

To: Council in Committee of the Whole

From: Warren Munro, HBA, MCIP, RPP, Commissioner,
Economic and Development Services Department

Report Number: CNCL-23-54

Date of Report: May 24, 2023

Date of Meeting: May 29, 2023

Subject: Downtown Oshawa Banner Program

Ward: Ward 4

File: 03-05

1.0 Purpose

The purpose of this Report is to obtain direction pertaining to the agreements with Post-Secondary Institutions with campuses in downtown within the Downtown Oshawa Banner Program to install banners on allocated light standards.

Attachment 1 includes a map showing the location of current light standards with City of Oshawa installations, Ontario Tech University installations and Support Our Troops installations.

Attachment 2 includes a revised map for the proposal detailed in Section 5.1 of this Report.

2.0 Recommendation

It is recommended to City Council:

1. That, pursuant to Report CNCL-23-54 dated May 24, 2023, Economic and Development Services staff be directed to enter into a two (2) year agreement with Ontario Tech University and Trent University Durham GTA for exclusive use of designated light standards within the downtown for institutional banner installations in a form and content acceptable to the Commissioner of Community and Operations Services and the City Solicitor.
2. That Economic and Development Services staff renew the agreement with Ontario Tech University/Durham College for installing banners on light standards surrounding the campus location at Simcoe Street North and Conlin Road West.

3.0 Executive Summary

Following the disbandment of the Oshawa Central Business District Improvement Area (the “B.I.A.”), the City assumed many B.I.A. responsibilities including streetscape improvements, events, promoting the area as a business and shopping area and the light standard banner program. The full details of the assumption of responsibilities can be found in Report CNCL-21-77 dated September 22, 2021.

Within Report CNCL-21-77, City Council appointed the responsibility of the downtown banner program to the then Community Services Department (now the Community and Operations Services Department) as detailed in Section 5.1.2.

At present, the City assumed oversight of an agreement with Ontario Tech University to extend permission for use of 130 light standards to erect Ontario Tech branded banners. The term of the assumed agreement previously between Ontario Tech University and the B.I.A. was 2016 through to June 1, 2023. This agreement is now up for renewal between the City and Ontario Tech University.

Effective April 2023, Trent University Durham GTA entered into a lease agreement at 11 Simcoe Street North to operate a satellite campus location for post-graduate student programming that will begin in September 2023. City staff have received a request from Trent University to erect Trent branded banners outside of their campus location. This request needs to be considered in the renewal agreement with Ontario Tech University.

4.0 Input From Other Sources

The following have been consulted in the preparation of this Report:

- Chief Administrative Officer
- Commissioner, Corporate and Finance Services
- Commissioner, Community and Operations Services

5.0 Analysis

5.1 Agreements with Post-Secondary Institutions

Banners in Downtown Oshawa are used as a wayfinding tool and a general form of promotion for the experiences, notable days and/or events, offerings and institutions that can be accessed and enjoyed in the downtown area.

As mentioned in Section 3.0 of this Report, the City assumed oversight of the agreement previously signed between the B.I.A. and Ontario Tech University for the University’s exclusive use of 130 light standards in the downtown for the purposes of institutional banner installations. The agreement has an expiry date of June 1, 2023. Once this Report is approved, City staff will work with Ontario Tech University to renew this agreement.

The City will also work on renewing the banner agreement with Ontario Tech University/Durham College for installing banners on light standards surrounding the campus location at Simcoe Street North and Conlin Road West.

In addition, City staff have received a request from Trent University Durham GTA to install institutional banners outside of their new downtown campus location at 11 Simcoe Street North. Staff have reviewed the downtown banner map and recommend extending Trent University Durham GTA the opportunity to install banners on 9 light standards in the downtown surrounding the new satellite campus location. The exclusive banner installation for Trent University would be restricted to light standards along Simcoe Street between Athol Street West and Bond Street West on east side of the road. This would require staff to amend the current agreement with Ontario Tech University and reduce their exclusive allotment from 130 to 121 light standards throughout the downtown and enter into a new agreement with Trent University Durham GTA for a two (2) year term.

Upon completion of previously mentioned agreements, Economic and Development Services staff will lead the project and work in collaboration with Community and Operations Services staff to coordinate the printing and installation of both post-secondary banners and City-designed banners. Allocated operating budgets and coordination of installation will remain with Community and Operations Services.

5.2 Future Considerations

City staff recognize that there could be future expansions or relocations of post-secondary institutions in the downtown area. Physical campus locations will be monitored to allow for potential adjustments to banner placement to align with wayfinding and place making efforts that align with the growth and presence of the post-secondary institutions locating in the downtown area.

Further, staff are collaborating to recommend a policy and procedure to respond to future requests for temporary community and special purpose banners. It is anticipated that this report will be brought to Council in late 2023.

6.0 Financial Implications

There are no immediate financial implications as it relates to this Report. However, Council should note that future budget requests may be forthcoming from various branches in the future to support a robust banner program in Downtown Oshawa that adds to beautification of the streetscape, recognition of days of significance or various celebrations and supportive wayfinding.

7.0 Relationship to the Oshawa Strategic Plan

This Report advances the Accountable Leadership and Cultural Vitality goals of the Oshawa Strategic Plan.



Hailey Wright, BA Hons, Director,
Business and Economic Development Services



Warren Munro, HBA, MCIP, RPP, Commissioner,
Economic and Development Services Department

Title: Location of Current Light Standards with City of Oshawa Installations, Ontario Tech University Installations and Support Our Troops Installations
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DOWNTOWN BANNERS
4-2016



Banner Type

- Triangular Entrance banners
- Seasonal banners
- Ontario Tech banners
- Troops banners
- BIA Area

Seasonal in-BIA = 120
 # Seasonal out-BIA = 35
 # Ontario Tech in-BIA = 85
 # Ontario Tech out-BIA = 45
 # Troops = 28
 # Triangular = 29

Title: Revised Map for the Proposal Detailed in Section 5.1 of the Report
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DOWNTOWN BANNERS

