



CITY COUNCIL AGENDA REPORT



DEPARTMENT: City Manager's Office MEETING DATE: December 12, 2000

PREPARED BY: Scott Ochoa,
Assistant City Manager AGENDA LOCATION: Consent I-8

TITLE: Permit for Temporary Encroachment on a Public Street by Monrovia Business Association for the 2001 Winter Farmer's Market.

BACKGROUND: The Monrovia Business Association (MBA) has requested a temporary encroachment permit to operate the Winter Farmer's Market on Myrtle Avenue in Old Town. Annually, the MBA requests a permit to close Myrtle Avenue and operate the Winter Farmer's Market as a downtown promotional event. The event will be operated on Fridays between the hours of 4 pm and 8 pm. The permit requests the use of South Myrtle Avenue from Olive Avenue to Colorado Boulevard (the 600 block).

The Winter Farmer's Market is exclusively devoted to the sale for farmers' produce. The MBA is proposing to continue this venue for the fourth year. The proposed Winter Farmer's Market will operate from January 5, 2001 - February 23, 2001.

RECOMMENDATION: The Winter Farmer's Market has the support of the MBA Board and makes a positive overall contribution to the City's image and the financial success of Monrovia's Old Town. Staff recommends approval of the encroachment permit for the time specified.

CITY COUNCIL ACTION REQUIRED: If the City Council concurs, the appropriate motion would be:

A motion to approve the encroachment permit for the Winter Farmer's Market for the period from January 5, 2001- February 23, 2001.

Respectfully,

Donald R. Hopper
City Manager

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