

EDAC Workplan Recommendations

Task/Activity	Recommendation
Remove from workplan:	
1	<p>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.</p> <p>Remove from workplan EDSP Objective 3.1 has related recommendations that could be updated during the EDAC members review of the Plan. In light of current, limited staff resources, this specific undertaking would require funding to support the retention of a consultant to do this work.</p>
2	<p>Focus on making the town centre an attractive location for small retailers.</p> <p>Remove from workplan EDSP Objectives 1.3, 2.1</p>
3	<p>Initiate a review of walking / cycling off-street corridors in uptown White Rock with a focus on completing a walking/cycling pathway from Centennial Park to Miramar Plaza.</p> <p>Remove from workplan The OCP supports the establishment of a “greenway” between the Town Centre and Centennial Park. Upon receipt of development applications, planning staff leverage the policies of the Plan to realize this objective.</p>
4	<p>Review zoning and bylaws related to different accommodation needs.</p> <p>Remove from workplan EDSP Action Item 3.4.2 As part of the on-going Zoning Bylaw Review, revisions have been made to the “Short Term Rental” (STR) bylaw to help prevent issues of land use incompatibility. STRs are recognized as a use limited to a period of no more than 30 days. 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 the home. STRs must comply with BC’s Building Code, not exceed a maximum of 2 bedrooms, provide one additional parking space and be inspected and registered through the City’s Secondary Suite Registration process.</p>

5	Recommend that City Council consider a request that allows EDAC to form a subcommittee to review options for re-establishing a publicly accessible west wharf float facility for the summer of 2022.	Remove from workplan <i>EDSP Action Item 3.3.1</i> recommends improvements to the Pier. This item was defeated at the Oct.20 th EDAC meeting but was included in the subsequent workplan that was presented to Council on Oct.25 th . EDAC could remove this item from the workplan or update it to read “EDAC to form a working group to review options.”
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Include in Workplan:

Group 1 – Final review of EDSP

6	Review, provide input on and approve draft version of EDSP.	Include in workplan Bring draft version of EDSP to EDAC Meeting on 2/16. Following that, make revisions and then present the Plan to Council for adoption.
7	Recommend appropriate report card metrics for the updated EDSP.	Include in workplan The draft version of the Plan includes metrics. EDAC’s recommendations on metrics are welcome and will be included based on the availability and ease of collecting the data set.

Group 2 – Funding for City initiatives

8	Explore all grant opportunities related to economic development.	Include in workplan <i>EDSP Action Item 1.2.2</i> This would be a good item for EDAC to advance to Council. Staff would not have capacity unless directed to do this by Council.
9	Establish tax break incentives to attract more businesses. Eg. First year is discounted for property tax for building owners or rentals (rebates given to building owners for their renters)	Include in workplan The Community Charter does not allow for the allocation of tax breaks to support business in this way. EDAC may wish to explore opportunities for grant funding from other levels of government to support local business
10	Develop an exposure plan for corporate sponsorships of City initiatives related to new festivals for example, Birding, Kite Boarding and Vegan Food (off season events).	Include in workplan Recommend that this be led by EDAC members. The actions that are suggested would need to be considered in light of staff and funding resources that may be required.

Group 3 – Further develop Tourism		
11	Create a permanent Tourism position in the City for an experienced individual who can accomplish increasing day and overnight visits to White Rock.	<i>Include in workplan</i> <i>EDSP Action Item 3.4.1</i> recommends an evaluation of funding and resources needed to support tourism in White Rock. Suggest that this be completed before EDAC recommends that a permanent position be created.
12	Encourage more festivals for example, Birding, Kite Boarding and Vegan Food (off season events). Combined with Task #10 as decided at 02 24 22 EDAC meeting	<i>Include in workplan</i> <i>EDSP Action Item 3.2.1</i> Recommend that EDAC identify specific events and the potential groups / resources needed to support the event
13	EDAC to recommend that Council direct staff to identify feasibility and trade offs related to improving the tourist experience throughout the city by installing digital information kiosks (one Uptown, one on Marine Drive and one at Memorial Park).	<i>Include in workplan</i> <i>EDSP Action Item 3.1.3</i> Will require capital expenditures. EDAC could recommend that Council direct staff to identify feasibility and trade offs
14	Open discussion with TransLink to review the frequency and effectiveness of public transport options, specifically focussing on routes from Uptown to Marine Drive. Motion passed on this item at 02 24 22 meeting	<i>Revise and include in workplan</i> The Mayor is currently Council's Translink liaison. EDAC may wish to identify specific routes and frequencies that are of concern and submit a report to Council.
Group 4 – Attract new investment		
15	Actively seek & reclaim underutilized, undervalued, or distressed City Land - Back alleys / Former industrial / Subject to easements or right of ways.	<i>Include in workplan</i> Recommend that EDAC pursue this initiative through a proactive identification of areas for which a specific theme / character is identified. Mechanisms to implement the themes would need to be evaluated. Staff does not have the capacity to lead this sort of area specific planning study.
16	Develop a future plan to repurpose mini commercial economic zones throughout City - Back Alley becomes Brewery Row - Arts Clubs or Pop-up theater stations - City Business zones.	As above

17	Develop a working plan to create a tech friendly environment	<i>Include in workplan</i> Recommend that this be led by EDAC members. The actions that are suggested would need to be considered in light of staff and funding resources that may be required.
18	Invite a Higher Education Institution to open a White Rock campus, e.g., Emily Carr White Rock Fine Arts Campus, Tech BC White Rock.	<i>Include in workplan</i> <i>Strategies to attract new business and investment to White Rock are included in the EDSP.</i> EDAC could consider establishing a task force to explore this particular opportunity.