



TO: GENERAL COMMITTEE

SUBJECT: PEDESTRIANIZATION OF DUNLOP STREET - OPEN AIR DUNLOP 2021

WARD: 2

PREPARED BY AND KEY CONTACT: N. GAVARRE, BUSINESS DEVELOPMENT OFFICER, EXT. 4431

SUBMITTED BY: S. SCHLICHTER, DIRECTOR OF ECONOMIC AND CREATIVE DEVELOPMENT

GENERAL MANAGER APPROVAL: A. MILLER, RPP, GENERAL MANAGER OF INFRASTRUCTURE AND GROWTH MANAGEMENT

CHIEF ADMINISTRATIVE OFFICER APPROVAL: M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

RECOMMENDED MOTION

1. That the pedestrianization of Dunlop Street be supported in partnership with the Downtown Barrie Business Association (BIA) through the Open Air Dunlop 2021 programming, subject to the approval of all required special event permits and Simcoe Muskoka District Health Unit (SMDHU) requirements, as follows:
 - a) Fifteen (15) Saturdays on Dunlop Street East between Mulcaster Street and Clapperton Street, starting every Saturday from June 5 until September 4, and Saturday, October 9;
 - b) Four (4) Friday half-day closures from noon onward on Dunlop Street East between Mulcaster Street and Clapperton Street on July 2, July 30, September 3, and October 8; and
 - c) One (1) Friday half-day and five (5) Saturdays on Dunlop Street West between Bayfield Street and Toronto Street on July 2, 3, 10, 17 and 24.
2. That the City of Barrie contribute up to \$60,000 to support the 24 road closures over the duration of the program, to be funded from the Reinvestment Reserve.

PURPOSE & BACKGROUND

3. To obtain support for the 2021 pedestrianization of Dunlop Street project in partnership with the BIA and the associated funding to support the costs of up to 24 road closures.

2020 Pedestrianization of Dunlop St. Program and Outcomes

4. In June of 2020, the Downtown Barrie Business Association (BIA) surveyed its membership on whether it should lead a pilot project to close Dunlop Street East to vehicle traffic and provide a pedestrian experience along Dunlop Street in a safe, physically distanced manner to help attract patrons to the downtown. The majority of responses were in favour of this pilot project.

5. On June 29, Barrie City Council approved Council motion 20-G-098 a pedestrianization road closure of Dunlop Street East between Mulcaster Street and Clapperton Street with the BIA taking the lead on the Open Air project. The motion further supported a fiscal contribution of up to 50% of costs, to a maximum of \$10,000 to support road closure logistics and additional clean-up to be funded from the Reinvestment Reserve for Open Air Dunlop.
6. In 2020, the BIA piloted the pedestrianization of Dunlop Street East between Mulcaster Street and the Five Points intersection (Clapperton Street) by hosting five (5) Open Air Dunlop Saturdays, September 26, October 3, 10, and 17 and November 7.
7. The BIA worked with the SMDHU to ensure all restrictions on public gatherings were followed and that Open Air Dunlop was compliant with provincial and regional COVID-19 regulations including supplying masks and hand sanitizer throughout the pedestrianized area.
8. The BIA provided the City of Barrie with the Open Air 2020 expenses for the 5 road closures totaling \$15,245.73, in which the City of Barrie provided \$7622.86 (50%) from the Reinvestment Reserve.
9. Open Air Dunlop 2020 was considered a success with 80% of businesses seeing an increase in foot traffic in their business and 70% of businesses indicating increased sales.
10. Social media played a large role in promoting Open Air Dunlop with 60% of customers stating they heard about the pedestrianization of Dunlop St. over social media. Total Social Media Reach was 156,676 (Facebook Reach: 29,958, Twitter Impressions: 31,902, Instagram Reach: 94,816)

Proposed 2021 Pedestrianization/Open Air Dunlop Program

11. The BIA is proposing to deliver Open Air Dunlop 2021 along Dunlop Street East and pilot dates on Dunlop Street West during the Spring, Summer and Autumn seasons. Pedestrians will be able to enjoy up to five (5) blocks of a car-free area, along Dunlop Street East and West, from Mulcaster Street to Toronto Street.
12. The Downtown Barrie BIA is proposing 15 Saturday closures along Dunlop St. E., between Mulcaster Street and the Five Points and, in addition, is proposing to pilot Friday half-day closures beginning at 12 noon over four (4) Fridays coinciding with long week-ends (July 2, July 30, September 3 and October 8).
13. The Downtown Barrie BIA is further proposing to add Dunlop Street West as part of a pilot program that would include one half-day Friday coinciding with the Canada Day long weekend (July 2), and four Saturdays (July 3, 10, 17, and 24).
14. The Downtown BIA is planning to deliver passive street activation programming that is aligned with Provincial COVID-19 restrictions and gathering limits. The Downtown Barrie (BIA) recognizes that the scope and type of programming to take place during Open Air Dunlop will be determined by local public health restrictions at the time of the activation date and will work closely with City of Barrie's Special Events team to ensure protocols are adhered to.
15. The Downtown BIA will be the project lead and would be responsible for managing the execution of the program, including responsibility for executing the road closures. The BIA has asked for the City's financial support with the costs associated with this undertaking.

16. The City's Operations Department provide support with waste removal, clean up, street sweeping and assist with over road banners at Anne St. and Blake St. The Communications Department would support road closure notifications to the public along with the BIA promotion of Open Air Dunlop programming. All promotions would be tailored to meet health regulations and will not promote gathering.
17. The BIA's total budget for Open Air Dunlop 2021 is \$118,502.00. This includes, road closures, entertainment, advertising, signage, personal protective equipment (PPE) and some general supplies. This budget does not include any staff time.
18. The total funding request of the City by the Downtown BIA to support the 24 road closures for the 2021 Open Air Dunlop program is \$2,500 per closure for a total of \$60,000.00.

Road Closure and Logistics Information

19. Dunlop Street East from Mulcaster Street to Clapperton Street will be consistently closed to vehicular traffic on all proposed pedestrianization dates including every Saturday starting June 5 until September 4, for a total of fifteen (15) Saturdays. The Five Points intersection will remain open to traffic.
20. In addition to the Saturday closures along Dunlop Street East, the BIA will pilot Friday closures beginning at 12:00 p.m. over four (4) long weekends (July 2-3, July 30-31, September 3-4, and October 8-9).
21. Open Air Dunlop 2021 will pilot for the first time pedestrianization of the West end in recognition of the importance of incorporating west end businesses. The west end road closure will take place from the Five Points intersection (Bayfield Street) to Toronto Street with the Mary Street and Maple Street crossroads remaining open to North-South bound traffic.
22. The pilot program to add Dunlop Street West will take place over one Friday and four Saturdays. The proposed dates for the West end pilot are July 2, 3, 10, 17 and 24.

ANALYSIS

23. Street pedestrianization has been adopted as a best practice among numerous cities trying to attract people to an area. Open Air Dunlop 2020 was successful in generating foot and bicycle traffic to local shop owners.
24. COVID-19 and the continuous changing environment of the pandemic has created a lot of uncertainty amongst local downtown businesses. Programming such as Open Air Dunlop is a recovery effort to help promote local businesses and encourage customers to visit, shop, dine and support businesses within the Downtown in a safe physically distanced manner.
25. With the completion of the construction and streetscaping along Dunlop Street, Open Air Dunlop provides a unique opportunity to attract the community to the downtown to enjoy the new features of the street and to engage with retailers.
26. The patio season for the downtown was intended to begin on April 1, 2021, however due to the current Provincial Health restrictions, restaurants have had to limit service to take-out and delivery only. Open Air Dunlop will be a method to attract people back to the downtown once it is safe to do so.

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27. The 2020 budget for the five Open Air Dunlop Saturdays was \$47,495.78. The City of Barrie had contributed \$12,500.00 to support the logistics of the pilot project totalling \$2,500 per closure in 2020.
 28. The total funding request for 2021 Open Air Dunlop is to support the 24 road closures at \$2,500 per closure totalling \$60,000.00 representing approximately 50% of the total project costs. The City's final contribution will depend on the number of closures the BIA is able to achieve subject to health regulations.
 29. Road closure costs include the hiring of a professional municipal traffic service company experienced in Ontario Traffic Manual Book 7. A company that has experience in handling all types of traffic safety, traffic planning and security.

ENVIRONMENTAL AND CLIMATE CHANGE IMPACT MATTERS

30. There are no environmental and/or climate change impact matters related to the recommendation.

ALTERNATIVES

31. The following alternatives are available for consideration by General Committee:

Alternative #1

General Committee could choose not to support the pedestrianization for Dunlop Street as proposed by the BIA for 2021.

This alternative is not recommended as the BIA has developed an Open Air 2021 pedestrianization plan based off the success of 2020 that will increase pedestrianization over 15 weeks to help drive foot traffic to local merchants as part of COVID-19 recovery efforts. This program will also allow the opportunity to monitor community support with pedestrianization of the street.

Alternative #2

General Committee could choose to reduce or not approve the amount of funding requested for the road closures of the pedestrianization of Dunlop St.

This alternative is not recommended as the BIA will have to decrease the scope of Open Air Dunlop 2021. By decreasing the scope there could be negative effects on recovery efforts and the amount of foot traffic that can be generated, the ability to monitor the community's feedback on a more extensive pedestrianization of the street and the ability to deliver the west end pilot for increased pedestrianization.

FINANCIAL

32. The BIA has asked for the City to contribute \$60,000 to help pay for the logistic costs of the road closures, approximately 50% of the total Open Air Dunlop budget of \$118,502.00. The funds will provide the necessary support to the BIA to be able to fulfil the requirements of the pedestrianization of Dunlop Street. This amount is for 24 road closures at \$2,500 per closure. Any road closures that are not undertaken would be deducted from the total contribution of the City.
33. Open Air Dunlop is an effort to attract residents to the downtown and support local merchants. The pedestrianization of the street is related to the Economic Recovery Action Plan and funding would be allocated from the Reinvestment Reserve.



LINKAGE TO 2018-2022 COUNCIL STRATEGIC PLAN

34. The recommendation(s) included in this Staff Report support the following goals identified in the 2018 - 2022 Strategic Plan:

Growing Our Economy

- a) Making it easier to do business.
- b) Create great public spaces.

APPENDIX "A"

Downtown Barrie Business Association (BIA)
2021 Open Air Dunlop Memo

April 21, 2021

BACKGROUND

In 2020, the Downtown Barrie BIA piloted the pedestrianization of Dunlop Street East between Mulcaster Street and the Five Points intersection (Clapperton Street) by hosting five (5) Open Air Dunlop Saturdays. Both BIA members and the general public reacted positively to the road closure. Open Air Dunlop welcomed over 23,000 visitors to the downtown.

Due to the ongoing pandemic and health unit restrictions, the Downtown Barrie BIA is proposing to extend the event to every Saturday during the summer months (Proposed schedule below). The public will be welcome to bike, scoot or walk along Dunlop Street to check out the downtown's newly constructed streetscape, visit a local patio or shop, and discover art and historical self guided tours. The BIA will provide masks and hand sanitizer to visitors, free of charge, while visiting the downtown core.

2021 OPEN AIR DUNLOP PROPOSAL

Dunlop Street East

In 2021, Open Air Dunlop will continue to take place along Dunlop Street East between Mulcaster Street and the Five Points intersection (Clapperton Street) every Saturday starting June 5 until September 4 for a total of fifteen (15) Saturdays. Note: The Five Points intersection will remain open to traffic. In addition to the Saturday closures, the Downtown Barrie BIA will pilot beginning the closure on Friday at 12:00 p.m. over four (4) long weekends (July 2-3, July 30-31, September 3-4, and October 8-9).

Dunlop Street West

New in 2021, the Downtown Barrie BIA recognizes the need to incorporate businesses in the west end. A west end road closure will take place from the Five Points intersection (Bayfield Street) to Toronto Street with the Mary Street and Maple Street crossroads remaining open to north-south bound traffic. Note: The Five Points intersection will remain open to traffic. The pilot will take place over one (1) Friday and four (4) Saturdays. The west end pilot will be slightly delayed due to the deficiency construction work slated to take place during the month of June. The proposed dates for the west end pilot will be July 2, 3, 10, 17 and 24.

Proposed Schedule

The Downtown Barrie BIA is proposing fifteen (15) Saturday closures, along with four (4) half day Friday closures, to coincide with the summer long weekends, and five (5) pilot closures for the Dunlop Street West pilot.



		June	July	August	September	October
OPEN AIR DUNLOP		5	2/3	7	3/4	2
		12	10	14	11	8/9
		19	17	21	18	16
		26	24	28	25	23
			30/31			30
	EVERY SATURDAY	15	4	5	4	1
FRIDAY/SATURDAY	4		2	0	1	1
WEST END PILOT	5		2, 3, 10, 17, 24			
TOTAL CLOSURES	24					

COVID 19 HEALTH AND SAFETY CONSIDERATIONS

Masks and hand sanitizer will be provided by the BIA and **available free of charge** to visitors throughout the Open Air Dunlop event.

Grey/Red Zone

If the Simcoe Muskoka region is designated in the grey or red zones, the activation will be limited to the closure of Dunlop Street to vehicular traffic to allow for safe, socially distanced, foot traffic. Activation may only include the following passive programming elements:

- Community Information Tents
- Radio Station Music
- City Centre Outdoor Patio Program
- Storefront Beautification Elements (mannequins, chairs, flowers)
- Heritage Committee Self Guided Walk Tours
- Downtown Art & Murals Self Guided Walk Tour

Orange/Yellow/Green Zone

If the Simcoe Muskoka region is designated in the orange, yellow or green zones the activation may include, but not be limited to the following passive programming elements:

- Displays
- Radio Station Music
- Open Air Art Zones
- Buskers (There must be a barrier (for example, plexiglass) between singers and wind- or brass-instrument players and audience members.)
- Community Information Tent
- City Centre Outdoor Patio Program
- Storefront Beautification Elements (mannequins, chairs, flowers)
- Heritage Committee Self Guided Walk Tours
- Downtown Art & Murals Self Guided Walk Tour



FINANCIAL CONSIDERATIONS

The total estimated budget for the 2021 Open Air Program is: \$118,502.00.

The Downtown Barrie BIA will be responsible for costs associated with the beautification, event planning and marketing of Open Air Dunlop. The BIA will also be responsible for the staffing of the event. Note: Staffing costs are not included in the budget considerations.

The Downtown Barrie BIA is requesting support funding from the City of Barrie for the 24 road closures: 15 Saturdays, 4 Fridays and 5 pilot closures on Dunlop Street West. The 2020 budget for the five (5) Open Air Dunlop Saturdays was \$47,495.78. The City of Barrie contributed \$12,500.00 to support the logistics of the pilot project. For consideration, the City funded \$2,500/per closure in 2020.

The total funding request to support the 24 road closures for 2021 Open Air Dunlop at \$2,500 per closure is \$60,000.00.

BIA MARKETING & PROMOTIONS BUDGET	
Outdoor Signage	\$8350
Event Advertising	\$14950
PPE Supplies	\$4500
Beautification	\$3500
Entertainment	\$10,000
TOTAL:	\$41,300
<i>N.B. Staff time is not included in the costs.</i>	
ROAD CLOSURE & LOGISTICAL COSTS	
MTS Road Closure	\$43,974
Security at Road Closure	\$28,228
Street Team	\$5,000
TOTAL:	\$77,202
TOTAL COST:	\$118,502

OTHER CONSIDERATIONS - ROLES & RESPONSIBILITIES

The Downtown Barrie BIA will be the main contact for all event inquiries. We will also be responsible for working with our membership, partners and suppliers to coordinate the event. The BIA will be monitoring feedback from its membership and partners to assess any adjustments to the event plan that need to be made. We will have a contact page on the Downtown Barrie website, as well as BIA staff present during the event to receive feedback from the public.

Further, the BIA would like to coordinate with the City on the following items:

- Waste removal and clean up crews
- Street Sweeper
- Placement of Open Air Dunlop over the road banners at Anne Street and Blake Street
- Communication regarding the closure of Dunlop Street

CONCLUSION

Open Air Dunlop is a safe and successful way to attract visitors to Downtown Barrie during the ongoing pandemic. Throughout the summer, as the Provincial COVID 19 colour zone restrictions are changed, Open Air Dunlop can continue to happen with little to no modifications. This will deliver a consistent experience throughout the 2021 summer season helping visitors and businesses alike with the recovery efforts.