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Introduction

Bringing Forward Survey Results

As a component of Phase 1 of the Official Community Plan Review process, the City launched a community Visioning Survey to give residents and local businesses an opportunity to share their vision for White Rock.

Launched on the City’s engagement platform: Talk White Rock, the survey was available in digital and paper formats from May 13th to June 17th. Respondents could complete the survey online at home, on laptops at the Visioning Fair, or in writing by picking up a paper copy at City Hall, the White Rock Farmer’s Market, Visioning Fair, or Community Safety Fair. As a valuable method of reaching out to the community, additional surveys will be released in future phases of the OCP process.

Following the Visioning Fair, City staff prepared an exercise to involve students at Peace Arch Elementary School to find out what they love about White Rock and envision for the future.
The survey asked participants to rank their preferences or express how important topics were to them and also offered a variety of open-ended questions to allow for additional thoughts and opinions to be shared. Some of the key topics explored included accommodating growth, managing new development, protecting the environment, and the provision of community amenities and services.

Approximately 320 surveys were submitted online through the Talk White Rock engagement platform or in writing.

The survey was advertised on the City’s website, social media channels, on posters around the City, and via email to a number of stakeholder groups. The survey was also promoted through print media and a postcard was mailed to all property owners. While the survey was primarily intended for White Rock residents, business owners, and other community stakeholders, it was widely accessible to residents and non-residents. The survey was not intended to be statistically valid.

The intention of the survey is to give the City an indication of general preferences, common values, and areas of concern amongst respondents. The results of this survey will provide a starting point for upcoming phases in the consultation program for the OCP Review. More in-depth engagement will be conducted on key topics such as accommodating growth and protecting the environment, in addition to the other topics the OCP addresses.
Results

The following section outlines the responses received from both the paper and digital versions of the survey, which have been combined and are presented as overall results. There were slight differences between some of the printed copies of the survey and the digital version. The digital version of the survey was considered to be the final version, and the report reflects the responses to those questions. An exception to this approach was made for the question regarding preferences for accommodating growth. See page 10 for further details.

It should be noted that, while approximately 320 surveys were submitted, not all were fully complete, therefore the results for each question are based on the proportion of people who answered the specific question. Response counts and percentages are included in the appendix, along with a transcript of the comments received.
Results

Defining White Rock:

The OCP will outline a vision for White Rock that reflects the values and priorities of the community. We asked what people value most about White Rock today, and what things might need to change, or be considered in the future.

Vibrant | Beautiful | Unique | Safe | Welcoming

These are some of the terms people use to describe their vision for the future of White Rock, and in many cases, what they value today as well.

Many respondents greatly value the seaside location, natural beauty, beaches and parks, and the friendly, small-town feel of the City. Also highlighted were the types of recreational activities and commercial opportunities available, walkable neighbourhoods, feelings of safety, and an overall sense of community.

Some describe White Rock as a quaint seaside town and wish to see this unique identity preserved in the future. However, some also express concern that the size of new housing, height of highrises, and the introduction of concrete building forms are detracting from this small-town feel. Finding a balanced way to accommodate growth and maintain the character of the community will be a key challenge to address. The type and cost of housing is another topic that was often mentioned as a key consideration for the future. Some noted a lack of affordable and rental housing for young families, while others were concerned about the availability and suitability of housing for seniors.
Results

The seaside setting and the City’s natural environment were noted as valued assets by many respondents. Reflecting this, emphasis on the value of the natural environment, preservation of existing natural areas and the provision of more small parks, trees, and native vegetation are desired throughout the City.

An increase in arts and creativity was also shared as a vision for the future, and is seen to fit well into the seaside town ideal. A greater focus on activities and facilities for children and youth was noted, along with recognition that the City needs to plan for an aging community as well. Many would like to see Uptown and Johnston Road revitalized with updated storefronts and more vibrant businesses. The walkability of the town centre and waterfront is a greatly appreciated asset, and something that people would like to see retained and improved.

There were also a number of comments related to removal of the railway along the waterfront to improve walkability and safety. In terms of transportation, a number of respondents suggested introduction of transportation options from the waterfront to the Town Centre such as a shuttle bus or funicular. Connectivity to Surrey and other neighbouring municipalities through increased bike lanes and public transit were also suggested as part of a vision for the future.
Results

There are many elements that contribute to making White Rock a unique and livable beachfront community. The City wanted to know how satisfied people are with certain elements of the community.

<table>
<thead>
<tr>
<th>element</th>
<th>very satisfied</th>
<th>satisfied</th>
<th>neutral</th>
<th>less satisfied</th>
<th>not satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Protection of our natural environment</td>
<td>6%</td>
<td>32%</td>
<td>17%</td>
<td>18%</td>
<td>28%</td>
</tr>
<tr>
<td>The trail and pathway system</td>
<td>8%</td>
<td>39%</td>
<td>21%</td>
<td>19%</td>
<td>14%</td>
</tr>
<tr>
<td>Heritage features (such as the railway station)</td>
<td>12%</td>
<td>48%</td>
<td>28%</td>
<td>7%</td>
<td>6%</td>
</tr>
<tr>
<td>The vitality of waterfront shops and restaurants</td>
<td>4%</td>
<td>35%</td>
<td>18%</td>
<td>28%</td>
<td>15%</td>
</tr>
<tr>
<td>The architectural style and character of buildings</td>
<td>1%</td>
<td>16%</td>
<td>27%</td>
<td>31%</td>
<td>24%</td>
</tr>
<tr>
<td>Accessibility of public spaces and buildings</td>
<td>5%</td>
<td>44%</td>
<td>29%</td>
<td>15%</td>
<td>8%</td>
</tr>
<tr>
<td>Local cultural and community events</td>
<td>7%</td>
<td>45%</td>
<td>30%</td>
<td>13%</td>
<td>5%</td>
</tr>
<tr>
<td>Views from the hillside</td>
<td>9%</td>
<td>43%</td>
<td>23%</td>
<td>15%</td>
<td>10%</td>
</tr>
<tr>
<td>The seaside setting</td>
<td><strong>29%</strong></td>
<td><strong>36%</strong></td>
<td>12%</td>
<td>14%</td>
<td>9%</td>
</tr>
<tr>
<td>Our inclusive community spirit</td>
<td>6%</td>
<td>31%</td>
<td>33%</td>
<td>14%</td>
<td>16%</td>
</tr>
</tbody>
</table>
Results

The results of this series of questions indicates that there is a degree of satisfaction for most of these topics, with less satisfaction for the architectural style and character of buildings. There is also a difference of opinion on a few topics such as environmental protection, vitality of the waterfront commercial area, and how inclusive the community is. In the open ended comments, concerns were expressed about tree retention, specifically the recent removal of trees on “the hump”.

Amongst the comments related to commercial vitality of the Waterfront, some made reference to the need for a better variety of shops, and others noted that other commercial areas such as “Uptown” need more focus and improvement than the Waterfront.

A small proportion of respondents are very satisfied with the City’s “inclusive community spirit” with most being satisfied or neutral on the topic. A number of people mentioned wanting to see more community involvement in decision-making, more inclusion of youth, and more recognition of ethnic groups and First Nations in the City.

The question of architectural style and character drew a variety of comments and indicates that, while some mention smaller-scale seaside cottages as a distinct style to White Rock, there was no consistent message about what the architectural style or character of buildings currently is, nor what it should be.
Results

Accommodating Growth:

The OCP will provide direction on how White Rock will grow and change over time. Five areas of the City were identified as areas that might accommodate future growth. Survey respondents were asked where they would prefer to see the City focus development of the new homes needed to accommodate new residents over the next 30 years. It should be noted that there was a difference between the paper and digital versions of the survey. Most paper copies specified “along North Bluff and adjacent to the Town Centre” rather than “along North Bluff and adjacent to the Hospital” as option 2. All paper copies were reviewed and the answers to this question were split out into two distinct categories. This ensured that all responses were reviewed and analyzed. A breakdown of these results are available on page 77 of the appendix.

1. In the Town Centre
2. Along North Bluff and adjacent to the Hospital / Along North Bluff and adjacent to the Town Centre.
3. In the Lower Town Centre (Johnston Road/Five Corners)
4. Areas adjacent to the Town Centre
5. Within existing neighbourhoods through infill & redevelopment

<table>
<thead>
<tr>
<th>Most Preferred</th>
<th>Least Preferred</th>
</tr>
</thead>
<tbody>
<tr>
<td>Focus growth in Town Centre</td>
<td>Focus growth in Town Centre</td>
</tr>
<tr>
<td>51%</td>
<td>10%</td>
</tr>
<tr>
<td>Consider higher density housing options along North Bluff*</td>
<td>Consider higher density housing options along North Bluff*</td>
</tr>
<tr>
<td>36%</td>
<td>16%</td>
</tr>
<tr>
<td>Focus growth in the lower Town Centre (lower Johnston Road/Five Corners)</td>
<td>Focus growth in the lower Town Centre (lower Johnston Road/Five Corners)</td>
</tr>
<tr>
<td>7%</td>
<td>23%</td>
</tr>
<tr>
<td>Consider higher density housing options adjacent to the Town Centre</td>
<td>Consider higher density housing options adjacent to the Town Centre</td>
</tr>
<tr>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>Integrate multi-unit housing into existing neighbourhoods through replacement infill and redevelopment</td>
<td>Integrate multi-unit housing into existing neighbourhoods through replacement infill and redevelopment</td>
</tr>
<tr>
<td>51%</td>
<td>51%</td>
</tr>
</tbody>
</table>

* Detailed breakdown of responses to this question are available on page 77 of the appendix.
Results

Results of the survey indicate a preference for new development to be accommodated in the Town Centre. North Bluff (around the Hospital or around the Town Centre) was the second most preferred areas for growth, while 50% of respondents identified infill or redevelopment in exiting neighbourhoods as the least preferred approach to accommodate housing for new residents.

Respondents had the option to add additional commentary about this question, with some choosing to emphasize their preferences or add additional details. As indicated in the quantitative results, comments further expressed support for new development in the Town Centre, where taller buildings and higher densities are already expected, and along North Bluff, where increased density will be located around transportation corridors and services with less impact on views. Some noted a lack of distinction between the description of areas, which may have made ranking each area challenging.

Of those who commented on building heights, there was a portion of people who would prefer to limit the height of new buildings, rather than see more towers. Some felt that growth could be accommodated in smaller multi-family building forms, citing examples of successful mid-rise cities. A range of potentially acceptable heights were noted, from 3-12 stories. Others reflected that height limits were of less importance in defined areas such as the Town Centre and could be increased from current standards.

Comments relating to existing neighbourhoods focused primarily on an interest in maintaining the single-family character and limiting infill or redevelopment to low-rise multifamily, townhouse, or through suites and coach houses, however some expressed opposition to multi-family infill or secondary suites. Concerns included increased traffic, parking challenges, tree retention, and maintaining views if any new development is to occur in these neighbourhoods. There were also concerns about “monster homes”, or the redevelopment of small houses with larger homes that are seen as having a negative impact on neighbourhood character, views, and affordability.

In terms of new development, regardless of the location, respondents reflected on the need to ensure the City’s infrastructure, transportation system, and community services would not be overburdened by population growth and development. Mitigating increased traffic and providing sufficient parking for new developments were other key issues raised. Good design, incorporating green space and other amenities, and improving affordability were also mentioned.

While most comments provided additional reflections about accommodating growth in the City, some expressed a preference for “no-growth”, questioning the need to identify new areas for higher density housing, citing concerns related to over-crowding, impacts on community character, parking shortages, and increased traffic.
The survey asked people to consider the mix of housing in the community that will ensure people of all ages, abilities, and income levels can find a home in White Rock and stay in the community as their housing needs change. These are the housing issues that are important to people:

- **Ensuring there is a mix of housing types for young adults, families, and older adults**
- **Increasing the amount of rental housing options in the community**
- **Improving housing affordability**

The chart above illustrates the percentage of respondents who consider each housing issue very important, important, neutral, less important, and not important. The results show a significant majority of respondents believe these issues are important, with the highest percentage indicating very important.
There are a variety of tools that the municipality can use to influence the design and appearance of the community. From the options provided, these are the tools people think are most important:

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Tool</th>
</tr>
</thead>
<tbody>
<tr>
<td>66%</td>
<td>Link increases in density with the provision of community amenities by developers, such as public parking, public green space, etc.</td>
</tr>
<tr>
<td>59%</td>
<td>Prepare design guidelines for higher density development</td>
</tr>
<tr>
<td>57%</td>
<td>Advance the long-term process of moving utility wires underground</td>
</tr>
<tr>
<td>55%</td>
<td>Prepare design guidelines to encourage sustainable technology</td>
</tr>
<tr>
<td>49%</td>
<td>Plan for urban agriculture and community gardens</td>
</tr>
<tr>
<td>48%</td>
<td>Prepare design guidelines for commercial and institutional uses</td>
</tr>
<tr>
<td>44%</td>
<td>Reconsider regulations allowing larger homes</td>
</tr>
<tr>
<td>41%</td>
<td>Prepare design guidelines for infill residential development</td>
</tr>
<tr>
<td>37%</td>
<td>Other</td>
</tr>
</tbody>
</table>
Results

Looking Forward:

In addition to managing growth, the OCP will provide policies relating to topics such as: the natural environment, parks, recreation and cultural programs, transportation and infrastructure, community services, arts and culture, economic development, and sustainability. The City wanted to know which topics were important to people in White Rock.

The following graphs illustrate the level of importance respondents placed on the topics listed. Response counts and percentages are included in the appendix.
Results

Providing new recreation and culture programs and facilities for: PEOPLE WITH DISABILITIES

Providing new recreation and culture programs and facilities for: YOUTH

Providing new recreation and culture programs and facilities for: CHILDREN

Providing new recreation and culture programs and facilities for: OLDER ADULTS

White Rock Spring. Photo credit: Tony Tomlin

Very Important
Important
Neutral
Less Important
Not Important
No Opinion
Results

Addressing parking issues around the waterfront

Discussing the future of the BNSF Railway

Enhancing the vibrancy of the waterfront along Marine Drive

Encouraging investment in local businesses along Johnston Road

Not Important

Less Important

Neutral

Important

Very Important

No Opinion

Johnston Road. Photo credit: Tony Tomlin
**Results**

- **Introducing a broader range of activities and events that will appeal to residents and visitors year-round**

![Circle graph](image)

- **Protecting trees in the community**

![Circle graph](image)

- **Reducing our community’s greenhouse gas emissions**

![Circle graph](image)

- **Preparing our community for sea level rise**

![Circle graph](image)

Photo credit: Tony Tomlin
Results

What Did We Miss?

At the end of the survey, respondents had the option to add additional comments or provide ideas about topics that were not addressed in the survey. Some additional topics that were mentioned include:

Better public transit and alternatives to the car were highlighted in this section; with related comments including a need for increased bus service between White Rock and surrounding communities, alleviating parking challenges around the waterfront, and reducing greenhouse gasses. Improving bicycle safety and options for pedestrians such as extending the promenade to Crescent Beach and closing portions of Marine Drive to create pedestrian-only sections were also suggested. Here, and elsewhere in the survey, removing or relocating the rail line was brought up as a way to improve safety and functionality of the waterfront, however others recognized the potential cost and length of time that would be required as an obstacle to achieving this. Consideration to allow leashed dogs on the promenade and in other areas was another point raised.

While environmental protection has been a common theme throughout the survey; climate change, emergency preparedness, and preserving biodiversity were specifically noted as additional topics for discussion.

Some positive feedback about the survey and OCP Review process was provided, and there were also a number of comments indicating a need for improved communications and transparency by the City, as well as an interest in more community involvement in decision-making.
Who Completed the Survey?

As the survey was widely available, we wanted to find out some information about who responded. Answers to the following questions were not mandatory, allowing respondents to answer the questions that applied to them and provide information they were comfortable sharing.

How long have you lived in White Rock?

- 9% LESS THAN ONE YEAR
- 19% 1 - 5 YEARS
- 20% 6 - 10 YEARS
- 21% 11 - 20 YEARS
- 31% MORE THAN 20 YEARS

What describes your situation in White Rock?

- 71% FULL TIME RESIDENT
- 2% PART TIME RESIDENT
- 6% I OWN A BUSINESS
- 7% I HAVE A JOB IN WHITE ROCK
- 2% I AM A STUDENT
- 12% OTHER
Results

**How would you describe your household composition?**

- **25%** Single Person
- **43%** Couple without children at home
- **20%** Couple with children at home
- **4%** Single parent
- **5%** Prefer not to say
- **3%** Other

**What is your age group?**

- **1%** 18 and under
- **2%** Between 19 and 24 years
- **17%** Between 25 and 44 years
- **45%** Between 45 and 64 years
- **32%** Between 65 and 79 years
- **3%** 80+ years

**How did you hear about the Imagine White Rock 2045 project?**

- **14%** City website
- **24%** Newspaper
- **8%** Social media
- **31%** Friend or neighbour
- **2%** Press release
- **21%** Other
Student Survey

Twenty-two students from Peace Arch Elementary School participated in a separate survey designed to find out what they valued in their community, and how they would like to see White Rock evolve in the future.

The student survey included a range of qualitative questions, most of which centred on the future of the community (e.g., “how can you help make your community better?”, “what do you think the role of nature should be?”). In addition, the students were asked to draw pictures of their favourite part of living in White Rock.

In reviewing the student’s responses and drawings concerning the future of White Rock, three main themes emerged:

• the importance of social connection and inclusion;
• the importance of protecting the natural environment; and
• the need for more child-focused amenities.

The following is a sample of survey responses, reflective of these main themes:

“[Community is] a group of people that help each other out when they need it and a bunch of nice people.”

“Nature is very important to White Rock because it’s good for us!”

“[White Rock needs] water parks and sports parks.”

Evident from this student survey exercise is that many of the students hold tremendous love and optimism for their community, and that they too have very specific wants and needs that must be considered as White Rock charts its course through the OCP review process.
Art by Julianna

Wishful
Helpful
Inspiring
Eating places
Rocking
Over the top
Colourful
Kind

Poem by Julianna (Grade 3)

Art by Sara B

West coast
Happy city
In Canada
Top beaches
Enough ocean
Rising sun
On land
City hall
Kick soccer balls

Poem by Alexander (Grade 3)
Where ice cream shops are
Happy time at ice cream shop
Ice cream
The beach
Everyone's happy
Rock "n" roll music
Outstanding place
Cool
Kites flying everywhere

Poem by Danny (Grade 3)
With over 300 survey responses submitted, a great deal of information was gathered about some of the most important topics that will be considered as part of the OCP Review. The number of responses, and the thoroughness of these responses reflects the high degree of commitment and care that people have for the community. While a wide variety of perspectives and opinions were expressed, some common themes did emerge. The Visioning Fair and survey have given residents an opportunity to get involved in helping to shape the future of the City. The input gained through this process will provide a starting-point for further community dialogue as the OCP Review continues.

Common values and visions:
- Seaside setting
- Natural environment
- Recreational opportunities
- Community events
- Culture and heritage

Key issues and concerns
- The type and location of new development
- Ensuring environmental protection - especially trees and sensitive areas
- Defining and strengthening the unique character of White Rock
- Improving the variety and success of local businesses
- Reducing the impact of the railway
- Improving public transportation
Next Steps

City will build on the information shared by the public in the upcoming phases of the OCP Review Process. Additional open houses, community surveys, informal public events and public outreach will be a focus of the engagement program, offering many opportunities throughout the process for the community to discuss issues and provide further input.

Official Community Plan Process

PHASE 1
Process Launch & Background Data Collection
April - June 2015

PHASE 2
Defining the Big Picture
July - September 2015

PHASE 3
Building the Plan
October 2015 - March 2016

PHASE 4
Preparation of the Plan & Adoption
April - September 2016
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SECTION 1: Defining White Rock

Thinking 30 years into the future, what is your vision for White Rock?

• City and stuff
• vibrant city that has great quality of life
• White Rock
• Trees, peace and quiet family friendly, diverse, creative community we call home
• Dense central core centered around town centre with limited ext. along North Bluff Rd. Wide inviting promenade along the beach front with no commercial built on it.
• You need claw back how White Rock is ruined by developers & people building multi family homes on single lots
• Concrete, I would love trees but where it looks like right now, concrete.
• Less hills because they are hard to drive on when you are learning stick. That it looks a bit more urban and less run down in some sections.
• Town Centre - Single Family areas maintained - Maybe high rises along 16th avenue
• Population only from 27,000 to absolute max 30,000. - Good transit, frequent intervals - walkable, appropriate urban forest/trees - maintain single family areas except along North Bluff corridor
• A beautiful City by the Sea (established tourism and living). Not overcrowded. Lots of green and park space.
• Green + blue = trees, bushes + building materials. Development city centre town homes, single family around centre. Owning own services (e.g. Garbage and water)
• Tree canopy restored
• Maintains independence, community spirit, history and control of high impact developments. Enhances promenade and Marine Dr, ensures low impact development and user friendly amenities.
• The City of White Rock is at the border of King George at East all the way to US border from 35 Ave on the North.
• No railway thru town. Home size managed so that the land is used more respectfully. Power lines gone.
• Matured well established. It will not have too many high rise building. It will not be a gatto but well established seasoned long time settlement like in Europe.
• That it be much as it is now. There is a limit to the number of people we can accommodate.
• I would like to see a walkway all the way to Crescent Beach. Bike to Crescent Beach on the promenade. A city you drive through or walk through and it looks inviting, not old and unappealing.
• Make Johnston Road more attractive. Clean out all the very old buildings.
• More recreation facilities, specifically a weight room, better tennis courts, and a gymnasium. More unified look to the community businesses/buildings - new and improved look.
• A unique community with arts/theatre focus. A tourist destination - more accommodation.
• Newly paved lanes, higher density uptown, encourage businesses to open in White Rock to increase our tax base collection.
• A community that’s attractive for families with young children in that it’s safe for walking, biking, has adequate affordable housing for new home owners. A community with low crime, one that attracts victors and residents who do not want to be in a city.
Thinking 30 years into the future, what is your vision for White Rock? continued

- Residential large percentage of seniors. About 50% condo dwellers.
- My vision for White Rock is that of an attractive, well run, and very walkable seas-side town, friendly to residents and visitors with lots of green space and an architecturally interesting mix of residential and small to medium size commercial businesses. Not a high-density, high traffic, community with parking problems, noise, and lots of unattractive high-rises that create cold and unattractive public spaces.
- A city that is desirable to live in because of properly managed growth. Taking advantage of our main asset - the waterfront.
- A small, viable beachside community. Thriving local business, built up uptown area with a few more towers like Bosa. More small parks with lots of trees and greenery for people to enjoy. A promenade to Crescent Beach.
- Green spaces, community centre open later, uptown White Rock all vacant buildings have business now. People out walking because its safe and pleasant. There is a train on the beach Amtrak carrying people to Vancouver and to the States. The coal trains area gone because its not used anymore. Our energy is all from renewable resources
- I wont be living here
- To be a “community” by the sea (not a “city”) with “community” feeling (see Steveston, Fort Langley...) with “community” values - livable for ALL (not just the few). See examples in other countries (e.g. Scandinavia...). To have an OCP that is truly environmentally sensitive and sustainable with stronger, effective policies/bylaws that are not easily altered or amended, in order to protect and preserve in perpetuity our valuable resources IE Trees, Aquifer, Beach/Bay, Pier, Parks and designated CONSERVATION AREAS/VALUABLE RESOURCES to be forevered preserved.
- Vibrant community with amenities available locally
- The natural beauty of the area must be preserved for families, singles, and retirees alike, rather than being over developed by high rises, concrete and mega projects. People love it here because of the natural “village” character, which is currently under siege in my opinion, by the structures that are approved and being built at a rapid place. Even a townhouse complex can be too large and look like an eyesore. See Thrift. Smaller footprints even if there are more of them would help maintain a more village feel. I’m not against change, but much of what I see being built lately is destroying the character and aesthetics of the City.
- Sadly White Rock will be a concrete jungle with a few pathetic patches of greenery comprised of generic plants seen from coast to coast. There will no little diversity either natural or man-made as developers chew it up as just another profit making venture.
- It is possible for White Rock to maintain its unique small town/resort town ambiance while welcoming more residents and the tax revenue they will bring to provide all the services of a modern city. Only with careful stewardship, creating a balanced mixture of businesses and the single family & medium (and where appropriate high) density housing to support local business can White Rock avoid becoming the dining and weekend playground of Surrey.
- An urban market development in the town centre areas.
- White Rock as a vibrant cultural centre that cares for its waterfront, environment, and citizens
- A vibrant community with arts, culture, small independent shops. A walkable town, but also with convenient public transit both within White Rock and to neighbouring cities like Surrey, Vancouver, etc...
- A city which promotes and adapts to change for the betterment of the community.
Thinking 30 years into the future, what is your vision for White Rock? continued

- Population 20,000. Taxes relatively low. Lots of natural areas. A good, working tree by-law. NO BNSF tracks. ???above, there no toxic chemicals, oil, coal transported thru White Rock. No vehicles on Marine Dr bef?? West and east beaches.
- White Rock needs to build up roads, more parking places.
- Train tracks removed and changed to a trail to Crescent Beach
- No cars on Johnston or Marine Drive. Bluff clear-out allowed back to its natural state. No more clear cutting. Protection for trees maintained into the future.
- IE - community that views land not solely as a commodity for private profit, but where young people can rent, start families. Work with federal and provincial governments to legislate changes that will promote building societies and pension funds to build and finance rental accommodation in all cities with rapidly rising housing cost and as Vancouver, Toronto. We need to steward our resources for future generation, not price them out of the market.
- Clean, fresh, safe, respected and well run. An intigatrated community with a vibrant multicultural personality.
- An attractive, well planned community with a vibrant business base along with innovative ways to contribute revenue to support services, and beautification of our seaside treasure.
- A skyline free of ugly and dangerous overhead power and phone lines. Clean street and sidewalks. No dog poop in all our boulevards and parks - garbage cans might help this! Quaint seaside homes mixed with modern high density. Classy - think Ambleside!!! Use of water sports, boats etc. on the pier - Think Monterey!!!
- A painted City - Public Art Galleries, boutiques, lovely places to see and walk along.
- A fun place to visit and live

- A protected natural environment, preserve the waterfront, expand green space. Areas within the city that are relieved of traffic and parking congestion. Provide broader range of transportation alternatives. Create through Johnston walkable streets, narrow streets that direct traffic flow.
- Amalgamation with Surrey or as is no to??, a mass of towers, unhappy people trying to commute. Shortage of services - hospitals, clinics, places to park, no shopping.
- Quiet, well serviced with Food and health. Residential jewel by the sea. Active marina with Trolley busses driving many tourists to and from beach area all year.
- Many more high rise apartment/condo units to gain access to more tax revenue. White Rock has a dearth of industrial/business tax revenue. IF White Rock can’t do this, it should re-join Surrey BC. Get rid of many 4 way stop intersections. They result in more air pollution from stopping/starting cars and rolling stops. Fine jay-walking.
- Hopefully it won’t lose its charm, due to over populated and not family friendly turning into a party town and developed boxed homes.
- A city where the city listens to what the citizens are saying.
- That it remains a small town with unique small town character and no more high-rises, 12 stories max.
- More than anything else, I would very strongly hope that development was controlled in 2015 and buildings did not cover the whole lot.
- I am afraid of what White Rock will look like in 30 years. I think it will be a cold shady place with too many tall buildings.
- A small, quiet, low density, seaside community with a council that reflects the natural environment and leaves it in it’s pristine state.
Thinking 30 years into the future, what is your vision for White Rock? continued

- Unique seaside community retaining its own character - not an extension of metro Vancouver.
- A vibrant seaside community. Well kept with profitable business both at the water and uptown.
- Attractive, well maintained street and public spaces. Businesses held to a high design standard/
- Today, White Rock reminds me of a pleasant European seaside town. I suspect there are some good European models out there too...including lower-rise architecture, reduced dependence on cars (e.g. trams, cable-cars, funiculars for transportation); support for local family businesses; limiting development to city centres, etc. Having chosen to live in White Rock after having lived in English Bay and West Vancouver, I hope White Rock in 2045 has learned from what works and what has been problematic in other communities, and is able to hang on to its “small” City-By-The-Sea vibe.
- Expanded boardwalk towards Crescent Beach. No tram carrying dangerous goods, maybe Amtrak. Effective transportation alternatives - buses, etc...A city that retains its small town, community feel, and beautiful seaside location. A city that is inclusive, and affordable for all. A city that is walkable with all amenities available close by, schools/shops/libraries/parks/community centres. A city that builds upon its natural environment - parks (walking trails/landscaped plazas/beaches/boardwalk etc...)
- A popular tourist destination with more character and more modern buildings in the town centre (nicer shops)
- To remain a pleasant, quality seaside community
- Population not to grow significantly, focus on arts, music, theatre. Small town atmosphere. Packet parks.
- A better and smaller Vancouver: Urban density with vibrant natural and public spaces (reduce the split between view monster houses and others). Walkability and bike ability (vs cars) and preserve small street level businesses. Enhance teach and art with institutions (i.e., college/university) and businesses to make it a live/study/workplace.
- To be part of the City of Surrey because it would reduce the amount of tax money pay out to all the contract workers, managers, and Mayor and councilors.
- It will be a part of Surrey. The municipality of Surrey will be divided into Surrey North, and Surrey South at the Nicomekl River.
- Why do I have to drive everywhere now. 30 years ago, I could walk to dentist, shopping, doctor, nothing here but wall to wall high rises. Too bad, must have been pretty at one time.
- Family friendly, lots of green space, transportation so not so many cars.
- Stores to meet all our needs. Better transportation so not so many cars. A very friendly community. Relaxing.
- An artistic city by the Sea, where tourists flock to, and residents enjoy a quality of life befitting of a seaside community. Safe and beautiful, and welcoming.
- The further traffic congestion.
- Our uniqueness, this we should be celebrating.
- Preserving “land marks” IE. The Pier, the Rock, the beach, the promenade. Finding a way to keep the noise from the trains less obnoxious (?). Planning for optimum use of building on the hillside, allowing views, but also caring for the hillside.
- Nothing much has changed during the 25 years I have lived here. I would keep it the same for the next 20 years.
- To maintain a cozy atmosphere without skyscrapers, car pollution, and walkable distances between malls and housing.
Thinking 30 years into the future, what is your vision for White Rock?

- Peaceful, quiet, seaside community able to walk (not drive) to most amenities (new senior friendly).
- View!! Lower trees so as not to block. Safety on hillside (engineered buildings).
- A walkable, livable city with lots of trees, few cars, many biking and walking paths. Dense development up to 5-6 storeys in the upper town with vibrant shops and restaurants. Clear pathways from the upper town to the beach area.
- Livable, affordable. Need to have more stylish but affordable buildings here.
- Living in a great place with peace of mind.
- Thriving growing city that people want to be apart of. Not being behind 30 years compared to Surrey/Vancouver etc... Need to enhance/grow; more buildings/attractions/housing/residents.
- Better translink and affordability and safety.
- Should connect to train or translink.
- Go Green and live green with choice of apartments.
- As an acting real estate agent in White Rock, thus being in business in here, I would like to see more opportunity for the younger generation. There is barely any development opportunity. It is great to see the latest Cressey Project, however, as a realtor, I would really like to see more development projects creating opportunities.
- No more population growth. The city already feels over crowded. Beaches and parks beautiful and maintained.
- What I would like to see: A cohesive seaside oriented town with houses available and desirable for families. A self sufficient town with our own amenities and lots of variety of retail space. What I actually see: Out of control residential building, creating an ugly blight of monster homes affordable only to foreigners and older rich people.

- Sustainability - join Surrey for some services - fire and police (be realistic). Greenery, cohesive planning. Open access to ocean. Adequate parking, infrastructure, maintain quality of water (drinking).
- Maintaining a “small town” feel. Avoiding big box stores and franchise businesses. White Rock has been a seaside destination from the beginning; enhancement of that attraction should be kept in mind at all times.
- Keep a small town feel to the place. Stop allowing high rise buildings over 4-5 storeys is ugly.
- One of the rare, smaller communities that is not full of high rise towers, rather a nice mix of low and medium apartments uptown and single family houses east and west with lots of mature trees.
- Less cars, Better public transport (ban cars from beach drive). Trains that run to Vancouver from White Rock.
- A no car zone along the waterfront. Diversity of population and ages and income levels. No trains! Control of towers. Underground wires.
- Low level housing 3 storey units.
- A vibrant, healthy, diverse community that supports the local economy and encourages environmental and sustainable building and development that suites a small town feel.
- Better tax base. Good mix of housing with provision?? For seniors. Active arts community. No trains at beach.
- A coastal neighbourhood that is now a part of Surrey.
- Improve the appearance of the business section. They need a paint job to be more attractive. White Rock looks very old, tired, and dirty.
Thinking 30 years into the future, what is your vision for White Rock? continued

- A city capitalizing on its infrastructure, urban environment and natural beauty. Sensible development. Buildings in the city centre with commercial outlets below residential towers. Beach front expanded with stronger and more relevant commercial preserve.
- Better infrastructure to handle expansion. Underground utility wires.
- Higher density with lots of local services.
- That it retain its uniqueness and does not become just another generic, over developed, lower mainland municipality.
- A nice, quiet seaside town - not over developed, and traffic clogged like so many areas especially nearby Surrey, Burnaby, and Vancouver. Still have enough businesses, restaurants, and employment opportunities as well as services for all ages.
- An oasis of lower mainland, low scale renewal, safe, walkable, and neighbours that know each other. 80% voter turn out; mixed income, and ages live here.
- The last remaining low and medium scale city that is very safe, comfortable with neighbours that care, vote and respect each other, maintain the calm, and quiet environment, shop locally.
- That it became a lot more like ambleside in West Van, or Lonsdale in North Van - classier.
- Preservation of the treasured views; removal/relocation of the railway; development of the promenade to Crescent Beach; water from Metro Vancouver sources; amalgamation of Surrey and White Rock (White Rock is unsustainable on its own); greater density in the town centre and North Bluff Road (to increase tax base and to support vibrant shopping and dining in the town centre and beach front); bury utility wires.
- Unfortunately, as for the rest of Metro Vancouver BC (Canada) etc. mass over population, much, much out of control crime rate. Traffic and all the other extreme negatives which are utterly inevitable with constant (mass) globalization, population increasing at this rate.
- A small but thriving and well balanced community that is well planned out, not over-developed with high rises.
- Maintain the small town atmosphere.
- To be a city that has maintained environmental beauty and focused on the character of neighbourhoods during development. (dense and bustling up-town, inviting waterfront)
- Hard to think about that. Marine Drive is kept low-rise, nd high rises uptown at Thrift.
- A vibrant oceanside community that has a proper mix of high and low density housing. It particularly has invested in facilities and programs for Seniors.
- A safe community to live in.
- White Rock to maintain and improve the attractive features such as the beaches, the promenade area, the commercial core at 16th and Johnson.
- Define solid, valuable architectural standards. There should be more columns in the newspapers pointing out whether new houses are meeting these standards of engineering and designs.
- Vibrant seaside community that is a destination for daycations “for the entire lower mainland”!
Thinking 30 years into the future, what is your vision for White Rock? continued

- It will likely be incorporated into Surrey and be a “neighbourhood” such as Crescent Beach, Cloverdale... A vibrant, diverse neighbourhood (think West Vancouver) with a variety of shopping opportunities, greenspaces, tourist attractions (a real Museum), art galleries, theatres, and festivals.
- A better uptown centre. Keep Johnston St to 2 lanes.
- A seaside community with lots of B & B’s, arts and crafts, small eateries with patio gardens, kiosks on the beach, coffee patios on lower Johnston & Pacific, upper Johnston too, except the current commercial space under Miramer towers doesn’t accommodate. Perhaps that can be designed into other high rise street fronts (good example is Saltaire store front. Perhaps Avra will accomodate as well as other developmnt to come).
- Small town feel, low density, low-rise with high rises only between 16th and a block or two west. Quaint village feel with arts and culture. A desirable destination for leisure (beach, shopping) and night life (restaurants, art and music).
- Beach and water sport “mecca”.
- Less Highrises, transportation to the beach (summer - from uptown). Less cars on Marine Dr in summer. More pet friendly ideas at the beach.
- Regenerative plantings.
- Hopefully it will not have turned into a big city.
- No cars, funicular and rapid transit only. All buildings heat sensor equipped for early fire notification. No smoking. Buildings complying with green technology. Maintained access to ocean. Views and ocean. A council that can lay out a five year plan, as well as 30 years.
- Quiet wealth, car free zones, more benches everywhere, in shade! Improved wheelchair access ie. Automatic opening doors in businesses.
- A home for young families, and retirees. Somewhere which is accessible to all by walking, biking, scootering, and using strollers.
- A Yaletown atmosphere with vibrant shops and walking, walking, walking.
- More active community. A better commercial centre.
- A mix of young and old, with plenty of activities for both demographics. A safe fun environment to raise a family.
- More diverse development.
- To expand on the community aspect and bring in more attract of the lower mainland.
- A community of diverse developments and businesses.
- A dense community with a thriving business district from North Bluff to 5 corners. Townhomes and condos above business on Johnston.
- That White Rock turns into an impressive and full fledged community that can flourish and balance both family and new opportunities.
- Youth attractions. Realistic housing prices.
- A thriving community with a diverse culture.
- Cheaper housing, close knit community, more people travelling here to explore the city.
- An active and happy community with a mix of families.
- Great place to raise kids. Quiet and peaceful environment with opportunities for kids and adults.
- More development. Create more important opportunities for the youth.
Thinking 30 years into the future, what is your vision for White Rock? continued

- A community that everyone enjoys visiting from all over the lower mainland for the weekend. Bustling activity at the beach for everyone. Beautiful architecture and a clean beach.
- An exciting community with a busy waterfront.
- To see growth and development in attractions and tourism. Diversity between attractions for young adults as well as family.
- A “liveable” cohesive community. NOT another West??? End of Vancouver.

As far as I can see, it will end up like a miniature reflection of Vancouver or Surrey, completely unremarkable, exploited, and hardly lived in by semi-permanent residents. That is not, nor should that be our goal. I would rather keep the “small-town” feel of community and take back some of the heritage the township has lost and cherish it for it’s individuality.

By using federal and provincial grants for protection from sea-level rise, and for health and wellness, the promenade has been widened to 30’ with extensive lawn areas on seaside and a series of grayness all the way from Campbell River to Coldicutt ravine, thus creating a wonderful series of beaches.

In an ideal world, our boundaries need to be expanded to include the whole peninsula - Crescent Beach, Nicomekl River, 40th Ave, 168th St to 8th Ave (or the border). This creates a viable sized city with natural land separation from Surrey - adding vital commercial, retail, and residential space for growth. Would obviously need negotiations with province and City of Surrey, including compensation.

A true sea-side town, with open access to the water. No fences and no trains. A mix of all ages and incomes.

Hopefully as similar as possible.

See value trees by Cal Pawson.

- As it is now.
- A healthy, safe community with more emphasis on collectivism within the community.
- Beautiful and quaint and very much green.
- A small town.
- A beautiful, relaxing place to enjoy a day at the beach.
- City and stuff
- vibrant city that has great quality of life
- White Rock
  - aglkjfg’oiahlkafdgkljag
- Trees, peace and quiet family friendly, diverse, creative community we call home
- A thriving Town Centre with transit, a civic centre including City Hall, a civic plaza, and an active and attractive waterfront without the train.
- Small, quaint, quiet, peaceful, safe, friendly - not much change.
- A densified, pedestrian-friendly Town Centre with a vibrant retail mix. Easy access to the waterfront that is a world-class tourist destination with increased park space and plenty of options for fun, activities and live entertainment.
We do not need skyscrapers any higher than what we all ready have in the uptown area. We should not go any higher than 50 ft. from grade level as determined by city engineering in the area called 5 corners. Winter street building heights should stay the same i.e. 3 stories and remain zoned, multifamily/condo.

A seaside community with mixed dwellings (condos, houses, both new and old, and townhouses, devoid of coal and dangerous cargo trains.

Unique sea side city focused around the beach, with grade separation access under the passenger only rail service. The first city in Canada to have Sky Tram urban transit feeding the passenger rail connection to Sky Train in New West.

A quiet seaside community with no high rises.

That redevelopment and regeneration of buildings from 60’s and 70’s for increased density would be limited to 6-7 stories. Growth would not be Hodge poge of one highrise and huge development here and another here. That there would be some actually planning on what the city would look like. That’s what architects do.

The Village by the Ocean.

To join Surrey. We don’t need the duplication of administration, “vision,” and resources.

To be a thriving community with a strong business core & housing for all ages and tax brackets.

Art culture with cottage like street front. Towers will be spaced and have affordable housing for all.

Keep the high rises in downtown core along Johnson road, not in the neighborhoods of tow homes and houses. This ruins the beauty of open sky. Developing up to get a bigger tax base is not the way to go in White Rock. This is not a large area, 3 square miles and will look ugly in no time. High rises belong in the town core, with shops underneath.

A community consisting of mostly single familyhomes, low rise condos and townhouses. Small shops, resturants and parks for families and trails for walking.

A Yale town feel.

A city that has kept to it’s roots: clean, simple, beach side living without development of big houses on small properties or high-rises.

I envision white rock as a peaceful place to unwind and enjoy the ocean view, sunsets while getting exercise along the boardwalk. In the future I would love to see the boardwalk linked up with the boardwalk on crescent beach.

green spaces, small boutique shops, village feel, walkable, quaint

Perhaps begin with a “reflective” phase of inquiry. Consider all points that our community loves about White Rock - find consensus on those aspects and then ‘future’ questions might be easier to imagine.

I like the small town feel to White Rock and would not want it to change to much , just modernize a little more. What absolutely needs to stop is the push for more high rises !!! This will ruin the community by over crowding the streets and adding way to many people .

Community, not boom town with reckless development.

The amalgamation of South Surrey into White Rock as a community district of greater Surrey
Thinking 30 years into the future, what is your vision for White Rock? continued

• White Rock will continue to have a population that is older as a result of weather and lifestyle. The city needs to increase tax base without burdening existing citizens. Population density will be a challenge that can be met by building high rises along the 16th ave area in places that do not negatively affect those that live here. The high rises must be kept as far north as possible so impact is not felt by those living to the south. There should be no high rises south of Thrift. The city needs to attract spending as a themed destination. The arts is the best means of accomplishing this. Festivals, outdoor events, culinary shows and the like will bring tourists for day trips and they will spend.

• To join south surrey south of the river and become one larger city. White Rock always seems to struggle for funds. This would be a better opportunity for more infrastructure projects.

• White Rock will be a combination of a retirement community and a bedroom community for Vancouver. As such many multifamily buildings will be required as well as affordable single family homes. There will be many green spaces and parks in conjunction with the multifamily buildings to maintain White Rock’s traditional character.

• Vibrant, sustainable, thriving Town Centre, densely populated to strongly support local business’. Hospital and other Health Care facilities and supports in the Peace Arch Hospital areas including strong seniors resources.

• “A community of people caring about each other - an interactive community in the arts, sports, the environment, business & learning.

• A city where the employees care about the people as well.”

• Less high rises, less box houses

• it won’t matter what I think

• A cute seaside community that has character and personality of a quaint village. Buildings and commercial enterprises should be low key and not be gaudy and multi family structures should be no higher than 5-6 storeys.

• “Continued high rise development in the town centre between George, Martin, North Bluff and Thrift.

• More aesthetically pleasing homes.”

• Keeping a small beach town feeling.

• A liveable and affordable city for all ages and economic circumstances--including rentals. Value on green space.

• Clean well planed city

• Will have lost a lot of its small town charm due to high density, changed community due to offshore ownership, higher crime.

• Vibrant Sea-Side Community. Re-developed downtown. Active lifestyle with activities for all ages.

• Still considered a great little seaside town.

• higher density sea side community

• White Rock needs to think about its Citizens first and foremost, not developers and its non-resident City staffers. White Rock is a community where people choose to live and they do so for what it offers geographically, not for its local government. Its population density at 10,000 per square mile is dense enough and is already presenting Community challenges. The OCP is intended to protect the interests of Citizens, not to accommodate and pander to special interests who for the most part do not reside here and are only interested in making a quick and easy buck.

• A relatively dense population with maximum use of the water front which may be increased in length with the introduction of natural features to increase the shore line and beach.
Thinking 30 years into the future, what is your vision for White Rock? continued

- I would like it to keep a distinct seaside community feel to it that would offer a distinct contrast to a competing South Surrey. High rises limited to along 16th and in the downtown core of White Rock only! Buildings to reflect a west coast feel to them comprising of stone, wood & glass. I want us to feel quaint not congested.

- “My vision for The City of White Rock in 30 years is one of:
  1) not having the existing (west and east beach) waterfront area due to the rise of the ocean level and lack any forethought by our current civic leaders to take steps to protect our environment, waterfront streets, homes and businesses.
  2) The population of White Rock will be predominately seniors. More retirement homes and more people using wheelchairs and motorized scooters.
  3) We will have access to more public transportation like rail and therefore the crime and population will increase.
  4) More high rises will be built without any regard to the OCP. Somethings never change.
  5) Paid parking will be throughout the city.
  6) Hospital will be the same.
  7) There will be fewer recreation programs for families and young people as seniors will dominate council and committees.
  8) White Rock..City by the Sea will be changed to “White Bluff” as the rock will be submerged
  9) Single family homes will be gone and only multiple family homes will be built.
  10) Dogs still won’t be allowed along the upper Promenade
  11) White Rock won’t be a separate municipality. We will be part of Surrey.

- This is where we are headed unless our current leaders smarten up and get a vision for our city and our future.

- A small, defined downtown core with higher density and all of the community services to serve the population. A walkable downtown core designed and built to very high standards. No more train tracks on the beach by 2020.
- higher density
- A city that maintains it’s “small town” feel, but with modern accents to show it has grown with time and is catering to all demographics. A multicultural city offering appeal to all demographics. A vibrant area attractive to tourists (not only for the beach) to entice year round visitors in turn to boost economy.
- “I am visioning White Rock as West Vancouver in next 30 years...it’s a beautiful city to live to be a robust seaside community
- Presteen coast line with no train tracks as a barrier.
- There will be a variety of housing options, with a focus on affordable housing, done in a creative manner so that our community reflects all a wide range of citizens—especially including folks who can barely afford to live here now, e.g., folks who can just manage rent by utilizing food bank and cutting back on necessities.
- The city has amenities and services that we all need and want to live in. An urban market type of development that would attract a varied commercial and retail market would be desired. I think most people would like to have those sort of amenities within walking distance.
Thinking 30 years into the future, what is your vision for White Rock? continued

• A greener community. Our waste management needs improvement in regards to organic waste. Better organic waste bins or residents and more effective waste disposal solutions in the community. It would be really great if we could separate our plastics as well into hard/soft. Something similar to the City of Vancouver waste management plan.

• Lots of green space, trees and landscaped boulevards. Murals on building walks is a great idea. Residential towers along 16 ave terracing to low rise by time it reaches Russell allows desity to increase which is good for tax base and support of local businesses. Attract small independent restaurants and businesses and ban chains like McDonalds and Tim Hortons. Make a walkable community. Control house and building design to keep architectural consistency.

• More pedestrian friendly. Condensed housing but keeping with the My City by the Sea not Vancouver West End.

• “Top of my list is relocation of the railway - please get that application moving! My vision is NOT to increase density too much or to build up too much. I think highrises should be confined to the City Centre. Spot zoning is unfair to homeowners who have paid dearly for their views. Talking about views that is what people want and pay big money for. Why should a homeowner grow trees in front of their house and block out their view - weird to have a 25 foot maximum for a home but no limits on trees. I love trees but there are species that don’t grow more than 25 feet. This is what happened when we lived on Parker St - had to pay big time to top a neighbour’s trees which grew out our view. And why should the East side have ‘tree’ rules but not the West side? We like that the hump was cleared of scrub etc. which had grown and blocked views. It’s great now. As long as the bank is stabilized I don’t see a problem. The ‘eagle’ tree should stay and maybe a couple of other worthwhile trees. Also, why would the City plant trees on the promenade and right of ways that grow and block out views? It’s probably too late now but the monster homes, in my view, are covering too much of the lots. Landscaping helps drainage and we need that on the hillsides. I don’t think there is enough supervision of East Indian builders (no, I’m not racist). Unfortunately, in general, lying does not bother them. We have two examples on our street of shoddy workmanship and lack of consideration for neighbours.

• Also, they demolish houses on weekends without following the rules. Also, we need to keep taxes affordable so as not to lose our low and middle income residents. Even rents here are getting unaffordable. I think if groups want to put on events (and they are fun) they must bear the cost. In the past the City used to have a set amount of grants - I think that was good and a limit would give councillors a reason to refuse if they needed to. I hope Transport Canada is not demanding double prison fencing of East Beach too and are they making the taxpayers paying for all this? I understand that BNSF in the U.S. has to pay for a lot of this kind of thing. I’m glad you fixed up City Hall and didn’t go to the expense of a new building. Think we should be open to combining police and fire services with the South Surrey police and fire services. This would save a LOT of money. Would like to see the erosion problem on East Beach fixed. Don’t like the grandiose concrete plan being proposed. Let’s keep it natural. Think single family home areas should stay that way. Medium density can go where the current apartments are and that doesn’t mean spot 6 storey buildings like the Royce. How did that happen? Would like to see us own the water utility. Liked the old landscaper best. Maybe this current one is cheaper but not as good.”

• A mature hillside with tree lined streets. Not necessarily native trees that obscure views from homes and public spaces. Large conifers have a place but not on the hillside. More bike access and better transit in the city and to other Lower mainland destinations.
• “a waterfront that is pristine full of colourful art non gas powered water activities and festivals with thriving businesses and no vacancies
• managed growth and community planning that is meeting the unique needs and wants of the community
• a town centre that is pedestrian oriented with buskers, art and size appropriate trees
• building designs that fit the natural west coast character with thoughtful consideration given to heights to work with the natural grade of our topography.”
• small seaside town, no highrises
• A vibrant community that accommodate a variety of lifestyles, such as: increasing residential affordabiliy through higher density housing, coordinating a South Surrey/White Rock commercial and entertainment district with the City of Surrey, refurbishing the waterfront with a restaurant on the pier, increased access to parking, and creating a destination for business meetings and conventions
• Safe and clean community. With Vibrant new tall buildings allowing population growth within walking distance of established shopping areas.
• ”More vibrant promenade - look at Steveston or LaConnor for examples.
• More vibrant Town Centre with fewer Thrift stores and more variety of amenities.more”
• better access to surrounding cities and municipalities via rapid and other transit links. Getting from White Rock to anywhere is a major problem.
• A vibrant, world renowned arts and cultural community, with a diversity of cultural tourism, day & night life, unique stores and restaurants, high tech businesses, and of course, the beach.
• “My wife, two young children ( 3 and 5), and I moved to White Rock last summer and love it so far. I renovate homes for a living, so I am all about taking what is old, unappealing, and not functioning well and transforming it to its full potential. This is why I’m excited that you are opening discussion for improvement to the city to the this everyday Joe :) Here is my vision, but hopefully in the next 5 years not 30...
• I see so much potential in my area of Uptown. I picture the block that is currently occupied by the very unattractive and nearly dead looking Buy low foods being one day transformed into the city’s epicenter, a place that will give a vibrancy to the whole city. Im talking about a piazza, if you care to call it that, or a square much like in Europe. This square would be unique to the whole of the lower mainland, not only serving as a local hangout, but as an attraction worth the drive for people from all over. I picture a cafe Artigiano, as apposed to the multitude of Starbucks, being one of the first fixtures you see. It should have a large outdoor patio for people to sit much like in Paris or Rome. Everything in this square should be unique to the lower mainland or the fraser valley. Surrounding and winding through the small block should be as many luxury boutique stores as can fit. A quick google search of Paseo Nuevo outdoor shopping area in Santa Barbara California should be the inspiration. The shops are positioned in a way that creates narrow winding little streets with high end shopping, restaurants, jewelers, and bakeries on either side. Why not give people the feel of being at a destination, or vacation, with towering palm trees and mediterranean inspired flowers, but somehow tying it all in with our own west coast flavour. There should be a water feature in the middle of the square that somehow pays tribute to the fact that just down the hill is the Pacific Ocean. And how can we make this square the start for most beach-goers..a trolley!

Thinking 30 years into the future, what is your vision for White Rock? continued
Thinking 30 years into the future, what is your vision for White Rock? continued

• It would run a dedicated route from east beach, to west beach, all the way up to "uptown square" and back. Transportation feels lacking in South Surrey/White Rock and this is the second thing I would like to see change. So we have this new square at the heart of our bustling little downtown, and a trolley connecting it to the real heart our the city, the beach. But where do all these people park if they want to visit? It’s certainly already crowded as is for parking down at the beach. And what about mass transit commuters? I suggest that the Rotary parking lot next to the Coast Capital Theater be turned into a bus depot. This bus depot will be small but busy, and it will only have one rapid line bus coming and going regularly. This bus will go from the south surrey park and ride, down hwy 99 and directly down 16 Ave. If it would be possible to have a system that allows the bus to basically travel through 16 Ave with no red lights, it would be a quick and easy route for a lot of people to enter downtown White Rock. People from all over the lower mainland can drive down 99 and park in that huge unused south surrey park and ride lot, which would finally give it a purpose other than people using it as a place to learn to drive :) They jump on the bus and in less than 10 mins are in the square, shopping, enjoying our sunny weather with a premium coffee on the outdoor patio, just before taking the trolley down to the beach for the rest of the day.

• Think about weekends when we can use Johnston Road from North Bluff Road down to Thift Ave and close that off to foot traffic only, allowing the farmers market to expand and become better than ever. Another upside to the bus depot’s location I forgot to mention is that it will be next to the theater, which in my opinion will benefit greatly from such exposure. Maybe one day visiting broadway shows will make their way there.

• That’s my vision of White Rock. I’d love to see our city become one of the hottest real estate markets in North America. I guess mainly because we were lucky enough to buy our first townhouse here, but also because I think it is on the cusp of becoming so, only it lacks amenities such as the ones I mentioned above. Hopefully you share my vision, thanks for the time.”

• Funky, upscale, The “Carmel” of Canada.

• A village type of beach community that focuses on the natural environment. A community that supports an aging population in wellness, services and housing. A seaside community that attracts visitors, focus on events, dining, waterfront, activities and arts.

• A tight knit community that maintains the small town feel where you know your neighbours. Beautiful outdoor green spaces.

• In 30 years I would like to see White Rock be a liveable quaint city by the sea with lots of boutiques, cafes, art galleries, restaurants and B&Bs/Inns. The freight trains will be long gone and the tracks will be used by a trolley that runs between Crescent Beach and East Beach. Residential areas have a mix of single and multi family housing which includes affordable family, senior, youth and artist housing options. An appropriate mix of residential buildings is facilitating development while preserving views, character, history, space and community. Infrastructure meets community needs for transportation, health, recreation, education and city services.
Thinking 30 years into the future, what is your vision for White Rock? continued

• The White Rock that I hope for in 30 years time is much the same as it is now (or even better, like it was 5 years ago). Density, which is already high for its size, should not change drastically. Emphasis should be placed on maintaining the natural beauty that this area provides. A quiet, seaside town will always be attractive and in demand. Maintaining this ambience and environment, providing infrastructure upgrades to suit the area, minimizing high-density development and providing, even improving, core services to the citizens will give us the White Rock of the future. I sincerely hope that the city can survive the current administration that seem hell bent on destroying all that makes White Rock attractive.

• To become a true waterfront town, i.e. marina, ferries, boardwalk, fish/farmers market, (granville island or Lonsdale quay are a good example) etc.. The upper town has small shops and cafes, pedestrian area.

• People can walk everywhere east west north south to connect with each other and the natural environment.

• I would like to see White Rock become an activity-based destination. Something other than restaurants and gift shops at the beach. Shops that follow current trends will bring more people to the beach so that even in the winter, they will be busy.

• A city with a walkable town centre that has developed with view corridors to allow new building to see the water

• “No trains carrying coal and other dangerous products.

• No terrible train honkings that are severely hard on the ears, in the day and through the night.

• No ugly fences along the beach because of train issues.”

• To remain a nice quiet seaside community. Increasing the Density is a false reaction. People come if housing is available but you can control growth with controlled development which keeps values where they should be.

• I envision a city that is diverse and accessible for all residents. In 30 years White Rock should become the best place to live in the lower mainland. We should have the best schools, low crime rate, and updated infrastructure.

• That the city is beautiful, clean, and has a vibrant waterfront area. That it is affordable to live here for all levels of income. That health care be up to date and of high quality.

• Caring community of individuals and businesses that work together to minimize their negative impact on the world at large, and to make positive change happen

• A modern urban seaside town with small town values and charm

• “freight trains diverted, high-rises

• uptown, only, low rises on the beach and hillside, great shopping i.e. whole foods and other high end stores. A city folks would love to come to to enjoy the beach, walking, shopping, eating (tax dollars for our town).”

• “**Quiet caring community with mature trees native to the area.

• *Single family residential with houses in keeping with lot sizes. No kitchens or other uses of roof tops. Strict adherence to 25ft max heights.

• *No prison fencing along roadsides.

• *No construction or maintenance noise before 7:00 a.m. or after 5:00 pm under any circumstances.

• *No more high rises.

• *No cutting of trees for views ... a tree is a view.”
Thinking 30 years into the future, what is your vision for White Rock? continued

- More natural space, higher density properties kept to Johnston area
- Upscale, contemporary seaside village
- Seaside community with the focus on the water front, more citizens living in new towers up town along Johnston and along North Bluff.
- I would have to question if White Rock will be a suburb of Surrey in 30 years, and be a residential suburb with neighbourhood community centres.
- A small city that still has plenty of gardens and green space, not all high rises and monstrous homes. Unique in the way it has adapted while retaining its seaside resort feeling. Enough local resources such as shops etc. that allow people to spend locally.
- White rock should be on the cutting edge of green building and living. Houses should be required to conform to LEED green standard of building. In the future, people will come to white rock to not only see the beautiful seaside but also to admire the houses which are built “green”. Perhaps for monster houses, a living wall is required on the side of house to help them blend into the green surroundings?
- A popular tourism and family community.
- A city that allows aging in place by allowing larger properties to be redeveloped to allow legal secondary suites or laneway type housing.
- A charming seaside community that promotes wellness, with walkable neighbourhoods, protected park land and natural ecosystem. An engaged community, where residents are consulted in land use and planning decisions.
- A well planned community centered with a village like atmosphere with an upper “heart” - a collection of small shops and an artist walk to attract tourist and shoppers to the upper Johnson Rd. area. Beach area as the other “heart” with improved access for tourists (perhaps a parkade). Keep the high rises in the upper city center area. Change the building codes to prevent monster houses - better to increase density by allowing smaller lots or even coach houses.
- Keep view lines and protect the uniqueness of the city. anything to do with re-routing railroad and protecting the shoreline.
- Social sustainability. Planning that requires future development meets all income groups needs.
- “More affordable housing.
- Increase public social gathering places. (eg. diverse restaurants, pubs, etc.)
- More variety of desirable small businesses and services.
- Thriving arts and music community.
- Community events and gatherings - eg markets, fairs, celebrations - that embrace diversity.”
- Safe, beautiful, caring community
- Still has a feeling of community tightly linked to the know your neighbour atmosphere....you don,t always get this in condo style living.
- A quality, healthy community...rather than the destruction that this council is committed to. A community that reflects the wishes of the public rather than one that has been sold down the river by the council members that have been bought and paid for. A community that serves the public interests of the citizens rather than selling out to big money developers the way that this council has.
Thinking 30 years into the future, what is your vision for White Rock? continued

- Having clearly defined areas of development and zoning. Having protected areas for parks and beaches.
- Clean, trendy resort community. small businesses. I believe that it is crucial to permit vertical development to make use of space and increase tax base
- An orderly mixed housing distribution with a concentration of hi-rise condos clustered in the town centre. A place where laws and by-laws are enforced. Noise and speeding on NB road is excessive etc.
- Council will do what they said they would prior to winning a seat on Council ie - Families with dogs will be allowed on the Promenade Park since 2015
- A safe and clean seaside community with vibrant tall buildings allowing population growth within walking distance to established shopping areas.
- “Vibrant, walkable core with mix of residential and variety of businesses serving residents and visitors/tourists.
- Affordable housing.”
- White Rock - Canada’s Paradise! Oh, wait a sec... it already is! DON’T CHANGE A THING (except for White Rock Coalition).
- I would like to see White Rock maintain it’s seaside charm and with that, maintain the vistas enjoyed by residents today. I believe that height restrictions be maintained on any redevelopment on the slope of the hill and any high rise buildings, be restricted to the top of the hill. North of Russell or Thrift. Emphasis should be on reducing all motor vehicle traffic and making White Rock more pedestrian and bicycle friendly. White Rock should be an environmentally friendly city and free from pollution (air, noise, water, trash etc.)
- Preservation of the views; removal/relocation of the rail; development of the promenade to Crescent Beach; water from Metro Vancouver sources; amalgamation of Surrey and White Rock (White Rock is unsustainable on its own).
- “White Rock needs to expand if it is to survive. It should amalgamate with South Surrey. If put to this question via a referendum, it is almost guaranteed that residents of South Surrey would vote to join our city.
- The railway “must” be relocated. In its place a walkway from White Rock to Crescent Beach should exist that would put Stanley Park to shame. “
- To maintain and strengthen its quaint integrity.
- A vibrant community that supports a healthy business centre (uptown) and tourist destination beachfront. I want community events and festivals that bring in visitors and celebrates the uniqueness of our city,
- I picture buildings (many high rises) lining the top of the bluff - east to west, between North Bluff & Russell, but definitely not below Russell. High rises on the old Epcor site on Oxford is outrageous and I’m failing to understand how that is even being considered. Putting highrises down on the waterfront ruin the views of all the residents on the hill, and it will definitely affect their property values. We need speed bumps on the east side of Marine Drive. It’s dangerous, the speed limit may be 30 kph; however, people drive 100 or more and there’s too many people and animals at risk. We need a plan to attract more businesses and support the businesses that we already have. Many restaurants here struggle and often go out of business, and I’m positive that the parking fees have a lot to do with that. We want to attract visitors to our community, not turn them off because of our inflated parking costs. We are a beach town - not downtown Vancouver. We want to encourage visitors to come and spend money in our restaurants and in our shops along the beach. As a city perhaps we should consider lowering parking rates so that people aren’t deterred. I also think we should have some initiatives to entice more businesses to the area.
Thinking 30 years into the future, what is your vision for White Rock? continued

• “White Rock would continue to be a friendly community with low density housing, offering services to people of all ages. The skyline would be not be littered with high rise buildings
• There would be walking areas, easy access to transportation, sidewalk musicians and outdoor cafes. Overall a seaside resort atmosphere. ”
•Prosperous with a healthy business and residential community
• Improve town center, a place to browse, shop and walk. Improve Marine Drive. Reduce vehicular traffic. Protect green spaces. Relocate railways. Extend promenade.
• About the same size and lower taxes
• “more vibrant business and shopping district
• denser community (go higher not wider)
• more inclusive council who listens to the people”
• An artistic, cultural, sporting, seaside community, with lots of walking, cycling, and water activities.
• increased tree canopy and biomass by at least 40%. no more mega houses, limited high rise development that benefits the residents not only the developers
• A transit-friendly community where residents can have basic needs - such as all aspects of health care - and leisure activities - such as shopping and entertainment - met without needing to travel elsewhere.
• A community that celebrates and respects our natural areas and native species and endeavors in every way to protect and conserve them.
• To retain its special character as a small artistic seaside city
• A walking, cycling village community with bike trails, green spaces and childrens playgrounds, and small independent businesses
• A vibrant uptown centre with greater density but maintaining its community feel with a real sense of place.
• White Rock does not merge with Surrey. It maintains it’s vibrant community feeling and uniqueness. City is able to maintain excellent services it offers to the community. Something special about being different and living by the sea!!!
• “A city by the sea
• Affordable housing by way of condominiums through higher density housing on arterial corridors 16 th ave/North Bluff.
• ans townhouses/small lot houses in other areas
• provide services by increasing the tax base to help create a realistic community for the future change has to happen “
• Low density; welcoming seaside town.
• “city by the sea
• affordable housing by way of higher density housing on arterial routes 15600-15700 north bluff road
• increase tax base to build future”
• I see a sunny, fun-filled, vibrant community thriving with those seeking a touch of the seaside, a touch of community and a touch of the essence of White Rock.
• I would love to see White Rock become a location for people and families to be able live and work and enjoy being lucky enough to live by the ocean.
• We have to build higher and make better use of the little land we have.
• A progressive, community-minded city that will have developed its arts and culture to its fullest potential while retaining its heritage.
• Great seaside with lots of activities
Thinking 30 years into the future, what is your vision for White Rock? continued

- White Rock today is a beautiful, laid back community. But, in the future things need to change. Some of changes need to be addressed such as: higher urban density (to increase tax revenue) there is limited land available for development, and therefore we must use the land that is available. We need to develop the 16th Ave/North Bluff Road corridor. We need to squeeze more people into less land. We need to build townhomes, condominiums, and apartments to make medium to high density areas.

- My vision for WR is that it should stand on by itself, that is that the city should plenty of tax dollars so that the city services could be maintained and improved.

- A community that values the natural environment and engages to protect and maintain the viability of that environment.

- Relocation of tracks from beach front, planned and well thought out development of East Beach, cycle/walking path connecting White Rock beach to Crescent Beach, planned and integrated downtown area with businesses that complement one another. CONTROLLED development of single and multi family housing.

- A community of families that can afford to live and work in the area.

- “For urban sprawl everywhere and always there is one factor that always shows up pā “bad densification in nearby denser areas creates the desire for living arrangements we characterize as sprawl.

- So any area that densifies has to look at the values that drew people there in the first place and in some aspect, α ōemade the place. When people move to less dense suburbs, exurbia and then rural sprawl, it is because somewhere else development has meant loss of amenity.

- For example, White Rock started with a parks vision, accompanied by hard numbers, that it has failed to even come close to.

- Later OCPs and park plans made excuses for this and said other than minor changes that’s the way it will always be.

- But all is not lost because attitude and detail can be more important than acreage.

- I think we need a different approach, one that talks about green amenities less in terms of acres/ number of trees planted per development /no. of playing fields etc. What people actually appreciate is often experienced without understanding or articulation, beneath our ā ōereaonā , and it can be related to the feeling that vegetated spaces no matter how tiny are actually valued and cared for.

- We no longer have a parks department, we have no biodiversity strategy like Surrey, we got rid of the Naturescape reference in the OCP and we are waging war in White Rock on birds, pollinators and beneficial insects. We refuse to value our natural heritage/ capital and always try to look like somewhere else. Certainly on ā ōerivateā property, we as residents are no better than the government.

- My vision for the future is a government that leads in this area rather than continues our record of regression. Worldwide species/biodiversity/habitat loss will eventually prove to be more problematic than climate change. We need more biomass, more native plants, attention to detail in the smallest places, more songbirds and migratory birds and a conversation with the populace by a government that understands the value in this.

- Fun, seaside community with lots of events for citizens & tourists to enjoy.

- No garbage dumping in the City’s Operations Yard. Park in East Beach, with tennis courts & playground. Picnic& seating area by the pier along the hump area. Pier enlarged or new marina with food venders selling crab, etc.
Thinking 30 years into the future, what is your vision for White Rock? continued

• A clean and quiet seaside community free of trains and coal dust. A place where people go to unwind and appreciate clean air, sunshine and the company of friends and family.
• Big city, but small town feel
• Vibrant Uptown and Waterfront waterfront
• waterfront
• Trees, People, Air, Water, Sunshine, Quiet
• The promenade, Deppez ravine, the views
• I used to value how the houses matched the city - there was charm
• The trees, the community
• The beaches and the views.
• Beach access - Small town feel where you know and talk to people - Walkable community for main services such as groceries and banks.
• Geography and the beach - Friendly atmosphere, inclusive
• Small community feel. Beach access and views
• I like our garbage service. Keep service run by the city - no privatization. Pay as you throw please.
• The things being destroyed in the name of progress and worship of wealth
• Beautiful view (I used to have from my home on Mann Park Cres).
• Sense of community. Independence from Surrey.
• Sunshine, sea, beach
• Beauty, friendliness, community, amenities, ocean
SECTION 1: Defining White Rock

What are the things about White Rock you value the most?

• It does not have co-operate structures that control, the city dynamics. Small - easy to get to places will good services.
• Access to the sea. That it still has a small town feeling, although we are starting to lose it.
• The beach. The walkway. Vibrancy in town centre & beach area. Seems like it is always changing, businesses closing, need to attract business.
• The beach. Did not approve of stopping the trolley.
• Close to the beach. I like the views and how everything is walking distance. We are culturally rich with several cultural assets (i.e. pier, white rock, museum, etc...)
• Small community but with great shops/services. Beach promenade. Arts & theatre facilities. Senior centre and community centre.
• Uniqueness, beach side community, natural beauty
• Easy access shopping, library, recreation facilities. The hillside views, the waterfront walkway and beach. Neighbourhoods which are attractive, well maintained. There is a community pride here, for sure.
• Compact community. Excellent climate. Reasonable public transit to airport, & downtown Vancouver. Good air & water, hospital.
• I enjoy the assortment of small shops and restaurants we have; the beach promenade, ravine park trails, library, and sunny open street where on can enjoy relaxing after returning from busier city environments of the GVRD.
• Waterfront, size, people care about community.
• The beach, keep it rustic as possible. Black fences look horrible, make it difficult to access beach. Small town feel with own police and fire.
• Community, green spaces, the library (the green space around the library & City Hall), Centennial Park, trails, the gardens, the trees, walkable city, the neighbourhoods, private gardens, community centre. Farmers Market, East Beach First Nations Park.
• Beach, Ocean life, clean air, good drinking water, sand, hills, trees, animals, birds, community-oriented, sensitive like minded people. Heritage homes, buildings, cottages, Centennial Park, Rotary Park, East Beach, First Nations lands/natural environment, and the HUMP, 5 corners, the Library, “local” shops, cafes, theatres, Market...its generally a quiet community.
• Ocean/ Size/ Restaurants/ Sunday Market/ Community Rec/ Blue Frog Studios
• The Ocean, the Beach, the remaining trees, and natural habitat, the low density, density village feeling and the sense of community.
• The seaside community and the view.
• I used to like the beach, the diversity of housing styles, the small town feel
• Unique to White Rock is vibrancy and liveliness that visitors bring to the hometown feel we all value so much. The life on Marine and the quieter community life up the hill. The mix of seniors and escapees for the big city (cities) to the North.
• Walkability
• Ocean, parks, and the amenities needed/wanted
• Nature - parks, beaches, forests
• Waterfront; walkable
• 1. the location 2. the climate 3. the people
• Beach, ocean, parks, clean air, good water
• Quiet place to live. Beautiful view, mountain, sky, ocean is the most value.
What are the things about White Rock you value the most? continued

- Tress, birds, beaches, parks?
- Views, location
- Proximity to the ocean, major highways, and the US border. Amenities are great; everything for all ages
- The quietness of White Rock is unique.
- Ocean View. Assorted restaurants. Wish there was more activity on the water - where are the boats?
- The Beach, fresh air, friendly people, hill side
- The beach, the view, the sun
- The sea, wildlife (little what’s left), trees and green space. The people who works, lives, and visits the city. The fun events, some good leisure programs. The promenade and pier. Nice museum.
- Convenience of banks, clinics, independent businesses and restaurants, hospitals, transit. The beach - don’t junk it up any more, or jam in vendors (e.g. - night market junk, telephone and stuff at Chinese NY?) we are not a carnival town. Give back some peace and serenity and access to the beach and grass for visitors and families.
- Slow speed traffic, focus on people not property development. Music on the pier.
- The seas shore and its theatre.
- Quiet. Access to beach and shops.
- Life, small town atmosphere, walk along beach, beautiful trees, ocean, wild.
- Beach, Centennial Ravine.
- Small town character.
- I like that it is a walkable community and has more charm than a bigger city.
- The beach and my good neighbours and the flowers. The Art Galleries are wonderful, and so is the library.
- Its beautiful natural environment and quiet low density character.
- Peace and quiet, feeling safe. Nature including ocean, sea life, birds Esp. IBA status, natural forest of centennial park, views.
- Small community feeling. Knowing ones neighbours. Enjoying community events.
- Community, views, beach
- Small town community, seaside, slower paced feel to the city. Preserving the beach, boardwalk, Marine Dr, restaurants, cafes, shops. Walkability/able to reach shops/libraries/community centres within short distances. Art/music, scene/theatre/variety of courses offered at various centres, particularly for seniors. Love Farmer’s market.
- The beach
- Natural, casual environment, small town feel. Hospital, schools, culture.
- Natural beach areas
- I love living here!! Walk everywhere. Intergenerational. Small, caring, friendly. Has everything (but not too big) IE. Library, beach, small grocers, hospital. Engaged citizens/tolerant. Public events (a variety of ) and community centres. People smile and say “hello”. Affordable to live in Town Centre (less isolating than other places I have lived IE. Ladner, North Delta as a single mom). Safe (though getting less so)
- The City of White Rock workers
- The ocean views. Small town feel - all thing available nearby, buses. Little theatre, local movie theatres.
What are the things about White Rock you value the most? continued

- Hillside bathed in sunshine. Sleepiness - an oasis of calm, sea breeze, fresh air. Low key feeling. A community of like minded people.
- Small town atmosphere, safety, friendliness
- Getting around without the car. Lots of retired people like myself. No trains and clean air.
- The waterfront, fresh air, trees, and the friendly interaction of people.
- Sea air and the winds carried?? By the sea air.
- It’s location by the sea. Safety.
- Walking along the beach.
- The small seaside community where people care about each other, yet everyone doesn’t know all your business.
- The Promenade, the Pier, Fireworks, and music on the pier in the summer, restaurants on the beach, the Parade, the sunsets, the White Rock theatre, XMAS decorative lights on the Pier and Promenade.
- Ocean views and quiet neighbourhood.
- Its low density housing, green gardens, and not too busy traffic.
- Quiet, view of the ocean, islands, mountains, birds, less rain, southern exposure.
- The ocean view and access to it. The promenade etc…
- Pier, of course. Restaurants, ice cream parlours along water street. Natural beauty with very open space.
- Great restaurants, parks, lots of open space to take part in outdoor activities.
- The Pier, restaurants along the pier. The ocean, water views. Nature; very green, trees, landscape.
- Open areas and quality of life.
- No need to go downtown as White Rock has good seaside scenic views.
- Good restaurants.
- I do value the location. Being by the sea is very peaceful. I love that it’s a great place to raise my family.
- Air quality. Access to beach, clean beach and parks.
- The oceanfront. The (disappearing) small town feel. The accessibility of council. The safety.
- Ocean = freedom, greenery, small business. Sitting on beach, waterfront and seeing nature, ocean, NOT fences. Walkability. Keep the trees - no clear cutting at waterfront. Responsible environment protection.
- The views of the ocean. The feeling of being in a seaside “village”. Walkability.
- Closeness to the bay (water). Walkability for most shopping, libraries.
- The quiet gentle friendly area and people of a mix of ages - not lots of toddlers or teens, just a sprinkle; more mature folk that are not noisy.
- Views, Oceanside setting, safety, small enough to feel like a community, everything is walkable.
- Beach/pier. Small business around Johnston Rd. Community events - polar bear swim. Farmer’s Market etc…
What are the things about White Rock you value the most? continued

- The beach and the people (not the crowds during the summer months).
- Friendly, safe harbour, quiet, relaxing, trees, sunshine, small shopping area. Neighbourhoods that enjoy each other.
- Sea view, access to beach.
- Access to the water/ocean. The great mix/micro??? Climate.
- It is a seaside and should keep that alive. We do not need tall buildings. It would spoil it. We are too small to expand.
- Natural beauty = softball city, centennial park, the beach and etc...
- Clean sea air.
- The walkability of the community.
- Thw waterfront, beaches, views, small town feel.
- The quietness of my neighbourhood - I moved from Metrotown and I notice the noise has decreased significantly. This is very important to us. Nature and walking the beach everyday.
- Not crowded, and noisy; ocean air; beach; green all year. Merchants, and staff live and work here; block parties, and block watch needed in all neighbourhoods.
- Quieter community, few high towers, not crowded.
- The ocean - sadly you are blocking it with all the fencing, oddly West Van, Duncan (which the train w...?? To pass through). See the need for fencing, let alone triple fencing.
- The views and the promenade (however the new fencing by the rail tracks has spoiled the charm and appeal); in West Beach the preservation of the larger properties - please don’t allow density/subdivision of property on West Beach.
- The local churches, lunches and dinners. The ocean park area, neighbourhood is still fine for now? But for how much longer? Unfortunately I regret to say! The negatives seem to Far outweigh the positives.
- Ocean views, small town feel, low rise buildings, walking, cycling, fresh ocean air, green spaces.
- Small town atmosphere.
- Waterfront. Parks and ammenity. Convenience of restaurants and shops in up-town area/five corners.
- Beach, clean air, and views of beach.
- The closeness to the ocean, the safety, the size of community makes it easier to police. The facilities close by, such as shopping, Centennial arena, parks, and tremendous trails. The view.
- Safe, clean, and easy to access services.
- See first comment.
- 148th St., the only direct way out of town. Better housing design would be desirable.
- Sense of community. The ocean.
- Fresh air, walkability, paths at road-ends; green spaces, promenade (even though my dog is not welcome there), and pier.
- The quiet setting. The friendly people. The waterfront and cafes. That women can walk the street in safety. The Pier.
- It’s climate and friendly-ness except when it comes to “City Hall”
What are the things about White Rock you value the most? continued

- It's small size, it's uniqueness, walkability, concentrated core retail, farmer's market, our beautiful beach of course!! Our focus on the arts and nature, our eagle tree, the promenade. Our beautiful streetscape flowers, trees and baskets, Christmas lights.
- Small community.
- The weather, the views, trees on the hump.
- Small town charm.
- The beach is great, the small businesses that I support and that it still has a small town feel.
- The ocean views. However, it has changed for all those down at the beach. Visitors and citizens alike. That fence is just a screw up.
- The big trees that convey a sense of stolid?? Affluence like Oak Bay, Ambleside, Vancouver West Side, etc. Farmers market also gives sense of vibrant community.
- The community is very strong here. People are proud to live here.
- The location. The views.
- The location, the beaches.
- The beautiful scenery and views.
- The beach. The views.
- The beach. The promenade.
- The strong community, the attraction of the city.
- The promenade.
- Livability, community, beaches, activity, and shopping.
- The beauty and valuable scenery of the place.
- The potential to grow. Beautiful.
- The beach. The promenade.
- Peacefulness. Friendly people.
- The beauty, the rareness of the location. The ocean and the beach.
- Scenic views. Tradition. Landscape.
- Infrastructure. Natural beauty.
- Peaceful, safe, and the people are nice.
- The people. The sense of community.
- The community. The uniqueness of it amidst the big city.
- Natural unspoiled beach. Relaxed atmosphere. Our own police and firefighters.
- The “small-town” feeling that is rapidly decreasing; the actual beach and coastline. The railroad tracks and the sounds of trains going by. The calls of eagles playing and roosting in the trees. Walking the pier on any day in any weather (in the rain is a lot of fun).
- Proximity and access to the sea.
- The relaxed pace of life. The natural beauty of the area. The friendliness of the people - when they stop belly aching about so many small issues, over and over again. Life is really, really good here, compared to so many other parts of the world. Time to reorganize it, appreciate it, and be thankful for it!!
- The views. The sea. The security of living in a peaceful place.
- The neighbours. The excellent service provided by the people who pick up garbage, green materials, and recycling.
- Compact, local, walkable community.
- See value trees by Cal Pawson.
What are the things about White Rock you value the most? continued

• The beach. The weather. The community ease of access to the city. The states etc...
• Sea, parks, less population.
• Beach walks. Sunsets. Restaurants.
• My neighbours and neighbourhood. Being close to the ocean.
• The forests. Shopping/extra curricular activity convenience. Safety. Peacefulness.
• Community feel. Location. Low density.
• At the present it resembles one of the quaint cities like Nice FRANCE, Riviera an Italian coastline or one European coastline.
• Small town feeling.
• Beautiful beach. Great food (restaurants). A place where we can easily shop around. Ots of shopping facilities in South Surrey.
• Cookies
• waterfront
• waterfront
• The walkability, community involvement, and sunlight. Also the fact that we have a small town feel.
• By the ocean, great weather, small, quaint, quiet, peaceful, safe, friendly
• Location. Access to the water. Great year-round weather. Small town feel. Lack of traffic congestion.
• The small City/Town feel, with the ability to walk to shopping areas (in the uptown, 5 corners area)
• The size, proximity to the beach, and basically quiet streets.
• A beach town that makes citizens and visitors welcome and provides superior beach facilities and access.
• The proximity of the beach and bay. The weather. The scenery.
• the Bay, and having access to it, all equally, financially, and accessibility. White Rock was built affordable until condos took over, and it will never be affordable again, unless some with vision, real vision makes it. Visitability and Accessibility and the knowledge of them, does not seem to apply in WR.
• “The pride of the community in general. Clean air, wonderful beach, local merchants, great food, off-leash dog beach in front of Semiahmoo Park (although technically not part of White Rock proper).”
• White Rock means NEVER having to say you’re Surrey.”
• Beach (when the trees have not been clearcut).
• It’s small town feeling
• The green space
• The quaintness is why we moved here, the walk ability. The low rise condos within the neighbourhood. The peacefulness, the Eagles. I live in Royce, a nice low rise and now have to fight to stop high rises being developed on Oxford street.
• The beach, the feeling of a small community which welcomes Visitors.
• Small city, community, stores, people.
• Community. Resistance to big development.
• The tranquility, the boutique restaurants and shops. Most of all the boardwalk and the beach.
• green spaces, small boutique shops, village feel, walkable, quaint
What are the things about White Rock you value the most? continued

- Pier/waterfront/shops on Marine drive, Simplicity - easy to get around, Sense of ‘underpopulated’, Peacefulness, Beauty/Nature
- Small close nit beach-community feel ,very little growth . Please keep it a great place to retire in
- The beach and nature.
- It has a distinct character an beauty based upon is vistas of the Ocean and the Islands.
- Proximity to water, pace of life, the natural beauty are all impactful aspects of living here. I would not want those aspects threatened by development.
- Proximity to the ocean, beaches and parks. For now, lower density.
- Its walkability and ease of access to all facilities. The flower beds throughout the City.
- The Vistas, the engaged community, the pride the residents have, safety, security, beauty and it’s unique small town charm.
- Community. Ocean views. Safety
- “Oceanside location
- Still has small community atmosphere
- Distinct political and operational separation from Surrey ”
- A sense of pride of community.
- The smallness and the reputation as a seaside community.
- “Marine Drive and the water front including the pier and promenade.
- A pedestrian friendly city centre.”
- “The promenade and assoc lawns and park benches.
- Coffee shops to drink coffee and watch the ocean.
- The eagles and their tree at the top of the hump.”
- The beach promenade, still clinging to small town feel.Transit options. South Surrey Pool. Recreation opportunities.
- proximity to water and views
- views, smaller community, low rise (except for commercial core) North of Thrift and 2 block radius east and west of Johnston.
- Water front. Low crime.
- Having access to the beach any time. the Boardwalk is nice to have. All the restaurants are nice to have, such variety is great.
- ocean and community
- The Oceanside. The small town atmosphere. The ability to walk about the city safely without the social problems brought on by high density, impersonal mega towers.
- Water front and southern slope views.
- It’s quaintness. The feeling like it’s a Cheers bar...where everyone knows your name.
- The environment, beaches, local small businesses, community spirit, weather, access to the lower mainland if you want it. Diversity of culture, citizens and that people who are different and have different opinions can be elected to council.
- The sense of community and the small town feel. And, of course, the ocean views and sea breeze.
- the beach
What are the things about White Rock you value the most? continued

- Low crime/safety, peaceful & quiet neighbourhoods and the beach
- The community in overall, the people of White Rock the beaches
- how it is far from Vancouver, peaceful but quick access to Vancouver via hwy or transit.
- A beach that you could swim in without worrying about pollution.
- I love seeing the sky and being near the ocean.
- Quiet neighbourhoods. Independent community. Green spaces (not enough), recreation opportunities, ie curling, skating, track, cycling, lacross, tennis etc. Almost everything is within the community.
- It’s location, and even tho it’s a small town, it offers most of what I want. The ocean and parks make WR unique.
- I value the natural beauty of White Rock and the close knit community that takes pride in maintaining it and putting in the effort to live this place better than we found it.
- Walkability and clean fresh air, sun and proximity to ocean.
- Friendliness & sense of community, cleanliness.
- “1. The seaside and views
2. small town feeling
3. friendly stores and restaurants
4. the theatre
5. the library
6. Good relationship with the Semi F.N.”
- The quaint small town feel
- the waterfront, the people, potential
- small town feel, lots of people walking about
- The waterfront park, Marine Drive restaurants, unique housing development on the slope.
- The view. The beach.
- getting around from point A to point B with minimal use of cars. maintain existing walkways and parks so people will stop to admire. Now when walking with visitors I am embarrassed about conditions of walkways, stairwells and gardens. Very different now compared to standard when first moved here in 2001!!
- The seaside view.
- Clean air and water, small town feel, good mix of culture and outdoor activities.
- the beach, walkability, the views
- The View, the ocean, fresh air and birds.
- The beautiful bay, the parks, gardens. The ability to walk along the promenade, and summer activities ie: kayaking, paddle boarding and kite surfing.
- “Beautiful outdoor spaces, community activities like the Sea Festival, Fire Station Breakfast with Santa.
- Small town feel with proximity to big city amenities.”
- Living by the beach, bring able to walk to amenities and having all the amenities I need within a short drive.
- Unfortunately, many of the things that I most value are already changing or even gone. The small-town feel without a multitude of high rises and their accompanying issues, the sounds of herons in the trees and the abundance of trees themselves are currently being threatened and compromised. The beachfront, the boardwalk, the cleanliness and (relative) safety of the city, the quiet, peaceful nature of the city and, to some degree, the exclusivity of the city are all things that I value.
What are the things about White Rock you value the most? continued

- Its unique charm and character, small town feeling with all services. All the different paths to the lower town.
- access to the water; active elderly residents; wide roads and sidewalks; Intimate small-scale businesses; views;
- Cleanliness and low crime.
- Water Views
- The beach! Small town feeling.
- The views and quaintness, lose that and you lose White Rock. If you develop the waterfront you will destroy why people live in White Rock
- I value having a beach community feeling and local businesses who I can build a relationship with. The natural beauty of White Rock is was I enjoy the most.
- The location, the weather, the type of community, the activities available for seniors.
- People's willingness to help when it is convenient
- Weather, ocean views and beach access and walking trails
- ability to walk everywhere including the beach; our ravines and green spaces, the views, sense of community.
  - “Low density. Quiet.
  - “We used to be a funky small town. Now we have big, mostly vacant, and mean.
  - “Varied architecture. Why is all the new stuff so sterile ... Arthur Erickson is dead.
  - “It used to be fun to live here.”
  - View, view, view. Keep the promenade fresh, pristine.
  - ocean views, access to beach, small town feel, collection of restaurants, promenade
  - small independent community, the beach, pier.
  - The waterfront.
  - Proximity to the ocean
  - Smallness, Nice gardens and green space, Beach and sea side feeling, Friendly people, and shop keepers that know who I am quiet, peaceful, friendly, beautiful seaside town.
  - Beautiful beaches, family centred feeling, and community
  - The waterfront, natural environment with marine and freshwater. I love the promenade and pier, being able to walk beside the ocean and enjoy the beach.
  - The small community atmosphere. The ocean front and beach. The views of the ocean and beyond that you can see from almost any place in White Rock. The trees and greenery. The amenities that are provided, parks, recreation facilities.
  - Views, waterfront dinning and quiet unique nature.
  - Small scale, with a definite centre area. Lots of green space and few high rises.
  - The ocean and the beach. The fresh air. The peace and tranquility. The small town, community feel but still close to the city.
  - It’s smallness and low density
  - Sense of caring about the neighbourhood and the people in it.
  - Quiet, Safe, Clean, No more density, Low rises
  - The sense of Community and the beautiful parks and beaches.
  - beach community, affluent, upscale, no run down areas
  - The seaside location. The promenade with its present restrictions. The forested ravines and trails.
  - Views
What are the things about White Rock you value the most? continued

- The view of the ocean and the beach.
- Waterfront, location. Sense of community. Safe community.
- The sense of community and proximity to nature.
- Its views, it’s quiet, it’s friendly, it’s on the ocean. It’s still quaint (but that’s changing).
- The calm tranquility of the city. Lot’s of Mom & Pop businesses, no chain restaurants. The ocean, the pier, the boardwalk, the beach. The magnificent views.
- Preservation of the views
- The peace and quiet, the beach, the cleanliness.
- The “village” feeling.
- The community feel -- things that bring people together like the Farmers’ and Christmas Markets, Spirit of the Sea Festival and Tour de White Rock Bicycle Events.
- Feeling like I’m on vacation every time I walk my dog along Marine Drive. It’s very peaceful. I know foreign investors have been interested in developing our pier. I’m all for development and we are a multi-cultural city, which is great, but I would not want to see White Rock overrun by any one culture. I think we gave a very unique vacation like atmosphere here and that’s something’s I think we should try to hold onto, even as we grow and build more infrastructure.
- I can walk the promenade. There is low density housing so far. There are many community programs that help keep people active. I think Parks and Recreation has some wonderful offerings.
- It’s location
- Good weather, reliable public transportation, seaside community, the promenade and the beach.
- The waterfront, community centre, leisure services
- The seaside location; the “small town” feel; the walks up the hillside; the Semiahmoo bay for sailing and kayaking; the friendliness.
- small intimate community, beach, wildlife management area and natural areas
- Well-balanced population density; walkability; many amenities for a city of its size; ease of communication with other residents
- We are in close proximity to an amazing marine ecosystem, Semiahmoo Bay, a portion of Boundary Bay that is designated a BC Wildlife Management Area, a RAMSAR site, an Important Bird Area (the top rated of 600 sites in Canada) and a Site of Hemispheric Importance. How special is that? I also value relatively good air quality compared to the rest of the lower mainland.
- Ability to walk to the beach and to shopping while enjoying its natural beauty with its native plants and birds.
- The small town feel, no big box stores, the existing urban forest and parks, the beach and the views and proximity to the ocean
- It doesn’t feel like a suburb... It instead retains the feeling of a self-contained community.
- “Young families moving into White Rock. Young single people want to reside here for short-term as they secure themselves in their careers. And our Seniors, that can share stories about ““what it was like “”
- That generations reside in White Rock. People establish themselves permanently in our City. I value people that respect one another.”
What are the things about White Rock you value the most? continued

- proximity to water and ocean views, sense of a community that is growing and changing with time, proximity to USA
- low density; welcoming seaside town.
- proximity to sea/water, proximity to usa, ocean views, sense of community
- The ease of which you can access outside communities via Hwy 99, King George Blvd., Pacific Hwy, or south to the U.S., is a valuable asset to living in White Rock.
- I value the location. The living close to the city without having to live in the city. The amazing pier and promenade. The strong sense of community
- The ocean, The beach, The waterfront businesses
- The support of the residents for local businesses, the quaint small town atmosphere, seaside location and walkability.
- The waterfront
- There are many leisure activities to enjoy in White Rock. These include: close to the ocean and beach, laid back community that is rapidly growing and developing, seaside shops, the wharf area, the trains, closeness to the United States border crossing, and the mixture of old and new residence.
- The landscape and the ocean views that are possible with the existing buildings and the future developments.
- Closeness to the ocean, small community feeling, easy access to Vancouver, easy access to natural environment, good weather, good gardening, seeing eagles on the waterfront.
- Waterfront, parks, few as they are.

- Not the visual proximity to the ocean, but the REAL proximity. This in turn implies a responsibility to understand the physical, chemical and biological responsibilities of that proximity.
- Beach, hills, trees & single family character homes.
- The beach & promenade. Small town atmosphere with friendly people.
- The view of the water and sunset. The accessible seaside walk.
- The beach and waterfront
- The beach
SECTION 1: Defining White Rock

What are some of the main challenges facing the City?

- No cookies
- “poor transit
- lack of environmental policies/bylaws
- fgdlfjadifjdfjb’ldfjgb’dfagb
- “Development
- Air quality
- Transportation
- Huge houses
- Tax base, business success and longevity, a few negative people who stir controversy about everything and resist any change, the desire for more services and amenities but not enough money. Staff get inundated with work that isn’t a Council priority and there is not an ability to hire enough staff to accommodate both.
- Good restaurants, multiple garbage trucks, upgrading existing buildings on Johnston Rd., railroad running through the town, existing council ignoring the existing OCP - one wonders why even bother updating it!
- Increasing the commercial tax base. Densifying the Town Centre to increase tax base. Revitalizing the Town Centre to improve the detail mix and create a more vibrant business community.
- “1. The revamping of sidewalks along Johnston Rd.
- 2. Keeping ocean sitelines open and the same as possible for residences on the hillside.”
- The coal and dangerous cargo trains running along the beach, allowing too much high density buildings and cutting down too many trees for view alone.
- A council that micro-manages rather than acting as a board of directors for competent decision making managers.
- “Keeping the city fathers from allowing buildings to be built without sufficient infrastructure forethought. There’s no reason to put up structures before finishing roads, water, sewers, etc.
- Administration versus Leadership. In the 5 sq km of WR, architects should have been invited to envision redevelopment and regeneration of the city, and let people really see what this place could be. WR will never again be a community, it will have enclaves.
- Balancing the books at City Hall to keep White Rock the place we all love. If this means higher density in the uptown area, suck it and go for it, it will only benefit everyone in White Rock.
- Too small to effect real and meaningful and valuable change.
- Keeping our business core strong through the off season and keeping our building code consistent in regards to height variances etc
- Investors that do not stay in the houses they have bought, parking
- Probably should not be a city but part of Surrey to share the expenses instead of our high taxes.
- Politics ...
- Development of oversized houses and big buildings.
- “Pollution from the increase in trains, their cargo, their very loud horns. Can you imagine if cars blew their horn each time they saw a pedestrian that MAY step out on to the street?
- Policing: my perception in years gone by was the police presence kept problems away.
What are some of the main challenges facing the City? continued

- Now cars speed through with no regard for the whole reason for being at the beach or the pedestrians and bike riders attempting to share the road. This all the way to ocean park on marine drive.
- There are cigarette butts everywhere, graffiti on the loved white rock, broken bottles on the board walk. Buskers, some pre approved, others not.
- I just don’t want anyone to have the idea that it is okay to bring a criminal element to this beautiful gem. Waiting until it gets far out of control is not the answer as seen in other municipalities
- Taxation kept reasonable, people and groups who fight change and managed development.
- New Home construction has reached a level (pardon the pun) that seems absurd, unfathomable, unethical, far too extreme (size and scale).
- The main challenge is to slow the growth as much as possible and to upgrade existing apartments that are already there. If more high rises are put in it will ruin the quaintness of the city.
- Terrible counsel.
- It has an unsustainable municipal tax base. Their is no opportunity for balance with industrial or commercial taxes. The tax service gap cannot be met through real estate development fees.
- Revenue base is particularly troubling. Taxes are very high and they can’t increase forever. I also think the city needs better direction and am very unimpressed with existing leadership. I would give the vast majority of leadership a failing grade based on performance and vision.
- An over abundance of high rise condo applications. The issues with the garbage/recycle at multi family units.
- Housing, development, building a strong/sustainable tax base, a perception of a disconnect between City staff/Council and residents.

"1. Development: The city is under a lot of pressure by new developers - to push the developments beyond what is appropriate for a community. The building fees are cheap in White Rock - and the building guidelines seem to have gone to the birds - so nice sized houses are being replaced by mega houses (with no consideration to the neighbours or community) and the City must be fooling itself thinking that a 5000 sq ft house means an increase in population - if anything the people that move into these houses have smaller families - if anyone even lives there.

2. The level of maintenance to roadways, sidewalks, parks, seems to have gone down hill. The city looks like everyone has given up.

3. The residents of White Rock have lost and/or are loosing respect for those running the city. They are very dissatisfied with how little City Hall is listening to them, how they are making decisions about community developments and how they are interacting with and treating the citizens of White Rock. The chatter on the street is the feeling that the city doesn’t give a hoot about the residents and are bending over backwards for the new developers.

4. City Hall has a lot of work to do to re-establish them selves as being an establishment that cares about what they do and who they do it for.

- Tax base. Obnoxiously high city staff wages.
- “Property tax revenues
What are some of the main challenges facing the City? continued

- Lack of commercial enterprises
- Lack of effective City Councils who actually listen to the residents
- Maintaining the feel of a small community
- A higher population than the infrastructure can handle.
- "Lack of fairness and openness of local government. I don't understand what the OCP means as it is constantly being overridden by major highrise development projects. The OCP is being referred to as "only a guide" but virtually every request for exception is approved by Council. This leaves residents uncertain of their futures and in a permanent construction zone. Some development is appropriate but the scale should be contained and potential tax revenue should not be the overriding driver of development. Also, objective, enforced protection of residents lifestyles should be implemented to protect residents from the effects of living in a permanent construction zone. The impression is that Council wants a new OCP so that it can proceed with permanent, ongoing highrise construction between Johnston and Oxford and the enjoyment of community is seen as being inevitable "collateral damage".
- High taxes. Attracting new development to the town centre.
- "Absentee landowners both in the commercial and residential areas that leave a place looking shabby."
- Current overbuilding and clearing green/trees to do so. Increasing traffic on a grid meant for a small town. Stripping the green areas at the beach. Poor leadership catering to wealthy
- Water front parking, tough on development.
- Fighting lacking ethical and moral good government. Pro development dishonest current political leaders
- How to attract new development to downtown core without creating congestion issues. Keeping city affordable for families.
- Keeping track of people who disobey the signs on the Boardwalk. There does not seem to be a bylaw enforcement officer there, like ever, and I see lots of people with dogs. I have challenged a few as to them not having dogs on the beach, or boardwalk, but that isn't a good idea as they plead ignorance or tell me..... where to go.... I just about got run over by a bicycle there the other day too. Need more presence of people who can catch these people, not just check on unpaid cars in the parking lot. That's all I have ever seen the by law guys doing... checking on cars... to see if they are paid.
- Tax base to stay a small city
- The City has lost touch with its raison d’etre and its Citizens. It bends over backwards to entice development with no concern for how that development denigrates livability for Citizens. If the City cannot survive financially without pandering to developers, then it should not survive as an entity. Amalgamation is something that a 2 sq mi city should very, very seriously initiate.
- Improving the infrastructure and setting a more inventive use of the railway line property and improving access to the beach from Marine Drive.
- Densification. The city appears to feel like this is the answer and quite frankly at all cost, but a I feel a blend between highrises in the appropriate areas and mid to low rise is the answer and to never lose the feel of west coast vernacular. Use the Royce, Belair and Saltair as developments that have got it right. The Belair is the only highrise to date that used stone all of the way up the front and is situated on 16th, where highrises should be welcomed.
What are some of the main challenges facing the City? continued

- “I feel that our main challenges facing our city include:
  - Increasing taxes and old infrastructure
  - Capital upgrades. Limited real estate. Updating marine drive (shops/stores)
  - Replacing old scrubby building and store fronts.
  - “Housing affordability.
  - How to be inclusive, welcoming”
  - High taxes will continue to fuel the rationale to join Surrey. There are many that see Council as dis-functional, and many perceive WR as being influenced by extreme views, and NIMBY attitudes.
  - White Rock has a lot of our of town visitors that come to town and clog up Marine drive, but it would be nice to direct some of the tourist uptown to all the other great businesses and restaurants that we have to offer. Improving the appearance of Johnson Road could help this. Even something as simple as more lights on the trees to encourage foot traffic.
  - Terrible architecture in new homes and buildings. Streets like Goggs and Findlay (near Goggs) have new house development that is horrible and does not conform to the existing Southlands plan For design colour.
  - Changing population, tax bases not enough to support improvements. Need for upgrades to sewers, etc.
  - “Affordability”
  - BNSF and it’s coal and toxic chemical trains.
  - Transport Canada imposing fencing etc. on us
  - How to be a democratic organization
  - Parking and keeping the standards up for new buildings. This requires competent staff with manageable work loads

- 1) A council that is divided and that does not have or communicate its vision to its citizens.
- 2) The fact that many citizens have lost confidence in our elected officials
- 3) The fact that Council does not adhere to its current OCP and allows developers to tell us what they want instead of us telling them what we want. 4) that the City leaders have lost control over some issues like parking restrictions. The fact that nobody on council or in management even knew that Condo owners could not receive a Resident Parking permit tells me something is terribly wrong with how this City is managed.
- 5) An aging population and infrastructure.
- 6) A shortage of new/ affordable (middle income) and environmentally friendly homes.
- 7) A lack of planning for future development of the marine drive corridor and protecting our area from rising sea levels.
- 8) Trains killing pedestrians. The city needs a plan to have the train tracks relocated.”

- To stick to the plan of more density ( height ) in the town core and not allowing the density to sprawl all over the city. We need to keep up with the proper infrastructure and services to provide for a larger population. We need to hold all developers to a very high standard to be worthy of joining our community.
- lack of housing
- Cost of living is up and continues to rise. The property taxes are already extremely high at White Rock, there is concern as a resident. As White Rock if an attractive place to live it’s drawing interest from foreign investors purchasing property in White Rock. We don’t want to be in a position where we lose the community feel with vacant houses.
What are some of the main challenges facing the City? continued

- “Councils in ability to seem to get along
- Managing growth and development to ensure they are in keeping with the natural surroundings of our waterfront community
- Renewing infrastructure
- Highrises...don’t need, don’t want them
- Ensuring that development occurs in designated areas and reduce spot zoning.
- Will be to attract and retain successful shops and businesses given the many new surrounding shopping options available in Surrey
- “refusal of Mayor and council members and city staff adhering to existing OCP (even though needing a review since 2013) and city bylaws/policies ex. Tree Management policy updated this past 6 months but trees on East beach randomly hacked down based on what??
- need a change of thinking - respectful of environment and citizens.”
- Accommodating all of the people who want to get to the beach, sufficient parking and pedestrian walkways. Maintain infrastructure, control housing development
- “1. Clean up and develop the old buildings along Johnston Road.
- 2. Economic Development- encouraging outside investment in a range of services, buildings, stores.
- 3. Getting all factions working together with the same vision.”
- ugly outdated buildings, too many thrift shops, bad architecture of many buildings, poor use of land, not taking full advantage of our location. Too many outdated rental buildings, poor signage on restaurants. Seems like there are too many dry cleaners, and barber shops etc etc.
- “Smart Density
- Get rid of the old junky looking stores.”
- Providing public and environment protection with railway transport. Preserving residential neighbourhoods, relieving vehicle and parking congestion. Ensuring adequate serves and facilities to support residents and visitors.
- “Over development of larger, expensive homes that are too large for the lots they are placed on - encroaching on the outdoor space where neighbours are more likely to interact. (Yards, parks etc...).
- Housing that is not mixed - overly expensive making it difficult for families to afford to live here. There should be a good mix of developments.”
- Housing prices, trains, growth, development and traffic and lack of designated space for youth.
- I think the biggest challenge facing the City is the current administration. I have never seen a city hall so focused on destroying the character and charm of its city and so ignorant and dismissive of the needs and wishes of its citizens. The mayor, all councilors, and perhaps certain key staff should be full-time, tax-paying residents of White Rock for the entire duration of their term/employ. If they move out of the city, a by-election should be called. The people making decisions about the present and future management of our city should actually be a part of it themselves. Development should be considered carefully and should fit into the landscape, not dominate it. The city needs to carefully assess and regulate its development guidelines/bylaws and developers must be made to follow these, not continually challenge and manipulate them. Development should be predominantly of low and medium density that blends into the environment and surrounding neighbourhoods. White Rock does not need high-density development, period!
What are some of the main challenges facing the City? continued

- Housing and uncontrolled development. Pressure from real estate developer to build big. Sea level rise
- Commuter transportation; congestion; localized air pollution from SOV’s; topography;
- Older citizens don’t want change, they do not want older buildings torn down and definitely don’t want a busier/noisier municipality. Older people vote more than younger people but the younger demographic will soon inherit this community and it will be nothing like what they want without foresight now. Night life at the beach would bring so much more business but the elderly would call the police about noise constantly.
- Need tax base of high quality so that less services are needed while maximizing the revenue from a high quality asset.
- “The trains!”
- Roads are not built for the influx of people that will be inhabiting WR in the next 2 decades.”
- Politicians agenda, not consulting with residence. The garbage decision was ridiculously handled. We will now have the potential to have garbage trucks running everyday in our streets. Name another city that has that??
- I feel transportation is the biggest challenge. In 30 years we should have rapid transit connecting White Rock to Downtown Surrey (This might via light rail). We should also try and improve the roads and reduce the amount of power cables hanging in the streets (which block views of the beach). Surrey’s power cable and phone cables are mainly underground.
- I do not know what your challenges are but do observe that things with Council are not what they should be. It appears that there is a level of discord, poor decision making and lack of effective communication with tax payers.
- Access to affordable housing, transportation, increasing tax base without increasing density, lack of community spaces and youth opportunities.
- Cost of taxes and lack of services. Everything is in Surrey. Small minded leadership operates the City like a strata council and NOT a City!
- “railway noise and coal dust; keeping the beach and hillside special; keeping white rock a community,”
- “Out of control development and a council that just can’t seem to use the word “No””.
- “Brutal amounts of vehicles that should not be allowed in residential areas. If you can afford a million dollar house you can afford to use commercial parking and commute in a normal car ... just like everyone else.
- ”Bring back boulevards...planted ones where parking is not allowed.
- ”Driveways should not be paving from one side of the lot to the other ... drainage is everyone’s concern.
- Tree removal on private property, road conditions, train.
- Surviving as a small city, high taxes for residents, providing adequate services, limited access to beach for families with dogs
- To stay independent not joining Surrey
- A tax base that is limited to a primarily residential tax base.
- Very high taxes
- Maintaining a decent tax base to manage expenses. Amount of traffic and resources available. Infrastructure such as schools and hospital access, so that patients are not nursed in corridors.
What are some of the main challenges facing the City? continued

- Attracting businesses into white rock. Perhaps Johnston street strip needs a revitalization!
- Increase in Asian population growth and house prices.
- Frequent transportation for residents who are no longer using personal cars.
- “Manage growth. Less land available than needed to satisfy projected growth rates.
- Loss of natural areas and limiting the size of new developments.
- Resisting the pressure of developers whose only purpose is to make money without any consideration of the “feel” of the community.
- Density and protecting views, providing services and keeping uniqueness of the city by the sea
- New development is expensive and cause other land values to go up.
- “Lack of cultural diversity.
- Uptown WR is not thriving and vibrant.
- High property taxes.
- Control growth in the town as well as manage the impact of rapid growth of south surrey.
- Forces trying to turn our town into a downtown Vancouver lifestyle. Land speculators are running rampant and being allowed to.
- The ethics of the politicians.
- Being lured in by developers to change the OCP to collect tax dollars later at the expense of the community.
- vertical development approval

- Allowing hi-rise and high density housing without requiring energy saving features such as geothermal heating, high performance windows etc.
- High taxes yet crumbling roads and little reason for tourists to visit
- To be able to attract and retain new shops and businesses to White Rock given the nearby competition in Surrey.
- Affordable housing; revitalizing businesses in town centre
- “High-rises moving in to the City, despite citizens’ wishes.
- Four-storey houses being built, obliterating views.
- OCP being ignored (see 4.2.18)
- White Rock Coalition
- Communication between City employees and City Council.”
- Motor vehicle traffic. Parking at the beach. Noise, especially from motorcycles.
- Not a large enough tax base to support needs of the city.
- “Relocating the railway.
- Combating gentrification.
- Building with respect to the environment and toward energy-efficiency.”
- Modernization, particularly high rise developments yielding too dense a population.
- City Hall/Council not observing the existing OCP. Developers not respecting existing bylaws. Perceived lack of cohesion on council. Not genuinely listening to the citizens concerns.
What are some of the main challenges facing the City? continued

- I think our biggest challenge is that a large percentage of White Rock residents are opposed to change (a large % of elderly folks), and I don’t see it changing until there’s a major demographic shift. Another serious challenge that I see, is developers doing their own thing and getting away with it. Look at what’s happening to our neighbours in Ocean Park. Indo-Canadian builders are chopping down trees like they’re weeds, building massive houses on small lots and their actions will eventually ruin the community if it doesn’t stop. I think that in South Surrey and White Rock there should be huge penalties for chopping down large trees (i.e. A minimum of $10,000 a tree). I think there should be stiff penalties. we shouldn’t tolerate a builder building a home higher then the bylaw allows, but currently we do, or at least we have in the past.

- Keeping the low density. There seems to be pressure to build high rises. The recent request to build 23-24 story buildings is an example of the greed and lack of future oriented thinking on the part of developers and city planners I also see it’s hard to attract businesses here because of the tax base. My husband and I may have to sell our home in the next 5 years as we are getting taxed out of the community.

- Cost of service to the residents given the small number of residents.

- Lack of attractive places to shop, deterioration of town center, street congestion, increased coal trains and lack of infrastructure to support high density.

- Too High taxes; hospital too small for so many people; too much development,

- not attracting business to the community to increase taxes which could be collected - all taxes are now on backs of home owners

- Keeping the “small town” feel.

- development encouraged by city council to the point of making the attractions of the city disappear.

- “Densification - enough is enough!

- Preventing an influx of “offshore investors” and the cultural damage they bring.”

- The city is widely known as environmentally regressive with a poor track record of collaborating with citizens for the good of the commons. It seems that the city is run from the top down with decades old thinking as well as catering to citizens with the same old attitudes with an entitlement to their self interests. Dogs off leash in the BC Wildlife Management Area is totally inappropriate and needs to be addressed with firm guidelines.

- Increased density with accompanying parking problems. Huge houses taking over the smaller character homes with gardens. Businesses face a huge challenge trying to stay afloat.

- Thoughtful development and a lack of small independent businesses creating character ( are we taxing small business too high rather than encouraging them especially uptown?

- The lack of vibrancy in the uptown area. There aren’t enough customers to sustain local businesses. We need to support growth in the uptown without losing the community feel.

- “City expenditures to maintain our quality services to our community and visitors. Keeping tax rate steady as you increase demands on City staff. Maintaining balance between tax dollars collected and services offered. The pace of growth as more people want to reside here. Balance between green space, and housing.

- Permitting multi-units and apartments to flourish in our City by the Sea. Controlled tourism expansion. Increase revenue dollars via tourism for the City.
What are some of the main challenges facing the City? continued

- Renovate infrastructure to meet needs for the future. Long Term Thinking !!!
- “Affordability and having enough revenues to service the needs of the growing and changing community
- higher density equals higher revenues base to provide services to the "
- too much development; too many trees being taken down.
- “city having enough revenue to service needs of community
- higher density equals higher revenues”
- During the season of tourism, accessibility and mobility should be at a high priority to the city and the support of the propriety.
- “High property taxes
- encroachment from Surrey, eg. traffic etc
- ‘Monster houses’ and loss of character in residential homes
- Resistance to progression
- Spiking of trees due to blocking views”
- Dealing with the railway
- The main challenges facing White Rock are: gentrification (mixing old and new styles of living), urgency to increase tax revenue for further infrastructure development, the need to develop higher density living along corridors, and beautification of the city thru tasteful means (ie: mixing old and modern styles). Development is key to the success of White Rock, and any city for that matter.
- I think the main challenges facing the city is the tax base. With limited households and businesses and increased demand for the services, I think that WR is going to need to explore how to increase the tax base.
- Loss of trees, prettification of the waterfront, proliferation of oversized homes in a style not conducive to community character, lack of diversity in composition of community due to lack of affordable housing, increase in train traffic on waterfront, providing services to increased population without a source on revenue other than property taxes
- Lack of oversight of new housing being built - most are much too large for the lots and overshadow other homes. Also many are vacant, with overgrown landscaping.
- Housing that’s simply not affordable for middle-class families. Too many houses sitting empty due to absent or foreign ownership. Harms communities and neighbourhoods. Tax base is also too small to invest in infrastructure.
- Development pressures [it is only fair that population increase at the Canadian rate]; economy of scale problem; greater population transience.
- High density building, overseas buyers,
- “Waste disposal
- Over development
- Remaining financially viable
- Coal dust pollution, noise from the train. The risk to public health of pollution. Speeding cars of Buena Vista and Oxford.
- NIMBY’S
- People who don’t want change, but, live in buildings that allowed change
What are some of the main challenges facing the City? continued

- Conflict between those who want it as a nice place to live and those who see it as “a development opportunity”. CD Spot zoning is resulting in no zoning & general sense of unease by those who live here.
- People wanting to invest in WR - & not being part of community
- All the trees getting chopped down for land.
- There are lots of drugs/parties/underage drinking in the high schools and it is creating a bad reputation for the city. It is labeling it as like a party city. Lots of old people.
- Trains should not be going through our community carrying dangerous goods
- How to deal with redevelopment issues - Trains/dangerous goods
- Urbanize the waterfront = make it more year round business. Also parking.
- Lack of character in high rises. Design repetitive. Some recent on Thrift are creative. Too much cement on waterfront. Tourists don’t come for cement ugliness on waterfront.
- Thinking this is 1962, man against nature
- Who? Is buying up Canadian land? Not Canadians. We cant afford it.
- Staving?? Off large scale development on the encarpment and waterfront
- Aging
- Trains - get rid of them. Monster houses that take up every inch of yard. Foreign investment driving up real estate prices (some controls pls). Crowding, over population.
- Too progressive in building sea view large homes. Buildings without control and no esthetic view.
- Trains. And their ever increasing danger to us.
- Parking. Diversity of restaurants and businesses. Development - make decisions on heights, appearance. Homes that are built with 2 or 3 suites illegally causing parking issues.
- Doing all the bickering of council, and quit talking bad of each other all the time.
- Lacking in recreation opportunities for young adults and adults. More focused towards seniors, so I use all of Surrey’s facilities and programs instead. Marketing for certain things (i.e. pier’s 100th anniversary, move for health week). The roads are terrible, cannot see around parked cars at most 2 way stops.
- Maintaining infrastructure and upgrading same. Keep residential areas - no multi development everywhere except uptown.
- Infrastructure maintenance, unregistered suites/parking. People taking over city’s land as their own. Which if maintained is great, but stops others from enjoying.
- Over development. It is very concerning that the traffic is often very congested, street parking is maxed out in many neighbourhoods. The hospital isn’t up to handling the extra population moving in to the high rises.
- Traffic, business district(s) split 3-1. Retaining and adding businesses both for tax revenue and public convenience. Better transit to South of Fraser communities.
- Finding a balance between urban decay and re-development without losing the wonderful quality that makes White Rock attractive. Finding revenue for maintenance and improvement without resorting to high-density development. We need to resist the assumption if the need for densification, driven by GVRD growth projections.
What are some of the main challenges facing the City? continued

• Having a council with the "guts" to deal with developers. Parking in beach area. We cleared the hump now lets add some parking as proposed some years ago.

• Competing with Surrey, attracting good businesses, dealing with the negative people who are opposed to any changes. No more Indian mega houses like the one on Cliff Ave.

• Homes torn down with all the trees & gardens (that have taken years to grow). New homes build (too large) for the area. Too much concrete, not enough green space. City doesn’t have a proper plan in place. Because it keeps happening. West Beach paving over grass at picnic area. Stop to many fences. I’ve stopped going. I go to Crescent Beach where they have a park near Blackie Spitt.

• We need to be continually aware of and protective of our environment and natural resources. IE, Air, water (drinking water to be pure, not altered, clean healthy beach, bay…) lands, plants, trees, animals…community needs to be livable and friendly; e.g. No fences, signs. We need full beach access and NO trains. Need to have a low profile (no high rises), beach front community.

• No business tax revenue  high taxes, huge houses being built on cottage lots

• Keeping up with the infrastructure and public services required due to over development and increased population. Peach Arch Hospital for example. Road works, sewage systems, water services, school, parks, playgrounds (We don’t have enough parks or playgrounds). In 30 years and much sooner, clean air and available water will be a major challenge everywhere including White Rock. Moving the Railway inland would be a big and good first step for clean air and maintaining (accessible) ocean front lifestyle.

• Increasing revenue, protecting the view lines

• Current councils cynical moves to ignore the OCP causing citizens to lose faith in the democratic process and therefore withdrawing from civic discourse.

• To avoid being overshadowed or swallowed up by the “Surrey Surge”. White Rock must manage growth while maintaining its unique character.

• Disconnect between council and citizens. There needs to be provision for open discussion between the elected council and those who elected them without “harassing each other”.

• High taxes and extreme views that seem to want to stop everything now that they are here. We need “responsible”, viable development.

• Housing - affordable, rental. Trains for coal.

• Over development with large homes and high-rises. Need a more community-friendly atmosphere where people who own properties actually live in them.

• Keeping taxes down. Population growth/housing. City services.

• Monster homes, trees (old ones) ??by home owners, traffic on Marine Dr n(need to pro???). BNSF trains carrying toxic chemicals/oils that are a significant risk to White Rock citizens and the environment.

• Many people wants to move in the City. The transportation will be a big problem.

• Monster homes - often not lived in. These homes take away the charm of White Rock which really is just a small town by the sea. Keep the charm.

• To maintain a safe, small town feel while allowing growth at the same time.

• Rising cost which drives our young families and even middle
What are some of the main challenges facing the City? continued

income people out of the housing market. We desperately need a longer vision than the date of the next election.

- Attract new commercial to the downtown. Improve the waterfront businesses - set minimum standards and enforce them.
- Financial sustainability, independence as a municipality, and controlled growth.
- Get it cleaned up! Johnston Road is an embarrassment. Should be a gateway to charm and beautiful city street. Taxes are substantial we should be able to manage this. Have a vision. Choose businesses that compliment this vision. Lots of quaint diversity. Street parking is ridiculous. Let us add to our driveways.
- Traffic
- Revenue or lack of
- Parking, lack of space, Protecting natural environment. Need to stop transport of coal and chemicals by rail.
- Poor management - throwing money “to make things better”, things that should be left alone. We go for Bad to Worse. Trying to promote Big City image - e.g. - Arts, Culture in a 3 sq. mile area. Small town is small town. PARKING - visitors to condos need to be able to find a place.
- Low revenue. Unenlightened leadership. Intimidating meetings do not encourage contributions from introverts, quiet citizens.
- Revenue!!
- Clearcutting the boardwalk! Traffic. Construction an housing, no character with the new designed homes that clear the lots.
- Infrastructure isn’t able to adequately cope with all the high rises and ever increasing population growth.
- Traffic, parking, clear cutting the hump.

- High rise development. Monster Homes.
- Too many trees are being cut down.
- It seems to me that developers can do whatever they want and the “city” says ok.
- Over-development by White Rock city council and their fragrant lack of respect for its character, city aesthetics, and natural environment.
- Limiting growth to suit our unique character high rises don’t fit 9-12 storey max
- Paying for rising costs. Spending our money wisely.
- No community plan, no enforced business exterior standards, no plan for bringing a better mix of businesses in town centre.
- Growth and how to manage it. Types of housing inclusive for all singles/families/seniors (affordable). Transportation/parking/ Marine Dr and Johnston road becoming more and more crowded. The train issue. More people in community/more summer visitors. The train and the longer cars/more frequent running of the trains/dangerous cargo. NO PLACE IN FUTURE OF WHITE ROCK.
- The train. Not enough revenue (should join Surrey)
- Managing development. Railway.
- The present council, developers desires for large houses and dense housing.
- Need more interconnected urban green space. Train tracks
and trains on beach, dangerous, toxic, loud etc...beach is our public space. Recent zoning/building decisions making it more for the rich/investors. Manage growth for livability at a variety of income levels/situations. Seniors in big houses apparently poor? (but house rich). Drop the sense of entitlement and share the wealth to community. (need programs to balance senior care and asset turnover - get creative on this!). Developers taking over (goal: maximize profit vs community sustainability).

- Lack of transparency in government and management of the City, and the appearance that development in the City is pushed through as “favors” to “contributions”
- Parking
- Insolvency, overcrowding, minimal business base, high taxes, lack of confidence in City Hall.
- Builders taking over. Cutting down every tree. Over seas money buying everything. GREED.
- Educate people to accept the train and in all causes it is not the train fault, but stupid people with untrained children and adults.
- The railway running straight through our beach. The ugly, unwelcoming fences along the tracks.
- Traffic.
- Too much construction, the noisy train, council disagreement, progress faces “naturalists”, public transport. Amount of “critters” coming our of the “ravine” and more birds - need to check out this problem.
- Too much talk about urban forests. We don’t need a forest in White Rock!

• Control the developers who want to change the city in Vancouver’s city centre.
• Need to increase density in town centre...good start...then faded...need this to support businesses, shops, restaurants, etc...
• Road repairs with small tax base.
• Access to the beach. Conflict between cars and pedestrians, especially around 152 and 16th. Lack of tree cover. Massive houses leaving no garden/tree space.
• Not enough big stores/malls/businesses.
• Not many big malls or office buildings.
• Only city not seeing enough growth/change. To much opposition, always being faced to further enhance White Rock whether through development or not.
• Lack of transportation.
• Less transportation.
• Less business and transport.
• Mentioned above. Not enough opportunity for business/real estate as opposed to other municipalities in the Lower Mainland.
• Need to use train station. Too much development. Many residences bought by people who never live in White Rock. Also, too much traffic and crowding. No more large developments.
• How to make our city financially viable without losing its appeal. By which I mean, not allowing high rises simply because we are looking to increase out tax base. We need to fill our retail spaces that sit empty and encourage business to clean up store fronts.
• Lack of communication and engagement from council.
What are some of the main challenges facing the City? continued

Infrastructure, parking, fences at ocean, rail, transport of dangerous goods.

- Infrastructure. Keeping taxes down. Protecting ocean views.
- High rise condos - too many. Lack of City to continue local trash pick up.
- Appreciate that cost go up, yet tax base is small; need to do more with less; salaries need to be sensible for per/capita workload; don’t go into debt and prioritize needs and services.
- Central plaza (ugly, wasted space). Too many cars.
- Negative impact of trains including public safety hazards (toxic chemicals, change of derailment, etc.), and annoyance of whistles and barricades. High taxes for business with views. Traffic congestion on Johnston Rd, and other main roads out of town.
- Over crowding. Earl Marriot school is over crowded. Hospital concern with over crowding and impacts patient care. Over crowding impacts rush hour traffic.
- Densification, genification, too much traffic, noise, severe tree loss - redevelopment not reflecting the communities wishes.
- Tax base, too high taxes, city council squabbles.
- Small population and demands for services.
- Same as above. No tall buildings and keep the feeling of a seaside.
- “old” mindsets = “no development”/keep white rock small.
- Lack of sidewalks. Poor road surfaces.
- Over development, with increased population, and White Rock mainly a “bedroom community”. The increased traffic on the roads will be a huge problem for commuters trying to get in and out of White Rock.

- Water rights - either buy or hook up with existing Surrey or LMD water. Railway along Marine Dr, move it. Property taxes - keeping them from a significant jump - I know they go up, but I pay 25x more here than in Burnaby, and was shocked at first (I know tax base is so much smaller due to the population).
- Pushed by developers to build towers for more profit. More cars because of more people. Attitudes by wealthy living in silos not linked to community and caring.
- Good water, sewers, streets without potholes, and lumpy driving and walking. Better mix of retail and services, have enough sushi and hair salons, nail salons, and coffee shops.
- The total over reation? To events that happen IE train accident - we now look like a prison.
- Inadequate tax base to support needs of the city - taxes are too high for services received (no boulevards; unmaintained roads and lanes). Consider joining Surrey. High taxes drive home owners away because they are too costly.
- Crime seeping in from Surrey/Langley. Serveral very poor, unsafe drivers. Our federal governments opened the floodgates so wide, creating (Metro Vancouver). It is now beyond control, another!!! Shooting 2 days ago at 152nd & 57th in South Surrey.
- Over development with high rises ruining the look and feel of our community. Too many cars that ignore the speed limits. Better public transportation.
- New development does not pay for itself.
- Ability to attract young professionals and families. Sleepy winters. Revitalization of pier and promenade if train cannot relocate.
- Increase density and increase high rises.
- Density. Increasing population to spread out tax base is
What are some of the main challenges facing the City? continued

understandable, but not at expense of established housing/apartments. Parking is a problem. Not everywhere can be resident only or pay.

• Unplanned growth.
• The steady and constant removal of urban forest. The increased train traffic.
• Prepare for the crowds of people and cars that will come with new buildings. Make sure new buildings show some of the quality and standards we see in Vancouver.
• How to grow the population with a strong sense paid to long time residents.
• Money. White Rock suffers from patchy maintenance, sidewalks overgrown with weeds and vines, green spaces left to become damaged and over grown, city works who have no civic pride and drive by, again and again, eye-sores such as garbage, litter (both natural and mans), plugged drains...
• To look after the growth that is going to come. Try to control house flipping.
• Getting rid of railway, enhancing and developing the waterfront, eg. One way traffic (west on Marine Dr, east on Victoria). Let’s make it a “City by the Sea”. Taxes vs expenses and business incentives will always be a challenge.
• No industrial tax base, not enough retail/business tax.
• Widening it’s industrial (tax) base.
• Access to the beach, no fun city!
• Too many monster houses. Lack of green spaces.
• Buildings are definitely “sizeurse” out of control, commercial buildings and houses. Stop those coal trains from coming thru White Rock.
• Decent sidewalks. The current council is the biggest liability.

The inability of city Engineering and building departments to understand OCP, and building code.

• People chopping trees, and cheapening its character. Tax pressure, I suggest amalgamation with South Surrey. The big buildings give a chilling sense. Many studies described in the book “Your Brain on Nature” indicate views of buildings, cars, and roads activate areas of brain associated with anger, depression, and anxiety.
• Traffic conestion. Safe cross walks. Narrow sidewalks in areas. Lack of shelter from sun on hot days. No water fountains. Not enough benches for elderly to rest, mothers to nurse. Johnston Road should be one way!
• We need to build height to take advantage of the views. Look at West Van, good example for the future.
• Slow development. People shopping elsewhere.
• Parking at the beach, lack of transportation. Traffic congestion.
• Losing local businesses. Parking issues.
• Oppostion to development.
• The lack of things htat attract people, families, etc.
• Slow growth.
• Not enough parking. Very small tax base to pay for the city upgrades. Very little growth and density.
• Parking. It is often difficult to get parking in an area that is acceptable to walking and friends distantee??
• Lack of interest from the rest of the lower mainland.
• Slow growth. Parking.
• Too many people trying to move here. Population is aging (high average age).
• Growth. White Rock has been slow to grow, while other communities thrive.
What are some of the main challenges facing the City? continued

- More parking. Activity for kids.
- ??? Dealing. Safety issues.
- Providing the business on the beach with more prosperity. The train is a nuisance and hazard. Beach is dirty. No activities for young people. Not enough events.
- The parking at the beach. Lack of activity year round. I don’t even want to drive to the beach.
- Lack of attractions from the rest of the lower mainland.
- Pressures to increase density. Proliferation of high rises. To end the fixation about TAXES. We are happy to pay for our White Rock way of life.
- Transparency and accountability of the council, and mayor, and those who inspect the new monster homes. Destroying the bluff and view of the White Rock hills. Too much leeway for foreign buyers who come and try to conform this city/township into what they think it should be rather than what it actual is for those of us who have lived here all their lives (or most of it in my dad’s case). The promenade has become a bit of a disaster with those new fences.
- Trying to fit too many people and too small an area. No respect for property rights.
- Lack of space for commercial and residential growth which constrains the growth of the tax base. People want to contain growth, want more services, and want lower taxes. This is an impossible equation. Also, our current “small town politics” game needs to end. Our city can’t “grow up” when it’s council acts like petty children! Time to govern responsibly!
- Lack of activities to draw people to the area: festivals maybe would help. Protection of views are important. Provision of dog parks would enhance lives of many people.
- Greedy, ignorant, insensitive, cynical, self-indulgent city council and mayor.
- Greed and power hungry council, voting only for what developers tell them to. Focus on “power” and development. Little concept of true leadership and the city as a community including the living environment.
- Very high taxes and lack of land for further growth. Taxes are making it very hard for commercial property owners to obtain fair rents in relation to value of buildings.
- High taxes.
- High taxes for marginal services particulary if White Rock gets rid of city union workers. Lack of pedestrian/bike lanes.
- Over developing and allowing height restrictions to be ignored. I am especially upset about the proposed buildings to be put up on Oxford St - with 4 towers and 21-24 stories.
- The city caters mostly to baby-boomers and the elderly, it would be refreshing to have a community that also encourages participation from the younger generations.
- Including high rises has been a problem since the towers were built. Problems: traffic, wind tunnel effect (not pedestrian friendly), and infrastructure potential problem, pressure on essential services.
- Population growth.
- With 8000 people moving in: our hospital will be chaos, our roads will be clogges. We will have 30 years of construction noise with constant street closures and road work.
SECTION 1: Defining White Rock

What are some things you would like to see here in the future?

• More cookies
• public promenade replacing bnsf rail line
• community gardens
• fgladfjgdfjg'dfj'lkdfj'fdlg
• “Green space
• Basket ball court on beach
• Bikes and dogs on promenade”
• Marina. East Beach improvements, a funicular, food trucks up top, more youth programmes, use of beach, pier restaurant, more parking at waterfront
• No railroad, no growth in population.
• “Smart new development projects in the Town Centre to revitalize the Uptown area and eliminate some of the derilict buildings that are well past their ‘due’ date. Redevelop the White Rock Pier and perhaps add a restaurant right on the water.
• Build a concert area on the waterfront that can be programmed on a regular basis in the summer months with minimum seating of 1,500.
• Develop some kind of system to transport people from the Uptown area to the waterfront in an environmentally friendly manner. Every effort should be made to decrease traffic on the waterfront and create a more casual, pedestrian-friendly atmosphere. The best seaside communities in the world do not allow access to that many vehicles. Ideally, the entire waterfront would be car-free.”
• Bring back the RCMP on his horse on the beach in the summer. Some form of transit down to the beach other than the occasional bus IE. funiculaire.
• Visiting boaties welcomed to tie up in a modern serviced marina or just moor in the bay for a few days.
• Less high rises and more three and four storey buildings.
• that mayor, council and staff show they are informed of material such as that presented at BCNPHA conference 2014, and like conferences...and that they provide real opportunities for participation and not what passes for participation. As was said at the conference, you are still building like its 1940-1950-1960, except in highrises. Seriously tragic.
• More summer festivals, less trains.
• Funicular on Oxford from beach to 16th. More B+Bs on the beach, more activity, more 24/7 signage/attractions.
• More attractive pier and water front area
• More art culture music things for teens to do
• Less highrises. Dogs allowed on leash on the beach walk. (Not on the beach) Garbage collection for apartment buildings. Earlier notice of when the city is contemplating allowing developers to build highrises.
• Longer farmers market, less traffic down to the beach.
• Continued importance of community.
• “A few more amenities: produce stand, health juices.
• A continued plan to reduce or eliminate trains, continued maintenance of the ever loved boardwalk “
• “architectural controls enforced!!!
• highrise density increased to supplement City budget needs through taxation. Highrises only in upper flat area such as 16th to Russell so views aren’t hindered.”
What are some things you would like to see here in the future? continued

- Waterfront that is connected by foot to Crescent Beach (Like Stanley Park) - there is an incredible opportunity before us for expanding our ‘walking’ capabilities - this would do so much for our community and those yearly visitors.
- Just to upgrade but not to grow to big.
- Preservation of trees and planting of more trees, preservation of small community.
- A 3rd party professional economic and urban governance analysis of the options based upon the facts associated with demand/ costs for municipal services and sources of income.
- As I mentioned I think the development of White Rock as an arts-related destination would be a huge advantage. I think street entertainment is vital. Not just buskers, but legitimate performances by musical and theatre groups. When people leave White Rock they should have had a positive experience that has them wanting to return. All they get now is a nice view and access to restaurants. It presently is a place where people drive to on a sunny day...and maybe have fish and chips.
- I think that the facilities are fine the way they are.
- A traffic free pedestrian mall. Bicycle lanes (enforced). More controlled crossings for pedestrians. Apartment buildings with retail spaces incorporated on the ground floor, such as restaurants, shops and services, also green spaces with walking areas. Police foot patrols especially in the evening.
- Performing Arts venue (dance), hotel, live music theatre, hop on, hop off ‘loop’ bus (same root as the trolley), minimally priced fare to cover costs. Dogs allowed on leash on boardwalk and pier with several waste bag dispensers available with easy access.
- “I would like to see the new development rules be published on the website so everyone knows where they stand.
- I would like to see some affirmative action taken as far as the plants in the medians along Johnston Road.
- I would like to see some affirmative action taken to maintain the streets and sidewalks in White Rock.
- I would like to see, on the website, the financial plans of the city.”
- Give businesses a break.......parking meters are a negative impact on Marine Dr.
- “Better development of commercial enterprises in the City centre
- Businesses that operate year round at the beach.
- Improvement in the appearance of the East beach ”
- A less rough looking Johnston Road, newer multi-family developments BUT in a low rise, five to six storey structure format. If it’s good enough to Paris it’s good enough for us. Also, something should be done to improve the water. Also, local government should adhere to the OCP with exceptions being very few and far between. That way the citizens of White Rock can live in the assurance that they know what their neighbourhood will be like.
- Peaked roofs be mandated for single family homes.
- Amalgamated fire fighting and library services with Surrey.
- A wider promenade and bigger lawns. Promenade should be 6 people wide,
- As mentioned above. Affordable housing of all types and for all budgets without doing so in a sea of concrete.
- better plan for downtown. there does not seem to be a downtown character.
- “No highrise.
What are some things you would like to see here in the future? continued

- No financial support from Developers allowed to political candidates or parties.
- No deals to Developers that in effect pass costs to other taxpayers. ie Evergreen fiasco.”
- A plan for in-fill development of older residential areas that allows development but avoids overcrowding.
- “As I said better policing of the Boardwalk.
- As the population increases more dogs will appear with them. There are an awful lot of condos and apartments being built and parking is not good on the streets any more. Maybe increase the number of spots available for people who are living in the condos could be good.”
- White Rock buying back its utility service from Epcor.
- If a local government continues to exist in White Rock in future, it needs to do so by genuinely listening to Citizens, and controlling costs. The goal of Taxpayers is not to provide well paid jobs for City staff; if the City cannot deliver Citizen-focused services at a reasonable cost, it needs to get out of the way and let another amalgamated local government look after the well being of White Rock Citizens.
- The removal of the railway and its lands put to better use.
- First, I would like to feel that when citizens speak up they are listened to and we have not felt that for a long time. We live in the areas affected by these changes and need you to hear our voices when we make recommendations. We are not unreasonable we just want to be a part of the process. That our valuable input will be realized. We are not opposed to change just want the change to be controlled.
- “1) No train tracks along beach access.
- 2) Politicians with a vision and who are not in conflict and vote based on community needs not personal vendetta or protest.
- 3) A council and mayor who respect and support the OCP.
- 4) A community engagement process that allows citizens a forum to discuss issues and develop strategies to address problems instead of a closed door policy. ”
- A revitalized retail community with thriving shops and restaurants in the Upper Town Centre as well as along Marine Drive. But this can’t happen until we get the Commercial Property taxes lowered to a point where businesses can survive here.
- More high density housing along north bluff.
- Lower property taxes. Free parking for residents. An improved commercial area, particularly the shopping mall with mid-higher end trendier retailers and also retailers that appeal to all age levels as currently it is a very senior oriented mall. More street and beach festivals with more advertising to boost economy.
- I would like to see more development happening in the city. So more people can live here and we can progress towards a beautiful white rock.
I would like White Rock to be a main tourist attraction - bringing in International visitors and their money to our shops and restaurants. remove, update some of the shanty buildings on marine drive. doesn’t need to be alberni street but something for everyone and their budget and BNSF routed through other cities or main corridors.

“A hole foods.

More trails.”

things??? creative housing solutions, trees

Solar electricity in all new homes. This would be a selling item for realtors, a bonus for buyers and will likely be priced well within the negotiating area for sale. I’d like to see more trees and green spaces. More business in downtown.

Responsible development, and a way to support the restaurants and businesses on Marine Dr. More people would take advantage of them if parking and access was better. Tough issue to fix. I would also like to see another rec facility w a pool built in WR. The current pool is inadequate.

I would like to see better recreation services (particularly the hours at the gym). It would be great if we could have gym services available for longer hours so people can better use the facility. A greener community is also important to me as well as a pretty and clean one.


More pedestrian friendly & user friendly, community feel for uptown, 5 corners, Johnson Rd. corridor. Upgrade to the beach area,

We have it all! And, what we don’t have is just a few minutes away on the Surrey side e.g. Walmart.

Less bureaucracy and better organization within the city hall. Different departments need to cooperate with each other

“well considered best practice design for rejuvenating the waterfront

completion of the town center plans

ensuring developers are building as per our specs not theirs.”

more 3 story development only

Destination hotel / convention centre. Thoughtful hi rise residential development.

“High quality high rises

To preserve the high end image of White Rock.”

“More interactive water sports from the promenade.

Allow fish boats to moor along Pier to have market selling there.

removal of restrictive fencing alongside promenade - many areas within lower mainland that have railroad crossing and no “fencing enclosing them” (deaths sporadically happen there also)

“1. Johnston Road transformed from an arterial beach thoroughfare, to a slower, classy shopping and restaurant drive, similar to the main street of Morgan Crossing.

2. A well publicized and clear walking connection from 5 Corners down to Marine Drive. Park Uptown and do the White Rock “Grind” down to the beach.

3. Collaborate with Surrey to have Martin and Best streets be the main beach arterial connectors to the beach.”
What are some things you would like to see here in the future? continued

• See above, but here are a few more. More amenities, rentals, food trucks, and entertainment down by the beach. An old-school inspired (box office facing the street etc), yet modern movie cinema along Johnston, mabey where one of the thrift shops or “deals world” currently is would be great.
• “Cool shopping, Robson Street.
• Better nightlife”
• Limit the size of home and limit commercial/multi unit buildings height to mid rise (no more high rises) Create a small town feel, better pedestrian walkways and sidewalks. Create a strong economy to better support business.
• “Filling in more of the trees that have been removed in the new developments in the city. Many of the properties that have been sub-divided are now missing that beautiful canopy.
• Development of smaller homes on the lots that are being developed - i.e. restricting the size of home that can be put on a lot in order to preserve green space.”
• No trains on the beach, designated youth space and a greater emphasis on tourism such as planning and incentives for boutiques, cafes, B&Bs/Inns, festivals, etc.
• I would like to see the items above properly addressed. A responsive, representative mayor, council and city staff, that really and truly care about White Rock and its citizens would be very pleasant and most productive to the health and vibrancy of our city.
• Waterfront enhancement, funicular to the upper town, no train track, keep its charm and character, trail/boardwalk link between crescent beach and white rock beach, more busking, more food truck, pedestrian areas (and sidewalks everywhere ???)
• more creative open space with trees; allow higher development with more surrounding greenspace and open spaces to compliment walking cycling connections; better connect the uplands with the beach areas;
• The lower end of 152nd street developed. Beach activity rentals at the pier (seadoos and paddleboats). Less niche businesses and more mainstream on marine drive (high end clothing, jewelry, a gym, small movie theatre, parkade, outdoor roller hockey or basketball courts). The restaurants that would stay would prosper with external reasons to come to marine drive.
• A finished town centre plaza that connects outwards to the rest of the City. Addition parking for residents and visitors alike on the waterfront to reduce congestion on the busy warm days that occur anytime of the year.
• “I would like to see the trains moved!
• hydro wires and poles underground
• Removal of telephone, cable and electrical lines above ground.
• Some high end condos that have views of the ocean.”
• Very little change!!!! Just manage what we cherish. Growth and Density can be managed in the right areas. The Town Centre needs vibrancy
• I would like to see the CN rail line moved away from the beach. I would also like to see the park located on East Beach area cleaned up and converted into a family friendly park. I feel that space is not being used to it’s full potential. Extending the promenade to Crescent beach should also happen.
• Cleaner streets 152 is very dirty all along the strip especially at the street corners cigarette butts everywhere, cleaner waterfront, public ashtrays stationed everywhere, more activity at the waterfront, no dogs at the pier area, more tables for picnics at the waterfront, dog poop bags free with proper dispensing cans, fines for people not obeying the litter laws and dog bylaws

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WHITE ROCK IMAGINE 2045! | COMMUNITY VISIONING SURVEY RESULTS APPENDIX | JULY 2015 | CITYSPACES CONSULTING
What are some things you would like to see here in the future? continued

- “The opposite of everything in previous question.
- A transportation system that helps people move into other cities with ease and efficiency.
- Spaces for people to congregate and enjoy, community spaces, youth activities.
- Reduced redevelopment for large houses, focusing instead on affordable and community-appropriate housing.”
- “More freedom to walk or dogs on the promenade.
- All new construction should use dip services for wiring to reduce the number of overhead wiring.
- Sidewalks should be free from obstacles.”
- “a town with an identity i.e. for arts, tourism, upscale shops, restaurants, beach walks as far as possible, parks.
- “NO TRAINS
- *A more respectful workforce that doesn’t refer to council as powerless figure heads.
- *A better trained and more suspicious workforce that can be effective with lying developers.
- A council that is non partisan and gets along. No “tickets” and little clubs.
- *A council that has question period.
- *Care for the people that live here. Everyone knows developers are here until they sell. Then they’re gone and we’re left with the disaster.
- *Much much higher development fees.
- *Our police force back ... they have a building here but they’re not here.
- *Dogs on the beach
- *A better off leash park ... one where a ball can actually be thrown.”
- Decorative wrap program for all those butt ugly Telus and Hydro boxes.
- Leashed dogs on the promenade, connect the promenade to Crescent Beach, move the railway off the beach, improved shopping, more reasonable taxes away to transport visitors from uptown areas to the beach so they don’t have to drive around looking for parking along the beach
- The pending Surrey Rapid Transit projects all indicate that the routes will start in White Rock. The current bus “exchange” on 152 Street is not suitable for this purpose. I propose that a new, local business and community orientated exchange be built in the area vacated by Shoppers Drug Mart and which remains vacant (cnr. North Bluff and Johnson). With the right town plan and urban design, this will be an asset to the City and benefit local businesses with the increased pedestrian and bus passenger activity.
- More efficient use of public funds
- “Less high rises, but some innovative ways to maintain our uniqueness and revenue base. A city centre that is alive and busy, not all the boarded up shop fronts, and cost effective rents.
- Space for all the population groups, senior and youth. A youth space for kids to keep them of the streets and allow them to be safe and network. The demographics of this area are changing we need as a city to be ahead of the curve.
- A city centre that is only accessible on foot, no traffic. A decent parking area for a park and ride so that people can get down to the beach without having to take the car etc..
What are some things you would like to see here in the future? continued

- Areas for youth such as skate board parks to keep the long boarder and skate border population of the roads. the present policy of ignoring and not dealing with the issue is a disaster waiting to happen.
- changing our town into a green town. Building homes that are energy efficient and blends into the natural environment.
- More beach parking and business development in upper White Rock
- “A better integration of services between White Rock and South Surrey.
- Lower taxes.”
- A well designed community, with green space, protected trails and parks. Enhance pedestrian paths that link to the waterfront. For new developments make green building and sustainable design a requirement.
- “Redevelopment of the upper Johnson Street area.
- Maintaining all green spaces.
- Careful consideration of any large scale high rise development. Twelve stories as a limit.”
- Rail moved off waterfront.
- The City involved in developing low cost housing and additional community support spaces for arts, recreation and at-home consultants for share work space and equipment.
- “Lower property taxes.
- Attract diverse and interesting business, services, restaurants, shops etc.
- Maintain the Beach front beauty.
- More density on the hillside in less restrictive parking and secondary suite requirements.
- Something else at the beach to attract people other than run down cafes tying to act like classy restaurants. How about a marina at far west beach with a classy yacht club facility?
- An ethical council that reflects the wishes of the community rather than cowtowing to the wishes of greedy developers who are bent on creating windfall profits for themselves.
- A solid OCP that we stick to and grow with to protect our community, property values and infrastructure.
- relationships with developer to develop neighborhood community plans.. Particularly along North Bluff Road 148 to 140 st, gateway to white rock, old homes, should be replaced with Condos or small lot homes with lane access, rather than off busy North Bluff Road.
- A slow gradual evolution to denser housing in the town centre to vitalize the town centre.
- “1.Train removed or commuter service to downtown added with minumum 2 times each way per day frequency.
- 2.Bike & walking path to Stanley Park”
- To boost White Rock’s image by building high end and quality high rises to preserve the high end image of White Rock.
- walking paths, more park space uptown
- “Communication - any - between City managers and the Council
- Communication between City managers and the public.
- A Mayor who doesn’t have ““The City did a poor job of communicating to the public”” as his mantra.”
What are some things you would like to see here in the future? continued

- Turn Oxford St into a funicular railway with a large parking garage on city property on Vine Ave. Then, close off Marine Drive from Finlay St to Oxford St to vehicular traffic (except for emergency and delivery vehicles). This would eliminate vehicle congestion on the beach, eliminate the parking problem and get people out walking more.
- The removal/relocation of the rail from the waterfront; develop the promenade to Crescent Beach;
- More solar-power and geothermal. No trains and a paved path from White Rock to Crescent Beach in its place. Community gardens.
- Resident targeted events.
- Clear direction for the city. Business initiatives -- look for ways to kickstart vibrant business scene Uptown.
- I’d like to see a commuter train to Vancouver, whether the tracks stay on the peninsula or move to a new location. We’ve got the tracks we should use them. I’d also like to see us work harder to get along with our neighbours on the reserve.... perhaps they would open up their land for public use again.... east beach residents really miss that!! I’d like to see commercial development downtown (Johnston Rd) and of course along the beach.
- Summer activities in the beach, for kids and adults alike. With a trolley system or other creative ways of getting the parking uptown so people could use the beach. We also need to find a way to make the winter months attractive to locals and visitors to use the Marine Drive businesses. Perhaps a community centre on marine drive with activities for all ages. A place where free films could be shown, and entertainment?
- A lot more engagement on the part of Council with a substantial increase in transparency.

- Relocation of railway. A better plan for garbage collection throughout the city. Minimize our carbon footprint. More pedestrian-friendly areas, controlled vehicular traffic. Preservation of natural resources
- Lower taxes; less development
- “more vibrant core for city at 16th and 152nd
- free parking at hospital”
- “Promenade (or trail) to extend from Peace Arch Park to Crescent Beach ... And beyond!
- Marine Drive closed to traffic, at least during summer. Johnston road and surrounds to be closed to traffic and a town centre be developed, with shops, restaurants, live music, etc. Railway lines moved and current ones retained for tourist trains from Vancouver to White Rock.
- stop mega houses, stop cutting trees, stop trying to make WR into a “big” city.
- Explore merger with South Surrey neighbourhoods between North Bluff, Hwy 99 and the Nicomekl River. This would expand White Rock’s tax base without the need for densification. Those South Surrey residents already identify more closely with White Rock than central Surrey.
What are some things you would like to see here in the future? continued

• An open, collaborative, inclusive government that works positively and respectfully with citizens and businesses that care for the commons. A drastic change in attitude where our natural environment is celebrated and conserved rather than used and abused for economic gain. Positive change could include nature viewing festivals, a marine interpretive centre, native species (Naturscape principles) prioritized in plantings for green corridors that include road ends, parks and boulevards that link to residents gardens to support bird populations and encourage self guided, nature viewing, walking around the city. A WR Museum that celebrates natural history half the time rather than just human history and culture. Priority effort to replace the eastern honey-logust trees along the foreshore with Pacific coastal species for this eco-region such as Garry-oak and Arbutus trees. More nature interpretation such as a series of signs about the birds seen here as well as other wildlife. Also like to see Johnston Rd from Russell to 16th Ave closed off as a pedestrian area with cafes and boutiques and with native plantings. Collaboration with neighbouring municipalities to address sea level rise with a naturalized ‘green shores’ approach. A clean, dog feces free beach where people can enjoy nature and respect that it is first wildlife habitat then for us to enjoy with conservation mindedness.

• Uptown plazas similar to the one on NE corner of Thrift & Johnston. A visible arts and culture stamp to the community. Lots of gardens with native plants.

• Controlled development, follow community plan only allowing tall high rises in city centre and then max 12 storeys beyond George, Thrift and Martin and encourage a livable walking community.

• Increased density on Johnston north of thrift and along north bluff road. Improvements to Johnston road area. Better defined bike routes.

• “Renovate City Hall inside and outside. Council Chambers looks good now.

• Technology use enabling resident to connect with City Staff. Increasing housing availability. There is BIG shortage in White Rock.

• Make White Rock one of tourist stop for all visitors coming to BC. ”

• densification of the city to generate more revenues in order to have a planned growth strategy for the growing and changing community

• less development. Fewer trees allowed to be taken down

• “densification of the city to generate revenues

• planned growth strategy for community that is growing and changing”

• Growth is inevitable. Accommodations, amenities, and resources must grow as well.

• Higher density along the arterial routes Development of the lands east of PAH.

• “better use of available land

• pocket parks

• “Pier Restaurant

• Promenade Extension

• More parking on the Waterfront

• Bigger and more exciting Town Centre”
What are some things you would like to see here in the future? continued

- In the future, we would like to see focused development along the North Bluff corridor. We would like to see medium to high density development in this corridor. If you develop to medium and high density, you will receive increased tax revenue, which will assist in the development of the city. All cities grow and change. We must embrace this change for the better, and we must improve White Rock for our future generations.

- I would like to see that the city improve the services they provide to the residences.

- Improved recreational facilities, a more vibrant retail sector, more effort towards the attractiveness of the retail and tourist districts, a greater commitment to protection of the natural environment.

- as above - cycle and walkway from WR Beach to Crescent Beach. Better maintenance of parks, more dog-friendly amenities for residence and visitors.

- “Affordable housing.

- More services, programs and activities for youth. So much is senior-oriented.”

- “We once had a Parks Manager, for a short time we had an “environmental co-ordinator”.

- As valuable as the engineering perspective is to any government enterprise, if all issues to do with soil-based areas and even such planning sphere concepts as site coverage, are to be managed only from the engineering perspective, we are going to lose any environmental perspective whatsoever. ”

- promenade to extend to Crescent beach. More beach activities like, bike rentals, playground, bbq pits, etc.

- Marina with boat rentals & food vendors. Make it a fun place to come.


- “Restaurant/Pubs in the Uptown Core

- Business coming to White Rock”

- “Hospital expansion

- A large supermarket Uptown

- Hotel on the beach”

- Make sure rapid transit to Surrey extends to White Rock & right down to the shore along Martin. Public Washrooms. A store like the Zellers that Target closed.

- Understand Uptown development - but what is happening on hillside - IE East Beach is a disgrace IE Cliff Ave

- The trees, all he trees planted today

- More parking near the waterfront. More signage near the train tracks so people don’t die.

- Johnston Road entry needs a facelift - Attraction such as funicular or people mover - NO trains - NO LAC Megantique

- Redeveloped waterfront - upgraded Johnston Rd - Funicular, people mover - No trains

- East Beach Terrace Beautification (use and tourist). City Centre development (not on waterfront, on 152nd st). Community police fare - on beach and patrol (cops on bikes)

- Youth festivals and demonstrations e.g., Drawing???/martial arts such as at Richmond night market.

- Functioning pier with restaurant, swimming tank. Actually adhering to the OCP.

- Wake up and protect Canadian land properties.

- Possibly beach area renourishment while maintaining pristine environment
• Younger generation
• Controls on development to ensure future developments to fit the size of property & character of White Rock. A new Arts Centre similar to the one in North Surrey. Get rid of above ground utility wires (telephone poles). Get rid of Trains or at least whistle blowing.
• Well established long term - lasting and areas that have matured.
• Vibrant upper town centre & Marine Drive. Attractive development like Saltaire, not too high. Limit types of businesses in one area e.g. Tattoo Parlours. Food carts, trucks from west to east beach, more beach attractions.
• Bring the trolley back, very important to seniors.
• More recreation facilities. Improved roadways/parking. Small community feel, when you enter White Rock. More vibrancy to shops, businesses etc...many don’t look appealing/compelling to enter.
• Clean up Johnston Road. Less Barbershops and Thrift stores, more restaurants and cafes and retail stores. Food trucks would be good.
• A very walkable uptown with high density living, shops and services.
• Regulations on illegal suites, illegal parking, pathways/green spaces maintained. I know of 10 in my area within 2 blocks.
• A cleaned up, modernized town centre. Preservation of single family neighbourhoods.
• Funicular or cable cars from upper town to beach to ease traffic & parking & to exploit the view and as a destination feature. Perhaps adding some provincial or federal offices and a midtown hotel. Relocated rail line with existing route becoming part of hiking-biking trail Peace Arch to Twasswsen.
• I would like to see Johnston Road made more attractive. It’s becoming run down and unattractive. I like the idea of encouraging art and festivals. They make our city more interesting than just a bunch of homes and stores.
• Managed community. More employment/companies to employ people. Something simple like merchants cleaning up/painting/washing windows to attract business rather than whining about how tough business is. The businesses that have this pride seem to thrive.
• Promenade to Crescent Beach, removal of trains, keep the height development to the uptown area where the Bosa towers are. Keep investing in planting trees and a few more parks for people to gather. Not many green spaces.
• For the uptown to look more like Steveston or Fort Langley. Create a uptown where businesses want to invest in the community, you don’t need to pull everything apart to do this. The buildings are already there - just vacant so that people want to spend time there, not just a road to the Beach.
• An urban forest with laws in place to protect all trees on all lands (public and private) in perpetuity. There will be biodiversity with tall native trees (e.g. firs and cedars). Strong laws will protect our environment and valuable resources - parks, beach, aquifer, green spaces to be designated protected conservation areas; air, waters, lands, plants, animals, and people all to be valued and protected/preserved forever. Need to remove trains and replace with Parks, trees, and green space, and walkways (all the way to Crescent Beach). Need to return HUMP to “natural” state = biodiversity - preserve and protect. Find alternatives to parking lots; replace with park and green spaces. Should be FREE parking - beach, community centres, and Hospital. Development needs to be low profile and attractive (no Boxes, Monster Home, and High Rises.
• White Rock identity
What are some things you would like to see here in the future? continued

- I would like to see the natural habitat of the area preserved and an actual reforestation plan would also help with regard to clean air and water. Too many trees have been lost to development and replaced with ornamental sticks. We need to replant Firs and substantial trees to replace the canopy we have lost and are losing to current development. We need playgrounds and parks. Not zip lines and gondolas as I have seen suggested. I would like us to return to the days of no higher than 3 stories for structures at the Beach and the preservation of views in the hillside. No high rises on the Beach. Some of the recent development on Buena Vista is appalling. I feel so sorry for the people in single family homes behind one location who’s views have been destroyed. It’s too high for the location. I would like to see that sort of decision making stopped. It’s bad enough what is going on where I live. Stop thinking only of the tax base.
- Better shops on beach front - Art community
- I think it is actually too late to stop the evisceration of White Rock’s uniqueness. It will become another bland collection of generic buildings and plants (and parking lots where nature used to flourish)
- White Rock must grow with the rest of the Metro area. Planners of White Rock must respect the nature and geography of the city, while maintaining growth. New buildings must fit into the neighbourhood “look and feel” of White Rock. To have new small businesses and professionals provide shops and services in White Rock.
- For input from the community to be valued
- Urban Market
- Trees, natural habitat.
- Small industry such as “high tech” could be an option. It worked well in Kanata Ont, where I lived for many years.
- BNSF rail gone! It’s not a question of “if”…Vehicle traffic on Marine Dr - gone shuttle buses. A good tree bylaw on public and private property that actually protects trees (e.g.. Old ones).
- To keep as a small city as now.
- View properties protected from trees growing ever taller and larger and never pruned. Tress allowed to grow to a certain height.
- Any developers whose projects cause pressure on street, traffic, and ???? must pay the capital cost of these. No private profits resulting in public expense. Complete transparency by all levels of government. All special interest to be fully disclosed. ??? clear conflict of interest guidelines.
- Waterfront train station/stop. Transportation between downtown White Rock to waterfront to increase cross merchandising and tourism. Move the museum to another facility (city centre, BIA, Chamber, Heritage site). Bring back the train station.
- Fewer power poles, and overhead power lines
- Bury the power lines. More use of pier and Marine Drive for festivals, Art in the Park, Food Trucks!!! More boats in the harbour. Did I mention Food Trucks?!! Competition drives improvement. Raise the bar for eateries and shops.
- A funicular to the beach. A huge café at the end of the pier - perhaps a marina??
- Dogs allowed on promenade even if it is controlled hours
What are some things you would like to see here in the future? continued

• Improved communication, greater community dialogue and engagement. Improve air quality (stop the transportation of dangerous good by rail). Capture the charm of a sea side community, restrict the sign? Of buildings and support the beautification along the waterfront and Johnston. Protect trees, parks (IE Centennial Park, Kent Street).

• Building of smaller duplexes or side by sides, not 3 story townhouses, suitable for all ages. Reinstatement of garbage pick-up - contract it out FOR ALL - this should be the city’s responsibility. Builders required to have parking spots for visitors and an adequate number of them.

• Arts and knowledge based industry - low impact on environment. Wise collaborative, vs combative leadership. More partnered opportunities with other cities - share costs, revenues. We host cultural events featuring marine life.

• More sidewalks. Higher levees along the coast to adjust for climate changing rises -in-sea-levels.

• Keeping it as it was, a beach town!

• Less high rises. Less wreck less cutting of trees. Smaller houses with green space around structure on small lots!

• No more empty store fronts.

• The same mature trees I see now, still here in the future.

• More plants and trees planted to offset those lost to development.

• More flowers for the butterflies and bees and hummingbirds, would be a good idea. The spring bulbs on Johnston Road are lovely.

• A different city council that respects the character, aesthetics, and natural environment of our city.

• Respect for retaining views of existing homes - IE stop too big houses taking over neighbours. Respect for our uniqueness - celebrate that instead of being absorbed into metro Vancouver.

• More tourism. Visitors to the City who go home and do our advertising for us. Year round things for visitors to do and see.

• More gathering places in uptown area. Better shape options (remove present trees). Widen sidewalks, allow more patios for restaurants and bars.

• After completing the on-line survey, I remembered 2 additional points I’d like to share, based on my experiences living in other lower mainland waterfront communities. 1) While it’s easy to imagine White Rock without the train-line and with a fabulous waterside promenade around the Semiahmoo Peninsula instead, we also need to imagine what it would be like if the train stays. For this, I’d recommend a trip to - and communications with - West Vancouver. Trains run in a narrow corridor between the beach/waterfront promenade and condos/homes for some distance (notably between Ambleside and Dundarave). Living right beside the line, we frequently heard the bells from railway crossing and the trains themselves, but never heard the ear-piercing whistles we get here. Even without the whistles, West Van still manages to keep pedestrians safe. In my opinion, the bells (and ground vibrations) are quite sufficient for anyone beside the track to be warned a train is coming. West Van’s waterfront promenade also has a separate little doggy trail running between the trains themselves, but never heard the ear-piercing whistles we get here. Even without the whistles, West Van still manages to keep pedestrians safe. In my opinion, the bells (and ground vibrations) are quite sufficient for anyone beside the track to be warned a train is coming. West Van’s waterfront promenade also has a separate little doggy trail running between the trains and the pedestrian path. This allows walkers and dogs alike to have separate but enjoyable experiences (and responds to complaints of dog owners that they can’t take their pets for a walk by the sea). It may not be possible along the whole stretch in White Rock, but possible between the pier and East-Beach, under the hump. Having said that, I remain in favour of having our waterfront dog-free if there is no separated trail.
What are some things you would like to see here in the future? continued

2) Living by English Bay in Vancouver brought a lot of experience living in super-high density. It showed the downside of too many events and festivals. Practically every weekend through summer there were races, festivals, parades, or other events that affected access to our home and/or caused extra noise. At first, it’s great having easy access to so much going on but, after a while, the people who call the area “home” start to resent having their home “invaded” so often. Some events were worse than others. During the 2 weeks of fireworks competitions, our condo building had to fence the landscaping to protect it from crowds, and more recently, hired security guards for fireworks evenings. Learning from this, my vision for White Rock would be to have festivals, in moderation, and with through given to the type of people who will attend and the time of day they will be here. Dreaming of a waterfront promenade around the peninsula, brings to mind Stanley Park. Currently, the separation of pedestrians from cyclists there, works reasonably well. If such a long promenade ever becomes possible around the Peninsula, it would be great to have provision for a separate bike lane.

• Many types of options for living in White Rock, inclusive/affordable to all/encourage families/young people to settle. Good design of new buildings with extensive landscaping. Consider BOSA development, and eyesore, although they did provide community space. Good transportation alternatives, buses/other. Relocation of train from waterfront. Design strategy for new buildings/commercial spaces, perhaps reflecting seaside location. E.G. Johnston Road, little plazas.

• More sand on the beach

• White Rock remains a comfortable city for all economic levels as it has been. Quality living for all. Creating respect by and for all citizens.

• Arts and music events at reasonable costs for everyone. More focus on the environment. Less stress to beach areas.

• Tech college. Super high speed internet backbone (feasible because of small footprint). Better transit. Commercial space (now empty) pending start ups. Park on Russell and Fir St (mentioned to city manager) and more green space in dense areas. Lower cost townhomes designed with green space (no cars). A bike loop/path - (separated from cars) throughout the community.

• I would like to see controlled, high rise development in city centre only, and controlled single family house/sizes/heights to preserve the views of existing houses in area.

• Sky train to Vancouver. More parks within the city (a rose garden) as in Stanley Park. Hot dog vendor near pier area, other food convenient stands - popcorn, tacos, ice cream. Trolley to beach.

• A plan everyone could depend on. Competence and confidence in City Hall. Beach access without fencing. Extension of the promenade which has become overcrowded. Tax relief.

• Fewer development of buildings over 4 stories. Relocation of railway line, more protection of trees and green spaces.


• A better local transportation system.

• Cable cars from around 16th to the Sea. **No cars on Marine Dr.

• No tracks on the beach. More acknowledgement of artists - tourism posting artists studies to visit as I see when I travel elsewhere around the world. We need to promote our natural resources IE. Our creative population.

• Better transit year round to the beach.

• I would like to see more green spaces, park like in the city area, gardens, benches, etc. Also, repair sidewalks in town centre, but keep the trees.
Some way to allow people to bring their dogs on the promenade, most dogs are well trained. East Beach needs “revamp”, Indian land used for a purpose.

Remove all large evergreens blocking ocean views.

Create more cafes and or bistros with terraces around the city centre and Johnston.

European feel in town centre. Town centre is lacking - improve with low-mid rises - increase tax base.

Underground wiring.

More Trees! More walking and biking paths. Pedestrian zones or vehicle free days on 152. Better shops, more shops. More community gardens.

Better shopping malls/complex. More tourist attractions/activities. More residents (better ones) to upgrade White Rock.

Increase in tourism which will increase vibrancy of the City.


Better transportation, more affordable apartment units and some better development.

Good library with programs to continue; better mix of retail, services and restaurants. We are saturated with sushi, coffee shops, hair salons - avoid duplication.

Bike lanes. Pull down central plaza, and build a proper European style plaza instead with trees, park, fountains, and cafes.

A no car zone along the waterfront. Improved public transit into Surrey/New West. Green initiatives. Buries wires.

Not so many people.

More green space, arts related business. Housing affordability, protection of large trees. More Sports activities on the beach and waterfront attractions. Free parking at Centennial arena for families who are participating in sport events.

Train tracks moved. More buskers/stands on the promenade.

Integration, re-amalgamate with Surrey, so we can access broader civic supports.

Remove the trees off the sidewalks to make safe walking. Have shrubs in tubs.
What are some things you would like to see here in the future? continued

- Sensible/sustainable development. More park settings/safe areas for kids.
- Standardize parking area on city property in front of Residences, ie - asphalt. Gravel fill road drains.
- Fewer consignment stores. More upscale restaurants.
- Revitalization of Johnson street. Store fronts need to be improved, and modernized. The street is too narrow in certain sections. If feasible, those sections could be pedestrians only.
- No further high rises above the height of the two on top of the hill. Closely watch how density grows, and where to put it. People still need some privacy and this should be closely monitored as we are a seaside community. Losing lots of smaller homes to the identical 3 storey deck style houses that look the same.
- Youth dance hall/drop in centre with intergenerational activities. Thriving farmers market. Lots of bird feeders, and annual community count. Ban on loud car mufflers and motocycles.
- More birds and trees, less traffic; paint the yellow again on all loading zones for taxi and handi dart or others; put short term parking spot at the tourism office on Johnston Road to allow visitors to use; Buy Low shoppers to park there
- Shuttle buses from uptown down daily. A stongs or choices grocery store, or at least an excellent “corner” store.
- The removal/relocation of the railway from the waterfront; develop the promenade to Crescent Beach from White Rock.
- Less traffic, less extremely loud vehicle noise (with by-laws!), and most importantly, less diesel, much less!! By-Laws on these horrible Harley Davidsons - so unnecessarily and horribly loud. Devastating my ear drums and nerves, forcing me to sell and move out of White Rock, as is the ever spreading crime from all over Surrey.
- No high rise developments. More green spaces and path for walking and cycling. Traffic calming on all collector streets. Speed limits reduced and clearly posted.
- Vibrant up-town area that is pedestrian and socially focused, mix uses. Pier and promenade development to accommodate active outdoor living (cycling, watersports, beach sports). Recreation leagues for under 35 year old residents.
- A tree proposal re: what? To plant that does not grow tall ie. Shrubs etc.
- A sidewalk completed on west side of Everall. Four way stop at Everall and Thrift before someone is hit by a car.
- More Arts and science culture.
- I would like to see a referendum in White Rock on whether to merge with Surrey. The duplication in services for such a small community is the cause of high residential property taxes.
- Better mix of retail. Long term vision to develop our waterfront into a year round destination and serves the residents. Better mix of retail.
- Stores leased rather than vacant; absentee owners required to keep the exterior appearance of their properties; more environmentally conscious decisions on timing of projects (eg. Not clear-cutting when animals are nesting and not closing parking lots at the height of demand); keeping sidewalks, roadways trimmed of overgrowth continually; litter picked-up.
- Underground wiring. Have owner clean up lots that on one lives in. Have owner clean up lots of their rental home, Winter
What are some things you would like to see here in the future? continued

and Thrift.

- Arts, culture, and crafts. Be ready to entertain tourists. We don’t need to diversify, we should concentrate on what we have, strengthen it/them, and be proud of it.
- More boutique retail, some upgraded restaurants, more small music venues, like Blue Frog. Better controls on unpermitted home renovations. A beach shuttle, a train stop/station at the beach going to downtown Vancouver, and south to Seattle and Portland.
- No trains, wider baordwalk that stretches around to Crescent Beach. Palm Trees. A few designated ashtrays with covers at the beach (butts everywhere). Sand castle sculptures at the beach. Underground utility wires.
- No more high rises. Community gardens. Native plantings.
- Keep a small town feel. Keep density down (under control) to help with traffic.
- Upfront and meaningfull discussion, in chambers and in public.
- See the previous comments is the sections.
- Look at Denmark and copy their vision. Walking everywhere, green spaces. No single urban centre. Locally grown, and locally made.
- More community events. A vibrant town centre with shops that people went to see, not barbers, and small restaurants.
- Densify by height. Shops unique. The main street closed on weekends for shopping and activities.
- A marina, more activities for children.
- More attractions for families, a variety of things for all ages.
- Better transportation. Better parking.
- Something similar to Yaletown.
- More activities for the non”geriatric” age. I really think we need some activities for the new generation.
- More parking. High rises with lots of parking stalls underground.
- Cheaper places to live. More entertainment (cinema, sport-based etc...)
- I would like White Rock to grow similar to West Van. High rises and underground parking and lots of options for transportation. Walking.
- Young and old blend to create new theme entertainment and shows etc...
- More parking at beach. Infrastructure.
- Beach activities, not just restaurants and gift shops. Transport service from city centre to the beach and back. More docks on the water for my sailboat. Festivals with better entertainment.
- More entertainment at the beach. Beach accessibility.
- A more affordable place to live. More things to bring people in. Same as other comments.
- Hold the line on density. Our hospital cannot handle even the current population.
- Actual consultation advertised in a way that everyone will
What are some things you would like to see here in the future? continued

know about instead of after the fact or behind closed doors. While getting rid of trees is inevitable, mass removal should not be considered unless there is an obvious safety concern. Blocking one’s views does not count. Stricter regulations in the construction of new homes. In comparison to surrounding cities, we have done fairly well up until recently. Homes should stay for longer periods of time, with the exceptions of deplorable infrastructure, plumbing mishaps, or illegit construction procedures (less flipping, more living).

• Get light rail line all way to the waterfront.
• An increase in events, activities, and attractions to make this a better “destination spot”, not just a “day visit spot”. Will require additional tourist accomodation options. Also, need an increase in retail choices within White Rock, so we don’t always have to “cross the line” into Surrey for everyday purchases.
• A city council and mayor that care about the community and the residents.
• Implement and focus on all previous council approved documents that inform the current OCP, including the “Climate Action Plan”, Environmental Strategic Plan, and the Integrated Storm Water Management Plan.
• A more planned idea toward our future growth. Too many mega houses and random high rise development.
• Become part of Surrey so taxes can be reduced.
• Animal control (dogs not allowed). No smoking, or drug use at the beach. Walk friendly beach access. Kayaking or boating activites (in specific areas). First aid station. Policing to keep it safe for women (alone).
• Join Surrey. More sidewalks/bike lanes. Viable city centre.

Highrises.
• This is defintiely not the way the future of White Rock should be going.
• Environmental friendly intiatives. Protection of wildlife that used to live in the White Rock area.
• Low density building. One way streets to control traffic and noise. Return to Surrey to take tax burden off small group.
• Like Victoria. Gardens city. More dogwood trees (which is our BC flower). As I see there is no park. On Johnston Road - flower bed and with Dogwood trees. Present trees make too much mess.
• No new by-laws, enforce the present ones. Stick to the OCP! NO CHANGES, especially re the Epcor property on Oxford St.
• A pedestrian for shopping/eating/recreation.
SECTION 1: Defining White Rock

Tell us how satisfied you are with the following elements of the community

<table>
<thead>
<tr>
<th>Tell us how satisfied you are with the following elements of the community</th>
<th>Not Satisfied</th>
<th>Less Satisfied</th>
<th>Neutral</th>
<th>Satisfied</th>
<th>Very Satisfied</th>
<th>Total Responses</th>
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<tr>
<td>Protection of our natural environment</td>
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<td>56</td>
<td>52</td>
<td>102</td>
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<td>The trail and pathway system</td>
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<td>60</td>
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<td>Heritage features (such as the railway station)</td>
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<td>21</td>
<td>87</td>
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<td>Local cultural and community events</td>
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Tell us how satisfied you are with the following elements of the community continued

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<td>Views from the hillside</td>
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<td>The seaside setting</td>
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<td>Our inclusive community spirit</td>
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<td>100</td>
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Tell us how satisfied you are with the following elements of the community - Additional Comments

- I like music
- Current council ignores the wishes of the majority of White Rock citizens and placates developers. I do not want White Rock to grow - it is not inevitable!
- The restaurant sector in White Rock is OK. The other retail sectors leave a lot to be desired. Much work needs to be done to improve retail retention and attraction. People are not exactly flocking to White Rock to shop. In the future, I see a community where people can spend the day shopping, dining and getting outside and enjoying everything we have to offer.
- Some of the development projects along Thrift and Foster st. should have been thought out a little more carefully.
- The imbedded resistance to change must be overcome so that White Rock can thrive in the future.
- Inclusive to what demographic?
- changing our Beach front community into an English Bay by allowing the building of Highrises
- It is nice to see new houses & buildings. However, I am somewhat horrified when I see monstrosities go up in front of quaint beach houses that once paid a premium for their beach view now overtaken with a new ruling for a 5 storey “house”, (building really). It does make me question the reliability of investing in the area when bigger more influential persons or businesses can overtake the “little guy”.
- “tree lined streets always set the tone for any great town.
- would like to see the shacks disappear.
- needs to be promoted as one of the last undeveloped seaside communities in the lower mainland.”
- “Interesting language used in this survey - I am not sure I understand the meaning of “‘Our Inclusive Community Spirit?’”; I also do not see any mention of our Semiahmoo First Nations - and that’s rather remarkable considering (as an example) all the students who attend public school must learn about our Aboriginal culture - yet they are not “visible” in WR’s overarching plan (or maybe I just didn’t see it yet?).
- Stop the crazy high rise developments and cutting of trees.
- The recent decisions on high rise development are undermining the community “ spirit”.
- The questions are subjective. There is no common them of architectural development, and the vitality of shops and restaurants are dependent on the operators, which are outside city control. Taking credit for the seaside setting is ridiculous.
- We love the unique beachfront community here in White Rock! It is and should be on the ‘world map! :)
- “You didn’t even mention the uptown business community - that reflects how much you care about that area. In fact it’s pretty obvious you don’t care. And it shows.”
- We are losing those views rapidly due to overgrowing vegetation and trees. Bldgs must have height and set back restrictions, but not trees.
- This City needs an identity and the Tour De White Rock isn’t it. Get a theme and two major summer event to go with it.
- It’s an interesting list... White Rock would be truly special place to live and visit if we could say “Very Satisfied” with all of the above.
- Maybe it’s coming up but if you had asked about quality of governance I would say Very Not Satisfied!
Tell us how satisfied you are with the following elements of the community - Additional Comments

- Protect areas like the magnificent evergreens along 1400-1500+ Buena Vista/Blackwood Lane—a view is not just "empty" sea space but foreground, wildlife. To wit the destruction now along the promenade.

- “Current political and civic management leadership failing to be open and honest. Clearly from the number of ongoing scandals, morally and ethically corrupt. Perception of pro development while placing head down to wait out the flack from informed White Rock citizens. White Rock will end up with high rise towers, with a lot of rentals, attracting organized and nuisance crime. Police costs will soar.”

- Concerned with a minority making negative and divisive comments in the press and elsewhere. We need more positive energy!

- Love the White Rock Sea Festival weekend and the parade. It was a great parade last year, looking forward to this year’s night time parade. Lots of good stuff for kids that weekend, for sure.

- The City spends more time and energy accommodating developers with no real overall plan of what it is doing than it does on making our City a livable place to be. Just look at the all the “Comprehensive Development Zones” as confirmation of this point.

- Some of the zoning regulations have created poor building configurations and are too restrictive to alternative solutions to existing conditions.

- We are slowly losing that feeling of being a part of the whole. A group of people with the best interests of our community being paramount. We are feeling disfranchised. We need to come together with a vision for our city. I believe an artists drawing of what our community would look like would help.

- Not sure how you can use statements like “our inclusive community spirit” when we have a mayor and council demonstrating an exclusive process. Citizens have a community spirit in spite of Council. Not sure how you can say we have an Architectural style and character of buildings? Look at the public works building, city hall and the RCMP building. What style are these? Our style is a hodgepodge of designs and building materials. There is no effort by the city to promote a theme or require a builder to meet environmental standards. As far a protecting our environment just leaving Condos, restaurants and multifamily building to make their own garbage arrangements is not a good example of protecting our environment or showing leadership.

- Also wants to see expansion of Peace Arch hospital to work as a full operationable hospital.

- Need to host more events to trigger more tourists and outsiders (non-residents). Plenty of space for a show or concert towards east beach area. Movie on the beach/under the stars, food truck vendors gathering for lunch on selected weekends in an empty parking lot - Portland, Seattle has done really well with this. Vancouver does this too.

- “The seaside community looks scrubby and old and dilapidated.

- The quality of the buildings are not worth fixing up. The building that burnt down this year was a dump and most of the buildings around it. Fort Langley has style and heritage but our buildings don’t have any charm they just look crappy, except maybe a few. So we need to decide which way to go; either build new that looks like heritage or build new with a contemporary look like most of the new homes that are going up.”

- HELP! I skipped ahead to review the survey questions and can’t figure out how to go back and fill in my answers. Yikes. Perhaps there should be a ‘back’ button on each page.
Tell us how satisfied you are with the following elements of the community - Additional Comments

- What about the rest of town, ie; away from Marine Drive. The hillside view issue I believe relates only to a very few residents. Trees bring wildlife, stabilize slopes and help deal with global climate change.
- The City isn’t doing as good a job as they could be in maintaining the public washrooms along the beach.
- Bury wires underground, they ruin the look of the community.
- Glad you are holding this info event. It is important to get a feel of what the people who live here & pay taxes want.
- “Homeowners should be able to stop their views being built out.”
- East Beach erosion a concern.”
- “communication and inclusion are key to creating or implementing any vision
- i suggest the city ask some student what they see.
- i also suggest council stay out of this research to ensure it is not being driven by politics but rather by the residents”
- Views from hillside - what does this mean and to whom?? My water view and mountain views have been almost disappeared with past developments - is this a slight on OCP - I think not as community involvement still allows me a view as I move around White Rock. Let’s not give credence to ‘elitist views” as I heard at the Cressey Development public meeting earlier this month. I do not look forward to living almost “elite snobs!!”. I did not retire to White Rock because of a few rich families.
- Would like to see more buildings like the Saltaire.
- We don’t agree with the removal of over 50 trees on the hill.
- The restaurants seem to do well at the beach but some more viable shopping would be nice. I’m not sure that the city is supporting small business well enough for shops to survive as there is quite a bit of vacancy. There also doesn’t seem to be a planned aesthetic for store fronts. Some guidelines to have the store fronts looking more clean and attractive might add to the waterfront appeal.
- Have youth advisory committee. They are the future.
- I don’t think that the city has any real plan for the future. The city seems to be relying on developers to come up with ideas, which are then rubber-stamped in approval without any regard for the thoughts and wishes of the citizens, the effect on the neighbourhoods or the overall benefit (or lack thereof) to the city of White Rock. We should be the ones in charge!
- White Rock has a lot going, but it could be so much more, see previous questions
- White Rock doesn’t offer anything unique to the lower mainland. We go elsewhere for water activities, White Rock heritage doesn’t interest people. White Rock is considered premium real estate, much like the west end in Vancouver and people want to live like that when they pay as much as they do to live here. We work hard to live here and want to be wowed and not have to leave the city to have an exciting weekend. A recent study was done that declared some of the nicest places in the world to live are the most boring. We live in the SoCal of Canada, we need to get younger and i believe along with increased activities, we will infuse the city with money and a more rapid development. Things like the tour de white rock don’t appeal to younger people and it’s a spectator event. We have a sea festival but never book any recognizable talent. Out of all the music festivals that go on in places B.C. why can’t we find a way to do this? People would travel from all over if we had REAL mainstream entertainment. I could go on but that is just a few ideas.
Tell us how satisfied you are with the following elements of the community - Additional Comments

- Continue to develop the waterfront with non motorized watersports as an emphasis. Have a long term plan for the waterfront and Bay area.
- Protect views on Hillside at all costs!!!
- There should be more cultural events at the beach. The biggest minority groups (Indo-Canadian and Chinese) aren’t being presented within White Rock. The City should try and represent the various ethnic groups located around the lower mainland.
- The building by-laws seem to be totally disregarded and rules bent in many areas to suit a select few.
- Banning leashed dogs from the promenade is the benchmark of the small minded lack of political leadership we have!
- Dogs should be permitted on the beach on leashes and with special tags/permits
- Needed to bring back Sandcastle day, people use to come from far and wide. So many they use to park up and around Nicole / 140th
- The center needs rebuilding with more high density buildings
- Too much money spent on community events that are more beneficial to visitors and businesses rather than residents
- Think we could do better. Taxes are high and if you cannot have a view it appears little concern is given by council to ensuring that up town does not become a big mess of high rises and wind tunnels.
- Some larger newer homes need to fit in better with the other homes in the area.
- There needs to be a commitment to ensuring that these elements are maintained and enhanced. The opposite seems to be happening.

- “Inclusive community spirit?”
- Complete communities”
- More inclusive city council
- Protection of natural environment--not happening is it. Cut it all down and after come up with a reason for it. Very difficult to trust what officials at city hall say now.
- The demonstrated unwillingness of council to be honest and truthful with the citizens has ruptured the trust between citizens and council. The actions of this council has resulted in the loss of their social contact with the citizens.
- Along North Bluff Road 148 to 140 st, gateway to white rock, old homes, should be replaced with Condos or small lot homes with lane access, rather than off busy North Bluff Road.
- Seemingly this council disregards present citizens while valuing opinions of non-residents.
- No reason for tourists to visit other than unfun, highly regulated beach, therefore just another suburb with higher taxes than most.
- Council and City Managers are not adhering to the OCP to ensure things like “views from the hillside”.
- Enjoyment of the waterfront area has been VERY negatively impacted by the city’s kowtowing to the railway - fencing off the area, allowing the railway to aggressively fine “trespassers” who have walked in the area for decades, and denying the public access.
- Views from the hillside vs. Protection of Natural Environment, I’m a little confused. Recent removal of greenery along the hillside was unfortunate.
- Dogs need to be allowed on the sea wall! It’s the most ridiculous thing ever! Almost every household in the community has a dog yet we are not at all dog friendly.
Tell us how satisfied you are with the following elements of the community - Additional Comments

- The views from the hillside question is misleading. What about the view from the beach or the water. Looking uptown from the water shows the eye sore of the towers, Bosa etc. what happened to keeping low rise buildings? I can see the towers when driving on the freeway in the USA.
- Looking for more accountability with respect to how decisions are made by Administration and Council.
- Generally, the city council and mayor have done a poor job of consulting with the public prior to making significant decisions. Also, way too much money is spent on non-essential projects.
- Haven't been down to marine drive (shops, restaurants, beach) in 10 years because of the excessive parking charges.
- The city has done an abysmal job of planning anything. The rampant destruction of the natural habitat borders on criminal.
- If not for the city council's recent blunders such as the Beverly project, even considering the Oxford Street towers, outsourcing garbage collection and clear-cutting Marine, I would’ve rated most of these more highly.
- Too much focus on catering to the entitled wealthy rather than conserving and respecting the natural environment that everyone wants.
- We should focus on the vitality of the uptown to create an environment of cafes, arts and craft store, bookstores, delis, gift and clothing stores. If we create a vibrant uptown the beach will also benefit.
- “Need for more housing, be it, town homes, duplexes or apartment buildings.
- Consider building convention centre and hotel.”
- Maintain elements of community characteristics but have a planned growth strategy and increase in density to establish a solid revenue base for the future.
- “Maintain characteristics of community.
- Have planned growth to increase density.
- Increase city revenues to meet needs of community.”
- In order to have a healthy city, old must mix with new. This is called gentrification. The process has been started, and needs to continue for increased improvement in the future. With higher density, it will lead to a higher tax revenue base that can be used by the city for improvements and development in the community, which will benefit the people of the community.
- To enhance the residences and the visitor experience in WR, I would like to see some tourism related businesses that will bring tax dollars to the city and as well as bring tourist to our city.
- The Museum was more authentic prior to the recent renovation.
- Yes governing the giant strata/ herd of cats known as WR is not easy, but the lack of environmental leadership is palpable and is what has sent many people to other communities. Sure, there will always be lots of new money and lots of new faces, but should that be the measure of a successful community?
- What does “Our Inclusive Community Spirit” mean?
- We could have less staff for a City this size, thus reducing our taxes.
- More park space (not parking space) is needed in close proximity to the beach. Provide better more inviting access to the Deppez Ravine both at the top & the bottom. Rough gravel at the bottom is a turn off. NO DOGS!
- Where is the tax base - why so many thrift stores! Why is the old shoppers still empty - WHO is actually allowing all the new home development.
- Get rid of trains, as a minimum, no dangerous goods. Need more maintenance/higher degree of waterfront.
Tell us how satisfied you are with the following elements of the community - Additional Comments

- many community members would love to assist. I would be happy to volunteer.
- Some of the new residential development is horrible. Mini hotels instead of single family homes.
- Focus development on UPTOWN. Needs serious overhaul.
- Let’s encourage rail line relocation
- Re# 6 -comment (This is changing very fast & not for the better) Re# 7 comment (Open later community centre) Re# 9 - comment (not important) Re# 10 - comment (East Beach, West Beach fences (too many trains)
- Comments Re #2 (need more and better), Re #3 (need to remove railway tracks), Re #6 (some older building are attractive (new boxes area not), Re #9 (Need more tall trees on hill side and fewer boxes) I enjoy views of trees, when I’m walking on the beach I enjoy the view of the sand, pier, mountains, islands, and water (not the boxes on the hillside). We need permanent conservation ??? to forever protect our environments resources IE Trees, water, parks, beach, and Aquifer.
- Where is “Town Centre”
- Vibrancy - does not come with high rises and concrete. We have proven that. Please stop destroying what charm we have left with mega redevelopment.
- Inclusive community spirit requires viable transparent leadership that clearing operates for the common good. This in clearly not the case in White Rock.
- Comments Re #10- (what can we say about this. It is what it is). Re #11 - (Don’t understand what this means)
- Allowing BNSF trains to transport highly toxic chemicals through White Rock, when our fire department is not informed about the contents in cars (and has little ability to react anyway). When the bluff between White Rock’s Crescent Beach experiences mud slides every winter, and running alongside the most important wintering area for migrating birds in Canada, is foolish, dangerous, and irresponsible - recall ???
- The act of clear cutting on the bluff is one example that affects our areas ecosystem in a serious way. Public should have been consulted and listened to.
- I feel we would be better of as part of Surrey from many reports including planning of White Rock/South Surrey area. White Rock will always be known as such. Kitsilano, Point Grey/Marpole/Shaugnessy, have not lost their distinctiveness even though they are part of Vancouver.
- Comments Re #3 - (museum is not effective as an attraction) Re #8 - (consider quality and not quantity) Re #9 - (from certain vantage points) Re #10 - (to bad about the fences, fences make you feel enclosed - no open free spirit. Should have been lights and gates at crossings only) More police presence and/or community police presence would be beneficial for control purposes and safety assurance.
- Comments Re #9 - (wires!!!) Re #11 - (Trying your best)
- Comments Re #1 - (Hillside clearing is a disgrace, huge eyesore for years to come. DONE FOR WHOM?, for what? The natural state needed no maintenance and was home for birds and small animals. Now more huge expense to develop into another over grown not maintained area). Re #2 - (Too much being done for encouraging money input by different cultures EG - Vabaki?, Chinese New Year - what % of the population?) Re #3 - (Every project, house being built trees are removed, what about stabilization, air quality, noise reduction, and beauty).
- Marina could be more active. Convert trains from coal to
Tell us how satisfied you are with the following elements of the community - Additional Comments

commuter. Informal leaders should be trained to better engage more views and better participation.

- Comments Re #9 - (don’t allow trees to be cut for the sake of views). As you can probably tell, I am extremely upset by the butchering of the trees near the pier. It should not have happened. Council did not take into consideration the many birds and animals that make their home there. The OCP was NOT followed and citizens were not informed of the coming massacre of the forested land.

- Community spirit of locals is not recognized by city council when they ignore public input and favour developers.

- The unique and livable beachfront was DECIMATED when YOU clear cut the hillside.

- My husband and I feel the same way about the questions above this.

- The architectural aesthetics of individual homes is deplorable - e.g., Large square boxes that fill every inch of the lot.

- We are the top IBA in Canada, yet allow dogs to run free interfering with rest and feeding during migration - IE serious lack of enforcement of bylaw.

- I am very upset with the clearing of the hillside “the hump”. I find it hard to believe all those trees had to be removed. Also with the lack of information or notice provided to the community before it was started. A lot of wildlife was displaced.

- Compared to vital communities like Ladner and Cloverdale (main downtown areas), we are following way behind.

- Comments Re #1 - (train) Re #3 - (would like to see United Church on Buena Vista saved, even as a performance centre) Re #4 - (improving). It seems to me there is no architectural style of multi-residential/mixed used buildings. Would like to see some policies established to reflect our seaside location EG Johnston Road. Protection of our beautiful natural environment is extremely important. Vitality of shops and restaurants very important. Hemmingway’s - has helped to improve waterfront - drawing visitors and residents. Places like Wooden Spoon/ Geoff’s on the corner, also providing more options.

- Comments Re #4 - (leave as is) Re #5 - (keep low profile) Re #6 - (no style or theme - needs one) Re #8 more classical arts and music venues) Re #9 (no trees removed from Hump) Re #10 - (Save road ends for pocket parks and views) Re #11 - (what spirit?)

- Comments Re #7 (no to spaces, yes to buildings) Re #9 - (?access?) Re #10 - (I often walk to beach from town centre, but as stated, trains and more public access/park like beachfront) Re #11 - (except for closed meetings and unilateral garbage decision) Transit : ideal 1) a sky train station 2) light rail 3) regular buses.

- Comments Re #11 - (not satisfied (mayor and council)) Very satisfied (residents) Too much of White Rock tax payer money is being spent on community events for Surrey residents and waterfront expansion.


- The removal of the red garage at front?? Of Oxford and next the Water works building on Oxford - very sad to see. Let’s maintain our heritage, not put up ugly high rises.

- No planning ahead of the rape of the hump and along the promenade. What a lovely experience for visitors and locals approaching our main stay, the White Rock.

- I would like to see the “best garden” prize return. One of our neighbours won it a few years ago, and they were so proud...
because so many people came to view it and congratulate them.
• Comments Re #11 - (?? What does that mean?). Our pathways down to the beach are in need of repair, upgrading. Clear pathways from uptown to beach. Do you know how many people ask me how to get to the beach!?
• Need more community events with news?? Need to spread out not only to our community, but also to other community.
• Need more events, so residents can come together more often as a community. People from other cities are also attracted to White Rock.
• N/A
• Want more activities for woman and kids.
• Should be f?? More activities for families
• No
• Specific comment to this (#11) - As a real estate agent, I have faced issues with what I like to call “bullying” by individuals in our city who do not like to see change, just because of my association to the real estate industry.
• More street performers, musicians would be good. More street art is good.
• I don’t understand what you mean by view from the hillside - of the other houses? Of the water? I don’t live on the hillside.
• The “road ends” are treasures - make them even better by clearing our more underbrush and improving the views.
• Comments Re #9 - (?) Save the trees and green growth on the hump facing the beach.
• Advance notice and discussion of changes BEFORE you clear cut area, demolish buildings, changes of anything. NOT After done.
• Comments Re #9 - (wires are a problem)
• Comments Re #3 - (could take trains convert them) Re #8 - (should be more aboriginal events). Could take trains and rent them out like they’ve done in Australia. Make sleeper cabins to rent out. I sold my condo due to garbage, over crowding, and strata rules.
• More activities at beach.
• We don’t have the needed resources to maximize our local and potential commercial/cultural/tourism potential.
• Trim trees to maintain views, not remove unless trees are an eyesore eg. Old growth, repeatedly pruned.
• Stop clear cutting areas - save trees - we do not have many here along the skyline, keep them for our future and for our wildlife.
• You really need to not only visit the North Shore and even Steveston, you had to learn and putinta? Or practice what they are doing.
• I’m hoping more variety of shops will appear at the Oxford/Marine Dr complex being built, such as Urban Fare grocery store would be a big draw for me. The new fencing at the beach by the railway is a disaster. It has taken the charm away from the promenade.
• I am totally against density period!!
• If we’re not careful White Rock could start looking as ugly as New Westminster.
• Low building heights at sidewalk for retail with high rise office/apartment behind or above is great to keep towers in town centre area.
• I would have said very satisfied about hillside views, but I know
Tell us how satisfied you are with the following elements of the community - Additional Comments

some people are losing views due to highrises and while we have tremendous view, it’s always a concern.
• I have coffee at Laura’s coffee place on regular basis, 99% of the time, I am the only ethnic (visible) person!!
• White Rock is destroying urban forest to improve “views” from the hillside. Council and staff are not implementing approved policy on these issues.
• If it is not sunny, there is no reason to visit White Rock.
• Comments Re #10 - (Blue railings blended with sea and sky; black railings feel like a prison) Re #11 - (?) Additional comments - Parking at the beach is too expensive. A continuous transportation link needs to be connected with uptown parking options. Surely some arrangement could be made with the school board to use the empty school lots during the summer.
• I only really witness an inclusive community spirit at the famers market.
• The city is not as accessible as it could be for people with strollers or elderly with walkers and scooters. Create a Scooter lane!
• Let’s get moving. White Rock is boring in the winter.
• This community is very quiet and the business community does poorly because of the development of South Surrey.
• Transportation is crucial to a vibrant community. Shuttle would be great.
• The beach is our biggest asset. We need to utilize it to bring people to our city, which I would assume generates more revenue.
• More parking accomodations in the summer months.
• No more high rises! Not satisfied with beach accessibility.
• Comments Re #1 - (Needs some work. LOTS) Re #2 - (If people don’t like the train, they can move) Re #7 - (We have a style? “New” west coast is not a good character to base off of). Re #10 - (From the hill, its blocked by houses. From the pier, the view reminds me of LA, YUCK) Re #11 - (Better care of the beach would be nice) Re #12 - (we have one?) Additional comments - I hope people realize that should an earthquake of relatively major size will turn the beach road into jelly...unless they somehow replaced the questionable foundation materials with something more structurally sounds (I knid of hope so).
• Please terminate the EAC, council does not consult it or listen to it, why have it.
• Comments Re #2 - (?) Re #5 - (Farmers Market) Re #9 - (You clear cut on the Hump! Distressing) Re #11 - (Council - NO, Centre & people YES). Additional comments - Follow current OCP. Keep utility zoning. Stop developing at all costs including enriching only a small minority of developers. Create real bike/walking paths. Consider the water situation carefully!!
• I would like the rail cross railway station to stay a feature.
• You should have a column for N/A. Those of us who don’t live on a hillside, don’t care about the views.
• The council is riding??? Vaugh????? Onec??? The tax payers wishes not to have high rises. We do not have the infrastructure to support it and only will raise our taxes more!!
• We’ve lost the charming seaside community feel because of the high density buildings.
• Comments Re #3 - (turned in to museum) Re #5 - (can be more) additional comments - I like to see White Rock like a quaint seaside resort. Maintain it’s beauty.
• Comments Re #5 - (not necessary) Re #6 - (N/A) Re #9 - (stupid question) Re #10 - (our biggest asset stupid question)
### SECTION 2: Accommodating Growth

Please tell us your preference for where the City should focus growth. (Rank the following from 1 to 5, with 1 indicating least preferable, and 5 indicating most preferable).

<table>
<thead>
<tr>
<th>Focus growth in the Town Centre.</th>
<th>1 least preferable</th>
<th>2</th>
<th>3</th>
<th>4</th>
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<td>Consider higher density housing options along North Bluff and areas adjacent to the Town Centre.</td>
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<td>Focus growth in the lower Town Centre (lower Johnston Road / Five Corners).</td>
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<td>Integrate multi-unit housing into existing neighbourhoods through replacement infill and redevelopment.</td>
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Additional Comments About Accommodating Growth

- Is this supposed to be a ranking?
- “iuhhn;j’lk
- Questions 8-10 shouldn’t be framed as either/or
- I prefer no growth - if you don’t build it, they won’t come!
- Growth and density should be focused in the Town Centre. Strong new retail businesses at the ground level would have a great impact on improving the overall success of the Uptown business community.
- We as existing city residents should not have to put up with development just for the sake of purchasing a new fire truck. Allowing city fire employees to do their grocery shopping in a $1 mil. pumper truck is not efficient.. What is the matter with 1 person going to the store to get the items required?
- Keep any high density housing in the same area- near Johnson Road.
- Get over the concern about building height. Have high rises like Coquitlam and Burnaby but insist on the amenities being provided like Cressey, not just promised for a future building like Bosa.
- “Why not look at redevelopment of the East side of White Rock.
- Integrated, mixed multi-unit housing does not mean secondary suites!!!
- White Rock is a unique small town area and we want to keep it that way. Do not allow high rises unless it’s in the town centre by Johnson Rd. There should also be a cap on how high they go, no more than 8 stories, Keep White Rock unique!!!
- Our Hospital is at capacity now. I am worried that you are allowing these highrises to get as many people into the community for a bigger tax base.
- “All” high rise developments need to be confined to within Oxford to Finlay, and no lower than Thrift. I have no issue with the developer going up 50 stories as long as its within this area.
- Concentrated building in areas that don’t affect existing people’s views. I maintain that it is terrible to have a huge building built where smaller houses have been just because they can. Why can they?
- “concentrated higher density is the only way small business will survive.
- take the parking underground.
- make it walkable for shops and services to reduce cars and encourage community.”
- “Take a bold stand.
- Do not expand - at all.
- Why?
- Who says our community even wants to?
- Let’s ‘reduce’ the population if anything and make the quality of everything else even better.
- And when you read this, please don’t say “”oh that will never happen””; please think carefully about this.”
- I do not understand why there is a push to over crowd White Rock, keep the growth to a minimum .
- None of these options makes any sense without an understanding of the costs of services and the tax base. Amalgamation into Surrey and preserving White Rock’s identity would seem the best option for the future.
- the population will increase by 8,000 if it is allowed to. We need to admit limits...our growth ability is finite. Keep the development to the far North of the community and stop when we run out of place to build up. If that means that we cap the population without increasing by 8,000, then so be it.
Additional Comments About Accommodating Growth continued

• We don’t need to see any more high density areas here. White Rock is a small area - unless you are also going to include south surrey. The areas on Thrift, Vidal and Oxford do not need any more high rises. These streets are going to turn into another North Bluff with all that extra traffic - not to mention Oxford being closed from time to time in the winter months. You really need to reconsider this extra growth in this small portion of WhiteRock

• Build up, in the Town Centre, starting at the top and slowly lowering the heights as one progresses down the slope. Build out from there with ‘low rise residential’. More seniors & social housing nearby the hospital and other key resource areas.

• “The mega houses that are replacing the nice family houses - are not going to increase the population - they are only going to make the neighbours mad.

• And probably less people will live in them - and those that do don’t shop or become involved in our community.”

• We DO NOT NEED more people here in White Rock........Period.

• I would be more in favour of #12 if I knew that current zoning height limits would be respected. NOTE: Question itself is ambiguous since we can either rank the questions (as I did) or simply choose the same answer for each.

• The 8,000 people will come (almost a 50% jump in population) only if White Rock facilitates it through high rise development. White Rock should accommodate growth in a phased-in way that permits the Residents to not have their lifestyle destroyed by permanent ongoing construction. The growth should be driven by an enforced OCP, not the OCP subordinated to every application for development. In particular, highrise development should not occur.

• The community plan was not followed last time --with variances allowed, more height than was projected, obstructing others (new bldg corner of Buena Vista and Blackwood Ln

• be conscious of parking when approving plans.

• 12 story maximum

• To reduce infrastructure costs density should be concentrated in the upper town centre.

• “Honestly, White Rock is starting to look pretty crowded already near the beach, with all the condos under construction walking distance to the beach. I moved here from Langley, please don’t let White Rock become another Willoughby area... if you don’t know what I am talking about, go to Willoughby area on a drive some day, it’s awful, townhouses with very little parking fill the streets, jammed full of teeny tiny houses on skinny lots, and condos everywhere too.

• It is just awful there now, there used to be trees there 20 years ago, they are long gone. I see the future of that area to be not the best, and I would not like W.R. to end up that over crowded.

• How about houses for younger seniors sharing, but not “Seniors Homes”, I mean young seniors... in their sixties. Retirement homes have a connotation that young retired people in their sixties are not into, nor do they need. "

• Higher density on North Bluff would be ideal, easy vehical access NB 4 lanes, Bus route, new on and off ramps Highway 99, buildings will only block Surrey residents less affect on W.R. citiziens

• White Rock should try to get right what it has now without “accommodating growth”. In practical terms, accommodating growth are just buzzwords for pandering to developers and real estate interests.

• Density is not necessarily best obtained by hi-rise development. Alternative forms of mid rise development can be just as effective and more interesting.
Additional Comments About Accommodating Growth continued

• Regarding #12, If that means drastically changing zoning then I am opposed but if that means replacing existing aging buildings then I would rank my number higher...sometimes words can be misconstrued.

• There is no mention in the above concerning the growth of condos and business along the Marine Drive corridor? Do we not exist? Besides growth of residences you need to locate business where people live...not make them commute.

• Keep the existing neighbourhoods as is. Develop the already commercial/town centre area with higher density housing. Keep the residential single family home areas intact to maintain the small town community feel of White Rock.

• “City needs higher density

• For the overall growth of the city “

• Five Corners needs to be a more sustainable community that has everything that one can walk to without needing a car.

• The large lots being redeveloped in Mann Park area should include coach houses so original owners can move into smaller dwelling and continue living in their community. They could be modular and pre planned for seniors’ needs as seniorsage to keep them out of hospital beds!!

• Fill up the town centre first, then North Bluff east of Martin Drive. Infill development should be a last resort after condominiums etc.

• Revamping or replacing some of the multi-unit housing is a great idea!

• Dress up streets more with proper sidewalks and curbs. Reduce traffic on Thrift Ave near Findlay, as it has become a speedway and a major alternative to 16 ave.

• Require character to the new builds like the row house neighborhoods being built and the Saltaire complex not boxy institutional style buildings. Require gardens & public use spaces

• It is up to us if we WANT growth or not. Just because an organization says something you are in charge of zoning and can do what your residents democratically want. Don’t like the way this whole page is structured. it tries to guide people to answer for higher density.

• no more than 3 stories

• Would expect to have current population data available to make these decisions - ex. In 2001 pop ~16,500. Pop in 2010 ~18,500. What is current population and how many of the 8000 already re-located. (how does one plan without baseline information??)

• Highest density and height should be at 16th ave, tapering down to 5 Corners,...e.g. 40 stories at 16th ave. down to 3 stories at 5 Corners.

• If possible a city owned and investor backed corporation much like the one used to fuel Surrey’s unprecedented growth can be used to buy up a lot of the dilapidated rental properties and apartments in the area to have them redeveloped into multi family units capable of lasting another 50-100 years. The expiration date on some building looks way pasted due to be honest. Some taller buildings with views of the ocean should be developed near North Bluff Road.

• Develop a strategy for the development of Central Plaza Shopping Mall. There’s enough space to support growth and create a new vibrant hub. Integrate the area into a range of midrise units, restaurants and cafe’s along tree lined pedestrian paths, with green space and underground parking.
I’m not sure why growth is required. I think that at a certain point there just isn’t anymore room available if you want to maintain the vision and the positive attributes of a community.
I agree with updating spaces but I am not supportive of growth for growths sake. White Rock already seems fairly dense as it is.

White Rock is already close to capacity. The infrastructure (roads/traffic, for example) cannot handle the current demands, let alone future growth. Our small geographic area can only accommodate limited growth without destroying its character. Increasing growth will directly and negatively impact those things that make the city such a desirable place to live in the first place.

High-rise should be limited to Town centre i.e. 1 block each side of Johnston and 3 block south of 16. Should limit to 15 stories, but preferred less than 10. elsewhere 4 stories. Limit the building of huge house

Young adults cannot afford to buy houses here but they can rent or live in group accomodating residential units. Young people like to spend their disposable income as well. Lower johnston road could be a great strip to shop on the way to the beach.

Taller buildings with the same density should be considered. in all areas where multi family is allowed without granting additional density. Keep as much ground space clear and protect view corridors.

Leave the waterfront alone!!!!

There should be a height restriction for developments located on Thrift ave. I’m fine with high rise buildings in the Town Center but anything south of Thrift should be kept as low rise.

there is a definite need for for affordable housing designed for singles, young families, for seniors such as one floor town houses, pets allowed, more parks

Think outside the 2 people / house box. Think affordable housing, cooperatives - how are other cities providing affordable housing?

We already have density with suites in single family areas with no requirement for off street parking

growth in the lower town centre is great as long as it is low rise with beautification of shops and streets

“Why do we need growth at all? Let other cities and towns ruin themselves in the name of “development”.

The “coach home” block by Peace Arch hospital is an absolutely shocking case of bad development. The density is a guarantee of domestic violence.”

Plan appropriately for density so that there are services in place, adequate parking etc.

Need to be close to hospital, easy highway access and bus routes

Higher density belongs in the town center which also provides good infrastructure and services for aging demographics as well as younger commuters.

Why does the city need to accommodate 4,000 new homes? Transportation is poor, roads are busy if not jammed. Not sure that WR is able to accommodate this many more people, and keep it’s present feel and security. If the city needs to go this route - consider sizes of lots so that they are not totally full of house, distribute throughout the city a variety of affordable housing options.

keep the high densities to the to close to town centre at the top of Johnston and 16th.
Additional Comments About Accommodating Growth continued

- Question 12 would be more properly favoured if large single family homes would be allowed inlaw suites and/or coach housed versus large multi unit housing developments.
- Plan for the requirements of an older population, new development needs to provide a focus on smaller housing units, single story, close to amenities and services. Safe walking areas and access for scooters.
- To keep the village-like atmosphere consider a height limit of 12 stories.
- The regional growth strategy identifies types of housing that is needed including low-income rentals and affordable rentals. Where are the questions about this?
- Accommodate more growth in west of centennial park through smaller lots instead of monster houses.
- Leave areas of single family homes, not just tear down and put mega houses.
- We already are one of the densest communities on the west coast. Additional densification will destroy this town...but pad the pockets of a few.
- There should be no spot re zoning. We should be adhering to the OCP.
- Relationships with developer to develop neighborhood community plans. Particularly along North Bluff Road 148 to 140 st, gateway to white rock, old homes, should be replaced with Condos or small lot homes with lane access, rather than off busy North Bluff Road.
- All new housing should be energy efficient especially high density housing. Beyond “Leeds” standards.
- Annex south Surrey to increase tax base or Sell city hall, church and other city properties and join Surrey
- Multi unit buildings should remain in the upper and lower town centres where they are now. Don’t compromise the single family zoning with developers. I don’t want another Vancouver where single family neighbourhoods are being transformed into town homes and condos.
- There is no option for “don’t change the density!” If you don’t build it, there won’t be 8,000 new residents!!! GEEZ GUYS!
- I would not like to see the densification of the West Beach area. If lane housing is allowed, onsite parking for lane housing and the main residential house needs to be supplied.
- The city should consider building some co-op buildings to more fairly accommodate renters and combat gentrification.
- No more high rises!
- Efforts should also be made for the appropriate resources needed to support this expected growth -- hospital, water, sanitation, impact on traffic.
- Keep the high rises to the top of the hill. There’s no reason to ruin views for homes on the bluff.
- Again, this way of surveying is tough. If you asked how many stories the buildings should be it would be easier to answer. I was trying to say keep the apartments uptown, low rise (no more than 4-5 stories. In other neighbourhoods some small townhouse complexes mixed with single family would be desirable.
- Put infrastructure in place prior to growth, e.g., first ensure Peace Arch hospital is able to readily accommodate increased numbers without putting people in hallways.
- add housing and development hubs around community (KGH) so that congestion and density is not focused only on the town centre
Additional Comments About Accommodating Growth continued

- It is common these days for off shore investors to purchase condos and then leave them empty. This is harmful in creating a “community” in the complex. It is a worldwide problem and may be hard for WR to prevent.
- Maintain existing views
- It would be best to rejoin Surrey and spread the growth throughout the South Surrey area. This growth is now necessary or desirable in such a small geographic area. Some limited growth of high rises well spaced out in town center would be OK if there are benefits to the community at large.
- Townhouses and low-rise (3-story) condo development should be the priority. Towers not only exponentially increase growth but they cast long shadows over neighbourhoods. What good is promoting White Rock as a “City by the Sea” when you can see neither the sea nor the sun?
- Re: #12, Support multi unit housing in existing neighbourhoods by encouraging people to have suites, not to redevelop large condo complexes.
- Very, very, very disappointed to see the mega houses take over the lovely smaller home neighbourhoods. Where have the home gardens gone???
- We had a charette that was costly and very well thought out Is this being considered?
- Encourage more density and amenities in the town centre. Focus growth in this and the surrounding area.
- Grow from inside to outside. Having new HWY intersection 16th Ave on King George Blvd. is fantastic and positive move. Consider North Bluff Rd for higher density besides the Hospital.
- “Increase to high density along North Bluff corridor arterial route
- 15600 to-16000 th ave block”
- Increase to higher density along the north bluff corridor between hospital and 160 street
- Multi-unit high-rises along North Bluff Road would allow growth while limiting access onto the road.
- Consider much higher density options along North Bluff and areas adjacent to PAH (156-158 blocks specifically). This area is on the arterial routes, traffic would be less of an issue. With the creation of the new Hwy 99 Interchange, new residents wouldn’t have to drive through the city to access the Hwy.
- “Any height in Upper Town Centre
- 12-15 stories in lower Town Centre
- Up to 25 stories along North Bluff corridor”
- Growth along the North Bluff corridor should be high density. The higher density should accommodate many people who would like to move to the area. If there is a higher density, this would lead to lower cost housing, hence attracting more people. Some people cannot afford the high cost housing of individual lot properties, and therefore a higher density with condominiums, apartments, and townhouses makes it easier for people to move into a community. It is more affordable.
- Areas on North Bluff Rd should be developed for its arterial nature and easy access to the newly constructed ramps on Hwy 99. This will not obstruct the views of any WR residence. With high density on North Bluff, there is possibility of ocean views without being on Marine Drive. This will provide economical homes with views.
- Consider an additional tax on foreign owners whose houses sit empty.
- Developers should have to develop park and green space to go along with developments.
Additional Comments About Accommodating Growth continued

- “Maintain the single family areas
- Any height in the hospital area if it’s for medical uses.”
- Is this supposed to be a ranking?
- Who did we vote for that decided we needed to be crowded
- First 3 items were ticked off, not numbered - Comments - IE Thrift & Finlay!! Who allowed this? Where is the parking? Important to have a social/economic mix without importing crime
- Trees
- Don’t build more buildings because it is going to destroy the beauty of the city and it will end up looking like Surrey and Langley - which are both crowded and ugly.
- Protect multi family and set limits
- Important to set boundaries to multi-family in OCP
- duplex’s & coach houses worked in Vancouver perhaps we could take a ???
- First 2 items were checked off, not given a ranking.
- First item checked off, not given a ranking
- We know growth has to happen, ensure developers are not calling all the shots.
- We must realize that White Rock proper can only accommodate so many people if we wish to maintain the environment that we came here for.
- Growth is important & development necessary, but make a plan to keep it the same. Not building huge towers all over - keep them on North Bluff area & South only a couple blocks. Build developments like Saltaire & Royce heights.
- #2 entered NO, #3 - put in an X, #4 - put in a NO
- More facilities like Saltaire
- comments - #4 - No and #5 No
- Not enough parking on hillside area for multi family integration. Too many illegal suites now that don’t allow for onsite parking.
- There are at least three sites in the town centre which are already designated high rise properties. They should not be any high density buildings until these are developed. Keep out of single family neighbourhoods, please.
- I favour up market 6-12 storey towers with lots of separation and green space.
- My family strongly opposes the recently proposed twin high rise development on Oxford St. We believe high rises suit the town centre and 16th Ave.
- Keep growth to the Town Centre and along Johnston towards 5 corners. Some more high rises there would be great.
- Re #2 - comment( No) Re# 3 - comment (Buildings are vacant - fill them first) Re# 4 - comment (No, no towers) Re#5 - comment (low buildings with a reasonable plan) These questions need to be in more detail. Its not one way or the other. It all depends on the plan and responsibility, laws for responsible growth. Then you can decide where.
- Comments Re #1 (near North Bluff fro Oxford to 156th (Finlay)), Re #2 (best further north), Re #4 (Near North Bluff), Re #5 (include low profile rental units - central White Rock area) Need to preserve “heritage”, and smaller White Rock houses/cottages. Areas of growth also needs to include parks, gathering places/green plazas, shops, cafes that area open (accessible in day and evenings. EG Beach and 5 corners, uptown Johnston. Need to eliminate 3/4 story buildings/ triplexes/monster boxes, and encourage designs that area attractive, with character, that are smaller, and compatible with neighbour housing with lots of green space and increase set back from street, lanes. See other desirable communities like Steveston, Fort Langley and other countries in Europe, Asia.
Additional Comments About Accommodating Growth continued

- When approving condo/townhomes complexes ensure some rental property is available
- Smaller footprint townhomes and apartment buildings, no high rises. I am not against change, but it needs to be managed in such a way as to not destroy the small town village ambiance. What I see now is not helping maintain beauty.
- It doesn’t matter what we think, council will do what it wants
- Starting as a visitor and vacationer and being a part of and watching White Rock for several decades, and as a commercial landlord supporting local business since the mid-1970’s, I believe that White Rock can accommodate growth without sacrificing what makes White Rock special. What makes White Rock special is people and geography. The people, many with deep roots to the city and many who have lately found their piece of paradise and the geography, the beach, the hills, the trees, the views, the sunshine, the fresh air. Only with people of all ages and incomes can White Rock continue to be special and the air remains fresh.
- Ensure affordable rental housing available
- Checked off #1 and #5 (comments for #5 - 2 stories or less)
- Checked off #1, 2, 5. Comments Re #3 - (slashed word growth, and wrote improvements) added comments - consider overpopulation, congestion, and lifestyle. Maintain a fresh appearance to attack alike businesses, tourism, and interest in our community.
- Keep single family on the hillside. Add to town with attractive new high rises.
- Checked off #1 and #2 - Comments - make it exciting
- Support a commuter rail system and move out the coal and bulk railroad.
- No more cutting trees for views by developers.
- Improve infrastructure before allowing any more building to take place.
- We do NOT have to choose to accommodate a significant influx of people. Small towns retain their charm by staying small.
- Comments - Re #2 and #4 - these are duplicates. It makes ranking null and void. I favour restricting growth. Not every city needs to accommodate growth at the same fast pace. Besides Bosa still has not deemed the timing good enough to build their other 2 towers.
- Comment Re #1 - (and that is all, other growth must not be so tall). The growth in White Rock needs to slow down, the traffic is getting really bad in the daytime on Johnston. I feel very sorry for the poor people who have to wait 3 hours in Peace Arch Hospital Emergency. That means we have too many people right now.
- There has been too much development - EG. High rises that are too dense and not in keeping with the city character and aesthetics.
- Why cow to to metro growth? 20,000 population = livable region strategic plan. Slowed growth sustainable and livable. Pave paradise - can’t get it back! Traffic gridlock at times already/pedestrian safety.
- The higher multifamily buildings should be uptown with the lower multifamily being allowed on the hillside only if they don’t impact existing family homes.
- Traffic issues must be anticipated.
Additional Comments About Accommodating Growth continued

• White Rock has a restricted land mass, there’s only so many people you can crowd into an area and going up is not the only answer, as witnessed by Vancouver. It has a claustrophobic feeling in many areas. Downtown/new area being developed on Marine Dr, views ruined. With density comes transportation/access to amenities/institutions problems unless you have excellent planning. Surrey/Langley examples of unrestricted/sprawling growth - address problems after the fact.

• Checked off #1 and #5

• No further growth - don’t need to accept 8000 people - we are highest density of lower mainland now. If we were part of Surrey, this would not be a question - there is a town centre in Surrey. We should be a small town.

• Comments Re #1 - (balanced density growth - not spilt into richer/poorer) focus growth yes, but balance to green space and walkability) Re #3 - (not sure what this means) Re #4 - (where?) Re #5 - (street level and medium rise (not high rises), single c?? at no c?? Additional comments - accommodating growth should benefit the community goals, not single home owners or investors, or developers. Spread it around (down with wealthy nimby neighbourhoods)

• Stop! the rape by big developers in residential areas on Westside near Oxford that given permission by a purchased Mayor and Council.

• Comments Re #1? - (do you mean growth or redevelopment or improvements or high-rises? I don’t get this part. Where is the town centre?) Develop apartments so that all apartments would potentially have a view.

• Comments Re #1 - (put an x on the area) Re #2 - (put an x on

the area) Re #3 - (put NO) Re #4 - (put NO) Re #5 - (put NO). White Rock has very little unbuilt area. Visitors would like to visit an old fashioned sea-side and beach. Why must this tiny community accommodate 4000 extra people living in it?

• Enough already.

• If we want to meet the growth, we must go up - so this on 16th (North Bluff), and not block out people south of 16th. Block out Surrey side North of 16th.

• Checked off #1

• Elementary education - French Emersion, Catholic, etc…more parents want specialized education so kids can get more attention. Mall is suffering, needs to be rebuilt and modernized.

• Large vacant areas in and around the town centre need to be developed with no height restrictions.

• Parking by homes to be updated. The explosive new construction of homes and apartments will cause direct parking issues as public roads.

• Comments Re #4 - (need to define this). I have lived in dense cities with 4-5 storey height limit. The streets remain pedestrian friendly and welcoming. We can increase density without towering buildings. All these huge homes being built surely could accommodate rental suites?!

• Need better looking buildings. Apartments with affordability.

• Need more businesses in the area, so residents don’t have to commute to other cities for work. More schools and a University.

• N/A

• As a family, safety and affordability will be always a issue.

• No
Additional Comments About Accommodating Growth continued

• No
• Stop infill Monster Houses!!!
• Have a plan - consider infrastructure, parking.
• Keep density in the north. Leave the remainder of the city with a neighbourhood feeling.
• Comments Re - all, put a zero with a strike through each one. Keep it a small town feel.
• Comments Re #1 - (OK) Re #2 - (OK, slashed out word higher and put in word medium) Re #3 - (stepped out/down building (added a drawing)) Re #4 - (NO) Re #5 - (too vague - Towers? Carriage Townhouse/midrise) Additional comments - We do NOT need to be like everyone else, put a CAP on height and density. Give a REAL reason why we should grow?
• CommNet’s Re #1 - (why does White Rock have to keep on growing forever?) input the #10 in the 3rd and 5th statement. Additional comment - Focus on sustainability and quality of life. Don’t understand obsession with growth. What about heritage and preservation. If a building is more than 50 years old in White Rock, It’s automatically pulled down. Build stuff to last.
• City should consider alternatives to towers; 4-6 storey buildings in current commercial areas are acceptable. In planning placement of high density buildings, consideration should be given to how many more cars will be using streets and their impact on traffic patterns.
• Put a check marl on #5. Comments Re #5 - (low level so nobody looses the views or trees). And allow low level housing.
• Put a “0” on the last 3 statements.
• Stop flood of massive new infill houses - don’t allow so much lot coverage (increase set backs). Don’t allow multiple parking on street, respect height constraints.
• No more highrises in town centre. Our exists are not prepared for more people.
• Utility wire should be underground.
• “If you don’t build, they won’t come”, Stop accommodating greedy developers.
• Comments Re #1, 2, 5 - (yes) Re # 3, 4 - (No). Additional comments Re #3 - (quaint area, keep it that way, it is charming) Re #5 - (if it fits well in the neighbourhood, then do it). We are small, so use the space sensibly and take no further trees and destroy nice areas. I’m not a tree hugger, but see the devastation in other communities. We don’t have the area to mow down and rebuild. Explore every option with care, thought, and public input as the city missed the mark regarding the garbage collection issue.
• Comments Re #1 - (existing commitment George to Martin) Re #4 - (struck out word higher and wrote medium) Re #5 - (low scale) Re #2 & 4 - (same Q). Additional comments - When 3 storey apartments get replaced, keep at 4 storey, no more towers. Hospital expansion needed, look at social capital and the impact of growth on relationships, not just the bodies to tax and spend.
• Comments Re #1 - (medium size, No Need to go big!) Re #2 - (No more towers) Re #4 - (medium size) Re #5 - (What does that mean?) Framework and pace of growth and/or renewal needs to be made clear.
• Again, Please visit and learn from other seaside communities that are doing it successfully.
• Adequate onsite parking is essential when factoring density growth. I would like to see residential parking adjacent to residential property be allocated to the property owner (Delta
Additional Comments About Accomodating Growth continued

does this). I would not like to see the densification of the West Beach area. If lane housing is allowed, only approve if onsite parking for lane housing and the main residential house is supplied/available.
• Comments Re #1 - (Absolutely not!!) Re #2 - (No way!!) Re #3 - (No) Re #4 - (No!!) Re #5 - (No!!). We simply can’t any more, pure and simple, unless we want to live in a dangerous, totally traffic congested, badly air polluted, crime ridden hole. A 17 yr old guy in front of me on the bus 2 years ago described White Rock as a “Crime Ridden Hole”!!!
• Would like to see building heights restricted to 3 stories on the water front and on the hill. Would like to see building heights restricted to 6 stories everywhere else.
• Added a line, 1 - let growth happen north of 16th ave.
• There should not be any high density South of Thrift. Should focus on high density from Martin going East to PAH.
• Focus growth away from the beach as much as possible.
• There are no roads in and out of White Rock that can deal with growth. All new planning (especially buildings) should include additional roads in/out of White Rock.
• Put an “x” in the first 2 statements. Crossed out the words “and areas adjacent to the Town Centre” from the 2nd statement. Comments - Build out the Town Centre. The look at densification along 16th Ave.
• Be sure to set fees/taxes at equitable levels - and consistently - on properties with suites or multi-family, provisions so their drain on water, municipal infrastructure, etc.. Is fairly borne. Also, that residents in these homes are provided with off-street parking.
• Higher density can follow all the way down Johnston Rd to 5 corners - with commercial on ground /street level. More outdoor street/corner sitting “coffee” areas, eg. Common
the 2 remaining previously approved Bosa Towers?

• Who did I vote for that decided we needed 10000 more people in White Rock?

• Given the way our town is split up because of natural geography, we probably need more than one area for growth. This may mean higher density options in town centre, and Lower town centre, plus multi-unit housing as a legitimate infill possibility.

• Growth is not a necessity.

• Comments Re #1 - (without killing all the trees on Johnston Rd) Re #other - (growth without water or green space, unlivable). Redefine growth as nature lives here too! Why define growth as mega development high rise or a mega house on a tiny lot? We could grow in our capacity to feed our population and provide water. We could grow in our understanding of “Boundary Bay Canada’s Top Rated Important Bird Area”.

• We need to have a main centre of high density along Johnston Road and 1st use the property that is clearly underdeveloped surrounding that area (Thrift to Roper, North Bluff Plaza, 16th Russell from Best to Foster, Foster to Johnston).

• Check marked #1. Additional comments - Restrict building heights as before.

• Comments Re #2 - (NO!) Re #5 (NO!) Additional comments - Please no high-density housing everywhere in White Rock. I already think it is an eyesore.

• Comments Re #2 & 4 - (underlined “adjacent to the Town Centre” - these are the same) Re #5 - (crossed out “replacement infill and redevelopment” and wrote laneway houses and coach house or dividing lots more than 7500 sq feet into two lots. Additional comments - It is impossible for me to rate them 1-5.

• We can’t accommodate more growth when you can’t afford to manage now what we pay for. Now we are threatened??? With no garbage delivery. I pay $7,000.00 in taxes. This is a joke.

• Comments Re # 5 - (NO) Additional comments - We need to rejoin Surrey and just become the neighbourhood of White Rock. High density building should be along rapid transit routes (sky train).

• Put a check mark on #1,2 & 4. Comments Re #3 & 5 - (NO) additional comments - size of the houses should be controlled. Massive construction on small lots look UGLY.
## SECTION 2: Accommodating Growth

### Housing

Tell us how important the following are to you.

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<tr>
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<th>Less Important</th>
<th>Neutral</th>
<th>Important</th>
<th>Very Important</th>
<th>No Opinion</th>
<th>Total Responses</th>
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<td>Ensuring there is a mix of housing types for young adults, families, and older adults.</td>
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<td>13</td>
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<td>72</td>
<td>174</td>
<td>0</td>
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<td>55%</td>
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<tr>
<td>Increasing the amount of rental housing options in the community.</td>
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<td>53</td>
<td>77</td>
<td>73</td>
<td>59</td>
<td>1</td>
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<tr>
<td>Improving housing affordability.</td>
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<td>36</td>
<td>63</td>
<td>62</td>
<td>111</td>
<td>6</td>
<td>303</td>
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Accommodating Growth - Housing

- Skitysdmkstyhjm
- Housing is good
- I would use term “attainability” not “affordability” and the word “amount as used above is grammatically incorrect - “number”
- Let's keep our small town, community feel. If we can't do this we might as well rejoin up with Surrey!
- Get rid of the stupid rules re taxing secondary suites. Charging addnl taxes for unoccupied suites just because they have a stove and sink is dumb. Better to charge by number of users in the house for sewer etc. than by the number of stoves.
- If other cities, and cities in other countries have already achieved this, then what is the problem for 'small' town WR. WR needs transformation, so that in 30 years it will look current and not be a relic.
- The City has absolutely no control over housing affordability... purely market driven.
- Creating affordable housing in this city is a pipe dream
- White rock used to be an empty nesters haven where one could retire to a cute little rancher near the beach. The direction seems to be going to huge multilevel houses that in my view are actually apartments but being allowed to be built and maintained as private residences. Unclear on the tax structure of private residence versus apartment.
- I have had mostly negative experiences renting properties in white rock over the last few years. a burnt child dreads the fire.
- You have an unregulated ‘rental’ system and because of it, there are higher levels of crime. I say this with my own experience of living on a ‘mixed’ street and having witnessed SWAT teams take action - because - people find it easy to ‘hide out’ in White Rock - go figure?
- Keep it as a great place to retire in. No high density high rises
- Looking at White Rock in isolation from South Surrey makes NO sence
- Why is it important to have universal access? Do you think that people in West Vancouver or Shaugnessy worry about universal access? It may sound elitist, but if people can't afford to live in White Rock, they will live elsewhere. Why compromise the existing population to make allowances for people that don't live here?
- Housing affordability is a market issue.
- A diverse community is the key to a great city. Support systems and housing options, availability are important for everyone to have choices. Affordable housing is a human right and benefits one and all.
- “The way the new developments are going - the new houses are forcing the current residents to move out of the area.
- These developments are not building a community.”
- Half of the world would love to live here........This is not our mandate.
- Affordability? Now that’s a tough one which is mostly out of the city’s hands
- Age is one demographic, income is another. Ideally the development should speak to both categories. My fear is that Council will continue its pattern and respond to commercial applications that are tailored to whatever current demand is occurring.
- Let the market dictate the demographics.
- And build WITHIN trees etc, not stripping and planting small, low value trees/shrubs. See Chapel Hill, North Carolina, the city of trees for a plan.
- No super high rise which will be bought by investors to rent
Additional Comments - Housing (continued)

- Improving Housing Affordability will never happen in W.R., it has already reached the sky, and there is no limit, most older houses are bought by developers and torn down and new houses go up and they are all over a million, because of the cost of building a house, plus they have to buy the land in the first place. It is hard to believe that a young couple would be able to afford a house W.R. now. The mortgage would be so huge.

- The reality is that White Rock is not a low cost housing area now nor will it be in future unless the city allows developers to obliterate the entire character of the City and just build wall-to-wall high rises. Even then, we know now that there is a glut of condos and assessed values have dropped for three (3) consecutive years. That probably illustrates best the folly of the current City philosophy to “build anything, anywhere” so long as the City gets more development cost charges and property taxes. No metrics are done of increased social costs, diminished livability and los of quality of life. It is for quality of life that people come to live in White Rock in the first place.

- Smaller and more efficient unit plans are possible as is being done in Vancouver. New forms of furnishings of a convertible nature are now in the market which make this possible.

- Of course everyone wants to Improve Housing Affordability. But I do not think it is achievable in a town the size of White Rock. There is no affordable land to build on here and it is unlikely that all levels of government would ever agree to reduce their taxes and fees to make things more affordable.

- One rental basement limit. We don’t want to end up like Surrey with tremendous amount of residents parking on the street.

- Housing affordability can only be achieved by increasing the density.

- Our neighbours - Surrey has plenty of legal and illegal basements. I believe it is an major problem - that is why I left Surrey to move to White Rock. Might as well move there. Problems: extra cars on the streets, congestion in laneways, traffic, garbage. Lastly, cheaper properties means more rental properties...not too many people can afford to purchase million dollar homes and rent them out with little or no attention. Higher value rental properties are typically managed by professional agencies. Creating cheaper homes - more rental homes - more people moving in/out, neighbourhood instability. Great for criminals and growups or people who don’t care about the image of their properties or neighbours. Highly oppose.

- “Being near the ocean and having a great views is a highly valued commodity, if you cant afford it move back a few more blocks ware you can afford it. No brainer; we don’t need to provide low end housing in a high end neighbour hood; go down to Shaughnessy and try to build housing for everyone. We don’t need or want a

- Walley Rock.”

- Creative thinking must be applied. Look around at what we saw in Wash. state years ago for modular housing on large lots.

- Tough job. Limiting the size and price of new housing may help limit the amount and rate of increase in real estate costs.
Additional Comments - Housing continued

- Enforce proper architectural standards. Many new houses like Goggs and Findlay are terrible and do not fit the community plan. They detract from the character of the neighborhood and the city. Also where are large replacement trees and landscaping in many new developments rather than a few common shrubs ans a few cedars?
- Need more low income & subsidized apartments especially for Seniors like Peace Arch Manor on Roper Ave.
- “I see no sign of developers building low cost housing. Maybe we’re attracting the wrong developers!”
- “I think there are 3 areas that are prime for higher density development
  - south of hospital and north bluff
  - town centre
  - lower density below thrift.
- based on current and pending application what is the projected number of units to be built in the next 8 years? including the completion of the unfinished
- portions of bosa and Avra?
- Affordable housing is a relative term and I am not sure how you would define that for the city of White Rock?? 600K?? if that is the case it is still not really what one might call affordable.
- “is there a need for “”rental units - my walks show many signs of vacancies.
- last 5 years development of 3 story townhouses does not accommodate anyone with mobility issues - young or senior. Limited access for anyone not physically or mentally healthy.”
- I do not think the city has any control over housing affordability unless they are talking about lowering our taxes by integrating services with neighbouring municipalities (Surrey/Langley)
- Market will dictate demands.
- To me it’s not really a location for increasing rentals, but should be a place to lay down roots, and want to raise your family for many years.
- Limit the size of homes, stop the development of “monster” homes, decrease the amount of demolitions of character homes.
- I think restricting the size of home based on the size of the lot would go a long way to keeping White Rock green and influence affordability.
- The city of White Rock is not and should not be a mecca for low-cost housing. White Rock is not Surrey or Burnaby! Please let the aspects of White Rock that make it so desirable and livable keep it desirable and attractive. It is for the high quality of life that people come to live in White Rock, not affordability. The mix of housing has already changed and any future changes should be incremental and minimal. Increased social costs, diminished livability and decreased quality of life unfortunately tend to follow drastic changes in the housing mix.
- adaptable housing strategy will be necessary to build for the future.
- If the prices are too high, we will lose a sense of community as locals will move away and the average age will climb and stunt the progressive motives of the city leaders to develope the municipality.
- We need high quality housing for the baby boomer generation. Cressy is a good example currently selling quickly with good sized units.
- White Rock is an expensive place to live, don’t change that by trying to build terrible buildings
Additional Comments - Housing (continued)

- Building houses with multiple suites is fine but you must consider the cost of parking and garbage pickup. Young families can no longer afford detached homes in White Rock and are being forced to move to cheaper areas (Cloverdale, Langley). The city should look into a program to help keep young families in White Rock.
- co-op housing units, designs for seniors,
- More infill housing options such as coach out need to be encouraged
- “white rock needs the tax dollars so I can’t see it being a town for low income families - surrey is close by for that.
- Definitely put wires underground.”
- Stop allowing builders to clear cut the lots.
- “There is less costly and more suitable land available in other areas for low density.
- How can any of the above objectives happen without huge impact on already very high taxes and little available land. We would all like to be able to have affordable housing - but who pays for it?”
- How is it possible to improve housing affordability without compromising the present residents and tax payers?
- Limit the size of new homes and restrict the height, support mid-rise development vs high rise, protect open space, reduce paved surfaces.
- This is really important for existing residents to be able to stay here.
- Most important is affordable housing.
- Relax parking and access requirements to allow more secondary suites

- Speculators are being encouraged to destroy existing well kept neighborhoods and apply for variance permits and get approval to do as they please. Who’s actually gaining from all this? Once the neighborhoods are bought up and allowed to run down its too late. Not the city I grew up in.
- relationships with developer to develop neighborhood community plans.. Particularly along North Bluff Road 148 to 140 st, gateway to white rock, old homes, should be replaced with Condos or small lot homes with lane access, rather than off busy North Bluff Road.
- Where does it say we have to add housing for the expected 8,000 more people???
- Pretty tough to improve affordability as it is the market that dictates home prices. Taxes are double compared to neighbouring municipalities, but the City cannot survive on lower taxes, Catch 22.
- The housing you are suggesting does not contribute to the tax base through property taxes; we need more tax payers to support our growing needs.
- “Monster” houses that tower 3 - 4 stories above their neighbourhoods should not be permitted. A smaller footprint should be encouraged and all residents should be, in the future, required to xeroscape.
- retain some standards for housing development -- like green space. Look at the monstrosities on the corner of thrift and Finlay streets. Three story homes, no front yard, no back yard, and coach houses. Where is the respect for community feel or appropriateness in area. Awful. Just awful.
- “How does one improve housing affordability? Sounds great but in theory it means someone’s losing their shirt when their property value tanks...
Additional Comments - Housing continued

• I don’t think anyone wants White Rock to become a rental community. I think homeowners will naturally provide lots of rental opportunities throughout the community - especially as we grow.
• Lower taxes and more younger families and older people will be able to live here.
• “the first thing necessary to have some somewhat affordable house for families would be to stop the destruction of exiting livable family homes so mega house can be built in there place and that are not affordable.
• Question 2 & 3 are not within the power of the city”
• Encouraging people to share their homes with others by renting self-contained, building code safe suites in existing neighbourhoods.
• Re rentals: Very disappointed to see so many older homes purchased and then rented. Many tenants don’t care about the house, garden or neighbourhood.
• Require affordable housing to be included in larger development projects
• “Let us incorporate mix housing in our community. This will increase tax dollars, not necessarily increase tax rate !!
• We need to maintain our City Hall. Looking Long Term Planning.”
• “medium to high density along north bluff corridor
• 15600-16000th Avenue Corridor
• high rise type accommodotions that meet the needs of young and old”
• “high density on north bluff corridor as it is an arterial corridor on persister of city
• meet needs of the young and the old”

• I think White Rock should adapt a policy of a “No Vehicle” building or “zone”.
• Place higher density where it belongs along the arterial routes. Lands east of PAH.
• Housing should be medium to high density along the North Bluff corridor by the Peace Arch Hospital. Young and old people should have the ability to afford high density living. Less land will be used for development, therefore you can fit more people into a smaller place. Also, with high density living, you increase tax revenue, which will be shared throughout the community to benefit various aspects of community living and services.
• Increasing the density will make the housing more affordable.
• Worsening affordability cannot be addressed by municipal governments as long as senior governments refuse to address income disparity or invest in rental housing.
• I agree that rental properties should fund their own garbage and recycling costs. I think they should be able to pay WR for opting in to the plan.
• How (improving housing affordability)? Everyone - including myself wants to protect their own investment
• We are an exclusive community. It is more expensive than Whalley or Newton, but you get what you pay for.
• White Rock is not going to ever be cheap or affordable relative to Whalley, Newton, Cloverdale, or Langley’s. Have to be realistic about this.
• None of the above is going to happen as laws of foreign ownership will allow all properties in White Rock to belong to people in other countries.
• More reasonably sized infill housing or replacement of older homes with multifamily units such as duplexes, townhomes etc... instead of 10,000 sq. ft. “single family” homes
Additional Comments - Housing (continued)

• Have better guidelines on subdivisions, coach houses - make them attractive.
• I would love to stay in White Rock when I move out, but it's so expensive that I don't think it would be possible for me.
• Affordable housing is a problem for the entire Greater Vancouver area, White Rock won't be able to do too much. Townhomes and apartments with $700,000 to $2 million prices seem to be the norm.
• Housing needs are very important. Make the buildings and green areas sustainable. Don't keep tearing down affordable homes.
• Affordable housing needs to be a priority. Housing needs to be smaller and environmentally friendly with lots of green space. Think “small, local, community, livable…” No TOWERS, NO MONSTER BOXES. Need to discourage real estate “flipping” and inflated prices and discourage or disallow foreign investment, and vacant housing using HIGH TAXES or other measures.
• These questions seem at odds with current development. But they are important. The market controls this it would appear, not the city.
• White Rock cannot be everything to everybody. It is a small and desirable area and land values will continue to increase?
• It will all be condos and monster homes for the very rich, so it doesn't matter what we think.
• In some areas add bungalow-style townhouse developments to the mix to provide an alternative to condo apts. (freehold would be preferable to strata for townhomes). This style is very popular among seniors in Ontario.
• Be cautious on secondary suites to preserve vibrancy and standard of quality of living.
• It's frustrating to homeowners who invest 3 million in a home, only to have renters paying $500 per month taking up all street parking etc...
• Rental options for seniors, and young working adults.
• Right now growth = disappearance of permeable surfaces. THIS IS WRONG! Especially since we are adjacent to the ocean. Should not be allowed to develop land and remove ALL the permeable surface on the property commercial or residential.
• Support seniors to be able to continue to live in their homes/ in White Rock/ much more could be done to support them emotionally/socially - very important.
• Rentals and multifamily accommodations should only be allowed where additional parking is also provided by the building.
• All of the above is important as well as providing infrastructure to keep White Rock a beautiful, healthy, safe place to live.
• Council would have a hard time controlling who wants to offer rental housing. Also improving affordability to difficult.
• Having lived in rental housing for many years, this is not secure and housing disempowers people (except for maybe students). How about forcing developers to balance their affordability footprint across all of White Rock.
• It already exists
• This is a community for the rich and those who can defer their taxes. Why would a young family subject itself to such high taxes for years on end? Better to buy in South Surrey. Same community, cheaper, better services.
• We like it the way it is.
• We are a small seaside community, not a metropolis. This is the
**Additional Comments - Housing continued**

- reason most people move here. Away from high rises and the like. A peaceful area to be enjoyed by all.
- Nix on bigger houses, some are well planned, i.e., 3 floors, for families OK, but big just to show “you can and have the money does nothing for the esthetics”.
- Comments Re #3 - (not under City’s control)
- Comments Re #3 - (housing affordability can only be realized when a community decides to subsidize it)
- I don’t know much about the need for more rental accommodation.
- N/A
- Youth should be able to work and study in the same city.
- N/A
- No one chooses to live in White Rock because it is affordable. It is a given that it takes a financial sacrifice to live here.
- Turnover and replacement can be slower and selective.
- Strata’s need to make sure elevators are funded, otherwise they will have to get loans to pay for an elevator, that also happened at 1331 Fir St. Financial stabability.
- Limit size of houses - according to lot size.
- Regarding rentals and low income residents, do we really want White Rock to turn in North Surrey. It’s happening already.
- Containment of greed/profits who; work with reputable developers - seek co-ops and legacy innnovators, not clones of PoCo/New West density.
- It is not up to us to improve housing affordability, it is a fact of life that not everyone can live here.
- The city needs to look after the tax paying homeowners first and that is not being done adequately. We are paying extremely high taxes for few services. The tax base is so small already, the initiatives proposed would only put a greater burden on the tax payers. The housing you are suggesting does not contribute to tax base through property taxes; we need more tax payers to support our growing needs if we are going to offer these options.
- The more density - the higher the population, the worse the crime rate.
- There are alternative options other than high-rises, rentla suites, laneway homes, garden suites etc.
- Senior housing is important for Baby Boomers into the future.
- Housing affordability should be a right for all ages.
- This will all take care of itself and doesn’t need over stresses study after study.
- The only option is to build higher density housing. Skyscrapers are unattractive, but 4 level apartment buildings or townhomes are great.
- How can you afford to build rentals?
- We can’t afford to build rentals and affordable housing. Land here is expensive.
- It is very difficult to give affordable housing in White Rock because of the land costs.
- Younger people need to be able to afford a nice place to live.
- White Rock land is expensive and exclusive. We can’t do affordable.
- Newer buildings. Need higher density.
- This is especially important considering how inflated pricing is
Additional Comments - Housing (continued)

becoming in all of the Lower Mainland (I refuse to call us Metro Vancouver).

• Housing affordability is dependent on personal ability to pay the costs of where you want to live. I cannot live in some areas/locations because I can’t afford it. Have to choose where I want and can live.

• This is not within the power of the city, so is a futile question

• Comments Re #3 - (Good luck) Additional comments - The market defines price, affordability will have to be from suites. Seems to be lack of land for affordable housing.

• It’s necessary to have young families more here, but is it really good for kids not to have a yard and live in a flat! NO!

• It’s nice to have a mixture, but property taxes are too high for the average family as is property costs.

• Get rid of the stupid rules re taxing secondary suites. Charging addnl taxes for unoccupied suites just because they have a stove and sink is dumb. Better to charge by number of users in the house for sewer etc. than by the number of stoves.

• If other cities, and cities in other countries have already achieved this, then what is the problem for ‘small’ town WR. WR needs transformation, so that in 30 years it will look current and not be a relic.

• The City has absolutely no control over housing affordability... purely market driven.

• Creating affordable housing in this city is a pipe dream

• White rock used to be an empty nesters haven where one could retire to a cute little rancher near the beach. The direction seems to be going to huge multilevel houses that in my view are actually apartments but being allowed to be built and maintained as private residences. Unclear on the tax structure of private residence versus apartment.

• I have had mostly negative experiences renting properties in white rock over the last few years. a burnt child dreads the fire.

• You have an unregulated ‘rental’ system and because of it, there are higher levels of crime. I say this with my own experience of living on a ‘mixed’ street and having witnessed SWAT teams take action - because - people find it easy to ‘hide out’ in White Rock - go figure?

• Keep it as a great place to retire in. No high density high rises

• Looking at White Rock in isolation from South Surrey makes NO sence

• Why is it important to have universal access? Do you think that people in West Vancouver or Shaugnessy worry about universal access? It may sound elitist, but if people can’t afford to live in White Rock, they will live elsewhere. Why compromise the existing population to make allowances for people that don’t live here?

• Housing affordability is a market issue.

• A diverse community is the key to a great city. Support systems and housing options, availability are important for everyone to have choices. Affordable housing is a human right and benefits one and all.

• “The way the new developments are going - the new houses are forcing the current residents to move out of the area.

• These developments are not building a community.”

• Half of the world would love to live here........This is not our mandate.

• Affordability? Now that’s a tough one which is mostly out of the city’s hands

• Age is one demographic, income is another. Ideally the
development should speak to both categories. My fear is that Council will continue its pattern and respond to commercial applications that are tailored to whatever current demand is occurring.

- Let the market dictate the demographics.
- And build WITHIN trees etc, not stripping and planting small, low value trees/shrubs. See Chapel Hill, North Carolina, the city of trees for a plan.
- No super high rise which will be bought by investors to rent
- Improving Housing Affordability will never happen in W.R., it has already reached the sky, and there is no limit, most older houses are bought by developers and torn down and new houses go up and they are all over a million, because of the cost of building a house, plus they have to buy the land in the first place. It is hard to believe that a young couple would be able to afford a house W.R. now. The mortgage would be so huge.

- town centre
- The reality is that White Rock is not a low cost housing area now nor will it be in future unless the city allows developers to obliterate the entire character of the City and just build wall-to-wall high rises. Even then, we know now that there is a glut of condos and assessed values have dropped for three (3) consecutive years. That probably illustrates best the folly of the current City philosophy to “build anything, anywhere” so long as the City gets more development cost charges and property taxes. No metrics are done of increased social costs, diminished livability and los of quality of life. It is for quality of life that people come to live in White Rock in the first place.
- Smaller and more efficient unit plans are possible as is being done in Vancouver. New forms of furnishings of a convertible nature are now in the market which make this possible.
- I grew up in Whalley. In my youth White Rock was a cottage community but over the years White Rock grew and I knew that if I worked hard that I might one day be able to afford it. So the word affordable housing seems a moot point to me when speaking of White Rock, West Vancouver, Shaughnessy etc.
- Rental housing is not a priority. Home owners can rent out if they want. The amount of available land is too small and too costly. Building smart and designing a mix of rental and home properties is the way to go.
- Of course everyone wants to Improve Housing Affordability. But I do not think it is achievable in a town the size of White Rock. There is no affordable land to build on here and it is unlikely that all levels of government would ever agree to reduce their taxes and fees to make things more affordable.
- One rental basement limit. We don’t want to end up like Surrey with tremendous amount of residents parking on the street.
- Housing affordability can only be achieved by increasing the density
- Our neighbours - Surrey has plenty of legal and illegal basements. I believe it is an major problem - that is why I left Surrey to move to White Rock. Might as well move there. Problems: extra cars on the streets, congestion in laneways, traffic, garbage. Lastly, cheaper properties means more rental properties...not too many people can afford to purchase million dollar homes and rent them out with little or no attention. Higher value rental properties are typically managed by professional agencies. Creating cheaper homes - more rental homes - more people moving in/out, neighbourhood instability. Great for criminals and growups or people who don’t care about the image of their properties or neighbours. Highly oppose.
- “Being near the ocean and having a great views is a highly
Additional Comments - Housing (continued)

valued commodity, if you can’t afford it move back a few more blocks where you can afford it. No brainer; we don’t need to provide low end housing in a high end neighborhood; go down to Shaughnessy and try to build housing for everyone. We don’t need or want Walley Rock.”

- Creative thinking must be applied. Look around at what we saw in Wash. state years ago for modular housing on large lots.
- Tough job. Limiting the size and price of new housing may help limit the amount and rate of increase in real estate costs.
- Enforce proper architectural standards. Many new houses like Goggs and Findlay are terrible and do not fit the community plan. They detract from the character of the neighborhood and the city. Also where are large replacement trees and landscaping in many new developments rather than a few common shrubs ans a few cedars?
- Need more low income & subsidized apartments especially for Seniors like Peace Arch Manor on Roper Ave.
- “I see no sign of developers building low cost housing. Maybe we’re attracting the wrong developers!”
- “I think there are 3 areas that are prime for higher density development
  - south of hospital and north bluff
  - lower density below thrift.
- based on current and pending application what is the projected number of units to be built in the next 8 years? including the completion of the unfinished
- portions of Bosa and Avra?
- Affordable housing is a relative term and I am not sure how you would define that for the city of White Rock?? 600K?? if that is the case it is still not really what one might call affordable.
- “is there a need for “”rental units - my walks show many signs of vacancies.
- last 5 years development of 3 story townhouses does not accommodate anyone with mobility issues - young or senior. Limited access for anyone not physically or mentally healthy.”
- I do not think the city has any control over housing affordability unless they are talking about lowering our taxes by integrating services with neighbouring municipalities (Surrey/Langley)
- Market will dictate demands.
- To me it’s not really a location for increasing rentals, but should be a place to lay down roots, and want to raise your family for many years.
- Limit the size of homes, stop the development of “monster” homes, decrease the amount of demolitions of character homes.
- I think restricting the size of home based on the size of the lot would go a long way to keeping White Rock green and influence affordability.
- The city of White Rock is not and should not be a mecca for low-cost housing. White Rock is not Surrey or Burnaby! Please let the aspects of White Rock that make it so desirable and livable keep it desirable and attractive. It is for the high quality of life that people come to live in White Rock, not affordability. The mix of housing has already changed and any future changes should be incremental and minimal. Increased social costs, diminished livability and decreased quality of life unfortunately tend to follow drastic changes in the housing mix.
- co-op housing units, designs for seniors,
- adaptable housing strategy will be necessary to build for the future.
- If the prices are too high, we will lose a sense of community as
Additional Comments - Housing continued

locals will move away and the average age will climb and stunt the progressive motives of the city leaders to develope the municipality.

• We need high quality housing for the baby boomer generation. Cressy is a good example currently selling quickly with good sized units.

• White Rock is an expensive place to live, don’t change that by trying to build terrible buildings.

• Building houses with multiple suites is fine but you must consider the cost of parking and garbage pickup. Young families can no longer afford detached homes in White Rock and are being forced to move to cheaper areas (Cloverdale, Langley). The city should look into a program to help keep young families in White Rock.

• More infill housing options such as coach oust need to be encouraged.

• “White rock needs the tax dollars so I can’t see it being a town for low income families - surrey is close by for that.

• Definitely put wires underground.”

• Stop allowing builders to clear cut the lots.

• “There is less costly and more suitable land available in other areas for low density.

• How can any of the above objectives happen without huge impact on already very high taxes and little available land. We would all like to be able to have affordable housing - but who pays for it?”

• How is it possible to improve housing affordability without compromising the present residents and tax payers?

• Limit the size of new homes and restrict the height, support mid-rise development vs high rise, protect open space, reduce paved surfaces.

• This is really important for existing residents to be able to stay here.

• Relax parking and access requirements to allow more secondary suites.

• Speculators are being encouraged to destroy existing well kept neighborhoods and apply for variance permits and get approval to do as they please. Who’s actually gaining from all this? Once the neighborhoods are bought up and allowed to run down its too late. Not the city I grew up in.

• relationships with developer to develop neighborhood community plans.. Particularly along North Bluff Road 148 to 140 st, gateway to white rock, old homes, should be replaced with Condos or small lot homes with lane access, rather than off busy North Bluff Road.

• Where does it say we have to add housing for the expected 8,000 more people???

• Pretty tough to improve affordability as it is the market that dictates home prices. Taxes are double compared to neighbouring municipalities, but the City cannot survive on lower taxes, Catch 22.

• The housing you are suggesting does not contribute to the tax base through property taxes; we need more tax payers to support our growing needs.

• “Monster” houses that tower 3 - 4 stories above their neighbourhoods should not be permitted. A smaller footprint should be encouraged and all residents should be, in the future, required to xeriscape.

• retain some standards for housing development -- like green
Additional Comments - Housing (continued)

space. Look at the monstrosities on the corner of thrift and Finlay streets. Three story homes, no front yard, no back yard, and coach houses. Where is the respect for community feel or appropriateness in area. Awful. Just awful.

• “How does one improve housing affordability? Sounds great but in theory it means someone’s losing their shirt when their property value tanks...

• I don’t think anyone wants White Rock to become a rental community. I think home owners will naturally provide lots of rental opportunities throughout the community - especially as we grow.

• Lower taxes and more younger families and older people will be able to live here.

• “the first thing necessary to have some somewhat affordable house for families would be to stop the destruction of exiting livable family homes so mega house can be built in there place and that are not affordable.

• Question 2 & 3 are not within the power of the city”

• Encouraging people to share their homes with others by renting self-contained, building code safe suites in existing neighbourhoods.

• Re rentals: Very disappointed to see so many older homes purchased and then rented. Many tenants don’t care about the house, garden or neighbourhood.

• Require affordable housing to be included in larger development projects

• “Let us incorporate mix housing in our community. This will increase tax dollars , not necessarily increase tax rate !!

• We need to maintain our City Hall. Looking Long Term Planning.”

• “medium to high density along north bluff corridor

• 15600-16000th Avenue Corridor

• high rise type accommododations that meet the needs of young and old”

• “high density on north bluff corridor as it is an arterial corridor on persister of city

• meet needs of the young and the old”

• I think White Rock should adapt a policy of a “No Vehicle” building or “zone”.

• Place higher density where it belongs along the arterial routes. Lands east of PAH.

• Housing should be medium to high density along the North Bluff corridor by the Peace Arch Hospital. Young and old people should have the ability to afford high density living. Less land will be used for development, therefore you can fit more people into a smaller place. Also, with high density living, you increase tax revenue, which will be shared throughout the community to benefit various aspects of community living and services.

• Most important is affordable housing.

• Increasing the density will make the housing more affordable.

• Worsening affordability cannot be addressed by municipal governments as long as senior governments refuse to address income disparity or invest in rental housing.
Additional Comments - Housing continued

- I agree that rental properties should fund their own garbage and recycling costs. I think they should be able to pay WR for opting in to the plan. 3. Do you mean allow larger homes or don't allow larger homes. 9. Absolutely not
- Schools - Planting of trees down streets makes a difference
- Stop chopping down trees or each tree they chop, plant a new one.
- More public gardens and parks
- no monster homes
- Assume this means eliminating/restricting “monster” homes
- Urban planning ????
- checked the “inclusion of laneway” statement
- Comments - Re #3 item - They don’t make sense. Re #6 item - NO
- Comments Re #9 - Do not allow - unless properly designed. The ones built on Finlay are terrible. They have potential for many suites. They have done such a great job of coach houses in Vancouver. White Rock coach houses on Finlay area were poorly planned.
**SECTION 2: Accomodating Growth**

There are a variety of tools that the municipality can use to influence the design and appearance of the community.

Please review the different options below and let us know which tools that are important to you (check all that apply).

<table>
<thead>
<tr>
<th>Option</th>
<th>Total # of votes</th>
<th>% Support</th>
<th>Popularity Ranking</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prepare design guidelines to encourage sustainable technology.</td>
<td>176</td>
<td>55%</td>
<td>4</td>
</tr>
<tr>
<td>Prepare design guidelines for commercial and institutional uses.</td>
<td>155</td>
<td>48%</td>
<td>6</td>
</tr>
<tr>
<td>Reconsider regulations allowing larger homes.</td>
<td>141</td>
<td>44%</td>
<td>7</td>
</tr>
<tr>
<td>Prepare design guidelines for higher density development.</td>
<td>189</td>
<td>59%</td>
<td>2</td>
</tr>
<tr>
<td>Prepare design guidelines for infill residential development.</td>
<td>132</td>
<td>41%</td>
<td>8</td>
</tr>
<tr>
<td>Advance the long-term process of moving utility wires underground.</td>
<td>183</td>
<td>57%</td>
<td>3</td>
</tr>
<tr>
<td>Plan for urban agriculture and community gardens.</td>
<td>157</td>
<td>49%</td>
<td>5</td>
</tr>
<tr>
<td>Link increases in density with the provision of community amenities by developers, such as public parking, public green space, etc.</td>
<td>212</td>
<td>66%</td>
<td>1</td>
</tr>
<tr>
<td>Other (please specify): _______________________________________________</td>
<td>119</td>
<td>37%</td>
<td>9</td>
</tr>
</tbody>
</table>

Percentages are based upon a total of 322 surveys received.
Tools - ‘Other’ Comments / Additional Comments

- checked the “inclusion of laneway” statement
- Comment - #3 No
- Comments re #9 - “Inclusion of laneway” - No parking available for this idea
- Develop tax incentives for Johnston Road business visual improvements.
- checked the “inclusion of laneway” statement
- Higher taxes for investors that leave houses empty. Re# 3 - comment (no large homes build out to the street with hardly any green space)
- checked the “inclusion of laneway” statement - Keep high profile, high density “north” away from the beach and other more desirable, community areas (e.g. 5 corners). Concrete and high profile buildings are not attractive and not friendly to people or environment. Prepare design guidelines for attractive, low profile, character housing/development compatible with White Rock environment. Comments Re #3 (Do not allow!! designs must be compatible and to scale with neighbourhood and White Rock environment) Re #4 (North Bluff area) Re #5 (low profile/rental in central White Rock area) Re #6 (as budget allows) Re #7 (yes) Re #8 (increased community amenities, and Public green space and trees) Re# 9 (small low profile laneway/carriage homes)
- checked the “inclusion of laneway” statement. Reconsider guidelines on size, appearance, and total land use of replacement housing.
- No further infill, create green space please. Comments Re #3 (Do not allow anymore mega homes) Re # 5 (no further infill - except with tree gardens)
- checked the “inclusion of laneway” statement
- Comments Re #3 (don’t allow them) Re #9 (never! Consider the parking around Finlay & Thrift!! It will look like the disaster that is Clayton Heights)
- checked the “inclusion of laneway” statement
- I’m in favour of sustainable technology, however these guidelines are often impractical, costly, and not effective.
- checked the “inclusion of laneway” statement
- Bungalow-style freehold townhomes
- Comments Re #3 - (IE Don’t Allow)
- checked the “inclusion of laneway” statement. Comment - use existing space as much as possible for development. PROTECT natural areas. We depend on them.
- No items to deal with traffic and transit in the survey. Crossed out statement for “inclusion of laneway”
- Allow design guidelines for expanded parking - wider driveways, lanes, etc... Get all these cars off the street - add parking structures. Comments Re #2 - (Need designs controlling exterior store fronts) Re #6 - (Top priority) Re #8 - (Free - parking and transportation to beach access)
- Comments Re #8 - (Public green space if maintained and useable)
- checked off “inclusion of laneway” statement. Comments Re #3 - (reduce number)
- checked off “inclusion of laneway” statement.
- checked off “inclusion of laneway” statement. Other - comment - Repairing the useable sidewalks up Johnston.
- Comment Re #5 - (what is this?)
- Another strange way to write a question. How about this, prepare design guidelines for new development. Period. I do not support high density or infill!!
Tools - ‘Other’ Comments / Additional Comments continued

- The community gardens should have flowers for nature.
- Parks and green spaces
- Unique village atmosphere retained, stop monster homes
- Comments Re #3 - (to control size - newer homes being built are TOO BIG) Re #9 - (we do not need these! Our lots are too small)
- Comments Re #9 - (no)
- Comments Re #3 - (NO, large enough already. Can build mansions along marine dr/hillside with current regs) Re #9 - (parking is always an issue on streets.) A good design/landscaping necessary. Design guidelines for new development on Johnston Road - gateway to city and beach, looking quite tired and rundown/ “Saltaire” looks good.
- checked off “inclusion of laneway” statement
- no development on beachfront Comments Re #3 - (no more larger homes)
- Comments Re #5 - (not sure what this means - Does this mean replacing single houses with denser development? Yes, but to provisions and in quieter areas (not just on busy street)) Re #6 - (go ahead and subsidize the rich! - seriously people need to pay for their piece of this) Re #8 - (balanced affordability footprint across all of White Rock) Re #9 - (yes, but with provisions (i.e. lets not create yet another underclass of housing) at simply another way for the rich to maximize their land profit) Re #other - (we need smaller homes which are community oriented, one example of a provision for laneway/carriage houses might be a turnover provision for the primary house into similarly styled smaller houses with added central greenspace IE. a legacy change on the land to benefit the community)
- regulations to control large home size and high density development.
- Comments Re #5 - (what is infill development)
- Comments Re #2 & 3 - (a bit late for these?) Re #7 - (circled community gardens). We need better than wall to wall housing.
- Stop treating condo residents as second class people (garbage pick up)
- Transportation an parking
- checked of “inclusion of laneway” statement
- checked of “inclusion of laneway” statement
- checked off “inclusion of laneway” statement
- Comments Re #4 - (and force developers to include low rental housing) Re # 9 - (this only creates new future problems - see Europe’s Ghettos).
- Comments Re #3 - (not wanted) Re #6 - (very important) Re #9 - (No!)
- checked off “inclusion of laneway” statement
- Comments Re #1,2,3,4 - (the city seems to spend too much time studying things). Re #8 - (walkways, trees). Re #11 - (only if site coverage allows garden and tree space as well).
- Comments Re #7 - put in a question mark.
- checked off “inclusion of laneway” statement
- Comments Re #1,2,3,4 - (the city seems to spend too much time studying things). Re #8 - (walkways, trees). Re #11 - (only if site coverage allows garden and tree space as well).
- Comments Re #7 - put in a question mark.
- checked off “inclusion of laneway” statement
- checked off “inclusion of laneway” statement. Comments Re #8 - (include a levy to support hospital and schools)
- checked off “Inclusion of laneway” statement. Comment Re #7 - (where??)
- Comments Re #3 - (would this allow larger or make smaller?
Tools - ‘Other’ Comments / Additional Comments continued

DO NOT want larger homes) Re #4 & 5 - (keep density in north White Rock (North of Roper)) Re #9 - (NO NO NO - parking is challenging already - don’t densify existing single family areas)

• Comments Re #7 - (urban agriculture (where?) Community gardens (yes) Re #8 - (where?)

• Rated each of the statements in this order 3,2,4,5,6,1,7,8,9 - Comments Re #3 - (LIMIT) Re #4 - (LIMIT) Re #5 - (Manage Well) Re #6 - (yes) Re #7 - (ok) Re #10 - (selected areas, not everywhere) Other comments - encourage knowledge economy business to locate here.

• Comments Re # 9 - (No room)

• checked of “inclusion to laneway” statement. Comments Re #8 - (link buses to car park) Re other - Trees. Trees need to be protected because they are being chopped down regardless of being tagged.

• Comments Re # 3 - (No large homes)

• checked off “inclusion of laneway” statement

• Put an “X” through the Inclusion of laneway statement.

• checked off “inclusion of laneway” statement

• checked off “inclusion of laneway” statement. Comment Re #6 - (very important)

• Comments Re #3 - (“no more monster homes” Re #9 - (this has caused massive parking problems in other areas)

• Comments Re #3 - (No - look at Surrey and what they have done. Learn from their errors) Re #9 - (Where? A lot of homes have no backyard).

• Comments Re #2 - (with incentives, intangibles and tax breaks “value added”) Re #3 - (No thanks) Re #5 - (enough) Re #6 - (Please) Re #7 - (and balcony ones) Re #8 - (rather include social housing - not swiss cheese art and wind tunnels) Re #9 - (trial pilot so we can see/feel how it works - let people know of other examples) Re # other - (age in place design guides, door widths etc)

• Comments Re #1 - (ok, yet have non-invasive electrical & cell waves that cummulatively affect ones pacemaker & neurology) Re #3 - (Monster one not welcome) Re #4 - (crossed out the word “higher”) Re #8 - (added social housing) Re #9 - (select) Re # other - (learn from hospital lands experience. Allow co-housing/conversions).

• Comments Re #2 - (and stick to them. White Rock City is wishy washy) Re #9 - (uptown) Re # other - (Again, learn from other communities. We do so many things knee jerk and White Rock becomes a laughing stock)

• Comments Re #7 - (Please NO!) Re #8 - (only if developers are paying!) Re #9 - (only if adequate onsite parking is available)

• Comments Re #4 - (No more density!!) Re other - A By-Law or By-Laws minimizing or eliminating the carcongenic terrible diesel fumes coming from all the trucks, and Harleys, and other which are so prevalent all through White Rock. I need to leave the City to escape or be terrorized constantly.

• Checked off “inclusion of laneway” statement.

• checked off the “inclusion of laneway” statement. Comment More transit friendly city.

• Comments Re #2 - (these must already exist)

• Comments Re #1 - (I don’t know what this means) Re #3 - (and improved infrastructure) Re # other - (enforce existing by-laws)

• checked off “Inclusion of laneway” statement. Comments Re #3 - (no large homes).
Tools - ‘Other’ Comments / Additional Comments continued

- Comments Re #3 - (“NOT” inserted after regulations and before allowing).
- Comments Re #3 - (NO!!)
- Comments Re #2-4 - (either crossed out each of the below words, or checked off in the incorrect location - #2 - (design) - #3 - (reconsider) - #4 - (design guidelines). Additional comments - Isn’t there a LIMIT as to what ecosystems/water can take?
- checked off “inclusion of laneway” statement.
- checked off “inclusion of laneway” statement. Comments Re #3 - (Kepp them smaller).
- checked off “inclusion of laneway” statement. Comments Re #3 - (make them much smaller)
- checked off “inclusion of laneway” statement. Comments Re #other - (divert traffic from 16th and Johnston)
- checked off “inclusion of laneway” statement. Comments Re #3 - (put an x through it)
- checked off “inclusion of laneway” statement.
- checked off “inclusion of laneway” statement.
- checked off “inclusion of laneway” statement
- checked off “inclusion of laneway” statement
- checked off “inclusion of laneway” statement
- checked off “inclusion of laneway” statement
- checked off “inclusion of laneway” statement
- Comments Re #3 - added “dis” if front of allowing. No to larger homes!) Re #4 - (NO! Only if density is limited).
- checked off “inclusion of laneway” statement. Comments Re #3 - (only if to control the influx of mini-monster homes that are taking up space for liveable occupation. There is a reason why you can only go so high and wide!) Re #9 - (slightly for)
- Comments - Road ends should be developed, meaning city should put stairs and seats in them NOT sell them off.
- checked off “Inclusion of laneway” statement. Comments Re #3 - (NO) Re #5 - (No)
- checked off “Inclusion of laneway” statement. Comments Re #3 - (NOT) Re #8 - (Low cost housing) Re # other - (Larger homes do not make for a better community)
- Comments Re #1 - (follow, and support it) Re #3 - Stop allowing mega homes on tiny lots) Re # other - Stop paying consultants to prepare reports and ignoring everything in the report, and wasting money and time.
- checked off “inclusion of laneway” statement
- checked off “inclusion of laneway” statement. Comments Re #3 - (?height restrictions!) Re #6 - (!yes!) Re #8 - (yes!)
- checked off “inclusion of laneway” statement. Comments Re #1-2 - (best way is to increase density - I do not trust the city to develop adequate and fair guidelines) Re #3 - (tax on homes larger than __sq feet) Re #other - (more diverse neighbourhoods)
- Comments Re #9 - (NO!!!) Re other - (single family homes are not always that the basements, rooms are rented out they collect income, but don’t pay extra taxes to deal with the added laod on the utilities and garbage etc…
- checked off “inclusion of laneway” statement
- checked off “inclusion of laneway” statement
- put an “x” through #3
- Comments Re #3 - (make them smaller!!) Re #7 - (Where?)
Tools - ‘Other’ Comments / Additional Comments continued

Re #8 - (X?) Re #other - (public parking is a must for new development - not a bargaining tool for higher density)

- clean up the beach and then keep it clean. Ignore the enviro freaks on this one.
- actually ENFORCE your rules! re bsmt suites, tree replacement, design guidelines
- No laneway/carriage homes /garden suites
- STOP THE MADNESS
- not get overly influenced by what developers will provide to the point that inappropriately high density communities are approved
- no deals for density to increase developer profit (in the guise of community benefit) for poor neighbourhood quality ultimately.
- How about things like development moratoriums. Outlawing CD Zones that make a mockery and sham of teh Zoing Bylaw and OCP? Guidelines are fine but they must be drafted from the perspective of what is important to Citizens, not developers and other special interests.
- be sure that design guidelines are well thought through and do not restrict creativity.
- Have a building design requirement that promotes our theme and vision.
- prepare design guideline for all developments even single family residential to prevent the ongoing blight that is currently happening at an alarming rate.
- Prepare design criterion to help deal with climate change. Solar electric panels on all new homes and on government buildings would be a start.

- Public green spaces
- guidelines for community public and private landscaping and education of what grows well in this climate
- affordable housing
- Most of these entries are unrealistic for White Rock - urban agriculture requires land which is non-existent
- New commercial developments along Johnston Road should be set-back from street in order to preserve the “View Corridor” to the ocean.
- -Ban/Eliminate high-density development, period. Barring that, keep all high-density development within the downtown core (no more than 2 blocks either side of Johnston). -Outside of the downtown core only consider low to medium-density proposals
- sidewalk
- View corridor design guidelines
- Developers should build high rises with LEED standards
- accessible transit
- Encourage roof top decks
- Save trees
- Establish a transit centre with local feeder services. See earlier comment on the transit exchange
- make white rock a world class LEED standard city
- Affordable Housing, inclusionary zoning, rental zoning
- Support secondary suites
Tools - ‘Other’ Comments / Additional Comments continued

• Make sure developer does what is approved... E.g. Bosa never did create that second semi circular entertainment a
• Encourage bungalow building by allowing larger lot coverage and restrict lot coverage for 3 story large homes (all new home designs these days are very boring as they maximize ft2 and ft3, so all are 3 story with smaller upper story complying with angle-of-containment rule)
• Please no community gardens! You have not provided enough info on “guidelines” of any sort; I am concerned that the guidelines would present a certain style of design that may not suit all tastes. For example, previously a Cape Cod style was suggested and I’m not keen on that.
• Stop allowing exceptions to building heights. Nothing over 12 stories near the uptown area and certainly nothing over 3 on the waterfront
• decrease the FAR for single family homes
• A policy requiring White Rock homeowners to be Canadian citizens or residents - NO OFFSHORE SPECULATION!
• There are numerous large homes that could be shared with others. We do not need larger homes, they are already large enough. Urban agriculture and community gardens are not appropriate in roadends and green corridors but could be looked at in centennial Park or undeveloped properties in the upper town centre could be leased for community gardens and more parking. WR has allowed all their Art Deco-moderne buildings to be demolished losing much early character other communities celebrate and attract tourists with. All commercial use in the upper town centre and Johnston, George and Foster streets could have residential above.
### SECTION 3: Looking Forward

**Community Topics**

Tell us which topics are most important to you.

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<tr>
<th>Topic</th>
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<td>Expanding walking and cycling routes.</td>
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Providing new recreation and culture programs and facilities for:

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<td><strong>People with disabilities</strong></td>
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<tr>
<td><strong>Children</strong></td>
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### Community Topics continued

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<td>Addressing parking issues around the waterfront.</td>
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<td>Discussing the future of the BNSF Railway.</td>
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<td>Enhancing the vibrancy of the waterfront along Marine Drive.</td>
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<tr>
<td>Encouraging the investment in local businesses along Johnston Road.</td>
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<td>7</td>
<td>32</td>
<td>83</td>
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### Community Topics continued

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<th>Topic</th>
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<th>Important</th>
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<tr>
<td>Introducing a broader range of activities and events that will appeal to residents and visitors year-round.</td>
<td>21</td>
<td>19</td>
<td>69</td>
<td>81</td>
<td>103</td>
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| Protecting trees in the community.                                   | 27            | 28             | 46      | 59        | 143            | 3          | 306             |
|                                                                      | 9%            | 9%             | 15%     | 19%       | 47%            | 1%         |                 |

| Reducing our community’s greenhouse gas emissions.                   | 27            | 34             | 69      | 59        | 109            | 4          | 302             |
|                                                                      | 9%            | 11%            | 23%     | 20%       | 36%            | 1%         |                 |

| Preparing our community for sea level rise.                          | 32            | 50             | 70      | 69        | 75             | 5          | 301             |
|                                                                      | 11%           | 17%            | 23%     | 23%       | 25%            | 2%         |                 |

- **Total Responses**: 901
**Community Topics - Additional Comments**

- Jumanji
- “East Beach????
- Transportation other than walking/cycling”
- The only way BNSF will move is if we raise the money to buy the existing line from Semiahmoo First Nation to Hwy 99, yielding enough $ for BNSF to buy right of way and build on a route that is better for their rail operations.
- Stop high rises, this will ruin White rock, especially in low rise neighborhoods
- Earlier consultation regarding issues like the stopping of garbage pickup, The Evergreen Project, The Beverly etc. Too much done behind closed doors.
- A plan for increased foot and car traffic with all the events being scheduled in the area. While events are good, it still is a small community without the ability to control traffic, crowds. A bus system to carry crowds in and out would ease some of the parking and traffic on marine drive?
- “distinguishing ourselves from Surrey as a City.
- PLEASE create a master plan for housing styles to flow so there aren’t 1960’s bungalows next to tall infills or monster houses shadowing cottages. All are fine in the community but they need to be grouped properly.
- If you want to make any changes in the future, your City Council will need to reflect that qualitative change. You need a mix of ‘tradition’, ‘expertise’, and ‘youthfulness’...the work of all the committees must also reflect the change you hope for. That on its own - if it were the focus - will help make everything else flow in the direction of desire.
- Better communication by Mayor and Council to and from the people of White Rock
- Increasing more free events that bring family and community together along the waterfront.
- “Parking Uptown.
- The citizens of White Rock used to be very proud to say they live in White Rock. We need to get that sense of pride back.”
- Many of us are here for the small community and the proximity to the ocean. Many are here for the views which are disappearing because of large trees being planted.
- 1) Uptown-Marine Drive access - how about something like a cable-car or funicular? Part tourist attraction, part transportation mode for locals. They’re being used in some of the exciting developments in South American cities.... (2) Ideally BNSF trains would no longer ply our waterfront... wouldn’t it be wonderful to have a walking/biking trail around the peninsular. Hopefully, it’s not a dream for 2045!
- “Governance is focussed on a vision of the individuals on Council and City Hall staff the dismisses the objections and interests of residents. Compromise is not a feature of their thinking. Examples include the new OCP conflicted Evergreen Seniors complex that was approved exactly as submitted by the developer, notwithstanding neighbourhood objections and the dumping of the garbage collection problem onto local strata owners. Many other examples can be cited.
- Another community topic that is important is the ongoing intrusion of full-size busses into the community. This is already a concern and The Mayor is enthusiastic about proposed significant increases in the number of busses in a small sector of our small community.”
- “The loss of Zellers store in Semiahmoo mall had a big impact on people who walk to shop which includes many
- White Rock residents. City should actively encourage similar store locally.”
• Just DO the things of value above with no catering to special interests/lobbies. Divorce mayor and council from those making the bad over devel decisions.

• “Dont build High Rise, Condo will not be bought by people intending to reside. Less will be occupied by working or retired more by undesireables with illegal source of income.

• Budget for higher Policing costs per high rise.”

• I know it’s not your jurisdiction but it would be nice to know that the Peace Arch hospital size is keeping up with the anticipated growth in the future. As people age, they visit the hospital more, not by choice, of course, but by necessity.

• Realistically, with a City less than 2 sq mi in total area it is foolish to try to pretend that it can have all the trappings of a “real” city. We don’t even half a high school or a government liquor store. There is no high school or indoor swimming pool. We only have one post office outlet. This is hardly a true city. We have an expensive, staff heavy City Hall but in reality we are nothing more than a Community and its time for the City to stop pretending it is Monaco and begin to look after what is really important in our Community which are the Citizens who live here and pay all the bills of local government.

• Shopping centre as mentioned on page 1 needs to be improved.

• There should be no future for BNSF So the last question is only relevant if the tracks were gone. One disaster from the rail could destroy White Rock as we know it.

• “Discussion about the railway is a waste of time and resources. Unless the City (taxpayers) are willing to pay >$1B to move the tracks and turn it into a walkway to Crescent Beach, let’s focus our resources on something more constructive and realistic. The money wasted on that could be re-directed to improving streets, walkways, etc. And long before I agree to paying billions to move the tracks I want to see the necessary hospitals and schools constructed which we need.

• Also, unless the efforts to reduce Greenhouse gases are realistic and practical, the City (taxpayers) should not be forced into funding politically correct feel - good endeavours that do nothing to save or improve the environment.”

• You did a good job. Thanks.

• “Re sea level rise - probably not a big concern in the next 30 years. Wouldn’t mind though if it washed out BNSF!

• “Some of the items listed are nice to have however I believe the city should focus on the infrastructure, smart development waterfront

• Improving the existing store fronts.

• i was not aware there was a way the city my be considering to address sea level rise i need to know more before i comment”

• Decreasing green house gas emissions requires improvement of bus service within the city. Ability of people to move within east beach to uptown - west beach etc. Bus service too restrictive

• To attract and retain Groups and Businesses in the arts & culture field, there should be economic incentives such as reduced property taxation and licensing fees.

• Supporting transportation alternatives.

• The mayor and city councilors should be stakeholders (i.e. residents) in the city of White Rock throughout their term so that whatever decisions are made, hopefully with public input, effect their vested interests as well as all the other citizens. Persons from outside of the jurisdiction should be ineligible. It applies to other levels of government, so why not here? We need our mayor and councilors to stand up for White Rock and its citizens and not continually cave to developers and other outside influences whose only interests in White Rock are financial.
Community Topics - Additional Comments continued

- Sidewalk for safety reason. Longboarding in the streets/hills of White Rock, this increasing activities is unsafe.
- Would like to come to a resolve with first nations in regards to semiahmoo park as well as cleaning the beach up.
- Train track relocation of Goods and maintain for transit
- Leave the waterfront alone
- Build a park near the beach that has volley ball and basketball courts. Similar to Kits beach or English bay. Create dedicated bike/roller blade lanes along the strip.
- I stress finding solutions for the homeless and the street people I see living here now. Clean up the city.
- Improving access to the promenade and beach for leashed dogs
- Pick up the garbage... all of it.
- Decorative wrap program for street Telus and Hydro boxes.
- See earlier Transit Exchange proposal.
- Using residents property taxes more efficiently and effectively.
- Use funds efficiently and on a user pay basis in order to be fair to property owners.
- Already a great deal of services for seniors available, but need to look at the needs of population with Dementia etc. as numbers will rise - Dementia safe community.
- Preserve the slopes along the railway, preserve marine and freshwater zones, protect trees during development.
- Communications and integrity of city decision makers should go without saying in any town...including this one.
- relationships with developer to develop neighborhood community plans.. Particularly along North Bluff Road 148 to 140 st, gateway to white rock, old homes, should be replaced with Condos or small lot homes with lane access, rather than off busy North Bluff Road.
- No need to spend time and money attracting tourists. No need to spend any money attracting businesses--they will come if there is a demand.
- “White Rock’s curb appeal is much lower than South SUrrey’s primarily because most of their utility services are underground and they have curbs (and sidewalks), yet our taxes are higher. The City should underground all utilities in conjunction with any street replacement project. BC Hydro owns 60% and Telus 40% of the poles, and the cost to underground the services is about $2,000 per lot plus homeowner costs from the private lot line. The City should develop a bylaw that requires homeowners to pay to bury their services when roads are replaced and coordinate it all through the utility companies.
- In addition, the Parks Masterplan of 2007 was to add new parkland, yet none has been added yet the Operations Yard seems very underutilized, and could be consolidated to use half for a park (especially now that the cardboard and other recycling is outsourced)”
- Communication between City managers/City Council/Citizens, because right now, it’s virtually non-existent.
- The secondary suite service fee is unjust in that it does not apply to unregistered suites. Unregistered suites use as much or more infrastructure/services as registered suites and these property owners should also pay the fee times the number of suites they have (one of my neighbours has four residences on site). It is essential to remove the railway and develop the promenade to Crescent Beach. It would be a huge tourist draw if it went from shore to shore. We could be the “shore to shore corridor” similar to the “sea to sky” area. We need to emphasize our greatest asset--the shoreline.
Community Topics - Additional Comments continued

- “Expand the promenade all the way to Crescent Beach for walking and cycling.
- Overall White Rock is an awesome place to live, let’s keep the community feel. We won’t have to brand the City, have the services and amenities and people will come. Please stop approving mega houses and high rises.
- Give more consideration to the residents of White Rock, less to developers and foreign investors.
- Manage tree infill while protecting views; don’t concentrate all activities in one area (town centre) but create hubs in community; work with transit to get to hubs; more listening by council rather than heavy handed decisions (multifamily garbage collection)
- Limit increasing density in town center
- Emphasize preparing our community for sea level rise needs to be done with neighbouring communities with a naturalized approach. People of all ages with disabilities need to be integrated with others. Vibrancy in the waterfront and community does not need to be hardscaping and commercial events which are the emphasis now; think more progressively with environmental events with activities for all ages. Need bylaws for residents to keep their cats indoors and their dogs on leash.
- “Better Transit.
- “Cutting down on noise pollution from cars and motor bikes.
- “White Rock still feels very insular as opposed to welcoming and inclusive. I’d hate for a new resident to read the newspaper complaints about density or not having infrastructure to support all the “new people”. The downtown centre is still too quiet. If anything we need more people to create a vibrant community and they should be welcomed. Increase density, but retain the small town feel at street level.
- Every election cycle each candidate boasts how long they’ve lived here. And I’m thinking, why should I care? If someone is new to the city their ideas are just as valuable... Maybe even more valuable in that they’ll have a fresh perspective. This idea of I’ve lived here for 25 years so vote for me perpetuates the idea that newcomers to the city are not true members of the community.
- Also, White Rock lacks facilities and services for children and youth. To me, again, this suggests a community that is unwelcoming to newcomers and families. Fortunately Surrey is so we use their services. But, again, it’s about the perception of the community and being inviting. We just do a bad job of it and meanwhile Surrey is booming.
- And, no, I’m not new to White Rock. I grew up in the region and have lived here almost a decade. My neighbours are great. I love my community. But what I see in the editorials and during the election campaigns really makes me shake my head sometimes.
- The city can’t be afraid of change... it must welcome new people and new ideas. Sure, don’t block people’s views... but there’s lots of space in the town centre. There’s a chance to learn from other town centres. There’s a chance to innovate and do something vibrant. ”
- “what is the difference between a resident and a property owner
- remember that property owners pay the taxes
- As a multiple property owner who has been in the community for 13 years, but not a resident, I feel that I am being treated differently than as a resident although I have been involved in the community for a long time”
- “everyone that is a resident or property owner and has paid taxes should have a voice in this change”
Community Topics - Additional Comments continued

• As the relationship with your neighbour is always important, a few joint ventures into community events with other communities would improve connectivity and spirit.
• Dog Parks
• No, I think you have done a fabulous job in designing the survey. Not only does it show that you are facilitating dialogue but you have been proactive.
• Walkers and cyclists are very resourceful: bike lanes can decrease safety unless there is a critical mass of cyclists and uniformity of lane design which is impossible in WR. Replacing trees on 152 with stick trees will have a negative impact/current engineering difficulties were preventable [too late] but now amenable to creative renovation.
• Stop dumping waste in a residential neighbourhood.
• I would love to have a good community choir in White Rock. I go all the way to West Vancouver to sing my favourites like Mozart and Bach. We have many talented musicians in White Rock. Why not a more inclusive choir? Almost every business has a sign which says “no public washrooms”. This indicates there is a unfilled demand for washrooms. Build one washroom somewhere near Johnson & Russell & one near there end of West Beach. Not elaborate & vandal proof.
• New developments should not be allowed to completely fill lots with ugly housing & then flip the house - why are we allowing this - greenery makes a huge difference
• There seriously needs to be more parking at the waterfront because it is overcrowded and trying to park there after 2 pm just becomes a nightmare.
• Yes, council should actually get some coaching to solve their passed issues. We should not be hearing about this in our small town. Open sessions with neighbours. Use of volunteer committees. I would be interested in volunteering for committees etc…
• We have a traffic problem. More people means more cars.
• We have a beautiful spot here in White Rock, but the town centre & Marine Drive is not attractive. There should be a plan set in place for making both areas inviting & attractive whether it be signage & awning similarities, some conformity. Look at the main streets of Fort Langley or Courtenay or cute seaside towns in the states. They are attractive to look at & inviting. White Rock looks like a mish mash of unplanned, old awnings, bad signage, looks like an old town. Not inviting at all. There also needs to be a gateway - or nice entrance on North Bluff & Johnston road showing you are coming into White Rock. The same at Stayte Road & another on Bergstrom. It’s confusing to a lot of people the Welcome to White Rock sign at Stayte & Marine, and then the park from Stayte to Finlay is City of Surrey.
• No more lane houses that lead to 3 families living on one small lot. As they also have illegal suites in the houses. Stop putting up fences along the railway. No to Hemp stores & tattoo Stores. Extend the Boardwalk to Crescent Beach in partnership with Surrey.
• Climate change - car sharing, coal trains vs renewable energy, protect trees, more recycling bins in uptown White Rock. Thank you for putting this survey together, it’s a stat in the right direction. Listening to the residents of White Rock and working with them. To make a livable community for the future.
• Buildings design must consider the local surrounding physical environment - i.e. our existing street housing types as well as the location - near the beach, hillside, parks etc…We cannot be greedy about wanting views, profits etc…or we’ll lose our sense of community. Designs must be compatible and in line with the scale and the existing character of the neighbourhood. We must be good neighbours. Designs must be attractive (a lot ugly BOXES that are boring). BIG BOXES in amongst White Rock cottages are not good! We need to increase
setbacks to allow for significantly more green space and trees (e.g., minimum 6 meters, not 2 or 3 inches). Preserving ALL existing healthy trees in building design (whether on City or Private (and) needs to be a legal requirement and primary design objective. Special, focal sensitive areas like “the hump” (ravines, beach etc...) need to be maintained in a natural state, and be fully protected as “permanent, conservation areas”. The urban forest and ALL trees on ALL lands - public and private, as well as PARKS, Beaches, ROCKS, Aquifers etc...need to be protected and preserved as permanent conservation areas and protected by law forever. We need to plant new healthy trees; healthy TALL native epicentre trees to create BIODIVERSITY. TO DO this we need a BIOPLAN (see reference “value trees” by C.Pawson, 2014 or see www.valuetrees.wordpress.com). Whether planting in parks or for homes we need to encourage native plants and trees (e.g.: cedars and firs) to create a healthy environment and (biodiversity). The health of the environment is more important than the views, investments, and money. The city of White Rock needs to buy lands to develop into Parks/Urban Forest, especially in Higher density areas (e.g.: Hassel’s land on Foster near North Bluff); the parking lot behind or including Central Plaza Mall). Remove existing parking lots on Marine Drive and develop parks and green space. Have “car free zones”/streets IE. Build parks not Parking LOTS. There should be FREE parking in areas around the beach, the hospital, and community centres (see Steveston and Fort Langley). White Rocks drinking water & Aquifer need to be well-maintained IE: PURE - no additives, no chemicals. White Rock may need to buy water rights from EPCOR. Communicate and involve people in decision making. We need to encourage community involvement (surveys and referendums etc.), shop local, public markets etc. Free parking in community and VISITOR friendly and business friendly. Think alternatives to cars and parking lots/meters IE: all/buses. Get community consensus for special projects e.g. HUMP, Beach, Pier. INCLUDE, INVOLVE, cooperate with First Nations (Semiahmoo) and other neighbours. The OCP needs to be FOLLOWED, not constantly amended for develops etc. Do what benefits the community/all of the people; NOT what benefits the FEW (e.g. tree removal for the view). Develop more community Gardens (for food production) on City and Private lands, The environment will be the NEW ECONOMY. Providing local community employment - e.g. Urban Forest Renewal. SIMPLE LIVING with an environment/community focus is Key.

• Do not associate “vibrancy” with high-rises - concrete. Do not resolve parking issues by building a parking structure on the area known as the “HUMP”. I assume this is one of the reason you have clear city the trees and vegetation. This was a plan once in the past, and I feel it has been Reborn, if not clearly stated publicly as yet. Do not equate “vibrancy” uptown - with cutting down all the trees on Johnston Road.

• More pet (dog) friendly areas.

• Co-operation between the city, the BIA, CoC, and Tourism to promote our city co-operatively, pooling resources.

• The cost to move the BNSF is not viable or practical. The train has been here forever. If you don’t like it, move. I’m not willing to pay one cent to move the tracks when the money is needed for things like hospitals, seniors centres, schools, infrastructure, etc... First.

• Potential excess air pollution and noise pollution due to the new garbage collection policy. The City should be tendering for garbage collection for condo developments/apartments as they are doing for single homes. No city leaves a segment of the population to fend for their own garbage even if they switch to contracting out. How many different trucks will be driving around picking up garbage throughout the week - could be horrendous.

• Eliminating vehicles on Marine Dr between West Beach and East Beach...has this ever been discussed, considered?? Lots of
European cities do this and it encourages more shopping, more restaurants (extending into previous asphalt). Less pollution (both air and noise), more exercise...The city and businesses need to think outside the box, look at the possibilities, because what happens now (gridlock on Sunny Sundays, noise from ridiculous motor-cycles and old cars) is not sustainable. A good, free system of shuttle buses moving people around could be the answer.

• It is critical?? To me that council rethinks?? Direction they are taking with regard to safeguarding natural habitat areas. The health of the next generation depends on how well we have protected our natural environment now. When we clear cut or even take down one tree, the costs to the ecosystem are far reaching. Many of us live here because of the beaches, birds, and tall trees. All over the world we are destroying natural habitats for animals and bird life. Don’t continue to do it here.

• Animal control and dog park area for ever increasing number of pets. Separate from waterfront where people eat, lay, and picnic on the grass, children crawl/play keeping it free from dog urine and feces, and poorly behaved animals and owners.

• For new development power poles and overhead power lines must be mandated for underground services. All existing power poles and overhead power lines must be moved to underground with a systematic approach by area with target completion dates.

• I don’t mind paying high taxes but what do we get for it? Garbage pick-up is terrible. Parks are filthy. Sidewalks need power washing. The City is a total mess! I’m thinking of moving back over to Surrey side - at least its clean.

• Public Art

• We need to provide a habitat for wildlife, including birds - there has been a significant decrease. We need biodiversity strategy like they have in Surrey. Clearcutting Marine Dr bluff was done without any communication to the public (in advance), no discussion or plan. Beyond disappointed with this and other decisions being made on our behalf by elected officials and the City staff.

• Why do we need to have 8000 people moving here? AND if so, Amalgamation would free up the city properties now being used and monies from duplicated services, RCMP, FIRE, CITY EMPLOYEES. Access to Beach - being back the families to be able to “enjoy the beach at a reasonable cost (parking). Now they pay a fortune and struggle to get beach access with their children, chairs, coolers etc... Who wants to come back? The city forces these people onto the tracks. How lovely to look thru black chain-link fences!!

• Transit with washrooms. Public washrooms in Upper Town.

• Lowering rents IE - condo and strata and property managers fees for seniors and having options on shared and pet friendly. There are no options or availability so instead pay for it or it’s a care home!

• Please plant more trees in the neighbourhoods where trees are all gone like the hillside. Replace all those eagle trees that were cut down in the last few years.

• Dogs on leash allowed on promenade October to May, just like crescent beach. Dog walkers support local beach business in winter.

• We would like to walk our small dog down on the boardwalk at the beach. Our friends would like to do this too. We do not like to have to drive all the way to Crescent Beach or Ambleside to do this.

• This survey was very poorly advertised. It was an accident that I found out about it at all.

• Are you really listening or is this yet another exercise in
Community Topics - Additional Comments continued

futility and a big waste of my time? Public participation must be valued - decision need to reflect the wishes of residents. Centre for active living be open to all IE - prevention. Public transit improved along to the waterfront. free hospital parking. Improve sight lines at intersections. Pedestrian friendly - enhance safety. Keep train - stop whistles - open underpass. Protect our water to remain non-chlorinated. Support home owners to ensure healthy old growth trees: prune/remove/spiral/fine as is?? Sticking to the OCP.

- It’s important to me to keep our garbage and recycle in house. We can better control costs for us the residents. We ultimately pay whether to the city or to a private company. If we have to pay more in taxes, so be it. Once privatized, we can’t go back. Our city employees do a great job. This is one of the things that makes us a community. Please do not privatize our garbage and recycling.

- Farmers Market should be enlarged, part of main street closed off, and hours extended. Trees in Duprez Ravine exit are becoming too high and dangerous. Height and size of new plantings on slope lots should be restricted.

- White Rock has lots of resources and activities for seniors. Would like to see more focus on youth/teen programs. It’s difficult for some small businesses to thrive year round. White Rock has traditionally been a resort/summer town. Encouraging events and activities all year round would certainly help; although, I think it has steadily been improving. More variety of restaurants, outdoor seating, cafes has encouraged more people to come to White Rock to eat/visit boardwalk/pier. Still difficult to find “niche” retail particularly on Marine Dr that is viable all year round. “Farmer’s Market” brings visitors and locals on Sunday - Attended first Sunday (May 25) turning into an excellent market has expanded with new interesting vendors.

- Move the train!

- No more high rises, no cutting of trees on hump, small houses with surrounding natural green space. No carriage houses or large houses. Maintain wide front and back set backs - (7-8 m). No promenade extension. Safe sight lines at road junctions. Maintain sidewalks on Johnston Road.

- As important to White Rock as the beachfront/tourist sector is, this is seasonal and specific. Many people who live here can’t afford to eat out - ever! Do not let this commercial interests outweigh/drown out residents voices in terms of livability. Raise taxes (and dispose of garbage, do your duty to the community) if house?? - poor seniors can’t afford it - start a tax/legacy program. Preserve and enhance existing strengths (IE. beach access, stairs and pathways) and walkability, small neighbourhood feel, street scape. Young families are moving in. Plan a civic welcome package to engage them as good citizens for the years to come, (instead of the commercial welcome wagon with coupon thing). Also, don’t allow White Rock to become a drive-through community - keep roads small and local. Need to plan green space throughout (consider that in 30 years cars as we know them will no longer exist, jobs as we know them IE. commute will no longer exist, manufacturing and goods transport will no longer exist (3D printing etc.) and high quality water, and food and community will be our biggest concerns, as well as green space and leisure). A bike 9bus loop - less cars).

- Reduce the amount of City work being contracted our and therefore costing tax payers more.

- Keep beach clean - it is our major asset. Stop encouraging buildings like that on the White Rock muffler site which ruins the neighbourhood for so many. Why develop a community plan if it is not followed? Stop giving variance to all and Sundry, especially to companies which fund political campaigns. Work on making a deal to join Surrey before we have no bargaining chips left.

- We need to develop the South side of 16th from East to West.
Community Topics - Additional Comments continued

The buildings can be a mix of commercial and all sizes of suites. Small rooms for single seniors for ?? To large. With parking for scooters, cars, and visitors.

- Increasing awareness and promoting artistic community as a city draw.

- Yes, realize that White Rock is a small city. Every inch of space doesn't have to be developed. Single family homes are part of our history and our future. This seaside city is just that. Keep development of high-rises to a minimum, and height to 4-7 floors. Everyone doesn't require a view when we are less than 15 minutes from the sea.

- Traffic flow/less congestion - maybe more pedestrian only streets.

- Comments Re #2 - (managing, what does this mean?). Re #7 - (maintaining, not expanding or widening). More community gardens in the City. Use public space to grow food. The City of Kamloops grows Kale, etc...in front of their City Hall. Create a food forest where there's berries and nuts growing for anyone to eat. (Seattle has a food forest).

- All covered.

- Covered a lot. Good!

- All looks good so far.

- Cultural activities

- I am in support of growth and development in White Rock, however, I am not in favour of unchecked growth as evidenced by Monster Houses, high rises, and empty houses owned by off shore owners. I am in favour of increasing the tax base through controlled moderate building and increasing density through coach houses and basement suites. I would like to see strict regulations on building size in relation to lot size. I would like to see the city get more involved with cleaning up store fronts along Johnston Road. As a resident, and business owner, I would like to see the city I love and have raised my children in to reclaim its character and beauty. Listen seriously to those of us who have lived here a long time, we are very discouraged by the changes occurring.

- The new houses with coach houses behind them (located at Finlay & Thrift) are perfect examples of what should be avoided in the future. The area already looks like a slum and it is brand new. When houses are built with no setbacks and no yards, their potential for enhancing a community in minimal.

- Transfer our water system to metro Vancouver’s water system. Let EPCOR go.

- Emergency prepared - Flood, Fire, Quake, people don’t know where to go; How to handle panic - strata owners need to have Boards trained /organized. Will all churches shelter and feed is? If the train stops?? What should we do?

- Encourage more local businesses like White Rock brewery, Whitby’s, etc...Farmer’s Market is great. So is Buy-Low. It’s nice to see the city asking for citizen feedback. I don’t want the 20+ storey high rise on Oxford. Good architecture - Royce on Thrift/Saltaire on Johnston/Thrift. Do something with that fallow land between Foster & Martin (who does it belong to?). Make it a part or an urban garden - Not another block of flats.

- Roads around Mann Park area are a disgrace, considering the taxes we pay, also sidewalks should be installed when repairing.

- Make our sidewalks more useable. Many sidewalks are impeded with signage, telephone poles, power poles, bus stops, garbage cans, trees, and over grown shrubs. In many areas tree roots have pushed the sidewalks up and made them unlevel. Bike paths should be separate from pedestrian areas. Cyclists are too inconsiderate and dangerous to mix with any other traffic.

- Being open and honest to the public you serve with suitable advance notice to any changes forth coming. People are slow to change and adopt to new ideas.
Community Topics - Additional Comments continued

• We came here to escape the noisy urban city, and be part of a calmer, quieter community. We need to preserve this increasingly rare ambiance. Contain civic costs, and inflated management salaries. Enforce noise by-laws, make people aware and how to report it.
• Mayor must stop playing dictator/bully. Council needs to reply/respond and show they truly hear what residents ask for. WHY have meetings at 530-730 when commuters are coming home and/or having supper?
• Yes - instead of learning/visiting other successful seaside towns in North America, you beat to your own drummer which hasn’t made living in White Rock very desirable, nor doing business. Prices here reflect that - compared to any other area by the ocean on the lower mainland including Crescent Beach, this is still relatively inexpensive.
• The secondary suite service fee is unjust in that it does not apply to unregistered suites. Unregistered suites use as much or more infrastructure/services as registered suites and these property owners should also pay the fee times the number of suites they have (one of my neighbours has 4 residences on site). It is essential to remove the railway and develop the promenade to Cresecent Beach. It would be a huge tourist draw if it went from shore to shore, we could brand our region as the “shore to shore” corridor similar to the “sea to sky” area. We need to emphasize our greatest asset - the shoreline.
• As previously mentioned, the constant terror!! I have been suffering from these unnecessarily insanely loud vehicles, Harleys, Trucks, and small race cars with ultra loud turbo mufflers, the latter - last 2, trucks and the race cars are ALL driven by young punks in their early to mid 20’s , who simply don’t know any better, and wouldn’t care at all even if they did. If there can’t be By-Laws regarding excessive noise pollution and air pollution, then this country, province, city, really should be the laughing stock of the globe as it is basically.
• Would like ot see a better public transportation system that encourages people to leave their cars at home. The amount of increased traffic and dangerous driving in the summer time needs to be addressed.
• We should encourage residents to capture rainwater which will provide irrigation water for landscapes and food growing during the summer when water use is restricted. This would also lessen the load on the storm water system during heavy rainfall events.
• Transportation in and out of White Rock. As Surrey and Langley populations expand, White Rock beach is the closest waterfront so there will be an increasing amount of visitors for the day. Rapid transit lines and cycling routes will become very important to keep congestion away from Johnston (which will hopefully be pedestrian focused). Having a variety of lounges, cafes, coffee shops, businesses that are open later in evening(until 9pm). Attract companies that have such hours during weekdays and weekends. Allow for outdoor music in town centre (ie. speakers playing radio stations).
• Safety. White Rock has not had the issues of Surrey and Delta in regard to gang violence and crime in general. What is the plan to continue to keep the environment safe? I feel those of us with dogs should be able to use beachwalk and pier. Not the beach.
• Climate change is a big issue for me and preparing the city for future generations is critical.
• Strong leadership from City Hall.
Community Topics - Additional Comments continued

- Try checking our Ladner and Steveston to see what White Rock should strive toward. Our main street(s) look so decrepit in comparison. Our chaps who weed-eat with grassy banks and road-end paths should be supplied with garbage bags so they could pick up litter rather than spreading it around. More garbage containers might reduce the take-out-food refuse that can be found on the streets everywhere you go. The beach itself should be patrolled for removal of garbage, too – say, once a month or even once a week in the summer. This could be a volunteer effort or a community-service job for offenders so sentenced.

- Get rid of the BIA. They are non-essential and have not performed as desired. The City should promote the 4-5 niche community/business related areas that would encourage local as well as a draw from outside the community; eg. Arts and crafts, culture and playhouse (theatre and studio), home business (with caution), small eateries-garden/patio coffee (including spirits). Be known for the great strolls through shops and eateries. The box stores and malls can still be accessed in South Surrey (leave them there).

- We all have to learn to say NO/ enough is enough.

- Preparing for earthquake, escape routes, first aid stations, water.

- We would like to see a pet trail along the beach, like they have at Ambleside. Please

- Get people involved in the community, not just...

- I think it will be very beneficial to help the community see the beauty of new opportunities and experiences

- Make White Rock more vibrant for all year round.

- Get rid of the trains!!!

- More support for tourism White Rock and the City’s history eg. the museum. We do not agree with the privatization of public services. Declare our pier to be: “the longest wooden pier in Canada”

- Preparing for the aging population.

- There is a huge disparity in how on-street parking is handled in the city. Free parking in town centre area, expensive pay parking on waterfront, at Centennial Arena, and Peace Arch Hospital. Residence only parking on too many streets throughout the city. Some consistency in philosophy, policy, and practice is needed city-wide. Why is “residence only parking” permitted even in areas where there are driveways, garages, and lane-ways available for people to use? Any home with an extra suite or unit should be expected to provide enough on-site parking for all owner and tenant vehicles. Don’t inconvenience everyone else so that the local residents can park on the street in front of their empty garages and driveways.


- Stick to the current OCP, do not change the zoning on the Oxford lands. Do not allow Epcor and developers to build on land protecting the Aquifer. Answer the questions, where does the water come from - source? What/how do we keep “Aquifer” water clean? What are the limitations, needs of the Aquifer that White Rock water draws from? It is Not a limitless source and land over depleted “Aquifers” changes. See Mexico City!

- As a property owner on lower Johnston, I have been told
many times the city is going to do things which have not materialized. Councillors tell me that views have to be considered for uptown properties and that sloped buildings from Town Centre is preferred. I don’t understand why past views dictate our 30 year time horizon. Of course we should attempt view corridors for the best views for everyone, but, I feel we have precious little land for higher density and in 40 years do we want to think we should have had higher density? We need better design unique buildings that our children and grand children will admire in the future.

- Public transport around the city. Safety and policing. Communication to residents and bylaws. Wireless access. Not make buildings higher - earthquake risk!

- Bike lanes for bike commuters. Sidewalks. Better bus service. Bus stop shelters - they are on the north (16th) side (Surrey), but NOT on the Bluff Road side (White Rock). Join Surrey - so many services are duplicated. What are White Rock’s demographics? How many homeless, mentally ill without proper care; families with food insecurity, children going to school hungry - exist in White Rock? This survey is for the middle-class and up. My guess is there is a substantial number of people for whom this does not apply.

- re-join Surrey. Our city hall is too expensive. Do not agree with developers demands for variance after approval (re:vidal st)
## SECTION 4: Tell Us About You!

How long have you lived in White Rock?

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SECTION 4: Tell Us About You!

What neighbourhood do you currently live in?

- Foster at Thrift
- East Beach - under siege
- White Rock
- 15500 Block of Roper Ave
- 15500 Block of Roper Ave
- East Side
- Mann Park Cres
- Town Centre
- Thrift 15400 Block
- Near City Hall
- Waterfront - Marine Dr
- Winter St.
- town centre
- West Side
- Town Centre
- White Rock
- Thrift & Oxford
- Beachside
- Thrift & Oxford
- Uptown
- Thrift & Oxford
- Uptown
- Habgood St
- Central White Rock
- Central/5 corners
- East Beach
- Hillside
- Russell Ave
- George and 16th strip mall
- West of Centennial Park
- White Rock
- East Beach
- Malabar (Westside of WR)
- West White Rock
- Sunnyside
- Slope side near Johnson Rd
- Westside-Hillside/Victoria & Fir
- Centre South of Thrift
- Hillside
- East Beach
- East Beach
- 900 block Maple Street
- 5 corners
- east beach area
- Near the Hump
- Hillside
- East Beach/Ash St
- West Beach
- Victoria Ave - East Beach
- West Beach
What neighbourhood do you currently live in? continued

- Goggs Ave between Best and Finlay St. (uptown-peach arch)
- Near Semiahmoo Mall
- Hilltop off of Oxford
- Upper East of hospital
- West Beach
- East Beach
- West Side
- Uptown
- Uptown
- 16th Ave and 140th
- South side of 16th at 140th
- West Beach
- White Rock Centre
- High & Sunset
- West White Rock Hillside
- Mann Park neighbourhood
- Blackburn Cres
- Five Corners
- Johnston Rd & 16th
- Thrift Ave.
- Johnston Rd & 16th
- Thrift Ave.
- Russell Ave
- Kerfoot Road
- Malabar - west
- East Beach
- Thrift Ave.
- Uptown
- West beach
- West WR
- East Side
- Blackburn Ave
- Downtown
- Mann Park
- Uptown
- Vidal Street
- Marine Dr/East Beach
- Blackwood
- Brearsley
- Westside White Rock
- West Beach
- North Bluff
- West Beach
- Hillside
- Buena Vista
- Thrift and Everall
- 5 Corners
- Oxford Ave
- Blackburn Crescent
- Uptown Centre
What neighbourhood do you currently live in? continued

- West Side
- Winter St & Roper
- East Beach
- 5 Corners
- Marine Dr
- West Beach & Marine Dr
- The hump
- East Beach
- 5 Corners
- Lower Town Centre
- Just moved to Mission
- I am a full time resident
- Centennial Park
- Eastside
- East Beach
- Victoria Ave
- Cliff Ave
- Victoria Ave
- Marine Dr
- Marine Dr
- City Centre
- Best St
- West Beach
- Ocean Park (off Marine Dr)
- Foster St.

- West White Rock
- East White Rock
- Blackburn Ave
- Blackburn Ave
- West of 140th
- Everall & Thrift
- Blackburn Ave
- Hillside
- Town Centre
- West Side
- West End
- East
- East side single family
- East Beach
- East Beach/Columbia Ave
- Five Corners
- west side
- West Beach
- Vidal and Vine
- Oxford/N Bluff
- East Beach
- Martin/Thrift
- Near Kent street
- Everall neighborhood
- City Centre
What neighbourhood do you currently live in? continued

- west end
- East Beach
- Marine drive
- upper central
- Up on bluff
- White Rock
- Retired
- Oxford & North Bluff
- Thrift Ave between Johnson and Oxford
- Thrift & Everall (The Royce)
- Live: the west end of White Rock.
- east beach upper
- martin street south of 16th
- Merklin St
- I’m not in any business - I’m retired!
- now in S. Surrey by Johnston & 20th
- Town centre.
- foster at thrift
- blackwood lane
- Ray Shepard area
- Oxford
- West White Rock
- East Beach
- White Rock / S Surrey
- Overall Area Neighbourgood

- We have property on Marine Dr.
- West Beach
- Upper Town Centre
- north maple st
- Bergstrom Rd, edge of White Rock
- Thrift and Vidal
- West beach
- Phoenix St...Neighbourhood??
- Kent St/Roper Ave
- Surrey
- Hillside/Five Corners
- Thrift Ave near Peace Arch Hospital
- Live in Roper & Best St. neighborhood.
- East Beach
- lower town center
- edge of town center
- johnston and thrift
- Town Centre
- Live in West End and buiness is in Town Center
- Apartment Area
- East Beach
- Hillside
- Uptown
- Hillside
- East Beach
What neighbourhood do you currently live in? continued

- Uptown
- Everall
- east of Johnston
- russell and best
- West Marine
- Ocean Park
- Everall
downtown
- East White Rock
- West side
hillside
- East
east beach
- west side
- white rock for both
N/A
- Hillside
Hillside
- Up town
white rock kent and roper
- Ocean Park
- East White Rock
- East Beach
- Surrey
- Uptown east White Rock
- Town centre
- Near hospitalg
- Five corners
- Oxford & Thrift
- 140 - 148
- V4B 3E2
- SE
- I live in the west end of WR and business is in the town center
- White Rock Centre
- East Beach
- West Beach
- East Beach
- The Royce
- West Beach
- Malabar Crescent
- Uptown
- East beach
- West Beach
- Centre
- White Rock
- Five corners
- upper town
- South Surrey
- Thrift and Everall
- westside
What neighbourhood do you currently live in? continued

- North Bluff
- East Hillside
- Buena Vista & Maple
- Uptown
- White Rock has neighbourhoods? South of the Hospital area.
- Hospital.
- North Bluff Corridor
- Ocean Cliff, S. Surrey
- North bluff corridor
- Kent
- East White Rock
- Marine Drive
- Business is in Five Corners
- Near Hospital
- Peace Arch Hospital Area on North Bluff Road
- North Bluff Rd
- East Beach
- east White Rock - 1200 block
- west White Rock
- east side
- East Beach
- beside Operations Yard
- West Beach
- East Side
- West Beach
### SECTION 4: Tell Us About You!

Which of the following describes your situation in White Rock (check all that apply)?

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am a full-time resident</td>
<td>220</td>
<td>71%</td>
</tr>
<tr>
<td>I am a part-time resident</td>
<td>7</td>
<td>2%</td>
</tr>
<tr>
<td>I own a business</td>
<td>19</td>
<td>6%</td>
</tr>
<tr>
<td>I have a job here</td>
<td>21</td>
<td>7%</td>
</tr>
<tr>
<td>I am a student</td>
<td>5</td>
<td>2%</td>
</tr>
<tr>
<td>Other (please specify):</td>
<td>37</td>
<td>12%</td>
</tr>
<tr>
<td></td>
<td>309</td>
<td></td>
</tr>
</tbody>
</table>
Which of the following describes your situation in White Rock - Other

- Retired and enjoying retirement
- Retiree
- Retired
- Retired
- Retired senior, live in a cottage I own
- Homemaker (Housewife)
- Housewife
- Other
- Retired
- Full time resident and property tax payer for 4 yrs!! (about to leave in total frustration, once and for all!!)
- Retired
- Retired
- Landlord
- Just moved this week
- While I live technically in Surrey, I still consider myself as a loyal White Rock local at heart!
- Other
- Retired
- Leisure
- Renter
- Retired
- Permanent vacation
- Retired, previous business owner in WR
- Lived on either side of Stayte or North Bluff since I was born
- Retired educator
- I own a number of properties in the City and hope to move back myself in the next few years.
- Retired
- Live in adjacent suburb.
- I work from home
- Retired nurse
- retired
- I have a job in Vancouver
- Professional
- full time volunteer in city for 20 years
- own multiple property in our City
- I pay property taxes for multiple properties
- retired
- multiple property owner
- I am a property owner in this area of North Bluff Road
**SECTION 4: Tell Us About You!**

How would you describe your household composition?

<table>
<thead>
<tr>
<th>Household Composition</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single person</td>
<td>76</td>
<td>25%</td>
</tr>
<tr>
<td>Couple without children at home</td>
<td>136</td>
<td>44%</td>
</tr>
<tr>
<td>Couple with children at home</td>
<td>60</td>
<td>20%</td>
</tr>
<tr>
<td>Single parent</td>
<td>11</td>
<td>4%</td>
</tr>
<tr>
<td>Prefer not to say</td>
<td>14</td>
<td>5%</td>
</tr>
<tr>
<td>Other (please specify):</td>
<td>10</td>
<td>3%</td>
</tr>
<tr>
<td></td>
<td>307</td>
<td></td>
</tr>
</tbody>
</table>
How would you describe your household composition - Other

- Living with parents
- widower
- With teens who may have to move to continue their education in 1-2 years due to lack of transit and no college/universities.
- retired, no children
- Tenant
- widow
- With income suite for couple only
- new couple living with parents
- I have a dog
- Couple with in-laws
- retired couple with daughter and grandchild.
- Multi-generational family
### SECTION 4: Tell Us About You!

**What is your age group?**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 and under</td>
<td>2</td>
<td>1%</td>
</tr>
<tr>
<td>Between 19 and 24 years</td>
<td>7</td>
<td>2%</td>
</tr>
<tr>
<td>Between 25 and 44 years</td>
<td>50</td>
<td>17%</td>
</tr>
<tr>
<td>Between 45 and 64 years</td>
<td>135</td>
<td>45%</td>
</tr>
<tr>
<td>Between 65 and 79 years</td>
<td>97</td>
<td>32%</td>
</tr>
<tr>
<td>80+ years</td>
<td>10</td>
<td>3%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>301</strong></td>
<td></td>
</tr>
</tbody>
</table>
### SECTION 4: Tell Us About You!

**How did you hear about the Imagine White Rock 2045 Project (check all that apply)?**

<table>
<thead>
<tr>
<th>Source</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>City website</td>
<td>48</td>
<td>14%</td>
</tr>
<tr>
<td>Newspaper</td>
<td>82</td>
<td>24%</td>
</tr>
<tr>
<td>Social media</td>
<td>29</td>
<td>8%</td>
</tr>
<tr>
<td>Friend or neighbour</td>
<td>109</td>
<td>32%</td>
</tr>
<tr>
<td>Press release</td>
<td>7</td>
<td>2%</td>
</tr>
<tr>
<td>Other (please specify):</td>
<td>71</td>
<td>21%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>346</td>
<td></td>
</tr>
</tbody>
</table>
How did you hear about the Imagine White Rock 2045 Project - Other

- email from the anti coal train people
- Market
- Farmers Market
- Survey Box
- City
- Farmers Market
- Farmers market
- Farmers market
- Farmers Market
- I found that people did not know about public meeting or to fill out survey online
- City hall employee
- Farmers Market
- Farmers Market
- Farmers Market
- library
- Poster library
- Public Market
- You need to publicize survey more. I almost missed it.

- Comment made after statement “Your input will be valuable in the planning process” - Sorry, I don’t believe you
- Birds on the Bay
- Community Centre
- Involvement in the community
- library
- Farmers Market
- library
- Farmers Market
- city staff member told me when I met her while walking one day.
- Farmers Market
- Farmers Market
- Comments - more advertising is essential ** additional comment - resent having to supply my email and password to complete survey online**
- Farmers Market
- then website, then found this survey at the library
- was located at Kent St. Seniors Centre
How did you hear about the Imagine White Rock 2045 Project - Other

- Kent St
- Community Centre
- activity centre
- City Councilor
- Only found out about survey today
- Neighbour told us way too late. Making sure owners received was weak!
- Farmers Market
- Work Office
- community centre
- I hadn’t until I read your survey. Good god, how in??? Was the community?
- family member
- doctors office
- Booth at Farmers Market
- Library
- council member
- Inside Sandpiper Liquor Store
- Laura’s coffee

- Farmers Market
- In our residence lobby
- Councilor emailed me. I couldn’t find it on the City website!!!
- Laura’s coffee
- attend community centre/farmers market
- at public meeting about water utility
- Library
- this should have been mailed to every resident
- visiting City Hall
- City Hall visit
- Senior centre kent
- we visited the town hall with Mrs. Fathers
- At work
- White Rock Sun
- Chris McBeath
- Poster at Whitby’s Coffee House on Marine... am surprised I’d not heard about it before because I thought I read the local newspapers and the City Hall emails...
How did you hear about the Imagine White Rock 2045 Project - Other

• Was golfing at Peace Portal golf course and in the restaurant after, we were talking about the trees that came down on the Hill and one of the ladies told me about the survey, I like to participate on things, so here’s my opinions

• email
• Karen Cooper
• Community Centre
• The white rock sun
• booth at public market
• with tax notice
• Saw info about it at white rock Sunday farmers market
• Karen Cooper
• City Staff
• Marg Cuthbert FOSB
• Work
• mail