



**City of Hamilton**  
**FACILITY NAMING SUB-COMMITTEE**  
**AGENDA**

**Meeting #:** 21-001  
**Date:** May 27, 2021  
**Time:** 2:30 p.m.  
**Location:** Due to the COVID-19 and the Closure of City Hall (CC)

All electronic meetings can be viewed at:

City's Website:  
<https://www.hamilton.ca/council-committee/council-committee-meetings/meetings-and-agendas>

City's YouTube Channel:  
<https://www.youtube.com/user/InsideCityofHamilton> or Cable 14

Loren Kolar, Legislative Coordinator (905) 546-2424 ext. 2604

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1. CEREMONIAL ACTIVITIES
2. APPROVAL OF AGENDA  
(Added Items, if applicable, will be noted with \*)
3. DECLARATIONS OF INTEREST
4. APPROVAL OF MINUTES OF PREVIOUS MEETING
  - 4.1. June 25, 2019
5. COMMUNICATIONS
6. DELEGATION REQUESTS
7. CONSENT ITEMS
8. STAFF PRESENTATIONS

**9. PUBLIC HEARINGS / DELEGATIONS**

**10. DISCUSSION ITEMS**

10.1. Naming of Brightside Park, 43 Lloyd Street, Hamilton (PW21028) (Ward 3)

**11. MOTIONS**

11.1. Jennie Florence Parker Sports Complex

**12. NOTICES OF MOTION**

**13. GENERAL INFORMATION / OTHER BUSINESS**

**14. PRIVATE AND CONFIDENTIAL**

**15. ADJOURNMENT**



# Hamilton

## **FACILITY NAMING SUB-COMMITTEE MINUTES 19-001**

**Tuesday, June 25, 2019**

**1:30 p.m.**

**Room 192, Hamilton City Hall  
71 Main Street West**

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**Present:** Councillor M. Pearson (Chair),  
Councillors S. Merulla and L. Ferguson

**Absent with  
Regrets:** Councillor T. Whitehead – Personal

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### **THE FOLLOWING ITEMS WERE REFERRED TO THE GENERAL ISSUES COMMITTEE FOR CONSIDERATION:**

**1. Appointment of Chair and Vice Chair (Item 1)**

**(Merulla/Ferguson)**

(a) That Councillor M. Pearson be appointed Chair of the Facility Naming Sub-Committee for the 2018-2022 term; and,

**(Merulla/Pearson)**

(b) That Councillor L. Ferguson be appointed Vice Chair of the Facility Naming Sub-Committee for the 2018-2022 term.

**CARRIED**

**2. Naming of Jimmy Howard Park (PW19052) (Ward 5) (Item 10.1)**

**(Ferguson/Merulla)**

That the request to rename Beach Boulevard Park #3, 80 Beach Boulevard, to Jimmy Howard Park be approved, as this request meets the guidelines set out in the City of Hamilton Municipal Property and Building Naming Policy.

**CARRIED**

**3. Municipal Property & Building Naming Application - Rick Burjaw Tennis Courts at the Ancaster Tennis Club (Item 10.3)**

**(Ferguson/Merulla)**

WHEREAS Rick Burjaw was a member of the Ancaster Tennis Club for over 17 years and President for 8 years;

WHEREAS Mr. Burjaw voluntarily devoted many years to making improvements at the Tennis Club through expansion and growth of the facility; and

WHEREAS the tennis courts located at Village Green Park, 291 Lodor Street, Ancaster currently do not have an existing name;

THEREFORE BE IT RESOLVED:

That the request to name the tennis courts at Village Green Park, located at 291 Lodor Street, Ancaster to "The Rick Burjaw Tennis Courts", be approved, as it meets the guidelines set out in the City of Hamilton Municipal Property and Building Naming Policy.

**CARRIED**

**FOR INFORMATION:**

**(a) CHANGES TO THE AGENDA (Item 2)**

The Clerk advised the Committee of the following change to the agenda:

**1. GENERAL INFORMATION / OTHER BUSINESS (Item 13)**

**13.1 Amendments to the Outstanding Business List**

**(Ferguson/Merulla)**

That the agenda for the June 25, 2019 meeting of the Facility Naming Sub-Committee, be approved, as amended.

**CARRIED**

**(b) DECLARATIONS OF INTEREST (Item 3)**

There were no declarations of interest.

**(c) APPROVAL OF MINUTES OF PREVIOUS MEETING (Item 4)**

**(i) August 15, 2018 (Item 4.1)**

**(Merulla/Ferguson)**

That the Minutes of the August 15, 2018 Facility Naming Sub-Committee be approved as presented.

**CARRIED**

**(d) DISCUSSION ITEM (Item 10)**

**(i) Municipal Property & Building Naming Application - Jimmy O'Brien Memorial Skatepark (Item 10.2)**

**(Merulla/Ferguson)**

- (a) That the Municipal Property & Building Naming Application for the Jimmy O'Brien Memorial Skatepark be received; and
- (b) That staff be directed to investigate alternate options for the commemoration of Jimmy O'Brien, with members of the O'Brien family.

**CARRIED**

**(e) GENERAL INFORMATION (Item 13)**

**(i) Amendments to the Outstanding Business List (Item 13.1)**

**(Merulla/Ferguson)**

That the following amendments to the Outstanding Business List, be approved:

Revised Due Dates:

2016-A

Naming Options for the Recognition of Frank Cooke, former General Manager of the Hamilton Street Railway (May 10, 2016, Item 8.1)  
LRT Project Committee  
New due date: Q3 2019

2016-B

Naming Option after Brian Timmis, former football player in the Canadian Football League (May 10, 2016, Added Item 9.1)  
Due Date: Q3 2018  
New Due Date: Q2 2020

2016-D

Naming Options for the late Ivor Wynne, former Chairman of Parks (October 31, 2016, Item 9.4)  
Due Date: Q3 2018  
New Due Date: Q2 2020

Items to be removed:

2016-C

Proposed Renaming of Newlands Park to Rolston Park (from the May 10, 2016 Facility Naming Sub-Committee meeting) (October 31, 2016, Item 9.3)

To be removed from OBL as the request has been abandoned by the requestor

2018-1

Proposed Renaming of Skyway Park to Jimmy Howard Park (August 15, 2018, Item 10.1)

Addressed as Item 10.1 on this agenda

**(f) ADJOURNMENT (Item 15)**

**(Ferguson/Partridge)**

That, there being no further business, the Facility Naming Sub-Committee be adjourned at 1:47 p.m.

**CARRIED**


Respectfully submitted,

Councillor M. Pearson, Chair  
Facility Naming Sub-Committee

Loren Kolar  
Legislative Coordinator  
Office of the City Clerk



**CITY OF HAMILTON**  
**PUBLIC WORKS DEPARTMENT**  
**Environmental Services Division**

<b>TO:</b>	Chair and Members Facility Naming Sub-Committee
<b>COMMITTEE DATE:</b>	May 27, 2021
<b>SUBJECT/REPORT NO:</b>	Naming of Brightside Park, 43 Lloyd Street, Hamilton (PW21028) (Ward 3)
<b>WARD(S) AFFECTED:</b>	Ward 3
<b>PREPARED BY:</b>	Cynthia Graham (905) 546-2424 Ext. 2337
<b>SUBMITTED BY:</b>	Craig Murdoch Director, Environmental Services Public Works Department
<b>SIGNATURE:</b>	

## RECOMMENDATION

That the yet to be constructed park site located at 43 Lloyd Street, Hamilton, (internally referred to as Stadium Precinct Community Park), be named Brightside Park.

## EXECUTIVE SUMMARY

The property commonly known as the Stadium Precinct Community Park at 43 Lloyd Street was purchased for parkland replacement purposes in 2014 when Brian Timmis Field was removed to accommodate the realigned Tim Horton's Field. The location of the site is outlined in Appendix "A" attached to Report PW21028. Since the purchase, staff have been undertaking environmental studies and design work to create the parkland. The park is anticipated to be under construction starting in early 2022.

The new park was not formally named the "Stadium Precinct Community Park" but was referred to as this by staff for identification and tracking purposes, during capital budgeting and staff reporting.

The name Brightside Park was recommended by the Ward 3 Councillor's office and will act as recognition and celebration of lost heritage when the Brightside Neighbourhood

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OUR Vision: To be the best place to raise a child and age successfully.

OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

**SUBJECT: Naming of Brightside Park, 43 Lloyd Street, Hamilton  
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was renamed Industrial Sector C Neighbourhood. The name of the park will remind residents of the area, and across Hamilton, of the vibrant neighbourhood that existed

just north of the park as outlined in Appendix “A” attached to Report PW21028. In addition, the name is associated with a geographic and historic location that is relevant to the park and the neighbourhood around it, per the Municipal Property and Building Naming Policy’s first and second priorities.

The name “Brightside Park” is therefore compliant with the Municipal Property and Building Naming Policy.

**Alternatives for Consideration – See Page 4**

**FINANCIAL – STAFFING – LEGAL IMPLICATIONS**

Financial: not applicable

Staffing: not applicable

Legal: not applicable

**HISTORICAL BACKGROUND**

The new park is in the Stipley Neighbourhood. Directly to the north is Industrial Sector C, but was once known as the Brightside Neighbourhood, where there was a residential settlement that included many amenities including a hotel and tavern, places of worship, and a vibrant community of residents.

The Brightside neighbourhood does not exist anymore, having mostly been converted to industrial properties and the area was renamed Industrial Sector C. The boundaries of the former neighbourhood were Birmingham Street to the west, Depew Street and Industrial Parkway to the north and northwest, and Burlington Street to the south, boundary mapping is outlined in Appendix “A” attached to Report PW21028. There is still a small pocket of houses north of Beach Road, between Birmingham Street and Gage Avenue North as well as some south of Burlington Street, on either side of Leeds Street.

The neighbourhood was built to attract skilled labourers from the British Isles, so the streets were named for British Industrial cities (Sheffield, Leeds, Manchester and Birmingham). Some historical images and mapping showing the character of the Brightside Neighbourhood is found in Appendix “B” attached to Report PW21028.



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The transition of the area from housing to industrial lands was done through a masterplan in 1946, and the homes were purchased one by one after that time. The

last houses were demolished in the neighbourhood in 1968 and 1969, with the Wilcox Bridge constructed in 1970.

**POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS**

The Municipal Property and Building Naming Policy is the relevant policy related to the naming of parkland.

**RELEVANT CONSULTATION**

The following groups have been consulted and are supportive of the recommendation:

Ward 3 Councillor

Public Works Department, Environmental Services Division,  
Parks and Cemeteries Section

Planning and Economic Development Department, Planning Division, Community  
Planning and GIS Section

External consultation - Brightside Neighbourhood Project team members

External consultation - former resident of Brightside Neighbourhood

**ANALYSIS AND RATIONALE FOR RECOMMENDATION**

The Municipal Property and Building Naming Policy outlines the criteria for consideration of the names of municipal properties and buildings, including parkland.

As the park has not yet been constructed, but will be soon, this is an appropriate time to establish an official name for the new park.

The proposed name, Brightside Park, does not represent any financial gift or individual, but represents the name of a former neighbourhood that was located directly north of the new park.

The policy outlines general guidelines, including that the names should give a sense of place, maintain long-standing local area identification with residents, and be consistent with other policies and standards such as not duplicating park names. In order of priority, names should be associated with geographic affiliation, historic affiliation, and/or prominent individuals or organizations.

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The name Brightside Park would meet the criteria for an appropriate name as outlined by the policy as it has both a geographic and historic affiliation.

It is confirmed that there is no other park in Hamilton that has the name Brightside Park.

**ALTERNATIVES FOR CONSIDERATION**

If the Recommendation for Report PW21028 is not approved, an alternative is to formally designate the new park the Stadium Precinct Community Park. Staff do not recommend this alternative, as there is good alignment with the Municipal Property and Building Naming Policy for the name Brightside Park and support from the Ward 3 Councillor for this name.

Financial: not applicable

Staffing: not applicable

Legal: not applicable

**ALIGNMENT TO THE 2016 – 2025 STRATEGIC PLAN**

**Community Engagement and Participation**

Hamilton has an open, transparent and accessible approach to City government that engages with and empowers all citizens to be involved in their community

**Culture and Diversity**

Hamilton is a thriving, vibrant place for arts, culture, and heritage where diversity and inclusivity are embraced and celebrated.

**APPENDICES AND SCHEDULES ATTACHED**

Appendix “A” to Report PW21028 – Location of proposed Brightside Park

Appendix “B” to Report PW21028 – Brightside Neighbourhood historical mapping and documentation



Proposed Brightside Park - 43 Lloyd St.



### Hamilton Bay before infilling



### Brightside Neighbourhood reunion




### 1943 Brightside Neighbourhood map



Historical mapping and documents

credit for images: Simon Orphana, Matt McInnes, Nancy Bouchier, John Michaluk.

**In the Industrial District**



**The Mechanic and Working man**  
who has the ambition to OWN his home and thereby leave his wife secure should he be suddenly taken away should say:

**BRIGHTSIDE**

at once and see how CONVENIENT the lots are to THE LARGE INDUSTRIES. How high, dry and level they are situated and the clear bracing air. No long car ride home after a hard day's work. He would be home five minutes after the whistle blows and be able to put the time at home that he would otherwise spend on a long walk or car ride. Sidewalks, sewers and water on Ginkison street. Salesman on survey from 2 p.m. to-day.

**I Will Build Your House  
On Easy Terms**

Lots \$100 to \$200, easy terms. Good lot on corner of Trolley and Ginkison 1225, \$30 down, \$5 monthly. \$199 lots, \$5 down, \$5 monthly.

BRIGHTSIDE Phone 1252.

**PHILIP M. COOKE**

806 Bank of Hamilton Building.      Phones 500, 3871 and 1252.  
Office open Monday, Wednesday and Saturday evenings, 7.30 to 9.

Developer's Advertisement, 1911  
from: Craig Heron, *Lunch-Bucket Lives: Remaking the Workers' City*, (Between the Lines, 2016) p.47.

1950 Aerial photo



# CITY OF HAMILTON

## MOTION

Facility Naming Sub-Committee Date: May 27, 2021

**MOVED BY COUNCILLOR .....**

**SECONDED BY .....**

### **Jennie Florence Parker Sports Complex**

WHEREAS Jennie Florence Parker (1902-1965) proposed to civic leaders in 1958 that a waterfront park be constructed in the City's east end;

WHEREAS there exists a small plaque in Confederation Beach Park celebrating her contribution to the development and opening of the park in the 1960s; and

WHEREAS the new sports complex (former RV campground) in Confederation Beach Park is scheduled to open in 2021,

**THEREFORE BE IT RESOLVED:**

That staff be directed to investigate naming the new sports complex in honour and recognition of Jennie Parker for her contribution in the establishment of Confederation Beach Park.