

CITY OF WHITE ROCK

Business Resource Guide



WHITE ROCK BIA



WHITE ROCK
City by the Sea!

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Welcome to White Rock



City of White Rock

White Rock is a dynamic seaside community located 50 kilometres south of Vancouver and six kilometres from the Peace Arch Border Crossing. The city is clustered around an eight-kilometre sandy beach that is lined by an oceanfront Promenade and home to the famous White Rock Pier, the longest pier in Canada. White Rock offers access to major highways, border crossings and airports and is an ideal location for businesses, developers and investors looking to grow and prosper.

The City of White Rock is fostering an environment that supports business, draws employment, and encourages enhanced living standards. Through the development of an updated Economic Development Strategic Plan, the City is taking a long-term approach to economic development, setting targets, and considering new policies.

Looking to start a business in White Rock? Review our information about business licences, forms and permits to find out what documents you need to get started.

Learn about building and renovating in White Rock. Depending on your project, you may need to apply for a building permit.

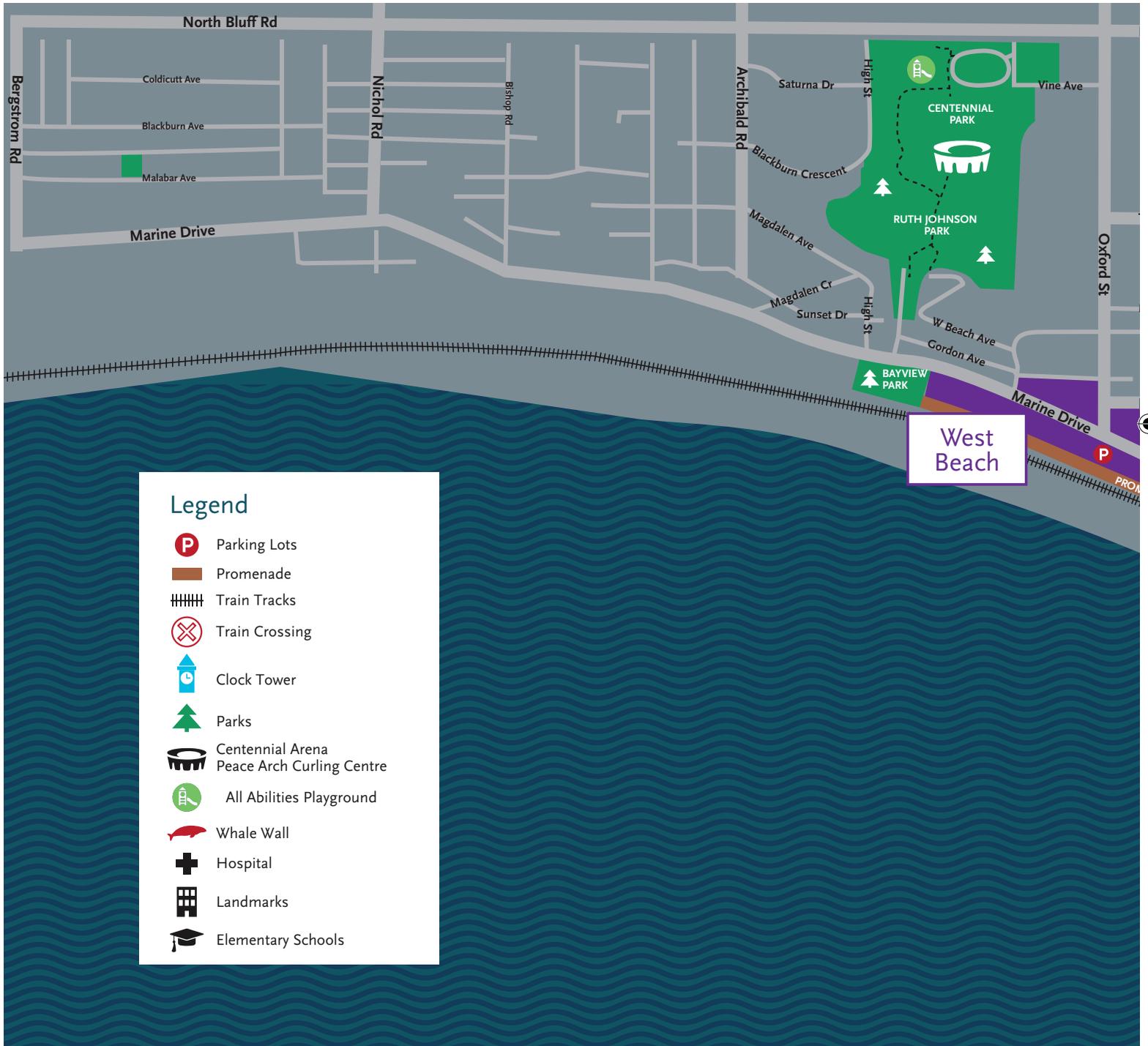
Our Official Community Plan describes our long term vision for White Rock. It's a statement of objectives and policies to guide decisions on planning and land use management. Our zoning bylaw regulates how land, buildings and other structures may be used in our city. Our Economic Development Strategic Plan outlines our objectives and priorities that support our Economic Development vision.

To Contact Us:

Phone: 604-541-2100

Email: econdev@whiterockcity.ca

Website: whiterockcity.ca



Welcome to White Rock





On behalf of Council, thank you for choosing to invest in our community. We value the contributions businesses make to the vitality of White Rock and we know our residents place a high value on being able to shop and access services locally.

We want to assure you that White Rock Council and City staff are working hard to strengthen the business climate in White Rock and to attract visitors and tourists to our community. This includes:

- The hiring of an Economic Development Officer in the fall of 2020
- Formation of an Economic Development Advisory Committee
- Working closely with the White Rock Business Improvement Association, the South Surrey & White Rock Chamber of Commerce and Tourism White Rock who oversees “Explore White Rock.”

The City of White Rock has recently updated its 2009 Economic Development Strategic Plan with a new vision, objectives and strategies to strengthen the economic foundation and climate of our community.

We encourage you to review the updated plan, which can be found in the Economic Development section of the City of White Rock’s website.

Please also consider connecting with the local White Rock BIA and the South Surrey White Rock Chamber of Commerce to tap into the variety of support services and networking opportunities offered for local business.

We also encourage residents, local business and organizations to engage and take greater interest in municipal affairs through a variety of opportunities available to you. For example, our e-newsletter publication, “City Connects” is broadcasted to each subscriber electronically the day following a Council meeting that provides a summary of the meeting, events taking place or opportunities in the City that may be of interest to you. You can sign up to receive electronic publications through the City of White Rock’s website.

In the meantime, White Rock City Council wishes you every success—now and in the future. If you have any feedback or suggestions at any time, please feel free to contact Mayor and Council at whiterockcouncil@whiterockcity.ca.

Darryl Walker
Mayor
City of White Rock



White Rock City Council

From left: Councillor David Chesney, Councillor Anthony Manning, Councillor Erika Johanson, Mayor Darryl Walker, Councillor Helen Fathers, Councillor Scott Kristjanson, Councillor Christopher Trevelyan

Welcome to White Rock



SEMAIHMOO FIRST NATION

On behalf of the Semiahmoo First Nation, we welcome your business to P'Quals (White Rock) and our unceded traditional territorial lands.

You have chosen to establish your company in White Rock, and we welcome you to this wonderful community. We hope that you prosper here, as we have done for centuries. This land is full of rich history and culture, and we raise our hands in welcome. We look forward to building proud and respectful economic relationships with you.

We encourage you to learn more about the Semiahmoo First Nation and our history by visiting our website, semiahmoofirstnation.ca or by participating in our local events.

We hope you enjoy working by the sea as we have done since time immemorial.

Semiahmoo First Nation



The South Surrey & White Rock Chamber of Commerce is celebrating its 85th anniversary and we have proudly stood beside our members to create a thriving and vibrant business community. The Chamber can be a lifeline for businesses, providing advocacy, valuable resources and lifting up their presence through networking and many different marketing vehicles.

In times of struggle, as we have seen more recently, our Chamber ran weekly virtual networking meetings to give the business community a place to meet and work through the experience together. We care that all of our members have a voice and the tools to succeed.

We host several events throughout the year including town hall forums, golf tournaments and dinners. We are most proud when we can showcase our business members through our esteemed Business Excellence Awards. This is where we acknowledge and reward those businesses, voted by their peers, that are making a difference and have demonstrated resilience.

On behalf of the Board of Directors, staff and myself, I want to say how proud we are to be in a community where we stand united to show compassion, extend a hand or go above and beyond to make a difference.

I want to remind everyone that the Chamber is open for business and looking to meet you. We are here to support, advocate and provide you valuable resources. If you have not had a chance to join us yet, we look forward to your business becoming a member.

Patricia Lapeña

Board President

South Surrey & White Rock Chamber of Commerce



We're so grateful that you've chosen White Rock for your business.

While we're primarily known for our picturesque sunsets, gorgeous beaches, fantastic events, and Canada's longest pier, our real strength comes from the amazing businesses that call White Rock home.

More than anything else, White Rock's vibrant business community is what makes us special.

We hope that this resource guide helps you navigate local regulations, understand what each organization is responsible for, and find the support you need. Please reach out if there is any way that the White Rock BIA can help you and your business.

On behalf of the White Rock BIA's Board of Directors, I wish you the best and hope you achieve great success in business. We are so very glad that you're part of our community.

Leah Chandler

Chair

White Rock BIA Board of Directors



White Rock Business Improvement Association (White Rock BIA)

The White Rock BIA represents over 600 business and property owners in our four districts: Uptown, Five Corners, East Beach, and West Beach. The White Rock BIA is primarily funded through a grant from the City of White Rock that is raised through a property tax levy on commercial properties in the four main districts.

We're here to support White Rock businesses with events, marketing & promotions, and beautification initiatives. We produce events that bring tens of thousands of people into our community every year (including the Concerts at the Pier and the 5 Corners Buskers & Comedy Festival), employ strong digital marketing channels (including Facebook, Google Ads, and a free public e-newsletter), and support beautification efforts around the community (including street planters, picnic benches, graffiti removal, and wayfinders).

We also have direct support programs for our members. Please see below for ten ways that we can help your business- all at no cost to you!

Please reach out to us so that we can start supporting you! The White Rock BIA is a non-profit organization governed by a volunteer board of directors made up of White Rock business owners/operators. Interested in getting involved? If you lease or own a commercial space in one of our four districts, you're automatically a member of the White Rock BIA at no additional cost.

Please Contact Us: **Phone:** 604-536-4958 **Email:** info@whiterockbia.com **Website:** whiterockbia.com

Ten Things We Can Do For Your Business Right Now - FOR NO COST TO YOU:



1. Business Profile:

We run ad campaigns profiling our members through our social media channels. We will work with you to offer the message you want.



2. Advocate for You:

Facing a challenge and need someone to speak with government on your behalf? Not sure how to navigate a municipal/provincial/federal process or program? We would love to help you!



3. e-Newsletter:

We send out twice-monthly e-mail newsletters, packed with important information for White Rock businesses. Please contact us so that we can add you to the list.



4. Marketing Support:

We want to promote your services and sales. Please let us know what you're offering- we would love to promote it through our channels.



5. Website Listing:

Our members get a free listing on our website, which includes a dynamic Google Map of our community. Contact us to make sure we're presenting the information you want.



6. Job Postings:

If you're looking for staff, we can promote it through our website. Please send us the job posting and we will upload it to our site. We promote it through Google Ads.



7. Graffiti Removal:

Has someone graffitied your business? We will have our contractors remove it- again, at no cost to you! Or if it's only a small amount, we will come by ourselves and remove it.



8. Business & Investment Assistant:

Our website has a free tool that shows community demographic information, business resources, and more. Check it out at whiterockbia.com/economic-development/



9. Business Resources:

Our website has a growing list of resources for our members- be sure to check out the Member Services section.



10. Special Offers:

We often have special offers for our members- including subsidized workshops and free professional photography - all offered through our e-Newsletter. Keep an eye on your inbox for details! We're always looking for new ways to better support our members. If you have ideas on how we can help you, please contact us!

Welcome to White Rock



South Surrey & White Rock Chamber of Commerce (Chamber)

The South Surrey & White Rock Chamber is a not-for-profit, membership-based organization with the core mission of being the voice of business and the heart of the community. Serving the community since 1937, the Chamber supports, advocates for, connects and promotes its members and the local community.

Here are just a sample of benefits and resources made available by the Chamber:

Business Services:

Increase your bottom line, efficiency and receive considerable savings to many services, including gas discount programs, payroll services, merchant and payment processing, shipping, marketing, and more!

Business Directory:

Get on the local business directory listing which allows customized information with logos, images, videos, business hours, descriptions, links to websites and social media. The Chamber website is a trusted and high traffic site. Being listed on the directory significantly increases a business's own SEO (Search Engine Optimization).

Comprehensive Employee

Benefits Plan: Get access to Canada's #1 plan for businesses with the Chambers Group Insurance Plan. It includes health, dental, life, disability, critical illness insurance. Receive unlimited access to Best Doctors® and accounting, legal and human resources experts and much more. The Plan is known for its accessibility, flexibility, stability and unsurpassed value and customer service. Available for businesses with as few as one employee.

Promotional Opportunities:

The Chamber has a number of resources to help promote businesses, including Featured E-Blasts, Social Media promotions, sponsorship of in-person and virtual events, ribbon cutting ceremonies, referral opportunities, 'support local' campaigns and more.

Community Leadership:

The Chamber is a trusted non-partisan leader in South Surrey & White Rock, bringing together and collaborating with various community partners like the White Rock BIA. The Chamber also hosts all-candidates forums for elections at each level of government, community town halls and special events like Chefs for the Pier.

Events: The Chamber organizes regular opportunities for networking, promotion, and celebration.

Chamber membership is 100% tax deductible.

Strength of the network:

The Chamber network has always had a strong voice at the municipal, provincial and federal levels. By being a member, businesses are connected to the biggest and broadest business network across the province and Canada which includes the Canadian Chamber of Commerce, the BC Chamber of Commerce, over 450 other local Chambers and Boards of Trade and 200,000 businesses nationally. The combined strength of the network enables us to amplify our advocacy work and provide a myriad of benefits and services to our members.

If you own or work at a business in South Surrey/White Rock, live in the community or want to promote your services to the community, we invite you to get connected with the Chamber. Sign up for our newsletter, follow us on social media and join as a member. Membership is an investment in your business and in the local business community.

To Contact Us:

Phone: 604-536-6844 **Email:** info@sswrchamber.ca **Website:** sswrchamber.ca **Social media:** @sswrchamber

Welcome to White Rock



Explore White Rock

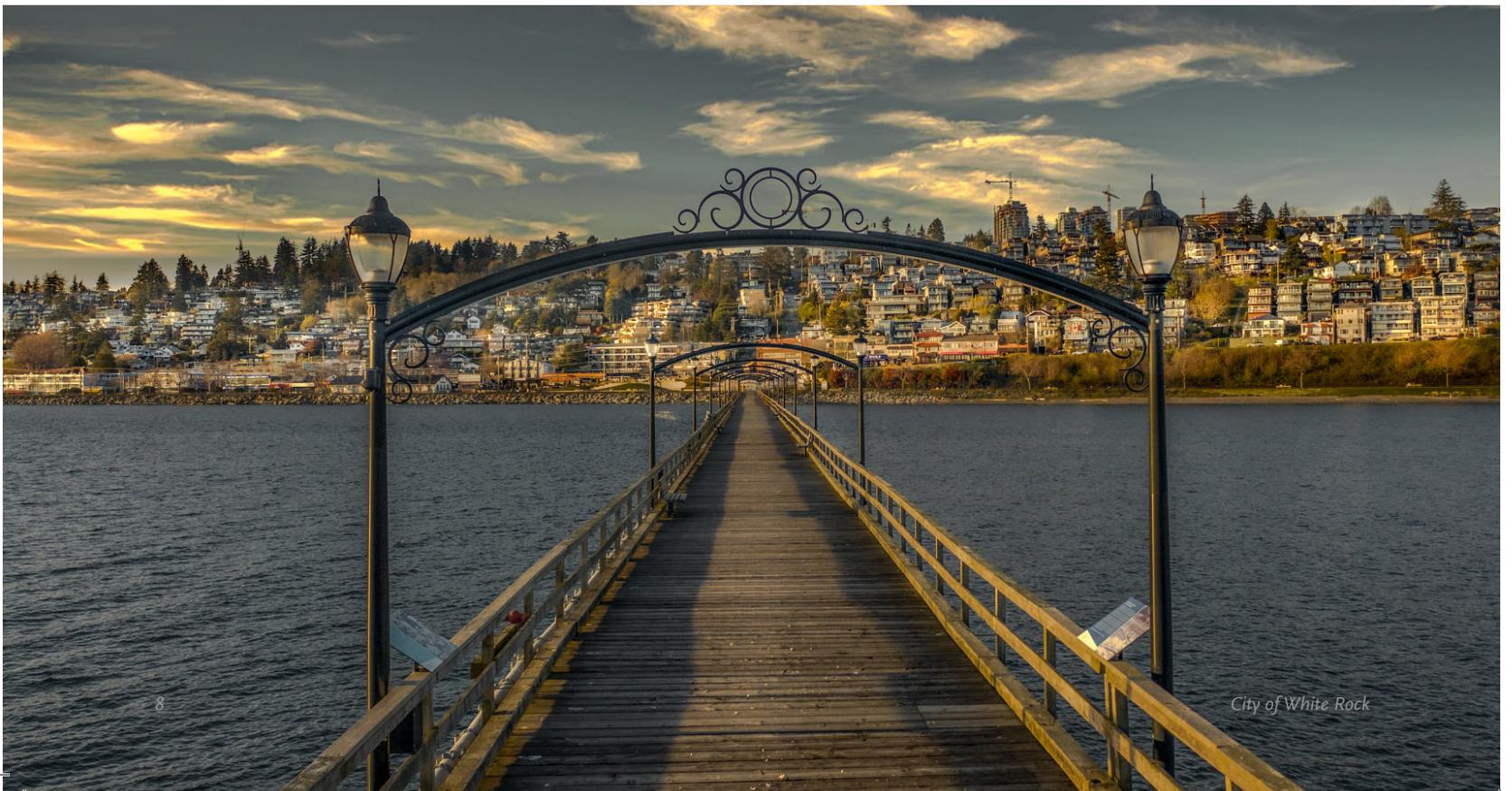
Explore White Rock is contracted by Tourism White Rock, an independent, non-profit society, to attract visitors to White Rock, British Columbia. Tourism White Rock's primary objective is increasing awareness of local activities, restaurants, overnight accommodations, businesses, and tourism opportunities. Tourism White Rock is overseen by a Board of Directors comprising of the City of White Rock, the South Surrey & White Rock Chamber of Commerce, and the White Rock BIA. To accomplish their objective, Explore White Rock uses research, communications, and marketing campaigns to engage with visitors prior to arrival to encourage travel to the region. While visitors are in the community, Explore White Rock employs a variety of experience enhancement tactics, such as visitor information agents, to increase visitor satisfaction and encourage repeat visits.

Explore White Rock promotes tourism-related White Rock businesses and White Rock events. They also have a quarterly e-newsletter for stakeholder businesses, and a quarterly promotional e-newsletter for the public. Visit their website to provide your business information and to sign up for their newsletters. These services are free for White Rock businesses.

To Contact Us:

Email: info@explorewhiterock.com

Website: explorewhiterock.com



How do I start a business?

Start a Business

Wanting to start a business in White Rock? Here is information, tools and resources that can help you get your business up and running as soon as possible.

How to Get Started



Contact the White Rock Business Improvement Association (White Rock BIA) or South Surrey & White Rock (SSWR Chamber) Chamber of Commerce

If you seek information about starting or expanding your business, contact the White Rock BIA or SSWR Chamber of Commerce. They can provide help and advice related to setting up your business, accessing information and statistics, and other business and investment questions.

White Rock BIA Phone: 604-536-4958
SSWR Chamber Phone: 604-536-6844

Research Your Market

Visit the City of White Rock's Economic Profile webpage to learn about our community and your potential customers. Also visit our Business Resource webpage, to see how to get your business up-and-running fast.

Get Your Business Licence

Visit the City of White Rock's Business Licences page to read about the steps to take to obtain a business licence.



Learn about other bylaws that may be pertinent to your business

- Zoning bylaw
- Sign bylaw
- Sidewalk use license (for patio usage on public land)
- Parking regulations

Planning a New Office? Or Doing Construction?

Prior to submitting any development application(s), please review the City of White Rock's Planning Procedures Bylaw to determine if a formal pre-application submission and payment of fees will be required. We highly recommend that you contact the Planning & Development Services Department at 604-541-2177 or email planning@whiterockcity.ca to arrange a pre-application meeting to discuss your proposal.

Identify other Licensing Requirements

Not sure which permits and licences your business needs? Start by using the BizPal online service, a free online service that helps you determine which permits and licences are required from all levels of government (federal, provincial, territorial and municipal). To contact the provincial ministry you can go to gov.bc.ca, phone 1-800-663-7867. For more information about federal licence requirements, visit canada.gc.ca or call 1-800-622-6232.

FAQ

Who do I contact when I have an issue with parking?

For issues related to pay parking, parking permits, parking decals and parking enforcement contact Financial Services 604-541-2100 or email finance@whiterockcity.ca.

For full details on the City's regulations and guidelines regarding the cost of parking, parking locations and reporting parking-related issues visit whiterockcity.ca/parking.

Are enclosed patios allowed and who do I speak to about this?

Fully enclosed patios are not allowed but there are ways to winterize your patio that comply with the *Sidewalk Use Agreement Bylaw*. For information on this contact the Business Licence department at 604-541-2139 or email licences@whiterockcity.ca

What resources are available to help me develop a stronger online presence / develop an online store?

Contact the White Rock BIA info@whiterockbia.com or the SSWR Chamber of Commerce admin@sswrchamber.ca to learn about what support and resources they can provide.

I have graffiti on my commercial building. Who can remove it for me?

The White Rock BIA info@whiterockbia.com is responsible for removing graffiti from buildings and will do this for free.

Where can I find information regarding sandwich board signs?

Phone: 604-541-2149 or email building@whiterockcity.ca. For an overview of the *Sign Bylaw* visit the City's website.

Where can I get help finding ways to promote my business?

Contact the White Rock BIA 604-536-4958 or email info@whiterockbia.com and/ or SSWR Chamber of Commerce 604-536-6844 or email admin@sswrchamber.ca. Both offer a variety of marketing programs that support local businesses.

Who do I contact about road construction?

For issues related to road construction contact Engineering 604-541-2181 or email operations@whiterockcity.ca.

I've noticed that plants in a public space need attention. Who do I contact?

The White Rock BIA is responsible for the maintenance of specific planters located on City sidewalks. Engineering and Parks is responsible for the maintenance of plants in located parks and in ground level plantings on sidewalks and streets. Contact 604-541-2181 or email operations@whiterockcity.ca

What do I need to do to install a patio on the sidewalk in front of my business?

Phone: 604-541-2139 or email licences@whiterockcity.ca. For information on the design requirements for your Sidewalk Use Licence please review the *White Rock Sidewalk Use Agreement Bylaw, 2017, No 2203*.

How do I find out about municipal/provincial and federal grants?

Information about grants available from the various levels of government are communicated via the White Rock BIA website at whiterockbia.com and the SSWR Chamber of Commerce website newsletters at sswrchamberofcommerce.ca.

Canada Startups provides a business funding data base that contains information on over 1,500 grants and can be found on canadastartups.org

I'm having an issue with film production. Who do I talk to?

White Rock offers a one-stop, film-friendly application process for all of your filming needs. To discuss issues related to film production contact the Film Coordinator at 604-541-2252 or email cwestwood@whiterockcity.ca.

Events and Promotions

White Rock Events Calendar

For a complete list of White Rock events visit whiterockcity.ca/calendar of events. For additional information, email culture@whiterockcity.ca

- **January 1:** Polar Bear Swim
- **February:** Coldest Night of the year
- **May - October:** Farmers' Market
- **May:** Walk with your Doc
- **June 21:** National Indigenous Peoples Day
- **July 1:** Canada Day by the Bay
- **July 1:** SFN Canada Day Rock 10K
- **July:** Tour de White Rock
- **July:** Pride Flag Raising
- **July 23:** White Rock Pride Day
- **August:** Semiahmoo Days and White Rock Sea Festival
- **August:** Picnic on the Pier
- **August 13:** Global Block Party
- **September 30:** National Truth and Reconciliation Day
- **November 11:** Remembrance Day
- **November 26:** Christmas on the Peninsula Festival
- **December:** Bright Walk in White Rock

White Rock BIA Campaigns and Events

Contact info@whiterockbia.com or call 604-536-498

- **January:** New Year, New You
- **March/April:** Eggcellent Easter
- **April:** Vitality Health & Wellness Expo
- **May:** 5 Corners Busker's & Comedy Festival
- **June:** White Rock Jazz & Blues Festival
- **June - August:** Concerts at the Pier
- **September:** White Rock Craft Beer Festival
- **October:** Spooky Saltaire
- **November:** Taste White Rock
- **December:** A Very Saltaire Christmas
- **December:** 12 Days of White Rock

SSWR Chamber Events

Contact info@sswrchamber.com or call 604-536-6844

- **Spring:** Business Excellence Awards
- **Summer:** Golf Tournament
- **Autumn:** Softball Tournament
- **December:** Holiday Business Mixer
- Mayoral State of the City Address
- Informational Luncheons (*ongoing*)
- Dinner Meetings (*ongoing*)
- Virtual networking Chamber Chats (*ongoing*)
- Community Town Halls (*quarterly*)
- All-Candidates Election Forums (*as needed*)
- Business Features (*ongoing*)



Filming in White Rock

The City of White Rock is a strong supporter of the film industry and encourages sustainable production. The City of White Rock Film Office is the first point of contact for all your questions regarding filming. To contact our Film Office, please call 604-541-2252 or email the City's Filming Coordinator at cwestwood@whiterockcity.ca.

There are two ways that your business can become a filming location:

1. A location scout (the person who finds spots that fit a script) approaches you about filming because your business has a look that fits.
2. You can proactively register your property on the Creative BC website so that when location scouts are searching the database, they can see you: creativebc.com/community/register-your-property.

Compensation is determined by the film company and is usually scaled to the scope and duration of filming use.



The City has a Filming Policy, and all film companies must abide by the City's bylaws, policies, and procedures. The Filming Coordinator works closely with the production before granting approval to film in a neighbourhood. When a production is approved, an information letter will be sent to the area businesses and residents outlining important details such as:

- The date(s) and time(s) and location(s) of filming
- Parking requests
- Special effects, and
- Any extraordinary impacts such as traffic control or lighting

If you have questions or concerns before or during filming, you can contact the Location Manager or the City's Filming Coordinator. Contact information for both individuals will be on the information letter.

The City Filming Policy along with related bylaws and Creative BC Code of Conduct are all on the City website at whiterockcity.ca/filming. The film policy and procedures have been developed and refined with the goal to create sustainable filming.

Film Permit Application Process

whiterockcity.ca/filming | Tel: 604-541-2252 | Email: cwestwood@whiterockcity.ca

1

Call the Film Office 604-541-2252 or send an email to cwestwood@whiterockcity.ca to check on the desired location and date availability.

2

Once you choose the White Rock location(s) for your project, complete the Online Application at least 7 business days before your plan to go to camera.

3

Your application will be reviewed within one business day and a checklist will be sent to ensure your project is a success. Submission of an application does not guarantee the issuance of a permit. We will be asking for production details and a COVID-19 Safety Plan.

4

Finally, pay for your permit and enjoy a successful filming experience!

Business Services

Business Permits and Licenses

Phone: 604-541-2139

Email: licences@whiterockcity.ca

Use the **MyWhiteRock** online portal to apply for a business licence, pay annual renewals, make updates and changes, and print your business licence. Business licenses can be obtained for Personal Services, Professional Services, Retail Services and Contracting Services.

Check the City of White Rock's *Zoning Bylaw* to make sure that your type of business is allowable in the location you have selected for it. Review whiterockcity.ca/building to determine if a building permit will be required.

For some types of business supporting documentation may be required. For example, if your business is located within the City of White Rock a floor plan/layout of your business will be required. For licenced contractors, such as plumbers, a copy of your Trade Qualification ticket will be required.

Development Applications

Phone: 604-541-2277

Email: planning@whiterockcity.ca

Prior to submitting any development application(s), please review the City of White Rock's *Planning Procedures Bylaw* to determine if a formal pre-application submission and payment of fees will be required. We recommend you contact the Planning & Development Services Department at 604-541-2277 or planning@whiterockcity.ca to arrange a pre-application meeting to discuss your proposal, identify what applications may be required, and get answers to any questions you may have before proceeding with any applicable development application(s).

Your application will be processed in accordance with the requirements of various City bylaws and Council policies. Read all relevant portions of the *White Rock Planning Procedures Bylaw, 2017, No. 2220* for a full understanding of the City's procedural and submission requirements.

Learn more from the frequently requested Planning documents available on our Resources and Documents page at whiterockcity.ca/planning. This page also includes application forms for the various planning approvals. Note that each form outlines the submission requirements associated with the application.

For additional information on different types of development applications, please view the following sections below:



Board of Variance Application

Boards of Variance can grant minor variances to Zoning Bylaw and other rulings. The variance must be justified by the presence of “undue hardship”, as determined by the Board.

Learn more from The City’s Guide to the Board of Variance at whiterockcity.ca/development

Development Permits

A Development Permit must be obtained prior to the subdivision of land, or the construction/addition/alteration of any building or structure on any property in any designated Development Permit Area.

You can determine whether your property falls within a Development Permit Area by reviewing *Schedule B - Form, Character and Sustainability Development Permit Areas* or *Schedule C: Environmental Development Permit Areas* of the White Rock Official Community Plan

A Minor Development Permit is a development permit which, if issued, would conform to the development permit guidelines set out in the Official Community Plan, but which does not require a variance to a provision of a City bylaw.

A Major Development Permit refers to any Development Permit that does not qualify as a Minor Development Permit (see definitions in the City’s *Planning Procedures Bylaw* for more information).

Learn more from The City’s Guide to the Development Permit Process at whiterockcity.ca/development

Development Variance Permit

A Development Variance Permit (DVP) is issued by Council and is used to vary the provisions of a land use by-law, for example the siting, shape, and physical dimensions of buildings and structures. DVPs may also be used to vary provisions not possible through the Board of Variance, such as modifying off-street parking requirements.

Learn more from The City’s Guide to the Development Variance Permit Process at whiterockcity.ca/development

Official Community Plan Amendment

The *White Rock Official Community Plan* is a statement of objectives and policies that guides decisions on planning and land use management in the City. If the use, density, or building typology of a development proposal is not consistent with the OCP, you will have to apply for an OCP Amendment for that property. An OCP Amendment may be required in conjunction with a Zoning Amendment.

Note that all Official Community Plan Amendment applications are subject to “early review” by the City’s Land Use and Planning Committee. This early review allows for development ideas to be presented to the Committee (Council) with limited up-front investment as an initial application only requires conceptual plans and, in some instances, limited technical study (e.g., Arborist Report, Parking Study, etc.).

Zoning Amendment

Each property within the City of White Rock is assigned under a zone in accordance with *White Rock Zoning Bylaw*. This zoning bylaw establishes regulations for the use of land, buildings, and structures in the City of White Rock. It also regulates the location, height, siting, and intensity of development. Other regulations, such as parking requirements and siting exceptions, are addressed in this document. If the use you are proposing for your development is not permitted under the current zoning bylaw you will have to apply for a Zoning Amendment for that property.

Business Services

Note that all Zoning Amendment applications are subject to “early review” by the City’s Land Use and Planning Committee. This early review allows for development ideas to be presented to the Committee (Council) with limited up-front investment as an initial application only requires conceptual plans and, in some instances, limited technical study (e.g., Arborist Report, Parking Study, etc.).

Learn more from The City’s Guide to the Zoning Amendment Process at whiterockcity.ca/zoning.

Other Types of Applications

Please note that the City processes other types of development applications such as Liquor License Referral Applications and Temporary Use Permits. For further information regarding submission and procedural requirements for these types of applications, please contact the City’s Planning and Development Services Department at 604-541-2277 or planning@whiterockcity.ca.

Learn more by reviewing the relevant guides provided at whiterockcity.ca/planning on the Resources and Documents page.



Business Services

Bylaws and Regulations

Phone: 604-541-2149

Email: building@whiterockcity.ca

Access information on the most commonly asked questions about bylaws and regulations at whiterockcity.ca/bylaw

Sign Bylaw

Phone: 604-541-2149

Email building@whiterockcity.ca

The *White Rock Sign Bylaw*, regulates the type, placement, maintenance and repair of signs within the City. You can view the City of White Rock Guide to the Sign Bylaw at whiterockcity.ca/signpermit

Sign Regulations

Sign permits are required for the following types of signs:

- Fascia Signage
- Free-Standing Signage
- Projecting Signage
- Sandwich Board Signage
- (Under) Awning / Canopy Signage

Sign Permit Application Requirements:

Temporary Signs

- A sketch or photograph of the proposed location of the sign in relation to the building façade or property lines, building access, and if applicable, dimensions of the unimpeded sidewalk area
- A sketch or photograph of the proposed sign



Permanent Signs

- Name and address of the sign manufacturer and proof of professional liability insurance
- Scaled drawings showing the location, size, dimensions, height, clearance, weight, materials, finishes, colours, size of lettering, copy and graphics, method of illumination, method of construction and details of the supporting structure
- Estimated cost (including installation) of all proposed signs
- A current photo of the wall surface to which the sign will be attached
- The proposed location of the sign in relation to the property lines (for free-standing signs only)

A Comprehensive Sign Plan is a plan for signage on a site that is approved through the development permit process and which specifies the size, type, illumination, height, design, location and number of signs for a proposed development. Sign permit applications must include a completed development permit application in addition to the information required above.

Sign Permit Fees

Sign Category - Temporary Signs	Permit Fee
Sandwich Board Sign or Free-Standing Portable Sign	\$25.00
Promotional Signs	\$25.00 per event for a maximum of 3 events (\$75.00 total)
Special Promotional Sign Permit (see section 6.2 of the Sign Bylaw)	No fee required

Sign Category - Permanent Signs	Permit Fee
Alteration or relocation of an existing sign	\$50.00
Free-Standing Sign <ul style="list-style-type: none">• Less than 3.0 square metres of Sign Area• More than 3.0 square metres of Sign Area	\$150.00 \$250.00
Fascia, Projection, Canopy or Awning Sign	\$150.00
Electronic Message Board Sign	\$250.00
Comprehensive Sign Plans <ul style="list-style-type: none">• For a Comprehensive Sign Plan (base fee)• For each Sign for a Premise included in an approved Comprehensive Sign Plan	\$200.00 \$50.00

Sign Permits are not required for:

- Any Sign or Logo having a total Sign Area less than 0.1 square meters
- The cleaning, maintenance or repair of any Sign
- A commemorative plaque, cornerstone or patriotic flag
- Temporary seasonal decorations

Sign Permit Application Form

Access the Sign Permit Application form at whiterockcity.ca/signpermit. Prior to submitting your application, please review the *White Rock Sign Bylaw* to ensure that your application is consistent with the City's signage requirements. Details on sign fees and specific exemptions are on the last page of the form. Variances to the Sign Bylaw may require a separate Development Variance Permit.

Business Services

Sidewalk Use Licence

Phone: 604-541-2139

Email licences@whiterockcity.ca

The City of White Rock allows for cafés, mercantile, or restaurant businesses to utilize the land in front of their business, provided the business qualifies for and obtains a Sidewalk Use Licence.

Qualification Requirements

Sidewalk Use Licenses may be approved for a business provided they are able to:

- Have no structure or display within 2.4m of the face of curb;
- Maintain a clearance of 1.5m away from any power/telecom pole, fire hydrant, manhole, bench, sign pole, pay stations or curb box; and
- Exits from the building must lead directly to the street without any impediment from displays or structures.

For business that are cafés or restaurants, they would also be required to:

- Have the area separated from the rest of the sidewalk by a guard rail not less than 0.9m in height;
- Design any structure for the area, including the guard, to be:
 - Compatible with the colour, finish, form and character of the building; and
 - Constructed in a manner that does not damage the City sidewalk and allows for removal with 7 2hours.

For detailed design requirements for your Sidewalk Use Licence please review in detail the *White Rock Sidewalk Use Agreement Bylaw*



Application Process

Complete and submit an application form along with a site plan and front elevation drawings.

If your application is for a café or restaurant the site plan will need to include:

- Measurements of the proposed area;
- Setback from curbs and other infrastructure;
- Seating plan;
- Entrance and exit from the adjacent buildings; and
- All design elements including colours, decorative features and type of furniture to be used.

If your application is for a mercantile business the site plan and front elevation drawings will need to include:

- Measurements of the proposed area;
- Setback from curbs and other infrastructure;
- Entrance and exit from the adjacent buildings;
- The number of display tables or racks; and
- A list of items to be displayed.

In addition to the above documents required for your application you will need to:

- Provide and maintain \$5,000,000 in a third party liability insurance policy with the City named as an insured party;
 - Pay to the city a refundable damage bond; and
 - Pay the Sidewalk Use Licensing Fees, as established in the *Fees and Charges Bylaw*

Once all documents have been received and approved, your licence will be issued to you. Once you have set-up your sidewalk area, you will be required to arrange for an inspection by City Staff. View the full the Sidewalk Use Agreement Bylaw at whiterockcity.ca.

Parking

Phone: 604-541-2100

Email: finance@whiterockcity.ca

For full details on the City's regulations and guidelines regarding the cost of parking, parking locations and reporting parking-related issues, visit whiterockcity.ca/parking.

Public Pay Parking

Pay Parking is in effect at the following locations:

- Centennial Arena – year round
- Waterfront Parking Lots and Parkade – February 1 through October 31, and on weekends only – November 1 through January 31.
- Peace Arch Hospital – year round

Resident Pay Parking Decals

Resident parking decals are available for sale to full time residents of the City of White Rock. With the parking decal residents can park for up to four hours per day at any of the City of White Rock's pay parking areas, unless posted otherwise (Marine Drive, Centennial Arena, and the City of White Rock meters around the Hospital).

All pay parking in the City of White Rock's (City owned or leased) pay parking areas is free for up to four hours for all vehicles bearing Veteran licence plates.

To purchase a City of White Rock Pay Parking Decal, you must provide your British Columbia valid driver's licence, Current Owner's certificate of Insurance and Vehicle Licence. Both documents must show your current White Rock address. Parking decals are non-refundable.

To request a Resident Parking Decal, visit whiterockcity.ca/parking.

Resident Permit Parking

Eligible residents can purchase parking permits that allow for parking in designated Permit Parking Only areas on their block and the next adjacent block. The permit can be used by residents or their visitors. Up to four permits can be purchased for each dwelling unit. Where there is a suite within a house, up to four permits may be purchased by those who live in the suite. The permits are not valid in Pay Parking or Time Limited Parking areas.

Proof of residency is required to purchase a permit, please bring your driver's license, BC Identification card or two of the following showing your White Rock address: property tax notice, revenue Canada notice of assessment, utility bill, rental agreement, bank statement or phone bill.

To request a Resident Parking Permit or Resident One Day Event Parking permit, visit whiterockcity.ca/parking.

Business Services

Waterfront Commercial Merchant Decals

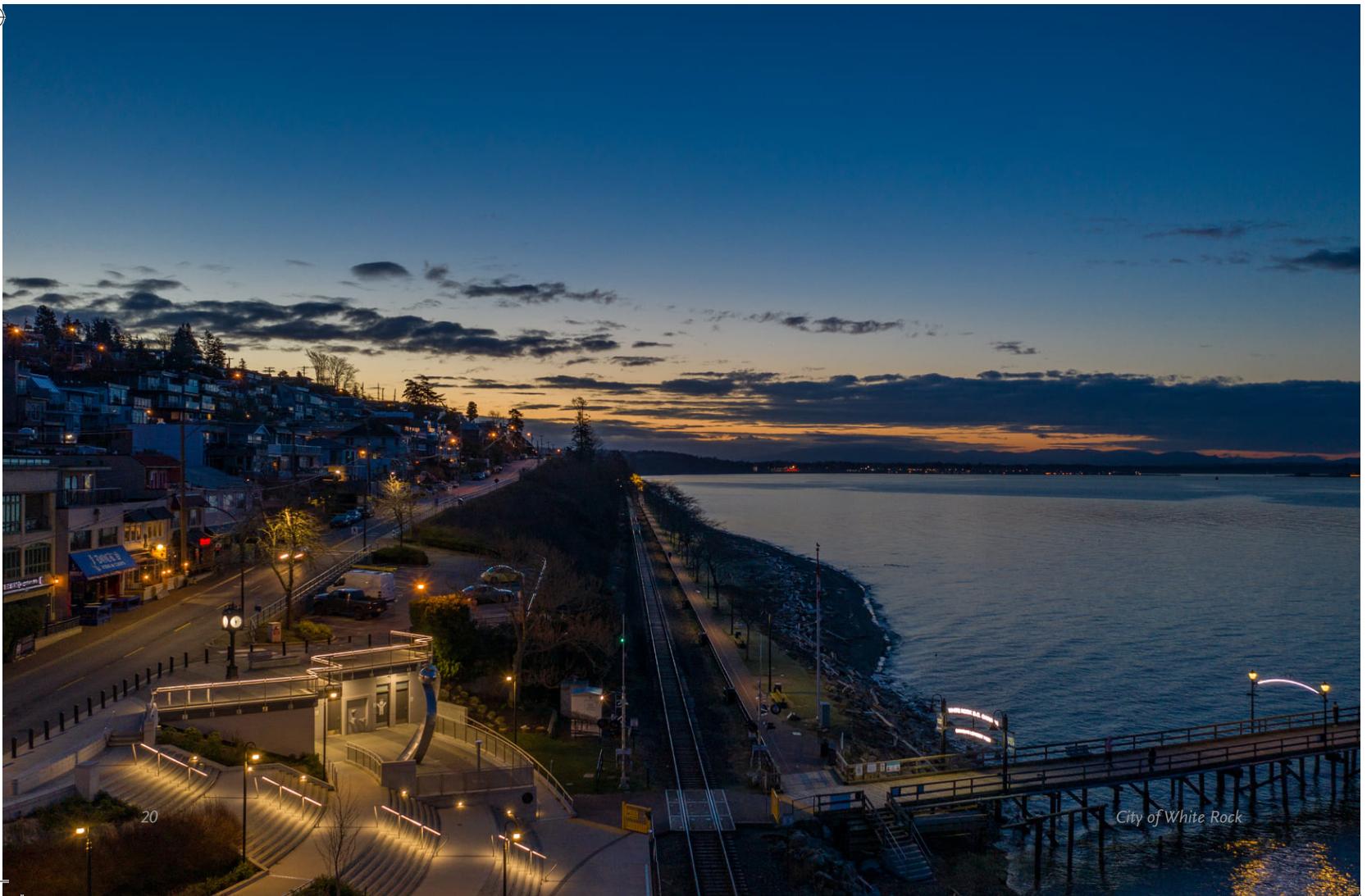
To qualify for a Waterfront Commercial Merchant Decal your business must be located in a commercial building within the waterfront areas (Marine Drive, Elm St., Oxford St., Vidal Ave. and Victoria St.) and you must have a valid business licence.

Each Business is issued one parking decal which is transferable to multiple licence plates. All licence plates must be recorded with the Finance Department before using the decal.

Merchant decals provide the business with 7 days a week, 24 hours a day parking privileges in the designated areas listed below:

- Marine Dr Parking lots west of Oxford St
- Montecito underground Parkade
- Victoria Ave.
- East Beach parking lots
- West Beach Parkade
- Buena Vista Ave.
- Martin St. (west side only)
- Balsam St parking lot (north side of Marine Dr.)

Decals are \$355 plus GST, prorated on April 1 and July 1. To request a Waterfront Commercial Merchant parking decal, please visit whiterockcity.ca/parking



Contact Information

City of White Rock Departments

Contact the City of White Rock for matters related to Business Licences, Sign Permits, Sidewalk patios, Development Applications, Building Permits and Inspections, Street Signage and Road Construction, Parking, Waste Collection, Filming and Tree Management.

City Hall

15322 Buena Vista Avenue
White Rock, BC V4B 1Y6
Phone: 604-541-2100
whiterockcity.ca

Planning and Development Services

Planning Department
Phone: 604-541-2277
planning@whiterockcity.ca

- Development Applications
- Development Variance Permits
- Zoning Amendments
- Economic Development

Tree Management
Phone: 604-541-2143
treebylaw@whiterockcity.ca

Building Department
Phone: 604-541-2149
building@whiterockcity.ca

- Building Permits
- Demolition Permits
- Sign Permits
- Sprinkler Permits
- Plumbing Permits
- Building Inspections

Licensing Department
Phone: 604-541-2139
licences@whiterockcity.ca

- Business Licences and Renewals
- Sidewalk Use Licences

Bylaw Enforcement Department
Phone: 604-541-2146
bylaw@whiterockcity.ca

Engineering and Operations

877 Keil Street
White Rock, BC V4B 4V6
Phone: 604-541-2181

- Capital Improvements
- Street Maintenance & Signage
- Sewer Maintenance
- Public Works
- Solid Waste Collection
- Water
- Parks

Recreation and Culture

Phone: 604-541-2199
culture@whiterockcity.ca

- Recreation and Culture Programs
- Festivals and Events
- Busking Program
- Centennial Arena
- Kent Street Activity Centre
- White Rock Community Centre
- Public Art
- Street Banners
- Filming

Financial Services

Phone: 604-541-2100
finance@whiterockcity.ca

- Issuance and Collection of Property Taxes
- Parking Services including: Pay Parking, Parking Permits, Decals and Enforcement
- Payment of Supplier Invoices

Community Organizations that Support Businesses in White Rock

White Rock Business Improvement Association (White Rock BIA)

Executive Director: Alex Nixon
whiterockbia.com
1174 Fir Street
White Rock, BC V4B 4A9
Phone: 604-536-4958
info@whiterockbia.com

South Surrey & White Rock Chamber of Commerce

Executive Director: Ritu Khanna
sswrchamberofcommerce.ca
#22 1480 Foster Street
White Rock, BC V4B 3X7
Phone: 604-536-6844
info@sswrchamber.ca

Explore White Rock

explorewhiterock.com
info@explorewhiterock.com



City of White Rock
 15322 Buena Vista Ave., White Rock, BC, V4B 1Y6
whiterockcity.ca

WHITE ROCK
City by the Sea!

