

To: Economic and Development Services Committee

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

Report Number: ED-23-125

Date of Report: May 31, 2023

Date of Meeting: June 5, 2023

Subject: Temporary Public Art Installation in Ed Broadbent Waterfront  
Park

Ward: Ward 5

File: 03-05

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## **1.0 Purpose**

The purpose of this Report is to seek Council approval, in accordance with the Public Art Policy, to install a temporary public art installation in Ed Broadbent Waterfront Park as part of the implementation of the Public Art Master Plan.

Attachment 1 to this Report is a copy of the Public Art Policy (“P.A.P.”). Owing to its size, a copy of the P.A.P. is not attached to this Report but can be viewed at the following link: [Public Art Policy](#).

Attachment 2 to this Report is a copy of the Public Art Master Plan (“P.A.M.P.”). Owing to its size, the P.A.M.P. is not attached to this Report but can be viewed at the following link: [Public Art Master Plan](#).

Attachment 3 is an exhibit showing the general location for Public Art installation in Ed Broadbent Waterfront Park.

Confidential Attachment 4 contains information on the proposed project, including the artist’s name.

## **2.0 Recommendation**

That, pursuant to Report ED-23-125 dated May 31, 2023, the Economic and Development Services Committee recommend to City Council that a new outdoor photography exhibition be approved for temporary installation in Ed Broadbent Waterfront Park generally in accordance with Attachment 4 to this Report.

### **3.0 Executive Summary**

In its meeting on February 18, 2014, City Council approved CS-14-16, Culture Counts: Oshawa's Arts, Culture and Heritage Plan. One of the key strategies of this plan is to "Create Vibrant Places and Spaces".

In its meeting of March 9, 2015, City Council approved CS-15-54 and adopted a Public Art Policy. The Public Art Policy outlines the framework for the City to acquire, maintain and oversee a Public Art Program. The Policy states that City Council's responsibilities include approving the related budget, expenditures and sites.

On June 25, 2018, City Council approved CS-18-51 and adopted a Public Art Master Plan. The Public Art Master Plan is a planning tool that articulates a City-wide vision for public art and is an extension to the Public Art Policy framework clarifying how sites are selected as well as identifying specific sites for future Public Art projects.

### **4.0 Input From Other Sources**

The following were consulted in the preparation of this Report:

- Commissioner, Community and Operations Services
- Commissioner, Corporate and Finance Services
- Selection Committee comprised of members of the Public Art Task Force and Cultural Leadership Council

### **5.0 Analysis**

#### **5.1 Overview and Background: The Public Art Policy and Public Art Master Plan**

The City of Oshawa's P.A.P. was approved in 2015 and was developed in consultation with community members and provides a framework related to the administration, selection, and maintenance of public art in Oshawa.

The P.A.P. reflects the commitment and desire to connect and engage with the community, as well as transform the spaces where we live, work, learn and play into vibrant, inviting and meaningful public places.

In 2017, the City of Oshawa convened a Public Art Committee, now known as the Public Art Task Force ("P.A.T.F.") to assist with the City's Public Art Program. The P.A.T.F. is comprised of six members, including a Durham College representative from the Faculty of Media, Art and Design, a Robert McLaughlin Gallery Representative, a Cultural Leadership Council ("C.L.C.") representative, an Oshawa Art Association representative, and two Community Representatives. Currently, the Oshawa Art Association Representative and one of the two Community Representative positions are vacant. The purpose of the P.A.T.F. is to advise on new Public Art projects and priorities, review Public Art donations and make recommendations on juried Public Art competitions.

Developed in collaboration with the P.A.T.F., the P.A.M.P. was approved by Oshawa City Council on June 25, 2018. It guides the ongoing implementation of the City's public art program, and outlines the following vision statement for public art in Oshawa:

“Oshawa will be a community where Public Art is innovative, diverse, and accessible to create vibrant public spaces and meaningful connections.”

## **5.2 Call for Artist-Initiated Projects**

The call for artist-initiated projects received support at the P.A.T.F. meeting held on February 14, 2023. The project objectives were to:

- Demonstrate artistic excellence;
- Engage the wider public through the delivery of compelling, unique and meaningful artistic experiences;
- Activate outdoor or indoor public spaces and strengthen the community through creative placemaking; and,
- Showcase Oshawa's incredible artistic talent across a diversity of artistic styles and disciplines.

On March 2, 2023, City staff launched an open call for artist-initiated projects, accepting proposals from artists, collectives and arts groups for all manner of artistic projects including installations, exhibitions, performances, workshops and temporary public art.

A total of 37 applications were received and evaluated by a Selection Committee against the following criteria:

- Artistic merit and significance of the work including quality of work and thoughtful consideration of the site, if applicable;
- Response to the project objectives; and,
- The feasibility of the project within the proposed timeline and budget; and
- The skills of the artist.

Public art projects were also evaluated against the P.A.P. and P.A.M.P., including location, site selection guidelines and criteria.

On April 18, 2023 the Selection Committee, comprised of City staff, C.L.C. members and P.A.T.F. members, reviewed 37 applications and recommended six projects to proceed. Five of the recommended projects fall outside the scope of the P.A.P. and therefore are not included in this Report. The remaining project described in this Report is subject to the P.A.P.

### **5.3 Photography Exhibition in Ed Broadbent Waterfront Park**

The recommended location for the proposed temporary photography exhibition is in Ed Broadbent Waterfront Park (see Attachment 4). Economic Development Services staff consulted with the artist, Operations Services staff, and the Diversity, Equity and Inclusion team to recommend this location.

The P.A.M.P. identifies priority zones, areas and sites for future Public Art. The Trails and Waterfront Zone is ranked as the second highest priority zone that should be prioritized for future public artworks. Although the development of Ed Broadbent Waterfront Park occurred after the P.A.M.P. was completed, it is situated in proximity to the Waterfront Zone.

Large-scale photographs will be installed at the southeast end of the park, on the grass area along the trail that runs beside Oshawa Creek. The photos will be installed on purpose built 'billboard' style signs made from two pieces of wood and estimated to be 6 feet high.

Between 6 and 8 'billboards' will be installed, with the final number being determined once image selection is complete. The 'billboards' will be installed along the path with space between each so residents can view the harbor as a backdrop to the exhibition. This will also preserve view corridors and serve to retain the openness of the park. The posts will be installed using a fence post pounder to minimize disruption to the ground once removed. Installation and removal will be executed in collaboration with Operations Services staff to ensure the work is done safely and does not disrupt the soil cap.

This project will be installed on a temporary basis. It is expected to be installed in the late summer or early fall of 2023 and remain in place for six months, with the possibility of extension totaling no more than two years.

Due to the nature of this exhibition as a temporary installation this project will not become part of the City's Public Art Collection.

### **5.4 Accessibility**

Accessibility considerations will be taken into account related to the exhibition and the design of signage, in consultation with the Diversity, Equity and Inclusion team to ensure the exhibition is accessible to all.

### **5.5 Photography Exhibition Proposal**

Confidential Attachment 3 contains information on the proposed project, including the artist's name and project description.

As outlined in the P.A.P., City Council's responsibilities include approving the related budget, expenditures and sites for Public Art projects, while Public Art Juries are responsible for reviewing artist proposals and making selection recommendations. As a result, the project description is being shared for information only, not for Council direction.

## **5.6 Next Steps**

If the recommendation in this report is adopted, the project will proceed, as generally outlined below:

- Economic Development Services staff will work with Operations Services and Diversity, Equity and Inclusion to identify a specific location within Oshawa's waterfront park system that is appropriate for the installation of the project;
- An artist agreement will be executed between the artist and the City;
- Photographs will be approved by the P.A.T.F.
- The project will be installed in the fall of 2023; and,
- Coordinate a public event to unveil the project.

## **6.0 Financial Implications**

Costs for this project are estimated at \$4,000 which is inclusive of artist fees, fabrication and installation and printing costs, and are included in the existing 2023 Business and Economic Development Services operating budget.

## **7.0 Relationship to the Oshawa Strategic Plan**

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

This Report advances the Create Vibrant Places and Spaces direction of the Culture Counts: Arts, Culture and Heritage Strategic Plan.



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Economic and Development Services Department

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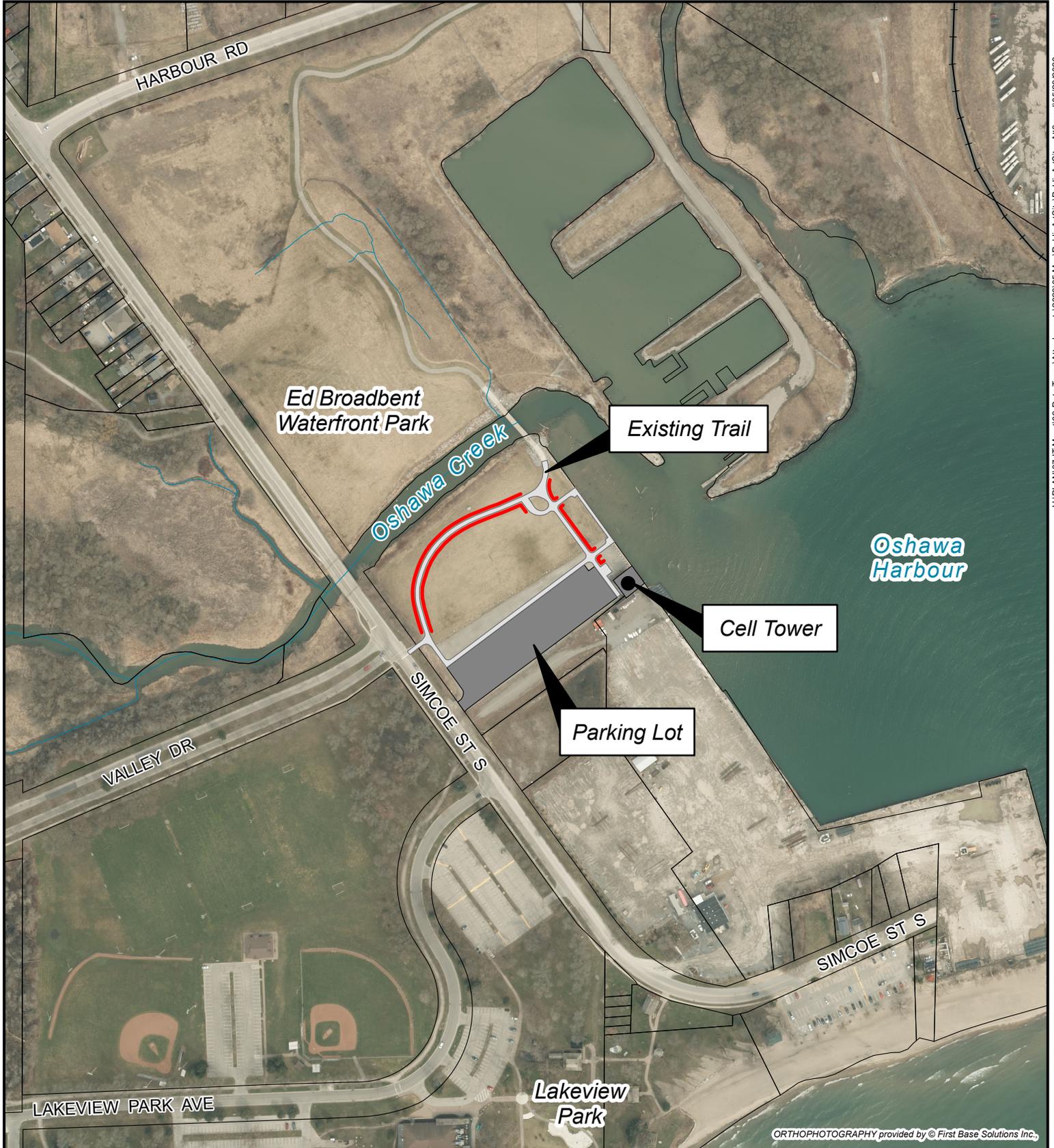


City of Oshawa

Economic and Development Services



 Staff Recommended Area for Public Art Display



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