

# **Fourth and Campbell Streetscape Improvement Project**

## **Final Report**

March 20, 2014

District of Tofino  
Box 9, 121 Third Street, Tofino, BC  
VOR 2Z0

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## SUMMARY

The Fourth and Campbell Street project has been completed with the installation of the Main Street Lookout. As there are no Island Coastal Economic grant funds remaining, there is no corresponding request for funds included with this report.

Overall the project has been a runaway success from both an aesthetic perspective and more importantly from an economic stimulus perspective. In terms of economic development, the following outcomes have been noted within the scope of the project:

- Sale of a key commercial intersection lot (future development potential)
- 3 new businesses started
- 1 rezoning (in process) of a lot from residential to commercial (multi-unit retail/residential)
- Development of a new RCMP station
- Massive increase in foot traffic which contributed to a profitable 2013 for many of the businesses adjacent Fourth and Campbell

The goal of the Tofino Fourth and Campbell Streetscape Improvement Project was to support commercial development and business expansion in Tofino. The method chosen to achieve this goal was the creation of a pedestrian friendly environment that would be attractive to tourists, locals, developers and business interests.

The framework for the project was modeled on the Four Points Approach (developed by the US National Trust for Historic Preservation's Main Street Program) which outlines the revitalizing of downtown cores to improve economic development opportunities. There are four objectives in the Four Points Approach:

1. *Organization. Strong local organization engages the community in the Main Street initiative and builds long-term, collaborative relationships that are essential to sustainable Downtown renewal.*
2. *Design. Professional design assistance ensures that local historic resources are treated appropriately and cost-effectively.*
3. *Marketing. Marketing uses the character of an authentic, rehabilitated historic Downtown to build a consistent, positive image of the main street area. Through special events and coordinated retail promotions, it promotes the Downtown as a focal point of community life, a unique, appealing shopping environment, and as a viable and attractive location for business investment.*
4. *Economic Development. Building rehabilitation activities result in more attractive and usable Downtown commercial space, while marketing promotes a positive image of Downtown renewal to investors. The Main Street process integrates Downtown revitalization into broader community economic development*

*strategies to retain and strengthen existing Downtown businesses, attract new economic activity into the Downtown, and to diversify the business mix.*

The following section outlines how the project has met each of the Four Point objectives.

### Organization

A large part of the credit for the success of the Tofino Fourth and Campbell Streetscape Improvement Project was the development of strong relationships between the various groups involved with the project. Through the planning and construction of the streetscape, enduring partnerships with the Ministry of Transportation and Infrastructure, the Tofino Harbour Authority, the Tofino Long Beach Chamber of Commerce and the general public were formed. These partnerships have helped the District move forward very quickly with the development of the second phase of the vitalization for the downtown. In addition, the strong partnerships and trust that was built during the project has encouraged an open dialogue with the business community in other areas of shared interest.

### Design

The design of the Tofino Fourth and Campbell Streetscape Improvement Project was intended to blend into the existing Village context while at the same time providing a safe and attractive pedestrian experience. The design also managed to increase the number of parking spaces in front of existing businesses while ensuring that the overall feel of the area was more *Village* and less *Highway*. The feedback from both the local businesses adjacent the roadway and the visiting public have been very positive. There has been much support from the public to continue on with the improvements both on Campbell Street and Main Street. As a result of this support, the District recently completed a conceptual plan for the development of Main Street based on the Fourth and Campbell design. The design and final product supports existing natural and built heritage features within the downtown.

### Marketing

The project has been supported by Tourism Tofino from the beginning of the project. The development of a safe connection from the downtown core to the Fourth Street harbour and dock will be a huge benefit for our local festivals such as FEAST which rely on pedestrian movement in the downtown. FEAST is widely marketed throughout BC and will therefore showcase the new positive and pedestrian friendly streetscape. The District hosted a street party on the newly improved block in the late spring of 2013 which was received very well. The continuing improvements to Campbell Street include a possible night market to bring visitors downtown at a time of day when the downtown is not quite so busy. As described above, the project has made this block of Campbell very attractive to new investment and new business ventures.

### Economic Development

The project has made Tofino's downtown a more attractive place which has attracted investment to the downtown. It has integrated downtown vitalization with the business

community, events, and future development works while strengthening existing businesses. In short, the downtown has benefited as a whole from the development of this one block. It has increased pride of place for the existing businesses and provided a goal for other areas or the downtown to strive for in the coming years.

Following on the success of the Fourth and Campbell Intersection project the District has begun work (March 25<sup>th</sup>) on the next block of Campbell Street from Third to Second. The design of the next block is based on the first block and will provide an improved pedestrian connection to the heart of Tofino and the Village Green.

#### CHANGES

There have been no changes to the project over the last quarter.

#### IMAGES

The images below were taken on March 19<sup>th</sup>, 2014.









## FINANCIALS

The final project budget for the Fourth and Campbell Intersection was \$1,895,587 million dollars (under budget!). The project was made viable by the support of many partners including the Island Economic Trust who contributed \$132,107 or 7% of the total budget.

There were direct benefits to local and regional (Island) engineering, construction and landscaping companies plus the ongoing economic stimulus for the businesses adjacent the improved road.

There are no financial documents attached to this document. The District is requesting the 10% holdback currently being held by the Island Coastal Economic Trust.

Respectfully submitted,

A handwritten signature in black ink, appearing to be 'Aaron Rodgers', written over a horizontal line.

Aaron Rodgers, Manager of Community Sustainability

FINANCIAL STATEMENT

District of Tofino Downtown Vitalization Project

Period: February 27, 2012 to December 31, 2013

**Project Expenditures**

Construction, materials and equipment	\$ 1,433,215.76
Engineering and Design	\$ 422,804.22
Legal Fees	\$ 5,123.47
Contingency	<u>\$ 34,443.06</u>
<b>Total Expenditures</b>	<b>\$1,895,586.51</b>

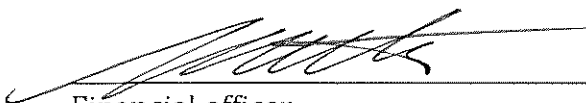
**Project Income (Sources of Funding)**

Resort Municipality Initiative	\$ 1,020,169.47
Gas Tax	\$ 390,000.00
Parking in Lieu Reserve	\$ 292,000.00
Campbell Street Upgrade Reserve	\$ 47,248.69
In-Kind Donations	\$ 14,161.35
ICET	\$ 132,007.00
<b>Total Income (Sources of Funding)</b>	<b>\$1,895,586.51</b>

Balance \$0\*

*\*If balance is positive ICET contribution may be reduced proportionately*

I hereby certify that this statement accurately represents all project expenditures and all sources of project funding

  
\_\_\_\_\_  
Financial officer

*March 31/13*  
\_\_\_\_\_  
Date