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Report To: Council

Date of Meeting: September 8, 2025 **Report Number:** PUB-010-25

Authored By: Mariano Perini, Director, Public Works

Submitted By: Lee-Ann Reck, Deputy CAO, Public Services

Reviewed By: Mary-Anne Dempster, CAO

By-law Number: **Resolution Number:**

File Number:

Report Subject: Commemoration of Marie Hubbard

Recommendations:

1. That Report PUB-010-25, and any related delegations or communication items, be received.
2. That Council approve the budget from the rate stabilization reserve and provide direction to staff to undertake one of the following commemoration plans:
 - a. Staff continue to collaborate with VAC staff to undertake a commemorative garden as presented in May 2025 report and approve \$10,000 to facilitate its design and construction.
 - b. That Soper Creek Park be renamed to Marie Hubbard Park, or alternatively, the Soper Creek Trail to Marie Hubbard Trail; and that \$12,000 be allocated for updated signage in the newly designated areas.
 - c. That, as part of expanding visual arts programming, staff collaborate with the Visual Arts Centre (VAC) on the design and construction of a deck to support summer theatre and related activities; and that the deck be named in recognition of Marie Hubbard as part of the 50th anniversary in summer of 2026. The estimated cost of construction is \$73,500 to \$120,750 depending on materials selected.
3. That all interested parties listed in Report PUB-010-25, be advised of Council's decision.

Report Overview

This report outlines design and construction options for commemorating the former Mayor of the Town of Newcastle and past Chair of the Visual Arts Centre. In May 2025, Council directed staff to identify a means to formally recognize Marie Hubbard's significant contributions to Clarington, particularly within the arts community. The report evaluates several options and presents four potential approaches for Council's consideration.

1. Background

Previous Report and Motion

- 1.1 PUB-006-25 was presented to General Government Committee on May 5, 2025, recommending a commemorative green space on the grounds of the Visual Arts site to commemorate Marie Hubbard's contribution to the arts community in Clarington and was referred to staff with an amendment and resolution.
- 1.2 From the report, resolution GG-101-25 was passed. The resolution suggested consideration for renaming the building after Marie Hubbard. It was recommended that staff consult with the Visual Arts Centre of Clarington (VAC) regarding the renaming proposal.
- 1.3 With the recommendation of renaming the building for commemoration, it is important to note that Council approved Naming Rights and Naming of Facilities Policy in March 2023. Section 4.2 of this policy specifically addresses Dedication, indicating that it is restricted to amenities within municipal facilities or a feature in a park, such as bench, or gazebo.

2. Consideration for Renaming Facility

Consultation with VAC

- 2.1 Staff met with the VAC board on June 11, 2025, at the direction of Council. During the board meeting, the board suggested that they rebrand to Visual Arts Clarington, as they are not simply the building, they can provide services anywhere in the Municipality. While they currently operate at the historic building at 143 Simpson Avenue, they could operate anywhere. The Board outlined considerations for Council (Attachment 1).
- 2.2 The board was not explicitly opposed to renaming the facility, and did identify that often in gallery spaces, naming rights often provide monetary compensation/support to the gallery for the renaming of the space. This is seen at a variety of locations such the Robert McLaughlin Gallery in Oshawa. VAC also identified that in any agreement, there

would need to be a clause that explicitly identified VAC's cultural and artistic freedom of expression, and that it remained separate from any means for the family to influence the program of the gallery.

- 2.3 The VAC Board also identified the Heritage constraints be given considerations given the designation of the building.

Heritage Considerations

- 2.4 The historic building at 143 Simpson Avenue is currently named the Cream of Barley Mill after the function it performed in producing cream of barley when it was in operation.
- 2.5 The property was designated as a heritage property in 1979 through By-Law 79-033.
- 2.6 To rename the building the "Marie Hubbard Visual Arts Centre" would require an update to the by-law and to change the name from Cream of Barley Mill, which could remove the site's historical significance as it relates to the production of Cream of Barley cereal and its role in the economic and social development of Bowmanville during the late 19th and early 20th centuries.
- 2.7 The proposition would need to be reviewed by the Heritage Committee before proceeding.
- 2.8 Currently, staff do not recommend proceeding with this option.

Other Forms of Commemoration Considered

- 2.9 Staff explored the option of reclassifying the existing laneway leading to the VAC as a municipal roadway accompanied by a new civic address. Currently, both the VAC and Soper Creek Park share Simpson Avenue addresses. Establishing a new roadway would require the passage of a By-Law. Furthermore, when the municipality initiates a street name change, nominal compensation is typically provided to affected parties to offset associated costs. This change would necessitate updating the addresses for both the Cream of Barley Mill Building and Soper Creek Park, as well as revising the 911 directory and Computer-Aided Dispatch (CAD) systems.
- 2.10 Renaming the laneway while retaining the existing Simpson Avenue address introduces a risk of confusion during emergency situations and may hinder timely response efforts.
- 2.11 The existing laneway is currently maintained by Public Works but is not classified as a roadway nor subject Minimum Maintenance Standards (MMS). If the laneway were designated as a municipal road, it would become subject to MMS requirements, including routine inspections, maintenance obligations, and associated operational costs. These costs would vary based on factors such as the surface's age and current

condition. Public Works currently provides snow removal services to the laneway and Soper Creek parking lot. Both services can be absorbed through existing operating budgets.

- 2.12 If renaming was directed, a comprehensive assessment of the roadway surface will be required to determine its current condition and to schedule appropriate rehabilitation in the capital forecast. Any upgrades or rehabilitation work must comply with current construction standards and would be incorporated into the existing rehabilitation program.
- 2.13 Given the cost and complexity of the required changes to rename the laneway to roadway, staff do not recommend proceeding with this commemoration option.
- 2.14 As an alternative to renaming the Laneway, a meaningful option for commemoration could involve renaming Soper Creek Park or specific features within the park. If renaming the park is preferred, this should ideally align with its reopening after construction is complete. It is important to note that any renaming of parks is governed by the Naming Rights and Naming of Facilities Policy and would require an exception by Council to the policy.
- 2.15 Renaming the park or one of its features, such as the trail running through it would be a feasible and less complex option to consider. This change would involve costs for updating signage, estimated at up to \$12,000 depending on the design and installation requirements.
- 2.16 VAC has included in its capital improvement plans the construction of a deck to support theatre performances and other social events. The draft proposal outlines a structure approximately 30 by 35 feet (1,050 sq. ft.), which could be built using either pressure-treated lumber or composite materials. Estimated costs range from \$73,500 to \$120,750, depending on the materials selected. The construction and dedication of the deck would coincide with the VAC's 50th anniversary celebration, scheduled for the summer of 2026.

3. Financial Considerations

- 3.1 Staff's original proposal for developing a commemorative garden and seating area was estimated to cost \$10,000.
- 3.2 If renaming the facility was contemplated the estimated cost would be between \$7,000 and \$10,000.
- 3.3 Renaming of the Laneway to a municipal roadway will incur costs to the VAC, estimated costs would be between \$3000 to \$5000 should be allocated.

- 3.4 Renaming of Soper Creek park or attributes, such as the trail is estimated to be \$12,000 for proper signage.
- 3.5 The construction of a deck, depending on materials is estimated to at \$73,500 to \$120,750, with potential grant opportunities that could be pursued by VAC to offset construction costs.
- 3.6 Renaming the laneway and designating it as a municipal roadway will require staff resources for scheduled inspections to identify deficiencies and perform patch repairs as needed, these costs will be absorbed through existing budgets. Future capital costs for rehabilitation and related improvements will be based on prevailing market conditions at the time of implementation.

4. Strategic Plan

- 4.1 The recommendation within this report aligns with Council's objectives to recognize and celebrate our community and support for the local arts and heritage sectors.

5. Climate Change

Not Applicable.

6. Concurrence

- 6.1 The Deputy CAO of Planning and Infrastructure and the Deputy CAO/Treasurer have reviewed the report.

7. Conclusion

- 7.1 It is respectfully recommended that Council review and consider the options presented in this report and approve their preferred course of action along with appropriate allocation of funds for implementation.

Staff Contact: Mariano Perini, Director, Public Works, mperini@clarington.net.

Attachments:

Attachment 1 – Visual Arts Centre proposal to renaming the VAC building.

Interested Parties:

Dionne Powlenzuk, Executive Director, Visual Arts Centre of Clarington

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