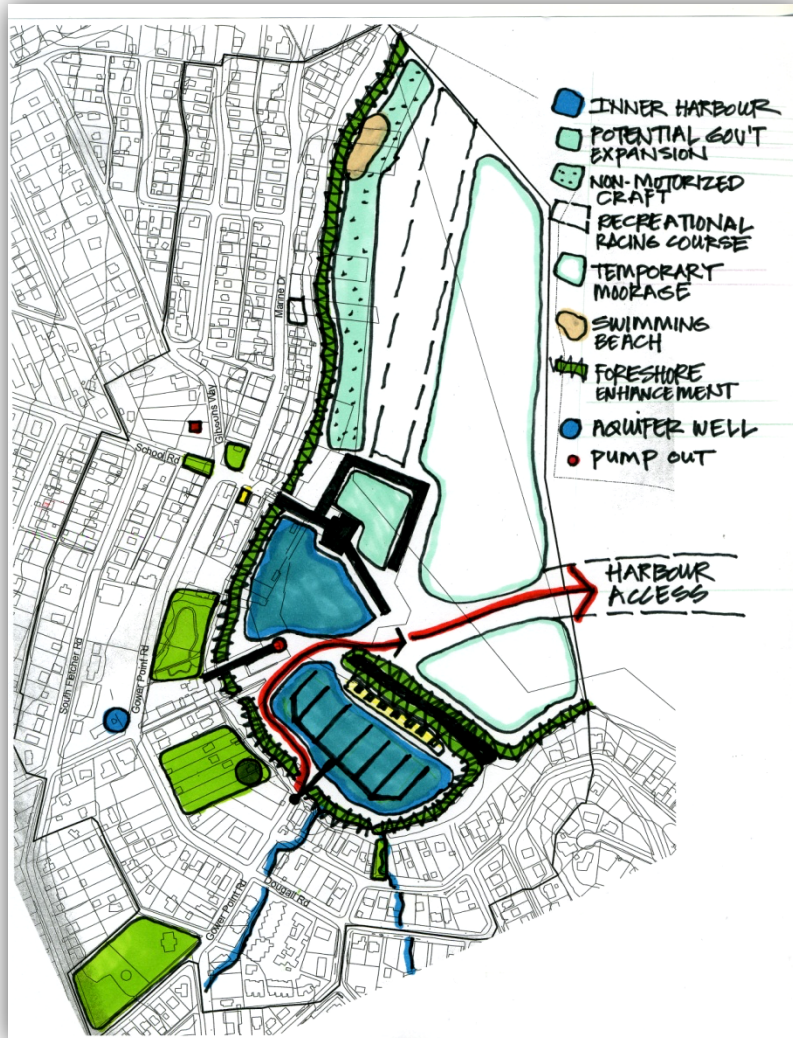
Funded 100% by Federal Gas Tax Funds in the amount of \$5.3 million, the *Improving Community Resiliency Through Infrastructure Rehabilitation* project will see significant upgrades to roads, stormwater and water infrastructure in the downtown core. Informed by the [Downtown Enhancement Plan](#), and [Frontier Street Design Plan](#), the project scope will include:

- rehabilitating downtown roads and sidewalks using recycled asphalt from Frontier, Aster and Prospect Streets, where possible;
- reducing the impervious surfaces to allow for stormwater infiltration and reduced overall runoff;
- decommissioning the failing asbestos concrete (AC) watermain and replacing it with PVC piping;
- creating a downtown stormwater system focused on green infrastructure, such as infiltration swales and recycling of runoff for irrigation purposes; and

5.11 Gibsons (water zones and uses)

MVH was a partner in the award-winning Gibsons Waterfront Plan that activated not only the Waterfront but programmed the harbour water body to direct water use and management. The water plan was an active component of the plan and set the framework to work with the Federal Government (Harbours Board) and other agencies to manage the water side of the land use plan.

Town of Gibsons Water Land Use Concept



Application: The City of White Rock can simply reinforce existing uses and zones of water use. For instance, the boat launch by Bayview Park can be further signed to support kayak and canoe launch as well as formalize a summer water sport learning programming associated with White Rock Recreation. By “zoning” the water, White Rock will more than double the Waterfront use area. This water space initiative is something to consider at least as part of a “Blueways” program to connect White Rock with other water destinations in the Region. It could also improve tourists access to White Rock from the water.

5.12 Mission (façade facelift program and other Incentive programs)

Following completion of the *Mission City Downtown Plan*, in the District of Mission, British Columbia, the District initiated a facade improvement program that created an incentive to improve their facades to attract further investment. The incentive program is for a period of three years until December 31, 2019. A grant is available for 50% of the cost of building facade improvements over \$1,000 in value to a maximum of \$2,000 per qualifying frontage. This grant is available from the District of Mission in partnership with the Downtown Business Association. Additionally, preferred financing for projects approved by the North Fraser Community Futures is also available.

In addition, other incentive programs include: New policy and bylaws provide flexibility on building height restrictions to a maximum of five storeys of wood frame construction under appropriate zoning, in addition to relaxed parking requirements; Community Amenity Contributions can be waived for those developments with a residential component; Application fees for rezoning, development permits and demolition permits can be reduced by 50%; and the 10 year tax exemption program can freeze taxes at the pre-development level for 5 years, and then normalizes the tax level by increasing it incrementally over the remaining 5 years until the current tax level in the final year is achieved.

Building facade improvements in the Mission City Downtown (before and after)



Application: A similar “Facade Facelift” and other incentive programs 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>.

Appendix

- A. White Rock Special Events Schedule 2019
- B. Waterfront Parking Inventory
- C. Waterfront Health Assessment Tool (WHAT)

Appendix A:

White Rock Special Events Schedule 2019

January 1 – Polar Bear Swim

Community Event. Organized by Rotary Clubs of WR/SS. Includes a dip in Semiamhoo 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 4 – Peach Arch Hospital Foundation Gala

Annual fundraiser organized by the Peach Arch Hospital Foundation. Held at Centennial Arena.

May 5 – Oct 5 – White Rock Farmers Market every Sunday

Community Event held at Miramar Plaza.

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

City Event. Held in the KSAC Auditorium.

June (TBD – Weekday, first week of the month) – 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 and held at Memorial Park Plaza.

July 1 – Canada Day by the Bay

City event held along the Waterfront .

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

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

July 11 – Tour de White Rock Volunteer Banquet

City Event. Held at the White Rock Community Centre.

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 13 – Concerts at the Pier (#2 of 6 in series)

Co-produced with the White Rock BIA. 5 Corners after the Criterium is over.

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. Memorial Park Plaza.

July 26 – Pride Flag Raising

City Event with the White Rock Pride Society. Held at City Hall Flag Pole.

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 Peach Arch Hospital Foundation.

Aug 8 – Concerts at the Pier (#5 of 6 in the series)

Co-produced with the White Rock BIA. 5 Corners.

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

Co-Produced with the White Rock Multicultural Society. Friday to be held at WRCC and Saturday to be held at Memorial Park Plaza. New event for this year.

August 18 – 360 Strong Fitness Challenge

Community Event. Produced by Galbraith Training Systems. Fundraiser for the White Rock Hospice Society and held at Centennial Park's Track.

Sept 1 – Oct 1 – Fall Festival of the Arts

City Event. This festival seeks to include all arts and culture events that occur in White Rock from Sept 1 to Oct 31, allowing residents a single source for info, links to dates and material, and other relevant news about these events.

Sept 4 – Kids Cancer Ride

Community Event organized by Coast to Coast Against Cancer Foundation. 12th annual that starts at East Beach.

Sept 6-7 – Moon Festival

Co-Produced with the White Rock Chinese Association to take place at Memorial Park Plaza and the Pier (if Pier's available).

Sept 21 – Craft Beer Festival

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

Sept 30 – National Seniors Day

City event with CARP and flag raising typically the day (or business day) before at City Hall.

Oct 20 – Great Pumpkin Run (TBC for 2019 still)

Community Event organized by the Peach Arch Hospital Foundation. Held along the Waterfront .

Nov 11 – Remembrance Day Ceremony & Parade

Community Event organized by the White Rock Legion. Held at the Cenotaph at City Hall.

Mid Nov – Mid Dec – Christmas Craft Fair

Community Event held by the White Rock Museum & Archives.

Nov 30 – Christmas on the Peninsula Festival

Community Event organized by the Christmas on the Peninsula Festival Society. This festival seeks to include all arts and culture events that occur in White Rock from Sept 1 to Oct 31, allowing residents a single source for info, links to dates and material, and other relevant news about these events.

Early December – Kent Street Activity Centre Mistletoe Lunch

City Event. Christmas themed lunch for the members of Kent Street Activity Centre

Appendix B: Waterfront Parking Inventory

1000 SERIES - 31 STALLS



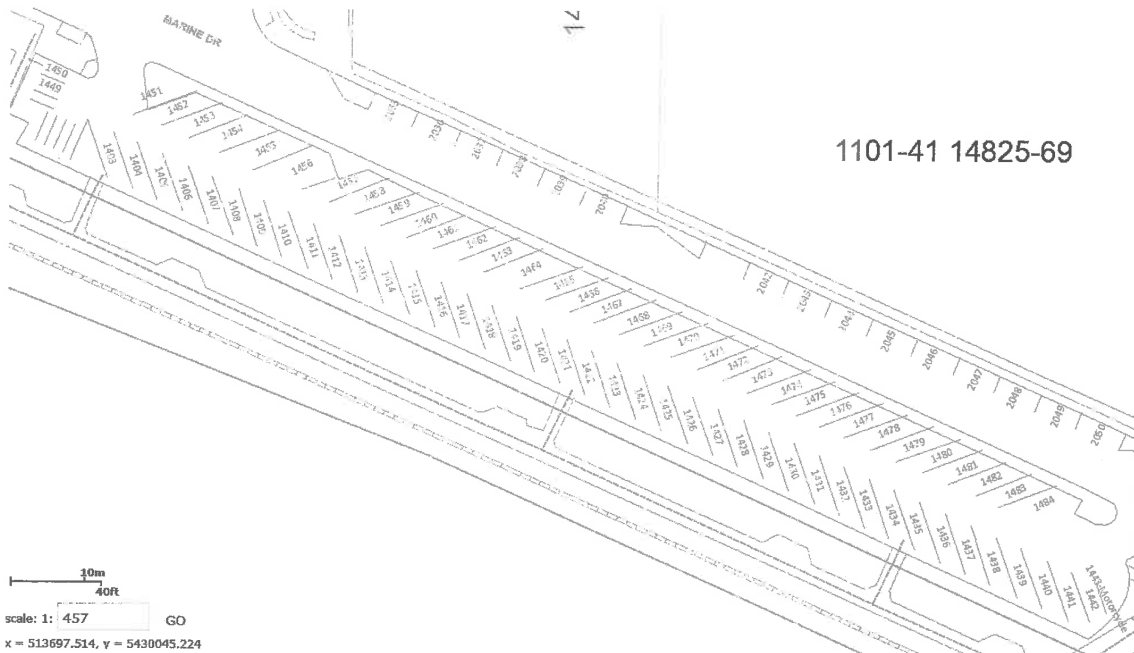
1100 - 1200 SERIES - 120 STALLS



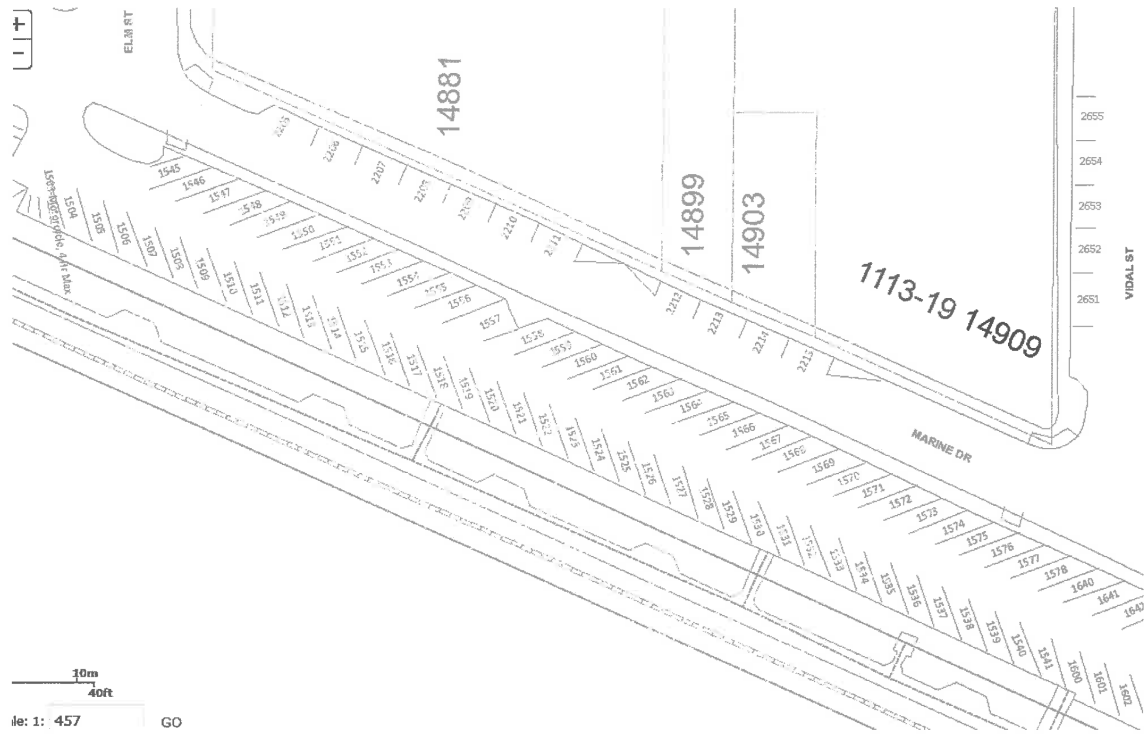
1300 SERIES - 98 STALLS.



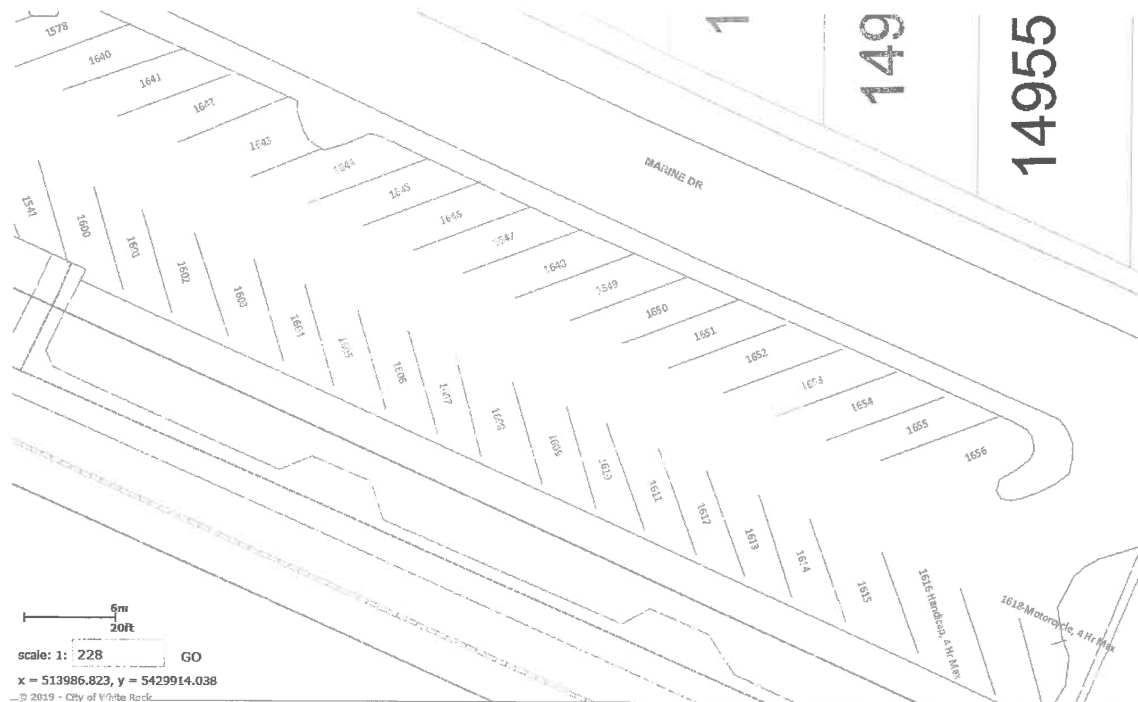
1400, 2000 SERIES - 160 STALLS



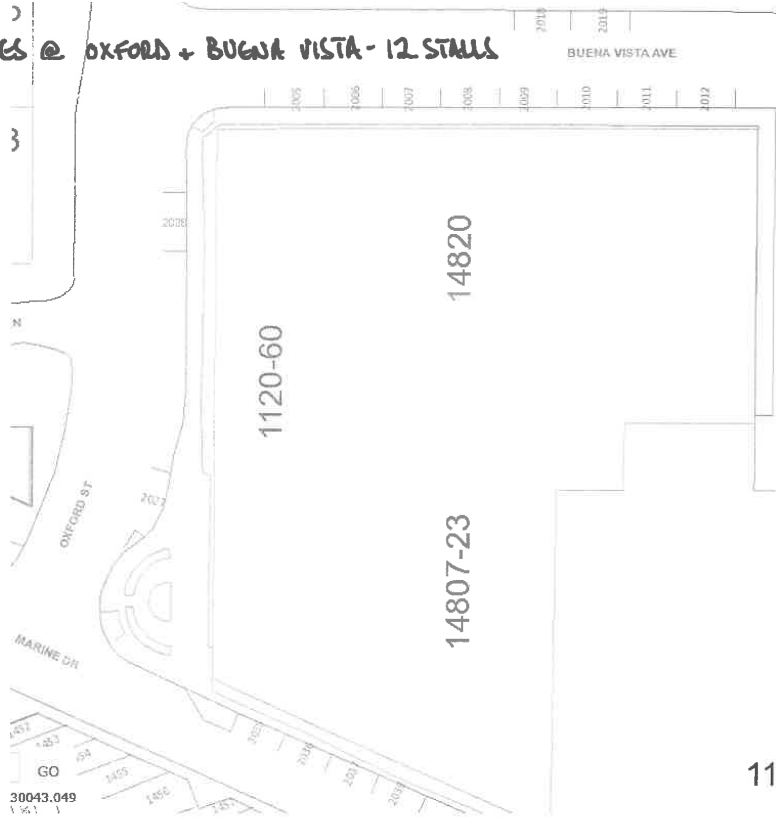
1500, 2200 SERIES - 87 STALLS



1600 SERIES - 36 STALLS

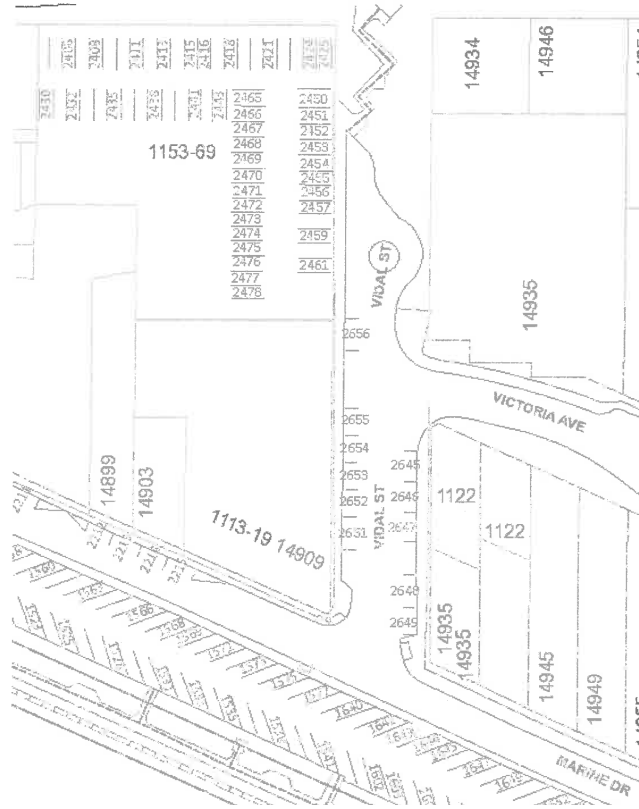


2000 SERIES @ OXFORD + BUENA VISTA - 12 STALLS



11

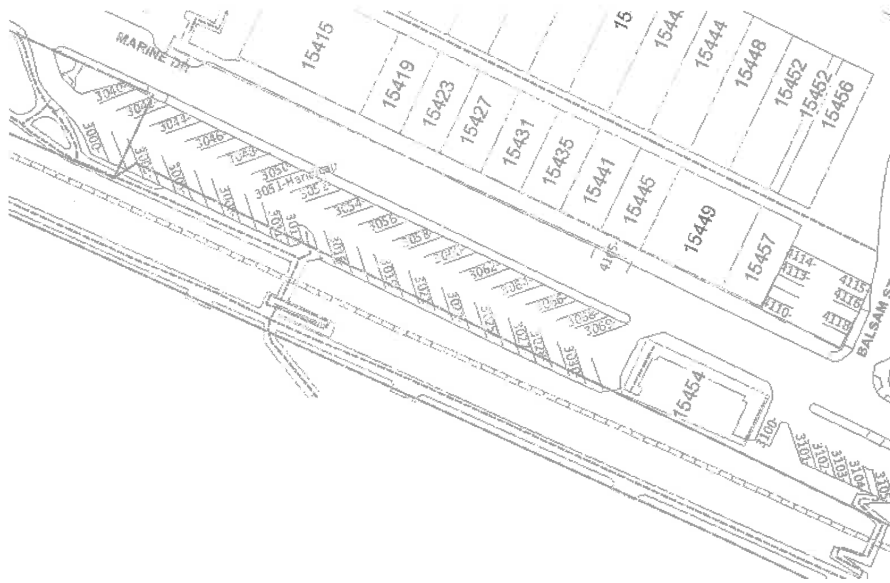
2400, 2600 SERIES - 73 STALLS



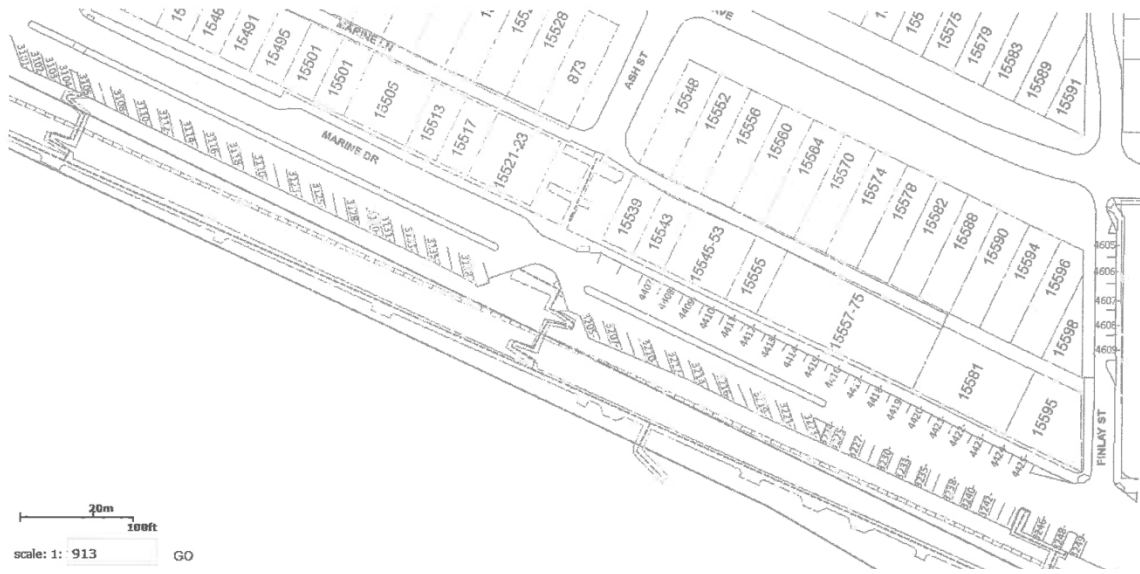
1900, 2800 SERIES - 54 STALLS



3000, 4100 SERIES - 71 STALLS



3100, 3200, 4400 SERIES - 100 STALLS



4600 SERIES - 12 STALLS



4700, 4800 SERIES - 19 STALLS



Waterfront Health Assessment Tool (WHAT)

Dear White Rock Waterfront Enhancement Strategy Participant:

Welcome to assessing the health of your Waterfront!

As a result of completing 18 downtown and waterfront plans in Western Canada, we have assembled 20 primary health indicators, benchmarks, and measurements to begin to understand the exact profile of your Waterfront as it compares to other Waterfronts. These 20 indicators are divided into four groups: social, economic, physical, and organizational. We want to develop quantitative and qualitative measurements of your Waterfront to assess its health and find out what its deficiencies (gaps/weaknesses) are so we can improve them.

Then we can monitor the improvements over time to observe what works and what doesn't work. The results of this process should build a better sense of community, use capital resources more effectively, and create a more exciting and prosperous waterfront. This tool is by no means perfect and complete. It is our intention that the tool be added to and modified to the needs of your Waterfront. It is made for change and adaptation.


INSTRUCTIONS: Please rate each of 20 indicators (categories) from 1 to 5 with 5 representing a “super Waterfront” (attribute is present and/or fully functioning), 3 representing “business as usual”, and 1 representing a “poor Waterfront” (not present). Then following completion, add up the ratings and the result should be a point total out of 100 possible points (5 potential points x 20 indicators). This evaluation is meant to be the basis for discussions to see what needs improvement and what already works well. We are looking forward to seeing the results. Thank you for your participation!




Michael von Hausen
President, MVH Urban Planning & Design Inc.
vhausen@telus.net or www.mvhinc.com

White Rock Waterfront Health Assessment Tool *WR (WHAT)*

Category		Performance Comparisons	BENCHMARKS	
	Complete Waterfront Community	Super Waterfront	Business As Usual	YOUR Waterfront
Social (Work, Play, Live and Learn on the Waterfront)				
1. Heart: There is a clear central point where residents and visitors meet.		❖ At least one central plaza or outside meeting place	❖ No distinct community meeting place	1 3 5
2. Public Facilities and Institutional Indoor Meeting Places: There are a number of public facilities and institutions that attract residents and visitors (including things like a library, schools, college/university, day cares, performing arts, theatres, museums, galleries, senior's center(s), youth drop-ins, places of worship, sports facilities, social centers, public washrooms and clubs).		❖ At least four destinations and support facilities	❖ Some institutions but not popular or populated	1 3 5
3. Outdoor Meeting Places: There are a number of parks, Waterfront areas, trails, open spaces and, cafes/restaurants that are popular, well programmed, and designed for year-round use.		❖ At least two pocket parks/small parks and one central park ❖ Numerous other civic places	❖ One park but not necessarily used frequently and well cared for	1 3 5
4. Arts, Culture and Activity Programming: There are a rich and diverse mix of social activities on the Waterfront on a regular basis to attract residents and visitors (farmer's markets, festivals, music, multiple theatres, and other special events).		❖ All weekends have events ❖ At least two event days/month and one week night ❖ Numerous clubs, cafés and restaurants ❖ Public Art	❖ Some weekend events and no night events ❖ No evening events ❖ Some cafes and restaurants but little sponsorship of arts and culture ❖ Little or no Public Art	1 3 5

Category		Performance Comparisons	BENCHMARKS 	
	Complete Waterfront Community	Super Waterfront	Business As Usual	YOUR WATERFRONT
Social (Work, Play, Live and Learn on the Waterfront)				
<p>5. Civic Presence: There is a strong civic presence in the Waterfront (civic facilities).</p>	<ul style="list-style-type: none"> ❖ City Hall is on the Waterfront ❖ Other principal civic facilities are on or near the Waterfront 	<ul style="list-style-type: none"> ❖ City Hall sometimes ❖ Few civic facilities, generally outside Waterfront 		<p>1 3 5</p>
<p>6. Pedestrian Activity: The sidewalks are teeming with pedestrians and visitors stay in the Waterfront for long periods of time. Routes within the Waterfront area easily connect to the community’s larger network of streets, transit routes, trails, and natural boundaries. Seasonal conditions are taken into account to maximize pedestrian activity year round with weather protection. Pedestrians of all ages feel safe on the streets—day and night.</p>	<ul style="list-style-type: none"> ❖ High “Walk Score” ❖ Generally, average of 4 to 6 pedestrians per block; peak flow up to 30 pedestrians per block ❖ Pedestrian routes to and from Waterfront 	<ul style="list-style-type: none"> ❖ Low to medium “Walk Score” ❖ Generally, 1 to 2 pedestrians per block average with peak flow up to 10 pedestrians per block ❖ No pedestrian routes to and from Waterfront 		<p>1 3 5</p>

Category	Performance Comparisons	BENCHMARKS		
		Complete Waterfront Community	Super Waterfront	Business As Usual
Economic (prosperous and resilient)				
7. Mix of Uses: There is a diverse range of stores on the Waterfront that create a rich mix for a variety of shoppers. A number of existing and future sites have residential units that bring more life to the Waterfront. A range of commercial offices, workspaces, and social services are available in the Waterfront area. Densification and infill are possible.	<ul style="list-style-type: none"> ❖ Diversity of stores ❖ Residences above commercial ❖ Separate residential sites 	<ul style="list-style-type: none"> ❖ Limited stores ❖ Few residences ❖ No designated residential sites 		1 3 5
8. High Values, High Sales per Square Foot, Low Vacancy, and Extended Hours: Businesses are thriving with steady and balanced sales year round.	<ul style="list-style-type: none"> ❖ High values ❖ High relative sales/sq. foot ❖ Vacancy: 5 to 10 percent ❖ Coordinated extended hrs. on specific nights 	<ul style="list-style-type: none"> ❖ Medium to low values ❖ Low to medium sales per square foot ❖ Vacancy above 10 percent ❖ No extended hrs. 		1 3 5
9. Incentives: There are financial and other incentives to improve the properties Waterfront.	<ul style="list-style-type: none"> ❖ Options to improve properties ❖ Tree and shrub planting program and municipal sponsorship as well as local donors. ❖ Variety of support 	<ul style="list-style-type: none"> ❖ No support to improve properties 		1 3 5

Category		Performance Comparisons	BENCHMARKS 	
	Complete Waterfront Community	Super Waterfront	Business As Usual	YOUR WATERFRONT
Economic (prosperous and resilient)				
<p>10. Local and Tourist- Primary Attractors: There are attractive and functional businesses on the Waterfront and other uses (professional offices, social organizations) that attract residents and visitors on a regular basis. There are special activities and stores that are unique and one of a kind. The market mix fits well with community demographics.</p>	<ul style="list-style-type: none"> ❖ Grocery store of at least 2,000 - 3,000 square meters ❖ Specialty stores that are unique ❖ A range of services for residents and visitors ❖ “Anchor” stores 	<ul style="list-style-type: none"> ❖ No grocery store ❖ Few recognizable specialty stores ❖ Little variety of services for residents and visitors ❖ No “Anchor” stores 		1 3 5
<p>11. Way-finding: The Waterfront area is easy to move around and clearly signed. Maps are prominently posted to orient visitors and easily direct them to their destinations.</p>	<ul style="list-style-type: none"> ❖ Coordinated way-finding program and signage 	<ul style="list-style-type: none"> ❖ Wide range of signs and displays with little coordination 		1 3 5

Category	Performance Comparisons	BENCHMARKS		
		Complete Waterfront Community	Super Waterfront	Business As Usual
Physical Environment (attractive, safe, and engaging)				
12. Uniqueness and Identity: Waterfront has a distinct character and identity that clearly represents the heart and values of the community in heritage or other features.	<ul style="list-style-type: none"> ❖ Identifier ❖ Landmark features 	<ul style="list-style-type: none"> ❖ No identifier ❖ No landmark features 		1 3 5
13. Safety and Accessibility for Pedestrians First: The sidewalks, street crossings and sitting areas are inviting, clean, and generous with outside sitting areas, movable furniture in some cases, and outdoor patios have good solar orientation. The Waterfront area is accessible by wheelchairs and scooters. CPTED principles are evident. Lighting is well-designed and seasonally appropriate.	<ul style="list-style-type: none"> ❖ Highly coordinated and clean streetscape ❖ Kit of parts: include banners, flower baskets, trees, shrubs, pedestrian lighting, bike racks, garbage cans etc. 	<ul style="list-style-type: none"> ❖ Standard streetscape with few trees and public amenities ❖ Standard of overall maintenance is marginal and little pride in uses 		1 3 5
14. Landmarks and Entrances: The Waterfront is clearly identified with boundaries, gateways, landscape features, and orientation points.	<ul style="list-style-type: none"> ❖ Defined entries ❖ Landmarks 	<ul style="list-style-type: none"> ❖ Lack of defined entries ❖ No identified landmarks 		1 3 5
15. Parking: Waterfront parking is clearly marked with a parking program to limit duration in certain areas. Goods and services can be easily transported within loading zones in the Waterfront area.	<ul style="list-style-type: none"> ❖ Coordinated parking program ❖ Variety and convenience of parking ❖ Metered street parking 	<ul style="list-style-type: none"> ❖ No coordination of parking ❖ Metered parking too expensive and results in shopping deterrent 		1 3 5

Category	Performance Comparisons	BENCHMARKS		
		Complete Waterfront Community	Super Waterfront	Business As Usual
16. Building Unity and Continuous Elements: The historic and authentic aspects of the architecture are clearly revealed and defined. Creative new design respects the past, acknowledges the climate, and showcases local contemporary architecture.	<ul style="list-style-type: none"> ❖ Heritage Conservation Program ❖ Building storefronts average 6 – 12 meters ❖ New building activity and proper property stewardship 	<ul style="list-style-type: none"> ❖ No special heritage programs ❖ Deterioration of buildings and their sites ❖ Large storefronts that have less than 50% transparency ❖ Little new building activity 		1
				3
Organization and Leadership (leadership, partnerships, collaboration, support and promotion)				
17. Primary Leadership Organization: There is a strong business organization, with municipal support, that is responsible for overseeing the Waterfront activities and development with a broad representation of business owners.	<ul style="list-style-type: none"> ❖ Strong organization and municipal support ❖ Municipal connections ❖ Organization accounts to membership and municipality (e.g., Annual Report Card) 	<ul style="list-style-type: none"> ❖ Weak or ineffective organization with little municipal support ❖ No assigned municipal employee ❖ Little or no accountability 		1
				3
18. Coordinator: There is a specific person who is in charge of promotion, marketing, and special event coordination in the Waterfront.	<ul style="list-style-type: none"> ❖ Motivated and effective Waterfront coordinator 	<ul style="list-style-type: none"> ❖ No Waterfront coordinator 		1
				3
				5

Category	Performance Comparisons	BENCHMARKS		
		Complete Waterfront Community	Super Waterfront	Business As Usual
19. Effective Marketing: Coordinated and focused marketing efforts with measured results.	❖ Regular, coordinated and effective marketing campaign	❖ Sporadic or ineffective marketing		1 3 5
20. Collaborative Partnerships: A sense of the combined efforts (leadership, logistics, and financial support) between the public, private, and non-profit sectors in support of public realm improvements and year-round community programs and events in the Waterfront area.	❖ Clear and consistent joint sponsorships of public amenities (e.g. benches, public art, interpretative signage, events)	❖ Unclear who is organizing and funding public realm improvements and/or community events		1 3 5
TOTAL HEALTH SCORE		Possible SCORE out of 100 / _____		
1. Weak Waterfront = Score of <u>50 or less</u> 2. Medium Waterfront = Score of <u>50 to 75</u> 3. Strong Waterfront = Score of <u>75 to 100</u>				

SUMMARY:

1. What are the key WEAKNESSES?
2. How can they be turned into STRENGTHS by enhancements to the Waterfront (social, economic and physical improvements)?

Resource Book Notes

Waterfront Enhancement Strategy

Draft Resource Book

WHITE ROCK
My City by the Sea!

June 10, 2019

Purpose

- **Inform** (build common understanding of existing conditions)
- **Inspire** (highlight initial ideas/opportunities, for discussion)
- Act as **foundation/springboard** for future strategy and actions

WHITE ROCK WATERFRONT ENHANCEMENT STRATEGY RESOURCE BOOK

DRAFT

V3: May 30, 2019



WHITE
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MVH
Urban Planning
& Design Inc.

East Beach Ocean Promenade Hotel Block from Finlay Street to Maple Street

The sidewalk and inside/outside patio along the Ocean Promenade Hotel east of Finlay Street on the hill should be applauded as the 15 feet (4.6m) sidewalk is generous for pedestrian flow and the patio of at least 12 feet (3.7m) is a flexible indoor/space that can be easily altered by "garage door" type outside walls.

East Beach Ocean Promenade Hotel Block at hotel frontage



The crosswalk at the corner of Finlay and Marine Drive provides challenges as it is located at an intersection of a curve along the Drive. Reconsideration of the location of this crosswalk further west could be considered if feasible, especially with traffic coming from the east and the limited visibility with parked cars east of Finlay Street.

5.4 Steveston (scramble and waterfront uses)

The intersection at Moncton Street and Number 1 Road, Steveston's busiest, received a \$600,000 makeover and opened in December 2011 to accommodate existing pedestrian traffic and place further emphasis on walking.



Application: The scramble in the Steveston part of Richmond provides a potential example of a special pedestrian/light crossing at Vidal Street and Marine Drive. The traffic signal is programmed to allow pedestrians to cross at a diagonal as well as perpendicular to the crossing.



The Steveston waterfront also provides very successful restaurant and other examples of commercial uses on the Waterfront. White Rock does not permit permanent commercial uses south of Marine Drive at the present time, which would be on BNF Railway land.

A similar "scramble crossing" concept was developed by MVH for the City of Nelson with special paving, bollards, overhead special overhead lighting, and corner bulges as illustrated below (sketch by Calum Strigley).



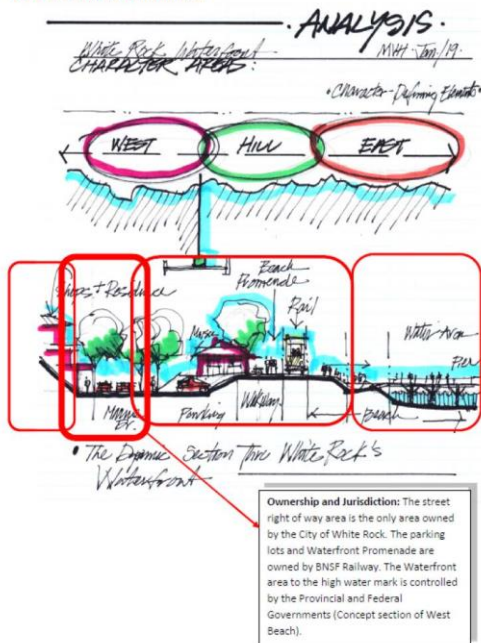
Major Sections

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

Public Engagement Events (Phase 1)

- June 25th – OCP Review Open House (other topics)
- June 27th – Waterfront Community Forum
- July 23rd – Waterfront Design Workshops

3.8 Ownership and Jurisdiction



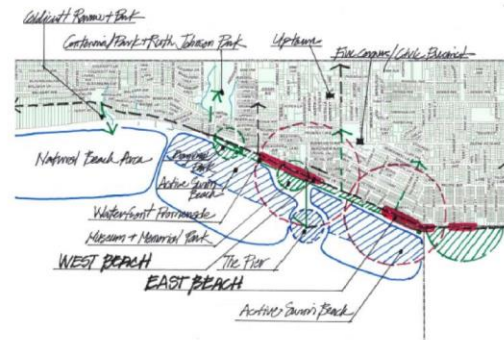
3.0 WATERFRONT ANALYSIS

3.1 Nodes, Pathways, Activity Areas, and Views

West Beach is the primary node or activity area on the Waterfront with East Beach a close second. The Waterfront Promenade is the pedestrian spine that connects West Beach and East Beach. The major attractions and landmarks in these areas are the Pier, White Rock Museum and Archives, Memorial Park, and Bayview Park in the West Beach area. In East Beach the "White Rock" east of the Pier, Totem Park, the Grizlee public art sculpture, and the expansive sandy beach at low tide are major attractions and landmarks. The spectacular views are also attractors to the Waterfront area. In addition, there are the pathway connectors up to the parks and activity areas in Uptown, Five Corners, and other areas of White Rock.

On the Marine Drive side of the Waterfront business landmarks like Whitby's Coffee House, the Boathouse, Cosmos, Ulf's, and other long-time restaurant landmarks are part of the local flavour of West Beach. In East Beach, the memorable landmarks include Moby Dick Fish and Chips, Montgomery's Cottage, Terry Parr Plaza, and the Ocean Promenade Hotel.

The illustrative plan below starts to capture these attractions and memories along the Waterfront. These are daily memories for many residents in the community who walk the Waterfront Promenade every day.



East Beach has more contrast in height ranges while West Beach has more of a consistent three to four storey feel, especially in the west area of West Beach. The balance of the Waterfront area is residential in nature and varies up to four storey apartments on the Hump (central hill) and in the "East Portal" (east entrance area) and three storey single-family residential in the "West Portal" (west entrance area).

West Beach has mixed uses with a more contemporary form and character.



East Beach has a mixed of uses with a more diverse age and character.




The characters of West Beach and central East Beach areas are distinctly different and they both add to the richness of the Waterfront.

TalkWhiteRock.ca




Welcome to Talk White Rock, the City of White Rock's new public engagement platform. Follow and participate in engagement opportunities to help shape projects, policies and initiatives. Share your ideas for making White Rock a better place to live, work and play. We want to hear from you!




Official Community Plan (OCP) Review

January 02, 2019

Open



Register for Talk White Rock



White Rock Pier and Waterfront Storm Restoration

February 06, 2019

Enhancing the Waterfront

The City will be reviewing its policies and design guidelines for the waterfront area, and we want to know how we can make this special place even more attractive to visit on a year-round basis. Please share your thoughts about the parts of Marine Drive you treasure and the parts you would like to be improved.

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.) *

Please limit answer to 255 characters

Maximum characters 255

Old and New Buildings in East Beach



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? *

Please limit answer to 255 characters

Maximum characters 255

Marine Drive Task Force (MDTF)

- June 18th – First Meeting of MDTF
- June 27th – MDTF invited to Waterfront Community Forum
- A core focus of the Terms of Reference for MDTF
- MDTF input to Council can be direct, or through the WES

Waterfront Enhancement Strategy (WES) Process

Phase 1 – Assess Current Conditions & Future Potential (Spring 2019 - Summer 2019)

- Online Community Survey (TalkWhiteRock.ca)
- Completion of WES Resource Book
- **WES Resource Book presented to LUPC & Task Force (June 10 LUPC / June 18 MDTF);**
- Meeting #1 with Marine Drive Task Force (obtain Task Force feedback);
- Waterfront Community Forum (June 27, 2019);

Phase 2 – Develop Conceptual Enhancement Strategies (Summer 2019 - Fall 2019)

- Develop draft waterfront enhancement concepts;
- Meeting #2 with Marine Drive Task Force (July 16, 2019);
- Waterfront Design Workshop (July 23, 2019);
- Design Workshops(s) Summary/ Draft Strategies presented to LUPC and Task Force (September 9 LUPC / September 17 MDTF);

Phase 3 – Recommended Updates (Fall 2019 – December 2019)

- Public Open House (presentation of Draft Strategies for public feedback), plus on-line survey & ‘pop-up’ public consultation on Waterfront (Mid-September – Mid-October 2019).
- Meeting #4 with Marine Drive Task Force (draft Strategies refinement – October 15, 2019);
- Corporate report to LUPC summarizing feedback from Phase 2 & Task Force Recommendations;
- Final Public Information Meeting (presentation of preferred Strategy for public feedback);
- Corporate report to Council, with public feedback summary & recommended OCP Bylaw amendments; and
- Required Public Hearing on OCP Bylaw amendments, Council consideration to adopt or reject amendments.



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