

November 10, 2015

Mural comes to life with help from City's Downtown Façade Improvement Program

The BC Center for Aquatic Health Science (BC CAHS) chose a mural project to commemorate their 10th anniversary in Campbell River. The beautiful 550 square foot ocean odyssey mural was unveiled at a ribbon-cutting ceremony, and has brought the sea life of Discovery Passage to one of downtown's most prominent facades, the rounded wall in the Pallan Group building, which houses BC CAHS at 871 Island Highway. The project was made possible through fundraising from the community and funding from the City's Façade Improvement Program.

After a successful 2014 Façade Improvement Program, the City launched it again in 2015 and the BC CAHS was one of the successful applicants of this year's program. The program is designed to encourage business and building owners to invest in facade upgrades, creating a more vibrant and appealing streetscape.

"This mural truly reflects Campbell River and is a great addition to the beautification projects that have been occurring throughout downtown and Pier Street," says Mayor Adams. "One of Council's top priorities is downtown revitalization and the City's Downtown Façade Improvement Program is helping projects like this mural come to life."

Many people in Campbell River may not know that this building is home to the BC Center for Aquatic Health Sciences, a not-for-profit society that works to improve the health of aquatic animals and ecosystems, through applied scientific knowledge. Along with bringing art to our city's main corridor, the theme and subject of the mural is aimed at strengthening and bolstering the presence of BC CAHS, the Maritime Heritage Centre, Discovery Passage Aquarium and the docks.

The mural was completed over four weeks in September by J. Alex Witcombe and Nick Hutton-Jay of Flywheel Studios. This piece of art has become a focal point for the downtown, welcoming people into our community from its site in the heart of Pier Street.

"As part of our 10 year anniversary celebrations, our staff saw an opportunity to welcome people to the downtown core with a mural of the Discovery Passage sea life," says Jim Powell, CEO of BC CAHS. "The Downtown Façade Improvement Project and several local sponsors helped make that idea a reality. The City staff were terrific with suggestions and were an amazing resource to help this mural come to life. We all feel that this mural is a portal to our past, our future and who we are as a citizenry."

To date, this program has helped businesses located at 920 Island Highway (Ridgerider Mens Wear) as well as 990 and 1170 Shoppers Row (Needle & Arts Centre) improve the look and feel of their building facades. The City looks forward to building off of the success of the BC CAHS mural by launching next year's Façade Improvement Program in early 2016. Stay tuned for more information.

– 30 –

Contact: Kevin Brooks, Development Services Supervisor, 250-286-5748
Amy van den Hooven, Downtown Façade Improvement Coordinator, 250-286-5768