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Chuck Parker

TO:	CHAIR AND MEMBERS STRATEGIC PRIORITIES AND POLICY COMMITTEE MEETING ON MARCH 20, 2017
FROM:	JOHN M. FLEMING MANAGING DIRECTOR, PLANNING AND CITY PLANNER
SUBJECT:	MUSIC, ENTERTAINMENT AND CULTURE DISTRICT FEASIBILITY STUDY AND STRATEGY

RECOMMENDATION

That, on the recommendation of the Managing Director, Planning & City Planner, the Music, Entertainment and Culture District Feasibility Study attached as Appendix "A" **BE RECEIVED** and that the Strategy recommended therein **BE ADOPTED, IT BEING NOTED** that staff will work to implement this strategy over time and within existing budgets or in association with the next 4-year multi-year budget.

PREVIOUS REPORTS PERTINENT TO THIS MATTER
--

1. Planning Entertainment Uses for Downtown Revitalization (April 9, 1996, August 26, 1996 and September 30, 1996)
2. Regulation of Noise from Outdoor Patios and/or Restaurants/Taverns (June 2001)
3. Residential-Entertainment Interface Study –Preliminary Report (June 21,2004)
4. London’s Cultural Prosperity Plan and London Cultural Profile Report (February 19, 2013).
5. Entertainment on Outdoor Patios (PEC – March 25, 2014)
6. Entertainment on Patios City-Initiated Zoning by-law Amendment (Z-8335) (PEC – May 13, 2014)
7. London Music Strategy (September 2, 2014)
8. “Our Move Forward” – London’s Downtown Plan (Council adopted April 14, 2015)
9. Potential Culture Districts in the City of London (SPPC – June 9, 2015)
10. Terms of Reference for Potential Culture Districts in the City of London Background Study (SPPC-October 26, 2015)
11. Music, Entertainment and Culture District Study – Study Status Report (SPPC- March 21, 2016)
12. Extension of Hours for Sound from Outdoor Stage on Talbot Street During Country Music Week (Parks and Recreation to CPSC – June 21, 2016)

13. Downtown Business Improvement Area and Old East Village Community Improvement Area City-Initiated Zoning By-law Amendment (Z-8625) (PEC-July 18, 2016)
14. London Music Strategy – A Year in Review (SPPC-November 7, 2016)
15. Status of OMB Appeal – City-Initiated Zoning By-law Amendment (Z-8625) (PEC – November 14, 2016)

BACKGROUND

The Music, Entertainment and Culture District Feasibility Study responds to the resolution of Municipal Council at its meeting held on March 10, 2015:

*That the Civic Administration **BE REQUESTED** to report back to the Strategic Priorities and Policy Committee on the feasibility of establishing Culture Districts, that may include music and entertainment, within the City of London, as well as what supporting actions would be needed to be taken to enable the success of a Culture District (e.g. possible amendments to the Sign and Canopy By-law, Noise By-law, Zoning By-law, Business Licensing By-law, etc.). (8/14/SPPC)*

The preamble to that direction presented a context for proceeding with the study:

The establishment of Culture Districts, that may include music and entertainment, is an effective tool for municipalities to use to draw performers and tourists to specific areas of the City. It seems logical for London to have such Districts, given the various venues that are already in place that support these activities including Budweiser Gardens, the Grand Theatre, Harris Park, Fanshawe Centre for Digital and Performance Arts, the Palace Theatre, numerous bars and eateries, various streets and squares that host many festivals and celebrations during summer months, among others. A vibrant Culture District can also make a significant contribution to a healthy economy.

Consultation

The comprehensive consultation process solicited perspectives from the public, event organizers, business owners and internal stakeholders.

Two community consultation meetings were held on June 28, 2016 and November 2, 2016 (total attendance 50 people), The community was kept informed of the study throughout its process through notices in the Londoner (twelve) and updating of a study page on the City's website (since December 22, 2015). In addition, through the consideration of a possible zoning by-law amendment to allow amplified music and dancing on patios for a temporary period in 2016, 15,400 public notices were circulated and a public meeting was held before on July 18, 2016 at the Planning and Environment Committee (PEC). Staff also met individually with the Downtown Noise Association. Twenty-seven letters and more than 50 e-mails were received in response to all the public circulation and notification measures. The majority of the comments were received from residents and pertained to the quality of life impacts felt from the level, constancy, and duration of sound.

Staff also consulted with industry stakeholders through a survey sent February 25, 2016 to 165 event organizers and through discussions held with the Culture Office and Tourism London. Those surveyed included organizers who have held events over the last few years, using the City of London Parks and Recreation Department Special Events Policies and Procedures Manual process. Planning staff also attended the Liquor License Act Seminar (November 29, 2016) and the London Venue Summit (December 13, 2016) to listen to comments and concerns

of business owners. The majority of the comments from both of these groups relate to making the process for holding events easier and “less bureaucratic”.

Lastly, an internal stakeholder group, which includes City departments, agencies and organizations who deal regularly with the staging of music, entertainment and/or cultural events in the city held two meetings on December 8, 2015 and October 3, 2016. These discussions analyzed issues experienced with current policies, regulations and processes and improvements that could be made to address them.

After consolidating all the consultation input and cross-referencing the nature of comments received and their sources, a divergence of opinion emerged. On one side of the discussion there are advocates seeking changes from the status quo aimed at making London a more notable culture and entertainment destination, often citing direct and indirect economic benefits that could be gained by doing so. Arguments made from the other side seek to retain the status quo to protect residential amenity. The consultation did not demonstrate a wide spectrum between these competing perspectives. However, a recurring theme across the received feedback dwelt on setting “reasonable” expectations and the means to consistently enforce them. A review of other Canadian cities found a similar divide, particularly in Toronto, Vancouver, Calgary and Hamilton. Fewer received comments pertained to potential measures that might be taken to promote culture and entertainment industry activities, or to visibly profile the districts where they are or could be clustered.

Regulatory Framework & Promotional Approaches

City staff working in Parks and Recreation, Planning, Building/By-law Enforcement, and the London Police Service are the main entities having responsibilities in the staging and/or regulation of events through a variety of policies, by-law regulations and processes. In addition, the Alcohol and Gaming Commission of Ontario (AGCO) is involved where liquor licenses are required. By-laws are passed under the authority of the *Municipal Act* tend to have a more direct and frequent impact on the regulation of culture, music and entertainment events and activities than does the *Planning Act*, being land use is controlled by the latter. The Culture Office, as well as the London Arts Council, Tourism London, Downtown London and Old East Village BIA are among the more frequent organizations involved in monitoring and promotion of music, entertainment and cultural events and venues. Through this study a variety of alternatives was reviewed to identify gaps in regulation and promotion, and propose possible improvements.

RECOMMENDED STRATEGY

The Music Entertainment and Culture District Feasibility Study concludes with a strategy which contains a number of suggested changes to current policies, regulations and processes arising from consultations held with the public, the industry and internal stakeholders. These were also informed from research of Canadian and U.S. cities facing similar challenges in reconciling how to cultivate a socially and economically vibrant community, while not unduly compromising a desirable quality of life.

Location of districts

The strategy identifies 3 categories of districts where the intensity, frequency, and duration of Music, Entertainment and Cultural Events would be allowed and supported to varying degrees. The districts are derived from an examination of where major venues and supporting businesses and infrastructure are already clustered in London, and how they function in the London Plan’s Place-Type city-building framework. This approach is meant to underpin community expectations of where intensity and diversity of uses are to be more or less

pronounced. Where expectations of intensity and diversity of uses is higher, proposed regulatory and promotional responses are greater.

The “baseline expectation” is City-wide, where music, entertainment, and culture events happen relatively less frequently and are not clustered in time or space in any significant or sustained way. Canada Day events are a good example of the type and size of City-wide intensity. Regulations and processes City-wide would allow the least intensity of events and be similar to the current status quo. London’s Main Streets are designated to be equipped to act as “local downtowns” for their surrounding Neighbourhoods, to accommodate comparatively more music, entertainment, and culture events, more frequently than the baseline situation, including *some* instances/locations which draw significant participation from outside the local community, such as Richmond Row and the Western Fair. Downtown, being the heart of the city, belongs to the whole city, and acts as London’s calling card to the world. The Downtown music, entertainment and culture district would normally be the location with the biggest cluster of the most frequent events, and therefore be expected to sustain the greatest intensity of such activity in the city. Downtown’s expected intensity, though greatest in the city, is proposed to have somewhat broader, but not unlimited, regulatory permissions than elsewhere. It would also have a proportionately greater allocation of attention in the spectrum of proposed public space stewardship and district promotion methods necessary to cope with the consequences of hosting the highest order of intensity.

Action Plan

Depending on the issue they are intended to address, recommended actions in the three categories of districts may be the same for all of them or tailored differently in each of them. Actions are geared to Mitigate Impacts (especially for neighbours), Streamline Processes, and Celebrate & Support activity. Some actions can achieve more than one of these 3 aims. Each action has a proposed lead and identified time frame. Depending on the nature of the changes some could be done quickly administratively while others, such as amendments to the Zoning By-law and Noise By-law, would take longer and follow public notice procedures found in the *Planning Act* and *Municipal Act*, respectively. Some actions will be particularly relevant to the review of London’s Cultural Prosperity Plan being undertaken this year. Staff will work to implement this strategy over time and within existing budgets or in association with the next 4-year multi-year budget.

Acknowledgments

These reports have been prepared with the assistance of our internal stakeholder partners including Bill Coxhead, Scott Stafford and Krista Kearns from Parks and Recreation; Orest Katolyk, Heather Chapman and Annette Drost from By-law Enforcement; Robin Armistead and Cory Crossman from the Culture Office, Chris Campbell from Tourism London, Andrea Halwa from the London Arts Council, Janette MacDonald from Downtown London and Jennifer Pastorius from Old East Village. Also thanks to the public and business owners for their valuable input.

PREPARED BY:	SUBMITTED BY:
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Chuck Parker

“APPENDIX A”



London
CANADA

Music, Entertainment & Culture Districts

Feasibility Study



March
2017

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This report would not have been possible without the guidance of the many City staff members and stakeholders that participated in the process:

Robin Armistead, Chris Campbell, Heather Chapman, Bill Coxhead, Cory Crossman, Annette Drost, John Fleming, Andrea Halwa, Orest Katolyk, Krista Kearns, Kerri Killen, George Kotsifas, Janette MacDonald, Charles Parker, Jennifer Pastorius, Lou Pompillii, Scott Stafford, Jim Yanchula, and all of the public and industry individuals who attended meetings, phoned or submitted comments during the study process.

EXECUTIVE SUMMARY

The London Plan provides key directions which will guide planning and development in London over the next 20 years. One of these key directions is to “celebrate and support London as a culturally rich, creative, and diverse city.” This report reviews the feasibility of establishing music, entertainment, and culture districts, as well as recommends supporting actions to enable the success of such culture districts.

To direct this study, consultation with the public, business owners, industry, and a diverse internal stakeholder group consisting of City staff representing a variety of departments, the London Arts Council, Tourism London, Downtown London and the Old East Village BIA was undertaken. The key issues identified through this process included:

- the intensity, frequency and duration of events and festivals;
- the sometimes conflicting goals of increasing a residential population and promoting music, entertainment and culture within the urban areas of the city;
- the need for better communication and notification procedures; and,
- the inconsistencies created over time in terms of what policies and regulations apply to not-for-profit and for-profit organizations as well as individual private outdoor patios.

A review of the current policies, regulations and processes which direct how music, entertainment and culture develops and operates within London served as a baseline for suggested changes.

The proposed strategy includes an approach which aims to balance all interests and proposes a policy framework based on geographic location. This strategy would not only allow the framework to be tailored to the context of a location, it would establish expectations for both residents and event organizers in terms of the level of intensity, frequency, and duration of events that would be permitted within the identified locations.



1956
JOE KOOL'S
29th PLACE
SMOKE

NOOS

DOLE

FRÖMME

JOE KOOL'S

CLUB





STUDY ORIGIN & PURPOSE

Introduction

The London Plan sets new goals and priorities to shape the growth, preservation, and evolution of London over the next 20 years. The Plan sets a bold new horizon for London in 2035 – Exciting, Exceptional, and Connected. The Plan sets a foundational key direction to “celebrate and support London as a culturally rich, creative, and diverse city.” Supporting and enhancing opportunities for music, entertainment, and cultural activities will strengthen London as a city, help to drive economic opportunities, assist in urban regeneration, strengthen the image of our city, enhance the quality of life, promote diversity, and provide a competitive edge for talent attraction and retention.

The London Plan also identifies a key direction to promote urban living and a desire for compact growth directed to established urban areas of the city. London’s most urban areas are also prime locations for music, entertainment, and cultural activities, which bring energy and a unique atmosphere to these communities. While this energy is most certainly a draw to choosing an urban lifestyle, sometimes these activities come with negative impacts. Mitigating such impacts that may lead to a reduced quality of life for urban residents is an integral part of this conversation.

This balance between celebrating and promoting music, entertainment, and cultural activities while maintaining an environment that remains attractive to residents and businesses is the central issue of this study.

Purpose

The purpose of this study is to:

- Outline the existing policies, regulations, and processes which manage music, entertainment, and cultural activities within this city as a baseline for future changes;
- Identify the role, benefits, and potential impacts of Music, Entertainment, and Culture Districts;
- Review other municipalities' approaches to managing music, entertainment, and culture activities and mitigating impacts negative to residents and businesses;
- Consult with the public, industry stakeholders, and internal stakeholders; and,
- Create a strategy which celebrates and promotes music, entertainment, and culture activities, while creating an environment attractive to residents and businesses.

The strategy brought forward in this study aims to provide more efficient processes and methods to support music, entertainment, cultural events and activities, while addressing community concerns and mitigating potential negative impacts to residents and businesses. Establishing districts can achieve this by focussing policies and regulations within geographic areas with the intent of identifying proposed boundaries and what can take place within them. The overall goal of the strategy is to create a framework that clearly sets expectations in terms of the frequency, duration, and intensity of activities and events related to music, entertainment, and culture within London, with particular attention to proposed district areas.

Background

This study was initiated in response to Municipal Council direction where it was resolved:

That the Civic Administration BE REQUESTED to report back to the Strategic Priorities and Policy Committee on the feasibility of establishing Culture Districts, that may include music and entertainment, within the City of London, as well as what supporting actions would need to be taken

to enable the success of a Culture District (e.g. possible amendments to the Sign and Canopy By-law, Noise By-law, Zoning By-law, Business Licensing By-law, etc.). (8/14/SPPC)

The prelude to that direction stated Council's intent for the study:

The establishment of Culture Districts, that may include music and entertainment, is an effective tool for municipalities to use to draw performers and tourists to specific areas of the city. It seems logical for London to have such Districts, given the various venues that are already in place that support these activities including Budweiser Gardens, the Grand Theatre, Harris Park, Fanshawe Centre for Digital and Performance Arts, the Palace Theatre, numerous bars and eateries, various streets and squares that host many festivals and celebrations during summer months, among others. A vibrant Culture District can also make a significant contribution to a healthy economy.

In addition, Council cited the need for completion of this study following a request from the operators of "Rock the Park" to extend that event to five consecutive days instead of four. In response, Council's second resolution on the subject addressed the request, but also referenced the completion of a potential district report:

14. That the following actions be taken with respect to the "Rock the Park 12 – July 2015" event:

the attached proposed by-law BE INTRODUCED at the Municipal Council meeting to be held on April 28, 2015, to amend the City of London's 2015 Special Events Policies and Procedures Manual to provide for the "Rock the Park 12- July 2015" event use of Harris Park for 5 consecutive days, commencing on July 14, 2015 and ending on July 18, 2015; it being noted that the Civic Administration is currently undertaking a review of the feasibility of establishing Culture Districts in the city, which will include consideration as to how best to address special events in the future; and,

the Civic Administration BE REQUESTED to evaluate the impact on the community as a result of permitting the

request noted in a), above, and to include their findings in the report back on the feasibility of establishing Culture Districts in the city;

Council, on October 27, 2015, resolved that:

the Terms of Reference, attached to the staff report dated October 26, 2015 as Appendix 1, BE ADOPTED as a basis for the preparation of a study which will define the purpose and potential locations of such districts in the City of London; it being noted that such changes may require changes to be undertaken to the Official Plan, Zoning By-law, other City by-laws and City processes; ...

it being noted that the Civic Administration will engage the area residents with respect to this matter. (2/23/SPPC)

In response to the various Council directions, Planning Services has co-ordinated a process which has included a City staff stakeholder team tasked with reviewing existing regulations and processes, researching other municipalities' regulations and approaches, and coordinating consultation with the community, industry and internal stakeholder groups for this report.

Key Questions

How can we best plan for and support music, entertainment, and culture in London while balancing and mitigating the impact of such activities?

How can music, entertainment, and culture districts respond to the unique context of the existing neighbourhoods in London?

What policy, regulation, and process changes need to occur to create successful music, entertainment, and culture districts in London?





WHAT IS A MUSIC, ENTERTAINMENT & CULTURE DISTRICT?

Definition

The working definition of a Music, Entertainment and Culture District as first outlined in the approved Study Terms of Reference is:

Defined location(s) in the city that have a concentration of venues offering music, entertainment, and/or culture. These venues can include theatres, arenas, outdoor parks, enclosed buildings, performance spaces, museums, galleries, music, or media production studios. These districts may have different rules for hours of operation, road closures, sidewalk patios, music/sound, etc. that facilitates and encourages music, entertainment and cultural events in the city.

These spaces include both public and private space, indoor and outdoor spaces and permanent and temporary venues and events. Typically they have a different set of rules and regulations than other parts of the city.

District Role

Districts establish a location within which music, entertainment, and cultural activities are welcomed and celebrated. The role of music, entertainment, and culture districts is to facilitate and support events and activities through a policy framework that is appropriate to the “carrying capacity” of the district.

Districts establish expectations for residents, business owners, event organizers, and staff in terms of the frequency, duration, and intensity of the events and activities that occur regularly within district boundaries, rather than only occasionally. Because activities are expected more frequently, for longer hours, and at larger scales, the potential for cumulative impacts is greater and therefore the requirement to mitigate these impacts must be greater as well. Balancing the benefits with the cumulative impacts of frequently held music, entertainment, and cultural activities and events is key issue that should be addressed when a district is established.

Districts also set expectations for a higher level of quality and maintenance of the public realm and an overall environment that sets a district apart from other areas within the city. It provides a place where activities and events can be directed and where the infrastructure and funding can be focused in a deliberate way to support them.

District Value

Music, entertainment, and culture are now being recognized as significant economic drivers in cities around the world. These activities provide direct employment opportunities to communities through industry-specific jobs and businesses as well as create compound spending through spinoff benefits in the hospitality and service sectors.

Cities recognized as having strong music, entertainment, and culture also profit from many indirect benefits, including attracting creative workers in technology, film, television, digital media, and fashion. Innovators are attracted to cities that feature strong cultural industries appealing to many start-ups and entrepreneurs. Businesses may also relocate to these cities

to attract and retain a strong labour force as cities with music, entertainment, and cultural activities attract the creative class of workers. They, in turn, attract further development across other sectors such as education, healthcare, research, technology and housing.

“City vibrancy and culture are key factors in the retention and recruitment of new talent.”

Kapil Lakhotia, President and CEO at the LEDC

Extensive research has concluded that arts and culture tourists outspend typical tourists two to one and stay longer. Economic impact can be measured in both direct impacts, such as ticket sales, and indirect impacts, such as restaurants and hotels, with the latter receiving the greatest benefit. Benefits include increased tourism, downtown- and commercial-area development, economic development, and increased business opportunities.

A comprehensive Ontario Arts Council Study in 2012 on arts and cultural tourists found that:

- The average overnight arts and cultural trip was \$667.00 compared to \$374.00 on all average overnight (non-arts / cultural) trip.
- One fifth of the 42.8 million overnight trips to Ontario ended up with participation in Arts and Cultural activities in 2010.
- Over 9.5 million tourists visiting the province for arts and culture tourism.
- In 2010 these tourists outspent non arts & culture tourists 2-1, spending \$4.1 billion.
- At 4.4 nights on average, members of the arts and cultural sector spent one night longer in Ontario than the typical tourist (3.1 nights).

- Provincially the economic impact of arts and culture tourism is substantial, generating \$3.7 billion in GDP, 67,700 jobs, \$2.4 billion in wages and \$1.7 billion in taxes for all levels of government.

Spending for this sector on average was broken down into the following:

- 13% or \$0.5 billion spent on attractions of event
- 15% or \$0.6 billion spent on retail/other
- 27% or \$1.1 billion spent on lodging
- 27% or \$1.1 billion spent on food/beverages
- 18% or \$0.7 billion spent on transportation

The importance of culture to London’s economy was comprehensively reviewed as part of the preparation of the *Cultural Prosperity Plan* in 2013 (see below). The following table summarizes the information.

Table 1: Comparison of Economic Contributions for Cultural Sectors

City of London (2011)	London CMA (2011)	City of Toronto (2006)	Ottawa (2006)	Hamilton CMA (2001)
\$540 million (direct contribution)	\$580 million (direct contribution)	\$9 billion (GDP estimate)	\$1.98 billion (GDP estimate)	-
\$1,475 per capita	\$1,222 per capita	\$3,595 per capita	\$1,751 per capita	-
7,703 jobs in cultural sector	8,345 jobs in cultural sector (as of 2006)	83,000 jobs in cultural sector	22,500 jobs in cultural sector	11,600 jobs in cultural sector
4.2% (as of 2006)	3.8% of total workforce (as of 2006)	6% of total workforce	4.7% of total workforce	3.4% of total workforce

Source: London Culture Profile Report 2013

The impact that music, entertainment, and culture have on London's economy has never been comprehensively reviewed (except for specific major events such as the Memorial Cup or World Figure Skating Championships where special reports were provided to Council). However, recent studies on individual events have concluded that:

- The 2016 edition of Country Music Week attracted more than 18,000 participants, including 4,900 visitors from outside London. The spending of out of town fans, along with participants at the industry conference and the investment made by the event organizers in hosting a world-class event provided a considerable boost in economic activity for the City of London. A final economic assessment report is being finalized and will be released by the CCMA in the spring of 2017.
- In 2011, over 100 festivals and events in the city were estimated to attract over 900,000 people.
- Rock the Park has been operating for 11 years and attracts approximately 40,000 to 50,000 each year.



A summer festival in London, Ontario.



A performance in London, Ontario.



Canada Day firework display in London, Ontario. Credit: Tourism London

As a comparison, other Canadian cities reported that:

- In Toronto, the culture sector contributes \$9 billion annually to Toronto Region's gross domestic product. More than three million people go to the Cultural District every year. The Entertainment District is a destination for over 15 million visitors annually; 80,000 people work in the Entertainment District and 16,000 live there. Over 18,000 dwelling units are expected to be added over the next 5 years (2011).
- Durham's 2014 Boots and Hearts festival generated approximately \$17 million in economic impact and is expected to expand and move to a larger location in 2015.
- The \$12-million boost to the Hamilton economy for hosting the Juno Awards now has the city thinking ahead to hosting more live events. Music events are said to be just as lucrative as arts and culture in Hamilton.
- It was estimated that the 2015 Canadian Country Music Week in Halifax generated approximately \$14 million in economic impact.

Appendix F summarizes the economic impact of music, entertainment and culture identified in other municipalities.

In summary, music, entertainment, and culture districts are valuable for their ability to:

- Increase the vibrancy of the city;
- Encourage more people to visit the central parts of the city;
- Increase tourism;
- Encourage more citizen interaction;
- Contribute to a healthy city economy; and,
- Help to attract a young, highly-skilled workforce.



atre



APPROACHES

London's Current Approach

Music, entertainment and cultural uses in London

There are significant concentrations of music, entertainment and cultural uses currently located throughout London. Major hubs have been identified by this study having clusters of venues and services around them that provide activities and events related to music, entertainment, and culture which are greater in frequency, longer in duration, and higher in intensity than generally prevailing in the city. These major hubs are primarily located in and around the downtown and Old East Village.

Complementary uses have been identified as restaurants with live entertainment, small theatres, galleries, outdoor public spaces, patios, and other related venues, amenities, and services. The complementary uses identified through this study are also highly concentrated within the downtown and Old East Village and their surrounding areas, such as Richmond Row and the Western Fair Complex. Additional, smaller concentrations have been identified along the Hamilton Road corridor and south of the downtown, in the area known as SoHo, and along main streets across the city

The London Plan identifies four locations as having a symbiotic relationship with the downtown through policy 799_16, which directs us to, "Establish strong physical and collaborative connections between the Downtown and the surrounding urban business areas such as Richmond Row, the Old East Village, SoHo, and Hamilton Road." The music, entertainment, and

cultural uses already established within these identified areas are further supported by this policy direction which sets the expectation that future growth within Richmond Row, Old East Village, SoHo, and Hamilton Road will be supportive of the uses, activities, and events occurring within the downtown.

The London Plan further identifies a number of main streets, located across the city. These main streets serve their surrounding communities and provide ideal locations for small-scale local events to be held. The additional main streets identified through *The London Plan* include:

- Applewood (not yet developed)
- Byron
- Hyde Park
- Lambeth
- Upper Richmond Village (not yet developed)
- Wortley Village

Downtown

Within the downtown and surrounding area, the major hubs identified through this study include:

- Budweiser Gardens
- Centennial Hall
- The Grand Theatre
- Harris Park
- London Convention Centre
- London Music Hall
- Museum London
- Victoria Park
- Wolfe Performance Hall

Particularly high concentrations of complementary uses are located on Richmond Row and near Covent Garden Market. Map 1 identifies the locations of these major hubs and complementary uses within the downtown and surrounding area. It is important to recognize that this map may not include

all individual complementary uses, but provides a suitable representation of the current environment of the downtown and surrounding area.

Map 1: Downtown and Surrounding Area



It is important to note two future major hubs planned for the downtown - Dundas Place and the Forks of the Thames. The Dundas Place project will transform Dundas Street into a flexible street environment that will easily accommodate outdoor patios and street festivals. The future revitalization of a five kilometer stretch of the Thames River radiating from the Forks is being initiated through the Back to the River campaign. This project will transform the the Forks of the Thames into a space supportive of music, entertainment and culture.

It is expected that the downtown will continue to support music, entertainment, and cultural uses in the future. *The London Plan* directs investment in cultural and institutional uses that will act as catalysts for downtown regeneration. It also identifies the downtown as the highest intensity and the greatest mix of uses within London.

Richmond Row is identified in *The London Plan* as a Main Street, which permits a broad range of uses and a pedestrian-oriented environment.



Budweiser Gardens, London, Ontario.



London Music Hall, London Ontario.



The Grand Theatre, London, Ontario.

Old East Village

Old East Village and surrounding area is home to four major hubs for music, entertainment, and cultural activities:

- Aeolian Hall
- London Clay Art Centre
- Palace Theatre
- Western Fair Complex

It is important to note that the Western Fair complex is unique to the other major hubs located in the Old East Village area in the scale and variety of activities that occur here and its ability to hold multiple events at once. *The London Plan* has specific polices which apply to the Western Fair Complex and plans for its continued growth to provide an entertainment component to complement both the Fairgrounds and Old East Village. It permits a broad range of uses specific to the Western Fair Complex which includes entertainment and recreational uses.

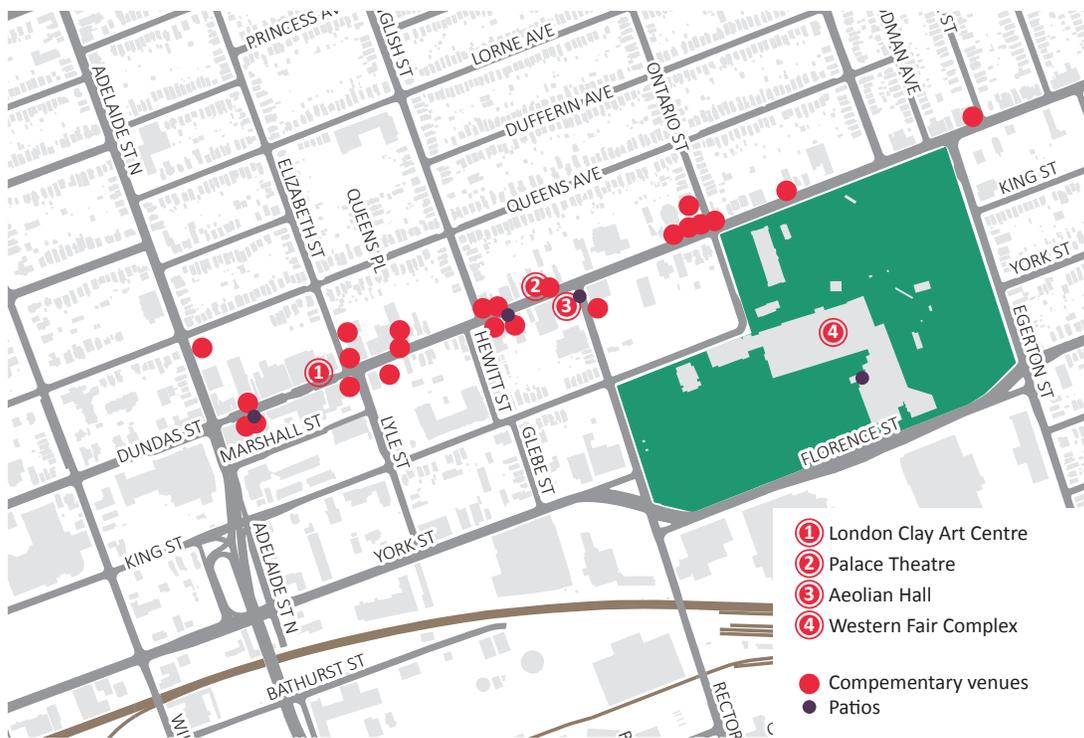


The London Clay Art Centre, London, Ontario.

Complementary uses are found along the Dundas Street corridor and include a variety of restaurants, patios and other related amenities and services. *The London Plan* identifies this segment of Dundas Street as the Rapid Transit Corridor Place Type. This place type permits a wide variety of uses and promotes intensification supportive of the transit system.

Map 2 identifies the hubs and complementary uses within Old East Village and surrounding area. It is important to recognize that this map may not include all individual complementary uses, but provides a suitable representation of the current environment of Old East Village and the surrounding area.

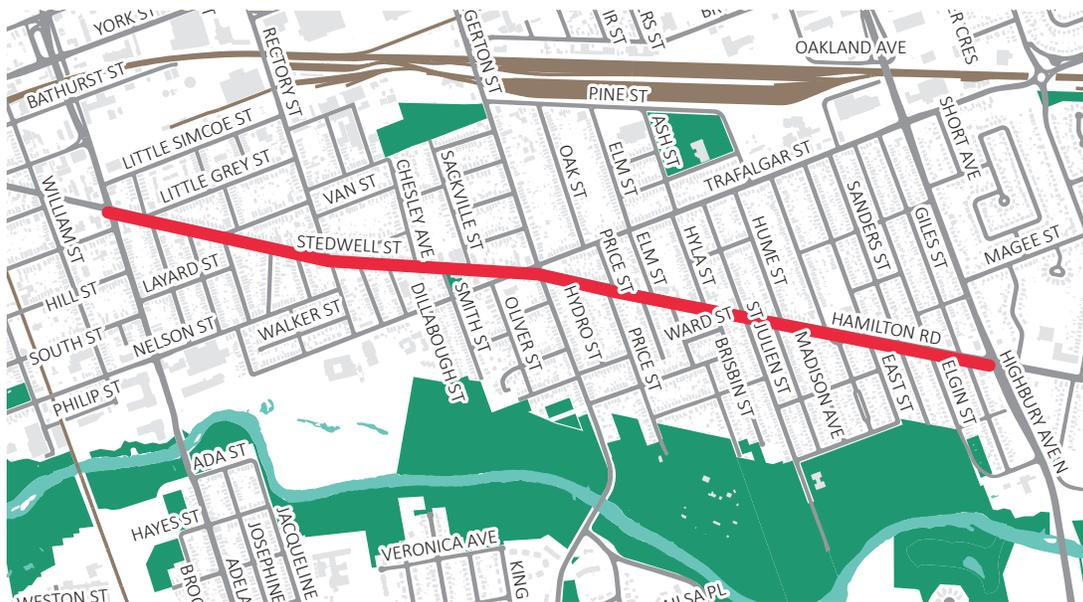
Map 2: Old East Village and Surrounding Area



Hamilton Road

In addition to the downtown and Old East Village, there are also notable concentrations of complementary uses located along the Hamilton Road corridor between Adelaide Street and Highbury Avenue North. Numerous restaurants can currently be found in this area. This segment of Hamilton Road is identified as the Urban Corridor and Main Street Place Types by *The London Plan*, which are areas where intensification and a mix of uses are encouraged. This policy framework in combination with the current context and close proximity to the downtown creates an opportunity for further growth in music, entertainment, and cultural activities. This area is identified in Map 3.

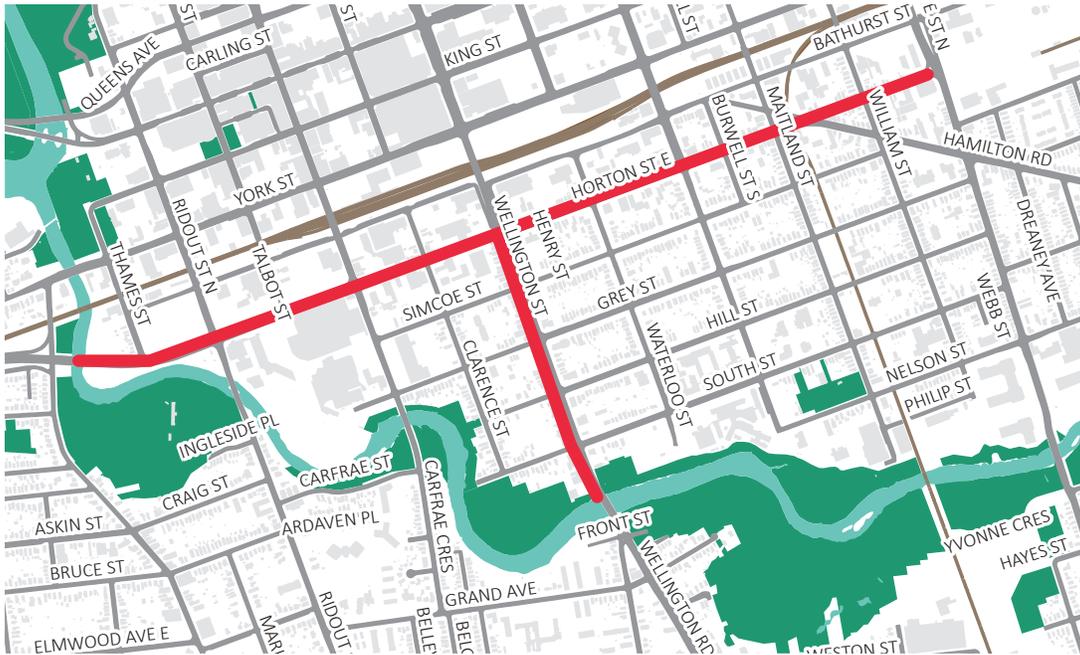
Map 3: Hamilton Road



SoHo

South of Horton Street, or SoHo, much like the Hamilton Road corridor, has current conditions and a policy framework that provides an environment for future growth in the music, entertainment, and culture sector. Specifically Horton Street and Wellington Road south of Horton Street are identified as Urban Corridor and Rapid Transit Corridor Place Types, respectively. These place types encourage intensification and a mix of uses. This area is identified in Map 4.

Map 4: SoHo



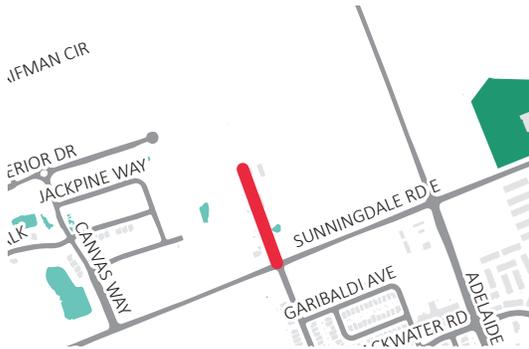
Main Streets

The London Plan identifies several additional main streets, which serve or are intended to serve their surrounding communities. Policy 905_ states that “These streets will contribute significantly to our image and identity as a city and will support the regeneration and continued vitality of the neighbourhoods that surround them.”

Neighbourhood-scale events currently occur or are likely to occur within these identified main street areas:

- Applewood
- Byron
- Hyde Park
- Lambeth
- Upper Richmond Village
- Wortley Village

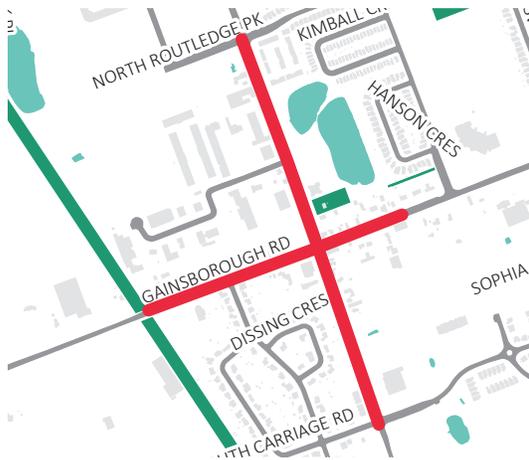
Map 5: Applewood



Map 6: Byron



Map 7: Hyde Park



Map 8: Lambeth



Map 9: Upper Richmond Village



Map 10: Wortley Village



Policies, Council Directions, Regulations and Processes

Currently, policy direction and regulation of music, entertainment and culture is administered through involvement of staff from Parks and Recreation, By-law Enforcement, Planning Services, Zoning, Business Licensing, Corporate Investments and Partnerships, London Police, the Culture Office and Council. Other organizations such as Tourism London, the London Arts Council, Downtown London and the Old East Village BIA are also heavily involved. Additionally, provincial agencies such as the Alcohol and Gaming Commission (AGCO) influence how the music, entertainment and cultural industries operate within the city.

The City of London policies and regulations that influence the development and operation of music, entertainment, and cultural events and venues within the city include:

- The London Plan;
- Our Move Forward: London's Downtown Plan;
- London's Cultural Prosperity Plan;
- Old East Village Community Improvement Plan;
- London Music Strategy;
- Noise By-law;
- Special Events Policies and Procedures Manual;
- Zoning By-law Z.-1;
- Sign and Canopy By-law; and,
- Business Licensing By-law.

Below is a brief summary of the current policies, by-laws and processes involved in regulating music, entertainment and cultural uses.

The London Plan

As noted at the beginning of this report, *The London Plan* includes a number of overarching directions and policies that support music, entertainment, and culture. *The London Plan* was adopted by Council in June 2016 and approved by the Ministry of Municipal Affairs and Housing in December of 2016 and will provide guidance for growth and development until 2035.

Relevant policies that relate to this study include:

- *Policy 538_ Develop programming along the Thames Valley Corridor and in London’s parks to allow for festivals, events and activities that promote social connections, physical health, mental well-being and intellectual development.*
- *Policy 539_ Improve the vibrancy of Dundas Street, our Cultural Corridor, which runs through Old East Village and the Downtown, and enhance connections to the Thames River.*
- *Policy 548_ Design streets, parking spaces, and public spaces that can be transformed or activated to support festivals/ events on weekends or during low-peak traffic periods, including Dundas Street between the Forks of the Thames and Wellington Street.*
- *Policy 793_ Our Downtown will exude excitement, vibrancy, and a high quality of urban living. It will be the preeminent destination place for Londoners, residents from our region, and tourists to experience diverse culture, arts, recreation, entertainment, shopping and food. Our Downtown will showcase our history and offer vibrant and comfortable public places filled with people, ranging from large city-wide gathering places, to heavily treed urban plazas and intimate parkettes.*
- *Policy 794_ Dundas Street will be the most exciting street in the city, offering a multitude of experiences along its length. We will connect strongly to our birthplace, at the Forks of the Thames, where we will create beautifully landscaped “people places” that Londoners will gravitate toward. And, we will cherish our heritage streetscapes that tell the story of our past, and create a unique and enriching setting that will give our core a strong sense of place and identity.*

- *Policy 795_ Our Downtown will be the hub of our economy’s business community, containing the city’s largest office buildings and a complex blend of professional and business service functions that collectively create dynamic synergies. Our vibrant Downtown restaurants, entertainment venues, hotels, and convention centre facilities, combined with the highest-order communications infrastructure, will be attractive to those who work Downtown and those businesses that seek out the best and the brightest employees.*
- *Policy 797_ London’s Downtown of 2035 will be our calling card to the world. It will embody and communicate our vision that London is Exciting, Exceptional and Connected.*
- *Policy 799_ 7 Invest in cultural and institutional uses that will act as catalysts for Downtown regeneration.*
- *Policy 799_ 16 Establish strong physical and collaborative connections between the Downtown and the surrounding urban business areas such as Richmond Row, the Old East Village, SoHo, and Hamilton Road.*
- *Policy 1102_ The Western Fair Association represents a unique institutional use that has served a support function for the agricultural industry, industrial community, and the residents of London and area for over 100 years. Recreational and entertainment uses relevant to the Western Fair Association’s roots have long existed on the Fairgrounds and have expanded in range and size over time. It is expected that this entertainment component will continue to grow in a positive way to complement both the Fairgrounds and the Old East Village. In addition to the range of uses permitted in the Institutional Place Type, entertainment and recreational uses may be permitted. Hotels will also be permitted.*

Our Move Forward: London’s Downtown Plan

Our Move Forward: London’s Downtown Plan was adopted by Council on April 14, 2015 to serve as a guideline document under the *Official Plan*. It is intended to guide development, in conjunction with the *Downtown Heritage Conservation District Plan*, within the boundaries of the downtown over the next 20 years. This plan continues the former *Millennium Plan’s*

revitalization of the downtown which started in the 1990s.

Two of the Strategic Directions in *Our Move Forward: London's Downtown Plan* that are most applicable to this report include:

- Make Dundas Street The Most Exciting Place In London, and “animate Dundas Street with a variety of programmed events and activities”;
- Create the Buzz, and “support the downtown’s distinct identity by encouraging artistic expression and cultural activity that promotes the central city as a hub for culture in London”.

Both of these strategic directions depend on the use of cultural, music and entertainment uses to create activity and act as a draw for the city’s residents to the downtown.

London’s Cultural Prosperity Plan

London’s Cultural Prosperity Plan was adopted by Council on March 5, 2013 and serves as a strategic document that provides a collective vision and direction for culture in the future. It is a framework for the implementation of cultural events. Although the focus of that document is culture, music and entertainment are part of the overall cultural experience. Downtown London, Richmond Row and Old East Village (Potential Action 3.9.1) were recognized in it as important cultural districts. This has led to increased focus in these areas for asset development, investment and programming opportunities. In addition, “cultural nodes,” such as Springbank Park and Wortley Village, were identified in the plan for serving a role in smaller cultural events. Specific relevant policies include:

- Section 3.9 Strengthen London’s Cultural Districts and Cultural Nodes;
- Section 3.9.1 Recognize Downtown London, Richmond Row and Old East Village as important cultural districts; and,
- Section 3.9.2 Develop and Maintain unique gateway features for London’s cultural districts.

Old East Village Community Improvement Plan

The *Old East Village Community Improvement Plan* was amended in November 2005. Cultural uses were identified as part of the vision for this plan, which states: offer a range of entertainment, arts and culture uses. Four districts within Old East Village were identified and included: the Entertainment and Recreation District encompassing the Western Fair Grounds and Queens Park.

Further, this plan states:

It is the Vision of the Community Improvement Plan that the Western Fair Entertainment Complex will play a lead role in supporting an entertainment and recreation “flavour” on the corridor. It is envisioned that those who attend events at the fairgrounds will link to the other attractions in the Village. Blended with the strong sense of culture on the corridor, the entertainment and recreational functions offered in this district will play a large role in creating a fun, active and exciting atmosphere on the corridor.

Policies are included, consistent with Section 6.2.2 (ii) of the 1989 *Official Plan*, which encourage linkages between the Western Fair and the Dundas Street corridor.

London Music Strategy

The *London Music Strategy* was adopted by Council in September 2014 and contains twelve priorities, three of which are related to this study, including:

- Increase live music city wide;
- Study and update by-laws, policies, practises and procedures to create favourable business conditions for venues, festivals, performances and music businesses; and,
- Support music tourism.

The strategy involved establishing the position of a Music Development Officer as part of the Culture Office. As part of their mandate, a London Music Census has been created. The intent is to keep it updated and for it to serve as a public resource at londonmusicoffice.com/resources/directory.

The London Business of Music Committee also has been created with four associated Task Teams comprised of local industry personnel. These teams include 1) Musicians Task Team, 2) Events & Venues Task Teams 3) Education & Incubation Task Team and 4) Music Business Development Task Team.

Noise By-law

The Noise By-law (consolidated on July 25, 2011) regulates noise emanating from all properties, in particular private property, but does not set out qualitative or quantitative noise measures or the time and duration of any permissible type of disturbance. It relies on Ontario Ministry of Environment Publications for standards and procedures. Within the Noise By-law, amplified sound “that is clearly audible at a Point of Reception in a Residential Area at any time” is prohibited.

The Noise By-law also has provisions for the issuance of temporary noise permits subject to conditions established by the Manager of By-law Enforcement. Under these permits typically the volume shall not exceed 90 decibels 30 metres from the source between 9:00 a.m. and 11:00 p.m.

Special Events Policies and Procedures Manual

The *Special Events Policies and Procedures Manual* was established in 1993 and last revised on December 9, 2015. These policies are applied to all events held in City parks and properties. They are reviewed yearly, circulated for comment and reported on to the Community Services Committee (CSC). The manual assists event holders by defining rules and regulations to guide the organizers in a way that allows them to operate in City parks and properties while making sure the public is safe and the community and corporation are protected.

There are specific policies for Victoria, Harris and Springbank Parks related to the number of events that can be held per year at each. Section 9.6 of the manual states that “Victoria Park will be limited to nine major special events with produced amplified concerts per year between June 1st and Labour Day in September.” For Harris Park the section 10.3 states that it “will

be limited to five major special events (four consecutive days in length) totaling no more than 12 days combined of amplified concerts per year.”

Special events with amplified sound that are booked on City properties are governed by Section 13 Noise Policies, which covers all City parks. The existing noise policy in the special events manual states:

The amplification of sound for Special Events will be limited to the hours of 9:00 a.m. to 11:00 p.m. and all amplified concerts shall not exceed a sound pressure of 90 decibels beyond 30m (100 feet) from the front edge of the stage.

Special events are exempt from the City’s *Noise By-law* as long as they comply with the prescribed operating hours and decibel level.

Council-approved policy exemptions for hours and noise currently include the following:

- New Year’s Eve Event at Victoria Park is limited to the hours of 9:00 a.m. – 12:00 midnight;
- Announcements for the gathering of participants, “on your mark, get set, go” and the singing of the national anthem at sporting events (note sound level not to exceed 90 decibels between 8:00 a.m. – 9:00 a.m.). All other amplified sound (i.e. music) cannot begin until 9:00 a.m.); and,
- Springbank Gardens (formerly Wonderland Gardens) has a lower allowable sound threshold of 70 decibels for events.

If the event organizer exceeds the decibel level or operates outside the approved hours for amplified sound, they could be subject to charges/fines under the Noise By-law.

City of London staff monitor and document the decibel levels with a sound meter once every half hour during amplified concerts. If the sound exceeds 90 decibels on any of the readings, the concert organizer loses their \$500 noise deposit with the City.

Zoning By-law Z.-1

The *Zoning By-law Z.-1* (Section 4.18) contains regulations for outdoor patios associated with a restaurant or tavern pertaining to capacity, location, lighting, loading, entertainment, and parking. Since *Zoning By-law Z.-1* was approved July 1, 1993, there have been a number of amendments to Section 4.18. Initially, no music was permitted on outdoor patios; however, in response to comments received through the comprehensive Zoning By-law review process and a separate review in 2001 to 2004, amendments were made to permit non-amplified music and to remove parking requirements.

Section 2 (Definitions) of the *Zoning By-law Z.-1* provides definitions for music, entertainment and cultural uses. These uses are permitted in a wide variety of zones throughout the city, including: Office Residential (OR), Office Conversion (OC), Restricted Office (RO), Office (OF), Downtown Area (DA), Regional Shopping Area (RSA), Community Shopping Area (CSA), Neighbourhood Shopping Area (NSA), Associated Shopping Area (ASA), Business District Commercial (BDC), Arterial Commercial (AC), Highway Service Commercial (HS), Restricted Service Commercial (RSC), Convenience Commercial (CC) and Regional Facility (RF) Zones. In suburban locations there are restrictions on the size of individual uses and amount of gross floor area (GFA) they can occupy.

Sign and Canopy By-law

The *Sign and Canopy By-law*, consolidated on November 7, 2011, addresses temporary signs for special events. Charitable and not-for-profit organizations do not require a permit for these temporary signs, unless the signs exceed six square metres in size. Such signs cannot be erected more than six weeks prior to the event and must be removed within 72 hours after closing of the event.

It should be noted that the *Sign and Canopy By-law* is currently under review at the time of this study.

Business Licensing By-law

The *Business Licensing By-law* was consolidated on January 4, 2016. This by-law indicates that a Hawkers and Pedlars Licence is not required if the goods, wares or merchandise are hawked, peddled or sold at a Special Event as defined by City Policy and for which a Special Events Permit has been obtained.

Alcohol and Gaming Commission Regulations

The Alcohol and Gaming Commission (AGCO) is involved in the regulation of events at which beer, wine and liquor are sold. The *Liquor License Act* has a clause (Section 46) which addresses noise from outdoor premises which disturbs neighbours and significantly relies on compliance with municipal by-laws and noise regulations as an enforcement tool. The AGCO can take a liquor license away or fine the owner due to municipal by-law infractions.

Test Events in London

Following the approval of the Terms of Reference for this study, Planning staff coordinated the review of the existing regulatory framework and processes and began the public, industry and internal stakeholder consultation process. The study preparation process has also involved efforts at two interrelated test projects:

- a City-initiated Zoning By-law amendment to temporarily permit amplified music and dancing on patios until the end of September 2016; and,
- the request by Tourism London to have an outdoor stage on Talbot Street for Country Music Week from September 8-11, 2016.

The purpose and effect of the Zoning By-law amendment was to temporarily remove for approximately two months the application of Section 4.18 5) of Zoning By-law Z.-1, in order to allow the City to monitor the impact of permitting amplified music and dancing on patios in the downtown and Old East Village during the summer festival season, particularly during Country Music Week September 8-11, 2016. This test period

was to be used to gather information for the consideration of permanent changes through this study.

Planning staff undertook a comprehensive public participation process, held a public participation meeting on July 18, 2016 and Council approved the recommended Zoning By-law amendment on July 26, 2016. However, during the statutory appeal period two appeals were received. This prevented the test from occurring. The Ontario Municipal Board subsequently closed the file because the temporary zone time-period lapsed in September 2016.

The second test of the existing regulations was the request for an open air stage on Talbot Street during Country Music Week September 8-10th, 2016. To facilitate the open air stage, an amendment to the Special Events Policies and Procedures Manual was required. The amendment was brought forward at a public participation meeting before the Community and Protective Services Committee on June 21, 2016. The amendment was a request to permit an exception to Section 13.0 of the manual to provide for extended hours of sound for an outdoor stage on Talbot Street from 11:00 p.m. to no later than 1:00 a.m. The event was very successful and the coordinator of the event indicated no noise complaints were received. Complaints regarding the road closure on King Street were received by staff.



Country Music Week in London, Ontario.



Open air stage on Talbot Street during Country Music Week in London, Ontario.

Other Municipalities' Approaches

A review of other municipalities' processes and regulations was completed to gather ideas and approaches used elsewhere and to consider which may be appropriate for London. Five Canadian municipalities were reviewed, including Toronto, Ontario; Kitchener, Ontario; Hamilton, Ontario; Calgary, Alberta; and Vancouver, British Columbia. Three American cities including Austin, Texas; Nashville, Tennessee; and New Orleans, Louisiana were also reviewed.

Research focused on:

- whether the municipality has a music, entertainment and culture district(s);
- what are the municipality's policies and regulations;
- who is responsible for regulation and processes;
- what funding is involved;
- what economic impacts have been measured; and,
- what recent issues have been identified.

It is important to note that higher-order government regulations may be different in the United States than in Canada, so direct comparisons cannot always be made. For instance, recently in the United States many municipalities have been trying to establish such districts to include areas which are not subject to open-containers laws for consumption of alcoholic beverages. Under American laws this is possible, but may not be possible under Ontario law.

Below is a summary of key findings. More detailed information is provided in Appendix F.

Toronto, Ontario

The City of Toronto is currently working to balance competing goals: creating an environment that is supportive of a “Music City,” and developing a residential community in the downtown. The arrival of residential uses into Toronto’s entertainment district has resulted in conflicts between residents and bar and nightclub owners. Business closures and relocations have resulted. The City of Toronto Noise By-law is currently under review to better address these conflicts.

A review of the City of Toronto’s policies, regulations, and processes has found that Toronto:

- Has established two districts – the Toronto Entertainment District and the Bloor Street Culture Corridor.
- Has created a series of master plans and guideline documents for both districts.
- Has established a Music Advisory Council (TMAC), which is composed of volunteers from the music community, city councillors, and two staff who provide advice to Council through the Economic Development Committee.
- Has established a Toronto Noise Coalition, which is an organization of residents who respond to noise issues.
- Has created a comprehensive music strategy which has been adopted by Council and includes identified roles of various City departments.
- Has hired a full time Music Development Officer.
- Has championed Toronto as a “Music City” and partnered with Austin Texas, led by City Council.
- Measures noise from property line (65 decibels at property line).
- Has a Noise By-law that establishes a maximum of 85 decibels.
- Requires a minimum distance of 30 metres from a patio to a sensitive land use.

- Has passed a by-law to limit bars/restaurants to 25% of the streetface on certain streets.
- Requires that new restaurants must agree to no cover charge, no noise after 11:00 p.m. and a seat for every patron.
- Has had rules since 2006, which require one bouncer per 100 patrons, a security guard with a metal detector, submission of noise and crowd control plans and are responsible for litter clean-up.

Kitchener, Ontario

The City of Kitchener's approach and regulations related to music, entertainment and culture are very similar to London's current approach. Kitchener has no identified district, however the city's downtown has a significant concentration of uses related to music, entertainment and culture. Kitchener's downtown residential community is somewhat smaller than London's. Noise complaints have significantly increased in recent years.

A review of the City of Kitchener's policies, regulations, and processes has found that Kitchener:

- Has a Zoning By-law which requires a minimum 30 metre distance between a patio and sensitive land use.
- Has a Noise By-law which is in effect 24 hours a day.
- Has Kitchener's Downtown Action Plan One, with one of the plan's specified goals directing the city to "Foster a Live Music Scene."
- Has a multi-departmental team of economic development and event planners/programmers
- Enforces the Noise By-law through the Waterloo Regional Police.

Hamilton, Ontario

A review of the City of Hamilton's policies, regulations, and processes has found that Hamilton:

- Has established one entertainment district, known as Hess Village.
- Has created a Music Strategy.
- Has established a process where requests for amplified outdoor music are processed through site-specific Zoning By-law amendments and variances through the Committee of Adjustment.
- Has a by-law which currently prohibits outdoor music on commercial patios.
- Has initiated a review of their outdoor commercial patio regulations and recommended they be relaxed for two years in seven specific areas and monitored to determine if permanent changes are warranted (Council sent this back for further review in January 2017).
- Requires that bar owners pay policing costs in Hess Village.

Calgary, Alberta

A review of the City of Calgary's policies, regulations, and processes has found that Calgary:

- Has established two districts – the 17th Ave Retail and Entertainment District and the Culture District – both are located outside of the downtown.
- Has a Noise by-law with different limits for different uses.
- Restricts outdoor speaker systems so they cannot be used within 150 metres of a residential use except during the Calgary Stampede.
- Regulates noise through the Community Standards By-law.
- Has a Noise By-laws in effect from 10:00 p.m. to 7:00 a.m. Monday to Saturday.

- Has a system which permits noise levels up to 75 decibels in the downtown during day and 60 decibels at night and a maximum of 65 decibels in residential areas during the day and 50 decibels at night.
- Has fines which range between \$100 and \$200.
- Requires permits for major events.
- Provides the opportunity for people to appeal approval of temporary permits.
- Requires public notice for events with more than 5,000 people.

Vancouver, British Columbia

A review of the City of Vancouver's policies, regulations, and processes has found that Vancouver:

- Has established two entertainment districts -- one is located within the downtown (centred around Gastown) and the other is located south of the downtown and is known as the Granville Island District; Granville Street, north of False Creek, was a theatre district but is now becoming a centre for night clubs. It is a mix of music, entertainment and cultural uses.
- Has established a variety of neighbourhoods which each have their own entertainment focus.
- Has a number of plans, policy documents, regulations and guidelines.
- Has delegated noise enforcement to both City staff and police.
- Has created plans to have all entertainment in one district located downtown after liquor service was extended to 3:00 a.m. in the late 1990s, but complaints significantly increased.
- Has different sound levels for different uses. Sound levels are intended for an audience within 10 metres and are limited to 70 decibels during the day and 65 decibels at night.
- Requires business to post a warning sign, in clear view, if the interior sound level is greater than 90 decibels.

- Has the Granville Street (Downtown South) Guidelines, which address Residential Livability (Section 2.3). Specifically they state that:

Development sites on Granville Street are severely affected by noise, especially from vehicular traffic and from uses which generate a lot of noise, such as bars and cabarets.

Appropriate design and construction techniques, which can be used to buffer residential units from noise include:

- *orientating bedrooms away from noise sources (“deep units” will be considered which use borrowed light for the bedrooms);*
- *using full mechanical ventilation (to provide an alternative to opening windows);*
- *using concrete construction;*
- *using glass block walls, or acoustically rated glazing;*
- *using sound absorptive materials and sound barriers on balconies.*
- Requires residential developments near the Theatre Row Entertainment District meet any applicable noise requirements that have been adopted by Council for the area.
- Has cultural uses are excluded from the floor area measurement so long as they do not exceed 20% of the allowable floor area ratio (FAR).

Austin, Texas

A review of the City of Austin’s policies, regulations, and processes has found that Austin:

- Has established 250 live music venues in eight entertainment districts, six of which are located in the downtown;
- Has created its own noise by-law (Code of Ordinances); and,
- Has indicated that patio music accounts for an additional 20-40% of venue revenues.
- Has a Music and Entertainment Division in the City (four employees).

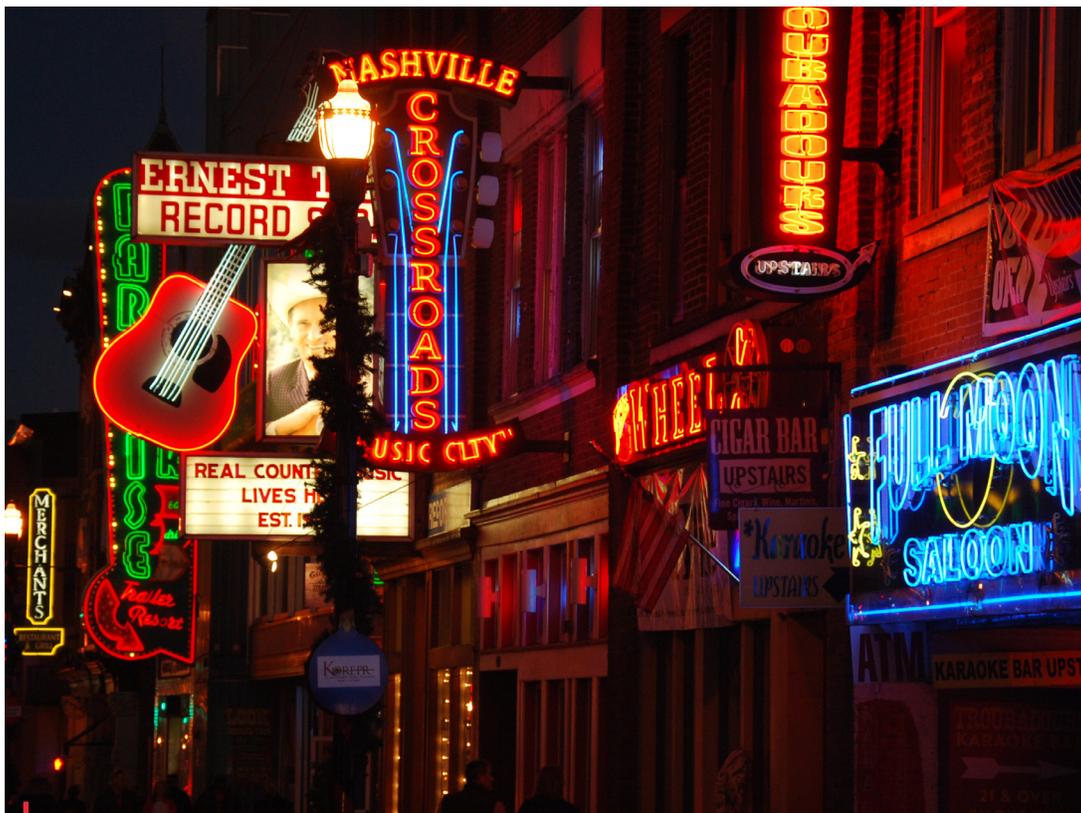
- Regulates noise produced from food trucks, permitting a maximum of 70 decibels at the property line that is across the street from or abutting a residential use.
- Has a separate Texas Noise By-law.
- Has a Noise By-law which limits noise between 10:30 p.m. and 7:00 a.m. to a decibels range of 70-85 decibels between 10:00 p.m. and 2:00 a.m. in an entertainment district. Live entertainment with amplified sound is a maximum of 70 decibels measured at the property line.
- Regulates noise for a permitted music venue, so that noise can be no louder than 85 decibels until 10:30 p.m. Sunday to Wednesday, 11:00 p.m. Thursday and 12:00 a.m. Friday and Saturday.
- Requires Sound Impact Plans, Temporary Change of Use Permit, Temporary Event Impact Plan and/or Temporary Use Permit depending on nature and size of event.
- Has a Good Neighbour Policy document where compliance is a condition of some permits.
- Requires a permit in the CBD (Downtown) within 190 metres of a residence, church, hospital, hotel or motel.
- May not issue a permit within 30 metres of a property zoned and used as residential except under special circumstances, one of which is agreements with owners, tenants or community organizations.
- Does not issue two permits within 30 days.
- Requires that for live music permits, signs have to be posted and notice must be given to those within 190 metres of the property.
- Has a system of one-day, four-day and one-year permits.

Nashville, Tennessee

A review of the City of Nashville's policies, regulations, and processes has found that Nashville:

- Has established two districts – a restaurant district on 2nd Avenue and a bar district on Broadway Street – which have been in existence since 1960.

- Has created a non-profit organization, known as The District, that focuses on entertainment and business improvement and operates like a business improvement association.
- Has established Music Row, which is located southwest of the downtown, and is the office centre for the music industry.
- Has attracted 11 million visitors a year, who spend \$4 billion/year and employ 60,000 people (2011).
- Uses the boundary line of the neighbouring residential property to measure noise.
- Permits pre-recorded music, up to 85 decibels.
- Permits patio noise up to 85 decibels as measured 15 metres from the business property line.
- Exempts special events, mass gatherings, city parks and entertainment facilities.
- Except in the downtown musical instruments using amplification are not permitted between 11:00 p.m. to 7:00 a.m. within 15 metres of a residence.



Nashville, Tennessee.

New Orleans, Louisiana

A review of the City of New Orleans's policies, regulations, and processes has found that New Orleans:

- Has established a framework that regulates where music venues are permitted, but not how loud music is permitted to be and for how long.
- Has established a Music and Culture Coalition which supports more live music activity.
- Has developed a concentration of live music along Bourbon Street.
- Has attracted 11 million tourist visits per year.
- Regulates live music by zoning by-law, on a building-by-building basis. Zoning does not allow live music in restaurants but does in an entertainment district (French Quarter and Frenchman Street) where three musicians are permitted on the stage with no amplification, not even a microphone.
- Has created new zoning ordinance, which is not yet adopted, which would remove the restriction on amplification and the three musician limit.
- Has created a distinction between a restaurant (over 50% of sales on food) and a night club.
- Does not require bars and restaurants to close.
- Has an open container law.
- Proposed a new noise ordinance in 2013, which proposed to reduce noise from 80 decibels to 70 decibels from 10:00 p.m. to 7:00 a.m. in the French Quarter, and a maximum of 85 decibels on Bourbon street, but the ordinance was not approved.
- Has established Sound Check, an educational program for musicians and bar owners about the dangers of high decibel sound.





CONSULTATION

Historical Background

Historically, noise and hours of operation of activities and events have been raised as concern from residents who live in and within close proximity to the downtown, particularly residents who live adjacent to the Richmond Row which has a significant concentration of bars and restaurants, most of which have outdoor patios. In the initial development of the comprehensive Zoning By-law (By-law Z.-1) in the late 1980s and early 1990s, staff received requests from nearby residents to include restrictions on bars and restaurants to limit the size and location of outdoor patios and what could occur on them.

Between 2000 and 2003, there were amendments made to *Zoning By-law Z.-1* to place additional limits on bars and restaurants. Residents in the past have indicated their quality of life has been impacted as a result of:

- noise from both music and people;
- lighting;
- insufficient parking;
- parking dislocation (others taking residents parking spots, on-street or otherwise);
- garbage; and,
- odour.

Community and Business Consultation

Consistent with Council direction given for this study, over 15,000 letters were mailed to residents with information on the Zoning By-law amendment which had proposed to temporarily permit for about two months amplified music and dancing on patios in the downtown and Old East Village. In addition, Londoner notices were posted, a project webpage on the City's website was created in December 2015, and two community consultation meetings to solicit public input have been held. Staff have also met with specific groups at their request.

The first community consultation meeting was held on June 28, 2016. There were 26 people in attendance, not including City and agency staff. As this was the first opportunity to discuss the project, the meeting followed a question and answer format in which attendees posed questions to staff and staff provided answers to the group.

The questions focused on the study process, opportunities for more public input, the current regulation framework of events and festivals, what other municipalities are doing, and the hiring of local music talent. The list of questions was later posted on the project webpage.

The second community consultation meeting was held on November 2, 2016. There were 24 attendees, the majority of which indicated that they had not attended the previous meeting held in June. It should be noted that attendees at this meeting included residents and business owners. A brief review of the project was presented then the meeting was held in an open-house style to collect feedback focusing on the 2016 festival season.

Boards were set up to collect comments and concerns as well as possible solutions within following general topic areas:

- parking, traffic and road closures;
- sound volume and vibration;
- cleanliness and garbage removal;
- hours of operation;

- notification, timing and frequency of event; and,
- all other related topics.

Maps were also available identifying potential boundaries for pilot districts, with the option to pose additional locations or modify the boundaries shown.

Much of the feedback related to the impact of excessive noise on the overall quality-of-life for residents living near festival and event locations as well as in proximity to bars. Possible solutions proposed included reducing the maximum permitted volume, reducing the frequency, and providing buffer zones for residential uses.

Comments and concerns were also raised with regard to reduced building and parking lot access during events, excessive garbage and littering, and the stress placed on lawns and trees within parks due to frequent events.



“Gathering on the Green,” a yearly event held in Wortley Village in London, Ontario.

With regard to potential districts, there was some feedback suggesting changes to include and exclude some areas within the downtown boundary. The inclusion of Harris Park within the pilot district boundary came from an event organizer, while the request to exclude a residential building came from residents. Feedback was received that indicated there was a desire to consider additional areas for pilot districts, including: Western Fair, Wortley Village, TD Waterhouse Stadium, Western University, and Byron/Springbank.

“Events should be spread out throughout the city to encourage local tourism to other area’s hubs.”

Community feedback

In addition to the two community consultation meetings, staff received more than 50 letters and e-mails regarding the project. Most comments raised concerns regarding the City possibly changing the existing status quo in policy, regulations, and processes.

In summary, based on the two community meetings and the public input received to date, noise and hours of operation are the primary issues raised mainly from residents living in close proximity to Richmond Row and Victoria Park.

A more detailed account of the feedback received can be found in Appendix C.

Event Organizers and Industry Consultation

Some business owners, musicians, event coordinators and people involved in music, entertainment and culture initiatives attended the community consultation meetings. Their feedback can be found in Appendix C.

A survey was sent out on February 25, 2016 to 165 event organizers and industry professionals involved in events in 2013, 2014 and/or 2015 on public property. The survey was also posted on the project website. Forty-seven completed surveys were received. Survey responses were generally positive in nature, with 67 percent of respondents indicating that they had no issues with by-laws or regulations during the operation of the most recent festival or event they organized. In addition, 92 percent of respondents indicated that they did not receive a noise complaint during operations. A full summary of the responses can be found in Appendix D.

On November 29, 2016 the Liquor License Conference was held by Lerner's Lawyers. Staff attended the conference to gain perspectives from restaurant owners regarding events held on private property. The discussion focused on creating a "level playing field" through the equal enforcement of city-wide regulations. Restaurant owners were looking for more flexibility and clear regulations that were outlined in advance. The group also indicated they were forming a working group to provide further comments to feed into this study. No comments have been received from that group.

City Staff and Agency Consultation

Staff from various organizations and agencies which work with event organizers and industry professionals, and who have involvement in helping to regulate and enforce the City polices were brought together for the purpose of this study. City staff were represented from Planning Services, Parks and Recreation Services, Licensing and Municipal Law Enforcement Division, the Culture Office and the Building Division. The group also had representatives from the London Arts Council, Tourism London,

Downtown London and Old East Village BIA. Two meetings were held and discussions by phone and by e-mail were ongoing throughout the process.

On December 8, 2015, the first meeting of this internal stakeholder group was held to discuss the project direction and to begin to identify issues with by-laws and regulatory processes.

A summary of the meeting discussion is below:

- Considerable time was spent discussing the time needed to complete the study, a comprehensive public engagement process and to make necessary changes to facilitate Country Music Week in September 2016. The initial deadline of March 2016 was identified as difficult to meet. The group felt it was better to concentrate first on Country Music Week and the changes needed to ensure that major event ran smoothly. Due to the size and complexity of that event, the group felt that it could serve as a test case for future changes to our by-laws and processes for the 2017 event season;
- The language in the Special Events Policy Manual for non-profit vs. for-profit events is different;
- The regulatory scheme for events on public vs. private property is different;
- Different rules for different locations;
- The study should concentrate not only on the larger events, but should include the experiences of all types of large and smaller events at different times of the year;
- Review the provision of amplified music and/or dancing on patios;
- Consider different ways to measure sound levels, for example, measure at the property line and not the stage; and,
- How to accommodate the growth of events over time.

On October 3, 2016 a second stakeholder meeting was held to discuss the monitoring results of Country Music Week and the overall 2016 festival season. With regard to the former, Parks and Recreation staff received no concerns related to the Talbot Street outdoor stage surrounding noise, however, sound measurements recorded indicate that the event surpassed 90

decibels on the first night of the event. In addition, both By-law Enforcement staff and the Country Music Week organizers did not receive any complaints.

For all festivals and events held during the 2016 season, there were 15 noise concerns/issues submitted for seven summer festivals, which is a higher volume than previous years. There were four road closure issues identified, three of which were residential issues and one which was raised by the London Transit Commission (LTC). A full summary of the discussion can be found in Appendix E.



Dundas Street, in London, Ontario, is frequently closed to vehicle traffic to accommodate events in the summer months, such as the one shown above.

Creating Balance

The complexities of this study were evident throughout the consultation process. Festivals and events, and the general environment created by a clustering of restaurants, music, arts and culture establishments and activities can have both a positive and negative influence on how London is perceived. This environment can also have a direct impact on the quality of life of its residents.

From consultation with residents, it is clear that there is a tolerance limit with respect to the sound volume, frequency and duration of events. There is acknowledgment from residents currently living in areas directly affected by events that, to a degree, the impacts are a part of living in that particular location. However, there is an evident desire for limits to be clearly regulated and reliably enforced establishing consistent expectations for residents. Improved communication from City staff, event organizers, and business owners will be key in establishing a positive relationship with residents now and in the future.

A review of relevant research and follow-up discussions with City and agency staff indicates there are benefits to be gained in terms of the economy, tourism, and city-branding from fostering music, entertainment and culture industries within London. The feedback received from staff and event organizers touches on a number of opportunities, from wayfinding and district/event identification signage to noise regulation improvements that can make the city more attractive and accommodating to the industry.

Capitalizing on these opportunities will require consideration of changes to City regulations, by-laws, and processes. It will be important to consider how these changes, directed to foster the music, entertainment and culture industries, will impact current and future residents. As well, the resources available to City staff to implement and maintain this new framework organized around districts should be considered.





STRATEGY

Introduction

Drawing from the feedback received through the consultation process and the review of other municipalities' approaches, the strategy for implementing music, entertainment, and culture districts in London focusses on balancing all interests. This approach takes into account the perspectives of residents and business owners, event organizers and industry professionals, and staff from various organizations and agencies.

To achieve this balance, the strategy is guided by the following directions:



Celebrate and promote music, entertainment, and cultural events and activities.



Streamline processes to facilitate events and activities of all scales.



Mitigate impacts that sometimes come with these events and activities.

These directions recognize the benefits of establishing a framework that is supportive of music, entertainment, and cultural events and activities, and meanwhile acknowledges that these uses can create impacts that exceed established community and/or regulatory expectations. Events and activities can strengthen London as a city, help to drive economic opportunities, assist in urban regeneration, strengthen the image of our city, enhance the quality of life, promote diversity, and provide a competitive edge for talent attraction and retention. However, noise, traffic congestion, and littering are a few examples of potential impacts created by these uses that can negatively affect the quality of life of nearby residents and local business operations.

This strategy also recognizes that for a music, entertainment, and culture district to be successful, it must respond to the existing context and acknowledge that there are a different set of expectations regarding the frequency, intensity, and duration of events and the ability to respond to them in different areas of the city. For this reason, this strategy identifies unique categories that correspond to geographic locations identified by the polices of *The London Plan*. This system provides a framework to address the frequency, intensity, and duration of events and activities in response to unique situations and to respond to the potential associated impacts accordingly.

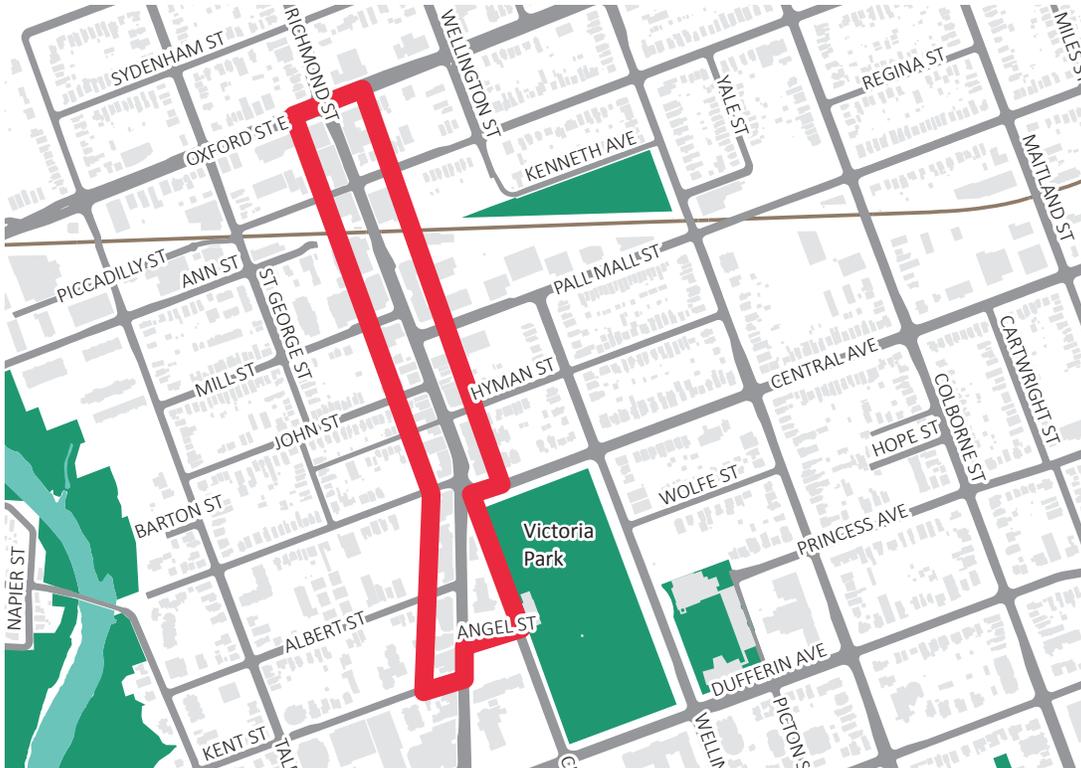
The district categories include:

- City-Wide District
- Main Street District
- Downtown District

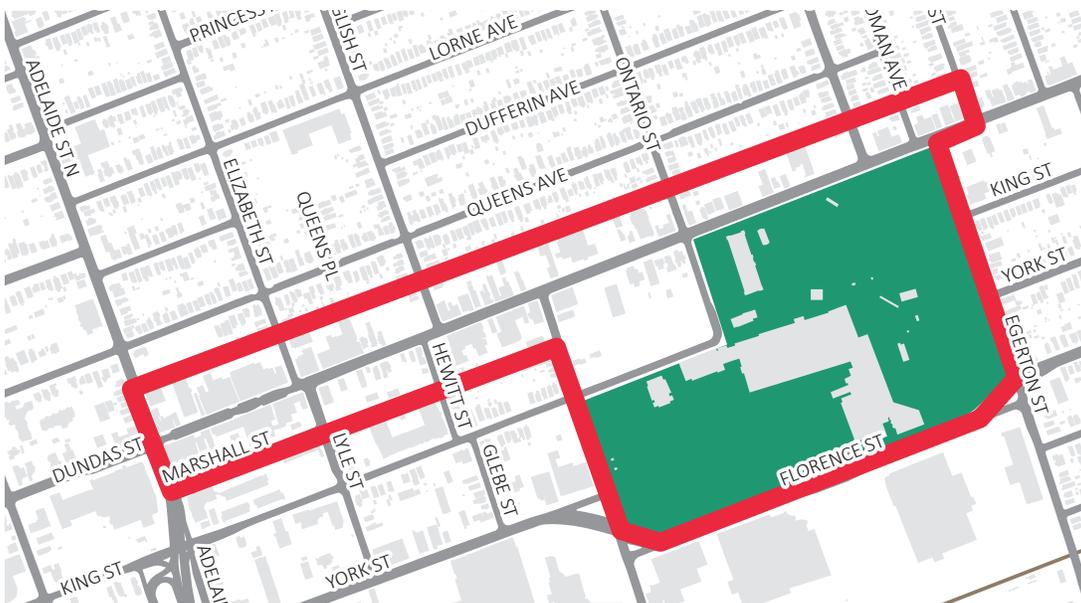
The City-wide District includes the entirety of the city not covered by the Main Street or Downtown Districts, and is therefore not illustrated on the following maps.

The proposed Main Street Districts are located throughout the city and include Richmond Row, Old East Village, Hamilton Road, SoHo, Applewood, Byron, Hyde Park, Lambeth, Upper Richmond Village, and Wortley Village and are illustrated below.

Map 11: Proposed Main Street District (Richmond Row)



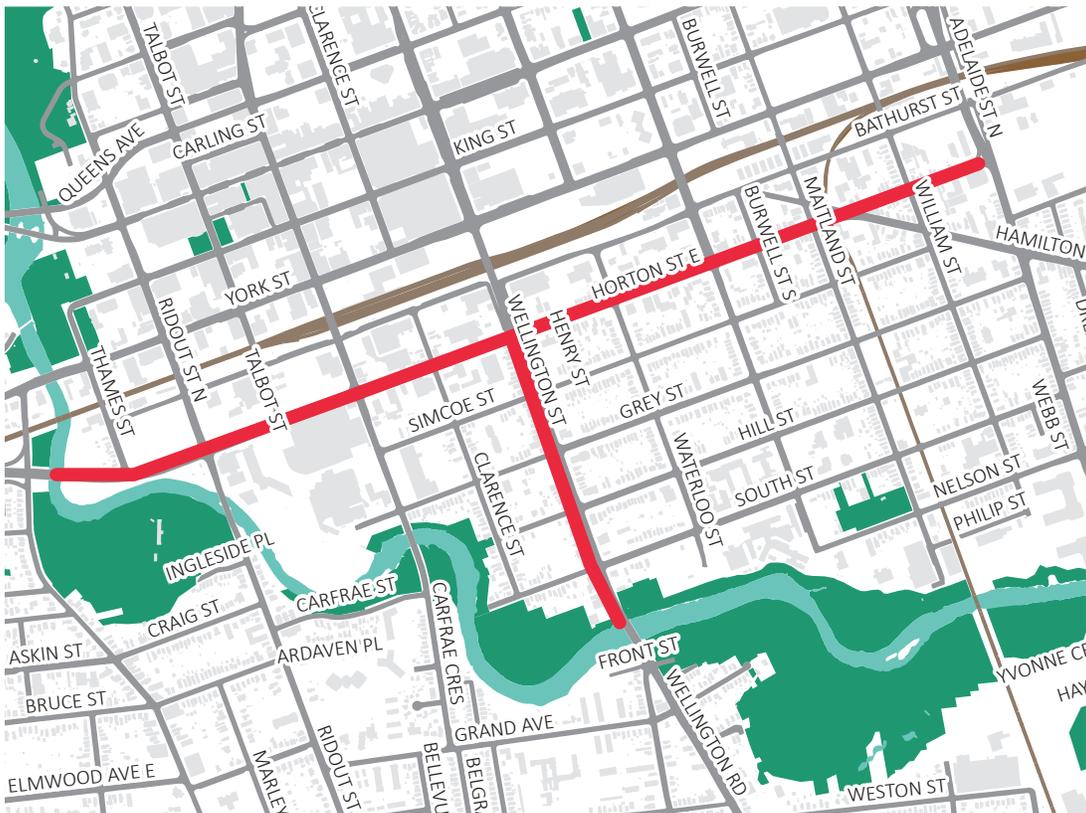
Map 12: Proposed Main Street District (Old East Village)



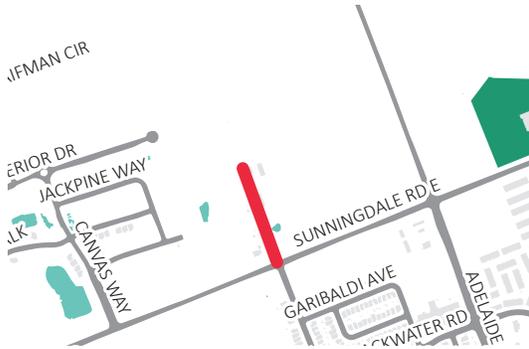
Map 13: Proposed Main Street District (Hamilton Road)



Map 14: Proposed Main Street District (SoHo)



Map 15: Proposed Main Street District (Applewood)



Map 16: Proposed Main Street District (Byron)



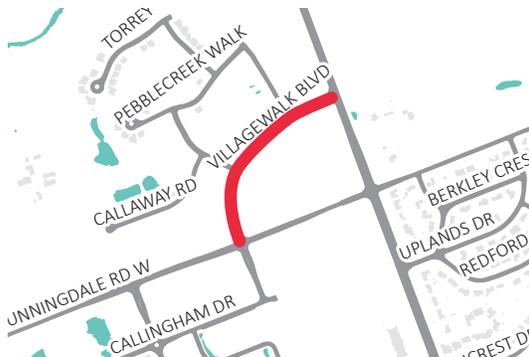
Map 17: Proposed Main Street District (Hyde Park)



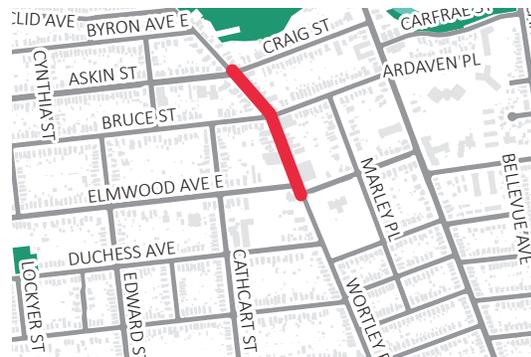
Map 18: Proposed Main Street District (Lambeth)



Map 20: Proposed Main Street District (Upper Richmond Village)



Map 21: Proposed Main Street District (Wortley Village)



Options

A number of issues, opportunities, and solutions were identified throughout the study process. This strategy puts in place proposed solutions that are in proportion with the district category in terms of the frequency, intensity, and duration of activities and events permitted.

A series of issues and opportunities are discussed below in terms of how they are currently addressed within the London context. Tables follow with proposed solutions in each of the three district categories, beginning with broad solutions applicable city-wide, to district categories meriting additional and/or more specific approaches.

The issues and opportunities are also associated with at least one of the three identified directions:



Celebrate and promote music, entertainment, and cultural events and activities.



Streamline processes to facilitate events and activities of all scales.



Mitigate impacts that sometimes come with these events and activities.



Operating Hours of Festivals and Events



Current situation

Festivals and events located on public property are required to end at 11:00 p.m. unless a temporary permit has been approved for an extension. Amplified music is not permitted on private property except for private parking lots. Event organizers have identified the desire to operate festivals and events later into the evening, while residents have reported certain events are too loud or last too long into the night.

Proposed actions

City-wide	Main Street District	Downtown District
Adequate opportunities exist city-wide for festival and event operations.	The 11:00 p.m. curfew would be extended to a maximum of 12:00 a.m. by a temporary permit.	The 11:00 p.m. curfew would apply to Sunday through Thursday nights. The curfew would be extended to 12:00 a.m. for events held on Friday and Saturday nights. A permit would be obtained to further extend an event to a maximum time of 1:00 a.m.

Rationale

The other municipalities reviewed through this study typically require events to end at 11:00 p.m., consistent with the current regulations in London. However, cities such as Austin, Texas have extended hours to 12:00 a.m. and 1:00 a.m. for specified days.

Extending festival and event hours for a limited number of days per week provides a more flexible environment for festivals and events, but ensures off-times to maintain residents' quality of life.



Cultural event located on Dundas Street in London, Ontario.



Volume of Noise



Current situation

Noise regulations differ with respect to whether the noise is emitted from public or private property. Noise regulations do not distinguish between different scales of events and types of events. Volume is currently measured in sound emitted from the point source, which may not accurately reflect the impact of the sound heard in the surrounding environment.

On City of London property, all concerts shall not exceed a sound pressure 90 decibels beyond 30 metres (100 feet) from the front edge of the stage (*Special Events Policies & Procedures Manual*). For all other events, no person shall make, cause or permit an unreasonable noise, or a noise that is likely to disturb the inhabitants, with exceptions (*Noise By-law*).

Proposed actions

City-wide	Main Street District	Downtown District
<p>Comprehensively update the Noise By-law to address different situations with different volume limits and measure and regulate the volume at the point of reception. A defined decibel limit and time would apply city-wide.</p>	<p>The comprehensive update to the Noise By-law would have a greater permitted noise limit, with the ability to exceed this limit through a permit within the Main Street District area.</p> <p>An increased maximum decibel limit to that normally permitted city-wide would be permitted on Friday and Saturday and would include the noise generated by outdoor patios.</p>	<p>The comprehensive update to the Noise By-law would have a greater permitted noise limit, with the ability to exceed this limit through a permit within the Downtown District area.</p> <p>An increased maximum decibel limit to that normally permitted within the Main Street District would be permitted on Friday and Saturday and would include the noise generated by outdoor patios.</p> <p>Through a special exemption permit, sound exceeding the maximum decibels limit may be permitted on Friday and/or Saturday for defined large-scale events.</p>

Rationale

Measuring the volume from the point of reception more accurately reflects the actual impact of the sound and encourages event organizers to consider stage orientation and other factors that may inadvertently amplify noise. Noise levels permitted vary from municipality to municipality, with a general range of 60-85 decibels permitted at night and 70-85 decibels permitted during the day.



Permitted Activities on Private Patios

Current situation



Patios on private property established after July 1993 are not permitted to have amplified music or dancing on outdoor patios.



Patios on private property established before adoption of the July 1993 Zoning By-law regulations are not governed by these regulations.

Zoning permissions for private patios regarding amplified music and dancing are inconsistent. This is due to a “grandfathering” scenario created in July 1993 when the current Zoning By-law regulations pertaining to amplified music and dancing on outdoor patios were adopted.

Proposed actions

City-wide	Main Street District	Downtown District
<p>Remove patio regulations regarding amplified or electronic music, dancing and other forms of entertainment from the Zoning By-Law. Address any patio noise impacts through the Noise By-law.</p>	<p>In addition to the removal of the regulations in the Zoning By-law, the Noise By-law would allow private patio owners the option of applying for a temporary noise permit to temporarily exceed noise limits outlined in the amended Noise By-law, up to a maximum of 70 decibels.</p>	<p>In addition to the removal of the regulations in the Zoning By-law, the Noise By-law would allow private patio owners the option of applying for a temporary noise permit to temporarily exceed noise limits outlined in the amended Noise By-law, up to a maximum of 85 decibels.</p>

Rationale

Addressing outdoor patio noise impacts through the Noise By-law, rather than the Zoning By-law, would ensure that noise associated with all private patios is addressed through the same regulatory framework. The temporary noise permit process would inform the public of the application made and provide an opportunity for comment.

Permitting amplified music and dancing on patios would create a more vibrant music, entertainment, and culture area. Introducing a permit process to consider exceptions beyond expected noise levels offers patio operators the opportunity to publicly demonstrate the value that may be achieved by permitting the exception.



An outdoor patio on Richmond Row in London, Ontario.



Sound Mitigation

Current situation

By-law enforcement officers and the police address noise issues through a complaint-based approach. The quality of life of nearby residents can be diminished due to consistently high noise and vibration levels generated at events and festivals.

Proposed actions

City-wide	Main Street District	Downtown District
<p>Adequate procedures exist given the scale and frequency of most events.</p>	<p>For large-scale events, identify the “impact zone” surrounding the event, in which sensitive uses may be impacted by noise. The event organizer would be required to submit a sound mitigation plan to the City outlining measures taken to reduce the impact of noise on the “impact zone.”</p>	<p>In addition to event organizers submitting a sound mitigation plan outlined under the Main Street District, proponents of new residential buildings/units within identified “impact zones” surrounding large venues would be asked to meet a higher standard in terms of sound dampening building practices.</p>

Rationale

Taking a proactive approach to minimizing the impact of noise places less emphasis on enforcement and thus relies less heavily on the *Noise By-law* as the only means of addressing noise issues. Vancouver has established their own Building Code for noise-reducing building standards and Toronto is currently considering implementing one as well. The legality of this approach is uncertain and compliance may be voluntary. However, there may be additional opportunities through the site plan approval process to apply noise-mitigating measures.

Some cities have asked developers to include warning clauses in the sales agreements or have a map showing nearby

entertainment venues for prospective purchasers. Improving sound board technologies can also help event organizers to control sound levels at point of source.



Park Amenity

Current situation

There are limits on how many major special events are permitted in London’s larger premier parks yearly between June first and Labour Day [Victoria Park (9), Harris Park (5)]. Use of the parks is not regulated outside of this use and date range. However, even with limits on their number and duration, holding frequent high-impact events and festivals within larger premier parks has a detrimental effect on the health of trees, flowerbeds, and lawns and increases wear and tear on other public park amenities.

Proposed actions

City-wide	Main Street District & Downtown District
Adequate procedures exist given the scale and frequency of most events.	A larger than standard security deposit would be required to ensure major impact uses in premier parks receive proportionately greater park amenity maintenance. Staff would work proactively with event organizers to use other venues such as Dundas Place and the Forks of the Thames as these projects are completed.

Rationale

Within Downtown and Main Street Districts, there are higher expectations for the quality and maintenance of the public realm. Larger premier parks hosting frequent major events that significantly impact maintenance intended for levels of general public use, should be returned to the condition they were in prior to the events after the events are over. Security deposits ensure these expectations can be met by providing adequate funding for maintenance and repairs.



Waste Management

Current situation

An influx of visitors creates a higher demand on garbage collection and cleanup operations, and if not adequately and continuously maintained, can reflect negatively on the image of the city.

Proposed actions

City-wide

Adequate procedures exist given the scale and frequency of most events.

Main Street District & Downtown District

Require large-scale events to prepare a waste management plan, transferring some responsibility of waste removal onto the event organizers. A security deposit would be required and lost if the waste management plan is not implemented.

Rationale

Within Downtown and Main Street Districts, there are higher expectations for the quality and maintenance of the public realm. Parks and other public spaces [e.g. closed roads] hosting frequent major events that significantly impact maintenance intended for levels of general public use, should be left in an acceptable condition after the events are over. Security deposits ensure these expectations can be met by providing adequate funding for maintenance where it has been left in an unsatisfactory condition.



Fenced Events

Current situation



Current practice ensures unrestricted public access to public parks is continuously maintained. The maximum area permitted to be fenced off within Victoria Park restricts opportunities for liquor to be served at events and eliminates the ability to have ticketed events or accurate attendance counts.

Proposed actions

City-wide

Fencing regulation issues are concentrated within the identified districts.

No change would be proposed city-wide.

Main Street District & Downtown District

Consider policy changes to increase the maximum permitted size of a fenced off area, under certain criteria, while maintaining public passage through the park.

Rationale

Reviewing policies pertaining to fencing off events may provide for a greater variety of opportunities in holding certain events, varying the assortment of events held, improving attendance counts and balancing security and public access during events.



Road Closures

Current situation



To temporarily close a road, the applicant must submit a petition signed and approved by a minimum number of residents/businesses owners/property owners that will be affected (*Special Events Policies & Procedures Manual*). This process can be particularly difficult for event organizers seeking to close a road located within an area where there is no organized local community association or a business improvement association that can readily assist with the petition requirement.

Proposed actions

City-wide	Main Street District	Downtown District
Adequate procedures exist given the location and frequency of most road closures.	Establish a streamlined process for road closures that is closely aligned with consultation supported through an organized local community association or a business improvement association.	In addition to the streamlined process, establish a pre-approved list of preferred street closure locations (i.e. Dundas Place). Locations chosen which would result in the least impact to businesses and residents and would be vetted with those affected.

Rationale

Public rights-of-way provide opportunities for additional space for activities and events. However, some locations cause fewer disruptions when closed to vehicular traffic. Identifying these locations and encouraging organizers to locate activities and events within them sets expectations and creates a streamlined process.



Traffic Congestion

Current situation

In the “Richmond Row” area, traffic congestion issues occur on John Street, Mill Street, and Richmond Street after bars close for the evening and events end. Taxis are being directed to queue on Angel Street. There is no standard expectation or approach to managing peak traffic congestion resulting from a sudden short-term surge of vehicles and pedestrians leaving a major-capacity event venue or cluster of them.

Proposed actions

City-wide	Main Street District & Downtown District
<p>Traffic congestion issues are concentrated within the identified districts.</p> <p>No changed would be proposed city-wide.</p>	<p>Comprehensively address traffic congestion by providing transportation options. Explore opportunities with the London Transit Commission (LTC) to provide special service during large-scale events to reduce traffic congestion and parking demands within the district. Work with taxi operators to create temporary taxi stands and designated routes/ locations for pick-ups as required. Explore the possibility of additional or targeted By-law Enforcement Officers, security officers, etc. during large-scale events or evening hours.</p>

Rationale

Managing traffic congestion benefits the nearby residents and improves the experience of people visiting a District. Nashville closes streets temporarily in entertainment districts after hockey games and has police officers directing traffic.



Advance Notice and Information Access

Current situation



Currently, it is the responsibility of residents to seek out information related to events and festivals that directly affects access to their homes/neighbourhoods. Limited road closure information is posted on the City's "Renew London: Road Report" webpage. An orange "closed road" sign is erected on site prior to the closing of the road.

Residents can be directly affected by a road closure, reducing or eliminating access to residential parking and loading, with little notice and no consultation. They can also be directly affected by other aspects of activities and events. Lack of sufficient and direct advance notification or predictability of activities and events makes it difficult for affected nearby residents to adapt to them.

Proposed actions

City-wide	Main Street District & Downtown District
<p>Create a webpage, operated and maintained by City staff, which provides a comprehensive list of events and event information, including approved hours of event operation, road closure periods, etc.</p> <p>Establish a notification protocol for road closures due to events appropriate to the size of the event. Notice would be provided by the event organizer and would provide organizer contact information to accommodate individual requests.</p> <p>Work with the London Business of Music Committee to create a Good Neighbours Guide and promote heavily with business owners.</p>	<p>Event organizers of large-scale events and/or events needing road closures, would be required to send out notice addressed to residents and business owners potentially affected. Information such as dates, times, road closure details and organizer contact information for the event would be included.</p>

Rationale

The location and duration of road closures can have a direct impact on residents, business deliveries, visitor itineraries, etc. Sufficient advance notification allows residents and others in a neighbourhood/district to plan ahead and make alternate arrangements if necessary.

In Calgary, events which involve over 5,000 people are required to provide public notice. Toronto has created a Good Neighbour Guide as a means to minimize conflict between businesses with neighbouring residents.



Accessibility of Policies, Regulations, and Procedures

Current situation



Policies, regulations, and procedures that pertain to impacts from events and concentrations of music, entertainment, and culture activity are available on the City's website; however, there is no centralized location for this information and no simplified summary is available. Navigating which City polices apply, and how, regarding events is difficult. This causes confusion regarding when and how residents should react and respond to these impacts. It also makes it difficult for event/entertainment proponents to readily understand what baseline expectations are and what the implications may be in requesting to exceed them, or in contravening them.

Proposed actions

City-wide, Main Street District & Downtown District

City staff would create and maintain a webpage with centralized and simplified information, with links to relevant polices for easy navigation. Information and links to other relevant websites, such as those maintained by BIAs, neighbourhood groups, Tourism London, etc. would also be included to provide a comprehensive source for information on upcoming activities, events, and festivals in London. Information would also be available in the lobby of City Hall.

Collaborating with BIAs, neighbourhood groups, and other relevant groups, staff would hold community information sessions after Council-approved policy and regulatory changes resulting from this study are complete.

While information on the webpage maintained by the City and described in the City-wide solution would be accessible to all, the target would be to provide information to current or future residents living in or nearby a district.

Rationale

It is a best practice to create one online location with all pertinent information relating to music, entertainment, and cultural activities and events for the convenience of residents, businesses, and event organizers.



Wayfinding

Current situation

People unfamiliar with the locations of event venues or districts do not have a coordinated directional guidance program as to how to get to them, or how to conveniently detour around them, or move within them.

Proposed actions

City-wide

Implement a comprehensive wayfinding signage program to direct locals and tourists to major venues and districts throughout the city.

Main Street District & Downtown District

Within the district, a deliberately planned and strategic wayfinding system would be implemented to direct people to key destinations. This would help with promotion, assist with branding, and ensure people get to where they want to go.



Wayfinding signage.

Rationale

Locals and tourists alike would benefit from clear signage both through a city-wide and a district-specific wayfinding system of permanently-installed signs. The presence of signage identifying an event and entertainment destination not only aids navigation for its users, but is also a publicly visible way to convey the role venues and districts play in the economy and identity of the city.



This gateway feature is the centerpiece of Playhouse Square’s district identity within Cleveland, Ohio.



Branding

Current situation

There are no physical features identifying music, entertainment, and culture districts, as no such districts currently exist. The most frequented locations within the city for such activities and events are not branded to reflect this role.

Proposed actions

City-wide

Existing opportunities are adequate in city locations where the scale and frequency of most events is comparatively modest.

Main Street District & Downtown District

Permanent labelled gateway markers would signify entry into a district and establish the district identity. Specialized banners, lighting etc., unique to the district would provide additional branding opportunities.

Rationale

Branding the districts where music, entertainment, and cultural events most frequently occur establishes expectations for this type of activity and visibly contributes to the apparent vibrancy of the city.



Outdoor Advertising Opportunities

Current situation

The City allows for not-for-profit advertising on some road and railway underpasses. Some event organizers rent commercial billboard space or affix notices to utility poles. In addition, to event organizer signage, Tourism London promotes events through their newsletter, which reaches nearly 30,000 people, their website, and social media outlets.

Event organizers find that there are too few affordable opportunities for advertising events within the city using signage.

Proposed actions

City-wide, Main Street District & Downtown District

Consider piloting a fund to expand signage advertising options available to organizers of local and/or start-up events, in a partnership between the City and Tourism London.

Rationale

Promotion of events increases their success and successful events are more likely to return to London. A more deliberate approach to vetting the quality, quantity, and locations for signs that advertise music, entertainment, and culture events in districts would be a way of showing the city's vibrancy.



Vendor Licensing

Current situation

Currently, unregulated vendors are appearing on city sidewalks during events. Licenses can be obtained to sell within public parks; however, a license cannot be obtained to sell merchandise on the City's rights-of-way. By-law enforcement officers seize merchandise if vendors are located on the rights-of-way.

Proposed actions

City-wide & Main Street District

Adequate procedures exist given the locations where vendors appear.

Downtown District

Consider creating a licensing system, which would allow sales of goods temporarily on the public right-of-way, Budweiser Gardens and select other locations during events and festivals.

Rationale

When operated legally, street vendors can add to the liveliness of activities and events.



Not-for-profit and For-profit Regulations

Current situation

The City has different policies for events held on public property by not-for-profit and for-profit organizations, such as parkland rental fees, and fees for gated/non-gated events. As an example, the Budweiser Gardens parking lot is the only City property permitted to have a “for-profit gate.” Policies are less restrictive in favour of not-for-profit organizations due to the public benefit gained.

Proposed actions

City-wide

Adequate procedures exist given the scale and frequency of events.

Main Street District & Downtown District

Explore the possibility regulation changes that would reduce restrictions applying to for-profit organizations operating on public property.

Rationale

Removing some restrictions applying to for-profit organizations provides an opportunity for the city to share financial success and to create equity.



Promoting Active Programming and Local Talent

Current situation

The Community Arts Investment Program (CAIP) includes incentives to foster local talent for three major festivals (Sunfest, Home County and the Fringe Festival) and three local indoor venues (Arts Project, Palace Theatre, and Aeolian Hall). The London Arts Live Stream of CAIP encourages the showcasing of grass roots-developing artists while animating high-traffic specific spaces throughout the city.

The recent hiring of the Music Officer at the City of London was the first step in encouraging the cultivation of local talent in the music industry.

Proposed actions

City-wide, Main Street District & Downtown District

Consider creating an organization, with local business associations and BIAs, to encourage coordinated programming within districts. This organization would oversee the provision of continuous programming in districts to keep them vibrant areas and attractive for the residents and visitors to visit on a continuous basis. The quality of programming could be part of the role of this gatekeeper organization, as would the mandate to showcase and support local area talent.

Rationale

Active programming within districts is beneficial to the districts and provides an opportunity to specifically profile local talent (performance arts, music, visual arts, etc.). It is important to develop local London talent and to support local entrepreneurs to foster music, entertainment, and culture in London. Nashville has fewer restrictions for live music acts than for pre-recorded music, which is one way of supporting local talent.



Ivory Hours, a local area band, plays at an outdoor event on Dundas Street, in London, Ontario.



District Collaboration

Current situation

No districts currently exist; however, future opportunities exist to create a collaborative environment between districts.

Proposed actions

City-wide

Adequate procedures exist given the scale and frequency of events.

Main Street District & Downtown District

Establish a network for district coordination that would encourage cross-promotion of events and work with event organizers to ensure they are matched with the most appropriate venue. The network could share information through a circulation list and/or regular meetings

Rationale

It is beneficial for districts to collaborate and coordinate to broaden opportunities for cross-promotion and create a larger network of contacts in the music, entertainment, and culture industries. This coordination helps to ensure that event organizers have a positive experience which reflects favourable on London and strengthens its image as a city accommodating to events and festivals.

Implementation Plan

The options presented above have been identified as tasks in the table below. Next to each identified task is the City service area that would lead the implementation of that task, with the understanding that most of the tasks would require participation from several service areas and certain agencies/organizations with a direct interest in the tasks. The breadth and depth of attention that is needed to implement the list of tasks is significant. Tasks therefore are prioritized in a proposed order that was developed according to an assessment of how often and in-depth each option was raised during the consultation undertaken for this study, compared with the level of attention necessary to address the task.

Priorities to “Do First” propose a target date for completion before the end of 2017. The time and/or financial resources anticipated to address them are relatively low compared with other priorities, and the consequences of completing those builds early momentum to implement the others.

Priorities to “Do Second” propose a target date for completion before the end of 2019. The resources anticipated to address them are greater compared with “Do First” priorities. It is expected that these decisions will be implemented using resources within the City’s current approved Multi-Year Budget, and possibly also to staff and budget resources within budgets of partners, event organizers, etc.

Priorities to “Do Third” may require a comparatively significant amount of resources for implementation. These would proceed after 2019, pending the next four-year budget process. Opportunities may also be expanded with other organizations interested in contributing to these initiatives.

Table 2: Tasks

	Task	Lead Service Area	Priority
 	Operating hours of festivals and events	Parks & Recreation	Do First
 	Volume of noise	Development & Compliance	Do First
  	Permitted activities on private patios	Planning	Do First
 	Fenced events	Parks & Recreation	Do First
	Promoting active programming and local talent	Culture Office	Do First
	District collaboration	Culture Office	Do First
	Park amenity	Parks & Recreation	Do Second
	Waste management	Parks & Recreation	Do Second
 	Advance notice and information access	Planning Services	Do Second
 	Accessibility of policies, regulations, and procedures	Parks & Recreation and Planning Services	Do Second
	Sound mitigation	Planning and Development & Compliance	Do Third
 	Road closures	Parks & Recreation and Development & Compliance	Do Third
	Traffic congestion	Environmental & Engineering	Do Third
	Wayfinding	Planning Services and Environmental & Engineering	Do Third
	Branding	Planning Services	Do Third
	Outdoor advertising opportunities	Culture Office and Development & Compliance	Do Third
	Vendors regulation	Parks & Recreation	Do Third
	Not-for-profit and for-profit regulations	Parks & Recreation	Do Third





APPENDICES

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Appendix A: Project Chronology

Date	Event
February 17, 2015	Strategic Priorities and Policy Committee (SPPC) resolution initiated by Councillors Salih and Helmer.
March 10, 2015	Council resolution asking staff to review the possibility of establishing Culture Districts.
April 21, 2015	Council resolution requesting “Rock the Park “report.
April 28, 2015	Council resolution requesting the results of “Rock the Park” report be reported in Culture District Study.
June 9, 2015	Potential Culture Districts in the City of London report submitted to SPPC.
October 22, 2015	Londoner Notice for Terms of Reference.
October 26, 2015	Terms of Reference for Potential Culture Districts in the City Of London Background Study submitted to SPPC.
October 27, 2015	Council resolution directing staff to undertake the Study.
December 8, 2015	First Internal Stakeholders Meeting.
December 22, 2015	Project Page on City Website becomes active.
December 31, 2015 and January 14, 2016	Londoner Notice indicating Music, Entertainment and Culture District Study Initiation.
February 25, 2016	Industry Survey mailed to 165 event organizers.
March 21, 2016	Music, Entertainment and Culture District Study Status Report submitted to SPPC.
March 22, 2016	Council resolution directing staff to proceed with consultation.

Date	Event
May 19, 2016	Letter from Culture Office requesting zoning by-law amendment to allow amplified music and dancing on patios for a temporary period.
May 27, 2016	Tourism London letter to CPSC requesting exemption to allow a stage on Talbot Street for Country Music Week.
May 30, 2016	Culture Office request letter to PEC to open Z file.
May 31, 2016	Council resolution directing staff to initiate a zoning by-law amendment to allow amplified music and dancing on Patios in Downtown and Old East Village.
June 2, 16 & 23, 2016 Amendment July 18, 2016	Londoner Notice for Public Meeting to consider Zoning By-law.
June 16 & 23, 2016	Londoner Notice for First Community Consultation Meeting
June 21, 2016	Notice of Application/Public Meeting sent to other Departments/Agencies
June 21, 2016	Extension of Hours for Sound from Outdoor Stage on Talbot Street During Country Music Week report submitted to Community and Protective Services Committee (CPSC).
June 22, 2016	Public Notice sent to 15,400 Addresses through Canada Post for Zoning By-law Amendment
June 23, 2016	Council resolution approving Talbot Stage for Country Music Week.
June 28, 2016	First Community Consultation Meeting
June 30, 2016	Londoner Notice for Notice of Public Meeting
July 18, 2016	Downtown Business Improvement Area and Old East Village Community Improvement Area City-initiated Zoning By-law Amendment (Z-8625) submitted to Planning and Environment Committee (PEC) for public meeting.

Date	Event
July 26, 2016	Council approves Zoning By-law amendment (Z-8625)
August 4, 2016	Notice of Passing of Zoning By-law Amendment
August 24, 2016	Appeal Period Ends
September 1, 2016	OMB Zoning By-law Amendment Appeal Package sent to Clerks
September 8-11, 2016	Country Music Week
October 3, 2016	Second Internal Stakeholders Meeting
November 2, 2016	Second Community Consultation Meeting
November 14, 2016	Status of Zoning By-law Amendment Appeal Report submitted to PEC.

Appendix B: Previous Reports and Studies

Since the mid 1990's the City has prepared various reports on music, entertainment and/or culture uses. These include:

A Summary of Potential Strategies for Revitalizing London's Downtown (PC – October 1994)

A comprehensive review of possible methods to improve Downtown including a focus on arts and culture and limiting entertainment facilities in the suburbs.

Planning Entertainment Uses for Downtown Revitalization (April 9, 1996, August 26, 1996 and September 30, 1996)

A report to deal with requests for large entertainment uses in suburban locations and the consideration of options for possible Official Plan policy and zoning by-law changes.

Parking Standards in the Downtown Area (PC- July 28, 1997)

To eliminate the requirement for additional parking for additional parking for outdoor patios in the Downtown Area on either private or public land (Section 4.18 6)).

Regulation of Noise from Outdoor Patios and/or Restaurants/Taverns (June 2001)

Report to consider possible options for changes to address problems in the Richmond Row area.

Regulation of Festivals/Events on Private and Public Property (PC – March 2002)

Review of current policies with respect to using parking lots as venues for special events.

Residential-Entertainment Interface Study –Preliminary Report (PC – June 21, 2004)

Consideration of a number of changes to be considered by the Noise Task Force including policy, by-law and process changes.

Creative City Task Force Report (April 27, 2005)

Recognized the importance of arts and culture and the attraction of creative industries for economic development to attract a younger demographic to the City.

Amplified Sound and Hours of Operation of Special Events (CSC – May 29, 2012)

Report provided a series of options for changing sound/decibel limits and hours of operation at special events on City land. It included a public consultation process and a review of other municipalities.

London’s Cultural Prosperity Plan and London Cultural Profile Report (February 19, 2013).

See Section 5.3.4.

Entertainment on Outdoor Patios (PEC – March 25, 2014)

Proposal to implement a pilot program permitting acoustic music on outdoor patios associated with a restaurant or tavern.

Entertainment on Patios City-Initiated Zoning by-law Amendment (Z-8335) (PEC – May 13, 2014)

Zoning by-law amendment to allow acoustical music on outdoor patios.

London Music Strategy (IEPC – August 27 and September 2, 2014)

A comprehensive strategy created by London’s Music Industry Development Task Force which included twelve priorities and many specific actions to strengthen London’s music industry and make music an economic development tool.

Noise By-law Complaints (CPSC – February 17, 2015)

A report regarding the distribution of noise by-law complaints between Police Services and By-law Enforcement and the consideration of options in future.

Our Move Forward: London’s Downtown Plan (Council adopted April 14, 2015)

See discussion in Section 5.3.3.

Potential Culture Districts in the City of London (SPPC – June 9, 2015)

In response to a Council resolution, a report outlining the process for undertaking a study to create districts for music, entertainment and/or culture.

Terms of Reference for Potential Culture Districts in the City of London Background Study (SPPC – October 26, 2015)

Submission of Terms of Reference for Music, Entertainment and Culture District Study.

Music, Entertainment and Culture District Study – Study Status Report (SPPC – March 21, 2016)

Planning staff seeking direction to continue on with the public engagement process.

Extension of Hours for Sound from Outdoor Stage on Talbot Street During Counter Music Week (Parks and Recreation to CPSC – June 21, 2016)

An amendment to the Special Events Policies and Procedures Manual to extend the hours of sound (till 1 am instead of 11 pm) arising from an outdoor stage on Talbot Street On September 8-10th, 2016 for Country Music Week.

Downtown Business Improvement Area and Old East Village Community Improvement Area City-Initiated Zoning By-law Amendment (Z-8625) (PEC – July 18, 2016)

The intent was to allow amplified music and dancing on outdoor patios (Section 4.18.5 of the Zoning By-law) for a temporary period but the amendment was appealed.

London Music Strategy – A Year in Review (SPPC – November 7, 2016)

Report provided an update on what has happened since the strategy was adopted.

Appendix C: Public and Business Consultation

June 28, 2016: Community consultation feedback received

- What is the City doing to help promote and help local musical talent?
- When will the decision be made on the outcome of the trial period? Should they attend?
- How do you monitor special events now? How will you monitor trial period?
- What is the predicted timeframe for the study to be completed?
- How would the noise from outdoor concerts/events affect concerts in venues that may already be happening such as the Aeolian Hall? (Conflict between Outdoor and Indoor Musical Events)
- What have been the experiences been in the other cities like Hamilton/Kitchener who have already started these programs? Can you provide examples of other Cities that have relaxed noise by-laws to accommodate music?
- What are the benefits to changing the cut off for music from 11 pm to 1 am?
- Beyond these meetings, what efforts are being made to interact with residents of the core?
- For the open-air stage, will this also have the by-law extension from 11 pm – 1 am?
- What happens if there are a large number of complaints during the event that is currently planned, what will be the protocol?
- Will that be the only study being done for the open air stage?
- What are the fees for monitoring noise?
- Is the City only considering by-law modifications when studying the idea of culture districts?
- Other than allowing louder music outside, what other ideas for the District?

- If a restaurant is having an outdoor patio “festival” is there a way to close down a road for the duration of the festival?
- What events are you expecting? Only CMW in Sept? Is this primarily for bars?
- Would the City consider creating an information package to provide to anyone who wishes to hire live music at restaurants, retailers, private parties?
- Is there any way that we get some notification of upcoming events ASAP?
- What would happen if a religious institution wanted to hold an event outside?
- The CMW outdoor stage is going to 1:00 am as a test, What will “success” look like?
- If it is successful what will be the process for future events to run later?
- How can citizens get involved in approval of the amendments?
- How are Western and Fanshawe going to react to the Project?
- How do you grow a district when no one goes Downtown on weekends?

November 2, 2016: Community consultation feedback received

Parking, traffic and road closures

Comments and concerns:

- Could not access my place (460 Wellington) for more than 2 hrs during Gay Pride
- Evening street closures set up which happens in the afternoon (ex parades) disrupts business activities
- Private parking lots should work with night clubs to offer reduced overnight parking. Rates are already too expensive
- Too many road closures already
- Late night parking is disruptive as cars rev up late in the early morning – headlights in windows etc.

- Ensure adequate accessible parking. Be aware of how road closures may affect accessibility

Possible solutions:

- Do not block residential access
- Set up limits for set up periods before street closures to ensure the street is not closed for more hours than necessary

Sound volume and vibration

Comments and concerns:

- How to prevent high noise levels (eg Sunfest) which prevented sleep totally during night.
- Noise is driving residents out of town for extended periods
- Destroying residential quality of life
- Negatively impacts home values
- Driving the very people you need out of town
- Read Jane Jacobs and what she has said about livable cities & noise!
- I'm not concerned about festivals because they end @ 11; the bars patios go to the wee hrs of the morning
- The noise stops @ 11 but the brain doesn't in Rx to the noise; I couldn't sleep (SunFest in 2016 was worst)
- I had to spend my own \$ to insulate my curtains/windows
- No one is against culture and music, but when the volume of there event becomes disturbing and disruptive for nearby residents then there has to be serious methods of lowering the sound volume of there event
- Share the wealth. We will tolerate having to leave town for Rock the Park if it is the only heavy noise; but don't add outdoor patios and MEC districts as well. Put some @ Western Fair &/or Springbank
- Noise is intrusive. These areas need to be in warehouse districts i.e. Western Fair. Appropriate buffers from residential areas
- Conflict of interest between encouraging residential units downtown and promoting expanded noise levels in Music, Entertainment, and Culture District

- There are more than 25 condo and rental building downtown and these taxpayers are getting very angry about the noise levels they are subjected to

Possible solutions:

- Austin's pp = long noise B/L distinguishes many noise source and types
- On a patio the music should be background (not concert dB)
- 90 dB limit doesn't acct for base / London (downtown) Noise Cttee
- Alternative venues for musical events
- Alternative venues for musical events 1. Western Fair 2. Budweiser 3. Springbank Park
- Stop amplified music at 11P.M.
- Survey for Residents on noise, garbage, drunkenness etc
- Buffer zones from residential buildings even within a district (if private patios amplified music is even allowed – which is should not)
- Better noise by-laws and better enforcement +1
- Every citizen should be afforded the same level of protection against noise
- Need to strategically lower/raise the dB levels based on many related factors 1) location, capacity, venue. It's not a one size fits all
- No exemptions in Noise bylaw for Private Patios +1
- Hours of these events start them earlier
- Publish New Bylaw Enforcement Complaint Line in LFP, etc

Cleanliness and garbage removal

Comments and concerns:

- Garbage after events including broken beer bottles & hypodermic needles found on the properties near venues. Cigarette butts littering all the walkways around parks.
- Not enough bins during events on Dundas
- Overflowing garbage containers during special events – Sunfest, Dundas St fest, OEV street fest

Possible solutions:

- More bins!!
- Have a mid event crew to assist w garbage removal
- Require a waste/disposal plan for large events.

Hours of operation

Comments and concerns:

- Need to have later end times for special events in Victoria Park & Downtown
- Extend noise bylaw until midnight for festivals – 11pm is too early for the youth today.
- 11pm is the way other larger cities are going capping all amplified music at 11pm if near residential areas or venues are required to built walls Toronto – new

Possible solutions:

- Extend special events until midnight – allow procedure for additional exemptions
- Young people in the city – sleep too; events – need to control the noise

Notification, timing and frequency of event

Comments and concerns:

- Why do we have so many events (weekly) in Victoria Park. The grass, etc. is being destroyed as well as trees.
- Victoria Park should be scheduled during the summer with one or two weeks off to allow the park to recover June 1- Sept 1
- Events should be spread out throughout the city to encourage local tourism to other areas “hubs” i.e. Byron

Possible solutions:

- Utilize other park other than Vic Park – YES
- Schedule one event every 2 weeks at most – YES
- Alternative solution 3 weeks on 1 week off to accommodate the # of festivals

- Allow for more event days in Harris Park

All other related topics

Comments and concerns:

- Please release research that these districts attract and retain young professionals
- Please release all data from Country Music Week
- Why not spread events thru the city? Victoria Park should not carry the load
- Development of services w/ students | permanent DT pop v. transient (can't attract yr. round pop)

Possible solutions:

- Creative class by definition is identified by a predisposition to arts, music, entertainment. They are key driving force for economic development.
- Will be releasing CCMA when available

Where a district should be piloted downtown

- Market Square
- Clarence Street
- This would be a disaster for people in Blackfriars and in the more than 25 residential buildings in downtown which Council has encouraged!!!
- This is not a district and more residents are needed
- ADD Harris Park to the district
- TAKE OUT Princess to Queens, Wellington to Waterloo

Where a district could be piloted in Richmond Row

- Not here; already plagued by noise; over saturated
- Too large. Need to tighten up to include focus on Richmond and only relevant side streets
- RR is already a district

Where a district could be piloted in Old East Village

- Western Fair Warehouse District
- Use western Fair – angle parking, meeting rooms, performance site
- Dundas Aeolian Hall to Adelaide
- Western Fair District
- Western Fair would draw in more people if street performance there

Where a district could be piloted anywhere else in the city

- Wortly – Old South is evolving into a Ent Dist
- TD Waterhouse Stadium
- Byron Springbank | U.W.O.
- Entertainment “nodes” could be added.
- No Districts | balance use though out the city eg Wortley & Old East evolving

Appendix D: Industry Consultation

The survey was posted online on February 25, 2016 and available until April 29, 2016. We received 47 completed surveys. A summary of the survey results is below:

1. What is the name of the organization you represent?

Responses: 39

2. Which one of the following options best describes your organization?

Registered not-for-profit	34	71%
Private (sole proprietorship)	6	13%
Private (corporation)	3	6%
Public corporation	1	2%
Other, please specify	4	8%

The “Other” descriptions provided included “Community-Based Initiatives,” “Prayer group,” “Local Board of the Municipality,” and “Charity.”

Responses: 48 (one survey selected two options, registered not-for-profit and other)

3. What country is your organization based out of?

Canada	46	98%
United States	0	0%
Other, please specify	1	2%

Responses: 47

4. How many years has your organization been in operation?

Less than one year	0	0%
One to five years	7	15%
Five to ten years	6	13%
More than ten years	34	72%

Responses: 47

5. Please indicate the name of your event most recently held in London.

Responses: 47

6. When was the event held?

39 events surveyed were held in 2015. Five events were held in 2016. 23 (52%) of the events were held in June, July or August.

Responses: 44

7. How frequently is the event held in London?

One-time event	1	2%
Annually	38	81%
Other, please specify	8	17%

Responses: 47

8. Approximately how many people attended the event?

The events surveyed varied in size considerably, ranging from 50-60 people to 200,000 people. The attendance breaks down as follows:

0-1,000:	28 events (60%)
1,001-10,000:	11 events (23%)
10,001+:	7 events (15%)
Don't know:	1 (2%)

Responses: 47

9. Estimate the percentages of where your event attendees come from.

London Area	20%-100%	Average: 84%
Outside of the London Area, but within Ontario	0%-80%	Average: 13%
Outside of Ontario, but within Canada	0%-15%	Average: 1%
United States	0%-20%	Average: 1%
Other	0%-5%	Average: 0%
Don't know	4	9%

Responses: 47

10. Where was the event held?

Indoors	7	15%
Outdoors	11	23%
Both	29	62%

Responses: 47

11. Please indicate the name of the site(s) or street address(es) of the event.

The most popular event sites include Springbank Gardens (7), Victoria Park (5), Covent Garden Market (5), and Harris Park (4).

Responses: 47

12. Did you feel the physical space you held the event in was an appropriate size?

Too small	2	4%
Appropriate	44	96%
Too large	0	0%

Responses: 46

13. Do you think there are enough options in terms of event spaces to host events in London?

Yes	24	51%
No	18	38%
Don't know	5	11%

Responses: 47

14. If there are sites or spaces you would like available for events that are not currently available, please indicate the location(s).

- Dundas Flex Street
- Space with 400,000 sqft of smooth, clean, asphalt, plus room for up to 3,500 cars with access to hydro and water
- Need more theatre space, impossible to book the three existing options for more than a three day run
- London needs several flexible spaces that can be used for a variety of uses, 100-150 seats, located in the downtown core and Old East Village
- Trouble finding space to rehearse
- Underutilized, empty downtown and Old East Village spaces
- Performing Arts Centre
- More small event space in neighbourhood parks and the city
- More pavilions in parks
- Community centres that are flexible with food options
- Large open space just east of Parkwood Hospital (Ball Diamond)
- Harris Park, Labatt Park, Ivey Park/Forks of the River

- Green space with quality washrooms
- Empty spaces, whether due to abandonment or looking to be leased
- The take place.ca idea seems great
- Downtown
- A 400-500 seat theatre
- Performing arts centre with space for seating from 250 to 500

Responses: 21 (5 of which were “N/A,” “no,” or “don’t know”)

15. Did you use any of the following to promote the event? Please select all that apply.

Posters at retail locations	37	80%
Poster boards	23	50%
Billboards	7	15%
Banners	20	43%
Digital kiosks/signs	12	26%
Did not use any of the above	8	17%

Responses: 46

16. Do you feel there were enough opportunities to promote the event in London through the options listed in the previous question?

Yes	24	59%
No, please explain	17	41%

- Yes: Also advertised on radio and internet
- No: Music industry has moved to an online marketing strategy campaign
- No: Hard to access and billboard/general advertising is way too overpriced for non-profits
- No: The City could provide poster boards in good locations so that promoters could have good postings to receptive audiences instead of trying to find a pole to staple a poster to. Downtown and UWO and Fanshawe long w Richmond Row and Old East and Wortley Village would be good sites for this investment which could probably be self controlled by promoters and/or a summer job for a student.
- No: I had a very hard time getting advertising for a reasonable cost. I’m not even certain the City of London put it on their website as I understood they would.

- No: I'm not sure where this questions is leading to, but there is always room to improve marketing opportunities especially as supplied by the municipality. We have a full-blown marketing campaign for all of our events including electronic media, print materials, radio ads etc. I don't find the boxes above very comprehensive if you are looking for a complete picture of how events are marketed in London.
- No: Not may retailers open to promoting event
- No: due to the reduce [sic] potential advertisiing [sic] venues, competition is fierce! E.g. posters, etc.
- No: It is harder and harder to find places to put up posters. Other options are too expensive.
- No: to [sic] expensive for billboards and banners
- No: These opportunities are all self-funded. Will the City bear the cost to put flags on downtown poles (like the used to)?
- No: There is always room to improve and to have additional advertizing spaces. A digital banner outside of events or a community board(s) on major roadways to announce events. Example Pierrefonds Dollard in Quebec have these. Very informative events.
- No: There is no centralized list for the above indicating contact information/businesses to approach for a buy/in-kind sponsorship.
- No: I actually wasn't aware that the City of London had access to any of these promotional resources

Responses: 41

17. Did you experience barriers with any of the following during the preparation or operation of the event?

Noise By-law	10	22%
Parking By-law	6	13%
Sign By-law	2	4%
Alcohol and Gaming Commission of Ontario (AGCO) regulations	3	7%
Tobacco regulations	1	2%
Other, please specify	6	13%
No issues with by-laws and/or regulations	31	67%

- Of the respondents that selected “other,” some used this section to elaborate on their issue rather than identifying an issue that was unique to the list. The additional unique barriers included issues with insurance certificates, placement of port-a-potties, London Electrical inspectors, and food regulations.

Responses: 46

18. Did you have to change any aspects of your event to abide by provincial or municipal policies or by-laws?

Yes	9	19%
No	36	77%
Don't know	2	4%

Responses: 47

19. What did you have to change to abide by provincial or municipal policies or by-laws?

Most of the responses noted having to reduce noise levels and readjust times when the louder portion of the event would be held. There were also a couple complaints about the time of day you can serve beer and the use of wristband identification for alcohol service. There was one comment referencing the inflatables policy being too restrictive with a \$5 million coverage required.

Responses: 8

20. Did the change(s) you made to abide by provincial or municipal policies or by-laws cause a delay in hosting your event?

Yes	2	17%
No	10	83%
Don't know	0	0%

Responses: 12

21. Was there a cost involved in making the change(s) to abide by provincial or municipal policies or by-laws?

Yes	4	33%
No	7	58%
Don't know	1	8%

Responses: 12

22. Did you feel the change(s) made to abide by provincial or municipal policies or by-laws greatly affected the nature of your event?

Yes	4	31%
No	8	61%
Don't know	1	8%

Responses: 13

23. Did you receive a noise complaint while hosting the event?

Yes	3	6%
No	43	92%
Don't know	1	2%

Responses: 47

24. What was the reason for the noise complaint received?

Volume of noise	1	25%
Time of noise	0	0%
Both	2	50%
Don't know	1	25%

Responses: 4

25. Was a fine or a warning issued for your noise violation?

Fine	1	25%
Warning	3	75%

Responses: 4

26. Did noise restrictions or their enforcement affect the event?

Yes	4	9%
No	41	91%

Responses: 45

27. Please describe how noise restrictions or their enforcement affected the event.

One event was unable to play music (radio) and another decided not to include live music due to restrictions. One event holder indicated that the noise issue was not the music, but rather people congregating outside. One response was that there were no issues. One complaint was that the volume cap of 90DB is too low.

Responses: 5

28. Did you receive any complaints from people attending your event that there were problems finding parking?

Yes	15	32%
No	28	60%
Don't know	4	8%

Responses: 47

29. Was the event well-served by public transit?

Yes	29	62%
No	10	21%
Don't know	8	17%

Responses: 47

30. Do you feel the event would have benefited from increased public transit services?

Yes	16	34%
No	18	38%
Don't know	13	27%

Responses: 47

31. What type of improved transit service would have benefited the event?

Extended hours	11	65%
More frequent service	7	41%
Shuttle buses	8	47%
Special event shops	8	47%
Other, please specify	1	6%

- One survey suggested additional promotion of the service.

Responses: 17

32. Was a street closed for your event?

Yes	11	23%
No	36	77%
Don't know	0	0%

Responses: 47

33. Did you have any issues with the process of closing a street for the event?

Yes	3	19%
No	13	81%

Responses: 16

34. Please describe the issues you experienced with the process of closing a street.

One survey indicated that the police costs were excessive and the requirement of a motorcycle escort even though the road was already closed, was perceived as unnecessary. One survey indicated that collecting 60% agreement signatures is very time consuming in Old East Village, in comparison to the downtown where they can receive sign-off from Downtown London. The cost associated with a street closure was also noted by one survey as a problem.

Responses: 5

35. Were there other specific issues not addressed above which impacted the operation of the event?

Yes	5	11%
No	40	89%

Responses: 45

36. Please describe the additional issues.

- One survey indicated problems with participants finding Springbank Gardens and requested it be changed back to Wonderland Gardens as it is located off of Wonderland Road. One survey indicated that they did not receive adequate support from Tourism London, the London Arts Council, and the London Seniors centres. One survey indicated that the power outlets along Dundas Street almost never work and recommended a special process for event on Dundas Street, as the process that is currently in place is designed for Victoria Park, Harris Park, and Springbank Park.

Responses: 6

37. Have you ever hosted the event in a city/town other than London?

Yes	14	30%
No	33	70%

Responses: 47

38. Please describe your experience of hosting the event in London in comparison with other any other city you have hosted the event.

- Four responses indicated that their experience holding an event in London was comparable to their experience in other municipalities, with the exception of one issue parking within the downtown. Three reported having a better experience in London than other cities. Two surveys indicated that London was more difficult than other cities to operate in. One of these two said this was due to the lack of support from civic offices and City Hall and the other said that other cities provided more resources such as city tents and furniture. The last response was just a statement “smaller cities.”

Responses: 12

39. How did the cost of operating in London impact the success of the event?

Positively	7	15%
No effect	24	52%
Negatively	11	24%
Don't know	4	9%

Responses: 46

40. How did the value of the Canadian dollar impact the success of the event?

Positively	2	4%
No effect	30	64%
Negatively	10	21%
Don't know	5	11%

Responses: 47

41. How did provincial funding or grants impact your event?

Positively	11	23%
No effect	6	13%
Negatively	0	0%
Did not access provincial funding or grants	30	64%

Responses: 47

42. How did local funding or grants impact your event?

Positively	17	36%
No effect	7	15%
Negatively	1	2%
Did not access local funding or grants	22	47%

Responses: 47

43. Does your organization track the economic impact of the event through an “end of event report” that you would be willing to share with City staff?

Yes, please attach report	5	11%
No	41	87%
Don't know	1	2%

- Only one report was attached, which did not contain any quantitative information. Another survey indicated that the organization raised \$7,000 CAN, however, this is not the economic impact of the event.

Responses: 47

44. If you have any additional comments or information you would like to provide, please provide your comments below.

General comments:

- City staff has always been very helpful
- Has had a good experience running events and dealing with City rules and processes
- Happy that the City provided bathrooms
- Excited to use the new playground equipment
- Hope to host more events this year, 2016
- London could be doing so much better when it comes to making it an exciting and vibrant city

- Hopes to receive better support this year from City Hall, Tourism London, and the Arts Community
- Organization does not seek or receive and funding except for vendors and sponsors
- Much help was received from Robin Armistead at City Hall in the promotion of the event

Suggestions for improvements:

- Open up access to places such as Harris Park
- Invest in development of places that have potential but lack amenities that are needed for producing event and supporting groups
- Development of the “river area” should consider infrastructure such as washrooms and power
- The Western Fair District would support a review and some flexibility on the noise by-law as it pertains to decibel level and 11pm curfew
- Would like Tourism London to fund an event’s economic impact report
- Resolve parking issues at Springbank Gardens
- Too much paperwork; City insists that proof of insurance is done on their form, not just a copy; streamline this process
- Did not appreciate the new regulations on smoking
- Springbank gardens has parking limitations
- No space in London that can accommodate an event with appropriate parking, washroom accessibility, and access to food preparation
- Access to hydro in the park would be helpful
- Need more affordable theatre space and space to rehearse
- Non-profit rates for event space rental would be very helpful
- More funding for small events is needed and it seems more attention is given to large events and more funding goes to them
- Venues/facilities in London are generally lacking

- Many policies, venues etc. make it difficult to get things done
- Need better streamlining processes, creating perhaps a one-stop shop to be able to get all of the permissions, info, etc.
- To retain and capture tenable results within the local community more support of smaller local initiatives would prove beneficial
- An additional option for publicity and awareness would have been the use of banners on lamp posts around the block, but the cost was prohibitive

Responses: 21

45. Only two surveys did not have the contact information section completed, indicating that 45 of the 47 event organizers would be willing to be contacted by the City for follow up questions or discussion.

Appendix E: City Staff and Agency Consultation

At the City staff and agency meeting held on October 4, 2016, the following items were discussed.

2016 Festival Season: Monitoring Results

Issue/comment	Potential solution
No music (and all amplified sound) and dancing on patios	Move from zoning bylaw to noise bylaw; volume and time regulated; gradient for different types of events; Austin ex-ample
Noise complaints after Tragically Hip; primarily related to house parties	Anomaly, one-time event
Beatles Fest, wayfinding was well done	Festival-specific orientation
Timing of events; different audiences for different times	
Street closure signage looks like construction signage	Different look to construction signs; branded
Signage for events in special districts	Address in Sign By-law update; no special permit; simplified process
Posting/communications	Spectrum of communication options that can accommodate low-tech and high-tech
Limited amount of advertising opportunities in the city for major events/culture districts; areas reserved for City events, not private advertising	Address through Sign By-law; selected high-profile locations outside of the districts reserved for advertising large-scale events; students
Decorative lighting; Market Lane and City Hall lighting are good examples	Concentrate lighting, projections, marketing for different are-as
Security lighting	
Support for all scales of events; all London Culture Districts should work together	Formalized coordinated funded team consisting of City staff, volunteers, organizations, etc. that come together for all scales of events; work with student organizations
Restrictions of licenced areas (number, location of, and size) is limiting	Restrictions have potential for changes during annual review

Issue/comment	Potential solution
Restrictions on what type of event/ vendor are not currently in place; no criteria/standards to say “no”	Set a threshold; create regulations; implemented through “SWAT team”; ensure diversity over repetition for vendors; curated; emphasize local events/vendors; prevent offensive/ negative
Cannot control access/fence off parks for events (Victoria Park); no metrics can be collected	Explore opportunities for controlled access at free events with the intent of capturing metrics and monitoring access
Not-for-profits are only allowed to have controlled access in Harris Park	Look at opportunities for private events
Limited number of events in Victoria and Harris Parks in reaching capacity on high-impact events	Review policies
Insufficient knowledge of public understanding on City policies/ regulation/by-laws	Proactively inform the public, users of the spaces; proactive approach to providers of music and entertainment
Value of culture districts not widely understood	Proactive promotion based on metrics
4 road closure issues – 3 residential 1 LTC (related to one specific event that effected numerous cross roads)	
15 noise concerns /issues over 7 festivals during the festival season; higher volume than previous years	
	Need for an independent survey
Need for London content	Create a minimum threshold for London content within Culture Districts
Temporary public art is “policed” by by-law enforcement and regulated by the public art process	Need a complementary process to the public art process to regulate temporary public art
Banner process not currently user- friendly for banners exceeding a certain size	

Issue/comment	Potential solution
Cleanliness of outdoor patios is not consistent	Good neighbour policy/promotion
Last call pick-up street congestion	Valet taxi, temporary road closures and taxi stands; taxi stand plan
Noise enforcement at residential point of reception	This is regulated; housekeeping amendment
City garbages in Victoria Park overflowing during events	More frequent pick-ups

Country Music Week: Monitoring Results

Issue/comment	Potential solution
No noise complaints received Friday and Saturday night	
Typical number of noise complaints throughout the week, bylaw enforcement	
Parks and Recreation received no concerns/issues surrounding noise, event did surpass the 90db	
No noise complaints forwarded to Chris	
Don't know objectively if people "looked the other way" since this was a special event	Need for an independent survey
City and private parking enforcement was appropriate	Met with private parking enforcement prior to event
No increase in parking complaints	
Road closure complaints made to Downtown London and City staff, access to and from parking garage	Advanced communication of road closures to residents impacted by closures
Road closures were determined to be essential by security and police	Dealt with by police, would deal with emergency situations
Dundas Street between Talbot and Ridout closed unexpectedly, 4:30-6 Sept 11	Contingency plan; overestimate street closures; on-call operations to adapt to changing needs

Issue/comment	Potential solution
Drug use and illegal street activity	Special attention from London Police
Wayfinding for pedestrians and event attendees	App; maps; handouts during event; posted schedule
Permanent identification, signage for specific areas; branded	
Distinction between attendee and public events; public trying to attend private events	On site signage; choose location appropriately
Illegal merchandising on the public sidewalk	Enforcement seizes merchandise; licences can be obtained to sell within public parks, not on sidewalks
First time for public events	
Electrical supply	No issues for this event; Covent Garden Market used for this event, recently upgraded
AGCO infractions TBD	
Main stage, market area licensed; area was crowded around the licenced area	Provide area that is not licenced to accommodate families, controlled separate areas for drinking and non-drinking
Theming for event/activation/concentration	Positive response for this event; Minimum threshold of activation/concentration in the district

Appendix F: Other Municipalities' Approaches

Toronto, Ontario

Do they have districts?

- Bloor St. Culture Corridor: more than a dozen arts organizations along a 1.6km stretch of Bloor St. West.
- Toronto Entertainment District: approx. 35 nightclubs, a host of restaurants, sports and music attractions along an 8 block stretch on King St. between University and Spadina.

Current policies and regulations

- Council has championed Toronto as a “Music City”. Has established a formal Music City Alliance with Austin Texas.
- Official Plan Policies Chapter 1, 2 c), 4.5
- Toronto Entertainment District Master Plan , City of Toronto, Update 2013
- Comprehensive Music Strategy – adopted by Council
- Zoning By-law : minimum distance of 30 m from patio to sensitive land use.
- Outdoor commercial patio may not be used to provide entertainment such as performances, music and dancing.
- By-law passed to limit to 25% the number of bars/restaurants on a street
- Noise By-law: No more than 85 db measured 20m from the source over a 5 min. period from 7am-11 pm. Exemption application is \$100 and apply 3 weeks in advance.
- New restaurants must agree to no cover charge, no noise after 11 pm and a seat for every patron.
- Since 2006 Rules 1) one bouncer/100 patrons 2) security guard with metal detector 3) submit noise and crowd control plans 4) responsibility for litter cleanup .
- Nightlife Establishments Best Practices, City of Toronto, October 2011
- Entertainment District Retail and Mixed Use Strategy, City of Toronto, June 2012
- Not Zoned for Dancing – Comprehensive Review of Entertainment, U of T, 2014

- Toronto Entertainment District BIA – Annual Report, 2015
- Culture Plan (2014)
- Public Art Master Plan

Groups involved

- City of Toronto Arts & Culture Services Department
- Full-time Music Development Officer
- Toronto Music Advisory Council (TMAC)
- Economic Development Committee
- Toronto Entertainment District BIA (formed in 2008)
- Toronto Entertainment District Residents Association
- Toronto Noise Coalition

Funding programs

None found through research.

Economic impact

- The culture sector contributes \$9 billion annually to Toronto Region's GDP. More than 3 million members of the public go to the culture district every year.
- The entertainment district is a destination for over 15 million visitors annually. Over 80,000 people work in the district and 16,000 live there. Additional 18,000 dwelling units expected to be added over the next 5 years (2011).

Recent changes/issues

- 90 nightclubs in the entertainment district in the early 2000s, now only 35 left because of conflict between residential and bars.
- Loud music complaints have risen by 170%
- Comprehensive review of noise by-law in recent years. Noise By-law recommendations submitted in August 2015 but not passed yet. After being elected, John Tory pledged to amplify Toronto's music scene by relaxing some of the regulations in the noise by-law.

- Proposed by-law would allow 45 db in a residential neighbourhood after 11 p.m.
- Considering changes to allow music venues to close later than 2 a.m.
- Considering having a “Night Mayor” at the direction of the Economic Development Committee
- Problem distinguishing between restaurant and nightclub.
- \$3.8 M upgrade to Yonge-Dundas Square which includes video screens to show events on public property.

Kitchener, Ontario

Do they have districts?

- No specified entertainment district, Downtown -Centre and Market Districts are home to pubs and clubs.
- Kitchener has identified 55 Cultural Heritage Landscapes which are historic places that blend the built and natural environment

Current policies and regulations

- Downtown Kitchener Action Plan 2012-2016, City, March 2012 (eg. “Foster a Live Music Scene”)
- Kitchener Zoning By-law 85-1 Section 4
- Minimum 30m distance between patio and sensitive land use
- Noise By-law – in effect 24 hours a day
- Noise exemptions need for outdoor concerts- approved by Council
- City has co-ordinated event planning staff (10 people)
- Your City Rules Guideline Document (Noise By-law Section)
- Kitchener Public Art Program, 2011-2016
- City of Kitchener Cultural Heritage Landscapes, December 2014

Groups involved

- Community Services
- By-law enforcement
- Community programs and services

- Downtown Kitchener BIA
- Waterloo Regional Police enforce Noise By-law

Funding programs

- The City of Kitchener, Region of Waterloo, City of Waterloo, Province of Ontario, and Government of Canada contribute funds for arts and culture in Kitchener in order to help it grow.

Economic impact

None found through research.

Recent changes/issues

- During a 10-year period the number of bylaw complaints increased by 124 percent while staffing remained constant. Noise complaints seem to be the most popular. In 2002, the city had 2,068 noise complaints, increasing to 3,783 in 2012, an increase of 220 percent.

Hamilton, Ontario

Do they have districts?

- No specified district except Hess Village, concentration of bars and restaurants on Hess St between Main and King St West downtown
- Partially falls into the King St West BIA.
- Within the Downtown Urban Growth Centre boundary.

Current policies and regulations

- Putting People First: The New Land Use Plan for Downtown Hamilton,,2004
- Hamilton Music Strategy (Sept 2015)
- Hess Village Entertainment By-law amending the City of Hamilton Licensing Code By-law No. 06-213, 2006
- Hess Village Designation as an Entertainment District - 2003
- City of Hamilton By-law No. 11-285 – Noise Control By-law
- Ban outdoor music on commercial patios

- City of Hamilton By-law No. 14-321 to amend to control noise
- Cultural Plan-Love Your City, 2008
- Public Art Master Plan Review, 2015

Groups involved

- Cultural Plan Roundtable
- Public Art and Projects
- Music & Film Office
- Hamilton Police
- Planning and Economic Development Dept.
- By-law Enforcement

Funding programs

- Hess Village received funding from the city for infrastructure.
- Councillor Jason Farr proposed the city take on 65% of policing costs to help Hess Village businesses maintain and market themselves.
- Hamilton is considered by many to be far behind than most other cities in funding per capita for arts. The primary source of funding for municipal arts and culture in Hamilton has remained at \$3.2 million since 2000. An increase in \$1 million over 3 years is said to make a significant difference in creating stable and collaborative arts ecosystem in Hamilton.

Economic impact

- The \$12-million boost to the Hamilton economy for hosting the Juno Awards now has the city thinking ahead to hosting more live events. Musical events are said to be just as lucrative as arts and culture in Hamilton.
- As of 2006, Hamilton had 7,290 workers in cultural industries and occupations, which is 2.6% of the labour force. The provincial average was 3.4%, and the national average was 3.3%. There were 1,680 artists in Hamilton in 2006, making up 0.6% of the labour force, similar to the national average of 0.8%. The number of artists has increased 22% in the last 15 years, growing faster than the overall labour force.

Recent changes/issues

- Crowds in Hess Village have been shrinking since 2012, with some estimating they are down more than half (2015). Hess Village is developing a reputation for being too loud and violent. There are 17 bars in a space zoned for 12.
- Club and bar owners also have the responsibility of a yearly \$115,000 policing cost to maintain order in Hess, resulting in a loss of about 65 percent of customers. Hess once employed 500 people, and it now employs 250
- Hamilton bylaw officers want to partner with police to handle noise related complaints. Late-night noise makers accounted for 1,000 unanswered complaints in 2014. In 2014, recommendation was made to Council for a one-year \$142,000 experiment to partner a bylaw officer with a special duty officer for wee hour noise patrol on Thursday, Friday, and Saturday nights. Bylaw officers do not work between 1am-7am
- It takes an average of 2.5 hours to respond to priority four calls.
- City considering changes to patio noise by-law. Two year Pilot Project delayed by Council Jan 2017- allow music up to 60db until 11 pm in 7 areas City-wide
- Sarcoa rest. on waterfront suing City \$15 million over amplified music
- Heritage properties in Hamilton rose by 12% over the last decade to 241 properties. There was also an increase in the number of properties with Heritage Districts in Hamilton to 358 in 2010 compared to 343 in 2000.

Calgary, Alberta

Do they have districts?

- The Cultural District: stretches from 1st Street S.W. to 3rd Street S.E. and from 6th Avenue S.W. to the CP Rail tracks south of 9th Avenue downtown.
- 17th Ave Retail and Entertainment District: Spanned between 2nd and 14th Street SW, close to downtown and Stampede Park, the 17th Ave entertainment district boasts over 400 unique shops, services, and more. Located downtown and is a BRZ.

Current policies and regulations

- 17th Ave S.E. Corridor Study
- 17th Ave S.W. Urban Design Strategy, Calgary, March 2008
- 17 Ave SE Transportation Study, AECOM, June 2010
- Establishing Business Revitalization Zones (BRZ)
- By-Law No. 5M2004 – Noise bylaw
- Calgary Cultural Plan, 2015
- Public Art Program
- Public Art Policy

Groups involved

- Calgary Police Service
- Planning, Development & Assessment Department
- City of Calgary Land Use Planning and Policy
- Calgary By-law enforcement

Funding programs

- Calgary, along with Niagara, was named Canada's Culture Capital in 2012, which netted them a \$1.6 million grant from the federal government. City Council had already committed \$2 million to cultural activities in 2012.

Economic impact

None found through research.

Recent changes/issues

- 17th Avenue has been approved for reconstruction to serve businesses and citizens more adequately. Some work includes sidewalk improvements, new road design, and upgrades to underground utilities.
- The City of Calgary is monitoring car use on 17th Ave. Being a hotspot for patios, customers have been complaining that loud vehicles are ruining the fun.
- Changes to noise bylaw coming.
- Also considering limits on the number of bars, number of bars that can occupy a street face and a maximum size of 75m² for each bar.

- In 2016 Alberta allowed restaurants to serve alcohol on patios as late as they are allowed to serve it indoors.
- Current study on-going for c-rated scale low-frequency sound

Vancouver, British Columbia

Do they have districts?

- Granville Entertainment District: neighbourhood in Downtown Vancouver. The district is centred on a seven-block stretch of the Granville Mall and surrounding streets, stretching from the start of Granville Street by Waterfront Station, south the Granville Street Bridge. It is also considered to be the city's cultural hub with its vast assortment of performance venues, theatres and live music. Part of District is called the "Theatre Row Entertainment District"
- Gastown is another District.

Current policies and regulations

- Downtown Official Development Plan (November 1975)
- Downtown South Goals and Policies (1991/1993)
- Downtown South Guidelines (1991/1997/2004)
- Granville Street (Downtown South) Guidelines (June 1991)
- Southeast Granville Slopes Official Development Plan (March 1984)
- Granville Loops Policy Plan (October 2010)
- Design Handbook for Building Frontages on Granville Street
- Green Urban Pattern Granville High Street (March 2013)
- Noise Control Bylaw No. 6555 (2016)
- The Cultural Plan for Vancouver 2008-2018
- North Vancouver Cultural Plan

Groups involved

- City By-law Enforcement
- Cultural Services
- Community Services
- Development and Building Services

- Creative City Task Force
- Alliance for Arts and Culture
- North Vancouver Recreation & Culture Commission (NVRC)
- North Vancouver Museums & Archives

Funding programs

- Every year, the City of Vancouver and the Vancouver Park Board award \$10.1 million to non-profit arts and culture organizations through a variety of grant programs, including:
 - Artists in Communities program
 - Artist Live-Work Studio Awards Program
 - Community Arts Grant Program
 - Cultural Grants Program
 - Cultural Infrastructure Grant Program
 - Grants for Emerging Artists
 - Permit fee assistance for culture spaces
 - Theatre Rental Grant Program

Economic impact

- The various live music venues in Vancouver attract international tours and thousands of people per year.
- North Vancouver Museums and Archives preserves and cares for over 20,000 historical artifacts

Recent changes/issues

- The City came up with the plans to have all the city's entertainment located in one neighbourhood in the late 1990s after liquor service was extended to 3am. Vancouver Police have said that this led to an increase of assaults and calls for police assistance since then.
- Granville was once named "Theatre Row" for its large number of movie theatres along its stretch. Most have since shut down or have been converted into nightclubs, marking the new entertainment district. There are no theatres in the area as of November 2012.
- In 2016 BC endorsed happy hours and expanded booze service in restaurants in an attempt to reform "antiquated" liquor license laws.

- Granville Entertainment District has grown from 3400 to 11,200 liquor licensed seats since 2011. Six officers patrol the streets.
- Gastown 4000 to 5100 licensed seats since 2011- 2 patrolling officers
- Both areas have a high degree of public drunkenness.
- “Serve it Right “ Program – all servers must take course, no strong enforcement

Austin, Texas

Do they have districts?

They have eight entertainment districts:

- Sixth Street
- East Austin
- Rainey Street
- Warehouse District
- Second Street
- Market District
- South Congress
- Red River

Current policies and regulations

- Noise By-Law Chapter 9-2 – Noise and Amplified Sound
- Texas Noise By-law
- Cultural Districts Program
- Art in Public Spaces Program
- Create Austin Cultural Master Plan

Groups involved

- Music and Entertainment Division
- Economic Development Department
- Bylaw Enforcement
- Cultural Arts Division

- Office of Arts and Cultural Resources
- Texas Commission on the Arts

Funding programs

- Music & Entertainment Division helps grow the industry through job creation, talent support, business connections & revenue growth.
- Cultural Arts Funding Programs
- Art in Public Places Program

Economic impact

- 250 live music venues and 8 entertainment districts foster economic growth in this industry.
- Culture boosts the economy by attracting visitors, generating businesses, job development, and enhancing property value

Recent changes/issues

- Initiatives will continue to be developed to improve the entertainment and culture industries in Austin.

Nashville, Tennessee

Do they have districts?

- Music Row/The District: Centered on 16th and 17th Avenues South (called Music Square East and Music Square West, respectively, within the Music Row area), along with several side streets.
- Lower Broadway Historic District
- Fifth Avenue of the Arts District: Within a four-block area to the east and west, more galleries can be discovered on the cross streets in Downtown Nashville.

Current policies and regulations

- Ordinance No. BL2008-259, amending Section 11.12.070 of the Metropolitan Code, Excessive Noise. Add a “plainly audible” standard for determining certain violations of the noise ordinance.

- Substitute Ordinance No. BL2008-306, amending Section 11.12.070 of the Metropolitan Code, Excessive Noise. Add noise restrictions within the downtown area.
- Outdoor patios in a dining establishment can have speakers up to 85db, 15m from the property line
- Live music has few restrictions but limits on prerecorded music

Groups involved

- The District
- Public Safety Committee
- Cultural Arts Department

Funding programs

- The District: a private non-profit organization dedicated to economic and community revitalization of three historic districts and their contiguous areas in downtown Nashville.

Economic impact

- Music Row, just to the southwest of Downtown Nashville, is home to hundreds of businesses related to country music, gospel music, and Contemporary Christian music industries. In this area, offices of numerous record labels, publishing houses, music licensing firms, recording studios, video production houses, radio networks, and radio stations are found.
- The 5th Avenue corridor features 15 to 20 art venues. Nashville is ranked #2 most vibrant arts community.

Recent changes/issues

- 5th Avenue streetscape improvement completed in 2013. Enhancements to the Avenue include an iconic light canopy that will make that block instantly recognizable. Other features include new sidewalks and three landscaped sidewalk extensions that provide ample room for green space, improved crossing points for pedestrians, and outdoor dining. Individual street parking meters removed from the block, and a solar-powered pay station has been installed.

New Orleans, Louisiana

Do they have districts?

- French Quarter: the downtown hub for all the entertainment. Bourbon Street is 13 blocks of anything live music in the city. Frenchmen Street would be the place to find clubs, live performances and artists. Both located in Central Business District.
- Warehouse District/Art District: home to 25 galleries and a number of restaurants and cafes.

Current policies and regulations

- New Orleans Noise Ordinance
- Louisiana Public Nuisance Law

Groups involved

- Louisiana Department of Culture Recreation and Tourism
- Office of Cultural Development – Division of the Arts
- Greater New Orleans Foundation
- IMPACT

Funding programs

- IMPACT makes grants to organizations that: improve the quality of life and economic opportunities for culture bearers, artists, and performers; and also advocate for increased public support for the arts.

Economic impact

- Louisiana Cultural Districts Program created to spark community revitalization based on cultural activity through tax incentives. Cultural Products Districts: goal is to revitalize communities & contribute to the lives of the citizens by creating locally driven hubs of cultural activity. CPDs important to economic & cultural development in New Orleans.

Recent changes/issues

- 2013: Council endorsed a strict noise ordinance. French Quarter proposed to be reduced from 80 DBA to 70 from 10p to 7am. Max level of 85 to be strictly enforced along the popular Bourbon St. Never passed by Politicians.
- Zoning Ordinance deals with where music can be, not how loud.
- Sound Check Program educates musicians, bar owners, and residents on danger of high-decibel sound.

Appendix G: Bibliography

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