



MONROVIA OLD TOWN ADVISORY BOARD STAFF REPORT

AGENDA ITEM: AR-3

PREPARED BY: Alexis Bakofsky,
Management Analyst II

MEETING DATE: February 11, 2013

SUBJECT: Parking Space Amendment for Lot 7

REQUEST: Consider approval of changing twelve (12) "8 Hour" spaces to "3 Hour"

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.

One of the parking concerns addressed was that employees in businesses parked directly in front of or behind the business, leaving no parking for customers in Old Town. When surveyed, 42% of responders said they would be willing to walk 1-2 blocks to get to work. 36% said they would only be willing to walk ½ blocks. The rest would be willing to walk 2 blocks or said that they have designated parking and were not concerned.

Keeping these numbers in mind, Staff looked for ways to address some of the concerns about lack of employee parking along with the ongoing complaint that the public lots at the Colorado Commons and Paragon are not fully utilized.

Staff proposed that the second-most easterly row of parking stalls in Lot 7 be changed from "8 hour" to "3 hour" to allow for more customer parking. This would affect 12 parking spaces. The rest of Lot 7 and all of Lot 8 would remain "8 Hour."

Lot 7 was chosen due to its proximity to the Colorado Commons parking structure, which is one block away.

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.