

TO:	CHAIR AND MEMBERS CIVIC WORKS COMMITTEE MEETING ON FEBRUARY 21, 2017
FROM:	KELLY SCHERR, P. ENG., MBA, FEC MANAGING DIRECTOR, ENVIRONMENTAL & ENGINEERING SERVICES AND CITY ENGINEER
SUBJECT:	FOREST CITY ROAD RACE FINISH LINE REQUEST

RECOMMENDATION

That on the recommendation of the Managing Director, Environmental & Engineering Services and City Engineer, notwithstanding the existing provisions within the Sign and Canopy By-law, an exemption **BE AUTHORIZED** to allow the implementation of a permanent finish line for the Forest City Road Races on the north side of Dufferin Street between Clarence Street and Wellington Street;

2015-19 STRATEGIC PLAN

The following report supports the Strategic Plan through the strategic focus area of **Strengthening Our Community** by ensuring the safe and efficient movement of traffic, goods and people.

BACKGROUND

On November 29th, 2016 the Civic Works Committee received a request from the Forest City Road Race and passed the following resolution:

“with respect to installing a permanent finish line on the north side of Dufferin Avenue, between Clarence Street and Wellington Street, BE REFERRED to the Civic Administration for report back on what might be done to accommodate their request, including the associated costs. (22/16/CWC)” (File No. 72 Request for Permanent Finish Line on the North side of Dufferin Avenue, between Clarence Street and Wellington Street , CWC Deferred Matters List)

The following report addresses the above within the context of the Sign and Canopy By-law.

DISCUSSION

The weekend of April 29th to 30th 2017, the Forest City Road Races (FCRR) will be celebrating its 35th Anniversary. FCRR reports that they attract over 2,000 participants, 300 volunteers and proceeds from the race benefit over 15 local charities.

The race organization has requested (Appendix A) to install a permanent finish line on the north side of Dufferin Street between Clarence Street and Wellington Street, similar

to the finish line associated with the Boston Marathon. A preliminary review of other running races did not identify any Canadian cities with similar markings.

The following image shows a mock-up of the finish line proposed by FCRR:



Sign and Canopy By-law

The Development & Compliance Services-Building Division were asked to comment on the proposed finish line relates to the Sign and Canopy By-law. The proposed finish line meets the by-laws definition of a sign; therefore, it would be prohibited. The by-law provides specific exemptions; however, the finish line does not meet any of these exemptions. In order to satisfy the requirements of the current Sign and Canopy By-law, the words “London Life Forest City Road Races Est. 1982” would need to be removed.

The Sign and Canopy By-law is scheduled to be replaced later this year by the Sign By-law. At this time the proposed Sign By-law contains a provision that would exempt “any sign located on a public road allowance, approved by the City Engineer”.

Cost

The cost of a permanent FCRR finish line can vary depending on the material used and its size. The material should be durable to minimize wear from vehicle traffic and it should also be slip resistant. It is proposed that the finish line use similar materials to those used at the Dufferin Avenue and Wellington Street crosswalks. The cost of installing a finish line that is 1.5 m wide by 5.5 m long is estimated to be \$1,500. The FCRR has agreed to cover the cost of installing the finish line if it is approved.

Maintenance

Even though the finish line would be constructed with durable pavement markings it will fade and wear with time. Any future maintenance should be the responsibility of the FCRR including the replacement of the finish line if it is removed due to construction on Dufferin Avenue.

Other Road Races

The FCRR is one of several race event using city streets as part of their route. There may be other similar requests and they should be treated in the same manner as the FCRR request. It should be noted that most other races finish off the road allowance.

CONCLUSION

The FCRR is celebrating a milestone this year and they wish to mark it with a permanent finish line. The estimated cost of durable, slip resistant pavement markings is \$1,500 and FCRR agrees to pay all the cost. Installation of the finish line as proposed contravenes the current Canopy and Sign By-law; however, the proposed new Sign By-law contains a provision that would allow installation of the finish line if it was supported by Administration. The new Sign By-law will not be in place before April 29th, 2017;

therefore, if Council wishes to allow installation of the finish line then its approval would require an exemption to the Sign and Canopy By-law.

Acknowledgements:

This report was prepared with the assistance of Adam Salton of the Development & Compliance Services-Building Division.

PREPARED BY:	REVIEWED & CONCURRED BY:
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February 13, 2017/SM

Attch: Appendix A – October 25, 2016 letter from Forest City Road Races

cc. Development & Compliance
Forest City Road Races



October 25, 2016

City of London
Civic Works Committee
300 Dufferin Avenue

Dear Civic Works Committee,

It is with great enthusiasm that I contact you with today. The Forest City Road Races will be celebrating its 35th Anniversary on April 29-30, 2017. FCRR is the premiere running event in Southwestern Ontario, with over 2000 participants and 300 volunteers. FCRR is a 100% percent volunteer, not-for-profit corporation. The proceeds and donations from this weekend benefit over 15 local charities or more.

All major cities host a major running event, and we believe FCRR is on par with those races. You may or may not be familiar with the tradition, but these major events have the finish line painted onto the road. It symbolizes a tradition of friendly competition, community spirit, and after the tragedy in 2013 tragedy in Boston, unity.

It is our request to the City of London, that we work together to have a mutual agreement of installing a permanent finish line on the North side of Dufferin Ave, between Clarence Street and Wellington Street.

Warm regards,

Steve Ryall
Race Director
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