



The Corporation of the Town of LaSalle

To: Mayor and Members of Council

Prepared by: Dawn Hadre, Director of Strategy and Engagement

Department: Strategy and Engagement

Date of Report: May 31, 2021

Report Number: SE-03-2022

Subject: Naming of Waterfront

Recommendation

That the report of the Director of the Strategy and Engagement Department dated May 31, 2022 (SE-03-2022) regarding the Naming of the Waterfront be received;

And that, the naming of the waterfront to Petite Côte Waterfront be approved.

Report

The development of the waterfront will become a destination point in LaSalle. It is important that the area be easily identified for communication, promotion and branding of the area. The best-case scenario is for the area to have one name, which means that changes need to be made as there are now three names used for the area: Gil Maure Park, Front Road Park and Riverdance. The Petite Côte Waterfront is a name that is unique to LaSalle, is already recognized and acknowledges our rich and vibrant history giving the Town opportunity to expand its branding.

When the waterfront project was introduced to the community through our consultation process, a number of comments were received asking for consideration to name the park Petite Côte Waterfront, which is a tribute to the origin of LaSalle and to the community's French heritage. The project was introduced as Small Coast, which is a loose translation from the French version.

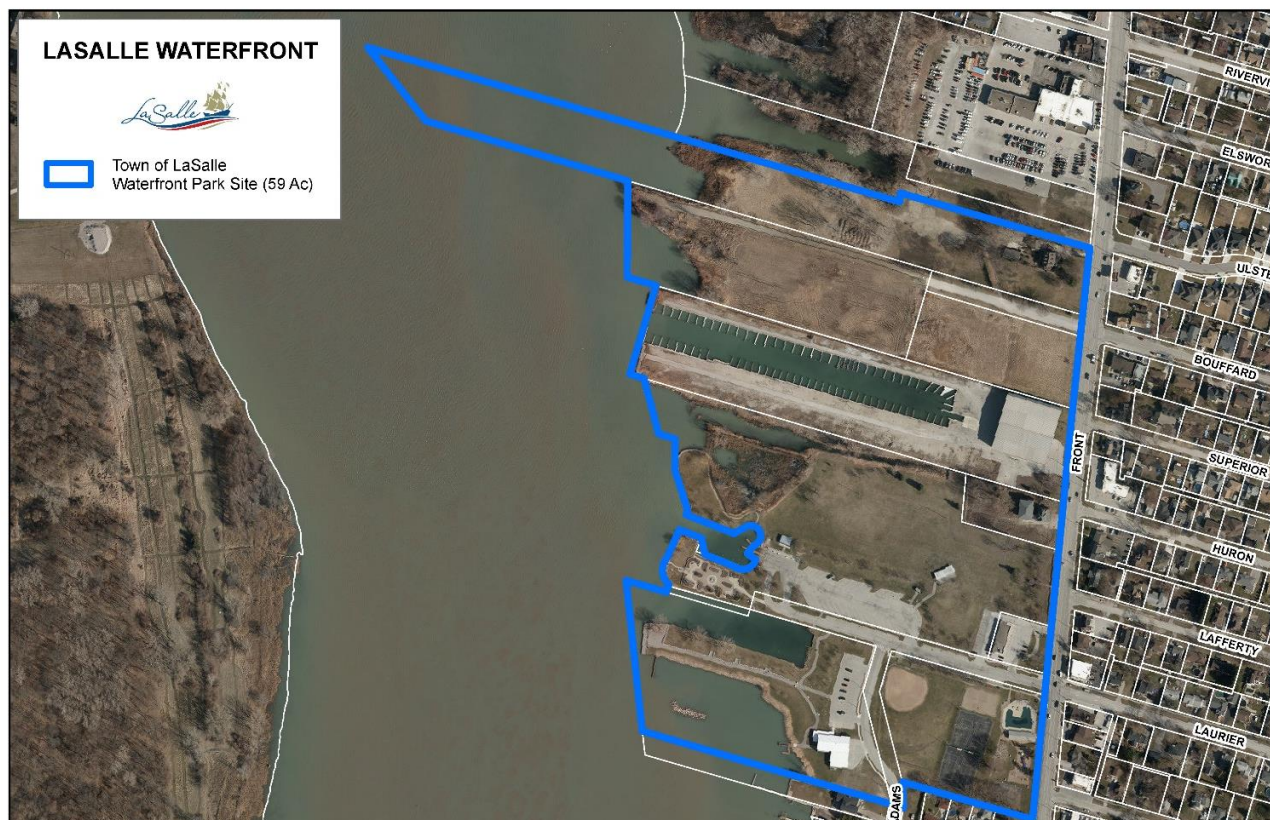
Petite Côte, or "Little Coast," is the original name of the region that would become the Town of LaSalle ("little coast" because the Detroit side had a longer coastline). It was named Petite Côte after the land was claimed by France in 1749. The area was populated largely by French families, though First Nations populations had already been living on the land for many years.

In the French tradition, the land was divided into narrow strip farms that reached the Detroit River. The land lacked dense forest, which made it ideal for farming. Petite Côte is the oldest European settlement in Ontario.

At the time of the introduction of the project, there was some concern that there would be confusion when promoting the waterfront as the Essex Region Conservation Authority (ERCA) named their conservation area Petite Côte in 2007. This is the first conservation area designated in LaSalle, and is located on Front Road, near Vista Avenue. The name chosen was put forward by former LaSalle Councillor Ray Renaud and approved by the ERCA Board of Directors. In discussions with ERCA and between members of administration, it has been determined that the similar names will not cause a lot of confusion as the sites offer very different amenities and activities. There will also be an opportunity to work with ERCA to cross-promote both locations.

The “Connect to an Active Lifestyle Parks & Recreation Master Plan Update” recommends that the waterfront park be identified as one name to maximize its potential and connection to the community: “We recommend that Gil Maure Park be consolidated with Front Road Park and Riverdance Park and undergo a park master plan upgrade to maximize the park’s potential and connectivity to the community. Furthermore, the revised ‘Waterfront Park’ should make a strong connection to the water’s edge, celebrating the town’s past.” Section 0.0, page 2

Administration is aware that changing a park’s name will be sensitive for the Maure Family. Gil Maure Park was named after Mr. Gilbert Maure, who owned the property and built a house on the land. Mr. Maure died in 1970, and the Town purchased approximately 3.6 acres of land from the Maure Family in 1980. That, combined with land purchased in 1977 from another family, would become Gil Maure Park through Council Resolution in 1994 at the request of the Maure family. With the recent purchases of land made along the waterfront, the new parkland is now approximately 59 acres in size.



Changing the name of the park to the Petite Côte Waterfront will not diminish the important contribution that Mr. Maure made to LaSalle. Mr. Maure will be recognized within the event centre with the community room named after Mr. Maure and his family.

In addition to Mr. Maure, there are also several other individuals and groups to be recognized within the waterfront. Through our consultation process, we have learned of others who may be acknowledged at the waterfront and administration is investigating options to develop a recognition area within the park. There are also a number of memorial trees and plaques located at Front Road Park and at Gil Maure Park. The location of these, and the possible need to move them will be considered as the phases of construction are designed.

Administration is working with two potential sponsors that are looking to financially support the development of specific areas within the waterfront site. Recognition will be determined through a sponsorship agreement. More information will be shared with Council as the process continues with these potential sponsors.

Naming of the Event Centre

“The Dock” has been mentioned a few times as a name for the event centre as it was included in the original renderings of the building as a placeholder. This name is very generic, and many communities use a similar name to identify an amenity and/or their waterfront. This name would not be unique to LaSalle or easily identifiable as being located at the Petite Côte Waterfront.

Administration has discussed the naming of the event centre and recommends, at this time, for promotion and communication purposes that the facility be referred to as the Event Centre at the Petite Côte Waterfront. The administrative team would appreciate additional time to consider naming opportunities, including possible sponsorship of the building. This will allow administration to see how the building functions once it is operational, take photos and provide tours to interested parties. Promoting the area as the Petite Côte Waterfront is the primary focus to develop recognition of the Town's newest destination point and activity hub.

Consultations

J. Milicia, CAO

P. Marra, Deputy CAO

P. Funaro, Director of Culture and Recreation Department

Financial Implications

None

Prepared By:



Director, Strategy and Engagement

Dawn Hadre

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 - Not Applicable
4. Build on our high-quality of life - Not Applicable
5. Sustaining strong public services and infrastructure - Not Applicable

Communications

If approved by Council, information will be shared with the public by website and social media.

Notifications

The Maure Family

Report Approval Details

Document Title:	SE-03-2022 Naming of Waterfront.docx
Attachments:	
Final Approval Date:	Jun 7, 2022

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



Chief Administrative Officer

Joe Milicia