



2017 Award for Excellence in Planning

EXCELLENCE IN POLICY PLANNING

SMALL TOWN & RURAL AREAS

SILVER

City of Campbell River

In recognition of

Refresh Downtown Campbell River

Refresh Downtown is a comprehensive strategy with a focus on implementation, to make downtown Campbell River “development ready” for both capital projects and landowners looking to invest in the city. It is designed to provide a platform from which to develop marketing material to attract new businesses and residents.



Through detailed, scaled street design concepts, it informs specific engineering designs for a city street block, or for the individual property developer identifying opportunities for partnerships between the City and private sector. Street design plans within *Refresh* are digitized within the City’s GIS system, and projects are integrated within the City’s ten-year financial plan.

Refresh provides a stimulus for development, ensuring that the city is “development ready”, whenever and wherever in downtown it occurs.