

# Music, Entertainment & Culture Districts

## Feasibility Study

March 20, 2017

### Purpose

- Outline the existing policies, regulations, and processes.
- Identify the role, benefits, and potential impacts of Music, Entertainment, and Culture Districts.
- Review other municipalities' approaches.
- Consult with the public, industry stakeholders, and internal stakeholders.
- Create a strategy which celebrates and promotes music, entertainment, and culture activities, while creating an environment attractive to residents and businesses.

### What is a district?

*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.*



### What is their value?

- Provide direct employment opportunities through industry-specific jobs and businesses.
- Create compound spending through spinoff benefits in the hospitality and service sectors.
- Increase tourism.
- Attract and retain a young, highly-skilled workforce.



## Consultation

- Two Community Information meetings, with approximately 50 attendees
- Industry and event organizer survey, with 47 replies
- Two staff and agency meetings
- Over 50 letters and e-mails received



## Key Idea

Frequency, intensity and duration



## Key Idea

Establishing expectations



## Key Idea

Context-appropriate policies



## 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.



## District Locations

- City-wide District
- Main Street District
  - Richmond Row
  - Old East Village
  - Hamilton Road
  - SoHo
  - Applewood
  - Byron
  - Hyde Park
  - Lambeth
  - Upper Richmond Village
  - Wortley Village
- Downtown District



## Options

- Options are tailored to the context of the districts defined
- Three categories of districts proposed
- 18 tasks outline who will implement the options and their priority



## Table 2: Do First

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



## Table 2: Do Second

Task	Lead Service Area	Priority
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



## Table 2: Do Third

Task	Lead Service Area	Priority
Sound mitigation	Planning Services 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	
Not-for-profit and for-profit regulations	Parks & Recreation	



## 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.



**DOWNTOWN DISTRICT**  
Downtown



**MAINSTREET DISTRICT**  
Richmond Row



**MAINSTREET DISTRICT**  
Old East Village



**MAINSTREET DISTRICT**  
Hamilton Road



**MAINSTREET DISTRICT**

**SoHo**



**MAINSTREET DISTRICT**

**Applewood**



**MAINSTREET DISTRICT**

**Byron**



**MAINSTREET DISTRICT**

**Hyde Park**



**MAINSTREET DISTRICT**

Lambeth



**MAINSTREET DISTRICT**

Upper Richmond Village



**MAINSTREET DISTRICT**

Wortley Village

