



**CITY OF MONROVIA
MONROVIA OLD TOWN ADVISORY BOARD
AGENDA REPORT**



DEPARTMENT: Public Services

MEETING DATE: September 12, 2017

PREPARED BY: Katie Distelrath,
Recreation Manager

AGENDA LOCATION: AR-3

TITLE: Street Closure Request for the 2017 Community Halloween Event

BACKGROUND: The City has offered a community Halloween event in conjunction with the Old Town Merchants for over 12 years. The Event takes place in Library Park and consists of a costume contest, activity booths and Library Programs. To further enhance the event, participating businesses in Old Town offer visitors trick-or-treating. The City Halloween Event and Old Town Trick-or-Treat is scheduled each year from 3:00-6:00 p.m.

ANALYSIS: This year's Event is scheduled for Tuesday, October 31 from 3:00-6:00 p.m. The goal this year is to increase the benefit for the participating Old Town businesses while reducing the negative impact. Businesses who would like to participate will receive candy and giveaways (while supplies last) to hand out to trick-or-treaters. In addition, the businesses will be included on the Old Town tick-or-treat map. Businesses will also be encouraged to provide additional candy and giveaways as well as hand out coupons and / or promotional items. City Staff will also have trick-or-treat stations throughout Old Town.

Streets will be closed using barricades and will be monitored by Police Department personnel to ensure participant safety. Staff is requesting street closures in Old Town from 2:00-7:00 p.m. in the following areas:

- Myrtle Avenue from Palm Avenue to Walnut Avenue – north and southbound lanes
- 100 Block of West Palm Avenue
- 100 Block of West Lime (the mid-block parking lot will remain open for merchants and patrons)

OPTIONS: Staff has provided the following options for consideration:

1. Recommend approval of the street closures for the 2017 Community Halloween Event.
2. Do not recommend approval of the street closures and request more information from Staff.

STAFF RECOMMENDATION: Staff recommends the board approve Option No. 1, Recommend approval of the street closures for the 2017 Community Halloween Event.

ACTION: If Board concurs, the appropriate action is a motion to recommend approval of the street closures for the 2017 Community Halloween Event.

AR-3