

# Appendix 1: Testimonials from Campbellton Neighbourhood Association on the Action Planning Process

August 15, 2014

Campbellton Neighbourhood Association (CNA)

For as long as anyone can remember Campbellton has been considered the “ugly duckling” of Campbell River because it was dilapidated, rife with crime, prostitution, and graffiti everywhere. The police were doing what they could but it took the business community and residents of Campbellton working together to discuss how to make changes for the better. Through several forums and information sessions the CNA was created in June of 2011 and a steering committee formed. Approximately one year ago the association passed another milestone and became a formal “not for profit society”.

With assistance from the City of Campbell River an inventory was taken of Campbellton. Study groups travelled the streets to accumulate data about the strengths and issues the area was facing. Through Ross Blackwell, Manager of Land Use Services the association was able to organize the study into 3 categories, *Mobility, Safety & Security, and Assets & Liabilities*. Hundreds of pages and images were amassed detailing every corner of every street, alley, and pathway after months of volunteer effort.

From the inventory, the CNA identified many concerns facing the community and began addressing those issues to City Council. Their staff took the Association seriously and joined with the various stakeholders to make positive changes.

Council approved funding for an action plan upon the request of the CNA. As well the Association raised funds towards the hiring of a professional planner and it was then that Ross Blackwell identified the opportunity to match funding with the BC Real Estate Foundation. To produce a “Campbellton Action Plan” Blackwell approached Vancouver Island University and Dr. Pamela Shaw. Dr. Shaw saw the prospect of having her Urban Geography students make Campbellton a classic study in urban design from the ground up.

Dr. Shaw’s group came to Campbell River several times to collect more data to supplement the CNA’s inventory about the village, and over two semesters produced a superb document with dozens of recommendations that we have now begun to implement. Their work has enabled us to prioritize and streamline many competing opportunities. The process includes drilling down into several of the initial recommendations for action to make changes and improvements to the community. Various projects are now underway by members of the CNA and interested community groups across Campbell River.

The Action Plan has picked up public interest. Newspapers are covering the story of the “Campbellton Renewal” and interest has grown at every open forum. The project has evolved a sense of pride in Campbellton. People have regularly commented to me on how the streets look better. Businesses are offering donations of time and money to keep the momentum growing and that has triggered the involvement of even more of the community. Recent fundraising measures will enable us to revitalize this old section of Campbell River by expanding on the number projects set out in the urban plan. The CNA has developed an excellent relationship with Dr. Shaw and her students and are already

collaborating on future projects derived from their original work. I expect our association will be of benefit to both groups and will continue for years to come.

I am extremely fortunate to have witnessed the development of the CNA since its beginning and envision a new era for Campbellton that will make the residents & businesses in the Village and the entire City proud. I wish to thank you at the BC Real Estate Foundation for your continued support without which none of the planning done to date would have occurred.

Look to see us again.

Cheers

Brian

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Brian Shaw

Chair



August 15, 2014

**Testimonial: Sent Via Email to Brian Shaw, Chair Campbellton Neighbourhood Association**

Hi Brian,

Re: Campbellton Action Plan

From my perspective as Council liaison to the Campbellton neighborhood , I have seen firsthand the positive effects of the Action Plan Project from the very beginning.

The initial public meeting and consultation process and media attention highlighted the safety and security concerns of the businesses and residents of the Campbellton area. Concerns such as walkability, bike lane safety, major intersection, and crosswalk deficiencies were brought to City Staff and Councils attention and they were able to start addressing them in the current year's budget. Over a half a mile of sidewalk, curbing and road improvements have been installed and a major intersection improvement, including lights, turning lanes and crosswalks have been started.

Other actionable results have been the increased attention to appearance of the local businesses and home owners. Painting of buildings, landscape cleanup, graffiti removal and mural painting have all expressed a new confidence in the community.

I hope that the ongoing partnership between the Vancouver Island University and the Campbellton Neighborhood will continue to be a model for Urban renewal.

Ron Kerr,  
Campbell River City Councillor

August 15, 2014

**Testimonial - Value of Campbellton Action Plan from an Urban Planner's Perspective –  
Ross Sharp MA (Hons), RPP, MCIP**

The Campbellton Action Plan that was produced by the Geography Students from the Vancouver Island University was presented to City Council in April of 2014. It set the groundwork for future actions regarding improvements to the River Corridor, Streetscape Improvements and the Greening of the community to name a few.

The Plan identified a wide range of priorities and offers cost ranges and time frames for each action step identified. Perhaps most importantly it provides focus to the 2.5 years of street by street inventory work that was carried out by the Campbellton Neighborhood Association.

It also provides a consolidation or grouping of ideas under three primary categories; Mobility, Safety & Security and Assets and Liabilities.

The Plan is only one step in the process and the true test of its value going forward will be in the implementation of the actions.

At a minimum over time the Campbellton neighborhood will witness significant improvements in the accessibility and quality of the essentially neglected River Corridor. The Campbell River is a world class asset and the plan will help set the stage to provide the much needed upgrading of the green space adjacent to the river for visitors and residents alike.

Streetscape improvements to the commercial areas of Campbellton will take time to evolve but once again the Action Plan will lead to the next phase of planning with emphasis on detail design and costing. Prioritised projects will hopefully eventually make it into the City's Capital Works budget.

The Greening of Campbellton represents a collection of ideas that will provide a buy in for the residents of the neighborhood. A Community Garden, for example, could provide a meeting place for residents to gather and tend their gardens meeting some of the economic and social needs of the community. At least 14 empty lots have been identified a few of which may have some potential for this type of use. The Action Plan has captured the idea and the next planning phase will provide the details and the respective costs into the future.

The Action Plan provides the foundation for more detailed Planning work into the future. It represents a solid first step in my view.

August 15, 2014

Dear City of Campbell River,

The B.C. Real Estate Foundation funding was instrumental and timely in enabling the official launch of the Campbellton Neighbourhood Association and it has already begun making real progress in the renewal of Campbell River's oldest neighbourhood as well as in stimulating synergies towards new projects in numerous areas.

The grant from BCREF was the first substantial funding into the CNA from any reputable entity and that helped to lever other funding too such as a promised grant of \$3,000 from the City and various contributions from corporate entities.

It also helped to attract volunteers from inside the neighbourhood as well as several semi-retired professionals from outside the area who are supportive of the CNA's constructive and creative innovations there; that in turn helped boost ticket sales to a fundraising dinner that was successful both financially and in network-building for the CNA in and around the community, thus raising the CNA's visibility and credibility.

The BCREF grant also was a major factor in persuading Vancouver Island University of Nanaimo to send teams of its Urban Geography students to Campbellton (under the leadership of Dr.Pam Shaw) to study, validate and document the inventory of the neighbourhood's assets and liabilities that had been done previously by volunteers from the community.

Those studies were especially useful in helping to persuade the City of Campbell River that many improvements in Campbellton's infrastructure were in fact urgently needed and thus sidewalks worth approximately \$250,000 were installed this summer in many of the residential parts of the mixed-used neighbourhood.

The City also has issued tenders for a traffic-lights system at an especially dangerous intersection (Petersen and 14th), also worth about \$250,000, which will smooth traffic flows, reduce accidents, make it safer for pedestrians and facilitate the development of new residential subdivisions along upper Petersen by providing them with an improved access to downtown shopping.

So it is fair to say that the \$ 10,500 grant from the B.C. Real Estate Foundation has already levered investments of more than half a million dollars!

Interestingly the grant probably has already paid a dividend to the B.C. real estate industry in general too because it has helped to increase the values of properties in and around the Campbellton area and that has helped to stimulate the number and value of real estate sales in the Campbell River region this summer. (Unit sales in single-family were up 73% in June and the average value was up 11% in July - driven primarily by a Hydro megaproject and a new hospital project, but also by a general feeling of optimism evident in such things as the recent renewals of Campbell River's Willow Point and Downtown areas and the coming effort in Campbellton and Campbell River North - see [www.crnv.com](http://www.crnv.com).)

However much more work still needs to be done in Campbellton and the City and other entities such as the B.C. Ministry of Transportation and B.C. Hydro will still need to be pressured on an on-going basis if the renewal of Campbellton is to be fully completed any time soon.

In the coming year we will be focusing on several transportation issues, getting some power lines put underground, adding tourist attractions and services at key locations, and rescuing and enhancing public access to the Campbell River. It also will continue efforts to eliminate invasive scotch broom plants and encourage more urban agriculture.

The Campbellton Neighbourhood Association sincerely appreciates the financial support it has received from the British Columbia Real Estate Foundation and it appreciates the moral support and symbolic vote of confidence it has received too, and we would be most welcome of a continuing relationship.

Yours sincerely,

John Twigg

Independent Journalist and Communications Consultant; Host of Talk About TV show and Publisher of [www.CRNV.com](http://www.CRNV.com)

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August 17, 2014

RE: Campbellton Neighbourhood Association

To whom it may concern:

As a resident of Campbell River, I want to make note of some recent improvements in the Campbellton area. I have read the recent Action Plan of the Campbellton Neighborhood Association and I think it is a great plan to move them forward with many exciting ideas, cost category estimates, and priorities. It is very practical, while still being dynamic and creative in the strategies.

On recent trips through Campbellton, I have been very impressed with the newly painted walls of one of the businesses, Mussels and More - the striking, colourful coral walls of painted sea life has transformed the appeal of that street. I look forward to enjoying more upgrades in this neighbourhood that speaks to a place of history, pride and commerce and community. I wish the hardworking volunteers of the Campbellton Neighbourhood Association all the success they aspire to and commend them on their work to date.

Lesia Davis, President  
LAD Resources