



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



DEPARTMENT: Community Services

MEETING DATE: November 19, 2024

PREPARED BY: Tina Cherry, Director

AGENDA LOCATION: AR-1

TITLE: 2024 New Year's Eve Street Closure Request

BACKGROUND: Over the years, Old Town Monrovia played host to a variety of New Year's Eve events. The cost to host these events has grown significantly over the years and participation during the event has waned. In addition, merchants reported to staff that the street closures required to set up the New Year's Eve stage, lighting, and equipment was negatively affecting businesses on Myrtle. In 2023, MOTAB opted to eliminate the event as the cost outweighed the benefit.

Following the cancelation of the 2023 New Year's, the Monrovia City Council requested the New Year's Eve event return in some fashion but asked it be funded through the General Fund and not the Business Improvement District.

Staff has developed a scaled down event for the 2024 New Year's Eve event on Myrtle. Staff is recommending the closure of the 400 block of Myrtle Avenue only, beginning at 4pm on Tuesday, December 31. The event would begin at 10:00pm and conclude at 12:30am on January 1, 2025. Within the closure, there will be a small stage for a DJ, an LED panel for the countdown, various lights, and of course the New Year's Eve Ball. Restaurant in the 400 block of Myrtle Avenue will be invited to apply for a conditional use permit to expand their outdoor dining into the street; however, the business will need to bear the cost and administration of any permits and required equipment.

This free community event will be open to all and staff will encourage neighbors to walk into Old Town to ring in the New Year, together!

All costs associated with the event will be charged to the City General Fund.

ANALYSIS: To facility the event set up, staff is requesting MOTAB approve a street closure for the 400 block of Myrtle Avenue on Tuesday, December 31 at 4pm until Wednesday, January 1 at 6am. All parking lots will remain open and accessible. All East/West streets will remain open.

AR-1



OPTIONS: Staff has provided the following options for consideration:

1. Recommend approval of 2024 New Year's Eve Street Closure Request.
2. Do not recommend approval of the 2024 New Year's Eve Street Closure and request more information from Staff.

STAFF RECOMMENDATION: Staff recommends the board approve option No. 1; recommend approval of the 2024 New Year's Street Closure Request.

ACTION: If Board concurs, the appropriate action is a motion to recommend approval of the 2024 New Year's Eve Street Closure Request.