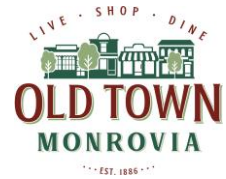




**CITY OF MONROVIA
MONROVIA OLD TOWN ADVISORY BOARD
AGENDA REPORT**



DEPARTMENT: Public Services

MEETING DATE: October 9, 2018

PREPARED BY: Rebecca Sandoval
Recreation Superintendent

AGENDA LOCATION: AR-2

TITLE: Holiday Parade Sponsorship and Street Closure Request

BACKGROUND: The City of Monrovia has offered the Holiday Parade for the past 26 years. City staff has planned and implemented the Parade since 2009; prior to 2009, a volunteer coordinated the Parade. Approximately 10,000 participants and spectators attend the annual Holiday Parade. Traditionally, the Parade is sponsored by the Monrovia Old Town Merchants in the amount of \$3,000.

ANALYSIS: This year's Holiday Parade is scheduled for Thursday, December 6 from 7:00 p.m. – 9:00 p.m. The route begins at Chestnut Avenue, travels north on Myrtle Avenue, and concludes at Palm Avenue. The following streets will be closed from 5:00 p.m. – 10:00 p.m.:

Full Street Closure

The streets outlined below will be closed using barricades and will be monitored by Police Department personnel to ensure participant safety.

- Myrtle Avenue – from Huntington Drive to Foothill Boulevard
- Maple Avenue – from Ivy Avenue to Primrose Avenue
- Chestnut Avenue – from Ivy Avenue to Primrose Avenue
- Palm Avenue – from Ivy Avenue to Primrose Avenue

Mid-block Closures

The streets outlined below will not be accessible to through traffic. However, parking will be made available and signage will be placed along Primrose and Ivy at each street intersection that reads "Road Closed Ahead."

- Walnut Avenue - from Ivy Avenue to Primrose Avenue (The mid-block parking lot will remain open for merchants and patrons.)
- Olive Avenue – from Ivy Avenue to Primrose Avenue
- Colorado Avenue – from Ivy Avenue to Primrose Avenue (The mid-block parking lot will remain open for merchants and patrons.)
- Lemon Avenue – from Ivy Avenue to Primrose Avenue
- Lime Avenue – from Ivy Avenue to Primrose Avenue (The mid-block parking lot will remain open for merchants and patrons.)

Foothill Boulevard, Huntington Drive, Ivy Avenue and Primrose Avenue will remain open for through traffic.

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Staff is also requesting for MOTAB's sponsorship of the Holiday Parade for \$3,000. MOTAB has approved all previous Holiday Parade street closures and sponsorship. The funds are available in the FY 2018/2019 budget.

OPTIONS: Staff has provided the following options for consideration:

1. Recommend approval of Holiday Parade Sponsorship and Street Closure Request.
2. Do not recommend approval of the Holiday Parade Sponsorship and Street Closure and request more information from Staff.

STAFF RECOMMENDATION: Staff recommends the board approve option No. 1; recommend approval of the Holiday Parade Sponsorship and Street Closure Request.

ACTION: If Board concurs, the appropriate action is a motion to recommend approval of the Holiday Parade Sponsorship and Street Closure Request.