



## Town of Niagara-on-the-Lake

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**REPORT #:** OPS-23-027 **COMMITTEE DATE:** 2023-05-16  
**REPORT TO:** COTW-General **DUE IN COUNCIL:** 2023-05-23  
**SUBJECT:** Pedal Pub – Revised Route for 2023/24

### 1. RECOMMENDATION

It is respectfully recommended that:

- 1.1. Council approves the proposed route (**Appendix I – Option 1 – Proposed 2023/24 Route**) to be used by the Pedal Pub operator for the 2023/2024 season; and
- 1.2. Staff be directed to forward the Council decision to the Regional Municipality of Niagara.

### 2. EXECUTIVE SUMMARY

- Pedal Pub has applied to the Regional Municipality of Niagara to renew its licence and continue its operation. Pedal Pub has also requested that the Town of Niagara-on-the-Lake approve a revised route for the 2023/24 season.
- Staff have worked with the applicant to revise the proposed route to address the needs of the operator, businesses, and residents of the Town.
- The recommended revised route (**Appendix I – Option 1 – Proposed 2023/24 Route**) does not include the use of Market Street, which could conflict with the Town's Heritage Shuttle operations.

### 3. PURPOSE

The purpose of this report is to seek approval from Council regarding a revised route for the Pedal Pub Operators, attached as **Appendix I**.

### 4. BACKGROUND

The Pedal Pub has operated in Niagara-on-the-Lake since 2019 and requires a licence from the Regional Municipality of Niagara to conduct its operations. That licence is required to be renewed annually with the endorsement of the route required by the Town.

### 5. DISCUSSION / ANALYSIS

On March 10, 2023, Town Staff met with the operators of the Pedal Pub to discuss the upcoming season's operation and review the proposed revised route. When considering route options, safety, parking challenges, existing community partners and businesses were discussed.

In previous seasons of operations, the operator has made several operational modifications to provide additional safety features to address comments and concerns raised by the last term of Council.

The modifications include but are not limited to the following:

- Placed additional signage on the rear of the vehicle
- Placed larger "slow-moving vehicle" signage
- Installed a dash camera
- Adjusted route(s) to address safety concerns
- Reduced noise when travelling through residential areas

**Option 1: Proposed 2023/24 Route (Appendix):**

Option 1 includes the route being altered from the route approved by Council in 2022. The revised route includes altering the stops along the route to reflect current business partnerships while having passengers board and disembark in parking areas dedicated for Fornos Restaurant on Regent Street, Aura on the Lake (at the rear) on King Street, and Selfie Mode on Mary Street.

**Pros:**

- Safety concerns were addressed by limiting the number of left turns at uncontrolled intersections
- Addresses the parking challenge and allows for safer boarding and disembarking.
- Represents a benefit to some local businesses
- Limits the use of Mississauga Street and Queen Street
- Balances the needs of the Pedal Pub, businesses, and residents

**Cons:**

- The route still traverses Queen Street (this could be viewed as a pro or a con, depending on the perspective)
- There could be potential for some disruption

**Option 2: Existing Council-Approved Route (Appendix II):**

Option 2 proposes maintaining the 'Status Quo' and continuing with the approved 2022 route.

**Pros:**

- The Pedal Pub and its patrons are familiar with this route
- The Pedal Pub has addressed several previous concerns presented in former years with this route.

**Cons:**

- There is additional interaction with traffic along Queen Street and Mississauga Street, so there is a heightened risk of safety concerns and increased impacts on vehicular traffic compared to Option 1
- This option does not reflect the current business partnerships

## 6. STRATEGIC PLAN

The content of this report supports the following Strategic Plan initiatives:

### Pillar(s)

1. Protect Distinctive Community Assets

### Objective(s)

1.3 Recognize the importance of tourism in Niagara-on-the-Lake

### Tactic(s)

Other

## 7. OPTIONS

- 7.1 **Option 1:** Council approves Option 1, as shown in **Appendix I. (Recommended)**
- 7.2 **Option 2:** Council proceeds with Option 2, as shown in **Appendix II.** This is the "Status Quo" option and would not align with the operator's proposed changes in their operations and partnerships for the upcoming calendar year. *(Not Recommended)*

## 8. FINANCIAL IMPLICATIONS

N/A. There are no financial implications associated with this report.

## 9. ENVIRONMENTAL IMPLICATIONS

N/A. No environmental impacts are associated with this report; the pedal pubs are person-powered vehicles.

## 10. COMMUNICATIONS

Upon Council approval, staff will communicate Council's decision to the Pedal Pub operator and the licensing division of the Regional Municipality of Niagara.

The Town will request that the Pedal Pub provide the Town and the Regional Municipality of Niagara with proof of liability insurance, naming the Town and the Region as additional insured parties for the duration of their licence (ending in July 2024).

## 11. CONCLUSION

Staff supports the proposed Pedal Pub route and requests that Council approve the applicant to operate with the revised route during the 2023/24 season.

## 12. PREVIOUS REPORTS

- **OPS-22-021** – Pedal Pub – Revised Route for 2022/23
- **CS-21-028** – Pedal Pub – Revised Route for 2021/22
- **CS-20-020** – Pedal Pub Request – Revised Route for 2020

## 13. APPENDICES

- **Appendix I** – Option 1 – Proposed 2023/24 Route
- **Appendix II** – Option 2 – Existing Council-Approved Route

Respectfully submitted:

**Prepared by:**



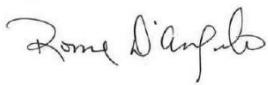
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