

What's in a name? New branding on Library Square is imminent



Library Square has been a name on the lips of Aurorans for the better part of 40 years as the Town debated the future of the lands at Victoria and Church Streets.

But now, as construction continues on the area's redevelopment, the hunt is on for a new name that reflects the past, present and future of the community's gathering space.

Public consultation on a new name for Library Square is drawing to a close on the Town's online engagement platform Engage Aurora, and possibilities include Aurora Junction?, Church Street Square?, Constellation Square?, and Town Square.?

Why are we changing the name? Finding an alternate name for the project currently known as Library Square is an important step that will help to better define the space as a downtown destination for community gatherings, arts, culture and heritage activities, special events, recreation and more, said the Town in a statement. This project has evolved in such a way that the name Library Square' no longer captures the full extent of its cross-sectional and collaborative nature. The new name will encompass the Aurora Public Library, 22 Church Street (home to the Aurora Museum & Archives and the Aurora Cultural Centre), including the new addition, the sky bridge, and outdoor square. The new name will also reflect the types of services, programs and partnerships that will occur in the new and existing spaces.

Aurora's Library Square project is a place where young and old can come together in all seasons to enjoy art, theatre, music, shopping, community events and activities. The space includes two key areas a vibrant outdoor square and a new community facility that will feature a flexible performance hall with seating for up to 250 people and a variety of multi-purpose programming spaces that will bring life and energy to our downtown core. Library Square is a key part of Aurora's exciting downtown revitalization plan.?

Council's decision could be final by June.

What's in a name? Here is the reasoning behind each of the four options:

Aurora Junction: Junction can be defined as an act of joining as well as a place or point of meeting, making it a fitting name for Aurora's newest space, where people from all walks of life will come together to enjoy art, theatre, music, shopping, community gatherings, and more. The term junction is also associated with the railway and so this name is a nod to the importance of the railroad to the development of Aurora from a small town to a growing and diversifying municipality.?

Church Street Square: ?Loaded with history and home to the Aurora Cultural Centre and Aurora Museum & Archives, Church Street Square honours one of Aurora's most iconic streets. The name is place-centric and speaks to how this area has grown into the Town's home for creativity, culture, innovative programming, and community gatherings.?

Constellation Square: ?The Town's newest facility is a place of opportunity and learning, where people can aspire to be more creative, more artistic, and more connected to their community. Constellation Square is a name that reflects these aspirational qualities. The name also translates well to a dramatic visual identity that is inspired by the night sky and some of the facility's unique design features, such as the catenary lights and the backlit aluminum mesh around the Church Street School addition.?

Town Square: ?Town Squares exist across the globe and can be described as an open public space usually located in the heart of a town used for community gatherings. Although not unique, Town Squares have a long history and reflect the age-old desire for communities to share a space of belonging and celebration.?

What is your favourite and why? Have an alternate suggestion? Send your thoughts to brock@lpcmedia.ca.

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