

AREA PD-66: The Shamrock Avenue Connection: U.S. Highway 66, also known as Route 66 and “the Mother Road,” was extended to Monrovia in 1926. At that time, a myriad of new automobile related businesses and building-types to house those businesses emerged, including automobile sales and repair businesses, car washes, drive-ins, gas stations, and other roadside restaurants, motels, and retail establishments, from small shops to supermarkets. The architectural concession to the automobile meant the property typically was located conveniently on a corner where motorists could easily access gasoline pumps and other auto-related services.

The original Route 66 alignment traveled westbound through the City on Huntington Drive, then went north on South Shamrock Avenue, and finally west through the City on Foothill Boulevard. Remaining buildings associated with commercial development along the Route 66 corridor are sparsely distributed along its original alignments (Huntington Drive, South Shamrock Avenue, and Foothill Boulevard).

This Planned Development Area is intended to provide a set of land use standards for two of the original Route 66 roadside commercial properties that are located within a multi-family residential neighborhood on South Shamrock Avenue (525 South Shamrock Avenue and 721 South Shamrock Avenue).

In order to encourage the preservation, restoration, and adaptive reuse of these buildings, these properties are the focus of this land use designation. Retaining the familiar visual features of these buildings within their existing neighborhood and keeping them in use creates unique challenges from a zoning and regulatory standpoint so that commercial uses will not have an adverse impact upon their residential neighbors.

Historically, the City’s past zoning regulations have precluded viable uses for these buildings, which could contain businesses that would serve the residential neighborhood and community. These standards provide appropriate preservation and land use opportunities for these buildings in response to changing market demands. The development standards contained herein will address the potential impacts that commercial uses may have on the surrounding neighborhood. It is envisioned that this Planned Development Area could be extended to address other buildings on the original Route 66 corridor in the future in appropriate circumstances.

The following map identifies the location of these Route 66 roadside commercial properties.





Legend
 ■ Parcels
 ■ Area 66

City of Monrovia
 Community Development Department
 Planned Development Area 66



Date Saved: August, 2019



525 South Shamrock Avenue

This property is located on the northwest corner of Colorado Boulevard and South Shamrock Avenue and is approximately 11,500 square feet in area. It is developed with an approximately 3,200 square foot building that was built in 1923 and has a brick exterior. This roadside commercial establishment was originally a grocery store. It has been a familiar visual feature of the neighborhood for almost a century. The building exemplifies the roadside commercial development of Monrovia beyond the downtown area.

721 South Shamrock Avenue

This property is located on the northwest corner of East Walnut Avenue and South Shamrock Avenue and is approximately 10,300 square feet in area. The property is developed with an approximately 5,200 square foot building that has a stucco and brick exterior with a canopy that connects to classic gasoline pumps. Future local landmark status is highly encouraged.

The gas station was built in 1927 and it included an auto repair service. By 1934, the gas station had a small store. During World War II, the garage portion was used as a warehouse for the Holly Heel Company. After the war, Howard Henson resumed the auto repair operation and it was known as Henson's Garage. In 1948, the original gas pumps were replaced with Bennett pumps which are still in place today. The garage operation closed in 2012.

Guiding Principles

The following guiding principles are intended to allow the adaptive reuse of the subject Route 66 roadside properties and shall be considered in making future land use decisions:

1. Emphasize the preservation and restoration of Route 66 roadside commercial properties by allowing uses that require minimal change to the character defining features of the building and its site environment.
2. Promote the long-term economic viability of the property.
3. Identify and permit uses that will be compatible with the surrounding residential neighborhood.

Preservation Guidelines

The following guidelines apply to the roadside commercial buildings in PD-66 and are directly taken from the Secretary of the Interior's Guidelines for Rehabilitating Historic Buildings. These excerpted sections address the key topics relevant to the exterior remodeling of those buildings. The key to using these guidelines is to: research photographs and other documentation, find the building's original "character defining" features, and restore them using the following sequential course of action:

1. Protect and maintain those features that are extant and in good condition, using the least intervention possible.
2. Repair those features that have been damaged or covered up using the least intervention possible. Never replace a feature that can be repaired.
3. Replace historic features that are entirely missing using the following approach:
 - a. Recover it if possible.
 - b. If that is not possible, reproduce it using photographs and other documentation.
 - c. If there is not adequate documentation, design a new feature that is compatible with the remaining character-defining features of the building, taking into account size, scale, materials, period of significance.



Land Use Provisions

1. Existing buildings shall be considered conforming.
2. New uses within existing nonresidential buildings are subject to the NC (Neighborhood Commercial) zone use regulations outlined in Monrovia Municipal Code Section 17.08.010, with the following exceptions:
 - a. Residential uses. Residential uses shall be limited to residential/commercial mixed-use and live/work uses, provided the overall residential density on the property does not exceed two dwelling units, and shall require a Determination of Use and Neighborhood Compatibility pursuant the land use review procedure outlined in Land Use Review 2(b) below.
 - b. Land use review. All uses that are not subject to Planning Commission review and approval based on the NC zone regulations shall require a Determination of Use and Neighborhood Compatibility to be reviewed, approved or approved with conditions by the Development Review Committee (DRC), prior to issuance of any building permit for tenant improvements, or if no building permit is required, then prior to the issuance of a Business License. Alternatively, the DRC may choose to refer the use to the Planning Commission for its review and approval.
 - c. Public meeting notification. All procedural requirements for a use that requires a duly noticed public hearing pursuant to Monrovia Municipal Code § 17.52.320 shall be satisfied. All uses that do not require notification of a public hearing in accordance with Monrovia Municipal Code § 17.52.320 based on the NC zoning regulations, shall require notification of a public meeting before the DRC. The public meeting notice shall be mailed at least 10 days prior to the meeting to all owners of real property within 100 feet of the subject property utilizing the records of the County Assessor.
 - d. Review criteria. To ensure that land uses are compatible with and do not adversely affect the surrounding residential neighborhood, the review criteria shall include, but not be limited to:
 - i. Performance Standards in Monrovia Municipal Code Chapter 17.32;
 - ii. Business Performance Standards contained in these PD-66 standards; and
 - iii. Parking and traffic generation based on the limited availability of onsite parking.
 - e. Findings. No application shall be approved unless the approving body finds that the proposed use and development of the site is in conformance with the PD-66 Guiding Principles set forth above.

Site Development Standards:

1. The DRC shall determine appropriate setbacks for new construction and height restrictions based on compatibility with adjacent land uses and adjacent zoning district regulations and compatibility with the pre-existing structure.
2. Parking associated with the property shall minimize impacts to the adjacent residential neighborhoods.

Business Performance Standards:

1. Business hours of operation shall be reviewed and approved by the appropriate land use review authority and shall be established as business operation conditions of approval. The review criteria shall include, but not be limited to, the performance standards in Monrovia Municipal Code Chapter 17.32, the business operation standards contained in these PD-66 standards, and restrictions on parking and traffic generation to ensure minimal impacts to the surrounding residential



- neighborhood.
2. Temporary special events occurring for not more than one day at a time shall be permitted subject to DRC approval. The review criteria shall include, but be not limited to, the performance standards in Monrovia Municipal Code Chapter 17.32, the business performance standards contained in these PD-66 standards, and parking and traffic generation restrictions that reflect the limited availability of onsite parking but also ensure minimal impacts to the surrounding residential neighborhood.
 3. All supplies, products, materials, and equipment shall be stored within the building. Outdoor storage of supplies, products, materials, and equipment is prohibited, unless it is fully screened from view of adjacent properties and the public right-of-way.
 4. No required parking area shall be fenced-off or otherwise enclosed for outdoor storage uses or for any other non-parking use.
 5. Businesses that require the use of machinery that produce noise that is audible beyond the property are prohibited.
 6. Deliveries shall be made on-site and shall be limited to the hours of 8:00 am to 6:00 pm, Monday through Friday, and 9:00 am to 7:00 pm on Saturday. Sunday deliveries shall be prohibited. Deliveries shall occur on the Shamrock Avenue side only.
 7. All commercial activities shall be conducted entirely within the enclosed building, with the exception of use of areas specifically designed and permitted for outdoor activities. The use of outdoor activity areas shall be reviewed and approved by the appropriate land use review authority and be established as business operation conditions of approval. The review criteria shall include, but not be limited to, the performance standards in Monrovia Municipal Code Chapter 17.32, and the business operation standards contained in these PD-66 standards to ensure minimal impacts to the surrounding residential neighborhood.
 8. Occupant(s) conducting business operations in the building shall maintain a valid City business license in order to ensure that the work space meets the standards of this Planned Development zone. This requirement includes any live/work units.
 9. A detailed sign program shall be submitted for review and approval by the DRC. Installation of original signage and restoration of existing exterior lighting shall be encouraged as long as there are no adverse impacts to the adjacent residential uses. The design of signage shall be complementary to the period and style of the building.

