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A bright sight at night: Downtown dreamscape mural now lit

The spectacular dreamscape mural located at the corner of Shoppers Row and 11th Avenue is now illuminated at night.

“The recently completed project adds a striking nighttime feature that celebrates the downtown Cultural District and enhances vibrancy in the area,” says Amber Zirnhelt, the City’s long range planning and sustainability manager. *“We encourage residents and visitors to view the fully illuminated mural.”*

The dreamscape mural on the 22 by 11-foot wall is the work of artist Alex Witcombe.

“The idea behind the mural was to enhance the welcoming feeling downtown by promoting a creative, fun, vibrant, people place. The mural and the recent addition of the lighting aligns really well with Council’s strategic priority to focus on downtown revitalization,” says Mayor Andy Adams. *“We hope to continue to illuminate murals and other outstanding features downtown.”*

Planning for the mural lighting was initiated by the Downtown BIA, and completed in partnership with the City, which funded the \$15,000 project from the City’s *Downtown Small Initiatives Program*.

“The City had been working towards identifying lighting opportunities following the roll out of the Refresh Downtown strategy in 2017, so the project was timely,” Zirnhelt says. *“Refresh Downtown takes an innovative approach to lighting the Cultural District, which emphasizes the vital role of safety while enhancing the character of individual locations.”*

“The lighting of the mural is very welcome news to the Downtown BIA. It showcases the beautiful, intricate detail of the mural, and helps to address safety concerns in this otherwise dark corner,” says Jan Wade, executive director of the Downtown BIA.

The 2017 mural initiative was funded through the City’s *Downtown Façade Improvement Program* and the Downtown Business Improvement Association (BIA) after a partnership was formed between the City of Campbell River, Downtown BIA, property owner, Dawn McLean, and Discovery Community College owner, Lois McNestry.

The City has been steadily increasing programming and beautification initiatives over the past three years through the *Downtown Small Initiatives Program*. The purpose of the program is to deliver projects which help to add to the vibrancy of the downtown and attract businesses, tourists, and residents to the downtown as a destination for food, leisure, entertainment and community participation.

Examples of other small initiatives completed so far have included canopy lighting, planter maintenance and illumination of the spider sculpture at Tidemark Square, installation of parklets, bike racks, new waste receptacles, wayfinding signs, bistro seating and the CR Live Streets event series.

“These quick-to-complete projects such as lighting, seating, and landscaping have generated great enthusiasm and made significant improvements to the downtown core of our community,” Zirnhelt adds.

For more information about Refresh Downtown and the Small Initiatives program, or to share community ideas for future community projects, please contact the Long Range Planning and Sustainability Department at 250-286-5727 or email refresh@campbellriver.ca.

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