



MONROVIA OLD TOWN ADVISORY BOARD STAFF REPORT

AGENDA ITEM: MOTAB-AR5

PREPARED BY: Alexis Bakofsky,
Management Analyst II

MEETING DATE: February 11, 2013

SUBJECT: Alleyway Amendment for Lot 6

REQUEST: Consider approval of changing alley west of 110 E Colorado Blvd to one-way entry only

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 spots 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 issues addressed by Family Festival Productions, the Monrovia Police Department, the Public Works Department, merchants, and customers in Old Town was the safety of the alley directly west of 110 E. Colorado Blvd (Merengue Café & Bakery).

Staff looked at several different options and concluded that it did pose a traffic safety hazard as it stands. Closing it would present a possible public safety hazard. The issue was taken before the Traffic Safety Committee in January, 2014 and it was unanimously recommended to make the alleyway a one-way entry only.

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

MOTION: If the board concurs, the appropriate action is to consider approval of changing the alley west of 110 E Colorado Blvd to one-way entry only.