SUBJECT: 2006 Canadian Open Golf Tournament
(PW06068/PED06186) - (Ward 12)

RECOMMENDATION:

(a) That the application from the Royal Canadian Golf Association (R.C.G.A.) for the temporary closure of the following roadways as outlined in Report PW06068/PED06186 as Appendix "A", from Monday, September 4, 2006 through Sunday, September 10, 2006, from 7:00a.m. to 7:00p.m. each day be approved:

(i) Golf Links Road from McNiven Road to Halson Street.
(ii) Halson Street from Wilson Street to Golf Links Road.
(iii) Kitty Murray Lane from Garner Road to Stonehenge Drive.
(iv) Southcote Road from Garner Road to Golf Links Road.
(v) Garner Road from Fiddler’s Green Road to Glancaster Road.
(vi) McNiven Road from Mohawk Road/Rousseau Street to Golf Links Road - Southbound only.

(b) That the General Manager of Public Works and/or General Manager of Planning and Economic Development Department or their designates be granted delegated authority to temporarily install, remove or revise existing parking regulations or initiate new temporary traffic regulations along the required roadways to facilitate the 2006 Canadian Open Golf Event.
(c) That a residential parking plan be adopted within the defined boundaries as outlined in Report PW06068/PED06186 as Appendix “B”.

(d) That “permit parking” restrictions be in effect where parking is permitted on residential streets within the defined boundaries, as outlined in Report PW06068/PED06186 as Appendix “B”, during the 2006 Canadian Open (from Monday, September 4, 2006 until Sunday, September 10, 2006 from 7:00a.m. to 7:00p.m. each day), through the erection of temporary signs.

(e) That the City On-street Parking By-law 01-218 be amended accordingly.

(f) That “Special Event Parking/Access Permits” be issued to area residents in accordance with the criteria outlined in Appendix “C” to Report PW06068/PED06186.

(g) That the LLCBO be advised that the City of Hamilton has no objection to the issuance of the ACGO liquor license application from the Royal Canadian Golf Association for the 2006 Canadian Open being held on the grounds of the Hamilton Golf & Country Club from September 4, 2006 to September 10, 2006 inclusive.

Scott Stewart, C.E.T. 
General Manager 
Public Works

Lee Ann Coveyduck
General Manager
Planning and Economic Development Department

EXECUTIVE SUMMARY:

City Council, through Report ECO04013, “City of Hamilton Support for the 2006 Canadian Open”, endorsed the proposal for Hamilton to host the 2006 Canadian Open, September 4 to 10, 2006 at the Hamilton Golf & Country Club, located on Golf Links Road in the community of Ancaster. Council also authorized the creation of a steering committee, whose membership is outlined in Report PW06068/PED06186 as Appendix “A” to coordinate event logistics. The steering committee is in place to ensure event coordination between the City, the Hamilton Golf and Country Club and the RCGA.

In order to ensure the efficient management of traffic flows for the anticipated daily 25,000 spectators, participants, volunteers and media and to ensure the event is undertaken and completed in a manner that is acceptable to local residents and City Council, road closures will be necessary. The closed roads will be restricted to tournament spectators and participants, shuttle buses, local residential traffic, emergency services, essential services and school buses.

In order to optimize the way the closures are implemented, it is recommended that the General Manager of Public Works or his designate be granted delegated authority to revise traffic regulations as required in the area. This will assist in minimizing disruption to local residents and businesses while facilitating the traffic and shuttle bus flows. This
will provide the option of revising specific traffic regulations during the event or just prior to the event such as on-street parking, turn prohibitions, road closures, or the implementation of a temporary one-way operation. The intent would be to implement these regulations as and when, and only if, they are needed.

A comprehensive parking plan is also proposed in this report in order to assist residents and minimize the effects on neighbourhood parking. Hamilton Municipal Parking System staff will mail out “Special Event Parking / Access Permits" to approximately 1000 residential households that will ensure that only local residents & their visitors are permitted to legally park within the defined boundary while minimizing the spectator traffic from infiltrating into the local neighbourhoods. This permit will also allow residents to access the closed roadways.

**BACKGROUND:**

The information/recommendations contained within this report have city wide implications although they relate primarily to matters within Ward 12 (i.e. facilities; programming; and properties).

This report is a follow up to report ECO04013, with respect to the City of Hamilton Support for the 2006 Canadian Open.

The Hamilton Golf and Country Club has been selected to be the host golf course for the 2006 Canadian Open. The golf course is located in the community of Ancaster on Golf Links Road. The tournament starts on Monday September 4, 2006 and will continue to Sunday September 10, 2006. The tournament set up consists of practice rounds on Monday September 4, 2006 and Tuesday September 5, 2006, a Pro-Am on Wednesday September 6, 2006 and four days of professional golf from Thursday September 7th to Sunday September 10th, 2006. Based on the previous 2003 Canadian Open and other tournaments, the spectator traffic demand is expected to build from low volumes on the Monday and Tuesday to capacity for Thursday to Sunday. All roadway restrictions and closures will be prepared for implementation for Monday September 4, 2006. However, the provision of delegated authority will allow the General Manager of Public Works or his designate to time the implementation of the closures to match the traffic demand. The provision of delegated authority will allow the City of Hamilton to respond to the traffic demands rather than arbitrarily closing roadways for a twelve-hour period every day of the tournament week.

**TRAFFIC PLANNING**

In order to ensure the efficient management of traffic flows for the anticipated daily 25,000 spectators, participants, volunteers and media and to ensure the event is undertaken and completed in a manner that is acceptable to local residents and City Council, numerous road closures will be necessary. The closed roads will be restricted to tournament spectators and participants, shuttle buses, local residential traffic, emergency services, essential services and school buses. The City of Hamilton will be implementing an access/parking pass operation that will assist police at numerous controlled intersections with the ability to distinguish between a resident making a local trip and a non-resident wishing to utilize the roadway for a cut-through movement or to access free parking on local streets. The local residents will be given a “Hang Tag permit that will be displayed on the rear view mirror. Access to closed roadways will be
given the residents displaying the “Hang Tag” while those not displaying the hangtag will have to follow the detour route. City of Hamilton staff will be providing access/parking permits to approximately 1000 residential households that will be directly affected by the road closures. The access/parking permits will ensure that only local residents are allowed to park on local roadways while ensuring that spectator traffic does not infiltrate the local community.

Within the ticket packages, the Royal Canadian Golf Association (R.C.G.A.) will inform spectators of the direct routes to the designated parking lots. They will provide a “Hang Tag” for the rear view mirror that will be utilized to identify a spectator vehicle. Similar to a local resident, a spectator vehicle displaying the “Hang Tag” will be given access to the closed roads. Directional signs will be installed along the adjacent roadways that will reinforce the spectator routing to their appropriate parking area.

The organization of shuttle bus parking lots and the transportation of the general public, corporate spectators, volunteers and media between the parking lots and the golf course will be the responsibility of the R.C.G.A.

To facilitate the event, City staff has developed a transportation plan to accommodate the main two groups of spectators; the general public and corporate spectators.

The initial step was to identify areas that could be used for parking to accommodate the demand for each level of spectator. Consequently, the event parking has been broken down into the following areas:

**General Public Parking** - All general public parking will be accommodated at the Ancaster Fairgrounds at the corner of Garner Road and Southcote Road. A shuttle service will be operated on Southcote Road and Golf Links Road to the spectator entrance of the Hamilton Golf and Country Club. In order to ensure an appropriate level of service for the tournament, both roadways may be restricted to local traffic, school buses and the shuttle service at certain times.

**Corporate Parking** - All corporate parking will be accommodated at the Smith Farm locations and Morgan Firestone Community Centre on Jerseyville Road West. The R.C.G.A. has arranged to transport all the corporate spectators from these locations to and from the golf course. They will use Jerseyville Road, Wilson Street and Halson Street to a temporary turn-a-round on the Hamilton Golf and Country Club property. The transportation of the corporate spectators requires the closure of Halson Street.

The closure of the southbound direction of McNiven Road between Golf Links Road and Mohawk Road may be required at certain times to facilitate a direct route for participants, caddies and tournament officials to the golf course.

The intersection of Southcote Road and Garner Road will accommodate numerous traffic flows to and from the Ancaster Fairgrounds (traffic from Toronto, London, Niagara and local, refer to Appendix “D”). Additionally, the intersection will be impacted by the shuttle service to and from the Hamilton Golf and Country Club. In order to minimize the delay and to control traffic flows, Southcote Road and Garner Road may have to be closed. The Garner Road closure is proposed to extend to the west to Fiddlers Green Road and to the east to Glancaster Road. To minimize traffic along Southcote Road, traffic will have to be detoured along Book Road.
Public Works staff and the R.C.G.A. have finalized all directional signing for this event on the Ministry of Transportation of Ontario’s Hwy. # 403 and Q.E.W. highways. The highway signs will correspond with the designated routes along the City roadways. The Public Works Department will arrange to install special event warning boards one month in advance of the Canadian Open informing the motorists of the future road closures. Additionally, directional signs will be installed on the adjacent roadways that will route the spectators to their appropriate parking area.

Although the roadways will be closed during the event, all local traffic, emergency services and school bus transportation will be maintained. Through traffic on Garner Road and Southcote Road, will be detoured to Glancaster Road, Book Road and Fiddler’s Green Road, via a signed detour route, if required.

RESIDENTIAL PARKING

There is a need for a comprehensive parking strategy to deal with the residential parking demands associated with the 2006 Canadian Open. Hamilton Municipal Parking System staff has formulated a comprehensive Special Event Parking Plan which modelled after the parking plan utilized in 2003 for the Bell Canadian Open. The plan is attempts to address parking concerns of the residents living within the restricted access boundary shown in Appendix “D” which is the area in close proximity to the Hamilton Golf & Country Club by eliminating infiltration of spectator parking within the area neighbourhoods.

The plan prohibits parking by all vehicles within the boundary shown in Appendix “D”, except residents and visitors who have obtained the required “Special Event Parking / Access Permit”. Staff will be mailing out two “Special Event Parking / Access Permits”, two weeks in advance of this event, to each property within the restricted access boundary. An additional three “Hang Tags” may be obtained for each household prior to the event. Each resident will be required to display the “Hang Tag” permit on their rear view mirror of their vehicles. This will assist the event volunteers, which will be controlling each intersection surrounding the restricted access boundary.

COMMUNICATIONS

With the Public Works Public Affairs Coordinator in the lead, the 2006 Canadian Open Municipal Services Team together with the Ward Councillor, will take responsibility for communication to residents and business affected by the 2006 Canadian Open. Municipal services information collected from all City departments will be communicated to affected residents through several communications products. Proposed tactics include free and paid media, targeted mail drops, a Town Hall meeting for residents (June 14), Customer Contact Centre information, Municipal Service Centre information and Web pages on the City’s Web site dedicated to information for Hamilton residents. Communications strategies and tactics will be coordinated with RCGA communications initiatives for clear, consistent, and accurate information for Hamilton taxpayers.

In addition to communication to residents on municipal services, opportunities to promote the City of Hamilton and the City/community/RCGA partnerships will be actively pursued with local, national and international media.
TOURISM HAMILTON

Tourism Hamilton, as part of its Sport Tourism Action Plan, is providing event servicing that will include: coordinating the “visitor booth” at the spectator entrance, pageantry and promotional literature at hotels and the John C. Munro Hamilton International Airport, links on the Tourism Hamilton web site and brochure distribution through Tourist Information Centres. Tourism Hamilton will also be coordinating familiarization tours for meeting planners, sport organizations and travel media to leverage hosting the 2006 Canadian Open.

BUSINESS DEVELOPMENT

The Canadian Open provides an outstanding opportunity for Economic Development to market the City of Hamilton. This world class event is recognized across the country and internationally as one of the premier golf tournaments on the tour. And particularly, since it is held this year at the Hamilton Golf & Country Club one of the most highly regarded courses by PGA players.

In an effort to capitalize on this opportunity, the Corporate VIP tent (a benefit of City sponsorship) provides the department with a venue to showcase Hamilton. Staff have already commenced planning an entire day for the Greater Toronto Area (GTA) realtors and developers that will include a tour of the City’s emerging business parks (North Glanbrook, Airport Employment Lands, and the McMaster Innovation Park), an information session with Council members & staff, and the remainder of the day being allotted to invitees to enjoy the Canadian Open and the amenities offered at the Corporate VIP tent.

As with the 2003 Bell Canadian Open, the Corporate VIP tent’s sole purpose is business development and promoting Hamilton. Invited guests are restricted to those individuals and representatives of companies that invest and/or conduct business in the city of Hamilton. Staff that is participating at the 2006 Open will be working in the corporate tent. And again this year, Councillors that receive passes are expected to commit a minimum of two shifts throughout the weekend networking with business in the corporate tent.

EVENTS TEAM

Event Staff are leading and coordinating a City Department Events Team comprised of Public Works (Traffic, HSR, Waste, Parks, Communications); Community Services (Culture and Recreation Division); Emergency Services (Police, Fire, and Emergency Medical Services) as well as Public Health Services staff. The teams will liaise with the RCGA to ensure municipal services and guidelines are adhered to.

City of Hamilton Event Staff is working with the RCGA to co-ordinate all required approvals for health, building and liquor permits.

WASTE MANAGEMENT

The Waste Management Division will liaise with the RCGA on creating waste division programs for this event, which includes providing recycling and Green Cart containers. The City will also provide collection of the materials from a central location.
ANALYSIS/RATIONALE:

Our commitment is to ensure the delivery of an effective, timely and efficient traffic management plan in accordance with City standards, to support the successful operation of this major Special Event. This event provides the city with a great opportunity to positively project the image of the City both nationally and internationally, as a preferred destination for sporting and other events.

ALTERNATIVES FOR CONSIDERATION:

The alternative would be to not close the roads, which would lead to traffic congestion, poor access to the event and a poor opinion of the event.

FINANCIAL/STAFFING/LEGAL IMPLICATIONS:

The required funding for the services in kind has been previously approved through report ECO04013. In return for the services-in-kind contribution, the City of Hamilton would receive a sponsor recognition package in keeping with this level of support. The terms of the recognition package are to be negotiated as part of the Host Contract.

For the 2003 Bell Canadian Open, the City had committed to a $500,000 contribution to secure the event. The final net cost to the City for the 2003 Open was approximately $430,000.

POLICIES AFFECTING PROPOSAL:

The event will adhere to all municipal regulations and special events guidelines.

RELEVANT CONSULTATION:

Councillor Ferguson’s office, the Golf Team consists of representatives from: Public Works (Traffic Engineering & Operations, Transit, Parks), Hamilton Emergency Services, Police Services, Community Services, Communications, Planning and Economic Development (HMPS) and Tourism Hamilton. Outside agencies include the Ministry of Transportation, the Royal Canadian Golf Association, Hamilton School Boards, and the public via Town Hall Meetings.

CITY STRATEGIC COMMITMENT:

By evaluating the “Triple Bottom Line”, (community, environment, economic implications) we can make choices that create value across all three bottom lines, moving us closer to our vision for a sustainable community, and Provincial interests.

Community Well-Being is enhanced. ☑ Yes ☐ No
Arts, culture, archeologically and cultural heritage are supported and enhanced.

Environmental Well-Being is enhanced. ☑ Yes ☐ No
A sustainable transportation network provides many options for people and goods movement; vehicle-dependency is reduced.

Economic Well-Being is enhanced. ☑ Yes ☐ No
Investment in Hamilton is enhanced and supported.
Does the option you are recommending create value across all three bottom lines?

☑ Yes   □ No

The creation of a respectful, desirable and a supportive workplace.

Do the options you are recommending make Hamilton a City of choice for high performance public servants?

□ Yes   ☑ No
2006 Canadian Open
Road Closures, Detour Routes,
and Special Permit Parking Area
That “Special Event Parking / Access Permits” be issued to area residents & area businesses in accordance with the following criteria:

1) Two “Special Event Parking / Access Permits” will be issued to each residential unit (including apartment buildings) within the restricted access area surrounding the Hamilton Golf & Country Club in Appendix “”.

2) “Special Event Parking / Access Permits” will be mailed two weeks in advance of the 2006 Canadian Open. The permits will allow residents to park in all legal areas within the defined boundary. Spectator parking will not be allowed.

3) Additional “Special Event Parking / Access Permits” may be requested at either Grange Public School 306 Woodworth Drive, Ancaster or at the Hamilton Municipal Parking System office at 80 Main Street West (at Summers Lane). Permits will be issued only to persons residing or that work within this defined area. Additional permits will be issued upon request to a maximum of five permits.

4) Any concerns about permit requests exceeding the standards will be addressed on an individual basis by the Hamilton Municipal Parking System, in consultation with the Ward Councillor.

5) “Special Event Parking by Permit Only” signs will be placed at each roadway entrance to the defined boundary area to inform motorists that they are entering the special event parking area.

6) All special event parking signs will be displayed at least 12 hours prior to the scheduled start of each event in order to allow motorists to either obtain a permit (if they have not already done so) or to make alternate parking arrangements.

7) Parking will be prohibited on all roadways designated as part of the restricted access plan.
Appendix “D” - PW06068/PED06186
2006 Canadian Open Steering Committee

- David Adames, Director, Tourism Hamilton (Chair)
- Kathy Dunn, Administrative Assistant, Tourism Hamilton
- Susan Coverdale, Business Development Consultant, Economic Development
- Brent Browett, Director of EMS/Deputy, Hamilton Emergency Services
- Doug Waugh, Manager, Operations & Logistics, Hamilton Emergency Services
- Connie Wheeler, Coordinator, Corporate Initiatives, City Manager’s Office
- Gary Kirchknopf, Supervisor of Community Traffic Services, Operations & Maintenance, Traffic Engineering & Operations
- George Brovac, Project Manager, Parking Planning, Hamilton Municipal Parking System
- Jim Dahms, Manager, Transit Planning & Customer Services, Transit (HSR)
- Murray Ferguson, Councillor, Ward 12
- Kathy Bishop, Administrative Assistant, Councillor’s Office, Ward 12
- Navin Sharma, Project Manager for Material Recycling, Public Works, Waste Management
- Phil Homerski, Public Affairs Coordinator, Public Works, General Manager's Office
- Robert Buck, Inspector, Hamilton Police Services
- Richard Sayej, Special Projects Coordinator, Mayor’s Office
- Sheryl Grey, Public Health Inspector, Public Health Services
- Beverly Neil, Manager, Municipal Service Centres, Corporate Services
- John Turner, Superintendent - District 2, Operations & Maintenance, Road Operations & Maintenance
- Gary Makins, Manager, Lower Central Hamilton, Wards 2, 3, 4, Culture & Recreation
- George Pinches, Hamilton Golf and Country Club
- Bill Paul, RCGA
- Andrew Stewart, RCGA
- Tom Oliver, RCGA