



# COTTAM REVITALIZATION OPEN HOUSE

**May 8, 2018**



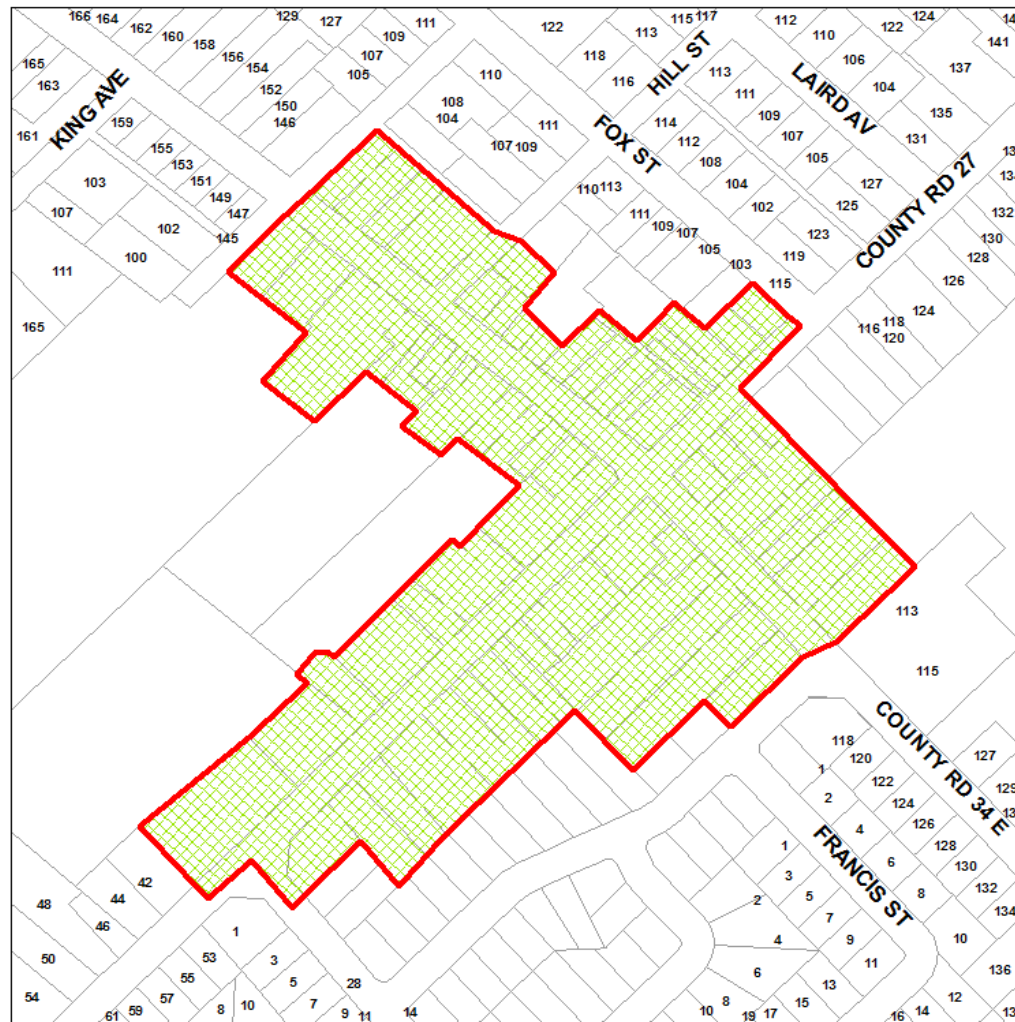
# Why are we doing this?

**This process started as a result of the establishment and approval of the Cottam Community Improvement Plan**

**Establishment of the Revitalization Committee will help to provide an input opportunity for the community as a whole and help direct improvements**

# Cottam Downtown CIP Area

Schedule 'A-1'



DOWNTOWN COTTAM STUDY AREA



Meters  
0 12 24 40



PROPOSED LIMITS OF STUDY AREA



# Resident Survey Results?

A number of questions were prepared to survey the residents in Cottam to determine some basic background

How long in Cottam

Age

Family size

How often do you visit downtown Cottam

Reasons for living in Cottam etc.

Response was strong around 200 plus replies



# Business Survey Results?

**Business owners in Cottam were also polled to determine:**

**Why are they in Cottam**

**What makes them stand out from their competitors**

**What do they need to happen in the area to grow**



With the results in hand,  
what is next?

**Now is the time for specific input on what project(s)  
directions and actions should be considered to start the  
physical revitalization. Ideas?**



# What to consider and pitfalls to avoid!

**This is not the first community to look at revitalization so what lessons can we keep in mind as we put ideas forward?**

**Doug Griffiths – “13 Ways to Kill Your Community”**



# 13 Ways

- 1) Water Quality
- 2) Business Attraction
- 3) Youth Involvement
- 4) Assessing Community Needs & Assets
- 5) Shop Elsewhere
- 6) Appearance of Business and Community at Large
- 7) Co-operation
- 8) Live in the Past
- 9) Ignore the Seniors
- 10) Nothing New
- 11) Ignore Immigrants and Newcomers
- 12) Take No Risks
- 13) Don't Take Responsibility





# Next Steps

Once information has been collected the Committee and Town can consider the ideas that have come forward and assess them on an impact basis. Staff will then be able to report back to Council with the next steps.



# COTTAM REVITALIZATION

**Thank you for taking the time to attend the open house**

**Please take a few moments to review the information that has been provided and complete a comment sheet**