

Town of Frisco Pedestrian Promenade Final Report



RRC





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Introduction

- Frisco Town Council and staff are considering whether to reinstate the Pedestrian Promenade on Main Street this summer from 2nd to 5th Avenues. The goal is for the decision to be driven by the needs and priorities of local residents, homeowners and businesses.
- To measure those preferences, RRC conducted surveys on street closure opinions aimed at businesses, full-time residents and 2nd homeowners.
- This report summarizes the responses of all three groups on the potential for a closing in 2023.

Town of Frisco Main Street Survey



WE WANT TO HEAR FROM YOU!

Scan the QR code to share your thoughts on the Town of Frisco Main Street Survey.

Research Methods

Postcards with a survey link were mailed to every available residential PO Box in Frisco along with second homeowners who live outside of town.



A total of 411 postcards were mailed to businesses in the Town of Frisco, and 84 surveys were completed.



2,929 residents and second homeowners were also mailed a postcard . A total of 417 surveys were completed by second homeowners and 344 by primary residents.

3,340 Postcards Mailed
(3,186 postcards delivered)

845
Total
Surveys
Completed

Key Findings



There is solid support among residents and second homeowners for the closure of Main Street during the summer months of 2023. Second homeowners are most supportive with 63% citing closure as their preferred option. Among primary residents, 59% support bringing back the Promenade.

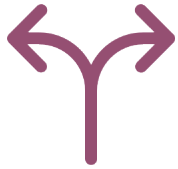


Keeping Main Street open and including parklets (similar to 2022) was a distant second choice among both full and part-time residents (25% & 29% respectively) and keeping it fully open with no parklets was the least popular choice for both groups (15% & 8%).



Opinions from businesses were more divided. Overall, 43% of business respondents rank closure as their first choice, 30% favor an open street with parklets and 27% prefer keeping the street completely open without parklets.

Key Findings



Businesses within the Promenade boundaries were split fairly evenly among the three options. The full closure was the most popular choice for 36% with 33% favoring open with parklets. 30% chose full opening with no parklets as their preferred option. Main Street respondents outside the boundaries were more supportive but still mixed with 46% selecting street closure as their first choice. 21% favored parklets and 33% prefer the street fully open with all parking available.



Impacts of closure are mixed. 51% inside the Promenade reported increased sales from closing Main Street while 18% reported negative impacts. 30% saw no impact. Results on Main outside the closure were evenly split with 29% reporting a “very positive” impact and the same percentage reporting negative results. 42% said the impact was neutral.



Parklets were less impactful on revenue than closure. 31% of Promenade respondents said sales were up and 7% reported that parklets were negative for revenue. Outside the closure, 4% reported increased sales and 17% reported a decline.

Key Findings



Regarding the preferred months to make any changes to Main Street, June, July and August are clear preferences for both residents and businesses. September also has net positive support though it is more mixed than the three summer months.



Residents and 2nd homeowners strongly indicate that creating the Promenade will improve the experience of visiting Main Street. It also appears they would visit more often. 43% of both groups say they would come more frequently while 20% of residents and just 9% of 2nd homeowners say they would come less often.



Comments showed passionate support for the walkability, energy and ambience created by the Promenade. In terms of negative impacts, loss of parking and added congestion on alternate routes (Granite) were mentioned frequently. In summary, there is strong support from both full and part-time residents to close Main Street while business sentiment is far more mixed.

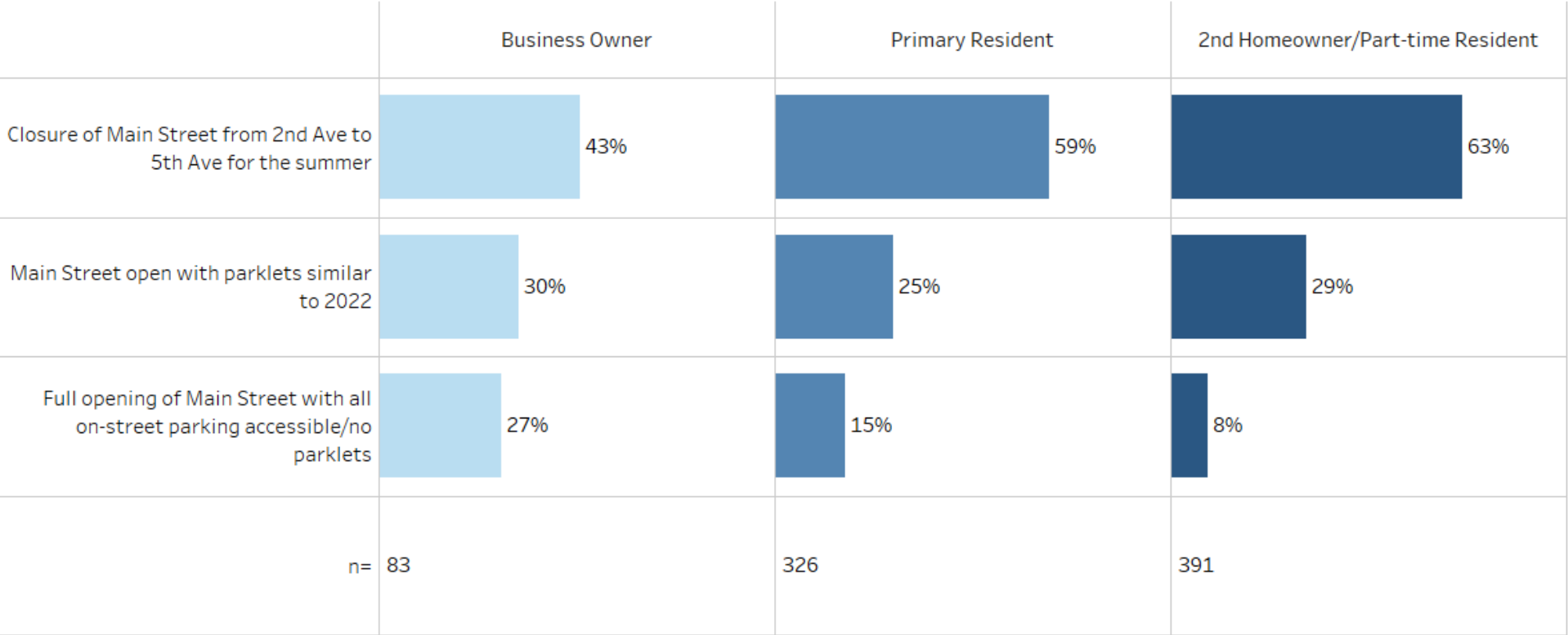
Overall Results



Preferred Main Street Option in 2023

Closing Main Street is the most popular option for all three categories of respondent. The closure is most strongly supported by 2nd homeowners and has the least support among businesses.

From the options listed above, which is your preferred option of management of Main Street during the summer 2023 season?

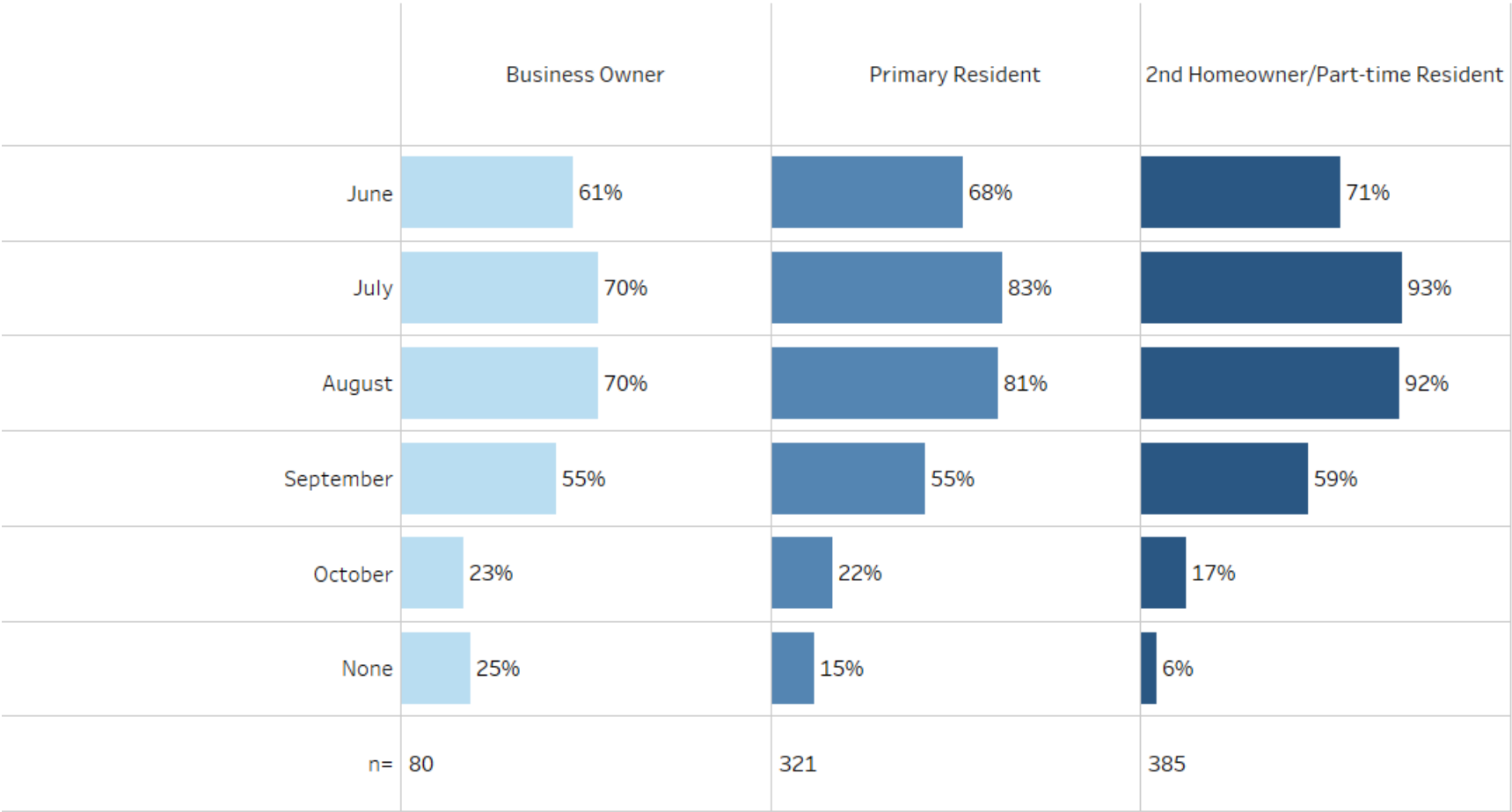


Source: RRC

Preferred Months for Changes

Predictably, July and August are top picks for months to implement any changes to Main Street. June and September also were selected by more than half of all three categories of respondent.

During which months would you like to see changes to Main Street? (Check all that apply)



Source: RRC

Support for Periodic Closures

Support for periodic closures of Main Street was much weaker among residents and 2nd homeowners though slightly higher among business respondents than a full seasonal closing.

Would you be supportive of a closure only during select weeks or times? The first weeks of July, August and September, as an example?

	Business Owner	Primary Resident	2nd Homeowner/Part-time Resident
Yes	<div><div></div>51%</div>	<div><div></div>52%</div>	<div><div></div>57%</div>
No	<div><div></div>49%</div>	<div><div></div>48%</div>	<div><div></div>43%</div>
n=	81	324	387

Source: RRC

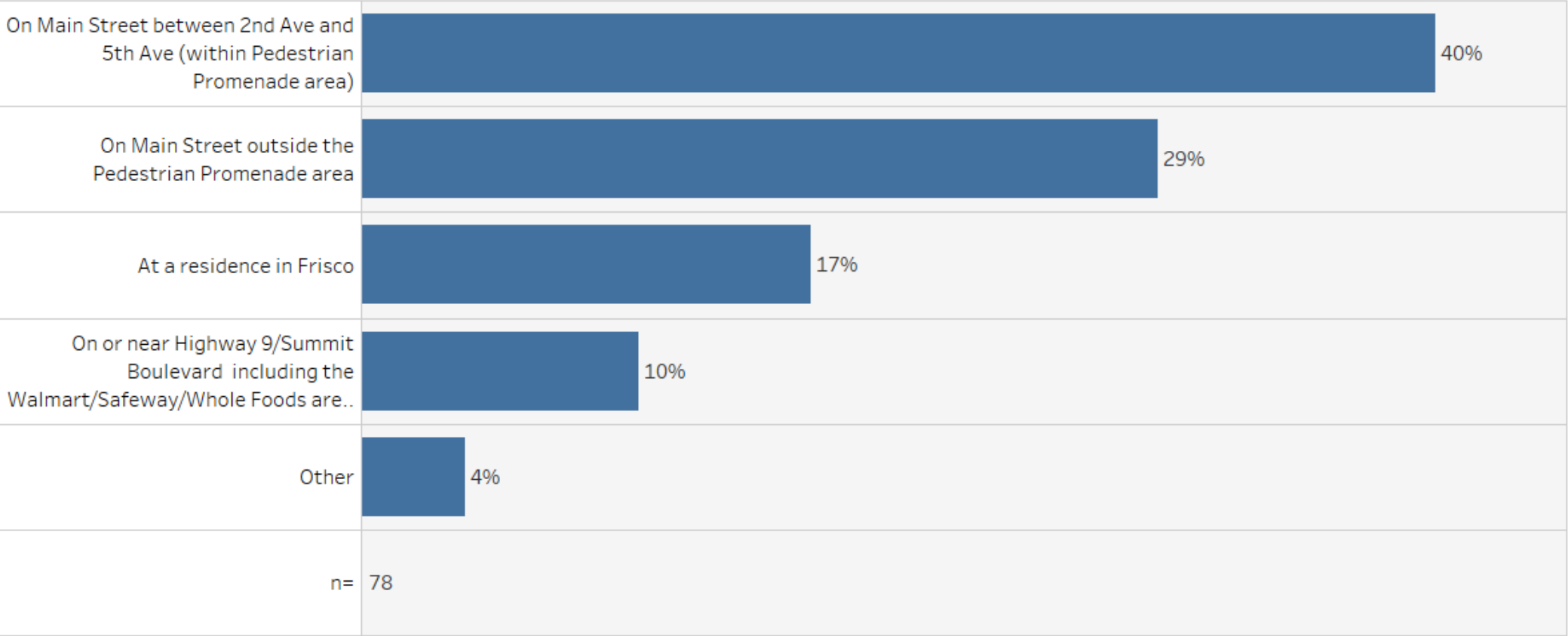
Business Respondent Characteristics



Location of Business

Most business respondents are located on Main Street (69%) with home businesses making up the next largest group.

Which best describes the location of your business?

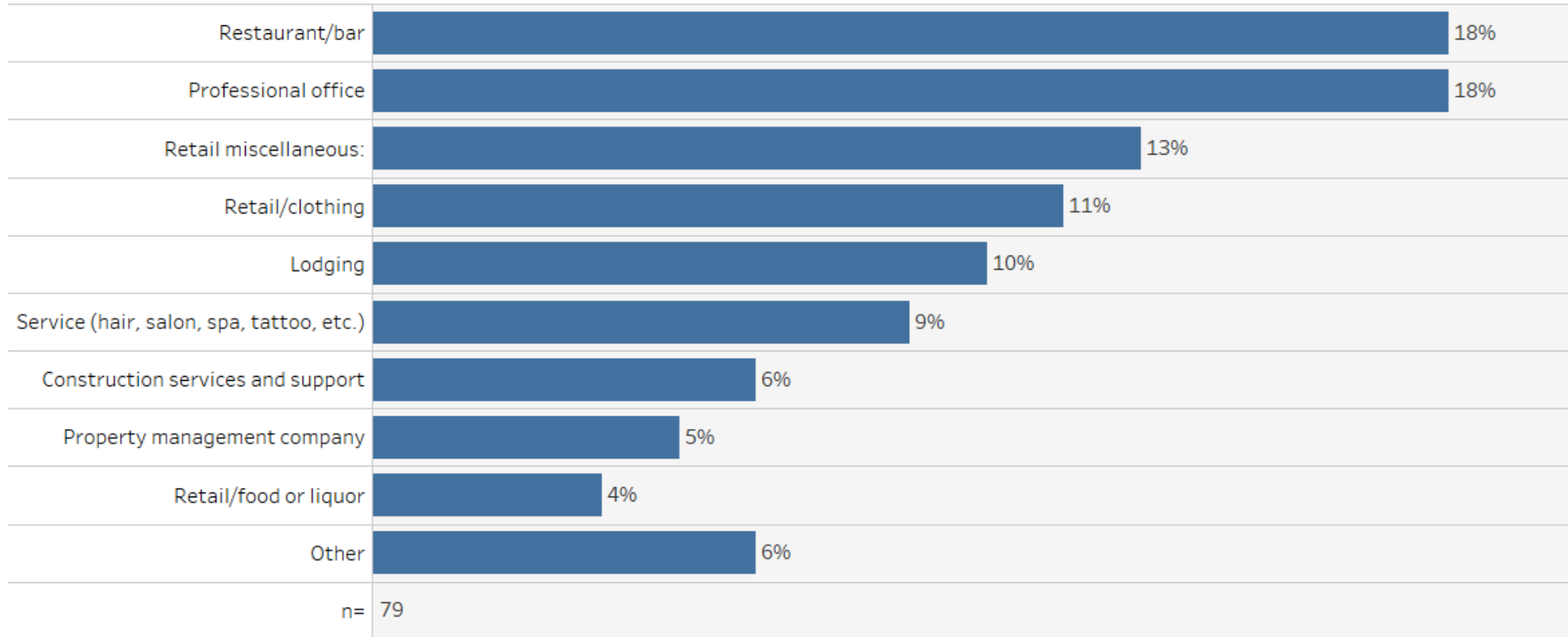


Source: RRC

Type of Business in Frisco

About half of business respondents are either restaurants or retailers.

Type of business:

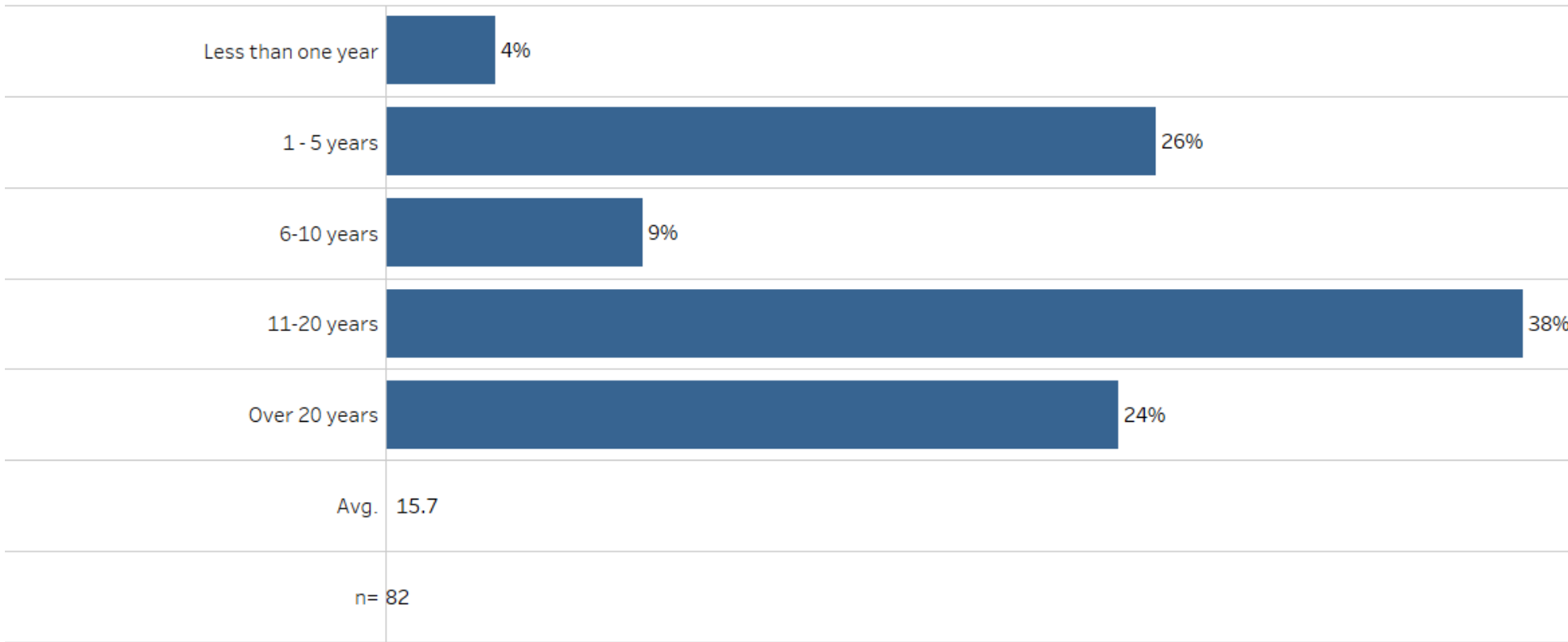


Source: RRC

Years in Business

70% of businesses have operated in Frisco for more than 5 years with 62% in business for more than 10 years. The average respondent has been open almost 16 years.

How many years has your business been in operation in Frisco? If less than a year, enter 0.

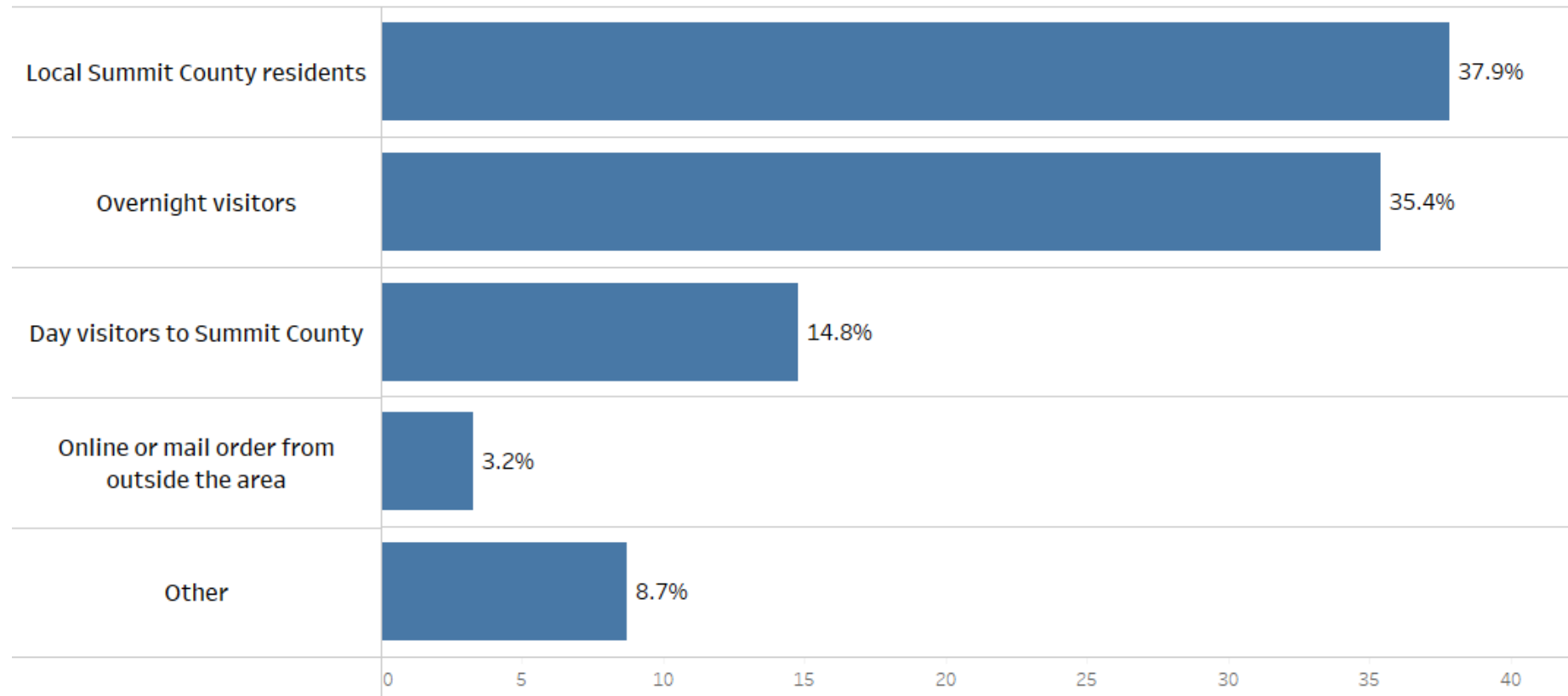


Source: RRC

Where Customers are Coming From

Not surprisingly, Frisco businesses are dependent on tourism. Respondents report that about half of their revenues come from visitors and 38% from local residents.

Please estimate how much of your business comes from the following sources. Note total should add to 100%.
Average percentage:



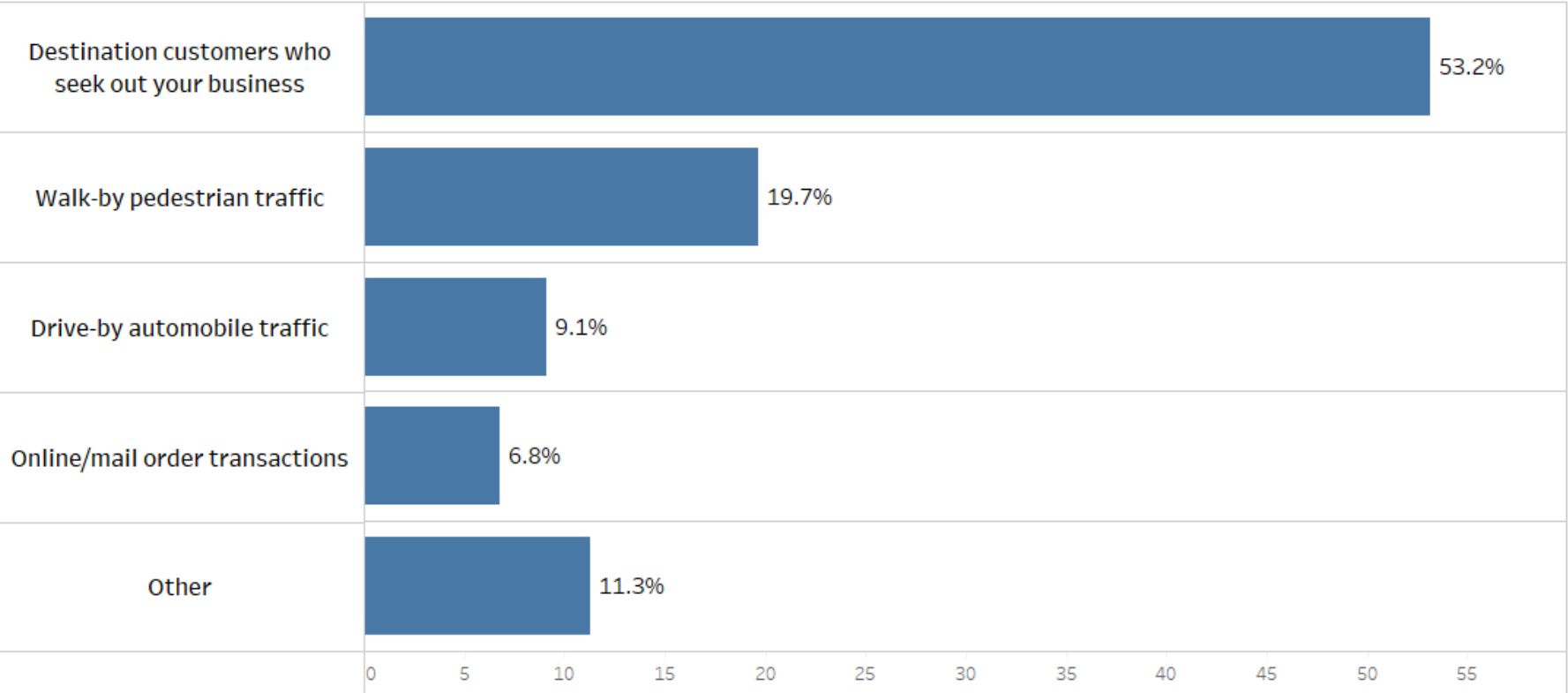
N = 82

Source: RRC

Destination vs. Impulse Customers

Respondents report that just over half of their revenue comes from customers who seek out their business. However impulse customers are important with walk-by and drive-by customers accounting for 29% of revenues.

Please estimate how much of your business comes from the following. Total should add to 100%. Average percentage:



N = 82

Source: RRC

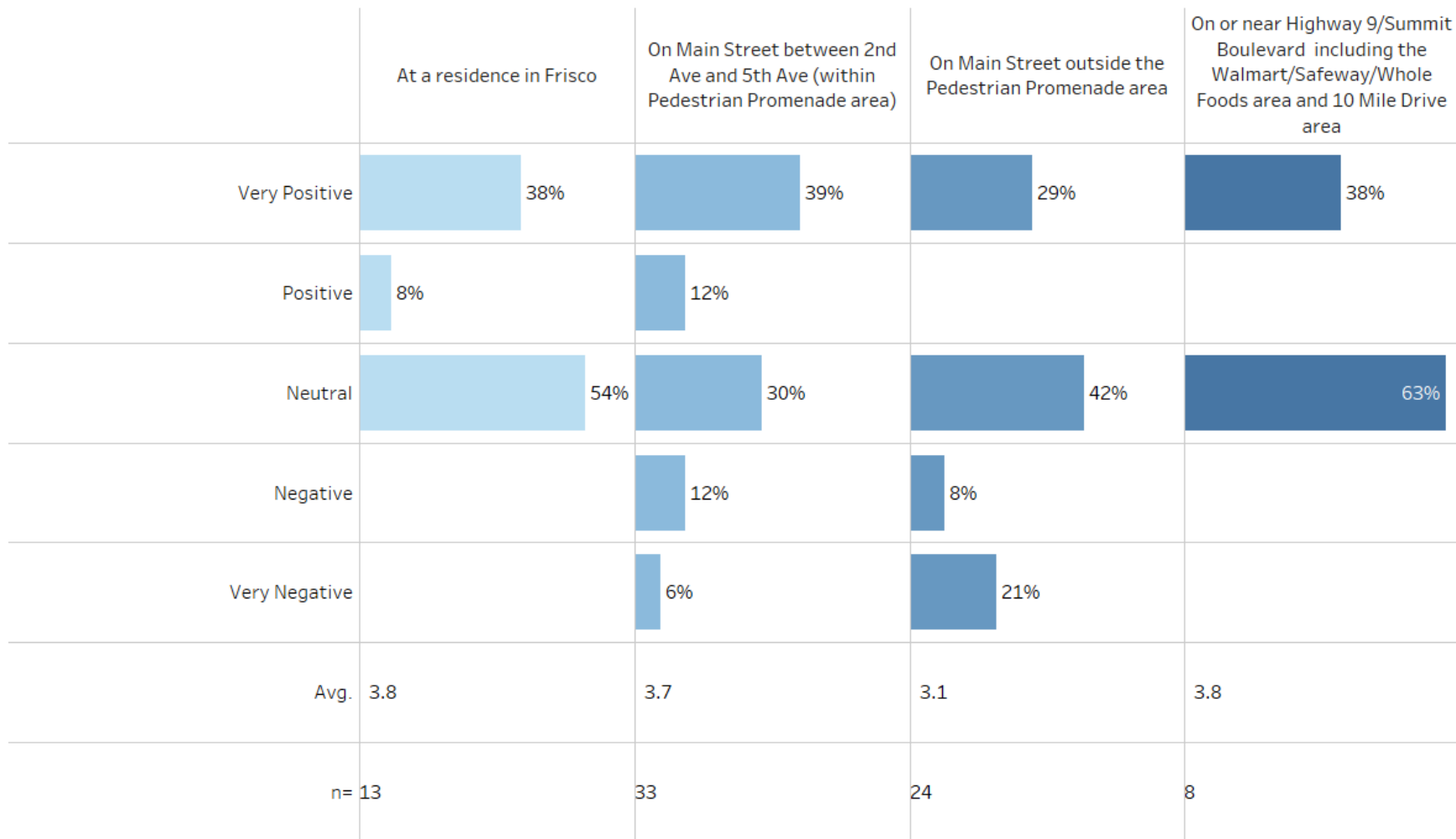
Business Feedback on Options



2020/2021 Closure Effects on Business

- Those located inside the promenade benefitted the most from the closures of Main Street with about half saying they were positive and 18% reporting negative impacts.
- Main Street businesses outside the promenade were most negative. However, 71% still report either no impact or a positive one. 29% said the closure was a negative.

From a business impact standpoint, the effect of the closures of Main Street in 2020 and 2021 on my business was:



Source: RRC

2022 Parklets Effects on Business

Predictably, impacts of the parklets last year were less dramatic than the full closure of Main Street.

Overall, how do you think the opening of Main Street with parklets affected your business this past (2022) summer relative to the full closure of the previous year (2021)?

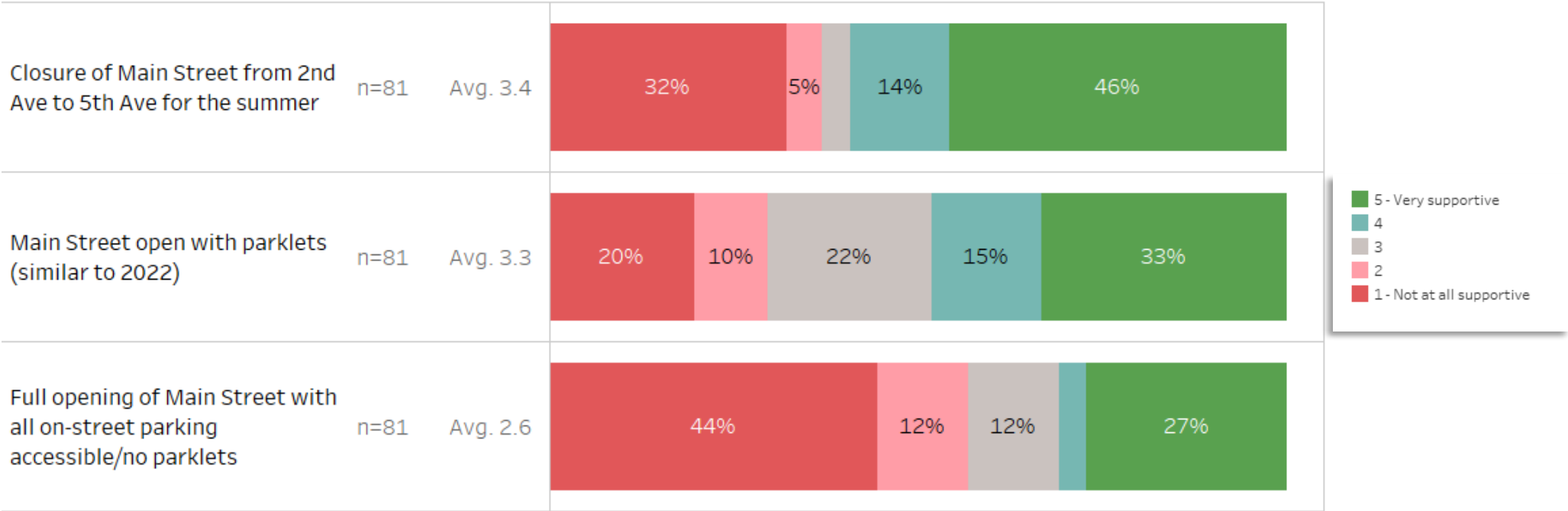
	At a residence in Frisco	On Main Street between 2nd Ave and 5th Ave (within Pedestrian Promenade area)	On Main Street outside the Pedestrian Promenade area	On or near Highway 9/Summit Boulevard including the Walmart/Safeway/Whole Foods area and 10 Mile Drive area
Not at all - no impact	69%	38%	52%	71%
The opening had other impacts	31%	24%	26%	14%
Sales were up		31%	4%	14%
Sales were down		7%	17%	
n=	13	29	23	7

Source: RRC

Levels of Support – All Businesses

Overall, 60% of business respondents support closing Main Street and about half would also support keeping it open with parklets. One third support keep it fully open with full access to parking.

Please rank how supportive you are of the following options for management of Main Street during the 2023 summer season (June-October):

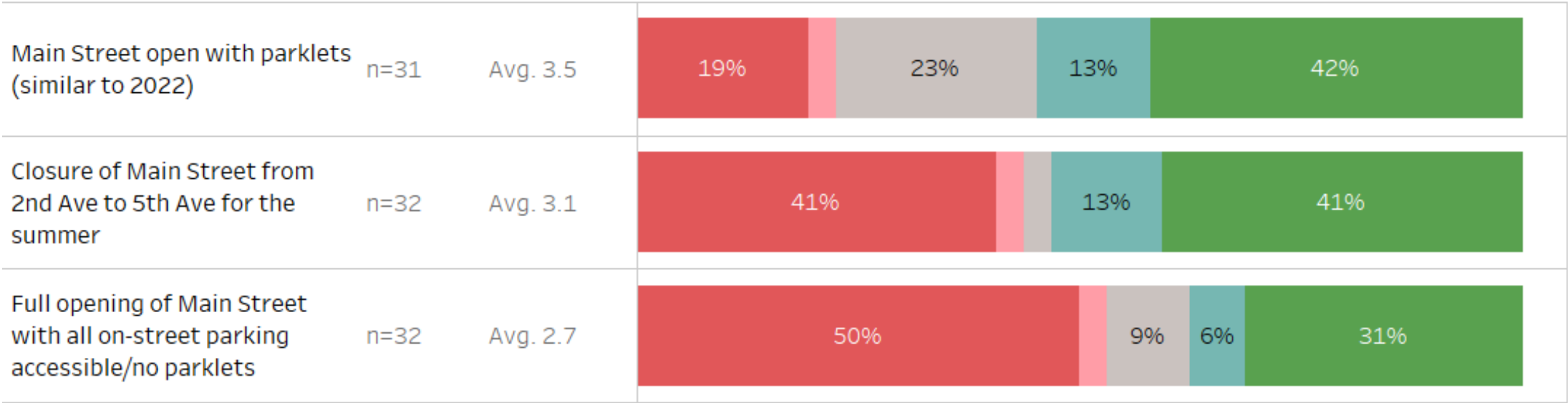


All Sample
Source: RRC

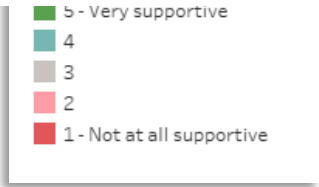
Levels of Support – Businesses on Main Street inside the Promenade

Support among businesses inside the closed area of Main Street is almost the same for both full closure and opening with parklets. Full opening of main without parklets is clearly the least popular option.

Please rank how supportive you are of the following options for management of Main Street during the 2023 summer season (June-October): Businesses Inside 2nd and 5th



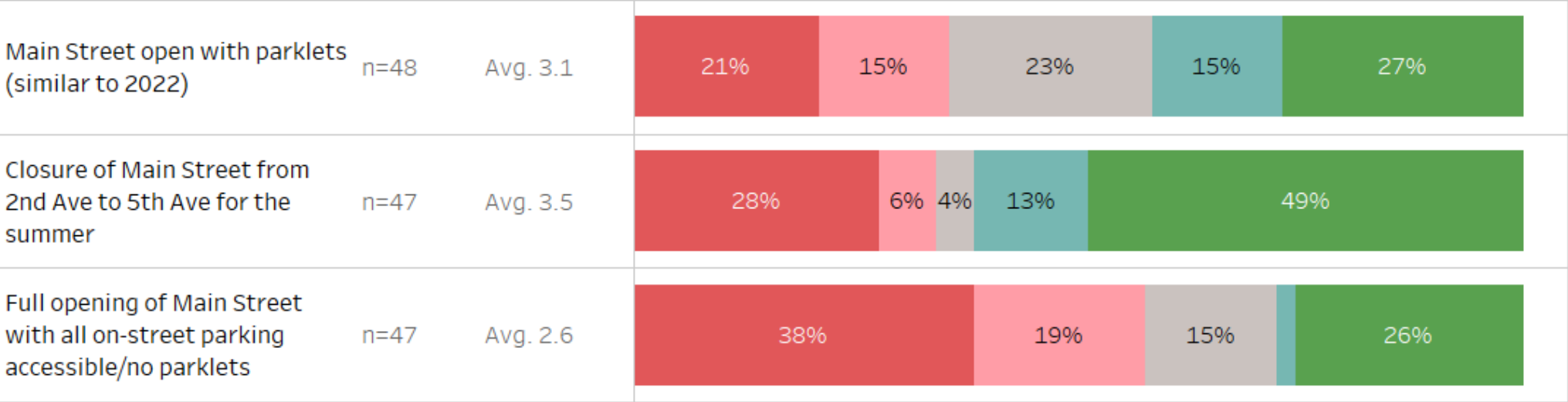
All Sample
Source: RRC



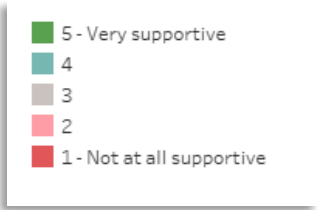
Levels of Support – Businesses on Main Street outside the Promenade

Businesses located outside the Promenade boundaries prefer closing Main Street with 62% voicing positive support for that option. 42% are positive on parklets and 28% are supportive of full opening with all street parking in place.

Please rank how supportive you are of the following options for management of Main Street during the 2023 summer season (June-October): Businesses Outside 2nd and 5th



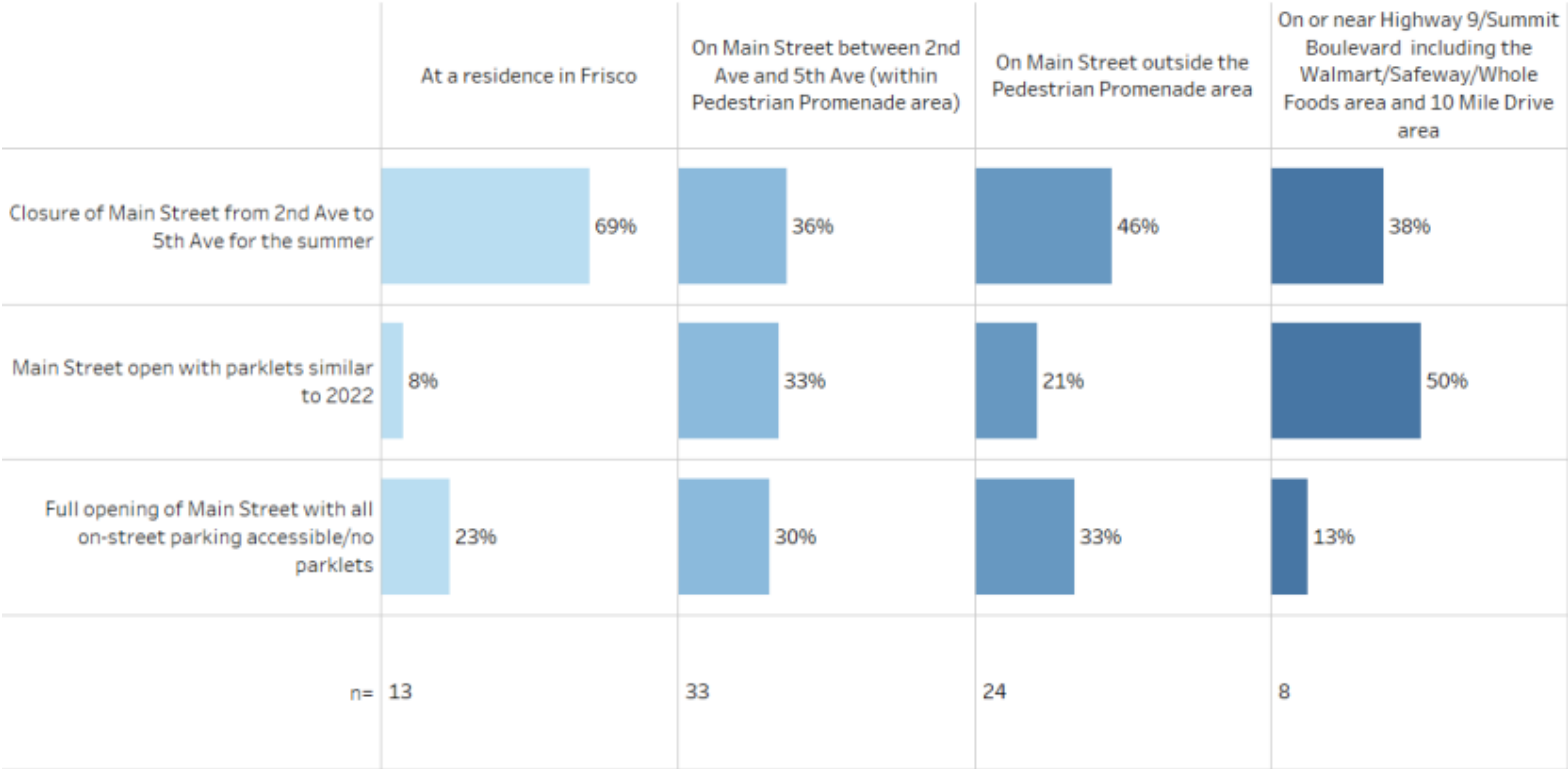
All Sample
Source: RRC



Preferred Main Street Option for Businesses

Among those businesses on Main Street, results were mixed. However, the top choice was to close Main Street for both those inside and outside the boundary of the closure.

From the options listed above, which is your preferred option of management of Main Street during the summer 2023 season?

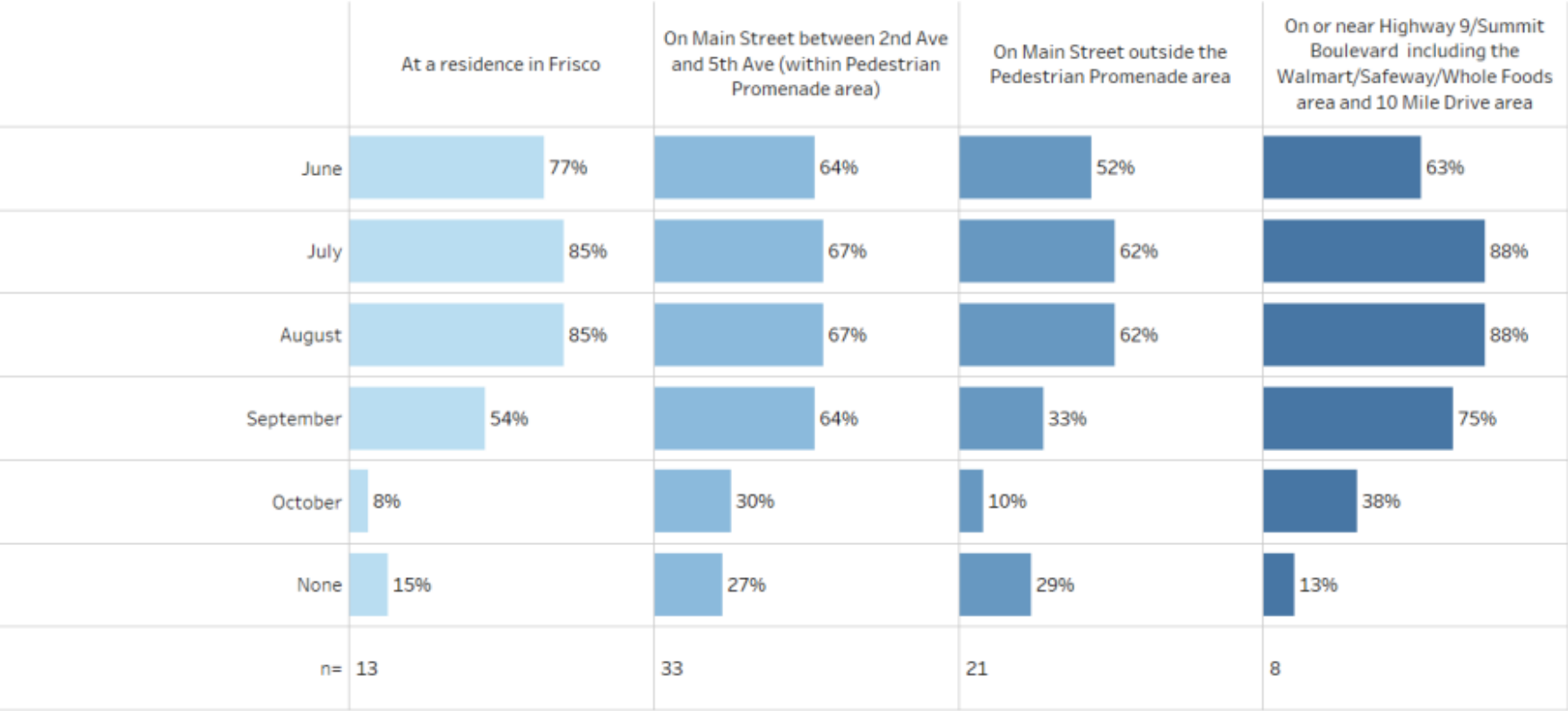


Source: RRC

Preferred Months for Change for Businesses

July and August are the most preferred months to implement a closure. However, June and September also had significant support. There is clear consensus not to extend to October.

During which months would you like to see changes to Main Street? (Check all that apply)



Source: RRC

Community Impact

Businesses on Main Street are split on whether the impacts of closure are positive or negative for public relations and the broader Frisco community.

From a public relations and community standpoint, closing Main Street to vehicles is:

	At a residence in Frisco	On Main Street between 2nd Ave and 5th Ave (within Pedestrian Promenade area)	On Main Street outside the Pedestrian Promenade area	On or near Highway 9/Summit Boulevard including the Walmart/Safeway/Whole Foods area and 10 Mile Drive area
Very Positive	69%	33%	28%	25%
Positive	8%	18%	4%	25%
Neutral	8%	6%	32%	38%
Negative		18%	12%	13%
Very Negative	15%	24%	24%	
n=	13	33	25	8

Source: RRC

Business Comments on Closing Main Street

When asked for general comments on closing Main Street, the feedback was fairly evenly split with 18 positive statements and 19 negative.

QUESTION: Do you have any additional comments on how the opening/closing of Main Street impacts your business and the Frisco community?

Positive Themes

- Supporters of the Promenade mentioned creating a more welcoming and vibrant experience for both locals and visitors to Frisco. Several mentioned increased sales and sales tax revenues as positives.
- Some mentioned frequent feedback from customers on how much they loved the pedestrian zone and that it added to the enjoyment of their time on Main Street.

Negative Themes

- Opponents of closing Main focused heavily on parking and access. The feeling is that making it more difficult to park and drive in the area causes locals to visit less often.
- Others mentioned the fairness issue of businesses inside the closure getting free space at public expense while those outside got nothing.
- Some commented that the aesthetics of the closure were tacky and made Main Street look junky with outdoor clothing racks and merchandise displays.

Example Quotes From Businesses

- “Our only issue with full closure is staffing, but either full closure or parklets is imperative to a successful summer season!”
- “Frisco would be crazy to not close the street. It increased business and made the town feel alive and connected. Main Street is a dead zone for business when it should be thriving.”
- “We appreciate the towns consideration for this activity that certainly improves sales and tax revenue. Most all customers have told us they like it with very few complaints ever heard.”
- “Businesses within the pedestrian corridor shouldn't be entitled to gifted additional capacity using public property. Parking and transportation shouldn't be further hindered to gift these businesses excess capacity at the public expense.”
- “I think full closure unfairly impacts businesses, as businesses outside of the promenade are less desirable and see a decrease in business”
- “I think that having parking available to as many visitors as possible is how we should have Main Street set up. I think that parking is a positive thing for people coming to Frisco”
- “I object to the loss of parking spaces for my business as it gets busier every year and parking is limited.”
- “too many junky clothes racks that made the area look like a swap meet!”

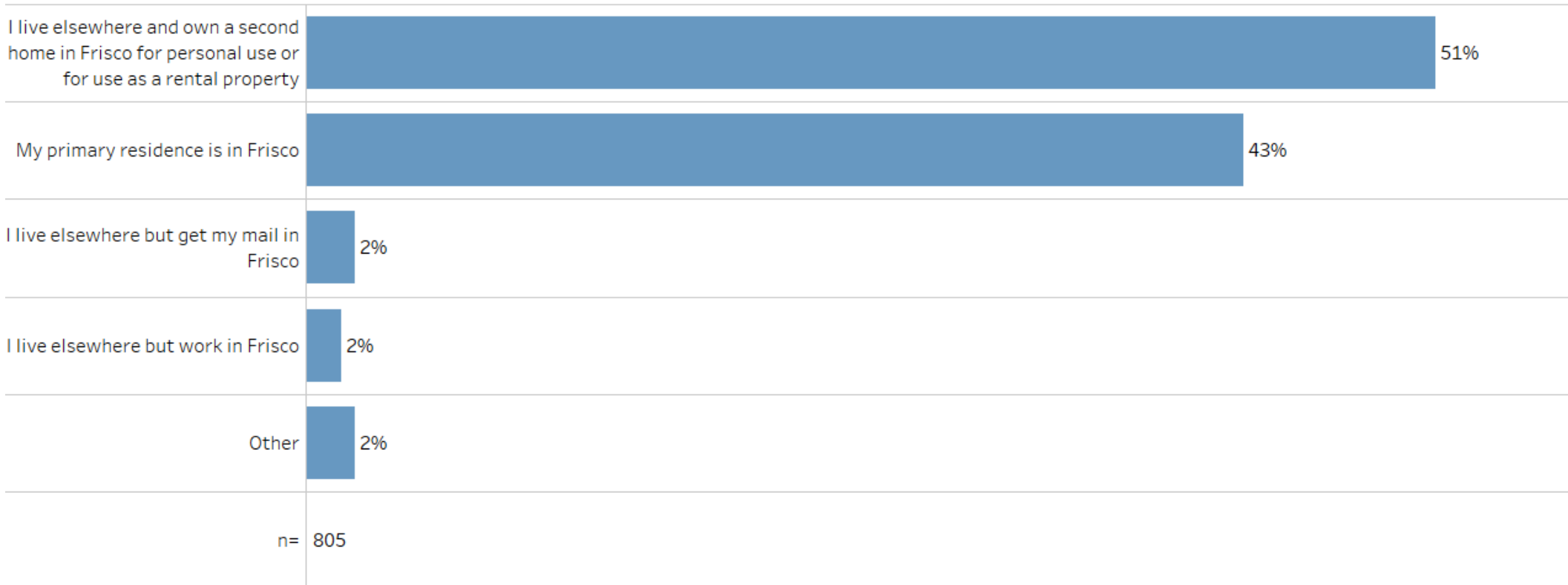
Residents & 2nd Homeowners



Type of Residence in Frisco

A majority of resident respondents live elsewhere and own a second home in Frisco for personal use or for use as a rental property (51%).

Please describe your residence in Frisco:

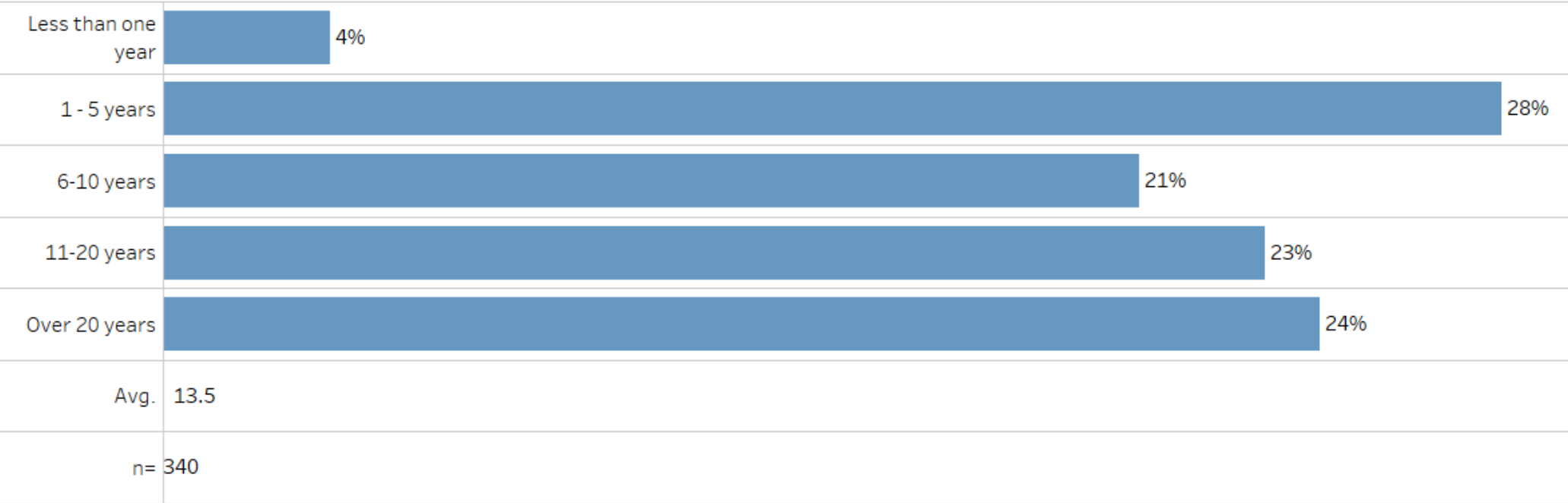


Source: RRC

Length of Residence in Frisco

Two-thirds of local respondents have lived in Frisco for more than 5 years with an average length of residence of 13.5 years.

How many years have you lived in Frisco? If less than a year, enter 0.

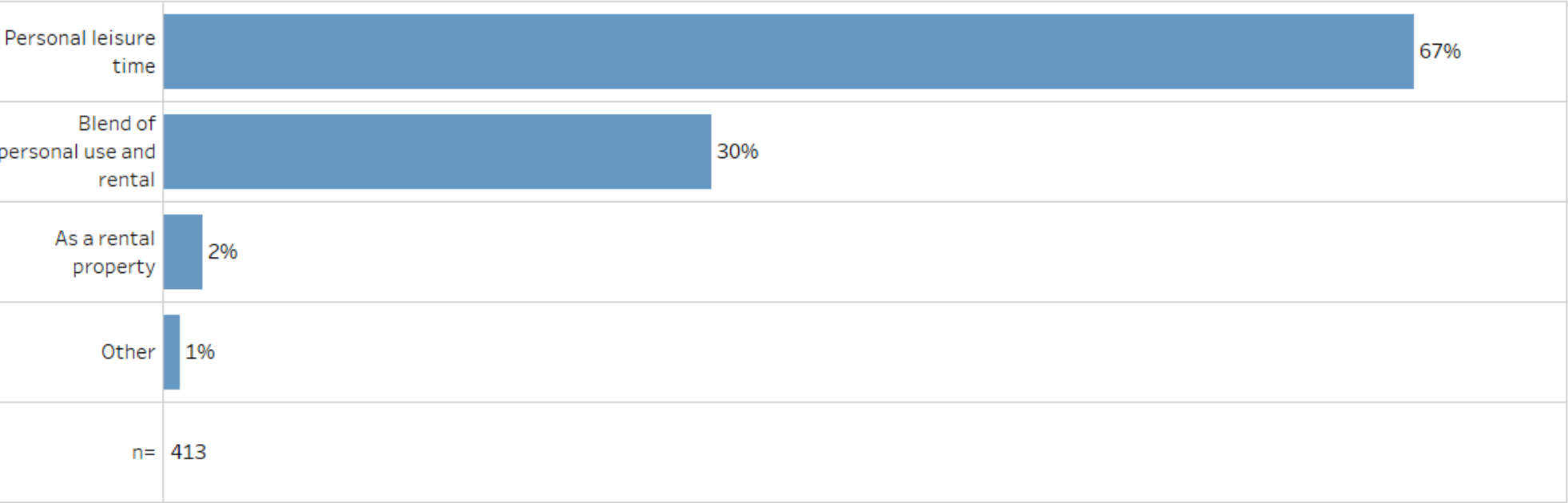


Source: RRC

Uses of Second Homes

Two-thirds of second homeowners use their Frisco properties exclusively for personal leisure time and just 30% also make them available for rent. Just 2% rent them exclusively.

Do you use your 2nd home(s) in Frisco primarily for

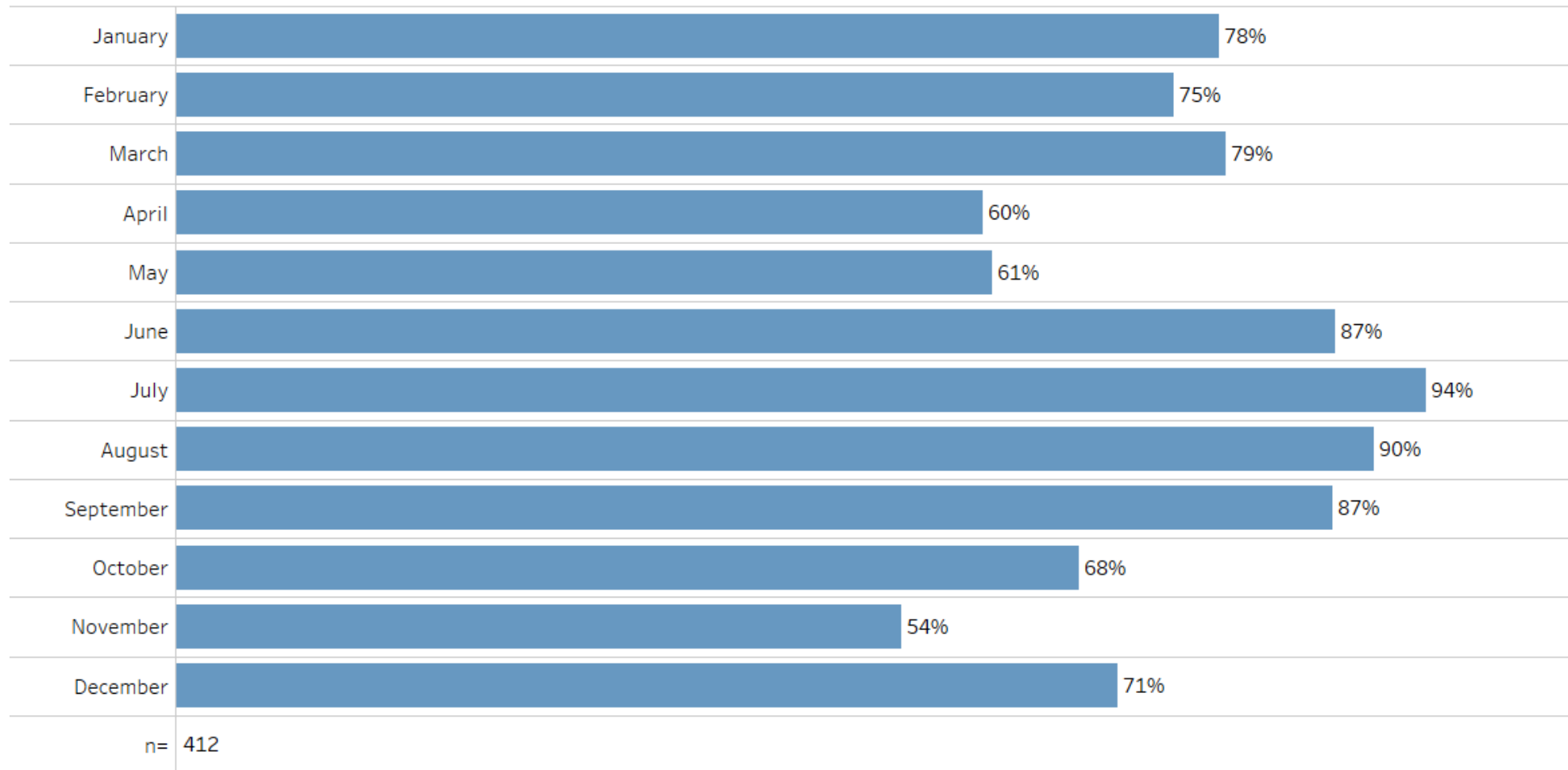


Source: RRC

When Do 2nd Homeowners Visit?

Second homeowners visit Frisco often with more than half saying they would visit during any month of the year. Summer months (June-September) are the most popular times followed by the prime ski months of January – March. Predictably, shoulder season months (November, April, May) are the slowest.

What months of the year do you visit Frisco? (Check all that apply)



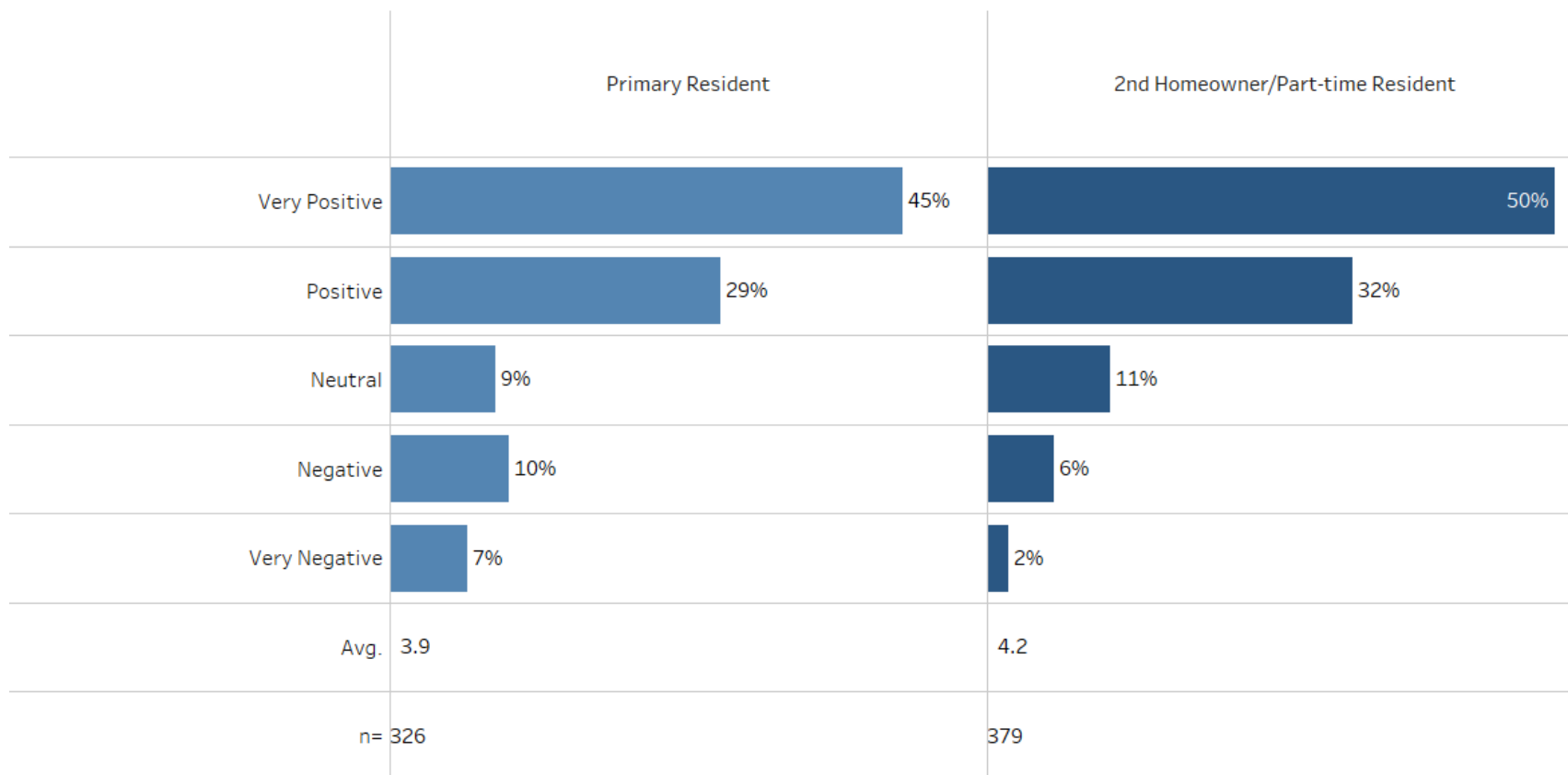
Feedback from Residents & 2nd Homeowners



2020/2021 Closure Effects on Main Street Experience

A solid majority of both full and part-time residents say that past closures on Main Street had a positive impact on their experience while visiting.

Thinking about your personal experience visiting Main Street, the effects of the closures in 2020 and 2021 were:



Source: RRC

Times Visiting Main Street

Main Street is clearly the heart of Frisco and averages more than one visit per day from residents during a typical week in the summer and fall.

Thinking of a typical week in the summer/fall months (June-October), how many times will you typically visit Main Street for shopping, dining, or other leisure activities?

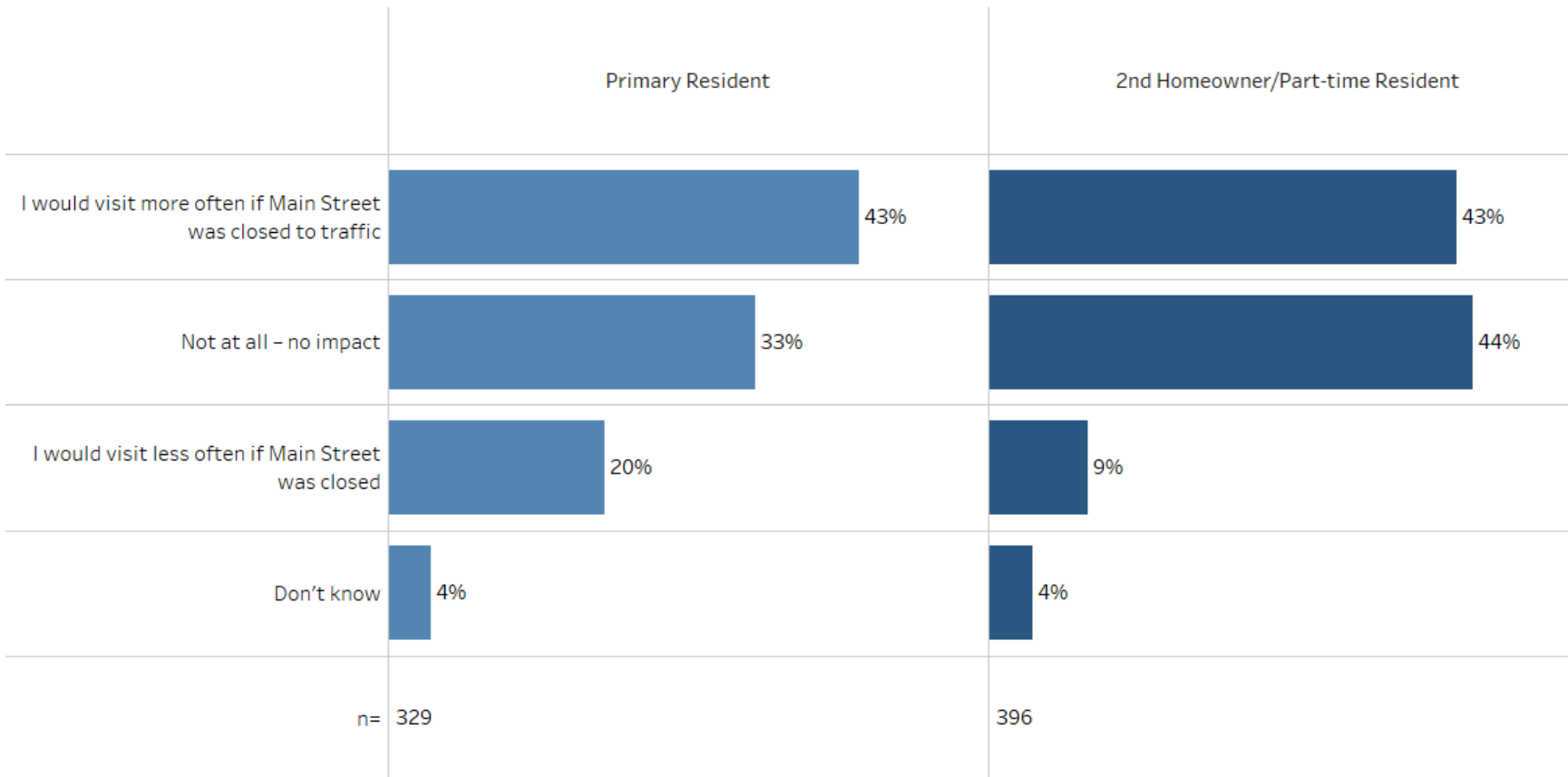
	I live elsewhere and own a second home in Frisco for personal use or for use as a rental property	My primary residence is in Frisco
1 to 5 times	58%	72%
6 to 10 times	22%	15%
11 to 20 times	14%	6%
21 or more times	5%	8%
Avg.	8.1	8.0
n=	380	316

Source: RRC

2020/2021 Closure Effects on Visitation

It appears that closing the street will increase visitation from locals. 43% of both full and part-time residents say they would come to Main Street more often if it were closed to traffic. Significantly smaller numbers from both groups say they would visit less.

Over the course of a summer season, how would a closure impact how often you visit Main Street?

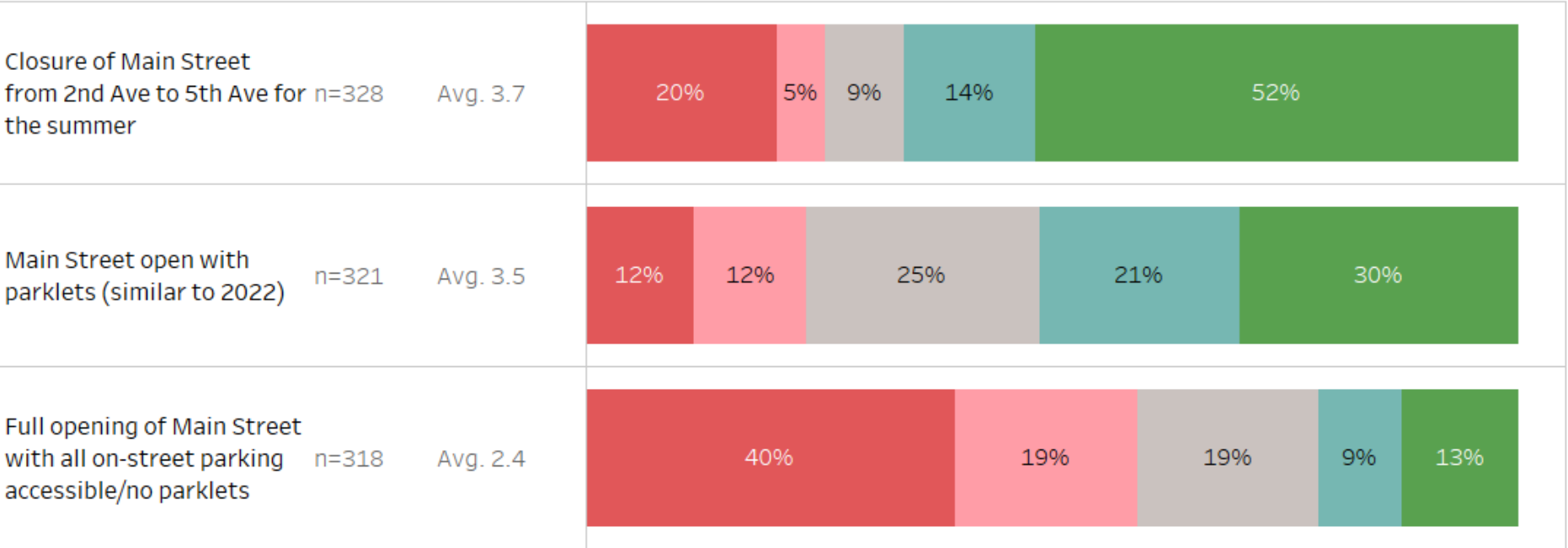


Source: RRC

Ranking Options – Primary Residents

Residents of Frisco definitely prefer the closure of Main Street over the other alternatives for this coming summer. Two thirds support or strongly support closing and 59% are negative or very negative on the full reopening.

Please rank how supportive you are of the following options for management of Main Street during the 2023 summer season (June-October): Primary Residents

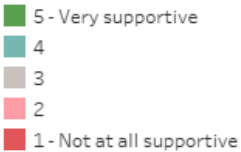
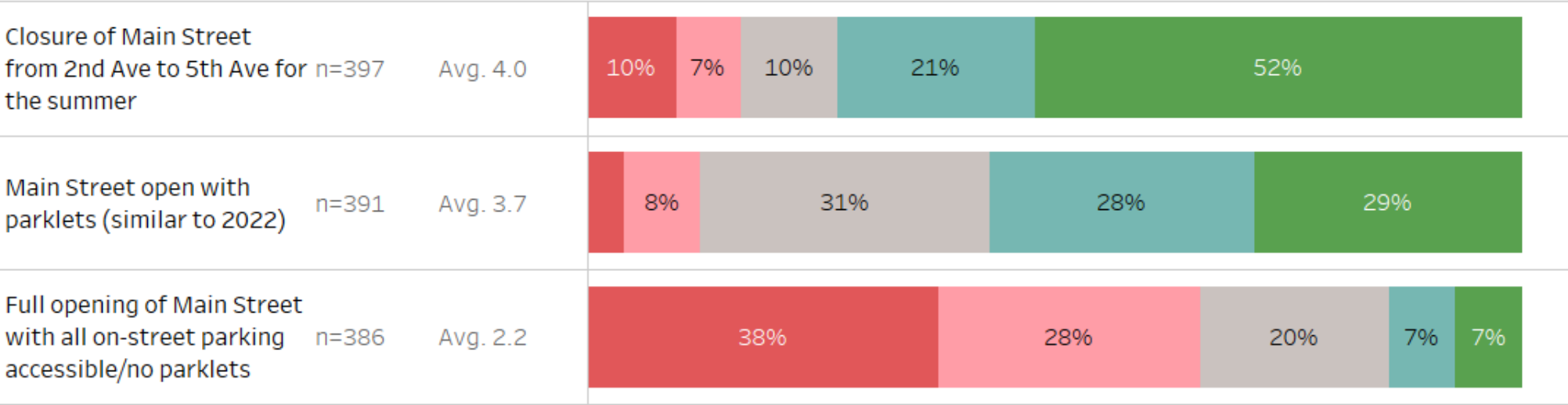


None Sample
Source: RRC

Ranking Options – Second Homeowners

Support for the full closure is even stronger among 2nd Homeowners with 73% showing support and two thirds being opposed to the full reopening.

Please rank how supportive you are of the following options for management of Main Street during the 2023 summer season (June-October): Second Homeowners

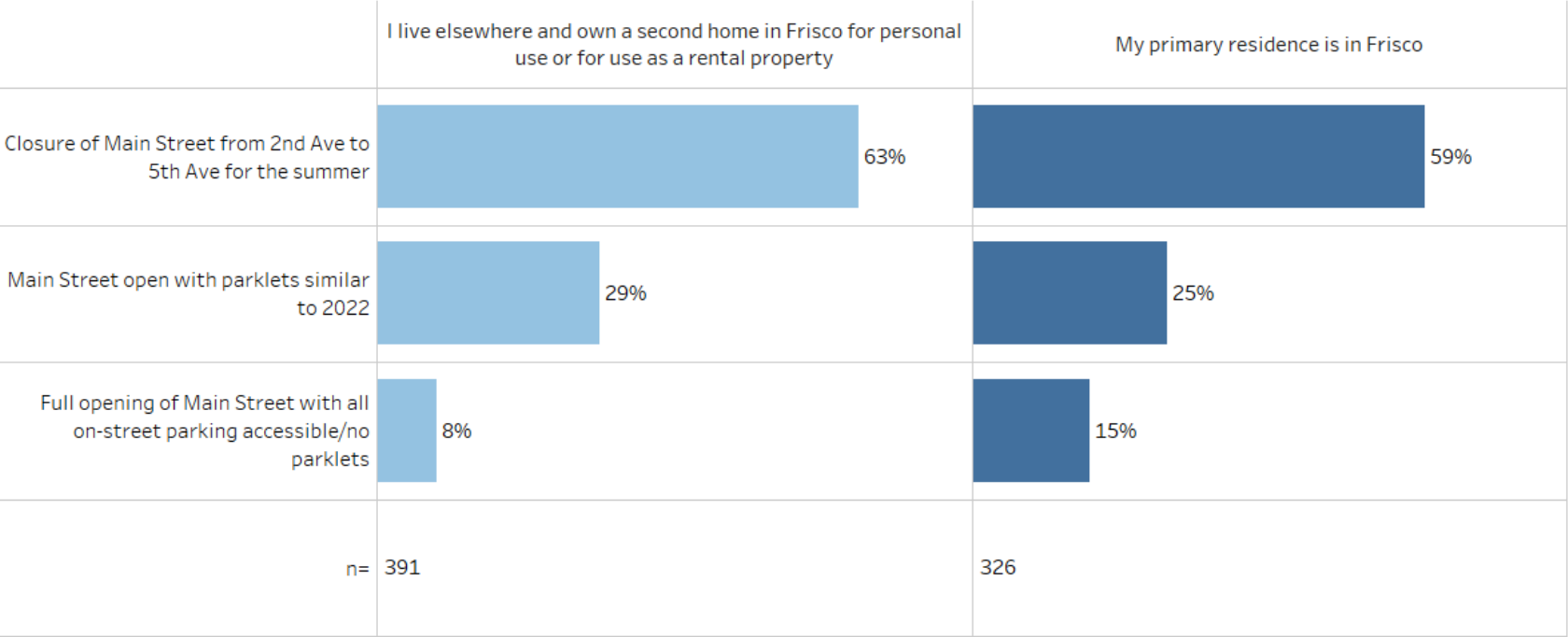


None Sample
Source: RRC

Preferred Main Street Options

Closing Main Street to traffic is the strongly preferred option for both full-time residents and 2nd homeowners.

From the options listed above, which is your preferred option of management of Main Street during the summer 2023 season?

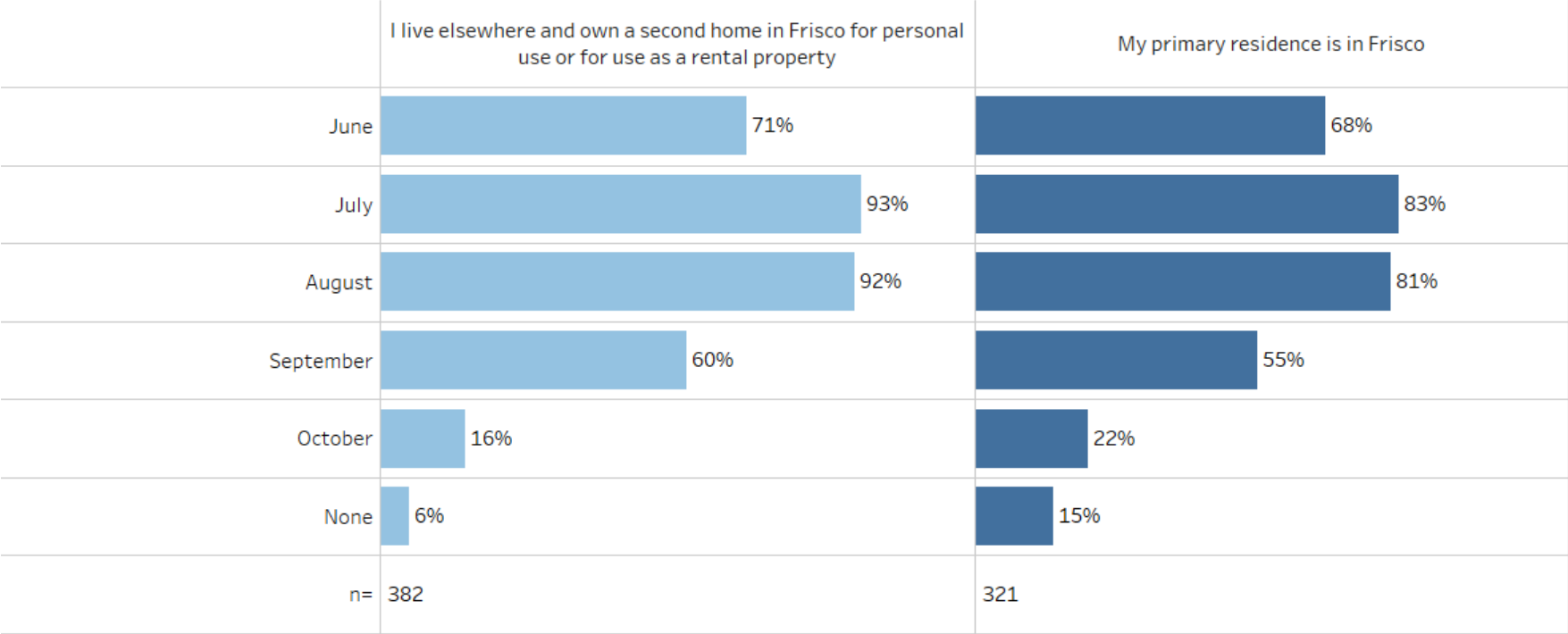


Source: RRC

Preferred Months of Change

Like business respondents, residents feel strongly that July and August are the best months to close Main Street but also voice support for June and September.

During which months would you like to see changes to Main Street? (Check all that apply)



Source: RRC

Resident & 2nd Homeowner Comments

When asked for general comments, there were approximately 160 responses supportive of closing Main Street vs. 65 opposed.

QUESTION: “Do you have any additional comments on how opening/closing would impact your visitation and enjoyment of Main Street?”

Positive Themes

- Many supporters emphasized they would visit more often if Main Street was closed. Common reasons include more kid friendly, more walkable/fun and safer/easier biking.
- Others mentioned improving the character of Frisco and creating a more inviting and unique experience for residents and visitors.

Negative Themes

- Similar to businesses, opponents cited issues with parking, access and excess traffic created by closure. Strong concern about impacts to other streets and nearby residences. Impact on Granite mentioned multiple times.
- Others mentioned loving the small town Main Street and not letting Frisco turn into Breckenridge with too many visitors.

Quotes from Residents & Homeowners

- “Would love to see Main St closed again this summer. It's like having the Thursday night concert in the park vibe all summer long. And over a bigger area.”
- “Must have strong barriers that would prevent some crazy from running a car through this area We must feel safe to dine in such areas. Thanks”
- “If Main St were closed, I would bring my family and guests more often to experience the quaint Main Street with room to relax, dine and shop. There are not that many quaint, destination walkable small downtowns anymore and I think Frisco should capitalize on this for the summer tourist season.”
- “I live a few blocks from Main St so it's an easy stroll & I found the Promenade experience very inviting! Bring it back, please.”
- “I would visit Main Street less often. Too many people. Too crowded. Leave it open!!!!!! The town was not developed to have a walkable Main St and it creates too many other issues!”
- “Leave it the way it is and if flooding the town with tourists is so important then provide alternative parking as was done at the marina and a shuttle up and down Main Street”
- “NOT supportive at all - it caused WAY too much congestion on Granite.”
- “Thank you for doing a resident survey!”



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