

North Bluff Road

Corridor Study

WHITE ROCK
City by the Sea



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1. Introduction

1.1 Project Background

The North Bluff Road Corridor Study (Corridor Study) was initiated to plan for long-term land use and density in Uptown White Rock.

Identified as a priority action in 2023 under Council's "Housing and Land Use" Strategic Priorities, the Corridor Study reflects the City's commitment to proactive, integrated planning in collaboration with its regional neighbours. On December 9, 2024, Council formally established the North Bluff Road Corridor Study Area (Study Area) and authorized staff to launch a comprehensive planning process.

North Bluff Road is a shared corridor between the City of White Rock and the City of Surrey, forming a critical interface with Surrey's Semiahmoo Town Centre Plan Area. Located adjacent to a future Bus Rapid Transit (BRT) exchange at Semiahmoo Town Centre, the Study Area is well-positioned to support transit-oriented growth. These circumstances present an opportunity for the City of White Rock to shape a vibrant, accessible part of the community that supports sustainable growth and offers residents convenient access to daily needs and services.

The Corridor Study is the first step in the City's planning process for the Study Area and will lay the groundwork for more detailed planning in the future. This may include amendments to the Official Community Plan (OCP) or Zoning Bylaw, updates to design guidelines, and/or identifying the need for additional studies.

1.2 Purpose

The Corridor Study aims to ensure that Uptown White Rock remains competitive in the broader market and can meet the growing residential and commercial demands for diverse housing and lifestyle choices. Additionally, the Corridor Study will support the City in planning for potential future redevelopment, 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, including BRT along King George Boulevard;
- ✓ Create more housing options for all residents and comply with the Interim Housing Needs Report (IHNR) 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 Corridor Study is the first step in the City's planning process for this Study Area and will set the stage for more detailed planning work in the future.

1.3 Planning & Engagement Process

The development of the Corridor Study was guided by both technical planning and land economics analysis, alongside input gathered through community engagement.

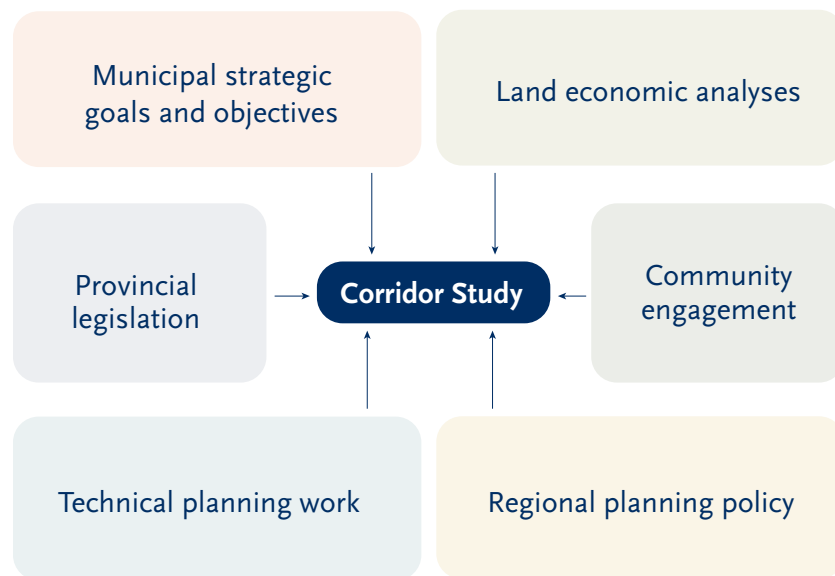


Figure 1. North Bluff Corridor Study Planning Process

The planning process launched in February 2025 and progressed through three (3) phases.

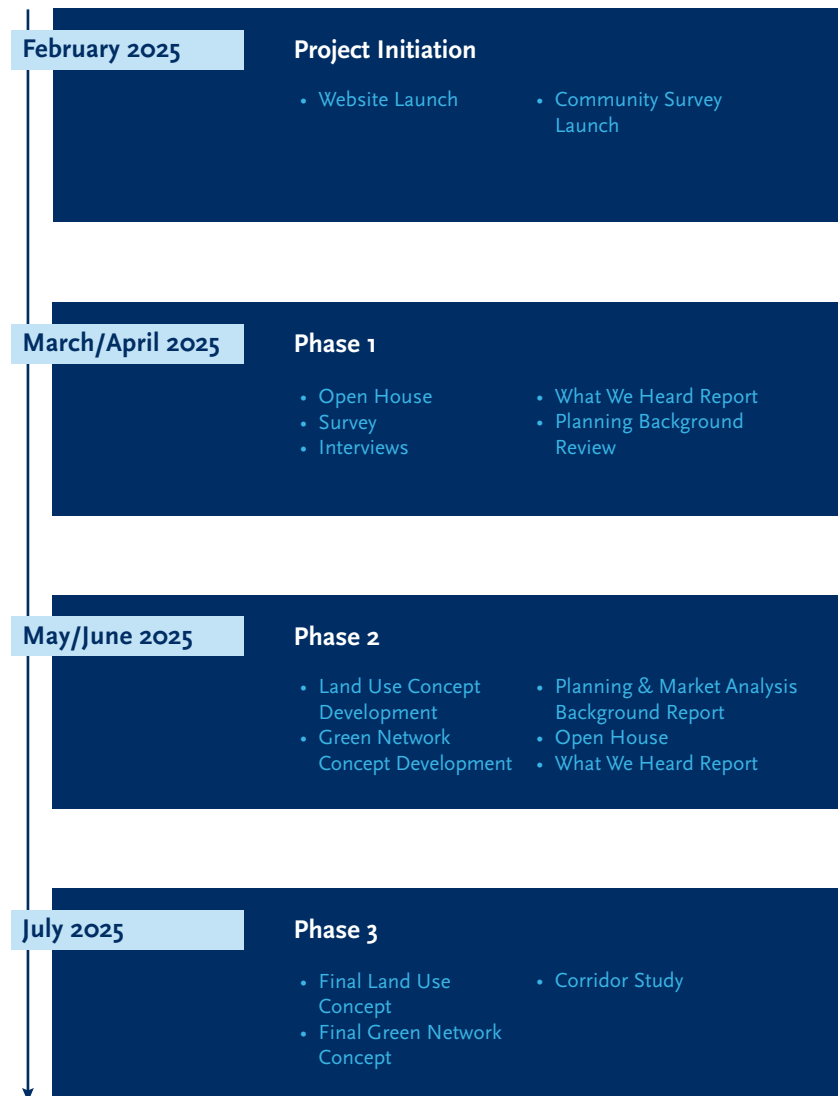


Figure 2. North Bluff Corridor Study Planning Timeline

PHASE 1: CORRIDOR VISIONING

Phase 1 focused on building a foundational understanding of the Study Area. This work included a review of relevant planning documents in the City of White Rock and City of Surrey, mapping of parks, schools, and open space networks, and a market analysis to assess local retail and housing trends. Engagement activities included a project webpage, an online survey, completed by 196 people, and nine (9) stakeholder interviews with organizations, service providers, and community groups with interests in the Study Area. An open house was held at White Rock Community Centre on April 3, 2025, from 4:00pm to 8:00pm to collect input from the community. There were information boards, interactive boards, and a range of tabletop exercises. Comment cards were also available. There were 74 attendees at the open house, and nine (9) comment cards were collected.

More information on the Phase 1 engagement can be found in **Appendix B: What We Heard Report Engagement Round 1**. The What We Heard Report was presented to Council and published on the project webpage at the end of Phase 1.

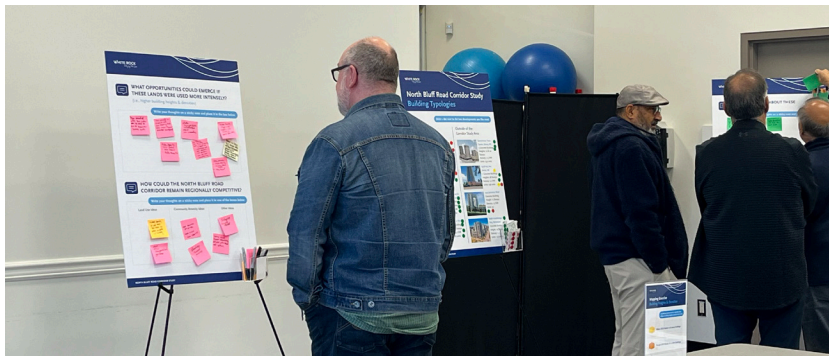
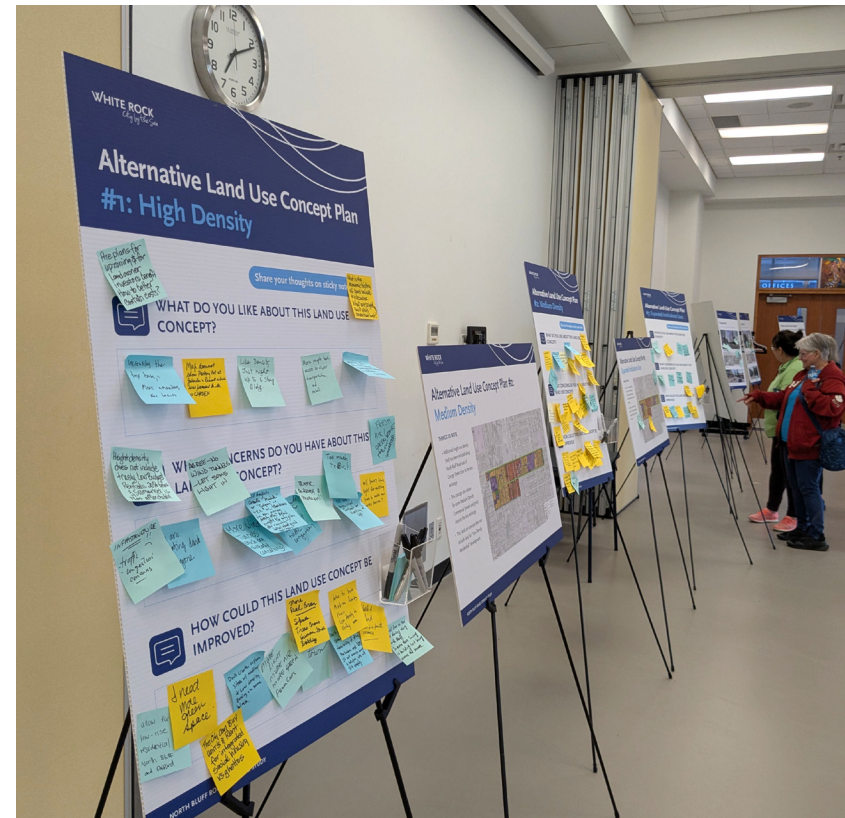


Figure 3. Phase 1 Engagement Snapshot

PHASE 2: LAND USE CONCEPT DEVELOPMENT

In Phase 2, three (3) land use concepts were developed. Alongside the land use concepts, a greenway network concept was developed to improve mobility throughout the Study Area. These concepts were informed by technical research and Phase 1 engagement and were illustrated using both 2D plan view and 3D models to help visualize potential future change. The three (3) land use concepts explored different levels of density and a mix of uses. Further information regarding the land use concepts can be found in the Planning and Market Analysis Background Report dated June 11, 2025 (see **Appendix A**).

The concepts were shared at a second Community Open House held at the 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.

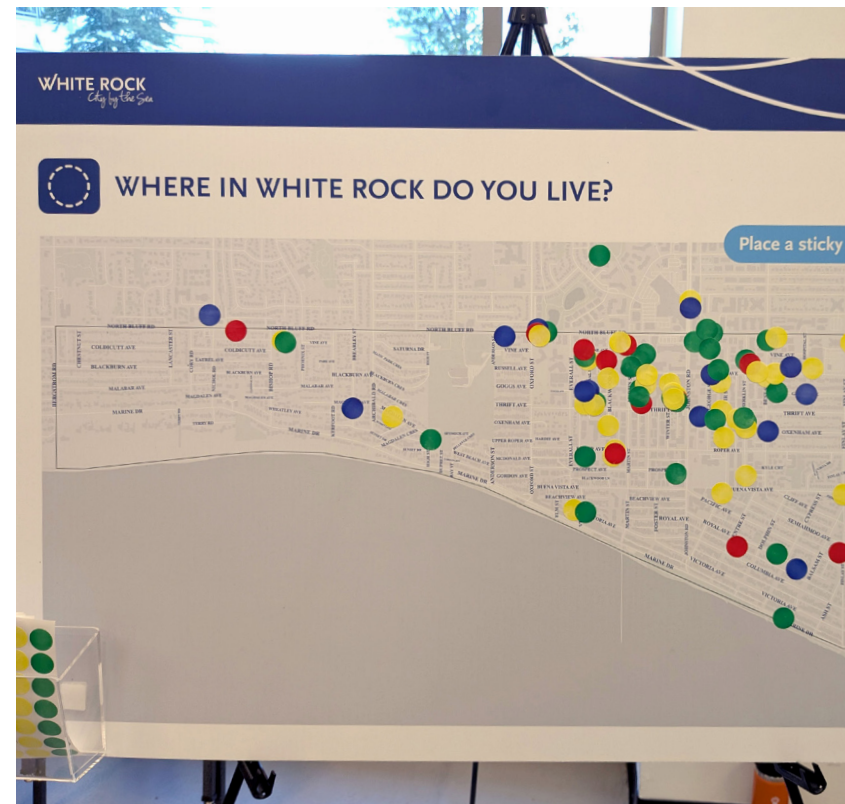


Attendees were invited to “talk to a planner” or “talk to a land economist” for more detailed discussion. Comment cards were also available. There were 136 attendees at the workshop, and 24 comment cards were collected.

More information on the Phase 2 engagement can be found in **Appendix C: What We Heard Report Engagement Round 2**. The What We Heard Report was presented to Council and published on the project webpage at the end of Phase 2.



Figure 4. Phase 2 Engagement Snapshot



PHASE 3: FINALIZING THE LAND USE PLAN

Phase 3 involved finalizing one (1) land use concept, informed by technical analysis, community engagement, best practices, case study research, and land economic analysis. This phase also included preparing the Corridor Study to reflect the vision, values, and priorities expressed throughout the process. The final Corridor Study was presented to Council on July 21, 2025.

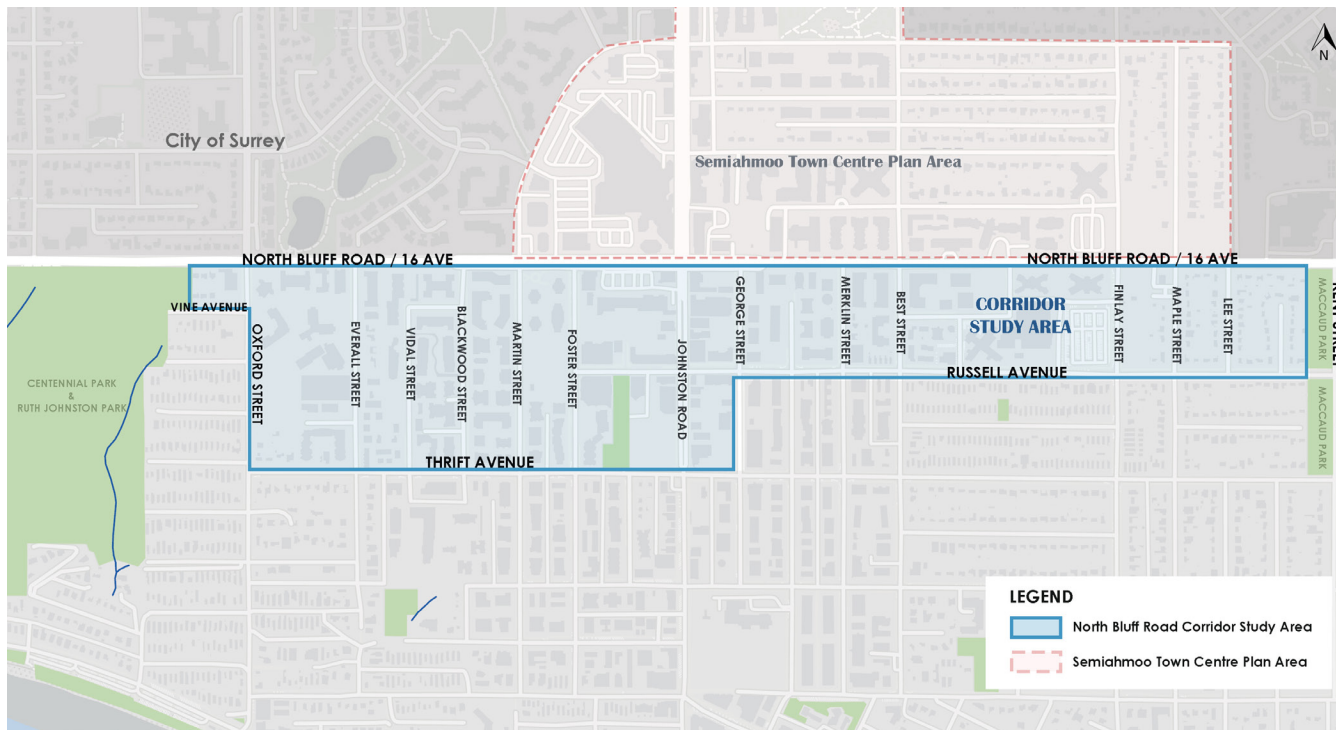


2. Context

2.1 Study Area

The North Bluff Road Corridor area covers approximately 57.7 hectares (142 acres) within the City of White Rock. The Study Area includes the blocks along North Bluff Road from Finlay Street to Kent Street in the east, from Oxford Street to Anderson Street in the west, and from Russell Avenue to Thrift Avenue in the south, west of George Street and east of Oxford Street. Centennial and Maccaud Parks are excluded from the Study Area.

TransLink has identified King George Boulevard as a future BRT corridor, connecting Surrey City Centre to Semiahmoo Town Centre. Portions of the Study Area fall within a 400-metre walkshed of the proposed route.



The North Bluff Road Corridor Study Area includes White Rock's Uptown and forms a key interface with the City of Surrey. It contains the community's central commercial district and key institutional uses that are integral to White Rock.

Figure 5. North Bluff Corridor Study Area

2.2 Policy Context

This section explores the local, regional, and provincial context that has shaped the development of the Corridor Study. The Study draws on direction from the City of White Rock's OCP, the Integrated Transportation and Infrastructure Master Plan (ITIMP), and Surrey's Semiahmoo Town Centre Plan. These frameworks offer guidance on growth, land use, housing, and transportation that inform planning in and around the Study Area.

The timing of the Corridor Study also aligns with White Rock's broader efforts to update its OCP, in response to new provincial legislation introduced in 2023. The Housing Supply Act and Bill 44 require municipalities to ensure sufficient capacity for future housing needs using standardized provincial methodologies. In support of this work, the City prepared an Interim Housing Needs Report (2024) that estimates housing demand over the next two decades.

While the OCP update addresses citywide growth, the Corridor Study focuses more specifically on one of White Rock's most significant growth areas. Its findings and recommendations may inform future updates to the OCP, either as standalone amendments or as part of the legislated 2025 update. The Corridor Study helps White Rock proactively explore how this key corridor can contribute to meeting housing needs, advancing transit-oriented development, and enhancing the livability of the City.

PROVINCIAL CONTEXT

Provincial legislation guides growth in White Rock by setting development standards and requirements for updating plans and bylaws. Recent changes introduce new tools to address the housing crisis and shape how communities grow. The Study Area is well-positioned to support these provincial goals.

Bill 44 and Bill 47: The provincial planning landscape is changing in response to the housing crisis, with new legislation focused on increasing housing supply, streamlining approvals, and directing growth to areas that can support more people. Bill 44, the Housing Statutes (Residential Development) Amendment Act, permits small-scale multi-unit housing on single-family lots and requires municipalities to update their OCPs and Zoning bylaws by the end of 2025 to reflect 20 years of anticipated housing need. Bill 47, the Transit-Oriented Areas Amendment Act, sets minimum density standards for areas near major transit stations and limits local control over parking requirements.

While the Study Area is not formally designated as a Transit-Oriented Area, it is anchored by a regional transit exchange and already supports a mix of housing, jobs, and services. The Study Area presents a strong opportunity to accommodate much of White Rock's future housing needs in a way that aligns with provincial objectives, while also reflecting local goals for complete, connected, and vibrant neighbourhoods.

MUNICIPAL CONTEXT

Several municipal plans inform the direction and priorities of the Corridor Study. Together, they articulate the City’s goals related to land use, transportation, housing, parks, and infrastructure, providing a foundation for planning a complete and connected Study Area.

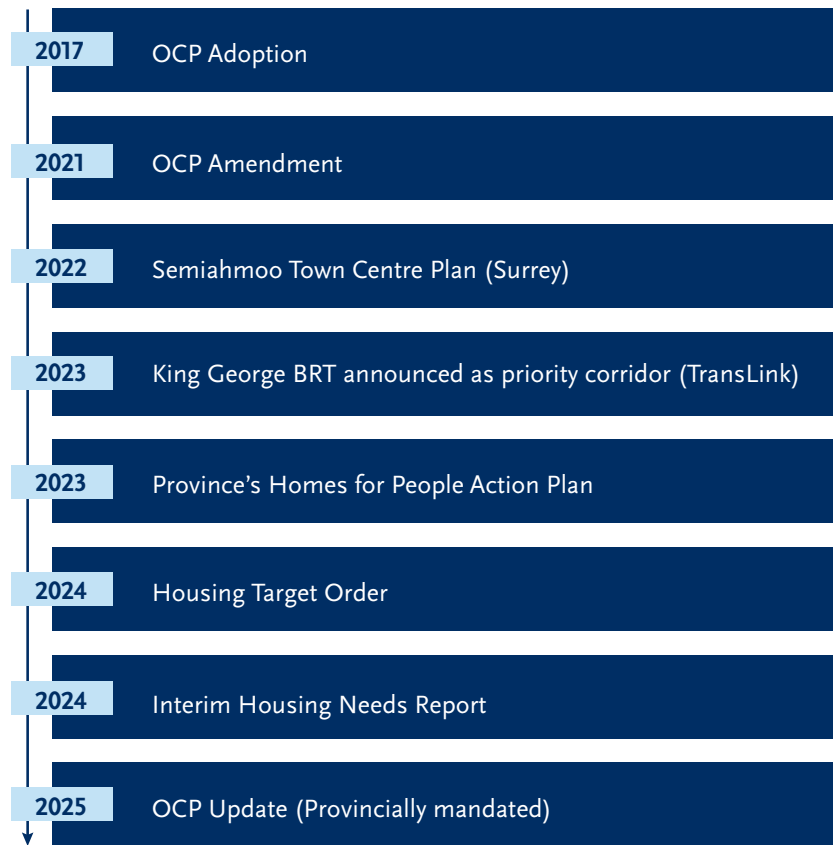
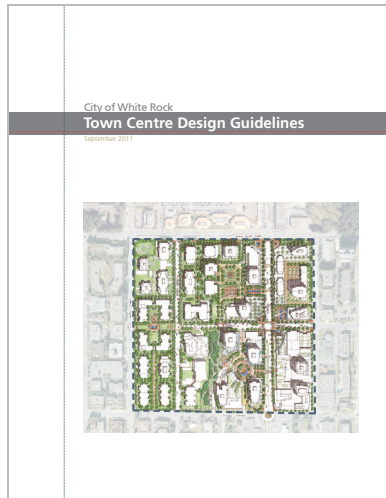


Figure 6. White Rock Municipal Plan Timeline

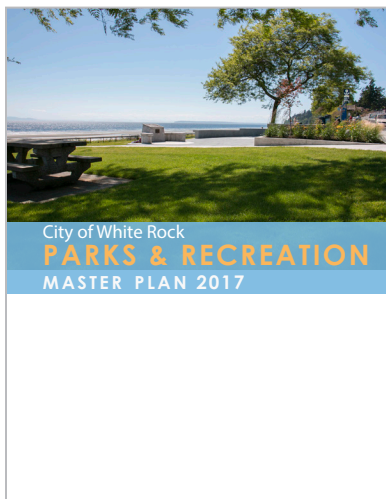




Town Centre Design Guidelines (2011)

The Town Centre Design Guidelines aim to guide building and public realm design within White Rock's designated Town Centre, as defined by Martin Street, North Bluff Road, George Street, and Thrift Avenue. These guidelines are intended to be referenced throughout all stages of project planning and approval in the area.

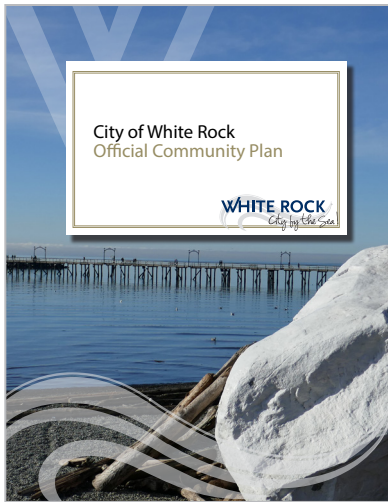
Key strategies include transforming Johnston Road into the Town Centre's main commercial street and defining the Johnston Road/Russell Avenue intersection as the community's heart. The Plan emphasizes a finer-grained street and pedestrian network, higher-density mixed-use development along Johnston Road, residential precincts beyond the core, and a new civic precinct. It also envisions gateway features at Town Centre entrances and the creation of new public spaces such as plazas and greenways.



Parks & Recreation Master Plan (2017)

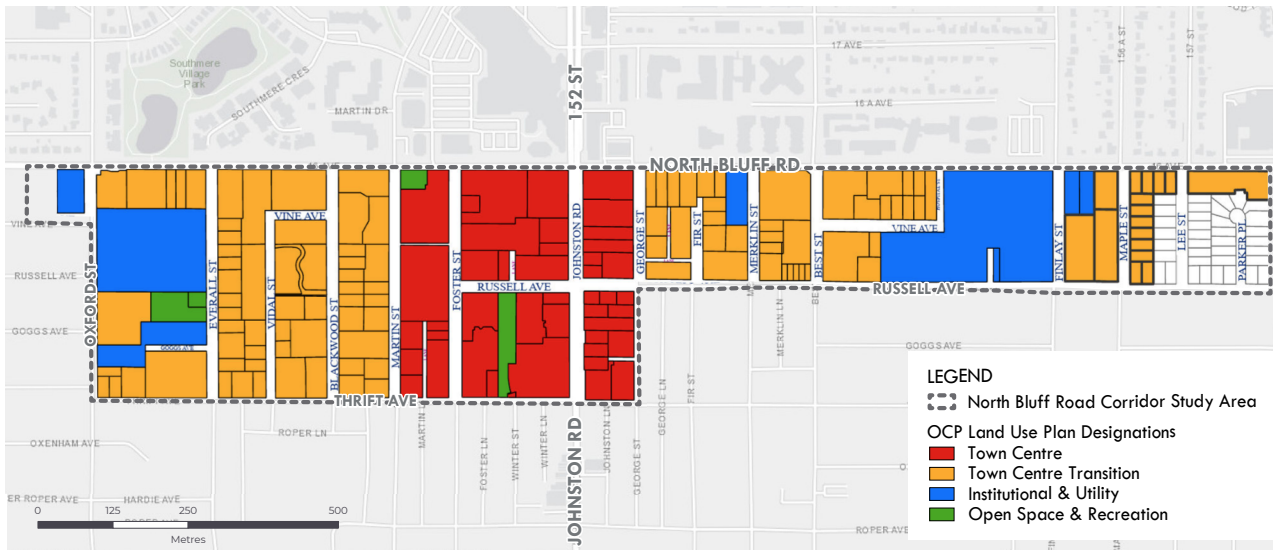
With a limited land base and growing population, the Parks and Recreation Master Plan highlights the need to improve existing parks and seek opportunities for new public spaces.

Within the Study Area, this means enhancing access to open spaces, addressing park access gaps, and exploring creative ways to integrate recreation and green space alongside development.



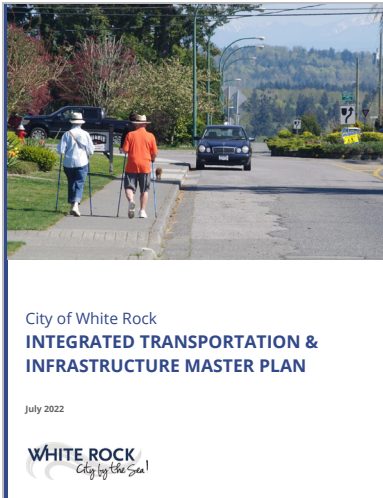
Official Community Plan & Amendment (2017/2021)

The City’s OCP sets the framework for growth and development across White Rock. Within the OCP, the Study Area is identified as a key growth area, with a mix of designations—Town Centre, Town Centre Transition, Institutional & Utility, Open Space & Recreation, and Mature Neighbourhood—intended to accommodate higher-density housing, commercial services, and civic uses.



The City of White Rock’s OCP has evolved over time. In 2021, the OCP was amended to reduce permitted building heights and densities. These changes influenced the scale of development allowed within key areas, including the Study Area.

Figure 7. OCP Land Use Plan Designations Map



Integrated Transportation & Infrastructure Master Plan (ITIMP) (2022)

The ITIMP identifies the Study Area as a key corridor with pressing safety and infrastructure needs. The ITIMP envisions North Bluff Road as a corridor with All Ages and Abilities (AAA) cycling infrastructure and proposes both interim and ultimate cross-sections for redevelopment.

The ultimate design within White Rock’s 15-metre right-of-way would feature a complete street approach with a landscaped boulevard, a raised bike path, and a sidewalk. Interim designs vary by segment, with some featuring painted on-street bike lanes. To improve safety and operations, the ITIMP recommends coordinated planning with the City of Surrey, given the shared jurisdiction. The Plan also outlines improvements to bike, sidewalk, and roadway infrastructure throughout the rest of the Study Area.

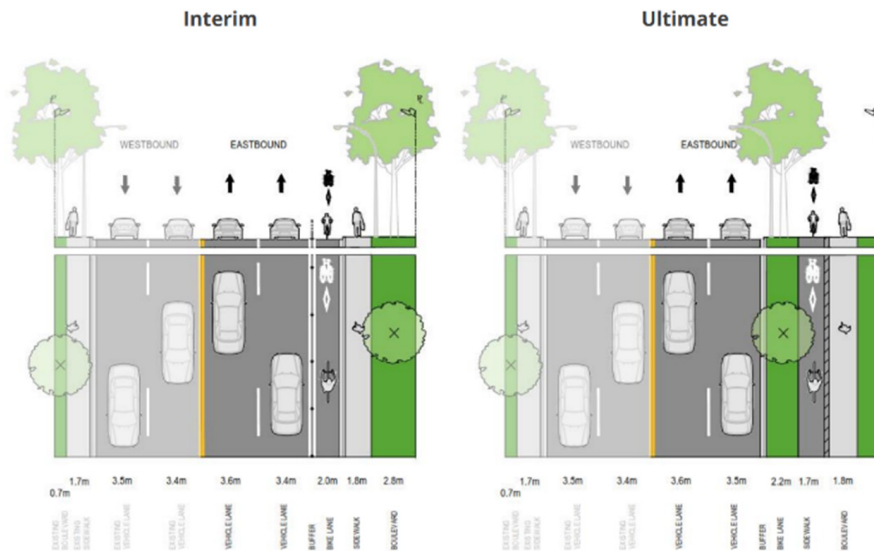


Figure 8. North Bluff Corridor Street Cross-Section



HOUSING TARGET PROGRESS REPORT FORM
 Housing Targets Branch
 BC Ministry of Housing and Municipal Affairs

PURPOSE
 Municipalities will use this form to complete the requirements for progress reporting under the [Housing Supply Act](#) (Act). The information provided will be evaluated to determine whether targets have been met or satisfactory progress has been made toward meeting targets.

REPORT REQUIREMENTS
 The report must contain information about progress and actions taken by a municipality to meet housing targets as identified in the Housing Target Order (HTO).
 The progress report must be received in a meeting that is open to the public and by Council resolution within 45 days after the end of the reporting period.
 Municipalities must submit this report to the minister and post it to their municipal website as soon as practicable after it is approved by Council resolution.

ASSESSMENT
 The Housing Targets Branch evaluates information provided in the progress report based on Schedule B - Performance Indicators in the HTO. If targets have not been met and satisfactory progress has not been made, the Minister may initiate compliance action as set out in the Act.

REPORT SUBMISSION
 Please complete the attached housing target progress report form and submit to the Minister of Housing at Housing.Targets@gov.bc.ca as soon as practicable after Council resolution.

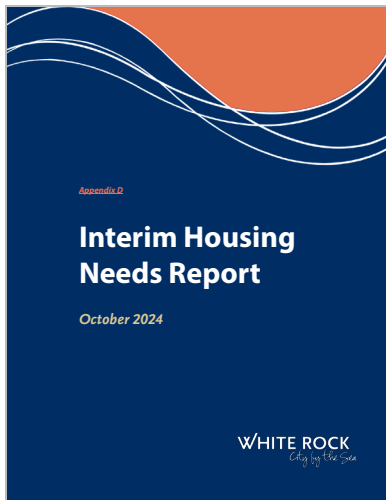
Do not submit the form directly to the Minister's Office.

Section 1: MUNICIPAL INFORMATION	
Municipality	City of White Rock
Housing Target Order Date	July 1, 2024
Reporting Period	July 1, 2024 - December 31, 2024
Date Received by Council Resolution	January 27, 2025
Date Submitted to Ministry	January 28, 2025
Municipal Website of Published Report	January 29, 2025
Report Prepared By	<input checked="" type="checkbox"/> Municipal Staff <input type="checkbox"/> Contractor/External
Municipal Contact Info	Anne Berry Director, Planning and Development Services aberry@cityofwhiterock.ca 604-544-2293
Contractor Contact Info	<input checked="" type="checkbox"/> N/A

Housing Target Order (2024)

White Rock has a provincial housing target, which sets out that the City must construct 1,067 net new housing units by 2029 under the Housing Supply Act. This represents 75% of the estimated housing need for the City over the next five years.

Growth and redevelopment in the Study Area can help meet this target by providing new housing in an area already identified for change.

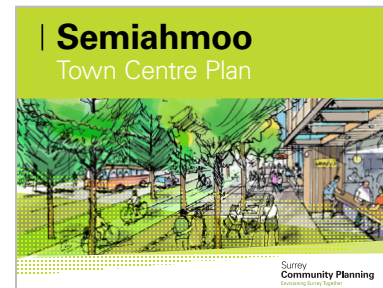


Housing Needs Report (2024)

White Rock's Interim Housing Needs Report outlines a need for nearly 2,800 new housing units over five (5) years. The report highlights significant gaps in affordable, rental, family-oriented, and accessible housing. Intensification resulting from development within the Study Area will facilitate the fulfillment of the City's anticipated housing needs by addressing projected housing demand and accommodating a range of tenure types in the long-term through land use planning.

REGIONAL CONTEXT

White Rock has close spatial, economic, and social ties with the City of Surrey, especially the Semiahmoo Town Centre Plan Area. The interface between North Bluff Road and 16th Avenue is identified as an Urban Centre in the regional growth strategy Metro 2050. These connections are especially important along North Bluff Road and influence transportation, land use, and housing planning in the Study Area.



Semiahmoo Town Centre Plan (2022)

The Semiahmoo Town Centre Plan supports high-density growth directly north of the North Bluff Road Corridor, with building heights reaching up to 28 storeys near the Semiahmoo Shopping Centre and transitioning to mid-rise buildings up to 12 storeys near Peace Arch Hospital and surrounding areas.

Alongside planned development, 16 Avenue / North Bluff Road is a key regional arterial and forms the boundary between Surrey and White Rock. As part of TransLink's Major Road Network and a designated truck route, the corridor is planned for significant upgrades, including a 30-metre right-of-way with improved sidewalks, protected cycling infrastructure, and enhanced transit facilities. Between Martin Drive and 152 Street, the future design will include a two-way cycle track and a dedicated bus-only lane, supporting the corridor's evolution into a transit-oriented, multi-modal hub.

2.3 Market Context

The Corridor Study is positioned to support future housing and commercial growth throughout the Study Area over the long term. Current construction methods and BC building regulations allow the following building heights:

- Up to 6 storeys in height for wood frame buildings
- Up to 18 storeys in height for mass timber and concrete buildings
- 18 storeys or higher achieved through concrete buildings

Based on historical market data of new developments in White Rock (2016 to 2025), most projects have been in the form of concrete buildings, and few developments are wood frame buildings. The Corridor Study's objectives are to increase housing options and choices for community members. The land use concept encourages the development of both types of apartment buildings. While mass timber is a relatively new and evolving building method and material, this Corridor Study encourages achieving mass timber densities as the industry adapts to the construction method over time. These market considerations support the idea that the Study Area should accommodate both mid-rise and high-rise developments.

New development directly supports the growth of commercial spaces, which bring daytime vibrancy and early evening activity through increased pedestrian and visitor access to those services (e.g., retail shops, cafes, office space, physio clinics, etc.). Looking ahead, it is projected that there could be increased demand for more commercial and office space as White Rock's population grows.

By 2045, the City will need approximately 167,000 square feet of new commercial space and over 56,000 square feet of office space if the population reaches 31,057. The Study Area could accommodate most of this growth, between 147,000 and 181,000 square feet of commercial and office space, making it an important area for jobs, services, and local shopping.

More details on the market analysis are provided in the Planning and Market Analysis Background Report dated June 11, 2025 (see **Appendix A**).





3. Vision & Planning Principles

3.1 Vision

The Study Area is envisioned as a vibrant, complete community that reflects White Rock's values while responding to local housing needs, market realities, and regional growth.

The Study Area will be a place where people can live, work, and access daily services within walking distance, supported by high-quality parks and open spaces, a mix of shops and services, and a range of housing choices.

New development will support a more compact built form, creating the foundation for a transit-supportive corridor. The area will include safe, accessible routes for walking, cycling, and other forms of mobility, making it easier for people of all ages and abilities to get around without a car. Growth will be thoughtfully managed to reflect White Rock's unique character and aspirations, ensuring that new development feels rooted in the community while helping to meet future needs.

3.2 Planning Principles



Strengthen Mobility Connections

Improve walking, cycling, and transit connections throughout the Study Area to create a safer, more comfortable environment for people of all ages and abilities.



Ensure Access to Parks and Green Spaces

Provide and enhance parks, open spaces, and green spaces throughout the Study Area to promote health, recreation, and community gathering.



Focus Density in Appropriate Locations

Encourage high and medium density, mixed use development in areas that are well served by transit and amenities.



Foster a Complete Community

Support and attract a mix of shops, services, housing, and community amenities within easy walking distance throughout the Study Area.



Promote Growth Around Peace Arch Hospital

Create space to accommodate the growth and expansion of Peace Arch Hospital and support complementary medical uses.



Reflect White Rock's Values and Character

Guide growth in the Study Area to align with the community's identity, ensuring development respects what makes White Rock unique in the region.



4. Land Use

As part of the Corridor Study, a land use concept was prepared to guide future growth across the Study Area. This concept is realized through land use designations that define the desired building forms and uses for each area.

Each land use designation supports the broader goals of the study, including creating a complete community, providing housing choice, and supporting active streets and public spaces. The land use designations proposed for the Study Area include:

High Density Commercial (Mixed Use)

Medium Density Commercial (Mixed Use)

Medium Density Residential

Institutional & Utility

Park

This section provides a description of the land use concept and outlines the uses and building typologies that are supported within each designation.

4.1 Land Use Concept

The land use concept for the Study Area supports concentrating future growth in key areas while ensuring a thoughtful transition in scale to surrounding neighbourhoods. The concept recognizes North Bluff Road as the primary transit-oriented corridor in the City. The highest densities are concentrated in a mixed-use node that spans from North Bluff Road to Thrift Avenue and between Martin and George Streets, with Johnston Road forming a continuous high-density commercial area. Medium-density commercial areas are also planned around Peace Arch Hospital to support health-related services and respond to anticipated growth.

Building heights reflect this structure, with the tallest built forms located near the municipal boundary, where North Bluff Road interfaces with South Surrey's Semiahmoo Town Centre Plan Area. In White Rock, high-density mixed-use areas within the core are proposed to support buildings ranging from 16 to 22 storeys, stepping down to 6 to 15 storeys in medium-density commercial and residential areas.

Figure 9 outlines the land use designations, permitted building heights, and the rationale supporting each designation.

**HIGH DENSITY
COMMERCIAL (MIXED
USE) | 16–22 STOREYS***



Allows for typical concrete high rise apartment construction. Establishes a concentrated urban core with a variety of uses.

**MEDIUM DENSITY
COMMERCIAL (MIXED
USE) | 6–15 STOREYS**



Allows for wood-frame apartments and flexibility for mass timber and concrete apartments. Provides a transition to lower density residential uses.

**MEDIUM DENSITY
RESIDENTIAL | 6–15
STOREYS**



Allows for wood-frame apartments and flexibility for mass timber and concrete apartments. Provides a transition buffer between higher density development types and low density residential.

**INSTITUTIONAL &
UTILITY**



Allows for more hospital-related and civic uses along with the existing utility uses within the Study Area.

PARK



Outlines the location of new and existing parks and open spaces.

Figure 9. Land Use Designations

* Additional height and density (up to 28 storeys) could be realized through a density bonus policy.

4.2 Greenway Network

As defined in the Parks and Recreation Master Plan, a greenway is a linear area maintained as open space to conserve natural and cultural resources, provide recreational opportunities, support active transportation, and connect key destinations.

An integrated greenway network forms a key part of the land use concept. These off-street routes strengthen connections within the pedestrian and cycling network, making walking, rolling, and cycling safer, more comfortable, and more accessible for people of all ages and abilities throughout the Study Area.

The planned greenway network (see **Figure 10**) includes the reimagining of Russell Avenue as a complete street with the addition of a new separated cycling and walking facilities to bolster its utility and importance as a key east-west connection, with additional routes proposed along North Bluff Road, Best Street, Martin Street, and Everall Street, as well as a new town square extension through Bryant Park. Together, these pathway and trail connections enhance mobility across the Study Area, encourage year-round use, and contribute to a more walkable, active, and connected community.

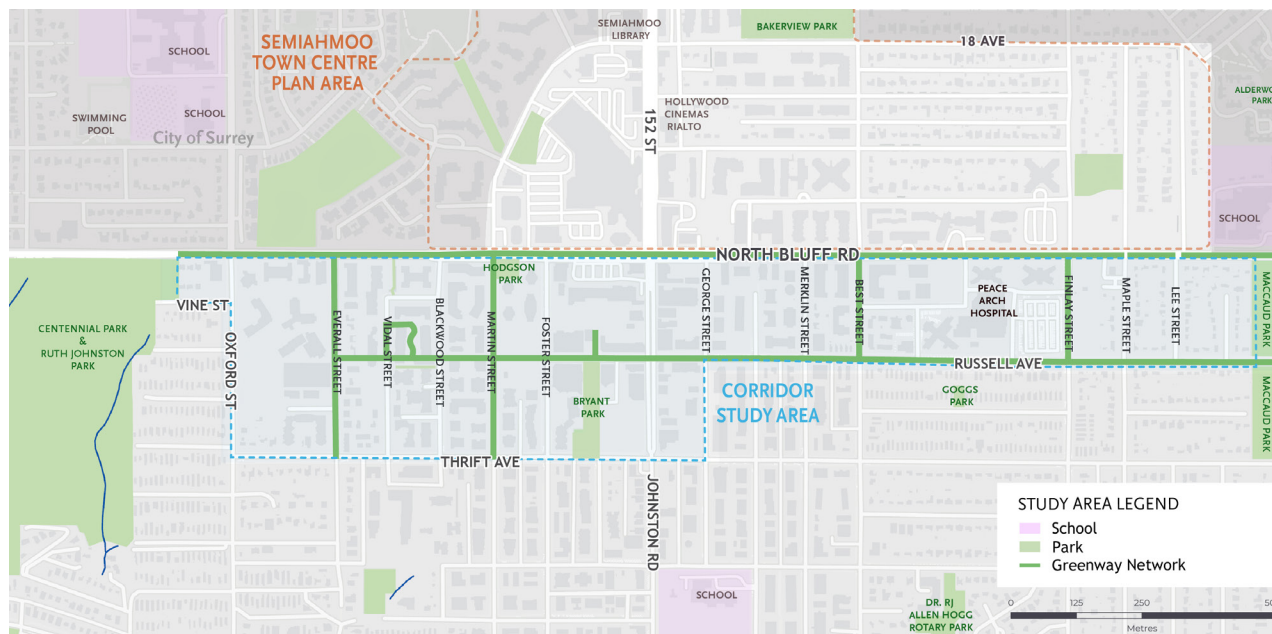


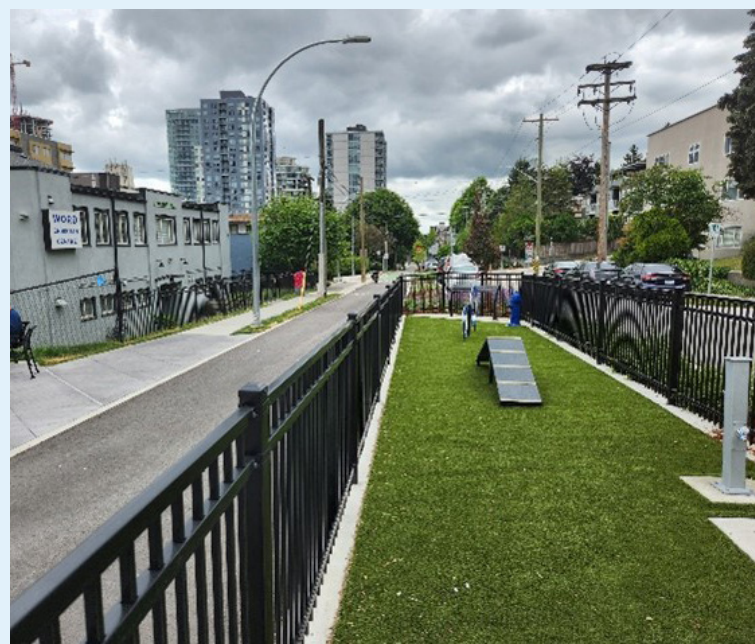
Figure 10. Planned Greenway Network

Whether you are cycling to the park, walking your kids to school, or taking a quiet evening stroll, the greenway network feels calm and well-connected. The wide, separated pathways are easy to navigate, with trees for shade, benches to rest, and clear signage to guide you through the neighbourhood. Along the way, you pass small plazas, gardens, and parks. People of all ages can be seen travelling this way, making it a safe and comfortable experience that supports walking, rolling, or biking as a part of daily life in the Study Area.

New Westminster Agnes Greenway

The Agnes Greenway is a 1.2-kilometre multi-modal transportation corridor in downtown New Westminster that connects the Victoria Hill neighbourhood and Pattullo Bridge Replacement Project with the New Westminster SkyTrain Station and the Fraser River Esplanade.

The greenway provides a safer, more comfortable, and accessible route for walking, wheeling, and cycling for people of all ages and abilities. In addition to pathways, it includes small public spaces for a variety of uses such as seating, gardens, and areas for dogs.



4.3 Land Use Designations

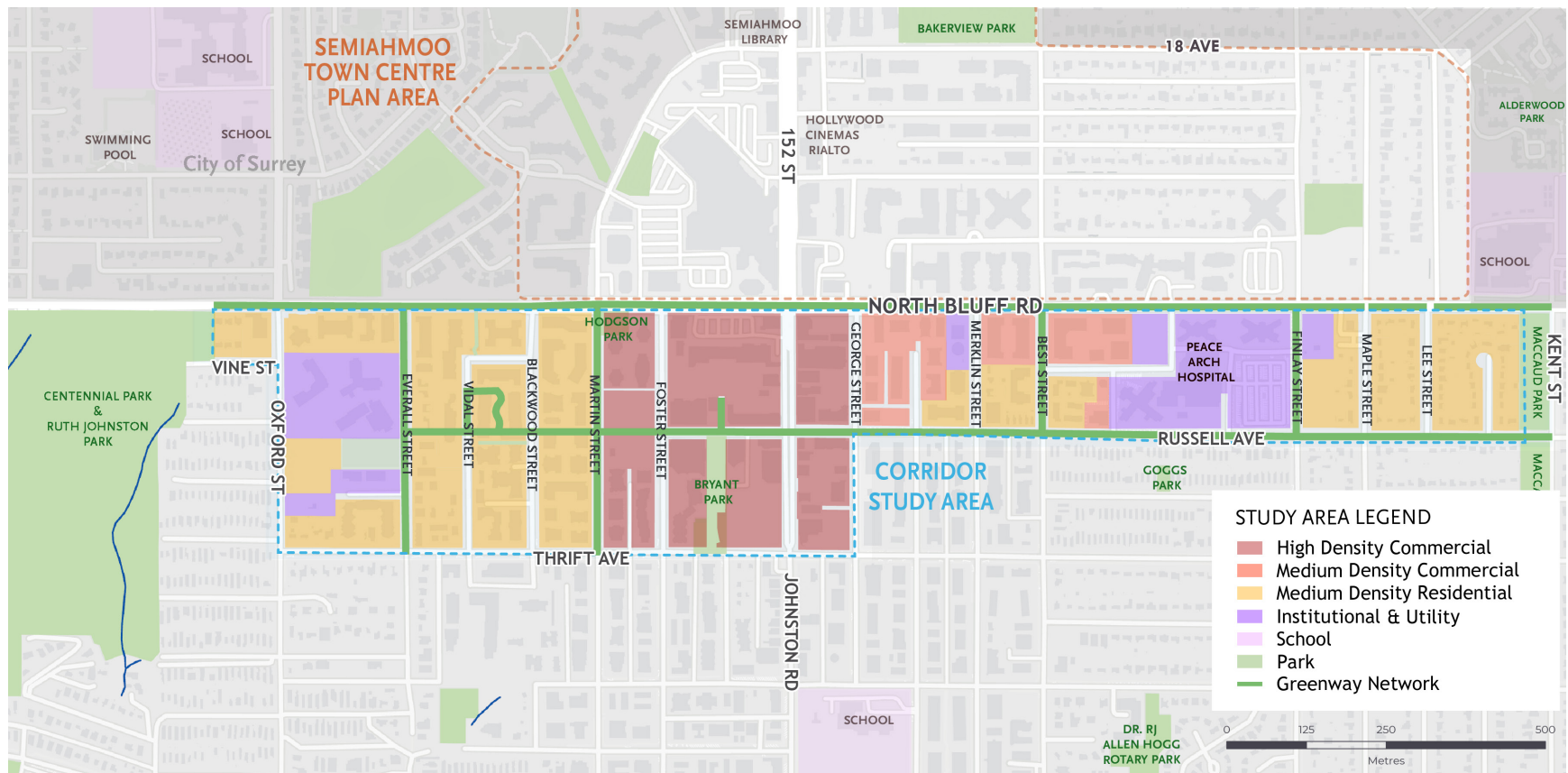


Figure 11. Land Use Designation Map

HIGH DENSITY COMMERCIAL (MIXED USE)

Development in this designation is intended for high density mixed-use development between 16 and 22 storeys.

Additional storeys may be considered through density bonusing, where amenities or affordable housing may be provided in exchange for increased density. Street-level retail and active commercial uses are required. Additional storeys above ground level may contain office, residential, and/or passive commercial uses. This designation allows for typical concrete high rise apartment construction.

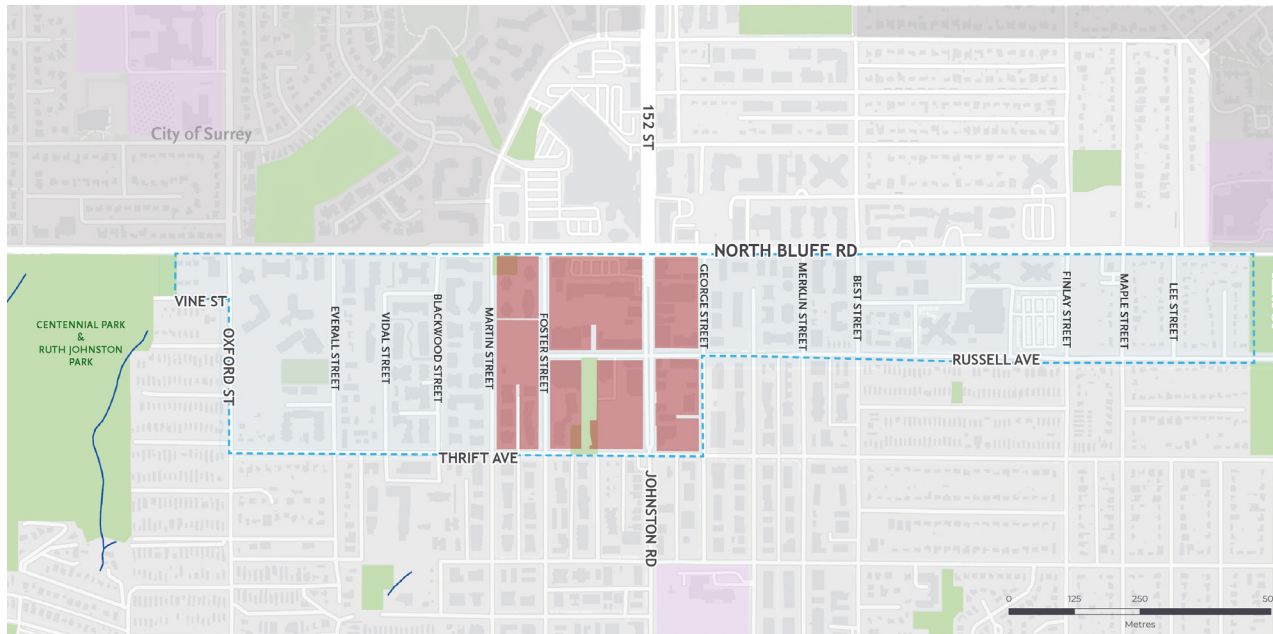
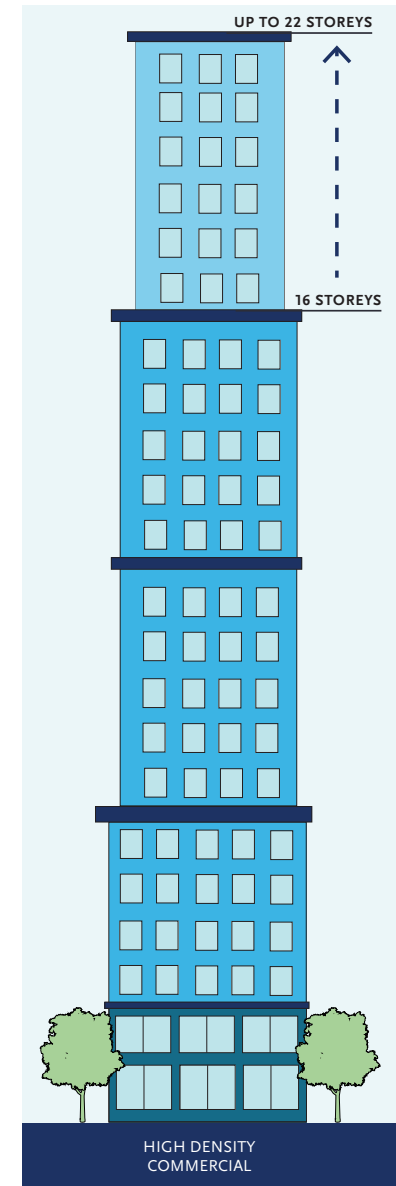


Figure 12. High Density Commercial (Mixed Use) Map



MEDIUM DENSITY COMMERCIAL (MIXED USE)

Development in this designation is intended for medium density mixed-use development between 6 and 15 storeys.

Street-level retail and active commercial uses are required. Additional storeys above ground level may contain office, residential, and/or passive commercial uses. This designation allows for the construction of wood-frame apartments and flexibility for mass timber and concrete apartments.

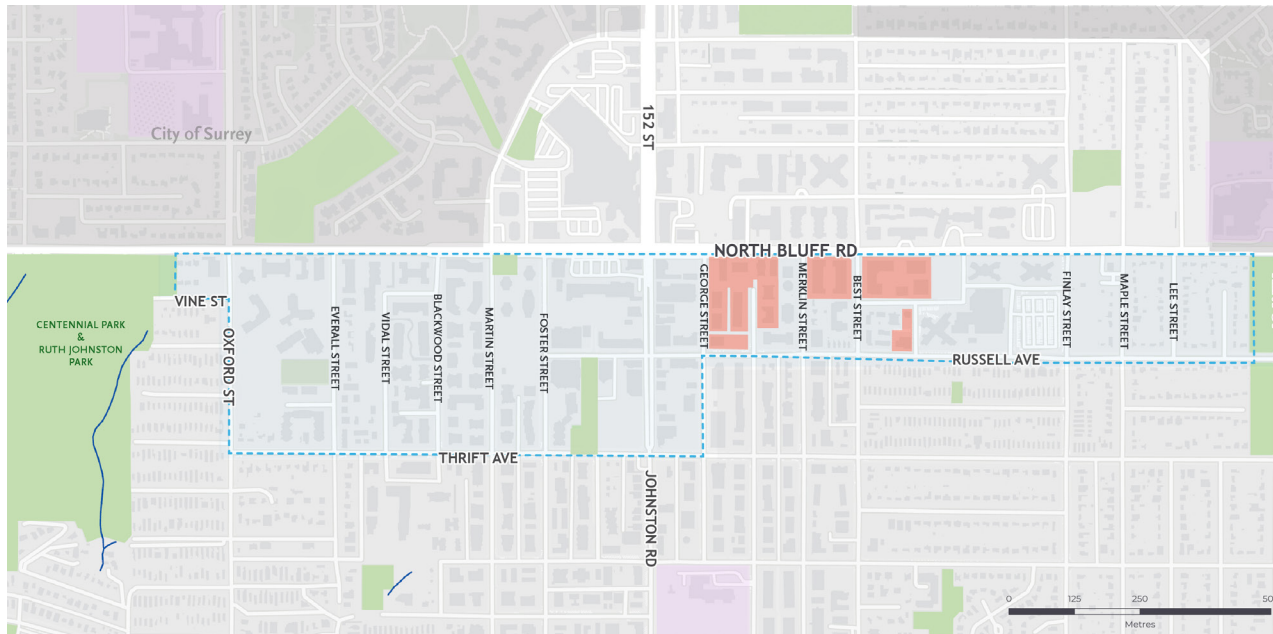
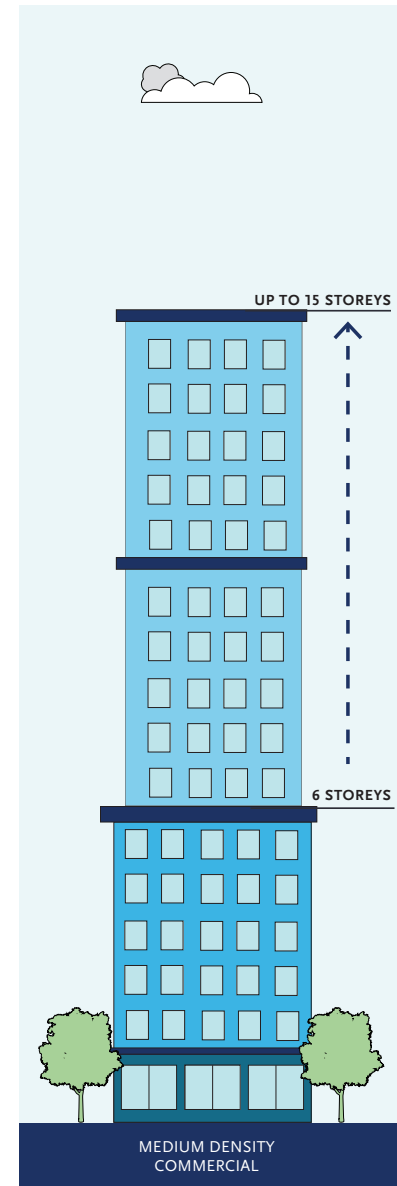


Figure 13. Medium Density Commercial (Mixed Use) Map



MEDIUM DENSITY RESIDENTIAL

Development in this designation is intended for medium density residential development between 6 and 15 storeys.

This designation allows for the construction of wood-frame apartments and flexibility for mass timber and concrete apartments.

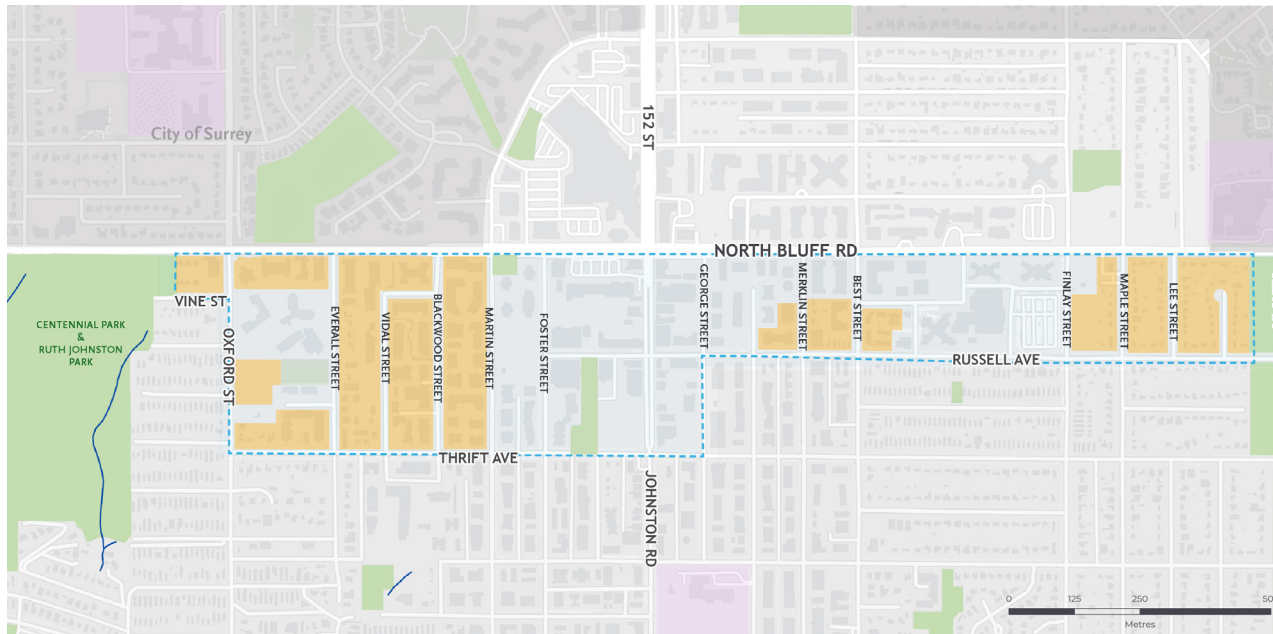
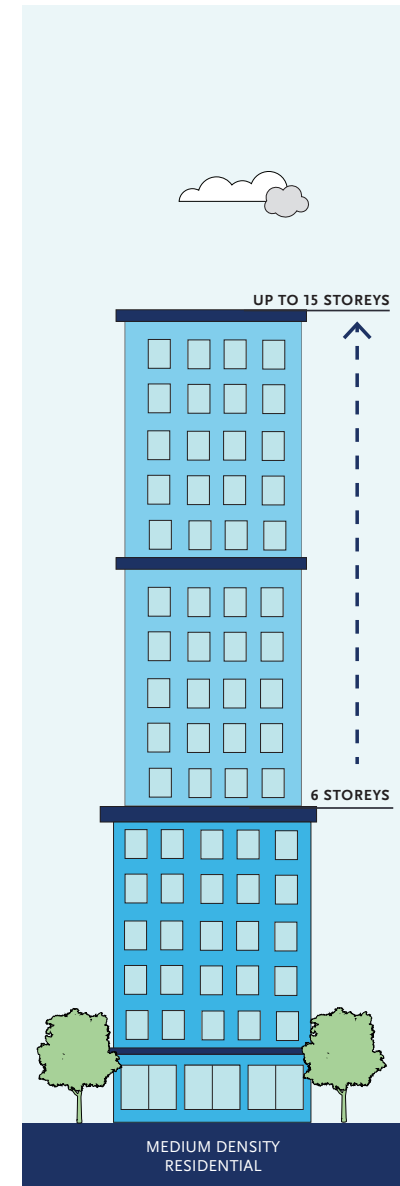


Figure 14. Medium Density Residential Map



INSTITUTIONAL & UTILITY

Development in this designation is intended to support hospital-related and civic uses in the Study Area and retain existing utility uses.

See **Section 5.1: Hospital Zone** for details on policies that guide growth and development around Peace Arch Hospital.



PARK

This designation outlines the location of new and existing parks and open spaces.

See **Section 10.0: Parks, Open Space, and Public Spaces** for details.





5. Special Study Areas

5.1 Hospital Zone

Peace Arch Hospital is a key regional healthcare facility providing a wide range of essential medical services, including emergency care, surgery, maternity, and specialized outpatient care. Serving a broad catchment area that extends beyond White Rock to include parts of the City of Surrey, the City of Langley, and surrounding communities, the hospital plays a vital role in meeting the healthcare needs of over 100,000 residents.

The hospital's campus and surrounding lands are important for supporting current and future health services, including medical offices, allied health providers, and related commercial uses. To accommodate anticipated growth and evolving healthcare demands, these lands are planned for medium density commercial and institutional uses that combine medical services with complementary retail, childcare, and housing.

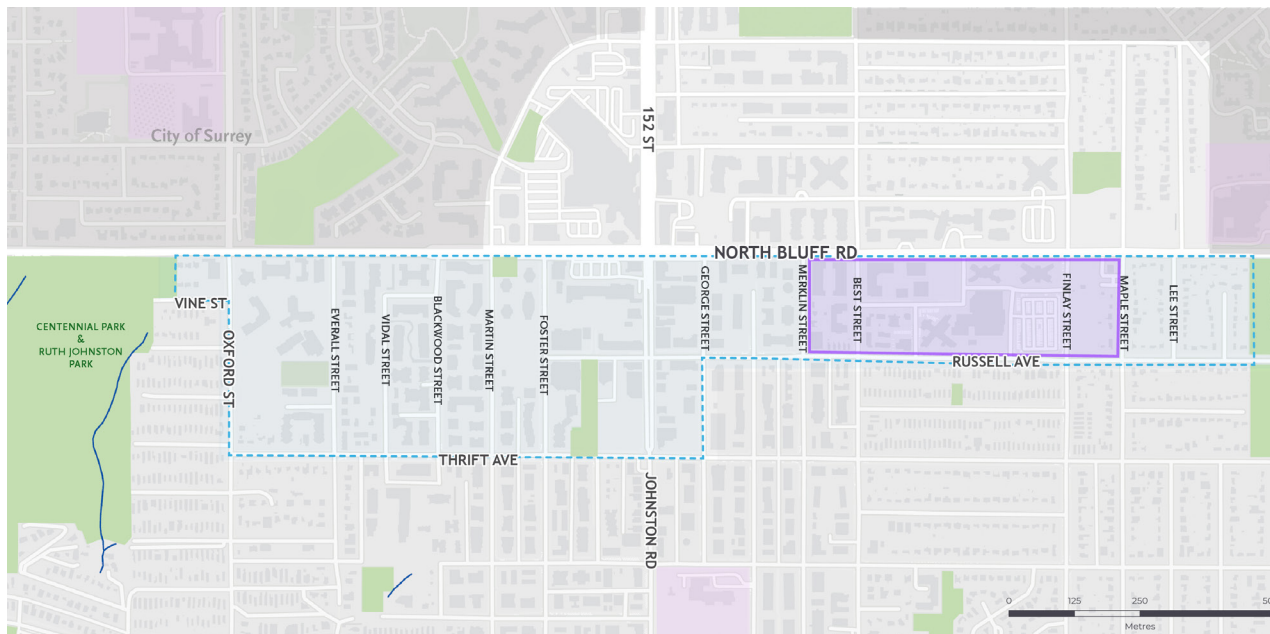


Figure 15. Hospital Zone Map

Recognizing the unique needs of this area, the Corridor Study establishes a dedicated **Hospital Zone**. Fraser Health Authority and the Peace Arch Hospital Board are currently in the process of creating a Hospital Master Plan. Consultation with both parties is essential to studying and planning these lands, as the Special Study Area boundaries may not align with what is being proposed in the master plan.

Broadly, the Hospital Zone provides guidance on land use, transportation, and public realm improvements to support safe, accessible, and efficient access for patients, staff, and visitors, while fostering the development of a vibrant medical and health precinct within the Study Area. This also complements the Medical District set out in the Semiahmoo Town Centre Plan.

OBJECTIVES

- Support a health-focused mixed use zone that complements the services provided by Peace Arch Hospital and meets the daily needs of staff, patients, and visitors.
- Align land use and mobility improvements with long-term healthcare and institutional growth needs.
- Strengthen the identity of the Hospital Zone as a community-serving area by integrating public spaces, pedestrian amenities, and wayfinding elements.
- Encourage medium density commercial mixed-use development in the Hospital Zone that integrates medical services, office space, retail, childcare, staff housing, and educational facilities to create a comprehensive healthcare precinct.
- Prioritize patient safety and accessibility by implementing streetscape improvements such as new sidewalks, marked crosswalks, shorter crossing distances, enhanced lighting, and clear “Hospital Zone” signage and pavement markings.
- Develop and support road user education campaigns to raise awareness of the Hospital Zone and improve safety for vulnerable pedestrians.
- Improve alternative cycling routes that allow bicyclists to bypass the Hospital Zone, minimizing conflicts with high pedestrian volumes and emergency vehicle access.
- Support transit improvements and Transportation Demand Management (TDM) strategies to reduce vehicle congestion, recognizing current challenges with transit access from surrounding communities.
- Coordinate with Fraser Health Authority to explore options for workforce and staff housing onsite, helping to reduce commuting demand and support hospital operations.
- Restrict additional parking expansion within the Hospital Zone in line with Fraser Health’s commitment to transit use and reducing car dependency.

POLICY

The following policies apply specifically to the designated Hospital Zone:

- Collaborate with Fraser Health Authority and the Peace Arch Hospital Foundation to establish and delineate the proposed Hospital Zone.
- Collaborate with Fraser Health Authority and the Peace Arch Hospital Foundation to support the ongoing development of healthcare services, medical offices, and allied health facilities within the Hospital Zone.

City of Vancouver Hospital Zone

Located along 10th Avenue between Alder Street and Cambie Street, the Hospital Zone provides essential access to major regional health care facilities including Vancouver General Hospital, the BC Cancer Agency, and several specialist clinics. As a result, it functions as a high-traffic, multi-modal corridor that must carefully balance the needs of patients, staff, service vehicles, and the general public.



With increasing volumes of pedestrians, cyclists, and vehicles using this corridor, the City of Vancouver identified growing safety and accessibility concerns. In response, the City undertook a detailed planning and engagement process with local health institutions, patient advocates, and the public to redesign the street to better serve its diverse users.



Key design priorities included:

- Maintaining safe, convenient, and accessible routes to hospital entrances and health services.
- Installing clear signage, street markings, and wayfinding elements to signal entry into the Hospital Zone and orient users, including designated hospital zone pavement markings, informational signs, and visual cues for drivers and pedestrians.
- Enhancing safety for pedestrians through wider sidewalks, shorter crossings, and improved lighting.
- Supporting accessibility for people with limited mobility or vision.
- Preserving on-street parking and designated drop-off zones for patients and caregivers.
- Upgrading bike routes while minimizing conflicts near hospital entrances.
- Accommodating high volumes of loading and ambulance traffic.
- Protecting and enhancing the tree canopy and public realm.
- Allowing flexibility for future hospital expansions and facility upgrades.

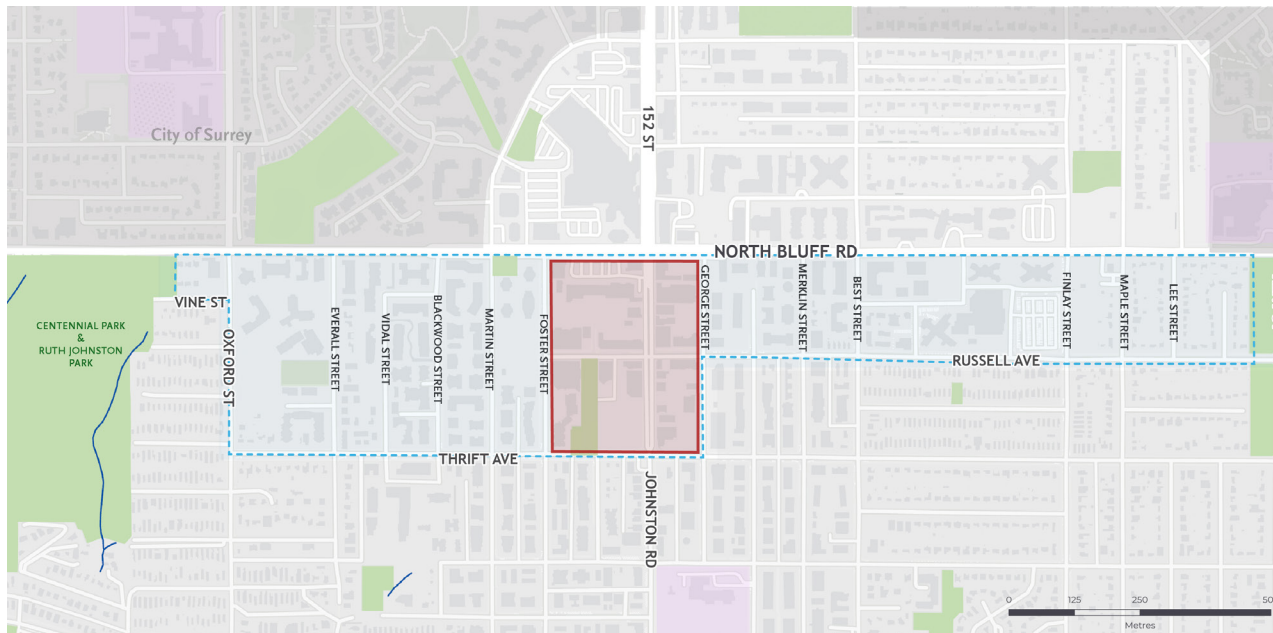


The Hospital Zone redesign on 10th Avenue demonstrates the opportunity for context-sensitive planning in healthcare precincts, where safety, comfort, and reliability are essential to patient well-being and system function.

5.2 Johnston Road Commercial Zone

Johnston Road is envisioned as the primary commercial spine and emerging “High Street” of the North Bluff Road Corridor, serving as a vibrant centre for shopping, dining, and community gathering.

With high density mixed-use buildings concentrated around the intersection of Johnston Road and North Bluff Road, this area enhances existing civic amenities and holds significant potential for the future cultural and social environment of White Rock.



Key gathering points will anchor the area’s identity and foster a strong sense of place. Policy is focused on continuous street-fronting commercial uses, active public realms, and building designs that reinforce Johnston Road’s role as a dynamic, local-serving retail and entertainment destination.

Figure 16. Johnston Road Commercial Zone Map

OBJECTIVES

- Reinforce Johnston Road as White Rock’s primary commercial spine, serving as a key destination for shopping, services, and community life.
- Encourage high-density mixed-use development along Johnston Road to support a vibrant, commercial environment and increase housing options.
- Support a pedestrian-friendly environment with active frontages, streetscape improvements, and safe, accessible connections along Johnston Road.



POLICY

The following policies apply specifically to the designated Johnston Road Commercial Zone:

- Undertake a comprehensive streetscape redesign of Johnston Road to establish it as the vibrant “High Street” and primary commercial street in White Rock.
- Require continuous, active street-fronting commercial uses, such as retail shops, cafes, and restaurants, along Johnston Road to strengthen retail activity and support an active pedestrian environment.
- Encourage collaboration between developers, local businesses, and business organizations at the site-specific development stage to support the inclusion of smaller, local-serving businesses in new mixed-use developments in the Study Area.
- Work with the White Rock Business Improvement Association (BIA) to identify strategies for supporting small businesses, attracting new investment, and addressing commercial vacancies in the Study Area.
- Consider opportunities for community focal points through redevelopment.
- Create a plaza within the block bounded by North Bluff Road, Russell Avenue, Johnston Road, and Foster Street.
- Site new development set back from the intersection of Johnston Road and North Bluff Road to create a distinctive gateway plaza to mark the entrance to the commercial hub.

City of Vancouver Olympic Village Plaza

Located in the heart of Vancouver's Olympic Village, Olympic Village Square is a vibrant public space anchored by mixed-use buildings featuring restaurants, cafes, and shops at street level. These active frontages create opportunities for commercial activity, making the square a dynamic destination for residents and visitors alike.

The square accommodates a diverse range of activities, serving as a performance venue, a showcase for public art, and an informal play area. Steel "rib" lights lining the edges pay homage to the site's shipbuilding history, while a pair of large sparrow sculptures, The Birds, add a memorable visual element.

Well connected to the seawall, the square encourages active transportation and social connection. The space illustrates how plazas can support thriving commercial activity while fostering vibrant, people-friendly environments.





6. Built Form

The built form of the Study Area is key to creating an active, interesting, and safe environment. The way buildings interface with the street shapes how people move through and interact with an area. Prioritizing accessible, human-scaled design enhances comfort, encourages walking, and fosters a strong sense of place.

These policies are intended to build on **Section 5.2** that designates Johnston Road as the community and retail heart of the Study Area. Beyond the core commercial zone, the Corridor Study encourages development that activates street frontages throughout the Study Area. Together, these built form directions will help create a vibrant, people-focused area that supports local businesses and everyday community life.

6.1 Objectives

- ✓ Ensure an active pedestrian environment is prioritized in all high and medium density mixed use commercial areas.
- ✓ Promote built form that enhances safety, visibility, and a sense of place throughout the Study Area.

6.2 Policies

ACTIVE COMMERCIAL STREETS

- Encourage redevelopment that maintains or increases commercial floor area to accommodate future demand and support long-term economic sustainability.
- Prioritize active, publicly accessible uses, such as retail shops and cafes and restaurants, at the ground floor of all buildings along key commercial streets to create a vibrant and engaging pedestrian environment.
- Strongly discourage passive uses such as banks, residential lobbies, private offices, and back-of-house functions from occupying primary street-facing ground floor frontages.
- Locate passive uses on upper storeys or along secondary frontages and laneways where they do not detract from the pedestrian experience.
- Seek to define active and passive uses for commercial streets in the City's Zoning Bylaw.



PEDESTRIAN ENVIRONMENT

- Encourage the use of wind-responsive design features, such as building articulation, public art, and canopies, to reduce ground-level wind impacts and improve pedestrian comfort in areas with high and medium density residential.
- Incorporate pedestrian-oriented amenities such as public art, street furniture, drinking fountains, lighting, and weather protection features throughout the Study Area.
- Secure Statutory Rights-of-Way (SRWs) or road dedications where necessary to accommodate sidewalks, street trees, and public realm enhancements in the Study Area.

SAFETY & ACCESSIBILITY

- Apply universal accessibility standards in the design of walkways, building entrances, plazas, and wayfinding to ensure safety and comfort for users of all ages and abilities.
- Integrate Crime Prevention Through Environmental Design (CPTED) principles into site planning and building design to create safe, well-lit, and visible public spaces.

CLIMATE RESILIENCE & BIODIVERSITY

- Require development to integrate green infrastructure, such as rain gardens, green roofs, vegetated walls, and native landscaping, to support stormwater management, biodiversity, and climate resilience.
- Encourage landscape design that includes features visible from the public realm, such as green roofs, planted setbacks, or vegetated walls, to contribute to the Study Area's visual identity and enhance the pedestrian experience.



City of Calgary Galleria Trees

The Galleria Trees are ten engineered sculptures located along Stephen Avenue in downtown Calgary. The Galleria Trees were designed by Cohos Evamy Partners, the architects of the adjacent Bankers Hall building, located directly beside the public art installation.

The form and placement of the trees is intended to reduce wind tunnelling effects and wind speeds at street level, improving comfort for pedestrians. This project demonstrates how public art can be designed to address the impacts of development while contributing to an active public realm.





7. Mobility

A connected, safe, and inclusive transportation network is essential to supporting the long-term livability and accessibility of the Study Area. Enhancing walking and rolling infrastructure and transit access will help support more sustainable travel choices while improving safety, comfort, and convenience for residents, workers, and visitors.

The policies in this section provide direction for mobility improvements that complement the City's ITIMP, with a focus on creating a safe street network for all users and a robust active transportation network that connects people to key destinations.

7.1 Objectives

- ✓ Develop a connected greenway network throughout the Study Area that improves safety, comfort, and accessibility for people of all ages and abilities.
- ✓ Implement street and mobility improvements identified in the ITIMP to enhance walking, cycling, and traffic safety throughout the Study Area.
- ✓ Encourage future transit investment and improved service throughout the Study Area by supporting and land use patterns and amenities that make transit a convenient and attractive option.

7.2 Policies

GREENWAY NETWORK

- Implement the greenway network concept throughout the Study Area to support safe, comfortable, and connected mobility for all users.
- Address gaps in the sidewalk network, in line with the ITIMP, by strategically investing in new sidewalks on one (1) or both sides of key streets within the Study Area.
- Support the provision of public-private pathways and walkways to increase pedestrian access and connectivity through new developments.
- Promote safe, convenient, and comfortable cycling for people of all ages and abilities throughout the Study Area.
- To fill gaps in the cycling network, consistent with the ITIMP, construct:
 - › An east-west crosstown cycling route along Thrift Avenue and Russell Avenue featuring one-way raised bike lanes on both sides.
 - › A protected bike lane along Best Street between North Bluff Road and Buena Vista Avenue.
 - › A 1.8-metre eastbound raised bicycle path on North Bluff Road.
- Enhance bike parking and end-of-trip facilities by:
 - › Providing bicycle racks on publicly owned properties near mixed-use designations in the Study Area.
 - › Securing publicly accessible bike parking through redevelopment opportunities.

- Support the use of e-bikes and other micromobility devices by requiring the integration of charging stations in new developments and key public destinations within the Study Area, particularly near commercial nodes, transit stops, and community facilities.

TRANSIT

- Collaborate with TransLink and the City of Surrey to establish safe, convenient pedestrian and cyclist connections between the proposed Semiahmoo Town Centre BRT exchange and the Study Area.
- Work with TransLink to improve passenger amenities at all bus stops within the Study Area by providing:
 - > Bus shelters
 - > Benches
 - > Garbage and Recycling Bins
 - > Safe Transitions to Floating Bus Stops
- Advocate for expanded transit service from TransLink to better serve the Study Area and its growing population.
- Require TDM strategies as part of all new developments to encourage transit use and reduce reliance on private vehicles. This may include developing a TDM bylaw to mandate measures such as:
 - > Developer-funded transit passes
 - > Car share memberships
 - > Additional secure bike parking
 - > Micromobility charging stations and storage



STREET NETWORK

- Support the implementation of the complete street cross-section for North Bluff Road/16th Avenue in coordination with the City of Surrey by removing on-street parking and acquiring additional right-of-way to accommodate all users.
- Implement upgrades to North Bluff Road to improve safety and align with the ITIMP, including:
 - › Installing raised medians to separate eastbound and westbound traffic, including adjacent to left-turn lanes.
 - › Continuing planned improvements at the North Bluff Road/16th Avenue and Johnston Road/152 Street intersection to enhance traffic flow and safety.
- Designate and maintain emergency routes within the Study Area to ensure effective and safe travel for emergency vehicles at all times.

PARKING

- Remove parking minimum requirements for new developments within 400 metres of the proposed Semiahmoo BRT exchange to align with best practices for transit oriented and integrated development areas.
- Restrict the creation of new surface parking areas to support efficient, pedestrian-friendly, and transit-oriented urban form in the Study Area.





8. Housing

Housing in the Study Area can play a key role in helping the City of White Rock meet its current and future housing needs. The Study Area provides an opportunity to introduce a broader mix of housing types and tenures that better reflect the needs of diverse households, including different ages, incomes, and family structures.

The policies in this section aim to support new housing options while considering how to protect existing residents and maintain community stability. This approach will help ensure the Study Area remains a place where people can find housing that suits their needs at different stages of life.

8.1 Objectives

- ✓ Concentrate higher-density housing and growth in designated areas to support efficient land use and transit access.
- ✓ Promote a diverse mix of housing types and tenures to support a range of household sizes, ages, and incomes.
- ✓ Protect and expand rental housing options, including purpose-built rentals, and support tenant stability.

8.2 Policies

GENERAL

- Direct more intensive forms of housing to areas in the Study Area designated High Density Commercial and Medium Density Commercial and Residential.
- Explore opportunities to deliver affordable and non-market rental housing on all City-owned lands within the Study Area.
- Protect existing purpose-built rental housing by requiring its retention or the replacement of an equal or greater number of rental units as part of redevelopment projects in the Study Area.
- Require tenant protection measures in accordance with the City's Tenant Relocation Policy where existing rental tenants will be displaced due to redevelopment.
- Encourage the development of housing that meets the needs of seniors, including independent and assisted living options, to support aging in place within the Study Area.





9. Community Amenities

Community amenities like schools, childcare, and recreational facilities are vital to supporting the well-being and daily needs of residents in White Rock. While the City is generally well served by local parks and trails, many key amenities, including sports fields and larger community facilities, are located in nearby South Surrey.

As the Study Area’s population grows, demand for accessible and diverse community amenities will increase. The policies in this section focus on strengthening collaboration with partners such as the City of Surrey and School District 36, while encouraging the integration of essential amenities into new development to ensure the Study Area remains a complete and supportive community for residents of all ages.

9.1 Objectives

- ✓ Support access to a wide range of community amenities within walking distance for current and future Study Area residents.
- ✓ Strengthen collaboration with the City of Surrey and Surrey School District (SD 36) to coordinate service delivery and planning in areas of shared growth.

9.2 Policies

SCHOOLS & CHILDCARE

- Liaise with the Surrey School District (SD 36) to align school planning with housing forecasts, ensuring that school capacity reflects projected residential growth within and around the Study Area.
- Prioritize the location of new childcare facilities in accessible, transit-oriented areas, including near the proposed Semiahmoo Town Centre BRT Exchange and Peace Arch Hospital.
- Provide locational flexibility for childcare facilities, including permitting the use of rooftop space for required outdoor amenity space.
- Ensure no net loss of licensed childcare spaces by requiring existing facilities to be retained, replaced, or expanded as part of redevelopment projects.

RECREATION FACILITIES

- Identify opportunities to accommodate growing recreational demand in coordination with the City of Surrey, including shared or joint-use facilities near the Study Area.
- Encourage the development of new community amenities—such as event spaces, licensed childcare facilities, and community gathering spaces—within the Study Area, particularly in or near high and medium density mixed-use areas.
- Explore opportunities to develop and establish an amenity cost charge to ensure growth related amenities can be sustainably funded.

Concord Community Pop-Up Park

The Concord Community Pop-Up Park is a privately owned public space created on a former private parking lot along Vancouver's seawall. Developed by Concord Pacific in partnership with the False Creek Residents Association, the park addresses delays in permanent park delivery due to the Georgia Viaduct redevelopment.





Funded and maintained entirely by Concord Pacific, the park was approved under a development permit and designed to meet Vancouver Park Board standards. Public access is secured through an open space agreement and temporary SRW.

The space includes picnic tables, play areas, an urban beach, a painted maze, and green open space. The park is fenced and closed after sunset to enhance security. It has transformed underused land into a vibrant waterfront space that continues to serve community needs.





10. Parks, Open Space, & Public Spaces

Public spaces in the Study Area will play an important role in enhancing the livability, health, and ecological resilience of White Rock as the community grows. As density increases, parks, plazas, and green connections will become even more essential to support social interaction, access to nature, and everyday recreation.

The policies in this section aim to protect and improve existing parks and open spaces, while also encouraging the creation of new and innovative private or public spaces that respond to the City's limited land base.

10.1 Objectives

- ✓ Provide parks and open spaces within a five (5) minute walk for all residents throughout the Study Area.
- ✓ Ensure that new developments within the Study Area contribute to the provision of private or public open space to support community needs.
- ✓ Acquire and require new public space that aligns with projected population increases and densities and results in a net gain.

10.2 Policies

GENERAL

- Explore opportunities to increase green spaces as part of any future redevelopment between George and Foster Streets in the Study Area.
- Locate parks near high and medium density land use designations to ensure easy access within a five (5) minute walk for most residents.
- Require provision of privately owned public space (POPS) as part of new development to increase the number of parks and open space in the Study Area.
- Encourage new developments to consolidate planned open space on a given lot and orient these spaces to align with like spaces on neighbouring parcels to create larger more usable spaces and to facilitate the growth and survival of large trees.
- Partner with local businesses, non-profit organizations, and community groups to support stewardship, operations, maintenance, and programming of public spaces.
- Strengthen the protection and maintenance of existing green spaces, trees, and natural areas to preserve their ecological and social values in line with the Urban Forest Strategy.
- Design public and private landscaped areas to form a connected green network, linking open spaces, plazas, boulevards, and natural areas within the Study Area.



11. Utilities & Servicing

The effective and reliable provision of utilities and servicing (sanitary sewer, water supply, and stormwater management) is a foundational component of a livable community. To ensure the viability of the future land uses and projected growth in the Study Area it is important to plan for required future infrastructure enhancements. As the population grows the demand for delivering high quality services to both existing and future residents will also increase, requiring greater infrastructure capacity.

The policies in this section encourage strategic infrastructure planning and the assessment of opportunities to support necessary upgrades, ensuring the continued effective delivery of services to the community.

11.1 Objectives

- ✓ Ensure there is appropriate infrastructure capacity to meet the demands of new and existing residents in the Study Area.
- ✓ Ensure new development in the Study Area manages stormwater and drainage appropriately.

11.2 Policies

GENERAL

- Develop a utilities servicing plan to enable implementation of the Corridor Study. The utilities servicing plan should identify areas of the Study Area where development can be considered in the short, medium, and long term.
- Engage with Metro Vancouver to assess their asset capacity and explore opportunities for how their funding policy can support potential upgrades.
- Develop standards for on-site drainage management for new development, these standards should be incorporated into the City's Road Subdivision Bylaw.
- Regularly review and update the City's Development Cost Charge Bylaw to ensure growth related projects are sufficiently funded.





WHITE ROCK *City by the Sea!*
COMMUNITY
CENTRE ←

12. Visualizing Growth

On a typical morning in Uptown White Rock, the North Bluff Road Corridor begins to stir. Residents step out from their homes, including mid-rise and high-rise buildings that reflect White Rock's evolving character and thoughtfully transition into surrounding townhomes and single-detached neighbourhoods.

Families, seniors, and professionals move along the tree-lined sidewalks or glide along raised bike lanes, heading to school, work, or their favourite cafe.



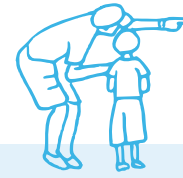
The following four (4) snapshots offer a glimpse into daily life in the Study Area, showing how this plan supports a vibrant, inclusive, and well-connected community.



As a senior living in Uptown White Rock, your morning begins with a peaceful walk from your newly built, accessible unit along the Russell Avenue greenway network. The path is shaded by trees and lined with benches, giving you space to pause and chat with a neighbour. You head to the plaza across the street to meet a friend for coffee, then stop by a nearby shop for groceries on your way home. The sidewalks are wide, the crossings feel safe, and you can take your time without feeling rushed. Later, you might stroll through Bryant Park or visit a nearby recreational class. Health services are close by in the hospital zone, giving you peace of mind. With welcoming public spaces and regular opportunities to connect with others, daily life feels easy, social, and supported.



As a professional commuting to Surrey, you start your day by biking from your mid-rise apartment near the eastern edge of the corridor to the Semiahmoo BRT Exchange. Raised bike lanes and clearly marked crossings make your ride quick and safe. At the exchange, you catch a rapid bus along King George Boulevard, made even easier by the transit pass included with your apartment. After work, you head to Johnston Road for dinner at one of the new local restaurants, securing your bike in convenient bike parking. Later, you ride home along the Russell Avenue greenway network. Living here means you're connected to the region by transit, with plenty of nearby places to gather, relax, and enjoy life.



As a single parent with two kids, ages five and ten, you appreciate living in a rental near Best and Russell where everyday life is safe and connected. Your younger child attends a newly expanded childcare centre nearby, while your older one scooters safely to school along the greenway network without needing to cross any major roads. After school, your family stops by a local plaza where the kids play and enjoy a pop-up event. Pocket parks and green spaces are always close by, and groceries, errands, and transit connections to Surrey are within easy reach. Living here means your family is supported by a neighbourhood that makes it easier to balance work and parenting, while giving your kids safe and convenient access to school, play spaces, and places to grow.



As a staff member at Peace Arch Hospital, your day starts with a short walk from your nearby staff housing. The streets are shaded and quiet, with wide sidewalks, clear signage, and safe crossings that make the area easy to navigate, even during the morning rush. Over time, you've seen how the neighbourhood has grown to support both hospital workers and patients. Local shops, health services, and calm public spaces are all within walking distance of the hospital. On your lunch break, you might relax in a park or grab a bite from a cafe in one of the mixed-use buildings around the hospital. After work, errands are quick, and your commute is short. Living and working in the area feels like being part of a supportive and connected community.

The 3D models demonstrate what the Study Area could look and feel like as growth and development occur. They depict a 50 percent build-out scenario, with buildings randomly selected for redevelopment to provide a realistic sense of future change. Newly constructed buildings less than 10 years old remain unchanged. Full build-out is not shown since it would take many years for the Study Area to be completely developed.

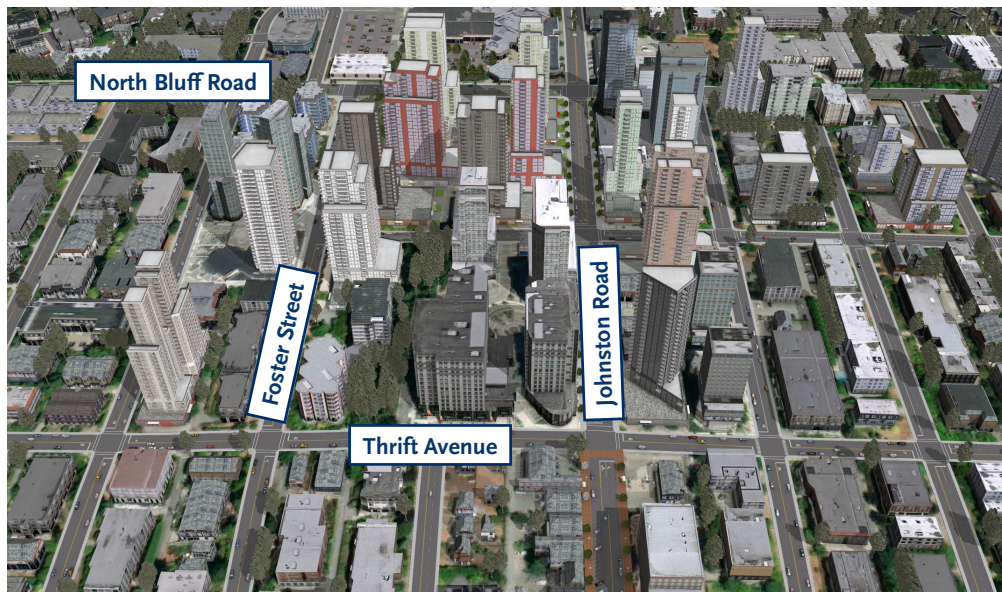


Figure 17. View of the densest part of the Study Area looking north to North Bluff Road



Figure 18. 3D model of North Bluff Road at Everall Street



Figure 19. 3D model of North Bluff Road at Johnston Road



Figure 20. 3D model of Thrift Avenue at Blackwood Street



13. Implementation

The Corridor Study sets a long-term vision to guide growth, housing, mobility, and public space in a way that reflects the City’s values and responds to regional and provincial priorities. To bring this vision to life, coordinated implementation will be essential.

The policies in this Corridor Study are designed to support a complete, connected, and inclusive community. They aim to make better use of existing and planned infrastructure, including the future BRT line along King George Boulevard, create more housing options to meet identified needs, support local businesses and economic vitality, and ensures a smooth transition between the Study Area and the Semiahmoo Town Centre Plan Area.

With increased development intensity and population anticipated, new investment will be required to deliver infrastructure, parks, amenities, and services that support a high quality of life for both current and future residents. Implementation provides the bridge between vision and action, translating the Corridor Study’s goals into tangible outcomes on the ground.

To achieve this, a range of planning tools, policies, and partnerships must be leveraged. These include development regulations, funding mechanisms, and updates to City plans and bylaws. Market conditions, infrastructure capacity, and collaboration with partners like TransLink and the City of Surrey will also shape how and when change occurs.

13.1 Updating Plans & Bylaws

To align City-wide planning tools with the Corridor Study, the following documents should be reviewed and updated:

REPORTS & PLANS	REQUIRED UPDATES
Official Community Plan	Consider formal adoption of the Study Area policies into the 2025 OCP or as future OCP amendments.
Town Centre Urban Design Plan and Design Guidelines	Update Guidelines to reflect the proposed land use changes and ensure the guidelines support Study Area’s policies.
Drainage Master Plan	Update modelling to reflect proposed density increases in the Study Area to confirm impact on drainage infrastructure.
Water Master Plan	Update modelling to reflect proposed density increases in the Study Area to confirm impact on water infrastructure.
Sewer Master Plan	Update modelling to reflect proposed density increases in the Study Area to confirm impact on sanitary sewer infrastructure.
North Bluff Road Corridor Utilities Servicing Plan	Consider developing an area-specific utilities servicing plan to outline the timing of required infrastructure upgrades.
Tenant Relocation Policy	The Community Charter now provides explicit authority for municipalities to adopt tenant protection bylaws. The City could consider implementing one to enhance tenant protections.
Development Cost Charge Bylaw	Update to include growth-related infrastructure projects required for the Study Area.
Road Subdivision Bylaw	Update to include on-site drainage management standards and right-of-way improvement requirements.
Zoning Bylaw No. 2506	Update applicable zoning regulations to ensure the Study Area policies can be executed.

13.2 Funding & Partnerships

Implementation will depend on securing funding through a combination of development contributions, City budgets, and senior government programs. Collaboration with partners—including TransLink, the City of Surrey, Fraser Health Authority, and the development community—will also be essential to deliver shared goals for housing, transportation, and community amenities.

13.3 Monitoring

As the Corridor Study is implemented, the City should regularly monitor development activity, infrastructure capacity, and community feedback to ensure the Study Area continues to meet local needs and adapt to changing conditions. Monitoring should also assess how effectively the policies are being put into practice and whether the vision outlined in the Corridor Study is being realized on the ground. This ongoing review will help guide future updates, support responsive decision-making, and ensure the Corridor Study remains relevant and impactful over time.

13.4 Plan Amendments

Proposed changes to the Corridor Study must follow the amendment procedures set out in the *Local Government Act*, including the requirement for a public hearing.





Appendix A

Planning and Market Analysis
Background Report



North Bluff Road Corridor Study

PLANNING AND MARKET ANALYSIS BACKGROUND REPORT

June 11, 2025

URBAN
SYSTEMS

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1.0 Introduction

The North Bluff Road Corridor Study was initiated in response to The City of White Rock Council’s recognition of the need to assess long-term land use and density along North Bluff Road. This priority action, identified in 2023 under Council’s “Housing and Land Use” Strategic Priorities, acknowledges the importance of coordinating with Surrey’s approved Semiahmoo Town Centre Plan, given the shared corridor between the two municipalities. On December 9, 2024, Council formally established the North Bluff Road Corridor Study Area and authorized staff to begin a planning process.

The City of White Rock is a compact, urban municipality within Metro Vancouver, bordered on three (3) sides by the City of Surrey and fronting Semiahmoo Bay to the south. This report provides an overview of the planning context and market analysis relevant to the North Bluff Corridor, including a review of existing planning and policy documents for Surrey and White Rock and best practices from comparable corridor planning initiatives across Metro Vancouver and market statistics that can provide guidance to the overall shape of the land use plan.

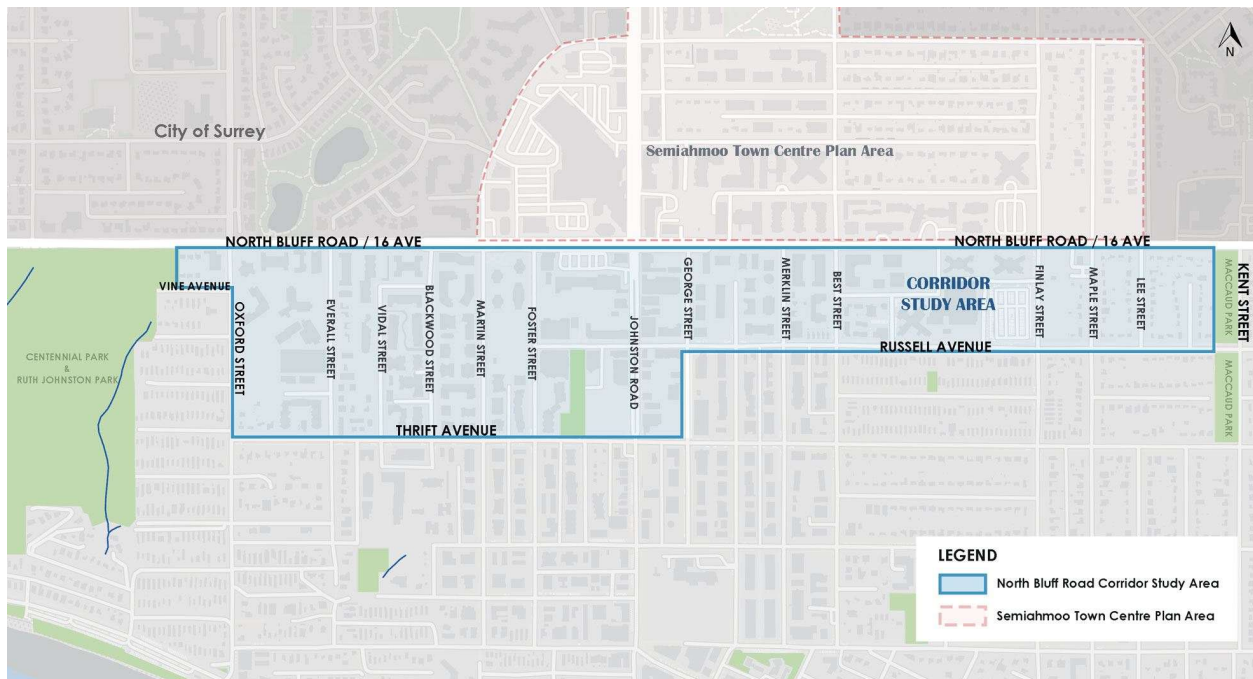


Figure 1. North Bluff Road Corridor Study Area

2.0 Planning Context

This section summarizes the existing planning context for the North Bluff Corridor, including the policies, plans, and land use designations currently in place.

2.1 White Rock

2.1.1 OFFICIAL COMMUNITY PLAN

The City of White Rock’s Official Community Plan (OCP), adopted in 2017, has evolved over time through a series of amendments that have primarily focused on reducing permitted building heights and densities. These changes have influenced the scale of development allowed within key areas, including the North Bluff Corridor. The corridor contains the following land use designations that guide land use and development in the area:

- Town Centre
- Town Centre Transition
- Institutional
- Open Space & Recreation
- Mature Neighbourhood

The City of White Rock is currently in the process of updating its OCP. This update is occurring in tandem with the North Bluff Corridor planning process and reflects a broader effort to align land use planning with community feedback and new provincial legislation. As part of this work, the City is reviewing land use designations and development policies in the corridor to guide growth in a way that supports local and regional priorities.

Relevant OCP policies for the North Bluff Road Corridor Study Area are outlined in Appendix A.

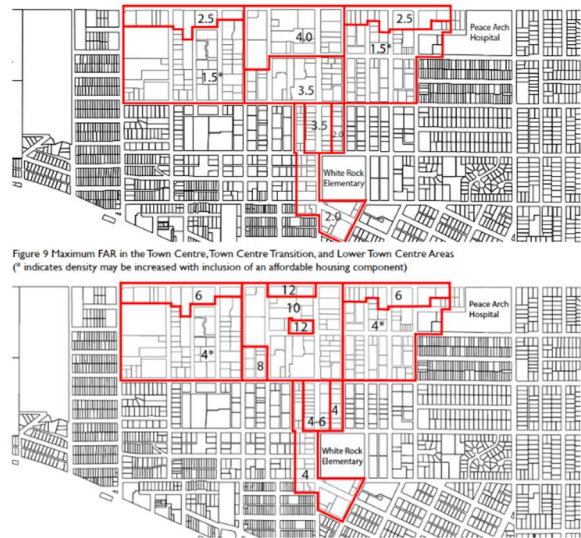


Figure 2. Maximum Building Heights in the Town Centre, Town Centre Transition, and Lower Town Centre Areas

2.1.2 TOWN CENTRE DESIGN GUIDELINES

The Town Centre Design Guidelines, adopted in September 2011, aim to guide building and public realm design within White Rock's designated Town Centre, as defined by Martin Street, North Bluff Road, George Street, and Thrift Avenue. These guidelines are intended to be referenced throughout all stages of project planning and approval in the area.

Key strategies include transforming Johnston Road into the Town Centre's main commercial street and defining the Johnston Road/Russell Avenue intersection as the community's heart. The Plan emphasizes a finer-grained street and pedestrian network, higher-density mixed-use development along Johnston Road, residential precincts beyond the core, and a new civic precinct. It also envisions gateway features at Town Centre entrances and the creation of new public spaces such as plazas and greenways.

One (1) significant feature is the Russell Avenue Greenway, designed as a green east-west corridor. It is intended to extend westward to Centennial Park and include a multi-use path surrounded by residential development.

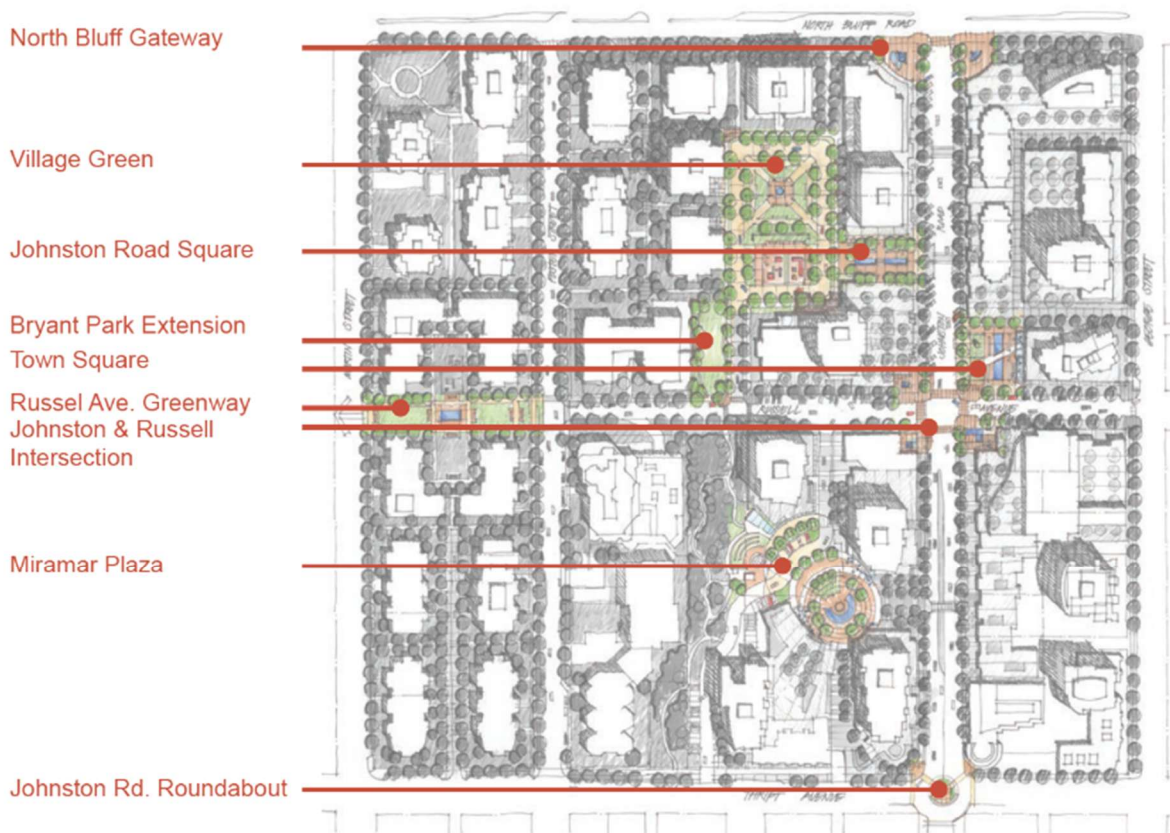


Figure 3. Town Centre Public Realm Improvements

2.1.3 HOUSING

Housing Needs Report

The Housing Needs Report (HNR) for White Rock outlines the need for **2,780** new housing units over the next five (5) years and **8,816** units over the next 20 years to meet future demand. Housing affordability is a concern in White Rock, with more than 35% of renters and 17% of homeowners spending over 30% of their income on housing. Key populations facing housing challenges include seniors, persons with disabilities, low-income households, families, and individuals experiencing homelessness.

The HNR identifies gaps in the housing supply, specifically for family-sized units, seniors-oriented and accessible housing, affordable homeownership, purpose-built rentals, and non-market housing. Despite ongoing residential development, no new purpose-built rental units have been added in over a decade, with the rental supply largely dependent on the secondary market.

Table 1. Housing Unit Need

Component	5-Year Need	20-Year Need
A. Extreme Core Housing Need	206.19	824.78
B. Persons Experiencing Homelessness	45.28	90.56
C. Suppressed Household Formation	195.52	782.07
D. Anticipated Growth	1,979.81	5,706.89
E. Rental Vacancy Rate Adjustment	22.57	90.26
F. Additional Local Demand	330.31	1,321.24
Total New Units - 5 years	2,780	
Total New Units - 20 years		8,816

Provincial Housing Targets

On June 26, 2024, the Province of BC issued mandated Housing Targets for the City of White Rock under the Housing Supply Act.

The order establishes a five-year housing target of 1,067 net new completed housing units to be built by June 30, 2029. “Net new” means new units that are ready for move in, minus units that were lost through demolition. This housing target is based on 75% of the Province’s Housing Needs Estimate for the City, which is 1,422 units over a five-year period (2024-2029). New development in the North Bluff corridor could be used to meet the targets set in the Housing Order.

Table 2. Housing Target

	Net New Units	Cumulative Target
Year 1	+189	189
Year 2	+198	387
Year 3	+209	596
Year 4	+225	821
Year 5	+246	1,067

2.1.4 TRANSPORTATION

Integrated Transportation and Infrastructure Master Plan

The Integrated Transportation and Infrastructure Master Plan (ITIMP) identifies North Bluff Road as a key corridor with significant safety, operational, and infrastructure concerns. Currently accommodating 10,000-15,000 vehicles per day, North Bluff Road has some of the highest collision locations in White Rock, particularly near intersections such as Johnston, Oxford, Martin, Best, and Finlay. The corridor faces issues related to drainage and pavement conditions, and a 2024 staff report highlights the section between Best Street and Finlay Street (near Peace Arch Hospital) as a high priority for improvements.

The ITIMP envisions North Bluff Road as a greenway corridor with All Ages and Abilities cycling infrastructure and proposes both interim and ultimate cross-sections for redevelopment. The ultimate design within White Rock’s 15-metre right-of-way would feature a complete street approach with a landscaped boulevard, a raised bike path, and a sidewalk. Interim designs vary by segment, with some featuring painted on-street bike lanes.

To improve safety and operations, the ITIMP recommends coordinated planning with the City of Surrey, given the shared jurisdiction.

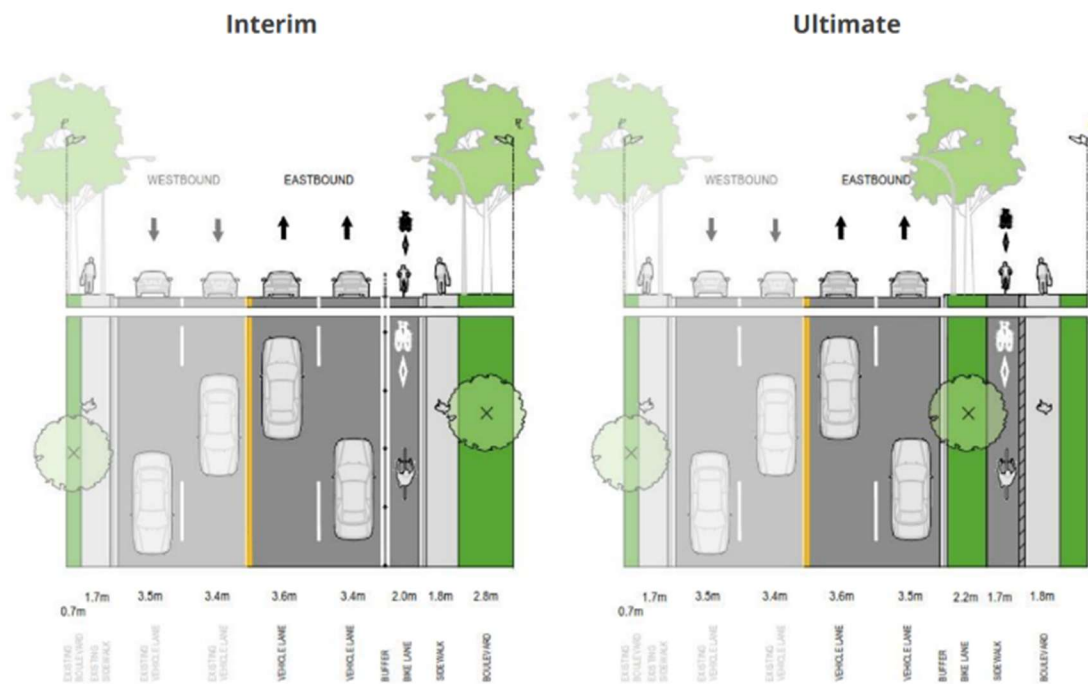


Figure 4. North Bluff Corridor Street Cross-Section

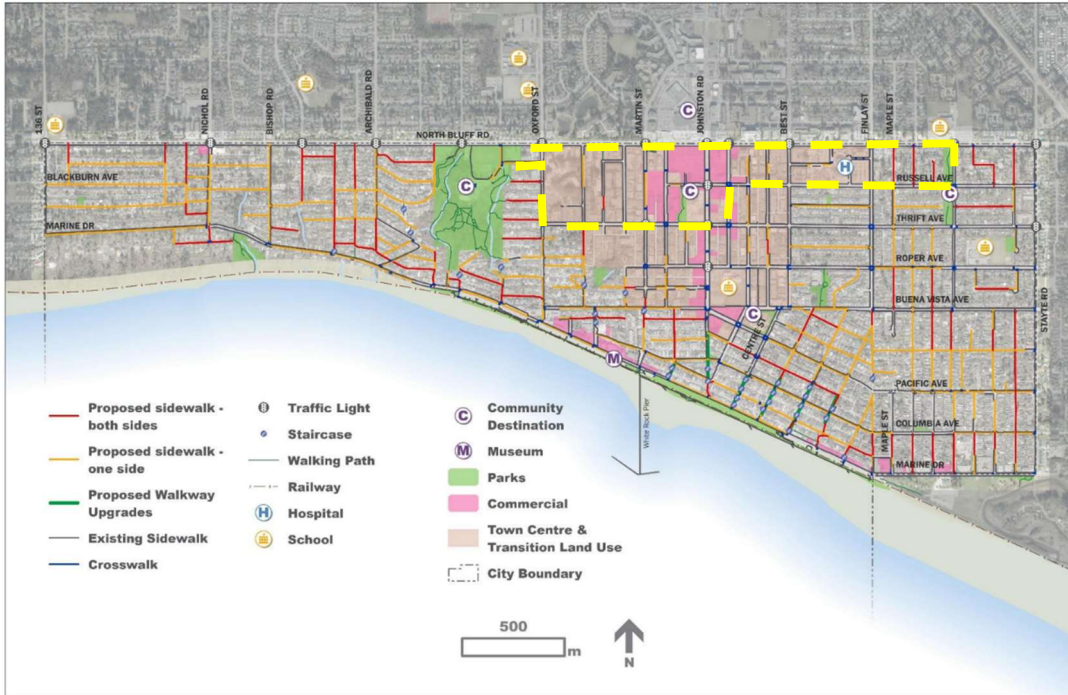


Figure 5. Long-Term Pedestrian Network

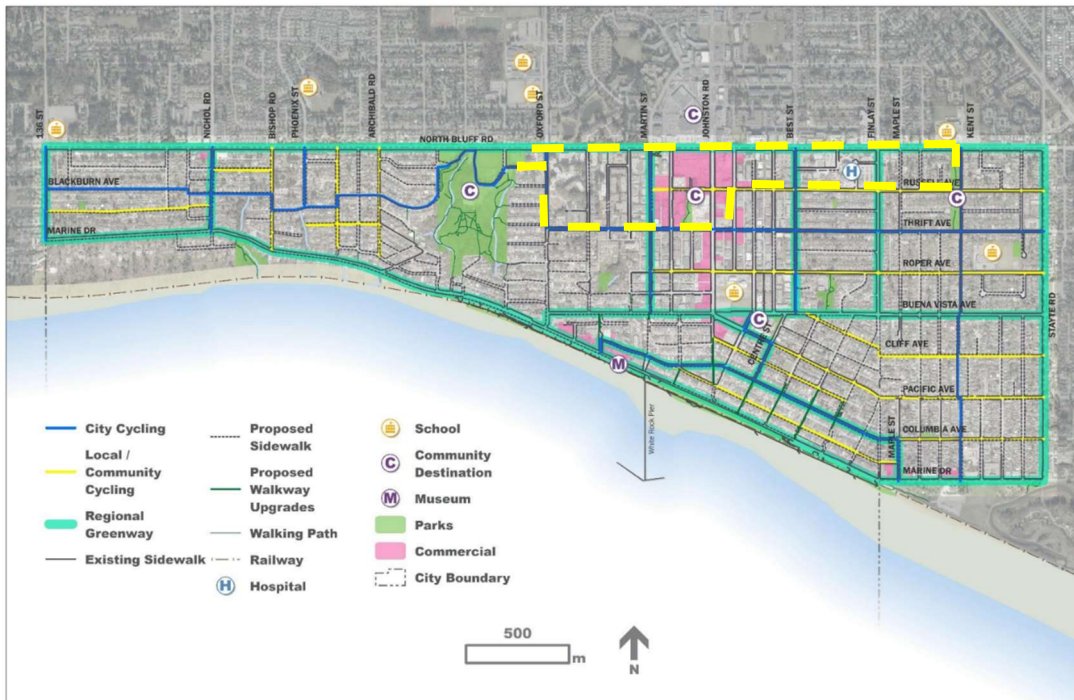


Figure 6. Long-Term Cycling Network

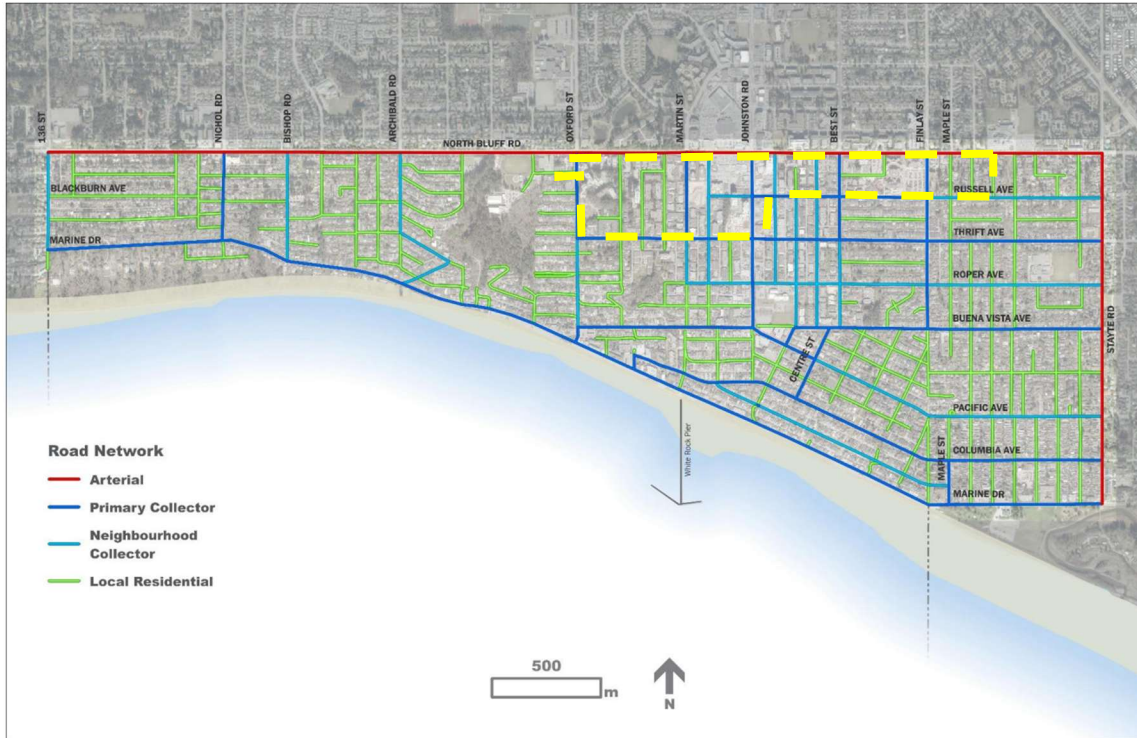


Figure 7. Street Network Classification

2.1.5 PARKS & OPEN SPACE

Parks & Recreation Master Plan

The 2017 Parks & Recreation Master Plan outlines that while most residents live within a 400-metre walking distance of a park or open space, the City has less parkland per capita than the provincial average. In the 2007 Parks Plan, the City aimed to provide approximately 2 hectares of parkland per 1,000 residents. With a growing population, this is expected to put added pressure on the parks system. Key challenges include a limited number of children’s play spaces, accessibility concerns related to trails, stairs, and amenities, and gaps in the walkable park network. Despite White Rock’s small land base, the Plan recognizes the need for both improving existing parks and acquiring new ones to support long-term growth and equitable access.

To address these issues, the Plan recommends developing a Parkland Acquisition Strategy focused on underserved areas, expanding existing parks, enabling mid-block pedestrian/cycling connections, and securing new parkland through redevelopment. It also highlights the City’s shortage of recreational amenities such as ball fields, basketball courts, and spray parks compared to similar municipalities. However, nearby regional facilities in South Surrey help offset some of these gaps. Collaboration with the City of Surrey is encouraged to monitor and plan for broader recreation facility demand. Additionally, the Plan identifies priority urban trail and greenway connections, such as links between Centennial Park, the Town Centre, and the waterfront, as a means to enhance walkability and strengthen access to key community destinations.

2.2 Surrey

White Rock shares strong spatial, economic, and social relationships with Surrey, where residents frequently move between communities for work, services, and recreation. These interconnections are particularly relevant along the North Bluff Corridor and have implications for transportation, land use, and housing planning.

2.2.1 SEMIAMMOO TOWN CENTRE PLAN

Semiahmoo Town Centre is located directly north of White Rock, along the 16 Avenue/North Bluff Road Corridor. The Plan outlines a long-term vision for a high-density, mixed-use urban node identified as an Urban Centre in Metro Vancouver’s regional growth strategy. This Urban Centre designation is shared with the City of White Rock, highlighting the importance of cross-boundary coordination.

The plan supports significant growth over a 30-to-50-year period. It anticipates a 130% increase in population and a 152% increase in housing units. The plan prioritizes integrated land use and transportation planning, emphasizing collaboration with White Rock, where growth, infrastructure, and services intersect.

LAND USE STRATEGY

The Plan recognizes the Town Centre as the primary commercial, institutional, and civic heart of South Surrey. Redevelopment is intended to focus density within mixed-use areas at key locations:

- along transit-served commercial high streets;
- at Peace Arch Hospital; and,
- within the Semiahmoo Shopping Centre redevelopment site.

LEGEND

-  High-Rise Mixed-Use
-  Mid-Rise Mixed-Use
-  Mid-Rise Medical Mixed-Use
-  Low-Rise Mixed-Use
-  Mid-Rise Residential
-  Low-Rise Residential
-  Townhouse Residential
-  Low Density Residential
-  Civic
-  Bus Layover Facility
-  Parks & Open Space
-  Detention Pond



Figure 8. Semiahmoo Town Centre Land Uses

Table 3. Semiahmoo Town Centre Projections

	Existing	Projected	% Increase
Population	7,815	18,188	130%
Dwellings	4,410	11,115	152%
Parkland	4.41ha	6.17 ha	40%
Employment	1,943	6,899	255%
Students (Elementary)	193	731	278%
Students (Secondary)	228	748	228%

Land Use

The plan focuses the highest building heights, up to 28 storeys, around the Semiahmoo Shopping Centre and the intersection of 152 Street and 16 Avenue. This area forms a key interface with White Rock. Building heights transition down toward the surrounding neighbourhoods. A mid-rise medical mixed-use area is planned across from Peace Arch Hospital to support health-related services.

Table 4. Land Use Designations

Designation	Height	FAR
High-rise Mixed Use	Up to 28 Storeys Landmark building at 152 nd and 16 th intersection - additional height may be permitted	2.5
Mid-rise Mixed Use	Up to 12 storeys (some 16 storeys)	2.5
Mid-Rise Medical Mixed Use	Up to 12 storeys	1.0 FAR Office/Medical Oriented Commercial + 1.5 FAR Residential/Office/Commercial
Low-Rise Mixed Use	6 to 8 storeys (6 storeys behind Medical MU)	2.25
Mid-Rise Residential	12 to 16 storeys (16 for bus layover facility)	2.5
Low-Rise Residential	Adjacent to 16 th Avenue - up to 6 storeys Interior up to 5 storeys	2.0
Townhouse Residential	Up to 3 storeys	1.0
Low Density Residential	Up to 2.5 storeys	Detached - up to 29 UPH Duplex - up to 37 UPH Rowhouse - up to 57 UPH

Transportation

16 Avenue is a key regional arterial road and the municipal boundary between Surrey and White Rock. It is part of TransLink's Major Road Network and is a designated truck route. Planned upgrades include a 30-metre right-of-way with improved sidewalks, protected cycling lanes, and transit infrastructure. Between Martin Drive and 152 Street, a cross-section will accommodate a two-way cycle track and a bus-only lane, supporting the Semiahmoo/White Rock Transit Exchange.

Figure 5.3.1A: 16 Avenue

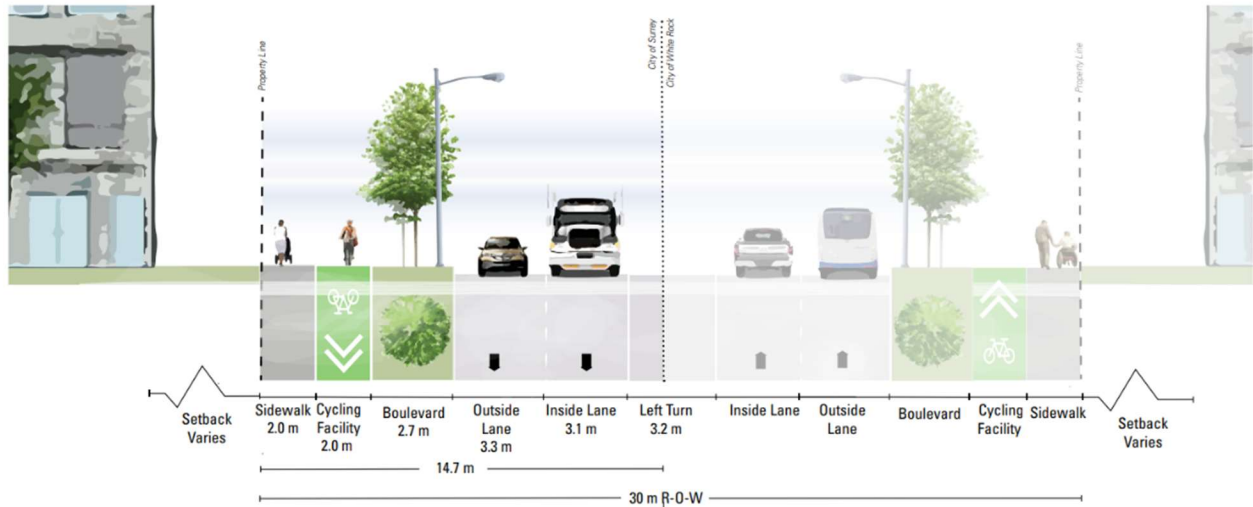


Figure 9. 16 Avenue Cross Section

Figure 5.3.1B: 16 Avenue between Martin Drive and 152 Street

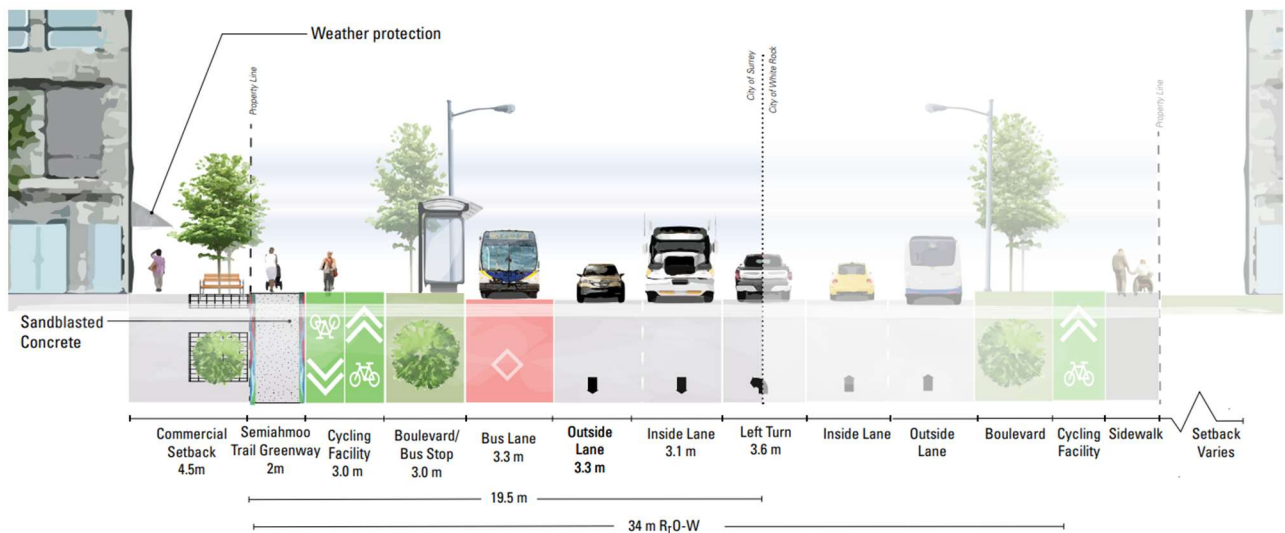


Figure 10. 16 Avenue between Martin Drive and 152 Street Cross Section

2.2.2 KING GEORGE BOULEVARD BRT

In November 2023, TransLink announced that King George Boulevard, running from Surrey City Centre to Semiahmoo Town Centre, was selected as one (1) of three (3) corridors for further planning as part of the region’s Bus Rapid Transit (BRT) network.

Portions of the North Bluff corridor fall within the 400-metre walkshed of the proposed BRT alignment, suggesting the potential for future transit-oriented development (TOD) impacts. While the area is not currently designated as a TOD area by the Province, the proximity to a potential BRT station may trigger future considerations aligned with provincial density guidelines.

Under current TOD guidance, developments within 200 metres of a bus exchange may be eligible for densities up to 4.0 FSR and 12 storeys, and up to 3.0 FSR and 8 storeys within 400 metres. However, these thresholds are already exceeded in the Semiahmoo Town Centre Plan.

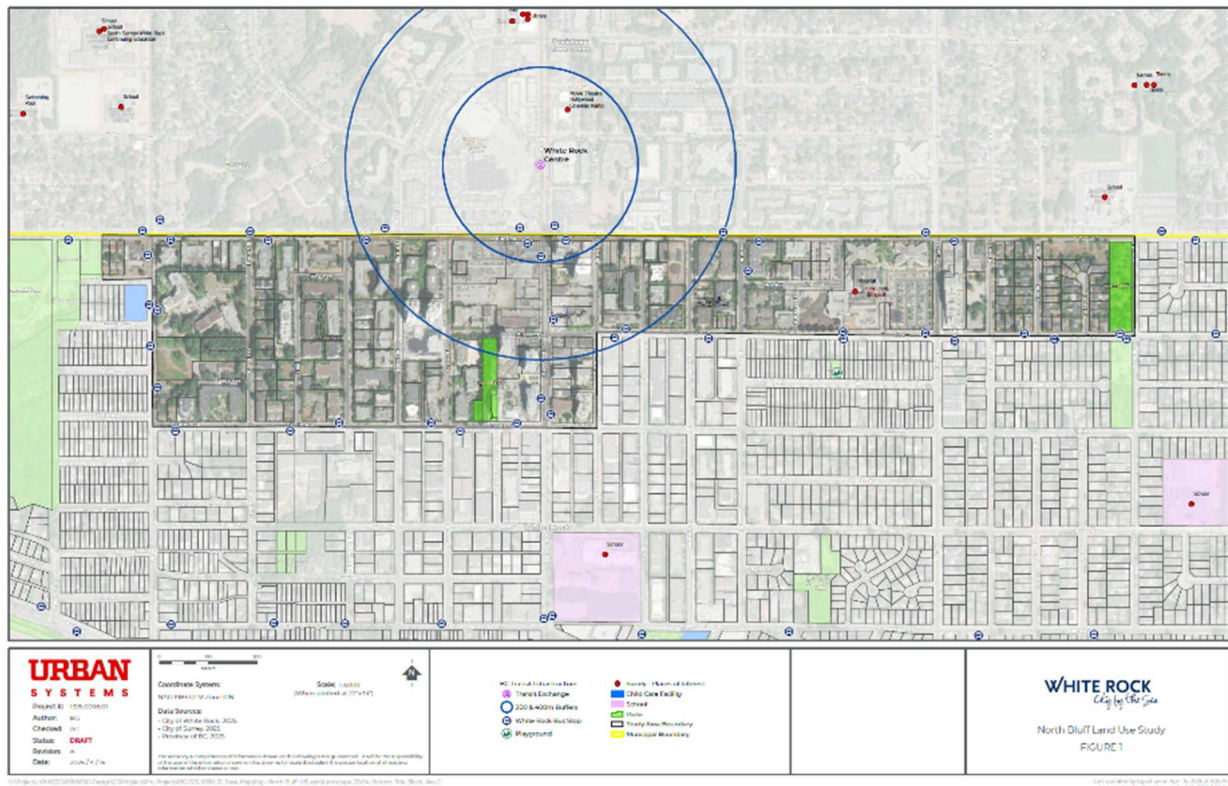


Figure 11. Bus Rapid Transit

3.0 Market Analysis

The purpose of the market analysis is to understand how development might occur in the near-term and long-term by analyzing historic and recent development trends. The markets analyzed include the lands in the immediate study area, White Rock, and South Surrey.

The market analysis reviewed completed and active development projects by looking at:

- Residential development pace (housing starts, absorption)
- Type of residential development (typology, density, tenure)

As White Rock is currently undertaking an OCP update, we have reviewed the projected commercial and office space indicated in the 2017 OCP and made high-level updates based on data available today regarding the estimated population growth for the City, as well account for recent commercial and office spaces that have been added to the market since 2017.

3.1 Development Trends

3.1.1 HOUSING STARTS

Based on data published by Canada Mortgage and Housing Corporation (CMHC), the number of annual housing starts in White Rock is relatively stable over the years, with peak activity recorded between 2019 and 2020 (as shown in Figure 12 below). For South Surrey, housing starts are much higher and have also been relatively stable, except for the peak years of housing starts in 2017 and 2023.

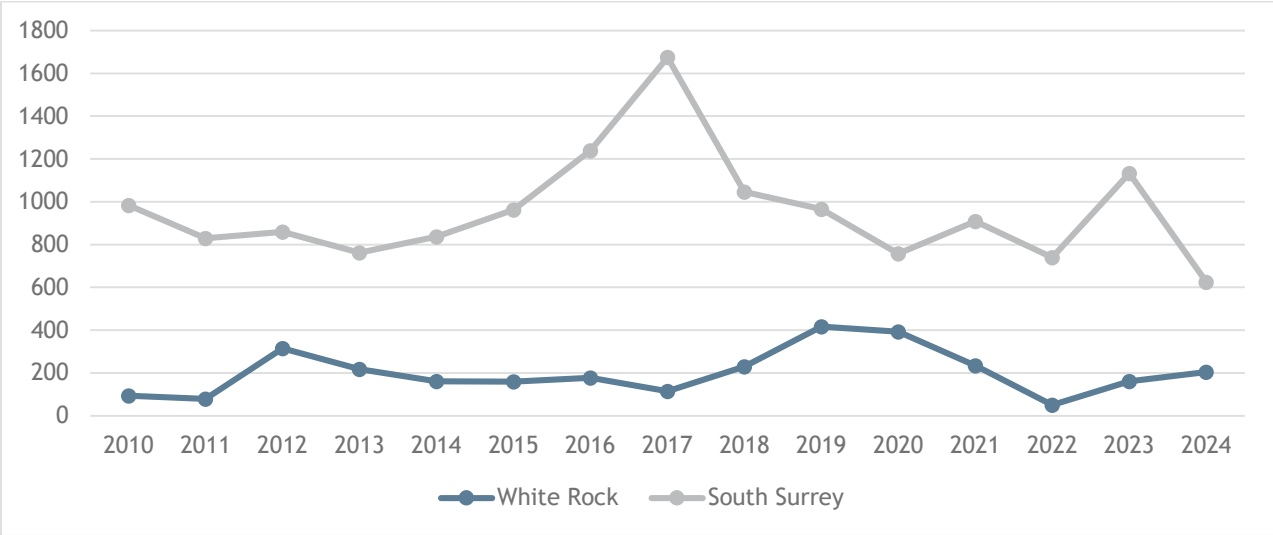


Figure 12. Annual Housing Starts, 2010-2024, CMHC Starts and Completions Survey

From 2010 to 2024, the combined average annual housing starts for both White Rock and South Surrey is 1,155 units. By municipality, the annual housing starts are as follows and broken down by year in **Table 4** below:

- 201 average annual starts for White Rock
- 955 average annual starts for South Surrey

Table 5. Annual Housing Starts, 2010-2024

Year	White Rock	South Surrey	Total
2010	94	984	1,078
2011	79	830	909
2012	315	860	1,175
2013	218	762	980
2014	161	837	998
2015	160	963	1,123
2016	178	1,239	1,417
2017	114	1,675	1,789
2018	230	1,046	1,276
2019	417	965	1,382
2020	393	757	1,150
2021	234	909	1,143
2022	51	739	790
2023	161	1,133	1,294
2024	204	625	829

Source: CMHC Starts and Completions Survey

3.1.2 ABSORPTION RATE AND LEASE UP RATES

Absorption rate refers to the rate at which units are being sold and is measured on a unit-per-month basis. Concrete projects refer to high-rise apartments, while wood-frame projects refer to low-rise apartments (up to 6 storeys).

From 2016 to May 2025, the White Rock-South Surrey market monthly absorption rate was an average of 10.4 units for active and sold-out projects. The active project rate, however, sits at 3.2 units and reflects a decrease of 81% compared to sold-out projects. This indicates that sales for new condominiums are slow and points to a challenging environment for development to occur, as developers are required by financial institutions to pre-sell a certain percentage of units before they can acquire financing.

Historically, wood-frame projects have higher absorption rates than concrete projects in the market area, likely caused by the high volume of wood-frame projects available in South Surrey.

Lastly, the absorption for sold-out strata wood-frame projects is significantly higher than the lease up rate for rental. Sold out wood-frame rental units had a monthly absorption rate of 7.7, while strata wood-frame buildings had a rate of 30.1. This discrepancy may speak to a greater demand for strata units than rental.

Table 6. Average Monthly Absorption Rate for Strata Apartments, White Rock and South Surrey (2016-May 2025)

	Active	Sold Out	Combined Average
Concrete	2.1	5.0	3.6
Wood-Frame	4.2	30.1	17.1
Combined	3.2	17.5	
Overall Average Absorption Rate	10.4		

Source: NHS Database

Table 7. Average Monthly Absorption Rate for Rental Apartments, White Rock and South Surrey (2016-May 2025)

	Fully Leased
Wood-Frame	7.7

Source: NHS Database

3.1.3 SALES PRICES

There is a consistent trend of concrete units being worth more on a price per square foot (PPSQFT) basis than wood frame units. The combined sales price for sold-out concrete projects was \$988, while sold-out wood-frame units had a sales price of \$624 per square foot. This discrepancy remains when analyzing active projects, with the average sales price of concrete at \$1,044 per square foot and wood-frame at \$879 per square foot. This is to be expected since concrete buildings are generally priced at a premium as they are more expensive to build and are generally perceived by buyers as being a superior product over wood-frame buildings, which is reflected by the higher price.

However, analyzing the data shows that wood-frame units are seeing a sharper increase in price than concrete when comparing previously sold-out projects to those currently on the market. For strata buildings, concrete sales prices increased 5.7% from 2016 to 2025, while wood frame PPSQFT increased 40.8% from 2016 to 2025. Considering that monthly absorption rates for wood-frame units were higher than for concrete, this could point to a higher buyer demand for wood-frame units over concrete.

Table 8. Average Sales Prices of Strata Apartments, White Rock-South Surrey (2016-May 2025)

	Concrete	Wood Frame	Combined
Active			
PPSQFT	\$1,044	\$879	\$961
Per Unit	\$1,206,704	\$711,402	\$959,053
Sold Out			
PPSQFT	\$988	\$624	\$806
Per Unit	\$1,271,093	\$538,613	\$904,853
Combined			
PPSQFT	\$1,016	\$751	\$884
Per Unit	\$1,238,898	\$625,008	\$931,953

Source: NHS Database

The current net rent rate for rental units is \$3.39 based on units available in an existing rental building, which is approximately \$2,400 per month, depending on the unit size. Historically, there have been significantly fewer rental projects in both White Rock and South Surrey (a total of 4 projects) than strata projects (a total of 28 projects).

Table 9. Current Net Rent, White Rock-South Surrey (2016- May 2025)

	Wood Frame
PPSQFT	\$3.39
Estimated Rent Per Unit (dependent on size)	\$2,400

Source: NHS Database

3.1.4 DENSITY ANALYSIS

Average density and site sizes were analyzed by typology and tenure. Johnston Road was isolated to evaluate the magnitude of density in the area compared to the rest of the data set, as Johnston Road generally has higher units per hectare than the rest of White Rock. Concrete buildings were isolated as they are a higher-density typology than wood-frame.

The analysis found that the densities of concrete buildings on Johnston Road were higher than those of other concrete buildings within the data set. The average units per hectare of concrete buildings built on Johnson Road was 342, while the average for the data set, excluding Johnson Road, was 286. This finding aligns with our assumptions that Johnston Road has greater building densities than the rest of White Rock.

Table 10. Density Analysis, White Rock-South Surrey (2016- May 2025)

	Strata		Rental
	Concrete	Wood-Frame	Wood-Frame
Average Site Size	69,637	119,332	37,542
Average Floor Space Ratio (FSR)	4.4	1.7	2.0
Units per Ha	320	179	250
Johnston Road Only	342	-	-
Excl. Johnston Road.	286	-	-

Source: NHS Database

3.1.5 COMPARING HOUSING NEEDS WITH DEVELOPMENT DENSITIES

White Rock’s October 2024 Interim Housing Needs Report determined that 2,780 new housing units are needed over the next 5 years, and 8,816 new units are needed in the next 20 years to address anticipated housing needs.

At a high level, using the average units per hectare achieved through concrete vs wood-frame development in White Rock and South Surrey, the following are a possible range of scenarios to achieve approximately 2,780 units.

- At 100% concrete buildings (condo), 9 apartment buildings will be needed to achieve 2,780 units.
- At 100% wood frame buildings (condo), 16 apartment buildings will be needed to achieve 2,780 units.
- If a 50/50 split between concrete and wood-frame buildings, about 4 concrete apartment buildings and roughly 8 wood-frame apartments.

These scenarios are for illustrative purposes only and will be further refined based on the land use concepts for North Bluff Road corridor.

3.1.6 FUTURE DEMAND FOR COMMERCIAL AND OFFICE SPACE

The future demand for additional commercial and office space in the North Bluff Road Corridor is derived based on the potential capture of the projected commercial and office space growth in the City of White Rock from 2024 to 2045.

Background and Approach

The 2017 OCP projects future demand for commercial and office space in the City up to 2045. This is based on the projection in the *Residential and Commercial Development Forecasts as Input to White Rock's Official Community Plan Review* report developed by Coriolis Consulting Corp. in 2016.

In the Coriolis Consulting report, the projection for commercial and employment space for the City is developed based on the commercial and retail space supportable per capita at (i) the City level, and (ii) the sub-regional trade area that includes the City of White Rock and South Surrey, which is applied to the projected population growth for the City.

In this report, the projected citywide commercial and office space growth is derived based on the inventory data and projection approach, as in the 2016 Coriolis Consulting report, while including adjustments to the latest commercial and office inventory and space supportable per capita based on potential project information in the 2016 Coriolis Consulting report, desktop research of new commercial and mixed-use development in White Rock and South Surrey region, and the latest population projection estimates by BC Stats.

Additional Commercial Space Captured by the Corridor

In the Coriolis Consulting report, the retail and service commercial space is classified into two (2) categories: local-oriented retail space and region-serving retail space. Local-oriented retail and service space refers to the space along neighbourhood commercial streets, small retail plazas and community-oriented shopping malls, and regional-oriented retail and service space in concentrations of large format retail stores on major roads.

Assuming the commercial space in the City of White Rock primarily consists of local-oriented retail space, it is estimated that the local-oriented commercial space inventory in the City reaches approximately 708,000 square feet (sq. ft.). Under a citywide population of 25,108 according to BC Stats population estimates, this is equivalent to 28 square feet per capita as of 2024. The city-wide commercial space per capita is adopted to better reflect the local needs of the retail area and ensure the capture of local retail needs within the City.

BC Stats population projections show that the city-wide population will increase by 5,949 from 25,108 in 2024 to 31,057 in 2045. Based on the commercial space supportable per capita derived using the updated floor inventory estimates and population in 2024, it is projected that there will be an additional need for commercial space for around 167,732 square feet (sq. ft.) at the City level.

Table 11. Projected Additional Citywide Commercial Space Supportable Per Capita, 2024-2045

	City of White Rock
Estimated total local-oriented commercial space inventory (sq. ft.)	707,920
Population (2024), BC Stats Estimates	25,108
Local-oriented commercial space (sq. ft.) per capita	28
Projected population (2045), BC Stats	31,057
Projected population growth, 2024-2045	5,949
Projected citywide additional commercial space needs (sq. ft.)	167,732

Source: Calculated based on 2016 Coriolis Consulting report, BC Stats Population Estimates and Projection, USL Desktop Research

Based on the existing concentration of development and traffic volume in the North Bluff Road corridor and the Town Centre area, it is estimated that the Corridor could potentially capture a range of 65% to 80% of the city-wide retail area growth depending on various land use scenarios, which is equivalent to a range of approximately 110,000 to 135,000 sq. ft. as summarized in Table 12.

Table 12. Projected Additional Commercial Space in North Bluff Road Corridor Under Multiple Shares of Capture of Citywide Growth, 2024-2045

Proportion captured by North Bluff Road Corridor relative to citywide growth	Projected additional commercial space in North Bluff Road Corridor, 2024-2045 (sq. ft.)¹
65%	110,000
75%	126,000
80%	135,000

¹ Rounded up to the nearest thousand square feet

Additional Office Space Captured by the Corridor

The office space inventory in the City is estimated to be approximately 210,411 sq. ft. and that of South Surrey/White Rock is estimated to be 1,246,496 sq. ft. Table 13 shows that the office space supportable per capita at the City level and White Rock/South Surrey Trade Area level are estimated to be 8.4 and 9.5 sq. ft., respectively.

Table 13. Estimated Office Space per Capita in the City of White Rock and White Rock/South Surrey Trade Area, 2024

Trade Area	Total office floorspace inventory (sq. ft.)	Population (2024, BC Stats Estimates)	Office space per capita (sq. ft.)
City of White Rock	210,411	25,108	8.4
White Rock/South Surrey Trade Area Total	1,246,496	131,146 ²	9.5

Source: Calculated based on 2016 Coriolis Consulting report, Metro Vancouver Office Building Inventory (2022), BC Stats Population Estimates and Projection, USL Desktop Research

To derive the future citywide additional office supportable, the office space per capita at the White Rock/South Surrey Trade Area is adopted to better reflect the regional office space needs, and the potential of capturing some of the local-oriented office space needs in South Surrey to the North Bluff Road Corridor. Based on office space supportable per capita at the regional trade area level, Table 14 shows that there could be additional demand for 56,543 sq. ft. of office space.

Table 14. Projected Additional Citywide Office Space Supportable Per Capita, 2024-2045

	City of White Rock
Assumed office space (sq. ft.) per capita	9.5
Projected population growth, 2024-2045	5,949
Projected citywide additional office needs (sq. ft.)	56,543

² Population estimates based on the population figure for Local Health Area (LHA) 234 South Surrey/White Rock by BC Stats

Based on the existing concentration of development and traffic volume in the North Bluff Road corridor and the Town Centre area, it is estimated that the Corridor could potentially capture a range of 65% to 80% of the citywide office area growth depending on various land use scenarios, which is equivalent to a range of approximately 37,000 to 46,000 sq. ft. as summarized in Table 15.

Table 15. Projected Additional Office Space in North Bluff Road Corridor Under Multiple Shares of Capture of Citywide Growth, 2024-2045

Proportion captured by North Bluff Road Corridor relative to citywide growth	Projected additional Office space in North Bluff Road Corridor, 2024-2045 (sq. ft.) ³
65%	37,000
75%	43,000
80%	46,000

Table 16 summarizes the total additional commercial and office space that could be captured by the North Bluff Road corridor based on scenarios of different capture proportions of the city-wide additional space needs.

Table 16. Projected Total Additional Office Space in North Bluff Road Corridor Under Multiple Shares of Capture of Citywide Growth, 2024-2045

Proportion captured by North Bluff Road Corridor relative to citywide growth	Additional commercial space (sq. ft.)	Additional office space (sq. ft.)	Total additional commercial and office space (sq. ft.)
65%	110,000	37,000	147,000
75%	126,000	43,000	169,000
80%	135,000	46,000	181,000

Based on the projections, the North Bluff Road corridor can potentially accommodate **147,000 to 181,000 square feet of net new commercial and office space**. Note that these projections do not account for any new commercial or office space generated by future development plans for the Peace Arch Hospital, as those spaces are likely to be driven by patient demand.

³ Rounded up to the nearest thousand square feet

3.1.7 LIMITATIONS AND RECOMMENDATIONS

While this scenario provides a baseline estimate of additional demand for commercial and office space, based on a citywide forecast approach aligned with the 2016 Coriolis Consulting report, it may not capture the specific requirements for different types of commercial and employment spaces. In addition, the desktop-based updates to the commercial and office space inventory may have missed instances where space has been demolished or reduced due to redevelopment, which could result in an inaccurate reflection of the current inventory.

As part of the ongoing OCP update, it is recommended that the City undertake a comprehensive assessment of retail and employment space needs. This should be informed by projected population and employment growth at the citywide and sub-regional levels and should include a review of how commercial and office space is distributed throughout the City.

4.0 Daily Needs Access and Priorities

This section outlines residents' access to parks and schools in the North Bluff Corridor, considering current demographics and future population projections.

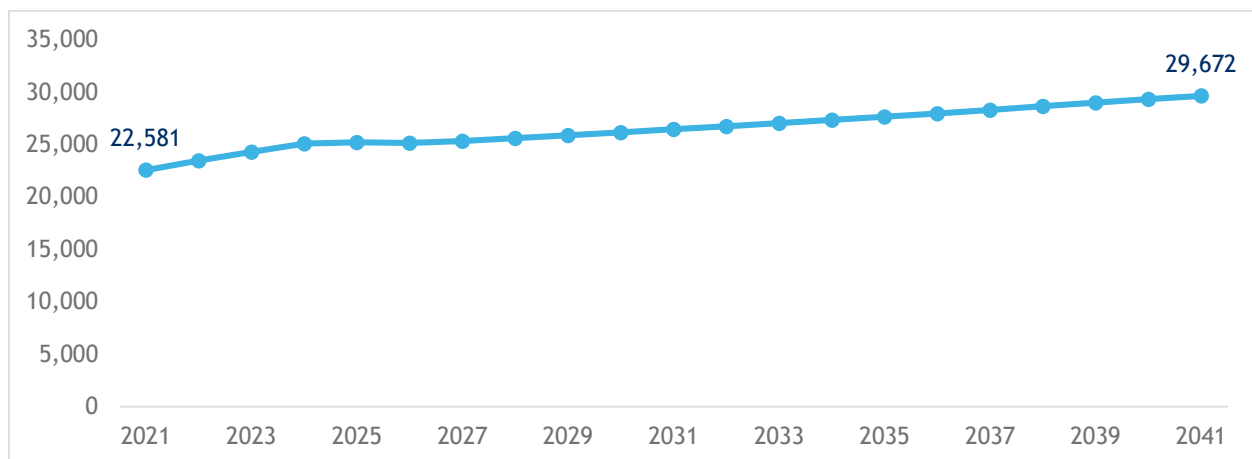
4.1 Demographics

As of 2021, White Rock had a population of 21,939. The City has an older population profile compared to both the regional and provincial averages. Seniors aged 65 and over account for 34.0% of the population - more than double the share in Metro Vancouver (15.7%) and significantly higher than in British Columbia overall (18.3%). Meanwhile, children and youth aged 19 and under comprise just 12.9% of White Rock's population, compared to 20.5% in Metro Vancouver and 20.4% in BC. These demographic characteristics have important implications for future planning, including housing, accessibility, and community services.

4.2 Population Projections

Projections use historical data and trends such as birth, mortality, and migration rates for each age cohort within a population group, and project into the future, assuming those rates remain steady. The growth rates from 2021 to 2041 are around 1.4% per year. This is slightly lower than the growth in White Rock from 2016 to 2021, where the growth rate was approximately 1.9% per year.

Figure 13. BC Stats Population Projections



4.3 Access to Parks and Schools

4.3.1 PARKS

Most residents within the North Bluff Corridor are located within a 5-minute (400-metre) walk of a park; however, there are notable gaps in access near Peace Arch Hospital and along North Bluff Road between Everall and Martin Streets. As density increases, the amount of open space per person will decrease, prompting a need to consider park space thresholds in future planning. In the 2007 Parks Plan, the City provided approximately 2 hectares of parkland per 1,000 residents, but this is expected to drop to 1.29 hectares per 1,000 residents based on 2024 population projections.

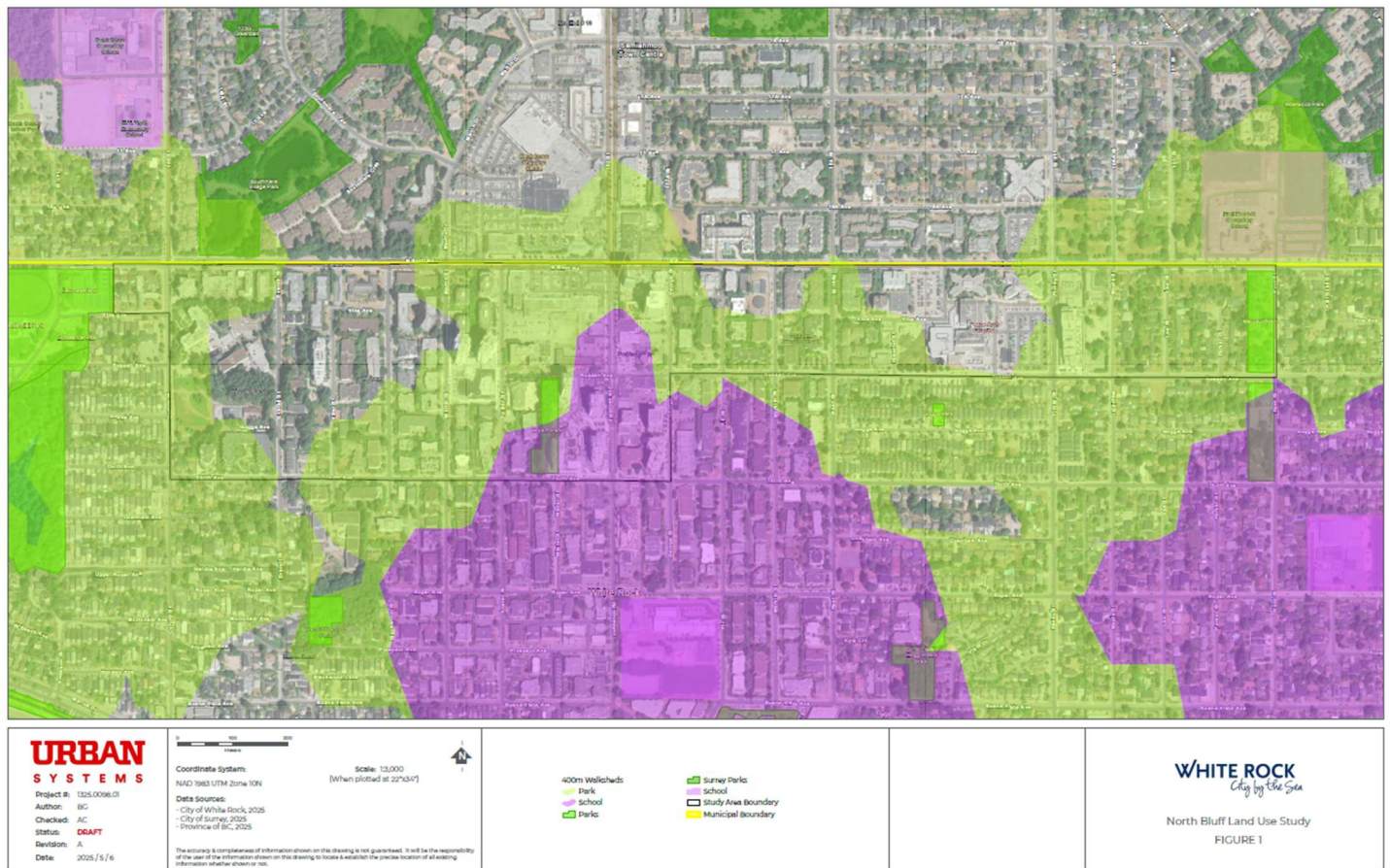


Figure 14. Areas within a 5-minute walk from White Rock Schools and Parks

4.3.2 SCHOOLS

White Rock is part of School District 36 (Surrey Schools), the largest and fastest-growing school district in BC. As of the 2024-25 school year, enrollment has exceeded 83,000 students, with continued growth anticipated. While White Rock’s current population projections do not forecast an increase in school-aged children, the broader Semiahmoo Town Centre Plan area is expected to see over 200% growth in elementary and secondary student populations over time. The School District has indicated that existing school sites can accommodate projected long-term growth.

While there are no schools located directly within the North Bluff Corridor, several elementary and secondary schools in both White Rock and Surrey serve the surrounding area. However, extending a 400-metre buffer reveals gaps in walkable access to elementary schools for much of the corridor. In many cases, students would need to cross major intersections, which may limit safe and convenient access.

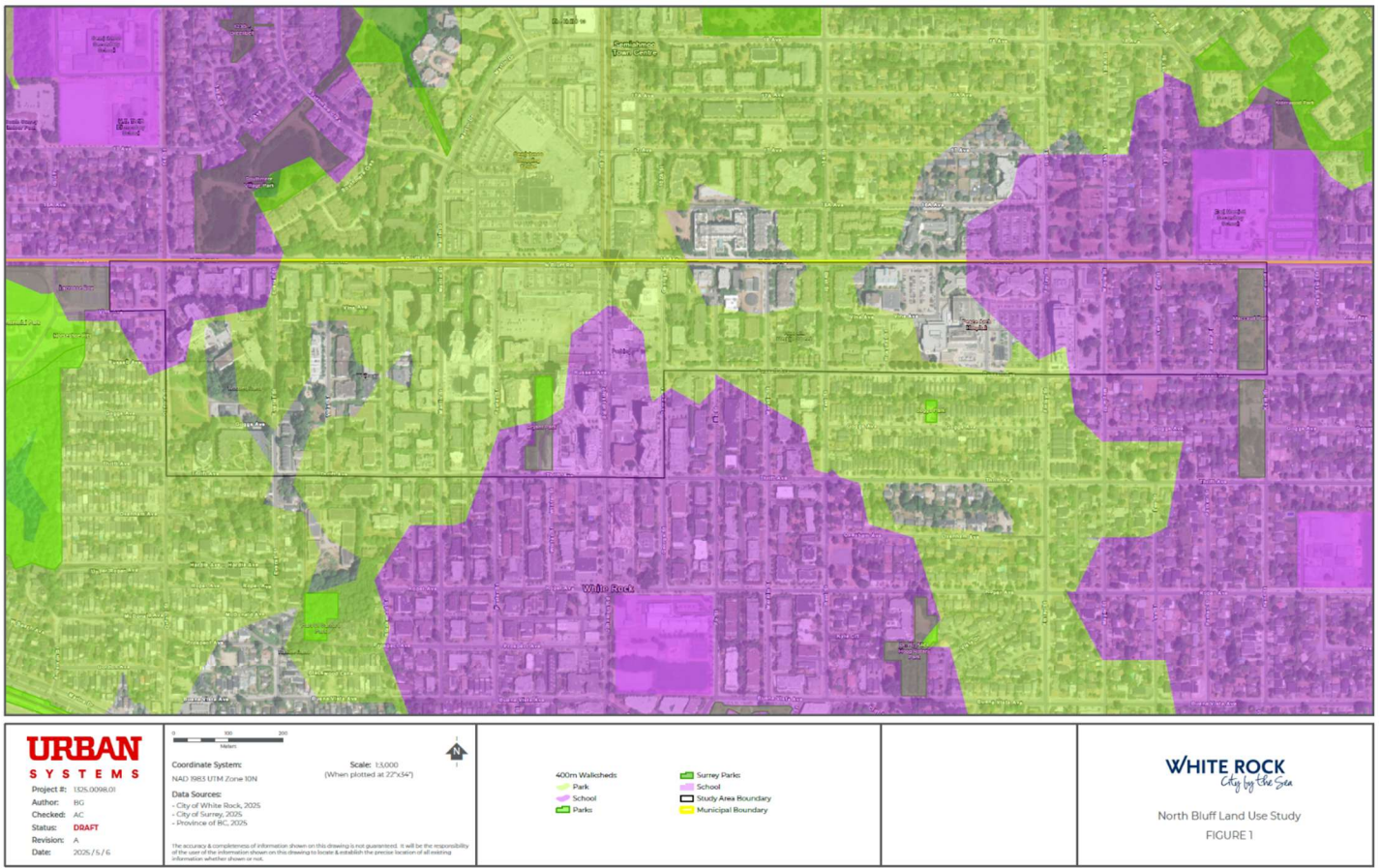


Figure 15. Areas within a 5-minute walk from White Rock and Surrey Schools and Parks

5.0 Corridor Best Practice Profiles

This section presents four (4) key corridors in the Metro Vancouver Region as best practice profiles, offering insights into overarching goals and vision, land use precedents, and funding and partnership opportunities. By benchmarking these corridors, this analysis provides a regional perspective on potential changes for the North Bluff Corridor. The selected corridors share key characteristics with the North Bluff Corridor, including their location within Metro Vancouver, proximity to or inclusion of a transit-oriented area (TOA), and their role as municipal boundary zones.

5.1 Scott Road Corridor

5.1.1 STUDY AREA

The Scott Road corridor spans over 844 hectares at the northeastern boundary of Surrey, centered around Scott Road and 72 Avenue. It is bordered by the City of Delta to the west, 102A Avenue to the north, 135 Street to the east, and 68 Avenue to the south. In 2020, TransLink, in collaboration with the City of Surrey and the City of Delta, initiated planning for a RapidBus route connecting Scott Road SkyTrain Station to Newton Town Centre. The R6 RapidBus commenced service in January 2024, driving increased development pressures and highlighting the need for a comprehensive growth strategy along the corridor.

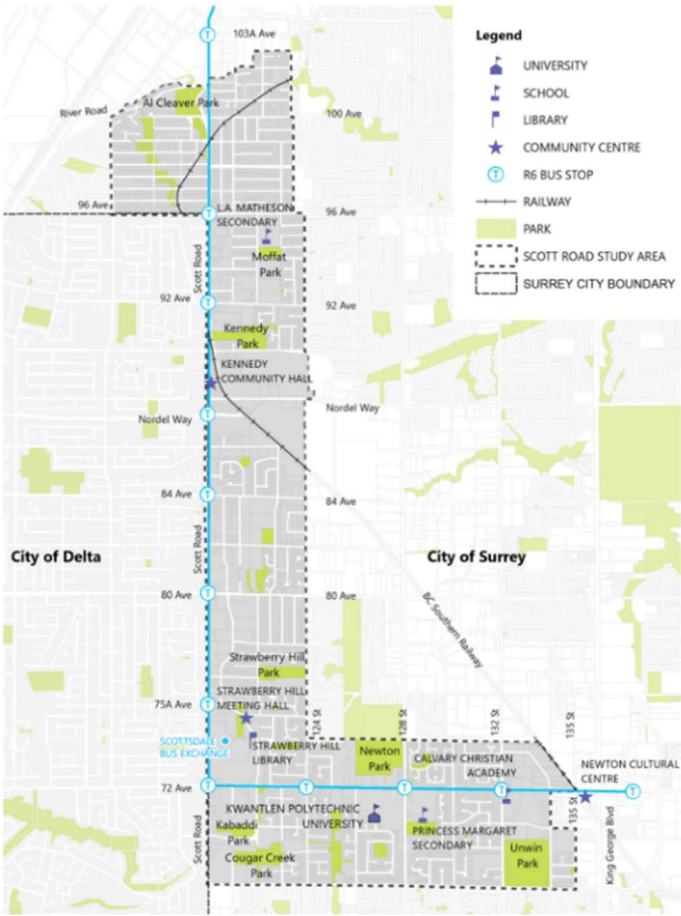


Figure 16. Scott Road Corridor Area

5.1.2 VISION FOR THE CORRIDOR

Scott Road is envisioned as a diverse, well-connected, and vibrant corridor serviced by reliable public transit. Surrounding neighbourhoods provide a range of housing options, a network of natural spaces, and high-quality public places. The area is celebrated for its cultural diversity, vibrant shops and restaurants, employment opportunities, and walkability.

The Scott Road Corridor plan focuses on six (6) interconnected themes - and accompanying actions - that guide growth and development:

- **Resilient Green Spaces** - Expand and protect natural areas, enhance tree canopy coverage, safeguard sensitive ecosystems, and integrate ecological restoration into redevelopment.
- **Accessible Housing** - Encourage diverse housing options, protect and expand rental supply, support family-oriented and non-market housing through incentives.
- **Mobility for All** - Improve walkability and cycling infrastructure, support transit investment, and implement bus priority measures to promote sustainable transportation.
- **Culture and Community** - Invest in cultural spaces, heritage preservation, placemaking, public safety, and adaptable community spaces to strengthen local identity.
- **Resilient Economy** - Support local businesses, diversify employment opportunities, maintain commercial space through redevelopment, and protect industrial lands.
- **Climate Action** - Promote zero-carbon buildings, encourage sustainable construction materials, expand EV infrastructure, mitigate urban heat, and implement green infrastructure for resilience.

5.1.3 LAND USE

According to growth projections, the Corridor has the potential to accommodate an estimated 60,000-140,000 new residents through the development and construction of 20,000-40,000 new dwelling units. This will be achieved predominantly through increasing the availability and proportional housing mix of multi-family apartment-style units.

Employment forecasting assumes the protection and intensification of existing industrial/mixed employment land supply, as well as the increase in mixed-use development. Focusing mixed-use redevelopment on underutilized commercial lands projects the greatest potential for job creation, with a potential three (3) to seven (7) times increase in commercial floor space. Through redevelopment, the Corridor has the potential to accommodate between 10,000 and 20,000 new jobs.

The Study does not amend existing land uses designations along the Corridor. Three (3) key areas – Townline, Kennedy, and Strawberry Hill – will undergo detailed secondary land use planning to determine appropriate densities, uses, building forms, transportation, and community amenities.

5.1.4 GREEN SPACE AND PARKS

Preliminary locations for new parks and open spaces have been identified, with future planning ensuring that all residents have access to parkland within a 10-minute walk (500m).

5.2 200 Street Corridor

5.2.1 STUDY AREA

The 200 Street corridor stretches 800 metres on either side of 200 Street in the Township of Langley, from the Trans-Canada Highway south to 68 Avenue, for 4.5 kilometres.

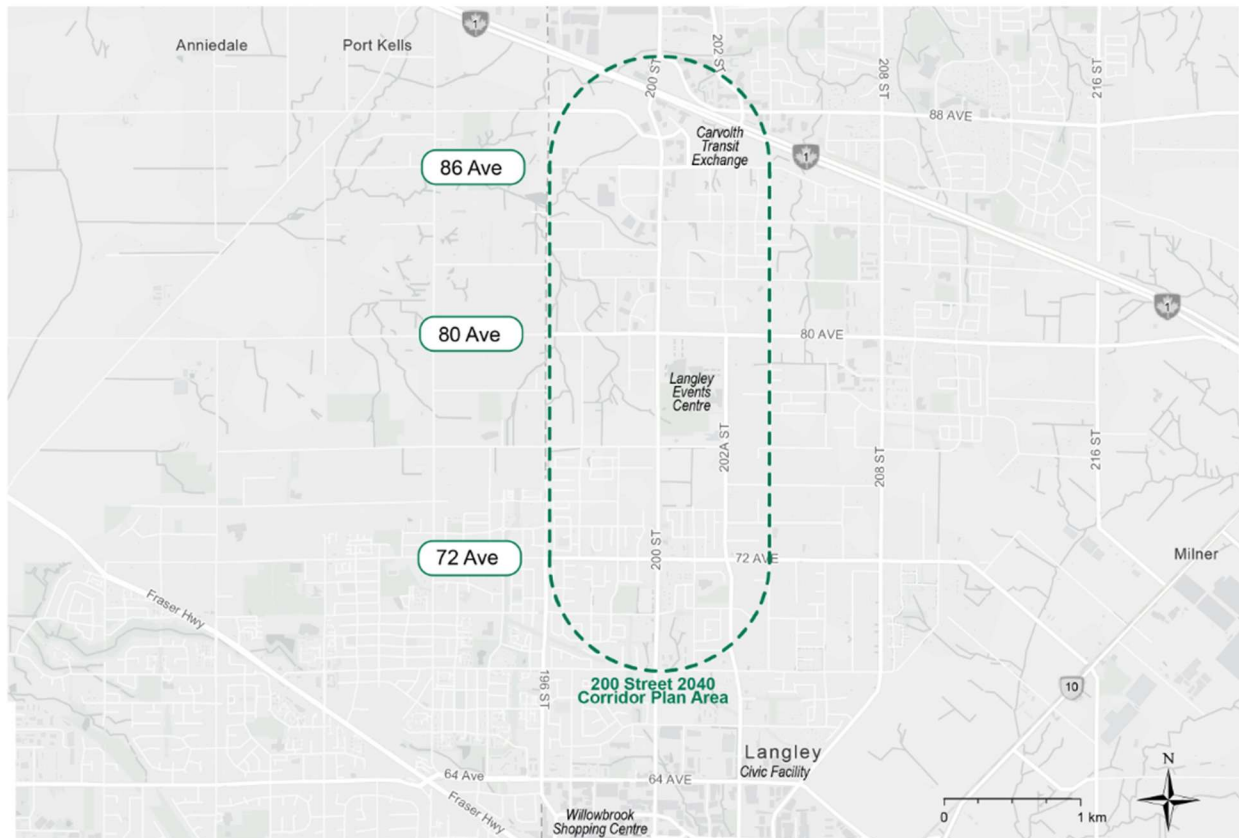


Figure 17. 200 Street Corridor Area

5.2.2 VISION FOR THE CORRIDOR

The 200 Street Corridor is identified for more intensive transit-oriented development in municipal and regional land use plans. In the short term, it is envisioned to be served by BRT, with the potential for future Light Rail Transit (LRT) or SkyTrain service. The 200 Street Corridor Plan adopts a TOD approach to establish a sustainable, transit-focused community with multi-modal transportation options, public open spaces, and mixed-use development. The plan envisions 200 Street as a people-centred corridor, featuring three (3) vibrant urban villages that offer diverse live-work opportunities, gathering spaces, natural areas, high-quality amenities, and a range of mobility choices.

The 200 Street corridor is structured in two (2) elements for the purpose of this plan: Urban Villages and the 200 Street Spine.

The Gateway:

- Office/light industrial
- Residential
- Hospitality

The Hub:

- Community/civic uses
- Outdoor recreation space
- Residential

The Commons:

- Residential
- Neighbourhood retail
- Professional services
- Offices

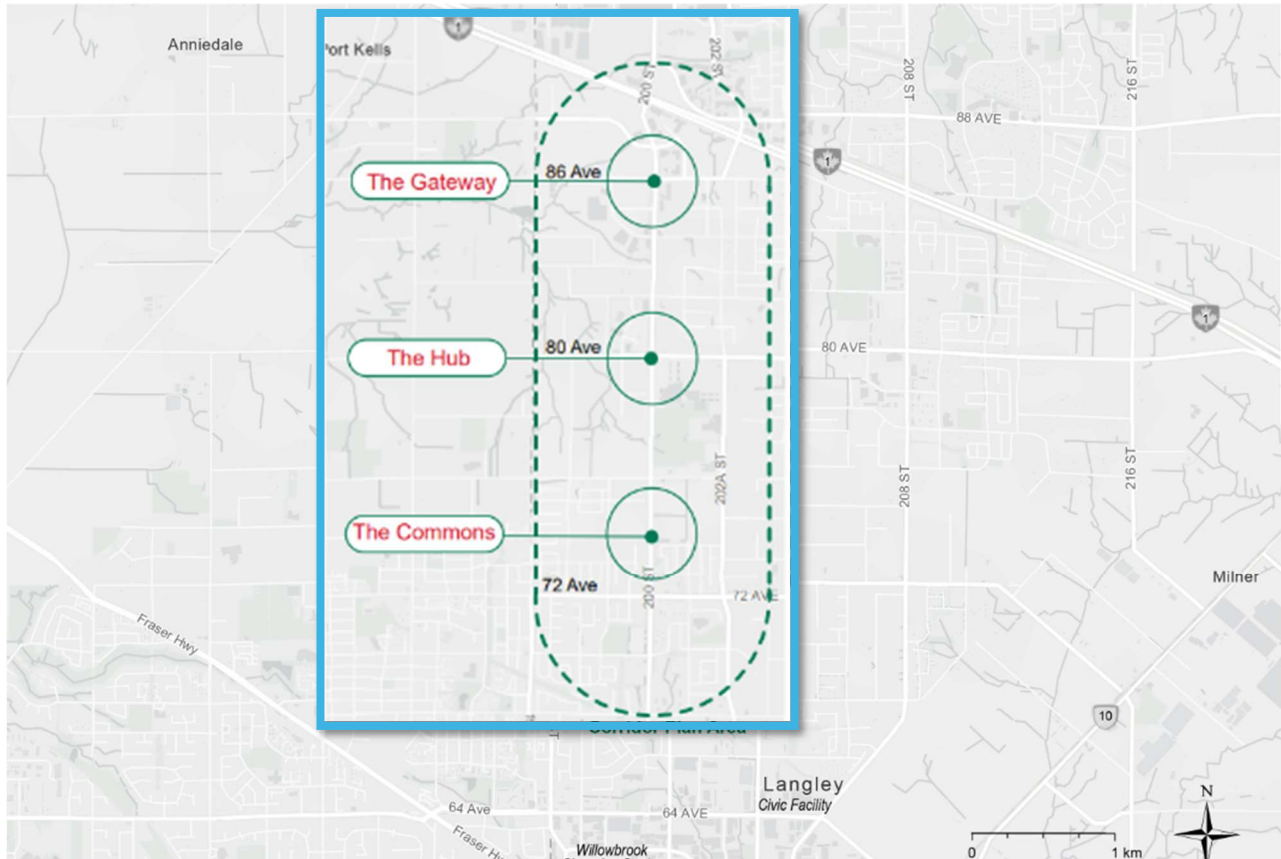


Figure 18. 200 Street Urban Villages

5.2.3 LAND USE

Highrise High-Density



FAR: ~8.0

Stories: 20+

Typology: Tower + Podium

Distance from BRT Station: 200m

Midrise High-Density



FAR: ~6.0

Stories: 12+

Typology: Midrise Building

Distance from BRT Station: 400m

Midrise Mid-Density



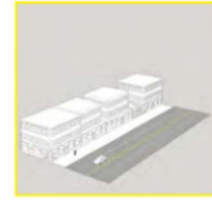
FAR: ~3.0

Stories: 6+

Typology: Lowrise Building

Distance from BRT Station: 800m

Lowrise Mid-Density



FAR: ~2.0

Stories: 4+

Typology: Stacked Townhome/Lowrise

Distance from BRT Station: Outside 800m

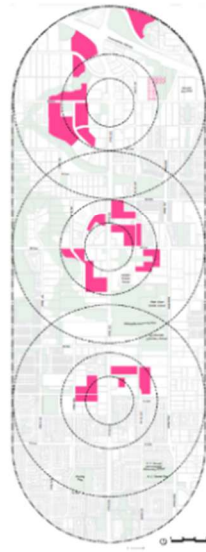
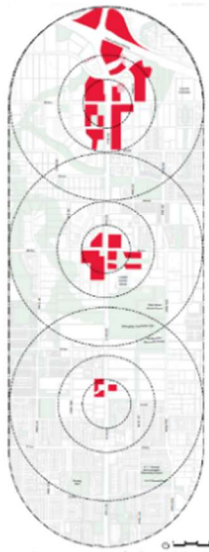


Figure 19: 200 Street Land Use Designations

In the 200 Street Corridor, the plan focuses on increasing density around the BRT stations, with the highest densities concentrated within an 800m radius. Beyond this core area, development transitions to low-rise, mid-density housing with a FAR of 2.0 and buildings reaching 4+ storeys, ensuring a gradual and cohesive integration with surrounding neighbourhoods.

5.2.4 GREEN SPACE AND PARKS

The 200 Street Corridor plan outlines that each building or activity node should have park or open space within 300m, forming a connected network of public, semi-public, and private spaces.

Key strategies for green space in the Corridor include centring the three (3) urban villages around major open spaces and transit plazas, anchoring them with community amenities, and integrating natural conservation areas and pocket parks. The Corridor plan also outlines the importance of completing the 200 Street greenway and adding pedestrian-first linear greenways to improve connectivity.

5.3 Lougheed Transit Corridor

5.3.1 STUDY AREA

The Lougheed Transit Corridor is a key area in Maple Ridge that extends from the City's western boundary to the Town Centre along Lougheed Highway and Dewdney Trunk Road. This area is a gateway to Maple Ridge and provides transportation linkages to Pitt Meadows and Langley.

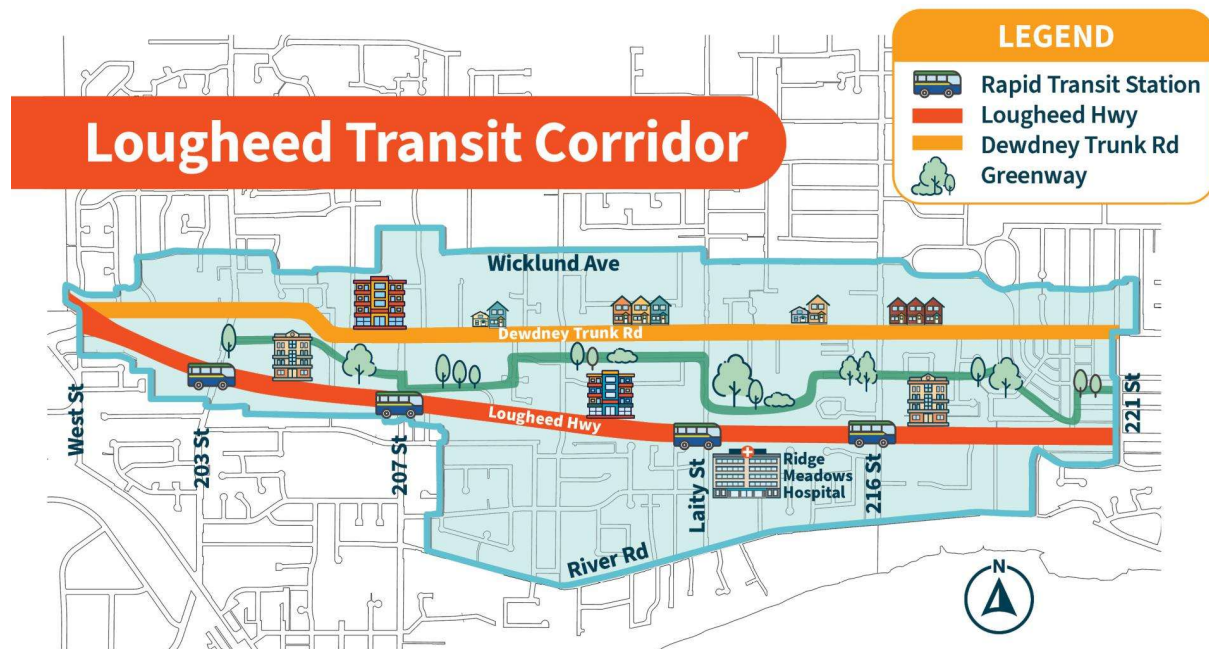


Figure 20. Lougheed Transit Corridor Area

5.3.2 VISION

The vision for the Lougheed Transit Corridor is to create a vibrant, transit-oriented community that supports sustainable growth, housing diversity, and economic opportunities. Centred around four (4) BRT stations, the corridor will feature mixed-use developments, expanded parks and greenways, and improved mobility options, fostering a connected, livable, and climate-resilient urban environment.

5.3.3 LAND USE

The updated concept plan for the Lougheed Transit Corridor includes new land use designations that provide flexibility for new residential, commercial, and mixed-use development, and implement the provincial legislation for Small Scale Multi-Unit Housing.

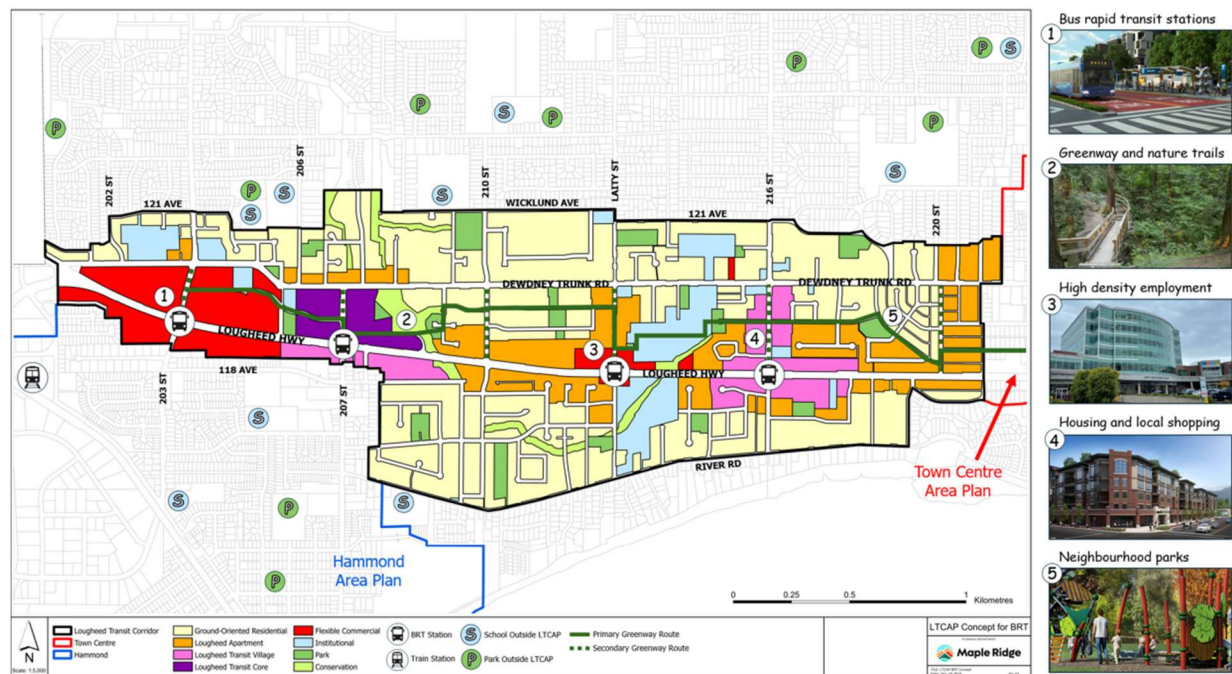


Figure 21. Lougheed Transit Corridor Land Use Plan

The updated land use designations support transit-oriented growth with 25.3% of land for residential apartments, 26.8% for commercial, institutional, and park uses, and 47.9% for townhouses and small multi-unit housing. A new greenway network will promote active transportation, expand the urban tree canopy, and connect key routes to future BRT stations, enhancing mobility and sustainability.

Excluding lands designated for parks and conservation, the new land use designations provide high-level guidance on the types of built forms supported for future development in the corridor. More detailed requirements, such as density, lot coverage, and setbacks, will be established through zoning.

Table 16. Lougheed Transit Corridor Land Use Designations

Land Use Designation	Description
Ground-Oriented Residential	Supports a variety of ground-oriented housing types in existing neighbourhoods, such as single detached houses, small-scale multi-unit housing, and strata townhouses.
Lougheed Apartment	Supports low to mid-rise apartments near the proposed BRT stations and the Town Centre, with density bonusing available to support affordable housing.
Lougheed Transit Village	Supports low to mid-rise apartments with commercial and community uses in select areas near BRT stations, with density bonusing available to support affordable housing.
Lougheed Transit Core	Supports high-rise apartments with commercial and community uses in select areas near BRT stations, with density bonusing available to support affordable housing.
Flexible Commercial	Supports a variety of commercial uses along key corridors, such as retail stores, malls, hotels, business parks, and office buildings.
Institutional	Supports a variety of institutional and community uses, such as schools, civic buildings, daycare facilities, hospitals, cemeteries, and places of worship.
Park	Supports of a variety of park uses across the area, including neighbourhood parks, linear parks, and greenway connections.
Conservation	Supports the long-term protection of ecologically sensitive lands and significant natural features.

5.3.4 GREEN SPACE AND PARKS

The updated Corridor Plan introduces new greenway designs aimed at promoting active transportation, expanding the City’s urban tree canopy, and integrating resilient green infrastructure. The greenway features a primary east-west route extending from 203 Street to the Town Centre, with additional north-south connections linking it to future BRT stations and enhanced active transportation infrastructure along Lougheed Highway and Dewdney Trunk Road.

5.4 196th Street Station Area

5.4.1 STUDY AREA

The 196th Street station is north of Fraser Highway and east of Willowbrook Drive, in the Township of Langley. The station is uniquely located at the intersection of three (3) neighbouring municipalities. The Township of Langley is north of Fraser Highway, while the City of Langley is south of Fraser Highway, and the City of Surrey is west of 196 Street. The study area was delineated based on the 800m radius of the Station and input received from the municipalities regarding natural features that should be included and major roadways that serve as logical boundaries.

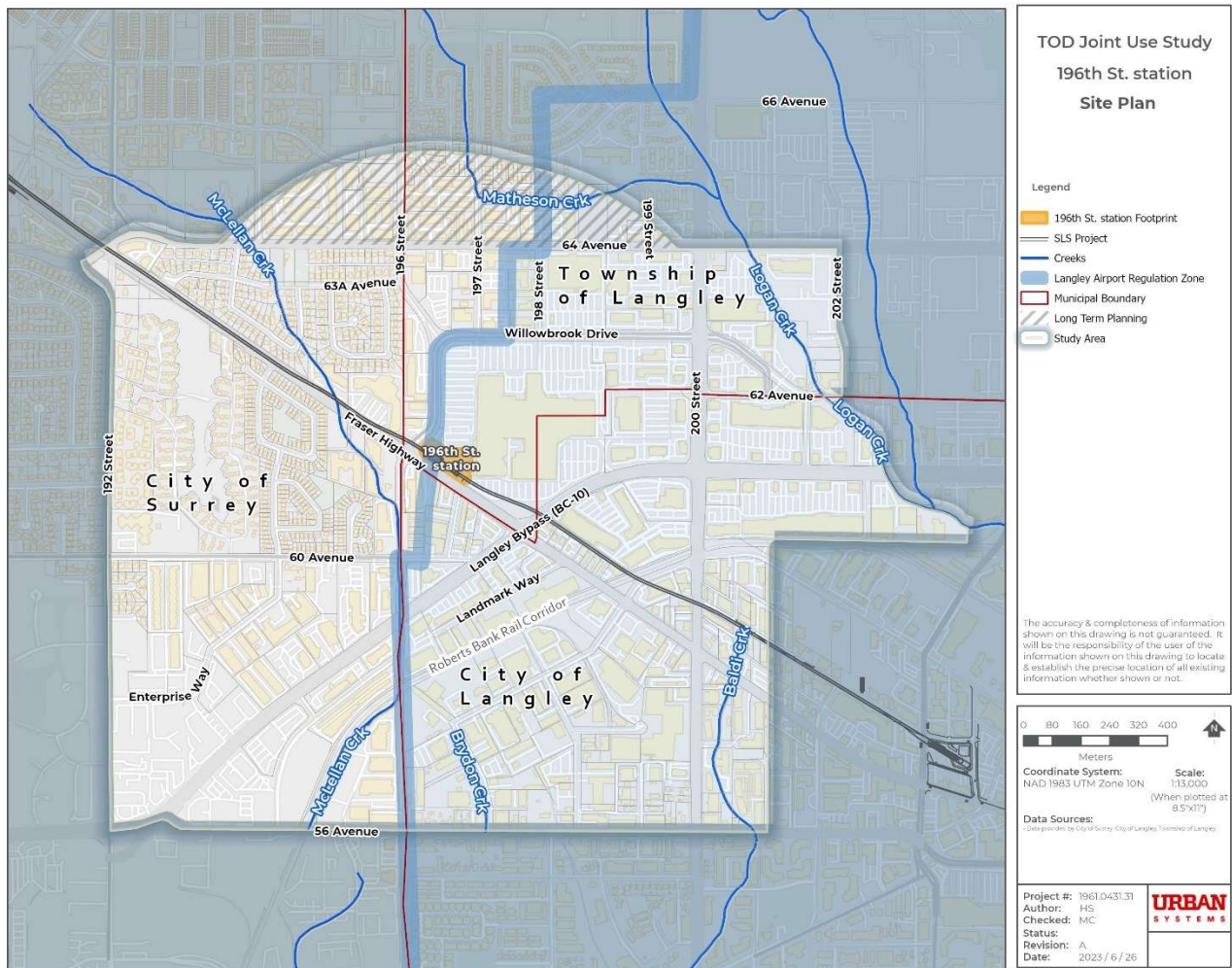


Figure 22. 196th Street Station Site Area

5.4.2 VISION

The study envisions TOD at (and around) the station - creating a compact, walkable, pedestrian-oriented, mixed-use community centred around high-quality transit systems. The station will serve as an active transportation hub connecting the City of Surrey, the City of Langley, and the Township of Langley to the rest of Metro Vancouver through a well-developed and safe network of protected, connected, and continuous cycling routes.

5.4.3 LAND USE CONCEPT

This study proposes a land use concept for the three (3) municipalities. The concept represents what the area could look like, recognizing there will be a greater variety of densities and built forms. According to the study, the 196th Street Station area has the potential to absorb 2,500 to 3,300 new apartment units, 215,000 to 262,000 square feet of office space, and 150,000 square feet of additional retail space by 2041.

A municipal cost comparison indicated that the City of Langley’s approvals cost structure was the lowest of the three (3) Municipalities and as such, the pace of development is expected to be the greatest in the City of Langley.

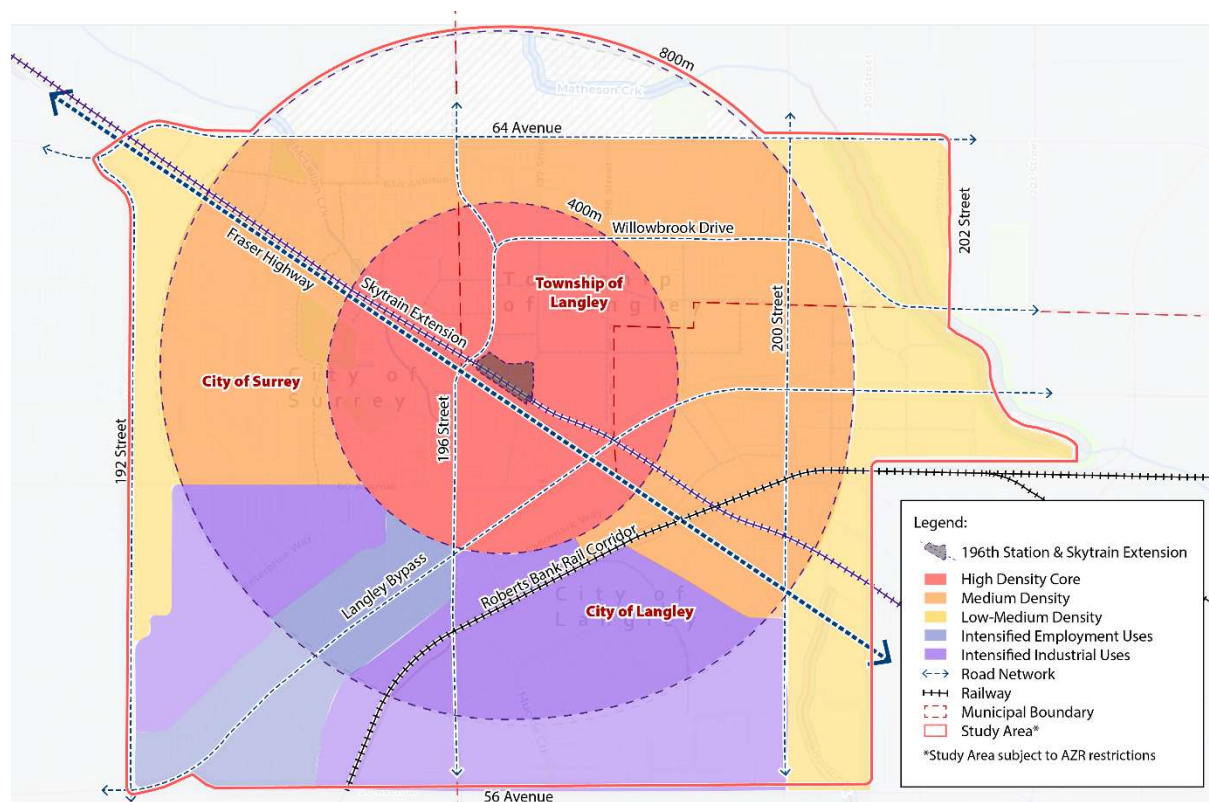


Figure 23. 196th Street Station Land Use Concept

5.4.4 GREEN SPACE AND PARKS

The study assesses parkland availability per 1,000 residents based on population estimates and mapping. It emphasizes the need to ensure that every residential area within the study area has access to a park or plaza within a five-minute walk (400m). Additionally, the study sets a long-term goal of achieving 30% tree canopy cover across the study area.

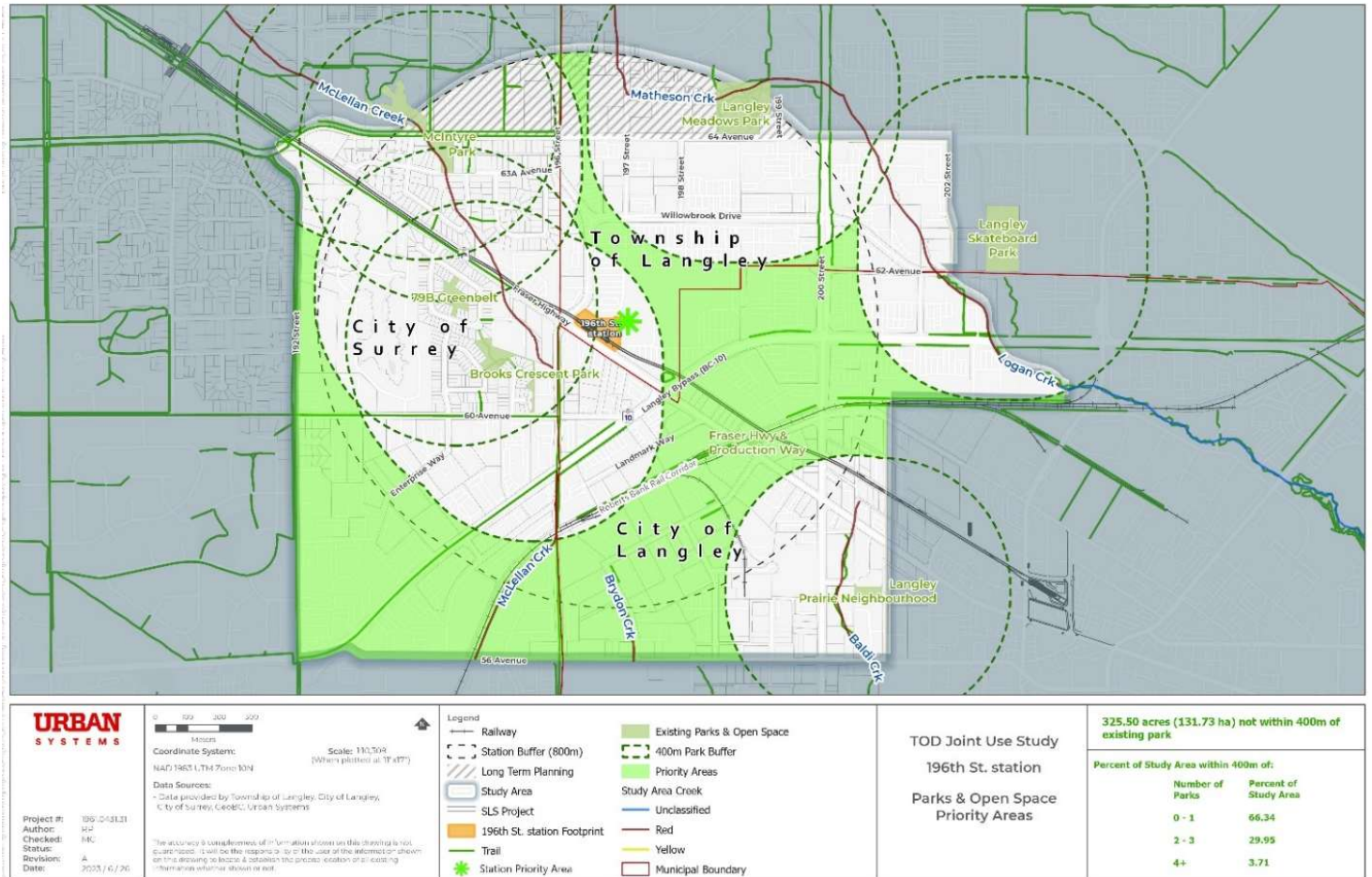


Figure 24. Green Space and Park Priorities

5.5 Edmonds Neighbourhood

5.5.1 STUDY AREA

The Edmonds Town Centre area is situated on the boundary between the City of Burnaby and the City of New Westminster, southeast of Metrotown and the City of Vancouver.

Given that North Bluff Corridor is being developed near a BRT station at Semiahmoo Town Centre, the focus is on the type of development permitted in the "station district" of the Edmonds Neighbourhood. The Station District is generally defined by the BC Parkway and Expo SkyTrain guideway to the west, Griffiths Drive to the east, 18th Avenue to the north, and 10th Avenue to the south.

5.5.2 VISION & GOALS

The vision for Edmonds Neighbourhood is an inclusive, vibrant, and connected community in southeast Burnaby, blending rich history, cultural diversity, public spaces, and local businesses to create a resilient and distinct neighbourhood.

Goals

- Offer diverse housing options
- Maintain high-quality urban design and built form standards
- Foster community identity and a strong sense of place
- Advance climate action and resilience
- Support a vibrant local economy and enhance employment opportunities
- Enhance parks, green spaces, and public areas
- Improve mobility and transportation options
- Provide context-appropriate community services and cultural spaces



Figure 25. Edmonds Plan Area

5.5.3 LAND USE

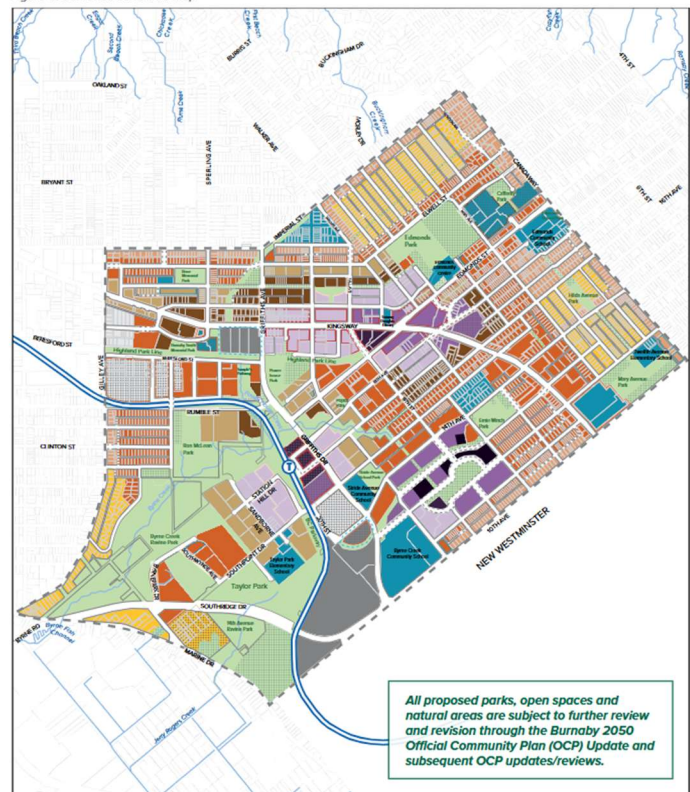
The Edmonds Neighborhood is currently characterized by predominantly low-rise residential buildings. The new plan proposes an increase in heights and densities, ranging from 4 to 50 stories. The Station District will feature high-density, mixed-use buildings over 50 stories, incorporating larger podiums, step-backs, and terracing to enhance public spaces and seamlessly integrate with the surrounding environment. Tall buildings will be concentrated in key mixed-use nodes – such as the Town Centre, Station, and Southgate City – creating distinct landmarks while ensuring that parks and public spaces maintain access to sunlight. Heights will gradually taper down towards adjacent residential areas.

The plan also includes green spaces, mobility networks, plazas, and character streets to improve the overall livability of the area.

Land Use Designation	Permitted ¹ Building Height Range	Land Use and Built Form
Townhouse	4 storeys	Ground-oriented residential townhouse form
Low-Rise Apartment 1	4 storeys	Low-rise residential apartment form with ground-oriented residential ²
Low-Rise Apartment 2	6-8 storeys	Low-rise residential apartment form with ground-oriented residential ²
Mid-Rise Apartment 1	12 storeys	Mid-rise residential apartment form with ground-oriented residential ²
Mid-Rise Apartment 2	20 storeys	Mid-rise residential apartment form with ground-oriented residential ²
High-Rise Apartment 1	30 storeys	High-rise residential apartment use - may accommodate larger, terraced podiums dependent on location and context, with ground-oriented residential ²
High-Rise Apartment 2	40 storeys	High-rise residential apartment use, commonly in point-tower and podium form, with ground-oriented residential
High-Rise Apartment 3	50+ storeys	High-rise residential apartment use, commonly in point-tower and podium form, with ground-oriented residential
Rental Only	Variable	Market and non-market rental housing uses only (height range and built form in accordance with base residential designation)
Future RGS Amendment	Variable	Supplementary rental residential uses located above Employment uses ³



Figure 6. Edmonds Land Use Map



All proposed parks, open spaces and natural areas are subject to further review and revision through the Burnaby 2050 Official Community Plan (OCP) Update and subsequent OCP updates/reviews.

- Plan Area Boundary
- Proposed Street / Lane
- Watercourses
- SkyTrain Station
- Existing Parks, Open Spaces and Natural Areas*
- Proposed Parks, Open Spaces and Natural Areas*

* Includes trails, green corridors and other components of the blue-green space network

Figure 26. Edmonds Plan Area Land Use Designations

Appendix A:

Official Community Plan Policies



Appendix A: Relevant OCP Policies

6.0 Community Character

Objective 6.1 - To retain and enhance the existing character of White Rock, including each of its character subareas, through development.

Policy 6.1.1 Character-Sensitive Growth - Focus most growth in high activity areas that are already characterized by medium to high intensities, primarily in the Town Centre and secondarily in adjacent areas and the Lower Town Centre. Require transition areas identified in Sections 7 and 8 to sensitively integrate the edges of the Town Centre with adjacent neighbourhoods, protecting their own established scale and character.

Policy 6.1.2 Commercial Areas - Focus commercial growth in areas characterized by mixed-use and commercial environments, including in the Town Centre, Lower Town Centre, and Waterfront Village areas.

Policy 6.1.3 Retail Environments - Require that retail uses be small or medium scale, protecting the established and character-defining qualities of White Rock's established retail environment.

Policy 6.1.4 Streetscape Design - Consistent with the policies in Part B and the guidelines in Part D, require that future investment in the built environment and public realm reinforce and enhance the character of existing streetscapes.

Policy 6.1.5 Building Design - Consistent with the guidelines in Part D, require that the use of materials, textures, and other architectural treatments that reinforce White Rock's seaside village character.

Objective 6.2 - To protect and reinforce views to the Waterfront from upland areas of the city, to assist in the protection of White Rock's identity as a seaside community.

Policy 6.2.1 Views and Development - Balance redevelopment with the protection of views to the water by limiting the area of tower floorplates and establishing appropriate tower setbacks from the street, as per the Development Permit Guidelines dealing with form and character in Part D.

Policy 6.2.2 Views and Trees - Select area-appropriate tree species for street plantings to limit conflicts between the protection of views and the retention of trees.

7.0 Growth Management

Objective 7.2 - To encourage growth that is consistent with the Conceptual Urban Form for the City.

Policy 7.2.1 Transitions - Focus the tallest and densest development at the intersection of Johnston and North Bluff Roads, with heights and densities decreasing gradually to the south, east, and west.

Policy 7.2.2 Height Variations - Encourage some variation in building heights within the general transition to lower heights moving away from the intersection at Johnston and North Bluff Roads

Objective 7.3 - To maximize the proportion of residents who can access transit and meet daily needs within walking distance of home, and to reinforce a “City of Centres” with the Town Centre, Lower Town Centre, and Waterfront Village as the focal points of public, economic, and cultural life.

Policy 7.3.1 Focused Commercial Growth - Focus new commercial growth in the Town Centre, Lower Town Centre, and Waterfront Village land use designations.

Policy 7.3.2 Focused Residential Growth - Focus the majority of residential growth and the greatest residential intensities in the Town Centre over the life of this Plan. Additional growth can be accommodated in the Town Centre Transition and Lower Town Centre areas.

8.0 Land Use

Goal: The City of White Rock maximizes its limited land resource by creating a complete community where residents have convenient access to jobs, services, open space, and amenities.

Town Centre

Objective 8.1 - To enable a concentrated mix of multi-unit residential and commercial uses to strengthen the heart of the city, reinforcing it as a neighbourhood, city-wide, and regional destination, and to provide sensitive transitions between the Town Centre and adjacent areas.

Policy 8.1.1 Uses and Building Types - Allow mixed-use (commercial/residential/ civic), multi-unit residential, and civic uses in a range of low-rise to high-rise buildings, with any new high-rises not to exceed 12 storeys.

Policy 8.1.2 Density and Height - Concentrate the highest densities and heights in the area bounded by North Bluff Road, Johnston Road, Russell Avenue, and George Street. Maximum allowable densities (FAR) are outlined in Figure 9 and maximum heights (in storeys) are illustrated in Figure 10. Any portion of a building within 15 metres of Johnston Road is not to exceed four storeys in height.

Policy 8.1.3 Retail Streets - Strengthen existing retail streets by requiring continuous street-fronting commercial uses on Johnston Road. Street-fronting commercial uses are encouraged on North Bluff Road and on Thrift and Russell Avenues adjacent to Johnston Road, and will be considered on George Street. Small scale commercial uses may be appropriate in other areas of the Town Centre.

Policy 8.1.4 Urban Design - Enhance the built and public realms through policies identified in Section 9 and guidelines in the Town Centre Development Permit Area in Part D.

Town Centre Transition

Objective 8.2 - To enable a concentration of multi-unit residential uses to provide easy access to and to strengthen the commercial uses in the Town Centre and the transit corridor on North Bluff Road, and to provide a transition to surrounding low- to mid-rise residential areas.

Policy 8.2.1 Uses and Building Types - Allow multi-unit residential uses, with mixed-use (commercial/residential) on George Street and adjacent to the hospital. Existing institutional and utility uses are also supported and may be mixed in new buildings with multiunit residential uses. Building types range from low-rise to midrise.

Policy 8.2.2 Density and Height - Concentrate the highest heights and densities adjacent to the Town Centre along North Bluff Road. Maximum allowable densities (FAR) are outlined in Figure 9 and policy 8.2.3, and maximum heights (in storeys) are illustrated in Figure 10.

Density and Height For East of Peace Arch Hospital - Allow mixed-use buildings on Finlay Street with a maximum density of 2.5 FAR in buildings of up to six storeys in height. Allow ground-oriented townhouse on Maple Street with a maximum density of 1.5 FAR in buildings of up to three (3) storeys. On North Bluff Road, allow townhouses and low-rise buildings up to 1.5 FAR, in buildings up to four storeys east of Lee Street, and up to three (3) storeys west of Lee Street, with six storeys and 2.5 FAR west of Lee Street if Affordable Rental Housing is included as outlined in Policy 11.2.1.c. Density and height maximum for single family homes shall be as required in the City's Zoning Bylaw.

Policy 8.2.3 Affordable Housing Density / Height Bonus - Allow properties in the areas identified with the * on Figure 9 and 10 to rezone up to six storeys and 2.5 FAR (2.8 FAR if providing replacement rental units) where the development includes the one of the affordable housing components identified in policy 11.2.4.

Policy 8.2.4 Urban Design - Enhance the built and public realms through guidelines included in the Multi-Family Development Permit Area in Part D. Focus on the establishment of a greenway between the Town Centre and Centennial Park, as per Sections 13 and 15.

Mature Neighbourhood

Objective 8.7 - To enable single-detached and gentle infill opportunities, to protect the character of existing mature single family neighbourhoods while supporting housing choice and affordability.

Policy 8.7.1 Uses and Building Types - Allow single family homes, and houseplexes. Allow secondary suites in single-detached homes.

Policy 8.7.2 Density and Height - Allow density and height maximums for houseplexes, and single family homes as outlined in the City's Zoning Bylaw.

Policy 8.7.3 Urban Design - Enhance the public and built realms, and maintain the existing residential character of established neighbourhoods with gentle infill (houseplexes), as per the Mature Neighborhood Houseplex Development Permit Area guidelines in Part D.

Institutional and Utility

Objective 8.9 - To enable institutional and civic facilities such as schools, hospitals, major complex care facilities, civic buildings and facilities, and major utility buildings and facilities.

Policy 8.9.1 Uses and Building Types - Allow institutional and utility uses, and mixed-use (institutional, residential, and accessory commercial) in primarily mid-rise and low-rise buildings.

Policy 8.9.2 Density and Height - Determine the scale and height of buildings based on compatibility with surrounding development.

Open Space and Recreation Area

Objective 8.10 - To enable both passive and active recreation, habitat protection, and natural area preservation.

Policy 8.10.1 Uses - Provide for recreation areas and protected areas

9.0 Town Centre

Objective 9.1 - To attract office and employment generating uses that reinforce the Town Centre as the primary employment hub.

Policy 9.1.1 Office and Employment Hub - Enhance the Town Centre as the primary employment hub and business centre by encouraging the development of office, event, and hotel space, along with other employment generating uses.

Objective 9.2 - To enable the establishment of civic and community uses, as well as other important destinations, reinforcing the Town Centre as a centre for cultural, civic, and public life in the city.

Policy 9.2.1 Civic and Cultural Heart - Establish the Town Centre as the cultural and civic heart of White Rock by creating public space at the corner of Johnston Road and Russell Avenue and in the block bounded by North Bluff Road, Russell Avenue, Johnston Road, and Foster Street. Cluster civic, social, cultural, and retail uses around these spaces.

Policy 9.2.2 City Hall - Explore the possibility of relocating City Hall to the Town Centre, establishing a new civic centre with other potential civic facilities.

Policy 9.2.3 Grocery Store - Support the ongoing presence of a full service grocery store in the Town Centre.

Policy 9.2.4 High Street Character - Strengthen the high street character of the Town Centre and deliver predictable, high quality development in the Town Centre as per the Town Centre Development Permit Area guidelines in Part D. Undertake public realm improvements with new sidewalks, street trees, landscaping, street furniture, and improved pedestrian crossings, and coordinate with Surrey when appropriate.

Objective 9.3 - To strengthen the permeability of the Town Centre, and the integration of open spaces and connections for walking and cycling.

Policy 9.3.1 Connectivity - Improve pedestrian connectivity throughout the Town Centre by breaking up blocks with pedestrian pathways. Establish a greenway connection that extends Russell Avenue westwards to Martin Street and then on to Centennial Park.

Policy 9.3.2 Open Spaces - Enhance the network of parks and public open spaces by:

- a. Providing a northern extension of Bryant Park across Russell Avenue, and creating a new neighbourhood park and playground at the centre of the residential precinct in the block bounded by North Bluff Road, Russell Avenue, Johnston Road, and Foster Street;
- b. Establishing a civic plaza at Johnston Road and Russell Avenue;
- c. Establishing a green buffer on North Bluff Road, which could include a setback between Foster and George Streets with a double row of street trees with enhanced pedestrian facilities and physically separated cycling facilities;
- and d. Create a gateway plaza or other open space at North Bluff Road and Johnston Road.

Objective 9.4 - To efficiently and strategically utilize land and development to enhance the character and quality of the Town Centre.

Policy 9.4.1 Parking - Consolidate surface parking areas into new developments and restrict future surface parking.

Policy 9.4.2 Town Centre Community Amenity Contribution - Through redevelopment, contribute to the creation of appropriate public amenities that are consistent with the City's Community Amenity Contribution Policy, this Section, and the Town Centre Development Permit Area guidelines in Part D.

Policy 9.4.3 Density Transfer - Allow the transfer of density from small lots to adjacent lots or lots located across City streets and laneways.

Objective 9.5 - To advance sustainable urbanism in the Town Centre.

Policy 9.5.1 Sustainability - Conserve water and energy, and reduce greenhouse gas emissions as per the Town Centre Development Permit Area guidelines in Part D.

13.0 Transportation + Mobility

Objective 13.2 - To improve the safety, comfort, convenience, and enjoyment of cycling within and through White Rock.

Policy 13.2.1 Bicycle Network - Enhance the bicycle network to improve connectivity and provide more cycling options throughout the city by:

- a. Providing more north-south bicycle routes, in particular to connect the Town Centre and Waterfront;
- b. Providing ramps for bicycles at key stairways in areas of steep topography and where there are no through streets, including Johnston Road, Centre Street, Dolphin Street, Cypress Street, and Bay Street;
- c. Providing high quality bicycle facilities along North Bluff Road;
- d. Connecting existing gaps in the network, including extending the off-street facilities on Stayte Road south to Marine Drive and extending the shared use land on Bergstrom Road; and
- e. Implementing bicycle route improvements as part of major street capital projects and as other opportunities arise.

Objective 13.3 - To utilize land use and design tools, and to work with transit service providers, to improve the frequency, comfort, and convenience of transit use.

Policy 13.3.3 Transit Shelters - Provide seating, lighting, and customer information at all bus stops along high frequency corridors, such as Johnston Road, Pacific Avenue, Columbia Avenue, eastern Marine Drive, Stayte Road, and North Bluff Road.

Policy 13.3.4 Bus Exchange - Support the development of a new bus exchange in the Semiahmoo Town Centre.

Policy 13.3.5 Hillside Connector - Continue exploring the feasibility of a fixed transit link or “people mover” between the Waterfront and Town Centre that does not involve a conventional bus, but may include a covered/ enhanced escalator or funicular.

Policy 13.3.6 Transit Focus in the Town Centre - Identify the Town Centre as a key regional and local transit service ‘anchor point’, to ensure additional frequent and local transit route and infrastructure investments are directed to this area and recognize the Town Centre’s role as a high-density, mixed-use growth focus area in White Rock and the Semiahmoo Peninsula.

22.3 Town Centre Development Permit Area

Buildings

- a. Ensure buildings are compatible with or complementary to adjacent developments in terms of height, density, and design. The tallest and densest developments are to be located at the intersection of Johnston and North Bluff Roads, with heights and densities decreasing to the south and west as outlined in Figures 8 and 9. Vary heights, rooflines, and massing to minimize impacts to views and solar exposure enjoyed by adjacent buildings and open spaces.
- b. Set buildings back from the property line at least 3 metres, with a further stepping above the second or third floor in mixed use areas and above the fourth floor in residential areas. Consider an additional step back above the seventh floor. Fewer steps in building form may be accepted where the building achieves greater energy efficiency by a streamlined form.
- c. Create visual interest with architectural details. Incorporate windows, doors, bay windows, porches, setbacks, and vary colours, massing, and materials. Non-street facing elevations shall be treated with the same architectural details as the street facing elevations.
- d. Ensure main entrances of residential and mixed-use buildings are level with the sidewalk. Entrances shall be clearly identifiable, and weather protection with overhangs and awnings shall be provided over all entrances and along all commercial frontages. Residential units on the ground floor should be ground-oriented with entrances directly off of the street.
- e. Address all street edges on properties fronting multiple streets or public walkways. Orient buildings toward intersections or design independent frontages along both intersecting streets, and incorporate windows, doorways, landscaping, and architectural detailing along all street frontages and walkways.
- f. Provide articulation to break up building mass and to establish a rhythm along the street front in commercial areas. Ground-level commercial spaces should reflect traditional patterns of diverse, small-scale retail with storefronts of approximately ten metres wide. Include no more than six contiguous units fronting a given street without incorporating architectural elements.
- g. Maximize transparency in commercial areas through extensive use of glazing at grade level, and consider use of mullions and frames to create character and visual interest. Reflective glass or other similar material on the ground floor façade of any building facing a street will not be accepted.
- h. Provide common outdoor amenity spaces for residents in mixed use and residential buildings. Shared roof decks with gardens are encouraged where appropriate. Incorporate dining and seating areas with outdoor cooking facilities, play areas for children, areas for air-drying laundry, communal vegetable gardens, and appropriate landscaping. Provide each apartment unit with a private outdoor space, such as a balcony or ground level patio, where possible. Provide ground floor units with a semi-private front patio. Incorporating greenroofs to manage stormwater, reduce urban heat island effect, and contribute to biodiversity is encouraged.
- i. Follow passive solar design principles and orient and site buildings to maximize views to the waterfront. Design roofs to maximize opportunities for solar collection in winter and control solar gain on south-facing facades by blocking high-angle sun in summer. Alternatively, provide

operable shading devices or window overhangs to control summer solar gain. Maximize passive ventilation and passive cooling through building orientation.

j. Incorporate west coast design elements with the use of natural materials, including brick, stone, concrete, exposed heavy timber, and/ or steel. Vinyl siding and stucco will not be considered for cladding. Use rich natural tones which reflect the natural landscape and seascape as the dominant colours, with brighter colours used only as accents.

k. Integrate commercial signage with the building and/or landscaping. Signage shall have a pedestrian scale and be coordinated throughout each development and compatible with signage on adjacent properties to establish a unified and attractive commercial area. The use of natural materials and projecting signs is encouraged.

Pedestrian Realm and Landscape

a. Site new development back from the intersection of Johnston Road and North Bluff Road to create a “Gateway” to the City. Design this space as a plaza and incorporate public art and/or a Town Centre welcome feature or sign

b. Create a “Heart” in the Town Centre by setting buildings back on all four corners at the intersection of Johnston Road and Russell Avenue and building a Central Plaza or Park in the block bounded by North Bluff Road, Russell Avenue, Johnston Road, and Foster Street. Enhance these public spaces with public art and opportunities for programmed uses

c. Provide continuous commercial frontage along both sides of Johnston Road, and allow additional street-front commercial along North Bluff Road and portions of Thrift and Russell Avenues adjacent to Johnston Road. Bicycle parking adjacent to retail entrances is encouraged.

d. Improve the public realm along Johnston Road in accordance with the results of the Johnston Road Upgrade. Widen sidewalks throughout the Town Centre (minimum 1.8-2.5 metres), and install ornamental street lamps and street furniture. Provide space for patios adjacent to commercial retail frontages. Curb letdowns are to be designed to accommodate wheelchair and scooter movement.

e. Provide consistency with street trees, plant materials, street furniture, and other aspects of the public realm to create cohesive streetscapes. Incorporate public art in both the public and private realm that is reflective of the local landscape and heritage.

f. Site buildings to create outdoor public spaces and through-block walking connections, as these spaces create opportunities for a variety of pedestrian-oriented activities and uses. Special attention should be paid to establishing linear park connections from Russell Avenue north and Johnston Road west to the Central Plaza/Park, and west from the intersection at Russell Avenue and Foster Street to Centennial Park.

g. Use light coloured reflective paving materials such as white asphalt or concrete for paths, driveways, and parking areas to reduce heat absorption and urban heat island effect. Ensure all areas not covered by buildings, structures, roads, and parking areas are landscaped. Use landscaping to establish transitions from public to private areas.

h. Increase the quantity, density, and diversity of trees planted in the Town Centre, with both deciduous and coniferous tree species. Ensure all trees are planted with sufficient soil volume,

using soil cells where appropriate, and incorporate diverse native shrub layers below trees to intercept stormwater. Landscape design should employ CPTED safety principles.

i. Select trees that will maximize passive solar gain, natural ventilation, and natural cooling, and increase the entry of natural light into buildings. Maximize the use of drought tolerant and native species requiring minimal irrigation. Use lawn alternatives such as groundcovers or sedums to limit watering requirements and increase biodiversity. The planting of hedges directly adjacent to sidewalks is discouraged, unless they are screening a garbage/recycling area.

j. Incorporate Low Impact Development Techniques for stormwater management, where appropriate and in accordance with the City's Integrated Storm Water Management Plan (ISWMP). This includes but is not limited to bio-swales, cisterns, and permeable paving. Narrower lanes/access roads and the use of porous asphalt are encouraged.

k. Provide sufficient on-site illumination for pedestrian/vehicle safety and good exposure for retail uses. Light facades and highlight building entrances, and avoid "light spill" onto adjacent properties. The use of lighting systems that are powered by renewable energy, such as solar-power, are encouraged.

Parking and Functional Elements

a. Locate parkade entrances at the rear or side of buildings where possible, separate from pedestrian entrances. If a parkade entrance faces a street, it shall be subordinate to the pedestrian entrance in terms of size, prominence on the streetscape, location, and design emphasis. The use of landscaping to screen and soften the appearance of the parkade entrance is encouraged. Access ramps must be designed with appropriate sight lines and incorporate security features.

b. Provide all off-street parking below grade or enclosed within a building, with the exception of some visitor parking spaces and short-term commercial parking spaces. Bicycle and scooter parking shall be provided for residents within parkades, with temporary bicycle parking available near building entrances. Ensure buildings are accessible from parkades for those with mobility impairments.

c. Provide sufficient space for garbage, recycling, and composting within parkades. These areas are to be located so that they are convenient for users and accessible for waste/recycling/compost collection and removal. Loading areas must also be incorporated within buildings wherever possible.

d. Locate mechanical equipment to minimize exposure to the street and nearby buildings. Screening of rooftop mechanical equipment must be integrated into the overall architectural form of the building, and be designed to dampen noise where required.



Appendix B

What We Heard Report
Engagement Round 1

North Bluff Road Corridor Study

What We Heard Report

Engagement Round 1

WHITE ROCK
City by the Sea





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Introduction

Background

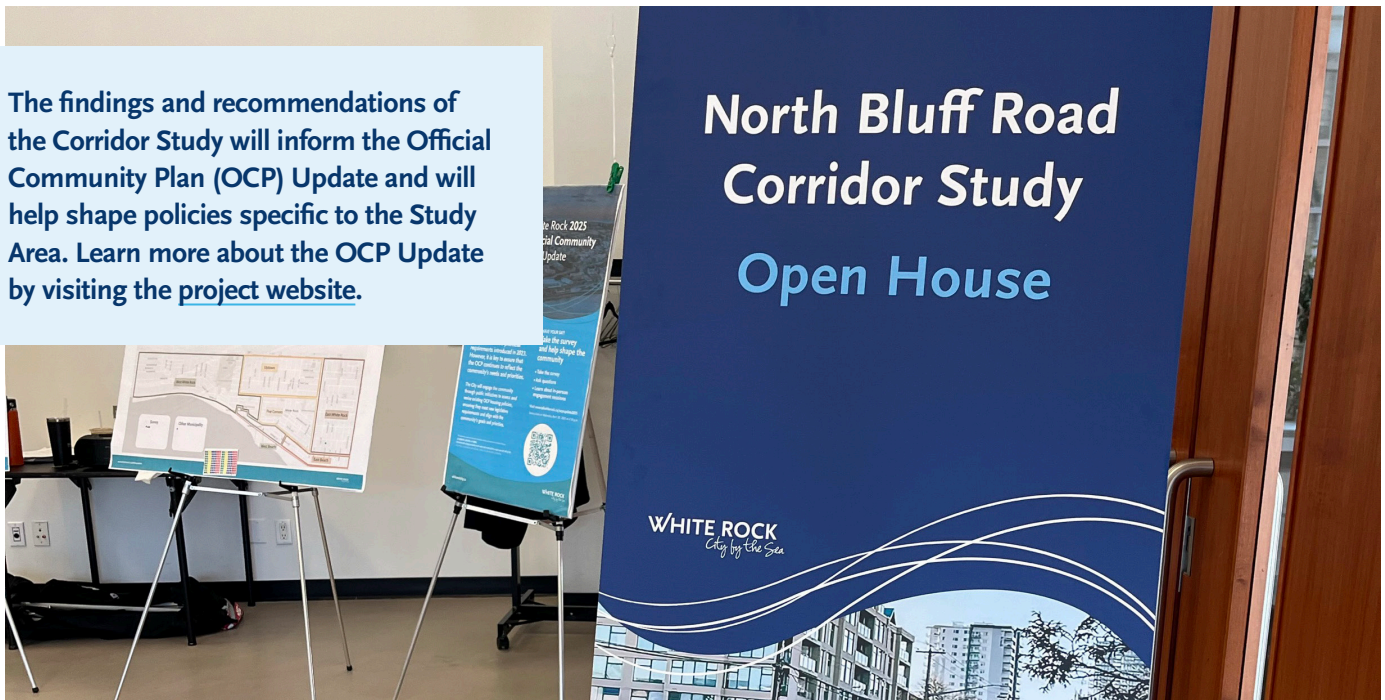
On February 18, 2025, the City of White Rock launched the North Bluff Road Corridor Study. The North Bluff Road Corridor is the boundary between White Rock and Surrey (also known as 16 Avenue). This busy and diverse area is expected to grow in the coming years. To plan for this growth, the City of White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

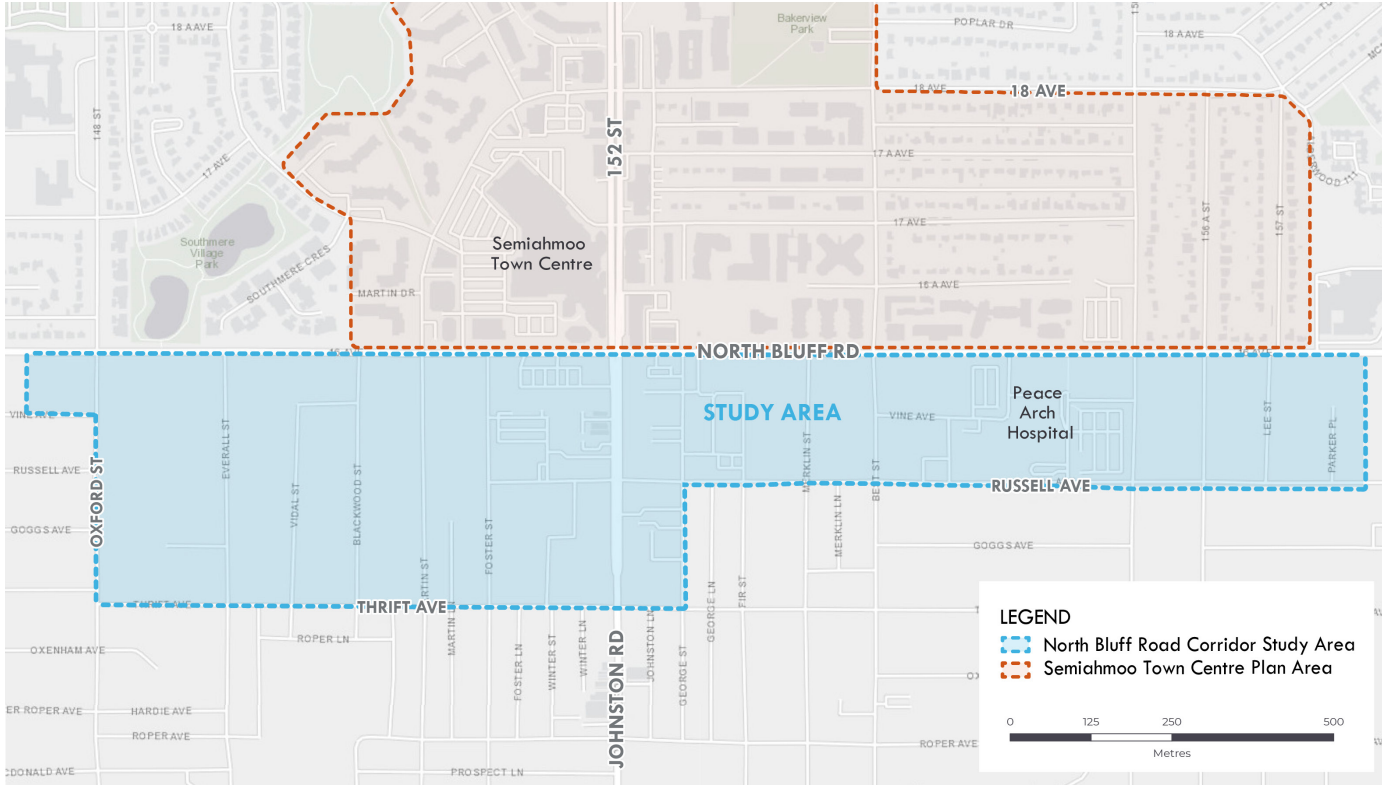
The North Bluff Road Corridor Study aims to ensure that White Rock's Town Centre and surrounding areas within the Study Area remain competitive in the broader market and can meet the growing residential and commercial demands for diverse housing and various lifestyle choices. Additionally, the Corridor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

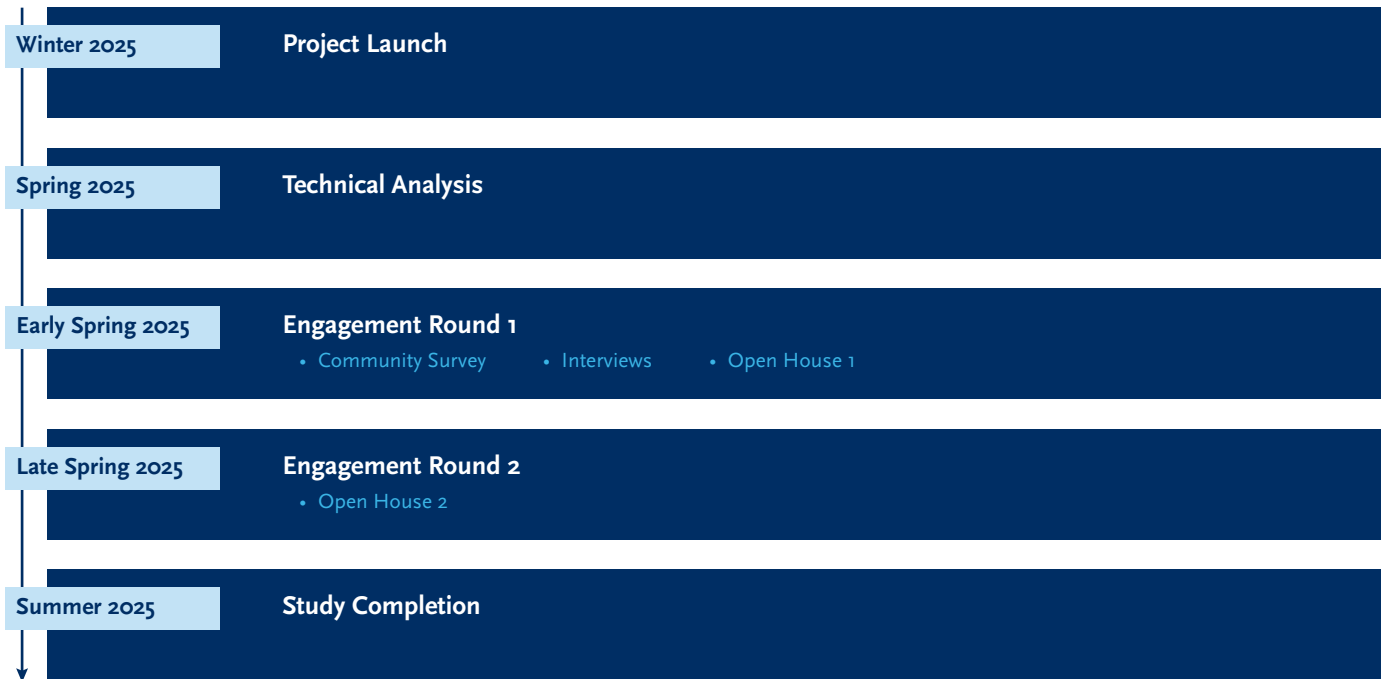
The findings and recommendations of the Corridor Study will inform the Official Community Plan (OCP) Update and will help shape policies specific to the Study Area. Learn more about the OCP Update by visiting the [project website](#).





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; land economic analyses; and technical planning work.



Our Approach

Engagement Snapshot



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.



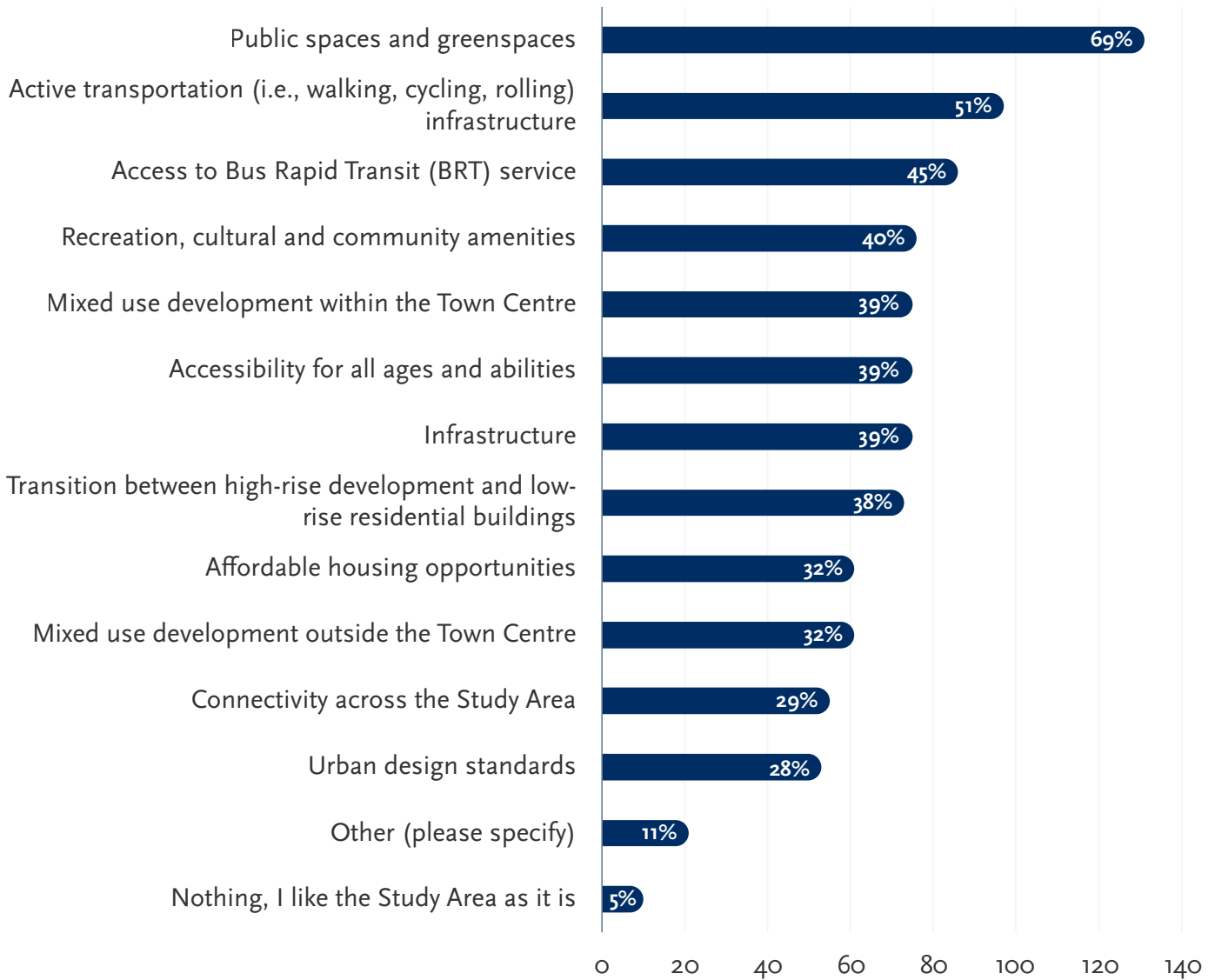
What We Heard

Key Themes

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

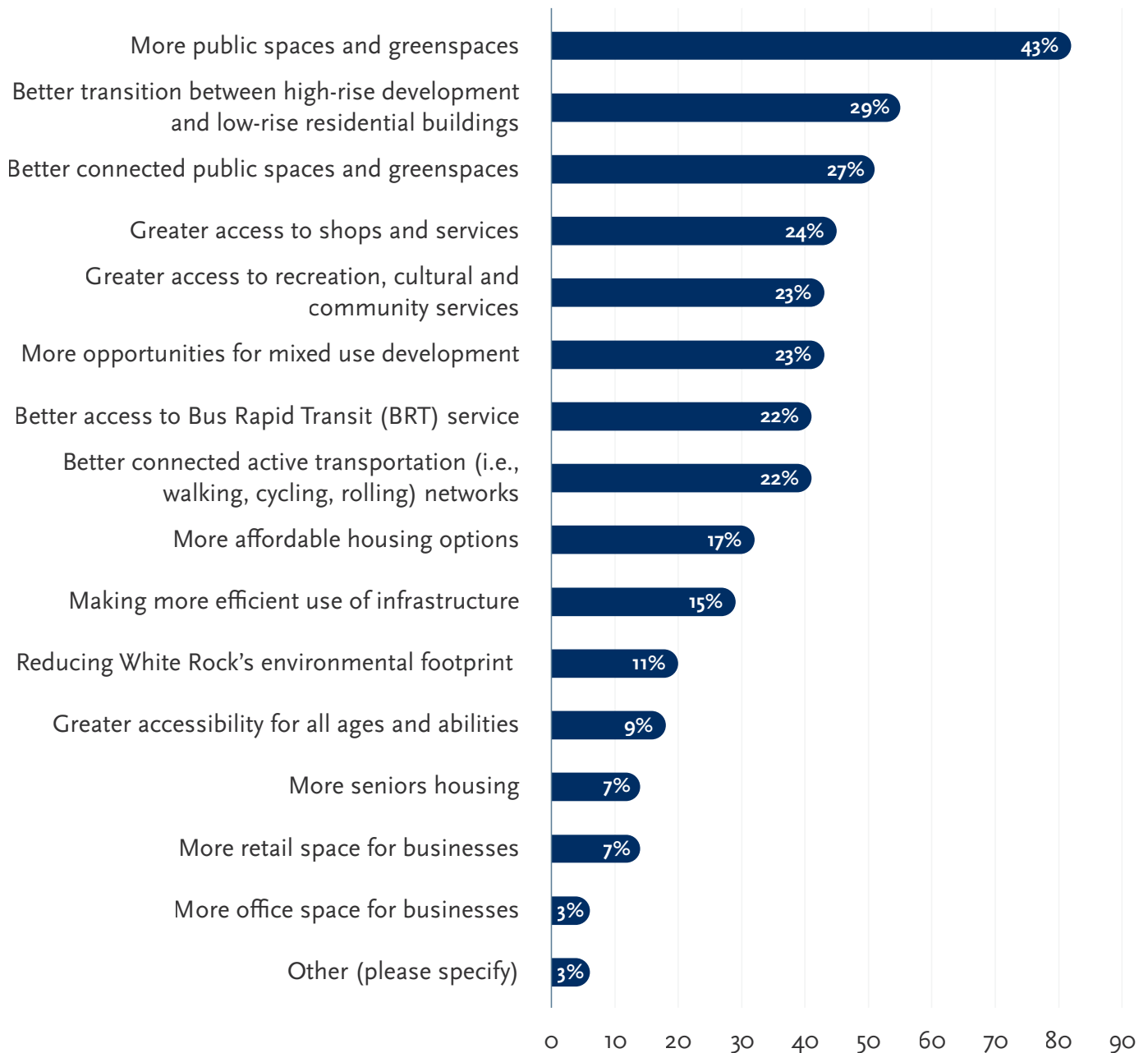
- Desire to protect, connect, and expand public spaces and greenspaces
- Demand for better access to Bus Rapid Transit
- Desire to increase pedestrian and cycling connectivity across the Study Area
- Desire to maintain walkability and small-town character
- Demand for more affordable and family friendly 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

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)



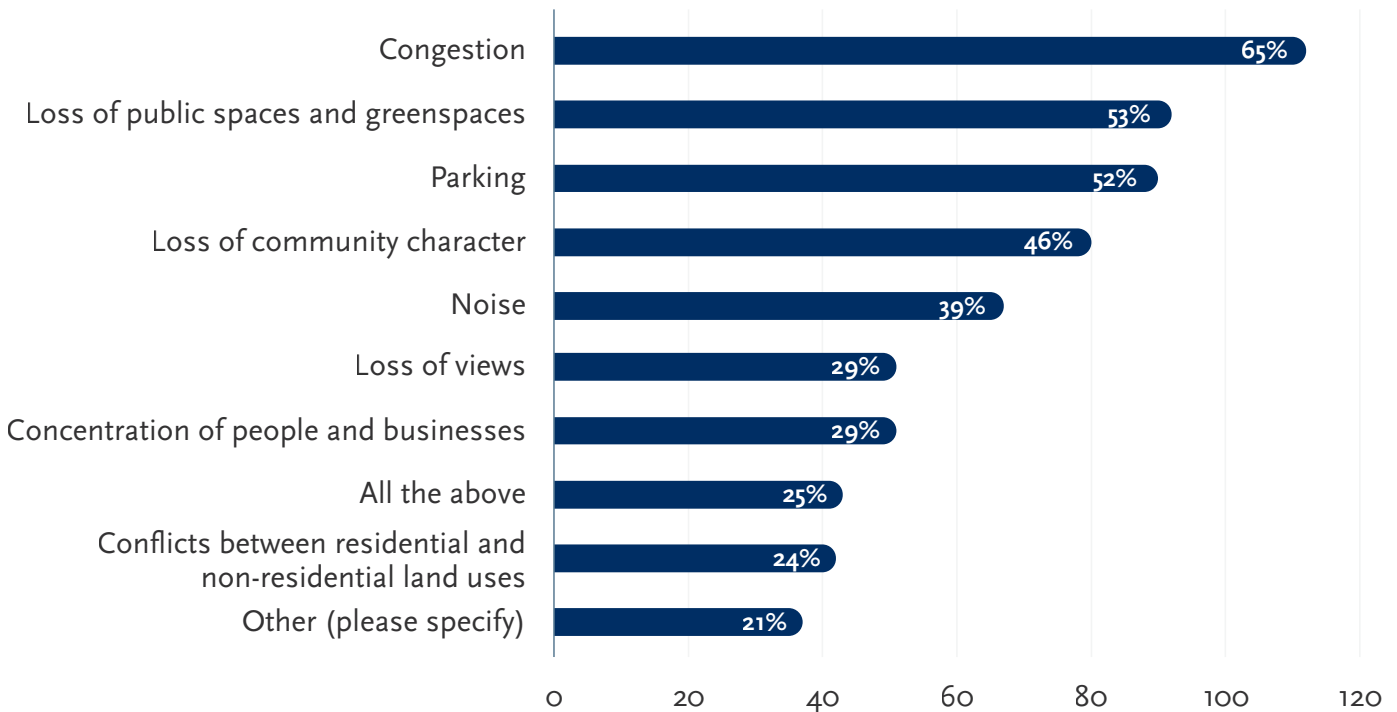
When asked how the lands within the Study Area (between Oxford Street and Parker Place) could be better used to benefit the community, the top three priorities among survey respondents were more public spaces and greenspaces (43%), better transitions between high-rise development and low-rise residential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

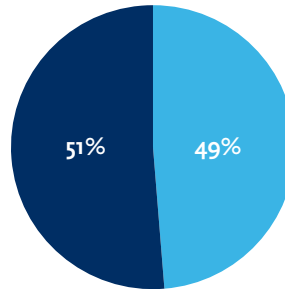
What is your greatest concern when it comes to intensifying land uses across the Study Area? Select all that apply. (N=173)



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)

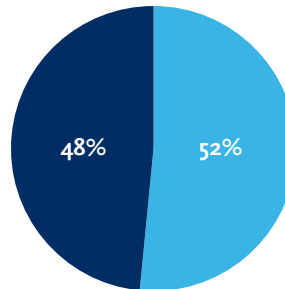
Survey respondents were divided over this question – 51% would prefer to have lower residential building heights and densities, and 49% would prefer to have more housing options (even if it meant higher building heights and densities).



- 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)

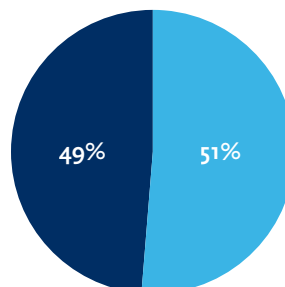
Survey respondents were divided over this question – 52% would prefer to have more recreation, cultural and community amenities (even if it meant higher building heights and densities), while 48% would prefer to have lower building heights and densities.



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

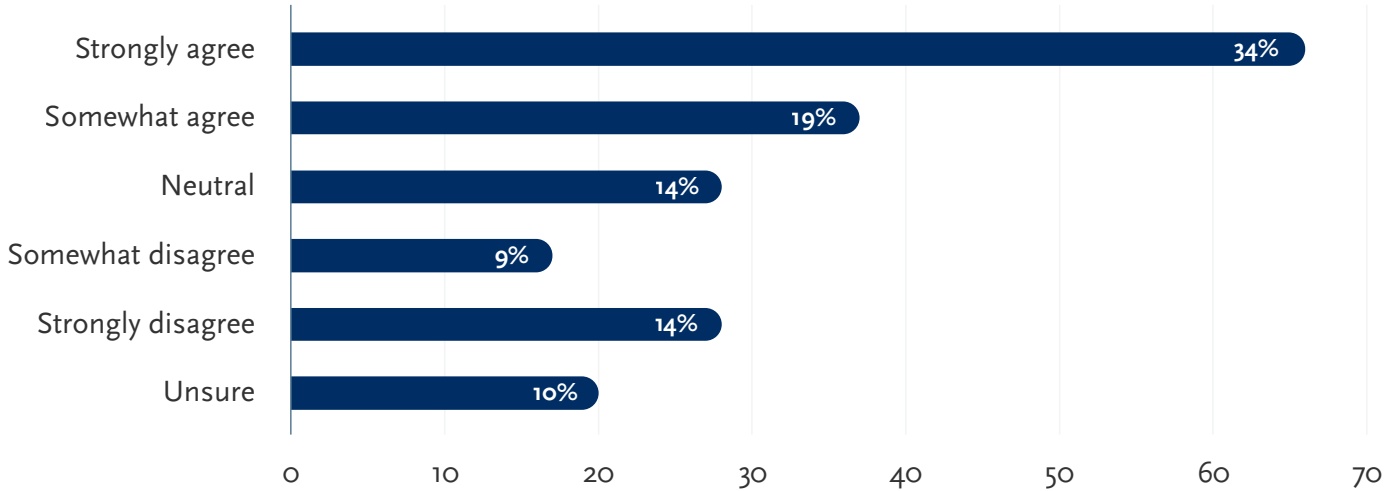
Would you prefer to have access to more shops, services and business opportunities even if it means higher building heights and densities, or, lower building heights and densities? (N=195)

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.



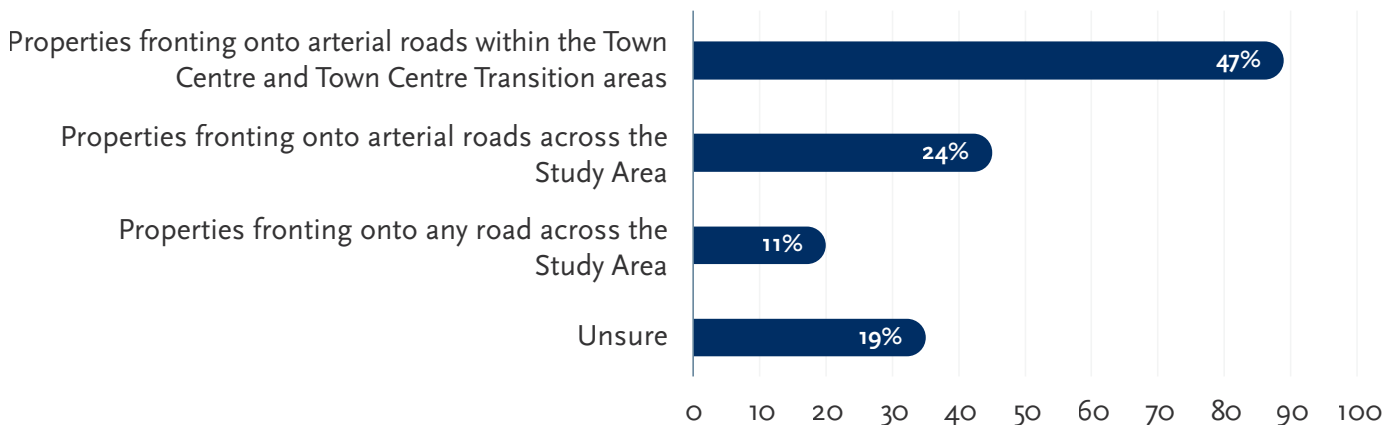
- I would prefer to have lower building heights and densities
- I would prefer to have access to more shops, services and business opportunities

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)



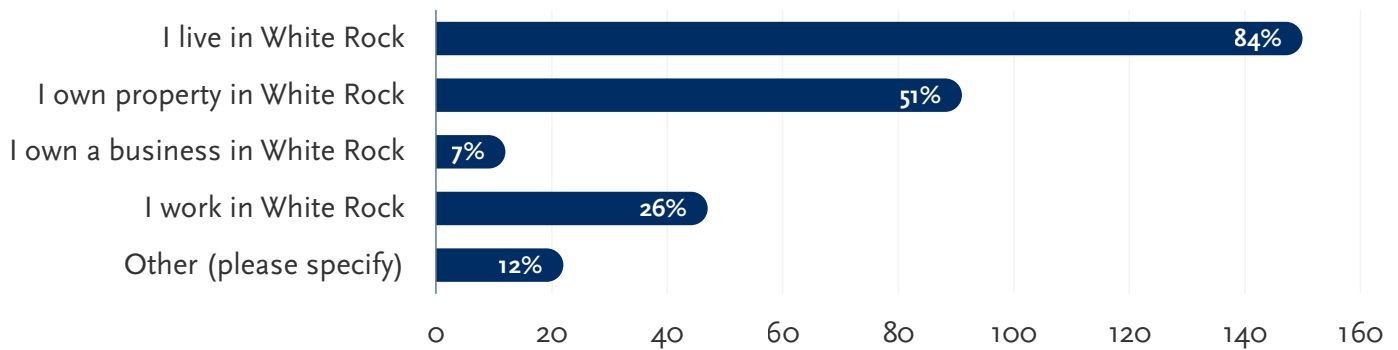
Approximately half of survey respondents strongly agree (34%) or somewhat agree (19%) that a lot has changed since the 2021 OCP Amendment was adopted. Approximately a quarter of respondents strongly disagree (14%) or somewhat disagree (9%).

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)



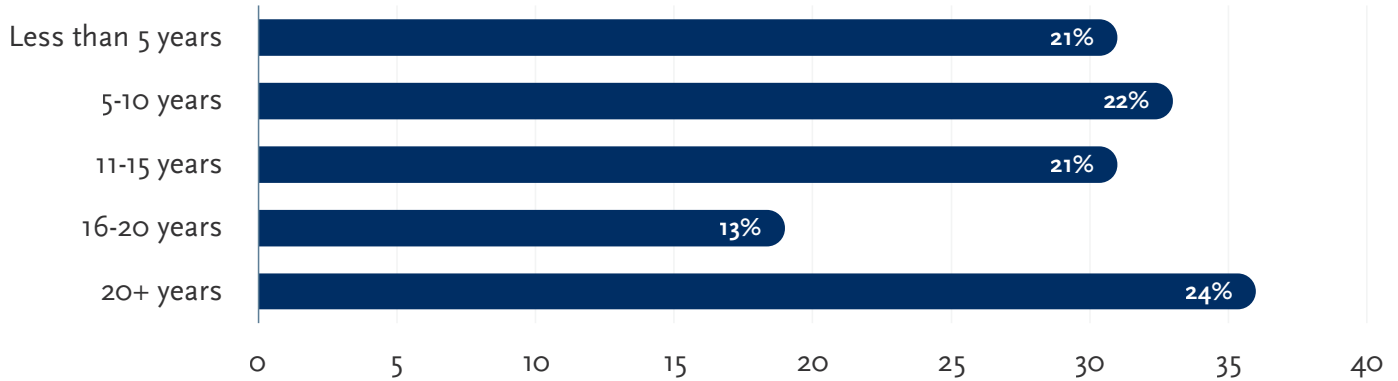
Survey respondents considered properties fronting onto arterial roads within the Town Centre and Town Centre Transition areas as best suited for mixed use development (47%).

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



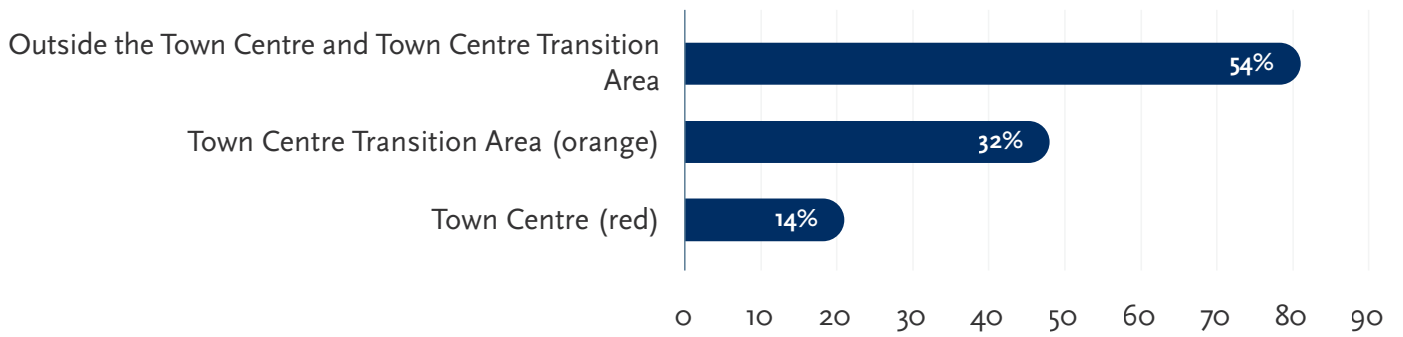
Most survey respondents (84%) indicated they live in White Rock or own property in White Rock (51%). A common response among those who specified “other”, was that they live nearby in South Surrey.

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%).

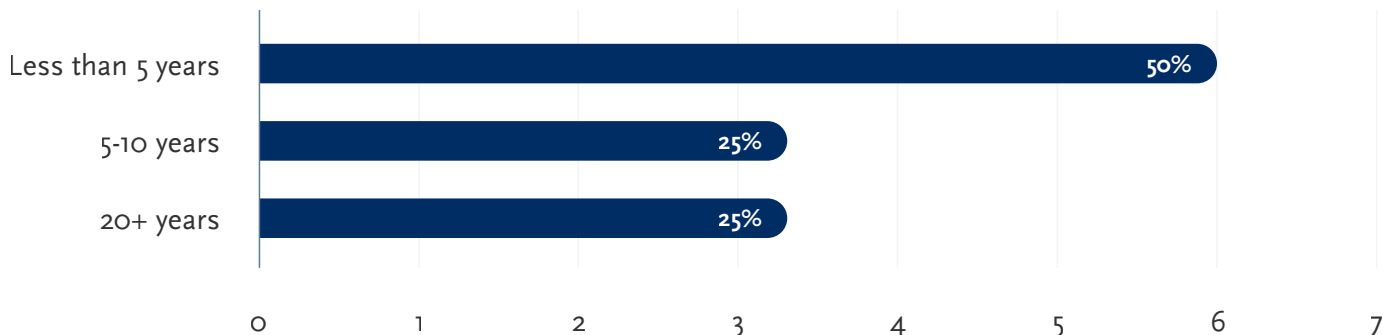
Where is your home located in White Rock? (N=150)



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.

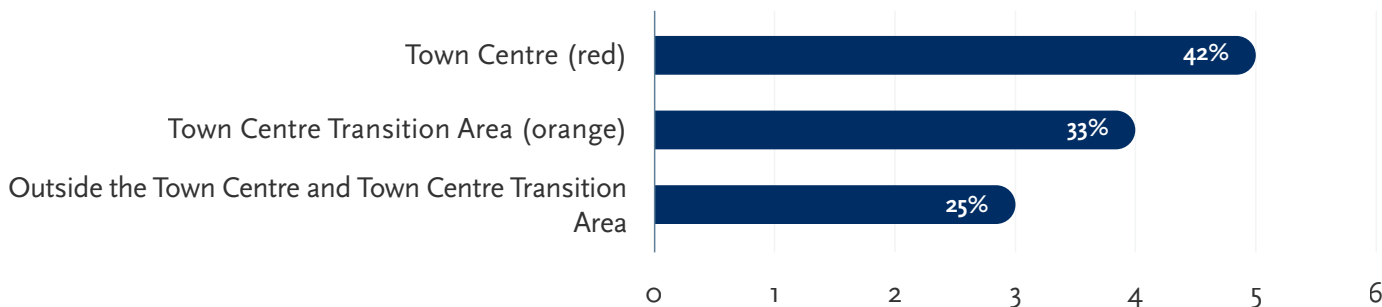


How long have you owned a business in White Rock? (N=12)



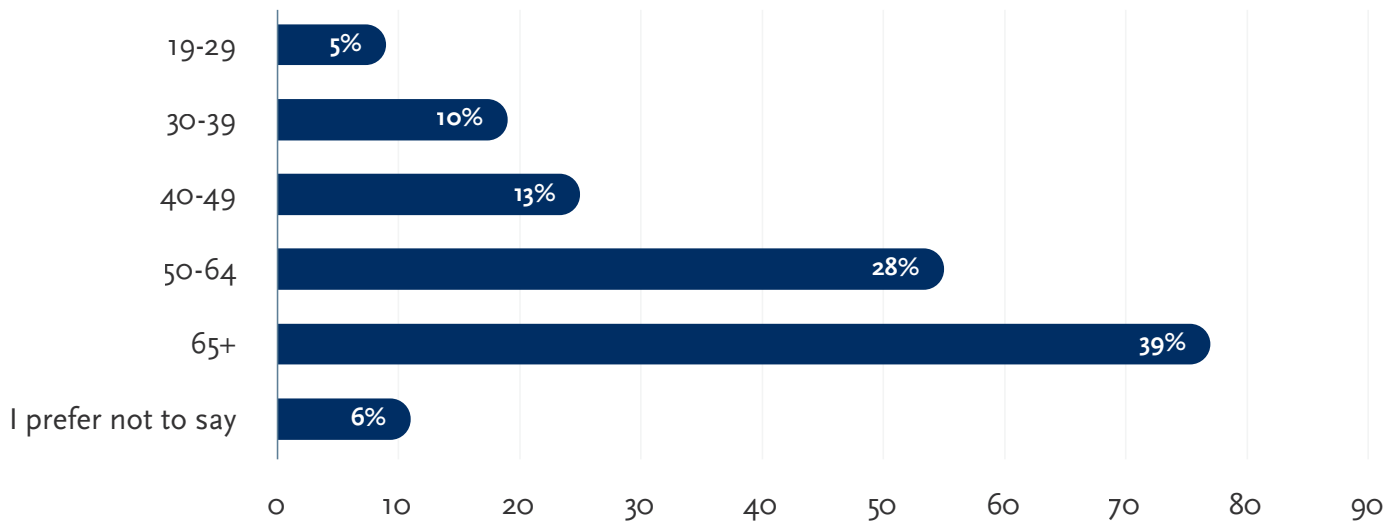
Among those respondents who indicated they owned a business in White Rock, half of them (50%) had done so for less than 5 years.

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



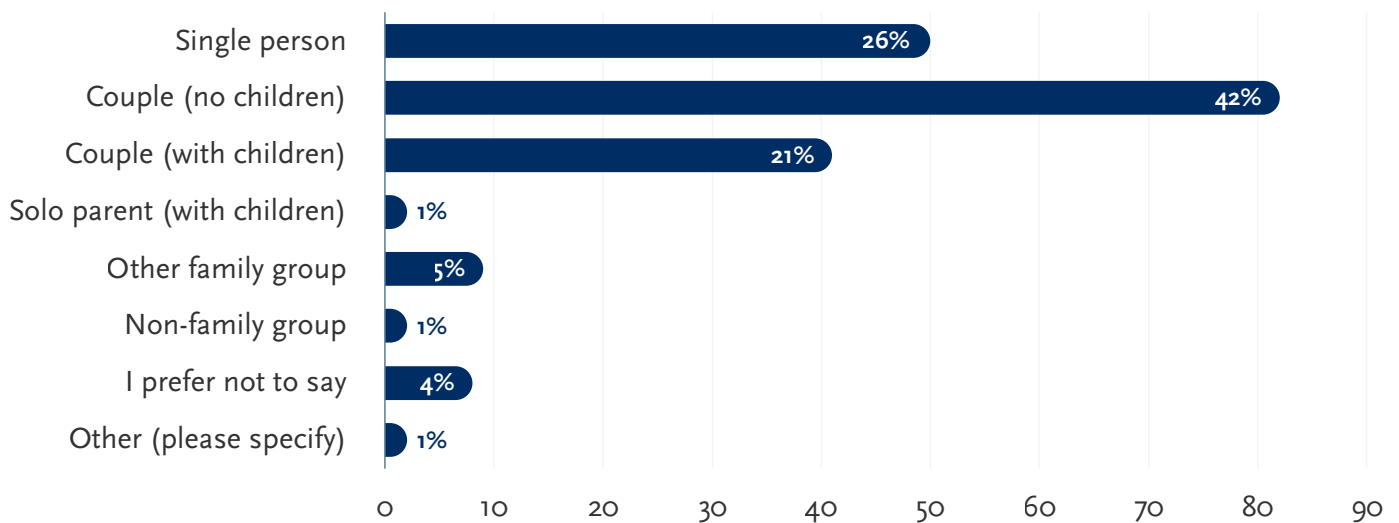
Among those respondents who indicated they owned a business in White Rock, 42% indicated their businesses is located in the Town Centre, 33% in the Town Centre Transition Area, and 25% outside the Town Centre and Town Centre Transition Area.

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



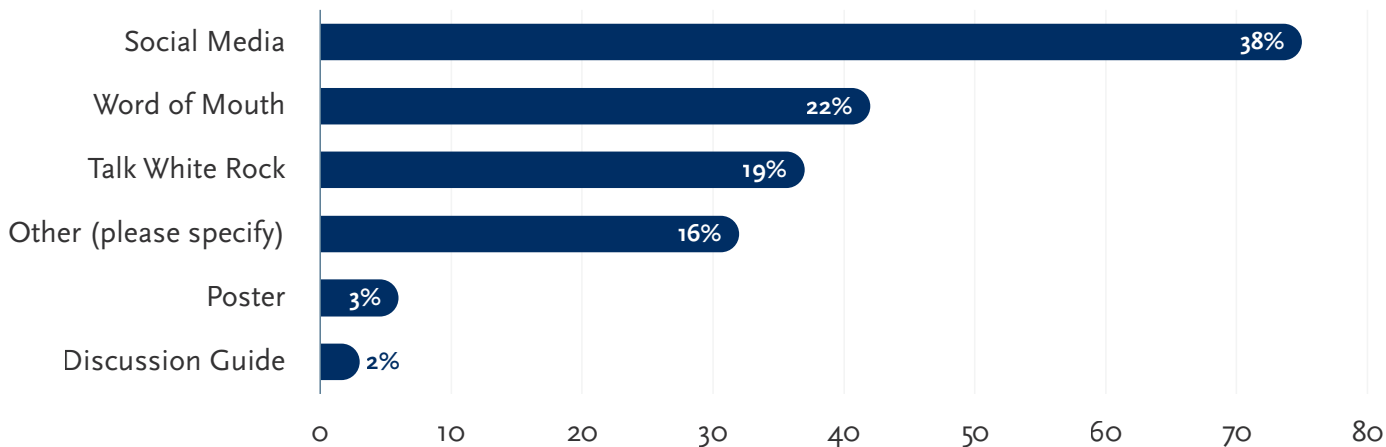
Most survey respondents were aged 50+, with 28% aged 50-64 and 39% aged 65+.

Which best describes your household? (N=196)

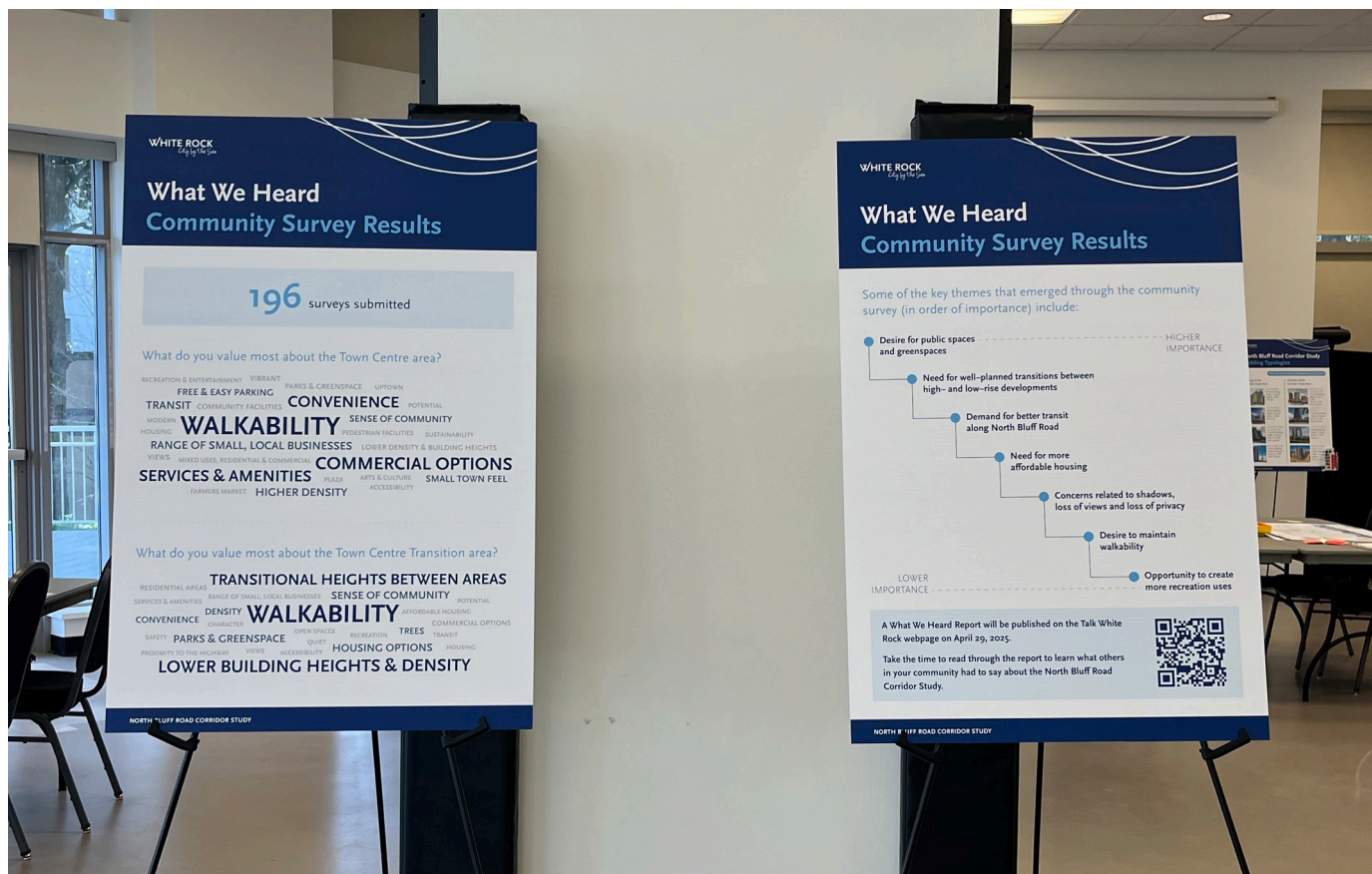


Most survey respondents described their household as a couple, either with no children (42%) or with children (21%). Approximately a quarter of all survey respondents (26%) indicated they were single-person households.

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.

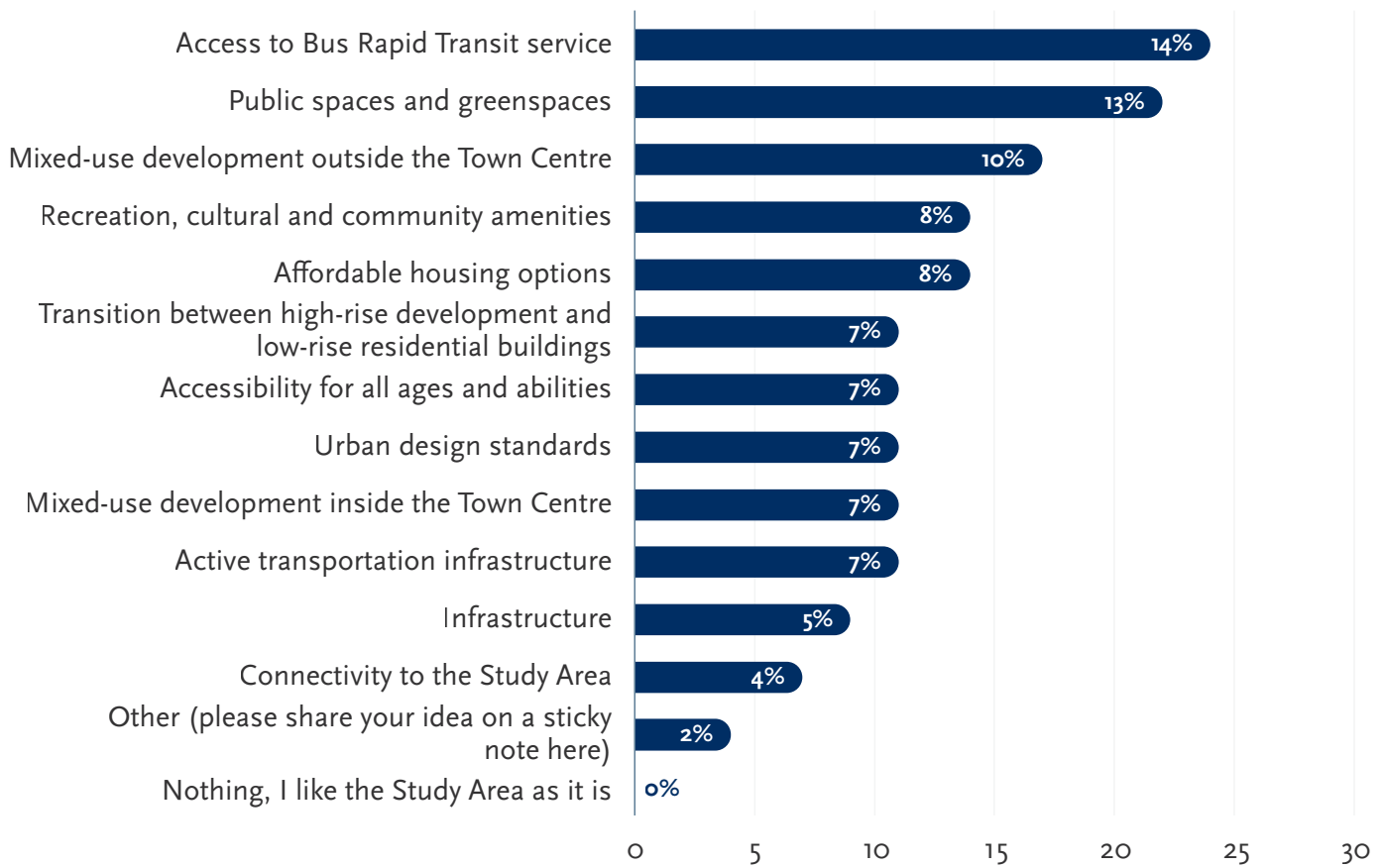


Community Open House

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.

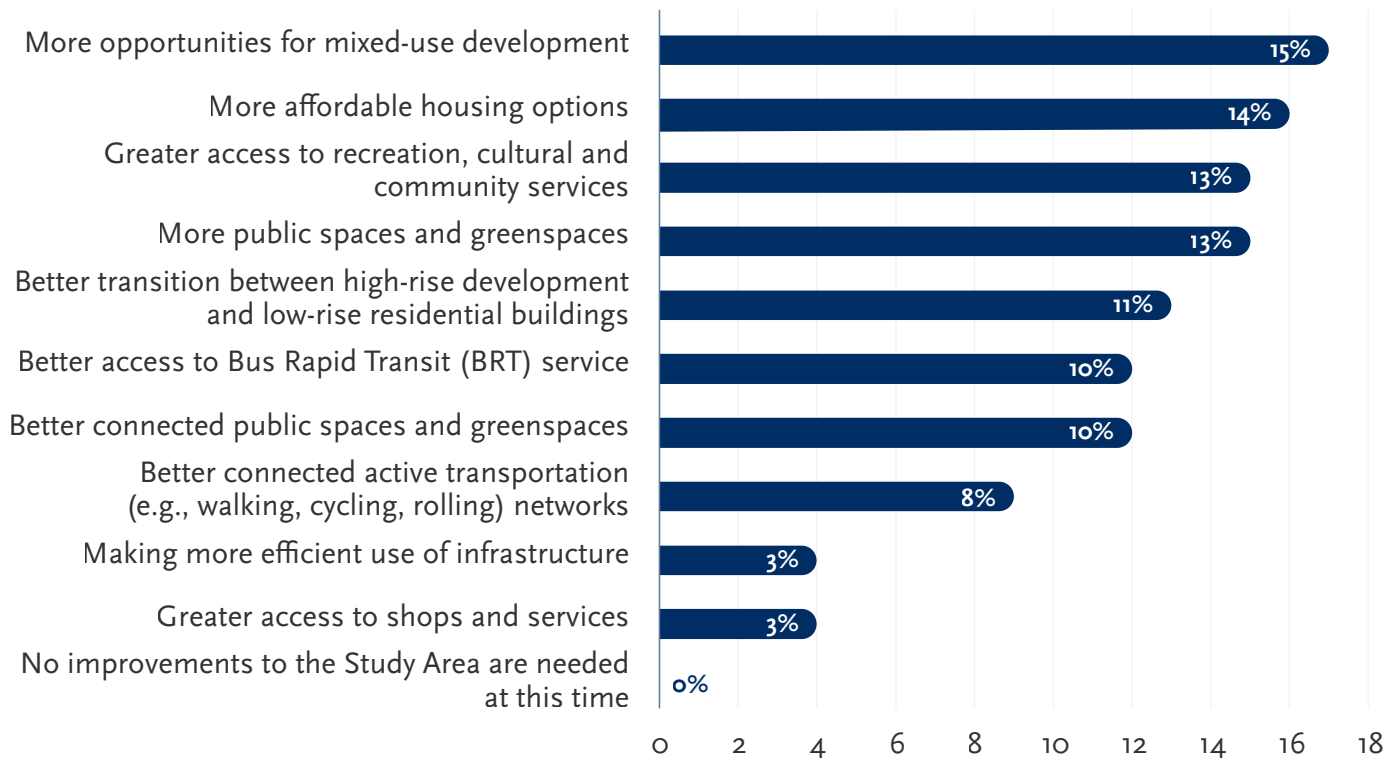
INTERACTIVE BOARDS

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)

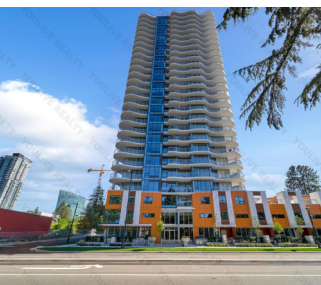


1588 Johnston Road (6 votes)



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:

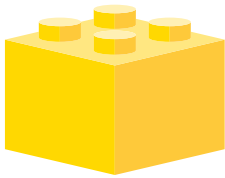
- Along North Bluff Road and Johnston Road
- Anywhere within the town centre
- Close to Peach Arch Hospital (doctors offices, dentists, medical and services for those visiting hospital)
- The southwest corner of North Bluff Road and Johnston Street

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

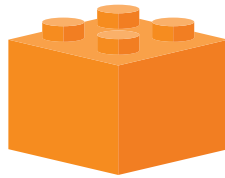
- Retail options for daily essentials like groceries
- Health and personal services (medical, dental, and support services, especially around the hospital)
- Social and community gathering spaces (local cafés)

Building density and height surrounding the North Bluff Corridor

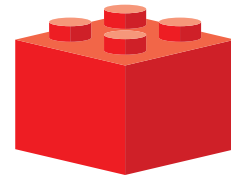
Attendees were encouraged to use different coloured Lego blocks to identify where different building heights would be best suited. Feedback collected through this activity has been summarized below and shown in Appendix 2: Open House Tabletop Activities.



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

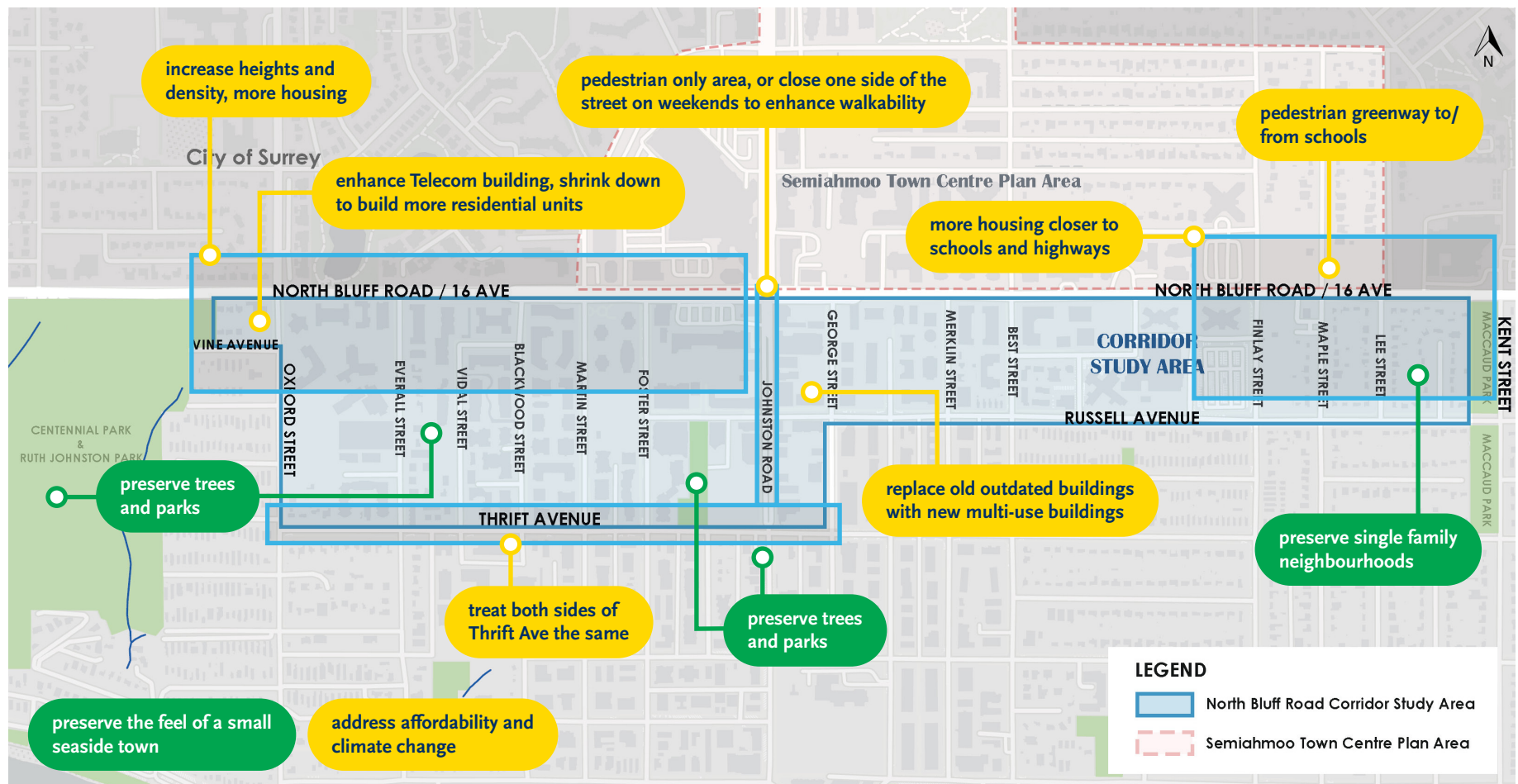
Appendix A

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.

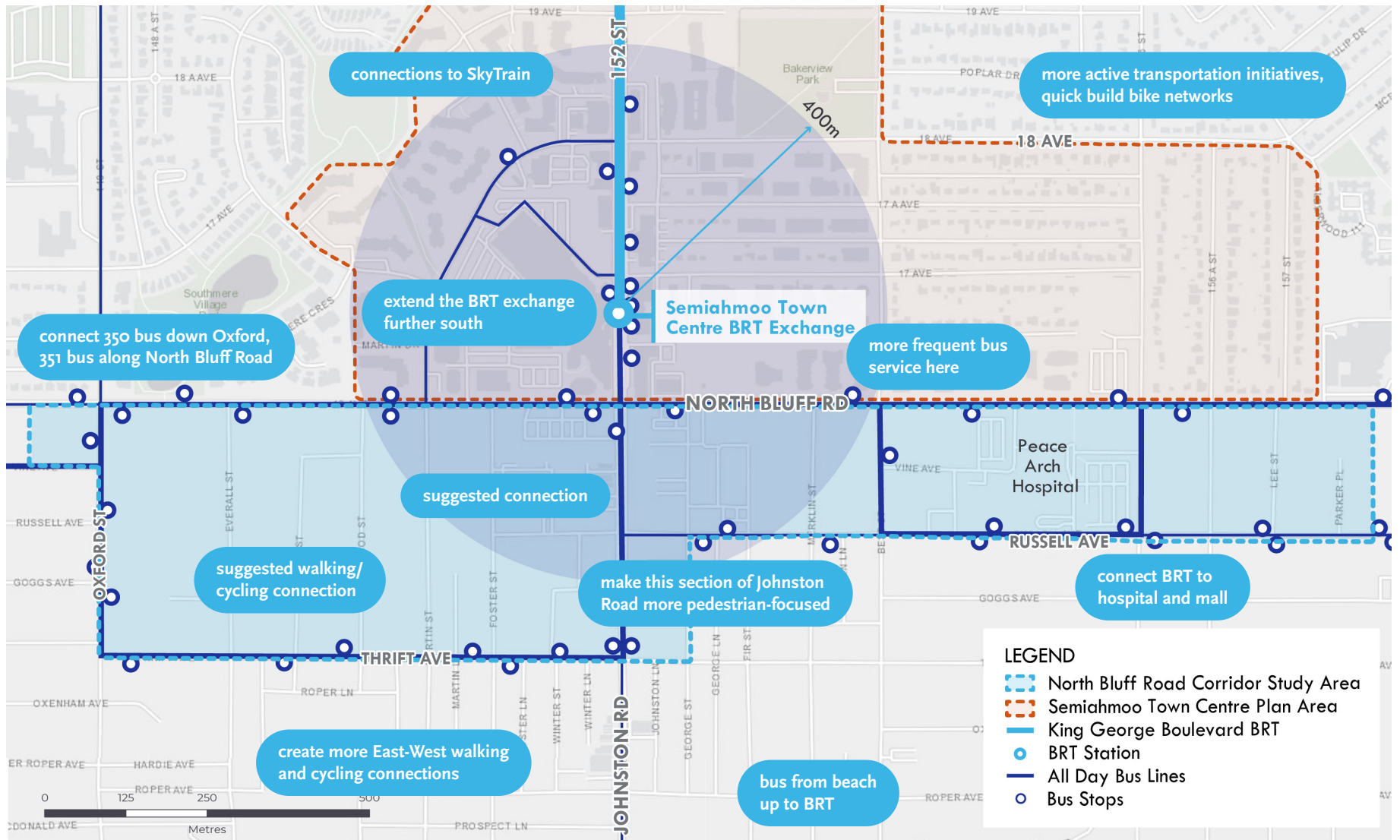
What would you like to preserve, enhance, or remove from the North Bluff Road Corridor Study Area?

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).



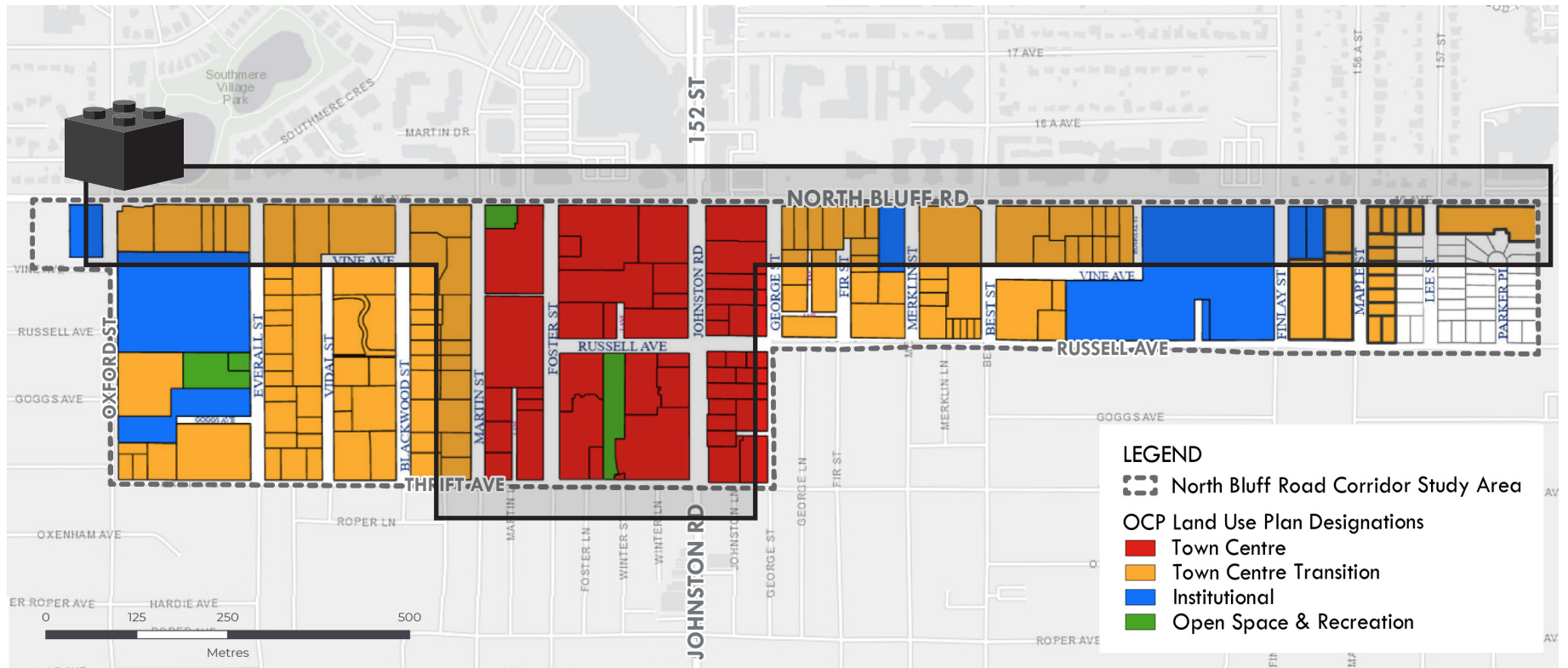
How could we take advantage of the proposed Bus Rapid Transit line to White Rock?

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



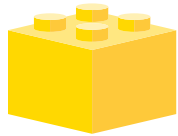
What locations within the Study Area are best suited for mixed-use development? What uses would you like to see in these areas?

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

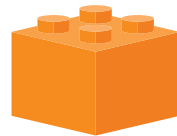


Building density and height surrounding the North Bluff Corridor.

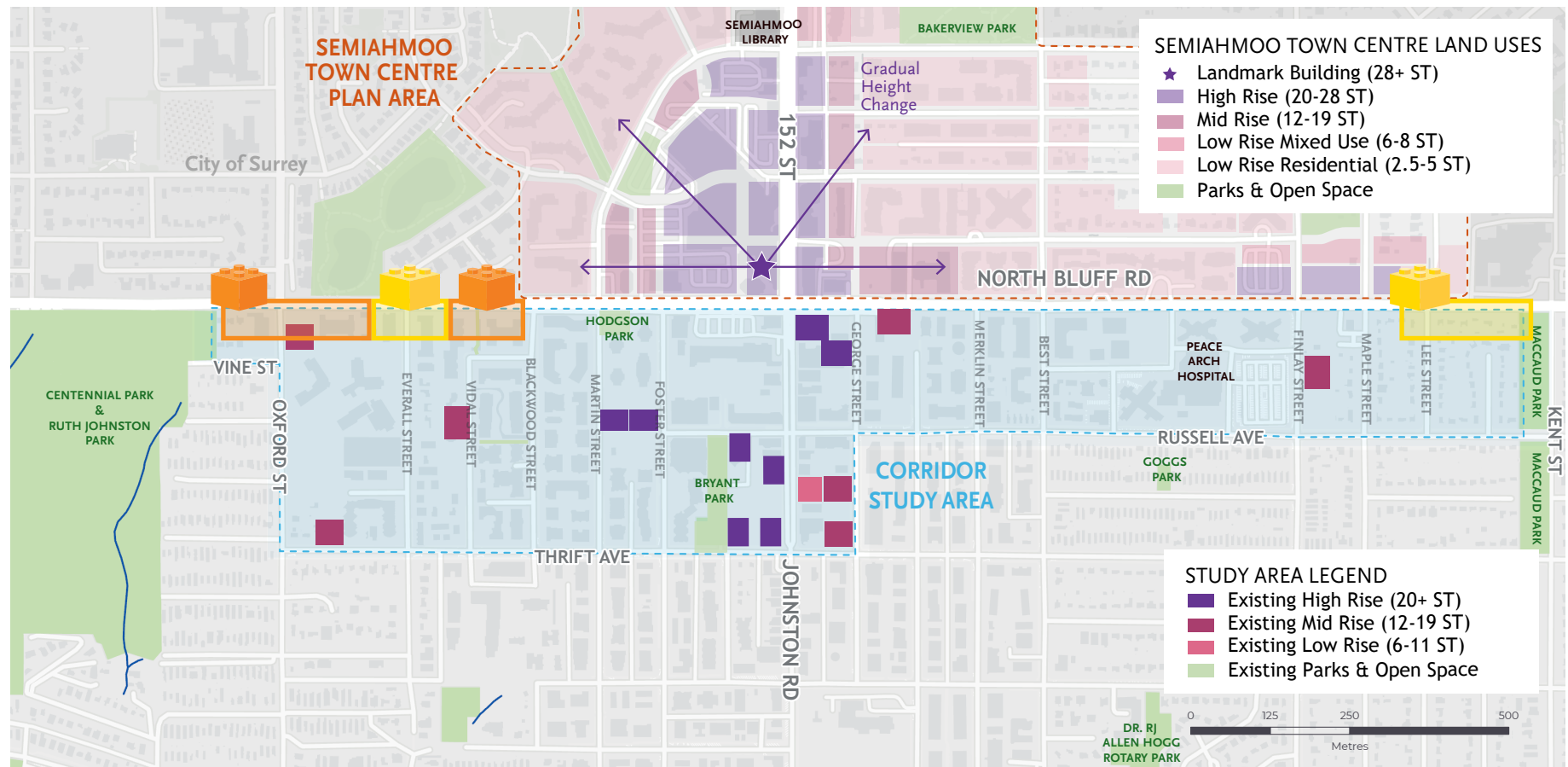
Attendees were encouraged to use different coloured Lego blocks to identify where different building heights would be best suited:



Yellow LEGO blocks: 0-6 storey buildings

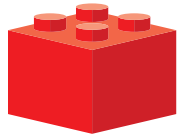


Orange LEGO blocks: 6-12 storey buildings

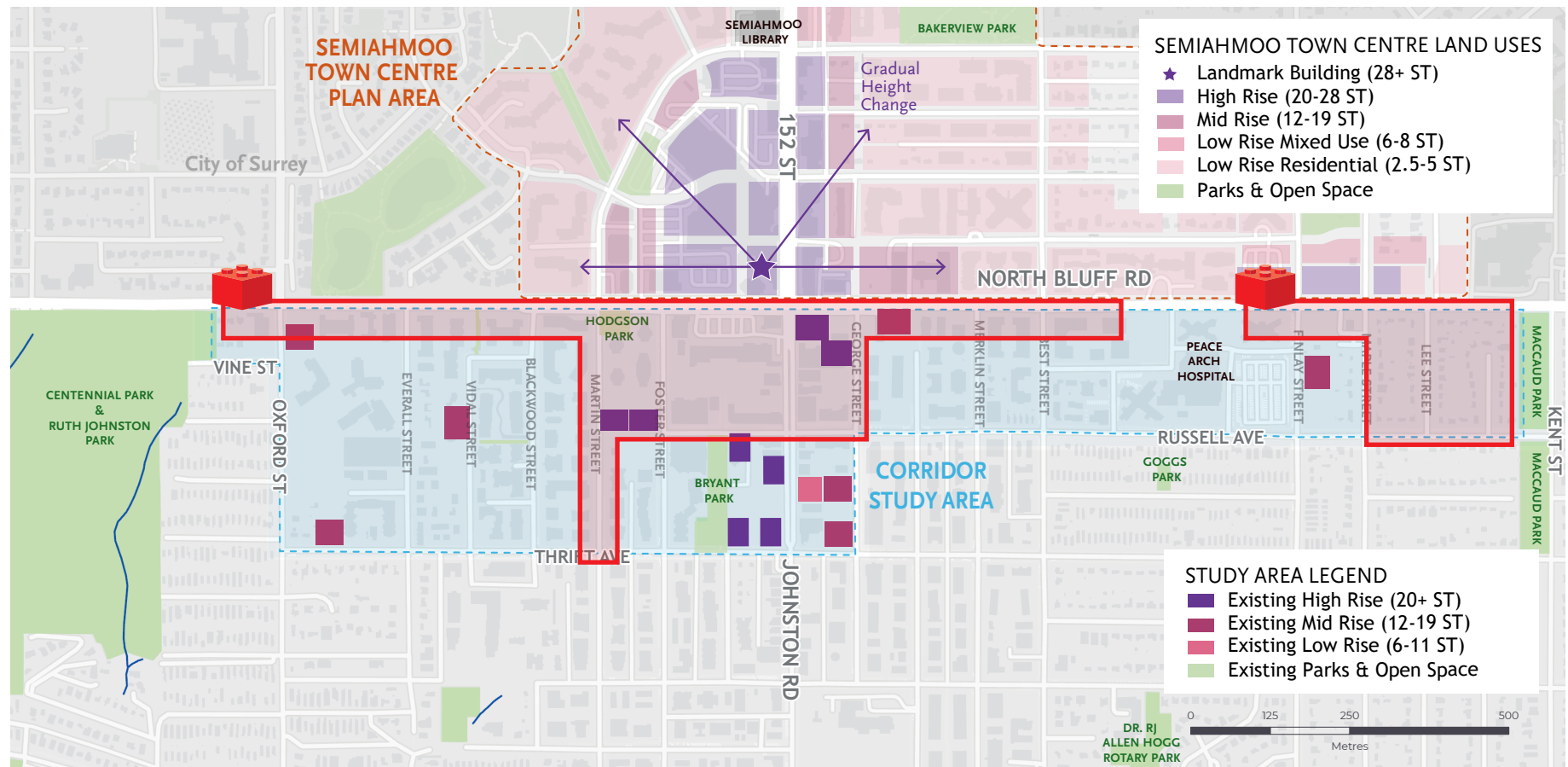


Building density and height surrounding the North Bluff Corridor (continued)

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





Appendix C

What We Heard Report
Engagement Round 2

North Bluff Road Corridor Study

What We Heard Report Engagement Round 2

WHITE ROCK
City by the Sea





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Introduction

Background

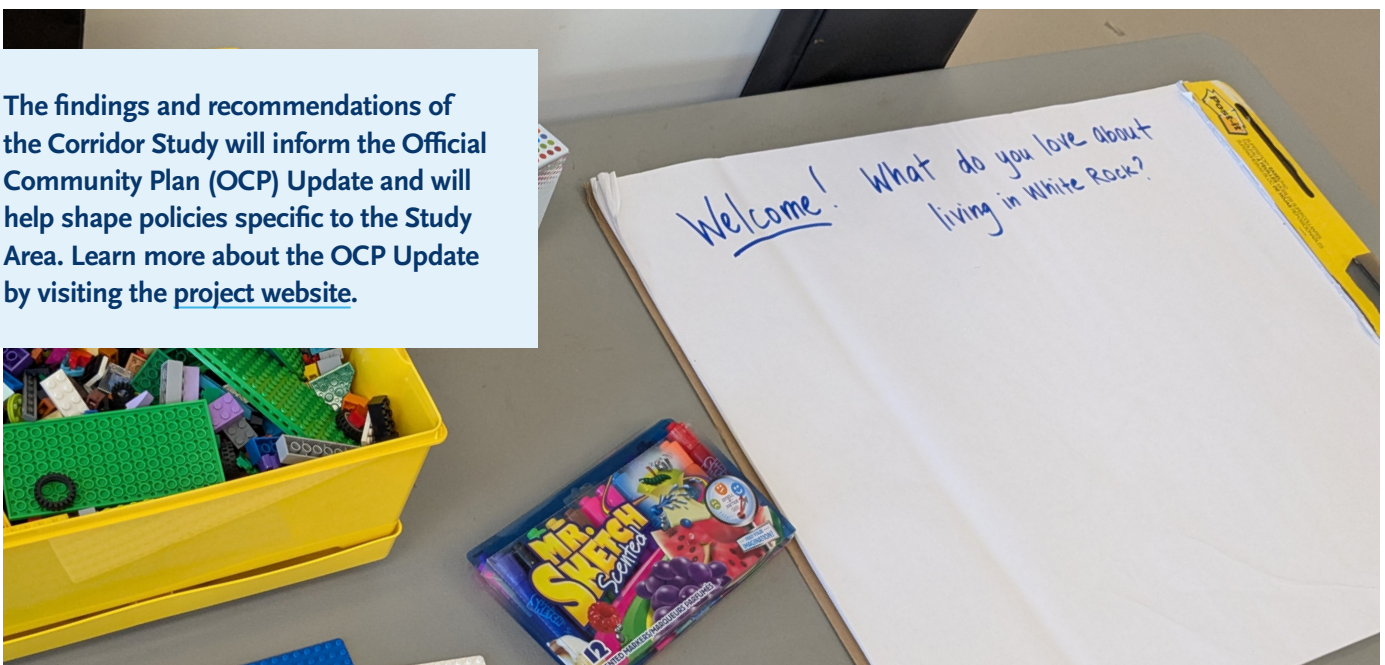
On February 18, 2025, the City of White Rock launched the North Bluff Road Corridor Study. The North Bluff Road Corridor is the boundary between White Rock and Surrey (also known as 16 Avenue). This busy and diverse area is expected to grow in the coming years. To plan for this growth, the City of White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

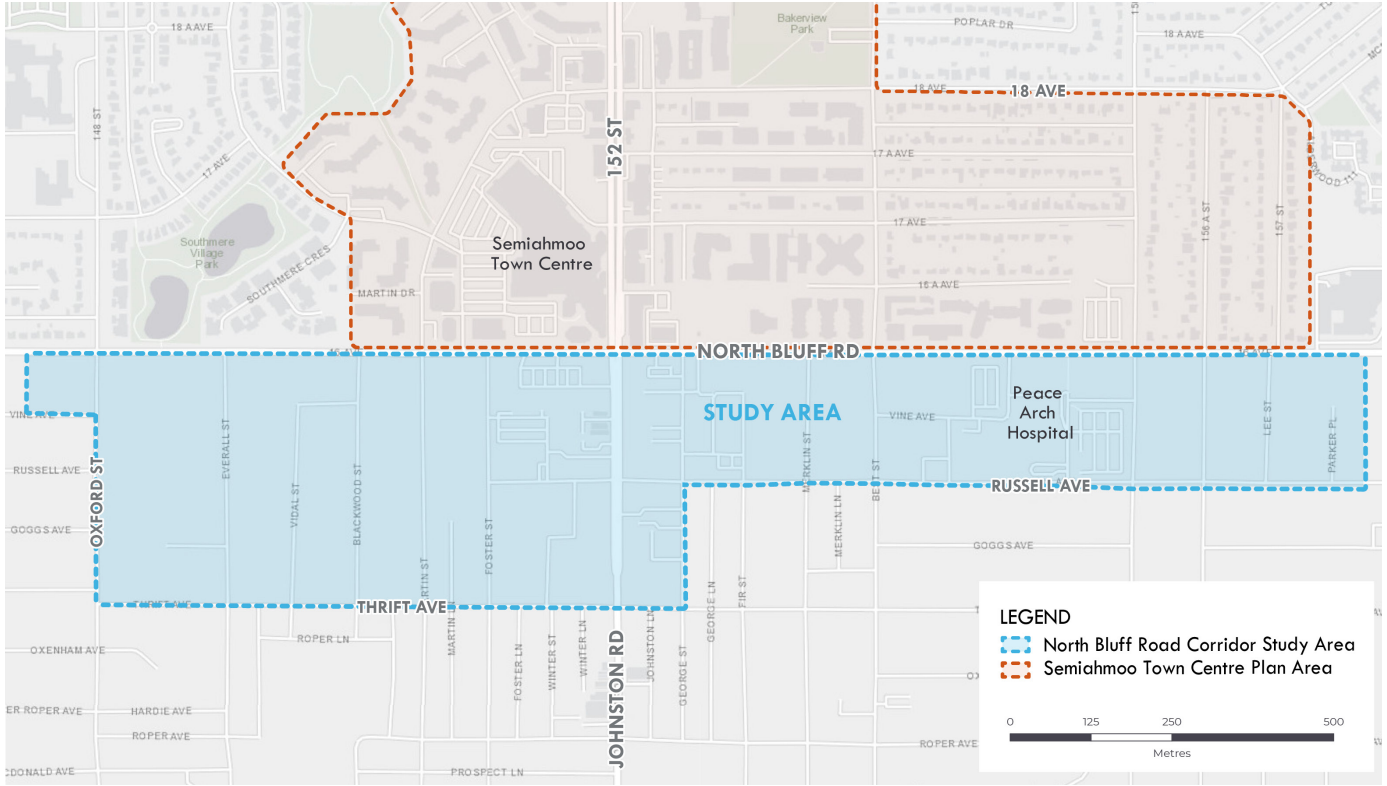
The North Bluff Road Corridor Study aims to ensure that White Rock's Town Centre and surrounding areas within the Study Area remain competitive in the broader market and can meet the growing residential and commercial demands for diverse housing and various lifestyle choices. Additionally, the Corridor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

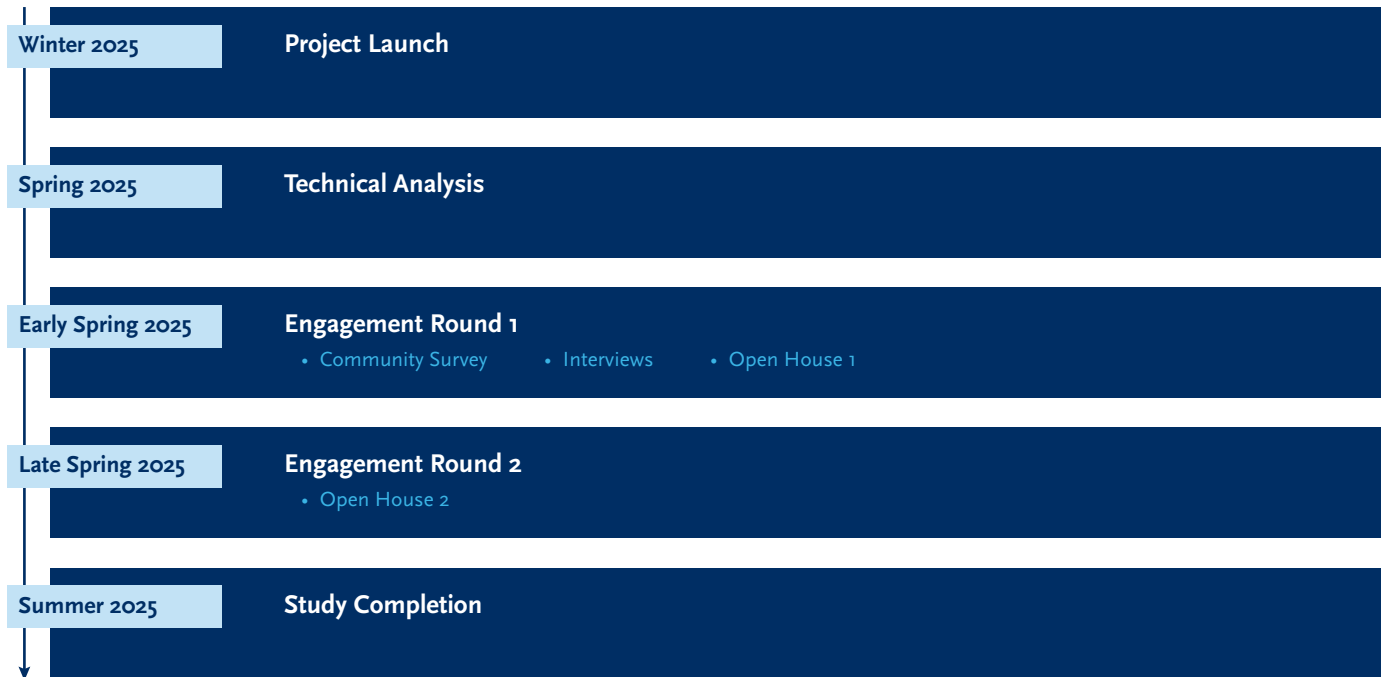
The findings and recommendations of the Corridor Study will inform the Official Community Plan (OCP) Update and will help shape policies specific to the Study Area. Learn more about the OCP Update by visiting the [project website](#).





North Bluff Road Corridor Study Area

Timeline



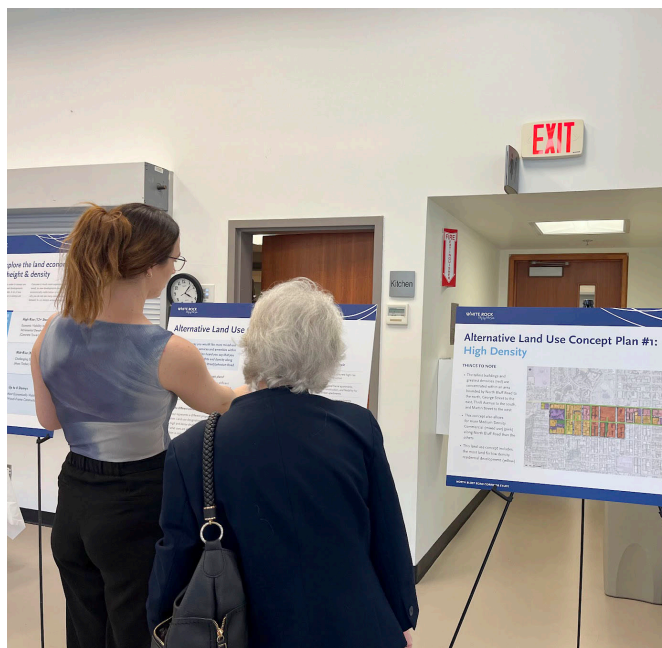
Community Engagement

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.



A summary of the first round of community engagement can be found in the previous What We Heard Report, [published here](#).



Our Approach

Engagement Snapshot



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.

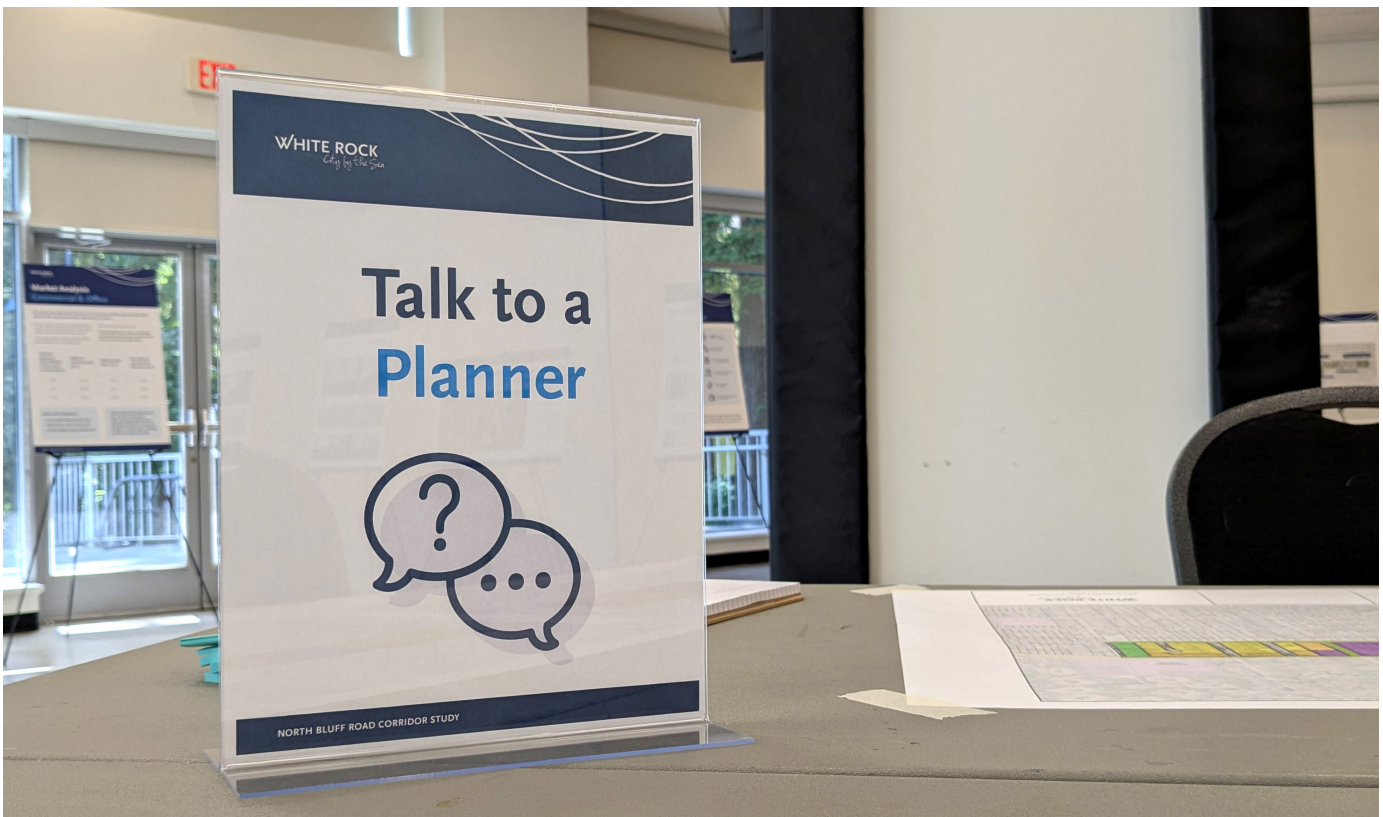
A [discussion guide](#) was created to help prepare the community for the engagement events. It included information about the Study, described the relevant provincial legislation and council priorities, and provided details of the engagement events. Hard copies of the discussion guide were available 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

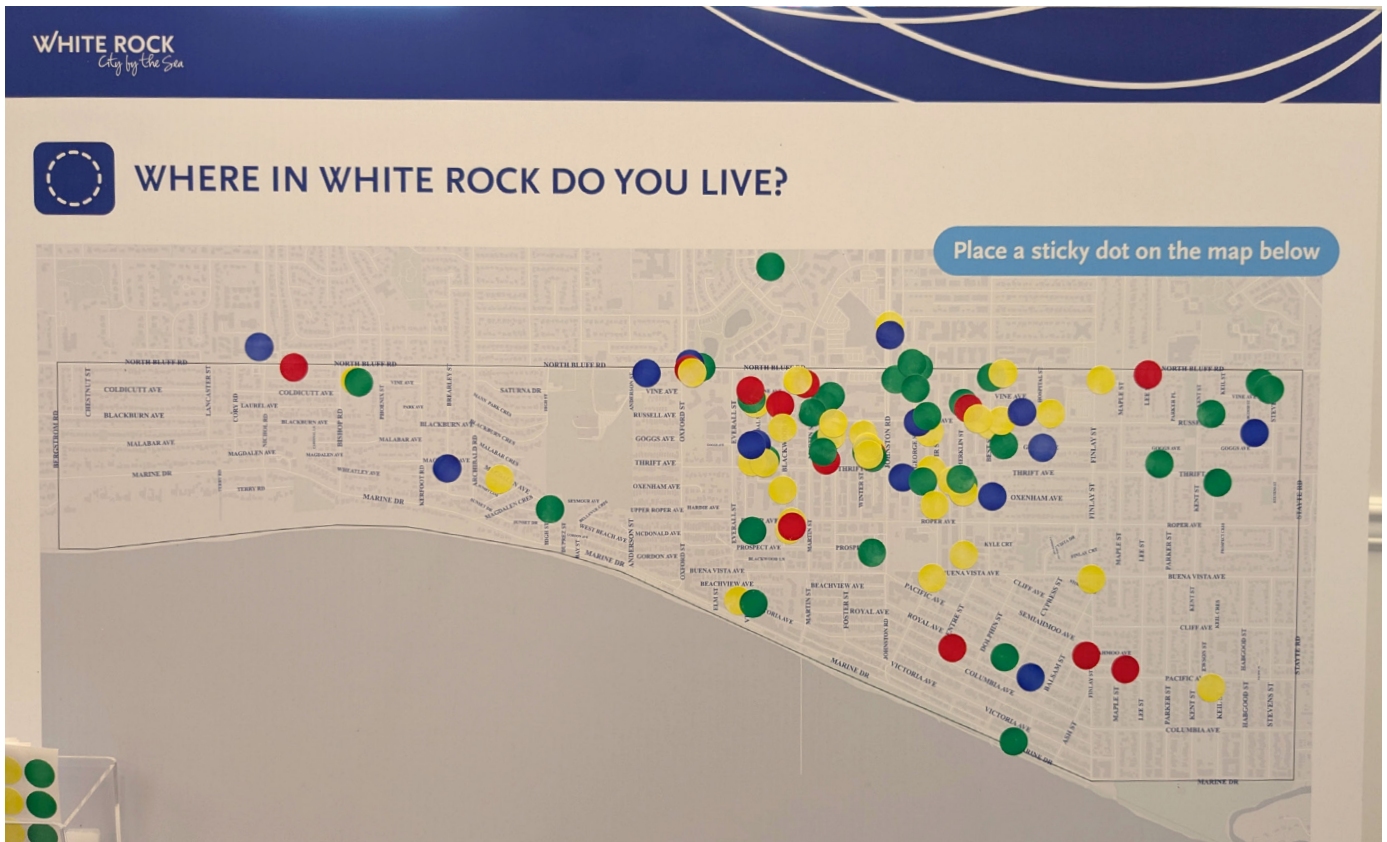
A community open house was held at White Rock Community Centre on May 27, 2025, from 4:00pm to 8:00pm. There were information boards sharing project progress, summarizing what was heard during the first round of engagement, and presenting the alternative land use concepts.

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.



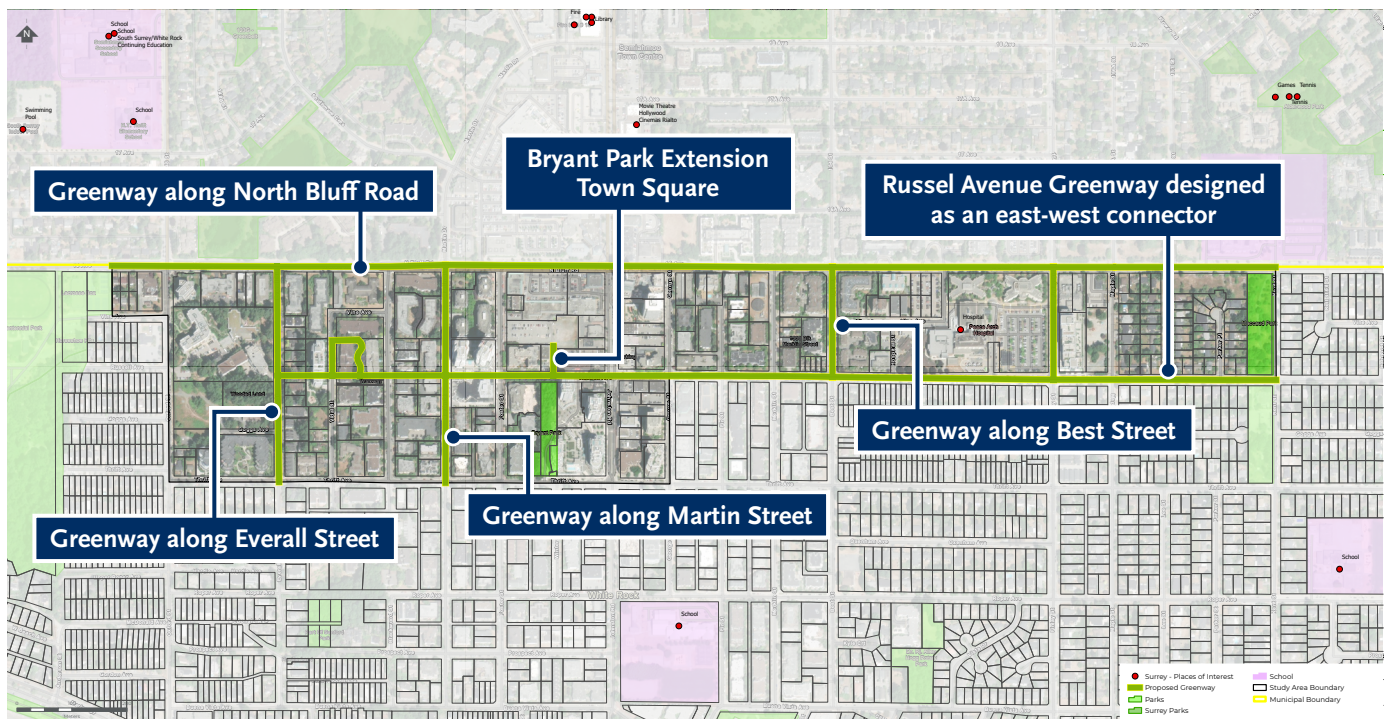
What We Heard

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

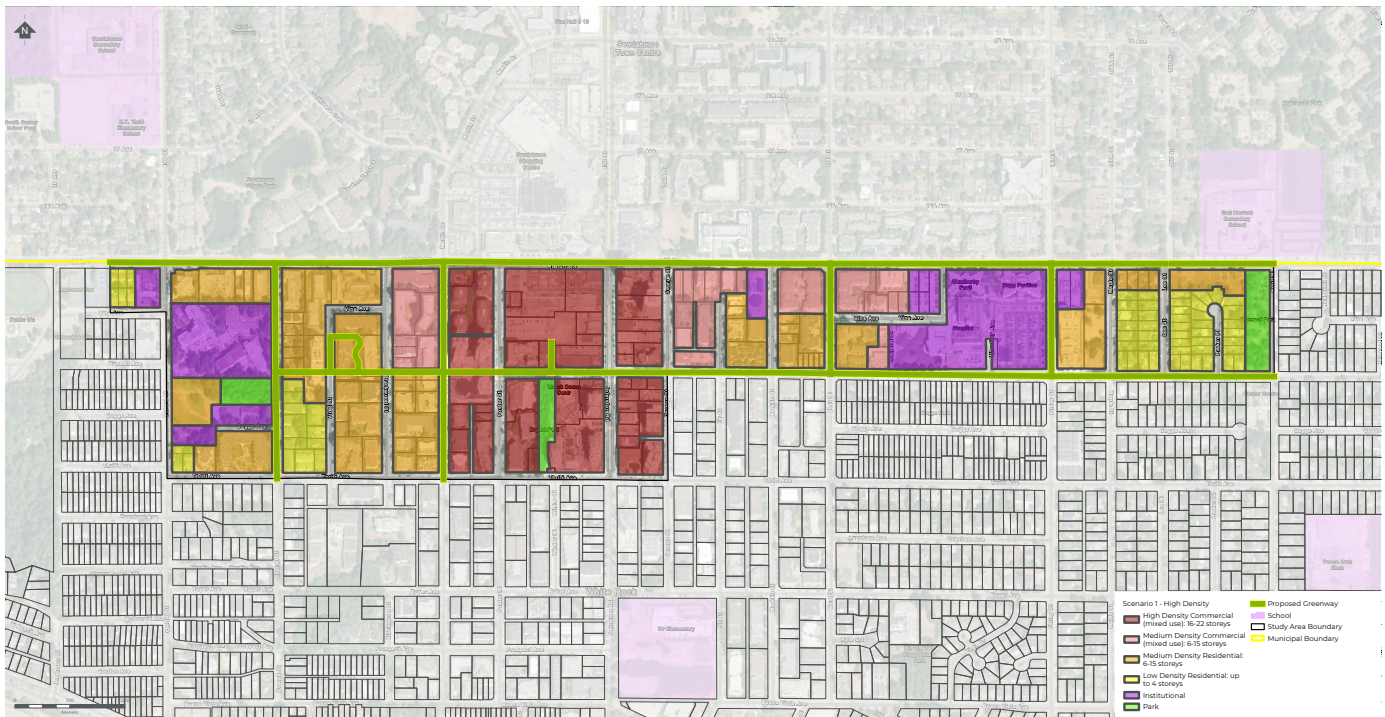
Alternative Land Use Concept Plans

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

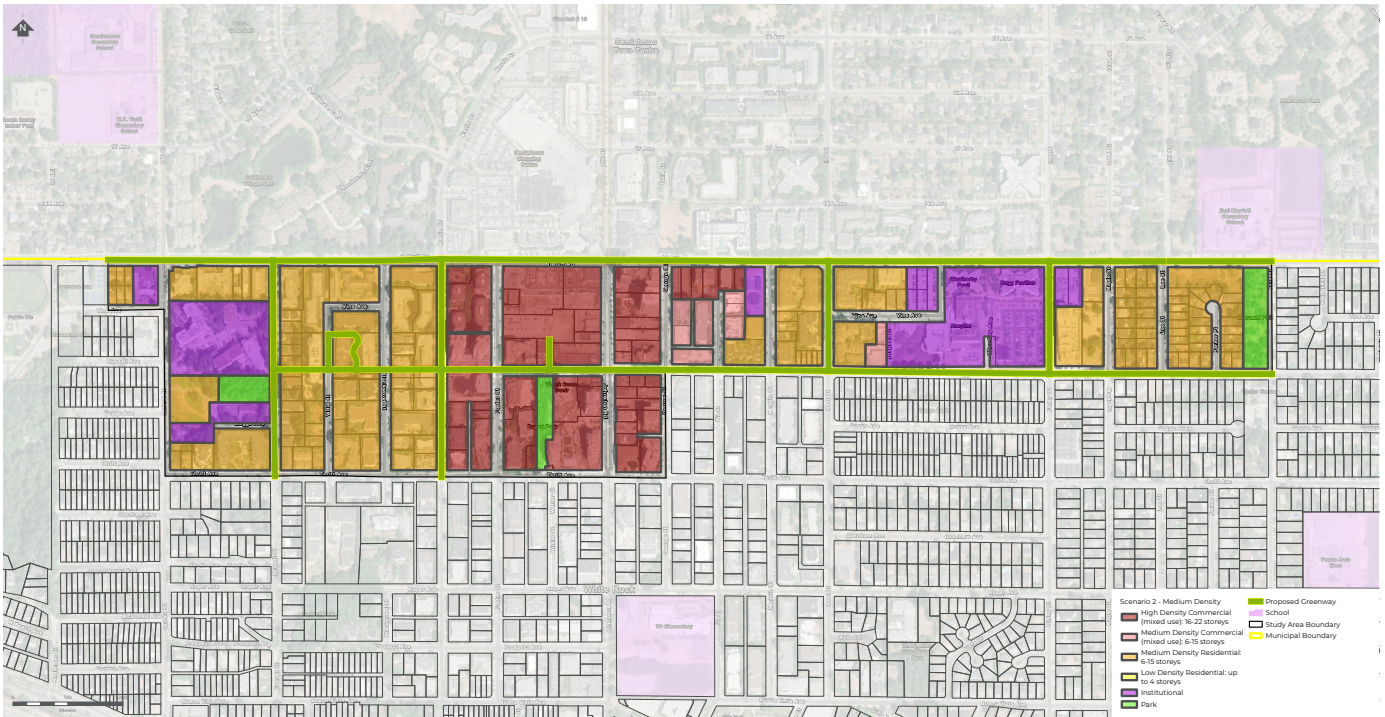
What concerns do you have about this land use concept?

- 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

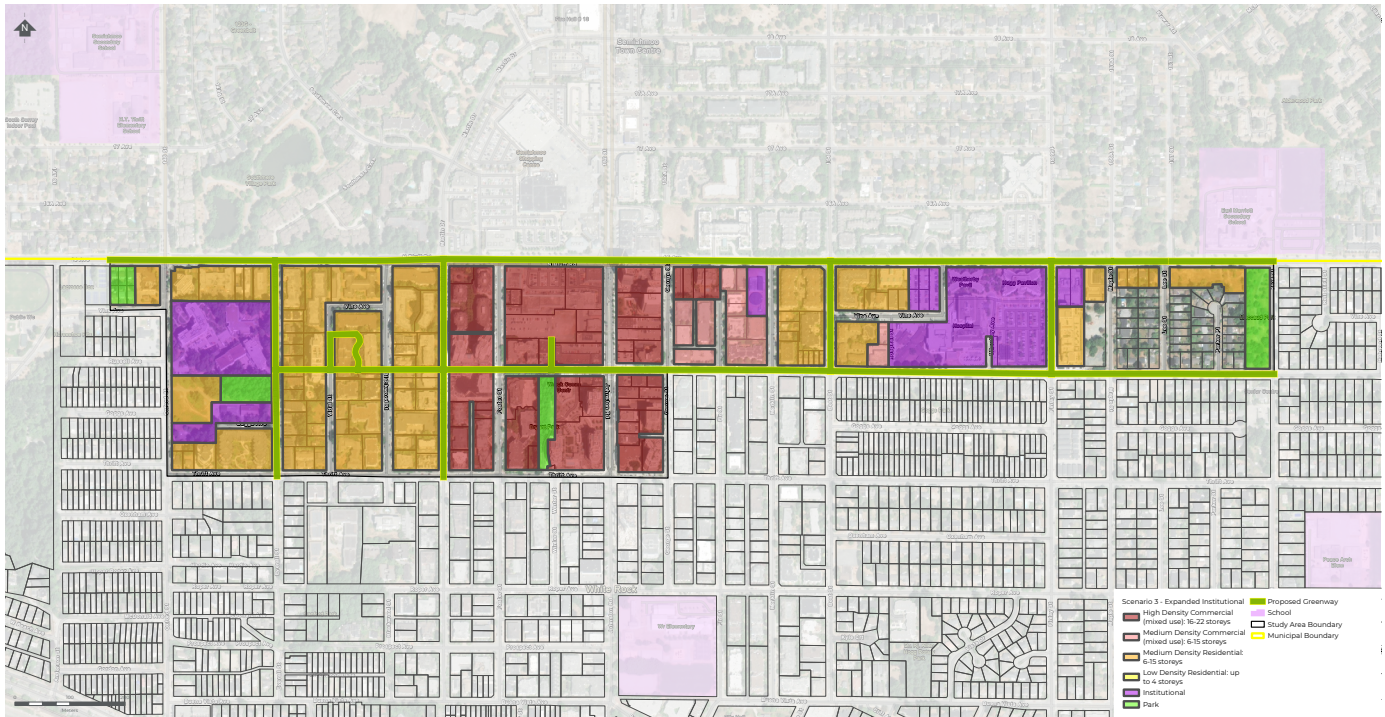
What concerns do you have about this land use concept?

- 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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