

Economic Development Survey Results – Resident Verbatim Responses

Q4 Please explain your choices (top three words to describe economic vision for White Rock) or comment further on your vision for economic development in White Rock:

- "Chain" stores, restaurants etc. are not the way to go. Large buildings and over crowded streets are not needed either. Small physical presences for successful online businesses would work. Move past "developers" who leave empty buildings behind and find real entities that create a presence for the modern world.
- A more diverse businesses on marine drive that create a sustainable economy year round.
- A retirement community
- A seaside community geographically small but great tourist destination. Unfortunately the Pier and waterfront are not large enough to accommodate people & 4 legged creatures. However, creative events in the fall/winter would help businesses remain during the off season.
- a seaside town that respects nature and the bay, while allowing residents and visitors to enjoy themselves.
- a strong prosperous LOCAL economy
- A variety of places where people can socialize and buy local. Programs where youth can gain work experience.
- A vibrant community that is a desirable place to live for people of all ages and social groups. Development is planned and careful in a way that contributes to positive lifestyle for all residents and guests.
- A vibrant waterfront with lots of events and visitors
- Ae vision a bustling core that will entice young families to move here. I envision trendy restaurants with great local shops in between. Hoping for more high rise developments to encourage demand for businesses
- As a small community I believe that White Rock needs to develop the business community based on the focused identity of a Seaside community. Similar to how Fort Langley has a historical theme which is why visitors are attracted to go there. The vibe on Marine Drive and along Johnson just does not exude a community identity. It is just a number of individual stores, restaurants etc side by side.
- As the city grows, there needs to be an environment where businesses can flourish more. I am not sure we have the infrastructure or even enough land to attract businesses here. I would like to see a situation where we build our own business ecosystem, create White Rock into an ambitious festival city and not quite considered a suburb of Vancouver or even a sister city to a more prosperous and active Surrey.
- As this pandemic has opened our eyes to all the inequities in society, it's important to rebuild the economy so more marginalized members can participate with better access to services, good employment opportunities and affordable accommodation. Small businesses are so involved in community, but as you go up the scale there is less and less involvement from bigger companies. These larger companies should be mandated to give back. Unfettered capitalism has resulted in a very unbalanced society and it doesn't have to be this way. Yes profits are important, but not at the human cost that has resulted.
- As White Rock is a beach town that attribution should be maintained as much as possible which would attract visitors the more visitors the more businesses can open and more people will be employed the perfect fit for all.

- Atmosphere Atmosphere!! Places like bookstores with cafes. NO more high end coffee places - more canopies over store fronts. Take a page out of tourist Queenstown NZ or small US towns to create atmosphere. Keep Blue Frog studios - huge economic and social drawing card.
- Attract more retired people to community
- Authentic businesses survive, unique businesses that are looking for niche markets do not survive in WR, same as restaurants because a Mexican joint opens beside a Mexican joint. On west beach AND east beach!!?? Logically, in our small community, that does not make sense.
- Avoid 'chain' stores. Encourage food (grocery or specialty) stores.
- "Better beach access west end of promenade. Wider walking area along seafront. Better restaurants along seafront. Too many ice cream stores. Extend residents parking permit to those people, especially seniors, who live beyond the border of White Rock, such as 17th Avenue and who support businesses in White Rock.
- Pursue with Biden the environmental
- impact of the train running along the seafront carrying coal or whatever!!
- Close off Marine Drive to traffic, or a good portion of it. Build parkades better than opening Cannibas stores!!
- Too much noise from traffic on Marine especially when sitting out on patios.
- Improve the old sidewalks especially those going down the hills towards the seafront. Some of them are in very poor shape.
- Make parking free to help businesses all year round.
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- "Better manage saturation of any service, retailer, product outlet – sad to witness bankruptcy and lost dreams. Encourage and support sensible viable business plans, connect well intentioned people to “govt services like Women’s Enterprise Centre, Chamber’s peer supports and local context data on what would work. How many nail salons, coffee shops, thrift shops are really needed? The MIX and quality need to improve. Demographics are changing.
- Local owner versus chain franchise clones more attractive. . The KNOWLEDGE sector – applied learning; college/university mini-campus; Research and Health sector could grow here."
- Big mistake making the beach strip a concrete jungle. Taking away parking spaces was also a mistake. I would never use a carpark.
- Bigger variety of business on beach.
- Bring back small independent businesses and stop trying to turn White Rock into a Yale town. Stop building unaffordable towers that cannot support small families.
- Bring in businesses that support the community. I miss Buy Low Foods.
- Businesses that are leading edge and ESG responsible need to be encouraged and motivated to open up in White Rock, for the benefit of all.
- Businesses that folks use every day/ week
- Businesses that make sense for the community
- Change to young and vibrant, from sleepy, senior retirement image.
- Choosing to do business in White Rock should not be driven by low costs but by unique opportunities to be part of a place that is creative and connected. Sustainable and focused on tourism, healthcare and high-tech.
- Choosing to support environmentally positive businesses looks to future prosperity livability attractiveness for the city

- "Competitive high-volume retail has now gone to Surrey and Langley, so White Rock must strive to attract a critical mass of boutique style retail and dining. Art galleries and specialized retail is the only area open. Not even BuyLow/Pattison or the LCB wants to go back into Miramar, or anywhere else in town and Safeway left years ago. Where commercial space does exist then reasonable business taxes and ease of parking for employees have to be considered.
- The services industry should be studied, targeted and welcomed. Leasing agents for banks, financial services companies, insurance brokers, medical and other health services, including ophthalmologists, hearing specialists, dental specialists and other similar professionals should all be encouraged.
- Sufficient convenient parking for all these professionals, their employees, the retail and the restaurants, etc., and their clients cannot be ignored. The topography of White Rock, as well as the age of clients, along with the intention to attract customers and clients from the neighbouring residential region can only mean that the private vehicle will be the overwhelming method of transportation for many decades to come. White Rock should want people from Morgan Crossing, Panorama Ridge, Langley and beyond to come to the municipality for recreation and to see their professional consultants and practitioners. These people will not be coming on transit or by bike. Accommodating the private vehicles of visitors who come into town has to be seen as a benefit to the city. It should be provided without cost, as it is at the Semihamoo Mall and all around Morgan Heights.
- Marine Drive is another story."
- Continued development of town centre high rises and commercial spaces within
- Develop The beach area, possibly a marina with upscale venues
- Develop where appropriate without placing an undue burden on existing infrastructure and without losing the safe and quiet character of the city.
- Development of the Marine Dr waterfront. This needs a big clean up to make it attractive for development. And development has to happen. Pay parking is not the problem there. Below average restaurants even with a fabulous view will not attract visitors, pay parking or not v
- Diversification of shops, that have a local community feel. Modernize out side business appearance, signage etc. Consider a minimum theme.
- Economic growth must come through tourists and we must be creative in attracting people to fill the bars and restaurants and collect all those parking fees.
- Economically sustainable , especially during winter months. It will always be a small community and thus I would like it to be socially engaged. A vibrant community would attract more visitors which would help the economy.
- Eliminate the parking fees at the beach
- Encourage business and artistic cultural involvement.
- Environmentally responsible and unique so that WR stands out from other places; Vibrant meaning businesses thrive.
- First and foremost get rid of pay parking as many visitors will refuse to go to the waterfront area—you need visitors to support the small which used to be unique shops along the front,perhaps food trucks,beer/ wine tent.Perhaps have a chat with some committee members re success along the front in Stevenson for me and many others we prefer supporting the economy in Stevenson which is sad as for many years our family were regulars in White Rock but no more.
- "Firstly we need to stop the owners of Marine Drive buildings to let them sit empty for years (old Pearl Restaurant, old Deluxe Restaurant, etc). Unfortunately the small % tax increases

put on the property owners aren't even noticed. So many new restaurants can't open under the extreme rent pressures.

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- I see Port Moody - opening a brewery area that is hugely popular and is saving that sleepy area. Perfect for beachfront business, if rents were more affordable.
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- I see North Van city development, new restaurants, pubs, retail shops - love going there.
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- I see Steveston packed with tourists and a bustling fishing port.
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- We can do this. Uptown has huge growth potential with new highrises, but the beach is our biggest draw and we're letting it stagnate to a point of not being able to fix it. And no I'm not pushing for highrises at the beach ... NEVER.
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- For me, a vibrant place is a prosperous place with a unique atmosphere driven by creativity and innovation but always with an eye on sustainability. All these should encourage social engagement. In other words, all the headings above are good but they have to be driven by innovation and environmental stewardship. White Rock needs to differentiate itself from other communities in the Lower Mainland and these should be its pillars.
- "Forward thinking. Always thinking about the impact of building new structures when building. Include the brand of the city when building: creative city, the arts community should be included with economic development. The city is changing and is no longer a quiet, small city. It can be a vibrant, exciting, up and coming city with opportunities for all.
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- Funky, creative and fun to bring people in
- Good future we're there are not condos everywhere
- Have Marine Drive more pedestrian friendly. Make Marine Drive one way like Langley city did with Fraser hwy and Create a larger pedestrian walkway and more covered outside patio area for the business's.
- I am committed to sustainability for the environment and support for all citizens. I would welcome growth of businesses that deliberately include that in their vision. I welcome businesses that care about the individuals in the community. Eg Hungry Heart cafe volunteers at Community dinners. I would look for a demonstrated commitment to recycling.
- I chose White Rock because I can walk to shops, my doctors, dentist, hospital, and daily exercise. I support mixed development (Jane Jacobs)
- I don't want white rock to lose itself as it gets developed. I don't want it to become like everywhere else.
- I fear the lack of vision has led to the current mess of boarded up businesses tattoo and pot shops. It was a beautiful community filled with different businesses 26 years ago, that is now kind of seedy. It attracts low life's, gang bangers not families and professionals.
- I find the Marine Drive strip abysmal. There does not seem to be any vision. Any business can set up. A New Mexican Restaurant just set up next to a MEXICAN restaurant. There are cheap Knick knacks shops. This is a stunning location and it just does not capitalize on it. I thought the BIA concerts were brilliant (FYI, I have no association with them but live nearby and am very familiar with the strip). Don't love the concrete park but whatever. It just could be so much more. And I would not support high rises down there at all.

- I hope for more residential development to get more people into White Rock to help create a more vibrant living scene and economically, provide more revenue to the City.
- I hope that the existing businesses survive covid
- I really like the idea of keeping the small sleepy town vibe in White Rock. I love walking along Marine Drive and seeing the diversity of people who come here to enjoy the waterfront and the shops and restaurants. I have to say that a marijuana store across from the pier is not what I think White Rock needs. The beach attracts families, retired people, young couples, people getting exercise. A marijuana shop will attract young people who want to party and I believe the smell will chase everyone else away. Please think twice before allowing a pot shop on the drive!!
- i see white rock as a buzzing place..a place to visit..a tourist town...lots of artsy things to see and lots of festivals and events happening
- I think it would be ideal if White Rock could become known as a place where people can live and work in a setting that emphasizes a small, ocean side community with unique amenities and experiences.
- I think White Rock has the opportunity to be the most desirable community to visit south of the Fraser
- I think White Rock should develop itself to attract young people. Thus, I think creating a socially engaged and creative place would attract young people. Relaxed because a lot of people here are still retired.
- I think white rock should strive to be a destination for visitors and day trippers. It should encourage residence to walk downtown and at the beach to enjoy a variety of amenities.
- I want our city to be beautiful, well maintained, and have a real sense of community, especially for it's residents.
- I want to see it be easier for Mom and Pop shops to thrive. Free parking for residents so that locals can support locals.
- I want White Rock to be a city where all generations of people can enjoy living.
- I wanted to add 'socially engaged' but I could only pick 2 not 3. Same with the other questions. I think the location of White Rock is ideal. It would be great if there was some affordable housing so people who work in White Rock/South Surrey could live where they work.
- I was born at PAH in 1962 and have lived here my entire life. I received a letter from the city of White Rock informing me that a tree would be planted on my ocean view property therefore blocking mine and my neighbours existing ocean view and ruining my impeccable landscaped yard. I'm deeply disturbed that my \$11,000 of annual property taxes goes to a corrupt city council that sold out our once beautify city to land developers who are building high rises and and buying trees
- I worry about infrastructure. The roads south of thrift and west of martin in terrible condition
- I would like to keep the feeling of a small town and add more leisure opportunities by way of bars, restaurants. The waterfront is dying. Many empty store fronts and strange new mix of business that don't reflect the seaside ambiance. There are no places to listen to music or dance.
- I would like to see the city profitable for sure so it can remain independent without having to be absorbed by the City of Surrey. It would be nice if we could do that without increasing the taxes residents pay by a lot more than we already do though. Being environmentally responsible as a coastal community is urgent. With so much building, traffic and people around our fragile coastal waters and land I worry we will pollute our coastline beyond repair.

- I would like to see White Rock conform to a more vibrant community
- I would love to see the area become a place that has an artistic and creative ambiance, as well as functional and useful for residents.
- If the city is vibrant and prosperous with flourishing interesting retail, dining and businesses that provide for the needs of the residents then prosperity and visitors will follow
- In order for businesses to survive there has to be more done to help especially on the Waterfront! The parking availability and costs are a negative influence in that area encourages people that live in the area to go else where which is very difficult for the businesses in that area. Surely there is another method of raising money that high parking fee's! Run buses from Surrey and Upper White Rock to get people there without having to take their cars!
- Independent businesses rather than chain outlets are what will keep WR being a unique community and destination for visitors.
- Independent shops with unique merchandise, curb appeal.
- Investing in Tourism would be the best thing we can growth our City
- It has been distressing to watch the loss of local independently owned businesses in White Rock. We hope the city will do something to encourage the opening of a variety of services run by individuals rather than mega corporations. How about a hardware store, butcher, cinema, to name a few.
- "It is important that White Rock be forward looking, innovative and environmentally sustainable. We have to make sure that it is affordable as well.
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- It is important that White Rock still retains it's small town, beach side character, as well as being diverse and prosperous
- It should build its foundation of growth on the community and protecting the natural beauty. Vibrant meaning not boring or dated. The buzz should make others come to spend time in the area. For example, people go to North Vancouver to experience the trails and outdoor recreation, people will make a trip to Port Moody just to go to brewery row, people go to kitsilano for the beach and the volleyball courts, people go to Robson for the shopping... what are people going to come to white rock for?
- It was better long ago. We had 24/7 7-11, Beaver Lumber, movie theatre, sand piper pub, Radio Shack, Pizza parlours, Safeway, SAAN... Now we have barbers and nail salons....
- It would be nice to create something like lonsdale quay, interesting shops, restaurants and a place to meet up with friends for coffee.
- It's a very small area - should increase the look & feel to attract people to do their shopping, dining and get services locally. We have amazing artists and photographers - add a place to go visit to see a selection. Promote local and provide services to encourage community. Take care of the vulnerable.
- It's too busy, terrible shopping choices and no care for the beach.
- Just like to keep the original culture with some diversity.
- Less high-rise buildings. More American type restaurants, family meals, burger and steak (there are enough oriental and East Indian food)
- Limit the size and height of new developments! White Rock/ SS has almost lost its quaint seaside charm.
- Local businesses need local residents....not empty apartments and large empty houses.
- Lower taxes and fees to attract more businesses

- Maintain social awareness for multicultural and sexually identifying groups, and publicize initiatives such as bay water preservation and night-sky anti-light-pollution with well planned and publicized creative events.
- many doors closed on marine drive, lets find a why to open them up, we will need visitors to help.
- Many long time businesses have left White Rock - fabric store, Hardware store, etc. Rather than travel to Surrey / Langley let's have businesses here.
- many of the businesses here are tired and not in keeping with what people want when they visit a destination.
- Massively underutilizing our greatest asset- the waterfront. Should boldly build a marina with docks for daytrippers- people coming for the day by boat from Vancouver and the USA etc- It would bring massive business to restaurants. Our waterfront is sad and embarrassing. The shops look rundown and prohibitive parking fees keep people away.
- Mom and Pop shops able to flourish. Restaurants, home goods shops, coffee shops, book stores, arts culture, local pubs
- My Vision for Economic development in White Rock would be one that plays to the unique strengths of our community. We should recognize and accept that our number one source of revenue is our residential tax base. Thus we should work to ensure that this base remains vibrant and strong. Second we should recognize that our number one employer is Peach Arch Hospital and we should work to support and grow the associated services and businesses in this sector. Third we need to preserve the essence of Marine Drive (West Beach, East Beach) through increased tourism for increased revenue, but also to address the somewhat run down appearance with vacant store fronts.
- Need to balance economic growth & environmental issues as well as ensuring care for homeless, low income.
- Need to keep a unique flavour and not too crowded. Business that are unique also.
- need to merge with city of surrey. white rock as its own municipality is not sustainable
- No comments ok either way
- No more high rises
- Only so many coastal communities in the lower mainland. Demand will be high, facilitate the demand and build unique structures and landscape to provide a creative, desirable and prosperous community.
- Ownership, local residents, including landlords
- Part of White Rock's draw is that it is a quirky town full of a sense of life that many places lack. That's what makes people like to come here and the amount of people letting go, enjoying life, having fun and being together is part of that draw
- People/pedestrian focus and less car oriented. The pandemic has highlighted how unfriendly the city is to pedestrians- you close off the promenade but leave the road open? There's no where else for residents to walk.
- promote small business and keep White Rock Clean Johnson road (uptown) needs street cleaning regularly
- "Put parkade price down to 10.00 (or match the 7.00 down at Washington Ave grill)a day to get more people to park there and walk marine drive.price is too high and stalls are empty. This defeats the whole purpose of this structure being built. That's first step. You need to bring in the visitors to shop/eat to get businesses up and running again. More young talent singing etc on weekends dedicated to high traffic areas. Make marine drive 1 way and widen walking area

- White rock needs to be more inviting for the walkers. Then everyone can see what a wonderful place it is. Shuttle from uptown by TD down to beach also will bring in more visitors. "
- Rail out. Vibrant waterfront with lots of interesting, vibrant businesses, which if properly envisioned and executed could be year-round not just seasonal. Still like the idea of a funicular. Create a pedestrian only zone on Marine Drive from bottom of Oxford to east beach. Public market a couple of days per week. Parking above. Create a link between the upper and lower commercial centres.
- "remove parking meters from marine drive to allow businesses to compete with uptown.
- "
- Rents need to be controlled so businesses can actually survive on Marine dr. Too many empty storefronts to justify it. Fill the vacancies and the people will come. Fill the vacancies with places that will provide long-term employment.
- Replace the tree canopy that has been destroyed and add more trees and green spaces with unique business that follow a sustainable walking path that is peaceful, artful and enjoyable. No cookie cutter business.
- Small area so hopefully attract more visitors with lower parking fees!!
- small town vibe with low cost of living. basic but nice services
- Small, local businesses are the keystone for a strong economic recovery. We need to support them and prioritize them over big box businesses.
- Stop building faceless tall ugly buildings
- Stop building high rises and Stop planting UNWANTED trees on ocean view properties
- Stop permitting high rises. Nothing higher than 5 stories
- Sustainability in a way that is supported by creative businesses and homes that are carefully crafted to make a nice community feel. No more high rises but lower rise family oriented.
- "The arts could play a big role in making it more unique, eg; the open air art show by the South Surrey and White Rock Art Society that was held next to the museum or other pop up events or galleries, these type of events draw in locals and tourists alike - which is really important for year round sustainability. They come for the event, and spend at the restaurants and businesses there.
- For updating Marine Drive look to Fort Langley upgraded high street - it has created a unique feel and draws in the crowds, local and tourists - again very important to cater to both locals and tourists."
- The City by the Sea should have a beach like atmosphere, slow and easy, promoting enjoyment of our beautiful beach and wildlife management area, more pedestrian areas and less cars speeding around,
- The increased in development and population creates the opportunity to create a vibrant prosperous seaside community.
- The needs to be creative to make White Rock a destination for people to move to and come to visit. Allow outdoor seating at cafes, allow the farmers market to operate on local streets near current location. Close down traffic on those Sunday mornings, like European markets. Don't allow small groups of people/special interest groups to control policy. We need to develop certain areas, we can't continue to live in the 60's, move forward. When people bought property they knew development was likely, stopping development to suit their needs/wants is not what the city needs. Tired of listening to certain people push an agenda that benefits them individually, not the city!

- There is much too much development in White Rock. It has become a little Surrey with all the condo buildings. Not enough support for the arts, yet condos thrive and real estate continues to be outrageous.
- There is the opportunity to develop guidelines for businesses beginning with Marine Drive to create a "village" feeling similar to Whistler. Perhaps financial incentives to be paid back with an agreed time, to encourage businesses to comply. It seems contradictory to have a new classy feel uptown, while Marine businesses are sliding into disrepair and neglect.
- "There will be no future unless you remove paid parking, add more food trucks/buskers.
- Add some life to marine drive.....it is soooo boring!"
- Think of connecting with and engaging all generations and people of all backgrounds not just a few, as has been the norm for so long in WR.
- Think outside the box.
- To create a viable and distinguishable environment for businesses to locate in White Rock, instead of the obvious alternative of South Surrey
- To make White-Rock a small city centre
- Towers 70% sold to whom? Empty luxury condos do not improve our little city, nor its businesses.
- Unique community should want unique biz
- Unique things to attract visitors, that will provide jobs and encourage economic viability
- Upgrades of infrastructure not keeping up with development
- Vancouver is a busy place. I love white rock for the slower living situation. Everything is neat and close. It's relaxing. We need more of it.
- Variety of businesses is vital
- Vibrant year round retailers. Pedestrian zone on Marine Dr from bottom of Oxford to East Beach. Maybe start with Sundays only as a pilot project. Relocate train and make use of track bed for bicycle path.
- We are well along in a climate crisis; therefore, rather than stuff, we need activity that brings us together in a socially satisfying way. This will require a creative and innovative perspective on our lives and our community.
- We don't need another iteration of something that exists on the other side of 16th Ave. We do need unique and vibrant stores that will draw residents and visitors alike for one-of-a-kind shopping.
- We don't necessarily have to be prosperous; let's be different and have unique vision.
- We have natural beauty in abundance but the waterfront and downtown are old and not living up to their full potential. The buildings need to be torn down or revitalized. More unique business not just restaurants. Fort Langley and Lonsdale are great examples of attracting people to live and spend money while keeping the positive. We can't let the vocal minority stop progress. Yes infrastructure is important and needs to be considered. Landlords who won't invest in upkeep and charge too high rent needs to be managed.
- We moved to White Rock from the city of Vancouver to get away from high rises and congestion.
- We need more art galleries, art pop ups, and musical venues for musicians. Theatre groups for young actors, etc. Some added dwellings for people on fixed incomes, limited incomes.
- We need more small business with a unique vision. We need more than just the pier for an attraction. Uptown and the beach and all of white rock is quit sad it needs energy. This is no longer where people come to die this is a family oriented community. City hall needs new blood and to become a visionary not a tired old same old same old. For instance we don't

allow mobile food vendors except for the 5 spots at the beach. Why not? Imagine the attraction down at the beach or up town if we had a unique food and beverage vendors. It would be a win for all more. It feels like the area is stuck in the 90s of White Rock and not ready for 2021. Look at all the development around and everyone is going to take their business to Surrey and beyond where there is instead of staying local because we have very little going on here.

- We need more social and vibrant places for locals to enjoy. It would be nice to have nice restaurants, cafe's and social pubs for locals to enjoy along Johnston st. Right now many go to South Surrey, Morgan area. The Semi Mall does not have many stores that are up on the latest fashions or needs for my family ages 18-50. Vibrant, socially engaging and environmentally sustainable would make this city a role model for future city's to aspire to. A city that provides healthy balance of healthy food options and social gathering in a sustainable way.
- We need professional jobs and real transit. We need to move away from ill-informed people thinking that free parking will solve White Rock's problems.
- We need to attract more businesses and revenue for the city while protecting against negative impacts of growth
- We need to attract more businesses in entertainment as there isn't much to do here.
- We need to be creative with the waterfront, it is sad and expensive to visit.
- We need to be more than a suburb from community if we want to prosper
- We need to create an environment people will want to spend time visiting and enjoying the city. What has happened to the idea of the vernacular? This would bring pedestrians up from the beach to the uptown core and vice versa. I am very concerned of the business core catering to one ethnic group. To obtain a vibrant core the community must be geared to all cultures. We are currently appearing to become another Richmond.
- We need to look at other communities that have taken opportunities to revitalize areas with new modern buildings offering a combo of residential and businesses. East beach front buildings are falling apart, the city could collaborate with a developer and totally demolish and rebuild offering a variety of uses, shops, with affordable rent, rentals, freehold. Look at North Van Lonsdale as an example.
- We need to revitalize the downtown core and I don't believe that more high rises are going to give WR the ambience and "feeling" that we need. We are starting to look like Metrotown or Brentwood and there is no community feel to the downtown core at all. We need more speciality shops and Johnston Road needs to have a theme as does Marine Drive.
- We recently moved here from our whole lives in Vancouver - Fairview area. The last thing we want is for White Rock to become like Vancouver - high rises and traffic.
- We should attract jobs that have high potential for the future information technology, medical & biomedical & environmental.
- "We understand times change and the city is growing, it's a small community with limited infrastructure. The two need to grow together or stay the same.
- We need new growth, it's a hard time for business. Looking forward to when we can restore events in the city.
- Exactly what is good/bad is so subjective and so many don't like change."
- Well I would like us to be able to attract more businesses in the White Rock area that would be nice which would create more jobs for the people here but my main thing is stopping the unneeded growth of White Rock these tall buildings that are going up here in White Rock it looks like downtown Vancouver it's ridiculous and unnecessary it doesn't even look like the

White Rock I moved into it looks ugly to me and crowded and absolutely unnecessary these buildings were never meant to be this high in this town this was a promise broken and I'm not happy about it at all

- We're a seaside community which naturally attracts people. We need to build upon that asset by encouraging a diversity of businesses that focus upon meeting the needs of those people who come here to relax and enjoy their recreational time with family.
- Whatever happens development wise in White Rock needs to be aimed towards providing free parking on Marine Drive. This is what makes the area unique and could also support a lot of business and activities that could generate the revenue required for parking. Until then you are just chasing your tail to maintain the businesses/activities without the people.
- When I moved to White Rock, I was nearing retirement, and my goal was to live in a 'small town', although I am well aware of our little city being a part of the much larger GVA. I would be happy if the city attempted to at least retain the small town feel of our jewel by the sea.
- When we moved to the White Rock area, growth was controlled, now high rises are allowed without the transition of high rise condos to residential homes.
- While trying to retain the charm of White Rock, there is a great need for more fun and excitement in this city by the sea. The beach has been going downhill for years. There's nowhere fun to go for 30, 40, 50 year olds. Big box retail and restaurants are not helping retain charm.
- White Rock has a great community and lots to offer to it's residents and visitors. It's important that we are creative and innovative because it puts White Rock on the map.
- White Rock has always been my peaceful place. I want to keep in small, walkable, with cozy restaurants and shops, and all the services needed without driving great distances. WR has great restaurants. The parks at the beach are inviting. I want the community to be family oriented for all ages, from birth to elderly. How can we make Marine Drive inviting year around? What recreation opportunities could be along Marine Drive, in East Beach? Encourage locally owned family businesses.
- White rock has always been unique. We need to keep that and support the small businesses that are there and have been for years. Keep it unique and special.
- White Rock has it right; at least for what I have seen in the past 13 years living in it as well near by in South Surrey. It is not meant to be "big city" and should continue to be a simple, but well put together smaller community. Having larger towers that block out the light and views that are being blocked by bigger & bigger/taller buildings will deter those from visiting. People come to the ocean to relax and be with nature. They expect a tranquil setting with the same being expressed in its businesses thus luring more people to relax not only on the beach enjoying the waves but as well shopping and/or dining as well. Keeping the Waterfront open and greenspaces there clean for visitors to make the choices to pull up a blanket or a chair and pick up some food front the local restaurant or dine on the deck/inside. This is what will keep people coming back. Choices and plenty to choose from. White Rock has allowed dogs on the Waterfront but that is not practical when encouraging those in the spring, summer and fall to enjoy what little greenspace to enjoy with family without the fear of feces/etc. (that we have experienced). More thought needs to go into that decision as well.
- White Rock has the opportunity to market this community as the Cleanest Healthy Air In Canada with a growing health care infrastructure catering to wellness.
- White Rock is a jewel but it has to admit that it is not sustainable on its current trajectory. hard decisions need to be made about the future

- White Rock is a special place. Its small footprint and lovely area need proper support to allow business to grow and be profitable while balancing this with protecting the special environment of the waterfront and upper area shops. If we turn into a concrete jungle full of high rises then White Rock will lose the charm and uniqueness that current visitors and residents are here for.
- White Rock is a unique community because of its promenade/beach area. laneways and road end accesses to Marine Drive. It needs more grocery stores such as the one Buy-Low provided in the Thrift / Roper area.
- White Rock is a unique, special place so we should protect it while encouraging socially responsible, environmentally friendly businesses and activities.
- White Rock is an unique city, we are responsible for keep it clean, prosperous and unique.
- "White Rock is growing far too fast!
- There seems to be no community spirit any more. We're losing our uniqueness to the ugly concrete jungle.
- Trying to park or drive down side roads is getting difficult due to all construction vehicles monopolizing our town. They should have a specific routes to whatever job site they're going to instead of all over the city and trying to decide which way is their wickets route"
- White Rock is missing a "soul", that is a unique personality that would attract high quality businesses (art, food, clothing), residents and visitors.
- "White Rock is not very big, but there are 3 main gathering Areas. Beach along Marine Drive, 5 Corners , and uptown along Johnston. We need to have more activities in those areas. A real beach weekend where Marine drive is partially closed to traffic, and there is music, vendors and food available along the whole stretch... Nothing much happens at West beach west of Oxford and there is Zero food or beverage available.
- We need more retail shops along Marine drive. Rents are just too high for most businesses so vendors every weekend throughout the summer would be an affordable option. Make it fun again.!"
- White Rock is unique and needs to be innovative in order to continue to grow and be affordable for young families.
- White Rock needs to work on eviting more pedestrian traffic on the water front and Uptown with less auto traffic. Install a gondola down and make Marine drive one way. Discourage the "Cruze Drive"
- White Rock offers a unique setting of a quaint seaside community. Economic development needs cater to the unique setting by taking a unique, creative and innovative approach rather than a cookie cutter approach taken by other municipalities in the lower mainland. For example, quick and easy access to between businesses uptown and on the beach is required and could be achieved by a funicular. A funicular would increase patronage to both areas and reduce vehicle congestion and parking issues on Marine. Creative and innovative solutions are also required to keep businesses on Marine from closing. The number of closed businesses on Marine are an eyesore. Maybe there are too many restaurants and there needs to be incentives to attract different types of businesses on Marine. Maybe there needs to be more winter events to attract more business in the off-season.
- White Rock to become unique like known as an artisan community, a beachfront with businesses (other than restaurants). Something that attracts visitors and residents to shop locally.

- White rock too often becomes a site of "newly-wed and nearly dead" to maintain the regions integrity we need to fill in the rest of age disparity by bringing technology jobs and environmental conscious business while promoting increased socialization post pandemic
- Wish I could add : clean, fun vibrant, safe, diverse
- Worried about congested and noisy roads, worried we will be forced to go further for necessities. Love walkability.
- Would be nice for White Rock to be a unique destination. Different than other local seaside towns. More arts, pubs, outdoor activities
- Would like a combination of vibrant, artistic but relaxing. Not looking for coal harbour or Grandville Island to be created here. But many of the businesses are old, restaurant choices are few and I assume it's because taxes are high, rents/leases are high and because Whiterock is perceived as sleepy/grey. Attract some innovative small businesses out here.
- Would like to see less towers and more outdoor venues and farmers markets selling local products
- Would like to see more active connections between the "upper" and "lower" parts of White Rock - better means to connect the two will give more opportunities for visitors. families and seniors to enjoy all that White Rock has to offer. Best infrastructure solution would be a funicular, but in lieu of that, a much more aggressive approach to people shuttling would be needed.
- WR has and does depend upon the spending of visitors who come for an authentic, enjoyable, convenient and relaxing experience related to using or viewing the beach while having refreshments or a meal. Not for car dealerships or shopping opportunities. When the accessibility, cost or both lessen the quality of the experience, people simply look for other better alternatives. Availability, cost of parking, traffic and convenience of access are currently prime visitor deterrents. I am 75, started visiting and enjoying WR beaches & shops about 70 years ago. I very seldom do now because of the parking and access hassle. Consider large free parking sites at either end of Marine Dr and preferably free shuttle buses that continually go back and forth with off on privileges for passengers every 2 blocks or so. It will help reduce traffic from those attempting to park on the busy part of the strip. Less pollution from traffic jammed idling cars. The end result is to help increase WR City revenues and local job opportunities by effectively managing an increase in capacity of the number of return visitors to our beaches, shops and restaurants.
- WR is a rather dense, small city. Taking further care to amplify these character should help to retain its charm, while still allowing for necessary growth.
- Year round festivals

Q7 Please explain your choices (top 3 assets in White Rock to work on)

- A bit to late to use the word quaint as it's already grown so much but please don't take away all the charm
- A busy city that attracts visitors who want to enjoy White Rock and spend money in our businesses.
- A lot of White Rock is the pier would be nice to have the marina back too and grow with that, and the local shops keep the Arts and culture in the area.
- A vibrant economy starts with a real focus on arts & culture and making sure this is intertwined with local businesses. While there are strong individual efforts, a much more ambitious budget is required to go beyond what White Rock is currently used to.
- According to the age group of white Rock community to ..,
- Add restaurants to the above. :)
- Again, what it the brand of the city and focus on what that is. I'd love to see a vibrant, arts and culture city = tourism which is great for businesses and residents.
- Along with more residential development, more business spaces can be created. Together with lower taxes, this will attract more revenue for White Rock and more people and energy to the City.
- And sustainable. Work with building owners to set fair rents and hold them to keeping their buildings clean and tidy.
- Appeal to visitors, that's our bread and butter, more commercial tax base to take burden off residents taxes. Build more newer buildings and engage in variety of businesses that are needed.
- Art shows, cultural events, music events annual like tour de white rock td concert series. Promote tourism.
- as above we need tourists and must have businesses that cater to them as the waterfront and pier will bring them!
- As above.
- As growth in White Rock and South Surrey continues, there needs to be a "White Rock First" mindset. At local job market for local residents that live in the community that want to work in the community. There should be no reason as the area grows that people that choose to live and work in the White Rock area can't find jobs close to home and not have to travel into Surrey or Vancouver. This would benefit families, students, young people or those changing careers in a post COVID environment and bring further businesses and revenue into the community as people would stay within the area.
- Attract young people under 65
- Because White Rock and Surrey are so intertwined through business and socially I feel the whole area would benefit by being under one municipality. Because White Rock is so small and has no real industry, it makes it difficult to achieve the goals they want!
- "Better Maintained buildings on the waterfront and uptown .This will attract better and more restaurants ect
Landlords should be fined or forced to be accountable for maintaining their buildings!!!!
Maintaining especially some of old buildingsis important I think ,as the are part of our history and are gems!
Bit of a mish mash of old and new both up town and on the strip. Not a good 1st impression to visitors. But I get we are in transition!
Also more variety when it comes to the restaurants. Do we need 4 Mexican on the strip?"

- By focusing on the waterfront and pier (which attracts tourists and revenue), we can achieve other goals such as a vibrant arts and cultural scene, as well as restaurants and small businesses
- Continue to improve the strand. It is the signature piece of the city. Wonderful reno of the pier and park.
- Destination for art, good food and music.
- Developing an indoor space where "makers" could rent a small space to work and sell their wares would be awesome. This would allow for small ideas to grow into big successes without the the big investment in a commercial/retail space. Future customers can watch the artisan at work too - a win win.
- Developing the waterfront and pier will help draw people in. Thriving businesses will also help the economy grow. Right now there are lots of things inhibiting businesses making survival difficult. High commercial property taxes, paid parking, etc all make it difficult to turn a profit and slow growth
- Diversify businesses and provide more arts and culture activities for youth and young adults to create a more vibrant community which attracts visitors and new residents to businesses. For example, have an advisory board of youth and young adults to advise the city on what young entrepreneurs need and on the arts and cultural events they would like.
- Driving more people to the area through craft breweries and trendy stores. This will drive more people to Come to white rock.
- Encourage local artists. Provide venues for shows. Keep waterfront clean. Lessen environmental destruction.
- Every day type businesses/ etc.
- Focus on local everything, don't spend one dollar of tax payer money on anything from outside of WR.
- Focusing on a unique community - showcase arts & culture and/or craft brewery, funky wine bars. This would support local businesses and again hopefully attract visitors and our residents to shop locally
- For me, a top draw when travelling is seeking out places that communicate an arts vibe and have developed a corridor for strolling, window shopping, dining. Uptown WR could be that kind of place, but isn't.
- Greatest initial need is to increase local, independent businesses, including restaurants, and arts and culture, along the waterfront. Do not encourage the types of large businesses that are already available in south Surrey.
- Having more tourists will have more restaurants open and more jobs will be created
- I feel my improving waterfront businesses by including arts, culture, boutique restaurants, craft beer and businesses would encourage more day trippers and vacationers to visit. (Like Steveston and fort langley or la Conner in USA)
- I feel sorry for any businesses near the pier, as they are very weather dependent. I have seen many business fail and close. WE have the views, and an amazing water front but we don't support them to be able to sustain the winter blues. Vibrant restaurants, cafes and social houses along Marine and Johnston would definitely change that. We are no longer a city of retired seniors and as a tax payer and White Rock resident for over 15 years I would like our city to reflect that.
- I have lived here for 13 years and it's insane how many restaurants can not make a living. There have been multiple locations empty for years. We have too many we need a mix of business's take Fort Langley it has great shops and restaurants and cafes. White rock has the

potential to be a destination of choice for a stroll, ice cream, coffee, lunch and a browse around the shops. We fall incredibly short of that and as a resident I am not sure what the problem is, landlords charging ridiculous rent for buildings that are crumbling??

- I imagine small enterprises with a limited footprint, both environmentally and in amount of land needed.
- I lived in White Rock for 14 years and I'm sad to see so many empty business spots at the beach. I remember all the great restaurants on the beach.
- I love the outdoor concerts and would like to see more of that kind of activity along the waterfront. Buskers would be fun during the summer. I think marketing White Rock's assets will bring more people to enjoy the culture, restaurants, etc. Then they can go home to their own communities! We can have the best of both worlds without increasing the population too much here.
- I think that the ocean views and waterfront are built in, we need to focus on bringing in the things that celebrate those features and improve the opportunities to live and work here, as well as create a destination community for visitors.
- I think there has been enough effort put toward the Waterfront and the pier for now. The proximity to the US border is already being exploited in Langley and Surrey - we don't want trucking and warehousing. White Rock could be like Santa Barbara in California or like Kits in Vancouver. It has to have an artistic vibe to attract both businesses and new residents.
- I think we have to build a more interesting strip with a clear vision of who we want to attract. Right now there is an identity crisis.
- I think we should support small business as they seem to create more jobs and are more invested in the future of the city.
- I think White Rock has a great potential to work closely with Washington state to bring in business. We need more professional firms in White Rock such as cross-border accountant firms, law firms, and other cross-border needs.
- I would like for the city to spend more time on beautification. Many homes and properties are in disrepair. Many storefronts look old and tired. Roads and sidewalks need a lot of work too. The city needs a lot of grooming.
- I've seen successful small towns: Carmel, La Jolla, Sausalito, Laguna Beach, Bar Harbor, Cannon Beach, Port Townsend, etc. That is what White Rock should be like. With one of the very best climates in Canada the centre of White Rock should be full of cafés, restaurants, boutiques, etc., with walkways and explosions of flowers that become attractions in themselves. Visitors would have their photos taken in front of a massive floral display, or huge baskets or pots of flowers, which should define White Rock. The visitors would send their friends and families the photos which is free advertising. It's an Instagram world.
- I'd add in transportation - ease of access from uptown to waterfront, ease of getting around especially for seniors (ex. a community shuttle)
- If we develop in these areas, we will broaden our appeal and attract more people, more jobs, more money. I'd love a better range of restaurant choices and it's natural to want to work on the waterfront (wider footpaths, doggie trail, bike lane) but we need to focus elsewhere... this is where the creativity and innovation can really come in.
- If you want a unique product, you have to support unique stores, businesses. So much in Metro Van is disappearing (small businesses especially).
- Important to maintain ocean views for residents. The pier and promenade is the most important asset and needs to be maintained. Dog walking was a very helpful addition to be

more inclusive. Memorial Park revamp is excellent. More spaces for public seating or children's play areas with the removal of parking lots/spaces along Marine Dr. (Now that we gave the parking garage)

- Improve amenities and the assets to attract more tourism
- Improve amenities but not destroy the assets
- It is essential that the two main areas of White Rock be easily connected to allow tourists and residents access to both. A gondola system or funicular would be something unique to our area as well as being extremely useful
- It is not listed but a major hotel/conference centre would bring huge amounts of traffic to White Rock and the beach area in particular during shoulder season
- It's a travesty that White Rock is being ruined by high rises. Digging up my yard and ruining my ocean view to your unwanted plant trees is NOT the answer
- Johnston road is derelict. No residential units to sustain the business's. They are not desirable walking distance to most residents and far enough away from uptown that the business diverts. Basically serves as a skip the dishes parking lot/thrift store row. More vibrant after 8pm hours for outdoor patio's/tapas w/ res. units could add some much needed \$.
- Keep White Rock simple but more diverse and rich in the culture of this particular location. History is so interesting to everyone that visits. Expand on those components in terms of businesses, food, gifts, clothing, etc.
- Keeping the community quaint but flourishing is tough. Real estate/rent is expensive. With tourism being a major selling feature, it's difficult to stay in business especially when weather is a major factor.
- Less traffic, less noise, happier and more respected residents, more greenery and real trees. It is possible to create commercial success without more concrete.
- Let's be real, the main draw for visitors to White Rock is our pier and waterfront. As difficult as it is, the city should continue (hopefully it is) to call for the re-routing of the BNR tracks, away from the waterfront core. The hopefully former tracks could then be turned into a recreation, biking, walking, area.
- Let's keep the high rises OUT of White Rock. The proposed 'city center' expansion should be eliminated.
- Limit franchises, promote mom and pop, add in a pub or two
- Local arts and culture will bring prosperous customers.
- Local businesses translate to pride and identity in White Rock. You need to get away from the downtown Vancouver look.
- Local jobs are a priority therefore a few different shops other than tacky souvenir and beach attire shops.
- Locally owned businesses could hire locals, people would shop here if there were unique services, the restaurants that cater to locals are supported year around, parking must be subsidized or free in the off season and reasonable prices during high season. I have heard complaints from people that won't come to the restaurants because the parking is prohibitive.
- Make it more local and outdoor
- Marine Drive features White Rock's unique beauty. I live on West Beach, and have witnessed it becoming run down, and sometimes unsafe particularly with West Beach Bar & Grill clientele, which attracts an unsavory clientele in the evenings. It needs to be closely monitored for illegal activity please.
- Marine Drive needs a ""classy"" theme to improve appearance & quality of accommodation, restaurants and shops. And the beach needs to be cleaned up & dredged or at least raked.

When the tide is out, it stinks & looks & feels like sewer refuse. When you walk on it, it sinks and sticks to your feet and shoes which need vigorous scrubbing after. Add some white sand or pebbles if at all possible and regularly clean up weeds and dead fish when the tide is out. Add a City owned coffee and wine/beer bar at the end of the pier. And rent beach/water toys, umbrellas, sun beds, chairs, etc. Liven & pretty it up. Allow wandering sales people with drinks, snacks and so on.

Johnston road is a disgrace with grubby little restaurants, second hand stores and unattractive buildings. Establish an interesting theme and give it some soul. Consider building on what has started around, for example, 5 corners - old but interesting and attractive appearing, antique, natural rock and wood., sea side village stuff, outdoor seating. Johnston Road has been poorly designed with little if any room for outdoor patios to make the area look and feel more inviting. And little if any space for parking. What on earth was counsel thinking with that two lane road lined with high rises. Total congestion and pollution.

In general, there are too many restaurants and shops for ""low income"" seniors. We need to attract the younger professionals who spend money and want variety and lively seniors with resources and interests in activities and life in general. There are way too many pharmacies.

- More craft breweries, wineries, cannabis stores, more locally sustainable businesses should be given economic advantages/priorities. All condo developments should be required to have mixed use facilities as well as minimum rental units.
- More live music, and cultural festivals.
- MRine drive should have some other choices other than restaurants that are all the same. We need some variety that will encourage foot traffic.
- My comment is the repetition of my previous comment in maintaining the essence of the beach town.
- Need better Infrastructure for all the condos going up!!
- need business that is self supporting, year-round and draws. the waterfront is not it
- Need more tax base
- Need more ways to increase the economy
- Need to attract the right businesses
- Need to merge with city of surrey. the snob appeal of being 'white rock' is not economically sustainable for the future
- No more high rises
- No new high rises
- None of the above but you made me chose 3
- None. I think the choices speak for themselves
- Ocean views provide beauty and peace when they are visible from homes / businesses / restaurants - less visible parking, no more excessively tall buildings which destroy that view for many /only offer it to those who can afford the expensive condo suites/
- Other than the White Rock on the beach, there doesn't appear to be any really charming character to the town, and very few residential amenities exist. Parking for beach-going visitors is sharply limited, and there seem to be very few uniquely local businesses in operation to attract tourists. Artists in tents along the waterfront promenade are an attraction provided they change often enough, but the town would do better to put up attractive wooden stalls along there so that artists in summer are not quite so subject to the vagueries of wind and weather, and are encouraged to be there and be open for business

more regularly. In summer, it's way too crowded and hard to find a place to park, so visitors tend to go to Crescent Beach or Ocean Park instead. One or two world class festivals for several days in the shoulder seasons would go a long way toward keeping visitors coming in the off season -- the Busker's festival was a terrific time with high-quality, interesting artists, and a sand sculpture festival or another beachfront event (kite-surfing competition? Crab count? Starfish saviours?) of a couple of days or a weekend would draw people in and feed the businesses, assuming the parking problems could be creatively mitigated somehow (a wheeled train?)

- Peir/waterfront are the big attraction. Lets keep them our assets healthy.
- People visit White Rock mainly for the waterfront experience.. see my above comments
- Perhaps the train station could be revived for trips to Bellingham/Seattle
- Promote the location and develop the companies with made-in-White Rock products and arts.
- Quality of living in a vibrant community where people can afford to live and work.
- retail space needs to be affordable to small business. Need to replace the small food and grocery stores we have lost. (Buylow, Penguin, etc.)
- Retirement pensions form a solid and stable revenue base. There needs to be a move to ensure that relevant services are available to this burgeoning demographic.
- Same as above: with so much development, the vibe and environment is changing for the worse. We need to provide for healthy life styles, less for developers' pockets. Healthy lifestyles include arts.
- See answer 5 above.
- See earlier comments.
- See item #4 answer above
- Seniors' property taxes should not increase insanely because foreign money pushes our home prices to levels that our Canadian buyers cannot afford, which prevents our little city from being more filled with normal families who would be contributing to the liveliness of it and support our businesses.
- should be a vibrant city that people come to visit, to eat to spend the day and see shows, have a great variety of shops and lots of foot traffic
- Since we are known as the City by the Sea, we really need to get our butts in gear and start revitalizing Marine Drive. Can we not do something like provide "fake" storefronts as they do in the movies to provide a more cohesive look at the beach? I know some of these buildings are owned by offshore people waiting to cash in on the property values so are they not eligible for the speculation tax? And if so, I would imagine that it is not enough for them to care about renting out their empty buildings or assisting in the revitalization of WR. We talk about providing something "unique" to WR, I think the idea of the funicular which was talked about by the previous council is a fantastic idea. Also suggested, was the ability to provide artwork along the corridor where the funicular is to be built. Why don't we start getting to work on that and finding out how much, time frame, etc.? That is one thing that would be really unique and would assist seniors in getting to and from the beach without having to drive.
- So many businesses have closed during COVID-19. We need to encourage businesses to return when the pandemic is over. There are many closed businesses on Marine Drive. I am optimistic life will return including businesses and shoppers.

- South Surrey and in particular Morgan Crossing area dominate the typical retail and service provider. White Rock has to compete with a local area that is focused on art particularly performing arts and small shops and restaurants that are unique.
- Stop building high rises and stop wasting our tax dollars on unwanted trees that destroy and disrupt property owners views on single family dwellings that have ocean views
- Support business
- Support local businesses & makers.
- Sustainable practices around the beaches asap. Minimize new developments which are destroying old forests. Keep the area exclusive
- Take a look at Steveston, Ft. Langley, Linden Washington, even Blaine has more appeal than Marine Dr. and Johnson Rd.
- The best way to strengthen the economy and the community is to reduce red tape and taxes for small businesses.
- The boarded up shops on Marine Drive provide a negative view of White Rock.
- The city needs to make an effort to make leasing a business space more affordable, otherwise, the businesses..as is happening now..will just set up across the Surrey border. Where is our promised full-service grocery store? The city still doesn't have one!
- The personality of White Rock is impacted positively by it's current independent businesses and more of them would make it even better. It is that originality that draws tourists and people from neighbouring cities alike miles out of their way to visit our city.
- The Pier attracts many visitors already. You need to create a viable reason to travel in that direction for local people other than the beach. More upscale shops like at Park Royal South newer area.
- The pier, waterfront and ocean views are all in pretty good shape. We just need a lot lower vacancy rate and to encourage more businesses, some of which with proper planning and support can be year round concerns. Try not to block existing views, think about putting wires underground and concentrate development up top in the downtown core.
- The vacancies in businesses along the waterfront Marine Drive, both East and West Beach need to be addressed in any number of ways, including a substantial vacancy tax that hopefully would drive the property owners of the vacant properties to rethink their rental and lease rates they are charging to make it more affordable for small business owners to make it work.
- The waterfront and pier are the major attraction in White Rock yet when you walk along the sidewalk and really look at the buildings so many of them are in disrepair and are really looking rundown. If we want to continue to attract visitors who will spend money we should give our waterfront businesses a facelift and offer a greater variety of shopping. How many ice cream shops do we need? It would be great to designate some space for more vendors but not along the promenade as this creates pedestrian traffic flow congestion. We really need to create a outdoor market atmosphere especially in the summer.
- The Waterfront is being eroded by the sea. The repairs made recently have already begun to disintegrate. This needs to be constantly addressed. Restaurants and businesses have folded and moved out. How can the city of WR encourage more permanency?
- The waterfront is looking shabby.
- The waterfront is our biggest asset and it feels like it isn't what it could be. A huge opportunity to diversify the businesses on the beach (not just restaurants) that can be visited year round.

- The waterfront needs to be more active with no closed restaurants. Charge a vacant business tax.
- "The waterfront was just paved over, how sad, we paved paradise and put up a parking lot. Speculators, developers and foreign/domestic investments should not be able to keep empty store fronts, this should be part of the economic development plan.

There are so many ways to be unique in this wonderful place, why do you want to keep paving everything, it is starting to look like nowhere/everywhere Canada. Have a theme and a common thread so it doesn't look like a hack job. Look to some really successful European communities and then make it a White Rock spectacular. Build it, they will come.

Also, we need bylaw enforcement to step up. I am sick of looking at garbage, smokers, dog poop etc. I live here and when tourists or visitors come to this area they treat it like a garbage dump. Enforce the rules so that all can enjoy the space."

- There has been enough focus on the Waterfront. Time to focus on other areas please. We don't need to spend more money on leased land. Get rid of the Economic Development Officer position and save \$110,000.
- Think about, say, Fort Langley, has a culture, has local maker businesses, encourages shopping, eating, culture, is a destination. We have the perk of the oceanfront.
- This is a city where people chose to live, it's not an industrial area or a heavy traffic commercial suburb.
- To keep white rock's soul it's important to have locally owned businesses and events to feel like a community
- Too much reliance on the Pier & Marine Drive it looks & feels like Coney Island & is an embarrassment! Close ocean access is important but we should be trying to develop a strong, vibrant, well educated & financially strong community. The future of White Rock is 'up top' not on Marine Drive.
- Tourism (arts/crafts/events focused), healthcare, and high tech are the areas where we are best to focus
- Tourists who spend; local entrepreneurs
- Trust you can access/review all PRIOR econ dev goals, recommendations & research like 2011 WR Business Needs Assessment; 1998; 2000; 2003; 2004; 2007; 2009 Plans – pattern emerges – TOURISM – funicular/local mini bus/Trolley; shop-at-home' campaign, urging White Rock consumers to consider the personal service, friendliness and variety they enjoy by patronizing businesses at home; missed opportunities – like Center of Excellence in Health & Health research. I will email a prior submission.
- Unique location with great views. Tall ugly buildings takes away from these views
- Vibrant, safe, outdoor - an environment where people want to hang out
- Waterfront and Pier have always been the main attraction. Great asset to attract visitors and businesses - especially film and arts

Proximity to the border has been grossly under utilized - one would think there would be bill board attracting US visitors to drop by before and after their visit to Vancouver. No present White Rock bill board in the sister city or anywhere else in the US border towns.

- Waterfront is a key draw for visitors. Independent businesses tend to be more creative
- We are the city by the sea. The beauty we are fortunate to possess lends itself to the development of and arts and cultural hub. Also, small local businesses are much more

interesting and attractive than chain stores and restaurants. Let's not have a McDonald's and a Walmart or anything like them on the beach!

- We have a unique opportunity to encourage people to support our local small businesses. There are enough chain restaurants and big box stores in other areas so promoting other kinds of shopping, restaurants and entertainment would be a great way of keeping our individuality yet encourage that people want to spend money in our city. With a current aging population and potential family population finding accessible health care in our community should be a priority. Having to trek to North Surrey, Langley or Vancouver, etc... for health care should not have to happen.
- "We have one restaurant on the waterfront that has views- so sad. The only way residents or visitors get to see the view is a walk (involving expensive parking fees), or if wealthy enough to own a view. A massive concrete pier / marina (with a proper breakwater) with overwater restaurants and boat docking would be stunning .
- Alternately moving the train tracks and establishing a mixed use trail through to Crescent beach would also be amazing. Our use of waterfront is just so dire compared to other West Coast waterfront towns. If all that is too expensive at least drop the first two hours of parking fees to 2 dollars, then go up , as to bring in restaurant patrons- especially in fall and winter.. Everyone I know thinks : Why pay so much extra for parking when there is no view anyway?- better just to go to Grandview Corners ...Allow for purchase of summer full day lower cost passes for the parking garage only for those that want to use the beach. It would bring more people in and also free up parking beachside."
- We have spent enough on the waterfront area
- We have to make White Rock more accessible to the film industry, we need to support businesses that are trying to add more culture to the city, everything seems to get delayed by the city, because of staffing problems? White Rock is famous for being very slow to green light anything. The top of town is really unattractive- we need to revitalise the top of town not just the sea front.
- We must develop a business bases here - think Sausalito. Beautiful and safe.
- We need more small unique business not chains and big box stores. We are a high end community with beautiful views and close to the beach and boarder. We should be striving to become more like the west end of Vancouver with vibrant pockets of community everywhere. Stop staying stuck in the past. Why don't we have a fresh seafood for sale at the beach?
- We need more viable businesses to many of the same type we need to attract a younger more vibrant feel to White Rock too many people are afraid of change things can't remain the way they were 50 years ago. Johnston road needs to be like a Robson street in Vancouver bustling with people who live in the area with vibrant businesses that will attract people from outside the area also.
- We need more vibrant and interesting businesses here rather than having to shop in big box stores.
- We need our own grocery store in White Rock, besides Natures Fair. I live on Marine drive and would love to walk to buy veggies, bakery items, etc.
- We need services that will cater to younger age demographics: daycare; bicycle stores; and specialized printing photo shops for artists. We lack gourmet quality grocery stores and can only find them in Surrey. Brew pubs, craft distilleries, are lacking.
- We need small businesses

- We need to ask more of our businesses in terms of cleaning up their properties. Walk down the alleys behind Marine Drive. It's a disgusting mess. It's hard to recommend waterfront restaurants to friends and family when cleanliness is so poor.
- We need to attract more businesses to lower the tax burden of residents and create more local jobs
- We need to capitalize on our one asset that most others don't have and that is our waterfront. We need to encourage rather than discourage businesses down there.
- We need to drive consumers from marine drive to up town and back. We need to modernize a number of business appearance. This can be done with bylaws.
- We would like to keep views as is so not more height in building on Marine dr. Keep the beach front clean
- Welcome new businesses, make them want to come to White Rock.
- Well I picked the three that I think would work best together the two first would help businesses and people would make money for those businesses which would ultimately make money for the city and then the city would have that money for other projects so that is economically sound and that would be feasible for development you would have equity built up for economic development in White Rock that's my plan and I think it's a pretty viable plan you put money into the town and into its people then you will have money to do what you need to do to better the town to make the town stronger and to build the town up"
- "White Rock should leverage the City By the Sea tourism image as a boutique restaurant shopping and waterfront enclave known for Parks and senior friendly health and wellness activities with arts music and a mellow seaside community vibe.

White Rock should hold to building standards that have look and feel of a village by the bay not haphazard Burnaby like high rise canyon. Attract young entrepreneurs with modern shared workspace centers as the new cool work live and play in a seaside town environment Place to be. Limit building height along waterfront to 3 stories. Keep the "city center" boundaries tight. If White Rock loses its image as a cool resort like destination and turns itself into just another over-developed high rise condo gallery that's what it will forever be.

Footnote: Long term goal should be relocating the train route away from waterfront.

- White Rock can distinguish itself as the home of independent businesses
- "White rock doesn't need anymore fish and chips restaurants or ice cream shops, bad news pubs like Westbeach Bar and Grill need to go, more outdoor patios needed, more boutique shops needed not souvenir shops.
The work that has been done on the waterfront over the last few years has been great. Time to update the shops along the ocean front.
Protect the ocean views, that's why we all choose to live in White Rock."
- White Rock is a tourist destination and growth should be encouraged to promote that aspect of the area.
- White Rock is not a big city, we don't have the infrastructure like Surrey with a tax base to buy into expansion. When Bosa was allowed to build the high rises we were told our taxes would go down, didn't happen! I guess White Rock doesn't have anymore land, maybe build more high rises.
- White Rock is so expensive it's pushing out the very people it needs to provide a vibrant district. Right now it appears to be heading the wrong way. Especially with all of the displaced businesses shoved aside in favour of yet another high rise. Hillcrest Bakery - a family favourite

- has been all but decimated after losing its prime spot. Killing a neighbourhood staple doesn't help in any way. Lost jobs, lost income, lost loyal - often daily - shoppers. There needs to be a balance between the income brackets here. Seriously.

And the Rialto? Shoved out because the owner DOUBLED their rent in this ridiculous time? Even in "normal" times that's ridiculous. That leaves exactly one movie theatre in South Surrey, and none for the community of people who walk around the Rialto. What about them? All of the wonderful things about walking in White Rock are being dismantled.

- White Rock should develop as a destination for unique shopping, eating and cultural experiences unlike any other on the Lower Mainland.
- Why is there no options for sports and leisure? Our greatest asset is our waterfront and yet little is done to encourage businesses that contribute to a vibrant beachside community. Too many closed businesses and the ones that are there do not provide anything for the community. Why are businesses unsustainable on the waterfront? The Sandcastle Pub site has been sitting empty for years and really could be converted to a viable recreation/community centre or business offering opportunities for engagement with the beach and waterfront in fun and restorative way. We love to see the kite surfers, paddle boarders and more...Why don't we encourage service providers to have opportunities for children and families to come and experience these fun types of activities on our beach without bringing their own stuff and then charging them an arm and a leg for parking and providing limited access? The one shop on the Semiahmoo First Nation lands across from the Ocean Promenade Hotel has gone out of business too. It's too bad.
- With all of the current development, developers should be supporting the local community, i.e. by cash donations to the city, or allowing areas for local artists to display their work.
- Wonderful destination for day trips.
- Would like to see more happening year round at the beach- restaurants in east beach
- Would like to see the seafront look classier and less loud music playing unless it's a special concert. Classical concerts would be nice. Let's get away from tackiness. It's a zoo on the weekends especially with the heavy traffic and trying to find a parking spot. The pier could be improved upon, maybe a nice restaurant/bar or a nice marina pub.
- Would love to see White Rock have a similar ambiance of Salt Spring or Granville Island.

Q10 Are there other reasons why you choose to shop outside of White Rock?

- price
- all of the other 4 points above
- Almost everything in White Rock is more expensive than affordable, probably because of the cost of retail space there. The town has the definite feel of a suburban area and looks quite run down in places, with narrow, congested streets, buildings in poor repair, and commercial districts with shabby exteriors. It has the potential to be a very pretty town, but no one seems to want to develop a cohesive look and feel that is affordable, pleasant, clean, and upscale.
- Always try to support local business, unless they don't have what I need
- At times it is easier to visit an area like Grandview because it has the variety of shops and the ability to park centrally and then walk around easily. I hope that as more shops open, with the new spaces in the developments in the town center, that this will change and white rock will have strategies to conveniently get people out of their cars and wandering around the shopping areas.
- availability, no parking in WR, no Costco
- Availability.
- Because generally the lack of services. Most of the stores you need on a day to day basis are not in White Rock!
- Because the store is just across the street from the border unfortunately
- Better and free parking
- Better quality choices
- Better selection. No parking fees
- Better selections
- Better, higher quality options
- Big box stores - don't ever want them in W Rock.
- Big box stores and big grocery stores are not in White Rock. This is what I mean by lack of available land to attract businesses, we are a tiny city geographically. In fact Surrey is about to take advantage of our efforts by creating a city-centre hub around Semihamoo Mall. There will be synergies but ultimately it might also draw people away from White Rock based options.
- Big box stores for variety and price
- Bigger stores and easy parking
- Buy Low Foods closed : (It was such a great little store.
- Can not find the products
- Cheaper purchases elsewhere or WhiteRock doesn't have it
- Choice
- Choices in shopping...
- Commute to and from picking up children from school or to/from the workplace.
- Convenience
- Convenience during commute
- Convenience, not available.
- Convenience, price,selection
- Convenience, selection, price
- Covid has resulted in more online shopping. Price is also a factor.
- Day trip diversion; exploring other retail and community services including galleries, museums/archives, specialty events/festivals with friends/visitors

- Developers keep pushing business out of White Rock.
- During the pandemic it feels safer to buy online. The go to is Amazon.ca. I like shopping at Thrifty's as they have a good selection of produce and organic food.
- "Food supplies across the border (Trader Joe's). I don't shop much anymore. Do not go to spas or fitness; seldom to a salon. Cannot comment on much of the above.
- foods from different countries
- For experience
- Free Parking
- Having to pay for parking stops me from shopping along the beachfront
- How many seashells and other crap does anyone need? Real, substantive needs driven businesses are required.
- I always prefer to shop locally if possible
- I do not shop outside of White Rock but if I do it's online only
- I don't shop in White Rock. I only went to Penguin meat. I live in South Surrey I shop at Morgan Crossing.
- I don't.
- I don't shop much and when I do it's basic living items, groceries, gas etc... I buy the majority of those items in South Surrey because I can access everything in one place. However, I do make use of the vegetable store along Russell as they provide good value. I look forward to the new development to offer new places to spend my \$.
- I lack of availability.
- I shop mostly in south Surrey for groceries. I'd love it if there was a thrifty foods in white rock. It could be incorporated into the new development plan and have a good grocery store within walking distance of the downtown core without having to go into Surrey
- I try to shop local as much as I can. I go outside for gourmet food at Well Seasoned and certain dry goods not available. With the exception of grocery I try to avoid big box or chain stores.
- If I can find it here I prefer to support local business.
- In addition to selection, some items (esp. big ticket items like furniture, appliances) are not available in WR. Few nice gift stores, complementary garden items. For #8 above - I don't seek out the last 6 kinds of businesses, but as the form demands the section to be completed, I plunked in a rating of 3 (even though I have no idea as to variety/selection).
- It's very easy to shop on-line
- Lack of choice. Not enough good business. Most businesses the infrastructure looks like it's falling apart or is highly outdated. Further in regards to restaurants I do not choose to go because I do not want to pay for parking and further do not want to have to be watching the clock when enjoying a meal. There are better options in surrey without the pay parking.
- Lack of parking and the little parking there is , is very expensive. Make it free
- Lack of selection
- Larger Choice or price
- Limited and expensive parking. Lots of people and families use bikes to get around these days. Develop bike lanes in the city, provide bike lockups and more people will come to the waterfront and Johnston Road that aren't within walkng distance.
- Limited choices in Whiterock
- Limited selection
- Limited shops that offer unique items. Limited clothing stores.

- many products that we need are presently not available in White Rock
- Many reasons - mostly little is available here.
- More selection
- More selection outside White Rock
- More selection, stores not available in WR, enjoy a variety and selection
- More variety
- More variety, less cost
- Mostly due to selection either not being there or unavailable in white rock.
- mostly not available. No grocery stores, liquor stores
- Necessity.
- No
- No
- No
- No
- No
- No
- No
- No
- No affordable grocery or clothing. No big ticket items"
- No clothes, hardware, electronics, gardening....
- No grocery or hardware store in city. Big box stores offer better prices
- No grocery stores or her than specialized one. I'd like to see an Urban Fare on the waterfront
- No I would prefer to shop locally and support our businesses here
- No large stores here (ex Canadian tire)
- No local affordable supermarket available since BuyLow left.
- No major grocery stores in WR
- No parking fees
- no, there is just hardly any options available
- No.
- None
- Not available
- Not available in White Rock
- Not available in White Rock
Not available or parking is difficult
- not dealing with constant construction on 152nd with road and sidewalk closures as well as too much car traffic due to density
- Not sure
- Occasionally you do need Costco
- Often better selection of services or services that are simply not available in White Rock. Price is important, as noted above, but it is in combination with selection of different services available.
- Parking
- Parking and traffic! When I first moved here I was shocked at how difficult it can be to get to and park for businesses - esp if they're not in a mall. After about 6 months I made a conscious decision to shop in Burnaby where I work.
- Parking can be an issue.
- Parking convenience.

- Parking costs at waterfront
- Parking in White Rock is the biggest obstacle particularly on the beachfront. Not worth the hassle.
- Parking is atrocious. Not type of stores I frequent
- Parking, but mostly selections. There are no craft shops in White Rock.
- Penguin Meats and Buy Low are gone. Grocery store or even the butcher shop on Ocean Park is convenient and local. But I love Howe's Market for their flowers.
- Places are not open late enough or lack selection.
- Poor parking in White Rock. No selection.
- Prefer to support local business but sometimes selection is limited
- Price
- Price
- Price
- Price
- Price and availability of desired products.
- Price and selection
- Price and selection
- Price or not available in White Rock
- Price, hours of service
- price, selection, service, convenience
- Price.
- Price. Higher in white Rock.
- Prices higher in White Rock, or not available in White Rock.
- Quality
- quality not that great in WR. Need better quality and more diversified businesses.
- Retail is struggling , there retailers are not well run and undercapitalized. They are putting g very little money back into their stores and these continue to deteriorate. The City tax base does not help.
- Sad array of business choices in White Rock. Too many “financial, banks, realtors, investors, health services”.
- Scheduling- a lot of the stores I shop at close before I’m done work or are closed on my day off
- See above.
- Selection
- selection
- selection
- Selection
- Selection
- Selection
- Selection
- selection
- Selection & price
- Selection & price
- Selection and price
- Selection and price
- Selection and variety

- Selection of types of products
- Selection or options for comparison shopping
- Selection we have non here.
- selection, price
- Selection, pricing and convenience.
- Selection.
- Shabby storefronts, lack of ownership pride in storefronts
- Since the pandemic has hit, I am more conscious about shopping in White Rock and supporting the local businesses. It would be nice to have another grocery store in White Rock in addition to than Nature's Fare. I shop at other stores that have a bigger selection of items, but as I said, I try hard to shop locally.
- Some things not available here. I.e. hardware, clothing.
- South Surrey has a wealth of choices and option available to every shopping group.
- Stores have the product I want but I'd rather not drive there / have to bus it to get there.
- The City of White Rocks selection of retailers is an embarrassment. Can we get any more Thrift shops? PLLEEAASSEE. There is a lot of money in WR and we are forced to shop in S Surrey or elsewhere.
- the selection. Many of the quality stores that were in WR have moved to Surrey, i.e. Just Jewellery, Christophers Gifts. The uptown core is just a large cement alley. The colour and personality has been lost.
- There are no major grocery stores in White Rock. The only one was the BuyLow. How many years ago was that? Doesn't the city of White Rock think buying groceries is important? Postal outlets in White Rock require adequate nearby parking. Johnston road parking near Rexall drugs postal outlet was changed into a bus stop.
- there is no selection, because all the stores have left White Rock and gone to South Surrey!
- There's never parking on Johnston. And far Too much construction
- They may not have what I need so I have to travel outside White Rock
- to support other canadian businesses
- Too many old and out dated businesses located in WR. Pay Parking along the water can be an issue, and other areas such as Morgan crossing offer a lot more selection.
- Traffic can be very difficult in White Rock. Sometimes it's less stressful to take a slower less busy road to Ocean Park.
- Traffic in Whiterock. Parking is expensive and difficult to find.
- Variety
- Variety
- Variety of selection ie Costco/Superstore
- Waterfront parking costs
- We go to other beach communities as there's more to do there.
- We just lack the choices.
- We lack parking, we lack stores that can cater to home renovations, and we lack medical practitioners.
- We no longer have a fabric store, pricing on groceries because we have lost Thriftys and other businesses, selection is limited
- We walk to the local shops. If the amount of goods or size of goods is to large to carry then we drive. Often if we drive we go outside of White Rock.
- When I use my car for an appt beyond WR borders I patronize businesses on my route.

- When the only options are big box stores or American franchises
- White Rock has high property prices so business prices are high too
- White Rock has nothing to offer except tacky stores on Marine Dr. and thrift stores on and just off Johnson
- With few exceptions, the shops appear dowdy from the exterior and are not attractive inside. Service is mostly ok but clerks could help customers find what they are looking for or the latest styles that would complement the customer's size and shape and interest. Active salesmanship but not high pressure. Make people feel welcome.
- Within the strick confines of the White Rock limits, there are no major chains where you can get groceries, furniture, electronics etc all in one place. Everything is available very close which is good enough.
- Won't pay for parking to shop on Marine drive when there are other options.
- WR offers niche, high price, there is nothing to really shop at. No clothing stores, sports stores, few good restaurants (clean quality food, most are Gordon Food Service) need more scratch kitchens.
- You're pretty limited when it comes to shopping in WR for clothes, shoes, athletic gear, movies, bakeries, furniture. Even restaurants are pretty limited how about a really good Italian or Chinese restaurant?

Q12 Please let us know what other types of businesses you think would be successful.

- "Casual restaurants with sidewalk tables & chairs. Wine tasting businesses - you mention craft brewery but beer definitely not for everyone
- A "coastal cruise" leaving from the White Rock pier and doing half day or day trips around Boundary Bay, birding or sealing trips on weekends, and maybe a bit of tourist fishing or something?
- A high end spa, due to construction the good ones have folded, the constant construction has left business struggling and driven the good ones away. Gathering (sitting)spaces for lunch and visiting need to be created. The high towers in the uptown core have caused wind tunnelling. Not a nice place to be with a slight wind.
- A local bookstore on the steep could be great.
- Amusement Parks
- Any type of business can be successful if the operating costs are affordable...rents, taxes, parking, ingress, egress. Empty retail stores or offices may not be affordable.
- Artisan bakery, deli, meat shop, pottery barn, Williams and Sonoma. Shops that are discount designer. Like in the USA, Not Like Tswassen Mills. Overpriced. Still cheaper to shop in USA even with exchange rate and duty.
- Bakery, deli, home cooked meals to go, grocery store,
- Bands and Concerts musical
- Bank, grocery, butcher, garagecar
- "Beach business - Feral rentals of boards, etc was building up (I assume rental on reserve land was culprit for business fail). Craft brewery - one coming, allow more. Cannabis isn't my thing but if it draws people to the area (good people) then I'm open to it.
- Better selection of franchise restaurants and cafes
- Bike rentals, clothing boutiques, home decor, movie theatre, coffee shops.
- Board game cafes and other such social areas for young adults. As too often we are forced to leave the community with inaccessible transit alternatives to go to Vancouver or Central Surrey
- Boutique clothing, outdoors shop, really good bakery, really good Chinese restaurant, gourmet cheese shop, movie theatres (not the Rialto).
- Boutique hotel w/ conference facilities
- Bring a brewery district to white rock would be profitable. Further more restaurants in the uptown area.
- Business that cater to seniors needs and entertainment
- Businesses supporting and sustaining young families and young adults
- Buskers, bike rentals, paddleboards, yoga, fast food, hotel, train travel..
- Cafes and bakeries
- Children/toy store.
- Clothing
- Comedy
- Comedy club or other evening entertainment
- comedy club. Billiards club.
- Community drop in site for folks to meet other neighbours in a casual setting, with an outdoor component to enhance inter generational relationships, multicultural experiences.....funded by businesses that are community minded. That could add vitality to WR. Within WR borders we do not have a garden store.....

- Competing with South Surrey on the other side of 16th seems futile with Semi Mall, Save on and Shoppers there. However, the main drag of 152nd and Marine Drive would be great if there was more of an arts/entertainment feel. Blue Frog and the Theatre are there but unfortunately Covid has put a damper on that and people drive thru both those streets. Not much of a walking community. What does Yaletown do to encourage people to walk and visit? The Farmer's Market is nice in the summer but it's a tough sell since White Rock is really a bedroom community without the small town feel. Not enough arts/crafts or produce like the Christmas market downtown and real estate/rent is very expensive.
- craft is hot right now and draws. can build around existing solid stores
- Craft shops! Somewhere to buy papers and yarn and floss and jewelry supplies. The one craft shop in White Rock is niche mostly to painting. Everybody is crafting these days. Why is there nowhere to buy supplies?
- Doesn't have to be all locally owned...why don't franchises want to do business in WR
- Education, Hospitality, Tourism, First Nations Arts and Crafts
- Entertainment options..like a movie theatre..and perhaps another uptown pub with the increase of population on the hilltop.
- Entertainment. Music.
- "fabric store that offered sewing classes, knitting classes. a good private sports store (like peninsula runners). dance studio. seniors activities
- Fishing tackle shop, outdoor gear, cooking school or two.
- Fitness
- Food chain
- Food, (meat, produce, bakeries, seafood and other specialties) How about a Granville Island style market in the uptown area behind the old KFC and Central Plaza vacant space where 7 day a week vendors could set up affordable stalls.
- Galleries, Some boutique high street brands to bring people to the beach however you will need to renovate and modernize to attract this. Crafts, Craft Beer, Clothes,
- Garden Nursery, cultural venues like Blue Frog, grocery store
- Get a seasonal barge where the sailboats were on the pier. Rent out SUPs and Surfskis. . Hire pros, offer lessons, promote safety.
- Good Grocery stores, services, entertainment
- Gov't Liquor store
- Grocery
- Grocery store, cheese shop, butcher, more bakeries, more chocolate shops - high end food! Something like Trader Joe's, Canadian style.
- Grocery store, we had several. Some kind of independant department store, not big box store.
- Grocery stores and postal outlets with adequate provision of adjacent parking.
- grocery stores, good retail stores
- Grocery stores, movie theatre, hardware.
- Grocery(chain)
- Grocery, alterations, books, pharmacies,
- Grocery/market at the beach on Marine. Marijuana stores.
- "Gyms for women only.
- Nice pubs like the Village Pub in Ocean Park
- More shoe stores

- A Safeway store
- Hard to say - look at long time successful businesses - what made them tick?
- Health care: dentists, doctors, physiotherapists, cataract surgery - services that seniors uses.
- Health services
- High end boutiques, food trucks on the front.
- High end grocery store
- home decor aimed at condo living, children's toy shop
- Hotel and short-term rental
- Hotel/conference centre
- I can not think of
- I love the arts etc but it needs to be better quality. The trinkets they sell on the Boardwalk and Deive just don't do it. Or the overpriced Silpada that is a home marketing product. Like selling Mary Lay on the Boardwalk. Secretly has a curated festival every year and draws huge numbers to it. You need to draw in tourists in Marinw and look to areas like Fisherman's Wharf, Cannon Beach, Carmel etc and then provide more services for locals in uptown.
- I think before you add more shops, our hospital and road systems need to be addressed. The growth is crazy and trying to make a dr appt you're looking at a month sometimes plus X-rays, blood tests and physio etc are taking forever. I avoid going due to lineups that are ridiculous . Council needs to wake up and pay attention. The growth is getting out of control!!!
- I think clothing, home crafts like pottery, leather, jewelry etc., and small housewares store. A larger number of brew pubs, bakeries, coffee shops and restaurants. Plus deli, fish and meat market. A regular summer daily market in downtown white rock.
- I think outdoor activities would be fantastic over here as well as culinary schools that would be fine over here cuz I'd sure like to learn how to cook I'm sick of eating my own food LOL
- I think there is a good variety
- I think tourism is a huge one, normally we see a large number of Americans come up for a vacation, and white rock should market itself as a destination they cannot miss. Again, professional cross-border business should be a thing in White Rock.
- In White Rock grocery store
- Indigenous Bloom has attracted MANY shoppers. Why not have shops in WR so we can benefit from them. i know some are here or are being planned, hope they'll be successful.
- Indoor recreation that has something for the whole family
- Information kiosks with young, vibrant guides to provide information, direction, and help to visitors and locals dotted along marine drive and Johnston Road. Make people feel welcome. Maybe some discount coupons to encourage spending.

The recent BIA flyer in the PA News is a terrific way of advertising. It highlighted many services/businesses I was unaware of, created some fun with the possibility of a prize & interesting and entertaining puzzles. Distribute such more widely - BC Cities, etc."

- Interesting boutique shops including food shops.
- Large grocery store.
- Live music
- Local car wash
- Marijuana shops (not just ones for the reserve).
- Marina
- Marina

- Marina, bakery, butcher, veggie store,
- Markets - produce and crafts. Folk / other music festivals.
- Mobile food and beverage vendors. More shops like Mason jar, hand picked, islands, greens and grind, looby-do. Fresh and fun not sad and old
- More driving services: taxis, other
- More family friendly take & go restaurants on the Waterfront for families that don't always want "fish & chips". As well opening up restaurants that have closed down on the Waterfront and have remained closed for "years" because of being sold and now being held by owners. (i.e. the Sand Piper Pub; perfect location, perfect sun setting views but no occupants to even sell a cup of tea or coffee). There are more people living close by that has increased people that are now visiting the Waterfront year round but seems more restaurants have closed down and less places for the public to enjoy a meal, drink and the sunsets. Maybe there should be a law put into place to restrict how long a new owner can "sit" on a proper and not have it operating as anything. Kind of like the "empty house tax" thing that the the B.C. Government came up with to generate more rental homes. It is sad to see the jewel of White Rock (Waterfront) so empty with less and less choices for dining, etc. More taxes can be generated if these commercial properties were to actually start operating as such and not just sitting and waiting for a real estate gain to fall into their pockets.
- More Ice rinks,
- More opportunities for active rental equipment like bikes (or e-bikes for our hills!) and water sport equipment. Also, more shops with unique offerings for day visitors to wander around on rainy as well as sunny days.
- More pubs
- More retail such as trendy younger women's clothing stores, neighborhood hardware and garden store, dollar store, kitchen store, another Thai restaurant, a bakery with wholesome healthy baked goods and homemade soups, a healthy breakfast and lunch cafe that has vegan options, a pub on Marine with live music and dancing, an art studio on Marine that has art classes for children and adults, yoga and tai chi classes on East and West beach, non-motorized watercraft rentals on East beach, motorized watercraft rentals on the pier, parasailing, train rides to crescent beach, airport shuttle, Indigenous art and crafts on Marine with resident artists, etc.
- More water toy rentals, boat tours/rides. Food trucks.
- Movie theatre
- Movie theatre
- Nightclubs, bars, things to make it more fun and draw people in at more hours of the day!
- No comment
- No waste grocery store.
- None
- Not sure
- Outdoor activities
- Outdoor activities to get more tourism
- Outdoor brew pubs. Farmers markets
- Outdoor events
- Outdoor places to hangout with food or drink. Wine bar.
- parasailing, kayak rentals, festivals (music, crafts)
- Pot shops

- Practical services, things that Canadian Tire or Home Depot or Staples offer. Produce, bakery, butcher, Rialto style cinema.
- Pub/Bar that isn't on the beach, Artisanal food, late night entertainment.
- Pubs and restaurants aimed at young people that are open late
- Remodeling, Household restoration.
- Rental recreation items at the beach. Entertainment at the beach like outdoor concerts etc
- Restaurant and prepared food delivery.
- Restaurants and a grocery store
- Restaurants, Retail
- Retirement homes and Seniors Care facilities with ocean views might really help entertain, soothe and improve the personal environment for their guests.
- See above.
- See above...Water sport business (sales/rentals), tour guides - local island tours...etc.
- "Shared space or office boutique work center facility for entrepreneurs, Deli,, gourmet foods, boat tours, higher end waterfront boutique shops - clothing maker businesses etc. boutique hotel or Inn with restaurant. Water sports bike rentals, shoe store, brew pub with food. Music venues. Health spa, fitness gear.
- Small gift shops
- Smaller branch of a Post Secondary option
- Specialty retail
- Sports store, clothing store, grocery store
- Starbucks or Tim's type of coffee house on Marine drive. More food carts like Vancouver has.
- Stop licensing marijuana stores in White Rock
- Storefront HUB for one-stop any age opportunities to be engaged with resources, non-profits/charities, work search, tourism, volunteerism and capacity building, community cohesive connections. The place where we belong - meet neighbors. Tell folks where to go nicely and how to help each other and themselves.
- Supporting tourism, Hospitality, water sports, outdoor activities. Arts, culture and entertainment support both the quality of life and tourism
- Tapas/wine bars. Somewhere to dance
- There are no lounge bars or restaurants. There is no decent hotel. There are 2 craft breweries, right beside each other. Places like Blue Frog studios are wonderful. There are too many chain restaurants. There's nowhere "fun" in the evening to go to. I've seen restaurant staff "sweeping their floor" whilst still dining, at 10pm sometimes (pre-pandemic) which is crazy.
- There should be a major not-for-profit or government run arts & culture hub for artists and small business freelancers to come together under one building. Right now there is no official studio space for artists and that's a lost opportunity. Meanwhile I noticed a condo developer saying "in the heart of White Rock's art district"... but what art district? Taking advantage of independent artist efforts without contributing to the infrastructure is counter-productive.
- Think moderately priced. Like the BuyLow we used to have. The government liquor store we used to have. Apparel in something bigger than a size 2.
- Unique local artist venue. Beach promoted type stores. Public transport to & from beach to encourage visitors. Tram from a downtown parking lot.
- Using our resources (ocean), make more of a destination. Ability to accommodate people (high parking prices are a deterrence), having convenience stores on the beach to pack a picnic, have shops to rent SUPs, kayaks, etc, +/- lessons, water activities, catamaran rides, etc. Food trucks. Walk up concession stands.

- Vancouver chefs who are unique and better range of prices (ex. Barriquee is great, but pricey). No more sushi places please!
- Vegan restaurant, more brunch restaurants (when wooden spoon has a three hour wait, you know we have room for another awesome brunch place)... more home goods?
- Water sports, outdoor activities, retail.
- Waterfront needs more mixed use development- one hotel? No retail, no grocery shops. Just fish & chips, coffee shops, restaurants & tattoo parlours.
- "We do not have quality retail stores like an Urban Fare or other grocery store that can provide the cooking specialties we like. We are forced to go to Surrey to shop for this.
- We are also going to need better daycare spaces with access to quality parks. Where are truly protected bike lanes. There are so many people with electric bikes and not enough dedicated/safe bike lanes."
- We need an arts building to support local arts and culture.
- We need more water sport rental businesses i.e. kayaks, paddle board at the waterfront. Let's create a fun waterfront summer hot spot with activities not just ice cream and a walk on the pier.
- We need small Inns or bed and breakfast places, maybe with a small cafe/restaurant attached and in the downtown or waterfront areas. not hidden in suburban areas!
- We need to have businesses that won't crowd the waterfront more than it is already.
- Well I find White Rock it's the water front including boating plus the local shops and restaurants
- White Rock has many great local businesses but these have suffered when the pier renovation happened and when the front street area parking was lost. Now with COVID, White Rock tourism and businesses are still suffering I think. We need to up tourism in the good weather months and create other year round businesses that will thrive in winter and that do not necessarily rely on tourism. Maybe digital businesses or service support businesses that we can market to the growing south surrey area.
- wine bar, food trucks, affordable grocery store uptown whiterock like the old Buy low but updated:-) water sports /out door activities
- Wine bar. Eating/drinking businesses with outdoor seating.
- Would love to see tech firms based here to attract professional workers. We have lots of restaurants and they succeed or not based on their offerings.
- WR is lacking a dedicated "Art Barn" for lack of a better term where local artists can rent space to work and display their wares. I know this has been discussed many times of the years but nothing has been done. I think what we have to do is put this as a priority and start fundraising which is how the Intergenerational Park got started with Myra Merkel hosting Princess Parties, etc. to raise funds. I also realize that WR does not have any old warehouses, etc. that could be purchased and renovated. Land is also at a premium and is scarce. Perhaps a committee could be struck to start the ball rolling. Contacting the local Arts societies and asking what they need would be a start. Once that has been done, a site plan and drawings could be drawn up and then the hunt for land. It has also been suggested that developers either provide rooms for the artists or kick in some \$\$\$ to assist in fundraising. I would like to see something with personality rather than just a big room in a high-rise building. There are options and I know it is not an easy task and it is a long-term plan but let's start now with some definite steps. Other businesses we need are; a movie theatre, I know I really miss the Rialto; a butcher shop; fabric shop; grocery store (other than Nature's Fare); an ice cream shop in the downtown core (we have plenty on the beach but I am not aware of one on

Johnston Road) cheese shop and/or deli in the downtown core (I know there was a cheese shop down at the beach which went out of business but the downtown core gets foot traffic all year so it might be more successful); a high-end spa (there are a number of smaller spas but a larger one with more services i.e., sauna, etc. which would offer a "ladies day" event, and something other than the usual mani-pedi would be nice); a small boutique hotel with a cozy cottage atmosphere and high end restaurant and 250-300 room for conferences/events; a drug store on Marine Drive (I am not sure if there is one, this may be helpful for those living in that area to fill prescriptions without having to get in the car/bus and drive to the city centre). Also, is there a heritage house similar to the Stewart Farm that could be purchased and renovated and used for events?

Q13 What actions should we work on to make White Rock a better place to live, visit or do business. Please tell us your top three ideas for improving the local economy.

- ' - avoid over construction of towers; maintain medium density; maintain views, trees, green spaces, parks; create neighbourhood off-leash dog parks.
- Better traffic control at the beach. Support more local businesses. More actives during the fall and winter. It seems a lot of new businesses don't do well during the fall and winter.
- " More activities on the water front like outrigger races, dingy sailing, sup races,, triathlon. Get a couple of
- Core technology companies and create a little mini tech hub. Consider food trucks maybe a couple of days per week in one of the parking lots. "
- . Better events capitalize on the city by these with entertainment such as more music, arts events . Turn the SeaFest into a cultural event not a parade from the sixties. Play close attention to the demographics and tailor entertainment restaurants to the new comers.
- 1) Build more parking garages and eliminate traffic on Marine drive or at a minimum make traffic one way going East. Adding more pedestrian congregation areas next to the restaurants and shops.
2) Add emphasis on ""Arts District"" in the uptown area. Increase pedestrian congregation areas including areas for craft fairs.
3) Discourage ability to ""tear-down"" and encourage neighborhood remodeling and preservation. Think about how San Francisco is holding onto it's historical victorians and never became a ""little New York"". We don't want White Rock to become wall-to-wall full coverage boxes."
- 1) free parking during the winter.. help the restaurants/businesses, survive the lean months.
2) bring back the sand castle competition.
3) no more high rises.. density is to high."
- 1) Improve infrastructure to better accommodate the growth.
2) Better access to the beach area
3) Improve local transit"
- 1) More people = more demand, less property tax, more \$ for amenities
2) Stop catering to a small % of people who want to see white rock crumble from no investment. Those people do not represent the opinion of the average home owner or business owner in White Rock.
3) Build more high density across the city, not just along Johnston road. Johnston could use low rise mixed residential (like 6-7 stories) and commercial below thrift. "
- 1. Limit high rise buildings, encourage low cost retirement homes.
2. Encourage small businesses on the waterfront.
3. Low cost or free parking to encourage visitors."
- 1. Affiliate with post-secondary institution with view to providing a satellite campus, perhaps specializing in arts&culture and its related technologies, and encourage businesses supporting that focus.
2. Provide more retail - now there is a surplus of service providers (esp. health), which doesn't encourage strolling and shopping.
3. Provide motivation for storefront enhancement including grants, Start a competition among business owners to convey civic pride."
- 1. Build a funicular.
- 2. Create one way streets around Johnston road to ease traffic.

3. Work with the federal government to develop a long-term strategy to end the current leaseback dependency on the BNSF property. "

- 1. close Marine Dr to traffic in the summer on weekends, extend patios for dining on to the road, have buskers entertaining tourists and create weekly events to draw people to visit all year round.
- 1. Develop more parking areas - White Rock has become a "drive by / drive through" downtown as visitors cannot park there. Develop additional parking areas for east beach.

2. Pave the roads already! Streets are bumpy, and patched. It's not White Rock "being quaint" - it just looks ignored.

3. Encourage businesses and restaurant with incentives to allow them to stay, reduce their taxes. Work with building owners to reduce rent for businesses and restaurants, maybe signing bonuses. There are areas of Marine Drive that now look like a ghost town.

- 1. Get these people who own businesses in the 2 main business districts..Marine Dr. and Johnston Rd., to either operate the business or lease it..at a manageable rate..to someone who will. The old Sandpiper pub, the old Deluxe restaurant, the former Marine Market..all on Marine Dr. business district. On Johnston Rd. the old K.F.C. still sits closed as 2 chicken establishments have opened across the Surrey border, at 17th and 152.
- 2. White Rock used to have a variety of businesses...grocery store, hardware store, movie theatre, bowling alley, department store, car dealerships, waterfront motels, to name a few...that have disappeared from the local scene.
- 3. Think about the overcrowding that is being foisted on us..the increasing number of cars that are on our local streets because of all the towers being built and the lack of an adequate transit service to serve the local population, necessitating using a car for most shopping because of the very limited shopping options in White Rock.
- 1. Less traffic on Marine Drive. Consider closing part of it for outdoor dining and activities
- 2. Open up the big field and park on Marine Drive that are currently fenced in so kids and adults could run and play
- 3. Create farmers markets on an ongoing basis just not a few months each year"
- 1. More attractions on Marine Drive at the beach. I've been saying for many years that what we need down there is a large marina that would bring more people and dollars for merchants. 2. Higher quality retail and hospitality uptown. For example the newly completed Bosa retail around the inner courtyard would be an amazing spot to shop and dine. As long as we don't see more low end and unattractive businesses in there such as cheap sandwich shops and cannabis shops. 3. More public art installations uptown to attract tourism.
- 1. See above for some of these comments. 2. Also, we need green space in the downtown core. A large park with tables and chairs and umbrellas, brick pavers and picnic tables, lots of MATURE trees, flowering shrubs, fountain, etc. Make it look like Italy or France or someplace awesome. People would be willing to come and sit and enjoy the city after shopping downtown and perhaps browsing some more after lunch. It could also be used to have an outdoor theatre during the summer. 3. And finally, WHAT WE DON'T NEED ARE MORE: coffee shops (we have lots of great local ones and don't need any more); tattoo parlors (we are trying to ELEVATE WR not bring it down); nail salons; acupuncture clinics (there are 4 within a 4 block radius of where I live); walk-in clinics; financial institutions; thrift shops; hair salons; ice cream parlors on Marine Drive; cannabis stores. 4. Again, provide a feel/ambiance to the

downtown core and the beach. I know that with the high-rise buildings it is going to be difficult to make it cozy and welcoming but I am confident that we can do it. I am enclosing my name and email address if you wish to contact me with any questions or comments. Many thanks. Denice Thompson dethomps@telus.net

- 1. Strategies, such as tax incentives, to address the apparently high rental costs for the vacant retail spaces on the waterfront, and other areas, that are limiting the growth of new businesses.
- 2. Increased focus on creating urban walkways and bike paths connecting areas of the city.
- 3. Coordinated options for visitor parking (particularly uptown) so that visitors can conveniently walk about when they visit the city to shop."
- 1. Year round festivals that bring in food trucks & entertainment
- 2. Moving the train to make room for bikes on the track area.
- 3. Make Marine Dr from bottom of Oxford to East Beach a pedestrian area on Sundays during the summer or during any festival
- 4. Funicular to connect uptown White Rock with the waterfront.
- 1. More residents to increase the tax base but please NO more high rises. 10 to 12 stories has to be the limit. And encourage attractive design, not the horrid commercial appearance of the foster martin atrocities.
- 2. Improve the appearance and quality of buildings & businesses on marine drive & Johnston Road.
- 3. Clean up the beach so it is more inviting to walk & play on on.
- a funicular to connect the waterfront to uptown would encourage visitors to visit both areas, they are common in English coastal towns, why not here?
- Additional pubs. More access for seniors to swimming facility. Smaller charge for parking on Marine Dr!
- Affordable housing (especially for seniors and new home buyers, none of the new builds are affordable); transportation (community shuttle); support for local businesses (not chains).
- All parking passes, dog license etc should be available to purchase online. Shouldn't be necessary to go in to get these
- Allow parking permit holders to park in the parkade at night as street parking is very limited. Create a parking lot outside the beach area (near KGB) with a shuttle service to bring people to the beach area without bringing in more cars. Somehow limit vehicles "cruising" the strip - especially loud ones!
- Attract more young people to live here. Have a daycare for the children. Have more affordable housing so people can live, work and play here from all economic levels.
- Be more open to development (economic, residential and business) and stop behaving as if some things, activities or attitudes are "beneath" White Rock. It is a snobby attitude that I see here a lot and it is discouraging. There seems to be a form of hypocrisy here that people complain about the lack of services, businesses and opportunities in White Rock but then object to obvious solutions because they want to keep White Rock a "unique, sleepy retirement community". You can't have it both ways.
- Beach parking is a problem. Volleyball /basketball venues at the beach. Incentives for people to visit the beach in winter.
- Brand White White, give it an uplifting theme. Local upper end businesses, restaurants and pubs. Theatre. Art galleries.

- Bring back the greeters who used to stroll along the beach promenade helping visitors with questions and Welcoming them to our lovely beach town. Bring back the free trolley..on weekends. More events.
- Build a large multi sports plex with an indoor water park and ice rink
- Bury all the wires on Marine Drive. They're an eyesore.
- Prioritize the issue of vacant stores & restaurants along West Beach.
- Keep the overgrowth on "the hump" under control.
- Allowing dogs on the promenade a HUGE plus.
- Bury the wires on Marine Dr . Reduce automobile traffic and add shuttles on Marine. Continue with the hump landscaping. As most visitors are coming to this area of White Rock I would want to ensure they enjoy the experience
- Campaign to Encourage buying local instead of online or neighboring area/ homeless shelter / more police presence
- Car free shopping area. Marine drive partially car free. More pedestrian and/or bicycle friendly
- Cater to younger families. Draw the younger families to the beach area. I have always LOVED the idea of a park-like West Vancouver's John Lawson Park to be built at like Bayview park - Bring families to the beach all year around, not just when the weather is fair.
- Cheaper parking
- Clean up Johnston Street. Improve access to the ocean from promenade on West Beach. Look at Campbell River Pier on his to improve our Pier as a destination attraction.
- Clean up store fronts. Accessible transportation option. Competition.
- Clean up the Marine Drive restaurants front and back - haul way the junk and give it a good cleaning, paint, some planters - would go a long way. We don't need expensive programs, just a good scrubbing! Clean up the City boulevards (and maintain them properly) and encourage businesses and homeowners to take pride in the City and our businesses.
- Encourage fitness visitors and fitness walking/climbing routes in our hilly town. The Oxford Grind is already popular, and not being promoted or monetized for potential businesses (juice bar, etc). Same for other hill-climb streets connecting Marine to town centre that need sidewalks on both sides to accommodate users.
- Encourage people to stop talking about parking. Parking is not the problem. When parking was free - there were no spots available, but many restaurants were still empty. Converting visitors to patrons is the responsibility of the businesses, not the burden of the City or other tax-payers. We need to move on from beating that dead horse.
- Clean up the streets ! More trash cans, cigarette receptacles, litter pick up. Nearly all current businesses are useless at cleaning up outside of their businesses.
- Close the waterfront road to traffic. Have a pedestrian area. This could be waterfront but you probably dd not t want to do that because of all the parking lots ... but could make a Main Street pedestrian only area.
- Could create zones for specific types of businesses making them "destination " areas. Eg. Group brewpubs/restaurants together with outdoor seating near the whale wall
- Create a 'self' sustaining community (not a suburb) that offers affordable housing, local employment, recreation, entertainment & diversity (not just retirees).
- Create a community self-sufficient, where education, art and local business work together and support each other

- Create a place for visiting boats to dock, limit building of monster homes - it is changing the feel of white rock, ban the trend of some homes having bright lights all over them on all night, more bike lanes with barriers/ cones. Sort out parking fees at the waterfront .. you lose so much revenue because of them- especially in the fall and winter. Same for water sports- who is going to pay to launch their kayak, paddle board from there at current rates? And where can they launch from? Why eat there when you can eat at Crescent Beach with free parking ?
- Create a shuttle system using a school parking lot in the evenings and weekends and provide a service to the waterfront. Also lower property taxes so that businesses can provide services at a reasonable cost and attract patrons and also be successful.
- Create more affordable family housing, community shopping and small town atmosphere that develops pride in our town and a more sociable community. Stop selling out to developers who are only interested in obscene profits and trying to recreate an unsustainable downtown Vancouver (Yale Town) environment.
- Decrease parking costs, improve the waterfront -more attractions, some excitement, more interesting shops on marine drive-
- Discourage empty stores. Fix uneven sidewalks. Street appeal.
- Discouraging foreign owned empty housing with higher taxes so that those of seniors giving business to our community can be lowered.
- Do something about the businesses on the waterfront....rundown buildings with too high rents, no "chains" prevent infusion of dollars....make it a destination year round...
- Don't let it grow anymore...
- Drop the red tape our city council makes it too difficult to do business and too expensive to develop properties to attract residents and make things more affordable
- Eliminate parking fees, while offering alternatives to car traffic understand we live in a car society.
- Eliminate parking fees.
- Empty homes tax of 20%....Empty retail and office space tax of 20%... to encourage more businesses and tenants who will support our local economy. Control onshore and offshore real estate investments unless occupied by businesses or tenants at affordable rates. Create an attractive area with retail, restaurants with outside facilities (improve 5 Corners to attract 'walkers' who will stop and buy. Offer and promote more 'hop on / hop off' free (or by donation) bus service covering beach, 5 Corners and uptown. Create more monthly events that encourage people to support local businesses.
- Encourage business in the uptown core while preserving and increasing green spaces .
- Encourage community connections. Promote local artists all year round. More water activities for rent at water ie kayaking
- Encourage local independent businesses. There used to be a hardware store on Marine Drive where you could find anything for the home you needed, staffed by experienced people who knew what they were selling. Old fashioned perhaps, but it's the way many of us would love to shop, given the chance. Ever ask a teenager in Canadian Tire where the epoxy is?
- Encourage some sustainable stable business franchises to open in WR
- Enhanced urban planning will be key. Look at recent efforts on Royal street, it looks great but the rest of the street, without clean well defined sidewalks is still up to snuff for a city like White Rock. With the new buildings popping up, I see that changing but it will be important that we are not just building condos for the sake of getting more people in... everything else also has to follow, including schools, restaurants, theatres, and job opportunities that aren't just retail-centric.

- Ensure infrastructure and parking can support the number of people moving into the mega buildings under construction.
- Ensure infrastructure is adequate as more multi-dwelling building are going up so as to mitigate congestion of traffic.
- Extend Parking Passes to my region which is South Surrey (which is a large growing community) thus bringing in more customers to the Water Front Area & not having to worry about "feeding the meters" when out for the afternoon and wanting to go to a restaurant.
- Find ways to incentivize businesses to locate in White Rock
- Fix the horrible roads!
- fix the large empty lot on Johnson -looks ghetto. limit the size of homes that are being built - some are starting to look like Surrey farm mansions, continue to protect, respect and develop green space.
- Fix the parking problems. It's a royal PAIN to visit there in summer on account of those, and they do more to keep regional visitors away than just about anything else.
- Fix the sidewalks.... bricks and tripping hazards everywhere!
- Fix the streets! Widen the roads, provide street lights with diffusers (so light is not blaring in homes), provide proper drainage, bury wires, provide more sidewalks and common walkways with lighting.
- Focus on Marine drive! Most retail buyers will go to Surrey or Langley.
- Focus on unique shops and restaurants that will create an identity and will attract visitors to spend money on items/food experiences only found in our community. We want people to say,"I am going to White Rock to buy... because it is the only place I can get it or it is the best place to get it!" We should not open the same businesses that are already in South Surrey/Surrey.
- Foster pride in our city. I would like to see some initiatives for getting the community involved in regular city and neighbourhood cleanups. Help retailers cleanup their storefronts. Enforce by-laws so people keep their property in decent condition.
- Free and more parking
- Free public parking, Find way to address clogup on Marine Drive & preserve historic buildings
- Fresh local seafood vendors, more variety of restaurants, mobile food vendors, more market concepts like the farmers market. But actually make things affordable for people to do business. The local farmers market is changing rates like trout lake in Vancouver. Let's be realistic. Let's attract more better options then just a few ok options.
- Further improving the pedestrian/wheelchair experience. Bylaws that require business awnings to be clean (!); plazas to encourage people to just sit a while.
- get rid of parking meters
- Get rid of pay parking on the front it's killing whatever little shops that remain,craft breweries, high end boutiques,out door entertainment on the front.
- Get that funicular (the tram) and also build art facilities for events and shows
- Have competitive rent for businesses to survive on Marine Drive , put a restrictive covenant on the same type of restaurants allowed on the Marine Drive , offer free parking at certain times during the summer to attract visitors to pump money into the white rock community
- Have infrastructure in place for when all the towers are built and more people move in. Hopefully good for our local economy it wont be as far as traffic and congestion goes. No more towers! Together if we all do our part we can build a great community! Thanks for the opportunity to give my input!

- I haven't given any suggestions at all and I feel bad. However, I just don't think that increasing the population via high rises is going to do any good. It might increase the tax base for the city but the city doesn't have the infrastructure to support it. White Rock is trying to be a big city without any amenities to keep the people in it. And all we'll lose is the quaint seaside community we once were. Nothing wrong with progress but sometimes too much of anything (people & unfortunately \$\$) isn't always good.

PS...and keep our garbage/maintenance people local. Keep the jobs local since we don't have enough local jobs as it is. Once big business gets involved, the personal touch diminishes. We become just another contract/number. The White Rock employees provide a great service.

- I'd like to see White Rick create a walking community so services and retail stores are a short walk from 'home'. I'd like to see more people enjoying the community without having to drive everywhere. I want to spend my money supporting locally owned shops where I can get to know my neighborhood and the people in it. Keeping big business out of White Rick should be the goal. Let's keep it a unique destination like Steveston and Fort Langley.
- I'd love to see more vendors down at the pier.
- Improve Johnston Street south of Thrift, to add attractive services, restaurants and enjoy ocean views. It would be nice if gathering places for our youth, and families who are wanting a vibrant, environmentally friendly community could go for walks, enjoy parks, social gathering places and ocean views without heading down the hillside to Marine Dr.
- improve parking options (too expensive - we avoid going down to waterfront to have a meal at a restaurant due to this. Will do pick up but rarely go for for 2 hour dinner or lunch).
- Improve relationships with the Semiahmoo Band and figure out ways to work together that will benefit all. Start by asking them what they want to see. Hire someone to mediate that relationship.
- Improve restaurant's quality of food here. Reduce parking fees.
- Improve the outdoor sitting areas, add colour and some personality to the main streets. Green space. Create a personality to attract people to the area. The uptown core looks like a street in a major city, not a city by the sea. It We have lost the city's personality. The large art piece at Russell and George is great.
- Improve the pier to include some restaurants, pub. A swimming pool on seafront. Nicer restaurants
- Improve traffic flow and walk-ability. Improve environmental responsibility of waterfront and beaches. Keep taxes down.
- Improve traffic flow; return to special events once it's Covid safe; keep our road ends and gardens maintained.
- Improve walkability, make more family friendly spaces better parks, more patio space- close marine drive off to cars and have large patio/ outdoor space like you'd see in Europe.
- Improved parking for residence, more affordable rentals
- Incentivize local residents (prioritize, tax breaks). Personally I think we should join Surrey to become a more viable, vibrant, cost effective community.
- Increase in live music and other arts and culture events. Better booking for the concerts at the Pier - stop booking old crusty cover bands. Showcase up and coming talent from the Peninsula paired with headliners that have a draw
- Increase rapid transit, increase parkspace and increase pubs/bars/clubs
- Increase tree cover, speed up the development of parks as identified in the city plan

- Inexpensive parking, free off season parking, bring entertainment to the waterfront during the winter months, the music in the park was excellent. Bring in activities for children.
- Initiatives to cleanup neighborhoods of garbage and/or yards/businesses. Cleanup in our parks and ravines to make them accessible and safe. Organizations are available to assist with these types of activities. Closing beachfront to traffic occasionally. Transport people from uptown to the beach. (Funicular)
- Install benches on Johnston south of Thrift and along Pacific!! Those streets are vast concrete walkways with no where to sit. The public planted spots on Johnston between Russell and North Bluff are full of weeds and garbage :(There are several sidewalks in terrible shape as well - safety and accessibility should be paramount.
- It is known White Rock is a very difficult city to do business in. it takes forever to process applications for business licenses, or building permits. City hall has to loosen up. White Rock is not that big to sit on applications for months. There seems to be enough expensive staff to do the job; Why does it take so long. Are these apps put in a basket and forgotten??? Lets kick some butt and get this city moving.....It certainly would help to make doing business easier. Good business brings in visitors and gets the economy growing. It would help to keep the residents to stay and shop in White Rock.
- It needs to have a unique charm - not cold high rises or store fronts that you find in Vancouver. Make it feel like a seaside city. See my comments above.
- Join Surrey, although they don't want White Rock, not enough tax base, and too expensive to acquire.
- Keep pay parking. When it's free people just walk the promenade and don't spend on Marine Drive Think about locals and what they want not visitors. The young man who owns Zapoteca, arguably one of the most successful spots on the beach cultivated locals not visitors and has a thriving business all year. Get some nice restaurants, not more curry or fish n chips places. A brew pub would do well. Think about unique things not Surrey strip mentality. Don't be afraid to go for a higher price point to encourage Walmart types to stay away. There are lots of long time residents who want the beach cleaned up and thriving again
- Keep the uptown walkable, construction has been and continues to make shopping local and walking difficult. Make this a condition of construction.
- Keep this a safe community. Adding services for the drug addicted and homeless will draw more of them here. Remember this is a small senior based city.
- Keep up with the increase in traffic with more bypass construction particularly on 24th Ave. to name one. Invite local businesses to a zoom consortium to come up with ideas as to how to help promote Their businesses and also assist in coming up with what things you need to do.
- Keep White Rock safe and clean, provide ample parking options for visitors but also for residents, attract people who care about community engagement and growth.
- Leave natural habitat alone..
- Less traffic congestion; wide boulevards and open attractive spaces to relax in; unique boutique atmosphere to attract people to the area
- Local ownership of properties, local landlords
- Look at consolidation and innovation in community services when building new infrastructure. Build a public funicular to connect the upper and lower White Rock and create increased green transportation infrastructure while adding another attraction as unique as the pier.

- Lower cost of parking. Clean up sidewalks (five corners). There is a lot of garbage around and enforce smoking bylaws(again out of control at five corners). Bylaw people rarely present except for parking and not working during peak business/smoking times.
- Lower price on parkade to get people to use it! Unique entertainment (this is proven very successful in past). Loosen up on vendor application for on the promenade
- Lower taxes and improved services such as one consistent sanitation company. Lower rents. More and less expensive parking. Less staff with clearer planning and guidance.
- Lower taxes. Lower taxes. Lower taxes
- Lower the speed limit to 30 or 40 K depending on pedestrian traffic or sidewalks, and define designated bike paths to encourage more outdoor activities and pedestrian traffic.
- Make Uptown & seaside VIBRANT! Create Meeting places. Improve walkability & choices on Johnston Road. Outdoor cafes. Better retail shops that look clean, modern, friendly, inviting
- Make bikes a priority.....close Marine Drive to motor vehicles one Sunday a month....let people come on bikes and on foot to discover the waterfront.
- Make businesses clean up around their shops. Curb appeal is dreadful WR. Streets and sidewalks around businesses are littered with cigarette butts and trash. City doesn't clean up so businesses must!
- Make it quicker and easier for people to get their businesses up and running. We have owned a building for 2 years and have had it sitting empty waiting for the City of White Rock to approve our Tennent improvements application. We are unable to start doing business because the City is understaffed. t's terrible.
- Make Johnston Road between 16th and Thrift a car free zone. Or have two "car free" days per year such as Commercial Drive does.
- Make parking \$20 and refund \$15 of it with the submission of any purchase on the beach.
- Make waterfront cleaner. Support restaurants. It's a beautiful spot for all. residents and visitors
- Making it easier for people to get to & from beach. Having general parking in Semiahmoo area to encourage visitor and local to move easily between beach and downtown.
- Making Johnson Road with side streets (with more parking) more attractive to draw people into White Rock!
- Marine drive looks very sad. Especially the closed places on west beach. At least make the city space there a bit more appealing. Memorial Park is also a bit concretey.
- Marine Drive one way with a larger pedestrian walkway. A few park picnic tables with a roof over them so you can enjoy your fish and chips even when it's raining out!
- Have free parking from Oct - April.
- Market White Rock - especially through BC Tourism and the Border. Focus on attracting visitors all year round. Address traffic, signage, and other infrastructure issues.
- More accessible transit. Like double decker buses. This would encourage more people to come to the city.
- More broad-spectrum shops as an alternative to the big boxes. Movies. Entertainment. Stop all the construction. Eeesh.
- More consistency on development. More townhouses. Less condos. High buildings uptown but lower as you move out. Focus on keeping the views. This is White Rock and the views make it special. Keep tree growth under control on embankment above tracks. Get rid of those stupid coloured lights on Pier. The white lights are lovely. The others just tacky. Love the white lights on trees as you come down Johnston and on Boardwalk. Need bed and breakfast options for visitors. Very few places for people to stay.

- More outdoor activities, Better restaurants More events.
- More pedestrian friendly, more green areas, less traffic,
- More planters, trees and hanging baskets - nice sidewalks - areas to stroll through the town.
- Fort Langley, old town Scottsdale, Lyndon - those places come to mind as pleasant places to explore. Except for the very popular White Rock waterfront there really isn't any other visitor draws.
- More promotion of White Rock as a whole. Better signage. Better branding. It needs to be refreshed. Needs better PR. It seems tired at the moment.
- More restaurants. More activities. Improving the amenities.
- More shopping choices.... Wider sidewalks everywhere... Mini transportation around downtown.
- More small business friendly, comprehensive review of bylaws
- More support for business open city hall with covid mandate
- More vibrant and upscale shopping (grocery, home decor/souvenirs (coastal/nautical), clothing down Johnston and along the beach
- Music and arts festivals, a "craft brewery row" uptown on Russell Avenue, Marine Drive street closures during the summer to allow a pedestrian friendly and larger patios for restaurants.
- need to reduce taxation for both residents and commercial space to do this we need to shrink the size of city hall staffing
- No comment
- No more excessively tall buildings - one loses the view of the water, the sky, the sunset. Make it a place for families, people on limited incomes, people who will contribute to the community; be able to walk to shops, restaurants and services.
- No more thrift, cannabis, brew pubs....I want stores I use day to day.
- Number one - three with the amount of seniors living in White Rock is personal safety. If this area becomes overrun with homeless/drug addiction they will flee to the gated communities now being developed in other areas of BC. Be careful with the services being offered in such a small community. There is a duty to protect the seniors who live here.
- Parking ... I'm sick of people complaining about it. Does no one ever go to other beach areas? Or downtown? We need to better explain that 50%(?) of parking revenue goes to the owners of the parking area - BNSF. It's not a greedy cash grab for the city. Let's figure out other places to park and bus tourists to the waterfront - make it free and easy. Give the tourists what they want - food, drink, beach. As a White Rock tax payer and business owner, I hate to say this but if a small tax hike would get the city back up to speed then OK, hey we pay a fortune now, a few more bucks won't hurt.
- Parking is a huge one. We specifically don't go to the beach or the businesses there because of parking costs. Clean up the waterfront areas in winter. Often the shops become vacant during winter and the place looks deserted and are not maintained. Even if they are not being used, the owners should be responsible for keeping them in acceptable condition
- Partner with a Developer to demolish and rebuild the whole beach area starting with east beach. It's crazy that the sandpiper has sat empty for 3-4 years how is this possible ? Demolish sandpiper to deluxe except two apartment buildings and rebuild a community featuring living and working space and commercial ..
- Peace, convenient & multicultural
- Pedestrian area on Marine Drive from Matin St to Vidal. Open up Vidal so traffic can go up to Victoria and back down on Vidal leaving the whole park and station area pedestrian only. Work with a design team to revitalize the store fronts to build a common theme while leaving

there own individual look. Rebuild a restaurant on the pier along with tourist shops, fish and chips, whale watching, water skiing, fishing, crabbing, etc

- Performing arts venues.
- Perhaps attracting a Society that creates affordable housing like Semiahmoo House society could help us be a more welcoming, inclusive, vibrant community.
- Permit alcohol in public parks, decrease parking in the winter more, allow boats back, plan more activities and events, decrease commercial property values, provide subsidies and grants
- Please have some experts come and consult on the waterfront. Such a lovely spot and the retail there seems quite strange. Think Newport Beach! Where are the water lessons? Even steveston does whale watching. Better parking is important, often it's hard to find a spot or the cost adds up, compared to south Surrey.
- Please keep the residents parking stickers do not take those away please that makes living here a very nice place to live for me anyway it's very economically sound for me to have one and I'm sure it is for a lot of other residents I'd like to try and maybe see if we can find a spot for a grocery store on the White Rock side somewhere we used to have Best Buy but it's gone I used to go there all the time and as far as visiting you have so many outdoor activities especially in the summer here concerts and what have you after the pandemic is over things will get back to normal and everything will be fantastic over here again I'm really looking forward to the fireworks on Canada Day and all of the concerts and everything down at the beach I love the beach that's the reason that I live here it'll be nice to see my friends again and I'll have to worry about anything else so this is all post pandemic anyway so yeah activities keep your activities coming that's definitely visitor territory keep things competitive so that people that your people will want to work here and need to work here and need to live here keep your prices low you know for rent I mean the rent seems to be sky high and going higher if if somebody could talk to people about you know not being so damn greedy you know and you know remembering that we're just people that have a budget we're not all retired millionaires that can afford you know \$3,000 a month places I mean you know I mean I love living here but if I can't live here I really don't want to have to move I really don't but if I have to I have to this is a real dilemma for a lot of people here so please keep this in mind and do something about it you have the visitor thing down pat you have the residence parking stickers down pat already taken care of as far as I'm concerned that's a big big thing for me to you know when I when I moved here I couldn't believe that that was even a thing and the biggest thing for me right now is the the rent for a one bedroom apartment it's ridiculous I mean I would rather them you know take away the incentive and you know like take away the hydro or whatever it is they're keeping or trying to wanting to give you and and lower the rent because it's it would be cheaper that way you know give me a percentage on the rent because I can always deal with the hydro I have no problem with that I can make the hydro go down I can't make the rent go down Hydro would be my responsibility anyways you guys know what's best you guys know how to do this stuff I don't have any control over any of this this is important to me and important to a lot of other people so you have my opinion and that's what you wanted so I hope you take it to heart thank you.
- Please read item #4 response.
- Please significantly limit shops selling cannabis. The discussion of opening another shop on Marine sets the wrong tone for this town.
- Preserve the city by the sea, small town atmosphere as much as possible. Along these lines, developing as an arts and cultural hub should enable us to maintain a certain quaintness

while having the reputation of being a fun and lively destination. Finally, although it has been eaten away to a large degree by inappropriate development, White Rock is still uniquely located in the Lower Mainland, and this lends itself to the opportunity to enhance the city's unique character. We have access to the entire population of the Lower Mainland: we don't have to house them, nor should we.

- Produce stores. Corner stores
- quit building all these ridiculous High Rises and think about where all these people will shop!
- Re invigorate the waterfront. Encourage small local businesses of all types.
- Reduce car traffic. More greenspace. Less density
- Reduce parking costs
- Reduce parking costs!
- Longer period of free parking at waterfront, end of January? End of April makes more sense
- Reduce waterfront parking fees, add moorage , add some breweries, create a white rock to crescent beach mixed use trail beside the train track (even better would be instead of it).
- Remove paid parking on the beach. Remove paid parking on the beach. Remove paid parking on the beach.
- Replacing the mortgage brokers, real estate offices and corporate offices that reside on Marine drive waterfront offices with business that provide services to the public - restaurants, coffee shops, arts & crafts, sports and leisure and community programming.
- Retail space in towers, ample parking and outdoor restaurant space for casual gathering (public outdoor seating area)
- Revitalize and update the shops & restaurants along East & West beach
- Revitalize Marine and Johnston below Thrift by attracting diverse businesses and by implementing a strategy for cohesive improvements to building fronts by engaging building owners to plan for and receive incentives to update and beautify building exteriors. Have free trolley shuttles on Johnston and Marine. Close Johnston Street one day each year for an event like Hats Off Day in Burnaby/Kits Day in Vancouver that showcases and celebrates businesses and the community uptown. Reinstate the sand castle competition.
- See comments #4 and #7. I am particularly concerned about the element frequenting West Beach Bar & Grill that needs regular police monitoring or White Rock West Beach will become the exact opposite of what we hope for in the future.
- See my comments in #7
- See other successful similar places, as mentioned above. Then speak to decision makers at those potential businesses and ask them what they need to become clients of White Rock and set up shop here.

Work to develop a critical mass. If an ophthalmologist is setting up a practice then an optician will likely come too. If a good gym sets up shop then a fitness shop will probably consider setting up nearby, so might a healthy café. Speak to existing business owners and ask them how to ensure they stay in White Rock.

- Sounds like Marine Drive has high rent and a lot of the shops are either the same, or useless. It's also hard to access the entire beach. ? A promenade stretching from White Rock to Crescent. Bike path/run path, like a sea wall.
- Stop building high rises
- Stop building high rises that attract renters. Stop planting unwanted trees and stop the marijuana stores
- Stop building monster single family homes. They are empty so who will shop? And there is nothing to shop at?

- Stop charging for parking in the evening. More people would dine out along the waterfront
- Stop the high rises ... allow the third suit
- Stop wasting money on stuff you don't need. Stop using tax payer money to pay for fancy events and food for business owners. Stop wasting money on rich people and start using it to fund arts and education for all people, not just people that can already afford it. Invest in people not greed.
- support retail to ensure upscale shops are available
- Supporting homeless and substance users to prevent panhandling, and providing more options for young adults to recreate and spend money within the community. It's very senior-centric.
- Take the speed limit down to 30 on Martin and Foster for start, actually all the roads leading down to the beach, this is not the indy 500, tourist and locals use these roads like they are highways, this is a tourist destination it should be safe. PLUS, there are people who actually live here and have to put up with noise, speeding, screaming, drunks, drug addicts etc. I am certain if I did the same in their front yard they would be pissed off. Ask by law and RCMP to hand out more tickets compliments of White Rock, if you can't behave properly don't come back. Especially those motorcycles, good grief, so bloody loud.
More garbage cans, they could be an art project at the schools, more public wash rooms, if you invite people to the area where are they supposed to go? I have seen men peeing in back alleys or the beach, women in the bushes etc. so disgusting.
Stop the garbage trucks coming into White Rock, have a unified White Rock garbage collection, it is environmently damaging the way it is done now, noisy and counter productive. The lights are amazing down Johnston, more lights at the beach and all around the city. they are magical. Add more trees as well, such as cherry blossoms people can't help but take selfies with those trees in spring, plant them, they will come.
- Taxation subsidies on a descending scale for new businesses that will add to our desired needs and are ESG aware.
- The beach area looks run down and not attractive. Where they have tried it works. But the pearl for example has been closed for years.
- The best way to attract tourists is to focus on making the city vibrant and interesting to locals so tourism is organic and sustainable - public art, little cafes & small breweries, attractive streetscapes (furniture, etc.) and original, unique events with business engagement (e.g. the BIA's Buskers and Comedy festival). Healthcare and high-tech thrive in a hub so focus on the non-retail area near the hospital, along Thrift and George/Fir to encourage more than residential use and to support green, low impact businesses (which may require a zoning review).
- The City needs to regain control of the type of businesses and the design and condition of buildings in its city centre and waterfront. The owners are not held to task on these and the bar keeps dropping lower and lower.
- There aren't a lot of varied activities in the area for tourists. Improve water activities. Boating? No marina, no boats? We live on the ocean. There's only about 2 decent restaurants on the the beach.
- Tourism. Water sports. Restaurants
- Traffic calming solutions to discourage speeding and loud vehicles on residential streets. Shuttle to beach . Less garbage businesses, ie, return to one garbage service for all to reduce big noisy trucks roaring around. Look into solutions for light pollution. Lights only need to

illuminate the roads and walks, not flood the beach and sky, with environmentally harmful excess light. Ban fireworks!

- Traffic efficiency and parking.
- Trendy, cheaper and fun.
- Try to keep the economy and local as possible try to keep out big corporate businesses to keep it unique.
- Upgrade the streets, especially where high taxes are being charged. RCMP to control speeding. Keep vacant properties neat and tidy
- Validated parking if shopping/dining in White Rock seaside area
- We need a Funicular to tie up town to the water front. We need to encourage walking from the water front businesses to five couriers and to up town. We should consider bylaws to mandate a consistent outside business appearance. Like Steveston or Cannon Beach Oregon. Current businesses need to modernize there appearance,
- We should recognize and accept that our number one source of revenue is our residential tax base. Thus we should work to ensure that this base remains vibrant and strong. As a very specific example, steps should be taken to increase property values by improving "views" ... perhaps through building height restrictions and by relocating hydro and utility lines underground. We should clearly understand the specific reasons for the population growth in White Rock during the last 15 years. Has it been organic? Why have individuals and families moved here? Second we should recognize that our number one employer is Peach Arch Hospital and we should work to support and grow the associated services and businesses in this sector. We should further enhance the opportunity for workers in this sector to relocate to the city. Third we need to preserve the essence of Marine Drive (West Beach, East Beach) through increased tourism for increased revenue, but also to address the somewhat run down appearance with vacant store fronts. This brings the observation that perhaps there are too many store front locations available on Marine Drive.
- While respecting the long time residents of white rock who have a tendency to want to keep everything the same... white rock has such a strong opportunity to become a busy and vibrant community with more and more young people and families moving into the city. Is there a way to make the leases more affordable on the beach so that more businesses have a better chance of making it down there?
- White Rock is White Rock because of the quiet and calm pace of life. Please keep high rises out. A strict survey of what new or other businesses are needed by White Rock residents and a job creation strategy for employing people that live in White Rock so they can work in the community they enjoy living in.
- Winter incentive enticement "coupon/passport" promotion in catchment areas as far as Richmond & Maple Ridge to draw "day trip" exploration customers & counter the annual snowbird (Mexico/Arizona) empty home/customer bump. The "Thrift Store circuit tours are popular from all over lower mainland. E.g. 10% off Museum entry, matinee playhouse show, breakfast, brunch/lunch, dinner, shop, services. Reciprocal passport – contest entry with BIA/Chambers elsewhere – explore lower mainland, submit your passport 75% stamped to win a getaway day/overnight package? EXAMPLE - <https://globalnews.ca/bc/contests/> Approximately \$750.00 per day Fill in the form below to enter, once per day! Good Luck!

Limit of one (1) entry per person per 24-hour. In the case of multiple entries, only the first eligible entry will be considered. 31 DRAW Sponsors: (a) One (1) voucher for two (2) night standard hotel stay (based on double occupancy),

(b) One (1) dining voucher/gift card, and
(c) One (1) attraction voucher/gift card.

Mar 11 Draw - Two nights for two at the Hilton Vancouver Downtown; Daily breakfast for two at Hendrick's; \$200.00 gift card for Medina Café; Admission for two to the Vancouver Art Gallery"

- Withdraw the double decker busses. Reduce the new building and the traffic that results from it. No more construction
- Would you listen???
- You are jamming high density living with the mega sized condo towers. You are in the process eliminating views, green space, increasing traffic density while not providing accessible parking for the people that will live here.
- You're doing a good job. Thanks for the chance to participate.