

Economic Development Survey Results – Business Verbatim Responses

Q15 Please let us know what other types of businesses you think would be successful.

- Seafood market; Deli including specialty meats and cheeses; boutique restaurant;
- affordable (mid range price) different places to eat (not any more sushi places)
- Any kind of business.
- business that has year long appeal
- Buy low food , beads store . Antique store , thrift store . Coffee shop (not franchise). Liquor store , barber shop & hair salon , insurance , look at old white rock uptown then u know how good white rock was before
- Copy the model of Fort Langley
- Dinning
- Elder care
- Film industry
- grocery store
- Health wellness, medical
- Just construction. No business can thrive on these rents
- Mobile food and beverage vendors
- More restaurants, wine bars and Tapas. Lunch/supper restaurants with outdoor dining. Something to do in the evenings. Casual small business shopping. Homeware stores, gardening/outdoor stores. NO MORE HEARING AID Stores, NO MORE BANKS.
- More tourism activities to draw people in to the city
- professional services (ex. law practice)
- Restaurant
- Restaurants
- Sidewalk cafes
- The City needs to create an eclectic mix of businesses in the uptown area to draw more people in to the area and make it a shopping destination for the surrounding community. WE DO NOT NEED MORE BARBER SHOPS, HAIR SALONS AND COFFEE SHOPS!! The city should be bending over backwards to get a new grocery store in the Bosa buildings and a variety of other businesses. Also get the farmers market out of the hole it is hiding in and shut down Johnston from Thrift to 16th every Sunday for the market. Create a festival atmosphere and that will draw farmers, artisans and customers from far and wide. While you are at it build the new archway at the entrance to White Rock at 16th and Johnston too that should have been done a few years ago!

Q20 Do you have any comments you would like to make regarding your satisfaction with any of the services provided by the City?

- Access to city hall and the front staff being more knowledgeable of different areas of city hall and more friendly.
- City needs to stop over developing, our younger generation cannot afford to live here
- during COVID, to follow same guidelines as the province. ie. allowing up to 10 in a socially distanced space (the Landmark Pop-Up Gallery, which currently limits to 6)
- Everything great, please stop development of high rises
- Great interaction and working relationship with the City's Event Coordinator, Courtney Westwood and other staff that I have dealt with for community events from other departments as well as with the Mayor, the Councillors and Mayor's office staff.
- Hire supportive staff. Give some flexibility for business signs
- Improve parking
- I've had a couple of bad experiences (a year or two ago) talking with the engineering department, in particular rudeness, and inability to answer questions.
- Just really mad with the lady from the dept that deals with tree banners (?), She was rude and did not treat us with respect
- need to reestablish that city works to facilitate its residents not for staff to build their little kingdoms and lord over the population. need consistency in how small vs big clients are treated. big get special treatment for some reason
- No
- Overall good.
- Satisfaction level is good. City Staff are courteous and helpful
- The city is horribly slow processing renovation or building permits - often one to two years. Absolutely unacceptable - it deters investment
- Update your signage bylaws to make them as business friendly as possible.
- Very bad city to deal with problem and who ever doing this survey didn't come to my store but when next door to me and let them do it then I get it from my next door business. That show how bad the city
- we were planning a big event before the pandemic and EVERY SINGLE PERSON (multiple departments) we spoke to at the city was so helpful, personable and competent
- We wouldn't oppose merging with Surrey to get costs down and better services

Q22 Are there any specific actions or initiatives you believe the City should be making a priority in order to attract or retain businesses to White Rock?

- Bring chain restaurants like a Cactus Club on the beach.
- Business friendly in all aspects for start-ups. Also someone should be assigned to look at the big picture of the businesses as a whole and create a eclectic shopping experience unique to the White Rock community that will draw people into the town from further afield. Stop issuing licenses for more of the same thing. We do not need a barber shop, hair salon and coffee shop on every block!! Improved signage bylaws.
- Clean up and take over abandoned properties especially on Marine Drive
- Continue to support the BIA
- Deal with parking down on Marine Drive. Revitalize that area; could be such a strong tourist draw. Sad empty storefronts. 1 million ice cream shops. REMOVE paid parking in the fall/winter. TOO MUCH construction in the area in the last 5 years. If you want a robust and consistent area you need to think more than just ""fun things to do for people in the summer"" the area needs to be maintained and nurtured year round. ESPECIALLY to attract worthwhile and interesting stores that don't just sell cheap garbage.
- Get some quality establishments down there like there was 10-20 years ago. This, paired with eliminated or reduced parking in the fall/winter, should help the area flourish year round.
- You need reputable, dedicated businesses that will have consistent hours and carry quality products in order for that area to be able to sustain itself year round. (imho).
- Oh! And (pet peeve) when you wrap the trees with lights - which is a fantastic idea and does attract diners in the winter/fall for walks - PLEASE wrap the trunks too. Some years you do, some you don't. I'm sure its more work and more resources but it makes a big aesthetic difference and I think increases the draw. "
- Get business feedback before ANY construction or projects that are going to affect traffic flow and access to businesses.
- Improve roads to accommodate growing population and parking
- Infrastructure: more road lanes, wider sidewalks, more parking, bicycle lanes and secure parking for bikes. Less condo development.
- Invest in Planning & Engineering staff - hire more people
- Keeps costs down
- lower taxes means more spending of the citizens and more leeway for businesses. ditch the BIA as adds a lot to triplenet but little reward. if we industry want advertising we can create our own organization
- lower, or subsidized rents
- Maintaining clean and safe streets, public areas. More options for families / children as far as playgrounds, child friendly environments. A playground for example in Bryant Park or by the Miramar development would be wise, given the density of buildings going up there.
- maybe more collaboration with local first nation?
- More affordable
- Move the railway / add a tram / gondola from uptown to the beach / low cost rental housing / a place for the homeless to shelter overnight /
- No
- Not having any more construction projects in the summer along Marine Drive.
- Offer incentives to move your small business to uptown White Rock. Beautify with paint paid for by the city, clean up the buildings, no taxes for 2 years. Go and find businesses that work in other cities and set them up in WR. Expand on what Flowers and Co have created on

Johnston. Beautiful store. Bring Kerrisdale Lumber to White Rock. Container Store type of business. Urban Fare!! Whole Foods. Find successful restaurants and bring them uptown. There is nothing to do in the evening.

- Our clients often come to our office for a meeting then spend the rest of the day in our community. The nicer our community and the better the access to the beach the better it is for our business. A funicular from 5 Corners to the beach would be great! Other ideas: community bonfires, copy Fort Langley model - not that long ago it didn't have much to offer
- Our contractors receive parking tickets too often when working in residential locations, due to 2-3 hour parking restrictions. It is not practical for them to stop work, move their vehicle around the block, and walk back. I would like to see some kind of system to register contractor or tradesman vehicles to avoid frivolous parking tickets.
- Parking on marine drive should be abolished
- Reducing costs for businesses during the pandemic
- Rent along waterfront. Small business cannot afford the high rents. Allow pop up stalls then for the day. Outdoor vendor market. It can be done.
- Rent/Lease control specifically on the waterfront
- Require existing landlords of older buildings to maintain exterior to a higher standard creating a more charming and appealing overall experience.
- Slow down on re-zoning applications
- Stop construction of high rises, No one wants to build nice businesses as they think their business will be knocked down in 2 years make parking more accessible . Make a private beach with paid entry. If a landlord does a lease for 5 years. There should be no demo clause. If they want to re develop they should leave the building empty and deal with that
- Stop construction that all what the city need to do
- We've been experiencing a marked increase in homeless people finding shelter and rest at our building. It is unsettling and unsafe and we hope the numbers don't increase.