



**CITY OF HAMILTON**  
**PUBLIC WORKS DEPARTMENT**  
**Transportation Operations and Maintenance Division**  
**and**  
**Environmental Services Division**

<b>TO:</b>	Chair and Members Facility Naming Sub-Committee
<b>COMMITTEE DATE:</b>	June 25, 2019
<b>SUBJECT/REPORT NO:</b>	Naming of Jimmy Howard Park (PW19052) (Ward 5)
<b>WARD(S) AFFECTED:</b>	Ward 5
<b>PREPARED BY:</b>	Adrienne Kupchanko (905) 546-2424 Ext. 5516 Andrea McDonald (905) 546-2424 Ext. 2738
<b>SUBMITTED BY:</b>  <b>SIGNATURE:</b>	Edward Soldo Director, Transportation Operations & Maintenance Public Works Department
<b>SUBMITTED BY:</b>  <b>SIGNATURE:</b>	Craig Murdoch Director, Environmental Services Public Works Department

**RECOMMENDATION**

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.

**EXECUTIVE SUMMARY**

This report responds to a motion made on August 15, 2018 to the Facility Naming Sub-Committee that:

**SUBJECT: Naming of Jimmy Howard Park (PW19052) (Ward 5) - Page 2 of 4**

---

Staff were directed to investigate renaming Skyway Park, located at 80 Beach Boulevard, Hamilton, to Jimmy Howard Park, with a report back to a future Facility Naming Sub-Committee meeting.

In June 2018, the Hamilton Beach Community Council put forward a letter to the Ward 5 Councillor to request that the park located at 80 Beach Boulevard, Beach Blvd Park #3, be renamed to Jimmy Howard Park.

This neighbourhood park was developed in 2011 and offers a basketball court, tennis court and small walking trail. It is informally known as Skyway Park.

Born and raised in Hamilton, James (Jimmy) Howard was an iconic Canadian stock car driver. He won numerous awards including “most popular” Canadian National Exhibition (CNE) driver and CNE stock car championship. Jimmy was inducted into the Canadian Motorsport Hall of Fame in 1994 and the Flamboro Speedway Hall of Fame in 2012. This naming request meets the criteria set out in the City of Hamilton Municipal Property and Building Naming Policy. Jimmy Howard passed away in 2015 at the age of 93.

**Alternatives for Consideration – See Page 4**

**FINANCIAL – STAFFING – LEGAL IMPLICATIONS**

Financial: There is an existing park sign frame located at this park. The cost to fabricate and install the sign inserts is approximately \$150 - \$200.

Staffing: There are no staffing implications related to this report.

Legal: There are no legal implications related to this report.

**HISTORICAL BACKGROUND**

James Howard

James (Jimmy) Howard was born on December 15, 1920 and passed away on July 20, 2015 in his 94<sup>th</sup> year. He grew up living on the Beach Strip and attended Beach Bungalow School, which is now the location of Barangas on the Beach Restaurant. His home and beloved workshop where he worked as a custom machinist and welder were located at 147 Beach Boulevard.

Jimmy was somewhat of a Beach Boulevard legend. He spent more than 20 years as a popular stock car driver in Canada and the United States. He won the most popular CNE driver award three years in a row and back-to-back CNE stock car championships in 1957 and 1958. Jimmy was inducted into the Canadian Motorsport Hall of Fame in 1994 and the Flamboro Speedway Hall of Fame in 2012.

Beach Boulevard Park #3 (80 Beach Boulevard)

Beach Boulevard Park #3, located at 80 Beach Boulevard, has been informally referred to as Skyway Park however, it has not been officially named. This park is 1.53 acres (0.62 hectares) in size and was developed in 2011. It offers a basketball court, tennis court and small walking trail.

### **POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS**

This naming request meets the required guidelines as set out in Section 4(b)(ii) of the City of Hamilton Municipal Property and Building Naming Policy and as detailed in the Analysis and Rationale for Recommendation section of this report.

### **RELEVANT CONSULTATION**

The Ward 5 Councillor has been consulted and endorses the report recommendation.

The family of Jimmy Howard has been consulted and supports the proposed renaming recommendation in this report.

As the Hamilton Beach Community Council recommended this proposed renaming, they are supportive of the report recommendation.

### **ANALYSIS AND RATIONALE FOR RECOMMENDATION**

At the January 20, 2016 meeting, Council approved Report PW05142(b) to the Facility Naming Sub-Committee regarding the City of Hamilton Municipal Property and Building Naming Policy. The policy serves to establish guidelines and regulations for naming property and buildings owned by the City of Hamilton.

The City of Hamilton Municipal Property and Building Naming Policy has the following Property Listing categories from which proposed names for municipal properties and buildings may be selected: geographic, historic, and prominent individuals/organizations (listed in priority order).

Section 4(b)(ii) of the policy details the 'Prominent' category. It includes, in part, eligibility for names affiliated with individuals who have made a significant contribution to the community/city in one or more of the following areas:

Service in a voluntary or philanthropic capacity or having made a significant contribution in the following areas: environment, agriculture, arts, co-operatives, education, business or industry, journalism, medicine, politics, religion, science, public service, recreation or sports on a local, national, or international scale.

## **SUBJECT: Naming of Jimmy Howard Park (PW19052) (Ward 5) - Page 4 of 4**

There has not been any other request for naming of Beach Boulevard Park #3 and there appears to be no negative issues with the proposed name.

As Jimmy Howard made a significant contribution to sports on the local and international level, the proposed naming meets the City of Hamilton Municipal Property and Building Naming Policy.

### **ALTERNATIVES FOR CONSIDERATION**

Council may decide not to approve the proposed name change which would result in the park remaining unofficially named. This alternative would not address the request received from the community to recognize Mr. Howard.

### **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.

#### **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**

Appendix “A” to Report PW19052 – Map of Proposed Jimmy Howard Park

Appendix “B” to Report PW19052 – Aerial Map of Proposed Jimmy Howard Park