

MARCH 5, 2025

CITY SEEKING EXPRESSIONS OF INTEREST FOR MIXED-USE DEVELOPMENT ON SHOPPERS ROW**This project, named ‘Reimagine the Row’ is an important piece in the City’s strategic efforts to revitalize Downtown Campbell River**

The City of Campbell River (the City) is inviting expressions of interest (EOI) from qualified, visionary proponents eager to invest in Campbell River and collaborate on the redevelopment of four properties within the 1300-block of Shoppers Row in Downtown Campbell River, a cultural centre and hub for the community.

At the end of 2024, the City announced the strategic acquisition of several downtown properties: 1342 Shoppers Row (Harbourside Inn), 1352 Shoppers Row (vacant lot) and 1362 16th Avenue (commercial building). This strategic investment aims to bring vibrancy to Shoppers Row and the surrounding neighbourhood, increase housing supply and further revitalize downtown. This next step in the ‘Reimagine the Row’ project signals that the City is ready to partner with the private sector to advance this development and power Council’s strategic priority of downtown revitalization.

“Inviting expressions of interest is an exciting project milestone as it will help bring to life this Council’s vision for an animated, invigorated downtown,” says Mayor Kermit Dahl. *“Revitalizing the downtown has been, and remains, Council’s top priority throughout this term. As this Council drives this project forward, we also continue our efforts in other areas with everything from increased bylaw enforcement hours and coverage, the smooth rollout of the 40-unit Homewood rapid housing initiative, extended parking times downtown to support local businesses, and so much more.”*

The EOI lays out the City’s vision for a variety of commercial, retail and civic uses fronting Shoppers Row on the ground level of the new development, with middle-income rental housing above. In partnership with the City, the successful developer will be responsible for financing and constructing the development in line with City’s vision. The City will retain ownership of the ground floor and will look to recoup the capital it invested to acquire the land and prepare the site for development.

Visit [the City’s Bid Opportunities Website](#) to learn more and submit your expression of interest. Interested parties have until March 27, 2025, to respond. Background information such as geotechnical, environmental, and market-demand reports will be made available to registered parties.

As part of its work to prepare for developing the properties, the City has obtained a demolition permit for the Harbourside Inn building. Notices to end existing tenancies were given to the remaining residents of Harbourside Inn in February 2025. The City is working with Parallel 50 Property Management to support Harbourside Inn tenants throughout this transition and support exploring options for relocation. The City is also seeking support from BC Housing and is working with community partners to rehome tenants before the tenancy end date of June 30, 2025.

“The City is committed to supporting all tenants during the preparation phase of this project and ahead of tenancies ending in the summer of 2025,” says Andy Gaylor, Director of Community Planning and Livability. *“We’ll continue to work with community partners at every step of this process as we move this downtown revitalization project forward and take important steps to ‘Reimagine the Row’.”*

Visit www.GetInvolved.CampbellRiver.ca for the latest information on the ‘Reimagine the Row’ project.

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