



MONROVIA OLD TOWN ADVISORY BOARD STAFF REPORT

AGENDA ITEM: AR-2

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Management Analyst II

MEETING DATE: February 11, 2013

SUBJECT: Parking Space Amendment for Wells Fargo Bank

REQUEST: Consider approval of changing three (3) "3 Hour" spaces to "20 minute" per existing agreement with Wells Fargo

BACKGROUND: In 2012, the City of Monrovia conducted interviews and surveys with merchants throughout Old Town Monrovia, visiting nearly 170 businesses over 15 separate outings. A number of issues were discussed during these business visits, but the two most common themes to emerge were about parking and signage.

Parking comments were made by roughly 25% of respondents and touched on concerns about a lack of public parking, instituting an employee parking permit program, lack of handicapped parking, requests for loading zones for use by both the business and customers, improving signage of public parking, complaints about business owners parking directly in front of their place of business, and comments about three-hour and eight-hour parking. In some cases, business owners questioned the necessity of three-hour parking and said if hours were extended that customers would patronize more businesses in Old Town. Others, however, called more for three-hour parking spaces as a way to encourage turn-over.

DISCUSSION/ANALYSIS: The Old Town Parking Study was brought to MOTAB for discussion on February 12, 2013. No specific recommendations were made to Staff, but the Board did ask that we work on ways to address some of the parking concerns.

In April 2004, the City of Monrovia entered into an agreement with Wells Fargo Bank for parking signage. The City acknowledges that the Bank has a compelling business need for restrictive short-term parking to allow more opportunities for residents and businesses to use the Bank. Without such restrictions, the Bank would not operate a retail banking location in the City.

The 2004 agreement (attached) provides for five short-term parking spaces at the rear of the building. Due to the construction of the Colorado Commons, those spaces no longer exist. Currently there exist only two "20 minute" spaces adjacent to the west side of the Bank. The Traffic Safety Committee has recommended that the short-term parking requirement be supplemented with the following:

- Changing one "3 hour" space on Colorado Boulevard at the south side of the building to a "20 minute" zone.
- Changing two "3 hour" spaces on Myrtle Avenue in front of the building nearest the Myrtle Avenue/Colorado Boulevard intersection to "20 minute" zones.

FISCAL IMPACT: There is no fiscal impact to the Monrovia Old Town Business Improvement District fund.

MOTION: If the Board concurs, the appropriate action would be a motion to recommend approval of the changes as detailed in the report.