



STAFF REPORT ACTION REQUIRED

F.G. Gardiner Expressway and Don Valley Parkway Closure – "Ironman 5150" Event - 2012

Date:	August 19, 2011
To:	Public Works and Infrastructure Committee
From:	General Manager, Transportation Services
Wards:	Wards 13, 14, 19, 20, 26, 28, 29, 30 and 31
Reference Number:	P:\2011\Cluster B\TRA\Toronto and East York District\ROW\pw11054te.row.doc

SUMMARY

This report is to seek City Council's authority to close the F.G. Gardiner Expressway eastbound lanes only, from the Humber River to the Don Valley Parkway, including all ramps, and the Don Valley Parkway northbound lanes only from the F.G. Gardiner Expressway to Eglinton Avenue East, including all ramps, in order to facilitate the bike race portion of the "Ironman 5150" event for 2012. The run and swim portions of the "Ironman 5150" event will not impact City streets.

It is estimated that the inaugural Toronto 5150 will attract 1,000 to 1,500 participants in July 2012. Based on the experiences of other cities, it is estimated that in 2012, the 5150 will deliver an estimated minimum benefit of \$1.5 to \$5.0 million in economic impact to Toronto.

RECOMMENDATIONS

Transportation Services recommends that City Council:

1. approve the closure of the F.G. Gardiner Expressway, eastbound lanes only, from the Humber River to the Don Valley Parkway, including all ramps, and the Don Valley Parkway, northbound lanes only from the F.G. Gardiner Expressway to Eglinton Avenue East, including all ramps, on Sunday July 22, 2012, from 2:00 a.m. to 12:00 p.m. (noon), for the 2012 "Ironman 5150" event.

Financial Impact

The event organizers will be responsible for the full costs associated with the 2012 "Ironman 5150" event. There are no direct budgetary implications to the City, however, there is an estimated economic benefit generally for the City of \$1.5 million to \$5.0 million.

ISSUE BACKGROUND

Transportation Services is in receipt of a communication (dated July 22, 2011) from Sports Focused Consulting, for the 2012 "Ironman 5150", to be held on July 22, 2012, from 6:00 a.m. to 11:00 a.m. However, in order to accommodate their request to hold the cycling portion of the race on the F.G. Gardiner Expressway and Don Valley Parkway, the closure will begin at 2:00 a.m. and end at 12:00 p.m.

Such closures require specific Council approval.

COMMENTS

The "Ironman 5150" is an internationally recognized race which is part of the Ironman Series. These races are held in other cities such as Calgary, Tampa, New York, Washington D.C., Berlin and Zurich.

The proponents of the "Ironman 5150" have expressed their desire to add Toronto to an "exclusive list" of world class cities hosting an Ironman event. They also note the positive economic impact of hosting this event, together with bringing increased attention to the Pan Am Games to be held here in 2015. With their planned expansion into Chicago, Toronto's "Sister City", they are proposing a "Toronto/Chicago 5150 Cup", thus raising the City's profile. Additionally, the proponents speak of the unique "Wow" factor offered by the City of Toronto via the utilization of the F.G. Gardiner Expressway and the Don Valley Parkway for the cycling portion of the event, "ensuring breathtaking views of Toronto for competitors, many of whom will be tourists".

The Toronto Ironman 5150 will inject a significant amount of economic activity into Toronto. The 5150 races in Tampa and New York delivered an estimated \$5.0 and \$15.0 million in economic impact, respectively, to its city in 2010.

It is estimated that the inaugural Toronto 5150 will attract 1,000 to 1,500 participants in July 2012. Based on the precedent experiences cited above, it is estimated that in 2012, the 5150 will deliver an estimated minimum benefit of \$1.5 to \$5.0 million in economic impact to Toronto.

Race organizers forecast similar growth for Toronto to that of Tampa and New York. As a result, similar economic impact numbers (i.e. between \$5.0 and \$15.0 million per year) are expected in the third or fourth year of the Toronto 5150, when participation numbers are forecast to swell to 3,000 to 4,000 athletes.

For these reasons, Transportation Services has received "Letters of Support" from Tourism Toronto, Waterfront Toronto, Ontario Place, Harbourfront Centre, Nike and Maple Leaf Sports and Entertainment.

Unlike the "Ride for Heart" which is a charity event and closes the entire F.G. Gardiner Expressway and Don Valley Parkway, this is a private event and seeks to close a much smaller portion. The total length of the race is 51.5 kilometres. Closure of the portions of the F.G. Gardiner Expressway and Don Valley Parkway would be only for the 40 kilometre cycling portion of the race. The 10 kilometre running portion would use the City's parks and trails and not require any road closures. The remaining 1.5 kilometre portion is swimming and the participants would exit the water at Ontario Place.

The route for the 2012 "Ironman 5150" will result in the closure of:

1. F.G. Gardiner Expressway (eastbound only) from the Humber River to the Eglinton Avenue East, from 2am to 12 noon; and
2. the Don Valley Parkway (northbound only), from the F.G. Gardiner Expressway to York Mills Road, from 2am to 12 noon.

The F.G. Gardiner Expressway westbound and the Don Valley Parkway southbound will remain open to vehicular traffic during the event. In addition, vehicle operators will have access to Lake Shore Boulevard to ensure that all downtown venues have unobstructed access.

The proposed route will not affect bus and streetcar routes.

The applicant will be responsible for extensive public notification and the costs associated with the installation and removal of advance and event day traffic signage, barricades, security and policing services as deemed necessary by the General Manager of Transportation Services. They will also be responsible for all costs associated with the closure, including Transportation Services staff and equipment, totalling approximately \$15,000.00, based upon 2011 figures.

Furthermore, in order to avoid further congestion, staff will make every effort to withhold the issuance of any further permits on the day of the 2012 "Ironman 5150", within the affected areas, except for those events held yearly, such as the Beaches Jazz Festival. The Pride festivities at the beginning of July and the Scotiabank Caribbean Carnival Toronto at the end of July would not be affected.

A copy of the 2012 “Ironman 5150” event route map pertaining to the F.G. Gardiner closure and the Don Valley Parkway closure is shown on Appendix ‘A’.

CONTACT

Angie Antoniou,
Manager, Right of Way Management
Telephone: 416-392-1525, Fax: 416-392-7465
E-mail: aantonio@toronto.ca

SIGNATURE

Gary Welsh, P.Eng.
General Manager, Transportation Services

ATTACHMENT

Appendix ‘A’ -” Route map