

# North Bluff Road Corridor Study

## What We Heard – Engagement Round 1

# Agenda

- Project Timeline
- Engagement By The Numbers
- What We Heard
- Next Steps



# Timeline



February 2025

## Community Survey Launch

March/April 2025

## Engagement Round 1: Community Values & Priorities

- Community Survey
- Interviews
- Open House
- What We Heard Report

May/June 2025

## Engagement Round 2: Draft Land Use Concepts

- Open House
- What We Heard Report

July 2025

## Study Completion

# Engagement By The Numbers





**1700+** webpage visits



**5** Q&A questions submitted



**74** open house attendees



**12** interactive workshop activities



**2** newspaper print ads



**31** social media posts & stories



**196** surveys submitted



**7** one-on-one interviews



**2** emails sent to the City of White Rock



**7** signs erected around the community



**2** e-newsletter editions



**5** civic facility television display ads

# What We Heard





# Key Themes

- Protect, connect, and enhance public spaces and greenspaces
- Better access to Bus Rapid Transit
- More walking and cycling connectivity
- Maintain walkability and small-town character
- More affordable and family friendly housing
- More mixed-use development
- More recreation, cultural, and community spaces
- Gradual transitions between high- and low-rise developments
- Mixed preferences around height and density





# Survey

What do you value most about the Town Centre area?



# Survey

What do you value most about the Town Centre Transition area?



# Survey & Open House

What would you like to enhance about the Study Area?

- Public spaces and greenspaces
- Active transportation infrastructure (walking, cycling, rolling)
- Access to Bus Rapid Transit Service
- Mixed-use development within and outside the Town Centre
- Recreation, cultural and community amenities





# Interviews

## How could the Study Area be enhanced?

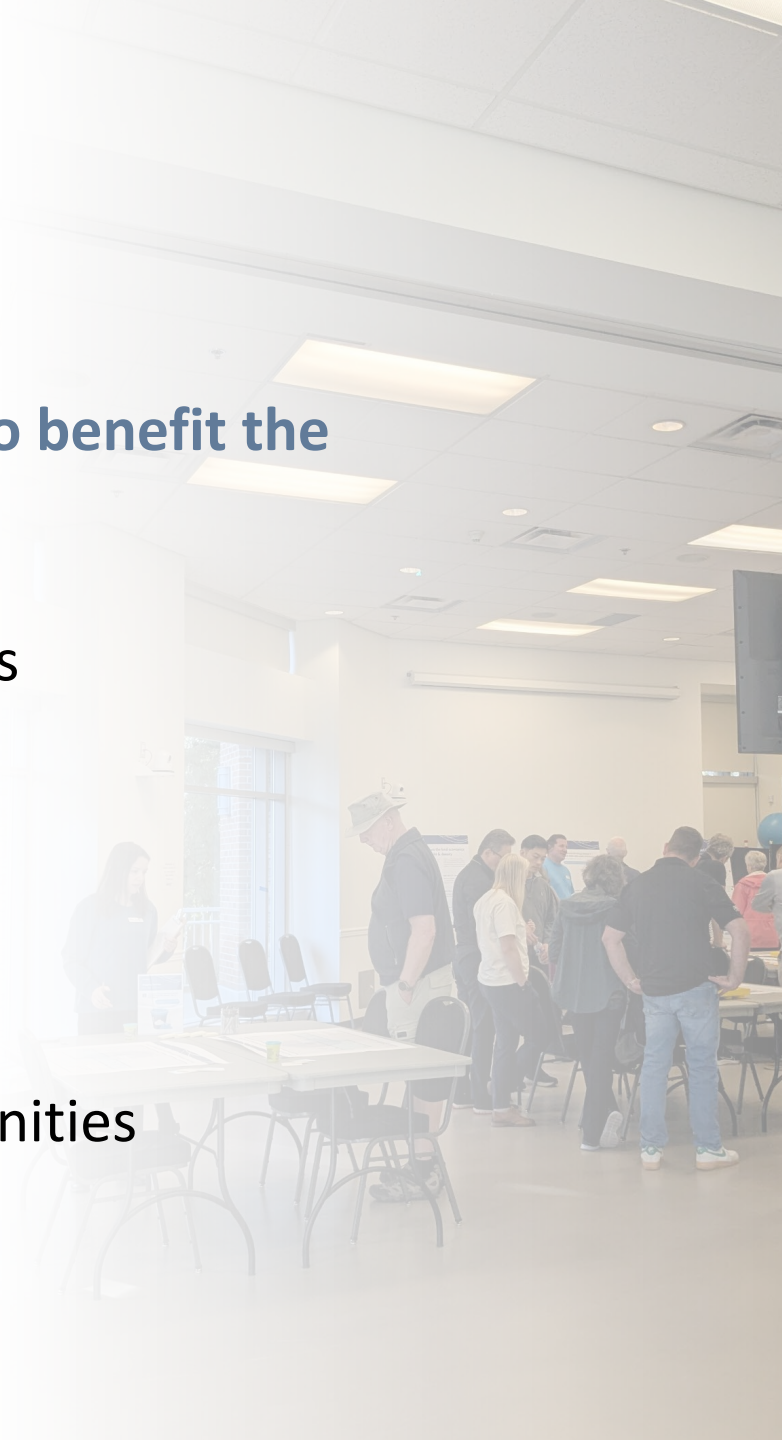
- Enhance public and pedestrian realm, beautification, placemaking
- Expand transit services
- Increase pedestrian connectivity
- More community amenities in new developments
- More housing and services for families
- Protect and expand parks and greenspaces



# Survey & Open House

How could the lands within the Study Area be better used to benefit the community?

- More and better-connected public spaces and greenspaces
- Better transition between high-rise and low-rise
- More opportunities for mixed-use development
- More affordable housing options
- Greater access to recreation, cultural and community amenities





# Interviews

## Emerging trends and market conditions?

- More housing variety – multiplexes, 4-6 storey developments
- More mixed-use development along transportation corridors
- High demand for transit
- Reliance on vehicles

## How could we respond to these trends?

- Prioritize services, amenities, and infrastructure
- Thoughtful planning of density
- Coordinate with the City of Surrey and BC Hydro
- Update and simplify permitting processes





# Interviews

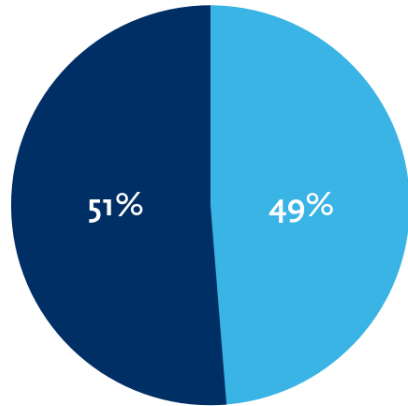
## Land uses they would like to see in the area

- Increase heights and density to match Semiahmoo Town Centre
- Focus increased heights and density around transit, along North Bluff Road, 152nd Street
- Transition heights and density down towards lower residential areas
- More affordable and family sized housing
- More mixed-use development

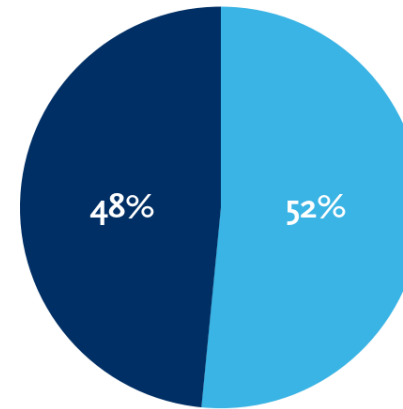


# Survey

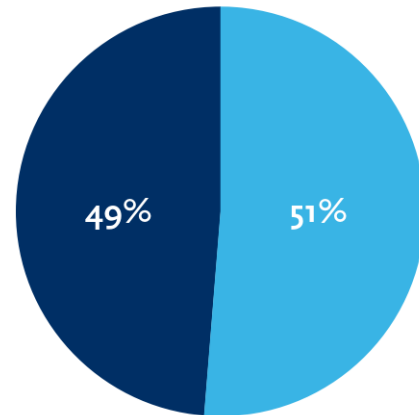
What would you prefer...



- I would prefer to have lower residential building heights and densities
- I would prefer to have more housing options



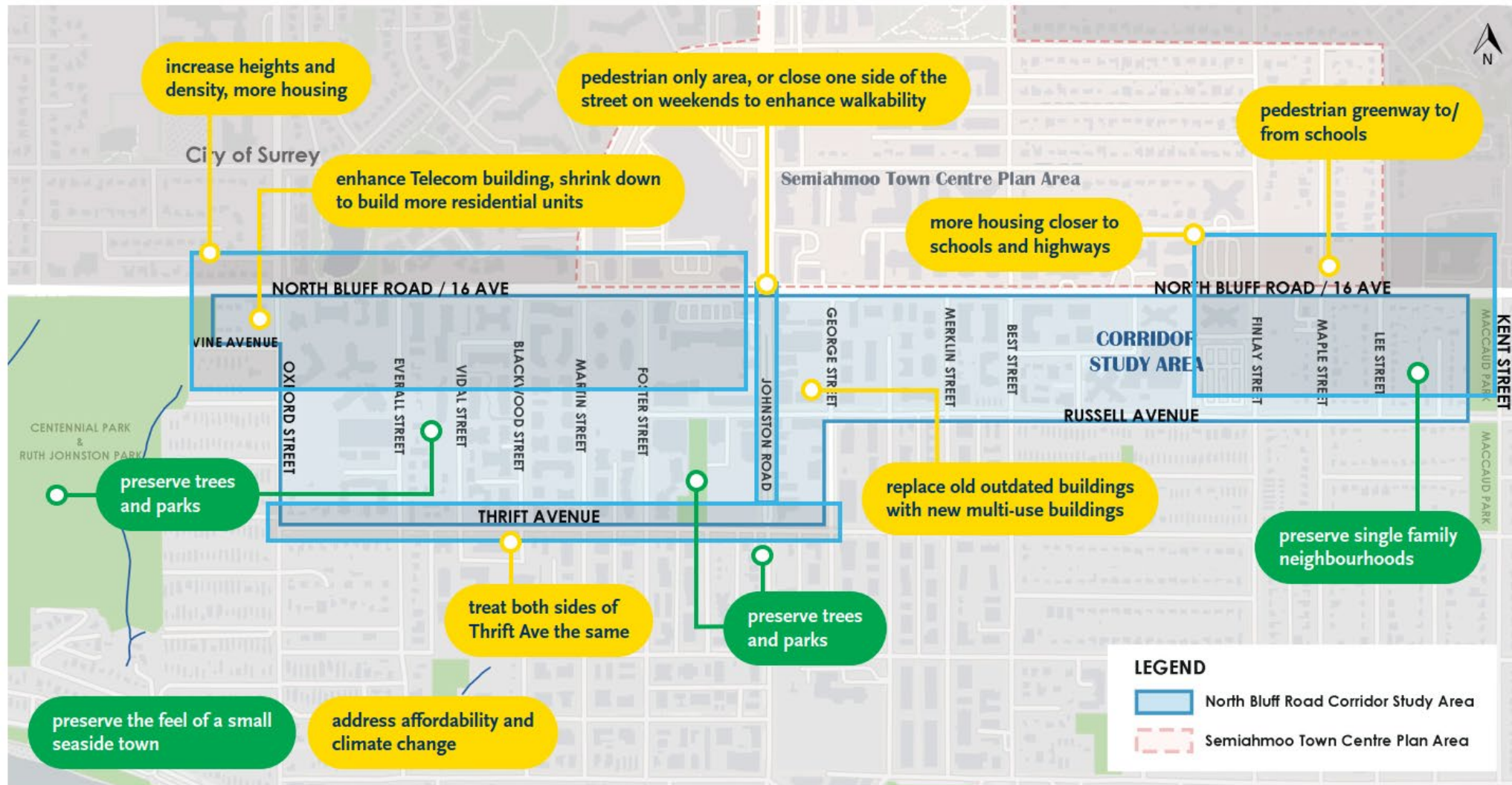
- I would prefer to have lower building heights and densities
- I would prefer to have more recreation, cultural and community amenities



- I would prefer to have lower building heights and densities
- I would prefer to have access to more shops, services and business opportunities

# Mapping Activities

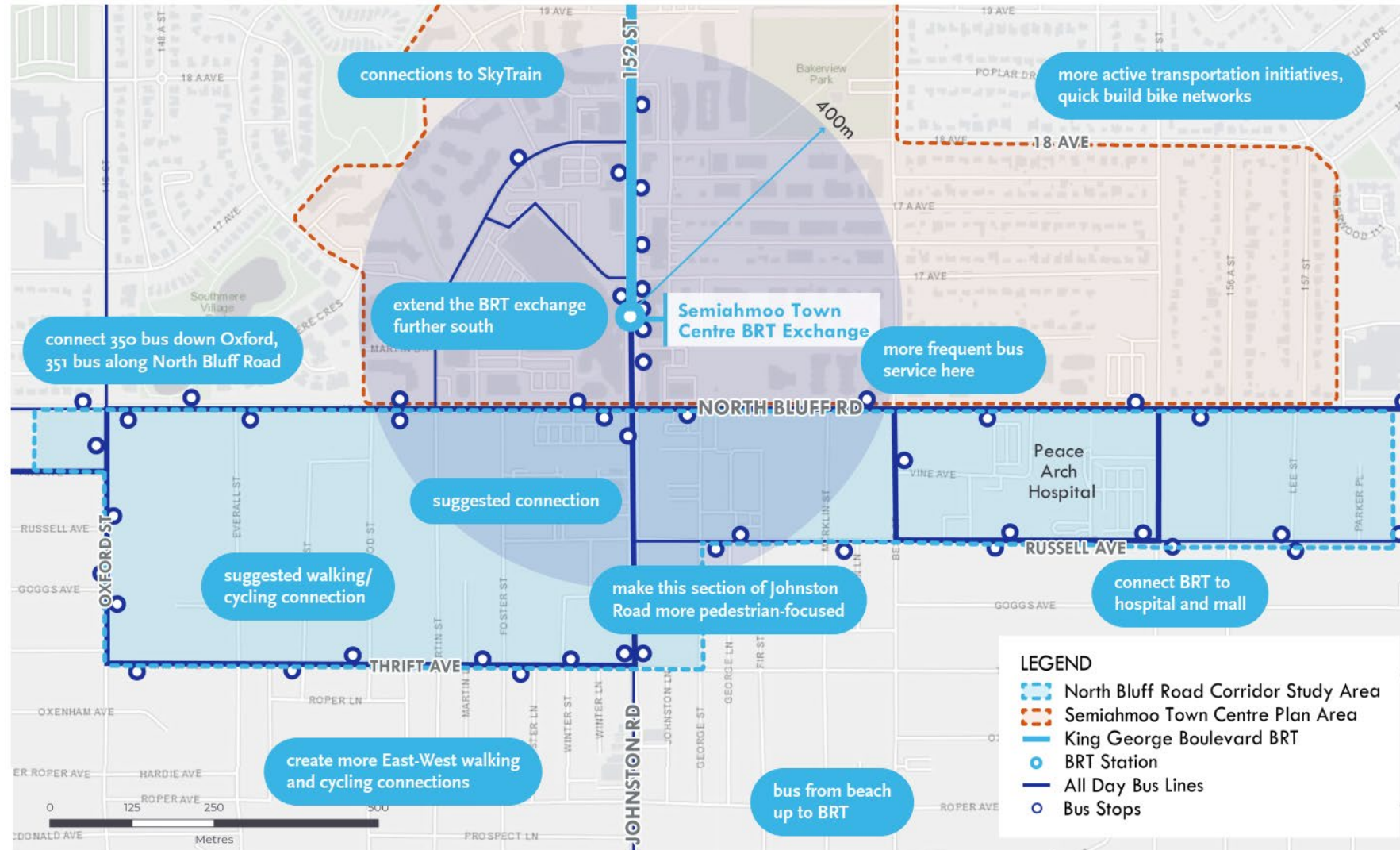
What would you like to preserve, enhance, or remove from the Study Area?





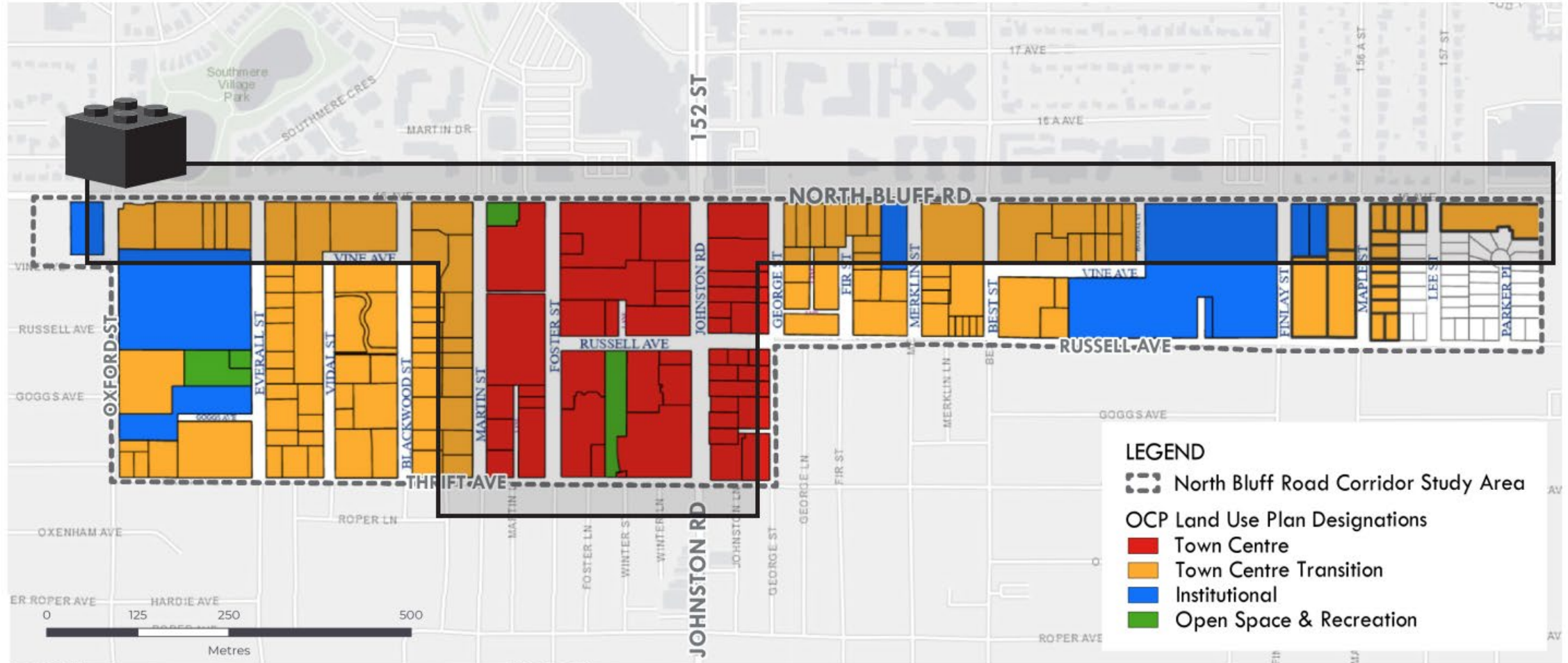
# Mapping Activities

How could we take advantage of the proposed Bus Rapid Transit line to White Rock?



# Mapping Activities

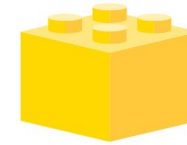
What locations are best suited for mixed-use development?



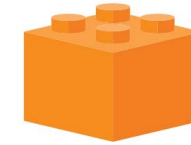


# Mapping Activities

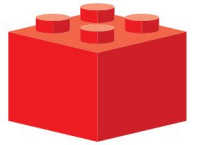
Where would different building heights be best suited?



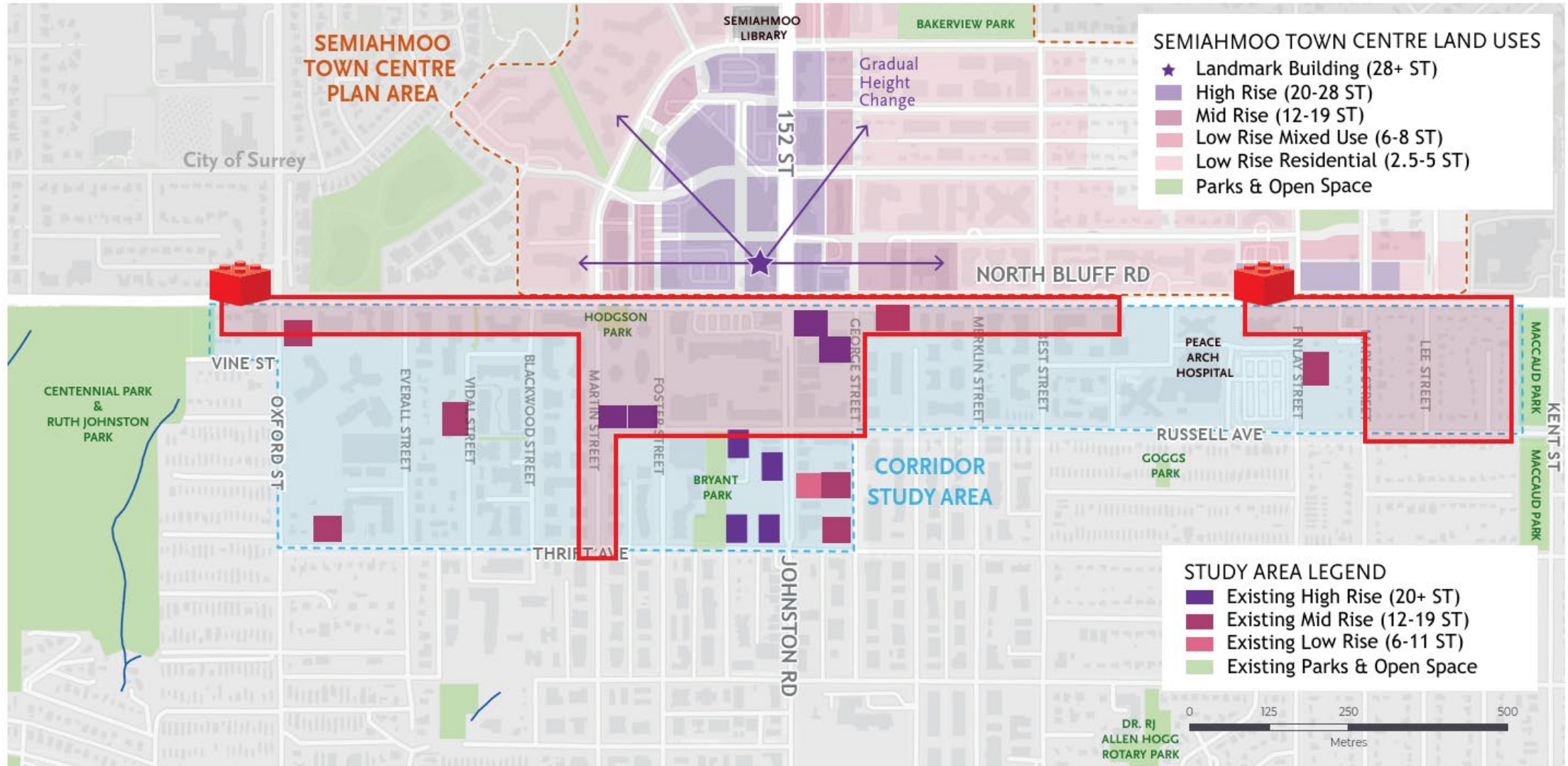
Yellow LEGO blocks:  
0-6 storey buildings



Orange LEGO blocks:  
6-12 storey buildings



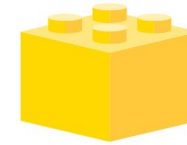
Red LEGO blocks:  
12+ storey buildings



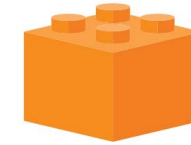


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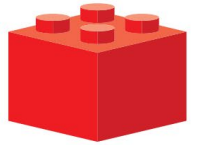
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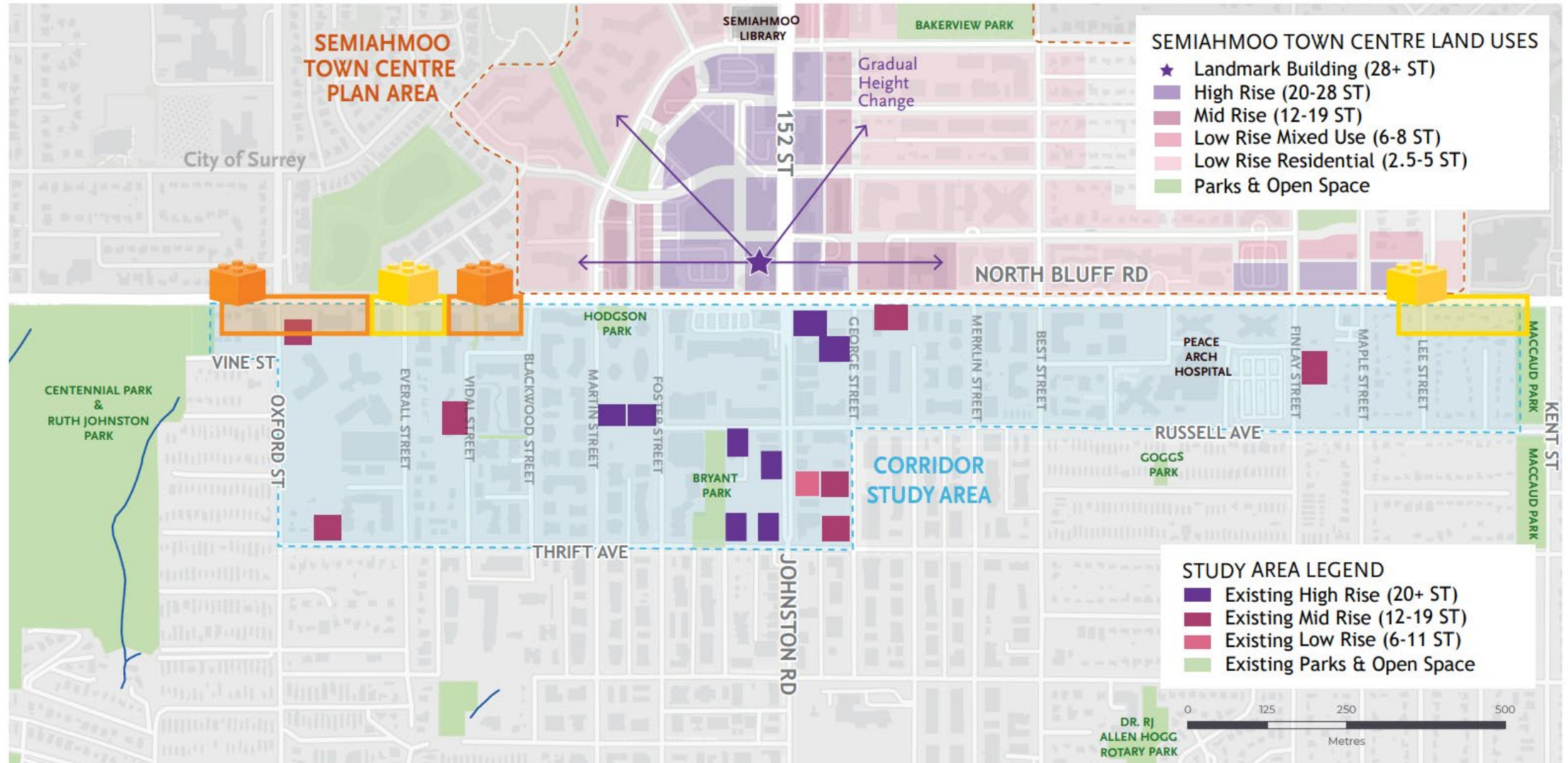
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Orange LEGO blocks:  
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Red LEGO blocks:  
12+ storey buildings



# Next Steps

- **Open House #2**
- May 27, 2025
- 4pm – 8pm
- White Rock Community Centre
- **What We Heard Report #2**



Thank You!





# Interviews

- The City of Surrey
- Surrey Schools (School District #36)
- BC Hydro
- HR Lehn Education Consulting
- TransLink
- Church of the Holy Trinity
- White Rock Business Improvement Association (BIA)