



2019-2024

CULTURAL PLAN

BOROUGH OF LASALLE



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THE MAYOR'S MESSAGE



Proud, open and curious, LaSalle residents are eager to discover new talents and new cultures. As an African proverb states so well: "Culture is the opportunity to create, renew and share values, the inspiration that enhances the vitality of humanity".

Very close to home, you are only a few steps away from a new cultural discovery—a Moldovan tale at the library, an African music show at the cultural centre, a meal shared with a Chinese neighbour or a typical Québec play in a local park.

Participating in LaSalle's cultural life is a way of discovering others and sharing our culture. Let culture amaze you, enable you to create ties with your neighbours and broaden your horizons.

In this spirit and with the desire to include culture on a daily basis at all levels of the community, we are delighted to present you the Cultural Plan for 2019-2024. It is on this basis that we have structured, planned and guided our cultural development initiatives for the next five years.

I would like to express my heartfelt thanks to all those who have worked on developing this plan and I wish you wonderful cultural discoveries.

The Mayor,

A handwritten signature in black ink that reads "Manon Barbe". The script is elegant and cursive, with the first letters of the first and last names being capitalized and prominent.

Manon Barbe

MESSAGE FROM THE ELECTED OFFICIAL IN CHARGE OF CULTURE



Through culture, we experience precious moments that carry us off and make way for creativity by immersing us in an imaginary world. Culture is not only in concert halls and art galleries; it is everywhere—in the lobby of the sports centre, in the park you frequent, on the library shelves, and more... Culture is part of your everyday life and we invite you to let it in.

Wanting to develop guidelines that would reflect the Borough's character and personality as well as a broader vision that would offer LaSalle residents an inclusive and diversified cultural life, we have adopted a participatory approach.

More than 300 people were consulted; discussions were held with many partners and cultural organizations; and a survey was conducted to determine LaSalle residents' cultural habits and expectations. We are very pleased with the results of this process.

These guidelines will be at the heart of the concerns of both elected officials and Borough employees so that they can make the best decisions in terms of culture. I would like to highlight the outstanding contribution of all the organizations and partners that collaborated on this noteworthy undertaking.

The City Councillor,

A handwritten signature in black ink that reads "Richard Deschamps". The signature is fluid and cursive, with the first letter of each word being capitalized and prominent.

Richard Deschamps



INTRODUCTION

The Borough of LaSalle's 2019-2024 Cultural Plan first provides a portrait of its present cultural situation, by identifying its assets and then targeting its challenges.

Developed following an in-depth reflection, it expresses residents' concerns, their cultural experience on the territory and their aspirations for the Borough's future.

As a reference document, the Cultural Plan develops a dynamic vision of the future of culture in LaSalle through five lines of action.



CULTURAL PORTRAIT OF LASALLE

Cultural locations

- **Centre culturel et communautaire Henri-Lemieux (CCCHL)**, the main venue for the Borough's cultural programs, houses an exhibition hall, **Galerie Les Trois C** as well as a performance hall—the **Théâtre du Grand Sault**. As a public presenter, the Borough offers multidisciplinary programs for adult and young audiences, in addition to welcoming artists in residence. This Centre focuses on discovery and innovation. The Corporation du CCCHL, as a delegated organization, offers complementary programs geared toward cultural communities.
- **L'Octogone library**, a flagship cultural site in LaSalle, is the busiest facility in the Borough. From youth activities, workshops for adults, talks, artists' meetings, storytelling and book clubs, the library offers a diversified program for all its members.
- **Théâtre Desjardins**, a major multidisciplinary presenter, serves a regional audience and contributes, season after season, to enriching the cultural life of Borough residents. This non-profit organization stands out for its management style and its multi-source funding.
- **The parks** are transformed into cultural venues by presenting a wide range of artistic activities and performances offered by the Borough. In addition to the activities carried out as part of Culture en cavale, a pathway featuring eight works of art, created between 1984 and 2016, arouses LaSalle residents' curiosity.



Heritage

One of LaSalle's major strengths lies in its outstanding heritage, which is reflected in its landscapes, its big industrial buildings, its archaeological remains, its breathtaking views, its parks and its waterways.

From Fleming Mill to Parc des Rapides, the Borough undoubtedly possesses unique properties that give LaSalle its distinctive character. In addition, the Borough benefits from the work accomplished by the Société historique Cavalier-de-LaSalle, an organization devoted to promoting and sharing the studies of LaSalle's history.

Active Participation Opportunities

Amateurs have vast opportunities to express and perfect their artistic skills in LaSalle, thanks to associations and organizations which, from generation to generation, have made it possible for many residents to pursue their interests in the arts field (visual arts, music, theatre, photography, singing and handicrafts).

In addition, residents of all ages can take advantage of several points of service where they have the chance to take part in cultural leisure activities: organizations and schools on the territory offer artistic courses, including dance and music.

Cultural mediation provides LaSalle residents with enriching opportunities to discover and explore the arts through active interactions, such as get-togethers and discussions with professional artists, guided tours, creative and interpretation activities, and more.

CHALLENGES

ACCESSIBILITY

Everyone's cultural rights must be ensured and everyone's participation in cultural life must be promoted. The Cultural Plan provides an opportunity to develop cultural mediation in order to get closer to the various populations. These interactions help people experience culture and adopt it as their own, while encouraging them to get involved, participate in it and develop a sense of belonging.

- Spreading information and increasing the number of channels of communication are major challenges in reaching residents, especially the most marginalized populations.
- Developing the various publics is also based on free or low-cost cultural offerings.
- Diversifying cultural habits among new clienteles from a variety of backgrounds and young people is a major challenge.

VENUES AND CONSTANTLY CHANGING SOCIETY

In the field of culture, the role of facilities and the content of municipalities' cultural programs need to be redefined in order to keep pace with our changing society. Cultural venues must be transformed into places for getting together, for incubation and co-creation, and therefore must adapt their practices.

- Cultural activities must also move beyond traditional physical settings to be carried out close to people, in their living environment. Such breaking down of the traditional barriers with respect to the role of institutions and programming is not unique to Montréal. It is happening in a number of major cities around the world, in the form of public squares, travelling exhibitions or pedestrianization, in order to offer daily artistic experiences. These experiences can be short-lived or spontaneous.
- The development of recognized cultural neighbourhoods would make LaSalle more attractive to professional artists whose presence is not very evident on Borough territory. In addition, a partnership with neighbouring boroughs might be beneficial to LaSalle's regional and international visibility. Such collaboration would make it possible for residents to enjoy new cultural experiences, while taking part in large-scale activities.



CULTURAL REFLEX

Following the cultural diagnosis carried out in 2015 and based on the consultations held, LaSalle is drawing its inspiration from clause 6.12 of Ville de Montréal's Cultural Development Policy for 2017-2022 with regard to cultural reflex, i.e. to mobilize all divisions and partners in the Borough so that municipal projects and civic action activities have a cultural impact.

- One of the major challenges of the Plan is to involve a wide range of stakeholders from various cultural sectors in LaSalle (performing, visual and media arts, heritage, library, amateur artistic practice, cultural leisure activities, etc.), without forgetting private and institutional partners as well as residents. The reflex aims to inspire the other fields of activity, such as social development, urban planning and economic development, to think outside the box and dare to "take on culture".
- To improve and prioritize culture in everyday life, a change in the perception of cultural activity is necessary, and even essential. Each partner must be steeped in a common vision that emerges from the Cultural Plan.

CONTEXT

ORIGINS OF THE PLAN

- A cultural diagnosis was carried out in 2015 to determine the strengths, weaknesses and opportunities for cultural development in LaSalle. A number of priority action areas were identified: participation in residents' cultural life, positioning of cultural hubs, integration of culture into residents' daily lives and consultation with local organizations.
- In order to develop its Cultural Plan and determine its lines of action, the Borough conducted consultations in 2018 with its employees, stakeholders active in LaSalle's cultural community and the general public through an online questionnaire.



SOURCES OF INSPIRATION

The Cultural Plan is also based on the 2018-2024 Strategic Plan, which identifies specific actions including the addition of a new cultural and community building (13 Strathyre) and the expansion and renovation of L'Octogone library.

The Cultural Plan and its action plan are also based on, and inspired by, the policies and reflections contained in a large number of documents produced by the Borough and Ville de Montréal:

- LaSalle's Action Plan on Cultural Diversity (2018-2020)
- Montréal's Policy on Children (Ville de Montréal, 2018)
- Montréal's Cultural Development Policy (Ville de Montréal, 2017-2022)
- LaSalle's Social Development Plan (2015-2020)
- Cultural Diagnosis of the Borough of LaSalle(2015)
- LaSalle's submission on the draft version of the Montréal Urban Agglomeration Land Use and Development Plan (2014)
- Implementation Plan for Cultural Quarters (Ville de Montréal, 2013)
- LaSalle's Cultural Development Policy (2008)
- Evaluation of the urban heritage of the Borough of LaSalle (Ville de Montréal, 2004)



VISION

The Borough is committed to placing art and culture at the heart of its actions so that all residents can benefit from an active and inclusive cultural life.

VALUES*

- Integrity
- Courage
- Listening to residents
- The common good
- Good governance

*In accordance with the values of the Borough of LaSalle's 2018-2024 Strategic Plan

PRINCIPLES

- Recognition of artistic and heritage assets reinforces a sense of belonging and local pride.
- Accessibility to a local, professional, diversified cultural offer closely contributes to residents' quality of life.
- Opportunities for active participation in culture, amateur artistic practice and cultural leisure activities promote development, inclusion and social cohesion. The creation of cultural quarters increases the ability to attract and retain the population, attracts and stimulates tourism, plays a role in urban and economic revitalization and contributes toward making LaSalle shine beyond its borders.
- The principle of equity and inclusion recognizes all residents' contribution to cultural life and involves commitments to encourage the participation of residents facing systemic challenges due to gender, language, age, origins or functional limitations.
- The cultural reflex stimulates multidisciplinary initiatives, fosters creativity, makes room for innovation and encourages cultural citizenship.



LINE OF ACTION AND DEVELOPMENT FOR 2019-2024

The Cultural Plan is based on five closely inter-related lines of action to identify the steps to be taken in the coming years:

1. Increase residents' participation and diversify cultural habits.

Objectives

- To raise awareness of the vitality and originality of LaSalle's cultural offer
- To enrich the cultural mediation program, programming beyond the confines of facilities, amateur artistic practice and cultural leisure activities
- To reach new clientele, and particularly young people and newcomers
- To promote cultural diversity and encourage dialogue between communities
- To orient the library as a real place for exchange, learning and knowledge
- To develop and promote cultural tourism
- To maintain an affordable offer

2. Enhance cultural sites and focus on the emergence of local cultural quarters

Objectives

- To plan a dynamic, well-knit urban core around Avenue Dollard, in connection with the project to expand L'Octogone library and to create cultural quarters around the existing venue hubs: Centre culturel et communautaire Henri-Lemieux, Fleming Mill and Théâtre Desjardins
- To encourage and facilitate residents' cultural initiatives, such as neighbourhood events, temporary spaces, etc.
- To define the possibilities and guidelines for temporary pedestrianization, the creation of temporary and permanent works of art, murals, food service areas that bring people together (food trucks, terraces, coffee shops, etc.)
- To adopt a vision of sustainable development and encourage eco-responsible events

LINEs OF ACTION AND DEVELOPMENT FOR 2019-2024

3. Encourage joint and complementary initiatives by cultural, community and institutional organizations.

Objectives

- To encourage the exchange, networking and pooling of resources in order to showcase culture in LaSalle
- To participate in or initiate networking activities with cultural, business, school and community groups to increase outreach opportunities and accelerate the flow of information
- To strengthen cross-promotion, joint outreach efforts and new visibility strategies
- To support resident-initiated experiences and promote innovative practices
- To build institutional relations with partners outside the Borough in order to promote LaSalle's cultural appeal
- To raise the business community's awareness of the importance of culture and encourage cultural initiatives undertaken by private companies

4. Increase knowledge of LaSalle's heritage in all its tangible and intangible forms.

Objectives

- To develop activities, heritage awareness programs and tourism activities for residents
- To design and distribute heritage-related promotional and educational tools
- To support organizations that work in the heritage field
- To develop tourist activities that contribute to the enhancement of local heritage and history
- To encourage the use of heritage buildings and sites for holding cultural activities
- To showcase LaSalle's assets—collections of works of art, archives and artefacts—and promote them to the public

5. Develop the cultural reflex in all initiatives on LaSalle territory.

Objectives

- To integrate the cultural reflex into the development of the commercial offer, planning and urbanization projects as well as civic and cultural action projects
- To develop a distinct urbanistic signature for the identified cultural quarters (coloured crossing, special lighting, distinct urban furniture, etc.)
- To recognize the asset that culture represents in the Borough's social, urban and economic development
- To decentralize initiatives and mobilize the various departments in the Borough
- To facilitate multidisciplinary initiatives, exchanges and projects

APPENDICES



PROFILE OF LASALLE



PROFILE OF LASALLE

Located in the southwestern part of the island, LaSalle has an industrial sector and large commercial hub. The Borough also has residential neighbourhoods and vast green spaces, including the parks along the Lachine Canal, the Aqueduct Canal and the St. Lawrence River. It is in LaSalle that the Lachine Rapids can be admired.

The population is spread out over an area of 16.3 km² and ranks 13th out of the 19 boroughs in terms of population size. Its 81,013 inhabitants represent 4.5% of the total population of Montréal. The percentage of children age 14 and under is higher than in the city of Montréal as a whole; however, the opposite holds true for the 25-34 age group. The concentration of seniors, age 65 and over, is particularly high here.

The majority of the Borough's population (58%), is able to carry on a conversation in both French and English. However, French is still the language most commonly used on a daily basis at home. English, Chinese and Spanish are also among the main languages used at home.

The significance of the immigrant population within the Borough is undeniable. Three out of five residents have a direct or indirect immigrant background.

Among the Borough's population, 700 people identify themselves as Aboriginal, more than half of whom are associated with the First Nations group and nearly one-third with the Métis group. Together, they represent 0.9% of the total population.

More than 51% of the population between the ages of 25 and 64 have a college diploma or university degree. Just over one in ten people do not have any diploma or degree at all.

The labour force participation rate of the total population age 15 and over is 60.8%, while the employment rate stands at 54.5%.

The automobile continues to be the main means of transportation for half of the population.

The population 15 years of age and over can count on a median annual personal income of \$28,481. As for Borough households, their median annual income amounts to \$51,997. Moreover, of the 81,013 people living in a private household on LaSalle territory, 15% are in a low-income bracket.

LIST OF CULTURAL ORGANIZATIONS



CULTURAL ORGANIZATIONS

- Association des artistes de LaSalle
- Association musicale de LaSalle
- Centre culturel et communautaire Henri-Lemieux
- Club Photo LaSalle
- Ensemble vocal de LaSalle
- Guilde des tisserands de LaSalle
- L'Avant-Scène de LaSalle
- Les rendez-vous culturels à LaSalle
- Savoy's atelier de tambours métalliques
- Société historique Cavelier-de-LaSalle
- Théâtre Desjardins

MAP OF CULTURAL QUARTERS

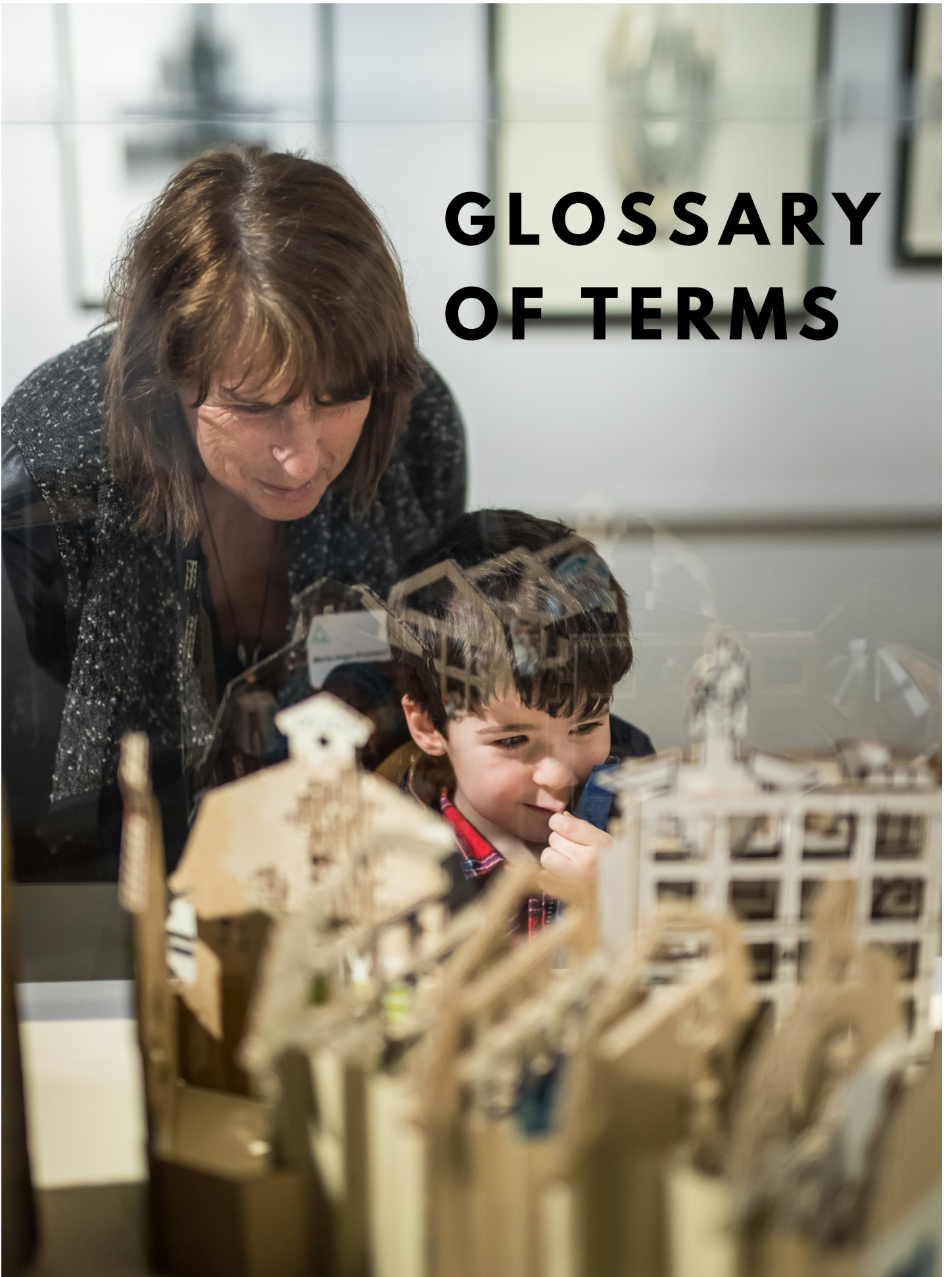




CULTURAL QUARTERS

- 1 Fleming Mill:** between rue Lyette, boulevard LaSalle, rue Trésor-Caché and rue St-Patrick
- 2 L'Octogone library:** between boulevard Newman, rue Airlie, avenue Dollard and boulevard De La Vérendrye
- 3 Théâtre Desjardins:** between boulevard Shevchenko, boulevard Newman, boulevard De La Vérendrye and Parc Angrignon
- 4 Centre culturel et communautaire Henri-Lemieux:** between boulevard Champlain, boulevard Bishop-Power and boulevard LaSalle and avenue Sénécald

GLOSSARY OF TERMS



GLOSSARY OF TERMS

Accessibility

Cultural accessibility refers to respect for everyone's right of access to culture. Accessibility eliminates all forms of discrimination, whether physical, sensory, mental, cognitive, psychological, social, financial or cultural barriers. For example, universal accessibility is integrated into the design that promotes the development of barrier-free environments for all clienteles, whether people with limited mobility (wheelchair or walker users, etc.), people who are hard of hearing or seniors, for example. Economic accessibility (affordability) refers to the price of cultural offerings, which must not be a barrier to participation. Examples: accessibility of a bus or building for the disabled. The accessibility of an exhibition or show is guaranteed by its free admission or very low cost.

Cultural citizenship

The notion of cultural citizenship implies individuals' adoption of appropriate means of cultural creation, production, dissemination and consumption. This notion is based on a bottom-up perspective, from residents to institutions; it encourages the expression of groups that are more alternative or marginalized by the dominant culture (the mainstream); it opens new cultural and political spaces, leads to an increase in the number of public spaces and conceives culture as a vehicle for social cohesion (Culture Montréal).

Off-site

In culture, off-site activities are those held away from the traditional production and presentation spaces (artist's studio, museum, theatre, library, etc.). Public spaces, parks and alleys are good examples.

Cultural leisure activities

A free-form activity that tends to develop an individual's culture, such as reading, singing, dancing, music, theatre, photography, etc. Cultural leisure activities offer all residents the opportunity to actively participate in a creative process within an artistic discipline. They promote the development of expressive skills, for example.

Cultural mediation

Where "cultural" joins "social", cultural mediation deploys action strategies (activities and projects) that promote—within the framework of artistic and heritage institutions, various municipal services or community groups—the encounter of various publics with a variety of experiences. Between democratization and cultural democracy, cultural mediation combines a number of objectives: to provide access to culture and make it accessible to the widest possible publics, to value a variety of expressions and forms of creation, to encourage public participation, to encourage the cultivation of ties within communities, to contribute to the personal development of individuals as well as to the development of a sense of community.

Heritage

Heritage refers to any object or group of objects, whether natural or cultural, tangible or intangible, that a community recognizes for its values of historical memory and testimony, by emphasizing the need to protect, conserve, appropriate, enhance and transmit it.

Cultural hub

Often located in a cultural quarter, it is a place, an institution, with functions of creation, production and/or artistic diffusion. For example: the Centre culturel et communautaire Henri Lemieux is a cultural hub.

Amateur and professional practice

In the artistic world, professional practice is governed by laws 31-1 and 32-01. A person engaged in a professional artistic practice may be a member of a professional association and benefit from peer recognition and/or financial compensation. Amateur practice refers to any artistic or cultural activity carried out within leisure activities, either individually or in a group, without any academic or professional constraints.

Cultural quarters

The concept of a cultural quarter is based on a broader vision of culture. It is a designated territorial space where local cultural activities are offered. Cultural quarters are diversified urban spaces that are adapted to local colours. They integrate elements related to heritage, architecture, the environment, the arts, science and business activity and involve a plurality of stakeholders from various spheres of activity.

Cultural reflex

The entire Borough Administration shares one and the same vision of culture and is committed to carrying out municipal projects rooted in the notion of cultural citizenship. A cultural reflex is also developed among residents who re-appropriate public space through artistic interventions (modified extract from Ville de Montreal's Cultural Development Policy for 2017-2022).

Residences

Temporary grant of a space—by a public or private cultural institution—to an artist or group of artists, in order to promote research, exploration or production. Resident artists can continue their research there, while having access to the various services and resources (human, documentary, material, etc.) of the host organization. The residency may lead to the production of works of art or literature, exhibitions or live or filmed performances.



Borough of LaSalle
2019