



**ENGAGE COBOURG**

Your voice, your town.

# Public Engagement Report

## **Waterfront Plan:**

*East Pier Revitalization Concept Development Review*

Date: November 3, 2020

Prepared by: Communications Department

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# Background

## **About the Waterfront Plan**

Cobourg's waterfront is a defining part of the town. Previously an industrial port, community and political will has transformed the waterfront into an important community destination focused on recreation, cultural, tourism and the environment. However, this transformation is ongoing. While the industrial past is well hidden, there is still work to be done to address the needs of the community now and in the future.

## **Project #1: East Pier - User Needs Assessment and Detailed Design Plan**

The Waterfront User Needs Assessment and Detailed Design Plan (Waterfront Plan), which was adopted by Council in 2018, provides the community with a roadmap for creating a beautiful, accessible and sustainable waterfront. The Plan recommends 83 initiatives in 24 projects to enhance Cobourg's waterfront over a 24-year period. Each project requires Council's approval, and the repair and enhancement of the East Pier is one of the first projects under consideration.

The East Pier is a popular, year-round destination for residents and tourists. Situated on the east side of the harbour, the main trunk of the pier is 400 metres long and 30 metres wide at its widest point. It is largely unobstructed and features a toe rail along the edge and several seating nodes. The coast guard building and dock are at the north end. At the south end, the pier ends and connects to the breakwater which leads to the lighthouse. However, the pier is showing its age. Having been modified and expanded since 1832, the pier now has structural issues and requires ongoing maintenance and repair to fix sinkholes.

In 2018, the East Pier was closed to vehicular traffic due to health and safety concerns following a period of high water levels (Award of East Pier Condition Assessment and Reallocation of Funds). In 2018, Shoreplan conducted an engineering assessment of the pier and provided four options for addressing its structural integrity. Once the East Pier is structurally repaired, enhancements will be made to improve its functionality (nine enhancements were recommended by the Waterfront User Needs Assessment and Detailed Design Plan).

## **Project #2: East Pier - Revitalization Concept Development Review**

The repair and enhancement of the East Pier is one of the first projects under consideration. To confirm the directions for improvements to the East Pier and the adjacent Campground, the Town conducted additional public engagement in the summer of 2019.

In October 2019, the Committee of the Whole approved the outcome of the User Needs Assessment and Detailed Design Plan and the following public engagement.

- To move the East Pier project into the next stage of development, the Town has engaged:
- Shoreplan Engineering to assess the condition of the Harbour Breakwaters and Basin Walls;
- Branch Architecture to review the cultural heritage aspects of the East Pier and lighthouse; and
- The MBTW Group consulting team to proceed with the Detailed Design of the East Pier.

# Background (continued)



The following Resolution was passed through Cobourg Municipal Council in respect to the Waterfront Plan - East Pier User Needs Assessment Needs:



The Corporation of the  
Town of Cobourg

## Resolution

Moved By Emily Chorley  
Last Name Printed CHORLEY

Resolution No.:

Seconded By John Henderson  
Last Name Printed HENDERSON

Council Date:  
October 21, 2019

**WHEREAS** at the Committee of the Whole Meeting on October 15, 2019, Council considered a Memo from the Director of Community Services, regarding the Waterfront Plan – Design and Engineering for the East Pier and Campground – Consultation Report;

**NOW THEREFORE BE IT RESOLVED THAT** Council instruct staff to procure engineering and other professional services to develop drawings, costs and tender documents for the following:

1. East Pier structural repairs to enable a combination of pedestrian and light vehicle use (Option 4);
2. Essential East Pier enhancements that include:
  - a. Seating/lookouts;
  - b. Pedestrian walkways;
  - c. Electrical upgrades and pedestrian lighting;
  - d. Accessibility enhancements (from the East Pier to Victoria Beach) (to be costed separately);
  - e. Perimeter railings;
3. Optional East Pier enhancements (to be costed separately) that include:
  - a. Charter boat and deep water docking;
  - b. Food concession;
  - c. Pedestrian access to the lighthouse;

**AND FURTHER THAT** the \$100,000 allocated to East Pier Improvements in the 2019 Capital Budget be used to pay for the engineering and other professional services outlined above, and if any additional funds are required, that the amount be submitted to Council for approval;

**AND FURTHER THAT** the procured drawings/costings for East Pier repairs and enhancements be presented to Council for approval by September 2020 prior to issuing RFPs/tendering;

**AND FURTHER THAT** the estimated construction costs of East Pier structural repairs be reflected through the 2020 Budget process.

# Objectives

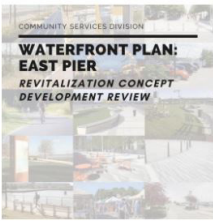
The MBTW Team has been working with Town of Cobourg staff to evolve the East Pier conceptual design that was prepared for the User Needs Assessment.

- We are reviewing new information generated by the on-going studies and identifying new opportunities for the site design.
- We are updating the base plans to include the Coast Guard's current site redevelopment plan.
- We are developing the East Pier Detailed Design and need community input in refining the site components, programming and materials palette.

## The public engagement objective for the Detailed Design of the East Pier is to:

- Review and identify the possible design concepts for the East Pier
- Provide commentary on the possible design concepts proposed for the East Pier

### Waterfront Plan: East Pier Revitalization Concept Development Review



**COMMUNITY SERVICES DIVISION**  
**WATERFRONT PLAN: EAST PIER REVITALIZATION CONCEPT DEVELOPMENT REVIEW**

**About the Waterfront User Needs Assessment and Detailed Design Plan**

Cobourg's waterfront is a defining part of the town. Previously an industrial port, community and political will has transformed the waterfront into an important community destination focused on recreation, cultural, tourism and the environment. However, this transformation is ongoing. While the industrial past is well hidden, there is still work to be done to address the needs of the community now and in the future.

The Waterfront User Needs Assessment and Detailed Design Plan (Waterfront Plan), which was adopted by Council in 2018, provides the community with a roadmap for creating a beautiful, accessible and sustainable waterfront. The Plan recommends 83 initiatives in 24 projects to enhance Cobourg's waterfront over a 24-year period. Each project requires Council's approval, and the repair and enhancement of the East Pier is one of the first projects under consideration.


**Project #1: Waterfront Plan - East Pier Repair and Enhancement**

The East Pier is a popular, year-round destination for residents and tourists. Situated on the east side of the harbour, the main trunk of the pier is 400 metres long and 30 metres wide at its widest point. It is largely unobstructed and features a toe rail along the edge and several seating nodes. The coast guard building and dock are at the north end. At the south end, the pier ends and connects to the breakwater which leads to the lighthouse. However, the pier is showing its age. Having been modified and expanded since 1832, the pier now has structural issues and requires ongoing maintenance and repair to fix sinkholes.

In 2018, the East Pier was closed to vehicular traffic due to health and safety concerns following a period of high water levels (**Award of East Pier Condition Assessment and Reallocation of Funds**). In 2018, Shoreplan conducted an **engineering assessment of the pier** and provided four options for addressing its structural integrity. Once the East Pier is structurally repaired, enhancements will be made to improve its functionality (nine enhancements are recommended by the **Waterfront User Needs Assessment and Detailed Design Plan**).

The repair and enhancement of the East Pier is one of the first projects under consideration. To confirm the directions for improvements to the East Pier and the Adjacent Campground, the Town conducted additional public engagement in the summer of 2019. The results of the 2019 engagement, and other related studies, are available **here**.

In October 2019, the Committee of the Whole approved the outcome of the User Needs Assessment and the following public engagement.



**STAY INFORMED**  
Subscribe for project updates


Your email address...

Subscribe


39 members of your community are following this project

**Who's listening**


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Coordinator of Parks & Recreation  
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**Councillor Brian Darling**  
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The Town of Cobourg  
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### East Pier Revitalization Concept Development Review

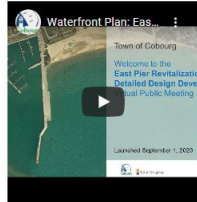
Survey starts

Finish

All fields marked with an asterisk (\*) are required.

**Watch the Virtual Presentation**

Please ensure you watch the Virtual Presentation below before proceeding with the survey.



1. Have you watched the Virtual Presentation?

Yes  
 No

**Save & continue**



# Engagement Strategy & Approach

The engagement approach for the East Pier - Revitalization Concept Development Review project was comprised of the following public engagement tools on Engage Cobourg ([www.engagecobourg.ca](http://www.engagecobourg.ca)), the Town of Cobourg's online engagement platform.



**Virtual Presentation**



**Survey**



**Open-ended forum**

The survey reviewed design development options for the three categorized spaces on the East Pier, including the Waterfront Gateway, Pier Promenade Connection and Pier Community Space. Each section listed development options which were available for residents to provide their input and preference.

An online forum was also launched for residents to provide further comments, opinions or feedback on the detailed design of the East Pier. Those forum question asked:

1

Do you have any further comments to add regarding the Detailed Design of the East Pier? We would love to hear from you!

To enhance the success and reach the greatest audience, the Communications Department developed a brand and clear messaging, and launched the surveys and online forum for a period of four-weeks from September 4, 2020 to October 9, 2020.

Online marketing materials were created and distributed across the Town of Cobourg's online platforms including all social media outlets and website. All community stakeholders were asked to help share these materials across their own online platforms to ensure the Town of Cobourg was reaching the widest audience demographic possible.

A targeted social media campaign was launched simultaneously to support the online engagement, further raising awareness of the outreach process and garnering interest across a wide range of citizens.

## Public Engagement Timeline

**4 Weeks**

**September 4, 2020  
until October 9, 2020**

# Engagement Process

The Waterfront Plan: East Pier Revitalization Concept Development Review public engagement process was launched on the Town of Cobourg's online engagement platform, Engage Cobourg. Powered by Bang the Table, a complete end-to-end online platform driving inclusive, transparent and measurable community engagement that empowers collaborative learning, discussion, and debate.

Interested members of the public were encouraged to watch the virtual presentation, complete the online survey and comment on the forum. Background information through the document library was provided to offer context where needed for the Waterfront Plan. The Communications Department provided hands-on assistance to the community to ensure their registration experience was successful and the platform was accessible to all residents.

Public notice to drive residents to the Engage Cobourg online public engagement platform was managed by the Communications Department through a variety of communication vehicles and tactics, including:

- ✓ Media Release
- ✓ Print advertisement in local newspaper Northumberland News
- ✓ Online posts through social media including Facebook, Twitter and Instagram
- ✓ Website notices on the municipal homepage
- ✓ AODA compliant Virtual Presentation embedded on Engage Cobourg with subtitles
- ✓ Highlighted in the Town of Cobourg's monthly *Hello Cobourg!* Newsletter
- ✓ Targeted local media interviews



# Key Values of the Engagement Process

The Engagement Spectrum that the Town of Cobourg follows is a globally recognized standard for identifying levels of participation, which has been adopted from the International Association of Public Participation.



The spectrum outlines the Town of Cobourg’s objectives for each type of engagement process delivered. As the Waterfront Plan projects progress through the engagement spectrum, the Town of Cobourg can ensure citizens understand their role in the decision-making process.

IAP2 Public Participation Spectrum - Increasing Level of Public Impact				
Inform	Consult	Involve	Collaborate	Empower
<i>Public Participation Goal:</i>	<i>Public Participation Goal:</i>	<i>Public Participation Goal:</i>	<i>Public Participation Goal:</i>	<i>Public Participation Goal:</i>
To provide the public with balance and objective information to assist them in understanding the problems, alternatives and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision, including the development of alternatives and the identification of preferred solution.	To place final decision-making in the hands of the public.
<i>Promise to Public:</i>	<i>Promise to Public:</i>	<i>Promise to Public:</i>	<i>Promise to Public:</i>	<i>Promise to Public:</i>
We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for direct advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.
<i>Example Tools:</i>	<i>Example Tools:</i>	<i>Example Tools:</i>	<i>Example Tools:</i>	<i>Example Tools:</i>
<ul style="list-style-type: none"> <li>• Fact Sheets</li> <li>• Web Sites</li> <li>• Open Houses</li> </ul>	<ul style="list-style-type: none"> <li>• Public comment</li> <li>• Focus Groups</li> <li>• Surveys</li> <li>• Public Meetings</li> </ul>	<ul style="list-style-type: none"> <li>• Workshops</li> <li>• Deliberate Polling</li> </ul>	<ul style="list-style-type: none"> <li>• Citizen Advisory Committees</li> <li>• Consensus-building</li> <li>• Participatory decision-making</li> </ul>	<ul style="list-style-type: none"> <li>• Citizen Juries</li> <li>• Ballots</li> <li>• Delegated Decisions</li> </ul>



# Communication and Marketing Materials

The Communications Department designed a distinct brand and visual identity for the Waterfront Plan: East Pier Revitalization Concept Development Review project that was used across all marketing collateral. The collateral were consistent with the images, presentations and design of the project page to create a unique and friendly identity for surveying. This identity further helped enhance the concise messaging for the public engagement process.

## Newsletter

**Major Project Update**

**Waterfront Plan: East Pier Revitalization Concept Development Review**

**Background Information**

In 2018, the East Pier was closed to vehicular traffic due to health and safety concerns following a period of high water levels. Shorplan Engineering conducted an assessment of the pier and provided four options for addressing its structural integrity. In October 2019, Council approved the outcome of the User Needs Assessment and decided to move forward with the next stage of development.

In its current stage, the Town has engaged:

1. Shorplan Engineering
2. Branch Architecture
3. The MITW Group Consulting Team

**Project Schedule**

The team at MITW Group have been working with Town of Cobourg staff to evolve the East Pier conceptual design that was prepared for the User Needs Assessment.

**Development Zones**

1. North Front Gateway  
2. Pier Promenade Connection  
3. Community Space

**Development News**

**Currently, we are:**

- Reviewing new information from ongoing studies + identifying new spatial plans.
- Updating base plans to include the Coast Guard's redevelopment plan.
- Developing the East Pier Detailed Design.
- Seeking community input to refine the site components, programming and design palette.

**Share Your Feedback**

1. Watch the Virtual Presentation
2. Take the Survey
3. Join the Forum

Tell us what you think. [engagecobourg.ca](http://engagecobourg.ca)

**66 Strathly Road, Cobourg**

SmartCentre REIT has submitted an application for the development for one (1) new free-standing building to include a PetSmart, and an expansion of the existing Winners commercial building to include a HomeSense.

25,544 sq. ft. floor area | 3 levels | 1 energy

Town of Cobourg Newsletter | September 2020

## Twitter Post

**Town of Cobourg** @TownofCobourg

ENGAGE COBOURG: We are seeking your feedback on the East Pier conceptual design that was prepared for the Waterfront Plan User Needs Assessment.

Engage Cobourg - Have Your Say  
Visit [engagecobourg.ca](http://engagecobourg.ca) and watch our Virtual Presentation and then complete the survey.

COMMUNITY SERVICES DIVISION

**WATERFRONT PLAN: EAST PIER REVITALIZATION CONCEPT DEVELOPMENT REVIEW**

## Virtual Presentation

**East Pier Revitalization: Detailed Design Development Virtual Public Meeting**

This Virtual Meeting includes a narrated presentation followed by a series of questions we would like you to consider.

For your convenience, the slides will advance automatically. You can pause or replay the presentation at anytime using your media player controls.

Hint: If you see this symbol on a presentation slide, it indicates that there will be questions in the following survey related to the information on the slide.

## Twitter Post

**Town of Cobourg** @TownofCobourg

ENGAGE COBOURG: What do you think about the Pier Promenade Connection linking the Gateway & Entry Zone to the remainder of the Pier? Review the key elements!

Engage Cobourg - Have Your Say  
Visit [engagecobourg.ca](http://engagecobourg.ca), watch the Virtual Presentation & complete the survey.

## Facebook Post

**Town of Cobourg, Ontario**

ENGAGE COBOURG: Which design approach would you choose for the East Pier? Let us know at [www.engagecobourg.ca](http://www.engagecobourg.ca)

- Expand the Green
- Original Design Adjustment
- Venue and Urban Park

We have received 158 responses to our East Pier Revitalization Concept Development survey. Share your thoughts with us as we review and identify design concepts by completing the online survey. All responses from Engage Cobourg will be included in the report to Council.

Experience Cobourg Cobourg Public Library Cobourg Community Centre Cobourg Police Service northumberlandnews.com Today's Northumberland 93.3 myFM Classic Rock 107.9 GoNorthumberland.ca Your's Northumberland Cobourg Now

**Waterfront Plan: East Pier Design Development**

**Choose for your favourite East Pier design approach.**

Engage Cobourg - Have Your Say

9,610 People Reached | 3,382 Engagements

[engagecobourg.ca](http://engagecobourg.ca)

Boost Post

2

## Ad Block: Northumberland News

**Town of Cobourg News**

**Public Meeting on September 28th for Affordable and Rental Housing CIP**

We would like to inform citizens that there will be a Public Meeting on September 28th regarding the proposed Affordable and Rental Housing Community Improvement Plan (CIP).

- Monday, September 28, 2020 at 5 p.m.
- Victoria Hall, Council Hall, 55 King St. W.
- RSPV: [clerk@cobourg.ca](mailto:clerk@cobourg.ca) or 905-372-4301

The Public Meeting will also be streamed live on the Town's YouTube channel.

Visit [cobourg.ca/news](http://cobourg.ca/news) to learn more.

**Victoria Beach Now Open Monday to Friday Only**

On August 31st, 2020, Municipal Council voted to reopen Victoria Beach effective September 8th, 2020 during weekdays only. The beach will be open Monday to Friday, but remain closed Saturdays and Sundays.

There are no lifeguards on duty and the caution remains closed. Portable washrooms are available at the south end of Division Street and in Victoria Park.

Deadline to apply: September 23rd at 4 p.m.

Visit [cobourg.ca/jobs](http://cobourg.ca/jobs) to learn more.

**Help Protect our Community by Wearing a Non-Medical Mask**

Under the directive of the Halton, Kawartha, Five Ridge District Health Units, the use of a non-medical mask or face covering is mandatory in all indoor public places.

Visit [www.njpr.ca](http://www.njpr.ca) or call 1-866-888-4277 x 2020 to learn more.

**Ed's House Grand Opening 1301 Ontario Street, Cobourg**

On September 2nd, 2020, Mayor John Henderson attended the grand opening and ribbon cutting ceremony for Ed's House Northumberland Hospice Care Centre along with Deputy Premier and Minister of Health Christine Elliott, MPP David Francis, other local dignitaries and project leaders.

Ed's House will offer hospice services 24 hours a day, 7 days a week currently provided by Community Care Northumberland.

Learn more at [northumberlandhospice.ca](http://northumberlandhospice.ca)

**WATERFRONT PLAN: EAST PIER REVITALIZATION CONCEPT DEVELOPMENT REVIEW**

**Share Your Feedback!**

Review and identify the possible design concepts for the East Pier and provide comments. Visit [engagecobourg.ca](http://engagecobourg.ca) for full details.

**Planning & Development News**

An application for the development of two (2) 215 storey 36 plus condominium buildings with 20 residential units and 30 parking spaces has been submitted to the Town of Cobourg by Seawood Homes.

You can learn more at [cobourg.ca/planning](http://cobourg.ca/planning)

Connect with us

Next Council Meeting

# Marketing Analytics

## DIGITAL PROMOTIONS

PLATFORM	POSTS	REACH	ENGAGEMENT	CLICKS
Facebook	2	13,678	352	3,694
Twitter	5	5,448	407	99
YouTube <i>Virtual Presentation</i>	1	900	N/A	N/A
	<b>8</b>	<b>20,026</b>	<b>761</b>	<b>3,793</b>

PLATFORM	FEATURED	REACH	OPENS	CLICKS
Hello Cobourg! <i>Town's Newsletter</i>	1 edition <i>September 2020</i>	1,012	706 70.9%	411 41.3%
	<b>1</b>	<b>1,012</b>	<b>706</b>	<b>411</b>

## PRINT PROMOTIONS

PLATFORM	FEATURED	CIRCULATION
Northumberland News <i>Town's Weekly Ad Block</i>	3 editions <i>September 3, 10, 17</i>	84,000 <i>28,000 each week</i>
	<b>3</b>	<b>84,000</b>



**ENGAGE COBOURG**  
Your voice, your town.

# **WATERFRONT PLAN: EAST PIER REVITALIZATION CONCEPT DEVELOPMENT REVIEW**

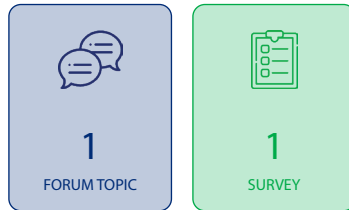
## *Engagement Results*



# Summary of Project Engagement

This section presents a summary of the public engagement received for the Waterfront Plan: East Pier Revitalization Concept Development Review project through the Town of Cobourg’s online public engagement platform, Engage Cobourg, outreach results.

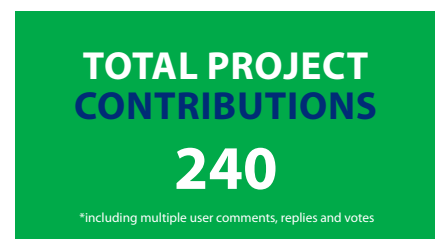
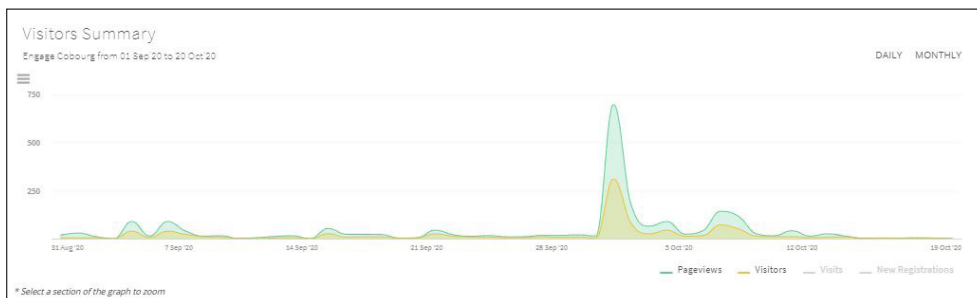
## Engagement Tools Utilized:



## Participant Summary

The engagement for the project was measured in three distinct variables:

- **Aware:** Unique visitors who have visited the site page but have not opened a document or participated in an engagement tool.
- **Informed:** Unique visitors who have visited the site and opened a document, looked at an image, read the project page but have not actively participated in an engagement tool (survey, forum, etc.).
- **Engaged:** Unique visitors who have actively participated in completing a survey or providing feedback in a forum, etc.







# Summary of Forum Responses

Residents were asked if they have any further comments to add regarding the Detailed Design of the East Pier. Here are the results:

## Forum Question

**Do you have any further comments to add regarding the Detailed Design of the East Pier? We would love to hear from you!**

2 months ago     **6 Responses**

[Go to discussion](#) [Quick Reply](#)

## Forum Engagement Summary

According to the analytical data provided by HQ Engagement the East Pier Revitalization Concept Development Review forum question received 39 registered Cobourg residents with 6 unique contributors and 14 contributions (comments, likes and replies) participate.

PROJECT	FORUM TOPIC	VISITORS	CONTRIBUTORS	COMMENTS	VOTES
East Pier Revitalization Concept Development Review	Do you have any further comments to add regarding the Detailed Design of the East Pier? We would love to hear from you!	39	6	6	8

**Visitors:** Total number of citizens who visited the forum page.

**Contributors:** Total number of citizens who provided a comment or comment vote (agree or disagree).

**Comments:** Total number of comments within this forum topic.

**Votes:** Total number of votes within this forum topic (agree or disagree thumbs up/down)

Do you have any further comments to add regarding the Detailed Design of the East Pier? We would love to hear from you!

## East Pier Detailed Design: Forum Responses

I have been a regular user of the East Pier since I moved to Cobourg in 2011. I love it and have used it in all seasons - by foot and by car. Here are my observations. My first concern is that the overall approach being taken is something like, "Build it and they will come". The Town seems to make a habit of this instead of taking a marketing approach. The Town could say that that is what the survey does; however, the survey already assumes a certain direction is going to be taken. A marketing approach would go back to basics and ask, "What do residents really NEED?" And then use market research to back it up. Observation and anecdote could be part of that research. Example of Build It and They Will Come - Pedestrian only There has been much discussion of making the pier pedestrian only. Do you believe that pedestrians don't come now because of the lack of trees, benches, and lighting? Marketing Reply -Pedestrian - how many pedestrians have used the pier while it has been closed (and thereby pedestrian only?) Perhaps a qualifying question could have been asked on the survey; i.e. how many times have YOU used the pier in the last year? Have the counters been used to measure foot traffic? If not, why not? They should go on right away. During the times I have been on the pier, I have often been the only one. I have never seen more than 6 people out there. Same with the Centre pier. I am often the only one out there other than the occasional boater passing me to get to their boat. And there is seating and shade already available there. It doesn't seem to have increased the pedestrian usage there so why do you think it would increase it on the East Pier? Do you want it to? What is the intention? Example: Build It and They Will Come - Lighting What is the thinking behind putting in lighting? Is it expected/desired to increase the foot traffic? Marketing Reply: Currently the pier is open from Dawn to Dusk - when there is already light on the pier. In the summer, that allows folks to stay out until about 9:30/10 PM. Do you want them there later? Do you want the pier lit up with lights so it will look pretty? What's the intention? Cars don't need lights as they have their own. In my experience, other than 3-4 (at the absolute most) months of the year, the wind makes the pier too cold for sitting out in the open. So why would you need lighting? I would also say that that is why the cars go there - to stay warm and out of the wind.

*lydia , 16 Sept 2020, Agrees: 1 Disagrees: 0*

East Pier and "Tourist Attraction/Economic Development" I feel strongly that it is time to separate the marketing and promotion of the waterfront from that of shopping/dining at the King St. and other businesses. If Cobourg is truly a wonderful place to dine and shop, then target THAT market and advertise/promote IT. Currently, there seems to be a "bait and switch" mentality at play; i.e. attract people to the jewel of a beach/pier/waterfront WHEN YOU REALLY WANT THEM TO COME AND SHOP. You must be honest about that and you need to be able to answer 3 questions: 1. Who - exactly - is your target market for downtown? 2. Why should they come to COBOURG'S downtown? 3. What can COBOURG'S downtown offer that is better than any other downtown? Why is it worth the drive? I would think that Christmas Magic would be an example of an experience that would be worth the drive to many - if the stores stayed open to cater to them. Erin Ontario does this really, really well. I used to go there from Brampton. <https://villageoferin.com/events/christmas-in-the-country>

*lydia , 16 Sept 2020, Agrees: 3 Disagrees: 1*

It is good that experts have been retained for the design. Hopefully they are urban planners as well as designers. Shopping, walking, swimming, sitting, dining are all activities that make the downtown core a pleasant experience. I think that many efforts have been made with festivals, to bring people to the downtown and they are good efforts, but they have not been enough to fill all the storefronts with businesses. Tackling the downtown as a whole and linking it will provide flow and activity to suit a variety of needs, both local and tourist.

*Linda14 , 16 Sept 2020, Agrees: 1 Disagrees: 0*

Lighting matters. The lighting can be below water, outlining the perimeter of the pier and doing so with shimmering otherworldly effects. LED lighting provides the opportunity to program the lights for various colours and effects. It provides an opportunity for one artist a year to program a pier show. This would be a year around attraction and provide a unique and distinctive experience. It should be pedestrian only. So much of the Town is asphalted for the benefit of cars and it is an unpleasant experience to have to dodge vehicular traffic. The pier should be without trees, but in various spots mounds that contain flowers amongst benches. The pier should be designed as a venue for a wide assortment of activities, performance art, kite flying festivals, chalk art, flat murals. In Winter, waves blast against the pier, especially at the crook where cars usually attend for a free wash. This can be the location of organically contrived art by fixing three or four 10 foot rebars at various angles on the east side of the pier on which ice can cling. There is a build up of ice just from a vertical pole, so well-positioned rebars will capture that phenomenon. The rebars could be lined with LED lighting that will produce exceedingly colourful effects glowing from inside the ice formations. The rock formations around the Coast Guard residence could be painted with bright colours which would enhance the ambience of playfulness on the beach area, not the water area. A bit beyond the study area, the Town could erect a pole with an Osprey nest platform. Ospreys are not harmful to children or pets; their diet is fish. This adds an element of wildlife where people can enjoy the hunt and diving of the Osprey to feed their family.

*Wally , 02 Oct 2020, Agrees: 1 Disagrees: 0*

A plaque should be embedded on the pier to commemorate the 1832 landing of Canadian author, Susanna Moodie.

*Wally , 02 Oct 2020, Agrees: 1 Disagrees: 0*



Do you have any further comments to add regarding the Detailed Design of the East Pier? We would love to hear from you!

## East Pier Detailed Design: Forum Responses cont.

Good points Lydia. Port Hope has Critical Mass, an ad hoc group of artists that present art experiences in the public domain. Peterborough has a similar group of performance artists visiting. The jewel of Cobourg's downtown is Victoria Hall square and Rotary Park. That is the venue for public domain art experiences, but none happen. Art experience in Cobourg is sequestered inside buildings on the third floor. Community expressions of art culture have a difficult time in Cobourg. For example, two years ago, Lydia and myself presented the Trash to Treasure idea; to organize the community to paint the trash cans. We presented the Town with several suggestions and links where other communities carried out a similar project. Thank goodness Cobourg has trees downtown. They cover up a lot of bland architecture. So what else can attract people to downtown Cobourg that would make it unique or distinctive from other towns. Birdhouses. The DBIA could open a birdhouse contest, best organic birdhouse. Consult with the Town Arborist as how to attach the birdhouses. Consult with Willow Beach Field Naturalists to ascertain what birds would be interested, and what size of hole for entrance, and requirement to open easy for annual cleaning.

*Wally, 10 Oct 2020, Agrees: 0 Disagrees: 0*



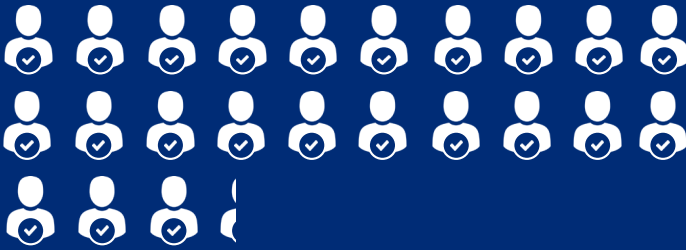
# Summary of Survey Engagement

According to the analytical data provided by HQ Engagement the East Pier Revitalization Concept Development Review survey had 582 visitors and 233 contributors.

[Take Survey](#)



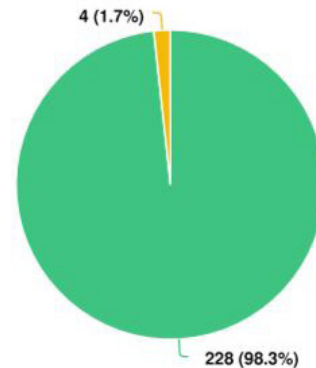
1  
SURVEY



233  
PARTICIPANTS

In addition to the detailed design survey questions, we also asked residents to confirm if they watched the virtual presentation with 98.3% of survey respondents answering "Yes". The virtual presentation provided additional details and information on the proceeding survey questions. The virtual presentation video was embedded in the first page of the survey and on the project page for simple, convenient viewing.

Have you watched the Virtual Presentation?



**98.3%**  
Yes (228 respondents)

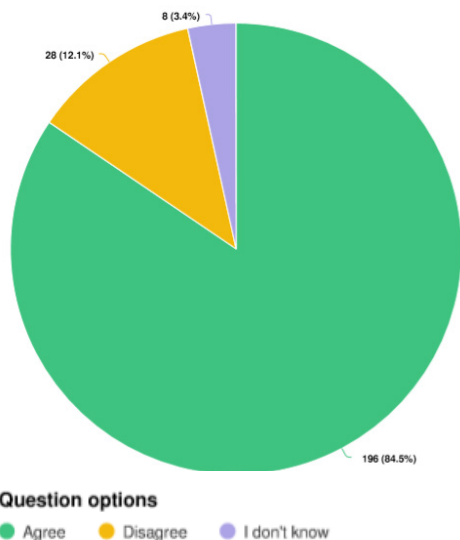
**1.7%**  
No (4 respondents)

# Survey Results

## East Pier Detailed Design: Waterfront Gateway Zone

We asked residents the following survey questions accompanied with the presentation slide on the right:

### 1. Do you agree or disagree with the elements proposed for this functional zone?



### Design Development

#### 1 Waterfront Gateway

The Waterfront Gateway Zone is located at the far north of the site at Division Street and The Esplanade. This area functions as the entrance to the waterfront area and the East Pier and could incorporate some of the following key elements:

- Primary Gateway Feature
- Wayfinding Signs and Markers
- Drop-off Loop
- Public Parking
- Emergency Vehicular Access
- Controlled or Regulated Vehicular Access (During special events)
- Pedestrian Seating and Circulation
- Multi-use Path linkage from Division Street towards the Beach

Town of Coos Bay  
East Pier Revitalization

### Design Development

#### 1 Waterfront Gateway Zone

The images on this slide illustrate what some of the features of this Zone could look like. In the survey that follows, we will ask you what you would prefer for this Zone.

Town of Coos Bay  
East Pier Revitalization

### 2. For each proposed feature that could be part of the Waterfront Gateway Zone, please indicate if you like, dislike or are neutral about the feature.

The most "liked" features include:  
**Wayfinding Marker** (149)  
**Linear Benches** (162)  
**Soft Landscape with Trees** (169)  
**Multi-Use Trail Link** (164)



# Survey Results

## East Pier Detailed Design: Waterfront Gateway Zone

### Open-ended survey question:

Do you think there is anything missing or do you have any other thoughts you would like to share?

Green space would be better than parking in front of marina water. We don't need more wayfinding signs. - AlisonS

The overall view presented later on is more useful. - CobourgJohn

I'd like to see no vehicle traffic on the pier. - K.Roy

You need to ensure that large vehicles like firetruck and crane can access pier. - Maria

Delete the drop off loop. - Dmoore

Not sure about parking in an area with only one access/exit in high pedestrian traffic area with lots of small children. - Mots

I think the significance of this area is overstated. In particular, the term "primary gateway feature" makes it seem like this may become a very central point of the town/area. Its is a pier. I think there is a beauty in leaving it as a more subtle feature of Cobourg. In my opinion, we do not need some big attraction. The pedestrian seating and multi-use path are my top priorities. The seating attraction here for me would be to look at the harbour/boats away from the typical wind from the pier. - DHallatt

Plans for more parking. - Linda C

Function and accessibility looks well covered. - Gloria

Avoid large signage "Gates". Limit vehicular presence to essentials. - COUBOURGER

There should be no vehicular parking anywhere on the East Pier. People can park elsewhere and walk or be dropped off and the driver can park elsewhere and walk. We need more vehicle-free public spaces. - SCMJJ

Please minimize the regulated and emergency vehicle access. The pier should be for people, not vehicles. - BruceB

hopefully the primary gateway feature will be more subtle than the rather garish looking sample..... - wilfred

Remove the parking throughout. Parking can be provided further north away from the waterfront. - RM2

This is basic and not making best "future" use of the area. - Ron & Saun

use limestone slabs in place of park benches wherever possible for a more natural look. - JimT

washroom on pier (some seniors and children need this as well as visitors so they don't pollute the area) - Joan

Are there plans for a restaurant or small shops/ booths? - Brenda Z

Let's keep a small town design, we are a historic town, one reason why people visit or live here. - DEP

Controlled access points for all users to manage crowds - Susan at the Lake

With climate change, lake erosion concerned with all of these human made materials and parking. Would like emphasis on bike racks, benches, get parking out of downtown cobourg, shuttle in - Terry Marrocco

Shading for pedestrian seating. - Beth Bellaire

# Survey Results

## East Pier Detailed Design: Waterfront Gateway Zone

### Open-ended survey question (continued):

Do you think there is anything missing or do you have any other thoughts you would like to share?

There is little point in taking up space with a traffic circle, vehicles already use the existing entry and exit from the car parking area to turn. There should also be improved signage to prevent large trucks (18 wheel tractor trailers) from entering the area by mistake as they already have great difficulty turning. Although not in the study area, the Esplanade should be closed off in the central section so it only accesses the parking areas (East and West), this would greatly reduce traffic congestion and confusion at the bottom of Division in the zone area. - MikeF

Cycling parking (locking area) Bicycle pumps (as in Peterborough waterfront area) The Primary Gateway design in the photo needs further consideration - it looks like a fairground entrance - GHatton

A Restraunt - Carson

Electric vehicle charging would be an asset. - Denny

No good thus far - Jake

This area as currently designed needs no changes except parking enforcement. There should be no drop off zone here as it prevents emergency access to the beach and coast guard station and the rest of the pier. - northumberlan

Restaurant - rnonnekes

A primary gateway feature is not necessary. - Brian Darling, Councillor

Why waste precious waterfront on public parking? There should be no public parking at all in this area. - NancyM

The traffic on the Espalande should be two-way to facilitate easier access and avoid jams elsewhere. - Verbum

I do not agree with any public vehicle access. I do not think a gateway feature is necessary. - Concerned

You should consider including finer infrastructure that will allow for 5g connectivity in the future - Thomas

No need for controlled regulated vehicular access. No need for pedestrian seating - P Hacking

It appears that the parking area will be expanded west, this is not the priority for a space often teeming with pedestrians and events. A round about or drop area may work but parking at the waterfront and below Albert Street should be limited and not expanded. Also the First Street view line is a direct physical and visual link between main street King Street and the waterfront, and in fact lines up with the Canada flag at the Coast Guard station dock. The flag I think should be bigger but they apparently use the flag as a sort of wind sock to assess conditions so a bigger flag may not work as well. Better delineate the First Street Laneway connection as the functional edge of this zone . And, the new landscaped island to the north of the new Coast Guard Station seems unneeded ... better a great down the street (Division) view to the edge of the new station than a feature that may obstruct site lines of the pathways ... people do like wandering down here at night time to enjoy the night sky along the beach and from the pier. A rising moon is gorgeous to see from here ... employ dark sky strategy please to enhance this experience! And multi-use trail link is too confusing in this space because of popularity of the space... bicycles on driveway and peds on walkways or allow walking all over during events. - miriam.m

I think restaurants or retail is missing on the waterfront (except for la cucina, which is excellent). But need more. - Hugh

how does this desgn incorporate features for elderly, or disabled citizens. - Diane

The parking should be eliminated. This is prime waterfront and it should not be used to park cars. I have a boat on F dock and cars routinely park with headlights shining on the boats, ruining the night sky and stars. Move the car park into the trailer park. Cucina Urbana is arguably the best restaurant in Town. The patio view is of parked cars. This should change. Yes, a looped drop off is warranted for this area. - Mike H

Don't like the following: Path to beach; drop off loop; anymore signs and gateway features. - Participation

# Survey Results

## East Pier Detailed Design: Waterfront Gateway Zone

### Open-ended survey question (continued):

Do you think there is anything missing or do you have any other thoughts you would like to share?

First aid area markings. - Irene K

Wayfinding signs and markers not needed. This is being built for Cobourgers who already know where things are. This is not being built to cater to tourists. - B

Washrooms are better located here than out on the pier - maccs\_9

Drop-off loop may create too much congestion. - Rob

Less signs please! There are way too many and people ignore them anyway. - A

I am very interested in limiting light pollution. I hope that you will select light standards can light downward onto pathways without illuminating the night sky and all of the residences and boat-homes. I would ask that you replace the sky-lighting standards that run all along the Esplanade and Third St. so that the waterfront has consistent, non-polluting lighting. - Therese

Adequate parking is better than drop-off. Also, design needs to consider Cobourg taxpayer vs. visitor. - Terry

i dont think this valuable waterfront area should be used for public parking. Accessible parking maybe, and perhaps a bus stop, but let's move the parking away and use other existing parking. - Laurie

Parking is very important to the many townspeople who like to visit the harbour as part of their daily routine. - Rosie

Parking is and will be a major issue. Will have to consider availability options. Do not agree to parking on the pier. - Andie G

This area should remain the same except that washrooms should be provided in this area as well as a junction for services i.e. water supply, electrical supply and sewer in case this is required out on the pier at a later date - Ted Williams

Too much concrete and man-made devices. I would prefer a more natural and organic look to blend in with nature. Our favourite "heritage" colour seems to be black - which I think is too formal and not in keeping with a beach "vibe". It is not warm or welcoming to either residents or visitors. - Lydia

Consider how the downtown is linked to the project for a thriving downtown. An additional link to the pier from King Street could facilitate the movement of guests to the downtown core and back. For instance, extending the walkway now between the Dutch Oven and Audrey's all the way to the pier with green space, bricked pathway and seating could further connect the downtown to the beach and pier. Division Street at King needs a makeover. Buildings are empty. They aren't kept up. It is not enticing for visitors to walk up to King from the beach. Make it part of the project to inject further vitality into the downtown core. - Linda14

Please add bike racks to the Gateway - Harry Mester

I'm wondering if there would be enough room in the centre of the drive aisle to install pole-mounted sails (similar to the ones used around the fountain beside the bus terminal, but more horizontal to provide shade). This could tie into the harbour theme and provide some shade for cars parked in the area. Additionally, this parking area could be closed off for special events, and the sails would help provide shaded space for vendors, etc. - Drew

A primary gateway feature is not necessary and is not the best use of space or funds - Simon

Drop off loop should be large. - Cathy

# Survey Results

## East Pier Detailed Design: Waterfront Gateway Zone

### Open-ended survey question (continued):

Do you think there is anything missing or do you have any other thoughts you would like to share?

Vehicular access during Special Events needs to be prohibited. My experience has been that visitors just drive to the waterfront in their vehicles expecting access and parking. The control needs to occur well before the Waterfront Gateway. I have seen gridlock all the way down Albert from the library and down Division to The Esplanade. The drop-off loop during Special Events needs to be elsewhere than the Waterfront Gateway. My preference is for a simple, natural presentation of the East Pier. The purpose of a Primary Gateway Feature would ideally be a map and noting of cultural/historical features that can be explored nearby, including the downtown. - D McCarthy  
Jody and Ken

Will the Esplanade become open to two-way traffic as part of this design? - Jody and Ken

Garbage cans, bike rack - Jerry

Tourists love to shop and dine etc. I'm sure it would require more planning but if the pier contained a selection of seasonal stalls, gift stalls, cafe, market and even a seafood restaurant it would be a remarkable place to stroll and enjoy. If it took on a heritage mini wharf look such as Grenville Island in Vancouver it would be spectacular for residents and visitors. Really boost our local economy. - Terry D

Please let me park on pier - A

One concern that I have is that any "drop-off loop" might include a traffic circle that would impinge on the current parking area. I definitely do not want an increase in the parking area. - Arthur

I agree with emergency access but find it gets too congested and would like to see it all pedestrian and cycling friendly. There is public parking behind the main street and would encourage visitors to see the downtown not just loiter on our beach or pier without contributing to our town. - Christine J

There is no bicycle parking here (that I can see!) - Anthony78

Add more parking in this space to the west. Our town lacks community parking, this design doesn't appear to be expanding parking and therefore fixing a major issue our town faces. Parking is also a revenue generator. We should be encouraging people to park closer to the harbour and beach and therefore increasing revenues for the town. Not expanding parking here will continue to ensure the streets east of the beach are full of parked cars. - Adrian

public washrooms, garbage and recycling units, lockers. - 30yearsCobourg

I don't want to see the east pier used for parking other than temporary for the vehicles that are allowed to go out on the pier. Otherwise it would just be come an additional parking lot. - Bruce Wood

I think the public washrooms should be in this area and not on the pier - K2Kraky

Including a walkway so it's safer to walk through the parking area to the beach or further down the pier - Monika

Well lit at night time - dmcnabney

Would like to see some seating areas covered for sun or inclement weather. - The Cath

Ensure that traffic at the entrance to the beach and pier are minimized (e.g., at the point where the boardwalk meets up with Division St.). Currently traffic gets congested because there is too many parking spaces which attracts too much traffic and things get congested. Relocating more of the parking closer to the downtown area (e.g., improving parking off Covert St. so that visitors walk through the downtown area rather than drive past it). Making sure that the downtown is well connected with the waterfront so that people will be encouraged to spend time (and money) at the local stores will be even more important as we deal with the pandemic fallout. - Allyson

# Survey Results

## East Pier Detailed Design: Waterfront Gateway Zone

### Open-ended survey question (continued):

Do you think there is anything missing or do you have any other thoughts you would like to share?

washroom - Rod Simpson

There is no need for public parking here. - displayname

Minimize traffic and built environment. - Beach Sanctuary

The Primary Gateway feature makes it look like a cheap Vegas knockoff. DO NOT include it. - S Helleiner

Primary Gateway Feature is unnecessary; it's not Coney Island. Simple square post signage with night lighting, should suffice. - RonH

This is not a central point to the town, Primary Gateway is an overstatement of a Pier Entrance. Leave the pier as an understated feature of the town. Not as the main feature, seating areas and multiuse path is important. - Bryan

Keep motorized vehicles off the pier! - Peter

ensure marked cycling only lanes - Luna  
Wally

A good location for food/novelty vendors. - Wally

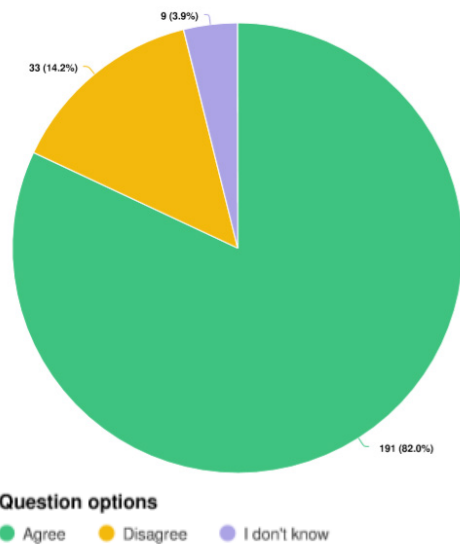


# Survey Results

## East Pier Detailed Design: Pier Promenade Connection

We asked residents the following survey questions accompanied with the presentation slide on the right:

### 1. Do you agree or disagree with the elements proposed for this functional zone?



### 2. For each proposed feature that could be part of the Pier Promenade Connection, please indicate if you like, dislike or are neutral about the feature.

The most "liked" features include:  
**Linear Benches** (169)  
**Lawn Area** (146)  
**Soft Landscape with Trees** (166)  
**Edge Protection - Railing** (148)  
**Heritage Information Panels** (146)

A heavy "dislike" also appeared for:  
**Parking** (129)

### Design Development

#### 2 Pier Promenade Connection

The Pier Promenade Connection links the Gateway and Entry Zone to the remainder of the Pier. The design of this Zone must satisfy the needs of the Coast Guard and Harbour functions while being a friendly and inviting place for visitors. This Zone could incorporate some of the following key elements:

- Emergency Vehicular Access
- Controlled or Regulated Vehicular Access
- Pedestrian Only Space (no vehicles allowed)
- Pedestrian Seating / Views
- Cycling access
- Coast Guard Access
- Access to Beach
- Wayfinding Markers
- Wave Over-Topping Protection

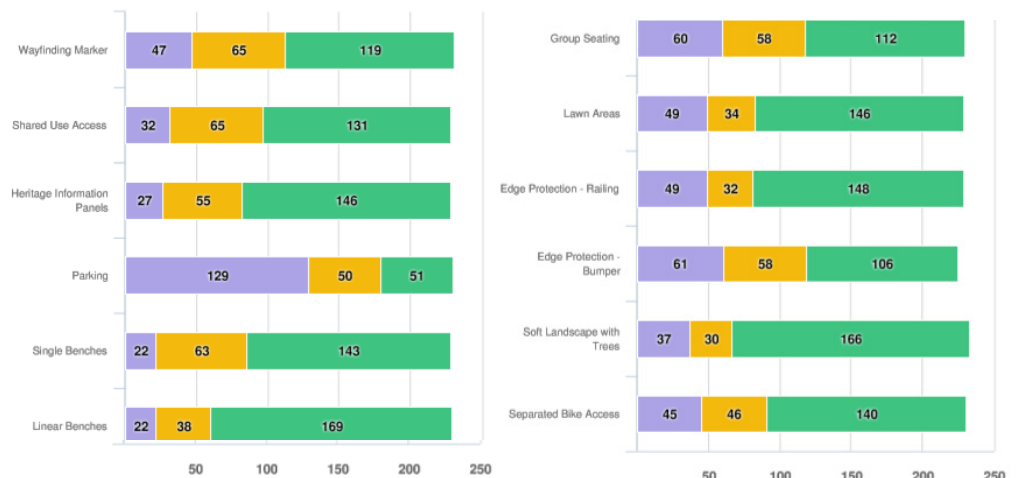
Town of Colchester  
East Pier Revitalization

### Design Development

#### 2 Pier Promenade Connection

The images on this slide illustrate what some of the features of this Zone could look like. In the survey that follows, we will ask you about what you prefer for this Zone.

Town of Colchester  
East Pier Revitalization



# Survey Results

## East Pier Detailed Design: Pier Promenade Connection

### Open-ended survey question:

Do you think there is anything missing or do you have any other thoughts you would like to share?

Canteen/seasonal shops selling farmers market items, beach items, food, bike rentals, tourist items, etc. - AlisonS

The zones cannot be separated from each other - the whole area needs to be considered as one. - CobourgJohn

The East Pier is also a recreational hub for water sports such as kite boarding, paddleboarding and surfing (Cobourg is a surf destination along the coast of Lake Ontario) and I don't feel like this use/user group is reflected in this section of the design. - Councillor Beatty, Coordinator of Planning, Heritage and Development

Surfers, paddle boarders and paddlers require access to the beach year round and can draw a crowd when there are waves. How will changes effect us and our access. - Damien

We don't need access from the beach. There is an entire boardwalk on the north side of the beach which provides ample access. I've never seen someone struggle to find access to the beach along there. I disagree with vehicular access, I do not think this adds more value to the space beyond having a pedestrian friendly and safe area without the presence of vehicles. In my experience (22 years out of my 25 year life), the majority of vehicular use of the pier has been teenagers with modified cars meeting. I also think that lawn space would be a wasted use of the limited space, ironically being beside the entire beach which provides ample sitting room of essentially the same view. I think the space can be used to provide more unique experiences and hence with more value. - DHallatt

Covered seating. Photo ops. Boat rides. - Robert A

You have not sufficiently defined the concept of shared use in the following section of this survey. I dont know what you mean. Shared by whom? If this includes vehicles, then NO. It is very odd that you have left this one key question to be so ambiguous, and the words are so soft, that many will simply click like without knowing what you actually mean to extrapolate from a large like vote on 'shared access'. - SCMHI

Only emergency vehicle access - Rocky

Please minimize the regulated and emergency vehicle access. This zone should be for pedestrians. I realize that there may need to be some vehicle access for the coast guard but this should be kept unobtrusive. - BruceB

Heritage / history signs. - Icb

minimize brightly coloured, rectangular and/or illuminated information signs wherever possible. too distracting. - JimT

still need washrooms as stated before - Joan

Must have pedestrian walkway so people can walk all along the waterfront, as is currently available. - DEP

Controlled access from/to beach to control crowds - Susan at the Lake

Make sure you are considering climate change, lots of trees, shrubs, erosion reducing grasses, lake erosion, native vegetation for all of project - terry marrocco

In general I agree with what is proposed for this Zone. - MikeF

Change coast guard station design. It is out of place and an eye sore. You can do better than this!!!! - Paigebear9

There needs to be vehicle access, and not just emergency regulated access. - Edward

swimming area - Carson

# Survey Results

## East Pier Detailed Design: Pier Promenade Connection

### Open-ended survey question (continued):

Do you think there is anything missing or do you have any other thoughts you would like to share?

There is nothing on east pier as it currently is today. Pave over the areas where asphalt was removed to contain further pier destruction. Vehicular traffic must be limited to emergency access only - northumberlan

there should be no vehicles such as cars or motorcycles or trucks allowed anywhere on the east pier, unless of emergency sort. - NancyM

No cycling, just walking or accessible vehicles. Dispute the purpose of wave topping protection - Verbum

Keep public vehicles off the pier. - Concerned

Consider fibre infrastructure that will allow for future 5g connectivity - Thomas

No need for vehicular access or access to beach. There is access already available. No need for wave over topping - P Hacking

This could also be a working space with a travel lift berth or seasonal lift out crane for boaters. No wayfinding signage on the pier. Heritage or interpretative signage better along north wall pathway and at level to be also accessible to wheel chair users. (See existing samples in the centre park area) Access to beach good idea but could vary with lake level so not the prime access point. Keep this space a simple platform, maybe with interesting pavement, and allowing for varying programming over the day and seasons of the year. No permanent washroom building on the pier but do provide servicing and related access points for full length of pier. Aside from structural works to rebuild pier, make all improvements all 'pop-up' style furnishings and features. The beauty of the pier is that it is a simple clean low line on the horizon most of the time. - miriam.m

No vehicles/parking on this part. Only pedestrians and bicycles - Garbo

Disagree with the Controlled or Regulated Vehicular Access in this zone. - Lee

would there be opportunity for pop up business carts or food trucks here? - Diane

Again, no public parking. - Mike H

Don't like: Markers and Wave over-topping - Participation

For events we have the park Bandshell? Do we need another? - Irene K

Wayfinding signs are not needed. This is for Cobourgers not tourists The locals know where stuff is. - B

Absolutely need vehicular access. "Pedestrian only" makes the pier inaccessible for those with mobility or health issues such as COPD. - Dora

I don't think we need wayfinding markers here if they are better located at the gateway. - maccs\_9

less signs. Wave over topping? - A

Jockeying for space between vehicles other than emergency vehicles, bicycles and pedestrians is recipe for disaster. - Patricia Frampton

Vehicles are necessary in this zone. It will be a disaster. - KhyphenJ

Again, as in the first scenario my primary concern is excessive lighting. - Therese

This space is more often enjoyed by people who can eat a meal, have a date, and enjoy each other's company while seeing the view and watching the water. - Terry

# Survey Results

## East Pier Detailed Design: Pier Promenade Connection

### Open-ended survey question (continued):

Do you think there is anything missing or do you have any other thoughts you would like to share?

You are trying to get a lot of uses into a small space. - Rosie

Not in favour of parking on the pier. - Andy G

The Waterfront User Needs Survey indicated that 65 % of residents wanted little or no money spent on the waterfront, except for good maintenance. Residents knew that the waterfront was finished / completed with almost every space used and spoken for. In spite of this Director Hustwick came back with \$ 25 million in spending. Why are you again asking us to fund this extra spending? - Ted Williams

Two things: 1) It doesn't make sense to drive through the pedestrian area in order to get to the end area for cars. Might be better to split the pier lengthwise using the soft landscape with trees. 2) I'm not in favour of the beach access, wayfinding markers (most of the current ones we have are ugly), or spending money on the wave over-topping protection (it is one of the fun parts of the pier - particularly during a storm). - Lydia

I assume we can walk dogs..No cycling - Pedestrian only. Cyclist can cause accidents with small children and pets. - Mandy

How/where will the load in and out for marina will be handled. - Ava B

no vehicle traffic - sally

I don't understand why vehicular access needs to be provided to the pier. I know that there is a history and love for driving out onto the pier by many members of the community, but I have to think that vehicular traffic has greatly contributed to the wear and tear on the pier. Why would we spend all this money to repair it only to have it be damaged again in 10, 20 or even 30 years. I strongly believe this should be a pedestrian-only space, excluding for service vehicles, etc. I also feel it would mitigate any vehicle-pedestrian accidents. - Drew

Wayfinding markers are not necessary in this zone. - Simon

Cycling paths marked well with space - Cathy

I prefer that this be a pedestrian/bicycle access especially in the high season of July and August. If privately owned vehicles are allowed access on the shoulder months, it needs to be controlled. I have experienced car club groups come down to the Pier, smoke and play their radios at high volume. This is not an appropriate use of a natural landscape. I know seniors and people with mobility issues want access in their vehicles. Again, not July and August but controlled access during the shoulder seasons. - D McCarthy

Can a public washroom be added to the footprint of the new Coast Guard building - perhaps a separate building just to the south, and beside the pathway access to the beach? - Jody and Ken

We would like to see vehicular access to the pier limited only to emergency vehicles or event vehicles. We would prefer NO cycling access on the pier. - ffletcher3

comment made previously was meant for the overall plan - Terry D

One concern is that this section of the pier becomes too crowded with vehicles. I would hope that there would only be access for emergency vehicles only. Leave the space for people and bicycles. - Arthur

No access to beach but agree with the other proposals in this area - Christine J

I think it should only be pedestrian with the exception of emergency vehicles and coast guard no other vehicles - Paul Fisher

wind breaks, shade coverage. - 30yearsCobourg

# Survey Results

## East Pier Detailed Design: Pier Promenade Connection

### Open-ended survey question (continued):

Do you think there is anything missing or do you have any other thoughts you would like to share?

Do not want to see pedestrian only pace. If they are able to walk out there, that means that they are capable or walking along the boardwalk, the beach or anywhere in the park for that matter. – Bruce Wood

I don't agree with pedestrian only. Keep pedestrian and cycling traffic to the east side and vehicles to the West with parking. A lot of people including handicapped and seniors like to grab a coffee and go sit in their vehicle on the pier while they enjoy the view - K2Kraky

Agree that it's important for coast guard and other staff to have safe and easy access to what they need here. Creating a separate walkway for pedestrians I think will make it safer for everyone - Monika

Lighting! - dmcnabney

Perhaps a bar/cafe added - The Cath

Washrooms - Rod Simpson

Leave the pier how it is and have the the cars able to park like it was before - JessieC

Let's keep vehicles, including bicycles off this section. - displayname

Minimize any view obstruction, especially of a commercial nature. - Beach Sanctuary

I strongly disagree that the pier become a Pedestrian Only Space. This pier has been a unique vehicle access to the waterfront for many years. - RonH

No wayfinding markers required, no-one can get lost, it isn't that BIG! The boardwalk access provides access to the beach, we don't need access from the pier. Lawn space isn't needed, just some nice other forms of greenery (potted plants/flowers). No vehicles allowed is a good idea. - Bryan

Keep motorized vehicles off the pier! - Peter

I like everything except no cars or parking. And move the Coast guard elsewhere - K Read

no vehicular traffic - Wally

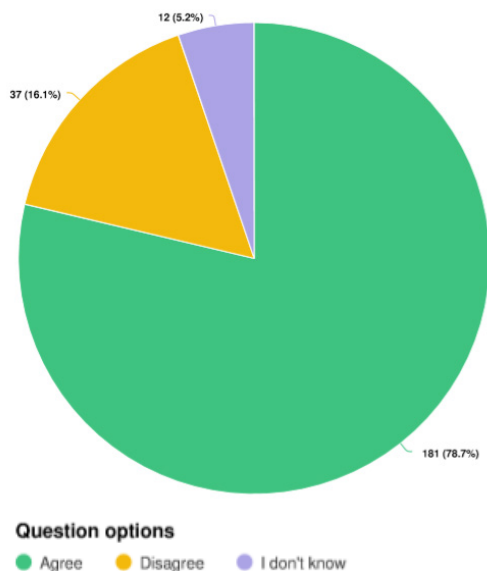


# Survey Results

## East Pier Detailed Design: Community Space Zone

We asked residents the following survey questions accompanied with the presentation slide on the right:

### 1. Do you agree or disagree with the elements proposed for this functional zone?



### 2. For each proposed feature that could be part of the Pier Community Space, please indicate if you like, dislike or are neutral about the feature.

The most "liked" features include:  
**Single Benches** (149)  
**Linear Benches** (171)  
**Edge Protection - Railing** (151)  
**Soft Landscape with Trees** (158)

A heavy "dislike" also appeared for:  
**Parking** (144)

### Design Development

#### 3 Pier Community Space

The Pier Community Space is located where the Pier is widest, with great views in all directions. This space is intended to be a gathering destination for the Cobourg community and visitors. It is noted that pedestrian, cycling, vehicle and boating access should be accommodated. This Zone could incorporate some of the following key elements:

- Wave Over-Topping Protection
- Emergency Vehicular Access
- Controlled or Regulated Vehicular Access and Parking
- Temporary/Seasonal Washrooms
- Shared Pedestrian/Small Event Space
- Pedestrian Seating / Views
- West Side Boat Mooring
- Pedestrian Exclusive Accessible Space (no vehicles)
- Cycling access
- Wayfinding Markers

Town of Cobourg  
East Pier Revitalization

### Design Development

#### 3 Pier Community Space

The images on this slide illustrate what some of the features of this Zone could look like. In the survey that follows, we will ask you about what you prefer for this Zone.

Town of Cobourg  
East Pier Revitalization



# Survey Results

## East Pier Detailed Design: Community Space Zone

### Open-ended survey question:

Do you think there is anything missing or do you have any other thoughts you would like to share?

Seasonal shops and food vendors - AlisonS

Separation into zones is not helpful - CobourgJohn

This area gets a lot of wave action. Probably not good for tall structures. - Maria

Do not like parking on pier. Run shuttle buses from Darcy Street. - Mots

I'm assuming that "Small Event Space" is inclusive of culinary opportunities (food and drink). As a reader, this isn't clear to me. I would suggest in the future that this is also listed as a key element. If seasonal food and drink options are not included as a key element for the community space then I strongly suggest they be added for future public consideration. - Councillor Beatty, Coordinator of Planning, Heritage and Development

We are wondering how the engineering will effect the wave shape. Cobourg east pier is one of the best waves in Ontario. Don't like the washrooms on this end of the pier at all. - Damien

I think a heavily greened pier would be an incredibly unique landmark for the area. I cannot think of another pier which I have seen anywhere in the world which is heavily covered in trees and gardens (and their resultant bees, butterflies, birds, etc..) while also allowing people to meander through a pathway out to the edge with seats. I have a vision of boats pulling up and seeing a green pier and mooring on its side and/or getting off to walk around the pier. Can you think of a more unique sight coming into town from the water? Lastly, I propose that a temporary/seasonal bar be considered. I think it would be exceptionally advantageous to Cobourg's identity as a 'harbour' for small businesses, and potentially also a great opportunity to tandem with the summer youth entrepreneurship program, if there was some consideration in adding a seasonal bar or light refreshments meeting point at the end of the pier. Some thoughts I have been thinking through this past summer include a pathway through the green covered pier which has rails or some sort of access which a bar can be wheeled/moved along at the start of the spring and end of the fall. The end goal of the pedestrians could be a drink/snack and a seat under string lights at night or to take them to go on a stroll back through the park. The refreshments could include foods from local restaurants in Cobourg (think the dutch oven treats, drinks from El Camino and beers from the local breweries, etc.). If the location was temporary it would stop it from having to be winterized and would really add another unique seasonal demand for Cobourg in the warmer months. - DHallatt

Covered seating. Lookout or fishing pier. - Robert A

Your item 'shared access' is undefined in the next list. What is shared access??. Are we sharing 'access' or use? No vehicle presence is necessary other than emergency ones. Certainly no parking is needed. - COBOURGER

Same issue with your use of the phrase 'shared access'. If this means pedestrians and strollers and wheelchairs and rollerskaters and bicyclists, then yes, absolutely. If vehicles and motorbikes and electric scooters, then NO. - SCMJJ

Only emergency vehicle access - Rocky

I like the idea of having a hybrid/convertible space that can accommodate events but become a passive place for people to enjoy at other times. Please restrict the use of vehicles in this zone. - BruceB

Heritage / history panels or signs. - lcb

start building an island made of clean fill and large limestone and/or recycled concrete slabs on the east side of the pier, similar to bluffers park and such. - JimT

Combine wayfarer and Heritage signs in a video screen plus town events that can be easily updated - Brenda Z

Pedestrian use only please. - DEP

Area for kiosks for local artists, food producers, food outlets etc that could operate seasonally not just during events. - Susan at the Lake



# Survey Results

## East Pier Detailed Design: Community Space Zone

### Open-ended survey question (continued):

Do you think there is anything missing or do you have any other thoughts you would like to share?

No public parking - terry marrocco

Access for emergency vehicles only. - Beth Bellaire

To help accommodate possible future uses/development on the pier such as seasonal snack/coffee shop, accessible toilets, tourist attractions, all town services should be extended to this area - MikeF

9/07/2020 02:57 PM

Needs vehicle access and parking even if maximum 20 or 30 minutes - Edward

emergency landing area for the Orange helicopter - Nicholas

Leave east pier as is today for walking only, forget the benches and landscaping which would require vehicular maintenance, forget benches and food stands then you get litter that blows into the lake, try to save taxpayers money instead of spending it - northumberland

Less is more: the openness of this space is what makes it so unusual and so beautiful: we can see huge waves, sunsets, rolling clouds, wide vistas. I wouldn't put much there at all in terms of structures which can block our view, or signs which could be placed elsewhere. Preserve the simplicity of this naturally beautiful area. For sure, no parking...as little as possible of Man-made structures. - NancyM

No cycling unless separated space. Group seating must be socially distanced - Verbum

There are elements suggested that I do not agree with. - Concerned

Consider fibre infrastructure that will allow for future 5g connectivity - Thomas

Small event space could bring garbage costs for the town and maybe safety issues too. - Clare and Bill

Do not need wave over topping or parking or shared event space. I agree with pedestrian exclusion maybe bikes - P Hacking

Reinstating the walkway to the lighthouse must be part of the design. Do not clutter this area 3 with permanent features. The Pier Community Space is like a stage, a multi-use platform. Please clarify what you mean by wave over-topping protection (what would it look like) because wave over-topping the pier is part of the unique benefits of the current scenario. Also, parking is ok on the pier if it is short term unstructured i.e. have to stay with your vehicle, or for an event like a car show. And, any shade structure (and performance stages) should be art and portable so that it can be dismantled and stored elsewhere. - miriam.m

permanent restaurant space would be nice. - Hugh

No vehicles on the pier. - Garbo

Disagree with Controlled or Regulated Vehicular Access and Parking - Lee

I feel very strongly that having vehicle parking along the west side of the pier, similar to what we had in the past, should be maintained. This is particularly important to Cobourg residents for the full 12 months of the year. People love to sit in their vehicles with their morning coffee with their view across the harbour. - Keef

Again, no public parking - Mike H

Don't like: Wave over-topping protection; washrooms; Ped Excl acc; markers - Participation

Wayfinder signs are not needed. This space is for Cobourgers not tourists. Cobourgers know where things are. Pedestrian only, no vehicles except emergency - B

# Survey Results

## East Pier Detailed Design: Community Space Zone

### Open-ended survey question (continued):

Do you think there is anything missing or do you have any other thoughts you would like to share?

I think that bicycles should be walked not ridden on this section of the pier - maccs\_9

I do not believe none essential vehicular traffic should be permitted. - Rob

wave over topping, not sure. Don't need a Wayfinder marking! Too much clutter, you come to enjoy the lake. - A.

No cycling or vehicular access (exception emergency vehicles) - Patricia Frampton

Again, please do not use excessive lighting as a landscape feature. Please limit light pollution. - Therese

We most enjoy this space when parked in our cars overlooking the water and watching the sun rise and set. For decades, we've enjoyed this space. - Terry

I think vehicular access by our townspeople is important. Many are elderly or not able to walk out. The pier should primarily be for Cobourg residents. - Rosie

Residents should know the total cost of harbor repairs, including the break wall, the harbor walls and the center pier, before we even dream of enhancements. - Ted Williams

Don't want to see events, west side boat mooring, wayfinding markers, wave over-topping protection or pedestrian exclusive. - Lydia

No cyclists. Do love the washrooms. Event space great as we could have music in the summer. - Mandy

I do not like parking on the pier. Pedestrian friendly however, disability parking might be an exception. - Linda14

I'm not sure why there would need to be vehicle parking in this space. - Ava B

no vehicle traffic - sally

Bike racks should be included in Community Space - Harry Meester

Great opportunity here for a large lawn area adjacent to an outdoor event space - Drew

Any event space should be small and need minimum maintenance e.g. bandstand. Any washrooms should not be vulnerable to vandalism/misuse. Wayfinding markers are not necessary in this zone. Boat access and mooring should not be permitted - the marina and centre pier are available for that. - Simon

No vehicles in this area. No parking in this area. Make it pedestrian friendly. - Cathy

No events please. The logistics of event set-up and take-down would impact anyone enjoying the natural setting. There are lots of other options for events. This most precious real estate should not have seasonal washrooms. Have them in other locations. - D McCarthy

Here is where the group seating and individual benches should go. Some limited parking spaces, but I think the end of the pier doesn't need bike access and should be largely a green space with trees and seating. Maybe another washroom? - Jody and Ken

We would prefer no cycling in this area and only emergency and event vehicles to be allowed access. - ffletcher3

Comments for the general design of the pier were made earlier. Please review there - Terry D

no parking just pedestrian, washrooms could be a green issue with the water so close, would they be compostible? - Christine J

# Survey Results

## East Pier Detailed Design: Community Space Zone

### Open-ended survey question (continued):

Do you think there is anything missing or do you have any other thoughts you would like to share?

Pedestrian only space makes more sense to me - nemkin

I think it should be pedestrian access except for emergency vehicles - Paul Fisher

wind breaks, - 30yearsCobourg

No need for washrooms on the pier. Keep them to the north end. No need for shelters. Pedestrian traffic and vehicle traffic and short term parking. People like to drink their coffee down there or eat their lunch. If there is room for cycling ok. If not if they can ride a bike they can walk the bike with the pedestrian traffic. I like the idea of allowing vehicles as I mentioned above and this would allow seniors and handicapped people a chance to sit a while and enjoy the view. I don't see the need for green space. Something to maintain. Linear seating. Easy clean and heritage in design. Keep to the design we have going with the white lamps and rails. A bumper rail so as not to obstruct view. Also event area for fireworks etc. Other events can take place by the bandshell - K2Kraky

Green spaces - dmcnabney

Minimal or no car access for the public. - Alyson

Leave the pier how it is and have the the cars able to park like it was before - JessieC

Keep bicycles off- they are dangerous to pedestrians. - displayname

No parking other than at the north (land) end. - Gailr97

No boat moorings!! Very small event space as in yoga or tai chi classes, acoustic music, etc. Keep loud and bright events elsewhere. - Beach Sanctuary

I strongly disagree that this pier should have a Pedestrian Exclusive Accessible Space. If it has a pedestrian walkway and bicycle path, that should be sufficient. - RonH

A 'green' restful peaceful space could be created, without the traffic of vehicles and bicycles. People can 'park' their bicycles before coming onto the pier space. boaters should definitely have access to the pier, after all this is a pleasure craft harbour and boats should have access to tie up. Having it all 'green space' with plants and flowers would beautify the harbour. A summer youth entrepreneur food/restaurant business on the pier could possibly be a nice addition, a portable business, or perhaps a floating bar/restaurant (like a houseboat) moored to the pier so pier space is not used up and fitting well with the harbour aesthetics. - Bryan

agree with some but do not agree with all of the list above - JANE HUNTER

Keep motorized vehicles off the pier! - Peter

I like everything with the exception of cars allowed there. NO PARKING - K Read

cycling only areas clearly marked with signage/arrows - Luna

vehicle turnaround at south end; timed parking - MGM

Spots for fishing? - SFF

# Survey Results

## East Pier Detailed Design: Approach Options

### Design Development

#### Evolving the Concept Design – Three Different Approaches

##### Original Design Adjustment

Ground truth proposed components and update areas with new information.



##### Expand the Green

Reduce the amount of open hardscape and introduce more trees, soft landscaping and pedestrian-only space.



##### Venue + Urban park

Balance hardscape and soft landscape areas to provide central gathering areas for events and celebrations.



We asked residents to rank the approach options from 1 (favourite) to 3 (least favourite) based on information provided in the virtual presentation and the slide above.

#### Here are the results:

1

##### Venue and Urban Park

Rank #1 votes = 91  
Rank #2 votes = 63  
Rank #3 votes = 79

2

##### Expand The Green

Rank #1 votes = 86  
Rank #2 votes = 107  
Rank #3 votes = 40

3

##### Original Design Adjustment

Rank #1 votes = 56  
Rank #2 votes = 63  
Rank #3 votes = 114

We asked residents to indicate which Design Palette option they prefer.

#### Here are the results:

58.3% Hybrid  
26.4% Heritage  
12.3% Contemporary

##### Question options

Hybrid Heritage Contemporary

