



MEMORANDUM

P.O. Box 4100 ♦ FRISCO, COLORADO 80443

TO: MAYOR AND TOWN COUNCIL
FROM: EMILY WEBER, PLANNER II
SUSAN LEE, PLANNING MANAGER
RE: MAIN STREET SURVEY – RESULTS AND PUBLIC ENGAGEMENT EVENT UPDATE
DATE: MAY 9, 2023

Summary and Background: For the last three summer seasons, Frisco Main Street has had various business uses within the public right-of-way. This began in 2020 when Main Street was closed to vehicles between 2nd Avenue and 5th Avenue and functioned as a Pedestrian Promenade. The Promenade returned for the summer of 2021 with some minor adjustments. In summer 2022, Main Street was fully open with no street closures to vehicles, however, the Town offered businesses the opportunity to lease parklets that were located in the public right-of-way outside of their business.

On October 25, 2022, the Frisco Town Council discussed business use of public space on Main Street for the summer of 2023 and ultimately determined that more formal data from the community was necessary. As a result, staff hired RRC Associates to conduct surveys to measure the preferences of Frisco businesses and residents on street closure opinions. Staff utilized the services of a third-party professional in order to obtain statistically valid, impartial results. A total of 3,340 postcards were mailed with 411 of those mailed to businesses and 2,929 mailed to residents and second homeowners. The Town received 84 completed surveys from businesses, 344 surveys completed by primary residents, and 417 surveys completed from second homeowners. Results from businesses were separated from residential results.

In addition to the survey, staff held an open house on April 13th in which community members were provided an opportunity to give informal comments and facilitate discussion on the future use of Main Street.

Analysis: Below are the key findings that were gathered by RRC Associates:

- 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.
- 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.
- 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. 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.

The full report from RRC Associates is attached to this memorandum. Also attached are the comments received from the public engagement event held on April 13th.

Financial Impact: The financial impact will be evaluated based on the direction given by Council.

Alignment with Strategic Plan: Evaluating the use of Main Street and its economic needs is a high priority goal for the Thriving Economy component of the 2020-2021 Strategic Plan.

Environmental Sustainability: Continuing to evaluate the use of Main Street and its pedestrian mobility and its integration with alternative transportation helps to further the Town's goal of creating a more sustainable community.

Staff Recommendation: Staff recommends that Council provide feedback and direction on the desired business use on Main Street.

Reviews and Approvals: This report has been reviewed and approved by:

Diane McBride, Assistant Town Manager
Tom Fisher, Town Manager

Attachments:

Attachment 1 – RRC Associates Survey Results
Attachment 2 – Comments from the Public Engagement Event