



The Corporation of the Town of LaSalle

To: Mayor and Members of Council

Prepared by: Dawn Hadre, Director of Strategy and Engagement Department

Department: Strategy and Engagement

Date of Report: March 22, 2023

Report Number: SE-06-2023

Subject: SE-06-2023 Waterfront Naming Options

Recommendation

That the report of the Director of the Strategy and Engagement Department dated March 22, 2023 (SE-06-2023) regarding the Waterfront Naming Options be received, and that Council determines a name for the waterfront.

Report

This report is a follow-up to report SE-05-2023 that was presented at the February 14, 2023, Regular Meeting of LaSalle Council. The resolution from that meeting was as follows: "That this report is referred back to Administration to provide three (3) names that incorporate the name "LaSalle" with a background check on each name and a marketing plan for Council's consideration." Administration is recommending the following as names for consideration for the waterfront:

LaSalle Waterfront (short form: LaSalle Waterfront)

This is first and foremost a waterfront. Using the word waterfront in the official name emphasizes the importance that LaSalle does have waterfront to share with our community.

LaSalle Waterfront Landing (short form: LaSalle Landing)

A "landing" is described as 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.

LaSalle Waterfront Commons (short form: LaSalle Commons)

From a land use perspective, commons is defined as the cultural and natural resources accessible to all members of a society, including natural materials such as air, water, and a habitable Earth. These resources are held in common even when owned privately or publicly.

Of the three names presented in this report, our administrative team prefers “LaSalle Waterfront Commons”. This is an accurate description of the waterfront and provides the area with a unique name. Although there are several communities either named LaSalle or use the name LaSalle for an amenity in their community, none of these are identical to our suggestions, nor are they located within the vicinity of LaSalle, Ontario.

Marketing

Below is an outline of marketing concepts that will be incorporated into the development of the site and into the promotion of the waterfront, and will support the Town’s corporate strategic priorities:

The Town will sustain strong public services and infrastructure

- Providing amenities that attract a wide and varied audience
- Creating an active and passive shared space that can be utilized year-round
- Including accessibility resources at the waterfront and providing communication about those on the Town’s website and social media platforms

The Town will strengthen the community’s engagement with the Town

- Providing unique indoor and outdoor programming activities
- Hosting events for all ages and abilities
- Developing amenities that attract visitors to the waterfront
- Web page dedicated to the waterfront
- Information shared regularly and consistently on social media about the waterfront and the amenities available
- Educational information on the Town website and social media platforms about the history of our community
- Sharing information with traditional media sources

The Town will grow and diversify its local economy

- Coordinate communications and promotions between the Town and the Front Road Business District
- Provide opportunities for cross-promotion between the Town and local businesses
- Stimulate investment in the waterfront area through events that encourage participation by vendors and food trucks

Using LaSalle in the name will allow us to build on all aspects of our rich history and culture to highlight moments in time like the Great Saulk Trail; Le Griffon; Petite Côte; Vital Benoit; the rum running era; our ties to the Township of Sandwich West and 1991 when LaSalle officially became a town.

These stories will be woven throughout the development of the site. It is the perfect opportunity to emphasize and grow the Town's culture and history through the overall concept for the waterfront, the design of future amenities, signage, trailheads and kiosks.

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 - Yes
5. Sustaining strong public services and infrastructure - Not Applicable

Communications

Not applicable

Notifications

Not applicable

Report Approval Details

Document Title:	Waterfront Naming Options.docx
Attachments:	
Final Approval Date:	Mar 27, 2023

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



Chief Administrative Officer

Joe Milicia