

To: Economic and Development Services Committee

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

Report Number: ED-23-185

Date of Report: October 11, 2023

Date of Meeting: October 16, 2023

Subject: Temporary Public Art Installation on the McMillan Parkade  
(Parkade 2)

Ward: Ward 4

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 artwork on the McMillan Parkade (Parkade 2) 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: <https://www.oshawa.ca/en/parks-recreation-and-culture/resources/Documents/Culture/CS-15-54-Attachment-1-Public-Art-Policy.pdf>.

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: [https://www.oshawa.ca/en/parks-recreation-and-culture/resources/Documents/Culture/2018\\_PAMP\\_FINAL-ACCES.pdf](https://www.oshawa.ca/en/parks-recreation-and-culture/resources/Documents/Culture/2018_PAMP_FINAL-ACCES.pdf).

Attachment 3 is an exhibit showing the general location for the installation of an artwork on the McMillan Parkade.

Attachment 4 is an exhibit showing the measurements of the McMillan Parkade wall being considered as the location for an artwork.

## **2.0 Recommendation**

That the Economic and Development Services Committee recommend to City Council that pursuant to Report ED-23-185 dated October 11, 2023, the Economic and Development Services Committee recommend to City Council that the McMillan Parkade (Parkade 2) be

approved as the site for a new temporary public artwork and authorize staff to proceed generally in accordance with 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 ("P.A.M.P.") 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, Corporate and Finance Services
- Commissioner, Safety and Facilities Services
- Public Art Task Force
- The Oshawa Historical Society

### **5.0 Analysis**

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

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

The Public Art Policy 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 position is 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 The McMillan Parkade Opportunity**

The McMillan Parkade (Parkade 2) is located on the west side of McMillan Avenue between King Street West and Bond Street East. It is located on the former site of the John Borlase Warren Flour Mill, which was built in 1837.

There is a historical plaque on the south side of the parkade along the King Street frontage. The plaque reads:

“A large six story mill was powered by water from the Oshawa Creek that was damned to form a pond located north of Adelaide Avenue West.

The raceway to the mill is now Kaiser Crescent and McMillan Drive.

The original building remained as a landmark of early days until 1981 when it was demolished along with other buildings to make way for this parking structure.”

The P.A.M.P. identifies the priority zones, areas and sites for future Public Art. The downtown urban core received the highest level of public interest during the P.A.M.P. consultation. The P.A.M.P. explains, “the urban core is a high priority area for Public Art due to its high volume of pedestrians, high concentration of local businesses, services and retail, public transit nodes and density.”

## **5.3 Temporary Public Art Installation on the McMillan Parkade (Parkade 2)**

Given the significant history of the site, the grand size of the east facing surface (as indicated in Attachment 3 and Attachment 4), and its location in the downtown, the P.A.T.F. in consultation with City staff recommend the location for a new temporary public artwork. The work will commemorate the history of the site, the flour mill, its relationship to the creek, and its role as an economic driver in the development of the City.

A local artist has been identified for the project and has been recommended by the P.A.T.F. The artist will be commissioned to develop a site-specific illustrated artwork that will be exhibited on the McMillan Parkade generally in accordance with Attachment 3.

City staff are presently investigating installation methods. The primary option being considered is an aluminum panel (alupanel) installation. The artwork will be printed on adhesive vinyl and mounted to alupanel which will be affixed securely to the surface of the wall.

The artwork will be displayed for a term of five years, with the opportunity to extend for an additional five years dependent on a review of the condition of the artwork.

This project received support from the P.A.T.F. at their meeting held on September 18, 2023. It supports many of the P.A.M.P.'s Guiding Principles for Public Art in Oshawa, including:

- Public Art will be accessible to all;
- Public Art illustrates the history and diversity of the City;
- Various art mediums, types, sizes and different locations are considered; and,
- Public Art will reveal the unique character of, and foster a positive image for, the City.

The McMillan Parkade, located in the P.A.M.P.'s downtown zone, supports the location priorities identified within the P.A.M.P. The project also directly supports the following Vision outlined in the P.A.M.P.:

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

It is acknowledged that the artwork will not be visible to eastbound traffic on King Street. The location as shown on Attachment 3 provides the most suitable surface for the display at Parkade 2 and will be visible to vehicular traffic on McMillan Avenue and pedestrian traffic on King Street returning to the parkade.

#### **5.4 Next Steps**

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

- An artist agreement will be executed between the artist and the City;
- Staff will seek quotes from sign companies for the production and installation of the project, in accordance with the City's Purchasing By-law;
- Staff will select a sign company to deliver the project and will execute an agreement with the company;
- If the installation method is determined to include mechanical connection points then an engineering report will be produced by the sign company for internal review and approval from the Facilities Management Services branch;
- The artist will produce a site specific illustration;
- The artwork will be approved by the P.A.T.F.;
- The project will be installed in either Q4 of 2023 or Q1 of 2024, dependent on speed of previously outlined steps; and,
- Staff will coordinate a public event to unveil the project.

## **6.0 Financial Implications**

Costs for this project are estimated at \$25,000.00 which is inclusive of preliminary research costs, artist fees, engineering fees, fabrication and installation costs, and are included in the 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.

The addition of Public Art downtown also supports Plan 20Thirty – Action Plan for Continued Downtown Revitalization’s Pillar Three: Physical Environment and Pillar Four: Social Experience.



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



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

Title: General Location for the Installation of an Artwork on the McMillan Parkade  
Subject: Temporary Public Art Installation on the McMillian Parkade (Parkade 2)  
Ward: Ward 4  
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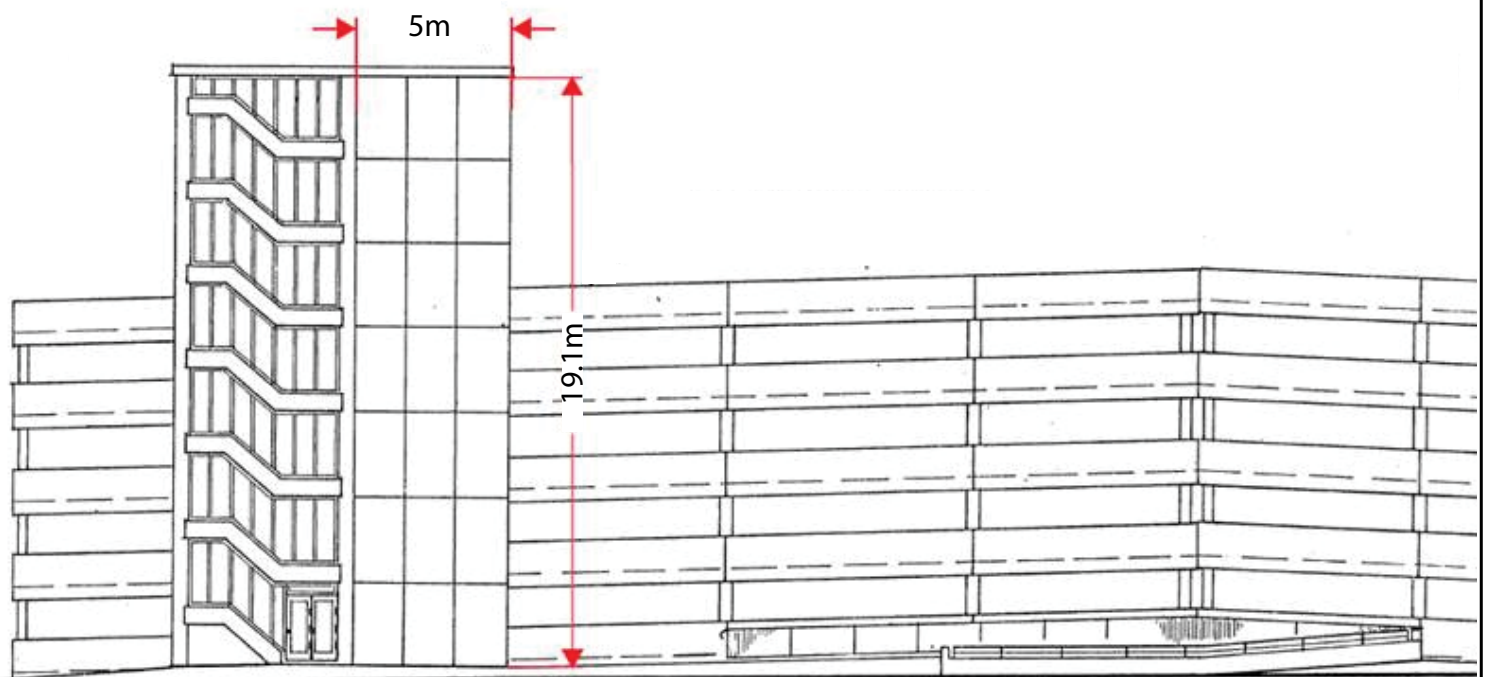
City of Oshawa  
Economic and Development Services



Title: Measurements of the McMillan Parkade Wall  
Subject: Temporary Public Art Installation on the McMillan Parkade (Parkade 2)  
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City of Oshawa  
Economic and Development Services



East Elevation