

Toronto STAFF REPORT

June 8, 2001

To: Economic Development and Parks Committee

From: Chief Administrative Officer

Subject: Naming of the Pierre Elliott Trudeau Pedestrian Bridge
and the Establishment of a Process to Approve Official Gifts.

Purpose:

To name the Humber Bay Pedestrian Bridge in memory of the Right Honourable Pierre Elliott Trudeau, former Prime Minister of Canada and to approve a framework to review future official gifts of public art by a citizen or third party or the installation of an artistic tribute or major public recognition to acknowledge a significant historic event, major charitable contribution or public campaign.

Financial Implications and Impact Statement:

Funds are available in the Clerk's Division Protocol 2001 Operating Budget to cover the cost of hosting a ceremony to unveil the signage at the Humber Bay Pedestrian Bridge.

Recommendations:

It is recommended that:

- (1) the Humber Bay Pedestrian Bridge be named the Pierre Elliot Trudeau Pedestrian Bridge;
- (2) donations of official gifts of public art or the installation of an artistic tribute or major public recognition to acknowledge a significant historic event, major charitable contribution or public campaign, be received by the Chief of Protocol after which a staff committee, comprised of representatives from Culture, Corporate Communications, Protocol, Urban Design and Facilities and Real Estate, review such request, in consultation with the Public Art Advisory Committee, and submit recommendations to the Economic Development and Parks Committee and Council on the acceptance of the gift by the City of Toronto; and

- (3) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

Background:

A Notice of Motion, moved by Councillor Silva and seconded by Mayor Lastman, was adopted by City Council on October 3, 4 and 5, 2000. The Notice of Motion resolved, among other things, that “Toronto City Council endorse the naming of a significant Toronto Landmark to commemorate the memory and accomplishments of the late Prime Minister The Right Honourable Pierre Elliott Trudeau”.

Councillor Silva held a series of meetings, including Members of Council, interested external parties and staff, to discuss possible landmarks to name after Pierre Trudeau. A number of suggestions of possible landmarks were made and staff were asked to research the cost and possible implications of naming or re-naming various streets and facilities. The cost of re-naming a street would be significant because of costs associated with signage and mapping as well as the public consultation process. A renaming would also require adjoining property owners to change their address, stationary and other printed materials and there is a potential for the City to be liable for some of those costs. Naming a significant facility, such as the Dundas Square project, after the late Right Honourable Pierre Elliott Trudeau forfeits potential revenue from naming rights.

After reviewing a number of options and consulting with the Transportation Division of Works and Emergency Services Department, the Humber Bay Pedestrian Bridge was determined to be the preferred landmark to name after the late Prime Minister. It is one of the City’s most prominent infrastructure landmarks on the waterfront land. The pedestrian bridge represents recreation and physical activity that the Prime Minister was well known for and the bridge has won an international design award for its beauty. The aesthetic design of the bridge reflects Pierre Trudeau’s love of the arts and art.

Comments:

The City has an obligation when accepting an official gift of public art, commemoration or the installation of a public tribute or major public recognition that aesthetic and technical criteria be followed. A process needs to be established to assess and review these requests. In a companion report, the Commissioner of Economic Development, Culture and Tourism is proposing that Council establish a Public Art Advisory Committee. The Advisory Committee would have a role in providing expert advice and consultation to the staff group, led by the Chief of Protocol, to evaluate these donations. Included in the terms of reference of the Public Art Advisory Committee, are the following mandates that are reasons for the staff committee to seek the advice of the Advisory Committee on these matters:

- To provide expert community input on City of Toronto public art policies, projects and procedures; and

- To provide guidance and advice to City departments, agencies, boards and Advisory Committees; sponsors from the earliest stages of public art projects proposed for City-owned lands and potential donations to the City.

The staff resource group comprised of staff from the Culture Division, Facilities and Real Estate, Corporate Communications, Protocol and Urban Design would review the requests in consultation with the Public Art Advisory Committee. The group will make recommendations to the Economic Development and Parks Committee and to Council to accept or reject the request using the evaluation criteria currently in use by the Culture Division. After review by the Public Art Advisory Committee, the recommendation will go forward to Economic Development and Parks Committee and then to Council.

The criteria, currently in use by the Culture Division when reviewing public art projects for City property would be used by the staff group:

1. Suitability of the donation as determined by the guidelines and mandate of the Public Art Advisory Committee;
2. Quality of the work, based on a professional assessment of the work, detailed written proposal, drawing and/or maquette, or photographs;
3. Suitability of the theme of the artwork to a public venue;
4. Appropriateness of the artwork to the site, in the case where a site has been identified;
5. Appropriateness of the process for selecting the artist/artwork;
6. Qualifications of the artist based on documentation of past work and the artist's professional qualifications;
7. Financial implication based on cost of project implementation, installation of the work, and ongoing maintenance of the work;
8. Provision by the donor for ongoing maintenance of the work and cost of relocation and removal;
9. Absence of restrictive conditions imposed by the donor;
10. Susceptibility of the work to wear and vandalism and potential danger to the public;
11. Suitability of the work to the technical requirements of installation in public spaces;
12. Suitability of the work to the environmental conditions of public display; and
13. Ease of maintenance and repair.

These criteria as well as relevance of the subject matter to the City of Toronto will guide the staff during the evaluation to ensure the integrity of the process.

Conclusions:

The selection of the Humber River Pedestrian Bridge as a suitable landmark to commemorate the significant contribution of former Prime Minister Pierre Trudeau will be a fitting tribute to his personal interests and his legacy to the Canadian people.

The selection of this commemoration provided the opportunity to develop an evaluation process when dealing with awards, commemorations and public tributes. The City's interests and profile must be protected when accepting donations of public art, installations of artistic tribute or major public recognition.

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