

## REVITALIZING LANTZVILLE'S COMMERCIAL CORE THROUGH REDEVELOPMENT

### *Streetscape Improvement Plan to boost economic and social vitality*

COURTENAY, 3 September 2020 – The District of Lantzville is preparing to transform their Village Core through several development project works aimed at enhancing their commercial area with funding support from the Island Coastal Economic Trust's (ICET) *Economic Infrastructure and Innovation Program*.

The Streetscape Improvement Plan seeks to revitalize a priority section of Lantzville Road from Caillet to Dickinson Road. The Plan will strengthen the Village core through a series of small-scale beautification projects reflecting the District's new community branding, improving walkability and creating new public gathering spaces.

"This redevelopment plan will help create a more attractive, inviting and accessible corridor for residents and visitors, and serve as a catalyst for new commercial investment within the Village core," says ICET Board Chair Josie Osborne. "Supporting business attraction and growth are key priorities of the Downtown Revitalization funding stream, and this Lantzville project is well-aligned with these goals."

The Improvement Plan is the result of a community-engaged design and development process. Improvements will include a separated multi-use asphalt pathway and parking reconfiguration designed to improve the Village's walkability experience for visitors and residents. Creating a pocket plaza in front of Municipal Hall, replete with seating pods and bevelled timber posts for interpretive content and wayfinding signage, will enhance the sense of community and create a more attractive and safe physical distancing location for socializing. Professionally designed structural elements, incorporating stone and timber, and naturalistic plantings evocative of local beaches, ridges and forests and historical use of the land will be used throughout to help preserve Lantzville's semi-rural character and lifestyle. Strengthening the linkages to the waterfront area will provide a draw for beachgoers to venture further and discover downtown.

"This project will go a long way towards helping build a renewed and thriving commercial core, both for residents and visitors," says Lantzville Mayor Mark Swain. "Not only do these works address safety and economic concerns, but they also encourage business expansion and investment, as well as community and environmental health."

ICET has contributed \$133,000 to the project's overall \$400,000 cost. The project is expected to get underway shortly.

###



Building a diverse and sustainable economy.

#### **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 \$53.8 million in funding for over 225 initiatives. These investments have leveraged over \$270 million in new investment into the region creating more than 2550 construction phase jobs and 2700 long term permanent jobs. To learn more, visit [www.islandcoastaltrust.ca](http://www.islandcoastaltrust.ca)

#### **For further information:**

Amanda Fortier, Communications Officer  
Island Coastal Economic Trust  
Tel. 250-871-7797 (Ext. 232)  
[amanda.fortier@islandcoastaltrust.ca](mailto:amanda.fortier@islandcoastaltrust.ca)