

THE CORPORATION OF THE
CITY OF WHITE ROCK
CORPORATE REPORT



DATE: April 28, 2025

TO: Mayor and Council

FROM: Anne Berry, Director, Planning and Development Services

SUBJECT: What We Heard Report Engagement Round #1 – North Bluff Road Corridor Study

RECOMMENDATION

THAT Council receive for information the corporate report dated April 28, 2025, from the Director of Planning and Development Services, titled “What We Heard Report Engagement Round #1 – North Bluff Road Corridor Study”

EXECUTIVE SUMMARY

The purpose of this corporate report is to provide Council an update on the North Bluff Road Corridor Study, including the results of the Community online survey. This update will provide Council with key dates on which updates will be provided to Council and detail upcoming public engagement events.

PREVIOUS COUNCIL DIRECTION

Motion # & Meeting Date	Motion Details
2024-444 December 9, 2024	THAT Council receive for information the corporate report, titled North Bluff Road Corridor Study & OCP Review (Provincial Updates) 2025 - Project Scope Report' dated December 9, 2024, from the Director of Planning and Development Services. CARRIED
2024-445 December 9, 2024	THAT Council endorse the proposed combined project scope and process for the Corridor Study and the OCP Review (Provincial Updates) 2025 Project, as described in this corporate report. CARRIED
2024-446 December 9, 2024	That Council direct staff to get quotes for the project scope noted within corporate report the titled North Bluff Road Corridor Study & OCP Review (Provincial Updates) 2025 - Project Scope Report' dated December 9, 2024, from the Director of Planning and Development Services; and award the work in order to proceed. CARRIED

INTRODUCTION/BACKGROUND

The purpose of this corporate report is to provide Council with a summary of events and activities that have occurred to date for the North Bluff Road Corridor Study since Council endorsed the project at its December 9, 2024, Regular Council meeting. The report will also provide Council with an overview of the next steps on this policy project.

At the December 9, 2024 meeting, Council directed staff to request quotes from consultants based on the project scope report presented at that meeting, with a desired Study completion date of June 2025. From the quotes that were received and reviewed, staff selected and retained Urban Systems Ltd. (the “consultant”) from the direction provided to staff at the December 9, 2024 Council meeting.

On February 18, 2025, the North Bluff Corridor Study Project Citywebpage and a project webpage on the City’s public engagement platform: Talk White Rock (www.talkwhiterock.ca) were launched. The Talk White Rock webpage includes a discussion guide about the Study, a poster to raise awareness and inform the community about planned public engagement events and a Frequently Asked Questions section.

Phase I – Public Engagement

- **Community Online Survey**

As a component of Phase 1 of the North Bluff Road Corridor Study project, the City launched a community online survey on the Talk White Rock platform to gather initial public feedback from residents and local businesses about the North Bluff Corridor Study. The Corridor Study survey was available in digital and paper formats from February 18 to March 18, 2025. Respondents could complete the survey online, or in paper format. Paper copies of the survey were available at City Hall, the White Rock Community Centre and other civic facilities. The City advertised the survey through social media and print media. The survey was primarily intended for White Rock residents, business owners, and other community stakeholders, however, it was accessible to residents and non-residents. A total of 196 survey responses were submitted, which included both online and paper copy responses and were analyzed by the consultant. The North Bluff Road Corridor Study - What We Heard Report Engagement Round #1, is attached as Appendix A.

- **Open House #1**

Additionally, an Open House was held on April 3, 2025, at the White Rock Community Centre from 4:00 p.m. – 8:00 p.m. as part of Phase 1 engagement. This open house informed the community about the project and identified community values, priorities and future needs. This open house also included a section dedicated to informing the public about the OCP update (2025) project. Details regarding the open house event were posted on the City’s website calendar and the Talk White Rock platform. The event was also advertised in the Peach Arch Newspaper, and on all the City’s social media channels. Posters advertising the open houses were also printed and installed at the Kiosk sign locations at Russell Avenue and Johnston Road & outside the White Rock Museum and Archives.

A total of 74 people attended the open house. The Open house included a number of different ways for attendees to provide input to ensure that everyone, regardless of their age or how much time and effort they wanted to spend on providing input, would be enticed to share their thoughts. There were a total of 11 information boards, 8 interactive boards, 4 tabletop mapping activities and a kids activity table. Detailed documentation of this open house engagement which includes a summary of the feedback received from the interactive

activities, summarized comments provided in the ‘share your thoughts’ comment cards and next steps are included within the consultant’s North Bluff Road Corridor Study - What We Heard Report Engagement Round #1 (Appendix A).

- Stakeholder Interviews

In addition to conducting a community online survey and an open house as part of Phase 1, stakeholder interviews were also conducted to collect diverse perspectives and interests from a broad cross-section of individuals and organizations whom the North Bluff Road Corridor Study project may directly or indirectly impact.

The ‘What We Heard’ Report

The ‘What We Heard’ Report summarizes the communications and engagement events held throughout the first phase of the North Bluff Study project. The report also summarizes how the community was informed and engaged, and the key themes collected throughout the Phase 1 engagement of the North Bluff Road Corridor Study. The North Bluff Road Corridor Study - What We Heard Report Engagement Round #1 (Appendix A) will be publicly available online on the City’s website <https://www.talkwhiterock.ca/nbrcorridorstudy> on April 29th.

Upcoming Public Engagement Initiatives and Key Milestone Dates

The next public engagement events planned for the North Bluff Corridor Study project are as follows along with key milestones:

- Open House at White Rock Community Centre (Phase 2)
Tuesday, May 27 (4:00 p.m. - 8:00 p.m.).

Phase 2 of the North Bluff Corridor Study project will focus on the values and needs identified during Phase 1 of the Study, which included engagement events, technical analysis and market analysis. Based on these findings, the consultant in consultation with staff will explore a range of density and built-form scenarios and develop two or three draft land use scenarios. The **second open house** will inform the community about the Study’s progress, provide a summary of ‘what was heard’ during the Phase 1 public engagement, and will present the draft land use scenarios created for the North Bluff Road Corridor Study Area.

A second ‘What We Heard’ Report summarizing how the community was informed and engaged, with a focus on the community feedback on the draft land use scenarios presented to the community to Council in June 2025.

Based on the feedback from the second Open House on the draft land use scenarios and commentary from city staff, the consultant will prepare and present the draft land use plan for the North Bluff Road Corridor Study Area, with findings and recommendations, for Council consideration in July 2025.

COMMUNICATION AND COMMUNITY ENGAGEMENT IMPLICATIONS

This project is generating moderate to high public interest. As part of Phase 1 of this Study, public engagement activities were held for information sharing and consultation with the community to understand the values and priorities that will be used to shape the results and findings of this project.

IMPLICATIONS FOR TREE PRESERVATION AND TREE CANOPY ENHANCEMENT

There are no implications for tree preservation and tree canopy enhancement arising from the report.

ALIGNMENT WITH STRATEGIC PRIORITIES

The North Bluff Road Corridor Study project aligns with the Council's Strategic Priority of "Housing & Land Use" where a top priority objective is to enable appropriate market housing builds to address inventory shortages and build tax revenue, which includes assessing long-term land use and density in Uptown (town centre) along North Bluff Road, from Oxford Street to Finlay Street, in consultation with Surrey's approved Semiahmoo Town Centre Plan as a key action item.

CONCLUSION

The purpose of this report is to present the North Bluff Road Corridor Study - What We Heard Report Engagement Round #1 on the Phase 1 public engagement completed for the North Bluff Road Corridor Study project. The report also highlights upcoming public engagement events, key milestone dates, as well as an overview of the next steps for Phase 2 of the Corridor Study project.

Respectfully submitted,



Neethu Syam
Planning Division Lead

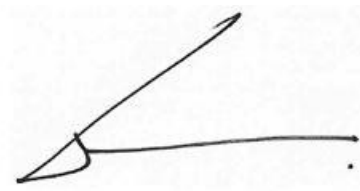
Reviewed and Approved by,



Anne Berry, MCIP, RPP
Director, Planning and Development Services

Comments from the Chief Administrative Officer

This corporate report is provided for information purposes.

A handwritten signature in dark ink, consisting of a stylized 'G' followed by a horizontal line and a small dot at the end.

Guillermo Ferrero
Chief Administrative Officer

Appendix A: What We Heard Report #1 – Phase 1 Engagement Results
Appendix B: Community Online Survey