



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: January 25, 2023

Report Number: SE-01-2023

Subject: Naming of Waterfront Consultation Results

Recommendation

That the report of the Director of Strategy and Engagement dated January 25, 2023 (SE-01-2023) regarding the Naming of the Waterfront Consultation results be received;

And that Council determines a name for the lands associated with the Waterfront Park project, located on the west side of Front Road, from Adams Lane to Ulster Street.

Report

At the July 12, 2022 Regular Meeting of Council, administration was directed to host a public engagement process, including a live in-person session, to obtain public input on the naming of the waterfront parklands, and to meet with the Maure family to come up with a suitable option to recognize Gil Maure at the waterfront.

At the Council Meeting, it was determined that recognition of Gil Maure would be relocated from the park to another amenity within the waterfront development. Gil Maure Park will no longer exist, as one name will now identify the 60 acres of waterfront property. Members of administration met with the representatives of the Maure Family at the beginning of October. The discussion focused on identifying options to find an amenity suitable within the waterfront project to honour and recognize Gil Maure.

Six options were reviewed and discussed and are further outlined below. Several of these options were initiatives that could be put in place immediately, others were ideas that cannot be realized in the near term, as they are reliant on the future build-out of the Waterfront Park:

1. Gil Maure Festival Lawn – now located at the north end of the waterfront property. The Strawberry Festival will be relocated back to the waterfront once construction in that specific area is complete. It is expected that may be in 2024-2026.
2. Gil Maure Nature Preserve – located behind the current Gil Maure Park, and includes a portion of the original Maure land that the Town purchased. Trails will be constructed along the natural area in future phases of the development.
3. Gil Maure Leisure Zone – includes a portion of the original Maure land that the Town purchased.
4. Gil Maure Boat Launch – located in its current location.
5. Gil Maure Reflecting Pond – the stormwater retention pond is located west of the Event Centre. It is part of a larger stormwater project and is expected to take place over the next few years.
6. Gil Maure Way – this roadway will run opposite of Ulster Street. The construction of this road is a few years away.

At the time of the meeting, the Maure Family was aware of the plans to host a public consultation session to name the waterfront. They indicated that they wanted to wait until the name of the park was confirmed before considering the options that had been presented.

Administration undertook a public consultation exercise at Council's direction to help name the waterfront which was hosted between November 1 and 30, 2022. A digital form was available on the Town's website to accept name suggestions during this time. Naming was promoted through the Town's website, social media pages, and local media. Administration also provided information to the public and answered questions in person about naming the waterfront at the Event Centre during our community partner open house on November 24, and at the Night Market on November 27.

The guidelines for naming were outlined as follows:

- Preference will be given to names that exemplify the uniqueness and heritage of the waterfront development and the Town of LaSalle.
- Submissions limited to one per person.
- Any names submitted of a family and/or individual may be subject to a police record check. Anything received that is inappropriate will be discarded.
- The naming of the waterfront is not a contest, meaning that a name submitted more than once may not be chosen.

The Town received approximately 620 suggestions. Some of the common themes identified include: the Gil Maure name, historical references, Indigenous elements, Le Griffon, Nautical Mile, Petite Côte, river/waterfront/LaSalle and others. The full list of names received during the consultation period is attached to this report.

As discussed at the July 12, 2022 Regular Meeting of Council, several community members were involved in the development along Front Road over the years. In addition, a number of names of individuals were submitted during the consultation

period. However, administration suggests that the waterfront is not named after any family or individual. In its place, administration is investigating options to develop an area within the park that can provide recognition to these individuals, families, and groups that have contributed to the existing success of the Front Road area.

Another consideration in the process of naming is a term that defines the area. A public space is defined as an attraction within itself; a defined area that provides a sense of inclusion, and incorporates certain elements of architecture, visual art and landscaping to create a sense of place. The waterfront is a public space.

The following provides a list of definitions for concepts that can perhaps assist Council with the naming determination.

Park

A park is a public space that incorporates greenspace to provide the visitor with a sense of reprieve from inhospitable aspects of the town/city. A park encourages social behaviour and a sense of place, it also serves as an oasis from loud sights and sounds of the urban environment. A park can be a commons, public space and a park.

Waterfront

Land, land with buildings, or a section of a town fronting or abutting on a body of water.

Shore

A shore is the land along the edge of a sea, lake, or other large body of water.

Landing

An act or process of one that lands, especially a going or bringing to a surface (such as land or shore) after a voyage or flight.

Commons

A commons is a space where people go frequently like a park or public space. It brings in a large number of people relative to the spaces around it. People gravitate to these spaces because they enjoy the presence of other people, the visibility of being in public complimented by the anonymity of being in the crowd.

Coast

A coast is the land near a shore.

Based on the above definitions, it is administration's recommendation that the best options to define the space would be to combine the name with the concepts of either waterfront, shore, commons or coast.

The following section helps to further flush out some of the common themes that were identified as part of the public consultation process.

Theme: Le Griffon

Le Griffon was constructed by French explorer René Robert Cavelier, Sieur de La Salle. The exact size and construction of *Le Griffon* is not known but many researchers believe she was a 45-ton barque. She was the largest sailing vessel on the Great Lakes up to that time. LaSalle and Father Louis Hennepin set out on *Le Griffon's* maiden voyage on August 7, 1679 with a crew of 32, sailing across Lake Erie, Lake Huron and Lake Michigan through uncharted waters that only canoes had previously explored.

This theme acknowledges LaSalle's history and complements the use of *Le Griffon* in the Town of LaSalle's logo, as well as the monument located in the roundabout on Malden Road at Todd Lane. Featuring *Le Griffon* as part of the name would also enable the Town to build upon an existing nautical theme, that allows for future branding and promotion. Of the themes presented in this report, the *Griffon* emphasizes LaSalle's history the most. Based on the many options available to develop this theme, this is administration's preferred option.

Suggested Names: Griffon Shores, Griffon Waterfront, Griffon Park, Griffon Commons

Theme: LaSalle

Using "LaSalle" in the name is an option, although not one that highlights the uniqueness and heritage of the property. The current Town branding elements can be adapted to fit the signage and promotion of the waterfront.

Suggested Names: L.A. Waterfront, LaSalle Waterfront, LaSalle Coast, LaSalle Shores, LaSalle Landing, LaSalle Commons

Theme: Nautical Mile

In the late 1980's, the Township of Sandwich West put plans in place to develop "The Nautical Mile" along a stretch of Front Road. The concept didn't end up taking shape as was planned at the time. The waterfront project lands are approximately 0.33 nautical miles in length. The nautical theme has the potential to be further developed in subsequent branding and promotional material.

Suggested Names: The Nautical Mile, LaSalle's Nautical Mile

Theme: Petite Côte Waterfront

Petite Côte, or "Little Coast," is the original name of the region that would become the Town of LaSalle. Petite Côte is the oldest European settlement in Ontario. It was named Petite Côte after the land was claimed by France in 1749. The area was largely populated by French families, though First Nations populations had already lived 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.

Although Council did not vote in favor of administration's recommendation to name the park Petite Côte at the July 12, 2022 Regular Meeting of Council, the name was suggested a few times during the consultation period. This theme acknowledges LaSalle's history and gives the opportunity to build branding and promotion around LaSalle's French culture and heritage.

Theme: Indigenous

Should Council like to choose an Indigenous-themed name, administration will need to consult with our Indigenous community partners to ensure the name is suitable and acceptable (see the full list for options that were submitted during the consultation period).

With events now being held at the Event Centre and future amenities underway, a name for the waterfront development is essential for communication and promotion purposes. As stated in the "Connect to an Active Lifestyle Parks & Recreation Master Plan Update", the waterfront park should be identified with 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."

The existing Town of LaSalle Economic Development Plan describes best practices in waterfront development including the location-specific principle of creating a distinctive waterfront that demonstrates local culture, history, assets, and values. At a recent LaSalle Council orientation session, enhancing the Town's history and culture was discussed as a priority. Choosing a name for the waterfront that acknowledges LaSalle's history will be a positive step toward this goal and will enable administration to expand the theme throughout the development of the waterfront and Front Road Business District.

Choosing a name for the waterfront is an important part of the process of developing this destination point and community hub. As outlined in the LaSalle Strategic Plan 2050, the Town of LaSalle will grow and diversify its local economy by planning and developing designated business districts in all parts of LaSalle including coordinating investments, communications, promotion, and marketing between old and new business districts within LaSalle. This project will be a catalyst to the improvement of the Front Road Business District. The name and theme of the waterfront will set the tone for further development of the Front Road Business District and is the perfect opportunity to emphasize the Town's culture and history.

Consultations

J. Milicia, CAO; P. Marra, Deputy CAO; D. Langlois, Director of Finance; P. Funaro, Director of Culture and Recreation; G. Beggs, Director of Planning and Development

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

Communications

Communications for the consultation are outlined above.

Notifications

The Maure Family

Report Approval Details

Document Title:	Naming of Waterfront Consultation Results.docx
Attachments:	- Name the Waterfront RESULTS.pdf
Final Approval Date:	Jan 27, 2023

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



Chief Administrative Officer

Joe Milicia