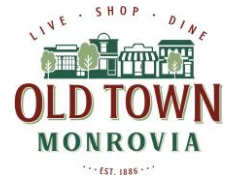




**CITY OF MONROVIA
MONROVIA OLD TOWN ADVISORY BOARD
AGENDA REPORT**



DEPARTMENT: Community Services

MEETING DATE: October 15, 2024

PREPARED BY: Rebecca Sandoval,
Recreation Manager

AGENDA LOCATION: AR-1

TITLE: 2024 Holiday Parade Sponsorship and Street Closure Request

BACKGROUND: The City of Monrovia has offered the Holiday Parade for almost 30 years. In 2020, the Holiday Parade was canceled due to the pandemic; however since, it has returned with large crowds. Staff is pleased to report that the Holiday Parade will return once again in December. Approximately 5,000 participants and spectators attend the annual Holiday Parade. Traditionally, the Parade is sponsored by the Monrovia Old Town Merchants in the amount of \$3,000.

ANALYSIS: This year's Holiday Parade will be held on Thursday, December 5 with the parade stepping off at 7:00 p.m. and an estimated conclusion at 9:00 p.m. The route begins at Chestnut Avenue, travels north on Myrtle Avenue, and concludes at Palm Avenue. The following streets will be closed from 5:00 p.m. – 10:00 p.m.

Full Street Closure

The streets outlined below will be closed using barricades and will be monitored by Police Department personnel to ensure participant safety.

- Myrtle Avenue – from Huntington Drive to Foothill Boulevard
- Maple Avenue – from Ivy Avenue to Primrose Avenue
- Chestnut Avenue – from Ivy Avenue to Primrose Avenue
- Palm Avenue – from Ivy Avenue to Primrose Avenue

Mid-block Closures

The streets outlined below will not be accessible to through traffic. However, parking will be made available and signage will be placed along Primrose Avenue and Ivy Avenue at each street intersection that reads "Road Closed Ahead."

- Walnut Avenue - from Ivy Avenue to Primrose Avenue
- Olive Avenue – from Ivy Avenue to Primrose Avenue
- Colorado Avenue – from Ivy Avenue to Primrose Avenue
- Lemon Avenue – from Ivy Avenue to Primrose Avenue
- Lime Avenue – from Ivy Avenue to Primrose Avenue

****Where appropriate, the mid-block parking lots will remain open for merchants and patrons.****

Foothill Boulevard, Huntington Drive, Ivy Avenue and Primrose Avenue will remain open for through traffic. Staff will be notifying Old Town merchants of the anticipated closures.

AR-1

Staff is also requesting for MOTAB's sponsorship of the 2024 Holiday Parade for \$3,000. MOTAB has approved all previous 2024 Holiday Parade street closures and sponsorship. The funds have been included in the FY 2024/2025 budget.

OPTIONS: Staff has provided the following options for consideration:

1. Recommend approval of 2024 Holiday Parade Sponsorship and Street Closure Request.
2. Do not recommend approval of the 2024 Holiday Parade Sponsorship and Street Closure and request more information from Staff.

STAFF RECOMMENDATION: Staff recommends the board approve option No. 1; recommend approval of the 2024 Holiday Parade Sponsorship and Street Closure Request.

ACTION: If Board concurs, the appropriate action is a motion to recommend approval of the 2024 Holiday Parade Sponsorship and Street Closure Request.