



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



DEPARTMENT: Community Services

MEETING DATE: November 16, 2021

PREPARED BY: Rebecca Sandoval,
Recreation Manager

AGENDA LOCATION: AR-4

TITLE: 2021 New Year's Eve Street Closure Request

BACKGROUND: The annual New Year's Eve Event on Myrtle Avenue has been offered for eight years. The event allows the community to come together to celebrate the New Year in a festive and safe environment, and encourages new visitors to Old Town. The event was suspended in 2020 due to the pandemic.

Staff is excited to announce the return of the program to Old Town. Staff will work with the Department of Alcohol Beverage Control to obtain the same ABC license as in years past to allow participating businesses to expand their outdoor serving and seating area onto Myrtle. A stage, lighting and the ball will be placed at Lemon and Myrtle with live music playing from 7:00 p.m. – 12:30 a.m.

ANALYSIS: The 2021 event is scheduled for Friday, December 31, 2021 from 7:00 p.m. to Saturday, January 1, 2022 at 12:30 a.m. The event is located in Old Town on Myrtle Avenue between Olive Avenue and Lime Avenue. Staff will continue to improve the event logistics from the previous years and enhance the event with the following recommended changes:

- Conduct an orientation with participating businesses
- Require the participating businesses provide supervision in their expanded serving area
- City to hire private security to augment the services provided by the Monrovia Police Department
- Additional signage related to alcohol restrictions (No Open Container in the Street)
- Additional seating for participants
- Continue to offer an opening band from 7:00 p.m. - 9:00 p.m. on the main stage with a headliner band playing from 9:00 p.m. to 12:30 a.m.
- Continue to provide a count down on the big screen

The street closure request for the event is as follows:

Time: 10:00 a.m. on Friday, December 31, 2021 to 6:00 a.m. on Saturday, January 1, 2022
Street: Myrtle Avenue from Olive Avenue to Lime Avenue and mid-block closure on each side street east to Ivy Avenue and west to Primrose Avenue

AR-4

OPTIONS: Staff has provided the following options for consideration:

1. Recommend approval of the New Year's Eve street closure request.
2. Do not recommend approval of the street closure and request additional information from Staff.

STAFF RECOMMENDATION: Staff recommends the Board approve Option No. 1, recommend approval of the New Year's Eve street closure request.

ACTION: If the Board concurs, the appropriate action is a motion to recommend approval of the New Year's Eve street closure request.