



MONROVIA OLD TOWN ADVISORY BOARD AGENDA REPORT



DEPARTMENT: Community Services

MEETING DATE: April 18, 2023

PREPARED BY: Tina Cherry
Director

AGENDA LOCATION: AR-2

TITLE: 2023 Monrovia Days Community Festival Street Closure Requests

BACKGROUND: Again this year, the City will be hosting a three day Community Festival to honor our City's 137th Birthday. The event will be held, Friday, May 19 through Sunday, May 21

This year's Monrovia Days Community Festival activities are being offered in partnership with the Monrovia Unified School District, Centre Stage, and the Volunteer Center of San Gabriel Valley. Historically Monrovia Days is held on the weekend closest to the City's incorporation date of May 17. The parade and related festivities are designed to celebrate the City's birthday and our local youth.

ANALYSIS: The Community Festival will include carnival rides, a community parade, game booths, live entertainment, youth performances, and other activities outlined below. These activities are set to take place in Library Park.

Friday, May 19 – 5:00 to 10:00 p.m.

Time	Activity
5:00 p.m.	Community Festival begins
7:00 p.m.	Headline Band

Saturday, May 20 – 9:00 a.m. to 10:00 p.m.

Time	Activity
9:00 a.m.	Dignitary Welcome
10:00 a.m.	Monrovia Days Parade
12:00 a.m.	Community Festival in Library Park begins
5:00 p.m.	Merengue Bakery & Café Pie Eating Contest
7:00 p.m.	Headline Band

Sunday, May 21 – 12:00 a.m. to 8:00 p.m.

Time	Activity
12:00 a.m.	Community Festival begins
6:00 p.m.	Headline Band

Community Festival Street Closure

In order to set-up the carnival rides and other equipment, Staff is requesting street closures in Old Town beginning on Thursday, May 18 from 5:00 a.m. through Sunday, May 21 at 11:59 p.m. on the following locations:

- Lime Avenue - from Myrtle Avenue to Primrose Avenue—midblock parking lot will remain open
- Palm Avenue - from Myrtle Avenue to Primrose Avenue

Staff will be working closely with the businesses on Lime Avenue to minimize any impact as a result of the event. Designated parking will also be reserved for Lime Businesses and their customers. Parking will be monitored by City Staff throughout the event times.

Parade Street Closure

The parade is scheduled to begin on Saturday, May 20 at 10:00 a.m., with an approximate end time of 11:00 a.m. The route begins at Myrtle Avenue and Olive traveling north on Myrtle Avenue and concludes at Palm Avenue. Staff is requesting street closures, in Old Town, on Saturday, May 20 from 8:00 a.m. -12:00 p.m. on the following streets:

- Myrtle Avenue - from Huntington Drive to Foothill Boulevard
- Maple Avenue - from Ivy Avenue to Primrose Avenue
- Chestnut Avenue - from Ivy Avenue to Primrose Avenue
- Walnut Avenue - from Ivy Avenue to Primrose Avenue
- Olive Avenue - from Ivy Avenue to Primrose Avenue
- Colorado Boulevard - from Ivy Avenue to Primrose Avenue
- Lemon Avenue - from Ivy Avenue to Primrose Avenue
- Lime Avenue - from Ivy Avenue to Primrose Avenue
- Palm Avenue - from Ivy Avenue to Primrose Avenue

OPTIONS: Staff has provided the following options for consideration:

1. Recommend approval of the 2023 Monrovia Days Community Festival Street Closure Requests.
2. Do not recommend approval of the 2023 Monrovia Days Community Festival Street Closure Requests and request more information from Staff.

STAFF RECOMMENDATION: Staff recommends the Board approve Option No. 1, recommend approval of 2023 Monrovia Days Community Festival Street Closure Requests.

MOTION: If the Board concurs, the appropriate action is a motion to recommend approval of the 2023 Monrovia Days Community Festival Street Closure Requests.

Event/Parade Street Closures – MAP

