



## **The Corporation of the Town of LaSalle**

**To:** Mayor and Members of Council

**Prepared by:** Dawn Hadre, Corporate Communication and Promotions Officer and Kevin Miller, Director of Special Projects

**Department:** Administration

**Date of Report:** March 29, 2021

**Report Number:** CAO-C&P-03-2021

**Subject:** LaSalle Small Coast Waterfront Consultation and Next Steps

### **Recommendation**

- 1) That the report of the Corporate Communication and Promotions Officer and the Director of Special Projects dated March 29, 2021 (CAO-C&P-03-2021) regarding the LaSalle Small Coast Waterfront Consultation and Next Steps BE RECEIVED;
- 2) That the report outlining a summary of the public consultation for the Small Coast Waterfront Project BE RECEIVED;
- 3) That administration BE AUTHORIZED to proceed to finalize the plans and specifications for the Event Centre and issue the tender documents for the proposed renovations;
- 4) 4. That administration BE AUTHORIZED to proceed to finalize the plans and specifications for the redevelopment of the sports zone and issue the tender documents for the tennis courts, sand volleyball courts and basketball court (budget dependent);
- 5) That administration BE AUTHORIZED to move forward with plans to renovate the former Benoit House as a museum including the development of architectural plans, a strategic plan, an operational plan and financial model; and
- 6) That administration BE AUTHORIZED to continue with the completing the necessary studies/permits to allow for the construction of the water feature/ice trail, filling of the property and development of future components of the project.

## Report

Between January 27, 2021 and March 26, 2021, the Town of LaSalle received a number of comments and responses to the information that administration shared about the Small Coast Waterfront Project. This is the first major consultation period held for this project. It is anticipated that as the project proceeds into future phases, additional consultation sessions will be developed.

Due to COVID-19, the Town hosted the consultation project virtually, using the PlaceSpeak software to develop the information hub for all of the details about the project. With 2,779 unique views of the project, 106 comments on the Discussion Page and 125 surveys answered, this would be considered a successful consultation period. The comments in the attached Consultation Report have provided meaningful feedback for LaSalle Council to consider in the development of the phases of this project.

Based on the feedback received from the consultation, Town administration is confident to move forward with the proposed phases of 2A and 2B-2. As a reminder, this project will be done in phases. From a funding side, the intention is to look at the ability to add a phase on an average of every five years. It is expected that there will be more public consultation as additional phases are introduced to see what is important to our community at that time.

Phase 1 was purchase of the land. Phase 2A includes renovations to the event centre, construction of parking, renovation of the museum and the replacement of the courts in the sports zone. In Phase 2B-2, studies will need to be completed to gain approvals for the pump station and environmental aspects for work in and around the canal. This phase includes the construction of the skate trail and water feature.

Phase 2A (Starts in mid-2021, continues into 2022)

- Renovation of the Event Centre
- Renovation of Benoit House for Museum
- Construction of parking lot
- Extension of Ulster Street (to access parking)
- Trail connecting site
- Upgrade of the existing sports zone

Phase 2B-2 (Starts in late 2021, continues into 2022-2023)

- Construction of water/ice trail feature
- Construction of playground
- Construction of pump station
- Upgrade of former Westport marina

- Level grade and seed area for future boat launch/dog park
- As part of the redesign for the water/ice trail, the commercial pads have been relocated southerly between Laurier Drive and Adams Lane

## **Consultations**

Joe Milicia, CAO

Peter Marra, Deputy CAO

Patti Funaro, Director of Culture and Recreation

## **Financial Implications**

The estimated cost for Phases 2A and 2B-2 is \$18.5M.

## **Prepared By:**



Dawn Hadre, Corporate Communication and Promotions Officer



Kevin Miller, Director of Special Projects

## Link to Strategic Goals

1. Enhancing organizational excellence - Not Applicable
2. Strengthen the community's engagement with the Town - Yes
3. Grow and diversify the local economy - Yes
4. Build on our high-quality of life - Yes
5. Sustaining strong public services and infrastructure - Yes

## Communications

For the consultation period, a number of engagement tactics were included in the process.

A series of seven videos were released outlining specific aspects of the project. The views on the videos totalled 1,868.

An online information hub was developed about the waterfront project. All videos, information, surveys, maps etc. are available through the information hub. Participants can post comments on the discussion page, comment on the resources, take part in polls and answer a survey. Overall, there were 317 connections made, 106 comments left in the discussion, 125 surveys completed and 2,779 unique views of the project.

A media release was sent to local contacts on January 27, 2021 announcing the start of the consultation session. Several news outlets produced stories about the consultation and encouraged the community to take part.

On January 27, 2021, information about the consultation session and a link to the page on PlaceSpeak was posted to the news/announcements page on the Town's website.

In March 2021, the LaSalle Messenger was sent to all homes in the municipality with two pages dedicated to the project (approximately 12,000 copies). The link to the PlaceSpeak page was included to encourage the community to review the project, leave their comments and answer the survey.

Several posts were included on the Town's social media pages (Facebook, Twitter and Instagram) between January 27, 2021 and March 25, 2021. The posts included links to watch the videos, and a link to the project page on PlaceSpeak.

A monthly email blast was sent to 3,800 subscribers in February and March. Information about the project with links to the Town's YouTube Channel (to watch the videos) and the PlaceSpeak project page were included.

A total of seven focus group sessions were held virtually with invited guests including community partners, stakeholders, user groups and experts in their field. Town administration provided a brief overview of the project, focusing on each area of interest with each focus group. Representatives from J.P. Thomson Architects Ltd. took part in

each focus group to take into account the comments and suggestions made. About 40 people from the community took part in the focus groups. A number of the comments will be taken into consideration as the design of the Small Coast Waterfront Project continues.

One-on-one in-person or by phone discussions took place between community members and Town administration as requested.

## **Notifications**

Information about the consultation report and next steps was added to the project page on PlaceSpeak. In addition, an email was sent to the connections on the project page.

**Report Approval Details**

Document Title:	LaSalle Small Coast Waterfront Consultation and Next Steps.docx
Attachments:	- Small Coast Waterfront Consultation Report - FINAL.pdf
Final Approval Date:	Mar 29, 2021

This report and all of its attachments were approved and signed as outlined below:



Chief Administrative Officer

Joe Milicia