



Media Release

THE CORPORATION OF THE CITY OF VERNON
3400 – 30 Street
Vernon, BC
V1T 5E6

FOR IMMEDIATE RELEASE

DATE: June 29, 2021

MEDIA CONTACT: Christy Poirier, Manager, Communications & Grants

TELEPHONE: 250-550-3539

Activate your summer downtown! 2900 Plaza opens July 1

Starting July 1, residents and visitors are invited to take part in a unique Downtown Vernon opportunity and activate their summer at the 2900 Plaza.

In collaboration with the Downtown Vernon Association, the 2900-block of 30th Avenue will be closed to vehicle traffic and a pedestrian plaza will come to life with food and entertainment for the whole family.

Businesses in the 2900-block will have a chance to extend their operations outdoors and additional programming will be planned to take place throughout the summer. All activities will follow COVID-safety protocols and province-wide health restrictions.

“City Council is excited to see how residents and visitors respond to the 2900 Plaza,” said Mayor Victor Cumming. “Council has been interested in making parts of 30th Avenue pedestrian-only for quite a while, so this gives the City and businesses a chance to see the idea in action and consider what else could be done in the future that best serves our businesses, residents and visitors. As BC continues to progress through its Restart Plan and restrictions continue to ease, I encourage everyone to get outside, get downtown, and continue supporting local businesses.”

As of today (June 29), the 2900-block of 30th Avenue is closed to vehicle traffic so City crews can prepare the area for the Plaza. This work will include road sweeping, asphalt inspection and repairs, the relocation of concrete planters and a bike corral, and the installation of barricades, signage and bollards.

“The Downtown Vernon Association is looking forward to working with the City of Vernon and our community partners to bring the 2900 Plaza to life, offering programming that has broad appeal to visitors and increasing the exposure for not only those businesses located in the 2900 block, but for all of our businesses downtown,” said Susan Lehman, Executive Director, Downtown Vernon Association (DVA).

