

To: Safety and Facilities Services Committee

From: Adam Grant, Commissioner,
Safety and Facilities Services Department

Report Number: SF-25-49

Date of Report: October 15, 2025

Date of Meeting: October 20, 2025

Subject: Naming of Bond Simcoe Urban Square

Ward: Ward 4

File: 03-05

1.0 Purpose

The purpose of this report is to provide potential options for naming a new Urban Square located at Bond Street East and Simcoe Street North.

Attachment 1 is a map identifying the location.

2.0 Recommendation

That the Safety and Facilities Services Committee recommend to City Council:

That, based on Report SF-25-49 dated October 15, 2025, the Safety and Facilities Committee select an appropriate option under Section 4.4 to name the Urban Square located Bond Street East and Simcoe Street North.

3.0 Input From Other Sources

- Legal Services
- Legislative Services
- Economic Development Services

4.0 Analysis

4.1 Background

The new Urban Square is located at the northeast corner of Bond Street East and Simcoe Street North (see Attachment 1). The parcel size is approximately 0.25 Ha (0.61 Ac).

The City initiated this project in conjunction with its Plan 20Thirty Downtown Revitalization Strategy, with the goal of transforming a former surface parking area into a vibrant, pedestrian-oriented public space.

Urban Square will serve as a flexible community gathering and event space, capable of hosting concerts, markets, civic ceremonies, and cultural programming. Its unique location which is in close proximity to the Colonel R. S. McLaughlin Armoury, Regent Theatre, Biltmore Theatre, and the BOND|ST Event Centre reinforces its identity as the cultural and ceremonial heart of the city.

4.2 Policy Consideration

The City's current framework for naming and renaming public assets is outlined in the City's Facilities Naming/Re-naming Policy GOV-09-01 ("Facilities Naming/Renaming Policy"), which was revised and approved by Council on April 29, 2024. The policy provides clear criteria and processes for naming or renaming a defined set of City Facilities, including:

- Reflecting the surrounding community or significant local landmarks.
- Recognition of individuals, groups, or events that have contributed to the public life and well-being of residents in Oshawa.
- Alignment with principles of diversity, inclusion, and commemoration of Indigenous, cultural, or historical contributions.
- Avoidance of duplication or confusion with existing facilities.

4.3 Site Significance

The location of Urban Square offers unique contextual and symbolic associations:

- **Civic and Ceremonial Importance:**
Its proximity to the Colonel R. S. McLaughlin Armoury and Memorial Park connects to Oshawa's long-standing military heritage.
- **Cultural and Musical Hub:**
The square sits within walking distance of key arts and entertainment venues such as the Biltmore Theatre, the Regent Theatre, and BOND|ST Event Centre, positioning it as a focal point for outdoor performances and cultural expression.
- **Cultural Identity and Economic Activation:**
The Urban Square is envisioned as a catalyst for downtown vibrancy by anchoring Oshawa's cultural corridor. The space will provide opportunities for performance, art installations, and festivals that attract both residents and visitors, supporting local business growth and advancing the City's Downtown Revitalization and Cultural Strategy.

- **Community Enhancement:**

The project represents a major step in achieving the downtown revitalization goals set out in Plan 20Thirty, fostering public gathering, inclusivity, and pedestrian activity.

4.4 Cultural and Music Hub Integration

Urban Square is positioned within Oshawa's downtown cultural district, surrounded by established arts and entertainment venues including the Biltmore Theatre, Regent Theatre, Robert McLaughlin Gallery, and the BOND|ST Event Centre.

Urban Square will act as an outdoor cultural venue, complementing these facilities and serving as a flexible stage for live music, arts markets, and community festivals. Its proximity to the Colonel R.S. McLaughlin Armoury also supports ceremonial events, parades, and performances by military and community bands, reinforcing Oshawa's heritage of both service and artistic expression.

The integration of public art as part of the second phase of development will further strengthen the site's role as a creative and civic gathering place, showcasing Oshawa's evolving identity as a city of culture and creativity.

4.5 Proposed Name Options

Option 1 – Celebration Square

This proposed name option captures the spirit of community connection that defines Oshawa's downtown and reflects the City's proud history of gathering, creativity, and shared experience.

The proposed name embodies the Urban Square's intended role as a place for public celebration, a venue for small concerts, festivals and cultural events that bring residents together in the heart of the city. It also acknowledges Oshawa's deep history and a sense of pride, while highlighting its ongoing evolution as a hub for arts, music, and cultural expression.

Its unique location and proximity to the R.S. McLaughlin Armoury, Biltmore Theatre, Regent Theatre and Robert McLaughlin Gallery accentuate the crossroads of the city's military, cultural and artistic traditions. The name Celebration Square unites all these elements, honouring the past, embracing creativity, and symbolizing the vitality of a modern and inclusive downtown Oshawa.

Should Option 1 be selected, the following motion should be passed:

"That the Safety and Facilities Services Committee recommend to City Council:

That based on Report SF-25-49 dated October 15, 2025, the Bond Simcoe Urban Square located at the northeast corner of Bond Street East and Simcoe Street North be named 'Celebration Square'."

Option 2 – Veterans Square

The proposed name, “Veterans Square”, pays tribute to Oshawa’s deep connection to Canada’s military history and the Colonel R.S. McLaughlin Armoury, located immediately adjacent to the site.

The proposed name would serve to honour the service both past and present of local veterans and would align with existing commemorative initiatives throughout the City.

The location near the Armoury also makes it a fitting venue for military band performances and civic commemorations that merge tradition, music, and public gathering.

Should Option 2 be selected, the following motion should be passed:

“That the Safety and Facilities Services Committee recommend to City Council:

That based on Report SF-25-49 dated October 15, 2025, the Bond Simcoe Urban Square located at the northeast corner of Bond Street East and Simcoe Street North be named ‘Veterans Square’.”

Option 3 – Heritage Square

The proposed name, “Heritage Square” reflects Oshawa’s proud industrial, cultural, and community history.

The proposed name highlights the City’s evolution from its manufacturing roots to a modern, arts-driven downtown, while maintaining a connection to its civic heritage.

The name also reflects Oshawa’s artistic heritage, from its early cultural societies and performing arts venues to its present identity as a growing creative hub supported by institutions like Ontario Tech University and Durham College’s arts programs.

Should Option 3 be selected, the following motion should be passed:

“That the Safety and Facilities Services Committee recommend to City Council:

That based on Report SF-25-49 dated October 15, 2025, the Bond Simcoe Urban Square located at the northeast corner of Bond Street East and Simcoe Street North be named ‘Heritage Square’.”

5.0 Financial Implications

There are no financial implications directly associated with this report.

6.0 Relationship to the Oshawa Strategic Plan

This report responds to the Oshawa Strategic Plan Priority Area “Care: Safe and Sustainable Environment” with the goal to provide and maintain recreational outdoor spaces, parks, and trails.



Randy Garey, Director,
Facilities Management Services



Adam Grant, Commissioner,
Safety and Facilities Services Department



Bond Simcoe Urban Square
City of Oshawa
Facilities Management Services