

Community Survey

Welcome to the North Bluff Road Corridor Study Community Survey

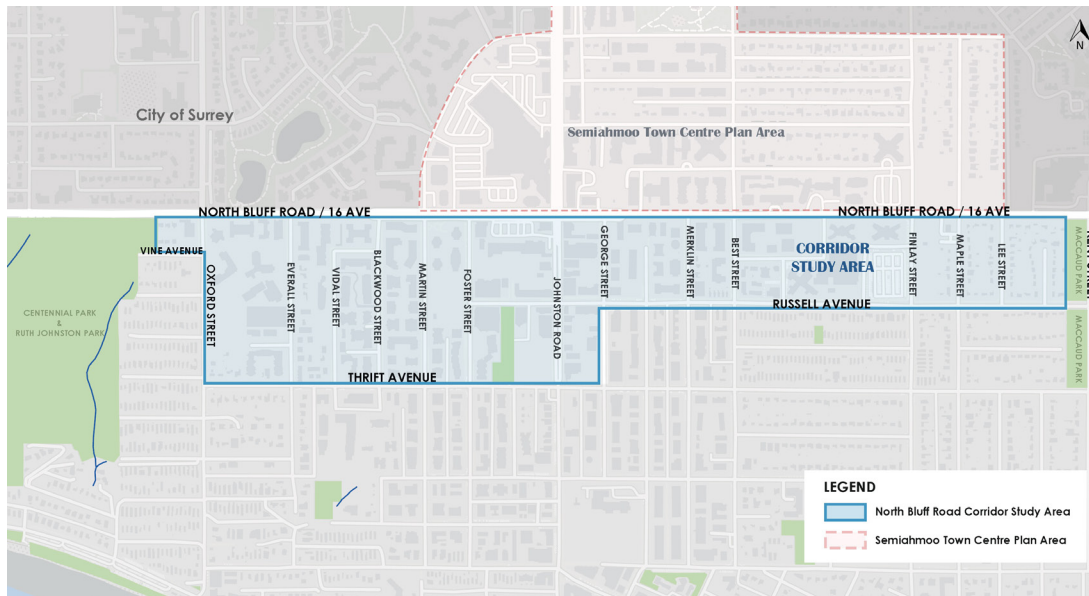
The City of White Rock appreciates the time you are taking to complete this community survey and values your perspective. Community engagement is an important part of this planning process. For more information about the North Bluff Road Corridor Study, please visit the project webpage at www.talkwhiterock.ca/NBRcorridorstudy. There you will find a description of the project, a discussion guide, a Frequently Asked Questions document and poster advertising ways to get involved and learn more.

Survey closes Tuesday, March 18, 2025 at 4:30 p.m.

Introduction

The North Bluff Road Corridor Study Area includes property south of North Bluff Road generally between Oxford Street and Kent Street as shown on the map. The Study Area extends south to Thrift Avenue between Oxford Street and George Street, and Russell Avenue between George Street and Kent Street, excluding Centennial and Maccaud Parks (see map).

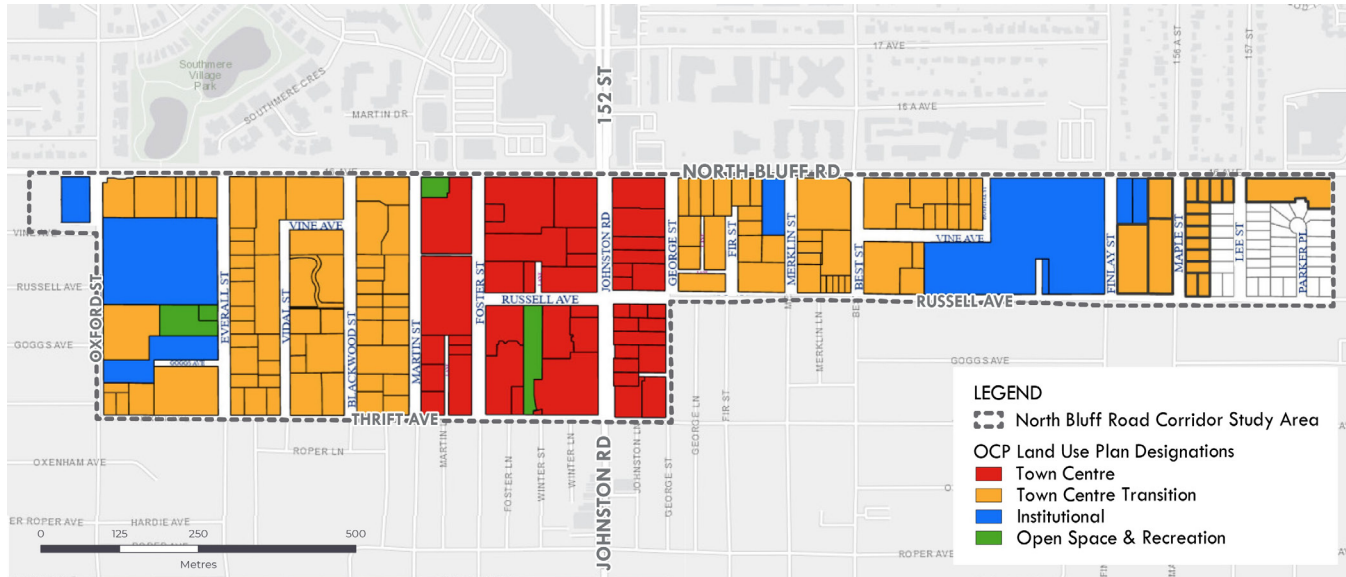
Study Area



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 OCP designates portions of the Study Area "Town Centre" and "Town Centre Transition" (see map). In 2021, the OCP was amended to reduce building height and density to a maximum of 12-storeys and 4.0 FAR on lands designated "Town Centre." The OCP was also amended to reduce building height and density to a maximum of 4-storeys and 2.5 FAR on lands designated "Town Centre Transition." Additional height and density (up to 6-storeys and 2.8 FAR) was permitted on lands designated "Town Centre Transition" if the proposed development included an affordable housing component.

Official Community Plan Land Use Designation Map



1. Which of the following describes your ties to White Rock? Please check all that apply.

- ☐ I live in White Rock
- ☐ I own property in White Rock
- ☐ I own a business in White Rock
- ☐ I work in White Rock
- ☐ Other (please specify) _____

1.1. Answer this question only if you have chosen I live in White Rock for Question 1.

How long have you lived in White Rock?

- ☐ Less than 5 years
- ☐ 5-10 years
- ☐ 11-15 years
- ☐ 16-20 years
- ☐ 20+ years

1.2. Answer this question only if you have chosen I own a business in White Rock for Question 1.

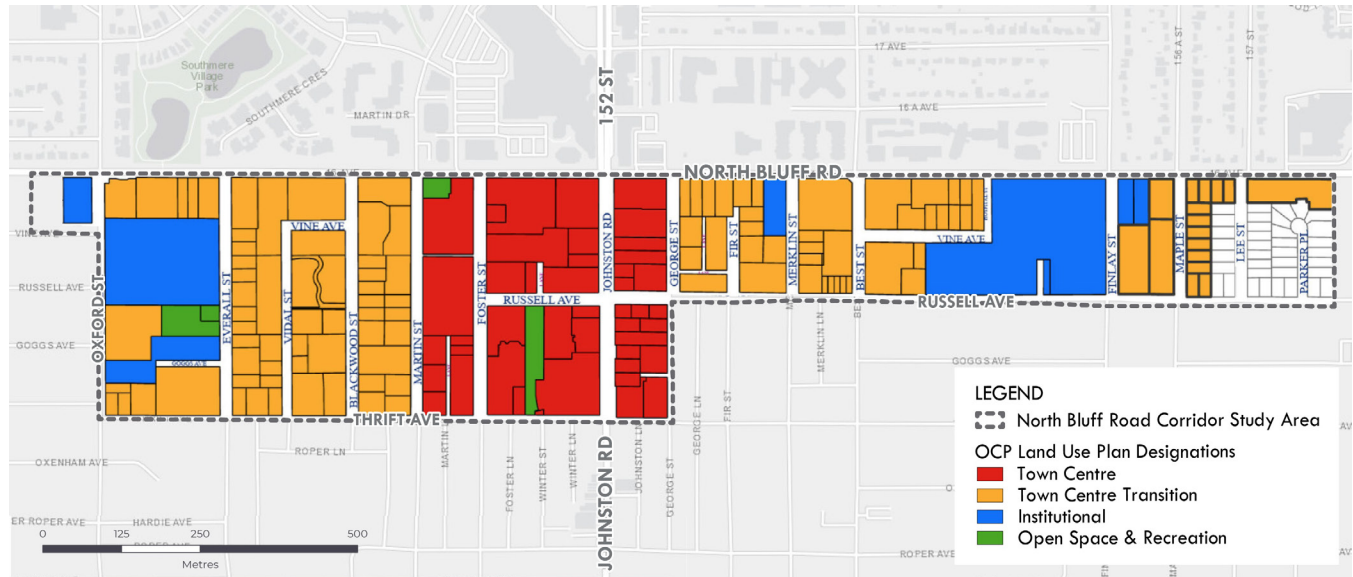
How long have you owned a business in White Rock?

- ☐ Less than 5 years
- ☐ 5-10 years
- ☐ 11-15 years
- ☐ 16-20 years
- ☐ 20+ years

1.3. Answer this question only if you have chosen I live in White Rock for Question 1.

Where is your home located in White Rock?

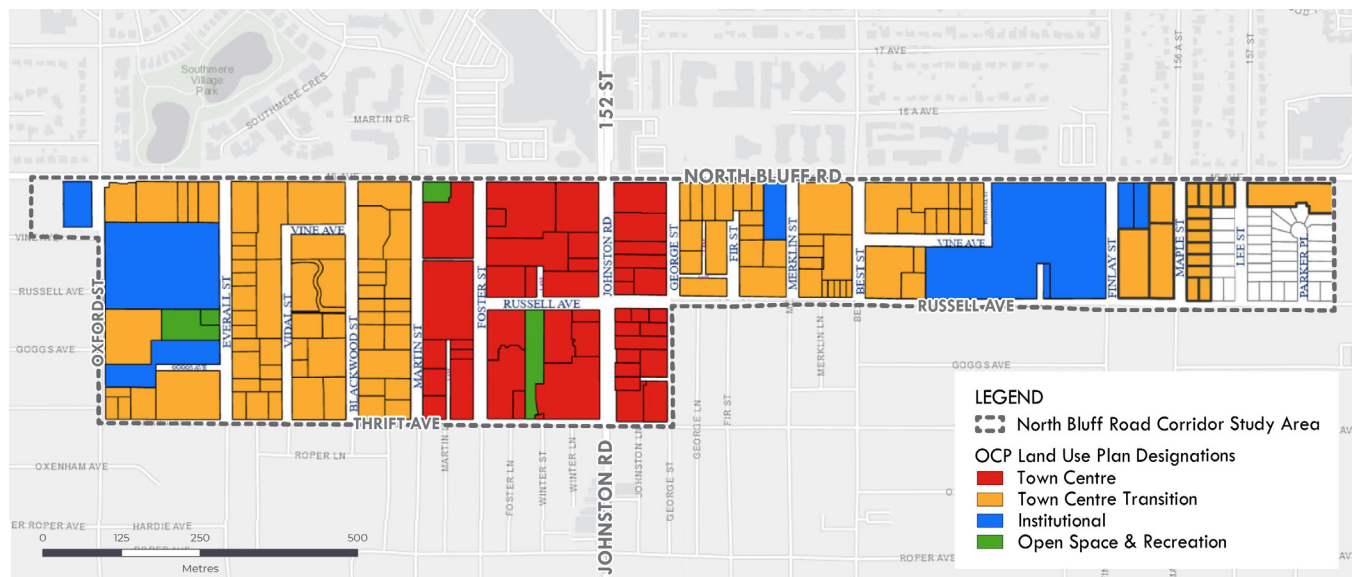
- ☐ Town Centre (red)
- ☐ Town Centre Transition Area (orange)
- ☐ Outside the Town Centre and Town Centre Transition Area



1.4. Answer this question only if you have chosen I own a business in White Rock for Question 1.

Where is your business located in White Rock?

- ☐ Town Centre (red)
- ☐ Town Centre Transition Area (orange)
- ☐ Outside the Town Centre and Town Centre Transition Area



2. What age group do you belong to?

- ☐ 18 or under
- ☐ 19-29
- ☐ 30-39
- ☐ 40-49
- ☐ 50-64
- ☐ 65+
- ☐ I prefer not to say

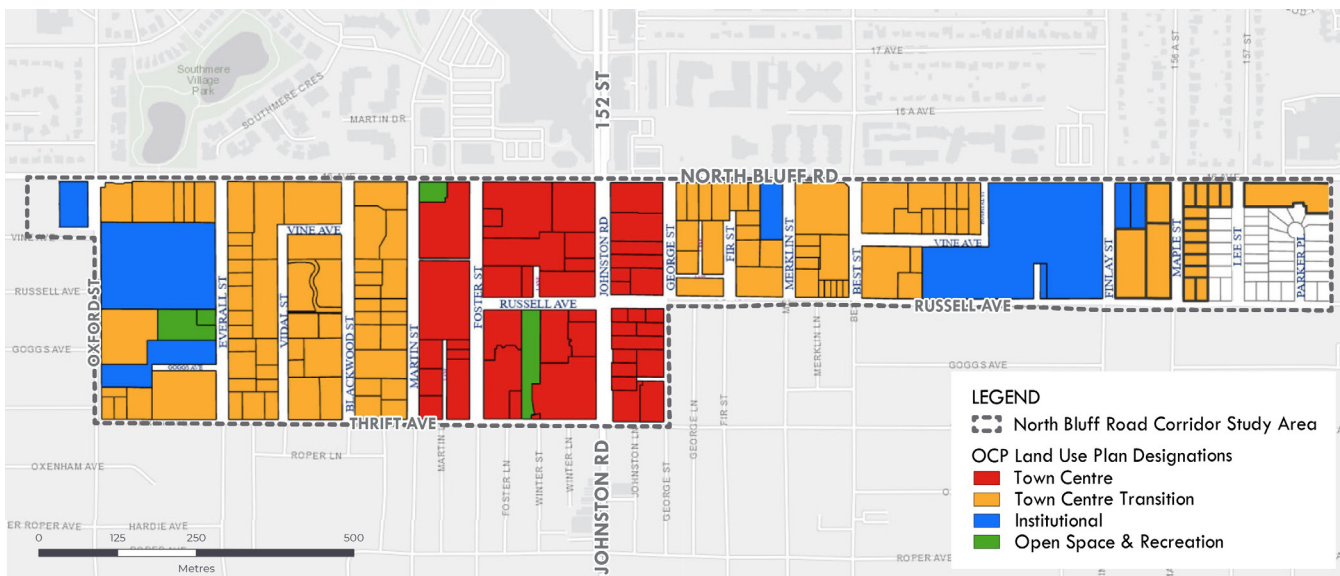
3. Which best describes your household?

- ☐ Single person
- ☐ Couple (no children)
- ☐ Couple (with children)
- ☐ Solo parent (with children)
- ☐ Other family group
- ☐ Non-family group
- ☐ I prefer not to say
- ☐ Other (please specify) _____

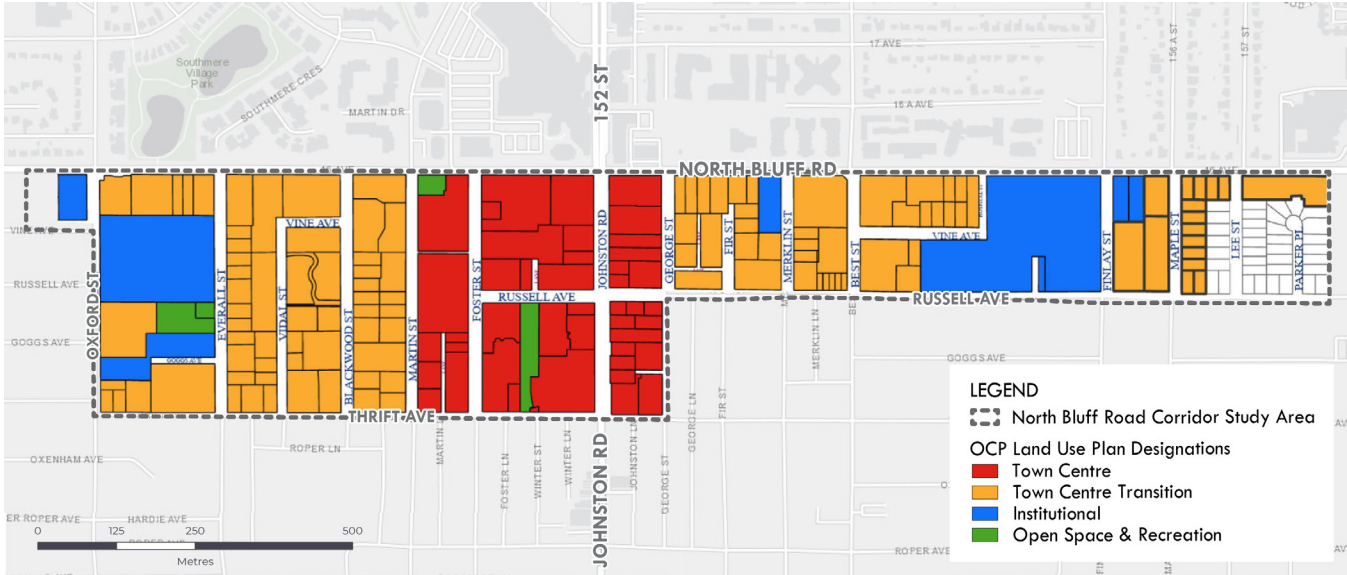
4. How did you hear about this survey?

- ☐ Discussion Guide
- ☐ Poster
- ☐ Social Media
- ☐ Talk White Rock
- ☐ Word of Mouth
- ☐ Other (please specify) _____

5. What do you value most about the Town Centre area (red)?



6. What do you value most about the Town Centre Transition area (orange)?



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

- ☐ Access to Bus Rapid Transit (BRT) service
- ☐ Accessibility for all ages and abilities
- ☐ Active transportation (i.e., walking, cycling, rolling) infrastructure
- ☐ Affordable housing opportunities
- ☐ Connectivity across the Study Area
- ☐ Infrastructure
- ☐ Mixed use development outside the Town Centre
- ☐ Mixed use development within the Town Centre
- ☐ Public spaces and greenspaces
- ☐ Recreation, cultural and community amenities
- ☐ Transition between high-rise development and low-rise residential buildings
- ☐ Urban design standards
- ☐ Nothing, I like the Study Area as it is.
- ☐ Other (please specify) _____

8. 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:

- ☐ Better access to Bus Rapid Transit (BRT) service
- ☐ Better connected active transportation (i.e., walking, cycling, rolling) networks
- ☐ More public spaces and greenspaces
- ☐ Better connected public spaces and greenspaces
- ☐ Better transition between high-rise development and low-rise residential buildings
- ☐ Greater access to recreation, cultural and community services
- ☐ Greater access to shops and services
- ☐ Greater accessibility for all ages and abilities
- ☐ Making more efficient use of infrastructure
- ☐ More affordable housing options
- ☐ More office space for businesses
- ☐ More opportunities for mixed use development
- ☐ More retail space for businesses
- ☐ More seniors housing
- ☐ Reducing White Rock's environmental footprint
- ☐ Other (please specify) _____

9. What would you like to do in the Study Area but cannot because it does not exist here?

10. What is your greatest concern when it comes to intensifying land uses across the Study Area? Select all that apply.

- ☐ Concentration of people and businesses
- ☐ Conflicts between residential and non-residential land uses
- ☐ Congestion
- ☐ Loss of community character
- ☐ Loss of public spaces and greenspaces
- ☐ Loss of views
- ☐ Noise
- ☐ Parking
- ☐ All the above
- ☐ Other (please specify) _____

11. Would you prefer to have more housing options even if it means higher building heights and densities, or, lower residential densities?

Choose one option.

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

12. 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? Choose one option.

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

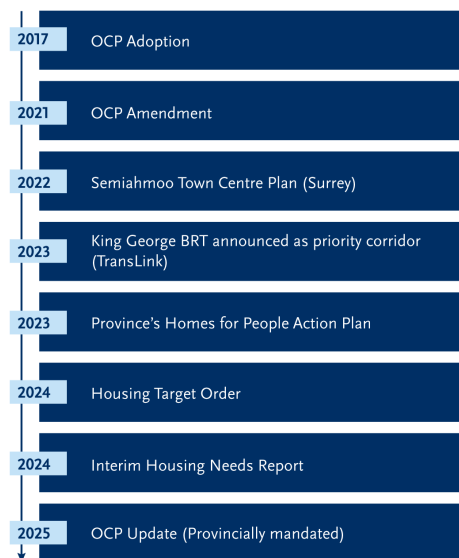
13. Would you prefer to have access to more shops, services and business opportunities even if it means higher building heights and densities, or, lower building heights and densities? Choose one option.

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

14. 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.

- ☐ Strongly agree
- ☐ Somewhat agree
- ☐ Neutral
- ☐ Somewhat disagree
- ☐ Strongly disagree
- ☐ Unsure



15. 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.

- ☐ Properties fronting onto arterial roads within the Town Centre and Town Centre Transition areas
- ☐ Properties fronting onto arterial roads across the Study Area
- ☐ Properties fronting onto any road across the Study Area
- ☐ Unsure

Thank you for taking the time to complete the North Bluff Corridor Study survey.

Learn more about the Official Community Plan Update by visiting the project website here: www.talkwhiterock.ca/ocpupdate2025