



INFORMATION REPORT

TO: Mayor and Members General Issues Committee	WARD(S) AFFECTED: WARD 2
COMMITTEE DATE: April 17, 2013	
SUBJECT/REPORT NO: Hamilton Downtown Business Improvement Area (BIA) - 2012 Pedestrian Pilot Program and Gore Park Summer Promenade (PED13071) (Ward 2)	
SUBMITTED BY: Tim McCabe General Manager Planning and Economic Development Department	PREPARED BY: Anna M. Bradford (905) 546-2424 Ext. 3967
SIGNATURE:	

Council Direction:

At the February 6, 2013 General Issues Committee (GIC) meeting, staff was directed to report back to members of the Committee on the following:

Hamilton Downtown Business Improvement Area (BIA) – 2012 Pedestrian Pilot Program and Gore Park Summer Promenade:

- (a) That the following requests from the Hamilton Downtown BIA be referred to staff for a report to the appropriate standing committees and be part of the 2013 budget deliberations:
- (i) Exempt BIA from Special Event Park Rental Fees;
 - (ii) Fund full request for a Community Partnership grant of \$13,500;
 - (iii) Examine the elements of Gore Master Plan; and,
 - (iv) Examine and support more placemaking elements and events.
- (b) That the appropriate staff meet with the Ward Councillor and representatives from the Hamilton Downtown BIA in an effort to devise a critical path mandate that seeks to accomplish Gore Park infrastructure improvements as it relates to the Gore Park Master Plan, which can be completed prior to the start of the 2015 Pan Am Games.

Information:

(a)(i) Exempt BIA from Special Event Park Rental Fees

Park rental fees form part of the annual City of Hamilton User-Fee By-law approved by Council. Each organization is required to pay for the use of City of Hamilton Parks as per the Council approved user fees. Fees vary based on amenities that are associated with the park. In 2012, the park rental fee charged to the Downtown BIA was \$3,060.48.

Insurance coverage for use of City of Hamilton parks and other facilities is also required for all rentals. User groups and organizations can either provide proof of insurance coverage for intended programming from their own insurance provider, or they can purchase insurance based on the activity and approved rate by the City provider.

It should be noted that insurance coverage cannot be waived and would still be a requirement for use of City of Hamilton parks or other facilities. The cost associated with insurance may at times be more costly than the rental of the park or other facility. As noted above, the insurance costs are directly related to the type of programming occurring within parks or other facilities and the potential risk associated with that activity.

The Recreation Division has an established process that provides guidelines for responding to requests for waiving fees, e.g., rental fees and permits for one-time events. The Recreation Division Director provides authorization for these requests. The process is used for one-time events only, not for annual events. In the case of the Downtown BIA, only Council could approve the waiving of park rental fees.

Groups that are eligible to apply for this consideration include:

- Affiliated Youth Organizations
- Community Groups
- Not for Profit Organizations
- Community Service Clubs and Organizations

Groups that are not eligible for consideration include:

- Commercial Groups
- For-Profit Groups
- Individuals
- Adult Groups
- College and University Athletics (Varsity and Intramural)
- Non-Hamilton Residents

- Other

As there are a multitude of community councils, neighbourhood hubs, sport organizations etc. that are required to pay user fees; should this exemption be provided, those groups would undoubtedly request the same consideration.

(a)(ii) Fund full request for a Community Partnership grant of \$13,500

Downtown Hamilton BIA applied to the Community Partnership Program in 2012 for the Gore Park Summer Promenade. The application was adjudicated and received a score of 71.5%. The organization requested funding in the amount of \$12,500 which represented 30% of its 2012 event budget. In accordance with the funding methodology used in 2012 and the SEED funding guidelines outlined in the CPP Grant Guidelines and Procedures Manual, the organization was recommended and approved for a grant in the amount of \$3,000.

In 2013, Downtown Hamilton BIA applied again to the Community Partnership Program for funding. A request has been made by the organization for \$13,500 which represents 30% of the organization's event budget. The Grants Sub-Committee has not finalized the 2013 Program, however it is anticipated that the Downtown BIA 2013 recommended grant would be same as 2012 at \$3,000.

General Information (supplied in the 2013 CPP Application):

- Gore Park Summer Promenade is an outdoor artisan and local business market;
- In 2013, the Promenade will run in conjunction with the City's initiative to pedestrianize the south leg of King Street on a permanent basis; and,
- It is anticipated that the Promenade will take place every Tuesday through Friday from 11:00 a.m. to 4:00 p.m., June 3 to September 13.

(a)(iii) Examine the elements of Gore Master Plan

Elements of the Gore Master Plan continue to develop pursuant to future implementation of the plan. The Functional Plan associated with the Gore Master Plan was completed in February 2013.

The Functional Plan is based on the preferred conceptual plan developed through extensive public consultation as part of the overall Gore Master Plan. It includes:

- critical dimensions of proposed components;
- materials of proposed components;
- grading concept and recommendations; planting concept; and,
- recommendations for surface and subsurface storm drainage; and identification of utilities.

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The purpose of a Functional Plan is to confirm that the proposed works can be implemented; identify any known or potential conflicts; propose resolutions to conflicts; and provide an estimate of construction costs in an order of magnitude. The Functional Plan documents have been reviewed by City staff and shall serve as the base for development of construction drawings and documents. Construction dates will be coordinated with private development in the area.

(a)(iv) Examine and support more placemaking elements and events

The City of Hamilton Public Art Master Plan identifies a medium scale public art project for the park with a budget of \$100,000. In addition, the Gore Park Master Plan identifies three public art projects; a set of markers at each end of the park, a memorial wall as part of Veteran's Place and a large scale piece tentatively themed around hope and peace. Public art staff is continuing to work with Landscape Architectural Services (LAS) to develop more detail, budgets and schedules for implementation of these projects in concert with the implementation of the Gore Master Plan.

The results of a public survey completed in 2012 indicated citizens were very supportive of increasing the occurrence and availability of events in Gore Park to more weekdays, weekends, and evenings. At this point there is no formal events plan however, if so directed by Council, a plan could be developed.

(b) That the appropriate staff meet with the Ward Councillor and representatives from the Hamilton Downtown BIA in an effort to devise a critical path mandate that seeks to accomplish Gore Park infrastructure improvements as it relates to the Gore Park Master Plan, which can be completed prior to the start of the 2015 Pan Am Games

A group of city staff, including representation from Urban Renewal, Forestry and Horticulture, and the City Manager's Office - Neighbourhood Development Strategies, has been identified as GAP/Critical Path Team, led by LAS.

Public Works staff has spoken with project stakeholders, including Councillor Farr and Kathy Drewitt of the Downtown Hamilton BIA to discuss: the intent of the motion made on February 6; timing of private development; timing of the 2013 Pedestrianization Project (continuation of the 2012 Pedestrianization Pilot); temporary treatments to future vacant land (Blanchard); and the potential to undertake a phase of construction prior to PanAm Games. LAS is proceeding with an RFP to have the construction package for the entire area completed. This construction package will help to inform what work can be included in the first phase of the construction. An approximate 12-month window is required to complete the construction package once the Request for Proposal (RFP) for said work is awarded. The target for the RFP award is Spring 2013. The 12-month window is accelerated from the previous schedule.

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Further to the above, staff was also asked to provide information on park rental fees and/or other fees associated with BIA operated events.

PARK RENTAL FEES:

Park Rental fees are based on the Council approved User Fee By-law through the Community Services Department:

- Gore Park Promenade (Downtown BIA): \$3,060.48
- Movies in the Park (Waterdown BIA): \$51.10

ROAD CLOSURE/POLICE/PARKING FEES:

Road Closure/Police/Parking fees are also based on Council approved user fees and collective agreements. We have included these fees here as it was identified that not every BIA has access to a park and some BIAs have their events on the road. For events with FULL road closures the City requires and/or charges:

- Corridor Management: a full road closure permit fee of \$597.61 (2013 user fee that only covers administration, does not cover the cost of road closure services required);
- Traffic Operations: the cost to manufacture/install/remove traffic related signs (i.e. advance warning signs, one ways, temporary stops, etc.);
- Road Closure Services: that the event organizer hires a Ministry of Transportation “Book 7” certified company to compile a Traffic Control Plan, provide road closure supplies (barricades, pylons etc.) and to provide Book 7 trained staff to set up and tear down the closure. The fee for this varies and goes directly to the contractor the event hires to provide this service;
- Hamilton Police: that paid duty officers are assigned to the event to monitor the road closure (cost varies based on the event); and,
- Hamilton Municipal Parking System: parking charges to cover lost revenue at parking meters and/or municipal lots if the road closures affect the use of these.

2012 BIA EVENTS REQUIRING ROAD CLOSURES

Concession Streetfest (Concession St. BIA)

- Full Road closure Permit: \$584.18
- Warning Signs: \$360.60
- Police Cost: The event currently receives \$1,777.07 from the City to cover policing costs (via the Community Partnership Program - CPP).
- Parking Notes: \$0 for first year 2012, but will be charged in 2013 (cost not provided at this time). In previous years Concession Street Fest was a grandfathered event,

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with no charge levied for meters. The event disappeared for a number of years then came back and was treated as a new event.

Dundas International Buskerfest (Dundas BIA)

- Full Road Closure Permit: \$584.18
- Warning Signs: \$321.52
- Police Costs: \$5,915.28 cost to the organizer.
- Parking Notes: No Charge – Meters/lots in Dundas free during this event.

Locke Street Festival (Locke Street Merchants Association) not listed as a BIA however does provide a similar function.

- Full Road Closure Permit: \$584.18
- Warning Signs: \$3,734.24
- Police Cost: \$640.19 cost to the organizer. The event also received \$566.54 from the City to cover policing costs (via the CPP).
- Parking Notes: Grandfathered Event – event was taking place for years before metered parking introduced. \$0.

2012 BIA EVENTS INCURRING PARKING CHARGES

Ottawa Street Sale (Ottawa Street BIA)

- Parking Notes: \$1,495 which included meter and lot fees.

Sew Hungry – Spring (Ottawa Street BIA)

- Parking Notes: \$572.70 which included meter and lot fees.

Sew Hungry – Fall (Ottawa Street BIA)

- Parking Notes: \$650.90 which included meter and lot fees.

Westdale Winter Wander (Westdale Village BIA)

- \$358.80 which included meter fees in the “parkettes” only.

Please note that for 2013, SEAT has already received applications from the following BIAs. Please note that there could also be further SEAT Applications from BIAs that have not yet been received.

- Oktoberfest (International Village BIA) *NEW EVENT*
- Hamilton Blues Fest (Westdale BIA) *NEW EVENT*
- Concession Street Festival (Concession Street BIA)
- Dundas International Buskerfest (Dundas BIA)
- Sew Hungry (Ottawa Street BIA)
- Antique Adventure (Ottawa Street BIA)
- Gore Park Promenade (Downtown BIA)

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- Movies in the Park (Waterdown BIA)

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