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### **Revitalize Campbell River: Downtown façade improvement program is back**

A hometown version of Total Makeover is coming to downtown Campbell River store fronts.

Back by popular demand for the second year, the City is offering the Downtown Façade Improvement program to improve to the look of buildings in the downtown. The program is designed to encourage business and building owners to invest in building upgrades, creating a more interesting and appealing streetscape. This program is one of several City initiatives aimed to attract more people and businesses to Campbell River's downtown core.

*“One of Council’s priorities is to encourage downtown revitalization,” says Mayor Andy Adams. “The Downtown Façade Improvement Program is intended to make city streets more visually appealing, inviting and interesting places to walk and shop. This type of initiative is designed to help promote development and activity in our downtown.”*

Last year grants were provided for improvements to 920 Island Highway, 990 A Shoppers Row and 1170 Shopper’s Row.

Tom Olsen and Wayne Nikolaisen, co-owners of 920 Island Highway where the Ridgerider business is located, spruced up their building with many simple changes, such as improved lighting, a new awning design and using cedar shingles for siding.

*“We enjoyed being part of the program immensely,” says Olsen. “This program offered the assistance needed to understand certain design principles, including how reducing the bulky awning would really lighten the look of the building. The building looks way more in proportion and the end look and feel is amazing.”*

*“When I went in to City Hall to seek clarification on bylaws and rules through the design process, everyone was very helpful and informative.” says Nikolaisen. “I would recommend this program to anyone.”*

Grants of 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.

Types of improvements supported by the program include exterior architectural details, exterior decorative details, windows and window openings, exterior lighting and façade painting to name a few. Stay tuned for the 2015 Downtown Façade Improvement Program launch in early June. For more information, please contact the Community Planning and Development Services at [planning@campbellriver.ca](mailto:planning@campbellriver.ca) or call 250-286-5725.

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