

## **Ontario Place Event (RBC Amphitheatre - Formerly Budweiser Stage) Traffic Management Strategy**

**Date:** March 16, 2026  
**To:** Toronto and East York Community Council  
**From:** Director, Congestion and Network Management, Transportation Services  
**Wards:** Ward 10, Spadina-Fort York

### **SUMMARY**

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At its meeting on September 18, 2025, Toronto and East York Community Council directed the General Manager, Transportation Services, to report back in the first quarter of 2026 on trial traffic mitigation measures for special events held on Ontario Place grounds.

The event organizer (Live Nation) is responsible for developing and implementing a traffic management plan to manage the high volume of vehicular and pedestrian traffic during their events, minimize impacts on the surrounding road network, and ensure safety of the patrons attending their events.

Transportation Services, Ontario Place, Exhibition Place, Municipal Licensing and Standards, Toronto Police Services (TPS) and other relevant partners support Live Nation's traffic management strategies.

This report provides a summary of the traffic mitigation measures that were implemented as part of a pilot project, tested on September 27 and 28, 2025. A discussion of the effectiveness of the pilot, and traffic mitigation measures that are to be utilized for future events are also included in this report.

### **RECOMMENDATIONS**

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The Director, Congestion and Network Management, Transportation Services, recommends that:

1. Toronto and East York Community Council receive this report for information.

## **FINANCIAL IMPACT**

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There are no financial implications associated with the adoption of this report.

## **DECISION HISTORY**

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Toronto and East York Community Council, at its meeting on September 18, 2025, adopted Item TE25.75 and in so doing, requested for the General Manager, Transportation Services, to report back on trial traffic mitigation measures for special events held on Ontario Place grounds.

[Agenda Item History - 2025.TE25.75](#)

Toronto and East York Community Council, at its meeting on November 27, 2025, adopted Item TE27.52 and in so doing, requested for the General Manager, Transportation Services and the Director, Waterfront Secretariat to report back on traffic safety improvements related to the proposed Ontario Place Redevelopment.

[Agenda Item History - 2025.TE27.52](#)

## **COMMENTS**

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### **Background**

Ontario Place is the site of the RBC Amphitheatre (formerly Budweiser Stage) concert venue with a capacity of 16,000 people, located south of Lake Shore Boulevard, between Ontario Drive/Remembrance Drive and Newfoundland Road/Ontario Place Boulevard (see Attachment 1). As a result of ongoing redevelopment work, all publicly accessible general purpose parking spaces were eliminated on the Ontario Place grounds.

The event organizer (Live Nation) is responsible for developing a traffic management plan to manage traffic generated during their concerts and ensure safety of the patrons attending their events.

As part of the RBC Amphitheatre event planning, Transportation Services routinely meets with Live Nation, Ontario Place, Exhibition Place, Municipal Licensing and Standards, TPS and other relevant partners to support Live Nation's traffic management strategies, and event-related pickup and drop-off plans in the area surrounding Ontario Place.

Due to the high number of concert events (approximately 80 events were held in 2025), staffing and financial constraints present a challenge with implementing possible traffic mitigation measures for all events held at the venue.

During the 2025 concert season, Live Nation had designated locations within the Ontario Place grounds for pre-concert vehicular drop-offs and post-concert pickups. It was also observed that many rideshare vehicles, taxis and the public stopped their vehicles illegally on Lake Shore Boulevard during both pre and post concert periods, despite the existing no stopping by-laws. This created unsafe conditions where pedestrians were observed walking in live lanes of traffic on Lake Shore Boulevard, to and from the venue.

## **Existing Measures for RBC Amphitheatre Events**

Below are traffic management measures currently applied for RBC Amphitheatre events:

### *Ontario Place*

- Provide security to control access to the Ontario Place lots south of Lake Shore Boulevard, so that pre-event drop-offs can only be made through the access at Lake Shore Boulevard and New Brunswick Way/Remembrance Drive and post-event pickups can only be made through the access at Lake Shore Boulevard and Newfoundland Road/Ontario Place Boulevard.

### *Transportation Services*

- Utilizes portable variable message sign (PVMS) messaging to provide guidance to motorists approaching the venue.
- Implements proactive traffic signal timing changes to support vehicular ingress and egress.

### *Municipal Licensing and Standards*

- Works with rideshare companies to communicate concerns about accepting rides off the platforms and deploy officers on concert dates in the vicinity of the event, to be a visible presence and deterrence for drivers that are soliciting, refusing fares, and price gouging.

## **Pilot Project Traffic Management Plan**

Due to the challenges experienced in 2025 with drivers illegally stopping on Lake Shore Boulevard West during concert events, a pilot project was developed in collaboration between the working group stakeholders. The pilot project focussed on the post-event pickup times (9:00 pm to 1:30 am), as historical observations showed there is a heavier presence of illegally stopped vehicles on Lake Shore Boulevard during this time of day.

September 27 and 28, 2025 were selected for the pilot, in considering the number of other scheduled events and activities, in addition to the concerts themselves, that were anticipated to increase traffic volumes on Lake Shore Boulevard. These events and activities included the following:

- Saturday September 27:
  - GO Train service closure on the Lake Shore West line (Oakville to Union)
  - TTC subway closures on Line 1 (Lawrence to Bloor) and Line 2 (Warden to Kennedy)
  - Toronto Maple Leafs pre-season game at Scotiabank Arena (7:00 pm start time)
  - Toronto Blue Jays Game at Rogers Centre (3:00 pm start-time, where some attendees may have stayed later in the downtown core for food/entertainment)
  - BMO Field TFC game (4:30 pm start-time, where some attendees may have stayed later in the area)
- Sunday September 28:
  - The same GO Train and TTC service disruptions on September 27 were in-effect

Below is a list of new strategies deployed during the pilot project:

#### *Live Nation*

- Managed an event command centre set-up on-site: Established for enhanced stakeholder coordination and collaboration.
- Deployed temporary fencing on the south side of Lake Shore Boulevard: Installed between east of Ontario Drive and west of Strachan Avenue, to discourage vehicle stopping on Lake Shore Boulevard by preventing pedestrian access to vehicles and to the venue from Lake Shore Boulevard. Given the time required for installation, the fencing was set-up in advance on Saturday, September 27, prior to the concerts (see Attachment 2).
- Set-up a temporary dedicated right-turn lane for eastbound traffic in the curb lane on Lake Shore Boulevard (from east of Ontario Drive to west of Strachan Avenue) to create right-in/right-out access at the intersection of Lake Shore Boulevard and Newfoundland Road/Ontario Place Boulevard: Installed to facilitate access to the Ontario Place pickup and drop-off area and reduce conflicts with pedestrian activity. The lane was implemented using barrels and cones to separate the eastbound curb lane from the adjacent median lane (see Attachment 2).

#### *TPS*

- Deployed TPS Parking Enforcement Officers: To enforce the no stopping by-law on Lake Shore Boulevard and issue drive-away tickets for infractions.
- Deployed TPS Pay Duty Officers: To patrol Lake Shore Boulevard and provide a visual deterrence to motorists considering stopping on Lake Shore Boulevard. Additional officers deployed at key intersections with heavy pedestrian activity, to provide guidance to motorists and pedestrians.

### *Transportation Services*

- Deployed Traffic Agents: To manage traffic at key intersections.
- Utilized PVMS: To provide guidance to motorists approaching the venue. Also used to inform motorists of stopping prohibition on Lake Shore Boulevard and the associated fines.
- Provided traffic signal operations staff coverage in the City's Congestion Management Centre: To monitor and make real-time signal timing adjustments as needed.
- Worked with City's Communications team: To communicate information on the pilot set-up and inform the public that TPS Parking Enforcement Unit would be ticketing vehicles stopped on Lake Shore Boulevard West.

### *Municipal Licensing and Standards*

- Engaged rideshare companies: In advance of the pilot to re-iterate concerns about accepting rides off the platforms.
- Deployed officers in the vicinity of the event: During the pilot, to provide an enhanced presence and deterrence for drivers that are soliciting, refusing fares, and price gouging.

At the request of Live Nation, the working group also considered using Coronation Park as a temporary ride-share pickup/drop-off area. Transportation Services engaged Parks and Recreation to determine the feasibility, but the request was declined due to operational concerns, therefore this strategy was not deployed during the pilot project.

## **Transportation Services Observations**

Below is a summary of observations made and discussed with the various working group stakeholders during a debriefing meeting:

- Drivers were still attempting to stop on Lake Shore Boulevard, but visual observations confirmed the effectiveness of the patrolling TPS vehicles in deterring motorists from stopping. When a motorist attempted to stop, they were approached by TPS and the stopped vehicle was generally seen moving away immediately.
- Some pedestrians were observed walking inside of the fence line, in a live lane of traffic, along the curb on the south side of Lake Shore Boulevard.
- The presence of Pay Duty Officers and Traffic Agents appeared to help minimize pedestrians attempting to cross in the north-south direction on the east side of the intersection of Lake Shore Boulevard and Newfoundland Road/Ontario Place Drive (where there is no pedestrian crossing).
- On September 27, there were issues with coordinating the start of the PVMS sign messaging at Lake Shore Boulevard and Strachan Avenue (directing motorists to make a westbound left-turn for pickups at Lake Shore Boulevard/Ontario Place Boulevard) and delays in the on-street removal of lane closure barrels blocking the westbound left-turn lane at Lake Shore Boulevard/Ontario Place Boulevard (in-place for the pre-event conditions), which appeared to be addressed and improved during the subsequent evening of the pilot.

- Traffic conditions were heavy on Lake Shore Boulevard, which could have been influenced by other events and conditions on September 27 and 28, described earlier in this report.
- Ongoing Gardiner Expressway construction was in effect between Dufferin Street and Strachan Avenue, resulting in reduced capacity and higher traffic volumes on Lake Shore Boulevard.

## **TPS Parking Enforcement**

During a post-pilot debriefing meeting, Live Nation and Ontario Place staff working the event confirmed the effectiveness of having police patrolling on Lake Shore Boulevard, in discouraging stopping and keeping traffic moving.

The need for parking enforcement was reflected in the 204 drive-away tickets for no stopping infractions that were issued by TPS Parking Enforcement on September 27 and 28.

## **Impact of the Pilot Project on Rideshare Pickups**

The City receives data from the rideshare industry (Hopp, Lyft and Uber), which allows identification of where rideshare pickups took place. The rideshare data does not include taxi or other non-commercial related pickups.

The table below compares the rideshare pickups, between 10:00 pm and 12:00 am, from a previous weekend show date with when the pilot project was implemented on September 27 and 28.

A reduction in the number and percentage of pickups on Lake Shore Boulevard (where stopping would have been prohibited based on the no stopping by-law), suggests there may have been learned behaviour over the duration of the pilot project, where drivers would have become more aware of police presence and enforcement. With an increase in the overall number of rideshare pickups and reduction in pickups along Lake Shore Boulevard on September 28, and a commensurate increase in the off-street facility, the measures appeared to be immediately effective.

## Rideshare Activity 10:00 pm to 12:00 am in the Vicinity of RBC Amphitheatre

Date	Sep 20	Sep 27	Sep 28
Approximate Attendance	16,000	16,000	16,000
*Total # Rideshare Pickups	261	226	248
# Rideshare Pickups Inside Ontario Place Lots	139	122	160
# Rideshare Pickups on Lake Shore Boulevard	122	104	88
% Rideshare Pickups on Lake Shore Boulevard	46.7%	46.0%	35.5%

Note: \*Total number of Rideshare pickups represents the number of rideshare pickups on Lake Shore Boulevard and inside the Ontario Place parking lots, between Ontario Drive and Strachan Avenue

## Challenges with deploying the pilot strategies in 2026

Below is a list of the challenges with implementing the pilot measures for all concert dates scheduled in 2026:

- Live Nation has expressed concerns with respect to their costs with implementing the temporary fencing, barrels and cones on Lake Shore Boulevard for all shows during the 2026 concert series.
- The availability of City Traffic Agent staff to provide traffic control at key intersections.
- The availability of City traffic signal coverage staff in the Congestion Management Centre to monitor and make real-time signal timing adjustments as needed.
- The availability of TPS Paid Duty Officers to patrol Lake Shore Boulevard and of their Parking Enforcement to enforce no stopping by issuing drive-away tickets.

## FIFA Planning

FIFA events will be scheduled at BMO Field on Exhibition Place grounds, between June 11 and July 19, 2026. Within this period, 14 concerts are scheduled at RBC Amphitheatre (at the time that this report was prepared). At present, no concerts are scheduled on the six FIFA game days.

Attendance at BMO Field is anticipated to be approximately 50,000, when FIFA matches will take place.

City staff have advised Live Nation that motorists will not have access to Lake Shore Boulevard in the vicinity of the RBC Amphitheatre on BMO Field game days during FIFA.

There will be overlaps with FIFA Fan Festival days (at Fort York and the Bentway, east of Strachan Avenue) and RBC Amphitheatre concert dates.

## **Next Steps**

At the time that this report was prepared, Live Nation had secured the services of a traffic consultant to develop their traffic management plan for concerts in 2026; however, the plan was not yet developed as Live Nation was awaiting details from Ontario Place on the availability of space to accommodate rideshare activities on-site, which may be further limited due to ongoing construction.

The traffic management plan will need to be re-assessed for the 2027 concert season, depending on construction activity on Ontario Place grounds. No concerts will be scheduled in 2028 as the RBC Amphitheatre will be closed for major renovations. A further review of traffic management measures will need to be undertaken upon completion of the RBC renovations and Ontario Place construction.

The City will continue to work with Live Nation and other event stakeholders in providing support for the concert events; however, staff availability and financial impacts may limit the implementation of all requested traffic management measures. At the time of this report, 50 concerts were planned for 2026, with possible additional shows forthcoming (approximately 80 were held in 2025).

Below are traffic mitigation measures considered for the 2026 concert series:

### *Live Nation*

- May engage Parks and Recreation, to assess if any measures can be implemented to improve safety and obtain approval to allow for a temporary taxi-stand on Remembrance Drive in Coronation Park, to help with event traffic circulation. The implementation of the taxi-stand would allow for what space is available south of Lake Shore Boulevard (on the Ontario Place parking lots), to focus on accommodating rideshare activity.
- May engage Exhibition Place, to assess the possibility of establishing a taxi-stand and/or rideshare space within the Exhibition Place grounds on concert dates.
- Were advised by Transportation Services that motorists will have no access to Lake Shore Boulevard adjacent to their venue on BMO Field FIFA game days, and should avoid scheduling concerts on those dates.
- May engage TPS to arrange for resources to deploy Pay Duty Officers to patrol on Lake Shore Boulevard and arrange for drive-away ticketing for stopping infractions, which is essential in discouraging stopping behaviour.

### *Transportation Services*

- Will continue to schedule signal timing adjustments.
- As traffic conditions have changed since the completion of the Gardiner Expressway rehabilitation work (in October 2025 between Dufferin Street and Strachan Avenue), the Congestion Management Centre will continue to conduct traffic monitoring of the new conditions to determine if any adjustments should be applied to the pre-programmed event related signal timing changes.
- Will work with Live Nation to utilize social media where possible to provide travel information for the events.

### *Municipal Licensing and Standards*

- Will engage rideshare companies to inform them of any service issues and of enforcement that may apply.

The Ward Councillor was advised of the recommendations in this report.

## **CONTACT**

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## **SIGNATURE**

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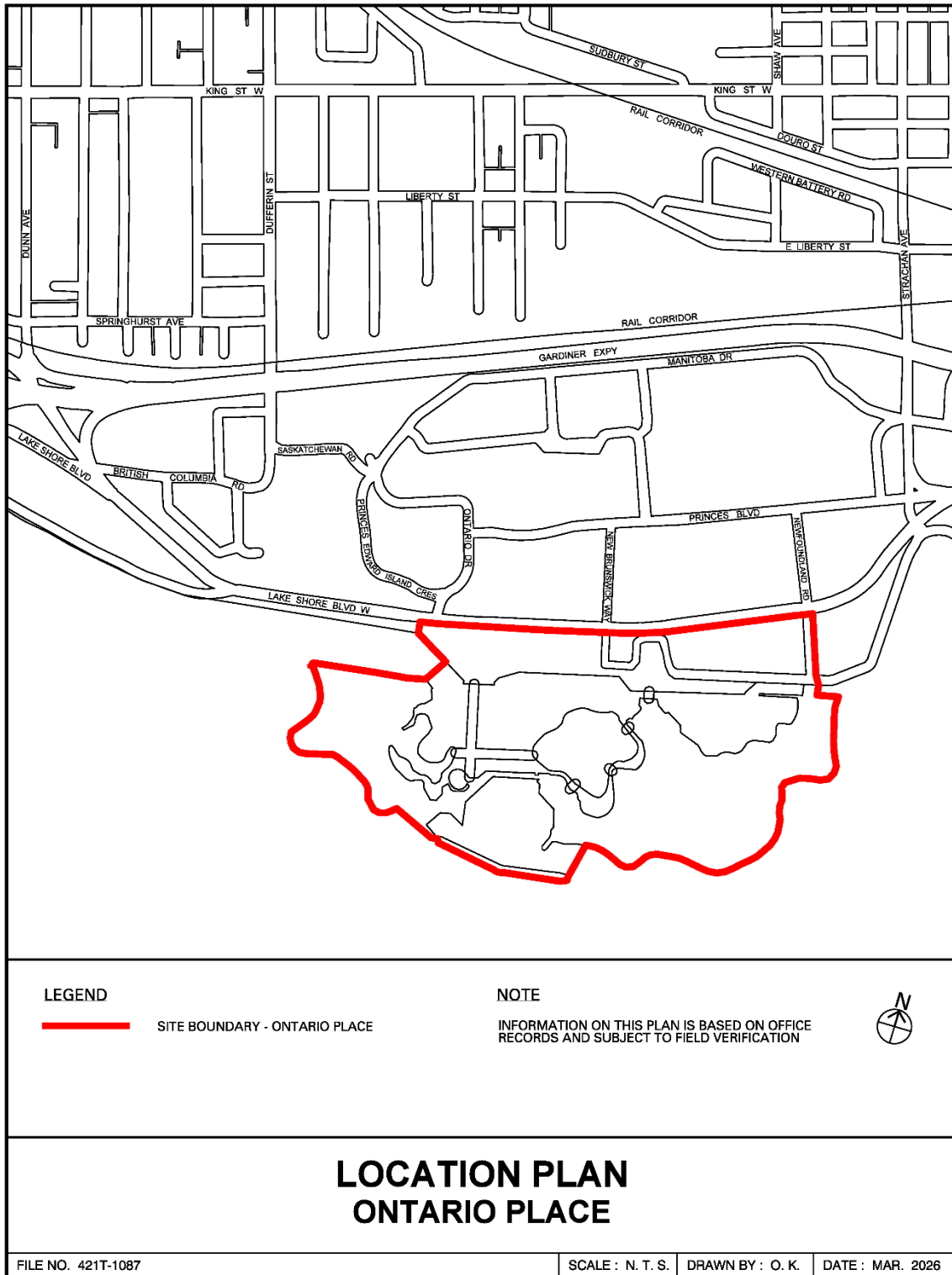
## **ATTACHMENTS**

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Attachment 1: Location Plan of Ontario Place

Attachment 2: Traffic Pilot Project

Attachment 1: Location Plan of Ontario Place



# Attachment 2: Traffic Pilot Project

