

North Bluff Road Corridor Study

What We Heard Report

Engagement Round 1

WHITE ROCK
City by the Sea





Contents

Introduction 1

BACKGROUND1

TIMELINE..... 2

COMMUNITY ENGAGEMENT..... 3

Our Approach 4

ENGAGEMENT SNAPSHOT..... 4

HOW WE INFORMED 4

HOW WE ENGAGED..... 5

Who We Heard From 6

What We Heard 6

KEY THEMES 6

SURVEY7

COMMUNITY OPEN HOUSE18

INTERVIEWS 25

Next Steps 27

Appendix A: Open House Tabletop Activities 28

Introduction

Background

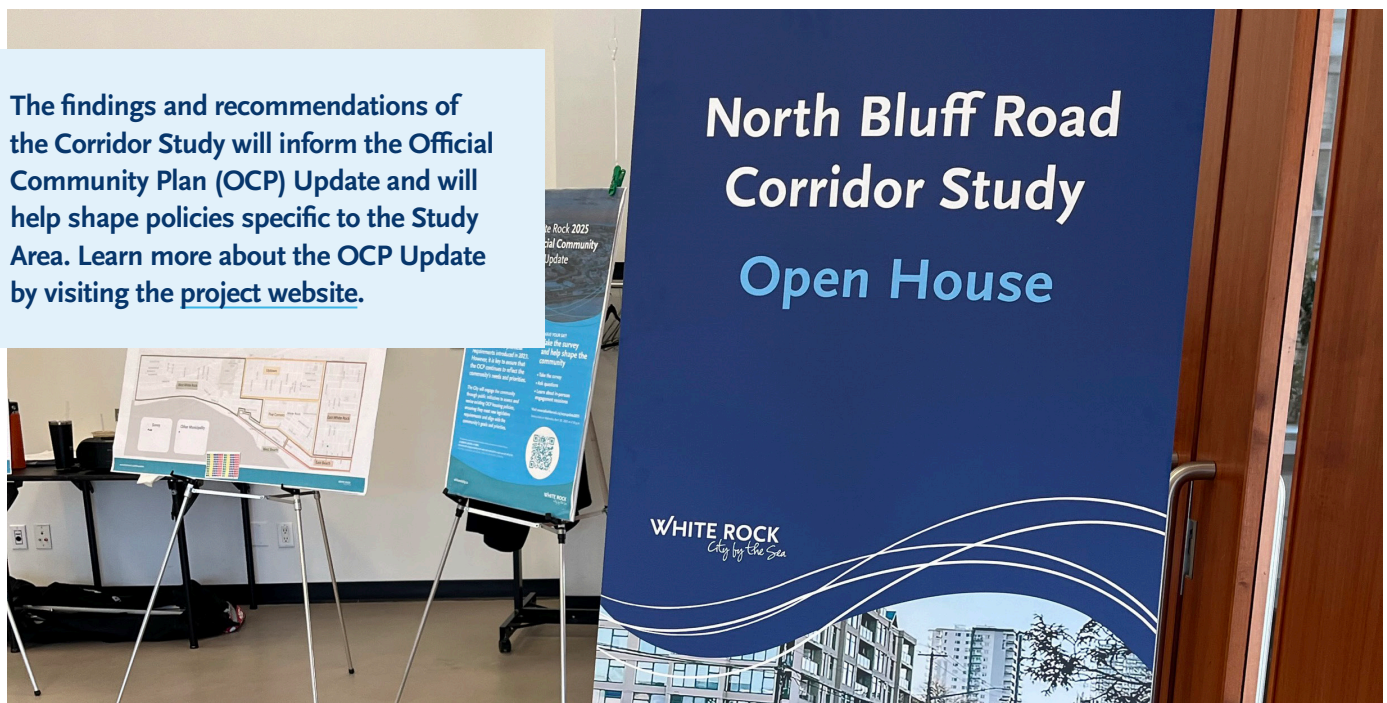
On February 18, 2025, the City of White Rock launched the North Bluff Road Corridor Study. The North Bluff Road Corridor is the boundary between White Rock and Surrey (also known as 16 Avenue). This busy and diverse area is expected to grow in the coming years. To plan for this growth, the City of White Rock is undertaking the North Bluff Road Corridor Study (the Corridor Study) to reassess land uses in the area.

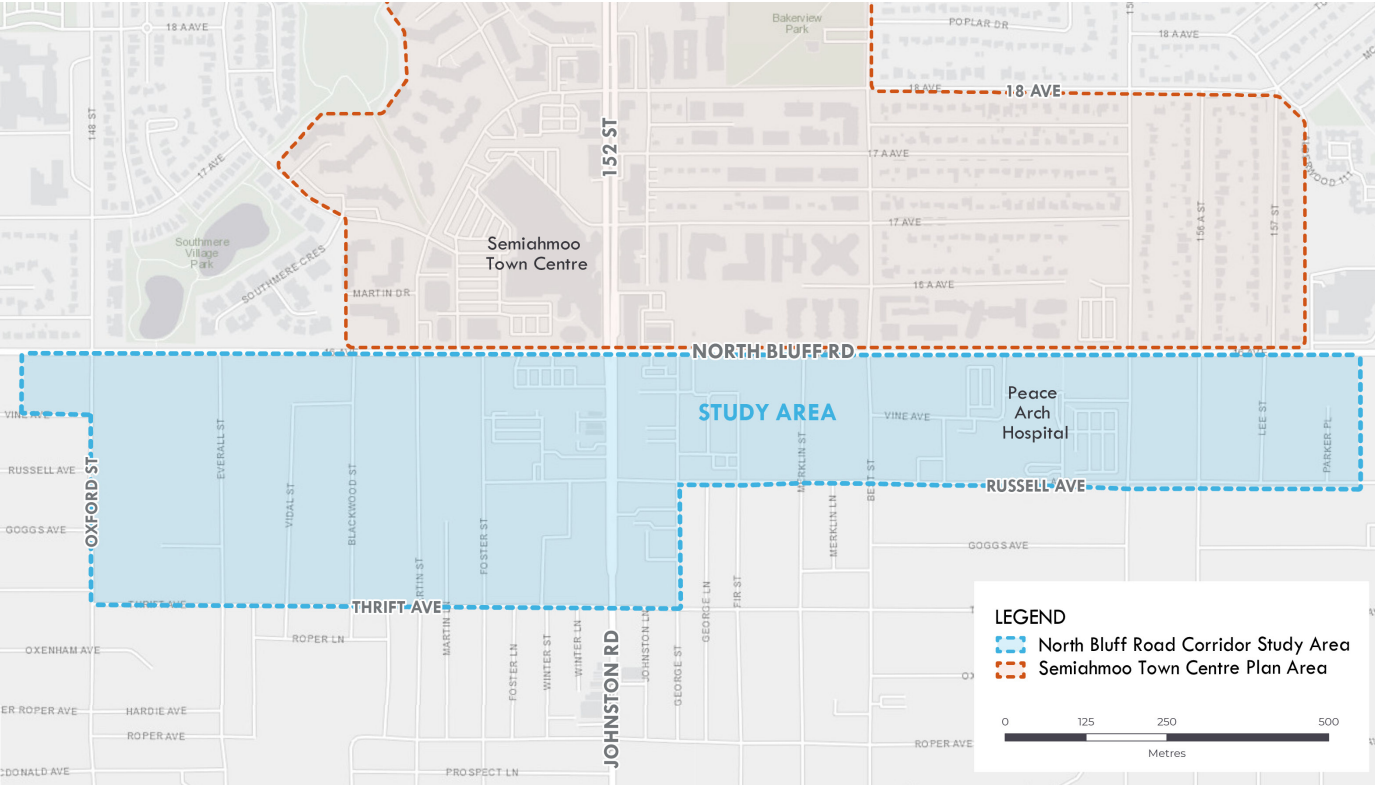
The North Bluff Road Corridor Study aims to ensure that White Rock's Town Centre and surrounding areas within the Study Area remain competitive in the broader market and can meet the growing residential and commercial demands for diverse housing and various lifestyle choices. Additionally, the Corridor Study will support the City in planning for potential future redevelopment within the Study Area, while ensuring adequate infrastructure, community services, facilities, and parks for both current and future residents.

The goals of this project are to:

- Make better use of existing and planned infrastructure like [Bus Rapid Transit](#) along King George Boulevard;
- Create more housing options for all residents and comply with recent provincial legislation ([Interim Housing Needs Report](#) and [Housing Target Order](#));
- Remain a competitive place to work and do business; and
- Ensure a smooth transition with the new [Semiahmoo Town Centre Plan Area](#) which focuses high-rise mixed-use development along 152 Street between North Bluff Road and 18 Avenue.

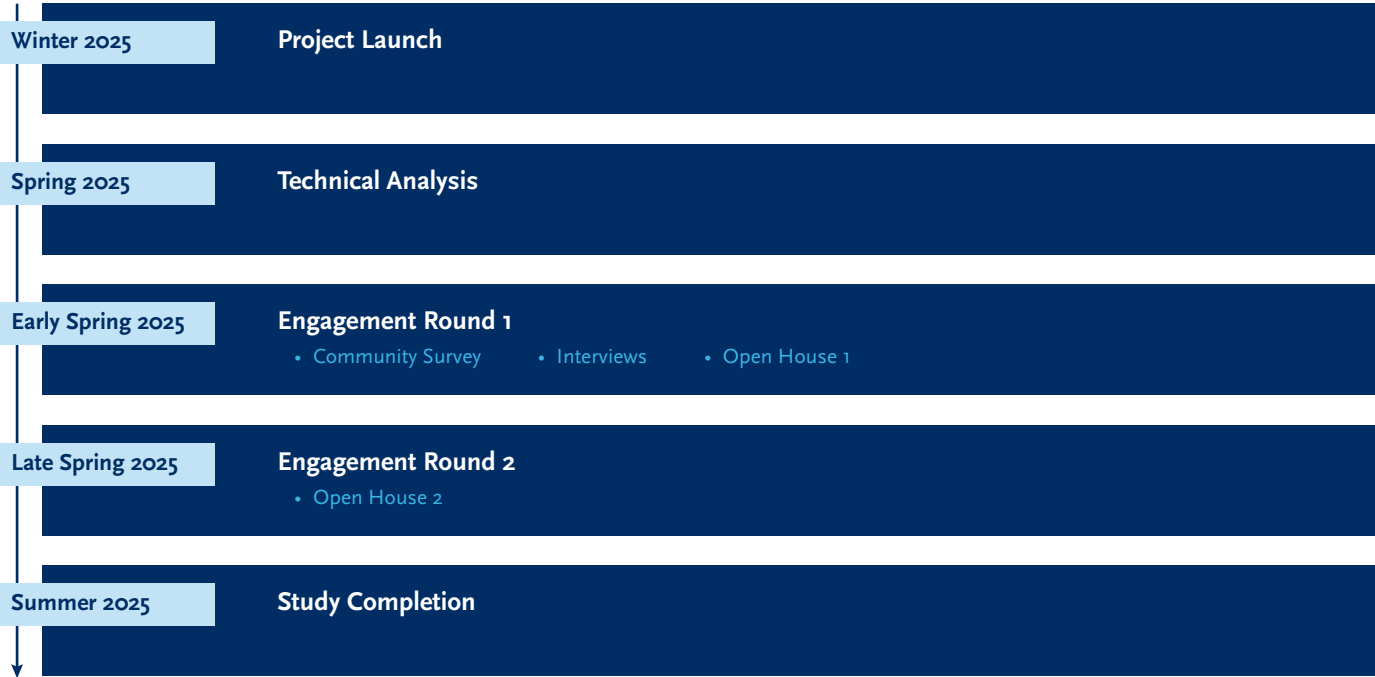
The findings and recommendations of the Corridor Study will inform the Official Community Plan (OCP) Update and will help shape policies specific to the Study Area. Learn more about the OCP Update by visiting the [project website](#).





North Bluff Road Corridor Study Area

Timeline



Community Engagement

Community engagement will be an important and valued part of this planning process. Input provided by the community will better enable Mayor and Council to make informed land use decisions across the corridor. Community input will be considered alongside provincial legislation; regional planning policy; municipal strategic goals and objectives; land economic analyses; and technical planning work.



Our Approach

Engagement Snapshot



1700+ webpage visits



196 surveys submitted



5 Q&A questions submitted



7 one-on-one interviews



74 open house attendees



2 emails sent to the City of White Rock



12 interactive workshop activities



7 signs erected around the community



2 newspaper print ads



2 e-newsletter editions



31 social media posts & stories



5 civic facility television display ads

How We Informed

WEBPAGE

A [dedicated project webpage](#) was added to the City of White Rock website. The webpage provides information about the North Bluff Road Corridor Study, including context, links to related documents, Frequently Asked Questions (FAQs), and details of the engagement events. The [discussion guide](#), timeline, and survey (described below) were all posted to the webpage. There were over **1,700 visits to the webpage** between February 18 and April 7, 2025.

A Questions & Answers section was also available on the project webpage. Community members could submit questions about the Study to be answered by City staff. Responses were posted weekly. **Five questions** were submitted during the first round of engagement.

POSTER & DISCUSSION GUIDE

A [poster](#) was created and distributed around the City of White Rock to raise awareness of and promote the engagement events. Large versions of the poster were erected as signs throughout the community. The poster was downloaded from the project webpage **23 times**.

A [discussion guide](#) was created to help prepare the community for the engagement events. It included information about the Study, described the relevant provincial legislation and council priorities, and provided details of the engagement events. Hard copies of the discussion guide were available at the community open house (described below) and at all City facilities. The discussion guide was downloaded from the project webpage **97 times**.

How We Engaged

SURVEY

An online survey was created to gather input on key topics and community priorities. The survey was available from February 18 to March 18, 2025. A total of **196 surveys** were submitted.

COMMUNITY OPEN HOUSE

A community open house was held at White Rock Community Centre on April 3, 2025, from 4:00pm to 8:00pm. There were information boards, interactive boards, and a range of tabletop exercises. Comment cards were also available. There were **74 attendees** at the workshop, and **nine comment cards** were collected. Members of the City of White Rock's OCP team were present to engage with attendees and answer questions related to the separate project process.

INTERVIEWS

One-on-one interviews were held with organisations, service providers, and community groups with interests in the Study Area. **Seven interviews** were held throughout April 2025, with representatives from:

- 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)

Interviewees were asked about their experience in White Rock, their perspectives on the Study Area, what challenges they have faced, and their ideas for future growth and development in the area.

Who We Heard From

Through the engagement events, we heard from a wide range of community members, including homeowners, renters, seniors, new residents, long term residents, young families, multi-generational households, local businesses, community groups, and people from all areas within the City of White Rock.



What We Heard

Key Themes

Across all engagement methods and activities, several key themes were heard:

- Desire to protect, connect, and expand public spaces and greenspaces
- Demand for better access to Bus Rapid Transit
- Desire to increase pedestrian and cycling connectivity across the Study Area
- Desire to maintain walkability and small-town character
- Demand for more affordable and family friendly housing
- Demand for more mixed use development throughout the Study Area to provide more services and amenities within walking distance
- Demand for more recreation, cultural, and community spaces and services
- General preference to focus increased heights and density along North Bluff Road and 152nd Street/ Johnston Road, in the Town Centre area, near transit, and near the hospital
- Need for gradual and well-planned transitions between high- and low-rise developments
- Some interest in increasing heights and density throughout the whole Study Area
- Some preference for maintaining current height limits within the Study Area
- Some concerns with congestion, parking, loss of views, privacy, and noise

Survey

A total of **196 surveys** were submitted. Not all respondents answered every question.

What do you value most about the Town Centre area? (N=187)

Key things survey respondents value about the Town Centre area are shown below (the larger the key word, the more times it was mentioned).

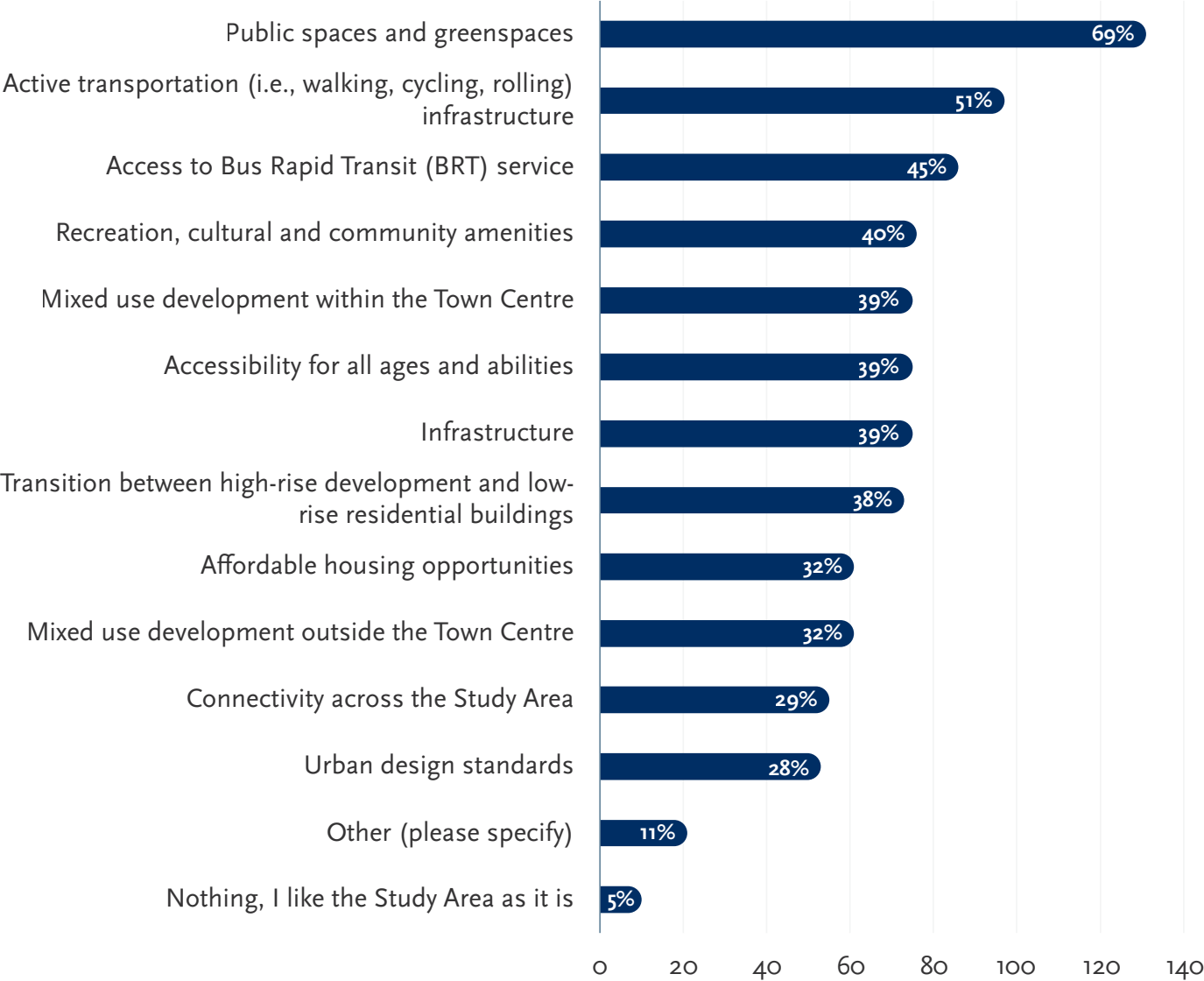


What do you value most about the Town Centre Transition area (orange)? (N=173)

Key things survey respondents value about the Town Centre Transition area are shown below (the larger the key word, the more times it was mentioned).

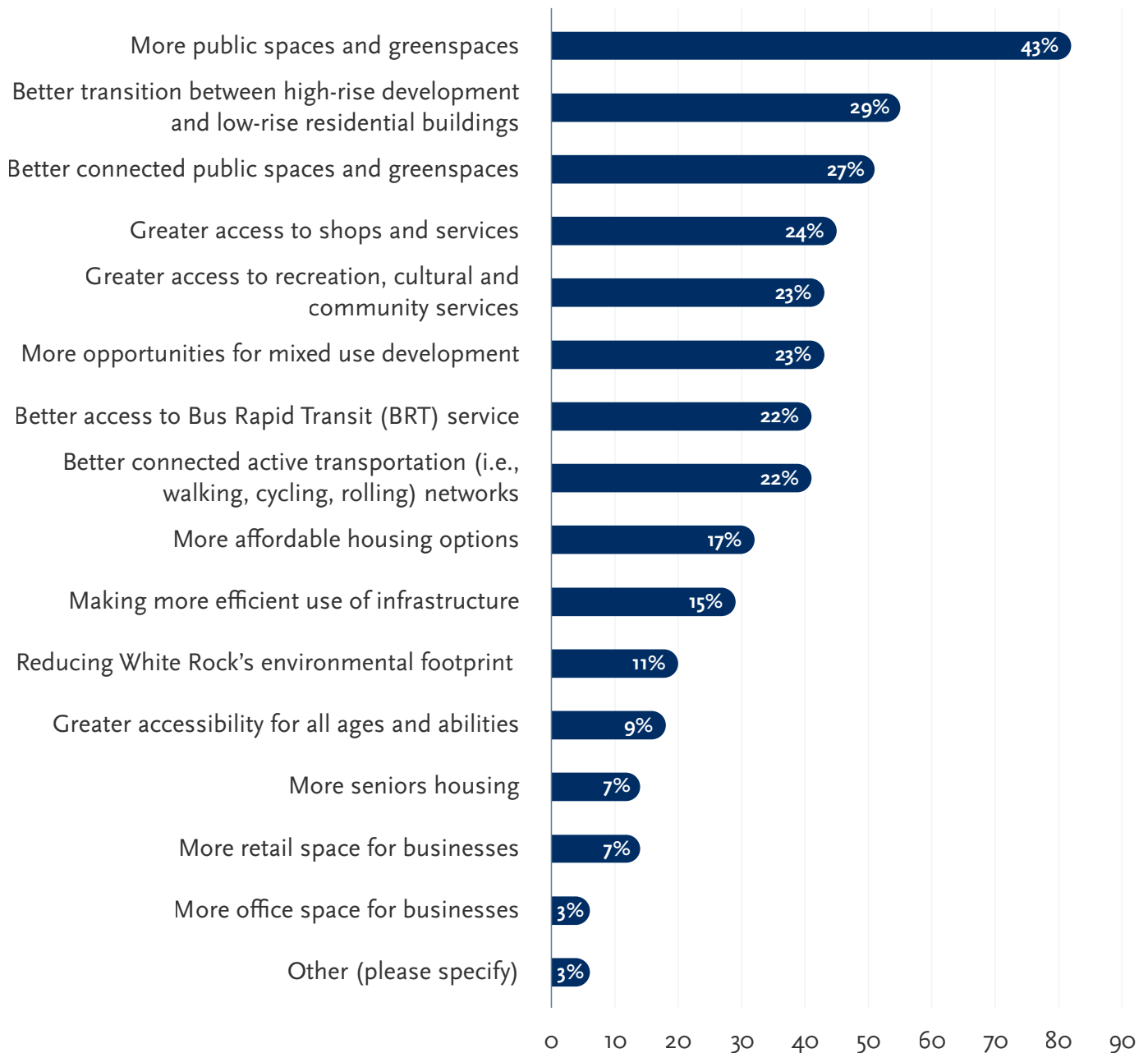


What would you like to enhance about the Study Area (between Oxford Street and Parker Place)? Select all that apply. (N=190)



The top choices for things survey respondents would like to enhance about the Study Area (between Oxford Street and Parker Place), were public spaces and greenspaces (69%), active transportation infrastructure (51%), and access to Bus Rapid Transit (45%).

How could the lands within the Study Area (between Oxford Street and Parker Place) be better used to benefit the White Rock community? Select your top three (3) priorities from the list below. (N=190)



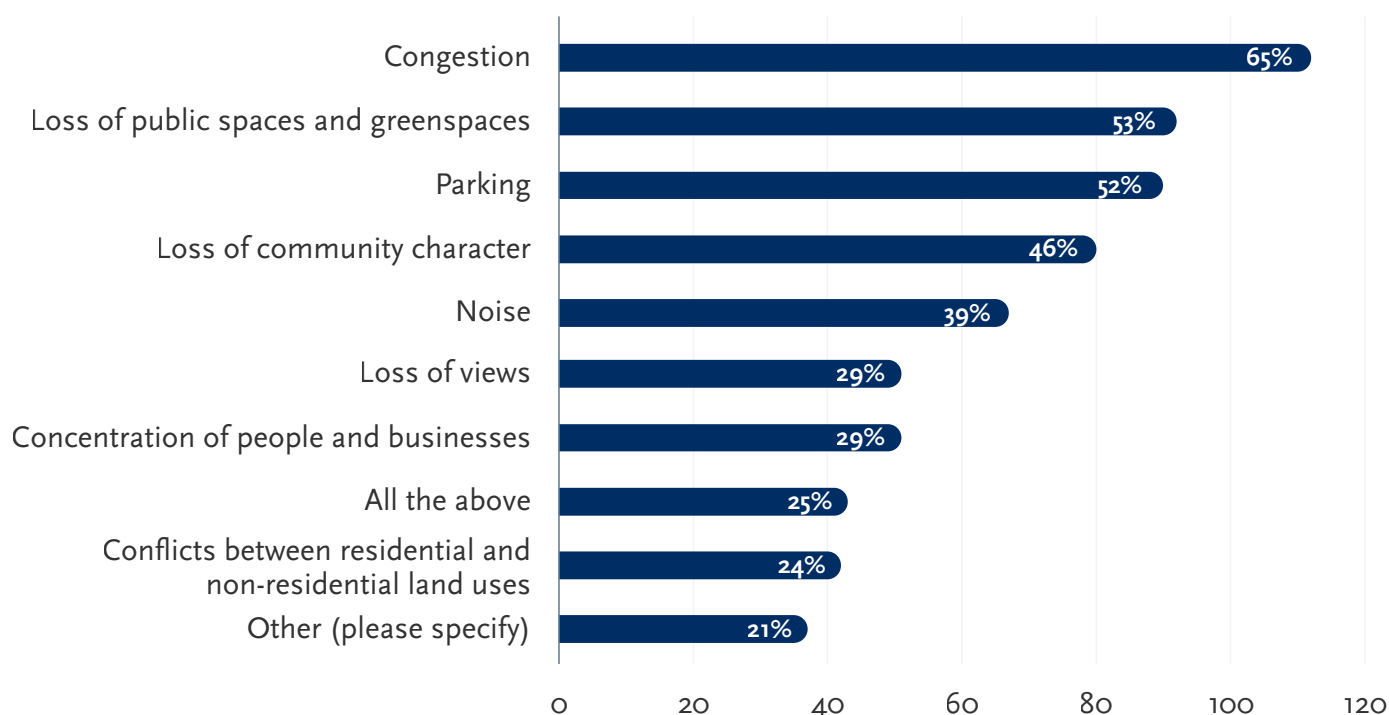
When asked how the lands within the Study Area (between Oxford Street and Parker Place) could be better used to benefit the community, the top three priorities among survey respondents were more public spaces and greenspaces (43%), better transitions between high-rise development and low-rise residential buildings (29%), and better connected public spaces and greenspaces (27%).

What would you like to do in the Study Area but cannot because it does not exist here? (N=121)

Responses to this question focused on what respondents would like to do more, or see more of, in the Study Area:

- More parks and greenspaces (20 comments), including more parks closer to the town centre, more accessible parks, parks connected by greenways, and dog parks
- More retail options (15 comments), including more supermarkets, restaurants and cafes
- More recreational facilities and activities (11 comments), including a pool or water park, and recreational activities for young children
- Higher density and taller buildings (8 comments)
- More arts, culture, and entertainment (6 comments), including a cinema, cultural event spaces, dance and music spaces/shows, and street arts and entertainment
- More parking (5 comments), particularly in the town centre and near retail
- More bike lanes (5 comments), particularly protected bike lanes, and bike lanes connecting east-west

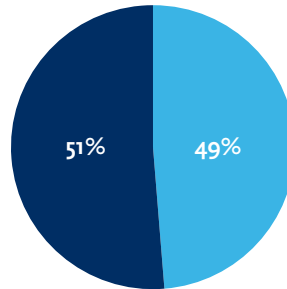
What is your greatest concern when it comes to intensifying land uses across the Study Area? Select all that apply. (N=173)



Survey respondents' greatest concerns with intensifying land uses across the Study Area were congestion (65%), loss of public spaces and greenspaces (53%), and parking (52%). A common response among those who specified "other" was that they had no concerns. Other responses specified light pollution, air quality, safety, and increasing crime as concerns.

Would you prefer to have more housing options even if it means higher building heights and densities, or, lower residential densities? (N=195)

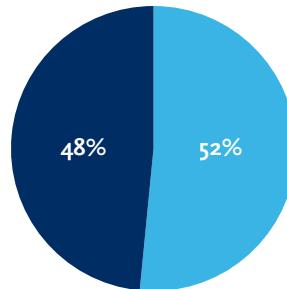
Survey respondents were divided over this question – 51% would prefer to have lower residential building heights and densities, and 49% would prefer to have more housing options (even if it meant higher building heights and densities).



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

Would you prefer to have more recreation, cultural and community amenities even if it means higher building heights and densities, or, lower building heights and densities? (N=194)

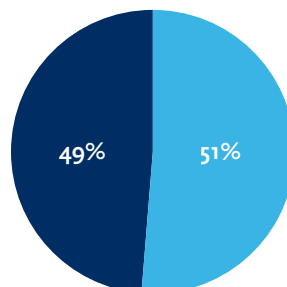
Survey respondents were divided over this question – 52% would prefer to have more recreation, cultural and community amenities (even if it meant higher building heights and densities), while 48% would prefer to have lower building heights and densities.



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

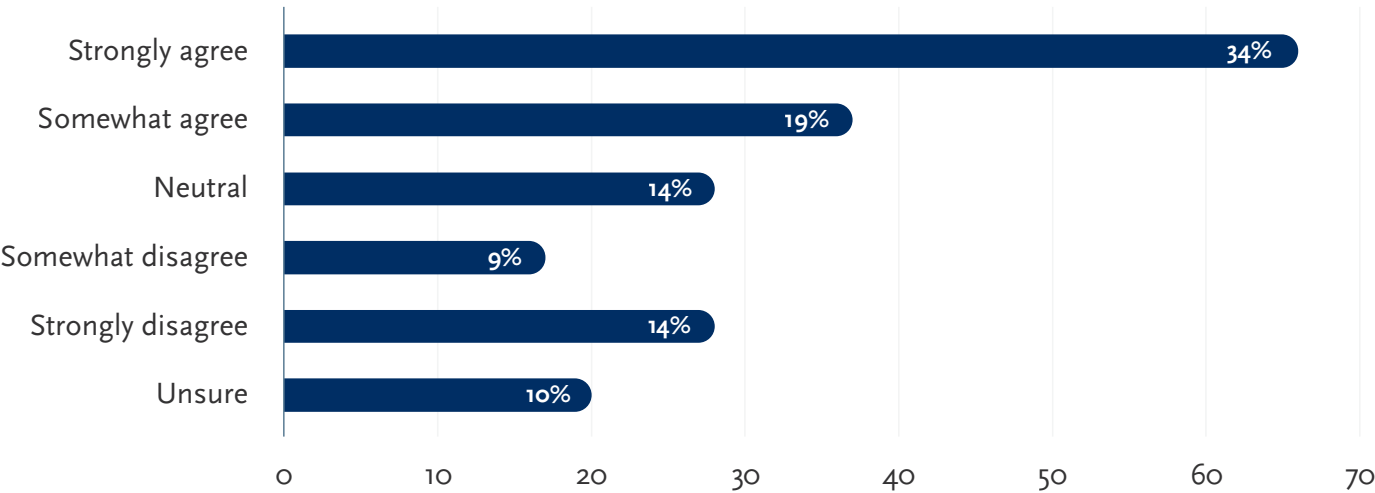
Would you prefer to have access to more shops, services and business opportunities even if it means higher building heights and densities, or, lower building heights and densities? (N=195)

Survey respondents were divided over this question – 51% would prefer to have access to more shops, services, and business opportunities (even if it meant higher building heights and densities), while 49% would prefer to have lower building heights and densities.



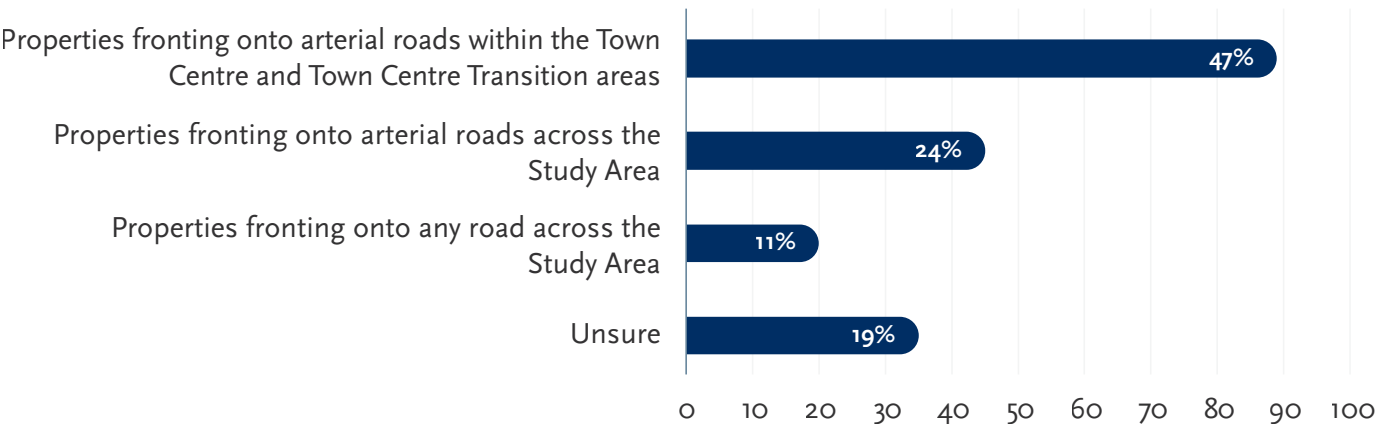
- I would prefer to have lower building heights and densities
- I would prefer to have access to more shops, services and business opportunities

To what extent do you agree or disagree with the following statement: A lot has changed since the 2021 Official Community Plan (OCP) Amendment was adopted to reduce building heights and densities across the North Bluff Road Corridor Study Area. (N=195)



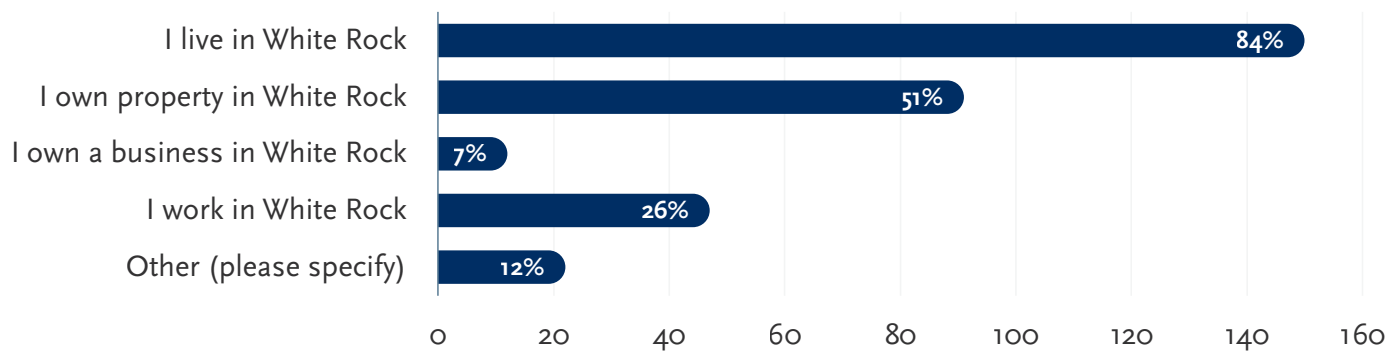
Approximately half of survey respondents strongly agree (34%) or somewhat agree (19%) that a lot has changed since the 2021 OCP Amendment was adopted. Approximately a quarter of respondents strongly disagree (14%) or somewhat disagree (9%).

What locations are best suited for mixed use development? Please check all that apply. Note: Arterial roads are busy roads that move traffic from local roads to highways. (N=189)



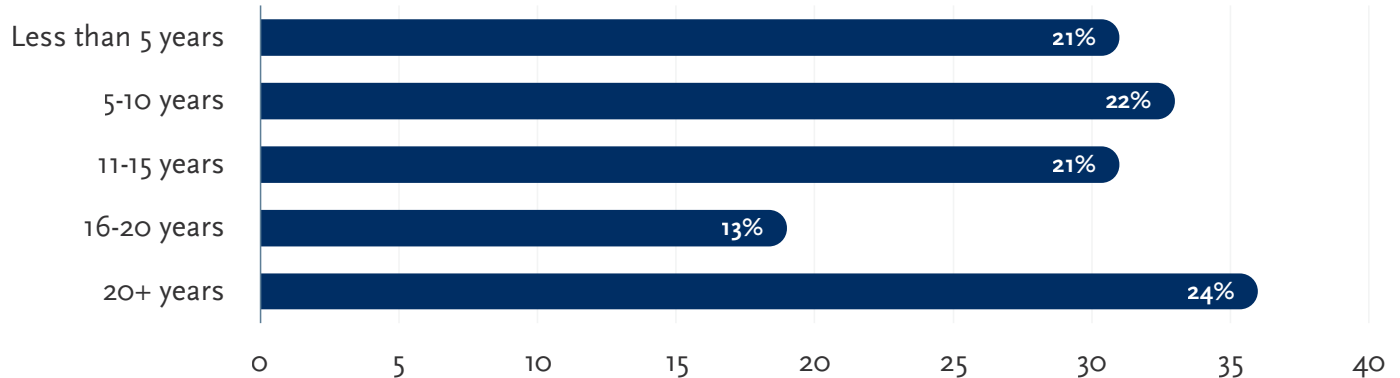
Survey respondents considered properties fronting onto arterial roads within the Town Centre and Town Centre Transition areas as best suited for mixed use development (47%).

Which of the following describes your ties to White Rock? Please check all that apply. (N=179)



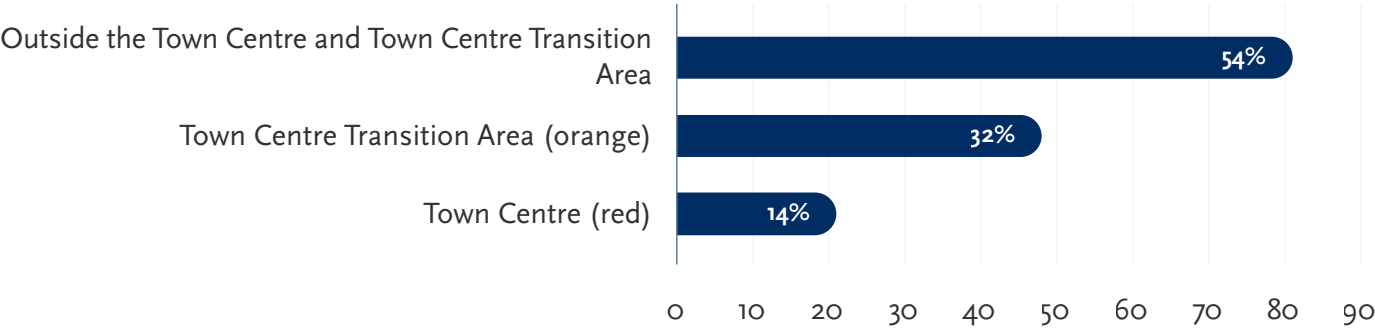
Most survey respondents (84%) indicated they live in White Rock or own property in White Rock (51%). A common response among those who specified “other”, was that they live nearby in South Surrey.

How long have you lived in White Rock? (N=150)



Survey respondents have lived in White Rock for varied periods of time. The most common response was 20+ years (24%), but similar numbers of respondents indicated less than 5 years (21%), 5-10 years (22%), and 11-15 years (21%).

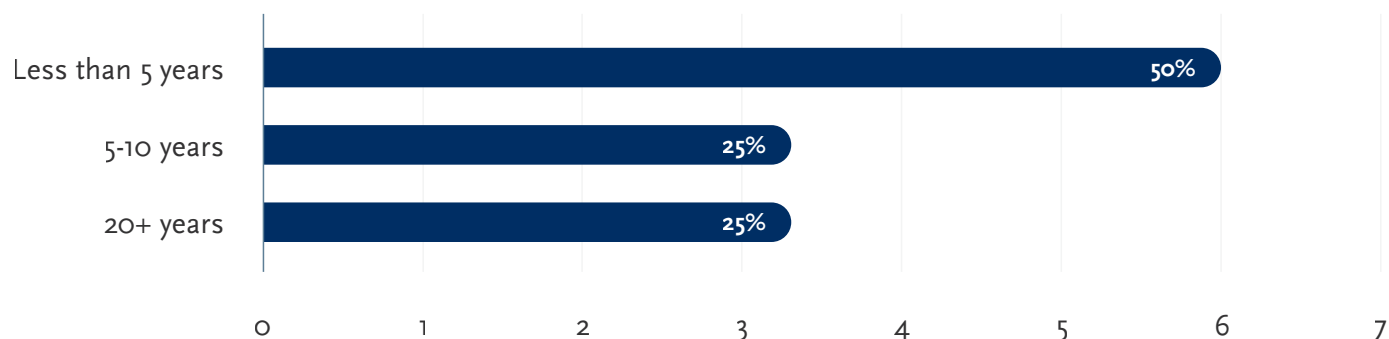
Where is your home located in White Rock? (N=150)



Over half survey respondents (54%) indicated they live outside the Town Centre and Town Centre Transition Area, while almost a third (32%) live in the Town Centre Transition Area, and only 14% live in the Town Centre.

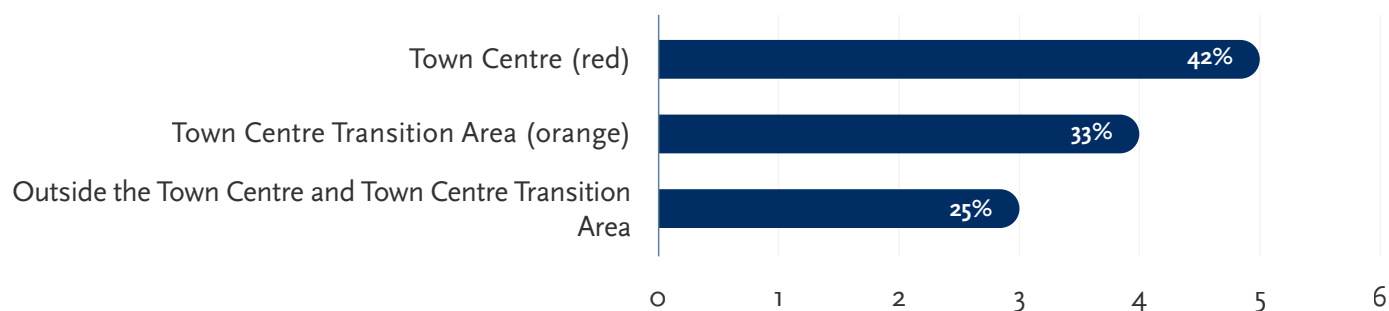


How long have you owned a business in White Rock? (N=12)



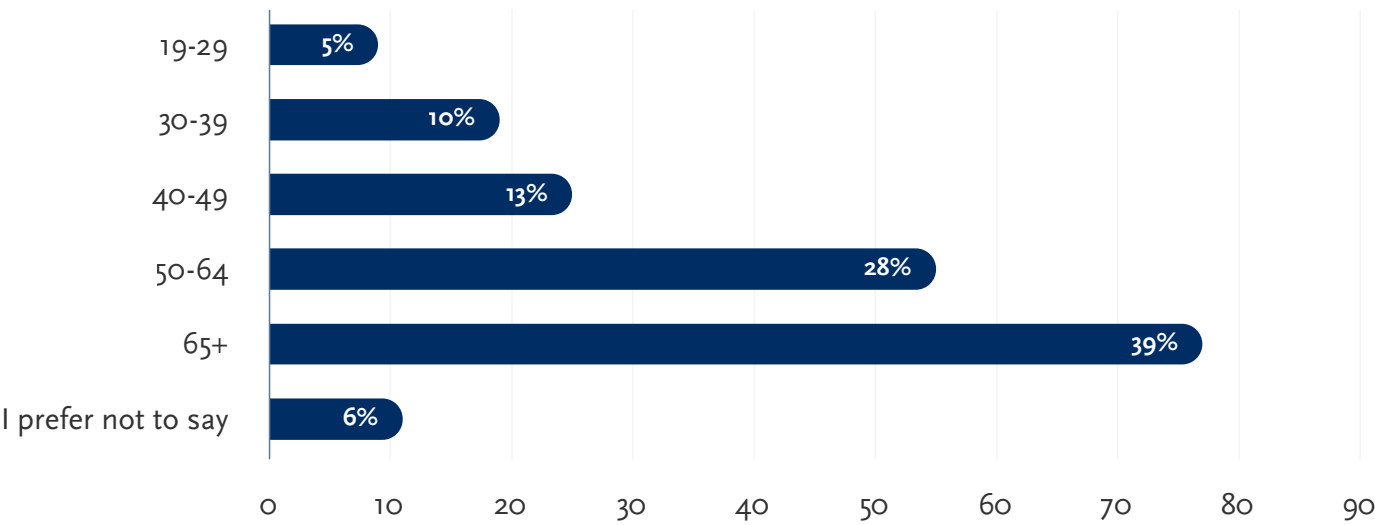
Among those respondents who indicated they owned a business in White Rock, half of them (50%) had done so for less than 5 years.

Where is your business located in White Rock? (N=12)



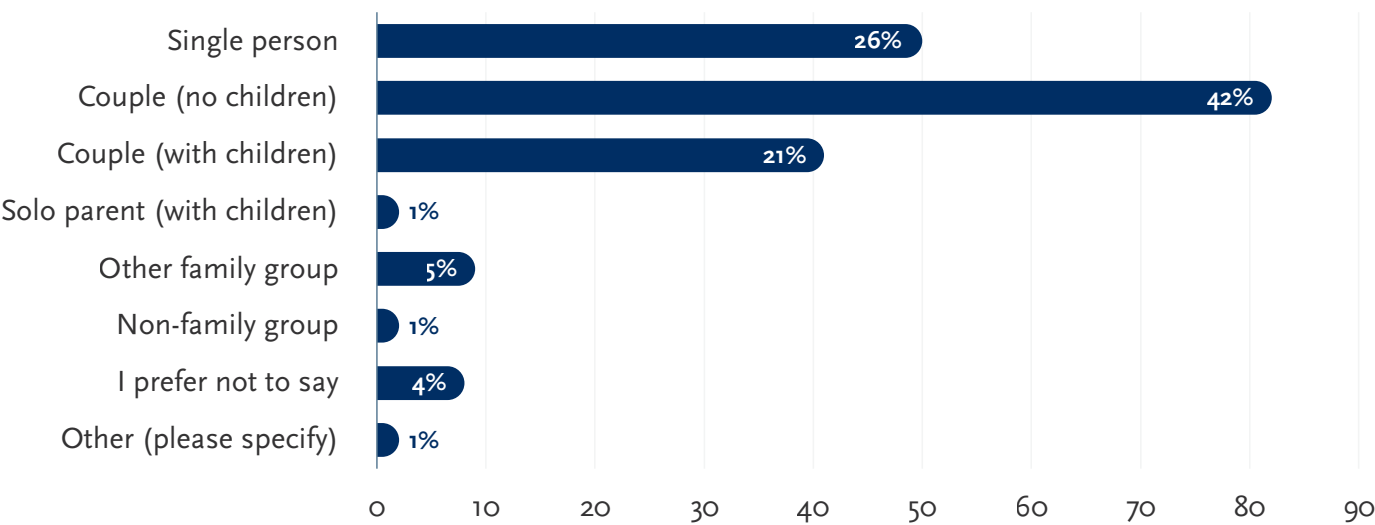
Among those respondents who indicated they owned a business in White Rock, 42% indicated their businesses is located in the Town Centre, 33% in the Town Centre Transition Area, and 25% outside the Town Centre and Town Centre Transition Area.

What age group do you belong to? (N=196)



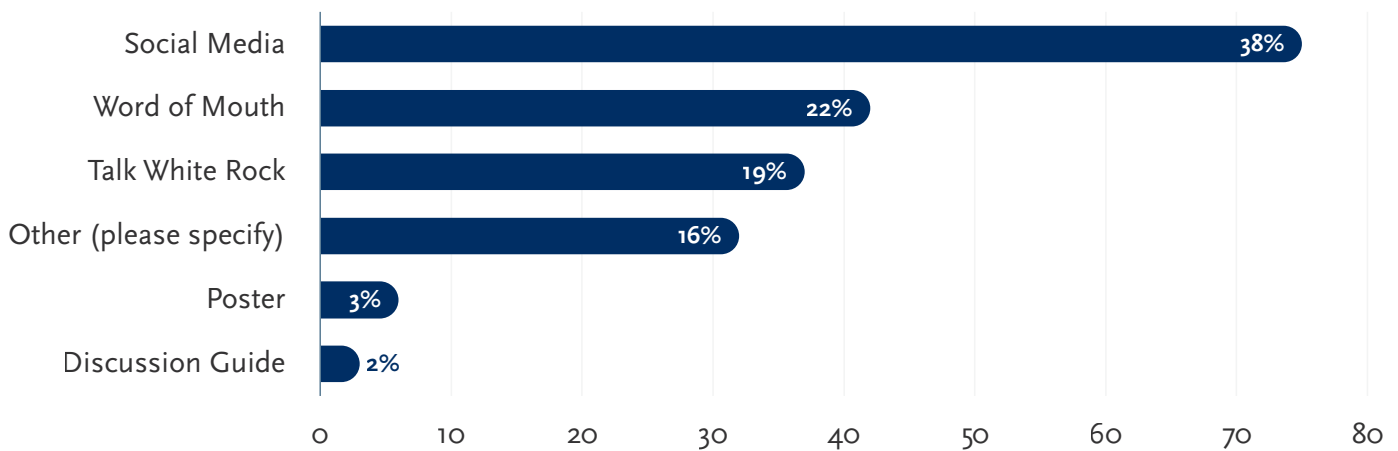
Most survey respondents were aged 50+, with 28% aged 50-64 and 39% aged 65+.

Which best describes your household? (N=196)

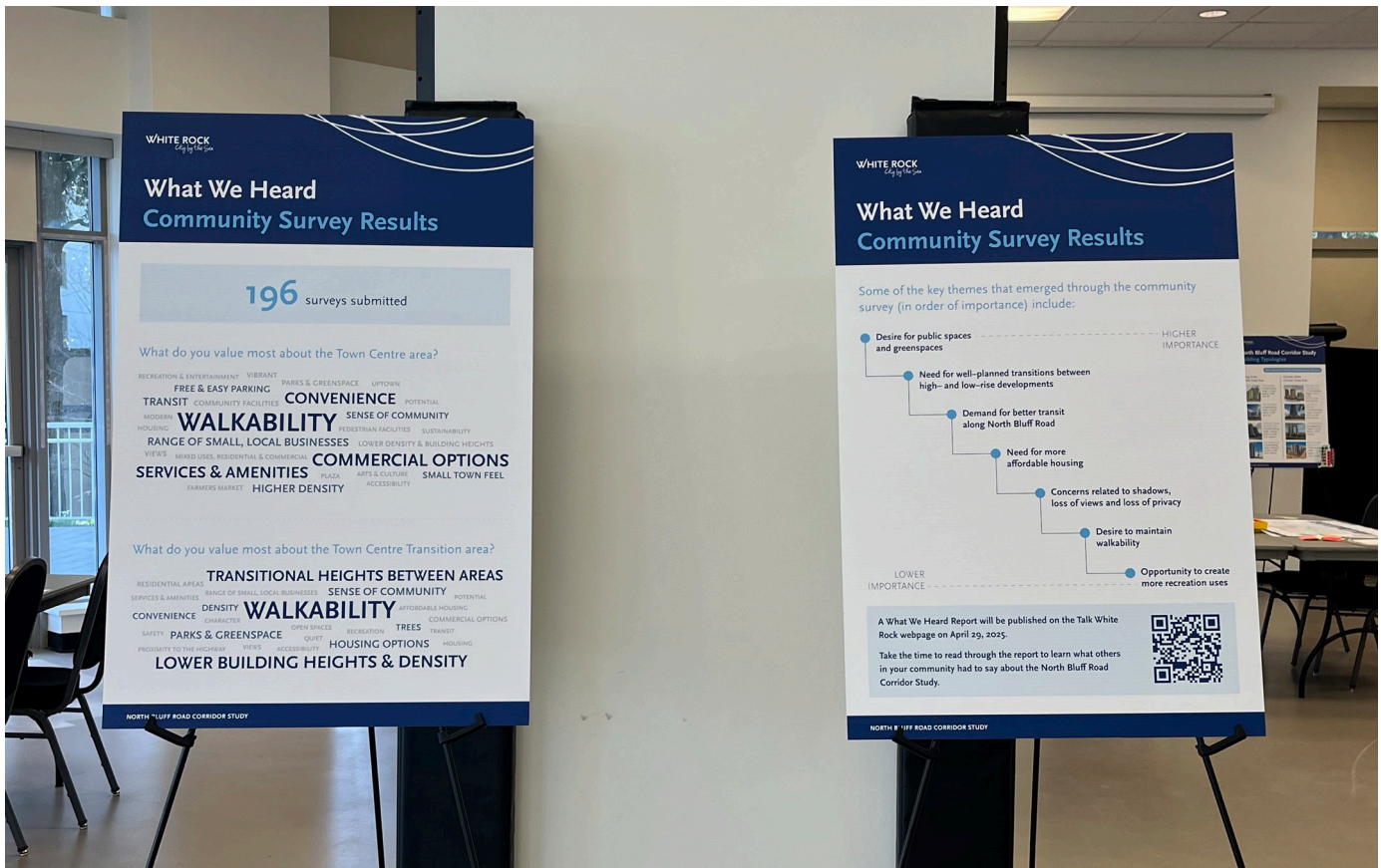


Most survey respondents described their household as a couple, either with no children (42%) or with children (21%). Approximately a quarter of all survey respondents (26%) indicated they were single-person households.

How did you hear about this survey? (N=195)



The most common way survey respondents heard about this survey was through social media (38%). Other ways survey respondents heard about this survey were through the White Rock Sun, the City Connects e-newsletter, or through Council members.

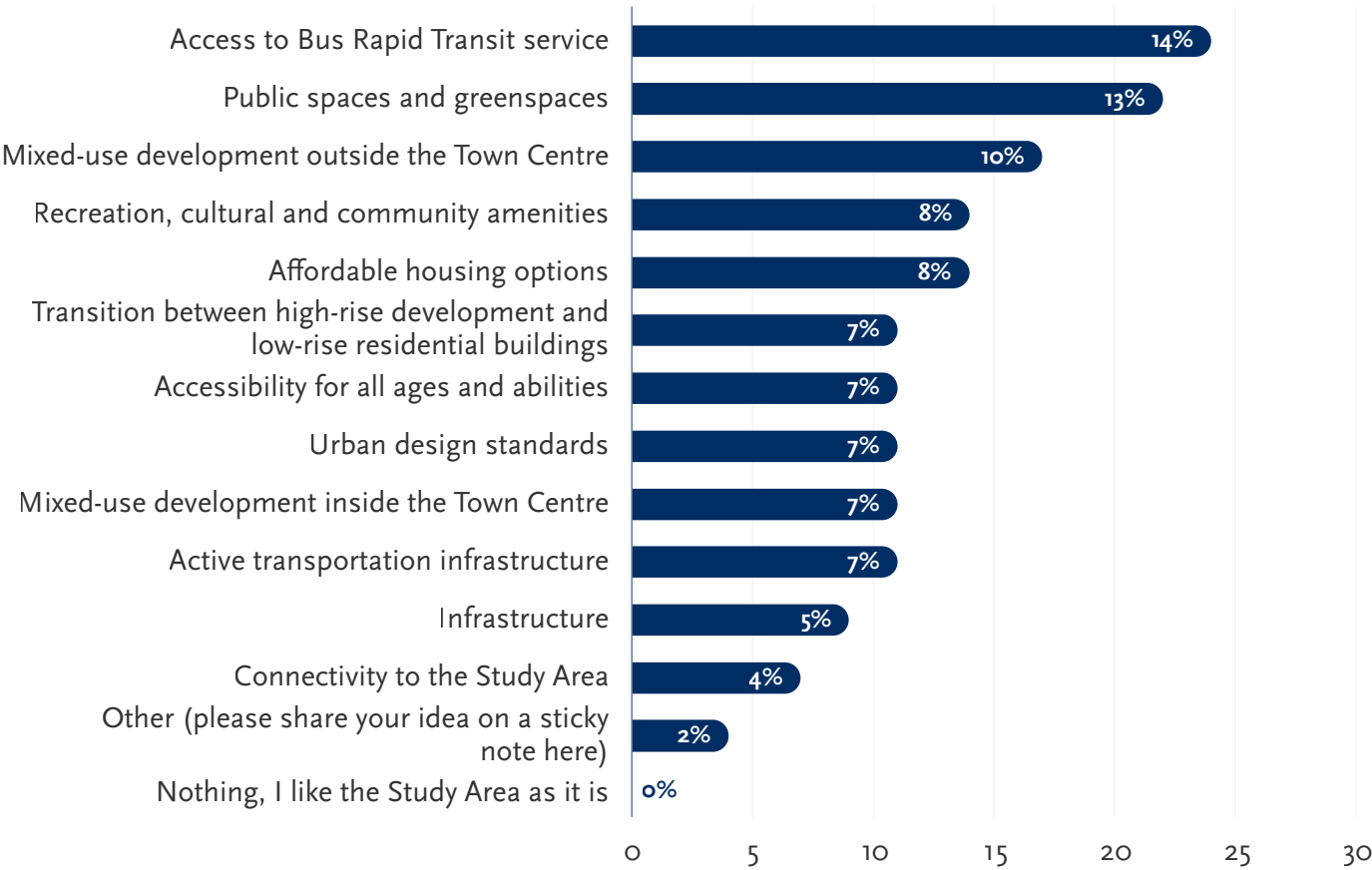


Community Open House

At the community open house, attendees were invited to share their feedback through a range of interactive boards and tabletop exercises. Comment cards were also available.

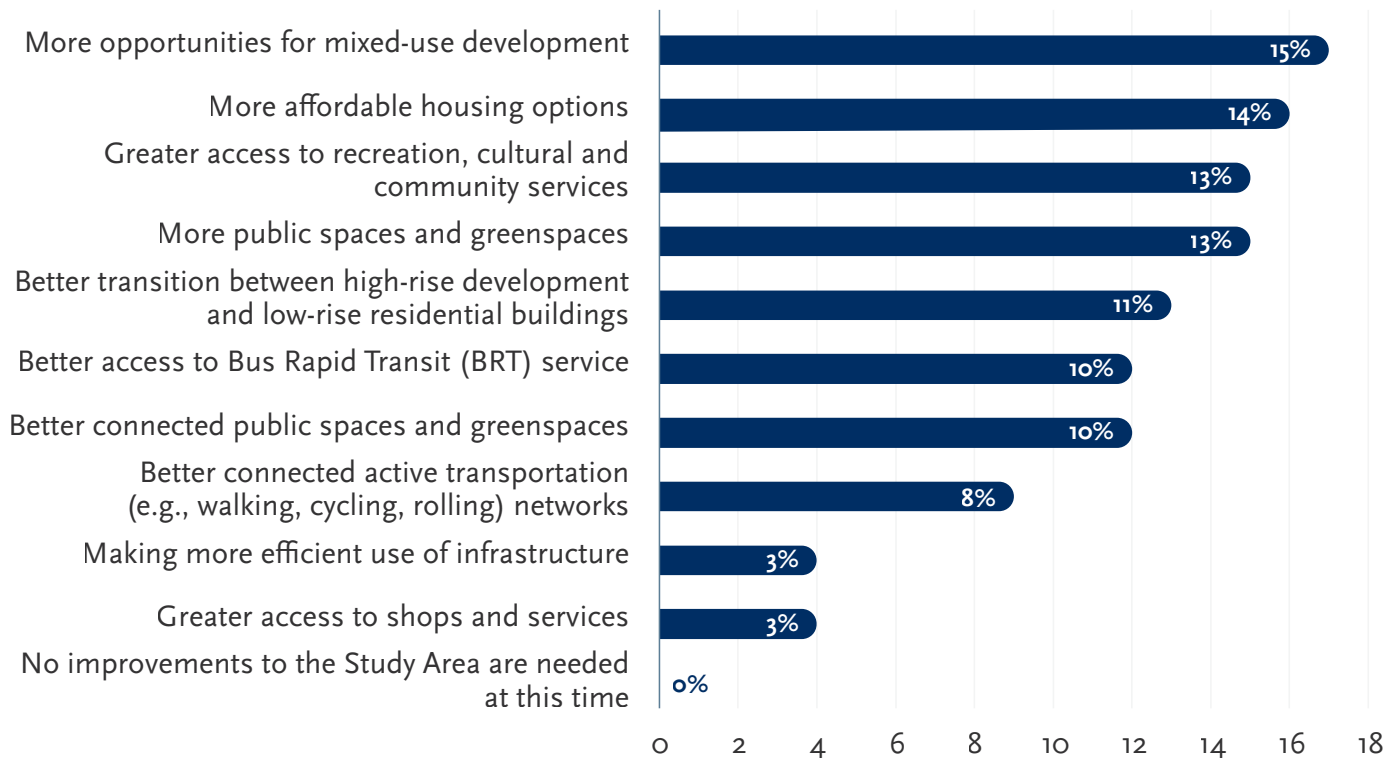
INTERACTIVE BOARDS

What would you like to enhance about the North Bluff Road Corridor Study Area?



The top things attendees would like to enhance about the Study Area were access to Bus Rapid Transit (14%), public spaces and greenspaces (13%), and mixed use development outside the Town Centre (10%).

How could the lands within the North Bluff Road Corridor Study Area be better used to benefit the White Rock Community?



More opportunities for mixed use development (15%), more affordable housing options (14%), greater access to recreation, cultural, and community services (13%), and more public spaces and greenspaces (13%), were the top ways attendees thought the lands within the Study Area could be better used to benefit the community.

What opportunities could emerge if these lands were used more intensely? (i.e., higher building heights and densities)

Suggestions from attendees included:

- Addition of amenities and recreation opportunities (reducing car reliance and congestion)
- Diverse housing types to meet varied needs
- Encourage active and public transportation
- Increase density and housing supply to address affordability and remain competitive
- Increase public art and placemaking
- Improvements to transportation infrastructure
- Reduce parking requirements for more efficient land use

How could the North Bluff Road Corridor remain regionally competitive?

Land use ideas:

- Integrate street creeks, micro parks and community (bring nature into the urban environment)
- Increase residential density to grow the tax base and remain competitive
- Promote active transportation

Community amenity ideas:

- Design plazas within developments to encourage gathering and community use
- Improve access to public transit
- Provide inclusive activities and services for all ages, including access to technology

Other ideas:

- Improve active transportation connections between the waterfront and uptown
- Integrate a permanent or seasonal Farmers Market into the town centre

Building typologies: which developments do you like most?

The developments within the Corridor Study Area that attendees liked the most were (in order of preference):



1500 Martin Street & 1500 Foster Street (11 votes)



1501 Vidal Street (6 votes)

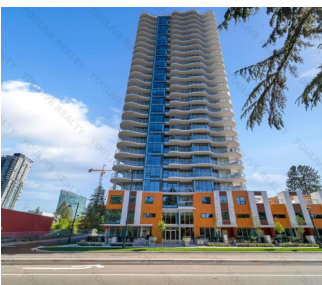


1588 Johnston Road (6 votes)



1526 Finlay Street (4 votes)

The developments outside of the Corridor Study Area that attendees liked the most were (in order of preference):



13318 104 Ave, Surrey (6 votes)



Semiahmoo Town Centre, Surrey (5 votes)



1350 Johnston Road (2 votes)



8668 Hazelbridge Way, Richmond (2 votes)

What do you like about these developments?

- Establish greenspaces and tree canopy among development
- Incorporate diverse housing types (studio, 1,2,3,4-bedroom apartments)
- Support to mirror Surrey development
- 6-story minimum height requirements

From your perspective, how these developments could be improved?

- Consider existing residents, including underrepresented groups in the planning process
- Diversify building heights to reduce shade and wind tunnels
- Encourage Transit and Active Transportation Corridors
- Establish greenspaces and tree canopy among development
- Improve urban design quality and site layout (e.g., tower spacing, orientation, architectural coherence)
- Incorporate Miramar Village into plans, good example of urban design
- Incorporate renter protection (like Broadway Plan)

What infrastructure, amenities, and services would you like to see in the North Bluff Corridor Study Area?



**Seating & gathering
areas (28 votes)**



**Pedestrian priority & green
connections (25 votes)**



**Local shopping options
(20 votes)**



**Public art & play
(18 votes)**



**Cyclist friendly streets
(17 votes)**

TABLETOP ACTIVITIES

What would you like to preserve, enhance, or remove from the North Bluff Road Corridor Study Area?

Attendees were invited to use different coloured sticky dots and notes to identify things within the Study Area they would like to preserve (green), enhance (yellow), or remove (red). Feedback collected through this activity has been summarized below and shown in Appendix 2: Open House Tabletop Activities.

Generally, attendees wanted to:

- **Preserve** parks, trees, and greenspace, and some single-family neighbourhoods
- **Enhance** pedestrian and cycling connections and increase heights and density to provide more housing
- **Remove** eyesores like the power station

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

Attendees were encouraged to use playdough to create new connections or modifications, or leave their thoughts on sticky notes. Feedback collected through this activity has been summarized below and shown in Appendix 2: Open House Tabletop Activities.

Generally, attendees wanted to:

- Provide more pedestrian and cycling connections
- Increase transit services to the hospital
- Increase access to Bus Rapid Transit



What locations within the Study Area are best suited for mixed-use development? What uses would you like to see in these areas?

Attendees were invited to use black Lego blocks to identify where mixed-use development would be best suited. Feedback collected through this activity has been summarized below and shown in Appendix 2: Open House Tabletop Activities.

Generally, attendees thought mixed-use development would be most suitable:

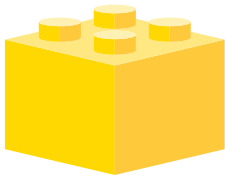
- Along North Bluff Road and Johnston Road
- Anywhere within the town centre
- Close to Peach Arch Hospital (doctors offices, dentists, medical and services for those visiting hospital)
- The southwest corner of North Bluff Road and Johnston Street

Uses that attendees would like to see in these areas were:

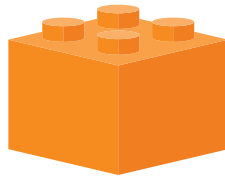
- Retail options for daily essentials like groceries
- Health and personal services (medical, dental, and support services, especially around the hospital)
- Social and community gathering spaces (local cafés)

Building density and height surrounding the North Bluff Corridor

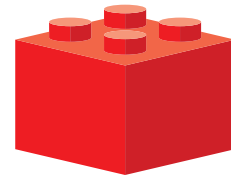
Attendees were encouraged to use different coloured Lego blocks to identify where different building heights would be best suited. Feedback collected through this activity has been summarized below and shown in Appendix 2: Open House Tabletop Activities.



Yellow LEGO blocks:
0-6 storey buildings



Orange LEGO blocks:
6-12 storey buildings



Red LEGO blocks:
12+ storey buildings

Generally, attendees suggested the greatest building heights would be best suited along North Bluff Road, in and around the Town Centre Area, and near the hospital. Some attendees supported heights comparable to the Semiahmoo Town Centre Area (up to 28 storeys), while others preferred height limits of 4-, 6- or 12-storeys. Several attendees emphasized the importance of transitioning heights and densities away from North Bluff Road and away from the Town Centre area.

COMMENT CARDS

Nine comment cards were collected at the community open house. Feedback provided through the comment cards is summarized below:

- Bus Rapid Transit should extend to the hospital
- Development should be focused on 16th Avenue
- Development in the Study Area should align and be coordinated with development in the Semiahmoo Town Centre Area
- Heights should be limited to the existing 4- and 6-storey limits, to maintain views and community livability
- More development (greater heights and density, and more mixed-use) is needed around the hospital
- More density is needed on the east side of the Study Area
- Rent protection measures are needed within the Study Area and OCP, to support displacement accommodations/relocation
- Single family homes should not be within the Study Area



Interviews

Interviewees were asked about their experience in White Rock, their perspectives on the Study Area, what challenges they have faced, and their ideas for future growth and development in the area. Key themes heard throughout the interviews are summarized below.

What do you value most about the area?

- Historic character and small, seaside town feel
- Parks and open spaces
- Strong sense of community, friendly and close-knit
- Walkability and convenience

What competitive advantages does the area have?

- Access to neighbouring municipalities
- Community values education and professional experience
- Hospital and medical precinct are unique to corridor
- Proximity to Semiahmoo Town Centre
- Summer tourism, influx of people walking, rolling, and cycling

What challenges do businesses, organizations, and the community face in the area?

- Affordability – cost of living and housing increasing
- Labour shortages, costs of construction
- Local businesses struggling to afford leases and operating costs
- Limited parking
- Limited childcare and activities for kids (e.g., swim lessons)
- Limited transportation means continued reliance on cars for commuting
- Permitting processes – outdated, long, hard to understand
- Services and amenities not keeping up with growth
- Schools at- and over-capacity, with limited recreation spaces
- Traffic across town getting worse

Land uses and building types they would like to see in the area:

- Increase heights and density to match Semiahmoo Town Centre – not doing so would be a missed opportunity
- Focus increased heights and density around transit, along 152nd Street and North Bluff Road, then transition down out towards residential areas
- More affordable and family-sized (2-, 3-, 4-bedroom) housing
- More mixed-use developments to keep services and amenities within walking distance

How could the Study Area could be enhanced?

- Maintain the small-town, seaside village character
- Enhance public and pedestrian realm, beautification and placemaking
- Increase pedestrian connectivity
- Include more community amenities in new developments
- Provide more for families – housing, services, activities
- Protect and expand parks and greenspaces
- Expand transit services

What emerging trends and market conditions are being observed within White Rock, and more broadly across Metro Vancouver?

- Increase in housing variety – more multiplexes, 4-6 storey developments, affordable housing options
- More mixed-use development along transportation corridors
- High demand for transit and Handy Dart services in the area
- Ongoing reliance on vehicles to get to and from White Rock – ongoing demand for parking
- Increasing impacts of climate change

How could the City of White Rock help respond to these trends?

- Prioritize services, amenities, and infrastructure over continuing growth/increasing density
- Thoughtful planning of density – concentrate on the core, around transit, and transition between heights/areas
- Coordinate with the City of Surrey and BC Hydro – align development opportunities and servicing/infrastructure upgrades
- Simplify, update, and streamline permitting processes for businesses

Next Steps

Thank you to everyone who participated in the first round of public engagement. Your input is an important and valued part of this planning process.

The feedback collected throughout the first round of public engagement will help inform two to three alternative land use concepts for the North Bluff Road Corridor Study Area. Public input will be considered alongside provincial legislation; regional planning policy; municipal strategic goals and objectives; land economic analyses; and technical planning work.

A second community open house is coming up soon. At this event, you will have an opportunity to learn more about and provide input on the alternative land use concepts.

**WHITE
ROCK**
City by the Sea



OPEN HOUSE #2

- May 27, 2025
- 4pm—8pm
- White Rock Community Centre

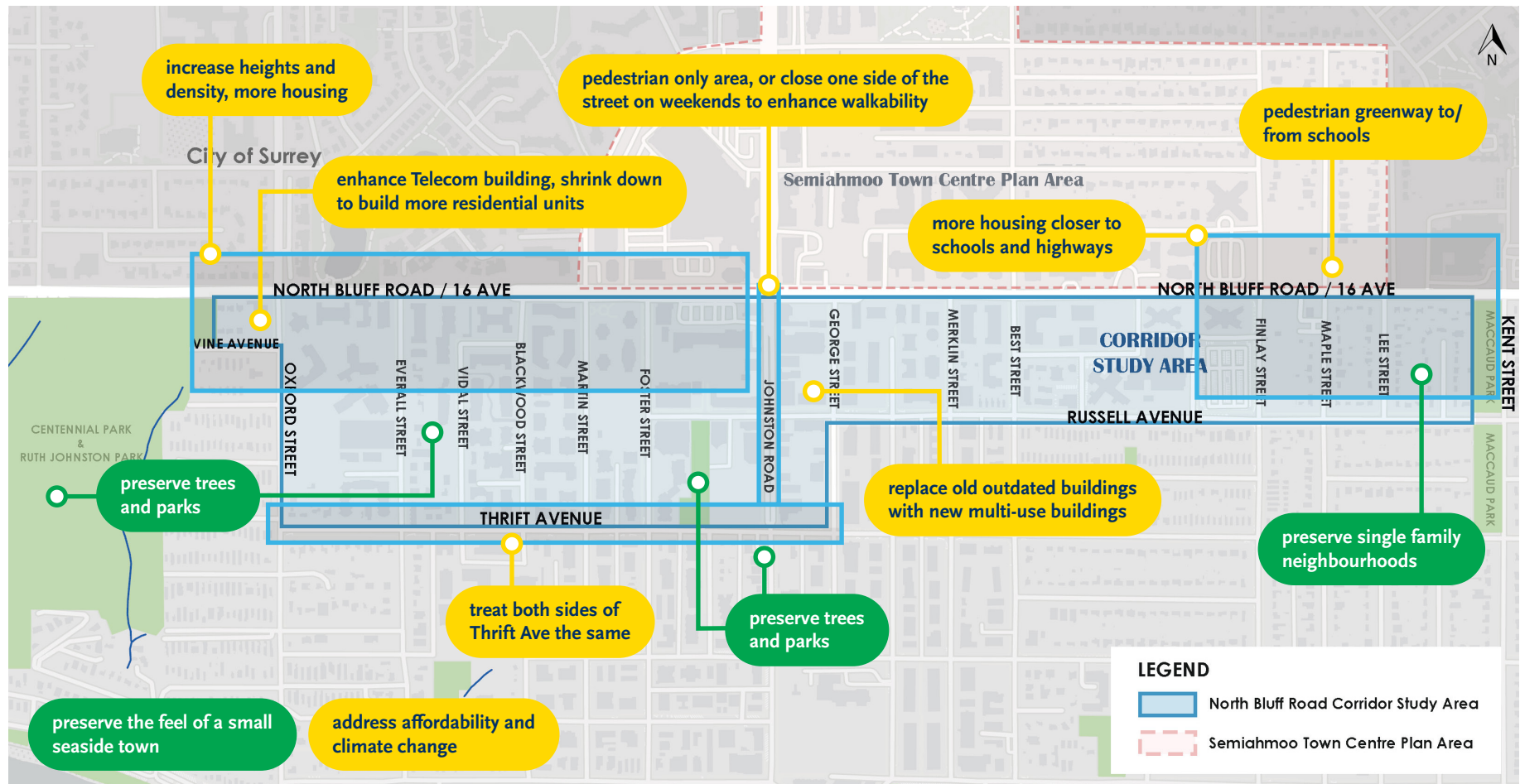
Appendix A

Open House Tabletop Activities

All feedback provided on the tabletop activities, or recorded by the event facilitators, has been collated, reviewed, and considered. The feedback below summarizes the key pieces of feedback heard from multiple attendees.

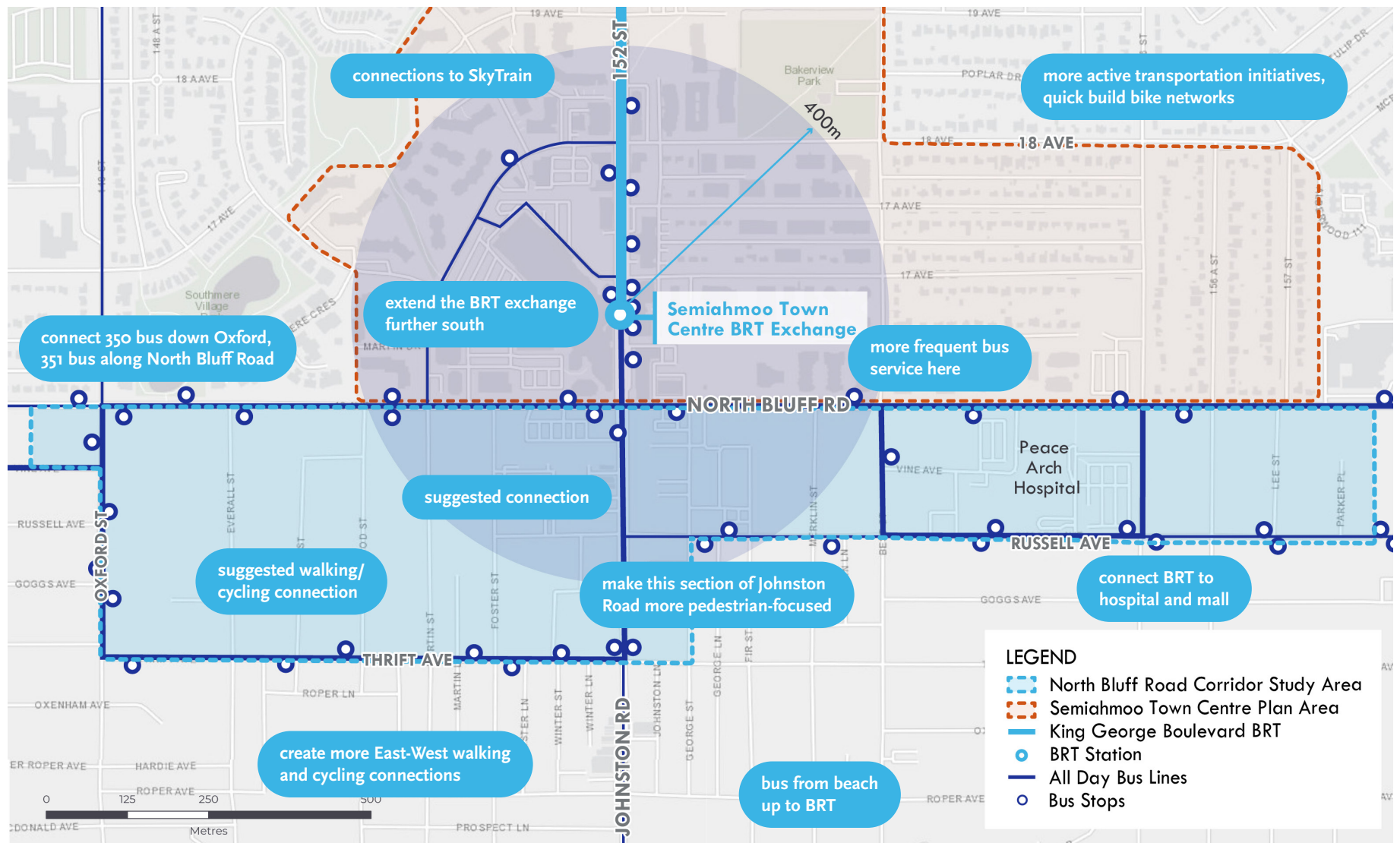
What would you like to preserve, enhance, or remove from the North Bluff Road Corridor Study Area?

Attendees were invited to use different coloured sticky dots and notes to identify things within the Study area they would like to preserve (green), enhance (yellow), or remove (red).

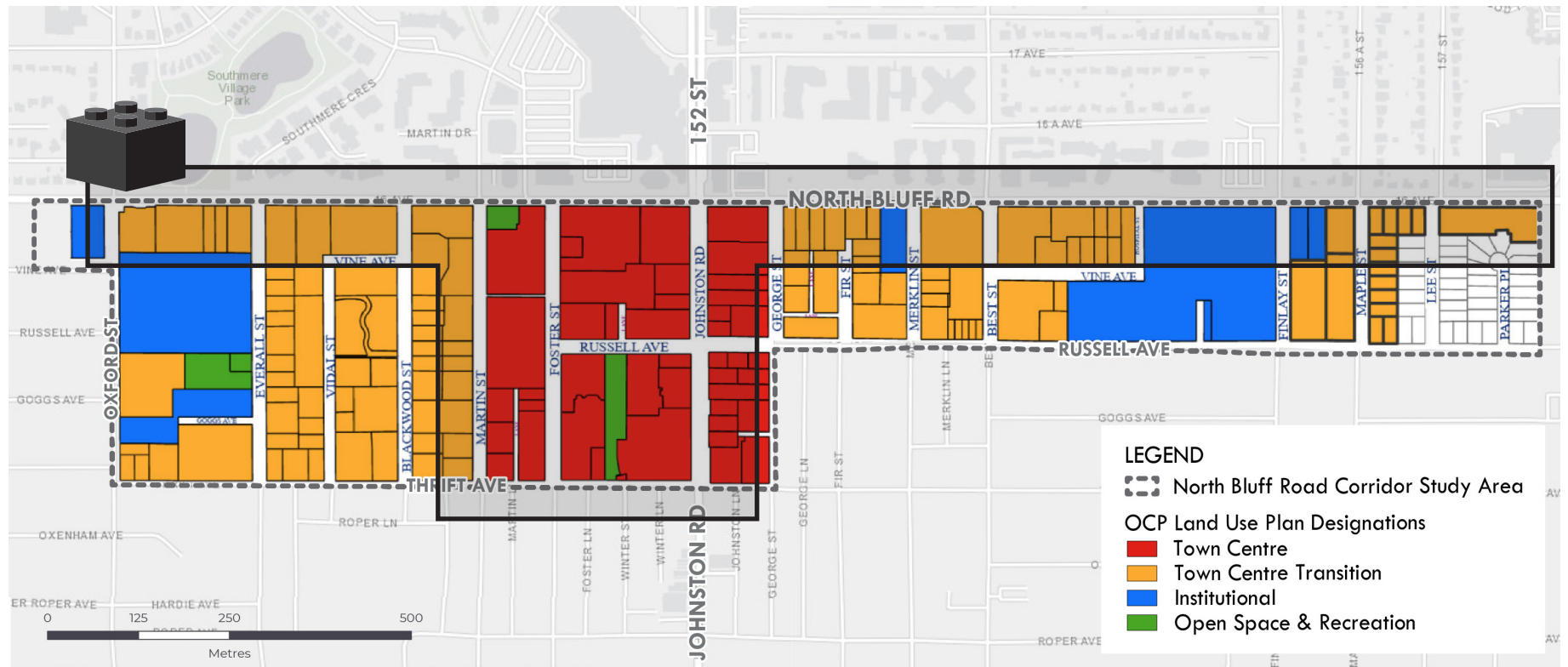


How could we take advantage of the proposed Bus Rapid Transit line to White Rock?

Attendees were encouraged to use playdough to create new connections or modifications, or leave their thoughts on sticky notes.

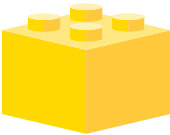


Attendees were invited to use black Lego blocks to identify where mixed-use development would be best suited.

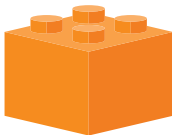


Building density and height surrounding the North Bluff Corridor.

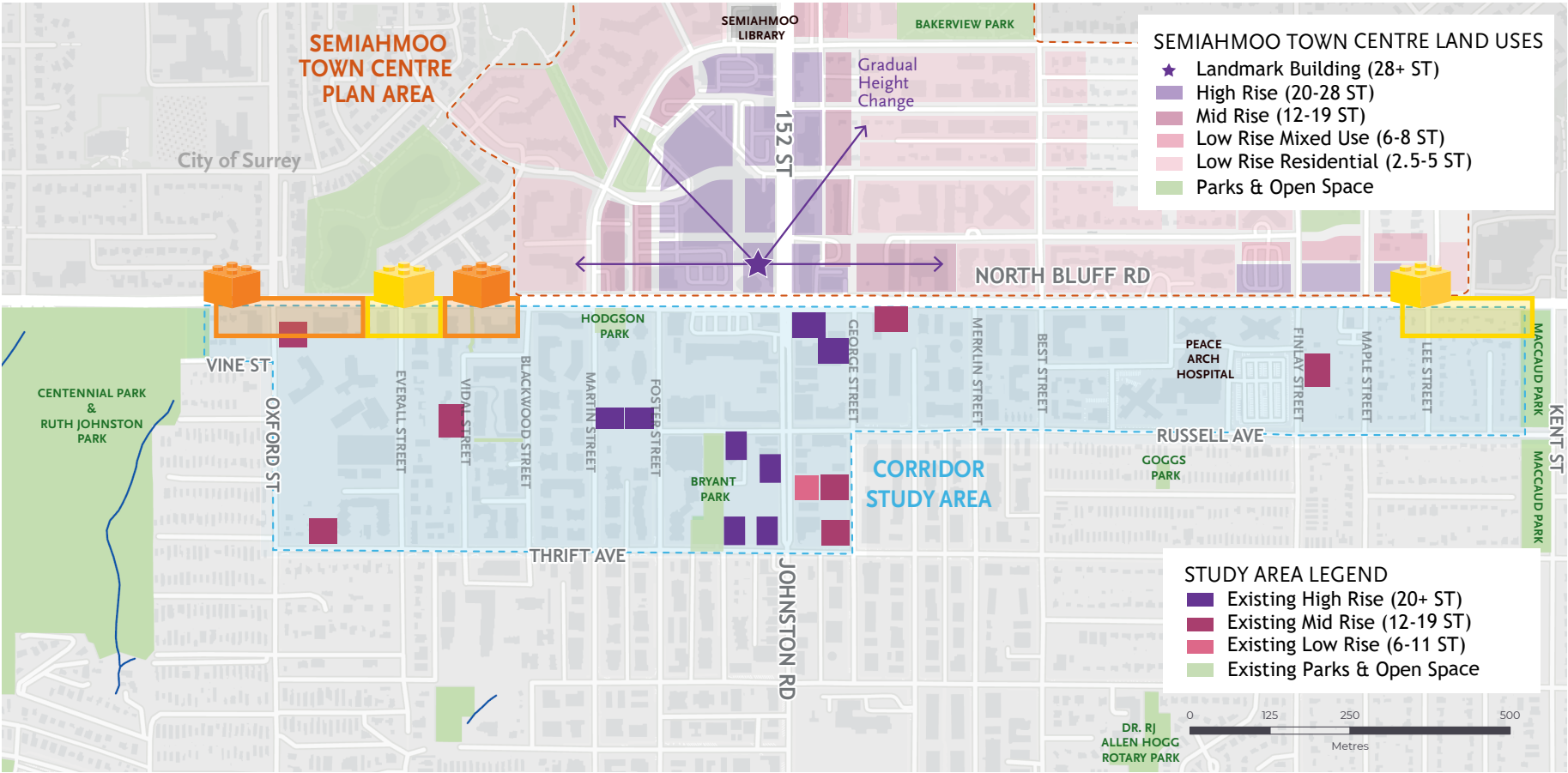
Attendees were encouraged to use different coloured Lego blocks to identify where different building heights would be best suited:



Yellow LEGO blocks: 0-6 storey buildings

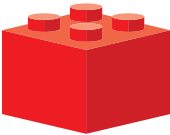


Orange LEGO blocks: 6-12 storey buildings



Building density and height surrounding the North Bluff Corridor (continued)

Attendees were encouraged to use different coloured Lego blocks to identify where different building heights would be best suited:



Red LEGO blocks: 12+ storey buildings

