

CITY OF HAMILTON

PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT
Tourism and Culture Division

TO: Mayor and Members General Issues Committee	WARD(S) AFFECTED: CITY WIDE
COMMITTEE DATE: June 6, 2012	
SUBJECT/REPORT NO: Assessment of Opportunities to Commemorate the Diamond Jubilee of Queen Elizabeth II (PED12092) (City Wide) (Outstanding Business List Item)	
SUBMITTED BY: Tim McCabe General Manager Planning and Economic Development Department	PREPARED BY: Ian Kerr-Wilson 905.546.2424, ext. 1747
SIGNATURE:	

RECOMMENDATION

- a) That the naming of the newly created pedestrian promenade at Gore Park to commemorate the Diamond Jubilee of Queen Elizabeth II be referred to the Facility Naming Sub-Committee for consideration under the Municipal Property and Building Naming Policy and in consultation with Public Works and the Gore Master Plan stakeholders.
- b) That staff determine an appropriate location for a Diamond Jubilee tree planting legacy project and associated dedication events and secure necessary funding sources, in consultation with Forestry and Horticulture, Public Works, community stakeholders and partners.

EXECUTIVE SUMMARY

At the February 13, 2012 Emergency and Community Services Committee, staff were directed to prepare an assessment of the opportunities (in the form of events and/or a legacy project) and potential funding sources to commemorate the Diamond Jubilee of Queen Elizabeth II. At the March 7, 2012 Council meeting, staff were directed to report

back to Emergency and Community Services with regard to a letter from the Monarchist League of Canada requesting that a pedestrian promenade at Gore Park be named to commemorate the Diamond Jubilee of Queen Elizabeth II.¹

Council received the letter from the Monarchist League of Canada on February 17, 2012 requesting consideration to name the newly created pedestrian promenade at Gore Park, in the area formerly used by the HSR, "Queen Elizabeth II Diamond Jubilee Promenade." The initiative, as described in the letter, is possible, subject to demonstrated community support and approval by the Facility Naming Sub-Committee. As part of the Gore Master Plan design process a Public Stakeholder Group was established for the purpose of consultation. The Public Stakeholder Group was asked to comment on the proposed renaming of any public areas included in the Gore Master Plan. Favourable comments were received with a preference to rename the entire south leg of King Street East from James Street South to Catharine Street.

Also put forward in the Monarchist League correspondence was an idea suggested by the United Empire Loyalist Association of Canada to plant 60 chestnut trees along the City of Hamilton waterfront. While Forestry and Horticulture staff are supportive of this proposed legacy project, further consultation regarding the feasibility of planting 60 trees of any single species in close proximity, as well as the location of any planting, is required.

The National Office of the Monarchist League is encouraging local events across the country. The events are to be free "Neighbours and Newcomers" events with a strong community focus. The intent is to hold an event in Hamilton in the summer of 2012, preferably before the end of June.

Alternatives for Consideration – Not Applicable

FINANCIAL / STAFFING / LEGAL IMPLICATIONS
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Financial:

There are no financial implications associated with the recommendations in Report PED12092.

Staffing:

There are no staffing implications associated with the recommendations in Report PED12092.

Legal:

¹ These directions were moved from the Emergency and Community Services Outstanding Business List to the General Issues Committee Outstanding Business List at Council on April 11, 2012.

There are no legal implications associated with the recommendations in Report PED12092.

HISTORICAL BACKGROUND

Queen Elizabeth II ascended to the throne in February 1952. The coronation occurred the following year in June 1953. With the Diamond Jubilee of the ascension in 2012, Queen Elizabeth becomes the longest serving British monarch since Queen Victoria in 1897. She becomes only the second British monarch to reach this milestone in the last one thousand years.

The Department of Canadian Heritage has initiated two significant programs to mark this occasion. The Diamond Jubilee Medals will be awarded in 2012, the Diamond Jubilee Year, to Canadians who have made significant contributions to their communities and nation or who have made achievements abroad that bring credit to Canada. Details of this program are attached as Appendix "A" to Report PED12092.

In addition, the Department of Canadian Heritage is funding events through a 2012 Community Celebrations fund. Funding for Diamond Jubilee community celebrations will provide Canadians opportunities to:

- mark the 60th anniversary of the reign of Her Majesty The Queen as Queen of Canada;
- celebrate those Canadians who, like Her Majesty, have dedicated themselves to service, to family, community, and country;
- celebrate the role of the Crown in Canada as well as our traditions, history, symbols, values and institutions;
- highlight how Canada has evolved over the past 60 years under Her Majesty's reign and look to the future of our nation; and,
- enable Canadians to participate in celebrations that contribute to building a sense of pride and belonging to Canada.

POLICY IMPLICATIONS

There are no policy implications associated with the recommendations in Report PED12092.

RELEVANT CONSULTATION

Finance & Administration, Treasury Services, Corporate Services
No comments required

Forestry & Horticulture, Environmental Services, Operations and Waste Management, Public Works

Forestry and Horticulture work to maintain the extent and health of the forestry resources within the City. In consultation with Tourism and Culture staff, Forestry and Horticulture has been supportive of the tree planting proposal with a preference for planting mixed species on the Auchmar Estate site.

Landscape Architectural Services, Environment and Sustainable Infrastructure, Public Works

On behalf of Tourism and Culture staff, the Gore Master Plan Project Manager provided information to the Public Stakeholder Group regarding the proposed naming of the "Queen Elizabeth II Diamond Jubilee Promenade". Comments back from the Group were favourable with a preference to rename the entire south leg King Street East from James Street South to Catharine Street, formerly used by the HSR.

Robert Finch, National Chairman, Monarchist League of Canada

The National Office of the Monarchist League of Canada is coordinating activities for the Jubilee across Canada. Working with local chapters of the League, the focus has been on community events. The National Office maintains an objective of mounting a separate local event, "Neighbours and Newcomers." The National Office is supportive of the promenade naming and the tree planting proposal. They are willing to engage in additional discussions related to wording, funding, locations, tree species etc.

Bruce Borsiac, Grants Officer, Department of Canadian Heritage

The response from community groups to the Jubilee Fund has been overwhelming. There are many more applications than available grants. The clear preference is to support events with heavy community and public involvement. There is little interest in events where the public are simply spectators but great interest in events where the public are active participants. Grant staff are willing to consider funding the purchase of trees if the community is involved in selecting their placement and the design of that placement.

Jack McFarland, City of Hamilton Veteran, former Chair of the City of Hamilton Veterans Committee, and member of the Gore Master Plan Public Stakeholder Group.

Mr. McFarland has discussed the question of street re-naming with his contacts within the veteran community. The preference is for the block between James Street South and Hughson Street South to be renamed the "Queen Elizabeth II Diamond Jubilee Promenade," the name suggested by the Monarchist League.

ANALYSIS / RATIONALE FOR RECOMMENDATION

Legacy Project – Naming Pedestrian Promenade

Any recommendation to name new or re-name existing facilities (including streets and parks) must go before the Facility Naming Sub-Committee. To inform the decision to name the newly created pedestrian promenade at Gore Park, in the area formerly used by the HSR, to commemorate the Diamond Jubilee of Queen Elizabeth II, Landscape Architectural Services staff consulted with the Gore Master Plan stakeholders. The stakeholders were generally supportive of the idea of acknowledging the Diamond Jubilee by naming this area. Further consultation with the local BIA and other stakeholders will be necessary so that information can be included for Council's consideration.

Legacy Project – Tree Planting

Forestry and Horticulture staff have advised there are relatively few locations along the City's waterfront where 60 chestnut trees could be planted in one spot, the planting of 60 trees of any single species in close proximity is not recommended, and chestnuts, in particular, are prone to blight.

It should be noted that Bayfront Park will be reviewed over the next couple of years as part of the West Harbourfront Master Plan implementation and tree planting will be a central program element. Staff cannot recommend planting such a large number of trees in advance of the completion of the schematic design when the rest of the design elements will be finalized.

Sixty trees could be planted at Confederation Park as a naturalized planting, mixed smaller groves of trees distributed throughout the park, however, there is no location for a single stand of 60 trees due to other program requirements.

An alternative location and the site recommended by Forestry and Horticulture staff would be the Auchmar Estate, 88 Fennell Avenue West. Although not a waterfront location, the selection of Auchmar would be appropriate, in part, because Isaac Buchanan, the original owner, would be the sort of person who would be receiving the Diamond Jubilee medal if he were alive today: fiercely loyal and dedicated to public service. Additional analysis and consultation related to archaeological resources and heritage designations are required to confirm the practicality of this location for the legacy project.

ALTERNATIVES FOR CONSIDERATION

Not applicable.

CORPORATE STRATEGIC PLAN (Linkage to Desired End Results)

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Focus Areas: 1. Skilled, Innovative and Respectful Organization, 2. Financial Sustainability, 3. Intergovernmental Relationships, 4. Growing Our Economy, 5. Social Development, 6. Environmental Stewardship, 7. Healthy Community

Skilled, Innovative & Respectful Organization

- ◆ Council and SMT are recognized for their leadership and integrity

Financial Sustainability

- ◆ Effective and sustainable Growth Management
- ◆ Delivery of municipal services and management capital assets/liabilities in a sustainable, innovative and cost effective manner

Growing Our Economy

- ◆ A skilled and creative labour pool that supports new employers
- ◆ A visitor and convention destination

Social Development

- ◆ People participate in all aspects of community life without barriers or stigma

Environmental Stewardship

- ◆ Natural resources are protected and enhanced

Healthy Community

- ◆ Plan and manage the built environment
- ◆ An engaged Citizenry

APPENDICES / SCHEDULES

Appendix A to Report PED12092 – Diamond Jubilee Medal

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Diamond Jubilee Medal

Queen Elizabeth II Diamond Jubilee Medal



A new commemorative medal was created to mark the 2012 celebrations of the 60th anniversary of Her Majesty Queen Elizabeth II's accession to the Throne as Queen of Canada. The Queen Elizabeth II Diamond Jubilee Medal is a tangible way for Canada to honour Her Majesty for her service to this country. At the same time, it serves to honour significant contributions and achievements by Canadians.

During the year of celebrations, 60 000 deserving Canadians will be recognized.

The Chancellery of Honours, as part of the Office of the Secretary to the Governor General, administers the Queen Elizabeth II Diamond Jubilee Medal program.

Eligibility criteria

To be eligible for this honour, a person must:

- Be a Canadian citizen or a permanent resident of Canada, but need not necessarily reside in Canada;
- Have made a significant contribution to a particular province, territory, region or community within Canada, or an achievement abroad that brings credit to Canada; and
- Be alive on February 6th, 2012, the 60th anniversary of

Her Majesty's accession to the Throne. The medal can be awarded posthumously, as long as the recipient was alive on that date.

Nomination process

To ensure that a variety of fields of activity are recognized, **partner organizations** have been invited to nominate candidates from their community or organization for this national honour.

Members of the general public are welcome to contact the offices of members of Parliament, senators, lieutenant governors, territorial commissioners, or provincial and territorial premiers to suggest names of candidates.

Recommendations can also be made for individuals affiliated with non-governmental organizations participating in this program.

Questions concerning the Diamond Jubilee Medal program can be sent to [**diamondjubilee@gg.ca**](mailto:diamondjubilee@gg.ca) or by calling **613-998-6790** or **1-800-465-6890** (toll-free).

Description of the medal

The obverse depicts a crowned image of the Sovereign, in whose name the medal is bestowed. The reverse marks the sixtieth, or diamond, anniversary of the accession to the Throne of Her Majesty Queen Elizabeth II. The anniversary is expressed by the central diamond shape, by the background composed of a pattern of diamonds, and by the two dates. The Royal Cypher consists of the Royal Crown above the letters EIIR (i.e., Elizabeth II Regina, the latter word meaning Queen in Latin). The maple leaves refer to Canada, while the motto VIVAT REGINA means “Long live The Queen!”

The ribbon uses a new arrangement of the blue, red and white colours found in the 1953 Coronation Medal, the 1977 Silver Jubilee Medal, and the 2002 Golden Jubilee Medal.