

SPECIAL REPORT

# Campbell River

BRITISH COLUMBIA



SUPPLEMENT TO TRADE & COMMERCE MAGAZINE

# QUINSAM CROSSING

## A New Business & Entertainment Gateway for Campbell River and North Vancouver Island

**QUINSAM CROSSING IS THE PERFECT location for commercial and light industrial businesses looking to tap into the vibrant Campbell River and North Island economy.**

Quinsam Crossing is another successful development by the We Wai Kai Nation – owners of Quadra Island’s famous Tsa-Kwa-Luten Lodge, the We Wai Kai Campsites at Rebecca Spit and the Cape Mudge Boat Works.



*The Quinsam Crossing site is fully developed and serviced with high design and landscaping standards.*



*This Spring, the We Wai Kai Nation celebrated the grand opening of the Quinsam Shell Station. Its convenient and highly accessible location has made it a welcome addition to the Campbell River and North Island Communities. Pictured - We Wai Kai Nation Chief Ralph Dick pumps the first tank of gas.*

This 60 acre developed and serviced site is located 5 minutes from downtown Campbell River on the Inland Island Highway – easily accessible and central to North Island travelers. It is minutes from the airport and close to the Mt. Washington Alpine Resort.

Quinsam Crossing will build to suit. Long and short terms leases will be considered.

Quinsam Crossing services a retail trading area of 105,000 residents – 54% of those in Campbell River, with an average household income of \$58,721.

**If you are looking to locate a commercial or light industrial business, an RV or marine dealership, a destination restaurant or entertainment complex, this site is perfectly positioned to meet your needs.**



*The Quinsam Community & Health Center is well underway and will serve the health and medical needs of Cape Mudge Band members and the aboriginal community at large.*

**For more information about Quinsam Crossing contact:**  
**Maurice Magowan, Director of Finance & Corporate Development**  
**[quinsamdevelopment@quinsamcrossing.com](mailto:quinsamdevelopment@quinsamcrossing.com)**  
**1.250.287.6178 • [www.quinsamcrossing.com](http://www.quinsamcrossing.com)**



# The *New* Campbell River

**I**t's time to take a closer look at the *New* Campbell River. The \$19-million Wei'Wai'Kum Cruise Ship Port is well on the way to completion for next year's cruise season. Full size vessels from 90,000 tonnes will be docking in Campbell River's newest feature asset starting in 2007. And, the dock is only one of the many improvements being made in Campbell River.

The Campbell River Indian Band has made a difference in the development of downtown Campbell River. The first phase of Discovery Harbour, this First Nation's flagship development, was created in 1991 with the completion of the breakwater and subsequent 1300 berth marina. Next came the 400,000-square-foot shopping centre developed with Vancouver-based partners, the Northwest Group of Companies. The next major element will be the completion of the First Nation Welcome Centre and Terminal. This represents the achievement of a 30-year old vision from this community's Chief Councillors.

#### **DOWNTOWN CAMPBELL RIVER**

And there is more. The Campbell River Centre for Community Living will be the operator of the 54-room Ironwood Place,

a development of assisted living units with health services tailored to meet the individual needs of seniors and provide a middle option between home and long-term care. This \$10.9-million project, made possible with the assistance of the Government of BC through the Vancouver Island Health Authority and BC Housing, is another focal point for new development downtown.

Across the street the former Ironwood Mall is the subject of the attention of Allen B. Eadie of Edmonton, who has purchased the 1971 shopping centre and is reinventing it for the North Island. Repositioned as the "Campbell River Common", this centre is the only indoor shopping centre in Campbell River and is strategically located near the site for new Walmart and Home Depot stores currently under consideration by the Campbell River Indian Band.



PHOTO COURTESY P. N. MARSHALL

A number of new developments are underway throughout Campbell River.

BY PATRICK N. MARSHALL



PHOTO COURTESY M. MIRCOVSKY

The Ironwood Street area borders the downtown area of Campbell River with Nunns Creek Park and the Campbellton Service area.

The decommissioning of a surplus school site presented itself as an opportunity to Vancouver-based Charlton and Associates, which has developed another retail centre for London Drugs. Mariners Square, an eight-acre, 102,000-square-foot development features the Vancouver Island flagship store for London Drugs of Vancouver, as well as a new supermarket, financial centre, and seven additional commercial units, all located in the centre of the downtown area at Sixteenth Avenue and Dogwoods Street.

The original shops on the "High Street" of Shoppers Row, known as the Heart of Campbell River, are complemented by the Pier Street area, known as the Soul of Campbell River. Pier Street is home to Fisherman's Wharf, the Campbell River Fishing Pier, the Maritime Heritage Centre and the Pier Street Market.

City council and representatives of the local development community have done their part to eliminate barriers to development and contribute to a positive climate for Campbell River. The city hosted a special working group comprised of senior managers and private sector members whose sole task was to deconstruct the city's development bylaws, identify barriers and eliminate them. Over the years, this resulted in the elimination of old and ineffective ordinances and has led to the establishment of a

*Above: Pier Street has a distinctly maritime flavour; Below: Campbell River is establishing itself in the aerospace industry.*

Council priority to populate the downtown with residential development.

The Development Liaison Group was thanked for its service by city council in 2006. This group was credited with the vision to focus investment in new high-density residential development in key locations across the downtown area. The owners of the Tye Plaza, Campbell River's first commercial centre, partnered with the city to engage Downs Archambault, an architectural planning and design firm to develop concepts for development that would animate the downtown area, linking the larger developments with appropriate infill. City council identified the Living Downtown Strategy as a priority that will result in developments with spectacular views of Quadra Island on the Discovery Passage.



PHOTO COURTESY P. N. MARSHALL

## ARRIVING BY AIR

Campbell River, fuelled by increasing prices in Victoria and Nanaimo, is the *New* destination for independent business owners, employers and retirees on Vancouver Island.

Comox Valley Airport (YQQ), located 40 minutes south of Campbell River, is a full service modern airport with numerous daily direct flights to Calgary and Vancouver, serviced by WestJet, Pacific Coastal, Central Mountain Air, and Air Canada Jazz.

Statistics show 17 per cent of inbound traffic to YQQ is heading to Campbell River. Passenger numbers for 2005 reached 210,000. 2006 is showing that numbers are up 15 per cent over this time last year.

Campbell River Airport, YBL, is a service and supply base for marine and land resource operations serving the north and central coast of B.C. In addition to scheduled daily service to Vancouver and Seattle, civilian aerospace at the airport involves the maintenance, repair and overhaul of aircraft including helicopters and seaplanes. Because of the high use of smaller aircraft, Campbell River has become a centre for this aerospace industry, which has also spawned the Aircraft Structures Certification Program at North Island College, Campbell River Campus. In a global sector, skilled workers are in short supply and Campbell River can train people with a high level of competency.

Sealand Aviation, Vancouver Island Air, E & B Helicopters ASAP Avionics, HIS International and the Campbell River Economic Development Corporation hosted the Western Canadian Aerospace Alliance meeting in 2006 which placed it on the aerospace industry map. The proximity to Seattle, Washington and its direct flight service by Kenmore Air Express makes Campbell River investment-ready for aerospace companies who seek the workforce and the positive quality of living.

## RECREATION AND ACCOMMODATION

For generations, Campbell River has been the place to take your family on vacation and the new Campbell River continues this tradition. The Coast Discovery Inn and Marina, located in the city centre, has been the anchor of the downtown for years. New investors have made a commitment to refreshing its services and upgrading the

## Campbell River has a new business gateway

There's a new business gateway in Campbell River ready to service this community as well as the entire North Vancouver Island area.

Quinsam Crossing is a dynamic undertaking that is currently in full development. It is a fully serviced 60 acre commercial and light industrial site being developed by the We Wai Kai Nation - a group already operating many successful businesses in the Campbell River/Quadra Island area - including the famous Tsa-Kwa-Luten Lodge and Cape Mudge Boat Works.

Quinsam Shell - a destination gas station with refueling services for truckers and vehicles, a convenience store, car wash and propane filling station, opened in May. The Quinsam Community & Health Center is set to open on July 4, 2006.

Quinsam Crossing is conveniently located on the only major arterial route through Campbell River, the Inland Island Highway. This route leads to all the communities on the North end of Vancouver Island. The site is 5 minutes from the downtown core, minutes to the area's only airport, and close to the Mount Washington Alpine Resort - Vancouver Island's only commercial ski resort.

Campbell River is an economically vibrant community and it is estimated that Quinsam Crossing can add \$153 million in additional economic activity to the region - much of it currently being serviced by the Comox Valley merchants located 60 kilometers south.

Quinsam Crossing is ideally located for commercial or light industrial businesses such as service retail, including recreational vehicle or marine dealerships. The site is also ideally situated for a destination restaurant or entertainment complex.

The developer will build to suit and provide long or short term leases.

Quinsam Crossing is set to change the face of the retail economy in Campbell River and the North Island. For more information visit [www.quinsamcrossing.com](http://www.quinsamcrossing.com) or email the developer at [quinsamdevelopment@quinsamcrossing.com](mailto:quinsamdevelopment@quinsamcrossing.com)

**ADVERTISING FEATURE**



In Campbell River  
your best bet  
is the **Best Western**

### Best Western Austrian Chalet

- 59 tastefully appointed rooms
- Indoor pool, sauna, whirlpool, exercise room
- High speed internet available
- Free deluxe continental breakfast
- Restaurant & Neighborhood pub
- Meeting & banquet facilities
- In-room coffee & fridges
- Kitchenettes available
- Corporate, AAA, group rates

**Toll Free Reservations: 1-800-667-7207**

462 South Island Highway, Campbell River, BC V9W 1A5

Phone: (250) 923-4231 / Fax: (250) 923-2840

[www.bwcampbellriver.com](http://www.bwcampbellriver.com) / email: [austrian@oberon.ark.com](mailto:austrian@oberon.ark.com)

## A Legacy of Leadership.

Coastal Community has a long legacy of making our communities better places to live, work and play. We partner with members, businesses and non-profit groups to provide economic, social and cultural resources where they are needed most. Together, we are improving the lives of people across Vancouver Island.



ALERT BAY | CAMPBELL RIVER | CHEMAINUS | COMOX  
COURTENAY | GABRIOLA ISLAND | NANAIMO | NANOOSE BAY  
PARKVILLE | PORT ALBERNI | PORT HARDY | QUALICUM BEACH  
SOINTULA | TOFINO | UCLUELET | [www.cccu.ca](http://www.cccu.ca)

Providing smart financial solutions  
across Vancouver Island.

**Featuring**

88 guest rooms

Meeting and Conference Facilities for up to 200 people

On and Off-site Catering Service

Restaurant & Liquor Store



 **The Coast Discovery Inn & Marina**

975 Shoppers Row, Campbell River, BC V9W 2C4  
 (250) 287-7155 / [www.coasthotels.com](http://www.coasthotels.com)

meeting spaces it offers. The Best Western Austrian Chalet is another destination for visitors and business travellers alike, with unobstructed views of the Discovery Passage and Pacific Ocean.

Campbell River is focusing on the development of more recreational reasons to plan for longer visits in this oceanside community. Hosting Masters level and seniors sporting competitions is an area being promoted for future events. With direct flights into the Campbell River area, combined with the hour-and-a-half drive on the Inland Island Highway Campbell River is being opened up to a series of opportunities that are making this Island city a national destination.

Residential housing is a factor that people consider an indication of the success of a community.

Campbell River is experiencing considerable growth in multi-family, seniors' and single-family home construction. Georgia Park Developments was acquired by local businesspeople and will most likely accomplish its 10-year development strategy in four years due to high demand.

Merecroft Landing, also developed by a local businessperson, is remarkable for a number of reasons. This 16-unit patio home development applied the Craftsman style of finishing in a way new to Campbell River. The builder worked with existing trees on the site, which resulted in a new neighbourhood that looks like it's been a part of the area for years. Sensitive environmental design also resulted in the installation of a unique storm water system deploying infiltration wells in an effort to manage storm water in an accountable manner. This from the same developer who refurbished and upgraded one of the few brick buildings in the downtown, the Old Post Office.

Another major project well on the way to completion is Danada Enterprises Ltd.'s The Village, in Willow Point. This \$4.5-million investment coincides with an investment of \$10 million in infrastructure by the city of Campbell River. The Village features 43,000 square feet of commercial space including an expansion of the Discovery Foods store, a 180-seat local pub, six commercial units and 10 units (five office/five commercial) to come in a third and final building. The style of architecture is uniquely warm with wood and copper accents and is a welcome upgrade to this oceanside pedestrian area. And lastly, the Cape



**Mariner Square**



**Major Supermarket Opening February, 2007 in Downtown Campbell River.**

Strategically located at the intersection of Dogwood Street & 16th Avenue

**M A Charlton & Associates**

**(604) 683-6123 / 1-888-433-8222 / [michellecharlton@telus.net](mailto:michellecharlton@telus.net)**

Mudge Community is marketing its regional shopping and community facilities at Quinsam Crossing, strategically located on the Inland Island Highway.

**ENTERPRISING ATMOSPHERE**

Small business is on the rise in the new Campbell River. The Enterprise Centre, formerly the courthouse and police station for the city, was converted into a one-stop shop in 2001 to service what has become a significant portion of any economy, the small business entrepreneur. In Campbell River, some 96 per cent of all licensed business fall into this category. The Enterprise Centre houses Travel Campbell River and Region DMO, The Campbell River & District Chamber of Commerce, the Campbell River Economic Development Corporation, Rivercorp, the Campbell River CommunityNet, and the Community Futures Development Corporation of Strathcona. Each independent organization maintains distinct services for people thinking, starting and growing their business in Campbell River. Each employee brings both personal and professional experience to work everyday and the centre provides people with a place to meet and discuss how to build more positive and profitable enterprises.

Small Business British Columbia is the corporation that provides support services by means of a Small Business Suite in the Enterprise Centre in association with Community Futures. The suite is available for people to sit down at a workstation, locate the information they need and ask a real person for assistance.

**INSPIRATIONAL**

Campbell River is being promoted and supported by a quiet group of newcomers and oldtimers who have made this city their place to retire—although you would be hard pressed to consider them retired with the hours of volunteer work they do. Since 2001, the Retiree Group has been handing out flyers, built a website, oriented an entire community to the fact that retirees contribute to the local economy and diversity of the community, and even going as far as hosting complete strangers in their homes for the first of what becomes three visits and a move to Campbell River. The new Elder College and a new hostel for travellers are both inspirational and yet another reason to visit the new Campbell River on Vancouver Island, more than once in a lifetime. ▲



**Mainstream Canada**

Since 1989, Mainstream Canada have been a leading company in the Canadian salmon industry producing top quality products for an increasingly demanding market. As an industry leader, Mainstream Canada is proud to assure our customers our products are processed under the most stringent international safety and health standards, a fact validated by international recognition.

**Mainstream Canada Limited**  
 # 203-919 Island Highway, Campbell River  
 British Columbia V9W 2C2 Canada  
 Phone: +1 250 286-0022 / Fax: + 250 286-0042



**BUSINESS:**

*West Coast Style*

- Full service modern airport
- Accomodates corporate requirements
  - Numerous daily direct flights from Calgary and Vancouver
  - Ideal central Island location for business and pleasure



**COMOX VALLEY AIRPORT**

Your Vancouver Island Gateway • YQQ • [www.comoxairport.com](http://www.comoxairport.com)

CAMPBELL RIVER  
BC, CANADA

# Retire

to an Active Lifestyle!



VISIT OUR WEBSITE AND LEARN ABOUT  
CAMPBELL RIVER...

- All About Campbell River
- Retiree Stories
- Why Retire Here?
- Residents and Characters
- About the Retiree Project
- Contact a Retiree



Toll Free: 1-877-286-5705  
www.retire.incampbellriver.com

## Campbell River Airport gets you outdoors faster

Serving Gold River, Tahsis, Zeballos  
Sayward, Inside Passage, Quadra Island  
Desolation Sound, Mainland and  
Central Coast connections

35 minutes from Vancouver

55 minutes from Seattle

flights daily

Corporate and General Aviation Welcome year round  
On site Customs, Jet fuel, Avgas, and shuttles  
Airside Land available for Lease

Airport services supported by:



Information: 250-923-5012  
www.crairport.ca  
cybl@campbellriver.ca



# Campbell River

Just 5 or 10  
minutes away  
from home...

...8 Shopping Areas • Campbell River Airport  
50 Major Employers • 2100 Licensed Businesses  
1.4 million sq. ft. of Retail Space • Regional Hospital  
North Island College • 23 Public & 5 Private Schools  
2200 Berths for your Boat • Full service Seaplane Base  
3 Deep Sea Industrial Terminals • Cruise Ship Terminal

Patrick Marshall  
Campbell River EDO Rivercorp General Manager  
Toll Free: 1-877-286-5705 | www.incampbellriver.com



# Campbell River



Roger McDonell,  
Mayor City of  
Campbell River  
Vancouver Island North  
British Columbia,  
Canada

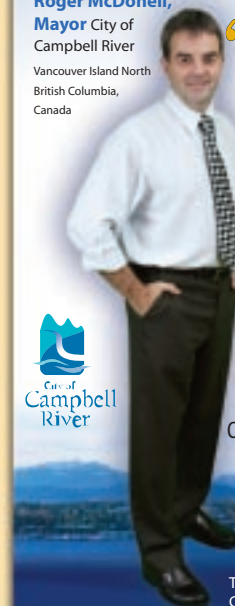
Mayor McDonell asks...

**“Are you the right fit  
for the Rivercity?”**

Campbell River is ~~a great~~ <sup>the greatest</sup> place to locate family  
and business. We're searching for people and  
employers who are the right fit for our ~~town~~ <sup>City</sup>.  
We are Canada's ~~Waterfront~~ <sup>finest</sup> City with more  
than 20 km of beaches, trails, walkways,  
cruise ships, views and homes that you can own.  
Look at Campbell River first because

~~Mayor McDonell~~ says so!  
*Roger*

Call me at City Hall: 250-286-5710



This message brought to you by the  
Campbell River EDC Rivercorp. Call 250 830-0411 (PST)

# BRITISH COLUMBIA

CAMPBELL RIVER