



Legislation Text

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City of Alexandria, Virginia

MEMORANDUM

DATE: DECEMBER 4, 2019

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: MARK B. JINKS, CITY MANAGER /s/

DOCKET TITLE:

Consideration and Approval of Proposal to Alter the G.W. Parkway Classic 5K Race in Old Town on April 26, 2020.

ISSUE: Proposal to alter the G.W. Parkway Classic 5K Race in Old Town on April 26, 2020.

RECOMMENDATION: That City Council support the recommendation of the Special Events Committee to approve an altered route of the G.W. Parkway Classic 5K Race in Old Town on April 26, 2020.

BACKGROUND: On January 23, 2010, City Council approved the Special Events Policies and Procedures Manual ("Policy"). Under this Policy, event applicants submit information to the Special Events Committee composed of agency representatives from the Department of Recreation, Parks and Cultural Activities, Police, Code Administration, Fire/Emergency Services, Planning and Zoning, T&ES Transportation Division, T&ES Environmental Quality, Health Department, Public Schools, DASH, Risk Management, General Services, Office of Historic Alexandria, and Visit Alexandria. The Special Events Committee is authorized to carry out the related provisions of the special events policies and the City Code. The Policy includes a provision that "The number of foot races in Old Town is limited to those approved by council."

Pacers Running has hosted the G.W. Parkway Classic in Alexandria for 35 years. The race is both a 5K and 10-mile race, with the 5K route traditionally being a part of the 10-mile route. The route proposed for the 36th race's 5K is separate from the 10-mile route, with it being contained in and going through Old Town, beginning and ending at Oronoco Street and South Union Street. After careful review of the application submitted for the G.W. Parkway Classic's altered 5K route in Old Town, the Special Events Committee approved the race based upon the following:

- 1) Events in Old Town with anticipated attendance over 500 are limited to no more than one

such event every other weekend in a calendar year. A weekend is defined as beginning Friday, 5 p.m. and continuing through Sunday, 6 p.m. The Parkway Classic will be in compliance with this provision.;

- 2) The 5K race will start at 8:00 a.m. and end at approximately 8:50 a.m.; and
- 3) Rolling openings will be used to lessen the impact on residents, businesses, and a church during the 5K race. After the last runner passes a point on the route, Police will open the roadways.

DISCUSSION: On May 6, 2019, the City's Special Events Committee received an application from Pacers Running for the 36th G.W. Parkway Classic in Alexandria. The race organizer met with the Special Events Committee on September 12, 2019, to present additional information regarding the proposed change to the 5K route.

Pacers G.W. Parkway Classic is among the most scenic and spacious races on the East Coast. The 35th Annual race had 4,800 runners from 47 states. The race obtains permit approvals from the National Park Service and City of Alexandria; has multiple sponsors and business partners; and provides direct donation opportunities for participants to support the designated event beneficiaries, the Boys & Girls Clubs and Boulder Crest.

The race's traditional 5K route is the last 3.2 miles of the 10-mile course (Attachment 1). The proposed 5K route would be separate from the 10-mile route, beginning at Oronoco Street and South Union Street, with a staging area in Oronoco Bay Park. From the start at Oronoco Street and South Union Street, the route would travel southbound on Union Street to Franklin Street, turn right onto Franklin Street toward South Saint Asaph Street, turn right onto South Saint Asaph Street, travel northbound toward Wythe Street, turn right onto Wythe Street, travel eastbound toward North Royal Street, turn right onto North Royal Street, travel southbound toward King Street, turn left on King Street, travel eastbound toward South Union Street, turn left onto South Union Street, continue on South Union Street to finish at Oronoco Street and South Union Street (Attachment 2).

Previously, the 5K portion started in Belle Haven and ended at Oronoco Street and South Union Street. Runners are expected to start the course at 8:00 a.m., and the last runner would finish at approximately 8:50 a.m. The impact on the City would be street closures and impact on traffic flow in Old Town. To lessen the burden on residents and visitors, parked vehicles will not be removed from the proposed course. Alexandria Police Department will close roadways down approximately 15 minutes prior to the start of the 5K and will open the roadways as soon as the last runner passes in order to alleviate any traffic congestion. Cost for City services is estimated to be \$5,500 to \$7,500 and is dependent on the time required for all runners to finish the course. Reimbursement of 100% of direct costs by the applicant is required.

The proposed 5K route has been endorsed by Old Town Business Association, and the Old Town Civic Association and St. Paul's Episcopal Church have been contacted and have not objected to the new route. Pacers Running will drop letters to all Old Town residents who live on the streets impacted by the race prior to the event date.

FISCAL IMPACT: The Policy provides that the applicant is required to reimburse the City 100% of direct costs incurred by the City for the event. The applicant will reimburse the City as required. Approval would require additional staff administrative time to permit the event.

ATTACHMENTS:

Attachment 1: 5K and 10 Mile Course Maps

Attachment 2: Proposed 5K Narrative

STAFF:

Debra Collins, Deputy City Manager

James Spengler, Director, Department of Recreation, Parks and Cultural Activities (RPCA)

Diane Ruggiero, Deputy Director, RPCA

Anne O'Dell, Regional Director, Events & Public Space Activations, RPCA