



MARINE DRIVE/WATERFRONT TASK FORCE

PHASE 1

FINAL REPORT

**Presented to
White Rock Mayor and Council
May 29, 2017**

White Rock Business Improvement Association

Russ Davies – Interim Executive Director

Ernie Klassen – President

Susy Tucker – Vice-President

South Surrey White Rock Chamber of Commerce

Cliff Annable – Executive Director

James Purcell – President

Terry Ross – Past President

INTRODUCTION & PROJECT OBJECTIVES

In January 2017, White Rock's Marine Drive Waterfront experienced a negative media storm of shocking proportion that characterized the waterfront as "dead" and "a ghost town." With more than 10 vacant units, many business owners and guests reflected that the situation has progressively gotten worse in the business district. It was a real wake-up call for everyone.

At the beginning of February, White Rock City Council decided to strike a Marine Drive Business Task Force to address the problems that have led to business closures and guest numbers dropping.

At the same time, the White Rock Business Improvement Association and the South Surrey White Rock Chamber of Commerce were developing the framework for their own business stakeholder outreach along Marine Drive.

The City recognized that this might be an opportunity for the business associations to bring the information back to the Council in a timely manner. The BIA and Chamber agreed to take on the project of creating the Marine Drive Waterfront Task Force, with the City encouraging the efforts and eager to learn of the findings.

The BIA and Chamber set to work. The two organizations met to determine the best strategy to roll out the project and get the most buy-in and participation from the businesses and the property owners along Marine Drive.

At the end of the meeting, the structure of the study was agreed as follows:

- Objective: To create a vibrant business environment on Marine Drive
- Fact finding: There would be an open-invitation meeting for the waterfront merchants, a meeting for property owners and leasing agents, and outreach to the general public to get their feedback.
- Solution development: Meeting of the Task Force to develop recommendations and prioritize them

METHODOLOGY

This Task Force process was designed to be very inclusive and realize a large sampling of opinions and ideas – from the good to the bad and the ugly. The committee also made it very clear that the process must be transparent and open, with comments welcome before and after the proposed meetings and progress posted on the White Rock BIA website.

The BIA/Chamber committee structured the outreach as follows:

1. **Business Owner Meeting** – to schedule as soon as possible (within ten days of the committee's first meeting) and hand deliver and email invitations immediately. Reminders would be sent again late into the ten-day period, followed by emails days prior to the scheduled meeting.
2. **Property Owner Meeting** – schedule a sit-down with as many property owners and leasing agents presently representing properties to voice their thoughts, issues and suggestions to fix Marine Drive. Property owners will be mailed invitations based on their legal addresses. Phone calls and emails would be placed to realtors and commercial leasing experts.
3. **Guest Outreach** – it was important to involve the residents and guests who support the Marine Drive businesses (and those who don't) and merge their opinions into the record. Their insight is valuable, because they are the end-user of the collection of businesses and amenities on the waterfront.
4. **Determine the next course of action** - once all feedback from the three waterfront stakeholder camps was catalogued. The committee was open to all possibilities and eager to act on any ideas the businesses and landlords may come up with as soon as possible.
5. **Report back to City Council** our findings including an evaluation of commercial ratepayers' and business concerns, and challenges, and recommend actions that could help Marine Drive thrive again.

INITIATIVE 1: WATERFRONT BUSINESS OWNER STAKEHOLDER MEETING

The earlier news stories of Marine Drive's challenges were starting to become a media mantra. Although there were indeed vacancies along Marine Drive, the reality was that there were many more businesses open and welcoming customers seven days a week. The stories – in the Peace Arch News, Vancouver Sun, CBC and CTV amongst others – stayed on negative message, trumpeting the decline of the street and in effect saying White Rock is closed for business.



The BIA invited all waterfront merchants to a meeting on February 28 to share their feelings, frustrations, and solutions to rejuvenate the business area and turn the negative news narrative around.

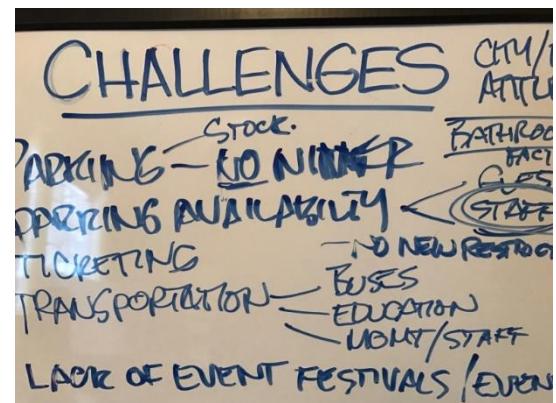
The meeting was attended by more than 40 concerned but engaged business owners and managers – one of the largest assemblies the BIA has ever had for an initiative. The feedback during the 90 minute meeting was enlightening, emotional and electric. The BIA and Chamber heard the

gathered stakeholders speak on issues around parking and parking enforcement, taxation, frustrations with businesses who did not care about their facades anymore, and future plans that they felt could bring Marine Drive back to its former glory.

The meeting was divided into two modules: “Challenges” came first where we heard the problems that the businesses face daily, and “Big Ideas” where the assembled business owners could dream a little and suggest things that would improve Marine Drive immediately and in the future. Appendix 1 of this report contains verbatim comments from the meeting, divided into their respective modules.

INITIATIVE 2: WATERFRONT PROPERTY OWNER & REALTOR STAKEHOLDER MEETING

Following the success of the waterfront business owner meeting, on March 23rd property owners and leasing agents met for a similar discussion, to give the Task Force their feedback on what is, and what could be on Marine Drive. Interestingly, many points the Landlords brought up echoed the merchants' feedback. The meeting was attended by 49 stakeholders, with 65% being Marine Drive property owners. The feedback from this meeting is contained in Appendix 2.



INITIATIVE 3: PUBLIC ENGAGEMENT & FEEDBACK

MARINE DRIVE DAY – Saturday, April 1, 2017

There was a plea from the merchants at the meeting in February to do something to curb the negative news stories, and to tell the world that Marine Drive is open and ready to serve them.

The BIA Board of Directors agreed, and committed \$7,000 from the BIA budget to create a one-day event to welcome guests back to Marine Drive, and remind them we're still here and that we're a great place to visit. Saturday, April 1 was decided as the day for this event – which was in a month's time. The businesses said they needed marketing help now, and the BIA set off to put their wishes into motion.

Using the feedback from the merchant meeting in February, many crucial pieces were identified as visible “quick fixes” and could be addressed immediately. They were:

- Mount an event on Marine Drive in the winter-time
- Encourage property & business owners to do some spring cleaning (power washing, weeding, etc.) while our guests are actually there – to show to visitors very clearly the Marine Drive business owner commitment to creating a more pleasant, welcoming streetscape free of unpleasant visual distraction (clean awnings, fresh storefronts, deck beautification).
- Create something attractive for families to do
- Promote the businesses – encourage shopping and dining on a slow Saturday
- Challenge the media on their White Rock coverage and show them not only the progress since the January 2017 run of stories, but that Marine Drive is alive and well and its merchants care
- Engage the guests in creatively “visioning” the future they personally want to see on Marine Drive and the waterfront

The effort, using the positive message “The Drive Is Alive”, was the first step in refreshing the Marine Drive image while making a bold statement as to The Strip's present economic health. The merchants were given a hashtag descriptor “#MarineDriven” to clearly describe business and property owner pride and commitment to their investment, their street and their community.

The BIA appealed to City Council to remove the pay parking requirement for the month of April to allow guests to come back and rediscover the waterfront after this first blitz of positive messaging and initiatives. The request was denied by Council, so the BIA instead decided instead to give a Loonie (\$1) back to anyone showing their Marine Drive parking receipt at the BIA redemption

centre next to the Tourist Infocentre. It was a way to thank guests for visiting, to show them that their merchants care, as well as an opportunity to engage the shopper in telling us what they would like Marine Drive to be.

Other public activities the BIA brought into the Marine Drive Day event included a small-scale kiddie train that went from East Beach to West Beach and back again; a Spaceball anti-gravity ride; a bounce house; two DJs; free yoga; and Marine Drive guided tours.



Staff at all businesses on East and West Beach were given free neon-coloured “The Drive Is Alive” shirts to proudly wear on the day. The uniform nature of our simple message made reframing the conversation about Marine Drive visible and portable. Shops and restaurants that had special Marine Drive promotional deals on the day were each given free Marine Drive Day posters to put in their windows to advertise their specials.



Cleanliness was a big issue at both the Business Owner and Property Owner meetings. To address this, the BIA rented a power washer and merchants booked the machine for an hour at a time to clean off their own building facades, awnings, decks and sidewalks.

With businesses heading into the summer season, there is a need for new employees. The BIA advertised a street-long Job Fair and encouraged applicants to bring their resume and look for the special BIA “now hiring” signs up and down Marine Drive.



To push White Rock’s new media message, the BIA hired a publicist to pitch positive Marine Drive stories and set up interviews with business owners. The result was preview coverage in The Province newspaper (page 2) and a feature story in The Vancouver Sun’s Business section about the Task Force efforts to refresh the public opinion of Marine Drive. On the day of the event, BC’s most watched 6 pm Global BC Newscast featured a much more positive, in-depth look at Marine Drive and the efforts to reframe the discussion on the Waterfront. This included a chat with a new business owner opening a restaurant on

Marine Drive and a visual display of the events and efforts of the volunteers from the BIA and Chamber Boards.

Campaign in White Rock to help revitalize businesses

<http://globalnews.ca/video/3351282/campaign-in-white-rock-to-help-revitalize-businesses>

The Peace Arch News also covered the event with a positive front- page article about the need for business and local government to work together, using the Marine Drive Day and event images as story framework.

The weather could have certainly been better for the day. However, the message shared with the public through insightful one-on-one public feedback and interaction, the successful efforts to get the businesses focused on the positives of their neighbourhood and their stores, everyone working together to step up the game and put a more welcome face on Marine Drive was not lost. Marine Drive Day was a well-received vehicle that, with the much more positive and hopeful media coverage met the Task Forces’ immediate goal.



ENGAGEMENT

The Marine Drive Day public engagement and feedback module was the last of our three stakeholder outreach initiatives, but perhaps the one that is the most telling and crucial. The Task Force needed to know what the typical guest thought of Marine Drive, what they wanted to see more of, and what Big Ideas could be employed to bring them back to shop and dine on the beach more frequently.

To do this, two public engagement elements were introduced into the special event. First, the City of White Rock brought their Official Community Plan pop-up displays to the promenade area in front of the White Rock Museum during the Marine Drive Day event. This was an open, non-threatening way for the City to explain the planning and direction of the physical city in the coming years, and to earn valuable feedback on the OCP's detailed plans of White Rock's proposed look and feel in the coming years. It was an excellent addition to the Day.

To measure the public's opinion on all matters involving the waterfront, the BIA utilized an imaginative and interactive way to engage their opinion: a "visioning" exercise utilizing Post-It Notes and vacant storefront windows. The concept was incredibly simple. The question: "What do you want to see on Marine Drive that would make you come back more often?" These suggestions could be stores, restaurants, activities, things they don't like or new ways to look at old ideas. This was a very low-tech version of a formal Retail Needs Assessment exercise, and the results were just as valid and revealing, if informal.



The general public loved this opportunity to play sidewalk planner. Kids, parents, couples and seniors stopped and visited with the BIA directors who were stationed on East and West Beach. The guests all had something to say, a suggestion or big idea that they felt Marine Drive needed that it doesn't have now. They also identified the challenges that they see as barriers to their enjoyment of or frequency of visit to the beach. They wrote their ideas on the sticky notes and then stuck them to the window of several of the empty storefronts. The result gave a very visual look at where Marine Drive needs to be, and the businesses that they would need to return more often. The suggestions provided are shown in Appendix 3.

RESULTS AND RECOMMENDATIONS

The BIA and Chamber's Waterfront Task Force has compiled some very valuable fresh intelligence gleaned from the opinions of business owners, property owners and the general public.

Although this report signifies the conclusion of the Task Force's initial objectives set forth in February 2017, this is and should not be the end of the effort. From here, the Task Force has given the City Council and staff a very real and very current snapshot of the business area from every angle. Suggestions in these pages may just contain the keys or the "ah-ha!" moment that will help the City to change the spirit of the waterfront and the attitude of the ratepayers who make Marine Drive their business. Here is where those reading this report can begin to see what the challenges are and set about to partner with the BIA and Chamber to addressing the issues head-on.

The next phase of this initiative needs the City's direct participation and understanding. There is a forward momentum, an eagerness from the collective stakeholders to fix the challenges they and the Marine Drive waterfront are facing today. The business and property owners want to contribute. The fix is in here. The ones with the toolbox are Mayor, Council and Staff, and the BIA and Chamber are eager to collaborate.

The BIA and Chamber have given the City of White Rock a grassroots document that was achieved by quick action, tireless work behind the scenes and a shared passion to return Marine Drive to the remarkable waterfront that it was and will be again.

It is clear that Marine Drive is a special feature of the White Rock and South Surrey area, contributing to property values, tax revenues, and economic growth. Effort and investment to improve and enhance this gem will be beneficial to all stakeholders.

Thank you for this opportunity to help influence and even chart the direction of Marine Drive. We believe in our waterfront, just as much as you do, and this time opens a fantastic opportunity to prioritize some wholesale and adaptive ideas.

To that end, there are some very important shared recommendations and takeaways that could form some immediate, short and longer term planning and policy directives. They are:

- The merchants and property owners would appreciate an opportunity to **discuss key Marine Drive issues directly with Mayor, Council and Staff** in an open and inclusive discussion to find mutual pieces of actionable policy. This could be hosted by the BIA during the coming weeks.
- **An ongoing Task Force** should be considered, with representation from City staff, the BIA, merchants, property owners and Tourism, perhaps under the umbrella of the Economic Development Committee.
- **An Empty Store Tax** should be considered, to spur absentee owners to take care of their investment on Marine Drive and actively lease the premises instead of allowing vacancies to linger.
- The City Bylaw Department should to address the unsightly nature of **poorly maintained individual businesses and properties**. Be it patios falling apart, dirty awnings, buildings that are defaced or in disrepair. Perhaps fines and demands will work where neighbour suggestion and encouragement hasn't.
- **Improvements to and expansion** of the promenade, the pier, washroom facilities, parks and parking capacity would be welcomed by merchants and the public provided they are cost effective and well planned.

- Pay parking is an issue on Marine Drive that will not go away. It is one of the more important and far-reaching impediments to business. A much more “out of the box” and inclusive strategy is requested by the ratepaying stakeholders that addresses the long-term viability of business growth and investment on the Waterfront. The reasoning of “lost revenue” can be well addressed by finding new, more creative and sustainable efforts that don’t rely on the financial goodwill and patience of the business community to continuously shoulder. From staff parking to loading zones, pay parking rationale and parking enforcement has become untenable. Some parking ideas to consider:
 - **A parking validation** system should be considered by the restaurants and merchants.
 - **Valet Parking** should be considered by restaurants—there has been some success in the past.
 - **City merchant parking passes** similar to resident parking passes should be made available to businesses for use by staff.
 - **Offer annual City parking passes for sale** to non-residents at a reasonable price. Once someone has bought a pass, you can expect them to try to use it often to get value.
 - Expand and publicize **Winter Parking** promotional rates
- Put the wheels in motion to determine **a cohesive “theme” for the waterfront**, to be enshrined into waterfront design criteria going forward. The City should consider reactivating the former Façade grants initiative to influence property owners to adapt their buildings to the new theme. Many of the buildings are getting on in years, and real estate speculation on the beach is rampant. A clear vision of what the waterfront thematic elements and values are needed immediately, or Marine Drive will forever host of a mish-mash of incongruous building styles and forms. Don’t lose this opportunity.
- **Beach thoroughfares and greenery upkeep** have been noticeably lacking in recent years. The result has guests commenting negatively and the whole area looking unloved and uncared-for. More frequent year-round attention to this enhancement is requested.
- **The ban on dogs on the Promenade should finally be struck down**, at least on East Beach. This would give promenade walkers an option of a dog walking and a dog free zone. White Rock businesses have received an enormous amount of incredulous attitude from guests who are shocked, surprised and angered by the ban of four-legged friends along the walkways. We are sending potential guests away to Surrey’s Crescent Beach and park system – along with their money - because of this archaic rule. Dog owners and clean-up bags positioned along the thoroughfare would address any accidents, and the chain link fence along the railway railings keeps Rover on the right side of the walk (and away from trains, too). If you can walk a dog on the Stanley Park seawall without concern, you should be able to walk a dog on ours. This is an easy fix.
- **Patio enclosures** have been an issue between the Fire Department and our businesses. This is another business challenging “rule” that is specifically made-in-White Rock. Enclosed patios are very much welcomed in Vancouver – and in many other cities large and small - where the number of restaurants and diners dwarf the annual guest count here. Business patios need to be used 12 months a year, not just in the summertime. Having permitted patio enclosures that keeps the weather out while diners enjoy a mid-winter al fresco meal is an obvious way to achieve this direction and encourage more guests to return to the Strip. Surely there must be a way to look at Vancouver’s bylaws and understand their risk management strategy around enclosed patios to measure the White Rock over-reaction. Let’s look at this again and figure out how we can get to “yes” on this issue.
- **Merchandise mix** and the element of planning control is a serious issue for the waterfront. If cities are able to identify where certain businesses can open shop, surely the same principle can be employed to create workable, cohesive commercial blocks. The allowance of office space on ground level, the cluster of similar shops and services and the overall flow of the business area on Marine Drive is something the City must look at using a Resort Community- style approach.

Appendix 1: Feedback from Business Owner Meeting

Marine Drive: Challenges

- Too many restrictions: Sandwich Boards, Patio (weather proofing and enclosing), Decorations
- City Hall should be 10% thought 90% action – not 90% thought 10% action
- When Free Parking was offered, East Beach packed with cars but guests ended up on West Beach
- 8th Avenue & Highway 99 street signage is missing
- City has an overcautious fear of liability which has stifled new initiatives
- Too many bylaws
- City needs to help businesses more and jump on board
- We need to study what other communities are doing
- Too much “Nimby-ism” in White Rock. The businesses matter, too.
- Marine Drive: “It’s a dump.”
- Facias are disgusting
- Property owners need to take better care of their buildings
 - Empty Store tax for vacant properties
- The flowers and greenery are the worst I’ve ever seen it; it looks awful
- Snow clearing on properties/parking lots needs to be handled better
- Parking issues galore – over enforcement, penalties for unloading, chasing away customers
- There shouldn’t be pay parking in winter
- Staff parking availability is awful
- Too much ticketing
- Needs to be a strategy for management and staff parking
- Education to public on how to get to the beach
- Buses need to be more frequent
- Staff parking management plan
- Money collected should go right back into Marine Drive, not for other projects in the city or pay down debt
 - Cleaner public bathroom facilities
 - Transportation
- Lack of events and festivals
- Too dark along the street
- Winter business is bad
- Need a decrease in the cost of doing business in White Rock; it’s chasing good businesses away
- Landlords allow buildings to sit in disrepair
- The shift from city garbage collection to privatized: terrible.
 - Garbage collection tax credit not passed on
- Difficult to get extensions of liquor Licenses
- Lack of business diversity
- South Surrey is killing us
- Need to allow more density on the beach
- Tourism Information boards are outdated and need to be changed
- New stores need to be opened
- Allow dogs on the promenade! We’re losing that business to Crescent Beach

Marine Drive: Big Ideas

- First 3 hours of parking free
- Granville Island style: 100-dollar monthly parking pass.
- Semiahmoo First Nations: 10-dollar day parking + shuttle bus (good for beach staff)
- Parking validation program
- The current summer shuttle needs to be marketed better
- More festivals year-round: emphasis on children's activities
- Dog areas: traffic is being driven to Crescent Beach
- Ferris wheel (Or similar attraction)
- Winter Fest
- Businesses with consistent hours
- Build a better marina
- Farmers market
- Learn from Malibu's Waterfront
- "White Rock Beach is an island to its own"

What does the future look like?

- City needs to get behind business efforts
 - Marine Drive needs a theme – like Leavenworth, Steveston, La Connor
- More "Beachy-ness" – play up seaside; striped tents, lawn chairs, use the pier for vendors (popcorn etc.)
- Sandcastle competition back
- Volleyball nets on beach
- Outdoor fireplaces
- Outdoor movie theatre
- Loading zones for beach businesses
- No new restrictions
- Have a 5 year plan
 - **1st year**
 - Clean Marine Drive: bricks, boardwalk, plants, parking lot
 - Empty shops: redecorated front / temporary businesses
 - Painted light poles
 - Rake the beach
 - **2nd / 3rd year**
 - Address parking: parking on the road ends
 - Tram to and from the beach
 - Plaza/grand staircase from Marine Drive up to Buena Vista
 - Repurposing Martin Street as the stairwell to and from the beach
 - Parking that is not in front of beach shops
 - Seawall on both sides of the tracks
 - Rocks removed from breakwater / shoreline
 - Those removed rocks used to fill south side of the track for new seawall
 - **4th / 5th year**
 - Rent out bikes and mopeds
 - Rent out boats
 - Expand the Pier – build a marina

- Target US Customers:
 - Bring back the billboard
 - More advertising off Hwy 99
- Playground for Kids
- Winter attitude/image needs to be more “Summery!”
- Easier to license buskers
- Lights; lights in trees; lights in flower baskets
- BIA spending more money on winter events
- More radio advertising
- “Home of the World’s Best Sunsets”
- “Beachy” gateway signage at entrances into the city
- Promote more as a filming location
- The Drive Is Alive – not dead

- **Appendix 2: Feedback from Property Owner Meeting**

The following are verbatim comments from the meeting:

Marine Drive: Challenges

- Pay Parking
 - It's a big marketing problem – negative opinions, feelings
 - Enforcement is too “heavy”
 - The City is too reliant on parking fees
 - The city collects the money from the parking, but it doesn't return to the waterfront in the way of upkeep or beautification
 - The rules and regulations of what constitutes a commercial parking decal is confusing, and unfair – another tax grab along with patio fees, sandwich board fees, etc. “nickel and diming”
 - The recent removal of the parking on East Beach was not communicated well enough by the City
- Lack of people
- Too many businesses close in the winter
- The beach has been “dying for years”
- Huge competition from South Surrey (Grandview Corners etc.) where parking is free and the hot new stores are located
- The “diversity” of businesses on the waterfront is severely lacking – is there a way to “enforce” a retail mix
- What happened to the Retail Needs Assessment that the City and BIA paid for? How did it get used?
- Rentals don't have any “cap” which means that the leases get more and more unaffordable
- Commercial space is being turned into residential (the building next to Sandpiper) – has a small CRU that isn't good for anything, other than to satisfy the requirement of commercial somewhere in the project
- There is a lack of “quality” tenants to sign leases
- Lots of “dreamers” but lack of business knowledge and bad credit
- Landlords are overcharging rent – square footage rates that are too high for the marketplace
- Owners have to take action on their own property – take pride
- Some of the buildings on the waterfront are in bad condition
- “Why are the buildings let go like this?”
- Cost to renovate/bring up to current codes are too much
- The City should be used as “muscle” to force Landlords to clean up their property – enforce the bylaws
- There is a lack of “understanding” from the City on business issues and concerns
- Taxes are “12K to 24K” a year in some instances – which is out of line
- No garbage pickup anymore but our taxes didn't go down; forced businesses to find an alternative
- There needs to be 1 garbage contract for all businesses, so that the pickup time is scheduled like the City's schedule, so that there's not garbage trucks running through the neighbourhoods all the time
- There are so many “pest” issues from the beach (rats, mice etc.)
- The Semiahmoo First Nation does not seem to get any respect from the City
- The City has become a “No Fun Zone” – no activity allowed, no dogs, no bikes etc.
- The City seems to be “frozen” in time

Marine Drive: Big Ideas

- There needs to be a City/Business meeting – where City staff and Councilors meet with real property owners, business owners and realtors to hear how it really is
- City should be actively encouraging business to come here
- There should be an “empty store tax”
- There needs to be a “structured” parking strategy with better loading zones and daily passes for merchants
- Bring back the billboard on Highway 99
- Allow dogs on the beach and promenade
- What about a “paint incentive loan” to offer breaks for those who paint/upgrade their business
- What’s our “theme”? It’s a mishmash of design styles now (old/new) – consistency is required
- White Rock is “The Beach” and so the focus should be on making the beach be “the” place
- What are the tourist numbers?
- There should only be “super high quality” buildings permitted
- Positive marketing “White Rock is open for business”
- A “more appealing” Marine Drive
- Closing Marine Drive for street fairs or night markets
- Look at the “2 Days in Seattle” campaign – what about “2 Days in White Rock”?
- Need a casino
- Need a boat marina
- Maybe Marine Drive is one-way?
- Trolley/people movers
- Locals how do we get them back?
- Look at Steveston as a template
- Horse and carriage rides
- Theme: “Canadian Beach Side”
- Whistler is “esthetically pleasing” and a pleasure to walk around

Appendix 3: Feedback from Guest Outreach

The following is the verbatim transcription of every suggestion written on the Post-Its and stuck to the store window. We received more than 275 suggestions of all sorts. They are categorized for easy reference:

Restaurants Wanted

Craft brewery chain restaurant	Coffee shop takeout
Bakery	Pub / bar
Milkshake bar	Mexican restaurant
More restaurants	Limit of 2 of each type of restaurant
Juice bar	Subway
Pizza place	Around the world food
Kid's restaurant	Sandwich shop
Deli	No Franchises
Tapas Gallery	Wine tasting bar with restaurant
50's style diner	No burger places
Just like Deluxe	Food carts
Starbucks	Cupcakes!
Tim Hortons	Restaurant at end of the pier
Fine dining Chinese food	Steak house
Thai restaurant	Italian food
Fish and chips	Greek
Oyster bar ("buck a shuck")	Variety restaurant (like EXP in Vancouver)
Chocolate shop	Ethiopian African eatery
Tacos & margaritas	Hot pockets
Outdoor bistro	Burger shop
Roller disco bar	

Retail Stores Wanted

Arcade	Canadian made shop
Grocery store	Canadian souvenirs & gift shop
Kid's centre	Convenience store
Toy store	Boutique clothing shop
Kite store	Fitness
Pet store	Record shop
Old fashioned candy store	Antique shop
Bike rentals	Pharmacy
Movie theater	Photography store
Film studio with classes	Art gallery
Themed retail specialty shops	Hobby store
Cute little shops	Hair salon
Train store	Fishing gear supplies
Precious stones	Hat shop
Pop-up shops-variety of retail	Beach shop

Nail place	Upscale thrift shop
Fun T-shirt store	Surf boards
Doggie daycare	Batting cages
Show & event ticket outlet	Motel / hotel
Mix of retail	

Activities / Experiences

Arts	Music
Family activities	Sandcastles
Market	Dancing
Aquarium	Festivals
Seasonal themes	Tourist centre
Kite surfing festival	Resident Naturalist/marine biologist w/tours of beach
Marine Drive street party	Summer activity centre w/board rental (eg. Side Shows)
Musical theater	A place to take the grand-kids
Beach concerts	

New Infrastructure/Assets:

Youth center	Playground/ park
Pool	Better washrooms
Expand pier and marina	Barbeque pit on beach
Gazebo	Solarium
Live music venue	A place to dance
Improve museum	Play up the history of White Rock
More piers / lookouts	Shuttles
Murals	Bike path
Big hop scotch	Community meeting place
Promote both beaches	Connect beach to uptown

Opinion on bylaws/rents:

Allow dogs (this was BIG)	No dogs
Lower waterfront rent	Better landlords
Bury hydro lines	Merchants need a break
More residential	More office space
Be like Steveston, Ladner, Fort Langley	New construction – 4 floors
More capital investment	

Opinions on Parking:

Restaurant discount for parking	Easier accessibility – no parking in summer
More parking areas	Parking rates too harsh in summer
Lower parking rates	Free parking
Reduce parking all year	Affordable parking
Validated parking subsidized by City	Cheaper parking
Relaxed pay parking	Add parking

Love the extended parking	All day parking
Parking shuttle	Free parking and public washrooms
Free parking for White Rock outsiders	Parking
October to March free parking	Strike for free parking
Pay parking in off season irks me – don't come down	Parking is a deterrent
Shuttle?	Free parking at least in winter
Parking rebates	

Clean up / Appearances

Lots of old grubby storefronts that need a facelift	More charm
Murals in empty business fronts	More vibrant
Exteriors re-done	Clean storefronts
Park like feel – less pavement	More flowers
Clean up dull storefronts	Awnings cleaned and replaced
Freshen up and brighten up all awnings	Upkeep landscape – smarter perennials
Fewer crowds	Cleanliness-no gum on sidewalks, painted, more flowers
Atmosphere	Empty spaces and printing windows
Flower baskets	Public washrooms
Bigger path	More lighting on paths and trees
Every store front should have some curb appeal	Big promenade

Feedback received at BIA “\$1 Back” parking booth:

Uber or Taxis	Better public transit
Shuttle every 30 minutes from town hall to beach	Who can compose a vibe that can revive?
Fireworks	More retail and more restaurants
Cheaper parking	Dogs on the promenade
Reduce parking	Parking fees, less money/no money
Wider promenade	Biking
Dogs	Rollerblading
Fewer cars	Quality food trucks allow people to relax about parking
No dogs – too small	Great place – only \$1.50 to park. What a deal
Great beach and restaurants	Awesome beach
Cheaper parking	Free parking in winter
Playground on the beach	Don't lose what you have
Stable restaurants	Rooftop gardens
Ferris wheel	Make facades rock heritage
Bright colour mix	Diverse selection
Repair	Hard work
Tour bus parking	

