

WHAT WE HEARD

CIVIC REDEVELOPMENT

PHASE 3: CONCEPTS



October 2, 2025

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Executive Summary

The District of Central Saanich conducted community engagement from June to September 2025 regarding three proposed concepts for a new municipal facility including a Police Station, Fire Station 2, and Municipal Hall.

The process involved three open houses with a total of 265 attendees, four pop-up events attracting around 95 people, and two surveys—one statistically significant with 845 responses and a District-hosted survey with 192 responses. Various promotion methods such as postcards, social media, and local media coverage supported outreach.

Across the engagement, whether at an open house or on a survey, the input from residents was quite consistent. There was broad agreement on the need for new municipal facilities and minimal interest in renovating or doing nothing.

Overall, feedback shows a preference for the Hovey site (Concept A), with many respondents emphasizing the importance of including recreational amenities and preserving village character. Concept A was the most supported option of the Deloitte survey as well as being the least opposed option.

There is also a strong interest in informal gathering spaces, adding small businesses to the Village, and preserving green spaces and rural character. There is concern, particularly from Saanichton-area residents, about the impact of additional density from development of 1903 Mt Newton, including losing Village charm, increased traffic impacts, building heights, and preserving the rural feel. Some expressed opposition to land expropriation and selling existing properties. Fiscal restraint and simplicity were also emphasized.

Attendees appreciated the opportunity to engage and learn, with constructive and positive interactions.

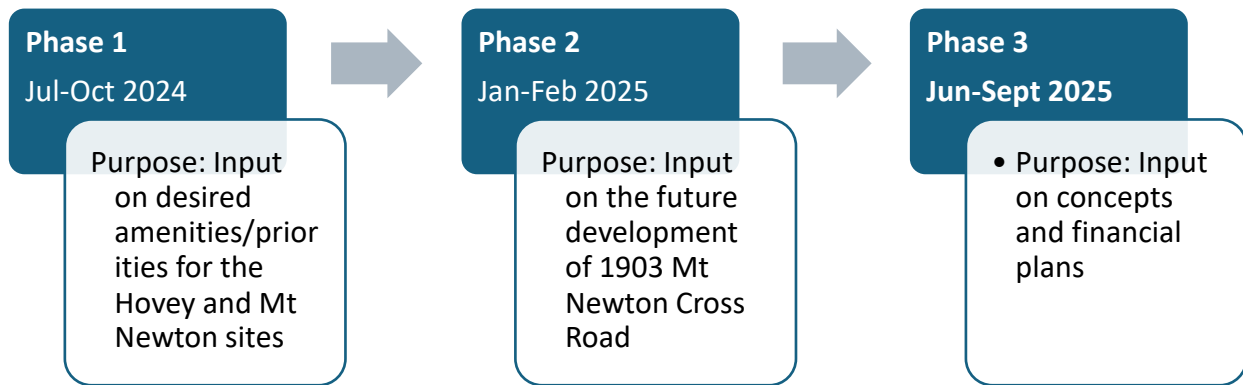
Summary table

Concept	Support Level	Key Likes	Key Concerns
A - Hovey (New Build)	Highest	Recreation, vibrancy, design	Expropriation, location, Saanichton Village impact (density)
B - Mt Newton (New Build)	Moderate	Central location, design, housing	Density, loss of character, cost
C - Mt Newton (Renovation/expansion)	Low	Same location, small buildings	Cost, lack of amenities, design
D - Do Nothing	Low	N/A	Not favored by most respondents

Introduction

In 2013, Council postponed replacement of the Municipal Hall, Police Station and Fire Station 2 for 10 years. In 2023 the District began raising awareness about the need for new facilities, completed a land study and preliminary financial estimates, and in the spring of 2024 the District acquired Lot A Hovey Rd.

Recent community engagement for this project has occurred in three phases:



At the July 14, 2025, Regular Council meeting, Council **reaffirmed their support** for the current project process; **asked staff** to present the Phase 3 What We Heard report as soon as possible and **directed a statistically valid survey** to: gather input on concepts and add an option to ‘do nothing’, gauge how well-informed the community feels, and gauge support for borrowing.

Complementary engagement: Peninsula Recreation Commission

The Peninsula Recreation Commission (PRC) supports exploring recreation facilities in the District of Central Saanich as part of a broader sub-regional facility planning process. The PRC published a subregional Recreation Facility Needs Assessment in July 2025. The PRC Service Area is anticipated to grow by 19% to nearly 50,000 residents by 2040. This report included public input received from November 2024 to February 2025.

Key findings:

- High demand for more fitness opportunities, including fitness classes and weight room.
- Popularity of the Panorama weight room, particularly during peak hours.
- Panorama's weight room is challenging to access due to its second-floor location.
- Peak times are very busy, particularly on weekday afternoons and early evenings.
- Respondents from Central Saanich were slightly less satisfied with recreation programs than those from Sidney and North Saanich.

Report recommendation: If/when a future recreation centre and/or additional community recreation spaces are considered, a weight room and fitness studio would be important amenities to support community health and wellbeing, addressing unmet demand.

Engagement Overview

From June to September 2025, the District of Central Saanich presented three concepts for a new municipal facility for the Police Station, Fire Station 2 and Municipal Hall. The community was invited to open houses and pop-up events and had the opportunity to take two surveys. The goals were to present the concepts, share project background and updates, and hear from the public.

Participants were asked:

- How they rate various attributes of Concept A, B and C
- To score and/or rank the concepts
- Likes, concerns and suggestions for improvements regarding the concepts
- How supportive they are of a new municipal facility
- If they felt well informed about the new municipal facility



Open Houses

- Thursday, June 12, Central Saanich Cultural Centre
- Saturday, June 14, Saanich Fairgrounds, including Q&A with Council
- Sunday, June 22, District of Central Saanich Municipal Hall

Recording of presentation

Pop-up events

- June 25, Rom Knott Park/Brentwood Elementary
- July 10, HEL,HILEŁ, Play in the Park
- July 23, HEL,HILEŁ, Music in the Park
- July 25, Honouring Wətanmy Powwow

Survey – in house

Ran from June 12 to August 5; 192 responses.

Survey – third party

Ran from September 2 to September 28; 845 responses.



PHASE 3: JUNE TO SEPT 2025



PEOPLE PARTICIPATED

265 AT
OPEN HOUSES



95 AT
POP UPS



192 QUESTIONNAIRE (IN HOUSE)

845 SURVEY (DELOITTE)

VISITS & VIEWS



12 POSTS
5,149 VIEWS
ON INSTAGRAM



16 POSTS
11,792 VIEWS
ON FACEBOOK



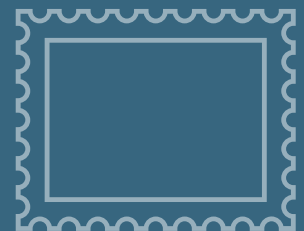
1,554
LET'S TALK



5 ADS
PNR & TC



564
YOUTUBE



8,608
POSTCARDS

Part 1: Open houses

June 12 at Cultural Centre– 40 people

June 14 at Saanich Fairgrounds– 105 people

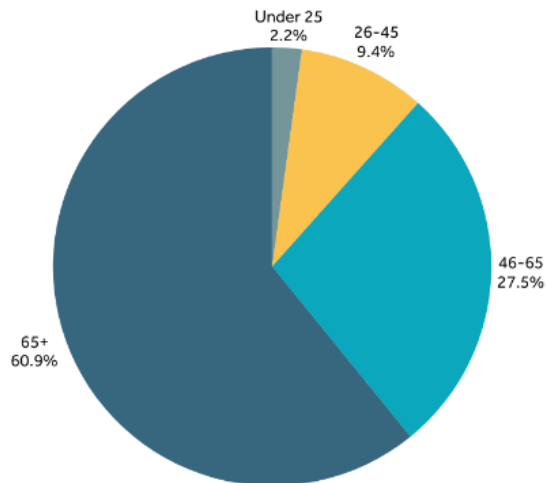
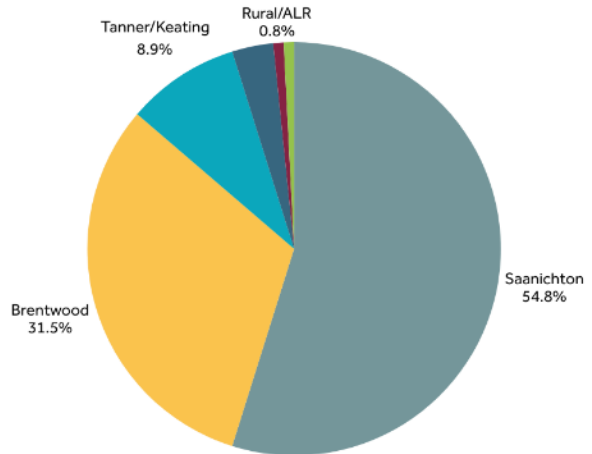
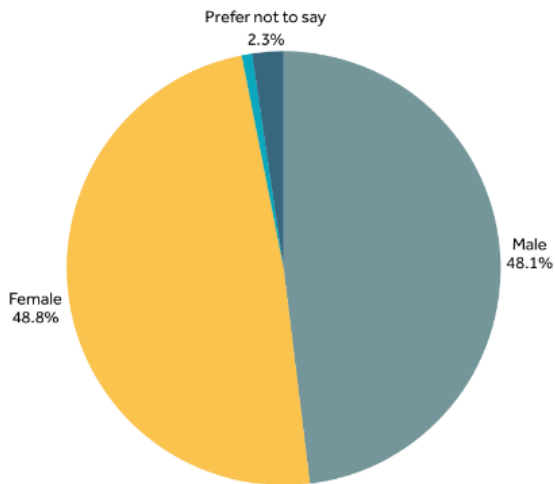
June 22 at Municipal Hall– 120 people

Recorded presentation – 61 views



Demographics

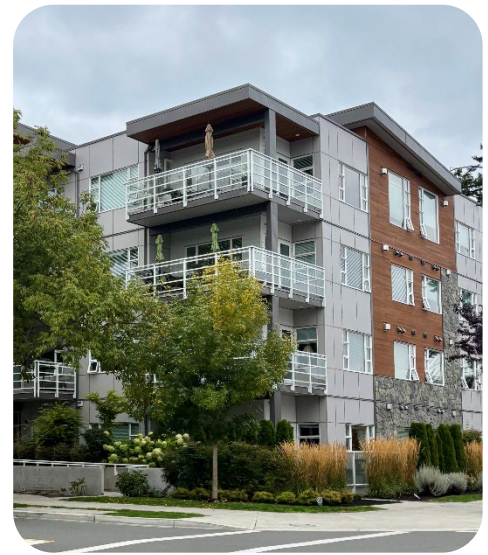
Total recorded demographics for all open houses (265 people):



Open houses cont...

What we heard

- **General agreement on the project need** – almost all felt it was time to replace the facilities.
- **Lack of renovation support** - most did not support a renovation.
- **Preference** for a concept leaned slightly towards Hovey over Mt Newton.
- **Desire for recreation at Hovey** - Most who support Hovey see a recreation centre seen a strong need for a recreation centre in Central Saanich and viewed it as a smart idea that considers long-term planning and growth and has good the synergy with the park; it was an element that influenced Hovey as a preferred option for many.
- **Infrastructure and growth concerns** - Many of those who live in Saanichton are concerned about 4-6 storey buildings. Additionally there are concerns about the potential development's impact on increased traffic; desire to see traffic safety improvements, specifically to address the two four-way stops.
- **Desire for more restaurants, cafes and patios, as well as small retail** and preference to not see large commercial office space.
- **Support for medical offices and other needed amenities.**
- **Concerns about Hovey** - Some unhappy with expropriation and concern about increased Hovey-area traffic in proximity to Centennial park.
- **Ownership of 1903** - Some sentiment to not sell 1903 Mt Newton but potentially lease.



Tone

- Vast majority of interactions were positive and constructive.
- Residents appreciated the material, the opportunity to engage and learn more.
- Curiosity and openness were common, even among those feeling skeptical.

Part 2: Pop ups

- June 25 – Knott Park – 20 people
- July 10 – Play in the Park – 20 people
- July 23 - Music in the Park – 30 people
- July 24 – PowWow – 25 people



Demographics

Did not collect demographics but were able to speak with younger adults at family-oriented pop ups.

What We Heard

Focus on promoting the survey and answering questions; minimal conversations about preference for concepts

- General agreement on the project need and desire to see the project completed
- Lack of renovation support
- Desire for recreation at Hovey

Tone

- Vast majority of interactions were positive and constructive.
- Residents appreciated the material, the opportunity to engage and learn more.

Part 3: Statistically significant survey

Methodology

From September 2-28, 2025, a survey was available to all community members. Deloitte mailed postcard invitations to each household within the District as well as Tsartlip and Tsawout First Nation. Each postcard had a unique pin code that residents could use to access the survey (two per household; approximately 40 requested a second code). 743 responses were received.

A 102-person phone survey was also conducted using random digit dialing among cell and landline phone numbers within Central Saanich. This helped ensure the total number of surveys would be statistically sound.

In total 845 responses were received, which is the District's largest survey to date. This is statistically reliable and can be used to make generalizations about the broader population of Central Saanich. The analysis of the survey results included evaluating statistically weighted responses reflect the demographic makeup of the community based on the recent Canada Census.

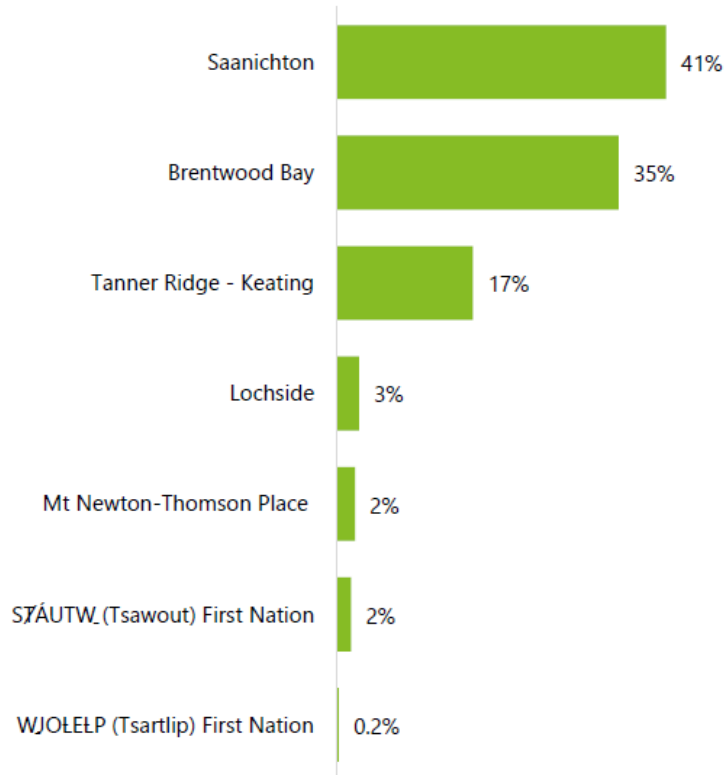
The survey results are considered strong and reliable, and the margin of error* is better than the commonly accepted plus-or-minus 4-5% range.

*Margin of error is the percentage point difference noting what degree survey results may differ from the real-world results. A 5% margin of error would mean that if 50% of respondents agreed to something on the survey, the real-world results would be 45-55% of residents agree to it.

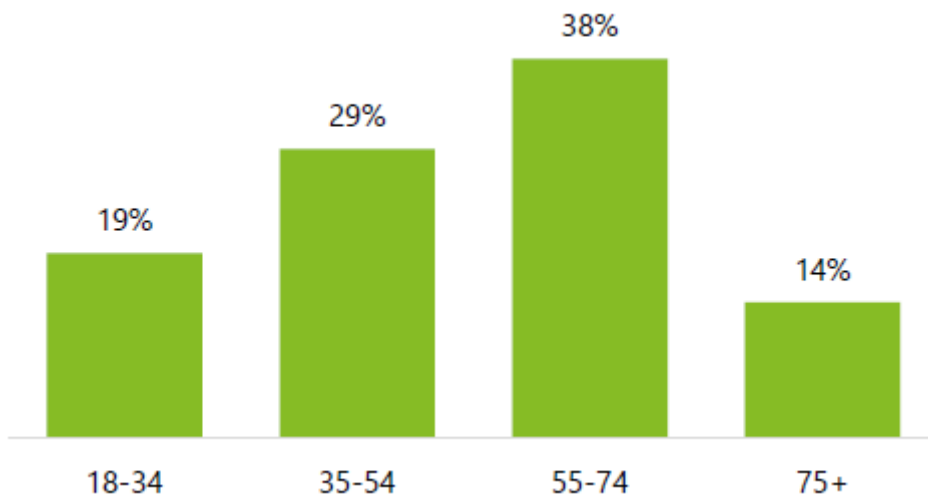
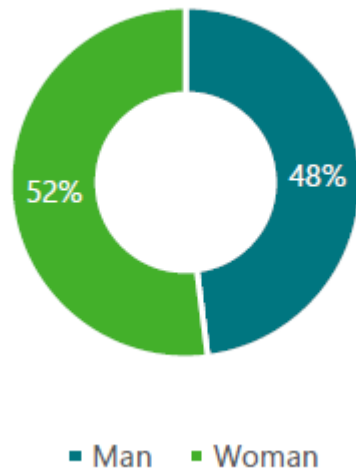
Statistically significant survey cont...

Demographics

For full results, please see Appendix A



The survey data was weighted to match the exact proportions of the population by age and gender, based on the 2021 Statistics Canada census data, ensuring the results accurately reflect the demographic makeup of the community.



Statistically significant survey cont...

What We Heard

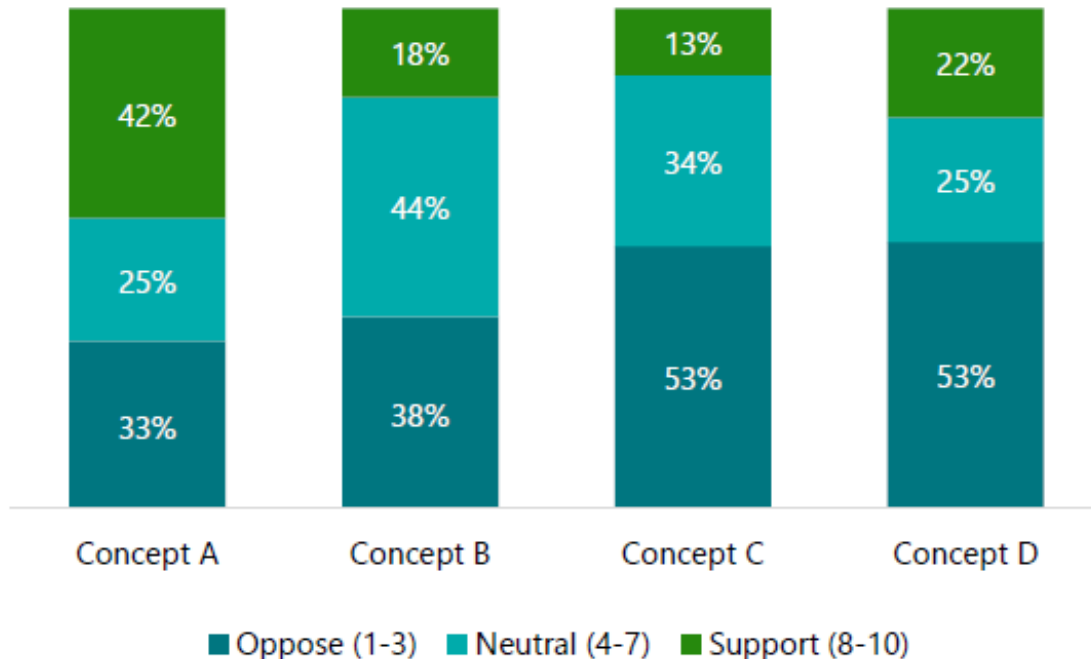
Respondents were asked to rank four concepts on a scale of 1-10. The scale ranged from 1, meaning "Strongly Oppose," to 10, meaning "Strongly Support."

Deloitte's analysis categorized the responses into three groups:

- Oppose (1-3)
- Neutral / Moderate (4-7)
- Support (8-10)

Concept A stands out as the most favored, with 42% indicating strong support and the lowest level of opposition (33%). It is the only concept with a positive net support (+8%), reflecting a generally favorable reception.

Concepts B, C, and D all have negative net support, indicating more opposition than support.



845 responses

Statistically significant survey cont...

Concept A (Hovey - New build)

This concept is the most popular with 42% of respondents indicating strong support (ratings 8–10) and 33% expressing opposition (ratings 1–3), the lowest opposition to any concept; 25% remaining neutral (ratings 4–7).

Support varies significantly by community: *SXÁUTW* (Tsawout) and *WJOLÉLP* (Tsartlip) First Nations show the highest support, at 64% and 100% respectively, while Mt Newton-Thomson Place has the highest opposition, with 63% opposed and only 9% supportive.



Concept B (Mt Newton - New build)

Support for Concept B is low with only 18% of respondents expressing strong support (ratings 8–10), while 38% oppose (ratings 1–3) and 44% remain neutral (ratings 4–7).

Across communities, opposition is highest in Mt Newton-Thomson Place (59%) and Brentwood Bay (44%). The majority of respondents in most communities fall into the neutral category, indicating uncertainty toward Concept B.

Concept C (Mt Newton - Renovation)

Support for Concept C is low with just 13% of respondents indicating strong support (ratings 8–10), while a **majority (53%) are opposed** (ratings 1–3), and 34% remain neutral (ratings 4–7).

Opposition is particularly high in *SXÁUTW* (Tsawout) First Nation (76%) and Brentwood Bay (58%), with both *SXÁUTW* (Tsawout) and *WJOLÉLP* (Tsartlip) First Nations reporting no strong supporters. Across all communities, support is limited, and neutrality is moderate.

Concept D (Do nothing)

Support for Concept D is low with only 22% of respondents indicating strong support (ratings 8–10), while a **majority (53%) are opposed** (ratings 1–3) and 25% are neutral (ratings 4–7).

Opposition is especially high in *SXÁUTW* (Tsawout) First Nation (73%), Tanner Ridge - Keating (63%), and Lochside (63%). The only area with a relatively higher level of support is Mt Newton-Thomson Place, where 47% are supportive and only 23% are opposed.

Borrowing

When asked about the District borrowing \$33.5 million to proceed: 32% expressed strong support (ratings 8–10), 27% opposed (ratings 1–3), and the largest group (41%) remained neutral (ratings 4–7), indicating a cautious but generally balanced perspective on the proposed borrowing.

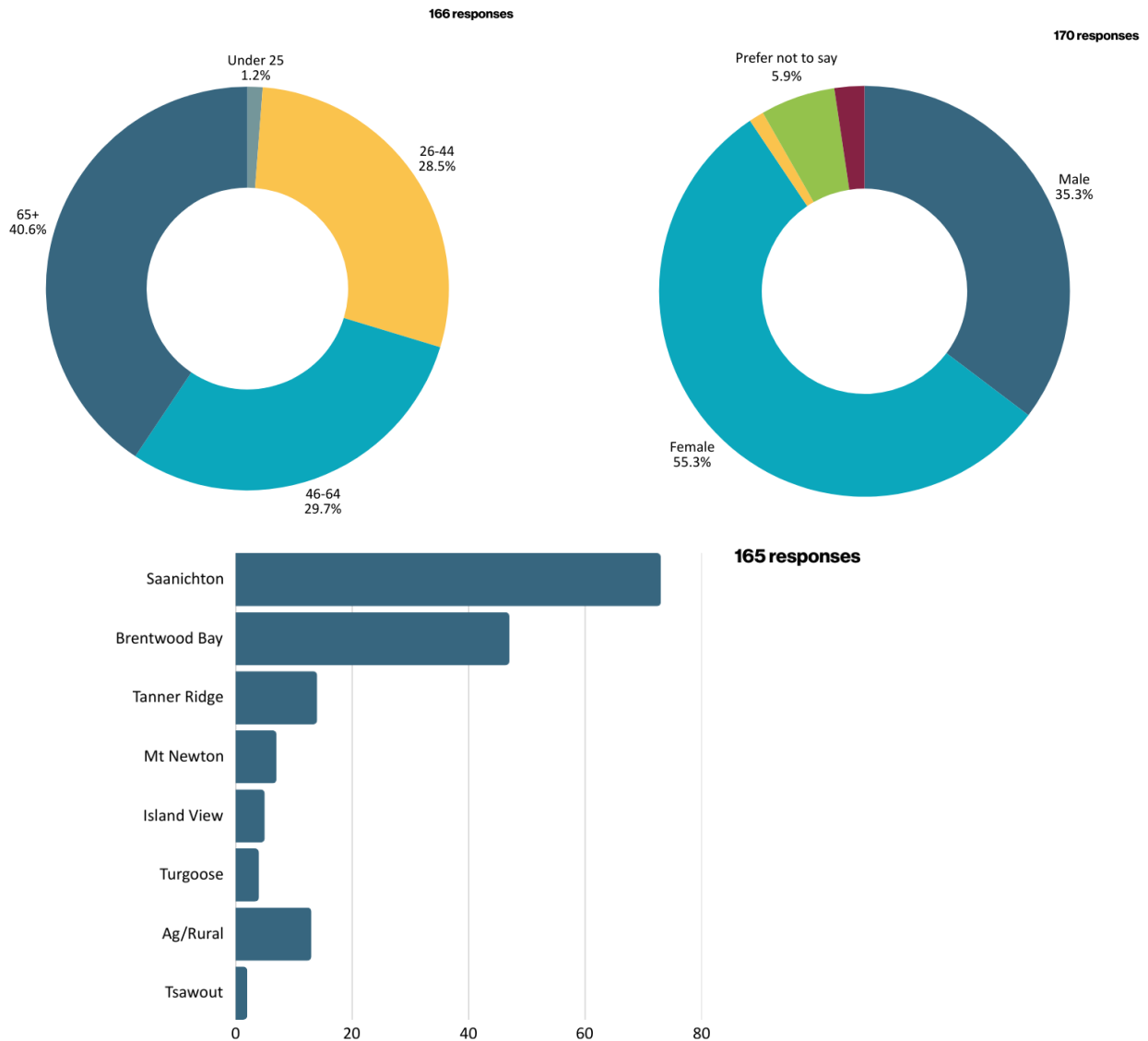
Part 4: District-hosted survey

For full results, please see Appendix B

The District conducted a survey from June 12 to August 5. It was available at in-person at events and the Municipal Hall, and online at LetsTalkCentralSaanich.ca. No registration was required, but users were limited to one response per IP address.

In total, 192 were completed. While this a small sample size and not statistically significant, the survey aimed to understand sentiment of those most affected or interested in the project. It successfully identified several themes, particularly from Saanichton residents who are most directly impacted by the project.

Demographics



District-hosted survey cont... What We Heard

Respondents were supportive of a new facility: 73% (of 168 responses) were very or somewhat supportive.

Of those who are **‘very supportive’** or **‘somewhat supportive’** (73%; 123 respondents), comments reflected:

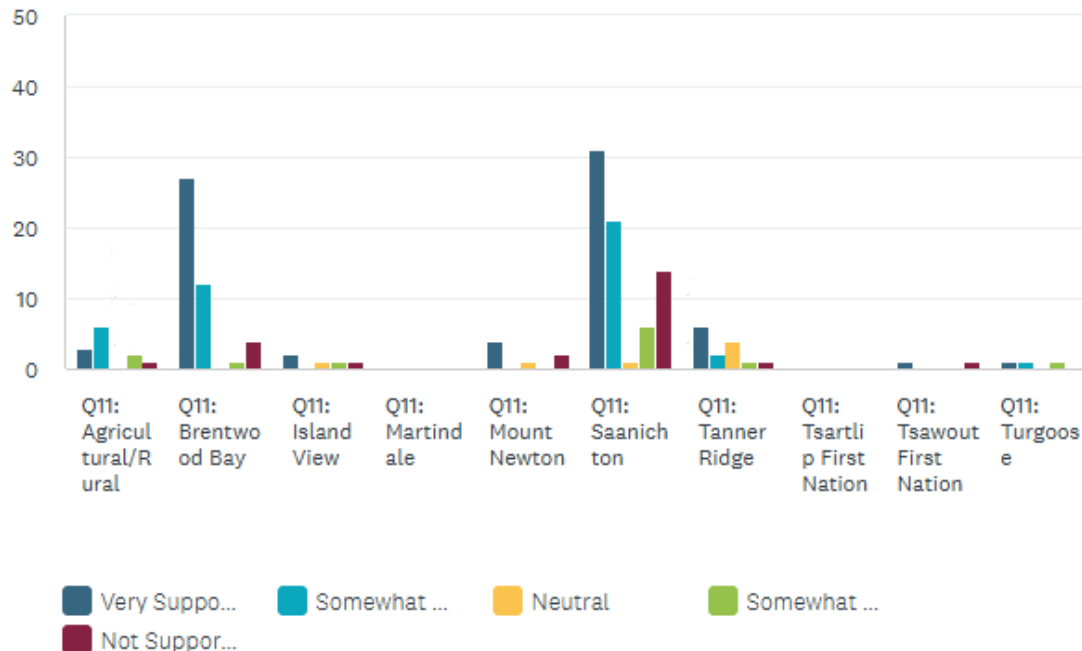
- inclusion of recreation and commercial spaces
- desire for a vibrant development that contributes to village life
- recognition that growth is inevitable and should be well planned



Of those who were **‘somewhat unsupportive’** or **‘not supportive at all’** (22%; 37 total), comments reflected:

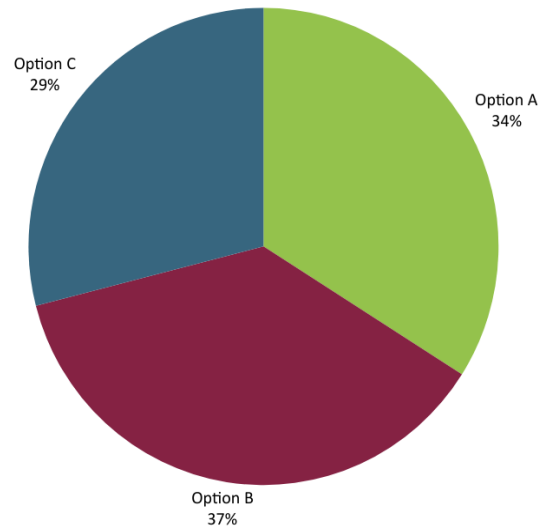
- not believing a new hall was needed and concern about the financial burden,
- lack of transparency and a distrust in council decisions, and
- the preferred concept was renovation.

Notably, as a percentage, residents of Brentwood were most in favour of a new facility (89%; 39 respondents). Residents of Saanichton were the only neighbourhood to show notable opposition (27%; 20 respondents).



District-hosted survey cont... Preferred concept

Respondents were asked to rank the three design concepts of Concept A, B and C as 1 = most preferred to 3 = least preferred. Results were close between Option A and B as the preferred option. Notably, Concept B was a popular second choice to those who selected A or C as a first choice. Demographic analysis did not demonstrate significant differences amongst neighbourhoods in regard to their choices, with the exception of the 59 Saanichton respondents that answered this question as selecting Concept C (renovation) as the preferred option (37%).



132 responses

Suggested improvements to concepts

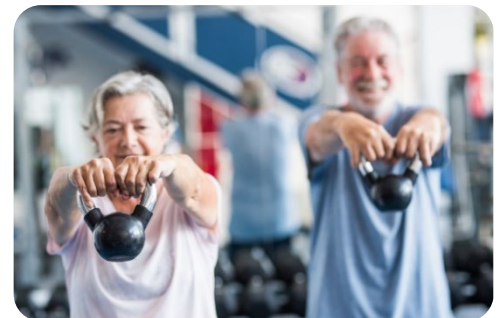
There is strong community interest in creating spaces for gathering, prioritizing environmental and thoughtful design, and maintaining fiscal responsibility; some respondents question the need for new buildings and suggest that the current plans should potentially be scrapped entirely.

Summary of comments

Concept A - Hovey

Respondents like the following:

- **Potential recreational amenities**
- **Public amenities (in Village)**
- Land use maximizes amenities in Saanichton and room for future growth at Hovey
- Building design is appealing
- Minimal construction disruption to operations and residents
- Financial and logistical advantages



Key concerns:

- **Land expropriation** as the tool to acquire Hovey
- **The site's location not central enough**
- **Traffic impacts and emergency vehicles in proximity to busy park**
- Loss of rural feel to Hovey neighbourhood
- Impact of development on Saanichton Village traffic and character; desire to keep municipal services in Village core
- Cost overruns and lack of financial transparency
- Disruption to municipal services during construction

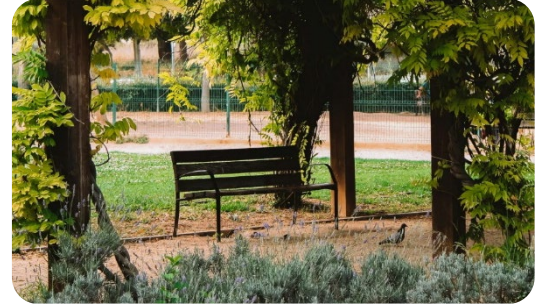
Concept B – Mt Newton (new)

Respondents like the following about this concept:

- **Central location/existing site**
- Nice design, pedestrian friendly and environmentally responsible
- Adding housing and retail - supports economic development and vibrancy
- Minimal disruption compared to renovation

Key concerns:

- **Village density and preference for low-profile development**
- **Losing community character and greenspace**
- Lack of recreation space and amenities
- Traffic congestion and inadequate planning for increased population
- Prolonged construction disruption
- Cost overruns and financial risk/financial responsibility of the option
- Selling public land instead of retaining it for future use



Concept C – Mt Newton (reno and expansion)

Respondents like the following:

- **Municipal services in the same location/heart of Village**
- **Minimizing adding new density to Saanichton**
- Improvement over the old building
- Small buildings

Key concerns:

- **project cost and return on investment**
- **Criticism of one-story design, look and land use**
- Lack of amenities, housing or mixed-use development
- Relocating staff and emergency services



Open-ended comment themes

Open-ended comments from the District-hosted survey were mostly negative, highlighting concerns about expropriation, transparency, and process, opposition to development and taller buildings due to fears of losing community character. Some also expressed support for future-oriented land use and there was mixed feelings about the public engagement process.



First Nations

Community level

Postcards were mailed to all homes on *STÁUTW* (Tsawout) and *WJOLELP* (Tsartlip) reserve to seek their communities' input on the concepts by participation in the Deloitte survey; their responses are included in the overall results.

Staff level

District staff have made *WJOLELP* (Tsartlip) and *STÁUTW* (Tsawout) staff aware of the project and sought their permission to engage with their community.

District staff are seeking an opportunity to meet with *STÁUTW* (Tsawout) staff.

Council level

WJOLELP (Tsartlip) Council invited staff and the Mayor to a Band Council meeting in September 2025. A brief presentation of the concepts was made and feedback included:

- Return to Band Council to discuss any potential land sale
- Prioritize affordable housing as many members live off reserve
- Art and signage on site to reference the traditional territory
- Ensure roads and infrastructure are adequate for the population

Conclusion

The insights gathered during Phase 3 of the Civic Redevelopment Engagement reflect a community with a strong interest in recreation amenities, small businesses, and spaces that contribute to village life while preserving rural identity, green spaces, and careful consideration of high-density development (careful transitions, traffic calming and more). Housing, while noted as needed by many, is envisioned as focusing on seniors and families. Finally, there are calls for budget restraint, transparency, and cost-effective design. These messages are consistent with what residents and businesses told the District during the OCP, Saanichton Village Design Plan and other processes.

The majority of feedback was positive and constructive, with residents appreciating the opportunity to engage. Continued collaboration will be key to creating a shared vision that meets the needs of the growing community.

2025 Municipal Facility Replacement Project

Survey Findings Report

October 2025



Central Saanich

Background and methodology

Disclaimer

This report was provided to inform and assist the District of Central Saanich with the Municipal Facility Replacement Survey.

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Project background and methodology

The goals of the 2025 Municipal Facility Replacement Survey were to...



**Evaluate resident awareness
about the project**



**Gauge community support for
facility replacement options**



**Evaluate awareness and
communication effectiveness**

Survey Methodology

- A census-style mail-to-web survey was conducted for the District of Central Saanich's 2025 Municipal Facility Survey. Postcards were mailed to every household within the District, each containing a unique PIN code for survey participation.
- Each household received one survey code, with the option to request a second code if another household member wished to participate; a total of 40 additional codes were requested in this manner.
- This approach was designed to ensure that survey feedback reflected the household as a whole, similar to the census, where one individual completes the survey on behalf of all residents in the home. Allowing up to two responses per household enabled the survey to capture a broader range of perspectives while preventing any single household from disproportionately influencing the results, thereby supporting fairness and representativeness.
- Residents who received the mail invitation but preferred not to participate online were given the option to provide their contact information and complete the survey by telephone.
- In addition to the mail-to-web survey, a randomized phone survey was conducted using random digit dialing (RDD) of both landlines and cellphones.
- This methodology resulted in a total of 845 completed responses, including 102 from the phone survey and 743 from the mail-to-web survey. Responses from both the phone and mail-to-web surveys were included in the final dataset to ensure a well-rounded representative sample of residents.
- To ensure the survey results accurately reflected the community's demographic makeup, all data were weighted to match the exact proportions of age and gender based on the 2021 Statistics Canada census data for the District of Central Saanich.

Project familiarity

Project Familiarity (1/2)

Project description

Several key municipal buildings—including the Central Saanich Police Station, Fire Station 2, and Municipal Hall—are nearing the end of their useful lives.

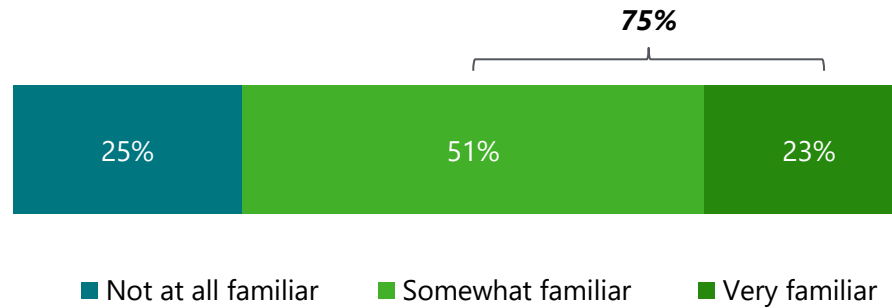
The District’s plan to replace these facilities, originally postponed in 2013, is now part of the Asset Management and Financial Plan.

Thanks to early planning, the District is in a strong financial position to proceed.

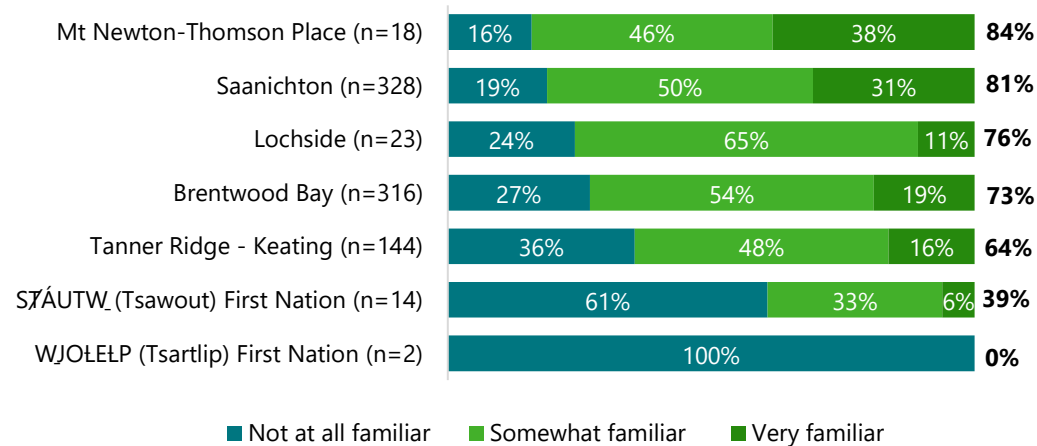
The project will be funded through reserves and debt, with no new property tax increases.

Each option includes a 30% contingency, and construction is planned to begin soon to avoid rising costs.

Familiarity with Municipal Facility Replacement project



Familiarity by neighbourhood



Key Insights

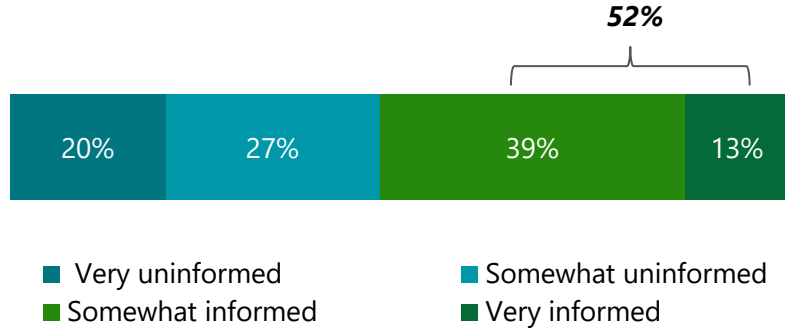
Overall, most respondents report being at least somewhat familiar with the project, but familiarity is significantly lower among First Nations communities, with the majority indicating they are not at all familiar.

In contrast, areas such as Mt Newton-Thomson Place and Saanichton exhibit the highest levels of familiarity, likely reflecting the heightened interest in these neighbourhoods as they are most directly impacted by the project.

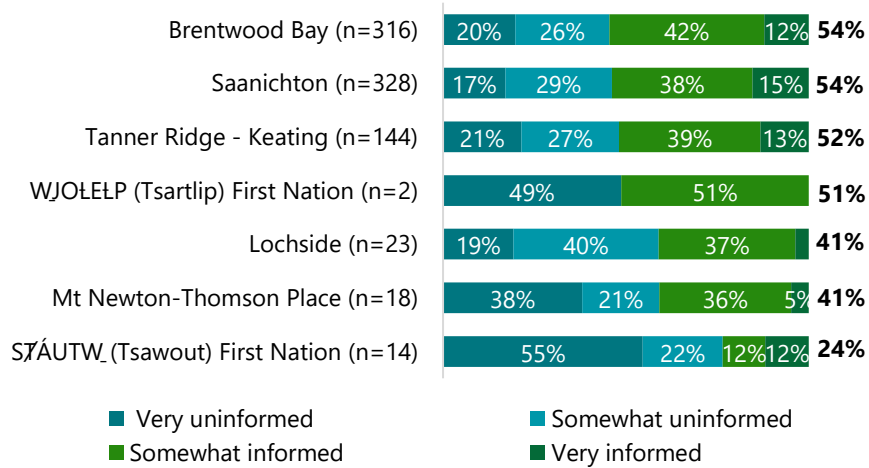
Q: How familiar are you with the Municipal Facility Replacement Project that was just described? (n=845)

Project Familiarity (2/2)

Level of awareness



Awareness by neighbourhood



Public perception of the District's communication on Facility Replacement project

Reasons the District has done a good job

- Media coverage
- Public meetings & open houses
- Direct mail & newsletters
- Signage & public notices
- Online information

Reasons the District has not done a good job

- Lack of awareness
- Insufficient communication
- Limited transparency
- Perceived bias
- Access to information
- Poor engagement methods

Key Insights

52% of residents felt at least somewhat informed about the proposed Municipal Facility Replacement Project, but 47% still reported feeling at least somewhat uninformed.

Of those who felt informed about the topic, residents highlighted several effective communication channels used by the District, including media coverage, public meetings and open houses, direct mail and newsletters, signage, and online information.

Among those who did not feel informed, residents cited a lack of awareness about the project, insufficient communication from the District, limited transparency, perceived bias, lack of access to information, and ineffective engagement methods as key concerns.

Q: To what extent do you feel informed about the proposed Municipal Facility Replacement Project? (n=845)

Q: Please explain why you feel the District [has / has not] done a good job of informing the public about the proposed Municipal Facility Replacement Project. (n=845)

Concept assessment

Concept assessment | New Facility on Hovey Road (1/5)

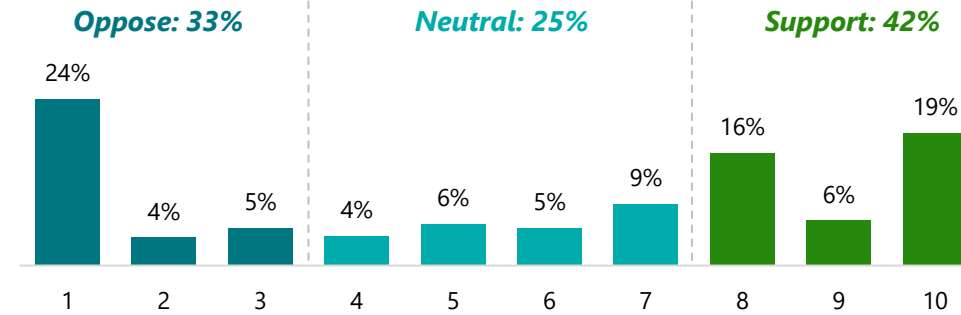
Concept A description

This option proposes a 2- or 3-storey building on Hovey Road that would bring Municipal, Fire, and Police services together, with community meeting rooms and the potential for recreation space managed by an external provider. The facility would provide 100 surface parking spaces, preserve the cherry trees, and allow for future expansion.

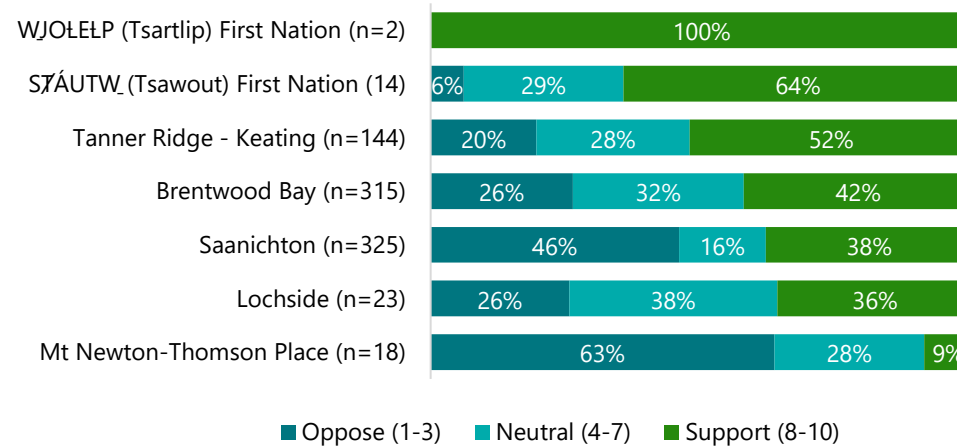
Moving civic services to Hovey Road would allow the current site at 1903 Mount Newton Cross Road to be sold and developed based on a development deemed acceptable to the District and would go through a public development process with Council. This would potentially add commercial spaces including medical offices, greenspaces and 400 new homes.

It is the most cost-effective option at a net cost of \$45.6 million, with the lowest financial risk and highest estimated long-term return, generating an estimated \$750,000 per year in additional tax revenue.

Support for Concept A



Support by neighbourhood



Key Insights

Overall, support for Concept A is mixed, with 42% of respondents indicating strong support (ratings 8–10), 33% expressing opposition (ratings 1–3), and 25% remaining neutral (ratings 4–7).

Support varies significantly by community: SʔÁUTW (Tsawout) and WJOLELP (Tsartlip) First Nations show the highest support, at 64% and 100% respectively, while Mt Newton-Thomson Place has the highest opposition, with 63% opposed and only 9% supportive.

Q: On a scale of 1 to 10, where 1 means "Strongly Oppose" and 10 means "Strongly Support," how supportive would you be of Concept A? (n=841)

Concept assessment | New Facility at Current Site (2/5)

Concept B description

This concept involves building new facility at the current 1903 Mt Newton site, similar to what is proposed on Hovey, but with both surface and underground parking.

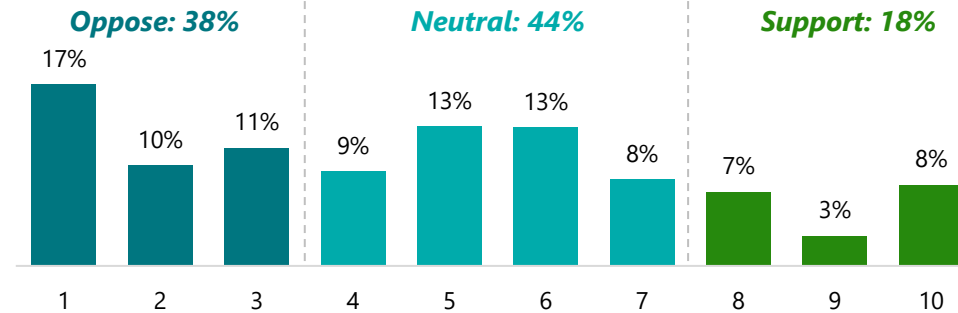
The front two acres of the site would be sold for mixed-use development, allowing for commercial space, about 250 homes, and greenspace.

There would be no recreation facility or room for future expansion due to value of the land and parking limitations.

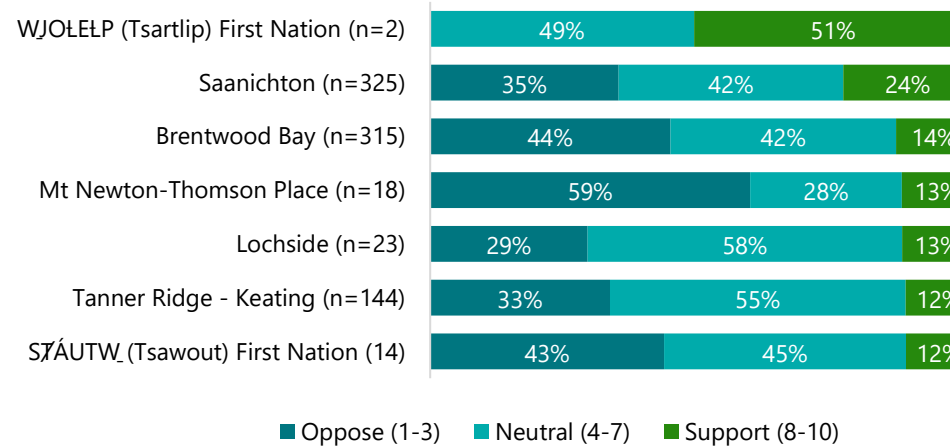
It is the most expensive option at a net cost of \$50.1 million because of the land value.

It is low risk and has moderate return estimated to generate approximately \$480,000 per year in additional tax revenue.

Support for Concept B



Support by neighbourhood



Key Insights

Support for Concept B is generally lower with only 18% of respondents expressing strong support (ratings 8–10), while 38% oppose (ratings 1–3) and 44% remain neutral (ratings 4–7).

Across communities, opposition is highest in Mt Newton-Thomson Place (59%) and Brentwood Bay (44%).

The majority of respondents in most communities fall into the neutral category, indicating uncertainty toward Concept B.

Q: On a scale of 1 to 10, where 1 means "Strongly Oppose" and 10 means "Strongly Support," how supportive would you be of Concept B? (n=842)

Concept assessment | Renovate and Expand the Current Facility (3/5)

Concept C description

This option would involve an extensive renovation and an expansion.

It would see the current site used entirely for a single-storey facility that meets modern codes and standards and a parking lot.

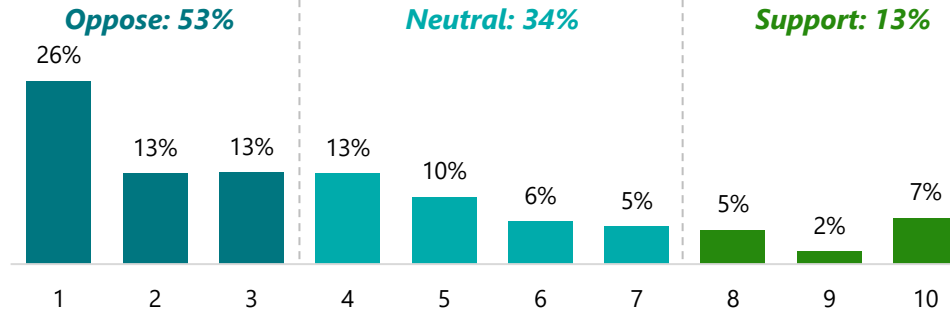
There would be less community meeting space, no potential recreation space and no new amenities through private development.

There would be no room for further expansion.

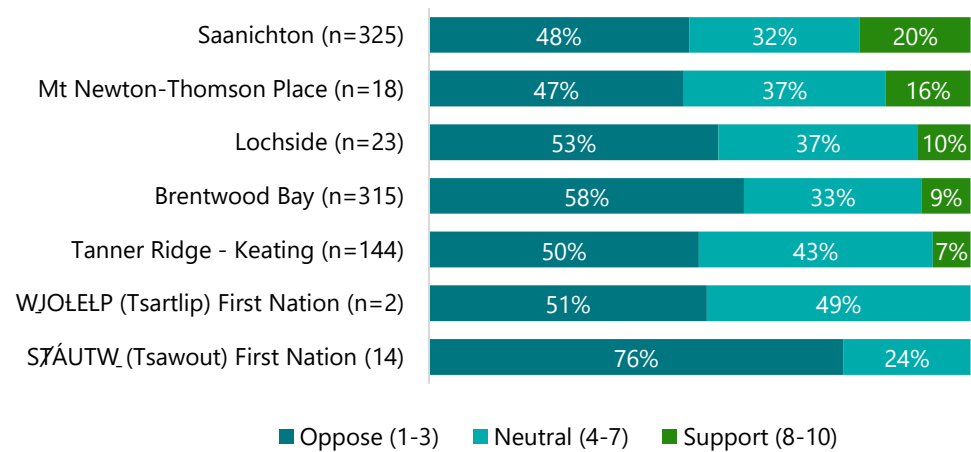
It is the second highest cost at \$47.4 million and has the longest timeline and the highest risk of cost overruns.

This concept would not provide any new additional tax revenues, economic or housing benefits.

Support for Concept C



Support by neighbourhood



Key Insights

Support for Concept C is low, with just 13% of respondents indicating strong support (ratings 8–10), while a majority (53%) are opposed (ratings 1–3), and 34% remain neutral (ratings 4–7).

Opposition is particularly high in S7AUTW_ (Tsawout) First Nation (76%) and Brentwood Bay (58%), with both S7AUTW_ (Tsawout) and WJOLELP (Tsartlip) First Nations reporting no strong supporters.

Across all communities, support is limited, and neutrality is moderate.

Q: On a scale of 1 to 10, where 1 means "Strongly Oppose" and 10 means "Strongly Support," how supportive would you be of Concept C? (n=843)

Concept assessment | No action (4/5)

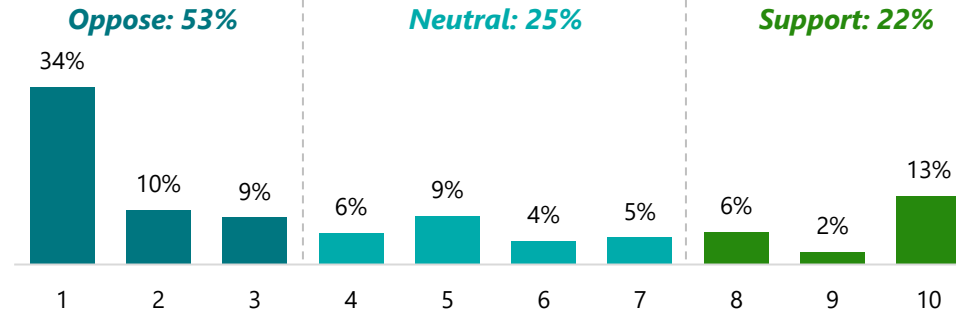
Concept D description

This option would involve not replacing or upgrading the current facility, resulting in higher annual maintenance costs.

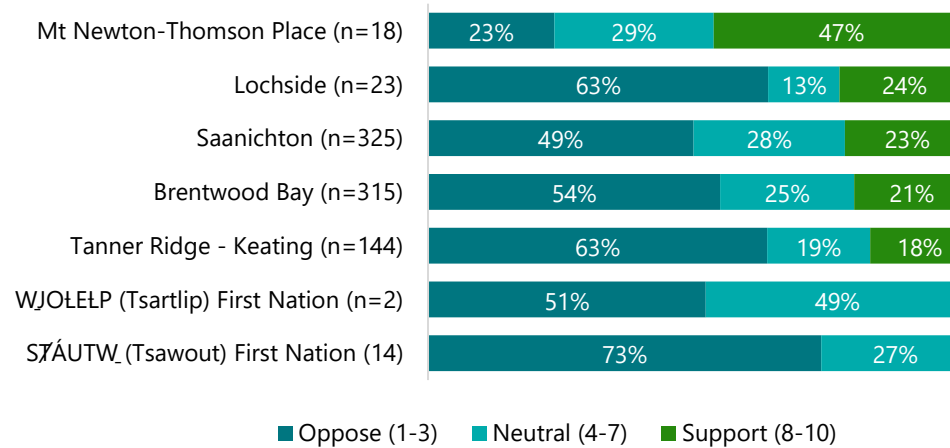
It does not address major safety or seismic issues and has the potential to lead to higher costs in the future.

This option would result in lower short-term costs but risks compromising safety, service delivery, and the District's long-term financial health.

Support for Concept D



Support by neighbourhood



Key Insights

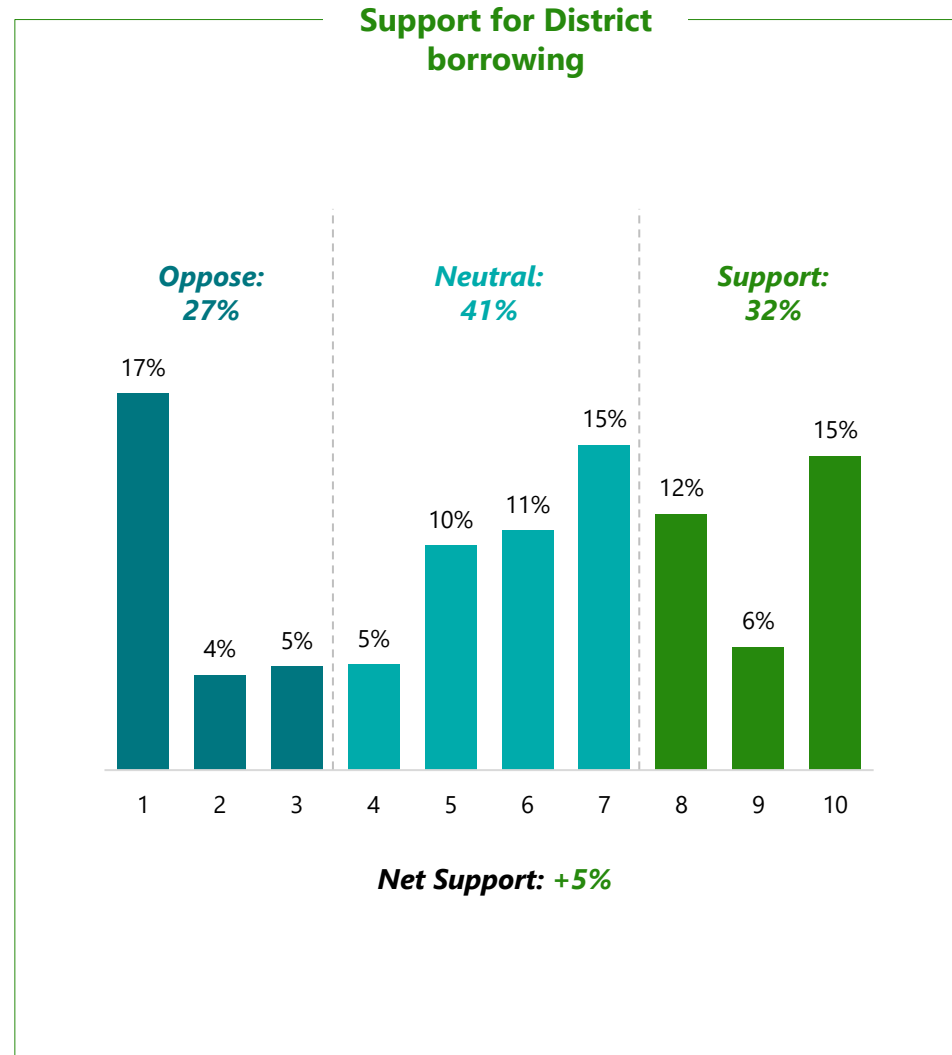
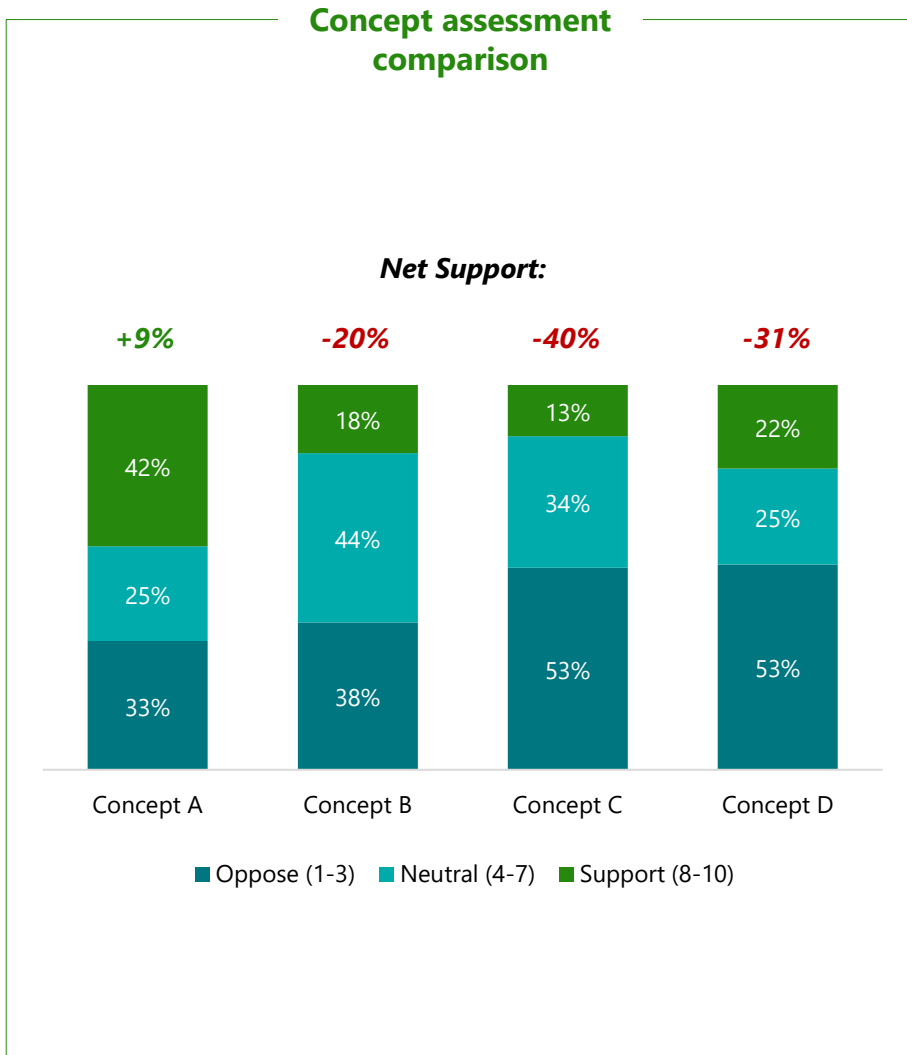
Support for Concept D remains low overall, with only 22% of respondents indicating strong support (ratings 8–10), while a majority (53%) are opposed (ratings 1–3) and 25% are neutral (ratings 4–7).

Opposition is especially high in STÁUTW (Tsawout) First Nation (73%), Tanner Ridge - Keating (63%), and Lochside (63%).

The only area with a relatively higher level of support is Mt Newton-Thomson Place, where 47% are supportive and only 23% are opposed.

Q: On a scale of 1 to 10, where 1 means "Strongly Oppose" and 10 means "Strongly Support," how supportive would you be of Concept D? (n=842)

Concept assessment (5/5)



Key Insights

Concept A stands out as the most favored, with 42% indicating strong support and the lowest level of opposition (33%). It is the only concept with a positive net support (+8%), reflecting a generally favorable reception.

Concepts B, C, and D all have negative net support, indicating more opposition than support.

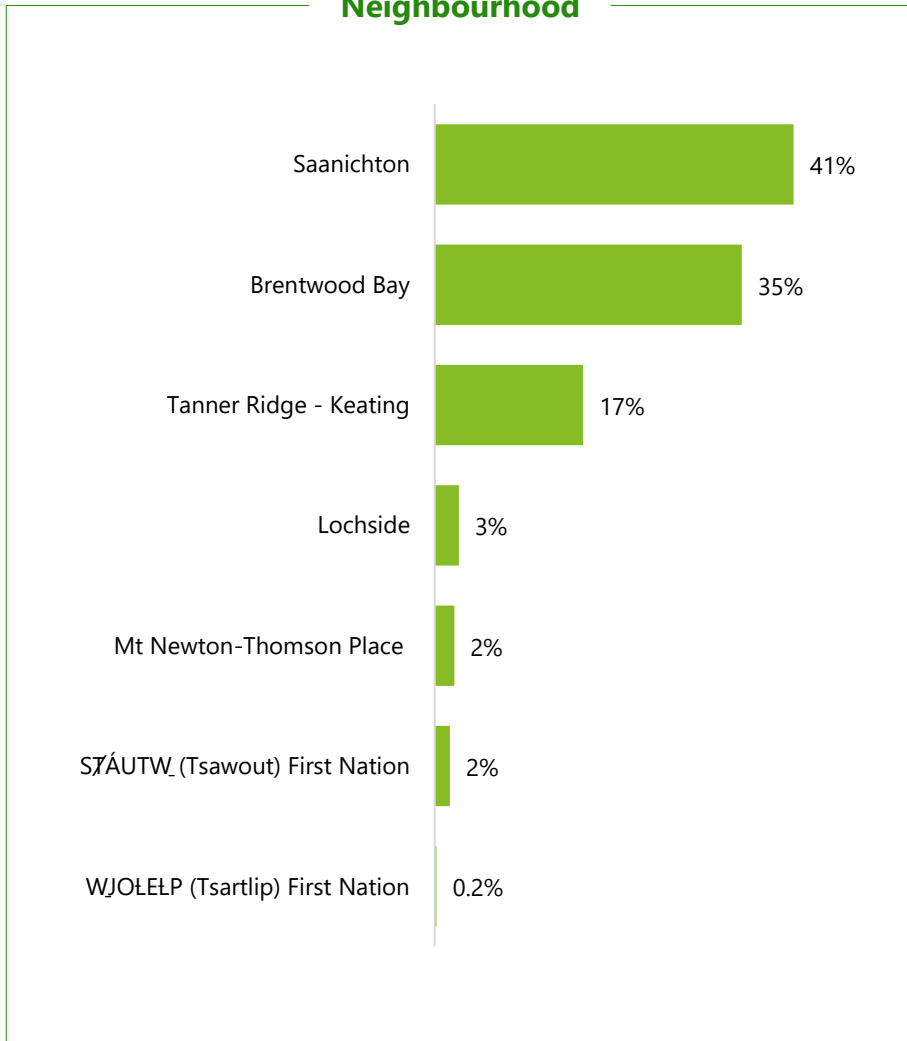
When asked about the District borrowing \$33.5 million to proceed with Concepts A, B, or C, respondents were divided: 32% expressed strong support (ratings 8–10), 27% opposed (ratings 1–3), and the largest group (41%) remained neutral (ratings 4–7), indicating a cautious but generally balanced perspective on the proposed borrowing.

Q: To proceed with Concepts A, B or C, the District would need to borrow \$33.5 million. The District's debt would still be affordable and sustainable. On a scale of 1 to 10, where 1 means "Strongly Oppose" and 10 means "Strongly Support", how supportive are you of the District borrowing this amount? (n=841)

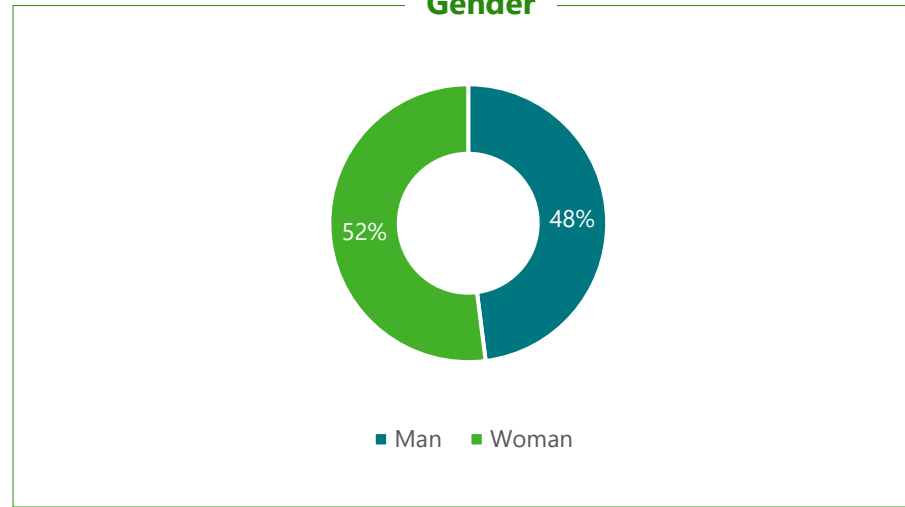
Demographics

Demographics

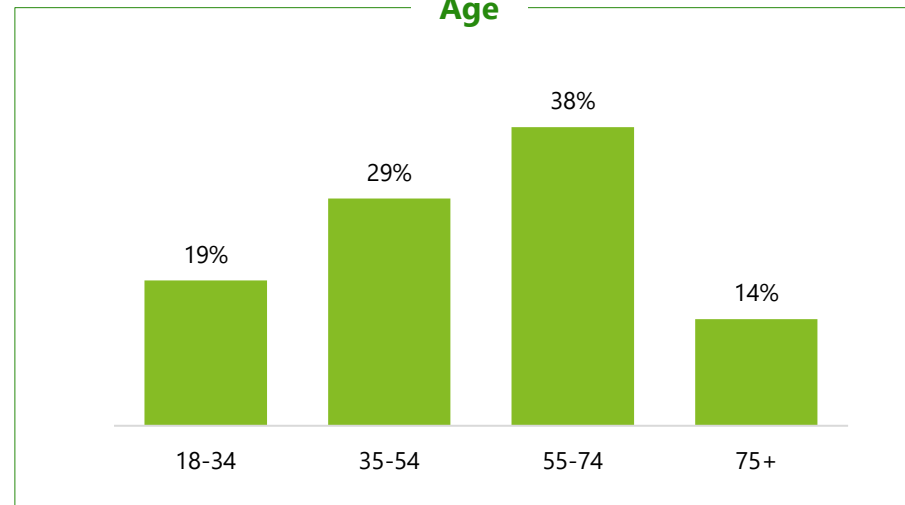
Neighbourhood



Gender



Age



Q: Which of the following neighbourhoods in the District of Central Saanich best describes where you live? (n=845)

Q: Which of the following best describes your gender? (n=845)

Q: Can you please tell me which of the following age groups you are in? (n=845)

Key Insights

The survey data was weighted to match the exact proportions of the population by age and gender, based on the 2021 Statistics Canada census data, ensuring that the results accurately reflect the demographic makeup of the community.



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In 2017, we started a Market Research and Analytics Division. The division is focused on gathering local market intelligence. The statistically reliable data from businesses, consumers, and citizens is gathered and analyzed with methods that ensure applicability to strategy and action planning. Bringing these capabilities in-house has positioned us to better integrate the latest market research innovations into our work, and to provide the most diverse array of market intelligence supports for our clients.

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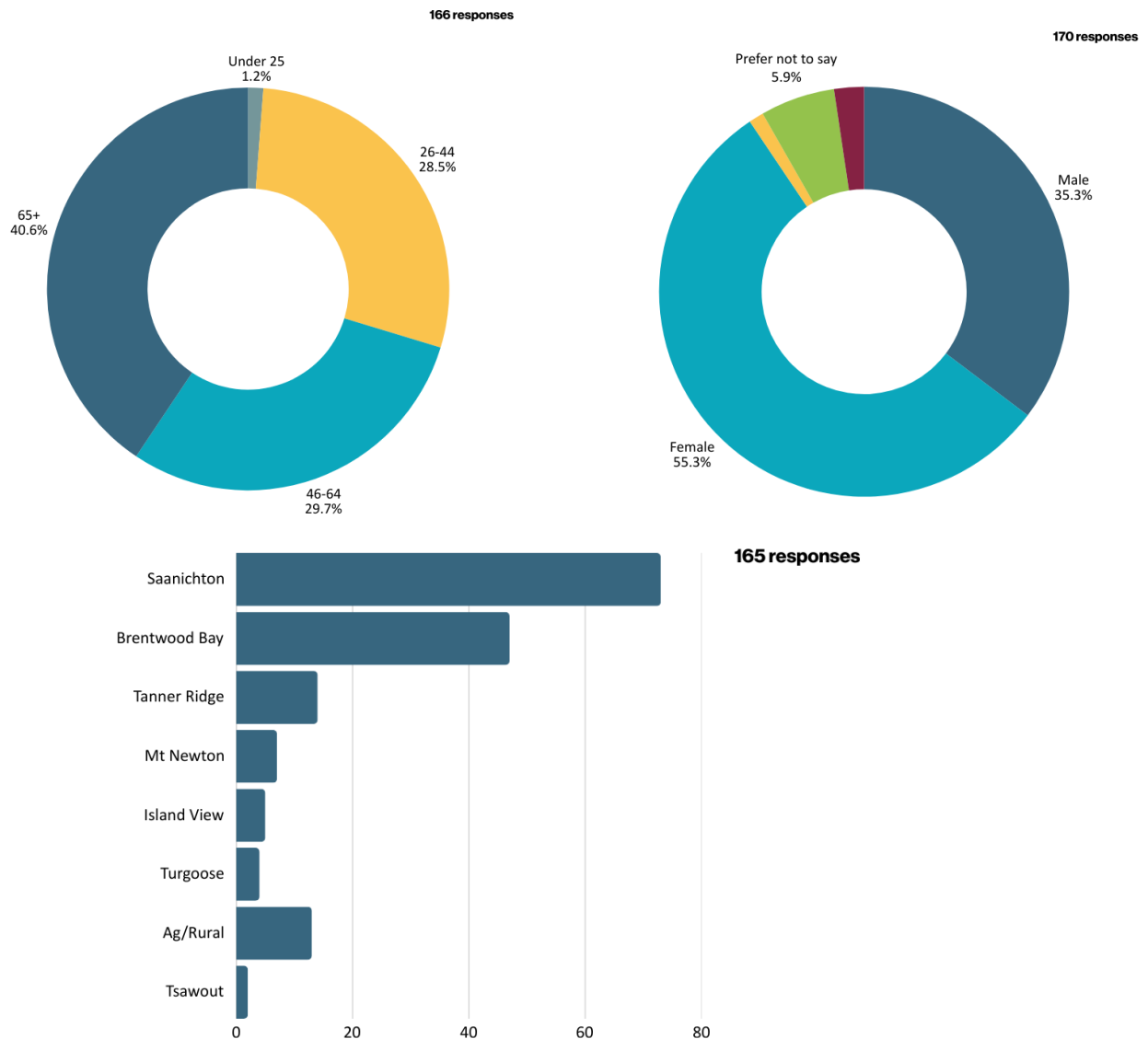
Appendix B: District-hosted survey

The District conducted a survey from June 12 to August 5. It was available at in-person at events and the Municipal Hall, and online at LetsTalkCentralSaanich.ca. No registration was required, but users were limited to one response per IP address.

In total, 192 were completed. While this a small sample size and not statistically significant, the survey aimed to understand sentiment of those most affected or interested in the project. It successfully identified several themes, particularly from Saanichton residents.

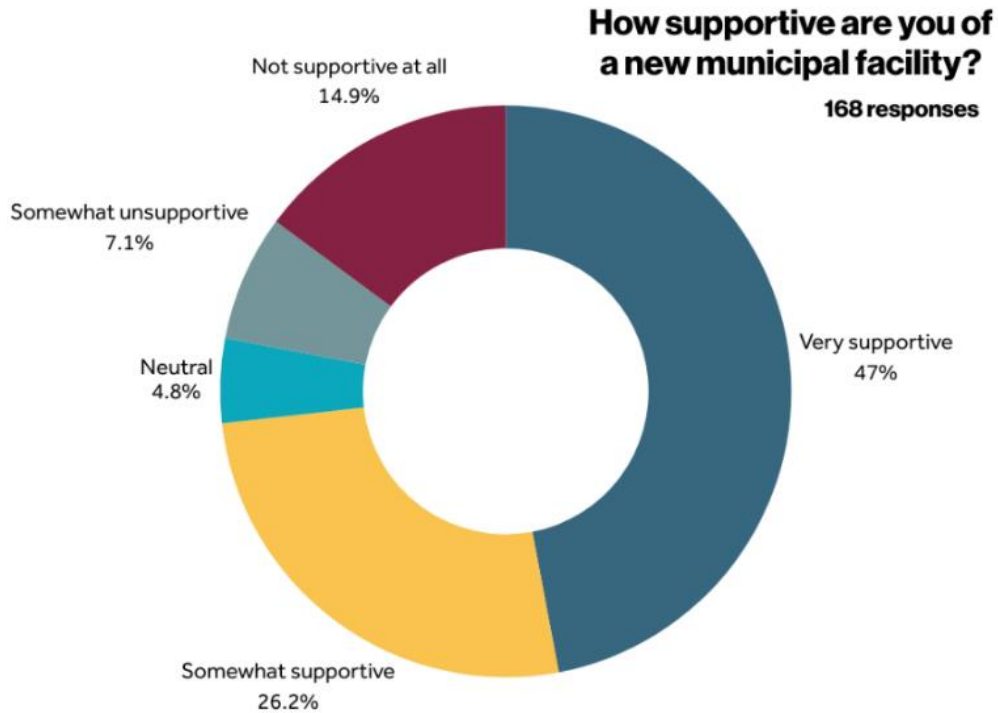
There was a high participation from Saanichton residents who are disproportionately represented in the results as this survey is not weighted or statistically significant.

Demographics



District-hosted survey cont... What We Heard

While respondents were supportive of a new facility (73% of 168 responses to the question), respondents were divided on the options.



Of those who are **'very supportive'** or **'somewhat supportive'** (73%; 123 respondents), comments reflected:

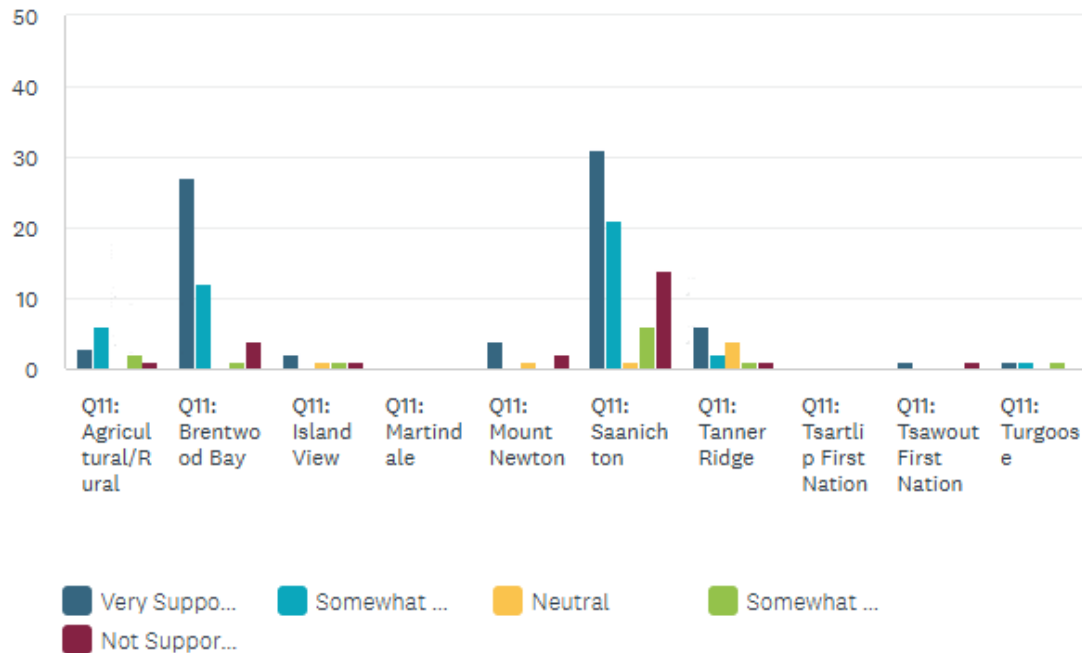
- inclusion of recreation and commercial spaces
- desire for a vibrant development that contributes to village life
- recognition that growth is inevitable and should be well planned



Of those who were ‘somewhat unsupportive’ or ‘not supportive at all’ (22%; 37 total), comments reflected:

- not believing a new hall was needed and concern about the financial burden,
- lack of transparency and a distrust in council decisions, and
- the preferred concept was renovation.

Notably, as a percentage, residents of Brentwood were most in favour of a new facility (89%; 39 respondents). Residents of Saanichton were the only neighbourhood to show notable opposition (27%; 20 respondents).



Associated comments:

- There is strong support to revitalize the village with small businesses and bring vibrancy and walkability to the community.
- Many expressed concerns about overdevelopment, especially high-density housing, and emphasized maintaining the small-town charm of Central Saanich.
- Many respondents emphasized the need to be mindful of taxpayer dollars
- Respondents consistently asked for recreational amenities to be included in any redevelopment—fitness spaces, cultural venues, and community gathering areas.
- Some respondents favored keeping civic facilities at the current location, and had concerns about Hovey including safety, traffic, proximity to daycare and parks, and the impact on Hovey Road neighborhood character.

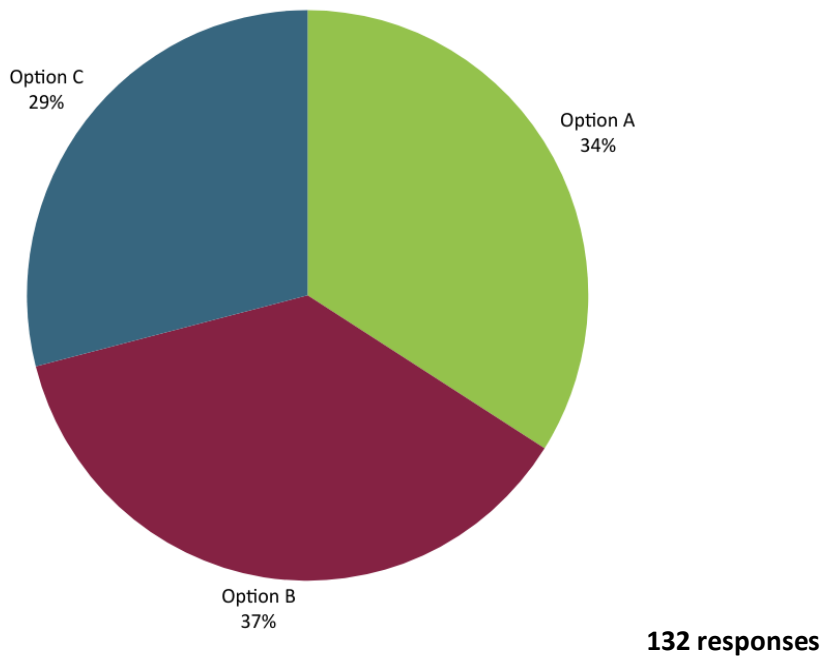
District-hosted survey cont...

Preferred concept

Respondents were asked to rank the three design concepts of Concept A, B and C as 1 = most preferred to 3 = least preferred.

Results were close between Option A and B as the preferred option. Notably, Concept B was a popular second choice to those who selected A or C as a first choice. Demographic analysis did not demonstrate significant differences amongst neighbourhoods in regard to their choices, with the exception of the 59 Saanichton respondents that answered this question as selecting Concept C (renovation) as the preferred option (37%).

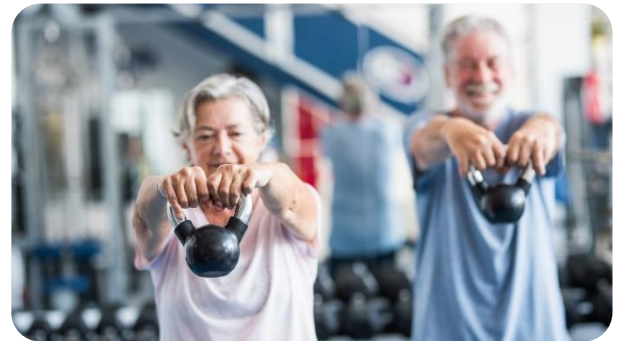
Ranked as first choice:



District-hosted survey cont...

Concept A - Hovey

Respondents appreciate the site's potential for recreational and public amenities, appealing building design, minimal construction disruption, financial and logistical benefits, and the ability to add vibrancy to the Village.



Respondents like the following:

- **Potential recreational amenities**
- **Public amenities (in Village)**
- Land use maximizes amenities in Saanichton and room for future growth at Hovey
- Building design is appealing
- Minimal construction disruption to operations and residents
- Financial and logistical advantages

Key concerns:

- **Land expropriation** as the tool to acquire Hovey
- **The site's location not central enough**, making it less accessible for those without vehicles
- **Traffic impacts and emergency vehicles in proximity to busy park:** Emergency response routing for fire and police vehicles, especially with medians and tight corners; Proximity to daycares and playgrounds raises fears about sirens, congestion, and pedestrian safety for children
- Loss of rural feel to Hovey neighbourhood; loss of hayfield/green space
- Impact of development on Saanichton Village traffic and character; desire to keep municipal services in Village core
- Cost overruns and lack of financial transparency
- Disruption to municipal services during construction

Take aways

If going with this concept, consider the following:

- **Create community:** Prioritize a multi-use community centre with meeting rooms, cultural spaces, and recreation. Consider co-locating a medical office, affordable housing, and municipal services to maximize public benefit and land use.
- **Plan for traffic:** Include traffic calming, improved intersections, and adequate parking (including underground). Ensure the site is accessible by public transit and active transportation.
- **Respect Saanichton Village character:** Use architecture and materials that align with rural Saanichton. Include setbacks, tree preservation, and height transitions near existing homes.
- **Environmental integration:** Preserve tree canopy, include green space, and design buildings that blend with the natural surroundings.
- **Modest, efficient design:** Focus on functionality and cost-effective materials and build.
- **Design for future expansion:** Ensure the layout allows for expansion.
- **Include sustainability features:** Incorporate rain gardens, renewable energy, and low-impact development strategies.
- **Avoid selling land:** Instead, offer leases to retain control and flexibility for future civic needs.

District-hosted survey cont... Concept B – Mt Newton (new)

Many respondents cited Concept B as a compromise between development and preservation.



Respondents like the following about this concept:

- **Central location/existing site**
- Nice design, pedestrian friendly and environmentally responsible
- Adding housing and retail - supports economic development and vibrancy
- Minimal disruption compared to renovation

Key concerns:

- **Village density and preference for low-profile development**
- **Losing community character and greenspace**
- Lack of recreation space and amenities
- Traffic congestion and inadequate planning for increased population
- Prolonged construction disruption
- Cost overruns and financial risk/financial responsibility of the option
- Selling public land instead of retaining it for future use

Take aways:

If moving forward with this concept, consider the following:

- **Enhancing Village character:** Ensure architectural design aligns with rural feel, using height restrictions and thoughtful transitions between new and existing buildings.
- **Community hub, recreation and third spaces:** Include spaces that foster social connection, recreation and community identity.
- **Essential services:** Plan for medical offices, affordable housing, etc
- **Cost-conscious:** Ensure functional, efficient, and fiscally responsible buildings.
- **Not selling land:** Consider not selling public land; instead lease and retain control and flexibility.
- **Plan for long-term:** Avoid decisions that limit future expansion or community benefit.
- **Traffic and parking:** Integrate traffic control measures, parking and infrastructure upgrades.
- **Construction impacts:** Minimize disruption to surrounding neighborhoods during construction.



District-hosted survey cont...

Concept C – Mt Newton (reno and expansion)

Respondents' comments reflected minimal support for Concept C, citing limited improvements, concerns about overdevelopment, and a general lack of enthusiasm or outright opposition to the plan.

Respondents like the following:

- **Municipal services in the same location**/heart of Village
- **Minimizing adding new density** to Saanichton
- Improvement over the old building
- Small buildings



Key concerns:

- Considerable concern about the **project cost and return on investment** and fear of escalating costs, especially with renovations
- **Criticism of one-story designs** and outdated concepts/desire for modern, sustainable, and community-integrated architecture
- **Lack of amenities**, housing or mixed-use development
- Concerns about **relocating** staff and emergency services

Take aways:

If moving forward with this concept, consider the following:

- **Include iron-clad contracts** with penalties for delays and overruns.
- **Reevaluate land use and building design** to optimize land for community
- **Reconsider building design to be appealing** and integrate sustainable design principles
- **Examine missed opportunities for amenities** like housing, community services and green space



District-hosted survey cont...

Suggested improvements to concepts

Community-Oriented Spaces

- Strong interest in “third places”—informal gathering spots like plazas and hangout areas.
- Desire for placemaking and integration with natural surroundings.
- Calls to preserve green space and old trees, especially at Mount Newton.
- Suggestions for multi-use facilities such as clubhouses for events, sports, and rentals.
- Desire for outdoor recreation options like pump tracks or other active-use areas.

Environmental and Design Considerations

- Emphasis on maintaining rural character and avoiding high-density urban-style development.
 - Opposition to high-density or multi-story apartments, especially 5–6 story buildings.
 - Preference for single-family homes and height restrictions to preserve village character.
- Advocacy for green building designs and sustainable development.
- Need for underground parking, traffic planning, pedestrian- and cyclist-friendly spaces.
- Interest in flexible, accessible designs that allow for future growth and changing needs.

Fiscal Responsibility and Simplicity

- Calls for budget restraint and respect for taxpayer dollars.
- Emphasis on keeping plans simple and sensible, avoiding unnecessary spending.

Skepticism and Opposition

- Some respondents express resistance to current plans, questioning the need for new buildings or suggesting scrapping plans entirely.



District-hosted survey cont...

Open-ended comment themes

Concern about expropriation, transparency and process

Some expressed frustration over the expropriation and feel such decisions should be subject to a public vote. Some feel unheard, particularly regarding objections to the Hovey project and the redevelopment of Mt Newton, and a belief that decisions were finalized before public input was considered.

"We voted for these individuals to listen to our community, not to impose decisions or change laws to expedite a project due to external pressures or ulterior motives. Our voices should matter in shaping the future of our community, and we deserve to be part of that conversation."

Opposition to development and profile of taller buildings/fear or losing community character

Deep attachment to Central Saanich's rural identity and green spaces, and resistance to 4–6 storeys at 1903 Mt. Newton. Some concern about urbanization near parks, traffic and social disorder.

"Preserve rural nature without hodge podge developments..."

"The push for more housing is totally short-sighted."



Support for future-oriented land use

Comments about maximizing the value of limited land through vertical development and efficient design. They emphasized the importance of planning with a long-term vision—prioritizing flexibility, cost recovery, and the revitalization of the village core to benefit future generations.

"Council should be thinking 20-40 years in the future. Do not make short sighted decisions based on right now. What concept will benefit the community for generations to come? I would like to see Saanichton village more of a commercial hub. Moving the municipality would free up that land to make the village more vibrant. Moving to Hovey could allow more recreation space which is very important to me."

"I hope that the community doesn't let the fear of change by a few negatively impact the possible future benefits for everyone else!"

Mixed sentiment on the public engagement

Many residents appreciated the opportunity to provide input and found the information sessions and materials helpful in understanding the project's scope and potential.

Some residents expressed concerns about the integrity of the public engagement process, and the potential for use of an Alternative Approval Process was criticized.

"Great opportunity and learning session today."

"This process lacks the appearance of an attempt at genuine engagement by the Town. Based on how the questions are being asked / proposals are being furnished, it seems like minds are already made up and there's a concerted effort to funnel respondents toward desired responses."