

2. PARADE POLICY REVIEW

**COMMITTEE RECOMMENDATIONS AS AMENDED**

**That Council approve:**

1. (a) **the limiting of major parades and other special events that require complete road closures on Bank Street between the Queensway and Lansdowne Park to one between 1 January and 30 April, one between 1 May and 31 August and one between 1 September and 31 December each year, and;**
- (b) **the administering of the application process on seniority unless the previous year's event does not re-occur, in which case any substitute event will be approved on a first come first served basis.**
2. **The Pride Parade be allowed to use Lansdowne Park for its parade route for a Sunday parade beginning in the year 2000.**

DOCUMENTATION

1. Director, Mobility Services and Corporate Fleet Services revised report dated 17 May 1999 is immediately attached.
2. Peggy DuCharme, Executive Director, Rideau BIA memo dated 10 June 1999 immediately follows the report.
3. Rosebery Avenue Residents' Committee Inc. letter dated 14 June 1999 immediately follows the BIA memo.
4. Extract of Draft Minute, Transportation Committee, 16 June 1999, will be distributed prior to Council and will include a record of the vote.

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Our File/N/Réf.           **50 21-99-1500**  
Your File/V/Réf.

DATE                        17 May 1999

TO/DEST.                 Co-ordinator Transportation Committee

FROM/EXP.                Director Mobility Services and Corporate Fleet Services  
                                  Environment and Transportation Department

SUBJECT/OBJET          **PARADE POLICY REVIEW**

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### **DEPARTMENTAL RECOMMENDATION**

**That the Transportation Committee recommend and Council approve: (a) the limiting of major parades and other special events that require complete road closures on Bank Street between the Queensway and Lansdowne Park to one between 1 January and 30 April, one between 1 May and 31 August and one between 1 September and 31 December each year; and (b) the administering of the application process on seniority unless the previous year's event does not re-occur, in which case any substitute event will be approved on a first come first served basis.**

### **BACKGROUND**

On 25 February 1998, Regional Council approved the Department's Special Events Policy. The policy included a breakdown of the different types of special events and specific approval criteria for each.

As this was a major undertaking, the public consultation was similarly major in scope. Approximately 400 copies of the draft policy were circulated to principle stakeholders and affected parties, including Business Improvement Areas (BIAs), Business Groups and individual businesses in some cases. Ads were also published in the three local daily newspapers advising that changes with respect to the approval of special events on Regional roads were being proposed.

Despite the public consultation, complaints from some members of the business community in the Glebe area claiming economic hardship as a result of parades on Bank Street were received shortly after the policy was approved as parades occurred in the area. This resulted in staff being directed to "conduct further consultation" and review Council's

recently approved parade policy at the Transportation Committee meeting of 18 November 1998.

Since that time, objections regarding special events from the ByWard Market Business Improvement Area have also been received.

## DISCUSSION

As the policy review is being conducted from a business perspective, desirable parade routes within Ottawa's downtown core with a concentration of businesses were identified for study. This resulted in the development of two questionnaires, one for individual businesses (not represented by BIAs) and one for BIAs (to answer on behalf of the businesses represented). The first is attached as Annex A and the second as Annex B.

### Analysis Of The Individual Business Survey Results

The first questionnaire was delivered to individual businesses in the following locations:

1. Laurier Avenue between Elgin Street and Bank Street (and within one block on either side);
2. Bank Street between Gladstone Avenue and Lansdowne Park (and within one block on either side), and
3. Elgin Street between Laurier Avenue and the Queensway (and within one block on either side). As eluded to, these businesses are not represented by BIAs.

The administration and analysis of this survey was done by Brighton Research, an independent market research consultant. Copies of the consultant's detailed analysis of the results are available on request. The following is a summary of the analysis.

A total of 870 questionnaires were delivered and 174 (or 20%) were completed and returned. A total of 59 respondents (or 34%) are located in the Glebe area. The business mix of those who completed and returned questionnaires is 66% retail goods or services, 21% offices, 10% restaurant/food/bar and 3% other. Roughly one-third of respondents are closed on Saturdays and half are closed on Sundays.

A total of 54% of respondents indicated parades in their area have no impact on sales (this includes the businesses closed on weekends) whereas 30% reported a negative impact on sales. Of the latter, roughly half estimated more than 40% negative impact. And importantly, of the 30% who reported a negative impact on sales, 88% are retail businesses and 67% are located in the Glebe area. Only 14% of respondents indicated parades in their area have a positive impact on sales. The degree of positive impact was also much less significant than the degree of negative impact.

Not surprisingly, the same percentage of respondents (54) stated they were not opposed to parades in their area. Importantly however, the support for parades of businesses located in the Glebe area is only 28%. In fact, businesses located in the Glebe area represent 72%

of the overall 17% of respondents that were opposed to parades in their area. Similar indications of support were expressed for other major special events (other than parades) – 53% of respondents were not opposed to special events other than parades whereas support of businesses located in the Glebe area was 30%.

Of the four suggestions presented to respondents located on Laurier Avenue and Bank Street in the questionnaire (i.e. hold parades on Sundays only after 1:00 p.m., have parades proceed in a northerly direction only, have parades proceed in a southerly direction only and hold no more than one major parade every three months), only the responses to the first are considered significant (52% of the respondents felt that holding parades on Sundays only after 1:00 p.m. was acceptable and this suggestion met with a level of resistance of only 18%). There was a slightly greater acceptance of this suggestion (56%) in the Glebe area. The other three suggestions are considered unacceptable, as only one-third of respondents found each suggestion acceptable and the proportion finding each idea unacceptable was almost as high.

Only one suggestion was offered by a significant number of respondents. About one-fifth suggested that only Queen Elizabeth Drive be used for parades. A higher proportion of respondents located in the Glebe area made this suggestion. Regional Council made the same suggestion at its meeting of 23 June 1993 and staff have since put this suggestion to numerous parade organizers without success. The fee the National Capital Commission charges for the use of its roadways aside, parade organizers do not consider the Queen Elizabeth Drive a desirable location for a parade.

Based on these results, Brighton Research made the following conclusions and recommendations:

- overall, a minority of businesses are negatively impacted by parades, oppose parades and oppose other special events (although one-third of respondents are closed on Saturdays and half are closed on Sundays);
- generally, businesses located in the Glebe area are negatively impacted by parades and as a result resist parades and other major special events in their area;
- there is a general acceptance of, and low resistance to, the suggestion to hold parades on Sundays only after 1:00 p.m.;
- the overall results do not appear to warrant the banning of parades in any of the specific study locations;
- consider holding one or more of the parades on Sunday after 1:00 p.m.;
- consider conducting at least some parades along the Queen Elizabeth Drive, and
- explore other means of lessening the negative impact of parades on retail goods and services business locations on Bank Street between the Queensway and Lansdowne Park.

As the banning of parades in a particular location for reasons that are not transportation or safety-related is not an option nor is the Queen Elizabeth Drive a viable parade route option for the reasons outlined above, the limiting of major parades to one every three months was generally considered unacceptable by businesses and the shifting of parades to

Sundays was considered acceptable by only half of the respondents (a potential change all major parade organizers who traditionally hold their parades on Saturdays strongly oppose), limiting complete road closures in the surveyed area where businesses are most negatively impacted by special events to one every four months appears to be a viable solution.

Accordingly, the recommendation to limit major parades and other special events that require complete road closures on Bank Street between the Queensway and Lansdowne Park to one between 1 January and 30 April, one between 1 May and 31 August and one between 1 September and 31 December each year and base the administration of the application process on seniority is made.

This policy amendment, if approved, will accomplish the following:

1. businesses in the Glebe area will be impacted by special events requiring complete road closures a maximum of three times per year;
2. three special events last year required the complete closure of Bank Street between the Queensway and Lansdowne Park;
3. the three special events that required the complete closure of Bank Street between the Queensway and Lansdowne Park last year occurred three to five months apart, and
4. other more minor special events that do not require complete road closures may be permitted in the area.

Exceptions to the rule may be considered for example when plans to celebrate extraordinary achievements are proposed (i.e. Grey Cup Parade, Stanley Cup Parade, the new millennium, etc). Another example when an exception may be considered would be a future Central Canada Exhibition Parade, a possibility while Lansdowne Park remains the site of the Central Canada Exhibition.

#### Analysis Of BIA Survey Results

The second questionnaire, again may be referred to in Annex B, was designed for BIAs to answer on behalf of the businesses they represent and is thus less detailed than the one designed for individual businesses. This questionnaire was sent to the following BIAs:

1. Bank Street Promenade (covers the area from Laurier to Gladstone Avenues);
2. the Sparks Street Mall Management Board;
3. Somerset Heights (covers the area from Rochester to Bay Streets);
4. Somerset Village (covers the area from Bay to Elgin Streets);
5. ByWard Market, and
6. Rideau Area. Completed questionnaires were only received from Somerset Heights and ByWard Market BIAs. Their responses are summarized as follows.

#### Somerset Heights BIA

Of the businesses represented by Somerset Heights BIA, the business mix is 45% retail, 45% restaurant and 10% offices. Although the impact parades have on these businesses is uncertain the feeling is the impact is more positive on restaurants than on the retail industry.

Generally, Somerset Heights BIA is not opposed to parades or other major special events in its area. That being said, the following suggestions for improvement were made:

1. designate a specific parade route with no deviations allowed;
2. shift parades to other areas of the Region;
3. limit the number of political demonstrations, and
4. require that political demonstrations pay for police services.

In reply to the first suggestion, the main reason why a designated parade route was not recommended as part of the Special Events Policy Council approved on 25 February 1998 is because it would be unfair (a) to always subject the types of businesses that are negatively affected by parades to them in a particular location, and (b) to never allow the types of businesses that are positively impacted by parades to benefit by them in a specific location. It is important to note that 14 of the larger Canadian cities and Regional Municipalities in Ontario were polled and none presently have a designated parade route. The City of Edmonton did, however, impose a designated route on parade organizers early in 1988 but this failed as an initiative by the end of that year.

In reply to the second suggestion offered by Somerset Heights BIA, although most major special events occur in downtown Ottawa, they are distributed throughout the core area. This is because special event organizers choose their particular event locations and routes for reasons that are specific to their events (within approved policy parameters). As the downtown cores in the cities outside Ottawa become larger and more metropolis, we may see more events traditionally staged in downtown Ottawa relocate as the Easter Seals Parade did this year (moved to St. Joseph Boulevard in Gloucester).

In reply to the third and fourth suggestions, if the criteria for approval are met, special events are limited by the police's ability to supervise them. In other words, applications for special events are approved on a first come first served basis and are only approved if required police supervision resources permit. The approval of applications for demonstrations takes precedence however as these events are often spontaneous and, as the right to assemble and express opinions is enshrined in Canada's Charter Of Rights And Freedoms, must be accommodated to the greatest extent possible. Demonstration organizers however, like all other organizers of special events, may be responsible for costs associated with the provision of police supervision.

#### ByWard Market BIA

Of the businesses represented by the ByWard Market BIA, the mix is 54% retail, 33% restaurant and 13% office. On average, it is estimated that parades have an 11-20% negative impact on sales in the ByWard Market. Generally, the ByWard Market BIA is

opposed to parades and other special events that require full road closures but is more accepting of “rolling closures” that allow an event to move through an area without completely closing streets to traffic.

Accordingly, the ByWard Market BIA offered the following suggestions for improvement:

1. consult the BIA when new, past problematic or changes to annual events are proposed before tentative approval is given;
2. avoid cutting off access to the ByWard Market, and
3. the BIA should have the ability to refuse a request to close a street if it will have a negative impact on the area.

In reply to the first and third suggestions, affected BIAs are presently consulted before tentative approval is given when large or annual events that have been problematic are proposed. This will be expanded to include large non-problematic annual events when detail changes are proposed. And to prevent any future possible miscommunication with the BIA, such consultations will require the BIA’s position in writing before the special event organizer is given the go-ahead to proceed with the event planning.

Consultation with the BIA however does not mean the BIA has the ability to refuse requests for special event road closures. If a request to close a Regional road for a special event does not meet the criteria for approval and thus falls outside the acceptable parameters of Council’s policy, the application is denied and consultation is unnecessary. Consultation therefore takes place only if and when it is determined that the Special Events Policy permits the approval of the proposed road closure. If so, within this context, consultation takes place with affected parties (BIAs included) so that specific concerns can be addressed by working together to minimize the impact of the event as much as possible, while still permitting a very successful event to occur on the Regional road allowance.

In reply to the second suggestion offered by the ByWard Market BIA, we recognize that the ByWard Market businesses are unique in that they are situated on City streets and are surrounded by Regional roads which, when closed, restrict access to the area. And, we particularly recognize the importance of Sussex Drive, located along the west periphery of the ByWard Market, and the disproportionate access problems its closure poses (i.e. a Sussex Drive closure could result in the additional closures of Murray and St. Patrick Streets as well as the Alexandra Bridge).

That being said, we also recognize the importance of Sussex Drive to special event organizers. Sussex Drive is a vibrant street in a key area of the downtown core that borders both Upper Town and Lower Town, intersects the Interprovincial Bridge and forms part of Confederation Boulevard, commonly referred to as the “Ceremonial Route”.

Generally, temporary road closures for special events is considered a legitimate use of the Regional Road System, not to mention the vitality major events bring to communities and the boost they give to the local economy. We also feel that special events are realities that dwellers in urban milieus should occasionally expect, particularly in a location that forms part of what is popularly known as the “Ceremonial Route”. Nevertheless, good planning (with the BIA’s input) and superior event marshalling are both essential if negative business and community impact is to be minimized as much as possible on event day. This is what we are striving for and can be achieved co-operatively.

It is therefore recommended that the Regional roads that surround the ByWard Market continue to be considered for use by special event organizers. And although Sussex Drive is arguably the most critical for access to the area, it is further recommended that exception not be made for Sussex Drive.

It is important to note that the only annual event that Sussex Drive presently forms a part of is the Tour Nortel cycling event. This event however requires a lane closure only and participants are required to obey the traffic control signals at Rideau Street and Sussex Drive, so as not to disrupt the traffic flows at that intersection. Sussex Drive however appeals to event organizers who stage their events in both provinces in an effort to maximise inter-provincial participation/support as much as possible. Examples of such events (although they are not annual events) are the traditional March For Jesus processions and the proposed Unity Tour cycling event. Sussex Drive may also be appealing to organizers of special events wishing to tie-in an event on the roadway with an event located in Major’s Hill Park.

It is also important to note that a request to close Sussex Drive for a special event will only be approved if staff and Police are confident the proposed closure would not adversely affect the operation of the Rideau Street/Sussex Drive intersection and pose a safety hazard in any way.

### CONSULTATION

Because of the recent extensive public consultation that was carried out when the comprehensive Special Events Policy was proposed and this is a limited review of that policy, comments from principle stakeholders and affected parties are not being requested. Rather, copies of this report are being circulated to organizers of large special events, applicable Business Improvement Areas (as well as the Glebe Business Group and Elgin Area Business and Property Owners’ Association) and community associations, as well as other affected parties. Those who receive copies will be invited to attend the Transportation Committee meeting that will consider this issue.

Copies of the consultant’s detailed analysis of the individual business survey results are available on request.

### FINANCIAL IMPLICATIONS

The recommendations in this report have no financial implications. The consultant's administration of the individual business surveys and analysis of the results cost approximately \$8,000.00.

#### REGIONAL OFFICIAL PLAN/TRANSPORTATION MASTER PLAN

The Special Events Policy involves temporary road closures only and therefore does not apply to either Plan.

#### CONCLUSION

A recommendation has been made which, if approved, will address the recent complaints from some members of the Glebe business community as the maximum number of times their area would be completely closed for special events would be capped at three per year. This is the same number of times that Bank Street between the Queensway and Lansdowne Park was completely closed for special events last year and these parades occurred three to five months apart. This we feel is a reasonable compromise that makes possible a win-win situation.

*Approved by  
Doug Brousseau*

JT

Attach. (2)

## **SURVEY OF BUSINESSES REGARDING PARADES**

### **Dear Business Owner (or Designate):**

On average, special events occur on Regional roads every other day. These include: demonstrations, parades, protest marches, sidewalk sales, donation stations, sports events, street parties, festivals, etc. The many different types of special events have different conditions of approval and therefore affect the communities in which they are staged differently.

Even parades themselves can be very different. For example, some are composed of military marching bands only and some include over 60 large floats, some are staged in downtown Ottawa and last over four hours whereas some are staged in the rural areas and take less than 15 minutes to complete, some require temporary parking restrictions and some do not, etc. And respective communities have different business compositions (i.e. different mixes of offices, retail and restaurant/beverage establishments).

This brings us to the reason why we are requesting your help. We need to know how major parades (the ones that have considerable impact) affect your particular business. This information is needed so that we can assess how major parades affect your business community as a whole. This, in turn, will be used in conjunction with the assessments of other business areas to help us determine what changes to our present policy may be required.

For your information, there were six major parades in Ottawa-Carleton last year, five in downtown Ottawa (three of which proceeded between Regional Government Headquarters and Lansdowne Park) and one in Gloucester.

Please complete the attached questionnaire and return it to the Region no later than April 16, 1999. The questionnaire can be returned either in the enclosed self-addressed and stamped envelope, or can be sent by facsimile to 560-1333. Thank you in advance for your participation.

**PLEASE NOTE:** If you have any questions or need help completing the survey, please do not hesitate to contact Jerry Thomas, the Region's Special Events Co-ordinator, at 560-6001 ext. 1675.

Q#1 Which of the following best describes your usual hours of operation on the weekends? CIRCLE AS MANY NUMBERS AS APPLY.

<b>SATURDAYS</b>	1	We are closed on Saturdays
	2	We are open Saturdays during normal business hours (e.g. 9 or 10 A.M. to 5 or 6 P.M.)
	3	We are open Saturdays during other hours (e.g. very early morning, or open during the evening). Please specify hours:
<b>SUNDAYS</b>	4	We are closed on Sundays
	5	We are open Sundays from 11 A.M. or noon until 5 or 6 P.M.
	6	We are open Sundays during other hours (e.g. very early morning, or open during the evening). Please specify hours:

Q#2 Are there exceptions to the above hours of operation on the weekends, (e.g. weekends during the summer), apart from national holidays when all businesses are closed? CIRCLE ONE.

1	Yes
2	No

IF YES: Please describe:

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Q#3 If your business operates on either Saturday or Sunday, about how many customers visit your premises?

<b>Day</b>	<b>Number of customers or clients who visit</b>
Saturday	
Sunday	

Q#4 Which one of the following best describes the type of business at this location?  
CIRCLE ONE.

1	Retail goods or services
2	Restaurant/food service/bar/etc.
3	Office
4	Other: please specify:

Q#5 Which of the following best describes where your business is situated?  
CIRCLE ONE.

1	At street level
2	On the second floor or higher

Q#6 Which one of the following best describes the street where your business is located?  
CIRCLE ONE

1	On Laurier Avenue West, between Elgin Street and Bank Street
2	On Bank Street between Gladstone Avenue and the Queensway
3	On Bank Street between the Queensway and Lansdowne Park
4	On Elgin Street between Laurier Avenue and the Queensway
5	Within one block on either side of Laurier Avenue
6	Within one block on either side of Bank Street between Gladstone Avenue and the Queensway
7	Within one block on either side of Bank Street between the Queensway and Lansdowne Park
8	Within one block on either side of Elgin Street
9	Other: please describe:

Q#7a) Which of the following best describes the impact, if any, that parades have on your sales at this particular location? CIRCLE ONE.

<b>CIRCLE ONE</b>	<b>IMPACT ON SALES</b>
1	No real impact on sales
2	Positive impact on sales (i.e. sales increase)
3	Negative impact on sales (i.e. sales decrease)
4	Don't know/Not sure
5	Not applicable

**IF YOUR ANSWER IS "2" OR "3", PLEASE ANSWER QUESTION #7b). OTHERWISE GO TO QUESTION #8.**

Q#7b)

<b>CIRCLE ONE</b>	<b>IMPACT ON SALES</b>
	<b>IF POSITIVE IMPACT IN Q#7a)</b>
1	1% to 10% <b>positive</b> impact
2	11% to 20% <b>positive</b> impact
3	21% to 30% <b>positive</b> impact
4	31% to 40% <b>positive</b> impact
5	41% to 50% <b>positive</b> impact
6	More than 50% <b>positive</b> impact
	<b>IF NEGATIVE IMPACT IN Q#7a)</b>
7	1% to 10% <b>negative</b> impact
8	11% to 20% <b>negative</b> impact
9	21% to 30% <b>negative</b> impact
10	31% to 40% <b>negative</b> impact
11	41% to 50% <b>negative</b> impact
12	More than 50% <b>negative</b> impact

**IF YOUR BUSINESS IS LOCATED ON OR WITHIN ONE BLOCK ON EITHER SIDE OF ELGIN STREET, PLEASE SKIP TO Q#9. ALL OTHERS PLEASE ANSWER Q#8a).**

**Q#8a)** Various suggestions have been made regarding parades along the Laurier Avenue and Bank Street route. Please indicate whether or not you are in favour of each of these.

SUGGESTION	ACCEPTABLE	NOT ACCEPTABLE
Hold parades on Sundays only (after 1:00 P.M. to accommodate church services)	1	2
Have parades proceed in a <u>southerly</u> direction only (that is, south along Bank Street to Lansdowne Park)	1	2
Have parades proceed in a <u>northerly</u> direction only (that is, from Lansdowne Park north along Bank Street)	1	2
Hold no more than one major parade every three months	1	2

**Q#8b)** Please list below any other suggestions or options you have regarding parades along the Laurier Avenue/Bank Street route. Any others?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Q#9** Which of the following best describes your overall opinion regarding parades in your area?

OPTION	CIRCLE ONE
I am opposed to parades in my area	<b>1</b>
I am not opposed to parades in my area provided that major parades are limited to no more than one every three months	<b>2</b>
I am not opposed to parades in my area provided that policy changes (other than the above) are implemented	<b>3</b>
I am not opposed to parades in my area	<b>4</b>

**Q#10** Which of the following best describes your overall opinion regarding special events other than parades (e.g. sports events, religious events, protest marches, street parties) in your area?

OPTION	CIRCLE ONE
I am opposed to other special events in my area	<b>1</b>
I am not opposed to other special events in my area provided that policy changes are implemented	<b>2</b>
I am not opposed to other special events in my area	<b>3</b>

**THANK YOU VERY MUCH. PLEASE RETURN THIS QUESTIONNAIRE IN THE SELF-ADDRESSED STAMPED ENVELOPE, OR SEND IT BY FACSIMILE TO 560-1333.**

## ANNEX B

**SURVEY OF BUSINESSES  
REGARDING PARADES****Dear Business Improvement Area Representative:**

On average, special events occur on Regional roads every other day. These include: demonstrations, parades, protest marches, sidewalk sales, donation stations, sports events, street parties, festivals, etc. The many different types of special events have different conditions of approval and therefore affect the communities in which they are staged differently.

Even parades themselves can be very different. For example, some are composed of military marching bands only and some include over 60 large floats, some are staged in downtown Ottawa and last over four hours whereas some are staged in the rural areas and take less than 15 minutes to complete, some require temporary parking restrictions and some do not, etc. And respective communities have different business compositions (i.e. different mixes of offices, retail and restaurant/beverage establishments).

This brings us to the reason why we are requesting your help. We need to know how major parades (the ones that have considerable impact) affect the businesses you represent. This information will be used in conjunction with the information provided by other BIA representatives to help us determine what changes to our present policy may be required.

For your information, there were six major parades in Ottawa-Carleton last year; five in downtown Ottawa (three of which proceeded between Regional Government Headquarters and Lansdowne Park) and one in Gloucester.

Please complete the attached questionnaire and return it to the Region no later than April 16, 1999. The questionnaire can be returned either in the enclosed self-addressed and stamped envelope, or can be sent by facsimile to 560-1333. Thank you in advance for your participation.

**PLEASE NOTE:** If you have any questions or need help completing the survey, please do not hesitate to contact Jerry Thomas, the Region's Special Events Co-ordinator, at 560-6001 ext. 1675.

Please indicate your name, the business area you represent and the geographic limits of the business area you represent.

Name:

Area Represented:

Geographic Limits:

**Q#1** Of the businesses you represent that are open during normal business hours on Saturdays and/or Sundays and have customers that visit the premises on either/both day(s), what is the business mix ratio (i.e. % of retail goods or services versus % of restaurant/food service/bar/etc. versus % of office).

**Q#2a)** On average which of the following best describes the impact, if any, that parades have on sales at the businesses you represent? **CIRCLE ONE.**

CIRCLE ONE	IMPACT ON SALES
1	No real impact on sales
2	Positive impact on sales ( i.e. sales increase)
3	Negative impact on sales (i.e. sales decrease)
4	Don't know/Not sure
5	Not applicable

IF YOUR ANSWER IS "2" OR "3", PLEASE ANSWER QUESTION #2b). OTHERWISE GO TO QUESTION #3.

**Q#2b)**

CIRCLE ONE	AVERAGE IMPACT ON SALES
	<b>IF POSITIVE IMPACT IN Q#2a)</b>
1	1% to 10% <b>positive</b> impact
2	11% to 20% <b>positive</b> impact
3	21% to 30% <b>positive</b> impact
4	31% to 40% <b>positive</b> impact
5	41% to 50% <b>positive</b> impact
6	More than 50% <b>positive</b> impact
	<b>IF NEGATIVE IMPACT IN Q#2a)</b>
7	1% to 10% <b>negative</b> impact
8	11% to 20% <b>negative</b> impact
9	21% to 30% <b>negative</b> impact
10	31% to 40% <b>negative</b> impact
11	41% to 50% <b>negative</b> impact
12	More than 50% <b>negative</b> impact

**Q#3** Which of the following best describes your overall opinion regarding parades in your area?

OPTION	CIRCLE ONE
I am opposed to parades in my area	1
I am not opposed to parades in my area provided that major parades are limited to no more than one every three months	2
I am not opposed to parades in my area provided that policy changes (other than the above) are implemented	3
I am not opposed to parades in my area	4

**Q#4** Please list below any suggestions you may have regarding parades.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

**Q#5** Which of the following best describes your overall opinion regarding special events other than parades (e.g. sports events, religious events, protest marches, street parties) in your area?

OPTION	CIRCLE ONE
I am opposed to other special events in my area	1
I am not opposed to other special events in my area provided that policy changes are implemented	2
I am not opposed to other special events in my area	3

**THANK YOU VERY MUCH. PLEASE RETURN THIS QUESTIONNAIRE IN THE SELF-ADDRESSED STAMPED ENVELOPE, OR SEND IT BY FACSIMILE TO 560-1333.**

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# MEMORANDUM

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**DATE:** June 10, 1999  
**TO:** Rosemary Nelson, RMOC Transportation Committee  
Coordinator  
**FROM:** Peggy DuCharme, Executive Director, Rideau BIA  
(Downtown Rideau)  
**CC:** Jerry Thomas  
**RE:** **PARADE POLICY REVIEW COMMENTS**

Following is our comments to the above noted policy which for some reason were missed in inclusion in the report. Thank you for offering to include them as an attachment through this memo.

## **SURVEY ANSWERS**

Peggy DuCharme, Executive Director  
Rideau BIA (Downtown Rideau)

- east of the canal to west of King Edward
- south of George to north of MacKenzie Bridge to west side of Waller
- east side of Waller from north side of Besserer to George to King Edward

### **Q#1**

- positive impact on sales

### **Q#2**

- 3) 21-30%

### **Q#3**

- 3) not opposed to parades provided policy changes are implemented

### **Q#4**

- Large parades impeding traffic for hours should be restricted to Sundays when there is less vehicle traffic downtown, i.e. making service calls, deliveries etc.

- A parade on a Sunday will attract family leisure traffic as well as benefit from the traffic already existing in the area which is mostly tourism, recreation/leisure and shopping and only overtly affects a smaller geographical area than a Saturday consideration.
- Parade routes should be alternated as best as possible between areas, e.g. if there are only a few areas that can accommodate large parades, then smaller parades should be designated to other areas to lessen the burden on one area over another that does not want excessive parades.
- Parades should pay for police services (presently suppose to, but questionable whether they actually do) and police resources should be additional forces brought in to the area specifically for the parade NOT taken from the existing resource of the neighbourhood. Otherwise, an area is left vulnerable with a lack of officers, especially if they are a frequently used area for parades, special events, demonstrations and protests.

#### Q#5

- 2) Not opposed to other special events in our area provided that policy changes are implemented to address highly requested areas from being bombarded with constant activity that impedes access to the area on a constant basis.
- For example, Rideau Street is a favoured location for protests and public demonstrations of every kind. On average, we receive approximately 5 protests/demonstrations (this includes illegal -- no notice to region, i.e. preachers, etc.) a week for a total of 260 protests/demonstrations a year.
- This does not include road closures for the ceremonial route, security measures for activities at the Ottawa Congress Centre, special events, festivals, Canada Day and parades.
- We would like to see some intervention in the interest of fairness that this particular area, especially at the intersection of Rideau and Sussex, does not become an abused area on a regular basis. Much like the approach that is being discussed to control expected protesters around the new U.S. Embassy on Sussex and MacKenzie.

#### ADDITIONAL COMMENTS

1. We note that the survey was different that went to individual businesses in the Glebe and Elgin Street than the one for the BIAs. Therefore, the final surveys' results are inconclusive as they combined two different sources of information that were asked different questions and then tried to combine the information.
2. We are disappointed that the surveys' questions and recommendations are restricted to the topic of parade locations only. We were under the impression, from our comments at Transportation Committee that resulted in the request from committee for this survey, that public demonstrations and protests locations were also going to be discussed.

3. The surveys' conclusions are further unfair and unbalanced in that it counts a BIA response as one respondent against the Glebe's 59 individual respondents. The Rideau BIA, for example, represents 575 businesses. This treatment is unfair. The survey should have used one survey for both business groups and asked the BIAs to circulate the surveys to their individual members in order that the procedure and results would be the same and accurate.

### **CONCLUSION**

**We request that the BIAs be provided the opportunity to resubmit their surveys after circulating them to their members for individual responses in order that a true comparison to the Glebe and Elgin Street business communities may be presented and that the surveys conclusions and recommendations be amended to reflect the change of data.**

**We further request that consideration be given to include the topic of protests and demonstrations.**

We thank you for this opportunity to comment on these issues.

# Rosebery Avenue Residents' Committee Incorporated

45 Rosebery Avenue  
Ottawa  
Ontario  
K1S 1W1

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June 14 1999

Regional Municipality of Ottawa Carleton  
Transportation Committee  
By Fax to the persons and numbers listed below

Would the Committee Co-ordinator please ensure distribution

Re: Your File Number: 50 21-99-1500

Dear Sir/Madam,

This letter is in response to the notification which we received from Jerry Thomas, Special Events Co-ordinator, relative to the Parade Policy Review which is to be considered by the Transportation Committee of RMOC on Wednesday June 16th 1999.

## BACKGROUND

\*\*\*\*\*

Rosebery Avenue is a cul-de-sac which runs west off Bank Street, immediately south of the Queensway. Other than egress & entrance to this Regional Road, there is no other vehicular access onto Rosebery Avenue.

## CONCERN

\*\*\*\*\*

When Bank Street is closed for a parade, the potential exists that there will be no emergency access onto or off Rosebery Avenue for Ambulance, Fire or other Emergency Service Vehicles. We are very concerned about this apparent threat to our safety and well being.

## REASONS

\*\*\*\*\*

1.) The published policy of the RMOC relative to access on or off Rosebery Avenue has been stated that access for residents, or those with legitimate reason to be allowed on or off Rosebery Avenue, is NOT to be impeded by parade marshalls.

UNLESS I, PERSONNALLY, INTERVIEW EACH AND EVERY PARADE MARSHALL WHO IS CHARGED WITH DIRECTING TRAFFIC IN THIS LOCALE, THEY ARE

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45 Rosebery Avenue  
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K1S 1W1

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UNIVERSALLY UNAWARE OF THIS REQUIREMENT AND DISINCLINED TO BELIEVE/ACT ON THIS UNLESS SHOWN A COPY OF THE LETTER FROM RMOC, SPELLING OUT THIS REQUIREMENT.

2.) Almost invariably, the conditions spelled out for a Parade, which closes the access onto or off Rosebery Avenue, calls for the Parade Organisers to notify all affected persons/residents. HISTORICALLY, THIS REQUIREMENT HAS NEVER YET BEEN MET.

## COMMENT \*\*\*\*\*

Although we have been assured by representatives of the Emergency Services that there would be no delay in response time, in view of the non compliance of the Parade Organisers to abide by the terms of the conditions spelled out by the Region, we remain deeply concerned that our safety and security is compromised by each and every parade.

In addition to this very real concern, we are also seriously inconvenienced &/or stranded by the cavalier disregard for our well being which has been demonstrated, over the last several years, by each and every parade organisation as well as those charged with overseeing the safe and effective management of these events.

Yours very truly,

Dr Trevor Lyons, Chairman

By Fax to 560.1203

Please Distribute to:

Diane Holmes, Chair of RMOC Transportation Committee

Wendy Byrne

Richard Cantin

Clive Doucet

Jacques Legendre

Madeleine Meilleur

Rosemary Nelson

Co-ordinator for the Transportation Committee Fax: 560.1380

Jerry Thomas, Special Events Co-Ordinator

Bylaws and Administration Section Fax: 560.1333

Michel Bellemare

Linda Davis

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and to:

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