



What We Heard

OCP Update 2025 Round 1
Engagement Activities &
Responses

Introduction

The purpose of this report is to summarize the activities undertaken by staff to date regarding the Official Community Plan (OCP) Update 2025 since Council endorsed the update at the December 9, 2024 Regular Council meeting. The report also outlines the responses received to date and is intended for informational purposes only.

Background

The Province passed legislation in December of 2023 in order to facilitate an increase to the supply, diversity, attainability, as well as, affordability of housing for local governments with populations over 5,000 as part of the Province's Homes for People Action Plan. This was the implementation of Small Scale Multi-Unit Housing (SSMUH) legislation that mandated Local Governments in BC to permit more housing density, as well as a variety of housing forms in neighbourhoods that have been predominantly single-family. The City completed this phase of SSMUH legislation with the changes to the Zoning Bylaw that allowed for additional density and a variety of housing forms.

An additional component of Bill 44 required the City to complete an Interim Housing Needs Report (HNR). The interim HNR provided the anticipated 5-year and 20-year housing needs for the City which are 2,780 new units and 8,816 new units, respectively.

After the completion of the Interim Housing Needs Report (HNR), an update to the City's OCP is required to be completed no later than 31st December 2025. This is intended to ensure there is sufficient housing capacity within the OCP to accommodate the long-term housing needs identified in the Interim Housing Needs Report (2024).

How was the public informed of the update?

There is a dedicated webpage for the OCP Update 2025 on the City of White Rock public engagement platform, via TalkWhiteRock. This webpage provides the background to the OCP, relevant links to documents, project timeline and the survey. The TalkWhiteRock webpage received over 1,660 visits from its launch on February 18, 2025 until April 30, 2025 when the survey closed.

The website included a Question and Answer section for the community to submit questions to be answered by Staff. There were six questions submitted from February 18, 2025 until April 30, 2025.

Advertisement

Project advertisement was undertaken by the City's Communication Department and included the following methods:

- Posters were created and posted in the City Hall and the White Rock Community Centre.
 - These posters were printed in house, then placed in City facilities.
- Social Media Sponsored ads
 - Instagram
 - Facebook

Community Engagement Methods

Survey:

A survey was developed to gather basic statistical data from respondents and to help ascertain the community's values, as they relate to the provincial mandates. The survey was made available online, at City Hall, and at the Community Centre. The survey was open from February 18 until April 30, 2025.

Pop-Up Events:

Several pop-up events were held around the City. These pop-up events were advertised on the TalkWhiteRock website, through social media and posters at City Hall, and were hosted by City planning staff. Staff were available to answer questions about the OCP Update and provide hardcopy surveys. Further, if community members wanted fill the survey out online staff would provide guidance on how to find the survey on the TalkWhiteRock website.

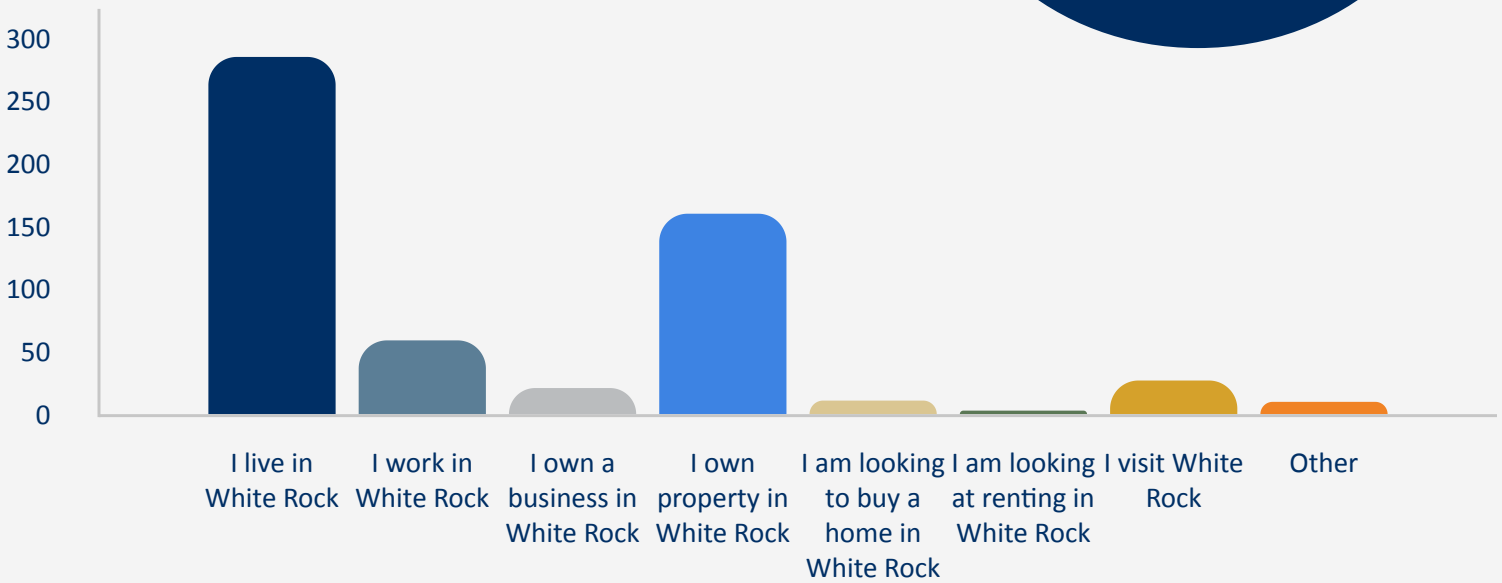
A total of **343 survey** responses were received and over **1,800 website** visits during the survey period. In addition, more than **100 residents** were engaged through our in-person pop-up events.

Date	Location	Hours Spent	Paper Surveys Completed	People Engaged With
2/21/2025	White Rock Library	4	4	21
2/22/2025	Kent Street Activity Centre at the Bake and Book Sale	4	5	30
3/19/2025	White Rock Library	4	3	21
3/21/2025	White Rock Whalers Games	4	2	16
4/3/2025	North Bluff Open House	4	3	23
4/11/2025	Memorial Park Plaza	3	1	6
4/27/2025	Farmers Market	4	6	18

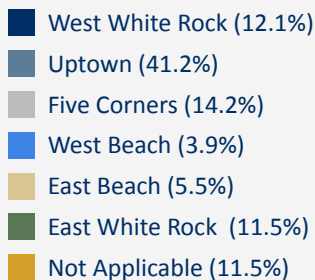
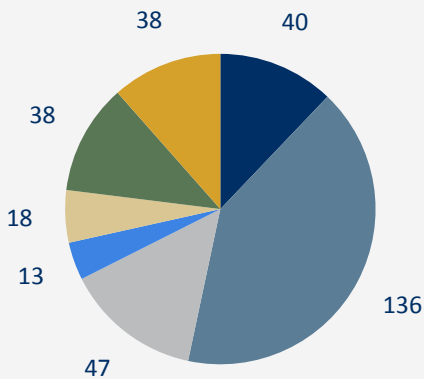
Survey Responses Questions 1-4

The following four questions were designed to gather information about where respondents live or work, and the length of time they have been part of the community.

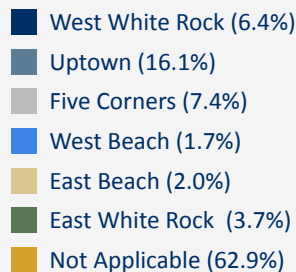
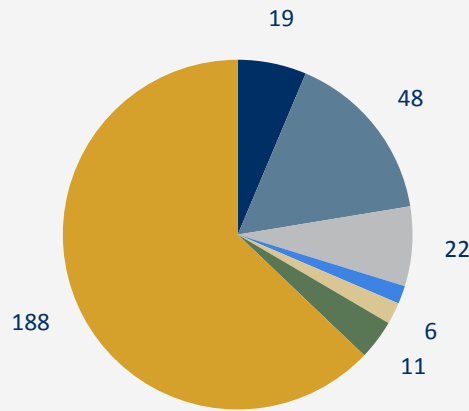
What best describes you from the options listed below?



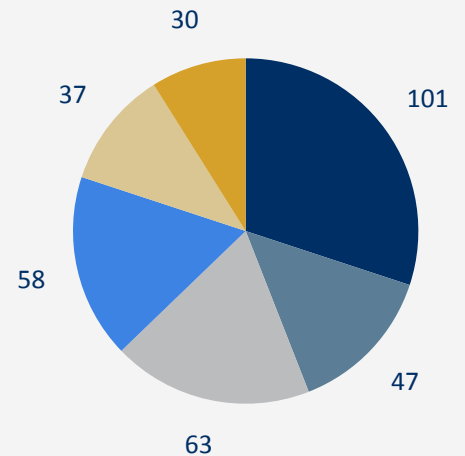
Respondents were asked to indicate which area of White Rock they reside.



Respondents were asked to indicate which area of White Rock they work in.



Respondents were asked how long they have lived in the City of White Rock.

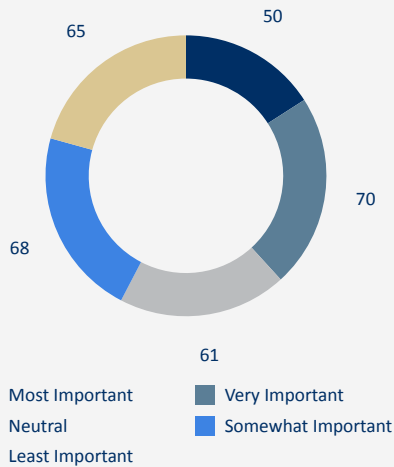


Question 5

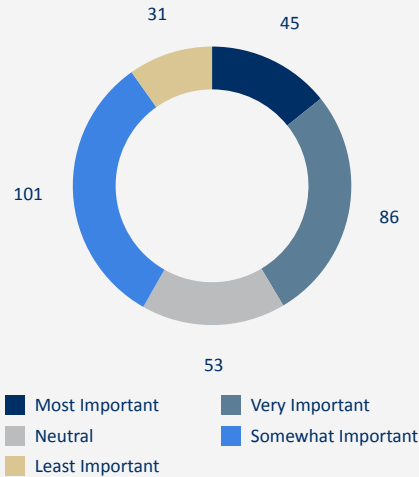
The purpose of Question 5 is to understand which housing options survey respondents consider most important in the City of White Rock.

Respondents were asked what types of housing choices they would like to see, and to rank them from most to least important.

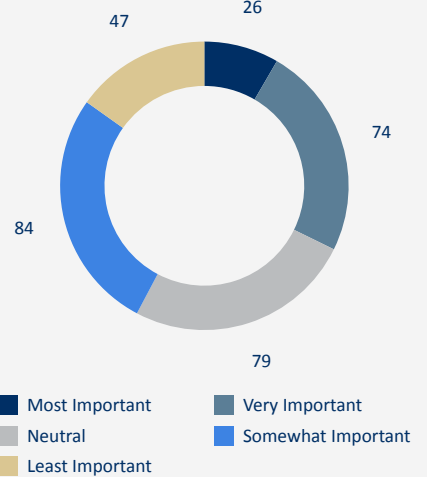
Single Family



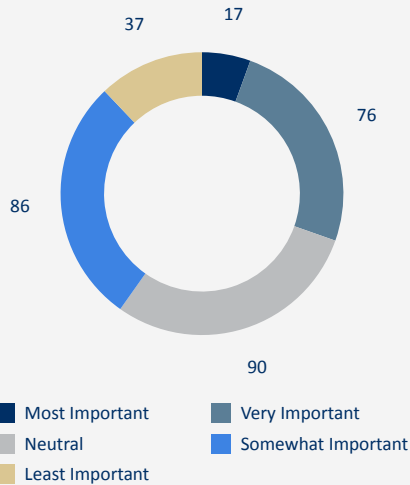
Single Family With Suite



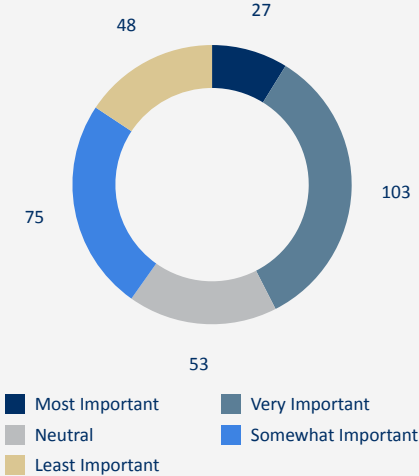
Single Family with Accessory Dwelling Unit



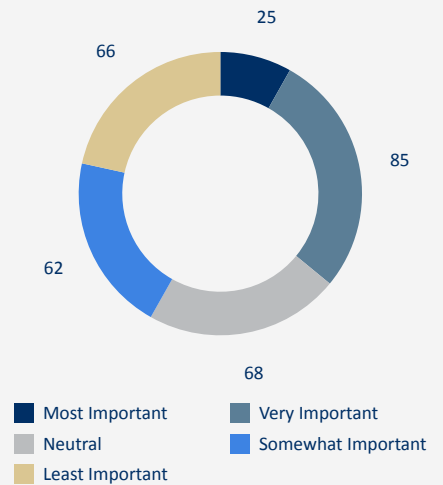
Semi-Detached



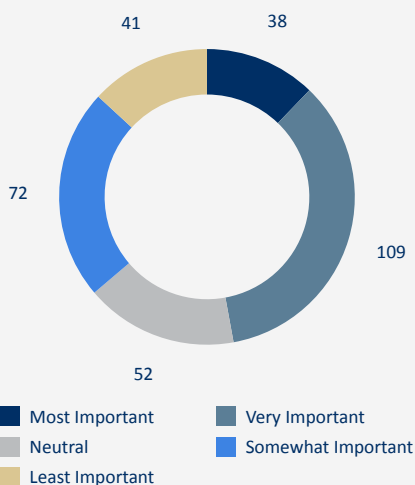
Houseplex (small-scale multi-unit housing)



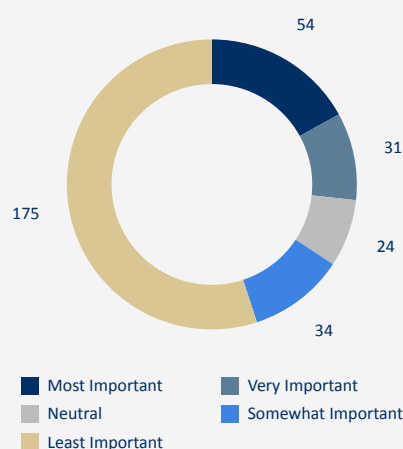
Row Houses



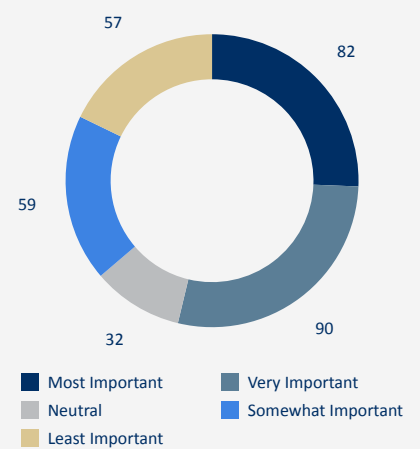
Townhouses



Apartment (over 6 stories)



Apartment (up to 6 stories)



Question 6 & 7

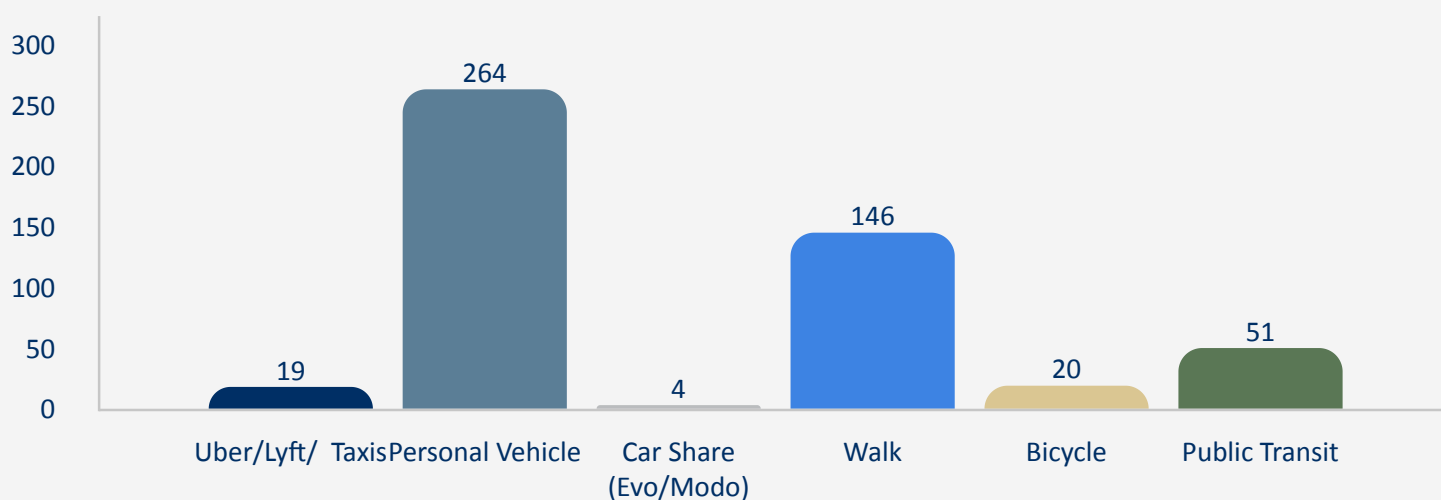
The following question asked respondents to rank what they consider important in their community. This information will help inform policy development for the 2025 OCP update.

The City asked participants their thoughts on the following to determine how to incorporate these provincial requirements and findings into the policies of the Official Community Plan. Residents were asked to rank them from most to least important (1 most important, 5 least important).

	Avg. Rank
Public Space (parks, playgrounds, gather space, etc)	2.48
Services (water, roads, sewer, and parking/bylaw, etc.)	2.48
Amenities (recreation facilities, seniors facilities, etc.)	2.71
Transportation (public access to transit, bike lanes, etc	3.42
Varied Housing Choices	3.59

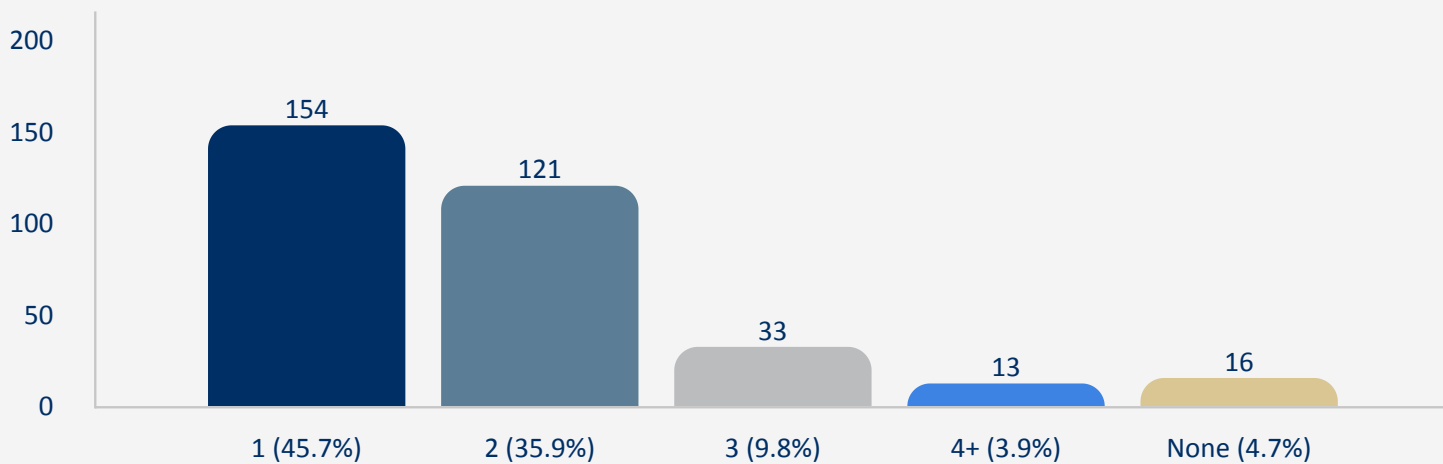
Question 7 gathered information on household modes of transportation, while Question 8 provided insight into vehicle ownership. Question 9 asked respondents about the types of future engagement opportunities they would like to see.

What is your Primary Mode of Transportation?

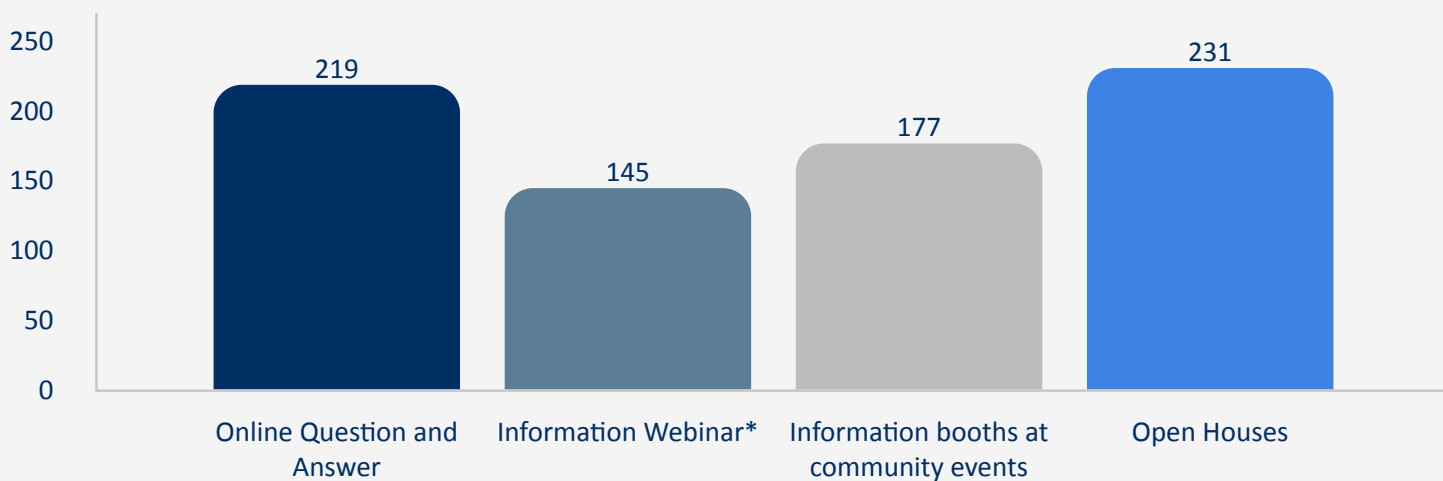


Question 8 & 9

How many vehicles does your household have?



What type of public engagement would you like to see for the Official Community Plan update?



*An information webinar has not been conducted but is being planned as a future engagement in the next stage of the update process

Question 10

The diagram below summarizes the results of Question 10, highlighting what respondents value most about White Rock. The size of each bubble represents how frequently each theme was mentioned in the survey responses.

Respondents were asked what they most valued about living or working in White Rock OR If they do not call White Rock home, what brings them to the city.



*The size of each bubble corresponds to how frequently the theme was mentioned in the survey

Question 11

It is important to recognize that each respondent may view planning for the City of White Rock differently. Question 11 aimed to understand respondents' perspectives on the planning approach.

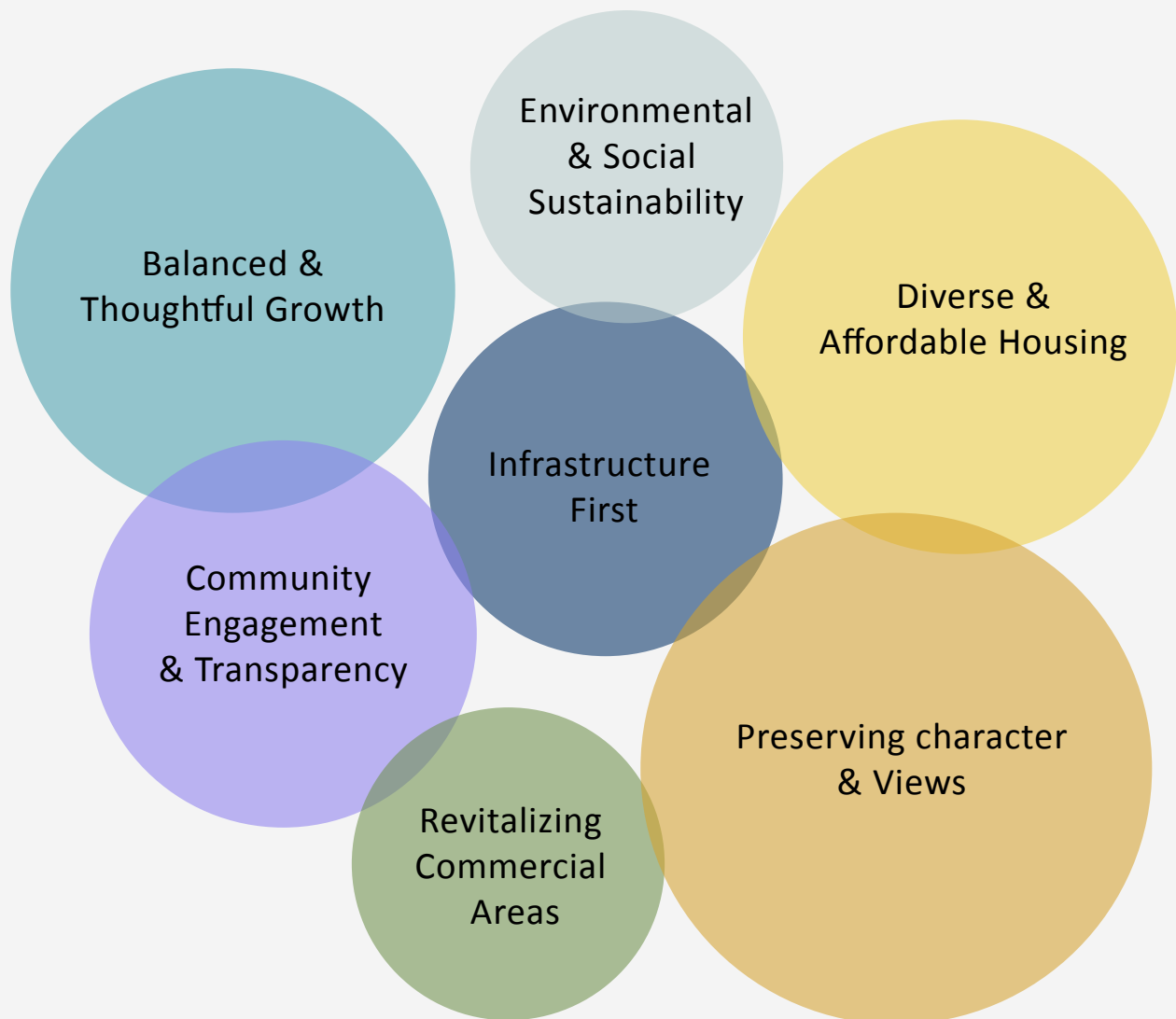
Respondents were asked whether development should be planned citywide or using a more neighbourhood based approach.

Approach Type	Comments Received
City Wide Planning Approach	<ul style="list-style-type: none">◦ White Rock's small geographic size.◦ The need for cohesive infrastructure planning (roads, transit, utilities).◦ Equity and consistency across neighbourhoods.◦ Avoiding NIMBYism and fragmented development.◦ The importance of a comprehensive vision that integrates all neighbourhoods.
Neighbourhood-Based Planning Advocates	<ul style="list-style-type: none">◦ The unique character and needs of each area.◦ Preserving community identity, especially in low-density or heritage areas.◦ Concerns about over development, especially high-rises in inappropriate locations.◦ The importance of local input and context-sensitive design.
Hybrid	<ul style="list-style-type: none">◦ A citywide vision with neighbourhood-specific implementation.◦ High-density focused in Uptown and along North Bluff, with gentler density elsewhere.◦ Emphasis on transition zones and gradual density increases.

Question 12

The 2025 OCP Update aims to reflect the community's desires while meeting provincial mandates. This question offers insight into what respondents value and what they hope to see in future growth.

Respondents were asked to share their thoughts or suggestions on how to make growth successful in the City of White Rock.



*The size of each bubble corresponds to how frequently the theme was mentioned in the survey

Question 13

At the end of the survey, Question 13 gave respondents an opportunity to share additional comments that may not have been addressed in Questions 1 through 12.

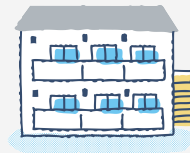
Respondents were given an opportunity to add additional comments or suggestions regarding the Official Community Plan update.

Infrastructure Before Growth



Ensure roads sewers, schools and healthcare are upgraded before more housing is approved.

Balanced, Inclusive Growth



Support diverse, and affordable housing options for seniors, families and workers.

Community Engagement & Transparency



More public consultation, communication and inclusivity.

Protect Green Space & Liveability



Preserve ocean views, sunlight, and green space. Use design guidelines and height transitions.

Revitalize Commercial Areas



Revitalize Commercial Areas: Enhance Marine Drive and Uptown with vibrant businesses, public art, and pedestrian-friendly design.

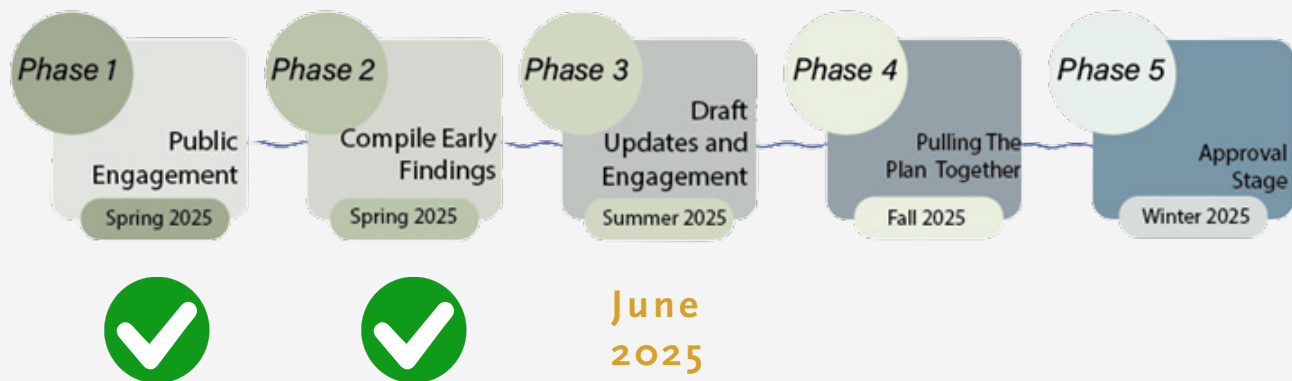
Next Steps

The next steps for the OCP Update 2025 involve analyzing survey data received and presenting what was heard to the community at an upcoming Open House. Part of this Open House will include conceptual housing policies based on the results of the survey outcomes through the lens of Bill 44. These conceptual policies will be presented on boards for the community members to provide their comments and thoughts.

The Open House is proposed to be at the White Rock Community Centre in mid-June and will be hosted by city planning staff.

The open house will include the following:

Activity	Purpose
Presentation Boards	Provide the community with the results of the community engagement survey.
Interactive Boards	Provide the community with the opportunity to provide their feedback on the potential policy options.
Next Steps	Ensuring the community is informed on the next steps in the project.



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