



MEMORÁNDUM

P.O. Box 4100 ♦ FRISCO, COLORADO 80443

TO: MAYOR AND TOWN COUNCIL
FROM: NANCY KERRY, TOWN MANAGER AND
VANESSA AGEE, MARKETING AND COMMUNICATIONS DIRECTOR
RE: SUMMER 2021 FRISCO PEDESTRIAN PROMENADE DISCUSSION
DATE: MARCH 9, 2021

Summary and Background:

Since the first case of COVID-19 was identified in Summit County and Colorado on March 5, 2020, the business community in the Town of Frisco (and elsewhere) have weathered significant challenges, and in many cases, economic losses due the COVID-19 pandemic. In the spring of 2020 in response to the need to provide a safe environment for residents and visitors and to support the success of local businesses, Town Council made the decision to transform Frisco Main Street from 2nd Avenue and 5th Avenue into the Frisco Pedestrian Promenade starting on June 12, 2020. The Pedestrian Promenade was subsequently lauded by many businesses as having “saved their summer” and due to unseasonably dry and warm weather and the popularity of this pedestrian friendly shopping and dining experience, the Promenade stayed open through October 4, 2020.

Analysis:

The decision to create the Promenade was made after significant feedback from the local business community through survey responses and weekly business meetings. These business meetings have continued, now on a bi-weekly basis, and local merchants have consistently discussed the opportunity to expand operations onto sidewalks and streets during the summer of 2021. Businesses have acknowledged that while COVID-19 infection and hospitalization rates are improving and vaccinations are being more widely administered, COVID-19 will still be an impactful and significant part of our lives and commercial activity through at least fall 2021, and businesses will need to continue to provide spaces which respect the COVID-19 health and safety concerns of their customers.

Promenade Improvements

Suggested improvements for the Promenade based on 2020 surveys, business and resident correspondence, and business meeting feedback include:

- 1- Providing restaurants with more attractive fencing, such as picket fencing, to replace the metal barricades being used, and making sun shades/umbrellas available to restaurants
- 2- Placing more flower planters throughout the Promenade
- 3- Improving the aesthetics of the white plastic barricades with art
- 4- Adding public spaces with shade and general seating apart from individual businesses
- 5- Installing more bike racks to encourage folks to park their bikes and linger

- 6- Incorporating art and art events into the Promenade; the Summit County Arts Council has proposed doing their annual September Meet the Artists art sale in July or August on the Promenade and the Annual Howard Alan Art and Craft Fair would also like to return to Main Street Frisco in August
- 7- Consider the Promenade for weekends, or Friday to Monday morning.

A Promenade survey, requesting feedback from the community and businesses about whether to reopen the Promenade and what improvements to make, is open through Friday, March 5, and Council will be provided with those results prior to the March 9 meeting.

Financial Impact:

Public Works has the basic supplies to re-create the Promenade in a similar layout and format to 2020, and \$50,000 was included in the 2021 budget for the Promenade to supplement any basic supplies and provide opportunities for any enhancements/improvements. Note: These estimated costs do not include labor for Town staff to setup and takedown the Promenade, nor labor for general compliance, and monitoring. Also, should the Town Council desire to create the Promenade in 2021 for weekends only, the cost of overtime labor is not included.

Alignment with Strategic Plan: The Frisco Pedestrian Promenade supports a thriving economy, sustainable environment, and inclusive community.

Environmental Sustainability: The Promenade encourages walking and biking over vehicle use and further supports Frisco's reputation as a walkable community.

Staff Recommendation:

Staff is asking for direction regarding re-opening of the Frisco Pedestrian Promenade during summer 2021.

Questions for Council:

- 1- Does the Town Council wish to have the Frisco Pedestrian Promenade in the summer of 2021?
- 2- If yes, what date would the Town Council like to target for the opening? (closing date to-be-determined?)
- 3- If yes, which, if any, changes should be made and how should those be prioritized within the existing budget?

Reviews and Approvals:

Nancy Kerry, Town Manager

Attachments:

Attachment 1: Promenade 2021 Survey Detailed Summary