

December 2, 2013

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### **Downtown Revitalization: Campbell River gets ready for a “new” Alder Street experience**

The St. Ann’s block upgrade project is nearing completion. Crews are preparing the two blocks of Alder Street (between St. Ann’s Road and 10<sup>th</sup> Avenue) for re-opening in mid December. The street is now paved and sidewalk concrete has been poured. Final touches include trees and landscaping.

Residents and businesses are noticing and commenting on the new look and feel of the area.

*“We are committed to revitalizing the downtown. It is astonishing and amazing to see how the St. Ann’s project has already drastically changed this central downtown area,”* said Councillor Mary Storry, who holds the Public Works and Transportation portfolio for City Council. *“It’s an exciting starting point. We anticipate many questions, comments and conversations about the traffic calming, about the forward-looking design elements, and about the final results. Change is exciting, and this represents a positive change for downtown Campbell River.”*

What to expect from the downtown makeover on Alder Street between St. Ann’s and 10th Avenue:

#### **Wider Sidewalks**

- One design goal of the St. Ann’s upgrade project is enhanced pedestrian space downtown. Alder will have new wider sidewalk spaces for people to walk, stop and talk, and for those on wheelchairs and scooters to share the space safely.
- Wider sidewalk spaces make the area more dynamic. Businesses and restaurants can use the outdoor space to bring energy and activity outside. An art gallery might show paintings, a café might add outdoor tables, a florist might display flowers.
- When businesses inhabit sidewalk spaces, the lively, social street energy lasts all day and into the evening, make the area more attractive and safe for visitors, shoppers and local workers.
- Alder will have wider sidewalk areas with new trees, bright new street lights and landscaping, making it inviting for people doing business downtown to stick around, rather than leaving as soon as they’re finished their work or errands.

#### **Trees Help to Link and Show the Way**

- Just as having the same type of streetlights across a city can unify an area, having the same trees and plantings and general “finish” for an area helps unify things visually. Alder’s trees and their spacing will match with those on St. Ann’s to tie this area together.
- The new, well-spaced sidewalk trees along Alder will help visually link this street to St. Ann’s and Dubeau, and guide pedestrians along the route between 10<sup>th</sup> Avenue and Shoppers Row.

#### **Parking on Alder: Same Spaces, Different Side of the Street**

- Alder Street’s former centre line and sidewalks didn’t match up with the Beech intersection. To realign the street, the whole road was shifted closer to the east side of the street (towards the new Seymour Pacific building). Moving the parking spots to that side of the street was part of achieving proper alignment for traffic.
- Parking on Alder Street has been increased by one spot: a new handicapped spot added to the area for people accessing Services Canada and the bank.
- As before, there is no parking between Beech Street and 10th Avenue; this hasn’t changed.
- A beneficial side effect of moving parking spots to the east side of the street is that it adds a level of human activity where a blank concrete wall is planned by Seymour Pacific. Parking spots bring people coming and going from their cars. Moving parking to this side helps prevent a less active zone for pedestrians.



### Slow Down and Look Around

- The “old” version of Alder between St. Ann’s Road and 10th Avenue was an open thoroughfare – cars and trucks sped through until forced to stop at Beech Street. The street has been narrowed to balance the needs of vehicle, pedestrian and cyclist traffic in the area.
- Previously there wasn’t much to look at or slow down for in the area, with little activity in the mostly-deserted plaza of the old St. Ann’s block. The “new” Alder will be vastly different, with more people in the area on foot and on bikes. There will be more happening on the street and cars and delivery trucks must slow down for safety.
- The overall street width of Alder will be narrower than before, and there will be a raised crosswalk at Beech Street to further calm traffic. Travel lanes are the same width all the way along the street, from St. Ann’s right to 10<sup>th</sup> Avenue.
- The narrower travel lanes on the new Alder Street are sized to be consistent with the widths of similar downtown, pedestrian-friendly streets across North America.

All of these changes help to achieve the original design objectives of this project. They work together to make downtown a more livable environment. The end result is a smooth, improved experience for everyone arriving in or travelling through the downtown area.

For more information on the St. Ann’s Block Upgrade Project visit the project pages [here](#) or visit [www.campbellriver.ca](http://www.campbellriver.ca).

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