



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

**Meeting #:** 21-002  
**Date:** November 8, 2021  
**Time:** 9:30 a.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. May 27, 2021
5. COMMUNICATIONS
6. DELEGATION REQUESTS
7. CONSENT ITEMS
8. STAFF PRESENTATIONS

**9. PUBLIC HEARINGS / DELEGATIONS**

**10. DISCUSSION ITEMS**

10.1. Naming of Jennie Florence Parker Sports Complex, 105 North Service Road, Hamilton (PW21059) (Ward 5)

10.2. Serafini Family Spray Pad Naming at future Brightside Park, 43 Lloyd Street (PW18038(a)) (Ward 3)

10.3. Municipal Property and Building Naming Application: 376 Dalgleish Trail, Glanbrook to Elfrida Parkette

**11. MOTIONS**

**12. NOTICES OF MOTION**

**13. GENERAL INFORMATION / OTHER BUSINESS**

**14. PRIVATE AND CONFIDENTIAL**

**15. ADJOURNMENT**



# Hamilton

## **FACILITY NAMING SUB-COMMITTEE MINUTES 21-001**

Thursday, May 27, 2021

2:30 p.m.

**Due to COVID-19 and the closure of City Hall, this meeting was held virtually**

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

**Absent with**

**Regrets:** Councillor T. Whitehead – Leave of Absence; Councillor L. Ferguson –  
Personal

**Also Present:** Mayor F. Eisenberger, Councillors N. Nann and C. Collins

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

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

**(Merulla/Eisenberger)**

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.

**CARRIED**

**2. Jennie Florence Parker Sports Complex (Item 11.1)**

**(Merulla/Eisenberger)**

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.

**CARRIED**

**FOR INFORMATION:**

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

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

**5. COMMUNICATIONS**

- 5.1 Correspondence respecting Naming of Brightside Park, 43 Lloyd Street, Hamilton(PW21028) (Ward 3)

Recommendation: Be received and referred to Item 10.1, respecting the Naming of Brightside Park, 43 Lloyd Street, Hamilton (PW21028) (Ward 3), for consideration.

- 5.1(a) John Fioravanti
- 5.1(b) Vario Giandomenico
- 5.1(c) Brian Morris
- 5.1(d) Stephen Lechniak
- 5.1(e) Joseph Bartolacci
- 5.1(f) Dr. Simon Orpana
- 5.1(g) Diane Morelli
- 5.1(h) Andrea Michaluk

**6. DELEGATION REQUESTS**

- 6.1. Delegation Request from John Michaluk respecting the Naming of Brightside Park, 43 Lloyd Street, Hamilton (PW21028) (Ward 3)(for today's meeting)

**(Merulla/Eisenberger)**

That the agenda for the May 27, 2021 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) June 25, 2019 (Item 4.1)**

**(Merulla/Ferguson)**

That the Minutes of the June 25, 2019 Facility Naming Sub-Committee be approved as presented.

**CARRIED**

**(d) COMMUNICATIONS (Item 5)**

**(i) Correspondence respecting Naming of Brightside Park, 43 Lloyd Street, Hamilton(PW21028) (Ward 3) (Added Item 5.1)**

**(Merulla/Eisenberger)**

That the following Communications be received and referred to Item 10.1, respecting the Naming of Brightside Park, 43 Lloyd Street, Hamilton (PW21028) (Ward 3), for consideration.

- 5.1(a) John Fioravanti
- 5.1(b) Vario Giandomenico
- 5.1(c) Brian Morris
- 5.1(d) Stephen Lechniak
- 5.1(e) Joseph Bartolacci
- 5.1(f) Dr. Simon Orpana
- 5.1(g) Diane Morelli
- 5.1(h) Andrea Michaluk

**CARRIED**

**(e) DELEGATIONS REQUESTS (Item 6)**

**(i) Delegation Request from John Michaluk respecting the Naming of Brightside Park, 43 Lloyd Street, Hamilton (PW21028) (Ward 3)(for today's meeting) (Added Item 6.1)**

**(Merulla/Eisenberger)**

That the Delegation Request from John Michaluk respecting the Naming of Brightside Park, 43 Lloyd Street, Hamilton (PW21028) (Ward 3), be approved for today's meeting.

**CARRIED**

**(f) DELEGATIONS (Item 9)**

**(i) John Michaluk respecting the Naming of Brightside Park, 43 Lloyd Street, Hamilton (PW21028) (Ward 3) (Added Item 9.1)**

John Michaluk addressed Committee respecting Naming of Brightside Park, 43 Lloyd Street, Hamilton (PW21028) (Ward 3), giving his support to the project.

**(Merulla/Eisenberger)**

That the Delegation from John Michaluk respecting the Naming of Brightside Park, 43 Lloyd Street, Hamilton (PW21028) (Ward 3), be received.

**CARRIED**

For further disposition, refer to Item 1

**(g) ADJOURNMENT (Item 15)**

**(Merulla/Eisenberger)**

That, there being no further business, the Facility Naming Sub-Committee be adjourned at 3:02 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>	November 8, 2021
<b>SUBJECT/REPORT NO:</b>	Naming of Jennie Florence Parker Sports Complex, 105 North Service Road, Hamilton (PW21059) (Ward 5)
<b>WARD(S) AFFECTED:</b>	Ward 5
<b>PREPARED BY:</b>	Victoria Cox (905) 546-2424, Extension2292
<b>SUBMITTED BY:</b>	Cynthia Graham Acting Director, Environmental Services Public Works Department
<b>SIGNATURE:</b>	

**RECOMMENDATIONS**

- (a) That the sports park (internally referred to as Confederation Beach Park Sports Park) located at 105 North Service Road, be named Jennie Florence Parker Sports Complex;
- (b) That the approval of Jennie Florence Parker's living relatives be accepted as a variation to the requirement in the City of Hamilton's Municipal Property and Building Naming Policy which currently requires the approval of a deceased individual's legal representative before naming a City of Hamilton property, building or feature in recognition of a deceased individual, and;
- (c) That the City of Hamilton's Municipal Property and Building Naming Policy be revised to also permit one of a deceased's living relatives to approve the naming of a City of Hamilton property, building or feature after a deceased individual in cases where the deceased's legal representative does not exist or is not immediately available.

## **EXECUTIVE SUMMARY**

Confederation Beach Park Sports Park is located in the eastern section of the larger Confederation Beach Park. Confederation Beach Park is a 93-hectare (228-acre) city-wide park, located along the Lake Ontario waterfront between the Hamilton Beach Strip and Grays Road in Stoney Creek. The park offers a variety of all-ages recreation and relaxation opportunities, numerous dining and entertainment options, and several significant woodlots and naturalized areas. The location of the site is shown in Appendix “A” attached to Report PW21059.

In 1958 Jennie Florence Parker (1902 – 1965) proposed to civic leaders that a waterfront park be constructed in the City of Hamilton’s (City) east end which resulted in the creation of Confederation Beach Park. Her initial contribution to the Park was recognized with a plaque affixed to a rock that is currently located within Confederation Beach Park at the entrance to Wild Waterworks. It was unveiled in 1967; however, she is referred to as Mrs. Stanley Parker, her husband’s given name.

The new sports park has not been formally named Confederation Beach Park Sports Park but has been referred to as this by staff for identification and tracking purposes during capital budgeting and staff reporting. The name Jennie Florence Parker Sports Complex was proposed for consideration through a motion at the Facilities Naming Subcommittee on May 27<sup>th</sup>, 2021.

The City’s Municipal Property and Building Naming Policy currently requires the approval of a deceased individual’s ‘legal representative’ before naming a City property in recognition of a deceased individual.

Jennie Florence Parker’s grandson, Gary Parker, has advised City staff that Jennie Parker passed away on January 22, 1965 and that her husband, Stanley Parker, passed away on January 8, 1977 leaving no estate. As a result, there is no identifiable legal representative for Jennie Florence Parker or her estate. However, Jennie Florence Parker’s living relatives, Gary Parker and Grant Parker, have approved the naming of the Confederation Beach Park Sports Park located at 105 North Service Road as the Jennie Florence Parker Sports Complex.

The plaque and rock currently located at the entrance to Wild Waterworks will be kept but relocated and placed within the Jennie Florence Parker Sports Complex. Heritage Resource Staff recommended this approach as it speaks to social history and naming conventions in the past. The name Jennie Florence Parker Sports Complex honours and recognizes Jennie Florence Parker for her contribution to the establishment of Confederation Beach Park and is compliant with the Municipal Property and Building Naming Policy.



**Alternatives for Consideration – See Page 5**

**FINANCIAL – STAFFING – LEGAL IMPLICATIONS**

Financial: Included in the Confederation Beach Park Sports Park Project (PID# 4401356801) is funding for signage at the entrances. The existing plaque/rock will be moved approximately 800 metres to the entrance of the Jennie Florence Parker Sports Complex. It is estimated the cost of \$1,500 to move the rock will be covered by the Confederation Beach Park Sports Project (PID#4401356801).

Staffing: not applicable

Legal: The Parker family has provided written consent and are in support of the name as per the criteria in the Municipal Property and Building Naming Policy.

**HISTORICAL BACKGROUND**

In the 1950s the area now known as Confederation Beach Park was predominantly covered by agricultural and residential lands. The area was regularly buffeted with winter storms and the shoreline was beginning to erode. In 1957 local authorities deemed several homes in the area unfit for habitation due to these conditions. Furthermore, local industry was beginning to encroach on the lands and pollution was impacting the area.

Jennie Florence Parker, President of the Hamilton Women's Civic Club, proposed the idea that this area along the shoreline should be turned into a public park for residents from all over the City to enjoy. In 1958, Jennie Parker presented this idea to civic leaders including City of Hamilton (City) Council and Alderman John Munro as summarized in the articles in Appendix "B" and Appendix "C" attached to Report PW21059. The leaders liked the idea and began to work with Mayor Lloyd Jackson on the plan. In 1959, 87 acres of land along the shoreline was expropriated for the park, and with support from the provincial and federal government, Confederation Park opened in 1964. The park, now called Confederation Beach Park, is an important recreation and tourism destination in Hamilton and surrounding area.

Jennie Florence Parker passed away on January 22<sup>nd</sup>, 1965. Her initial contribution to the Park was recognized with a plaque affixed to a rock that was unveiled in 1967 and is located at the entrance to Wild Waterworks, a waterpark located within Confederation Beach Park. On the plaque she was referred to as Mrs. Stanley Parker, her husband's given name.

In 2011, the Hamilton Conservation Authority (HCA) submitted the Confederation Park Master Plan Review and Update (dated August 2010) to the City, proposing a capital program to fund necessary upgrades, life-cycle replacements, and new park features. To address these requests, the City is now working to prioritize and implement short and long-term goals as part of the Confederation Beach Park Implementation strategy, presented to Public Works Committee on August 11, 2016 through Report PW11005(d). One of the short-term goals from Report PW11005(d) was to construct a sports park in the former campground near Grays Road.

Construction for Confederation Beach Park Sports Park was broken into three phases, with phase one completed in 2020. Phase one included a regulation cricket field, multi-use soccer field, 12 pickle ball courts with lighting, the east parking lot and improvements to the North Service Road access. Phases two and three include a new fieldhouse with entry plaza, a naturalized playground, two cricket batting cages, a park maintenance building, a large parking area and internal pathways. Construction for phases two and three started in spring 2021 and it is anticipated that it will be completed and ready for the 2023 playing season.

## **POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS**

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

Recommendations (b) and (c) of Report PW21059 are a result of the legal review of the policy and determination by staff that an update to the policy would accommodate future situations where deceased individuals' legal representative may also be deceased, and therefore exclude them from consideration for naming of municipal property.

## **RELEVANT CONSULTATION**

The Ward 5 Councillor has been consulted and is supportive of the recommendation.

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

Public Works Department, Environmental Services Division Parks and Cemeteries Section  
Family Members Gary Parker and Grant Parker

## **ANALYSIS AND RATIONALE FOR RECOMMENDATIONS**

**SUBJECT: Naming of Jennie Florence Sports Complex, 105 North Service Road, Hamilton (PW21059) (Ward 5) - Page 5 of 6**

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As Confederation Beach Park Sports Park is partially constructed, with phase one complete and phases two and three underway, this is an appropriate time to establish an official name for the park.

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

The name Jennie Florence Parker Sports Complex would meet the criteria for an appropriate name as outlined in the policy as it recognizes Jennie Florence Parker, a prominent individual that made a significant contribution to the City with her idea to establish a waterfront park, now known as Confederation Beach Park. She also served in a voluntary capacity in a community organization as the President of the Hamilton Civic Women's Club. Her contribution is well documented, she has a documented relationship with the park, family members are supportive of the proposed name and she has an honourable reputation.

It has been confirmed that no other park in the City is named Jennie Florence Parker Sports Complex.

The City's Municipal Property and Building Naming Policy currently requires the approval of a deceased individual's legal representative before naming a City property in recognition of a deceased individual.

Jennie Florence Parker's grandson, Gary Parker, has advised City staff that Jennie Parker passed away on January 22, 1965 and that her husband, Stanley Parker, passed away on January 8, 1977 leaving no estate. As a result, there is no identifiable legal representative for Jennie Florence Parker or her estate. However, Jennie Florence Parker's living relatives, Gary Parker and Grant Parker, have approved the naming of the Confederation Beach Park Sports Park located at 105 North Service Road as the Jennie Florence Parker Sports Complex.

## **ALTERNATIVES FOR CONSIDERATION**

If the Recommendation (a) for Report PW21059 is not approved, an alternative is to formally designate the new park the Confederation Beach Park Sports Complex.

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

### **Clean and Green**

Hamilton is environmentally sustainable with a healthy balance of natural and urban spaces.

### **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 PW21059- Map of Confederation Beach Park and Sports Park

Appendix “B” to Report PW21059 - Hamilton Spectator Article July 18, 1992

Appendix “C” to Report PW21059 - Hamilton Spectator Article June 26, 1964









**The stormy beach became a placid park - Hamilton Spectator, The (Ontario, Canada) - July 18, 1992 - page C2**

July 18, 1992 | Hamilton Spectator, The (Ontario, Canada) | Mike Hanley; THE SPECTATOR | Page C2

'A **YOUNG alderman's** dream of a summer playground for Hamilton's industrial workers and their families became a reality today.'

-- Hamilton Spectator,

April 9, 1958

**WHEN THE** Hamilton City Council voted to **expropriate 86 acres of land on the shore of Lake Ontario, including Van Wagner's Beach and Crescent Beach, Alderman John Munro** was successful in initiating the development which became known as Confederation Park.

For years, **the** cottages at **Van Wagner's Beach** and **Crescent Beach** had taken an annual battering from vicious storms whipping off **the lake**. Not only had **the** cottages suffered, but **the** rocky and debris-laden shoreline was fast eroding.

In 1957, living conditions in **the** area were investigated by **the** city's building department, health department, fire prevention bureau, and **the** assessment department. As a result, several of **the** houses were listed as unfit for habitation.

Community-minded citizens, notably Mrs. Stanley Parker, Women's Civic Club president, along with others who cared about **the Beach Strip**, began to push for a shoreline park, a broad, clean expanse of bathing and picnic areas for average citizen.

**Alderman John Munro** had taken a personal interest in **the** scheme and took **the** idea to Mayor Lloyd Jackson, who enthusiastically endorsed **the** plan.

**Munro** called **the beach** park idea 'a wonderful thing for **the** people of this city, especially those who are unable to get away during **the** hot weather.'

'**The beach** could be cleaned up and **the** sand sifted. Properly-constructed, clean bathhouses can be provided to give people a proper place to change. Parking space for cars could also be provided,' **Munro** said.

About 700 people were eventually uprooted by **the** decision to turn **Van Wagner's Beach** and **Crescent Beach** into a recreation area, but most seemed to think it was a good idea.

Saltfleet Township councillor J.W. Haylock, whose home was **on Van Wagner's Beach**, termed **the** development 'a wonderful scheme for **the** people of **the** city. This means I will be eventually pushed out of house and home, but then we were expecting that. It didn't exactly come as a bombshell.'

In February 1959, an additional 87 acres were slated for expropriation as part of the beach park scheme. Controller Jack Macdonald had been successful in encouraging the provincial and federal governments to financially support the project, thereby reducing the costs of land acquisition and clearance.

At a February 1963 meeting of the Board of Control, Alderman Reg Wheeler, chairman of the beach committee, urged the city to 'get the project going.' He then moved a recommendation calling for the construction of a parking lot, and a building to house a restaurant, change rooms and washrooms.

On June 25, 1964, Hamilton's lakefront recreation area known as Confederation Park was officially opened at a ceremony chaired by Wheeler.

Munro, by then the federal MP for Hamilton East, told the assembled that 'all Hamiltonians could be proud of this beautiful park.'

In his speech that day, Mayor Vic Copps paid tribute to Munro and Macdonald for their efforts in making the park a reality.

Three years later, on Aug. 15, 1967, Wheeler unveiled a plaque at Confederation Park recognizing Mrs. Parker. Geraldine Copps was asked to read out the inscription which noted that Mrs. Parker's proposal 'eventually resulted in the establishment of Confederation Park.'

#### CITATION (AGLC STYLE)

Mike Hanley, THE SPECTATOR, 'The stormy beach became a placid park', *Hamilton Spectator, The* (online), 18 Jul 1992 C2 <<https://infoweb.newsbank.com/apps/news/document-view?p=AWNB&docref=news/10B0FE03562A5CB8>>

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# Recreation Area's Future

## Assured

Assurances of continued federal and provincial assistance in developing Confederation Park were given at the official opening of the 173 acre lakefront recreational area yesterday.

John Munro, MP for Hamilton East and a former member of city council who spearheaded the project, said that all Hamiltonians could be "proud of this beautiful park."

"I CAN ASSURE the city that the federal government will co-operate in its future development," Mr. Munro declared.

The Hon. J. W. Spooner, Ontario's minister of municipal affairs, said the park was an example of what can be accomplished when a municipality "acts with decision and determination to remedy its physical blemishes."

He said that if the province

was to increase its contribution to urban renewal, it was only fair to expect the municipalities in return to tighten up their controls and bylaws.

"WITHOUT such safeguards to complement our contribution we shall be doing little better than watering the deserts with a garden hose," Mr. Spooner commented.

He said the province recognized the problems of municipalities with blighted areas and had demonstrated its willingness to assist them.

"But while we are eager to rectify these errors of the past, the provincial government cannot go on forever financing the blunders of yesterday," he insisted.

MAYOR VIC COPPS assured him that the city intended to ensure that money spent on urban renewal here was an investment rather than a waste of money.

"We need long range planning to make these investments really worthwhile however," he declared.

Tribute was paid to Mr. Munro, former mayor Lloyd Jackson and ex-controller Jack MacDonald for their efforts in making the park a reality. Mr. Munro made special mention of the late deputy city clerk, Walter Griffin, for his contribution and suggest-

ed that some remembrance of him be included in the park.

HE ALSO praised Mrs. Stanley E. Parker, Women's Civic Club president who first suggested the park idea to him.

Ald. Reg. Wheeler, chairman of the beach committee, introduced the speakers and invited all present to join council members in a picnic at the park. Music was provided by the Delta Secondary School band.

Hamilton Spectator  
June 26, 1964

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At Park

**Mrs. Parker  
Remembered  
With Plaque**

Hundreds of adults and children who enjoy the facilities of Confederation Park do so thanks, in part, to the late Mrs. Stanley Parker.

YESTERDAY, Mrs. Parker's memory was commemorated by the unveiling of a plaque which reads, "In 1958 Mrs. Parker put forth a proposal that a lakeshore park should be developed in this area. Her proposal was brought to the attention of the Council of the Corporation of the City of Hamilton and eventually resulted in the establishment of Confederation Park."


The plaque, set on a stone dug from the Park grounds and now placed on the lawn by the main entrance, was unveiled by Alderman Reg Wheeler, chairman of the council's beach committee, and dedicated by Controller Ann Jones. The inscription was read out by Mrs. Victor Copps.

Watching the ceremony was Mrs. Parker's husband, of 62 Carrick Avenue, and the couple's seven sons and two of their three daughters, together with eight grandchildren.

Mrs. Parker, who died in January, 1964, lived in the area near the park for 14 years. The suggestion that recognition be given to her work in persuading the council to turn the area, then farmland, into a park, was made by the Hamilton Women's Civic Club.



**CITY OF HAMILTON**  
**PUBLIC WORKS DEPARTMENT**  
**Energy, Fleet and Facilities Management Division**

<b>TO:</b>	Chair and Members Facility Naming Sub-Committee
<b>COMMITTEE DATE:</b>	November 8, 2021
<b>SUBJECT/REPORT NO:</b>	Serafini Family Spray Pad Naming at future Brightside Park, 43 Lloyd Street (PW18038(a)) (Ward 3)
<b>WARD(S) AFFECTED:</b>	Ward 3
<b>PREPARED BY:</b>	Delfina Duarte (905) 546-2424 Ext 6627 Cynthia Graham (905) 546-2424 Ext. 2337
<b>SUBMITTED BY:</b>	Rom D'Angelo Director, Energy, Fleet and Facilities Management Public Works Department
<b>SIGNATURE:</b>	

### RECOMMENDATION

- (a) That further to the recommendations of Report PW18038, the future spray pad to be constructed at Brightside Park be named after the Serafini family for a period of twenty-five (25) years;
- (b) That the General Manager, Public Works be authorized and directed to execute all necessary documents relating to the Contribution Agreement with Mr. Lou Serafini Jr. for Naming Rights of the future spray pad at 43 Lloyd Street, Hamilton, ON, in a form satisfactory to the City Solicitor.

### EXECUTIVE SUMMARY

The recommendations of Report PW18038 were approved by General Issues Committee on May 3, 2018, to authorize the naming of the outdoor ice/splash pad at Bernie Morelli Recreation Centre after the Serafini family.

Staff worked to complete the construction of the ice/spray pad as part of the Bernie Morelli Centre project in 2018 and 2019. After construction completion, it came to the attention of staff that the design of the ice/spray pad feature, specifically the spray pad

**SUBJECT: Serafini Family Spray Pad Naming at future Brightside Park, 43 Lloyd Street (PW18038(a)) (Ward 3) - Page 2 of 4**

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portion of it, was not compliant with newly changed Public Health legislation (post 2019) regarding recreational facilities, and therefore was not able to be used as a typical spray pad. The ice pad component of the feature is unaffected.

In order to honour the city's commitment to the Serafini family, whose donation was in part to create a spray pad feature in Ward 3, Report PW18038a recommends that the future spray pad to be constructed as part of the Brightside Park development, be named the Serafini family Spray Pad.

**Alternatives for Consideration – See Page 3**

**FINANCIAL – STAFFING – LEGAL IMPLICATIONS**

**Financial:** The contribution by the Serafini family has already been accepted by the city through Report PW18038. The construction of the spray pad at Brightside Park is included in the 2022 Tax Capital Budget request as part of the larger park construction budget identified.

**Staffing:** Staff will be responsible for installing and maintaining the sign identifying the Serafini family to be consistent with the Contribution Agreement.

**Legal:** In 2018, a Contribution Agreement was executed in accordance with Report PW18038. Legal services may be required to amend the Contribution agreement to reflect the updated location of the spray pad to be named after the Serafini family.

**HISTORICAL BACKGROUND**

The history of the Bernie Morelli Centre development and the Serafini family donation are outlined in Report PW18038.

Brightside Park will be a new park comprised of the Brian Timmis replacement soccer field and stands, as well as a traditional park including play structure, spray pad, seating, open space, trees, paths, and a small skateboard park amenity. It will contribute positively to the neighbourhood that is deficient in neighbourhood parkland. The lands for the future park were purchased in 2014, and staff have been working since then on environmental studies, building demolition, conceptual design and community consultation.

## **POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS**

Report PW18038a recommendations meet the required guidelines of the City of Hamilton Municipal Property and Building Naming Policy (2015) as set out in section 5 of the policy.

The recommendations also align with the Commercial Advertising and Sponsorship Policy.

The sign at the ice rink at Bernie Morelli Centre will be adjusted to read “Serafini family Ice Rink”, and the sign at the future Brightside Park will read “Serafini family Spray Pad”. This will ensure clarity between the amenities and recognize the contribution in both areas.

## **RELEVANT CONSULTATION**

The following have been consulted and are supportive of the recommendations of Report PW18038a:

Ward 3 Councillor  
Hamilton Community Foundation  
Serafini family  
Landscape Architectural Services  
Legal Services  
Energy, Fleet & Facilities Management

## **ANALYSIS AND RATIONALE FOR RECOMMENDATION**

The motivation for the donation towards the creation of an outdoor amenity is described in Report PW18038.

The Brightside Park project is in detailed design and approval stage, and funds for construction will be requested as part of the 2022 Tax Capital Budget process. In keeping with the desire to create active outdoor spaces for residents, Brightside Park is a perfect opportunity to honour the contribution of the Serafini Family to the creation of outdoor recreation spaces.

The timing of the construction of Brightside Park is anticipated for construction to start in 2022, pending approvals and permits.

## **ALTERNATIVES FOR CONSIDERATION**

An alternative to the recommendations of Report PW18038a would be to find an alternative location for the Serafini Family to be recognized for their contribution towards

**SUBJECT: Serafini Family Spray Pad Naming at future Brightside Park, 43 Lloyd Street (PW18038(a)) (Ward 3) - Page 4 of 4**

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outdoor recreation. Staff do not recommend this alternative, because the Brightside Park spray pad has not yet been constructed, so the timing of design allows an opportunity for the Serafini family to comment on the design.

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

**Healthy and Safe Communities**

Hamilton is a safe and supportive City where people are active, healthy, and have a high quality of life.

**Built Environment and Infrastructure**

Hamilton is supported by state-of-the-art infrastructure, transportation options, buildings and public spaces that create a dynamic City.

**APPENDICES AND SCHEDULES ATTACHED**

Not Applicable.

**From:** [Vernem, Christine](#)  
**To:** [Kolar, Loren](#)  
**Subject:** Municipal Property and Building Naming Application - 10-301 Fruitland Road, Stoney Creek - Elfrida Parkette  
**Date:** August 9, 2019 10:55:06 AM

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Here you go. Thank you!

-----Original Message-----

From: clerk@hamilton.ca  
Sent: Friday, August 9, 2019 10:43 AM  
To: Vernem, Christine <Christine.Vernem@hamilton.ca>  
Subject: FW: Form submission from: Municipal Property and Building Naming Application

-----Original Message-----

From: no-reply@hamilton.ca <no-reply@hamilton.ca>  
Sent: August 8, 2019 3:50 PM  
To: clerk@hamilton.ca  
Subject: Form submission from: Municipal Property and Building Naming Application

Submitted on Thursday, August 8, 2019 - 3:50pm Submitted by anonymous user: 216.208.222.194 Submitted values are:

==General Information==

==Applicant's Information==

Name: 1356715 Ontario Inc.  
Organization (if applicable): c/o Multi-Area Developments  
Inc.attention Steve Spicer  
Mailing Address: 10-301 Fruitland Road  
City: Stoney Creek  
Province: Ontario  
Postal Code: L8E 5M1  
Phone: 905-664-2623  
Email: spicer@multi-area.com

==Information Regarding The Proposed Name==

Proposed Name: Elfrida Parkette  
Acceptable Categories of Names:  
- Geographic  
- Historic

==Background Information Regarding The Proposed Name==

Upload a file that gives background information about the proposed name:

[https://www.hamilton.ca/system/files/webform/historical\\_facts\\_about\\_elfrida.docx](https://www.hamilton.ca/system/files/webform/historical_facts_about_elfrida.docx)

Do you have another file to upload? No

==Asset Proposed To Be Named==

Asset (Please choose one): Parkland Feature

Specify: Summit Park Phase 10 Parkette being 0.82 ha on the west side of Dalgleish Trail between Dolomiti Court and Cittadella Boulevard.

If the asset has an existing name, please specify:

Address (if known): 376 Dalgleish Trail, Glanbrook, L0R1P0

Details (1000 character limit):

Historical Facts About Elfrida

- In Glanbrook T., Reg. Mun, of Hamilton-Wentworth on C. Rds. 20 & 56, 13 km SE of Hamilton. The place was first known as Swayze's Corners after an early settler and then for a time it was called Cline's Mills and then Clinesville.
- When Swayze's village store was sold, the new owner erected a sign over the store bearing the name Elfrida, that of his daughter. When the post office opened in 1865, the name used was Elfrida.

==Form Info==

Official Declaration of Intent by the Applicant:

- I have submitted all information accurately and completely to the best of my knowledge
- I understand that if the application is accepted, I (as Applicant) am responsible for all associated financial implications regarding (re-) naming of the requested asset.
- I have read and understand the "City of Hamilton Municipal Property and Building Naming Policy"
- I understand that the City is under no obligation to accept my proposed name, and my proposal may be declined by the City at any time and for any reason during the review
- I understand that City staff may contact me at any time during their review of this proposal for further information as needed

The results of this submission may be viewed at:

<https://www.hamilton.ca/node/69991/submission/370691>



## Historical Facts About Elfrida

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