

City of Alexandria, Virginia

MEMORANDUM

DATE: OCTOBER 5, 2010

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: JAMES K. HARTMANN, CITY MANAGER

SUBJECT: PROPOSED ROUTE CHANGE FOR THE 2011 ST. PATRICK'S DAY PARADE

ISSUE: Proposed route change for the 2011 St. Patrick's Day Parade on Saturday, March 5.

RECOMMENDATION: That City Council approve the requested change to the route for the St. Patrick's Day Parade scheduled to occur on Saturday, March 5, 2011. The new shorter route would no longer require that U.S. Route 1 be closed during the parade.

DISCUSSION: The Special Events Policy, adopted by City Council on January 23, 2010, includes the provision that organizers of the City's three primary parades reimburse the City at 50% of the direct costs beginning in FY 2011. In order to meet this requirement, City staff has been working with all parade organizers to find ways to reduce costs and, if possible, to raise private funds to pay for all or a portion of the parades. Next year (2011) is the 25th anniversary of the Alexandria St. Patrick's Day Parade, and City staff are working with the Ballyshaners as they plan for this special event.

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

- The 2010 route started at the intersection of King and Peyton Streets.
- The parade traveled eastbound on King Street, crossing Henry Street, Patrick Street and Washington Street until reaching Fairfax Street
- At Fairfax Street, the parade turned north and terminated at Cameron Street.

The following is a description of the proposed 2011 route (Attachment 1):

- The route starts at the intersection of King Street and Alfred Streets;
- The parade will travel eastbound on King Street, crossing Washington Street;
- Parade continues to Lee Street and turn north, terminating at Cameron Street.

The proposed St. Patrick's Day parade route change was initiated by the Ballyshaners, the parade organizer, and the City to identify cost saving measures. The proposed route change is expected to reduce City traffic control expenses by approximately \$8,000, and would reduce significantly the regional transportation impact as a result of having fewer closings of major thoroughfares.

The proposed shorter parade route will begin at the intersection of King and Alfred Streets enabling northbound (Patrick Street) and southbound (Henry Street) U.S.1 to remain open. South Washington Street will be closed to northbound traffic at Duke Street and to southbound traffic at Princess Street with traffic detoured to U.S. Route 1.

The residents and merchants from the 100 block of South Alfred Street to the 300 Block of North Alfred Street (between Prince and Princess Streets), and the two blocks from Columbus Street to North Patrick Street on Cameron and Queen Streets will be impacted by this change. Parking in this area will be prohibited for the parade assembly area from approximately 8 a.m. to 1 p.m. on Saturday, March 5.

Transportation & Environmental Services staff posted signs informing residents and merchants in the area of the proposed parade route change in advance of a scheduled public hearing by the Traffic and Parking Board on September 27, 2010. In addition, representatives of the Upper King Street Neighborhood Association, Old Town Business and Professional Association, Alexandria Chamber of Commerce and Old Town Civic Association were informed of the public hearing. No opposition from residents and merchants was received either at the hearing or in writing.

The City's Special Events Committee supports this recommendation and members of the Traffic and Parking Board unanimously approved the staff recommendation on Monday, September 27. If approved, notification of the new parade route will be provided to residents and business owners in the affected area.

FISCAL IMPACT: Anticipated savings of \$8,000 associated with traffic control.

ATTACHMENTS:

- Attachment 1. Proposed 2011 St. Patrick's Day Parade Route
- Attachment 2. 2010 St. Patrick's Day Parade Route

STAFF:

Michele Evans, Deputy City Manager
James Spengler, Director- Recreation, Parks and Cultural Activities
Chief Earl Cook, Police Department
Jack Browand, Division Chief- Recreation, Parks and Cultural Activities
Sergeant Joseph Seskey, Police Department

Proposed 2011 St. Patrick's Day Parade Route



Parade Route: —
Assembly: —
Disbursement:
Review Stands: North & South Royal St.

