

## MEMORANDUM

October 1, 2021

To: Don Reimer and Susan Lee, Town of Frisco  
From: Sagar Onta and Aaron Villere, Toole Design  
Project: B0098 Frisco Downtown Complete Streets Plan

**Re: Comments Received on the Main Street Promenade during the Downtown Complete Streets Design Charrette**

---

The Frisco Downtown Complete Streets Plan design charrette was held on September 21<sup>st</sup> – 23<sup>rd</sup>, 2021. The project team held several one-on-one meetings with different stakeholders, a total of 12 hours of Open Studio sessions where the public dropped-in for conversation with the project team, and two public meetings/ presentations. An estimated 140 – 150 residents, business owners, town staff, and others participated in the event.

### Main Street Promenade: Key Comment Themes

During the event, there were handful of comments made regarding the Main Street Promenade. Please note that the project team did not ask the participants direct questions about the Promenade. It was mostly mentioned as part of overall discussion about streets in downtown and its operation. The key themes are broadly summarized below.

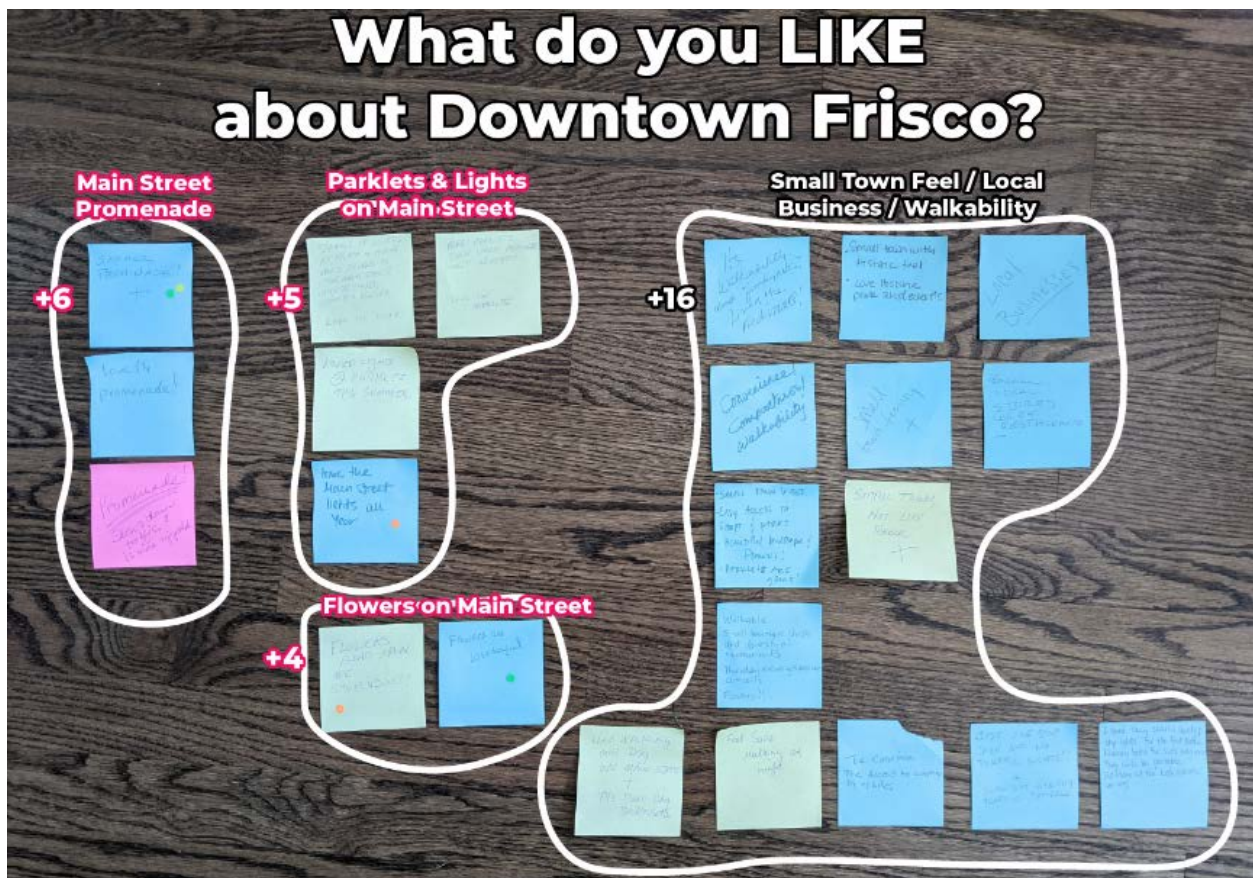
- The majority of charrette participants expressed support for continuing the Main Street Promenade, either permanently or at least seasonally. However, some participants did express strong opposition to its continuation.
- Regardless of support or opposition to the Promenade program, many residents (especially those who live on Granite Street) expressed concern about changing traffic volumes and increasing truck traffic on Granite Street. Whatever operational changes are made in the future to Main Street should be coordinated with safety improvements on Granite Street, which is increasingly serving as a through-route for downtown.
- Participants expressed mixed feelings or confusion about the place of bicycling on the Promenade—while the street closure (or “opening”) makes bicycling more comfortable, it has increased interactions and conflicts between people bicycling and walking.
- The western boundary of the Promenade was raised several times, with some businesses that are outside the promenade expressing that they were negatively impacted by the promenade (due to either overflow parking or lack of increased business activity seen by those located within its boundary).

- Finally, some participants expressed ideas for design modifications to the Promenade, including both closing only a single lane (similar to a pilot treatment on Elk Avenue in Crested Butte), or in closing more side streets connecting to Main to form a pedestrianized zone.

### Detailed Comments Summary

During the Open Studio portion of the Charrette, the project team collected comments about the entire project area bounded by Galena Street, Granite Street, Madison Street, and Summit Blvd. Participants were asked first on two project boards to share their feedback via post-it notes on what they currently like and dislike (or would like to see improved) about Downtown Frisco today. These comments were separated between the “LIKES” and “DISLIKES” project boards, and then later organized according to similar themes by the project team.

On the LIKES board, we received 6 comments supporting the Main Street Promenade’s continuation in future seasons (including sticky dot or plus sign “upvotes”). We also received several comments with detailed feedback that was neither specifically supportive or in opposition, but articulated support for elements of the program. For instance, we received five comments or upvotes specifically supporting parklets and lighting, and 4 supporting the flowers and plantings deployed during the Promenade.



On the DISLIKES board, we received 3 comments opposing the continuation of the Promenade.



Additionally, several commenters expressed a desire to “share the wealth,” or extend some sort of activation west past the original Promenade boundary at 3<sup>rd</sup> Street.

The charrette team also collected comments on a map of the project area, a number of which concerned the Promenade and Main Street generally. However, it is unknown how many of these were duplicative of comments on the LIKE/DISLIKE boards (i.e. we are unsure if participants made the same comment on both sets of boards):

- Seven comments supported the Main Street Promenade being made permanent.
- Three comments opposed the Promenade program being continued.
- Six comments requested increasing bicycle accommodation on Main Street.
- There were fourteen comments concerning truck and traffic speeds on both Main and Granite / Galena, especially during the Promenade. Regardless of the future of the Main Street Promenade, developing a plan for truck traffic and through movement will be a critical step moving forward, and should be included as a either a condition or recommendation in the Downtown Complete Streets Plan.

Finally, the team received seventeen comments expressing frustration at the lack of accommodation for people walking and bicycling to cross the north side of the Summit Blvd intersection from downtown to the Marina. Many respondents expressed support for either an additional crosswalk, or under/overpass for pedestrians and bicyclists. While outside the scope of discussion for the Promenade, it remained a common refrain.