



THE CORPORATION OF THE  
**CITY OF WHITE ROCK**  
15322 BUENA VISTA AVENUE, WHITE ROCK, B.C. V4B 1Y6

January 5, 2018

A MEETING of the **ECONOMIC INVESTMENT COMMITTEE** will be held in **HALL C, WHITE ROCK COMMUNITY CENTRE**, 15154 Russel Avenue, White Rock on **WEDNESDAY, January 10, 2018**, at **4:00 p.m.** for the transaction of business listed below.

Tracey Arthur  
Director of Corporate Administration

## A G E N D A

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1. **CALL TO ORDER**

2. **AGENDA APPROVAL**

**RECOMMENDATION**

THAT the Economic Investment Committee adopts the agenda for the January 10, 2018 meeting as circulated.

3. **ADOPTION OF MINUTES**

November 8, 2017

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**RECOMMENDATION**

THAT the Economic Investment Committee adopts the November 8, 2017 minutes as circulated.

4. **ARTS/CULTURE AND ECONOMIC DEVELOPMENT - COUNCIL  
RECOMMENDATIONS**

At its regular meeting on December 11, 2017, Council carried the following recommendation brought by the Cultural Advisory Committee:

2017-533 THAT Council:

- a) Directs staff to arrange a joint meeting between the Economic Investment Committee and Cultural Advisory Committee to discuss the incorporation of arts and culture with economic development; and
- b) Recommends the Director, Planning and Development attend the joint meeting for advice, ideas and support in advancing the formal establishment of a cultural corridor as per the Official Community Plan.

The item is brought to the Economic Investment Committee for information.

**5. ANNUAL WORK PLAN – CHIEF ADMINISTRATIVE OFFICER (CAO)**

As per the Economic Investment Committee Terms of Reference , the CAO will discuss potential items that the Committee may wish to work on during 2018.

**6. MARINE DRIVE UPDATES**

- a) The BIA will provide an update on projects and matters relating to Marine Drive.
- b) Email dated December 29, 2017 from resident, Mr. Brian Sullivan, is presented for the Committee's comments.

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**7. DEVELOPMENTS UPDATE – DIRECTOR, PLANNING & DEVELOPMENT SERVICES**

Director of Planning and Development Services will provide a general overview of current development applications.

**8. MEETING SCHEDULE**

The 2018 meeting schedule was adopted by the Committee at its meeting on November 8, 2017, and upcoming meetings are noted for reference purposes:

- March 14
- May 9
- July 11
- September 12
- November 14

**9. CONCLUSION OF THE JANUARY 10, 2018 ECONOMIC INVESTMENT COMMITTEE MEETING**

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<b>PRESENT:</b>	B. Bezubiak, Chairperson T. Blume A. Gupta Dr. R. Jackson J. Lawrence Y. Makogonsky R. Pearson
<b>NON VOTING MEMBERS:</b>	Councillor G. Meyer C. Annable J. Brandon, (BIA)
<b>ABSENT:</b>	S. Dahl G. Cameron W. McKinnon S. Moir G. Saunders D. Walker
<b>STAFF:</b>	D. Bottrill, Chief Administrative Officer C. Johannsen, Director, Planning & Development Services E. Stepura, Director, Recreation & Culture (Item 5) G. Diogan, Committee Clerk  Press: 0 Public: 2

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**1. CALL TO ORDER**  
The meeting was called to order at 4:15 p.m.

**2. AGENDA APPROVAL**

2017-EIC-028 **IT WAS MOVED AND SECONDED**  
THAT the Economic Investment Committee adopts the agenda for the  
November 8, 2017 meeting as circulated.

**CARRIED**

**3. ADOPTION OF MINUTES**  
September 13, 2017

2017-EIC-029 **IT WAS MOVED AND SECONDED**  
THAT the Economic Investment Committee adopts the September 13, 2017  
minutes as circulated.

**CARRIED**

**4. WHITE ROCK BUSINESS IMPROVEMENT ASSOCIATION (BIA) & SOUTH SURREY/WHITE ROCK CHAMBER OF COMMERCE: PHASE 1 OF THE WATERFRONT TASK FORCE - UPDATES**

- a) The Director of Planning and Development Services reported that after review of the Phase 1 of the Waterfront Task Force Report staff had focused on the “Results and Recommendations” page to initiate discussion and feedback. Staff recommendations and initial responses were presented on table, and the Director of Planning and Development Services spoke to each item:
1. A meeting had been held in October 2017 to discuss Marine Drive issues with Council and staff.
  2. Rather than an ongoing Task Force, staff recommend that Marine Drive be a standing item on the EIC agenda.
  3. The committee discussed the pros and cons of an empty store tax and did not wish it to be viewed as punitive, nor be a deterrent for potential businesses moving to the area. A best practice review of the empty store tax was recommended.
  4. Staff have already responded to address issues regarding unsightly premises and are working to have tenant improvements and inspections undertaken as soon as possible.
  5. An update on the work being undertaken to improve/expand the waterfront amenities was provided, namely the Memorial Park project; the four-storey parkade; potential shoreline protection; promenade enhancement project; summer shuttle/trolley service.
  6. Proposed pay parking strategies such as employee parking, review of parking fees, additional parking, i.e. construction of a new parkade are under consideration and review. Council has approved the construction of the new parkade and staff are looking at construction options and preparing to tender. A looping east to west shuttle service on Marine Drive has been proposed in the City’s financial plan, a draft of which was presented to Council on November 6, 2017. The committee suggested Bylaw Enforcement Officers might take on a “dual” role as staff ambassadors and hand out tourist information to visitors. This suggestion was taken under advisement.
  7. Under the new Official Community Plan (OCP), guidelines for development permit areas will guide the “theme” of the waterfront. In addition there will be guidelines to follow under the promenade enhancement project. Potential streetscaping and building character in the area may be undertaken with a variety of lighting features, street furnishings and plants. The committee emphasized the importance of considering the fall and winter season stating the area feels somewhat neglected when the summer is over. It was pointed out that a full or low vacancy rate would help the area all year round, as the merchants would be encouraged to make the

storefronts attractive for potential customers. The BIA has recently added some light features on the promenade.

8. Staff will keep the waterfront upkeep a priority.
9. The promenade is too narrow to currently lift the ban on dogs on the promenade. A discussion on options on whether to allow dogs on the promenade or not ensued. The committee also discussed options to extend the promenade, widen it in some areas, create a walkway, and consider east beach for future enhancements.
10. Staff are reviewing the technical and safety options of allowing patio enclosures with the Fire Department and Engineering Department.
11. The intention of the OCP, zoning, and investment in the area is intended to attract a mix of food, retail, and commercial businesses. Staff noted committee comments that there needs to be a variety of merchants to allow for activities after consumers have dined in the area.

- b) Committee Member Brandon provided a verbal report on the Marine Drive Town Hall meeting. The meeting was well attended; there was good discussion and positive interactions. She highlighted that parking was a well discussed item with no single solution to address the issue. There was consensus that the City is going in the right direction. The committee agreed that Marine Drive should be a standing item on the EIC agenda. The BIA intends to host a merchant meeting on general topics annually.

**5. LA CONNER SISTER CITY SIGNAGE – DIRECTOR OF RECREATION AND CULTURE**

The Director of Recreation and Culture informed the committee that at its regular meeting on October 2, 2017 Council had received his corporate report titled “Options for Recognition of our Sister City La Conner, Washington State, USA” and Council had directed the Economic Investment Committee and/or the Cultural Advisory Committee to consider part 3 of its resolution below at an upcoming meeting as follows:

**RECOMMENDATION**  
*THAT Council:*

1. *Receive for information the corporate report dated October 2, 2017 from the Director of Recreation and Culture, titled “Options for Recognition of our Sister City La Conner Washington State, USA;”*
2. *Approve the installation of a story board on the White Rock Pier to recognize White Rock’s Sister City relationship with La Conner, Washington State, USA; and*
3. *Request that the Cultural Advisory Committee and/or the Economic Investment Committee review signage options to assist facilitating a final design for the La Conner storyboard.*

As background information, the Director of Recreation and Culture shared that the sister city partnership between the City of White Rock and La Conner was formed in 2013. The partnership relates mostly to tourism, public art, culture and various celebrations. La Conner has a gateway sign encouraging tourists to visit White Rock but at the present time White Rock has no reciprocal signage and Council would like to recognize La Conner in a prominent way. The suggestion of a storyboard on the pier was recommended to Council and endorsed by the Cultural Advisory Committee at its meeting on October 24, 2017. A draft of the signage for the storyboard was distributed to the committee.

2017-EIC-030

**IT WAS MOVED AND SECONDED**

THAT the Economic Investment Committee supports the La Conner draft signage as presented with the addition of a context map, and be installed as a storyboard on the White Rock Pier.

**CARRIED**

Director of Recreation and Culture left the meeting at 4:26 p.m.

**6. DEVELOPMENTS UPDATE – DIRECTOR, PLANNING & DEVELOPMENT SERVICES**

The Director of Planning and Development Services provided a general overview of thirteen (13) current major developments and applications.

- The committee enquired about the impact on merchants as there are several projects being constructed in one area at the same time. Staff are reviewing the impact and a multi-layered information package would be brought to the next meeting. Staff are proactively liaising with the BIA, individual merchants, contractors and stratas to address noise, parking, road closures, business continuity, etc.
- As there will be up to 187,000 square feet of commercial space in the new builds, the committee enquired regarding plans to attract new business to the area.
- Staff would provide further details on the commercial space that will be available in the new construction at the next meeting.
- Committee Member Jackson suggested the committee be proactive in marketing the developments in order to assist in attracting tenants that fit in with the character and culture of White Rock and the new OCP.
- The committee considered it imperative to market the changes occurring in White Rock now so that potential merchants/businesses consider location/relocation in their own 5-10 year strategic/expansion plans.
- It was felt that ongoing communication from the City was important.
- Grandview in Surrey continues to grow, and it may be worth looking at how it is attracting new business to that area.
- The residential growth in South Surrey brings visitors and consumers to White Rock, particularly the waterfront.

- A vacancy tax for the waterfront area was discussed. It was stated that it important to fill the vacant commercial spaces to retain community and vibrancy in the area and that a vacancy tax may be a deterrent in attracting new business.
- The committee agreed that a reception/event inviting commercial realtors and businesses to the area would be a good marketing strategy.
- Staff responded to an inquiry regarding the Blue Frog that it continues to operate and, under the new OCP, it has redevelopment options if it so wishes.
- There will be construction pains, but the redevelopment is significant and the Chairperson complimented staff on the major projects that are under way.

Members of the public left the meeting at 5:25 p.m.  
Committee Member Annable left the meeting at 5:27 p.m.

**7. MEETING SCHEDULE**

The following schedule of Economic Investment Committee meeting dates for 2018 were submitted for consideration:

- January 10
- March 14
- May 9
- July 11
- September 12
- November 14

2017-EIC-031 **IT WAS MOVED AND SECONDED**

THAT the Economic Investment Committee adopts the meeting dates for 2018 as submitted.

**CARRIED**

**8. CONCLUSION OF THE NOVEMBER 8, 2017 ECONOMIC INVESTMENT COMMITTEE MEETING**

The Chairperson declared the meeting concluded at 5:53 p.m.



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B. Bezubiak, Chairperson

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G. Diogan, Committee Clerk

**From:** [Dan Bottrill](#)  
**To:** [Gurdeep Diogan](#)  
**Cc:** [Tracey Arthur](#); [Stephanie Lam](#); [Chris Magnus](#)  
**Subject:** FW: Marine Drive Commercial  
**Date:** Tuesday, January 02, 2018 10:55:11 AM

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Hi Gurdeep,

Mayor Baldwin wishes to include the following email from Brian Sullivan on the next EIC meeting.

Thank you, Dan.

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**From:** Wayne Baldwin  
**Sent:** Tuesday, January 02, 2018 10:49 AM  
**To:** James Brian Sullivan  
**Cc:** Dan Bottrill <[DBottrill@whiterockcity.ca](mailto:DBottrill@whiterockcity.ca)>; Carl Johannsen <[CJohannsen@whiterockcity.ca](mailto:CJohannsen@whiterockcity.ca)>; Tracey Arthur <[TArthur@whiterockcity.ca](mailto:TArthur@whiterockcity.ca)>  
**Subject:** Re: Marine Drive Commercial

Mr Sullivan , thank you for your email and your constructive suggestions. They are appreciated.

By copy of this I will ask the staff to forward your letter to the Economic Development Committee for comment as well as to our Planner.

Briefly, I can say I do not disagree with your comments although I think the relocation of the museum out of a historical heritage building is most likely a non starter. The trick of course is , how would your suggestions get done?

Best wishes

Wayne Baldwin  
Mayor  
City of White Rock

## WHITE ROCK MATTERS

On Dec 29, 2017, at 6:46 PM, James Brian Sullivan wrote:

Recently I commented at your hearing concerning the proposed developments on Johnston Road and I believe the revisions to height are heading in the correct direction by keeping the buildings lower below Thrift. I hope there will be a solution for the issues of the Blue Frog and appreciate that under Comprehensive Development Zoning it may be difficult to achieve without a specific proposal. I have encouraged Kelly Breaks to consider that as an option.

Progress begets resistance but White Rock is moving towards a more dynamic, denser city and I think that is very positive in many ways for its residents. I believe Johnston will benefit from the development around and along it.

By way of a background I lived in White Rock from 1995 to 2001 and moved back last summer. My background is in development and investing in real estate

with sojourns in the oil and banking business. I started and managed the real estate trust of the Canadian Medical Association and grew it to the largest public trust in Canada. I was responsible as CFO and Chairman for the development and management of property from coast . Some of my better known developments are the BC Teachers Federation Building, the Island Home Centre on Vancouver Island, Credit Suisse Canada Headquarters and Apple Canada Headquarters in Toronto.I have developed houses in Point Grey as well as Southern California and redeveloped in Shaughnessy. Through some family connections I have access to some of the best real estate minds in the country including the largest real estate corporation in Canada. I have a BBA and an MBA from Cornell University with specialization in real estate development and finance. As a returning resident to White Rock I feel I can be of service to the municipality I would be happy to volunteer.

I am writing you regarding Marine Drive and its challenges.While I do understand the argument for more parking and see that the City is improving it, I think the issue is broader than that. If the past summer activities on the beach proved anything, its that people will come to the beach if there is a draw. Truthfully whats there does not cut it. The East Beach is dominated by small fish and chip stands with limited seating and seasonal hours. The West Beach has some middle of the road restaurants that have remained unchanged in years. In the winter these compete directly with the modern chains such as The Keg, Cactus Club etc in South Surrey-these are large restaurants, well known, successful, modern , well capitalized , and well branded establishments. Quite different then what the beach has to offer. None of the Beach restaurants can really be classed as a draw-although Ulis' and Charlies are notable and seem to have a good local following.. I have seen some evidence that the Boathouse will leave.Giraffe and Wolfies are gone and were good better dining establishments but very small.Clearly the revenue stream of the restaurants is declining as they face increased competition from the sophisticated South Surrey operators.New ones do open but the success rate is very low.On their own they are not strong enough or large enough to draw to the beach especially in winter. If you were drawn to White Rock and its beach but had never been here before where would you chose to eat? You would not recognize any of the names, but a quick google search would send you to South Surrey and names you know and likely trust.So the Beach needs something that makes a strong statement.

Of course moving the rail tracks would be wonderful but whether it is feasible or not or when is unknown.

What are some of the things that can be done now?

1. Encourage new larger restaurants especially if branded.
2. Investigate moving the archives. This property is the most valuable on the whole strip and it is frankly doing little for the vibrancy of the area. While it might fulfil a crucial function it is not a draw and its seems that nothing on Marine Drive behind it works-in fact it seems to neutralize the retail restaurants behind it. Compare that to say the use of property at Kits Beach or English Bay in Vancouver . The Cactus Club on English Bay is a real draw and the large use of glass enables the views to continue from the Street side.I believe that working to resolve the use of this space with or without the existing structure represents the

greatest opportunity for improvement to Marine Drive...and as this summer has shown if it were possible to somehow incorporate popular music it could well be the catalyst that turns the beach around

3. Investigate retail uses for the pier. Great space and location terribly underdeveloped and underutilized..The marina does nothing for the restaurants or the area. It serves to further deaden the pier.Consider some sort of retail/service building/coffee shop at the end of the pier?.

Hope this long note has been of some service.

Sincerely,

Brian Sullivan