




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

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

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

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

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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

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APPENDICES AND SCHEDULES ATTACHED

Not Applicable.