

# Town of Niagara-on-the-Lake

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**Report:** OPS-22-021

**Committee Date:**

June 13, 2022

**Due in Council:**

June 20, 2022

**Report To:** Committee of the Whole - General

**Subject:** Pedal Pub – Revised Route Request for 2022/23

## 1. RECOMMENDATION

It is respectfully recommended that:

- 1.1. Council supports the proposed route (**Appendix I – Route Option 1**) to be used by the Pedal Pub operator for the 2022/2023 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 2022/23 season.
- Staff worked cooperatively with the applicant to develop a proposed route that addresses the needs of the operator, businesses, and residents of the Town.
- The recommended revised route (**Appendix I – Route Option 1**) alters the previously approved route by eliminating the need for a U-turn on King Street and removing a portion of the route along Queen Street east of Regent Street. The route ends at Fornos Restaurant on Regent Street, where passengers can board and disembark in the parking area.
- In addition to route modifications, the operator is proposing enhanced safety features, including additional signage on the rear of the vehicle, more prominent "slow-moving vehicle" signage, and the installation of a dash camera.

## 3. PURPOSE

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

## 4. BACKGROUND

Council considered Report No. CS-21-028 at the August 30, 2021 Council Meeting. The following motions are from the Council meeting:

(6) CS-21-028 - Pedal Pub - Revised Route for 2021/22

Councillor Wendy previously declared a conflict of interest with Corporate Services Report CS-21-028 as there is a business that benefits from the pedal pub that she has affiliation with. She did not take part in any discussion or vote on this matter.

Moved by Councillor Norm Arsenault, seconded by Councillor Clare Cameron that the recommendations contained in Corporate Services Report CS-21-028 - Pedal Pub - Revised route for 2021/22 be approved as follows:

- 1.1 Council support the proposed route (Appendix I) to be used by the Pedal Pub operator for 2021 and 2022; and

- 1.2 Staff be directed to forward the Council decision to the Regional Municipality of Niagara. August 30, 2021 Council meeting was extended to September 3, 2021.

Discussion to place regarding the following:

- licensing period
- routes not acceptable
- should be routed to wineries
- options provided by staff

Councillor Norm Arsenault, seconded by Councillor Sandra O'Connor that staff be directed to return to consultations with the Pedal Pub regarding a safe route that includes Mississauga to Centre, Simcoe to Queen and use the Courthouse as a parking option and that staff return to Council seeking direction and approval.

**Motion was defeated.**

The recommendations of CS-21-028 were voted on.

**Motion was defeated.**

The Pedal Pub, therefore, operated based on the approved 2020 existing route (Appendix III). The Region-issued 2021 license is set to expire on June 4, 2022.

## **5. DISCUSSION / ANALYSIS**

On April 20, 2022, Town Staff were contacted by the operator of the Pedal Pub to advise of the upcoming season's operation and what steps the operator was taking to address comments raised during the previous year's operation. Staff subsequently met with the Pedal Pub representatives to discuss and review a revised route. When considering route options, safety, parking challenges, and existing community partners and businesses were discussed. In addition to the discussion of route modifications, the operator is proposing enhanced safety features, including:

- additional signage on the rear of the vehicle
- larger "slow-moving vehicle" signage
- dash camera

### **Option 1 (Appendix I):**

Option 1 includes the route being altered from the previous year by ending the route at Fornos Restaurant on Regent Street, where passengers can board and disembark in the parking area. The proposed alteration includes removing the portion of the route east of Regent Street along Queen Street to King Street, which had previously concluded at the Exchange Brewery.

#### **Pros:**

- Safety concerns are addressed, including removing the U-turn on King Street.
- Addresses the parking challenge and allows for safer boarding and disembarking.
- Represents a benefit to some local businesses.
- 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.)
- The intersection of Regent Street and Queen Street isn't controlled to make left turns, requiring additional care on the operator's part, thus increasing safety risk.
- There could still be some disruption.

## **Option 2 (Appendix II):**

Option 2 is to maintain the 'Status Quo' and continue with the existing route.

### **Pros:**

- The Pedal Pub and its patrons are familiar with this route. (This was the option approved by Council in August 2020.)
- This is an improved route over the Pedal Pub's 2020 route. With this route, the Pedal Pub addressed previous concerns presented in former years. (The previous route was less safe and more difficult for Pedal Pub participants.)

### **Cons:**

- There is more interaction with traffic, so there is a heightened risk of safety concerns and increased impacts on vehicular traffic compared to Option 1.
- This option may be perceived as noisier and more disruptive than the other options.

## **6. STRATEGIC PLAN**

### **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 proceeds with Option 1, as shown in Appendix I. This route includes eliminating the need for a U-turn on King Street and removing a portion of the route along Queen Street east of Regent Street that previously concluded at the Exchange Brewery. **(As 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 changes the operator has proposed in their operations and partnerships for the upcoming calendar year. *(Not recommended.)*

## **8. FINANCIAL IMPLICATIONS**

There are no financial implications associated with this report.

## **9. ENVIRONMENTAL IMPACT**

There are no environmental impacts associated with the operation of this proposal as this is a person-powered vehicle.

## 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 2023).

## 11. CONCLUSION

Staff supports the proposed Pedal Pub route and requests that Council provide their support to the applicant to operate with the revised route during the 2022-23 season.

## 12. PREVIOUS REPORTS

- CS-21-028 – Pedal Pub – Revised Route for 2021/22
- CS-20-020 – Pedal Pub Request – Revised Route for 2020

## 13. APPENDICIES

- **Appendix I** – Route Option 1
- **Appendix II** – Route Option 2

Prepared by:



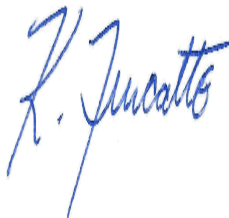
**Michael Komljenovic**  
**Manager, Public Works (Acting)**

Recommended by:



**Ralph Walton**  
**Manager, Legislative Services/  
Town Clerk**

Recommended by:



**Kevin Turcotte**  
**Director, Operations (Acting)**

Submitted by:



**Marnie Cluckie, MS.LOD, B.ARCH, B.ES**  
**Chief Administrative Officer**

