

North Bluff Road Corridor Study

What We Heard Report

Engagement Round 2

WHITE ROCK
City by the Sea





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Introduction

Background

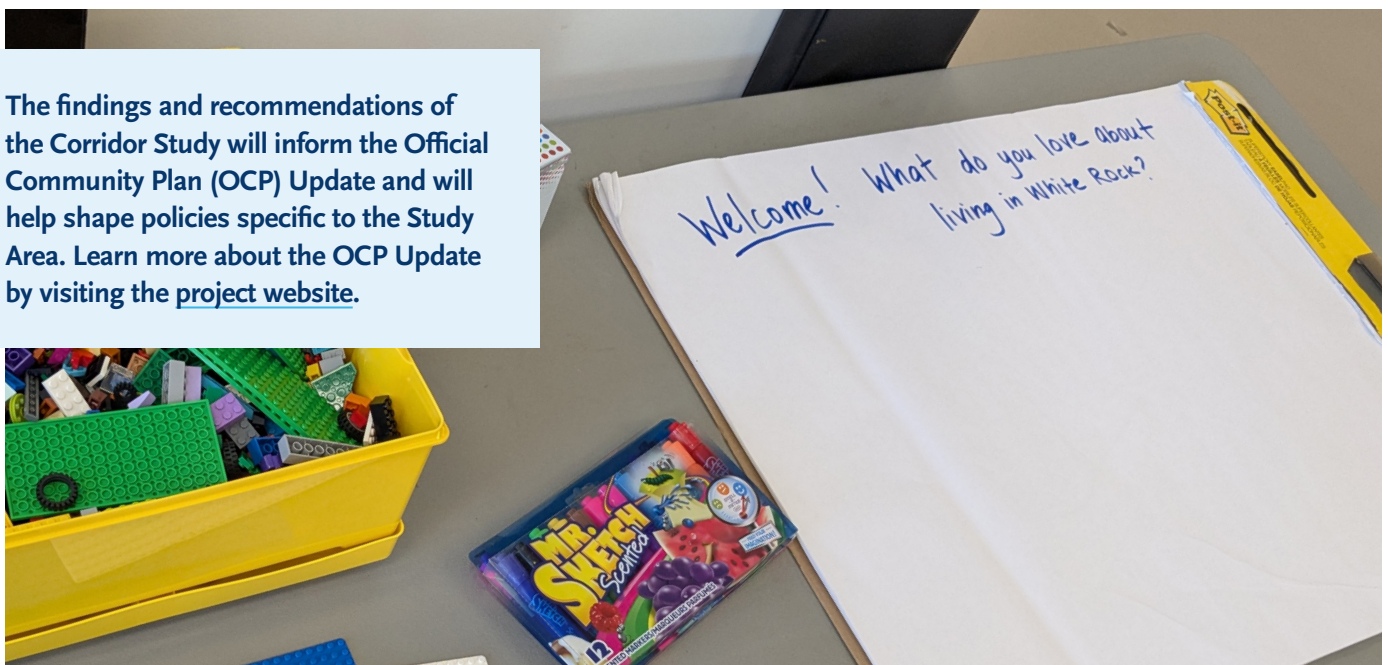
On February 18, 2025, the City of White Rock launched the North Bluff Road Corridor Study. The North Bluff Road Corridor is the boundary between White Rock and Surrey (also known as 16 Avenue). This busy and diverse area is expected to grow in the coming years. To plan for this growth, the City of White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

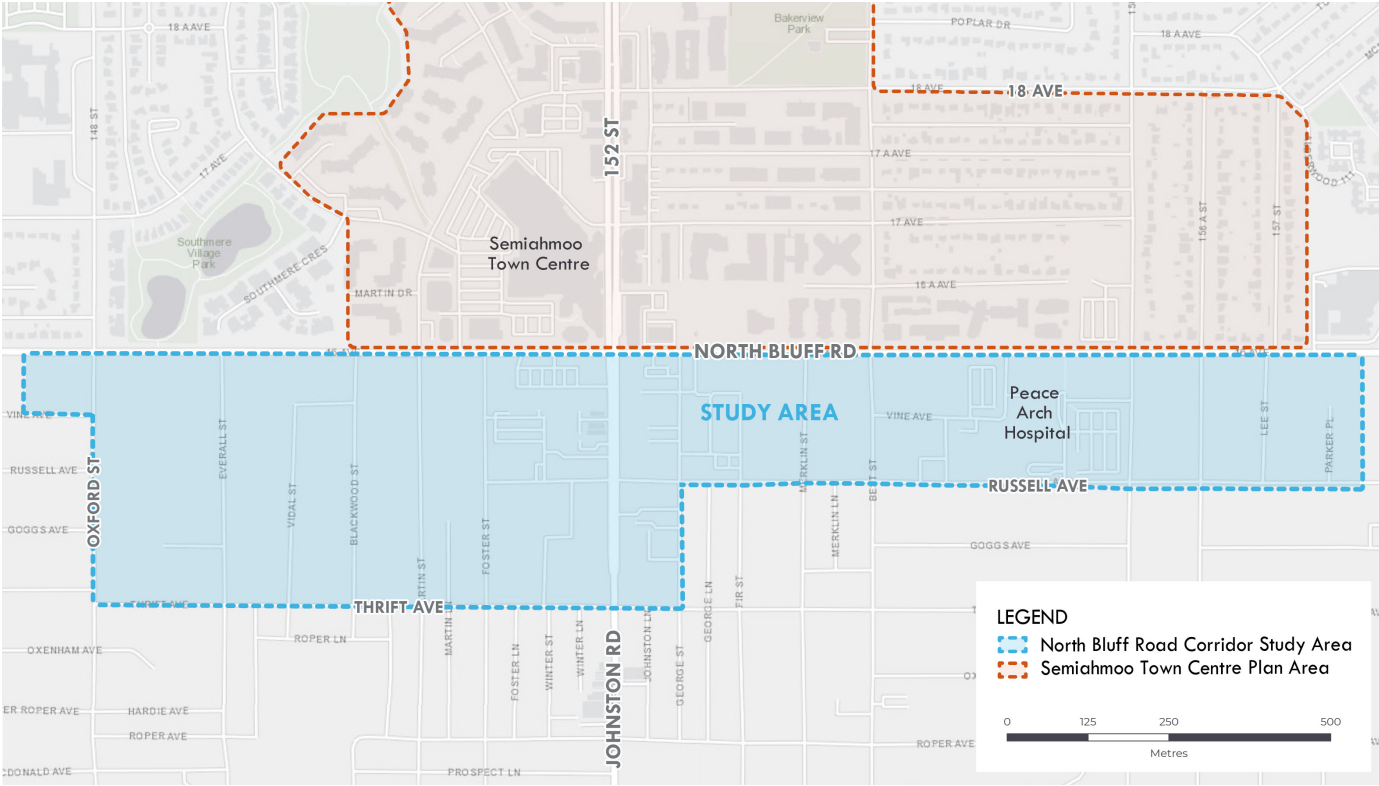
The North Bluff Road Corridor Study aims to ensure that White Rock's Town Centre and surrounding areas within the Study Area remain competitive in the broader market and can meet the growing residential and commercial demands for diverse housing and various lifestyle choices. Additionally, the Corridor 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.

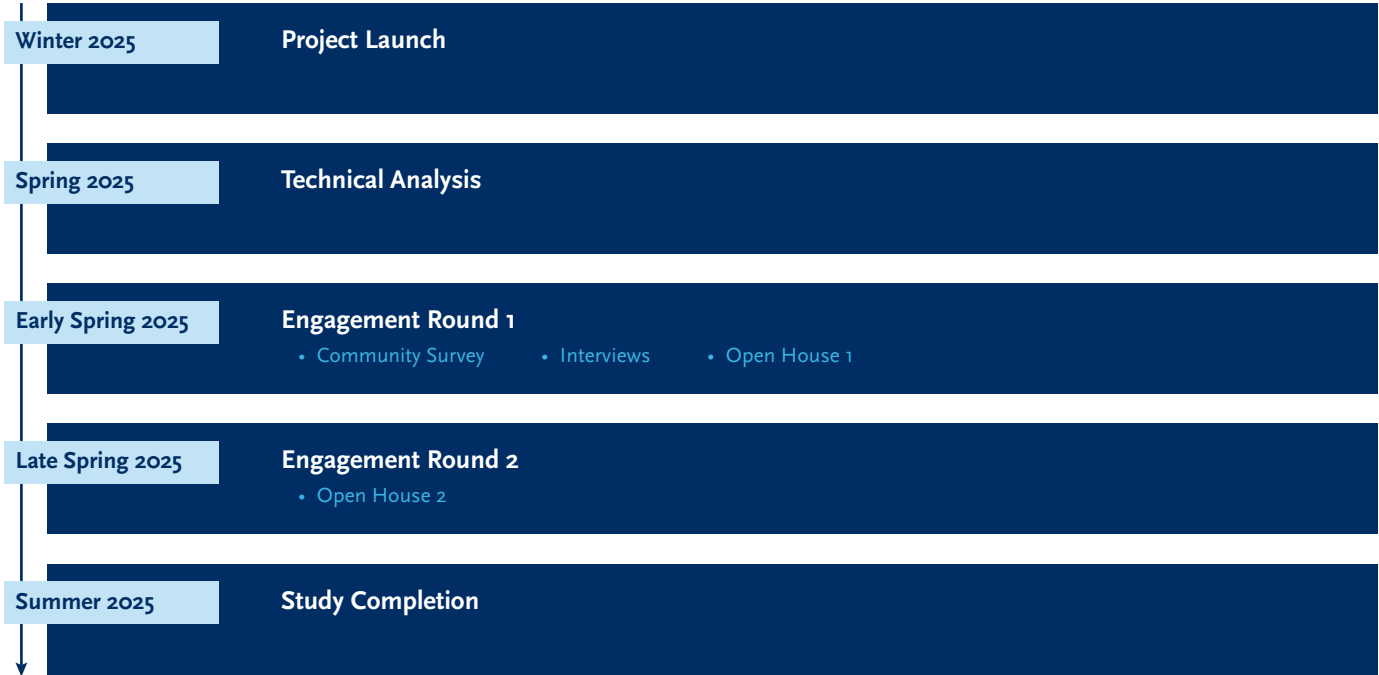
The findings and recommendations of the Corridor Study will inform the Official Community Plan (OCP) Update and will help shape policies specific to the Study Area. Learn more about the OCP Update by visiting the [project website](#).





North Bluff Road Corridor Study Area

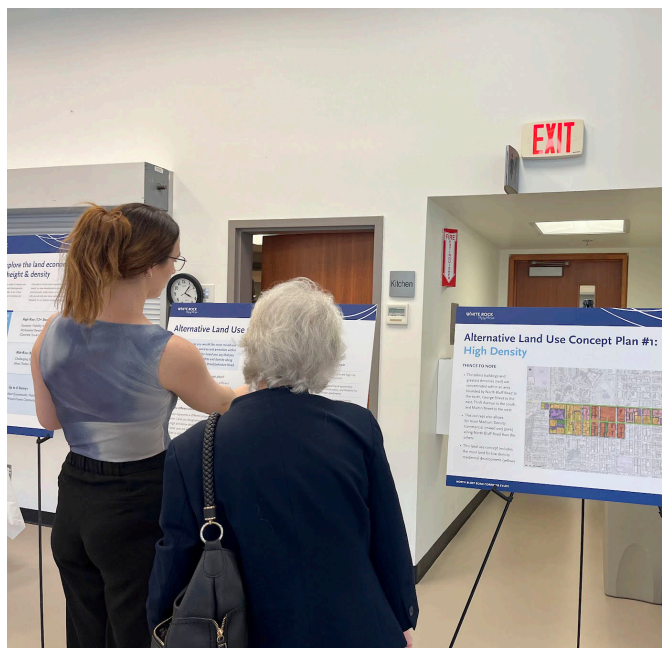
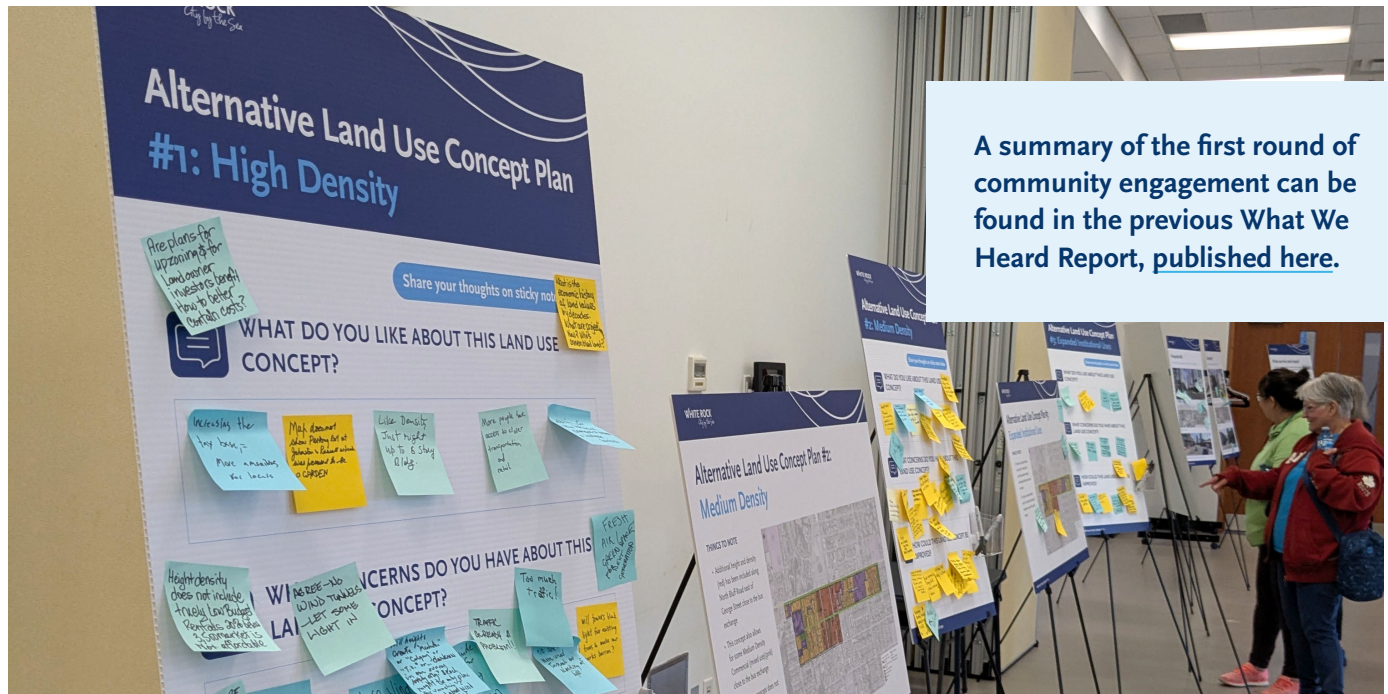
Timeline



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; development market analysis; and technical planning work.

This “What We Heard Report” summarizes the second round of community engagement, carried out in May 2025.



Our Approach

Engagement Snapshot



635 webpage visits



2 Q&A questions submitted



136 open house attendees



12 interactive workshop activities



24 comment cards collected



11,000⁺ household mailouts sent



3 social media posts & stories



2 newspaper print ads



1 e-newsletter edition



4 civic facility television display ads



3 signs erected around the community

How We Informed

WEBPAGE

A [dedicated project webpage](#) was added to the City of White Rock website at project launch. 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 poster and [discussion guide](#) (described below) were posted to the webpage. There were over **635 visits to the webpage** between April 4 and May 28, 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. **Two questions** were submitted during the second 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 **16 times** during the second round of engagement.

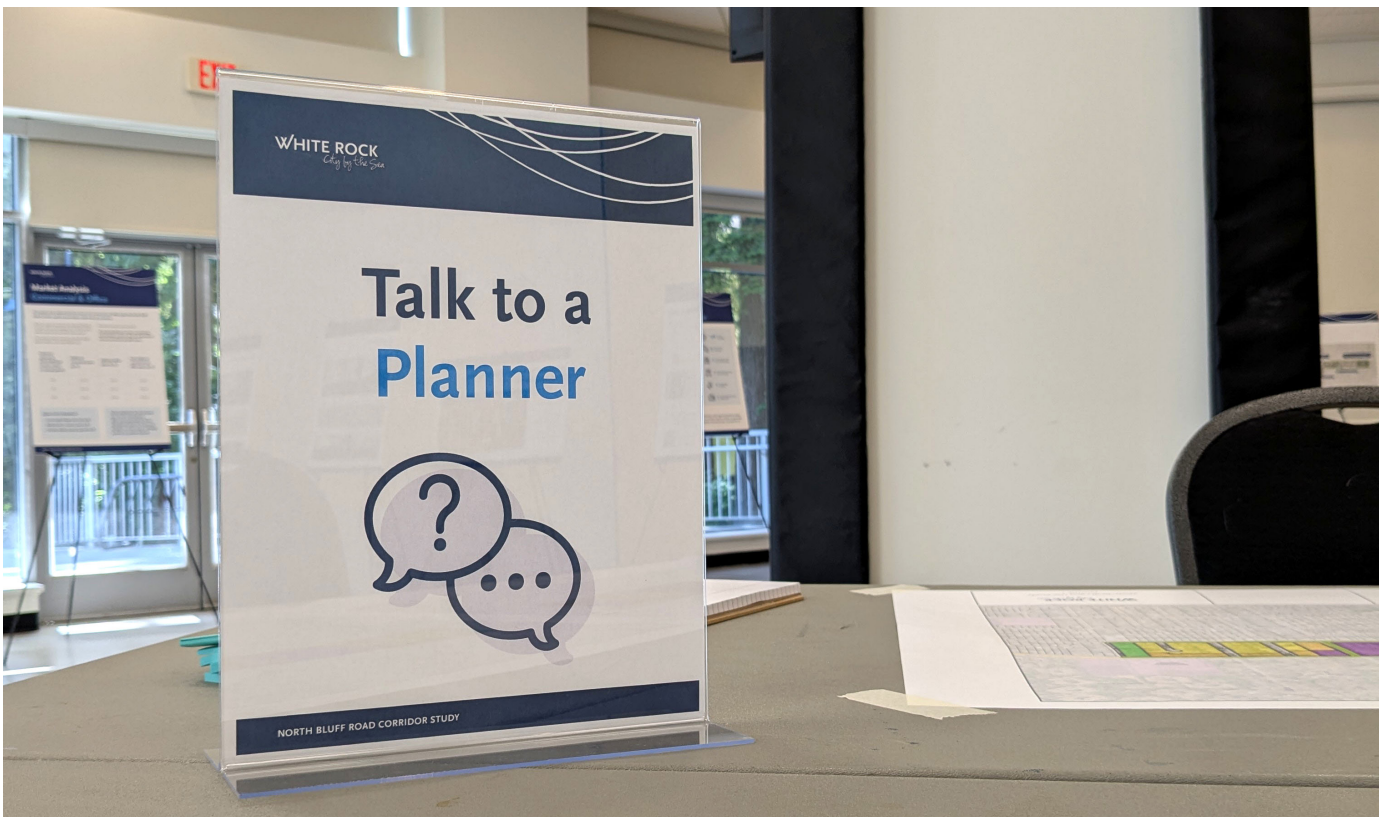
A [discussion guide](#) was created to help prepare the community for the engagement events. It included information about the Study, described the relevant provincial legislation and council priorities, and provided details of the engagement events. Hard copies of the discussion guide were available at the community open house (described below). The discussion guide was downloaded from the project webpage **44 times** during the second round of engagement.

How We Engaged

COMMUNITY OPEN HOUSE

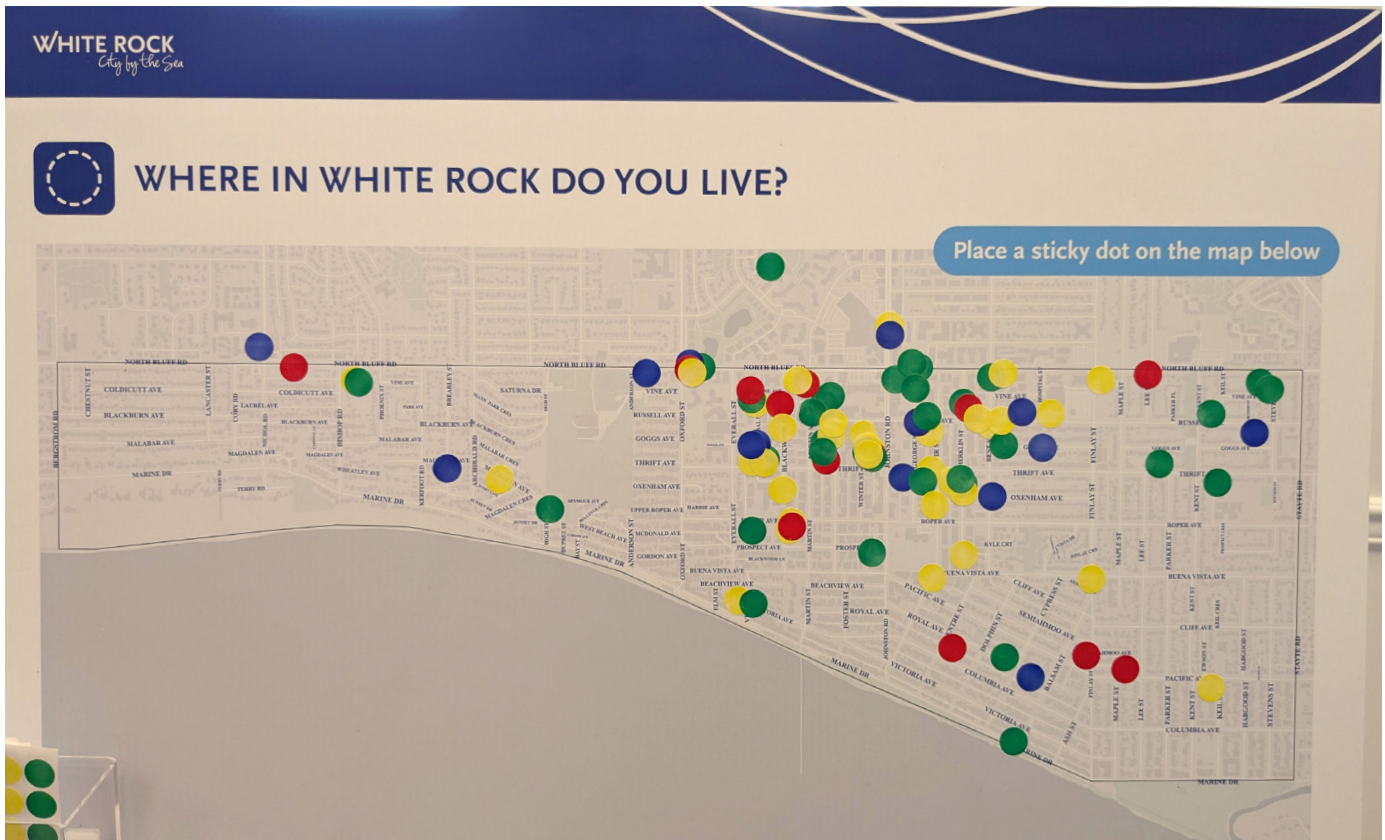
A community open house was held at White Rock Community Centre on May 27, 2025, from 4:00pm to 8:00pm. There were information boards sharing project progress, summarizing what was heard during the first round of engagement, and presenting the alternative land use concepts.

There were also interactive boards and tabletop maps to gather feedback on the land use concepts. 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 workshop, and **24 comment cards** were collected.



Who We Heard From

Through engagement, we heard from a 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.



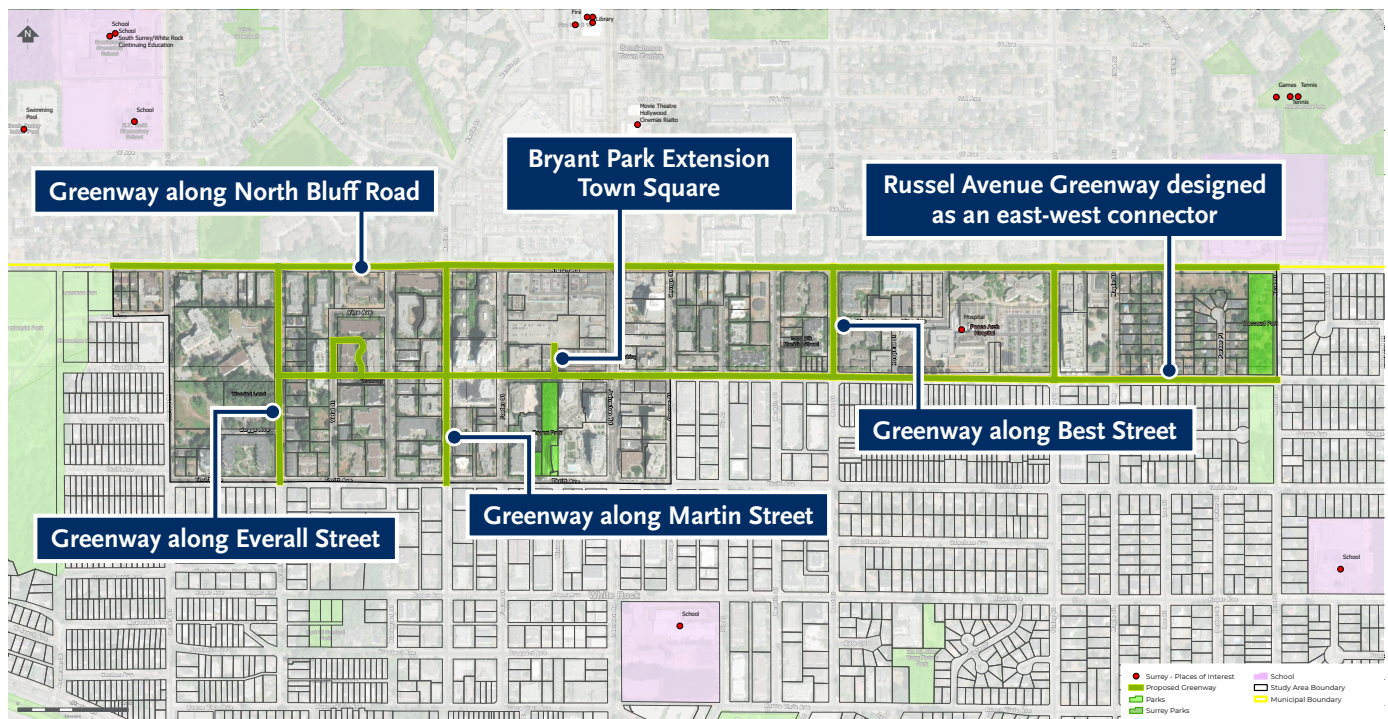
What We Heard

Green Network Concept

Throughout the first round of engagement, we heard clear desire for expanded and better-connected public spaces and greenspace. Based on that feedback, a Green Network Concept was presented at the second open house for community feedback.

This concept builds on the idea of a connected green network that supports walking, cycling, and access to nature. Greenways are proposed to span around and through the study area, creating safe routes for active transportation and connecting parks and plazas across the corridor.

The Green Network Concept was the foundation of the land use concepts.



Green Network Concept

Greenways are active transportation corridors (walkways or cycleways) that include greenspace (grass, trees, gardens). Greenways would not replace existing roads.

What do you like about the Green Network Concept?

- Greenway along North Bluff Road
- Greenway along Russell Avenue, connecting Blackwood and Vidal streets
- Nothing - General disagreement with the Green Network Concept

What concerns do you have about the Green Network Concept?

- Cost of maintaining proposed Green Network and expanded greenspace
- General disagreement with the Green Network Concept
- Inadequate protection and enhancement of existing greenspaces and trees
- Lack of consideration for the unhoused population
- May worsen existing traffic issues
- Unclear definition of a “greenway”

How could this Green Network Concept be improved?

- Increase green spaces, including converting the Johnston and Russell parking lot
- Include considerations for the unhoused population
- Incorporate a well-connected public space, like Red Willow Park (St. Albert, AB)
- Provide more visual examples to illustrate what a greenway includes
- Strengthen protection and maintenance of existing greenspaces and trees

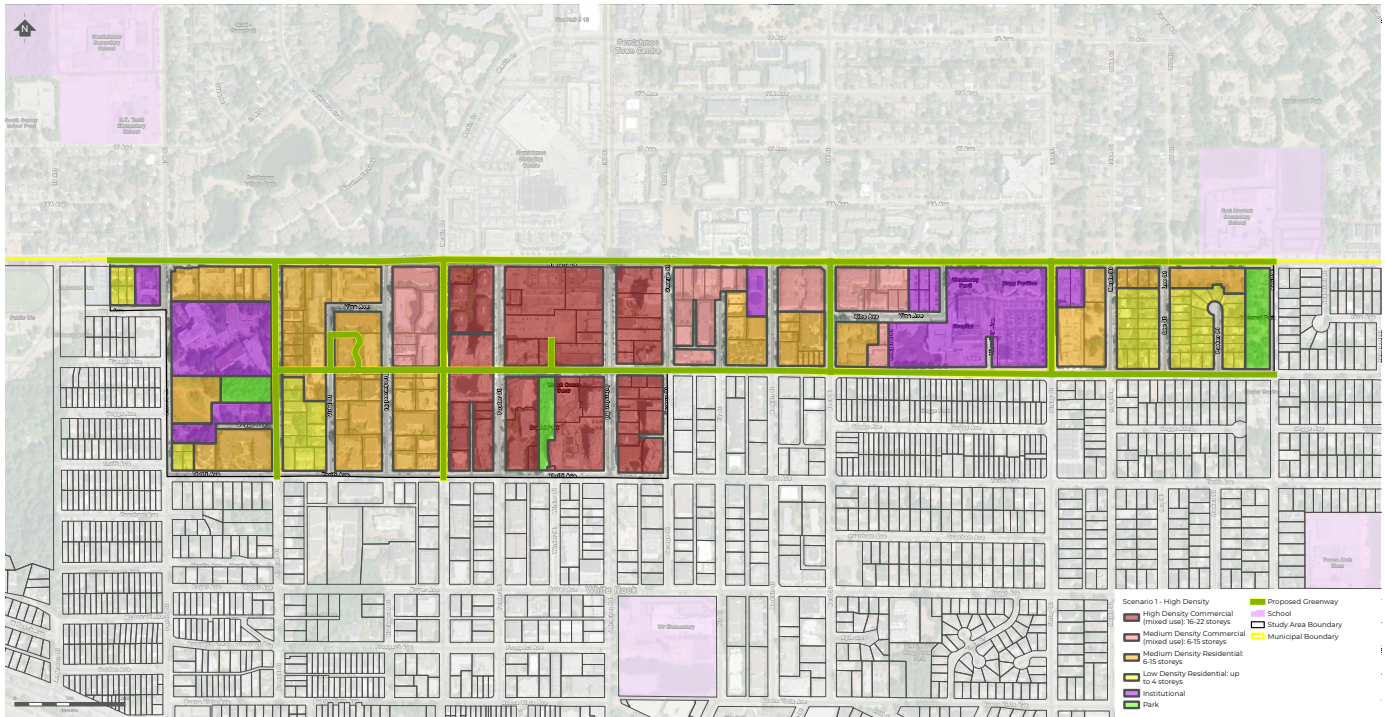
Alternative Land Use Concept Plans

Throughout the first round of engagement, we heard demand for more mixed-use development, and more services and amenities within walking distance. We also heard interest in increased heights and density along North Bluff Road and 152nd Street/Johnston Road.

Three alternative land use concept plans were drafted based on community feedback, development market analysis, and technical planning work. The alternative land use concept plans show different ways growth and development could be accommodated across the Study Area. The concept plans were presented at the second open house for community feedback.



LAND USE CONCEPT PLAN #1: HIGH DENSITY



Land Use Concept Plan #1: High Density

What do you like about this land use concept?

- General support for building heights up to 6 and 8 storeys
- Improved access to transportation and retail services
- Increased tax base could enable more community amenities
- Opportunity for hospital campus expansion and increased services

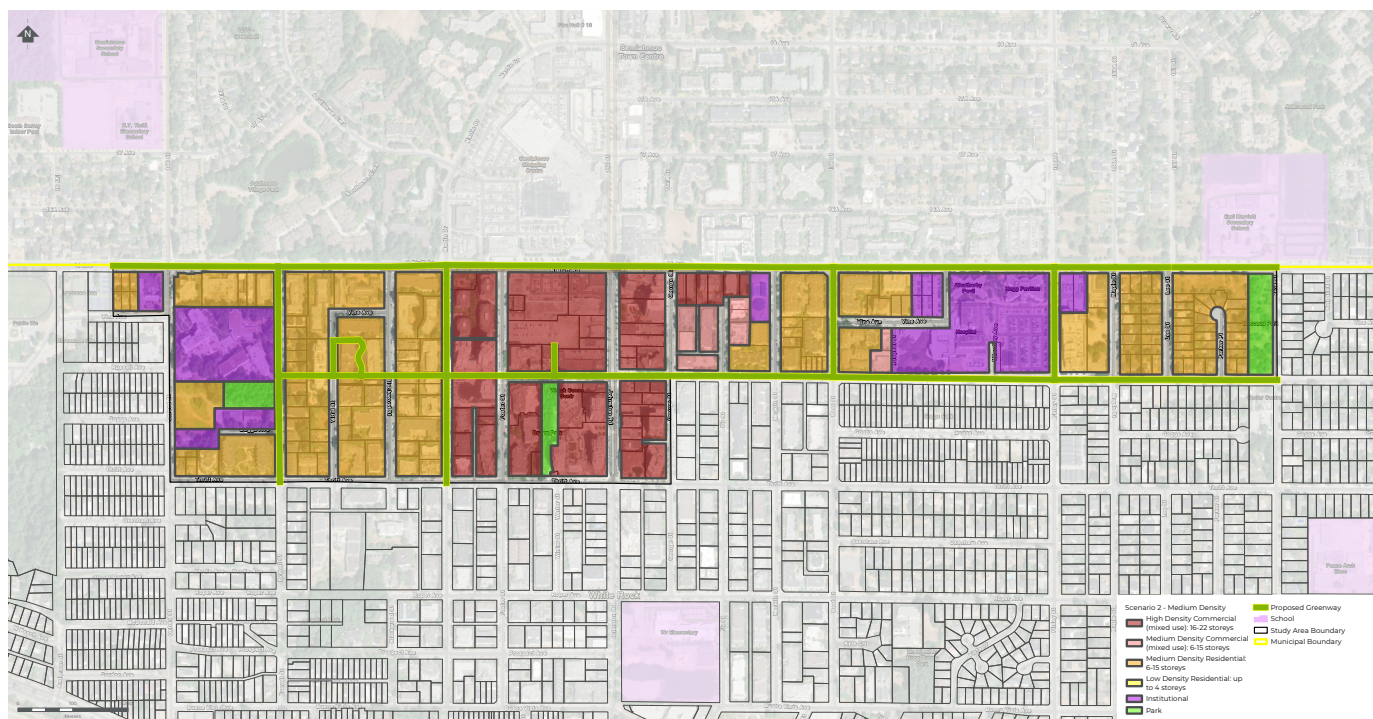
What concerns do you have about this land use concept?

- Existing traffic congestion
- General opposition to the proposed land use concept
- High-density development not providing truly affordable housing
- Inefficient land use, given land is a finite resource
- Lack of greenspace
- Potential for increased wind tunnel effects
- Pressure on existing infrastructure (roads, services, water)
- Reduction in sunlight

How could this concept land be improved?

- Allow low-rise residential development along North Bluff Road (and Oxford Street)
- Conduct economic feasibility analysis of individual lots
- Consistency of density requirements within blocks
- Include city-owned social housing
- Increase density along North Bluff Road
- Increase open spaces, including green areas and public gathering places

LAND USE CONCEPT PLAN #2: MEDIUM DENSITY



Land Use Concept Plan #2: Medium Density

What do you like about this land use concept?

- Containment of density, with transition area
- General support for concept
- Increase in density
- Variety of building densities, with higher density near major roads

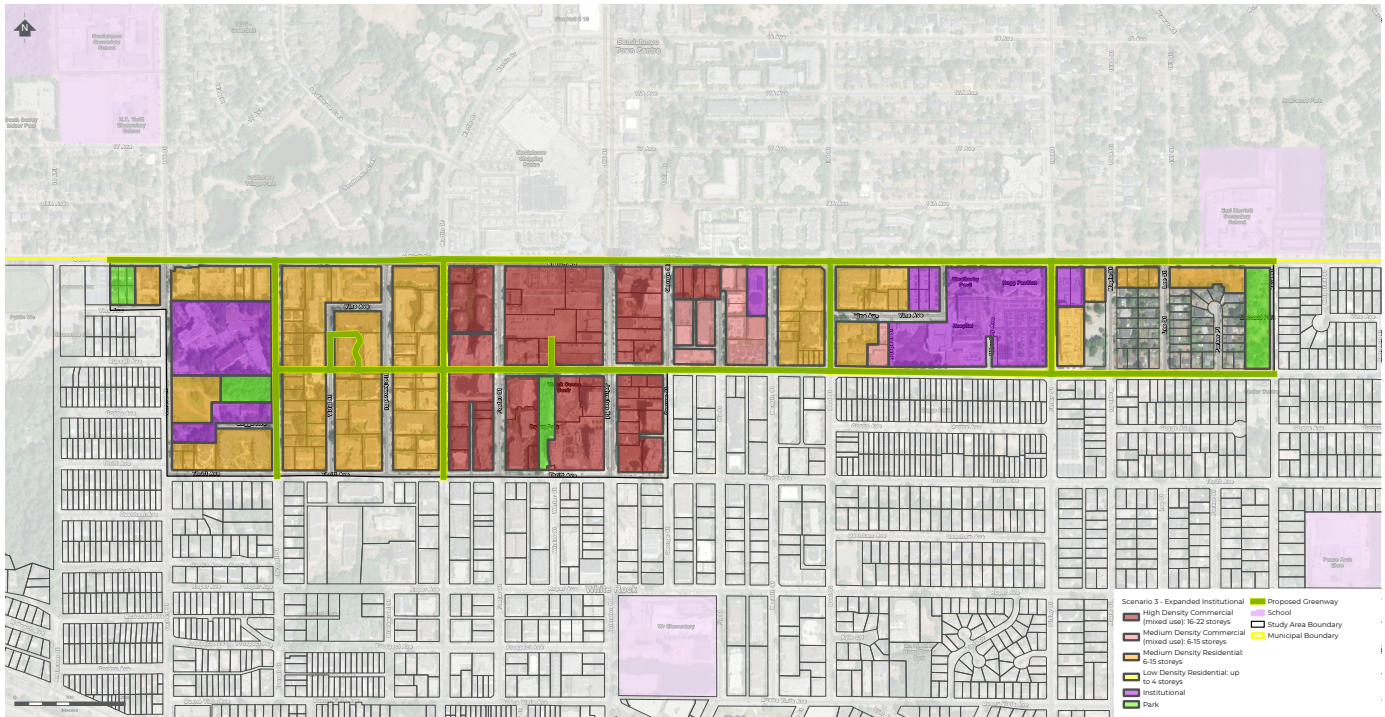
What concerns do you have about this land use concept?

- Adding high-rises does not respond to recent business closures
- Concern about the area looking like Vancouver
- Hospital and schools need expansion
- High density should remain centralized
- Increased density along North Bluff Road
- Potential loss of natural light
- Strain on existing infrastructure (roads, water, services)

How could this concept land be improved?

- Add more greenspaces for public gathering and use, as opposed to landscaping
- Encourage mixed-use development along North Bluff Road
- Ensure space is reserved for institutional expansion, particularly for the hospital
- Incorporate the Harmony rental model
- Increase density near the highway and hospital along North Bluff Road
- Include design considerations (offset buildings)
- Inclusion of greenways
- Mirror the 15-storey buildings and position 4-storey buildings (minimum 750m² floor area)
- Protect existing affordable, older buildings

LAND USE CONCEPT PLAN #3: EXPANDED INSTITUTIONAL USES



Land Use Concept Plan #3: Expanded Institutional Uses

What do you like about this land use concept?

- General support for this concept
- General opposition to this concept plan

What concerns do you have about this land use concept?

- General opposition to increased density
- Inadequate consideration of climate change
- Increased demand on services (water, fire, ambulance)
- Lack of support for essential infrastructure (hospitals, schools, learning centres)
- Need for more support for seniors, low-income residents, and cultural programming
- Overdevelopment at the expense of current residents and small businesses
- Potential loss of small-town character

How could this concept land be improved?

- Consider institutional or commercial uses along 16th Avenue, with additional height and density options
- Converting Maple Street to a one-way road
- Expand Peace Arch Hospital (e.g., similar to Jim Pattison Centre)
- Increase greenspace
- Include integrated social housing with wrap-around support services
- Increase density around Lee and Maple Streets
- Increase school capacity
- Provide accessibility features to allow residents to age in place
- Provide more housing and opportunities for young adults to support population retention
- Reduce building heights in high-density areas
- Use a mix of low-rise and mid-rise buildings rather than wind corridor towers (buffer placement to reduce noise and wind impacts)

General Feedback

Other feedback collected through the comment cards, or recorded during conversations with attendees, has been summarized below.

- Clear definitions and explanations of “Greenways” needed
- Concern for impact of population growth on existing infrastructure (roads, water, public services)
- Concerns about increased traffic congestion
- Concerns about the effects of building height (loss of sunlight and wind tunnels)
- Concerns about impact of increased density on green space, parking availability, housing affordability
- Consider alternative housing models (e.g., Scandinavian-style)
- Create public gathering spaces for community-led activities (flea markets, farmers markets, local events)
- Demand for more affordable housing
- Enhance and expand greenspace
- Need to include adequate parking as density increases
- Opportunities for community input are appreciated
- Preference for 100% medium-density development
- Preference for efficient greenspace, such as public gathering areas and gardens, rather than decorative landscaping
- Preserve and enhance tree canopy, with appropriate tree species selected
- Preserve community character
- Prioritize housing for the unhoused population
- Protect older buildings to maintain housing affordability
- Support for higher-density development along North Bluff Road
- Support for including community gardens and greenspace within all new developments
- Support for limiting buildings to a maximum of 12 storeys



Next Steps

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

The feedback collected throughout the second round of public engagement will help refine the preferred land use concept for the North Bluff Road Corridor Study Area. Public input will be considered alongside provincial legislation; regional planning policy; municipal strategic goals and objectives; development market analysis; and technical planning work.

A report and the final land use concept will be presented to Mayor and Council for their consideration in July 2025.



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