

SECHELT DOWNTOWN IMPROVEMENTS TO SPUR ECONOMIC VITALITY

Enhancements to help catalyze business development and expansion, guide visitors and residents

COURTENAY, 23 July 2020 – A new project in the District of Sechelt will help transform their main corridor, Wharf Avenue, into a thriving pedestrian entrance to the downtown core thanks to support from the Island Coastal Economic Trust’s Economic Infrastructure and Innovation Program (EIIP).

The Wharf Avenue Improvement Project aims to create a more inviting, walkable and accessible downtown area with greenery and space for visitors and residents to gather. As the gateway to the Sechelt waterfront, Wharf Avenue is home to bars, restaurants, boutique retail shops and a new craft brewery. The project will create a stronger pedestrian and esthetic connection with the downtown, supporting increased revenues for local business and stimulating new business activity.

“This project is a great example of how our EIIP’s Downtown Revitalization funding stream can help boost investment and business expansion opportunities,” says ICET Board Chair Josie Osborne. “Improving the built environment and leveraging the District of Sechelt’s natural assets, will attract visitors and businesses to the area and offer economic benefits to the region as a whole.”

Project works include the installation of barriers to create separation between the highway and the newly widened sidewalks, parking reconfiguration, and streetlights and landscaping. With the large number of bars and eateries along Wharf Avenue, the nightlife experience will improve and more businesses, such as restaurants, will be able to expand their patio spaces encouraging more visitors to the area.

“This funding will address safety for drivers and pedestrians, and improve the vibrancy of our downtown,” says District of Sechelt Mayor Darnelda Siegers. “We are excited to have partnered with the Sechelt Downtown Business Association on this important project.”

The District’s Wharf Avenue Improvement Project is the result of a highly engaged community-consultation process, including with the Sechelt Downtown Business Association (SDBA) and various one-on-one business consultations. The SDBA is also partnering with the Sunshine Coast Arts Council to add art installations in spaces along Wharf Avenue and the Rotary Club of Sechelt to build on-street patios for public gathering.

“This project is allowing for the space, visibility and beautification needed to attract more people to our local downtown businesses,” says Theressa Logan, Executive Director of the SDBA. “By achieving this experience, we’re also creating a more walkable and vibrant nightlife along Wharf Avenue.”

ICET has contributed \$171,268 to the project’s overall \$685,075 cost. Improvements are expected to begin shortly.



Building a diverse and sustainable economy.

For more information about the program, please see our guidelines and application form:
<http://www.islandcoastaltrust.ca/economic-infrastructure-program>

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About the Island Coastal Economic Trust

Created and capitalized by the Province of BC in 2006, the Island Coastal Economic Trust (ICET) mission is to create a more diverse and globally competitive Island and Coastal economy. In partnership with local and regional government, non-profits and indigenous communities, ICET serves nearly half a million residents. Funding and support for economic infrastructure and other economic diversification initiatives is delivered through a unique community centered decision-making process. Since inception, ICET has approved more than \$52 million in funding for over 200 initiatives. These investments have leveraged over \$270 million in new investment into the region creating more than 2500 construction phase jobs and 2650 long term permanent jobs. To learn more, visit www.islandcoastaltrust.ca

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