

THE CORPORATION OF THE
CITY OF WHITE ROCK
CORPORATE REPORT



DATE: June 23, 2025

TO: Mayor and Council

FROM: Anne Berry, Director, Planning and Development Services

SUBJECT: What We Heard Report (Engagement Round #2) – North Bluff Road Corridor Study

RECOMMENDATION

THAT Council receive for information the corporate report dated June 23, 2025, from the Director of Planning and Development Services, titled “What We Heard Report (Engagement Round #2) – North Bluff Road Corridor Study.”

EXECUTIVE SUMMARY

The purpose of this corporate report is to provide Council with an update on the North Bluff Road Corridor Study, including a summary of the second open house. This update will provide Council with key dates on which updates will be provided to Council and next steps.

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 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; and award the work in order to proceed. CARRIED

2025-133 April 28, 2025	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”. CARRIED
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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 the conclusion of Phase 1 Public Engagement, which was presented to Council at the April 28, 2025, Regular Council meeting. This 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 Road Corridor Study project City webpage and a project webpage on the City’s public engagement platform, Talk White Rock (www.talkwhiterock.ca), were launched.

As part of Phase 1 of the North Bluff Road Corridor Study project, the City launched a community online survey on the Talk White Rock platform. An open house was also held on April 3rd to gather initial public feedback from residents and local businesses about the North Bluff Corridor Study. The feedback received as part of was Phase I engagement was summarized in a ‘What We Heard Report – Engagement Round 1’ report and presented to Council on April 28, 2025.

Phase II of the North Bluff Corridor Study project focused on the values and needs identified during Phase 1 of the Study. Additionally, the consultant also prepared a planning and market analysis background summary report. Based on these findings and the technical planning analysis conducted, a range of density and built-form scenarios were explored, which resulted in the development of three (3) draft land use scenarios for the Corridor Study Area. The three scenarios were presented to the community at the second open house for feedback.

Phase II – Public Engagement

- **Open House #2**

A second Open House was held on May 27, 2025, at the White Rock Community Centre from 4:00 p.m. – 8:00 p.m. as part of Phase 2 engagement. The second open house informed the community about the Study’s progress, summarizing what was heard during the first round of public engagement, and presented three draft land use scenarios created for the North Bluff Road Corridor Study Area.

Details regarding the open house event were posted on the City’s Talk White Rock platform and later, on the City’s website calendar. The event was also advertised in the Peach Arch Newspaper and on all the City’s social media channels. A total of **11,000** postcards advertising the open house were mailed to all residents in the community. Additionally, the Kiosk sign locations at Russell Avenue & Johnston Road and outside the White Rock Museum also displayed posters advertising the open houses.

The Open house included several 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 27 information and interactive boards. Attendees were invited to “talk to a planner” or “talk to a land economist” for more detailed discussion. Comment cards were also available. There were **136 attendees** at the open house, and **24 comment cards** were collected.

Detailed documentation of this open house engagement, which includes a summary of the feedback received from the three concept plans, summarized comments provided in the comment cards and next steps, is included within the consultant’s North Bluff Road Corridor Study - What We Heard Report Engagement Round #2 (Appendix A).

The ‘What We Heard – Engagement Round 2’ Report

The ‘What We Heard – Engagement Round 2’ Report summarizes the communications and engagement events held throughout the second phase of the North Bluff Corridor Study project. The report also summarizes how the community was informed and engaged, and the key themes collected throughout the Phase II engagement of the North Bluff Road Corridor Study. The ‘What We Heard Engagement Round 2’ Report (Appendix A) will be publicly available online on the City’s website <https://www.talkwhiterock.ca/nbrcorridorstudy> on June 24th.

Next Steps

All public engagement events planned for the North Bluff Corridor Study project have now been completed.

Based on the public feedback from at the second Open House, input from city staff, and taking into consideration provincial legislation, regional planning policy, municipal strategic goals and objectives, development market analysis, and technical planning work, the consultant will refine the preferred land use concept plan for the North Bluff Road Corridor Study Area. The finalized plan, along with key findings and recommendations, will be presented to Council for consideration in July 2025.

COMMUNICATION AND COMMUNITY ENGAGEMENT IMPLICATIONS

This project is generating moderate to high public interest. As part of Phase II of this Study, an open house was held for information sharing and consultation with the community to gather feedback on the three draft land use concept plans.

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 #2) on the Phase 2 public engagement completed for the North Bluff Road Corridor Study project. The report also highlights an overview of the next steps for the Corridor Study project.

Respectfully submitted,

Reviewed and Approved by,



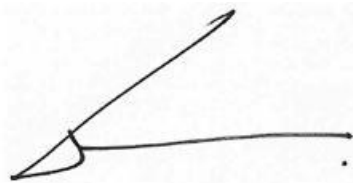
Neethu Syam
Planning Division Lead



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

Comments from the Chief Administrative Officer

This corporate report is provided for information purposes.



Guillermo Ferrero
Chief Administrative Officer

Appendix A: Consultant's What We Heard Report #2 – Phase 2 Engagement Results