



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



DEPARTMENT: Community Services

MEETING DATE: July 20, 2021

PREPARED BY: Tina Cherry, Director

AGENDA LOCATION: AR-1

TITLE: Street Closure Request Related to the Street Rods Forever Car Show and Old Town Monrovia Soap Box Derby Event on Saturday, September 11

BACKGROUND: 2021 marks the 30th Anniversary of the Street Rods Forever (SRF) Car Show. Historically, the event has been held in Old Town Monrovia on Myrtle Avenue between Palm Avenue and Chestnut Avenue. For many years, the Car Show has been hosted in Old Town Monrovia as a successful stand-alone event.

In 2019, a group of long-time and dedicated Monrovia's, had a vision to renew the beloved Soap Box Derby (SBD) event in Old Town. The idea of bringing this nostalgic event back to Monrovia was well received by the community and quickly gain citywide support.

The two entities, SRF and SBD, collaborated to host the events separately but concurrently this inaugural year. Both events benefited from the shared audience, and staff received positive feedback from the community, the event stakeholders, and Old Town Merchants.

In 2020, due to the panic, the Car show and Derby were canceled.

ANALYSIS: Due to the success during the first collaborative year, both entities have agreed to again host their events separate but concurrent. Staff has received applications from both entities and is processing separate permits for each.

Street Rods Forever:

Staff has reviewed the Special Events Permit Application for the 2021 Car Show and has met with representatives from SRF. SRF is requesting the street closure on Myrtle Avenue between Lemon Avenue and Maple Avenue. In addition, SRF is requesting closure of 100 blocks (east and west of Myrtle) on Lime, Lemon, Olive, Walnut, Chestnut, and Maple avenues. All parking lots in Old Town will be open for customer access. All closures are requested from 6:00 a.m. – 4:00 p.m.

In order to reduce the impacts on Old Town, staff and SRF discussed and agreed on several conditions. Other conditions may apply:

1. Flyers for the event will be provided to the Old Town merchants by the club for promotional purposes;

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2. SRF will ensure proper security, as determined by the Monrovia Police Chief, is on site during the event;
3. SRF will place a car/truck inside the barriers as needed as an extra traffic safety barrier;
4. SRF will provide club members to patrol the event and mitigate any unlawful activity;
5. SRF will guarantee all trash is properly disposed of in an approved dumpster at the conclusion of the event;
6. SRF will submit a separate application to rent portions of Library Park to support their event;
7. No vehicle will be permitted on the lawn at Library Park as requested;
8. Any outside vendor selling goods; must have a business license with the City of Monrovia;
9. Emergency access on all streets must be maintained;
10. Restrooms will be provide by SRF / SBD at Lime Avenue;
11. SRF / SBD must notify all impacted businesses and residents (including those on Lime Avenue and Palm Avenue) of the street closure and mitigate concerns to the best of their ability;
12. The City will do our best to provide electricity to support the propose DJ and any other ancillary power needs, however, the City is unable to guarantee all power needs will be met;
13. SRF will notify all entries there are no early departures for any vehicles unless in an emergency situation and escorted by club members; and
14. Prior and following the event, meetings will be held with City staff to discuss the adherence to the conditions. Violation of the conditions could jeopardize the approval of future SFR Events in Old Town.

Monrovia Old Town Soap Box Derby

Staff has reviewed the Special Events Permit Application for the 2021 Soap Box Derby and has met with representatives from SBD. SBD is requesting the street closure on Myrtle Avenue between Palm Avenue and Lemon Avenue. In addition, SBD is requesting closure of 100 blocks (east and west of Myrtle) on Palm, Lime, and Lemon avenues. All parking lots in Old Town will be open for customer access. All closures are requested from 4:00 a.m. – 5:00 p.m.

In order to reduce the impacts on Old Town, staff and SRF discussed and agreed on the following conditions. Other conditions may apply:

1. Flyers for the event will be provided to the Old Town merchants by the club for promotional purposes;
2. SBD will ensure proper security, as determined by the Monrovia Police Chief, is on site during the event;
3. SBD will place a car/truck inside the barriers as needed as an extra traffic safety barrier;
4. SBD will provide representatives to patrol the event and mitigate any unlawful activity;

5. SBD will submit a separate application to rent portions of Library Park to support their event;
6. The City will do our best to provide electricity to support the propose DJ and any other ancillary power needs, however, the City is unable to guarantee all power needs will be met;
7. Any outside vendor selling goods; must have a business license with the City of Monrovia;
8. Restrooms will be provided by SRF / SBD at Lime Avenue;
9. SRF / SBD must notify all impacted businesses (including those on Lime Avenue and Palm Avenue) of the street closure and mitigate concerns to the best of their ability;
10. SBD will guarantee all trash is properly disposed of in an approved dumpster at the conclusion of the event; and
11. Prior and following the events, meetings will be held with City staff to discuss the adherence to the conditions. Violation of the conditions could jeopardize the approval of future SBD Events in Old Town.

In addition to the joy these two events will bring to our community, both parties are established non-profits and will be using these events to promote and fundraise for the Monrovia Unified School District STEM / Robotics Programs.

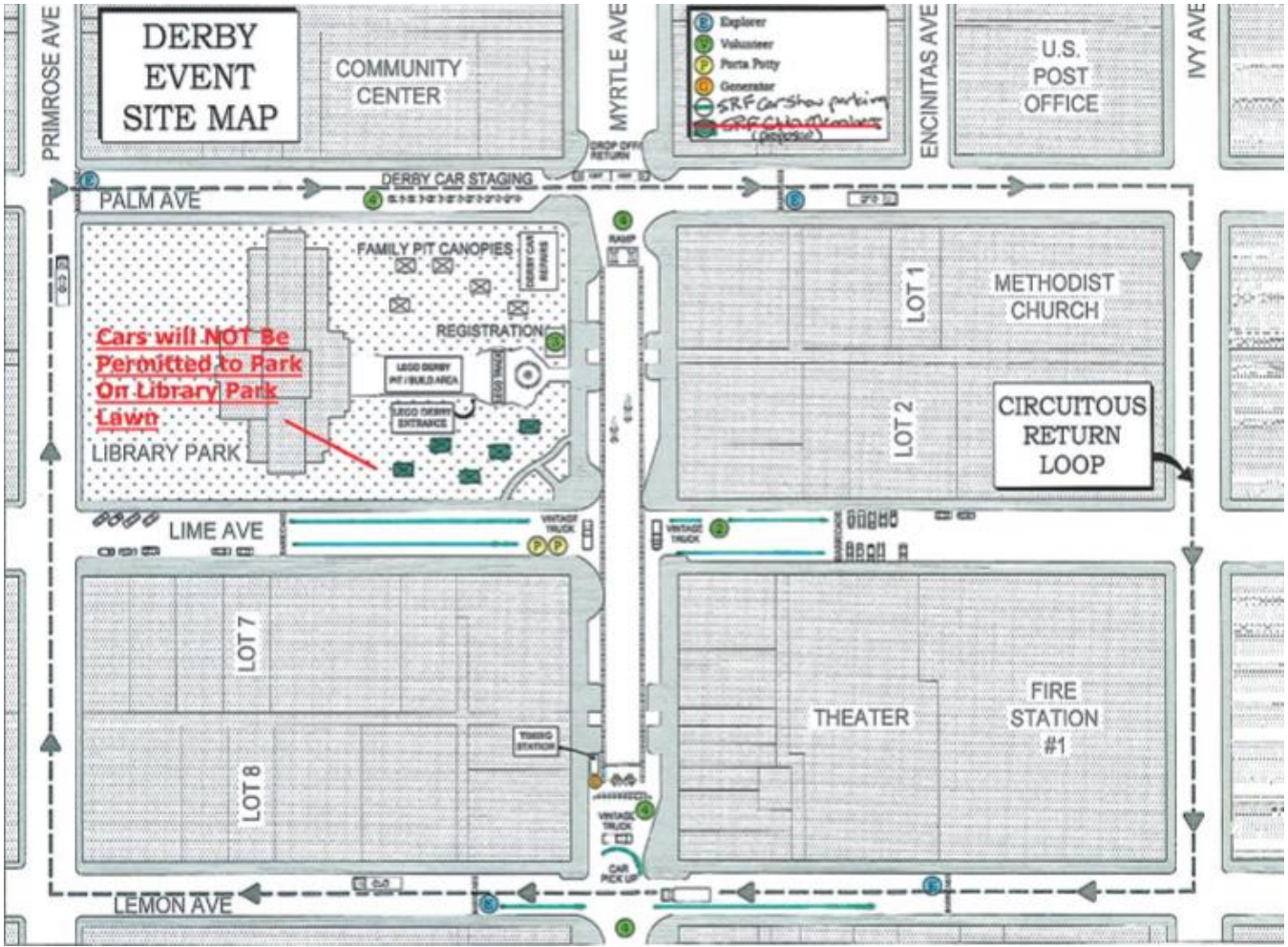
It is staff's belief, that these organizations and their members are committed to serving the people of Monrovia in creating a premier community event.

In addition, September 11 will be the 20th Anniversary of 9/11. The Monrovia Fire Department (MFD) and Monrovia Police Department (MPD) are developing a recognition event to be held that morning. It is staffs understanding that SRF and SBD are coordinating with MFD and MPD to ensure a successful and unified Community Memorial Recognition.

Promotional Logo



Monrovia Old Town Soap Box Derby Site Map and Circuitous Return Loop



Street Rods Forever Cr Show Barricade Layout



EXISTING

B = BARRICADES

Overall Event Impact Area



OPTIONS: Staff has provided the following options for MOTAB's consideration:

1. Recommend approval of the street closure request related to the 2021 Street Rods Forever Car Show and Old Town Monrovia Soap Box Derby Event on Saturday, September 11.
2. Do not recommend approval and direct staff to provide more information.

STAFF RECOMMENDATION: Staff recommends the board approve option 1; recommend approval of the street closure request related to the 2021 Street Rods Forever Car Show and Old Town Monrovia Soap Box Derby Event on Saturday, September 11.

ACTION: If Board concurs, the appropriate action is a motion to recommend approval of the street closure request related to the 2021 Street Rods Forever Car Show and Old Town Monrovia Soap Box Derby Event on Saturday, September 11.