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Grant funding for façade improvements – More downtown revitalization in action

Interested in updating your storefront or building façade? The Downtown Façade Improvement Program may be just what you need to get started!

At its April 15 meeting, Campbell River City Council endorsed the Downtown Façade Improvement Program, the next step in ongoing efforts to revitalize the downtown area. The program is designed to encourage business and building owners to invest in building upgrades, creating a more interesting and appealing streetscape to attract more people and business to Campbell River's downtown core.

"This is another example of downtown revitalization in action," says Ross Blackwell, the City's land use services manager. *"The program is intended to make city streets a more inviting and interesting place to walk and shop, help building owners attract and retain tenants, build community pride and enhance quality of life and promote the marketability of this local business area."*

Grants for up to 50 per cent of eligible project costs – to a \$10,000 maximum – are available for commercial storefronts located within a special revitalization area of downtown Campbell River. See attached map for specific locations.

"One of Council's priorities is to plan for continued downtown revitalization. To date, Council has implemented several strategies that have led to positive change," adds Ron Neufeld, the City's deputy city manager and general manager of operations. *"Council's desire to encourage development in the downtown core aims to increase future revenue for all involved parties, and tThe Downtown Business Improvement Association is supportive of the program."*

For detailed information, or to discuss a development project's eligibility, please contact the Land Use Services Department at 250-286-5726 or email LandUseServices@campbellriver.ca.

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