

Appendix A: Staff Feedback pertaining to 2021-2022 Economic Development Advisory Committee (EDAC) Work Plan

	Task/Activity	City Staff Feedback
1	Explore all grant opportunities related to economic development.	This would be a good task for members of EDAC to advance. Staff would not have capacity to pursue grant opportunities unless directed to do so by Council.
2	Review, provide input on and approve draft versions of the Economic Development Strategic Plan.	It is the intention of staff to bring a draft version of the EDSP to EDAC before the end of 2021. Following this, revisions may be made, and then the Plan presented to Council for adoption.
3	Recommend appropriate report card metrics for the updated Economic Development Strategic Plan.	The draft version of the Plan includes space for the inclusion of metrics. These will be populated as the EDSP is finalized. Staff welcome the suggestions of EDAC members regarding metric. Consideration should be had for the availability of metrics and the work that may be required to establish new data sets.
4	Create a permanent Tourism position in the city for an experienced individual who can accomplish increasing day and overnight visits to White Rock.	The EDSP recommends an evaluation of funding and resources needed to support tourism in White Rock. It is suggested that this evaluation be completed before any action is taken create and fill a permanent tourism position as there may be other local resources to help promote White Rock as a tourism destination.
5	Encourage more festivals, for example, birding, kite boarding and vegan food (off season events).	EDAC may wish to identify specific events for which City resources may be available to support.
6	Attract more tourism to White Rock by installing digital kiosks (one Uptown, one on Marine Drive and one at Memorial Park).	This will require capital expenditures and direction from Council as the investment may require trade-offs with current capital commitments.
7	Review zoning and bylaws related to different accommodation needs.	As part of the on-going Zoning Bylaw Review, revisions associated with “Short Term Rentals” (STR) (e.g., AirBnB, VRBO, etc.) are proposed to help prevent issues of land use incompatibility.

Appendix A: Staff Feedback pertaining to 2021-2022 Economic Development Advisory Committee (EDAC) Work Plan

	Task/Activity	City Staff Feedback
		STRs are recognized as a use limited to a period of no more than 30 days. Further, the use is permitted within a “Registered Secondary Suite”, ancillary to one-unit residential use only; in other words the use is not permitted within the entirety of a home. Draft revisions can be found on the project webpage: www.talkwhiterock.ca/zoning . An open house tied to the Zoning Bylaw Review is scheduled for October 27, 2021. Staff encourage the participation of EDAC members through on-going public engagement.
8	Re-open Martin Street to two-way traffic from Marine Drive to Victoria Avenue.	Council requested removal of this item as it has been addressed.
9	Create a multi-use plaza from Vidal Street to Martin Street on Marine Drive to facilitate more patio space for businesses, traffic calming and a larger special event space.	This undertaking would require special study if portions of the road are proposed for closure. There are a number of public open spaces between Marine Drive and the promenade, between Vidal and Martin Streets, which accommodate gathering and recreation. The study could not be undertaken by City staff in light of current, limited, resources. Funding would be required to support the retention of a consultant for this work.
10	Recommend that City Council consider a request that allows the Economic Development Advisory Committee to form a sub-committee/working group to review options for re-establishing a publicly accessible west wharf float facility for the summer of 2022.	Staff defer to Council regarding this Task/Activity.
11	Open discussions with TransLink to review the frequency and effectiveness of public transport options, specifically focusing on routes from Uptown to Marine Drive.	This is a matter of advocacy that could be managed / pursued by the Committee and communicated through the Chair to Council.
12	Initiate a review of walking/cycling off-street corridors in uptown White Rock	The City’s Official Community Plan supports the establishment of a “greenway” between the

Appendix A: Staff Feedback pertaining to 2021-2022 Economic Development Advisory Committee (EDAC) Work Plan

	Task/Activity	City Staff Feedback
	with a focus on completing a walking/cycling pathway from Centennial Park to Miramar Plaza.	Town Centre and Centennial Park. Upon receipt of development applications, planning staff leverage the policies of the Plan to realize this objective. Further, with most zoning bylaw amendment applications, staff require a dedication of land along the boulevard where it is found that such land is needed to support cross section (i.e., “complete street”) improvements.
13	Focus on small retail in the town centre.	The majority of lands in the City’s Town Centre (TC) are zoned “Town Centre Area Commercial / Residential Zone “CR-1”. The zoning does not establish limits on the size of retail use in the Zone. An “enabling” policy in the Official Community Plan (OCP) could be introduced to encourage the introduction of spaces for small retail in the TC. Staff do not currently have the resources / capacity to advance new amendments to the Plan.
14	Invite a higher education institution to open a White Rock campus, for example, Emily Carr White Rock Fine Arts Campus, Tech BC White Rock Institute of Science or Kwantlen University College.	<p>The City of White Rock has a limited land base to support larger-scaled non-residential development. The CR-1 Zone, which applies to much of the Town Centre, was amended in 2021 to provide a density bonus for “non-residential uses” (see Section 6.16.4.c). Strategies to attract new business and investment to White Rock are recognized in the EDSP.</p> <p>Staff defer to Council which could lead discussions with educational institutions that may be interested in locating to White Rock.</p>
15	Establish tax break incentives to attract more businesses, for example, the first year is discounted for property tax for building owners or rentals (rebates given to building owners for their renters).	The Community Charter does not allow for the allocation of tax breaks to support business in the manner noted. There may be opportunities to establish a “revitalization tax exemption” program as a means of incentivising businesses to make major improvements or redevelopments but this does not lend itself to the objective of the noted task. EDAC may wish to explore opportunities for grant funding

Appendix A: Staff Feedback pertaining to 2021-2022 Economic Development Advisory Committee (EDAC) Work Plan

	Task/Activity	City Staff Feedback
		from other levels of government to support local business.
16	Develop a working plan to create a tech friendly environment.	This is a Task that would need to be led by EDAC members. The actions that come out of the preparation of this plan would need to be considered in light of available staff resources and funding, as may be required.
17	Actively seek and reclaim underutilized, undervalued or distressed City land, such as back alleys, former industrial, or land that is subject to easements or rights of ways.	This initiative could be pursued through the proactive identification of areas for which a specific theme / character is defined. The mechanisms to implement the identified themes would need to be evaluated. Staff do not have capacity to lead this sort of area-specific planning study.
18	Develop a future plan to repurpose mini commercial economic zones throughout the city, for example, a back-alley brewery row, art clubs or pop-up theater station, or city business zones.	
19	Develop an exposure plan for corporate sponsorships of City Initiatives.	This is a Task that would need to be led by EDAC members. The actions that come out of the preparation of this plan would need to be considered in light of available staff resources and funding, as may be required.