



**White Rock Community Hub**  
**What We Heard Report (Phase 1)**  
**July 21, 2025**

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## Introduction

This report provides a comprehensive summary of public consultation activities undertaken by the City of White Rock between April and July 2025 to support early planning for the proposed White Rock Community Hub. The goal of this phase was to initiate broad community dialogue, gather meaningful input on values and priorities, and begin exploring trade-offs associated with potential locations, services, and design directions.

All activities summarized here relate exclusively to the Community Hub project.

Engagement tools and events during this phase included:

- Survey 1 (April 30 – June 11, 2025)
- Open House 1 – May 22, 2025 (White Rock Community Centre)
- Pop-Up: Farmers Market – June 9, 2025
- Pop-Up: Seniors Expo – June 14, 2025
- What We Heard #1 - June 19, 2025
- Survey 2 (June 16 – July 12, 2025)
- Student Survey – June 30, 2025
- Open House 2 – June 30, 2025 (White Rock Community Centre)
- What We Heard #2 - July 17, 2025

Each of these activities was designed to inform residents, surface community values, and identify early points of consensus and concern.

## Survey 1: Community Needs and Services

**Participation:** ~400 responses

**Format:** Online (Talk White Rock) and paper distribution at City facilities

### Key Findings:

- Strong support for co-locating civic services such as City Hall, library, community programs, and arts/culture.
- Top selected services included:
  - City Hall services
  - Library
  - Community kitchen and social gathering space
  - Arts/event space
- Walkability, access, and inclusiveness were recurring open-ended themes.
- Many emphasized the importance of a civic “anchor” in the community, something welcoming, intergenerational, and easy to access.

## Open House 1: May 22, 2025 – White Rock Community Centre

**Attendance:** ~120 residents

**Format:** Self-guided open house with interactive engagement stations

**Theme:** “Past – Present – Future” of civic services in White Rock

### Engagement Highlights:

- Dot voting: Top spaces residents would use:
  - Outdoor civic plaza (32.6%)
  - Arts and event space (30.2%)
- Token voting: Top priorities:
  - Outdoor gathering space (23.1%)
  - Seniors and intergenerational programs (20.4%)
  - Arts and culture (19.9%)
- Top design value: “Reflects White Rock’s identity” (23.8%)

### Key Lessons:

- Some residents arrived expecting a formal presentation, clarity on format is key for future events.
- Skepticism over location and scale was addressed by staff who clarified that no decisions had been made.



Figure 1. Open House 1

## Pop-Up Engagements

### Farmers Market: June 9, 2025

**Engagement Style:** Tent booth, drop-in conversations, visuals and flyers

**Estimated Reach:** 200–300 passersby

**Key Themes:**

- Supportive tone from residents who liked the idea of bringing services together
- Questions about traffic and construction impacts
- Many expressed a desire to keep the Hub “on a human scale” and maintain walkability

### Seniors Expo: June 14, 2025

**Engagement Style:** Indoor table setup with visuals, surveys, and staff Q&A

**Estimated Reach:** ~200 attendees

**Key Themes:**

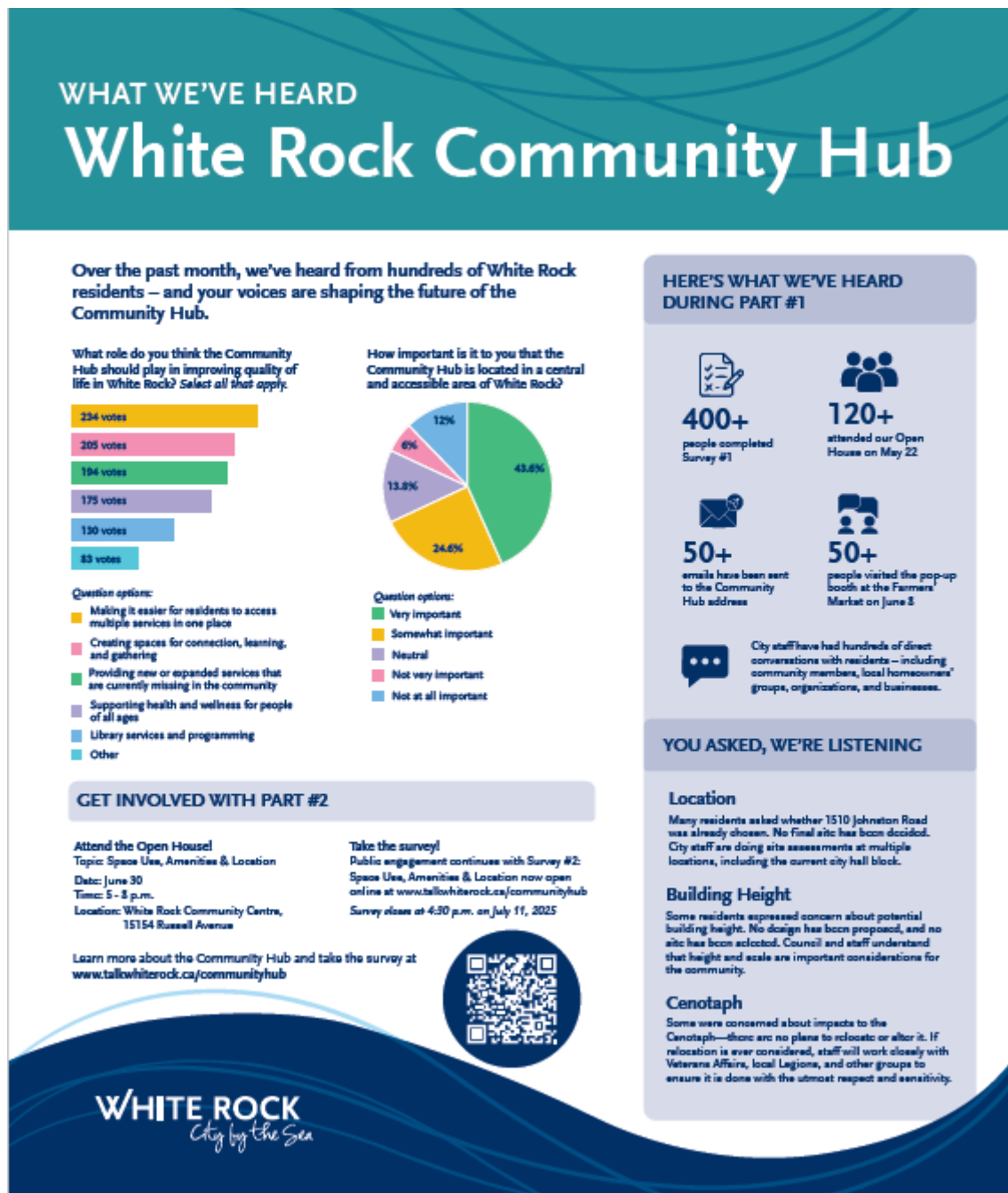
- Strong emphasis on accessibility and inclusive design
- Interest in indoor gathering space and drop-in programs
- Library and health-related programming were top mentions

## What We Heard #1

(Published June 19, 2025 in Peace Arch News)

- **Audience:** White Rock and South Surrey residents
- **Format:** Full-page insert advertisement in the *Peace Arch News*
- **Purpose:** Share results from early engagement activities, highlight community participation, and reinforce transparency
- **Key Messaging:**
  - Communicated “how” we engaged (e.g., surveys, open houses, pop-ups) and “how many” participated
  - Shared emerging themes and resident concerns, including location preferences, service priorities, and design values

- Reinforced that community input is directly shaping the project's next steps, including future survey questions and open house topics
- Emphasized the City's commitment to keeping residents informed and involved throughout the planning process





## Survey 2: Space Use, Amenities, and Location

**Participation:** ~300 responses

**Format:** Online (Talk White Rock) and paper distribution at City facilities

**Key Findings:**

- 82% of respondents preferred the Civic Block (City Hall site) over the Johnston Road option or other alternatives.
- Most important factors in selecting a location:
  - Low cost to taxpayers (112 mentions)
  - Parking availability (102 mentions)
  - Walkability (99 mentions)
  - Green space (96 mentions)
  - Central location (90 mentions)
- Many described the Civic Block as already embedded in the civic identity of White Rock.
- Strong support emerged for a **“White Rock-style”** Hub: modest in scale, low-rise, with local character and natural materials.
- Concerns were raised about overbuilding, excessive height, and “vanity projects.”

## Student Survey: June 30, 2025

**Attendance:** ~100 White Elementary Students

**Format:** Paper handouts

**Key Themes:**

- White Rock Elementary students were invited to share their visions for the new Community Hub.

**Most Frequently Suggested Additions:**

- Arcade & VR Room
- Swimming Pool & Waterslides
- Animal Shelter / Pet Clinic
- Exploratory Museum
- Craft Stations & Cooking Classes
- Garden & Photo Booths
- Medical Clinic & Environmental Research Centre
- Teen Hangout Space with Games & Snacks
- Quiet Study Areas
- Tourist Destination to Share White Rock’s Story

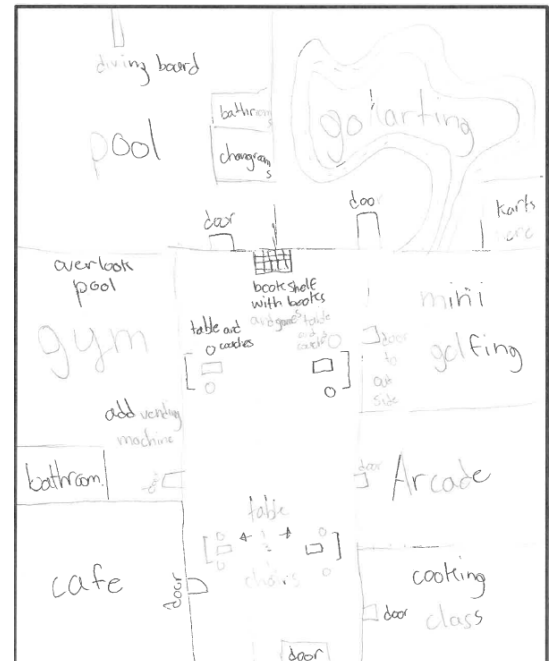


Figure 2. Space layout by Chloe, Grade 7

## Open House 2: June 30, 2025 – White Rock Community Centre

**Attendance:** ~40 residents

**Format:** Refined self-guided layout, updated visuals from Surveys 1 & 2, What We Heard feedback, focus on location.

### Key Themes:

- Reconfirmation of strong support for Civic Block location
- Dot Voting: Preferred Location:
  - Buena Vista Ave (77%)
  - Johnston Road (8%)
  - Other (15%)
- Dot Voting: Activities and Services:
  - Community Events (19%)
  - Workshops (17%)
  - Bookable Space (17%)
- Requests for transparency on land values, partnership models, and site trade-offs
- Reiteration of earlier priorities: modest scale, green space, and intergenerational gathering



Figure 3. Open House 2

## What We've Heard #2

(Published July 17, 2025 in Peace Arch News)

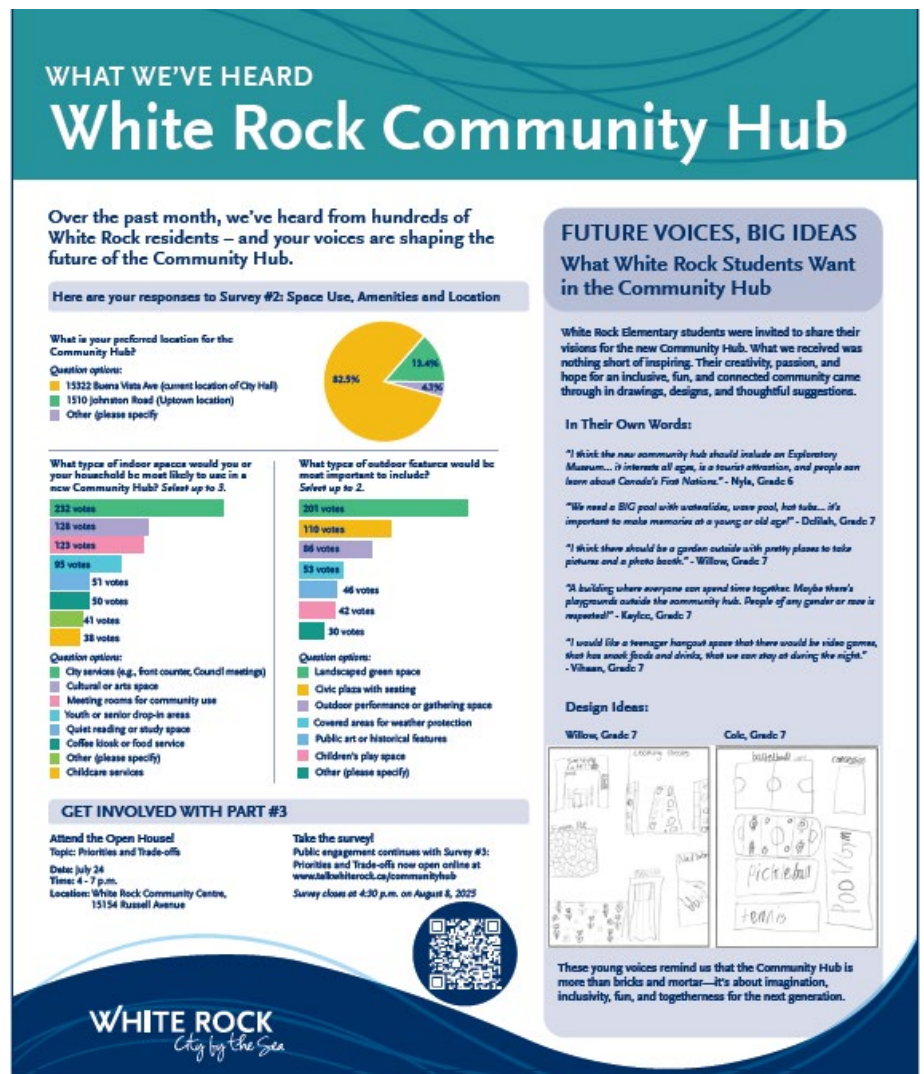
**Audience:** White Rock and South Surrey residents

**Format:** Full-page insert advertisement in the *Peace Arch News*

**Purpose:** Share findings from the second round of engagement, highlight areas of emerging consensus, and inform upcoming design-focused activities

### Key Messaging:

- Approximately 80% of respondents supported the Civic Block (Buena Vista) location as the preferred site
- Strong community interest in co-located civic services, especially City Hall, library, and spaces for community meetings and the arts
- High value placed on outdoor green space—both in terms of quality and quantity—as an essential part of the Hub design
- Reinforced that community feedback continues to shape survey content, open house themes, and site evaluation criteria





## Emerging Consensus Across All Activities

While feedback is diverse, several points of alignment have emerged:

What Residents Want	How They Describe It
A welcoming civic facility	“Open, walkable, no appointments needed”
Co-located services	“Everything in one spot”
Modest, coastal design	“Not a tower—something with character”
Green space	“Somewhere to sit outside and meet people”
Fiscal responsibility	“Not too expensive—just what we need”
Inclusive programming	“For all ages, not just one group”
Ongoing transparency	“Keep us involved as it moves forward”

## Major Themes

### 1. **Strong Preference for the Civic Block Location**

Most survey respondents (82%) preferred the Civic Block (City Hall site) due to its centrality, walkability, and familiarity. Residents saw it as a practical and symbolic heart of civic life in White Rock, requiring less disruption than alternatives.

### 2. **Reflect White Rock's Identity in Design**

Respondents called for a Hub that feels unique to White Rock—drawing from coastal design influences, natural materials, local art, and low-rise architecture. There's strong interest in creating a space that fits the community's scale and character.

### 3. **Deliver Everyday Services in One Place**

Residents expressed strong support for co-locating key civic services; like City Hall, the library, arts/culture programs, and drop-in spaces, under one roof.

Convenience, walkability, and easy access (especially for seniors and families) were recurring priorities.

### 4. **Preserve Outdoor Green Space**

Green space was seen as essential, not just an amenity. Many emphasized the importance of maintaining or enhancing outdoor gathering areas as part of the Hub design, including landscaped areas, seating zones, and civic plazas.

### 5. **Keep the Project Modest and Cost-Conscious**

Many respondents urged fiscal responsibility and a modest building scale.

Concerns were raised about overbuilding, unnecessary height, or costly additions not aligned with core community needs. Simplicity and value were recurring themes.

### 6. **Design for All Ages and Community Inclusion**

Feedback emphasized the importance of inclusive, intergenerational spaces.

Residents highlighted the need for youth-friendly areas, seniors' programs, accessible design, and spaces that feel welcoming to newcomers and diverse community members.

### 7. **Prioritize Long-Term Sustainability**

Sustainability ranked highly in both quantitative and open-ended feedback.

Residents expressed willingness to invest in energy-efficient design now in exchange for reduced long-term costs and climate responsibility.

### 8. **Build Trust Through Transparency and Public Input**

Several participants asked whether decisions were already made. Others requested more clarity on costs, location trade-offs, and process timelines. Continued transparency, visible responsiveness to feedback, and community-first framing will be key to public trust.

## Next Steps

The Community Hub engagement process will continue through summer 2025, with additional surveys, open houses, and pop-up outreach activities designed to deepen public input and explore design-specific considerations.

### Upcoming Engagement Activities:

- **Survey 3: Priorities & Trade-Offs**  
*July 14 – August 8, 2025*  
This survey will focus on real-world trade-offs tied to potential Hub locations—such as height, phasing, parking, partnerships, and green space.
- **Open House 3: July 24, 2025**  
A drop-in event at the White Rock Community Centre to review emerging priorities and gather input on site-based scenarios.
- **Survey 4: Design Factors**  
*August 11 – September 5, 2025*  
Residents will be invited to weigh in on aesthetic direction, materials, gathering space preferences, and how the Hub should “feel.”
- **Open House 4: August 28, 2025**  
The final summer open house, focused on translating community input into early design guidance.

### Additional Pop-Up Engagements:

To reach a wider range of residents, project staff will also be present at:

- **Concerts at the Pier**
- **Farmers Markets**, including evening/night markets
- **Sea Festival** (*August 2–3, 2025*)

These events will offer opportunities for informal feedback, one-on-one Q&A, and survey promotion.

A full “What We Heard – Phase 1 & 2” report will be prepared in September, summarizing feedback from all surveys, events, and outreach activities to inform site evaluation and Council decision-making in Fall 2025.