

July 25, 2012

Major development permits a sign of economic rebound

More mixed commercial options in Willow Point, new apartments on Merecroft, plus eye-catching office space, seniors housing and a major retailer moving in downtown – what’s going on?

“Campbell River’s building again, and the major development permits associated with these projects indicate an economic rebound,” says Councillor Mary Storry, who holds the Council portfolio for utilities and public works. *“All this planned construction is a sign that Campbell River is getting back on its feet.”*

Ross Blackwell, the City’s land use services manager, points out that a range of market sectors are covered with a revamp of the former Mazda dealership site in Willow Point, the Target store taking over the Zellers space, the Seymour Pacific commercial space to be built in the St. Ann’s block and Berwick seniors housing north of Tyee Plaza, plus an apartment block slated for Merecroft and Dogwood.

“We’re not seeing requests for major development permits in a single market niche. We’re seeing requests across the board,” Blackwell says.

“This is a sign of economic vitality. There’s confidence in the Campbell River market. That’s what this variety of construction indicates,” Storry says.

“People recognize Campbell River is a great place to invest and an attractive place to live, work and retire,” agrees Vic Goodman, CEO of Rivercorp, Campbell River’s economic development commission. *“All this activity is a sign of positive, forward momentum in terms of economic and community development.”*

“And there are more welcome changes underway for future enhancements in Campbell River,” Storry adds. *“We’re building on what’s already a great community to live in.”*

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Contact:

Mary Storry, Councillor

250-206-5708

Ross Blackwell, Land Use Services Manager

250-286-5748