

Judy Gamel

From: Lori Stelzer
Sent: Wednesday, March 12, 2014 1:26 PM
To: Judy Gamel
Subject: FW: Special Events- Weekend Review

Judy, in case you didn't have this electronically, here it is. Ed discussed under the Art Classic item on 3/11.

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From: Edward Lavallee
Sent: Monday, March 10, 2014 2:47 PM
To: John Holic; Emilio Carlesimo; James Bennett; David Sherman; Jeanette Gates; Robert Daniels; Kit McKeon; Lori Stelzer
Cc: Lori F; Roger Clark; Tom McNulty; John Veneziano; James Warman; Pam Johnson
Subject: Special Events- Weekend Review

SUMMARY FOR COUNCIL DISCUSSION

From: Edward Lavallee
Sent: Sunday, March 09, 2014 12:57 PM
To: pjohnson
Cc: 'lfieser@venicegov.com'
Subject: For Review and Comment on Monday

Mayor & Council

On the weekend of March 1, 2014 two events occurred in the downtown area: The Farmer's Market operated on Tampa Avenue on Saturday morning, and the Art Show organized by Venice Main Street took place on West Venice Avenue on Saturday and Sunday. Following is a review of the impact of those two events.

Background:

The Farmer's Market operates on Tampa Avenue on most Saturday's. The event begins to set up at 6:00 AM and closes for business at 1:00 PM. Following the closing of the event approximately one hour is required to break-down the market and clear the public roadway. From the time of set up to the reopening of the road barricades are in place to detour vehicle traffic from the section of Tampa Avenue occupied by the Farmer's Market. During this time, Centennial Park is accessible, and specific access lanes are established for emergency vehicle access. On a limited number of occasions the Farmer's Market has not been allowed to operate because of other large-scale events simultaneously occurring in the downtown business district. The Farmer's Market Manager reports that those closing are harmful to the individual vendors and cause inconvenience to patrons.

The Venice Main Street Art Show is a weekend event that operates on West Venice Avenue. The event begins set-up on Saturday, early in the morning, to ensure that private vehicle traffic does not impede the vendor set up area. The event occupies the roadway on Venice Avenue from the intersection of Business 41 to the intersection at Harbor Drive. The event lasts two days. During that time, the event venue on Venice Avenue is closed to general vehicle traffic.

Event Review:

Due to the influx of patrons to the Art Show in previous years the Farmer's Market has not been allowed to operate on the same weekend. However because of the popularity of both special events City staff worked with the principal organizers of both to develop a traffic and public safety plan to allow operation of both special events at the same time. The preparation and work plan consisted of the following:

- Working with the Police Department to assess the projected traffic influx and create a vehicle detour and parking plan
- Review and refinement of the event footprints to ensure that emergency travel lanes were accessible and that events contained their activities to their respective permitted locations
- Creation and placement of a parking sign scheme to direct patrons and others to designated parking
- Monitoring of parking signs to ensure that they remain in place and are effective in directing vehicle traffic
- Designation of on-site personnel from each event to be present during hours of operation to monitor activity and communicate with public safety and public works personnel
- Development of After-Action reports to evaluate the impact of the events

Venice Main Street maintained on-site personnel during event hours and conducted informal business reviews with local shops following the event. Kat Quast met with staff following the Art Show to obtain feedback on the effectiveness of the public safety plan. Specific issues of interest are ways to accommodate local businesses during special event weekends. A meeting is being scheduled in March to discuss general downtown business activities.

Linda Wilson, Farmer's Market Manager prepared an event review report (attached) that summarizes the event strengths and suggestions for improvements. Both event leaders worked together to prepare for coordinated public services.

City staff also monitored the events. Public safety, impact on local businesses and residents, and citizen access to the special events and to other Venice sites, were primary issues of interest. Among the findings were the following:

- The intersection of Business 41 and Tampa Avenue was backed-up continuously, even after the closing of the Farmer's Market on Saturday. The cause of the congestion was the absence of a left-turn arrow in the traffic light sequence for vehicles traveling north on Business 41. Staff has been advised that the installation of a left-turn arrow has been reviewed and will be approved by FDOT. This one traffic tie-up caused vehicles to back up to the Venice Avenue Bridge, causing other traffic concerns including grid-lock at the Venice Avenue x Business 41 intersection
- Efficient traffic control at the intersection of Business 41 and Venice Avenue is critically important during special events. A police officer is needed at that location during event hours to regulate traffic flow
- The staff is inquiring from FDOT about the potential of issuing authority to local police for interim alteration of the traffic light sequence on Business 41 during special events.
- Vehicle detour and parking signage was helpful but could be further improved

The staff's general assessment is that with continued collaborative planning among the special events principal coordinators, additional planning and work with staff to effectively market the events, improved signage and traffic control at key intersections, and continued coordination with the business population in the affected areas, these two events can effectively operate simultaneously

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*Received 3/10/14
from Sandy McGuern*

Art Show Observations

Traffic:

Ciao Bella Salon – Fine didn't incur a problem

Island Photographic – Traffic bad around town

Venice Olive Oil Company – Parking was bad due to Farmers Market happening at the same time.

Bonnell's – Didn't notice

Joyful Expressions – Didn't notice

Zak's – Didn't notice a problem

Needlepoint – Didn't notice a problem

Bushido – Didn't notice a problem

Fugates – Didn't notice a problem

Venice Wine and Coffee – Parking was bad due to Farmers Market

Nifty Nic Nacs – No customers complained about parking

Table Top – About the same

Premiere Sotheby's – Traffic was up

Fifis – Traffic wasn't bad

Captains Landing – Traffic was gridlocked due to Farmers Market at the same time

Dick's Shoes – Not a problem

Bresslers – Traffic was up

Sandy's Designer – Traffic was bad

Café Venice – Traffic was bad

French Linen Chest – Lots of traffic on street

Burgundy Square –

Sales:

Ciao Bella Salon – Good

Island Photographic – Didn't affect them

Venice Olive Oil Company – Not as good as last year – foot traffic down

Bonnell's – Very good

Joyful Expressions – Good

Zak's – Business better than last year but not as much foot traffic

Needlepoint – Normal

Bushido – Normal

Fugates – Last year was busier

Venice Wine and Coffee – Food sales down from last year- accessories up

Nifty Nic Nacs – Saturday was good – Sunday down -

Table Top – About the same

Premiere Sotheby's – People stopped in

Fifis – Sales were okay but people were buying less quantities

Captains Landing – Even or down

Dick's Shoes – Sales down – too beautiful outside

Bresslers – Sales were good

Sandy's Designer – Saturday best day in eight years. Sunday great as well.

Café Venice – Down

French Linen Chest – Sales down no foot traffic on Miami

Burgundy Square – Sales were great.