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

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

## 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

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.

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.

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