

City of Alexandria, Virginia

MEMORANDUM

DATE: NOVEMBER 30, 2009

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: JAMES K. HARTMANN, CITY MANAGER *J*

SUBJECT: CITY COUNCIL CONSIDERATION OF THE PROPOSED ROUTE CHANGE OF THE 2010 GEORGE WASHINGTON BIRTHDAY PARADE

ISSUE: City Council consideration of the proposed route change of the 2010 George Washington Birthday Parade.

RECOMMENDATION: That City Council approves the requested change to the 2010 parade route for the George Washington Birthday Parade scheduled for Monday, February 15, 2010.

BACKGROUND: The FY 2010 City budget includes a reduction of \$150,000 in the City's budget for special events. As a result, City staff has been working with parade organizers and other event sponsors to assist staff in finding ways to reduce costs and, if possible, raise private funds to reimburse the City for direct expenses associated with parades and special events.

DISCUSSION: The proposed change in the parade route was initiated by the Alexandria Police Department in collaboration with the George Washington Birthday Celebration Committee in an effort to reduce expenses in response to the reduction in City funding for special events. The proposed route change is expected to reduce City expenses associated with traffic control by \$7,000.

The following is a description of the proposed 2010 route (Attachment 1):

The 2010 proposed route starts at the intersection of South Fairfax Street and Gibbon Street. The parade heads north on South Fairfax Street to Queen Street. The parade turns left and heads west to South Saint Asaph Street, where it turns left and heads south to Cameron Street. The parade turns left on Cameron Street and heads east to North Royal Street where it turns right and heads south on Royal Street to the termination point at the intersection of South Royal Street and Wilkes Street. The reviewing stand for the parade will face east on King Street at the intersection of Royal Street.

The current parade route (Attachment 2) is as follows:

The 2009 route started at the intersection of South Saint Asaph Street and Wilkes Street. The parade headed north on South Saint Asaph Street to Queen Street. The parade turned right on Queen to right on North Royal Street, where it turned left on King Street and headed east to Fairfax Street. The parade turned right on South Fairfax Street and headed south to the termination point at the intersection of South Fairfax Street and Gibbon Street.

In addition to the expected savings, the proposed parade route will enable South Saint Asaph and Franklin Streets to remain open to traffic during the parade. This will provide a relief valve, resulting in the reduction of traffic on Washington Street. The proposed parade route will also eliminate some of the parking and circulation impacts to those residents who live within the perimeter of the former parade route.

The residents and merchants of the 300 blocks of Cameron, King, Prince, Duke, Wolfe and Wilkes Streets will be impacted by this change. Parking in this area will not be removed, but during the parade, cars will only be able to leave in the event of an emergency. To better accommodate this inconvenience, the City would provide for permitted parking on the 1100 block of South Royal Street, and the 600 and 700 blocks of South Union Street for residents in the affected area.

The George Washington Birthday Celebration Committee is working with the Old Town Civic Association to keep them informed of the proposed changes, address any concerns with the new route, and to minimize disruption to the community (Attachment 3). The City's Special Events Committee supports this recommendation and the Traffic and Parking Board considered this item at its November 23, 2009 meeting and voted to approve the new route. If approved by Council, notification of the new parade route will be provided to residents and business owners in the affected area.

FISCAL IMPACT: Anticipated savings of \$7,000.

ATTACHMENTS:

Attachment 1. Proposed 2010 George Washington Birthday Parade Route

Attachment 2. 2009 George Washington Birthday Parade Route

Attachment 3. Old Town Civic Association Letter

STAFF:

Jack Browand, Director, Marketing, Public Relations and Special Events, RPCA

Bob Garbacz, Division Chief, TES

James Neurhor, Superintendent, TES

Joseph Seskey, Special Operations, Police

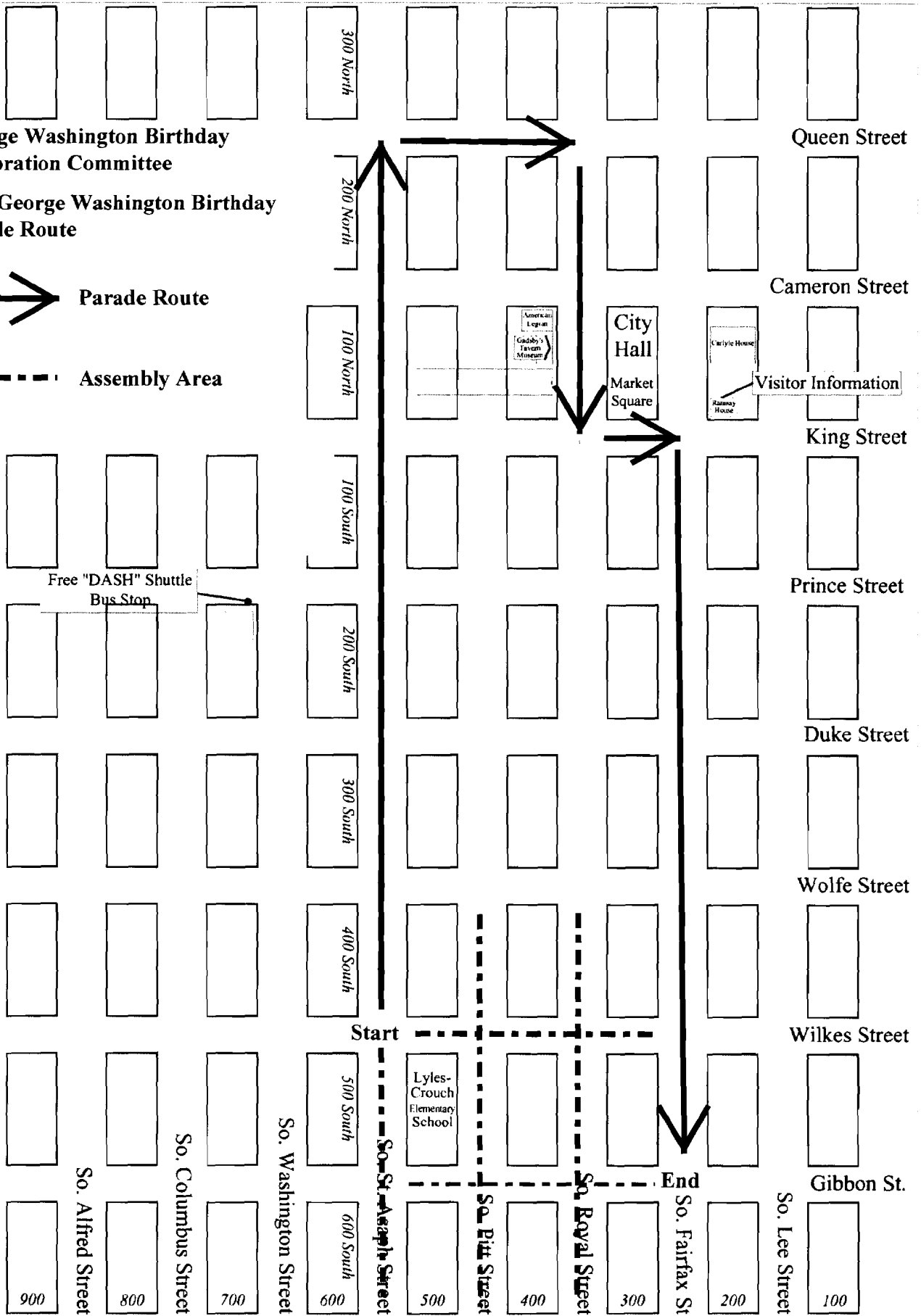
George Washington Birthday
Celebration Committee
2009 George Washington Birthday
Parade Route



Parade Route



Assembly Area



GW PARADE ROUTE
Poul Hertel
to:
Jack.Browand
11/20/2009 09:33 AM
Show Details

History: This message has been replied to.

**Old Town Civic Association, Inc.
P.O. Box 1213
Alexandria, Virginia 22313**

Jack Browand, CPRP
Director - Marketing, Public Relations & Special Events
City of Alexandria Department of Recreation, Parks and Cultural Activities

RE; Change of George Washington Parade Route

Dear Mr. Browand,

The Old Town Civic Association wishes to express its gratitude for the efforts by so many to make the GW parade possible. The parade is important to the small business retailers and tourism branding of the City.

We are supportive of the parade, but have a question regarding the new route proposal. The proposed parade route change brings the egress and ingress routes in close proximity to each other and we are concerned about the potential for the sound of the musical participants interfering with each other as they pass each other only one block apart.

Sincerely
Poul Hertel
President

5