

Clause embodied in Report No. 8 of the Economic Development and Parks Committee, as adopted by the Council of the City of Toronto at its meeting held on October 2, 3 and 4, 2001.

1

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

(City Council on October 2, 3 and 4, 2001, amended this Clause by:

- (1) *deleting Recommendation (a) of the Economic Development and Parks Committee and Recommendation No. (1) embodied in the report dated June 8, 2001, from the Chief Administrative Officer, and inserting in lieu thereof the following new Recommendation No. (1):*

“(1) a memorial to the Right Honourable Pierre Elliott Trudeau be erected in a prominent public place and the Commissioner of Economic Development, Culture and Tourism and the Commissioner of Urban Development Services be requested to submit a joint thereon to the November 2001 meeting of the Economic Development and Parks Committee, such report to include the criteria for a competition to select the artist and design, location, funding and maintenance process (including grant applications to other levels of government, utilization of City funds, public donations), such memorial to be of significant stature befitting the respect and admiration of the majority of Canadians for the life, contributions and legacy of Pierre Elliott Trudeau, and further, that the Trudeau Ad-Hoc Committee be consulted in the process and the memorial be subject to the Public Art Policies of the City of Toronto, which includes reference to the Art Committee for Public Places;”; and

- (2) *adding thereto the following:*

“It is further recommended that:

- (a) *Toronto City Council request the Federal Government to rename the Trans Canada Trail the ‘Pierre Elliot Trudeau Trans Canada Trail’;*
- (b) *the following motion be adopted:*

‘WHEREAS *the Olympic Legacy Plan focused on:*

- (1) *re-energizing and revitalizing sports, recreation and physical activity in Canada;*

- (2) *providing a strong foundation for sport leadership for youth; and*
- (3) *celebrating the diversity of the City of Toronto's culture; and*

WHEREAS *Pierre Elliott Trudeau envisioned a just and compassionate society which promoted multiculturalism, celebrated Canada's youth and promoted a love of sports; and*

WHEREAS *Toronto City Council seeks to recognize the contributions of former Prime Minister Trudeau, through the development a site in his honour; and*

WHEREAS *a World Youth Centre, as proposed by the Toronto Olympic Bid Committee, would capture both the Olympic spirit and the ideals of The Right Honourable Pierre Elliott Trudeau;*

NOW THEREFORE BE IT RESOLVED THAT *Toronto City Council:*

- (a) *support, in principle, the establishment of a World Youth Centre on the Waterfront, in consultation with the Trudeau family; and*
- (b) *the Commissioner of Economic Development, Culture and Tourism and the Commissioner of Urban Development Services be requested to submit a joint report to the Economic Development and Parks Committee on:*
 - (i) *the conceptual plan, as presented by the Toronto Olympic Bid Committee;*
 - (ii) *the possibility of obtaining funding for this project from other levels of government; and*
 - (iii) *the potential involvement of members of the Toronto Olympic Bid Committee.;*
- (c) *the report dated July 12, 2001, from the Acting Chief Administrative Officer, be referred to the Economic Development and Parks Committee and the Waterfront Reference Group for further discussion; and*
- (d) *the following recommendation be referred to the Economic Development and Parks Committee and the Waterfront Reference Group for further discussion:*

'It is recommended that Toronto City Council establish a Committee of interested Members of Council to explore the potential for building a World Youth Centre to be named after the former Prime Minister, The Right Honourable Pierre Elliott Trudeau.' ”)

(City Council on July 24, 25 and 26, 2001, deferred consideration of this Clause to the next regular meeting of City Council scheduled to be held on October 2, 2001.)

(Clause No. 4 of Report No. 7 of The Economic Development and Parks Committee)

The Economic Development and Parks Committee recommends that:

- (a) **Recommendation No. (1) of the report (June 8, 2001) from the Chief Administrative Officer be deleted and insert in lieu thereof the following:**
 - “(1) **the Humber Bay Pedestrian Bridge be considered as one of the landmarks to be named after the Right Honourable Pierre Elliot Trudeau and that the Acting Chief Administrative Officer be requested to report to Council for its meeting of July 24, 2001, on all the options explored by the Ad-hoc Committee in that regard and the costs associated with same;”;**
- (b) **Recommendations Nos. (2) and (3) of the report (June 8, 2001) from the Chief Administrative Officer be adopted; and**
- (c) **Metro Hall also be considered as one of the landmarks to be named after the Right Honourable Pierre Elliot Trudeau.**

The Economic Development and Parks Committee submits the following report (June 8, 2001) from the Chief Administrative Officer:

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 City 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 the 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 the 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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Councillor Mario Silva, Ward 18 Davenport, appeared before the Economic Development and Parks Committee in connection with the foregoing matter.

(City Council on July 24, 25 and 26, 2001, had before it, during consideration of the foregoing Clause, a report (July 12, 2001) from the Acting Chief Administrative Officer and Acting Chief Financial Officer reporting, as requested by the Economic Development and Parks Committee, on the options respecting the possible landmarks to be named after former Prime Minister Pierre Elliott Trudeau.)

(Having regard that City Council deferred consideration of this Clause to its next meeting scheduled to be held on October 2, 2001, the aforementioned report will be resubmitted to Council.)

(City Council on October 2, 3 and 4, 2001, again had before it, during consideration of the foregoing Clause, the following report (July 12, 2001) from the Acting Chief Administrative Officer and Acting Chief Financial Officer:

Purpose:

To report to City Council on the options with respect to possible landmarks to be named after former Prime Minister Pierre Elliott Trudeau, including Metro Hall, and the costs associated with the options.

Financial Implications and Impact Statement:

There are no financial implications associated with the recommendations of this report. The implications associated with the selection of one or more of the possible options are set out in the comments section of the report.

Recommendations:

It is recommended that this report be referred to the Economic Development and Parks Committee and the Waterfront Reference Group for further discussion.

Background:

At its meeting on July 9, 2001, the Economic Development and Parks Committee adopted the following recommendations that:

- “(1) the Humber Bay Pedestrian Bridge be considered as one of the landmarks to be named after the Right Honourable Pierre Elliot Trudeau and that the Acting Chief Administrative Officer, be requested to report to Council for its meeting of July 24, 2001, on all the options explored by the Ad-hoc Committee in that regard and the costs associated with same;”*
- (2) outlined the process to approve future 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; and*
- (3) Metro Hall also be considered as one of the landmarks to be named after Pierre Elliot Trudeau.*

Comments:

An Ad-hoc Committee of Councillors, staff and representatives of the private sector, chaired by Councillor Mario Silva, met to discuss the Notice of Motion that was adopted by City Council on October 3, 4 and 5, 2000 to name a significant Landmark to commemorate the memory and accomplishments of Pierre Elliott Trudeau. The Committee met and the following options were considered:

	<i>OPTIONS</i>	<i>DEPARTMENT</i>	<i>ESTIMATED COST</i>
1	<i>Yonge-Dundas Square</i>	<i>Urban Development Services</i>	<i>\$5-20 million – opportunity cost market value estimate of potential naming rights.</i>
2	<i>Don Valley Parkway</i>	<i>Works and Emergency Services</i>	<i>\$1.1M Costs associated with replacing signs on the ramps and approaches as well as indirect costs related to trailblazer signs on the arterial road system, mapping changes and changes to route guidance information provided by others.</i>
3	<i>University Avenue</i>	<i>Works and Emergency Services</i>	<i>\$7,500/km. Requires a public process to implement. Requires adjoining property owners to change their location information (letterhead, route guides etc.) the cost of which the City may be responsible for.</i>
4	<i>Queen's Quay</i>	<i>Works and Emergency Services</i>	<i>\$7,500/km Requires a public process to implement. Requires adjoining property owners to change their location information (letterhead, route guides etc.) the cost of which the City may be responsible for.</i>
5	<i>Trans Canada Trail (Toronto Portion)</i>	<i>Economic Development, Tourism and Culture</i>	<i>\$200,000 for new signage. Requires extensive redesign, fabrication and installation of new signage to coincide with name change. The Trail is a federal initiative and would require approval from the Government of Canada to rename the Toronto portion.</i>
6	<i>2008 Olympic Plaza/Facility</i>	<i>Economic Development, Tourism and Culture</i>	<i>Unknown</i>
7	<i>Parc Downsview Park</i>	<i>Economic Development, Tourism and Culture</i>	<i>Unknown – Operated by Canada Lands Company and would require approval of the federal government.</i>
8	<i>Yonge-Sheppard Subway Station</i>	<i>TTC</i>	<i>\$ 100K+</i>
9	<i>Toronto Youth Games</i>	<i>Economic Development, Tourism and Culture</i>	<i>\$10,000 minimum per year. Loss of revenue from having a title sponsor for this event.</i>

	<i>OPTIONS</i>	<i>DEPARTMENT</i>	<i>ESTIMATED COST</i>
10	<i>Front Street Extension</i>	<i>Works and Emergency Services</i>	<i>Unknown</i>
11	<i>Harbourfront</i>	<i>Economic Development, Tourism and Culture</i>	<i>Unknown. No buildings available to name at this time. Harbourfront uses building naming as a source of revenue.</i>
12	<i>Statue or public art commission</i>	<i>Economic Development, Tourism and Culture</i>	<i>\$100,000. Estimate</i>
13	<i>Humber Bay Pedestrian Bridge</i>	<i>Works and Emergency Services</i>	<i>Less than \$10,000</i>
14	<i>Metro Hall</i>	<i>Corporate Services</i>	<i>It may be inappropriate to consider naming Metro Hall after Prime Minister Trudeau at the present time given the uncertainty with respect to whether or not City Council decides to retain or sell the building. From an investor's perspective, they would probably wish to be in a position to offer signage rights to a very large anchor tenant. Renaming Metro Hall after Prime Minister Trudeau could eliminate this possibility. In addition, in order to ensure that the name is maintained on the building, it would be necessary to enter into some form of agreement with a prospective purchaser. On balance, it may be preferable to delay any decision with respect to Metro Hall until such time as Council has determined whether or not it wishes to offer the property for sale on the open market.</i>

The options to name a suitable landmark after the former Prime Minister were researched by staff and the costs identified. In most cases, renaming a facility or road has significant financial impacts on members of the public affected by the change. Renaming University Avenue, for instance, would have considerable impact on the hospitals and businesses that line the street.

Some of the options discussed were facilities that are not owned by the City of Toronto and would require the approval of another level of government or the Board of the facility.

Conclusions:

If Council were to adopt any of the options outlined above, there would be financial implications for the relevant Department listed in the chart above that are unbudgeted in the 2001 Operating budgets of Economic Development, Culture and Tourism, Works and Emergency Services and Urban Development Services. The costs associated with naming the Humber River Pedestrian Bridge after the former Prime Minister are available in the 2001 Clerk's Protocol Operating Budget. The adoption of any of the options by City Council does not preclude the possibility of naming other landmarks either now or in the future in memory of the former Prime Minister of Canada.

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(City Council also had before it, during consideration of the foregoing Clause, a communication (September 18, 2001) from Mr. Joseph William Lea, proposing that Speakers' Corner, 399 The West Mall, be dedicated to the memory of Pierre Elliot Trudeau, former Prime Minister of Canada.)