
COTTAM REVITALIZATION PLAN

SEPT 10TH, 2018



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THANK-YOU!

We would like to express our sincere appreciation to all those who supported and participated in this community consultation process. To all the residents and community members who took the time to participate, sharing their perspective and providing thoughtful suggestions. To the organizations who provided guidance to this process, partnered to host consultation activities and provided insightful feedback.

Cottam Revitalization Committee

INTRODUCTION

This report provides a summary of the perspectives of the residents, community and others who live and work in Cottam about what is important for their community, both now and into the future.

This information will help to inform the development of a long term Revitalization Plan that will identify community program and infrastructure improvements.



COTTAM

Cottam is one of three communities which was amalgamated to become the Town of Kingsville. It has been identified by Council as a community that would benefit from the creation of a long term strategy for the revitalization of the area. The area that this review is focusing on is illustrated on the map. Consideration was also given to the broader community and its assets, planned development, and potential implications.


COMMUNITY ENGAGEMENT PROCESS

Between January and July 2018, a public engagement process with Cottam residents and businesses took place. The following were key elements to the process:

- A Cottam Revitalization Committee was struck by Town Council to manage the engagement process (January 2018)
- An online survey was conducted to provide a baseline synopsis of the overall culture and improvements required in Cottam (March 2018)
- A public information session was developed (May 2018)

Consultation Process (March 2018)

The consultation process consisted of a general overview of community attitudes and where residents would like to see improvements in the future. A consultation was undertaken to assess current attitudes and to seek input on what improvements the community would like to see moving forward.



364 responses were received through-out the consultation process. This included, paper copies, online surveys, face to face visits and open house formats.

Phase One (March 2018)

Phase One focused on asking open ended questions to get a broad range of ideas and feedback from participants. These questions focused on:

- What attracts people to Cottam?
- What improvements does the community require?
- What would you like to see built in Cottam?

Phase Two (May 2018)

Phase two asked community members to indicate which priorities identified were the most important to them. The suggested priority actions were divided into short term, medium term and long term actions. These were categorized into:

- Events,
- Infrastructure improvements,
- Rotary Park improvements,
- Ridgeview Park improvements

For each question participants prioritized each proposed project or initiative.



THE CHANGING NATURE OF COTTAM

As part of the first phase of consultation, participants were asked demographic questions. This provided the committee a better review of the residents who live in the community. Within the review it was discovered that:

- 75% of the respondents currently live in Cottam
- 54% of respondents have lived in Cottam for over 16 years
- 52% of the respondents are within the 30-49 years of age
- 48% of respondents have 4 or more people living within their household
- 73% work outside of Cottam
- 207 responded to the survey

“Cottam is the greatest place on earth!”

“The people here are so kind and it’s so quiet and beautiful out here. I want my kids to have their families here also.”

“Cottam is a great place to live”

“..a cute little picturesque town people go to.”

WHAT WE HEARD

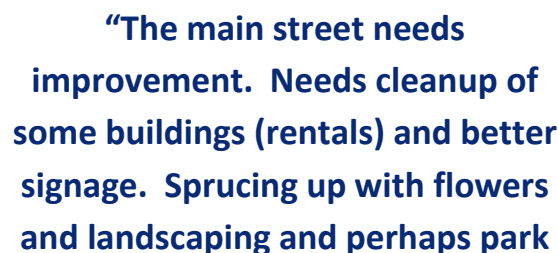
Guiding Principles

Feedback from participants included suggestions for how these initiatives should be designed. The development of a revitalization plan should include:

- **Be implemented with community leadership** starting early and continuing through all steps of the process
- **Limit barriers to participation or access.** Initiatives should have low fee for participation and available to all members of the community. Activities should be made available outside of standard work hours.
- **Involve the entire community.** There was a desire to increase interaction and strengthen relationships between community groups.
- **View the community holistically.** Building on the above, services and major infrastructure projects should not be duplicated within the community but complement each other.
- **Engage businesses as members of the community.** To recognize their connections and investments in the community projects, events and discussions.

Priority Actions

All of the following actions were identified by stakeholders during the first and second phase of the consultation period. Prioritization was completed within the subcategories of short term, medium term and long term projects. These groups are amalgamated and presented to indicate the level of importance.



“The main street needs improvement. Needs cleanup of some buildings (rentals) and better signage. Sprucing up with flowers and landscaping and perhaps park

COMMUNITY REVITALIZATION THEMES

Four themes arose from the feedback through the received surveys and consultation through the public open house. These themes are listed below.

Increased Events

Comments received often related to events across all groups. A desire for arts programming was specifically mentioned. Feedback suggested that events that enhance current benefits to the community would be welcomed. These included the following.

Short Term	Medium Term	Long Term
1-5 years	6-10 years	11-15 years
Small Outdoor Music Festival	Farmer's Market	Baseball Tournament
Christmas Festival	Night Market	Small Artisan Market
		Summer Sidewalk Sales

Beautification

Improvements specifically along the main streets were mentioned frequently as were improving walkways and improved winter maintenance. It was also suggested that new walking and bike paths be established to connect key areas in the community.

Short Term	Medium Term	Long Term
1-5 years	6-10 years	11-15 years
Improved Christmas Lights	Bike paths	Installation of Bike Racks
Street Banners	Benches	Planters
	Improved Street Lighting	

PARKS AND SPACES

Comments identified a need to upgrade current infrastructure and install new amenities in order to beautify and increase usability of these areas. Examples included; play structures, benches, picnic tables, and lighting.

Ridgeview Park		
Short Term	Medium Term	Long Term
1-5 years	6-10 years	11-15 years
Improved Park Lighting	Walking Trail	Pickleball Courts
Soccer and Baseball Field Improvements		Playground Equipment

Rotary Park		
Short Term	Medium Term	Long Term
1-5 years	6-10 years	11-15 years
Improved Lighting	Improved Furniture	Improved Garden Space
Improved Picnic Area	Playground Equipment	Event Space
		Walking Path

“It would be nice to see walking trails skate park, etc. However, we do have two great parks in Cottam already……”

“Cottam Pond should be a focal point – Community engagement.”

IMPLEMENTATION AND NEXT STEPS

This plan is designed to give Council a broad vision, guiding principles, and recommendations for future betterment of the Cottam area. It is meant to be an organic document that can adjust both to additional community input and new challenges or opportunities as they arise.

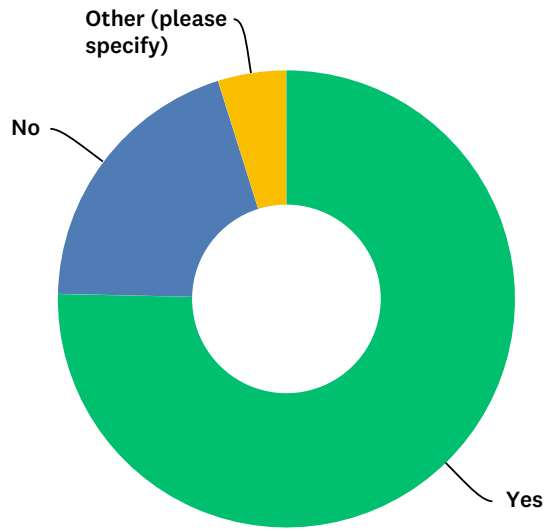
1. Council will evaluate the plan. If the plan is approved, projects will be implemented within the Capital program and operational budgets.
2. Existing town committees and community groups will be provided this document for review of recommendations. The plan includes many recommendations for new or existing groups to study proposed initiatives. Community partnerships for implementation of various projects will be reviewed by staff.
3. Plan will be reviewed on an annual basis for relevancy and new opportunities by Council and staff.

APPENDIX A

SURVEY RESULTS

Q1 Do you live in Cottam?

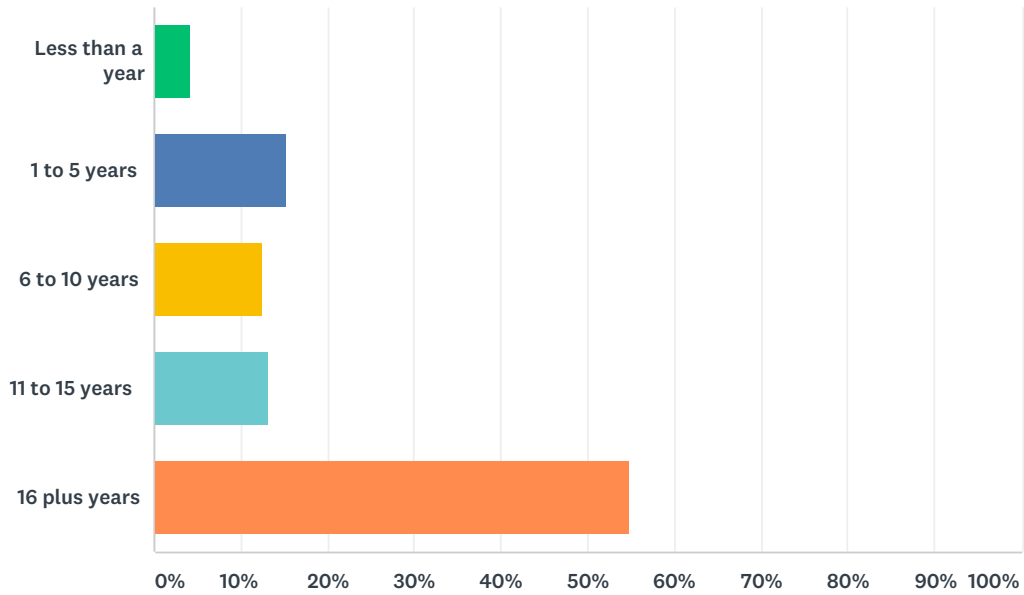
Answered: 207 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	75.36%	156
No	19.81%	41
Other (please specify)	4.83%	10
TOTAL		207

Q2 If yes, how long have you lived in Cottam?

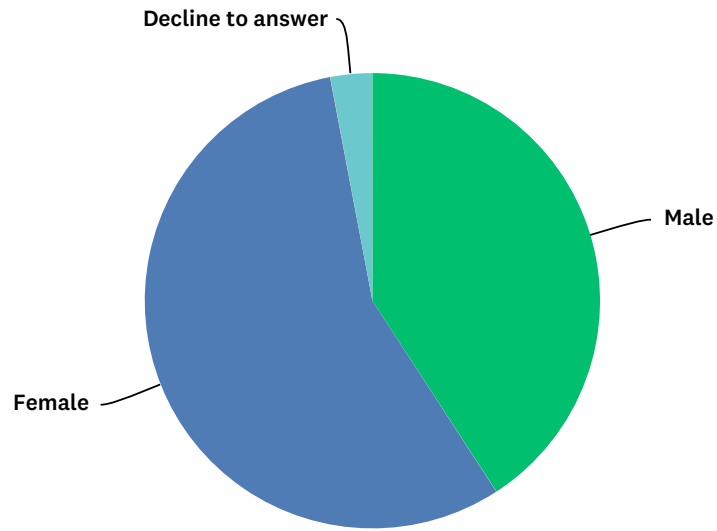
Answered: 144 Skipped: 63



ANSWER CHOICES	RESPONSES	
Less than a year	4.17%	6
1 to 5 years	15.28%	22
6 to 10 years	12.50%	18
11 to 15 years	13.19%	19
16 plus years	54.86%	79
TOTAL		144

Q3 What is your gender?

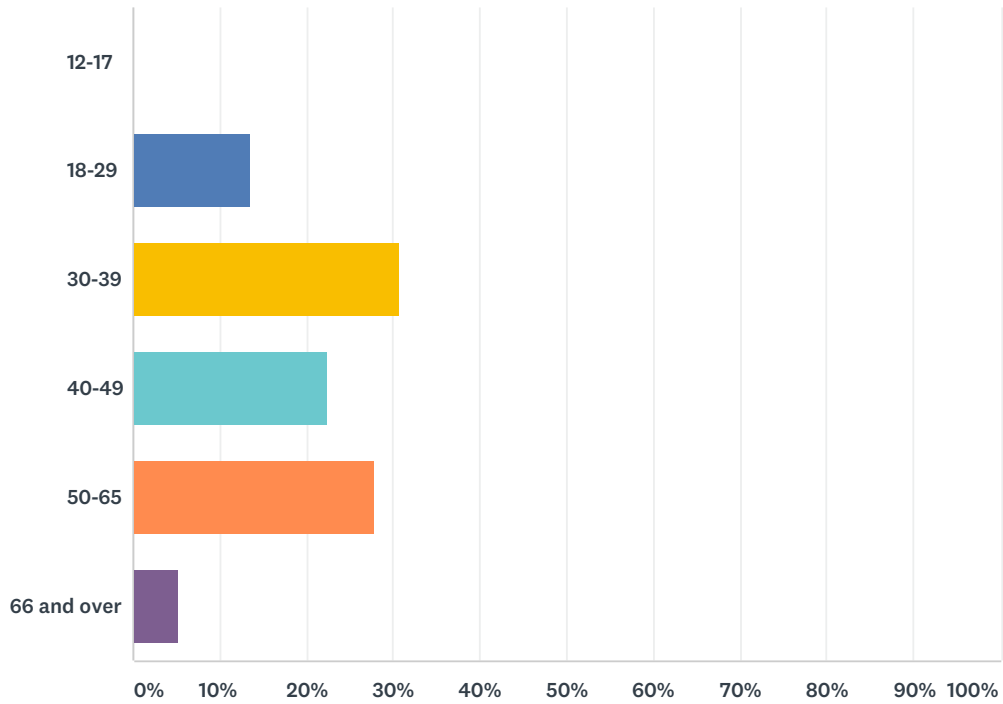
Answered: 169 Skipped: 38



ANSWER CHOICES	RESPONSES	
Male	40.83%	69
Female	56.21%	95
I do not identify with the above	0.00%	0
Decline to answer	2.96%	5
TOTAL		169

Q4 What is your age

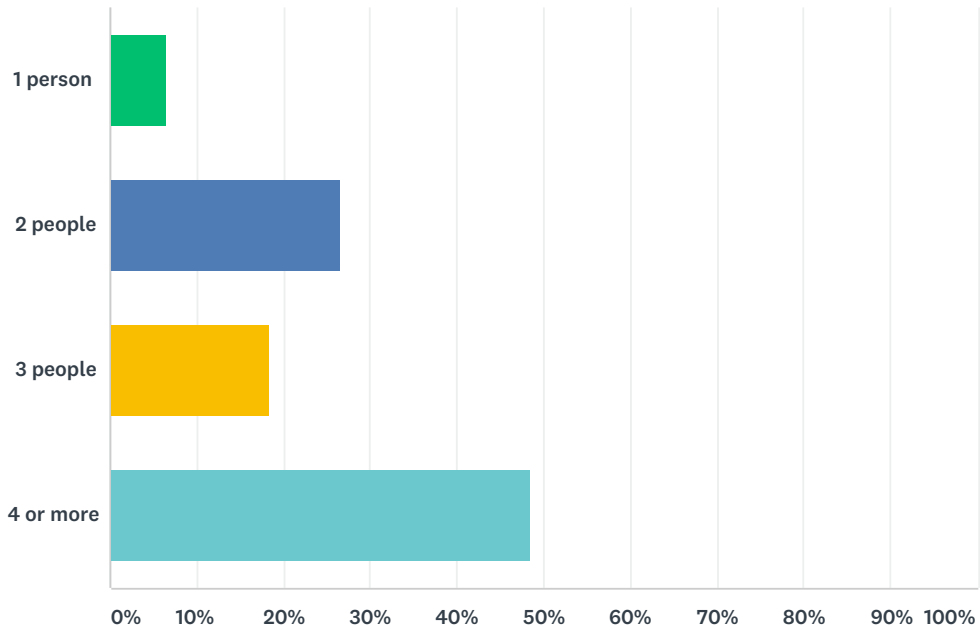
Answered: 169 Skipped: 38



ANSWER CHOICES	RESPONSES	
12-17	0.00%	0
18-29	13.61%	23
30-39	30.77%	52
40-49	22.49%	38
50-65	27.81%	47
66 and over	5.33%	9
TOTAL		169

Q5 How many people live in your household?

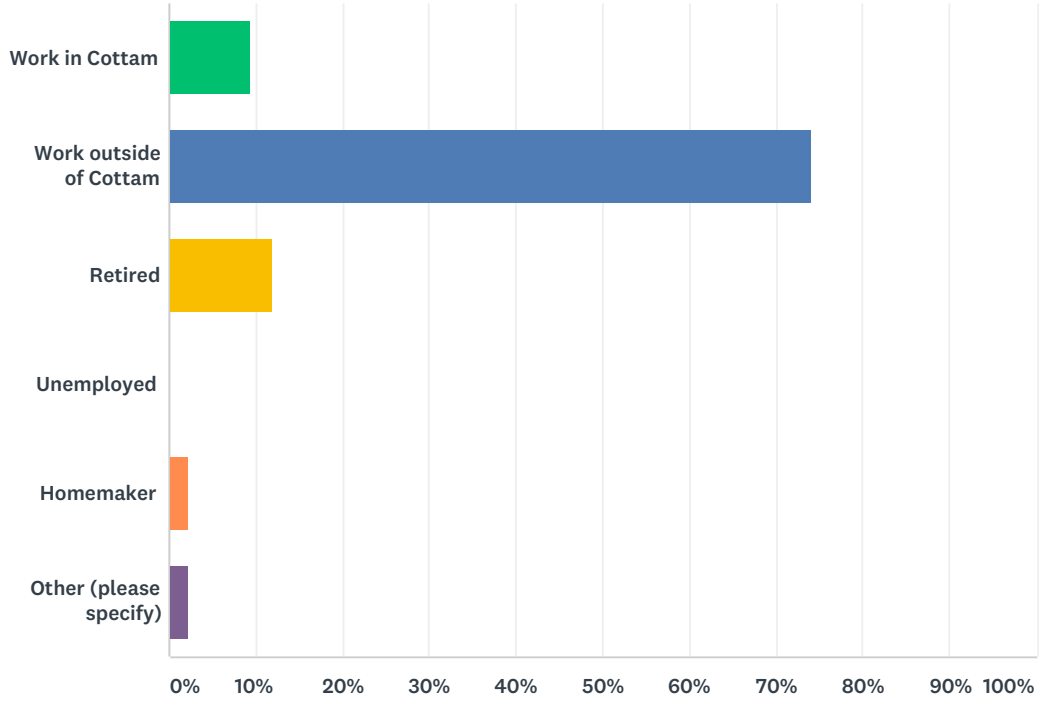
Answered: 169 Skipped: 38



ANSWER CHOICES	RESPONSES	
1 person	6.51%	11
2 people	26.63%	45
3 people	18.34%	31
4 or more	48.52%	82
TOTAL		169

Q6 Where do you work?

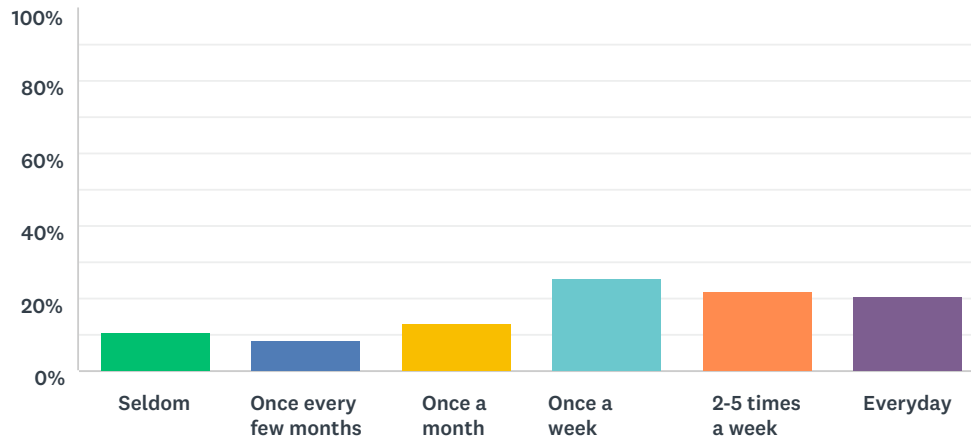
Answered: 169 Skipped: 38



ANSWER CHOICES	RESPONSES	
Work in Cottam	9.47%	16
Work outside of Cottam	73.96%	125
Retired	11.83%	20
Unemployed	0.00%	0
Homemaker	2.37%	4
Other (please specify)	2.37%	4
TOTAL		169

Q7 How often do you visit downtown Cottam?

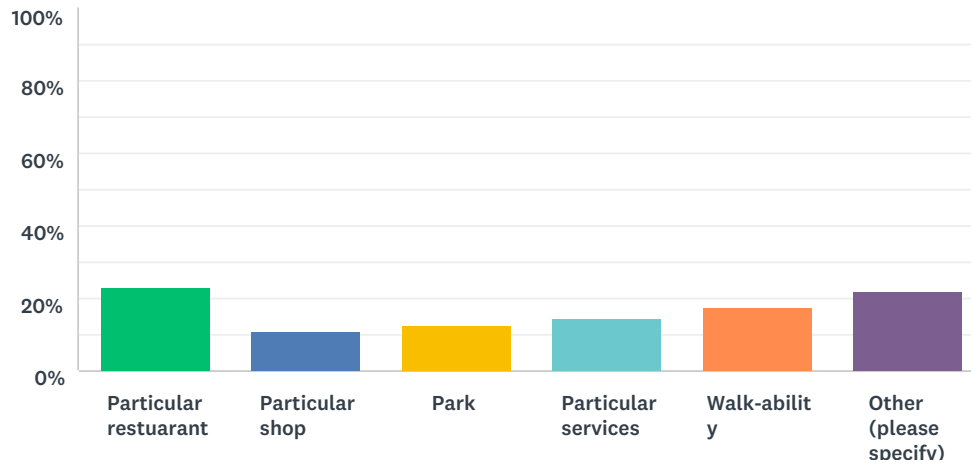
Answered: 169 Skipped: 38



ANSWER CHOICES	RESPONSES	
Seldom	10.65%	18
Once every few months	8.28%	14
Once a month	13.02%	22
Once a week	25.44%	43
2-5 times a week	21.89%	37
Everyday	20.71%	35
TOTAL		169

Q8 Why do you visit downtown Cottam?

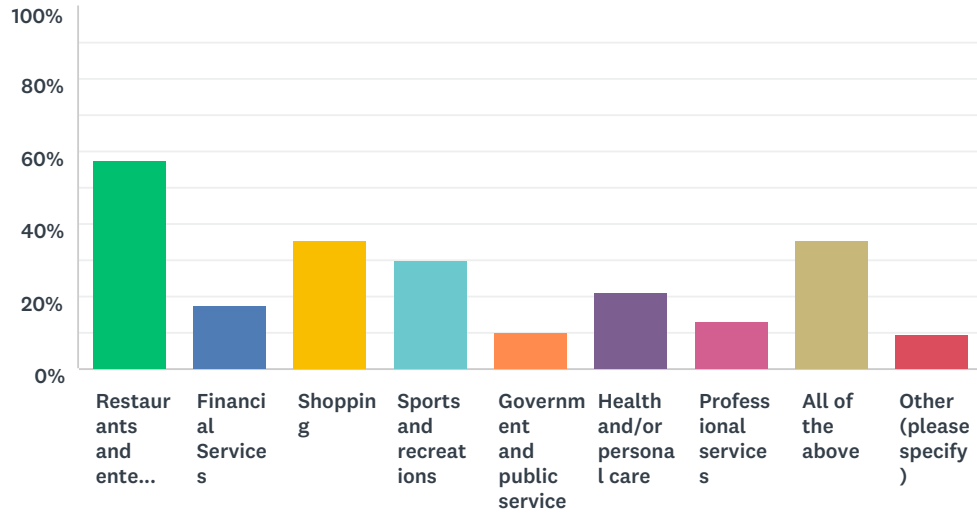
Answered: 167 Skipped: 40



ANSWER CHOICES	RESPONSES	
Particular restuarant	22.75%	38
Particular shop	10.78%	18
Park	12.57%	21
Particular services	14.37%	24
Walk-ability	17.37%	29
Other (please specify)	22.16%	37
TOTAL		167

Q9 What types of businesses should be attracted to Cottam?

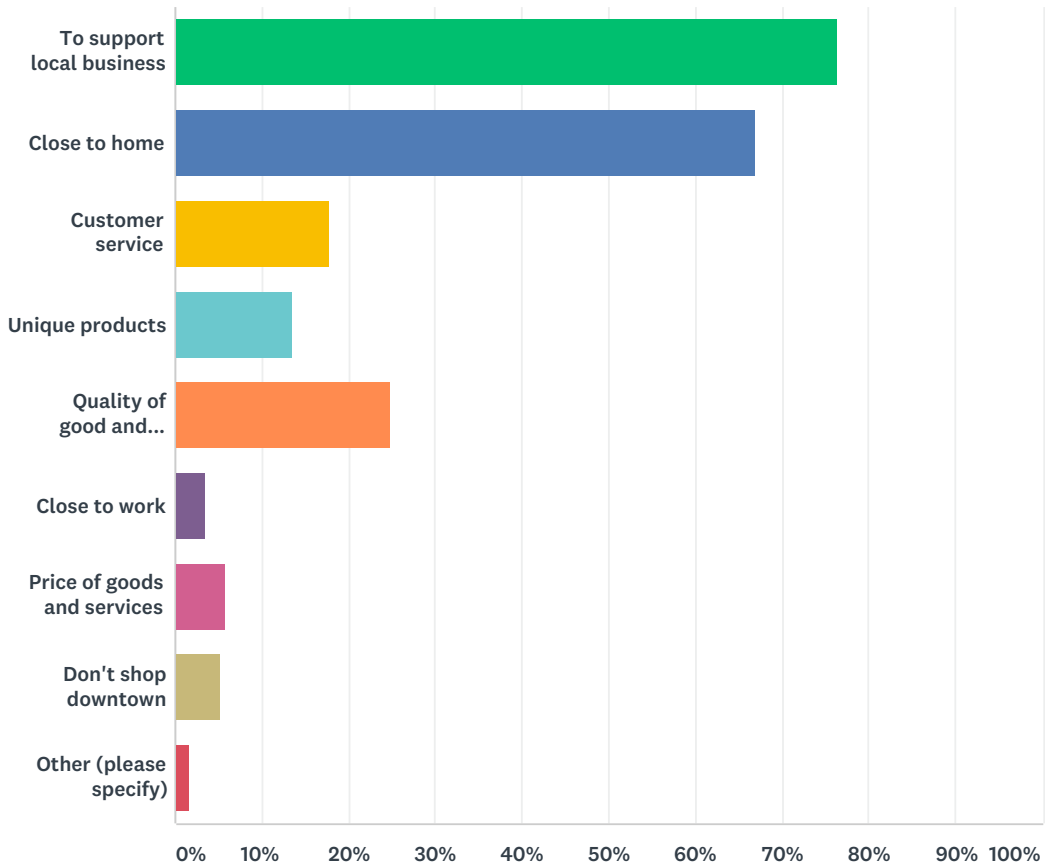
Answered: 168 Skipped: 39



ANSWER CHOICES	RESPONSES	
Restaurants and entertainment	57.74%	97
Financial Services	17.26%	29
Shopping	35.71%	60
Sports and recreations	29.76%	50
Government and public service	10.12%	17
Health and/or personal care	20.83%	35
Professional services	13.10%	22
All of the above	35.71%	60
Other (please specify)	9.52%	16
Total Respondents: 168		

Q10 What are the top two reasons you choose to support the businesses in Cottam?

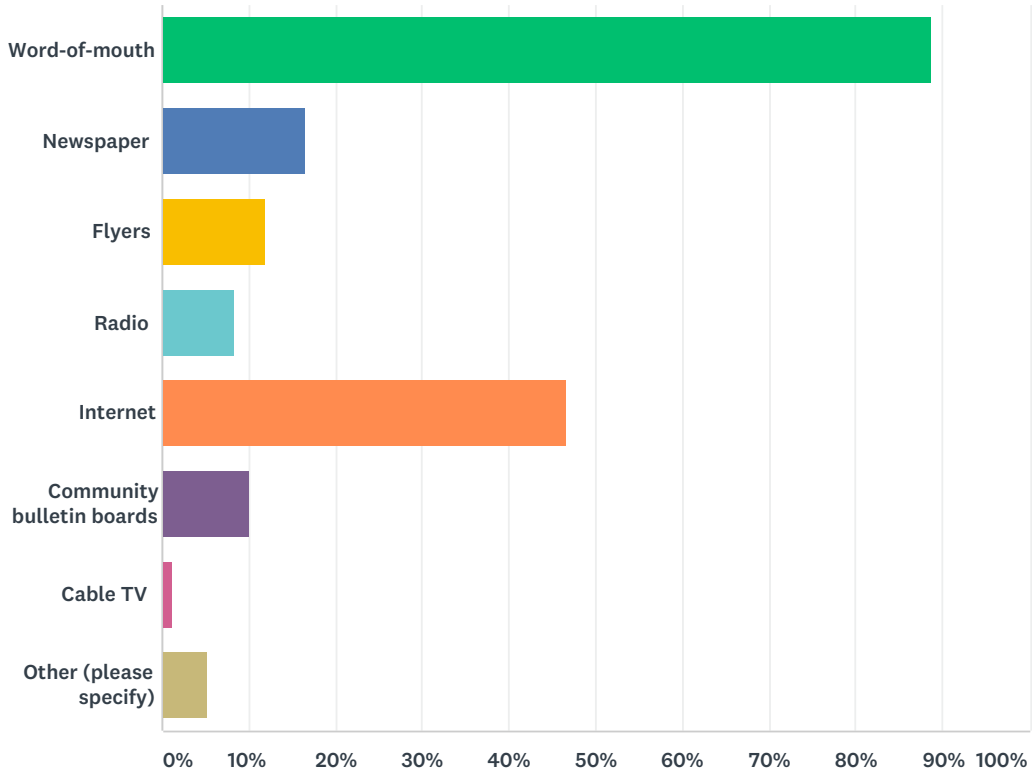
Answered: 169 Skipped: 38



ANSWER CHOICES	RESPONSES	
To support local business	76.33%	129
Close to home	66.86%	113
Customer service	17.75%	30
Unique products	13.61%	23
Quality of good and services	24.85%	42
Close to work	3.55%	6
Price of goods and services	5.92%	10
Don't shop downtown	5.33%	9
Other (please specify)	1.78%	3
Total Respondents: 169		

Q11 How do you usually find out about local businesses or services? (Select all that apply)

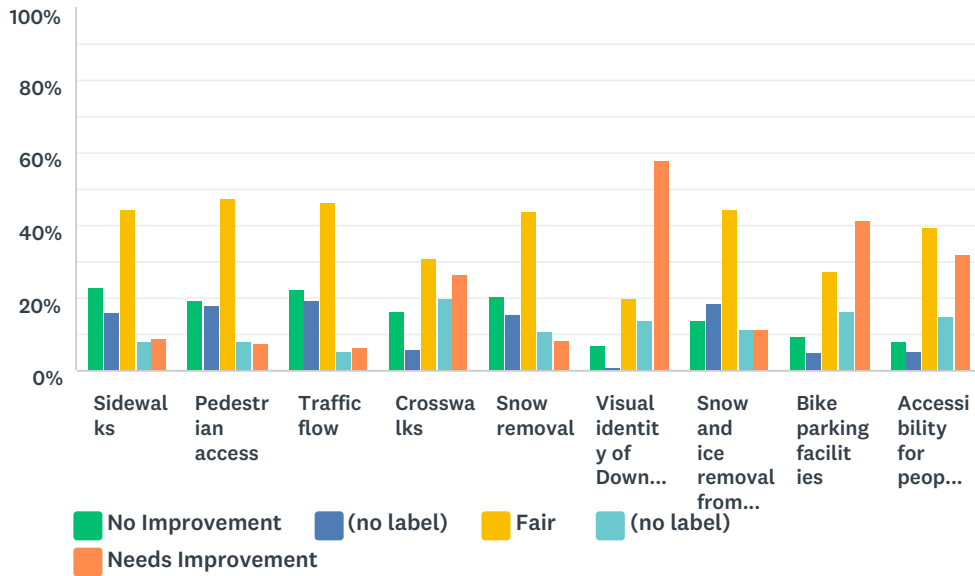
Answered: 169 Skipped: 38



ANSWER CHOICES	RESPONSES	
Word-of-mouth	88.76%	150
Newspaper	16.57%	28
Flyers	11.83%	20
Radio	8.28%	14
Internet	46.75%	79
Community bulletin boards	10.06%	17
Cable TV	1.18%	2
Other (please specify)	5.33%	9
Total Respondents: 169		

Q12 Please rate the the quality of the following aspects of the accessibility to Downtown.

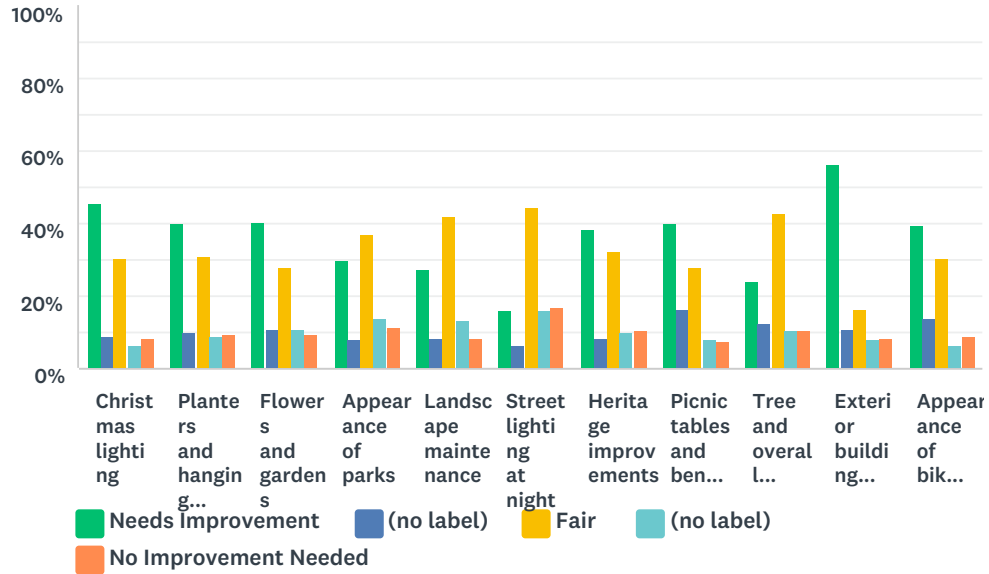
Answered: 168 Skipped: 39



	NO IMPROVEMENT	(NO LABEL)	FAIR	(NO LABEL)	NEEDS IMPROVEMENT	TOTAL
Sidewalks	23% 38	16% 27	44% 74	8% 13	9% 15	167
Pedestrian access	19% 32	18% 30	47% 78	8% 13	7% 12	165
Traffic flow	22% 37	19% 32	46% 77	5% 9	7% 11	166
Crosswalks	16% 27	6% 10	31% 51	20% 33	27% 44	165
Snow removal	20% 33	16% 25	44% 71	11% 18	9% 14	161
Visual identity of Downtown	7% 12	1% 2	20% 33	14% 23	58% 97	167
Snow and ice removal from sidewalks and paths	14% 23	18% 30	45% 73	12% 19	12% 19	164
Bike parking facilities	10% 16	5% 8	28% 46	16% 27	42% 69	166
Accessibility for people with disabilities	8% 13	5% 9	39% 65	15% 25	32% 53	165

Q13 Please rate the quality of the following aspects of the appearance of the Downtown.

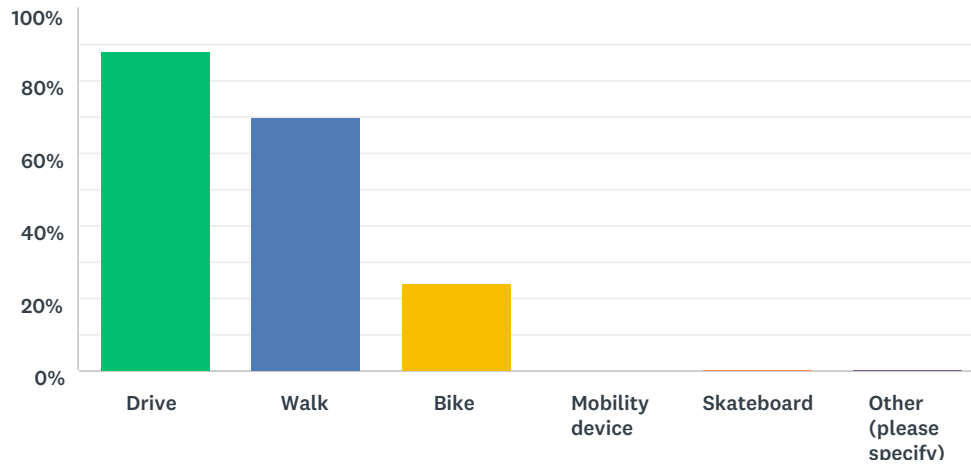
Answered: 167 Skipped: 40



	NEEDS IMPROVEMENT	(NO LABEL)	FAIR	(NO LABEL)	NO IMPROVEMENT NEEDED	TOTAL
Christmas lighting	45.51% 76	8.98% 15	30.54% 51	6.59% 11	8.38% 14	167
Planters and hanging baskets	40.12% 67	10.18% 17	31.14% 52	8.98% 15	9.58% 16	167
Flowers and gardens	40.72% 68	10.78% 18	28.14% 47	10.78% 18	9.58% 16	167
Appearance of parks	29.94% 50	7.78% 13	37.13% 62	13.77% 23	11.38% 19	167
Landscape maintenance	27.71% 46	8.43% 14	42.17% 70	13.25% 22	8.43% 14	166
Street lighting at night	15.85% 26	6.71% 11	44.51% 73	15.85% 26	17.07% 28	164
Heritage improvements	38.51% 62	8.70% 14	32.30% 52	9.94% 16	10.56% 17	161
Picnic tables and benches	40.24% 66	16.46% 27	28.05% 46	7.93% 13	7.32% 12	164
Tree and overall shade	23.93% 39	12.27% 20	42.94% 70	10.43% 17	10.43% 17	163
Exterior building appearance	56.63% 94	10.84% 18	16.27% 27	7.83% 13	8.43% 14	166
Appearance of bike lanes and parking	39.63% 65	14.02% 23	30.49% 50	6.71% 11	9.15% 15	164

Q14 What are the two main ways that you travel to get to Downtown?

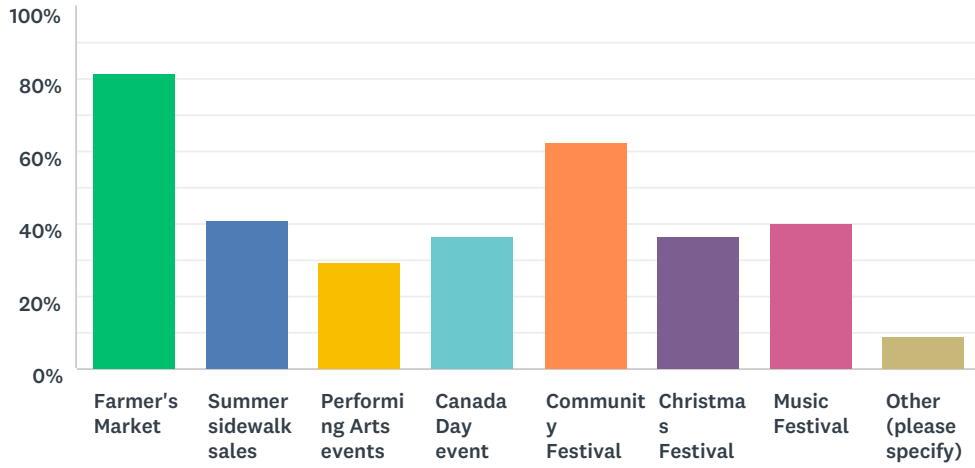
Answered: 166 Skipped: 41



ANSWER CHOICES	RESPONSES	
Drive	87.95%	146
Walk	69.88%	116
Bike	24.10%	40
Mobility device	0.00%	0
Skateboard	0.60%	1
Other (please specify)	0.60%	1
Total Respondents: 166		

Q15 What events would you like to see in Cottam?

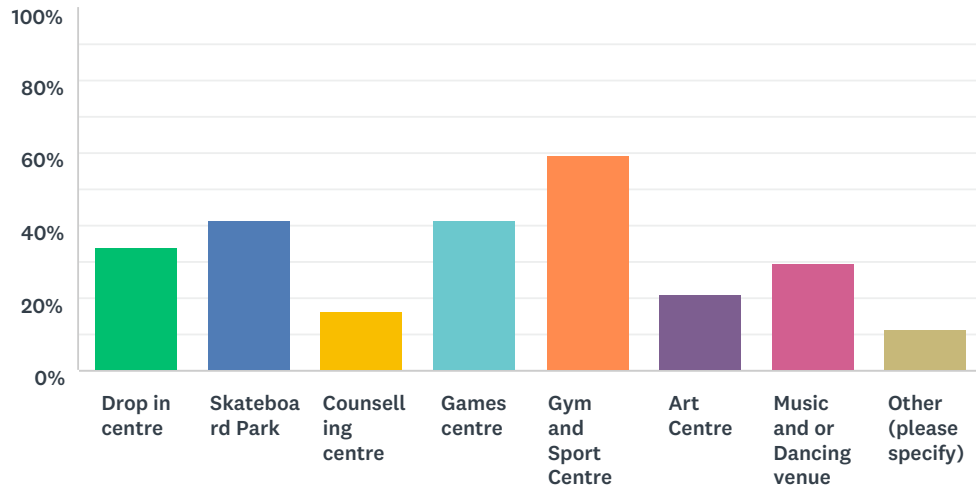
Answered: 166 Skipped: 41



ANSWER CHOICES	RESPONSES	
Farmer's Market	81.33%	135
Summer sidewalk sales	40.96%	68
Performing Arts events	29.52%	49
Canada Day event	36.75%	61
Community Festival	62.65%	104
Christmas Festival	36.75%	61
Music Festival	39.76%	66
Other (please specify)	9.04%	15
Total Respondents: 166		

Q16 Please suggest any services or facilities for youth you feel are needed.

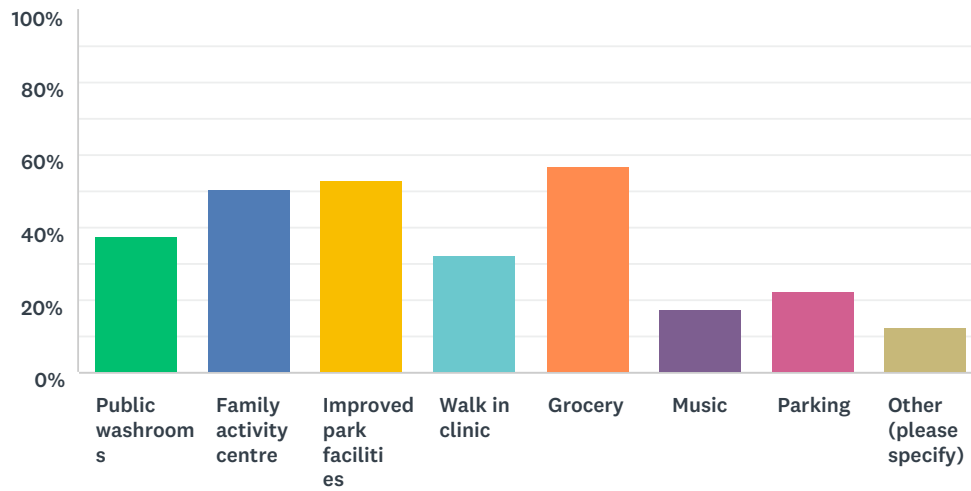
Answered: 159 Skipped: 48



ANSWER CHOICES	RESPONSES	
Drop in centre	33.96%	54
Skateboard Park	41.51%	66
Counselling centre	16.35%	26
Games centre	41.51%	66
Gym and Sport Centre	59.75%	95
Art Centre	20.75%	33
Music and or Dancing venue	29.56%	47
Other (please specify)	11.32%	18
Total Respondents: 159		

Q17 Please suggest any services or facilities for families you feel are needed.

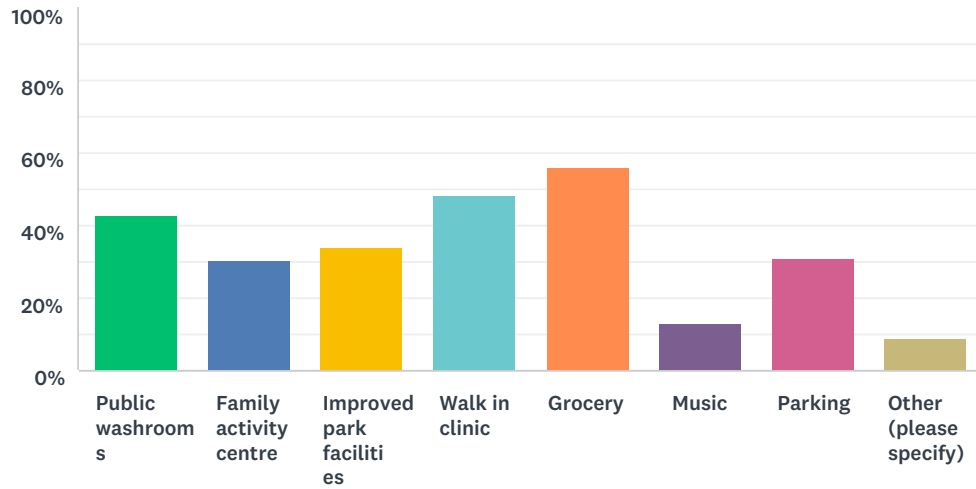
Answered: 160 Skipped: 47



ANSWER CHOICES	RESPONSES	
Public washrooms	37.50%	60
Family activity centre	50.63%	81
Improved park facilities	53.13%	85
Walk in clinic	32.50%	52
Grocery	56.88%	91
Music	17.50%	28
Parking	22.50%	36
Other (please specify)	12.50%	20
Total Respondents: 160		

Q18 Please suggest any services or facilities for seniors you feel are needed.

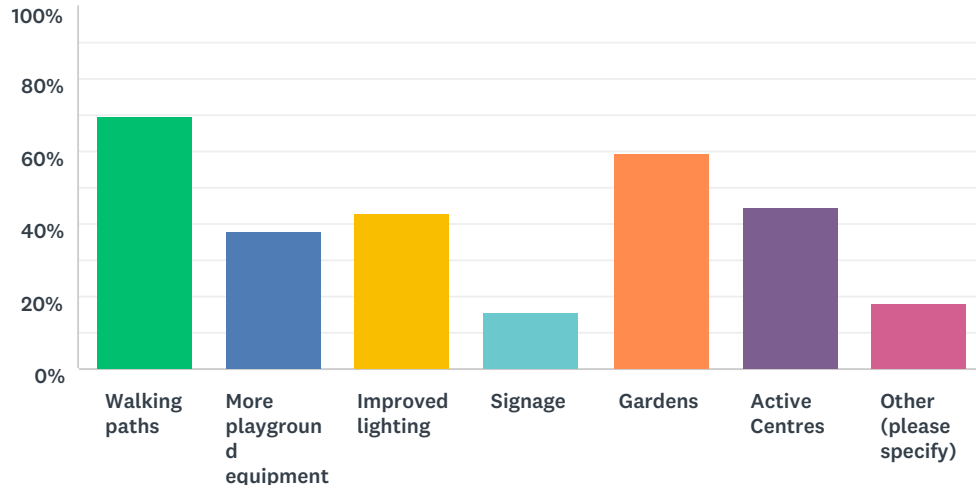
Answered: 155 Skipped: 52



ANSWER CHOICES	RESPONSES	
Public washrooms	43.23%	67
Family activity centre	30.32%	47
Improved park facilities	34.19%	53
Walk in clinic	48.39%	75
Grocery	56.13%	87
Music	12.90%	20
Parking	30.97%	48
Other (please specify)	9.03%	14
Total Respondents: 155		

Q19 What improvements would you like to see within the Parks.

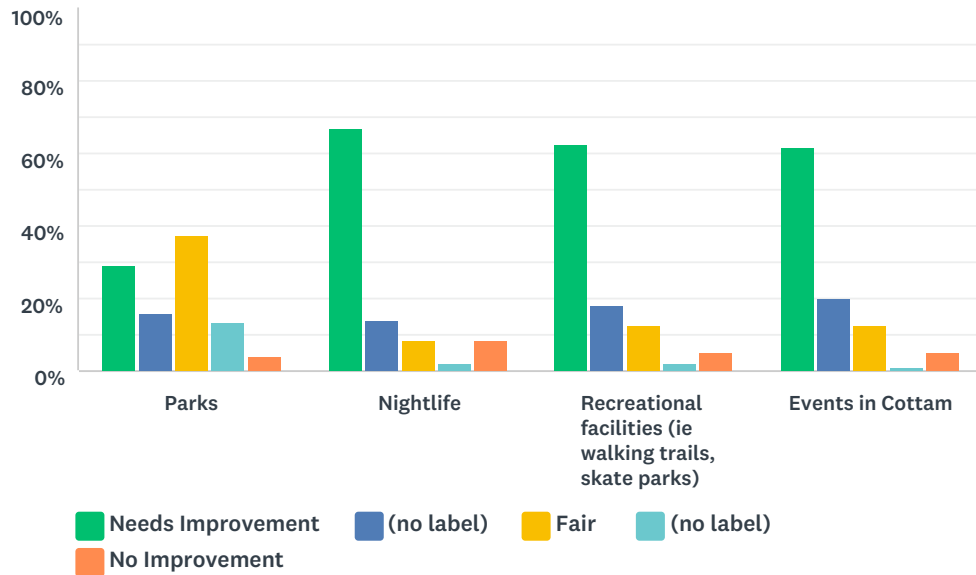
Answered: 161 Skipped: 46



ANSWER CHOICES	RESPONSES	
Walking paths	69.57%	112
More playground equipment	37.89%	61
Improved lighting	42.86%	69
Signage	15.53%	25
Gardens	59.63%	96
Active Centres	44.72%	72
Other (please specify)	18.01%	29
Total Respondents: 161		

Q20 How would rate the following

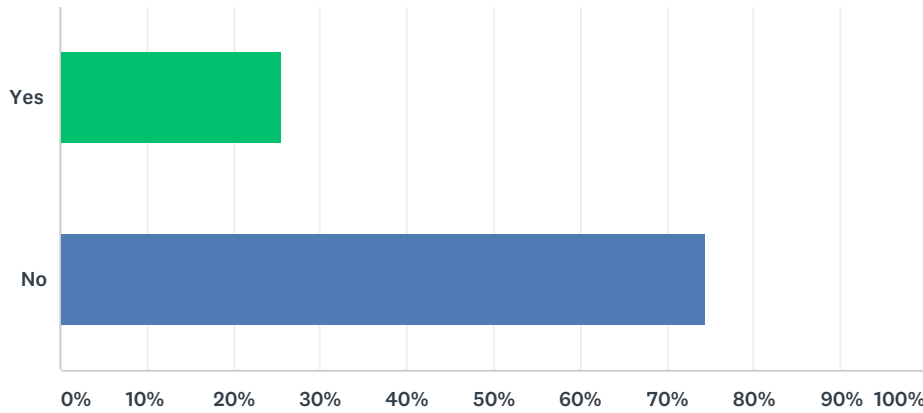
Answered: 166 Skipped: 41



	NEEDS IMPROVEMENT	(NO LABEL)	FAIR	(NO LABEL)	NO IMPROVEMENT	TOTAL
Parks	29.09% 48	15.76% 26	37.58% 62	13.33% 22	4.24% 7	165
Nightlife	66.87% 109	14.11% 23	8.59% 14	1.84% 3	8.59% 14	163
Recreational facilities (ie walking trails, skate parks)	62.42% 103	18.18% 30	12.73% 21	1.82% 3	4.85% 8	165
Events in Cottam	61.45% 102	19.88% 33	12.65% 21	1.20% 2	4.82% 8	166

Q21 Thank you for taking the survey. Do you have any additional comments?

Answered: 165 Skipped: 42



ANSWER CHOICES	RESPONSES	
Yes	25.45%	42
No	74.55%	123
TOTAL		165

Q22 Please provide comments.

Answered: 60 Skipped: 147