

**SUBJECT: RESOLUTION NO. 16, SERIES 2024 – A RESOLUTION
AUTHORIZING THE TEMPORARY CLOSURE OF PORTIONS OF
MAIN STREET IN DOWNTOWN LOUISVILLE FOR OUTDOOR
DINING AREAS AND ACTIVATION**

DATE: MARCH 19, 2024

**PRESENTED BY: ROB ZUCCARO, AICP, COMMUNITY DEVELOPMENT
DIRECTOR
VANESSA ZARATE, CECD, ECONOMIC VITALITY MANAGER**

SUMMARY:

The Downtown Business Association (DBA) wrote a letter to the Louisville City Council on December 11, 2023, requesting a temporary closure of the 600-900 blocks of Main Street, to non-emergency vehicular traffic, from March to November 2024. With their request letter, the DBA included results from three surveys they conducted. Of their three surveys, all showed a support rate for a temporary closure of at least 90% of the businesses surveyed. The DBA went on to highlight that feedback from previous closures resulted in high levels of support from residents and visitors to downtown.

The DBA has had conversations with the Louisville Revitalization Commission (LRC), the City of Louisville's urban renewal authority, about support for a temporary closure of Main Street. At the March 6, 2024, meeting of the LRC, the commission voted to write a letter of support for the closure. Commissioners spoke about the current state of downtown, to include increased vacancy, slower foot traffic and general growing negative sentiment surrounding the experience downtown. The LRC recognized the impacts to nearby residents and expressed a need to try new things to revitalize downtown. The LRC has a main mission of blight reduction, elimination, and prevention as well as revitalization of the Highway 42 Area Plan. The LRC wrote their letter of support with these goals in mind. The LRC has also expressed verbal interest in monetarily supporting the downtown closure. An official offer for financial support has not occurred yet. Details of what financial support looks like has yet to be determined but there is interest from the LRC in supporting businesses and the DBA with activation and beautification throughout the closure.

The Louisville Chamber of Commerce (Chamber) promotes and supports businesses throughout the City of Louisville. The Chamber has expressed support of the DBA's request to close Main Street and is interested in exploring options for their involvement and activation of a Main Street temporary closure.

Based on feedback received from businesses and residents, Staff is proposing a temporary closure from April to November 2024 of the 600 through 800 blocks of Main Street (Elm Street to Walnut Street). Staff needs a week for closure implementation and

a week for removal. The materials will start to be put out the last week of April and will be picked up the first week of November, after Halloween weekend. The closure would close Main Street block by block, keeping all east-west roads open to vehicular traffic. The City of Louisville has some materials for the proposed closure, from previous closures in 2020 and 2021. We would reuse these materials for the 2024 closure- to include barricades, barrels, and rope. There are a few needs for this year's closure to include additional barricades, asphalt tape/paint, lighting, and signage.

Material	Already Have	Need
Concrete Barricades	46	Potentially
Fences	49	Potentially
Barrels	38	Potentially
Lighting	X	Potentially
Patios	34	
Vehicular Signage	X	Potentially
Downtown Signage		X
Asphalt Markings		X
Sidewalk Markings		X
Beautification Elements		X

Fire access would be maintained through the closure by a 16-foot fire lane with two-foot buffers on either side. The 16-foot fire lane would be in the middle of the street closure and always remain clear of objects. The 2-foot buffers on either side can be programmed with light items such as tables and chairs, but only with items that can be easily moved if necessary. This configuration allows the Louisville Fire Department to utilize all their necessary trucks and equipment in case of emergency.

For the length of the closure, RTD would reroute its [DASH bus](#) to LaFarge Avenue. RTD based their decision on multiple factors to include ADA access, physical constraints of the bus such as turn radii and width, and proximity to downtown. Conversations are ongoing with RTD regarding short through long term route alternatives, but for the 2024 year, rerouting to LaFarge Avenue is the only available alternative. Staff will continue to work with RTD and explore short-through long-term alternatives.

The RTD DASH bus is the bus route that runs through Main Street. Monday through Friday, the bus runs half hour splits or hourly (from 520a through 1130p). At the peak times, there are 4 buses an hour, total, for both directions. At all other times, there are 2 buses total per hour. On Saturdays, the bus schedule alternates between half hour splits and running hourly with either 2 or 4 buses per hour total for both directions (from 7:15a through 11:40p). Sunday/holidays bus schedules are on an hour schedule, resulting in 2 buses an hour total for both directions (from 7:30a to 10:45p). These times are for the Main-Spruce stop. At the maximum frequency, there would be four buses

total, for both directions, per hour. (Scheduled total Trips: Weekday – 63 trips total for both directions. Saturday – 52 trips total for both directions. Sunday/holiday – 32 trips total for both directions.)

In 2023, the Patio Program supplied 32 patios to downtown businesses. The patios were installed from April 24, 2023, to November 6, 2023. In 2022, 34 patios were utilized by downtown businesses. Each patio was installed in one parking space adjacent to the business utilizing the patio. A closure of the 600-800 blocks of Main Street would result in a loss of 55 two-hour parking spaces (57 if the two fifteen-minute spots in front of City Hall are included). The 55 spaces would be 23 additional spaces than the Patio Program accommodated in 2023. Closing the 900 block of Main Street would result in an additional 19 two-hour parking spaces being eliminated for the closure. Installing the closure the last week of April and removing the closure the first week of November will be consistent with past downtown events, such as the Patio Program. Patios will still be available to interested businesses within and outside the closure area. The Patio Program will run the same length as the closure.

To help accommodate the loss of parking spaces on Main Street, staff has included a diagram of potential area signage. These signs would be used to communicate to vehicular traffic, hopefully before they reach the downtown area. These signs would encourage parking in downtown commercial areas, such as DELO, and direct visitors away from parking in neighborhoods. This parking information can be included in all City and DBA communications/marketing for the closure. Staff will work with business owners downtown to encourage employees to park in lots, and not in spaces directly in front of businesses. In addition, City staff is in communication with property owners to discuss potential parking agreements for downtown, including during the closure.

Below and attached is a summary map of where we could put variable message signs to help direct patrons and visitors to commercial parking areas.



Staff explored the possibility of implementing an entertainment district for a shared liquor service area but determined it would be unfeasible for the 2024 season. An entertainment district requires the formation and incorporation of an association, comprised of at least one member from each liquor license holder within the district. The association would be responsible for operating the area. Additional steps including a liquor application process are also required. Staff will continue to explore the possibility of creating an entertainment district within downtown Louisville.

If a street closure is approved, downtown liquor licensees will have the option to consider communal dining. This would be on a block-by-block basis and requires a communal dining application in addition to a temporary modification of premises. Communal dining allows a patron to purchase liquor at any establishment on the block then sit anywhere within the block. The licensees as a group would be responsible for proper liquor service on the block.

Seasonal events, such as Street Faire and the Labor Day Parade, will still occur if there is a temporary Main Street closure. The closure will be a supplement to ongoing events such as Street Faire and the seasonal Farmer' Market. Downtown can accommodate all

these events, and event liaisons will ensure coordination and communication between parties to support planning, communication, and promotion.

The DBA and the Chamber of Commerce are excited about the potential 2024 closure and have committed to various activation elements. The closure of Main Street is intended to be an activation event for downtown- attracting visitors, customers, and families. Activation throughout the closure will engage businesses, residents, and visitors to encourage lingering, enjoyment and return visits. Activation/engagement ideas include lawn games (such as cornhole and ladder ball), First Friday events, community barricade painting, barricade painting by local elementary school children, sidewalk sales, hopscotch, and additional to be determine events. Activation elements will be family friendly and intended to get a wide variety of community members engaged. Details of activation will be determined if a closure is approved.

Staff will create a communication plan and work with external partners to communicate the closure details to stakeholders. Closure communication will include timelines, parking options, alternative travel options, business support and neighborhood considerations. The City will communicate all these details and will work with partners and businesses to communicate through their channels as well.

FISCAL IMPACT:

The City of Louisville has many of the materials needed for the closure, that were also used in previous closures. There are additional needs this year that will be determined by the final layout and functionality of the closure. Potential needed elements include safety markets, barricades, placemaking elements, signage, and beautification components. the layout, safety markers and potential placemaking elements. In addition to staff time, the total financial need for the closure should be equal to or less than \$10,000.

RECOMMENDATION:

The consideration is for the closure of the 600-800 blocks (Elm to Walnut) from late April to early November to non-emergency vehicles. Setup would occur the last week of April and pickup would occur the first week of November. A 16-foot fire line with two-foot buffers on either side would be maintained for fire access. The closure would be block by block, keeping all east-west streets open to vehicular traffic. The closure would be done through the use of barricades, similar to the [2021 closure](#).

In addition, staff would use a proposed signage and wayfinding plan to encourage visitors and employees to park in commercial areas downtown and away from the neighborhoods. There is a communications plan underway that would assist communication with visitors, businesses and the neighbors surrounding downtown.

Staff believes activation throughout the closure would be instrumental in the success of the closure, creating new opportunities for people to engage with the businesses and

SUBJECT: RESOLUTION NO. 16, SERIES 2024

DATE: MARCH 19, 2024

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larger downtown community. A lack of activation could result in negative connotations regarding the street closure and visits to downtown Louisville.

ATTACHMENT(S):

1. Resolution No. 16, Series 2024
2. DBA Request for March to November 2024 Closure of Main Street
3. Proposed Temporary Main Street Closure Map
4. Main Street Closure Materials and Needs
5. Temporary Main Street Closure Proposed Signage and Wayfinding Exhibit
6. Downtown Louisville Parking Map
7. RTD DASH Schedule
8. RTD Dash Map
9. Downtown Louisville Revenue 2018-2023
10. Main Street Supplemental Data
11. 2023 Patio Program Application
12. Old Town Neighbors March 9 Meeting Presentation (included by request of Mayor)
13. Downtown Fresno Partnership Experiment of Pedestrian Malls (included by request of Mayor)
14. Public Comments

STRATEGIC PLAN IMPACT:

☐	 Financial Stewardship & Asset Management	☐	 Reliable Core Services
☒	 Vibrant Economic Climate	☐	 Quality Programs & Amenities
☐	 Engaged Community	☐	 Healthy Workforce
☐	 Supportive Technology	☐	 Collaborative Regional Partner

**RESOLUTION NO. 16
SERIES 2024**

**A RESOLUTION AUTHORIZING THE TEMPORARY CLOSURE OF PORTIONS OF
MAIN STREET IN DOWNTOWN LOUISVILLE FOR OUTDOOR DINING AREAS AND
ACTIVATION**

WHEREAS, the Downtown Business Association requested the City of Louisville consider a temporary closure of portions of Main Street to non-emergency vehicular traffic for restaurant and business use, games and activities; and

WHEREAS, the City's bars, restaurants and other food and beverage establishments significantly contribute to the overall fabric of the City's economy and the health, welfare, and enjoyment of its residents; and

WHEREAS, Louisville is experiencing some large vacancies within the core of downtown; and

WHEREAS, the City Council believes it is important to take actions intended to help its residents and businesses with the impacts of inflation and vacancies; and

WHEREAS, in 2009, the Downtown Business Association started the City of Louisville's patio program to support Main Street restaurants by providing additional outdoor dining opportunities, which patio program has been run by the City since 2013; and

WHEREAS, businesses have an opportunity to temporarily modify their liquor license to accommodate expanded spaces and serving areas during the closure; and

WHEREAS, the closure of Main Street is designed to provide additional support to Main Street restaurants and businesses that are interested in techniques to revitalize downtown and encourage customer lingering and return visits; and

WHEREAS, it is the intent of the City Council and the Downtown Business Association that the closure of Main Street during 2024 is temporary and that the right of way of Main Street to remain public space; and

WHEREAS, the City Council finds that allowing food and beverage establishments to offer expanded outdoor dining areas in the City right-of-way will assist with the retention of downtown businesses and help with blight mitigation; and

WHEREAS, the City has broad authority to regulate the use of its streets and rights-of-way pursuant to its home rule authority and state law, including C.R.S. § 31-15-702; and

WHEREAS, the City Council finds that it should authorize the closure of certain portions of Main Street to vehicular traffic in order to encourage and allow food and beverage establishments to utilize portions of the City right-of-way for outdoor dining areas, allow the DBA and partner organizations to provide activities and games.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF LOUISVILLE, COLORADO:

Section 1. The City Council hereby authorizes the closure of the following portions of Main Street to vehicular traffic: Walnut Street to Spruce Street, Spruce Street to Pine Street, and Pine Street to Elm Street (the “Designated Blocks”), with the east/west streets remaining open to traffic. The Designated Blocks will provide a dedicated emergency access lane for Police and Fire.

Section 2. The City Manager’s Office is hereby authorized and directed to implement procedures allowing food and beverage establishments to utilize the City right-of-way within the Designated Blocks for outdoor seating and dining areas. Any such use of the City right-of-way shall be subject to approval by the City Manager’s Office and shall be in compliance with applicable State and County public health orders, laws, and regulations. An establishment serving alcohol within such areas shall also obtain approval for a temporary modification of its liquor licensed premises.

Section 3. The Designated Blocks shall be closed commencing on April 29, 2024 based on approval of street layouts by the City Manager or her designee and shall remain closed until November 4, 2024.

Section 4. City staff is directed to erect signage to detour non-RTD traffic to Front Street during times that Front Street is open to through traffic.

PASSED AND ADOPTED this 19th day of March, 2024.

Christopher M. Leh, Mayor

ATTEST:

Meredyth Muth, City Clerk

From: [Rick Kron](#)
To: [City Council](#)
Cc: [Eric Reed](#); [Jenni Hlawatsch](#); [Tom Horst](#); [Stephanie Schlageter](#); [Mark Oberholzer](#); [Ashley O'Connell](#); [Greg Reedy](#); [Heather Bingaman](#); [Jeff Durbin](#); [Austin Brown](#); [Alexis Adler](#); [Eric Lund](#)
Subject: DBA Request for March to November 2024 Closure of Main Street
Date: Monday, December 11, 2023 5:06:43 PM

Dear Mayor and Council:

The Downtown Business Association of Louisville (“DBA”) requests that the City close the 600 through 900 blocks of Main Street to non-emergency vehicular traffic from March to November, 2024.

With the exception of the addition of the 900 Block, the DBA is requesting that the closure be similar to the closure that was done in 2021 (the second year of the prior closures), with areas on the street to be used for restaurant and business use, emergency vehicles, games and activities-particularly for children, events, and non-motorized transportation.

To help support this request, the DBA has recently conducted three surveys.

First, a survey of the restaurants on and near Main Street showed over 90% supporting the closure (with two non-respondents). Second, a survey of 190 present and former DBA members for which we had email addresses also showed over 90% support. Third, a survey specifically addressing the businesses in the 900 block, showed 100% support among those who responded. The latter survey is ongoing. Experience with the prior two closures showed extremely strong support from residents and visitors alike.

In the past, the City requested that the DBA not engage with RTD concerning bus service, reserving those discussions to itself. The DBA has no objections to the City taking this role again, hopefully with results that will satisfy residents on LaFarge Street. Signage also helped a number of the traffic issues, and we have several months to consider other solutions.

To date, the DBA has discussed the Main Street closure with the LRC, and urges the City to do so as well. Our discussions show LRC support, which may include financial support, to help prevent or alleviate blight because the closure is expected to assist with business retention and attraction, and (of course), help increase business in the urban renewal area. Members of the LRC have also expressed interest in exploring over-the-street lighting improvements in some or all of the closure area, similar to Larimer Street in Denver.

Peter Kageyama, in his book ‘for THE LOVE of CITIES’ emphasizes the need for healthy cities to be “fun.” As he put it:

“Cities are not directly responsible for being fun. Certainly they play a huge role in facilitating fun, but ultimately fun comes from people who live in the community. The city may be a squelcher of that fun, or it can figure out how to nurture, support and maybe even amplify the fun being produced by its citizens.

“How can cities help? By recognizing that the city is a venue, a stage, a playground, a canvas, a meeting place, and a market, as well as more traditional definitions.”

Louisville’s past experience has demonstrated that closing Main Street to vehicular traffic amplifies all of these functions in Downtown—venue, stage, playground, canvas, meeting place, and market—in other words, the closure encourages residents, visitors, kids, and even the businesses, to gather and have fun.

In conclusion, the DBA requests that the City nurture, support, and amplify the fun next year by again temporarily closing Main Street.

Thank you for your continued support of Downtown!

Sincerely,

Board of Directors,
Downtown Business Association of Louisville, Inc.

By: Rick Kron
Its: President

And as a Louisville resident since 1987.

Sent from my iPad

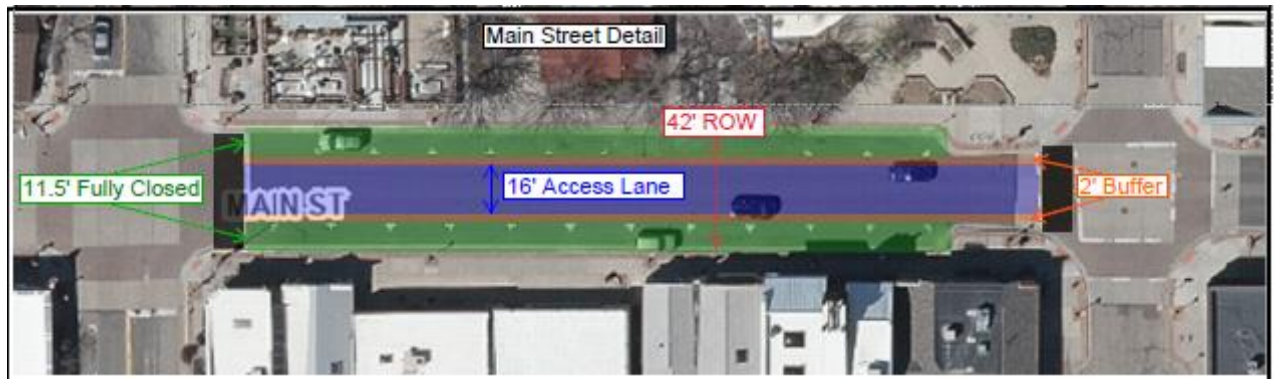
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Proposed Closure Map

The proposed closure is for the 600-800 blocks of Main Street. The closure would be on a block by block basis, with all east-west streets remaining open to vehicular traffic. The closure would be done with barricades, similar to the [2021 closure](#).



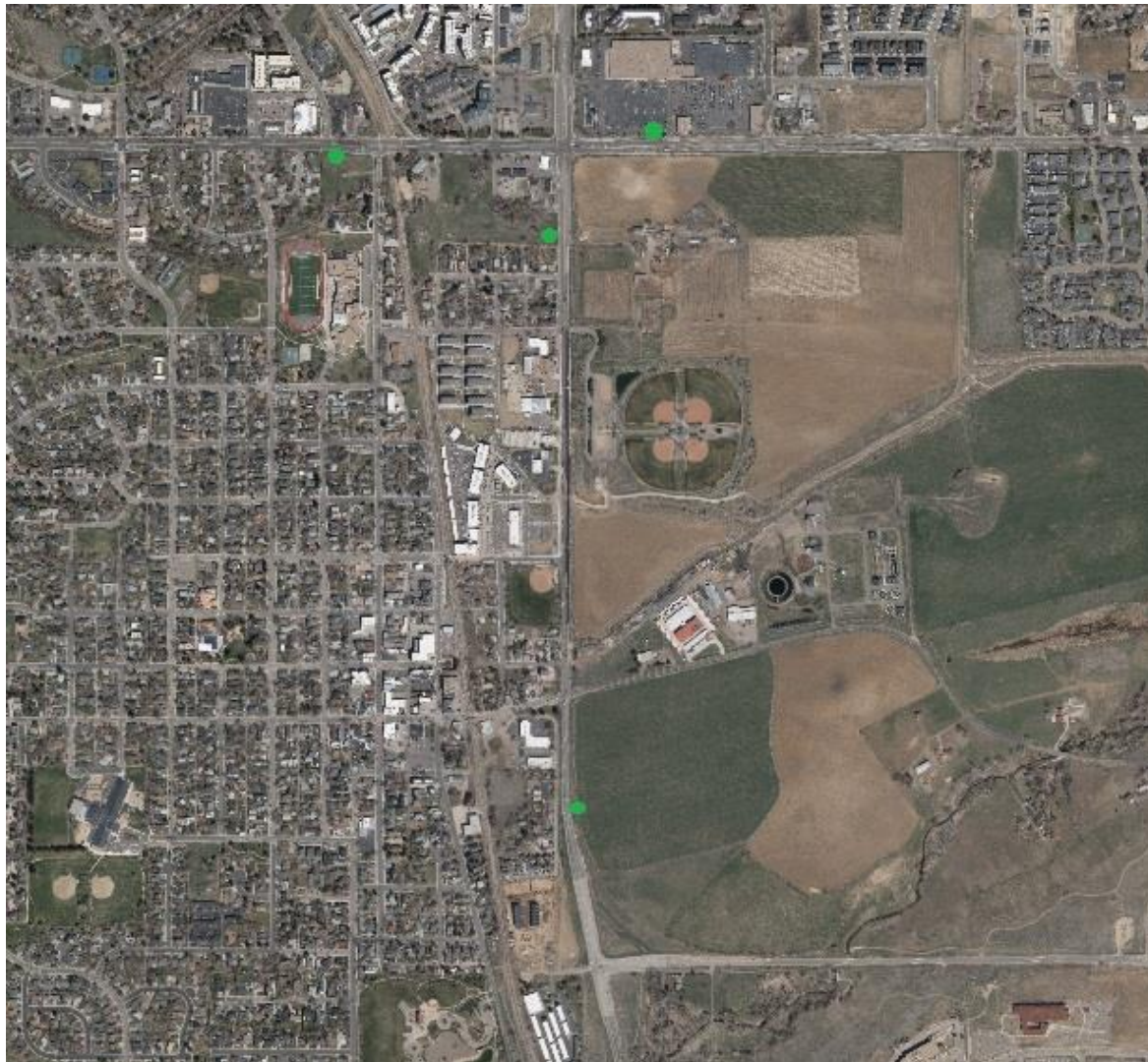


Material	Already Have	Need
Concrete Barricades	46	Potentially
Fences	49	Potentially
Barrels	38	Potentially
Lighting	X	Potentially
Patios	X	
Vehicular Signage	X	Potentially
Downtown Signage		X
Asphalt Markings		X
Sidewalk Markings		X
Beautification Elements		X

*Exact needs will be based on length and configuration of closure and will be determined if a closure is approved.

Vehicular Signage

Potential locations for signage are indicated by a green dot. This level of signage is intended for vehicle traffic. These signs could be variable message signs, or other types of signs, that will direct traffic as vehicles are coming into downtown, and direct drivers to park in commercial areas such as DeLo. The exact locations are subject to change but the intent is to reach visitors on the major thoroughfares in each direction.



Additional Signage

Signage can be included throughout downtown, to direct visitors and employees to additional parking in DeLo. This signage would be smaller in scale than the vehicular signage and will encourage drivers to park in commercial areas, not in the neighborhood. Potential sign locations are indicated in blue and are subject to change based on needs when implementing. General communication before and during the closure would include information about parking such as maps, directions, rules and parking tips.



Parking

This map is your guide to the restricted and unrestricted parking spaces in the Historic Downtown Louisville commercial district. Visitors can also park in all legal spaces outside of the commercial district. Please be courteous with our neighbors when parking in residential areas.

Please note the DASH bus runs to Lafayette and Boulder with stops on Main Street.

LEGEND

2 Hour Parking

2 Hour Parking – Limited in Summer

Unrestricted Parking





Route DASH | January 7, 2024 - May 25, 2024

Eastbound, Monday - Friday

Downtown Boulder Station - Gate F	Broadway - Canyon	Broadway - Euclid Ave- [University of Colorado]	Broadway & 27th Way	US 36 & Table Mesa Station - Gate D	Manhattan - South Boulder	Via Appia - South Boulder	Pine - Appia	Main - Spruce	South Boulder - Centaur Village	Lafayette Park-n-Ride - Gate A
606A	608A	612A	615A	621A		630A	632A	636A	642A	647A
621A	623A	627A	630A	636A	637A					
636A	638A	642A	645A	651A		701A	704A	708A	714A	719A
651A	653A	657A	700A	706A	708A					
706A	708A	712A	715A	721A		731A	734A	738A	744A	749A
721A	723A	727A	730A	736A	738A					
736A	738A	742A	745A	751A		801A	804A	808A	814A	819A
751A	753A	757A	800A	806A	808A					
807A	809A	813A	816A	822A		832A	835A	839A	845A	850A
821A	823A	827A	830A	836A	838A					
836A	838A	842A	845A	851A		900A	903A	907A	913A	918A
851A	853A	857A	900A	906A	908A					
907A	909A	913A	916A	922A		931A	934A	938A	944A	949A
936A	938A	942A	945A	951A		1000A	1003A	1007A	1013A	1018A

1007A	1009A	1013A	1016A	1022A		1031A	1034A	1038A	1044A	1049A
1037A	1039A	1043A	1046A	1052A		1101A	1104A	1108A	1114A	1119A
1107A	1109A	1113A	1116A	1122A		1131A	1134A	1138A	1144A	1149A
1137A	1139A	1143A	1146A	1152A		1201P	1204P	1208P	1214P	1219P
1207P	1209P	1213P	1216P	1222P		1231P	1234P	1238P	1244P	1249P
1237P	1239P	1243P	1247P	1254P		103P	106P	110P	116P	121P
107P	109P	113P	117P	124P		133P	136P	140P	146P	151P
137P	139P	143P	147P	154P		203P	206P	210P	216P	221P
207P	209P	213P	217P	224P		233P	236P	240P	246P	251P
237P	239P	243P	247P	254P		304P	307P	311P	318P	324P
307P	309P	313P	317P	324P		334P	337P	341P	348P	354P
322P	324P	328P	332P	339P	341P					
337P	339P	343P	347P	354P		404P	407P	411P	418P	424P
352P	354P	358P	402P	409P	411P					
407P	409P	413P	417P	424P		434P	437P	441P	448P	454P
422P	424P	428P	432P	439P	441P					
437P	439P	443P	447P	454P		504P	507P	511P	518P	524P
452P	454P	458P	502P	509P	511P					

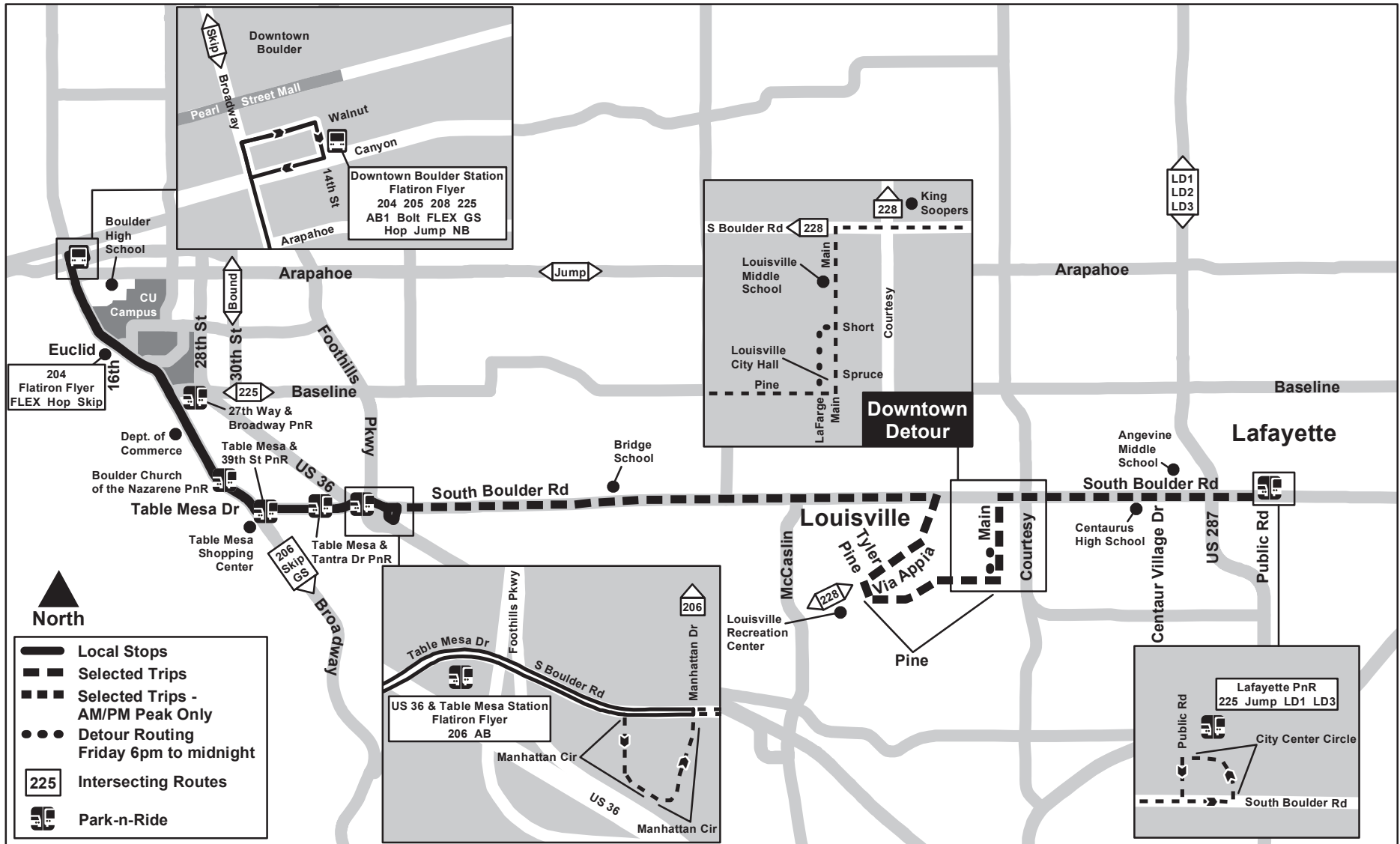
507P	509P	513P	517P	524P		534P	537P	541P	548P	554P
522P	524P	528P	532P	539P	541P					
537P	539P	543P	547P	554P		604P	607P	611P	618P	624P
552P	554P	558P	602P	609P	611P					
607P	609P	612P	615P	621P		630P	632P	636P	642P	647P
637P	639P	642P	645P	651P		700P	702P	706P	712P	717P
707P	709P	712P	715P	721P		730P	732P	736P	742P	747P
807P	809P	812P	814P	819P		828P	830P	833P	838P	842P
907P	909P	912P	914P	919P		928P	930P	933P	938P	942P
1015P	1017P	1020P	1022P	1027P		1036P	1038P	1041P	1046P	1050P
1115P	1117P	1120P	1122P	1127P		1136P	1138P	1141P	1146P	1150P
1215A	1217A	1220A	1222A	1227A	1228A					
115A	117A	120A	122A	127A	128A					

All times are approximate.

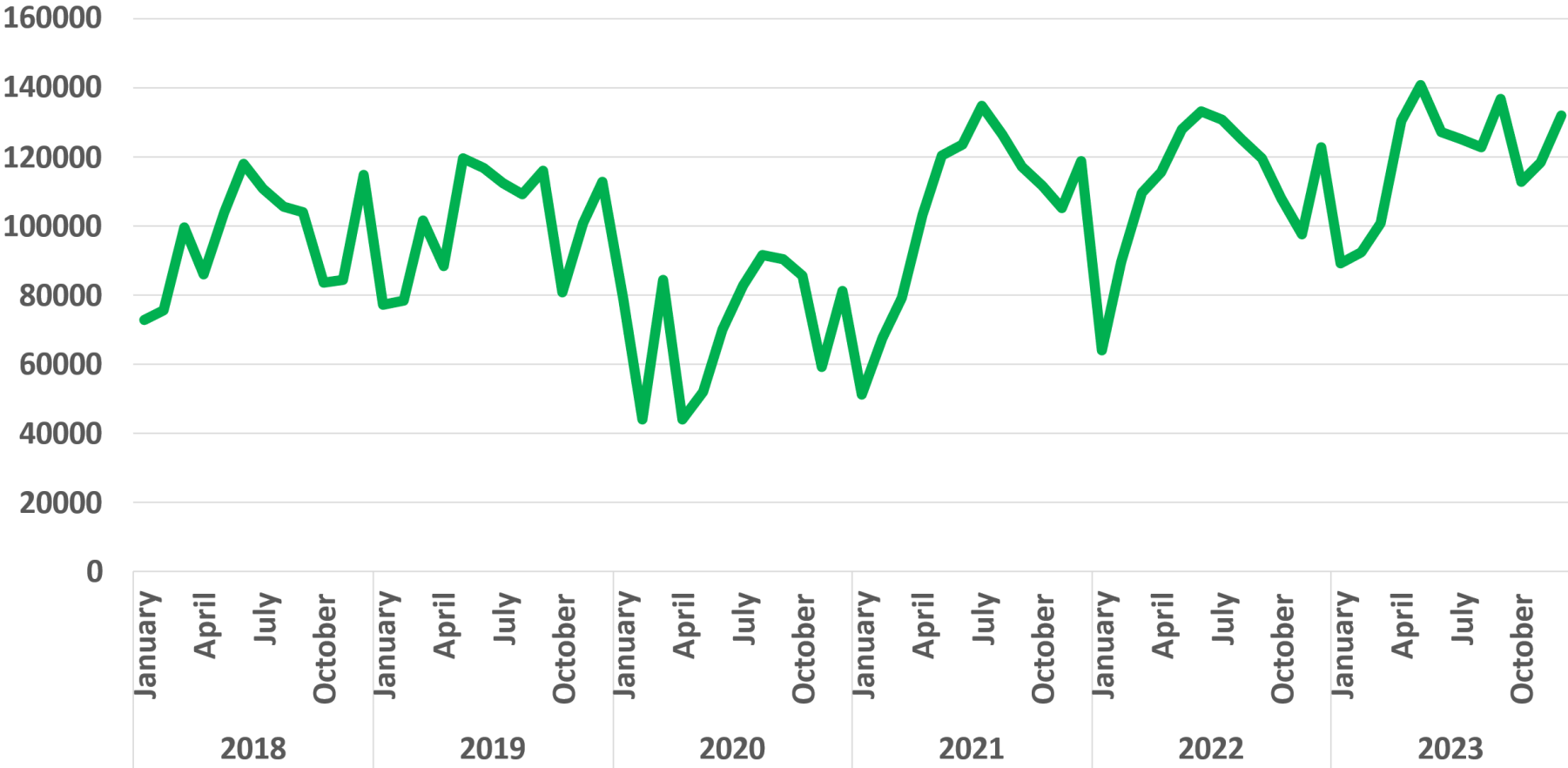
Holiday schedule: RTD services follow a Sunday/Holiday schedule on New Year's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, and Christmas Day

Route DASH Boulder/Lafayette via Louisville

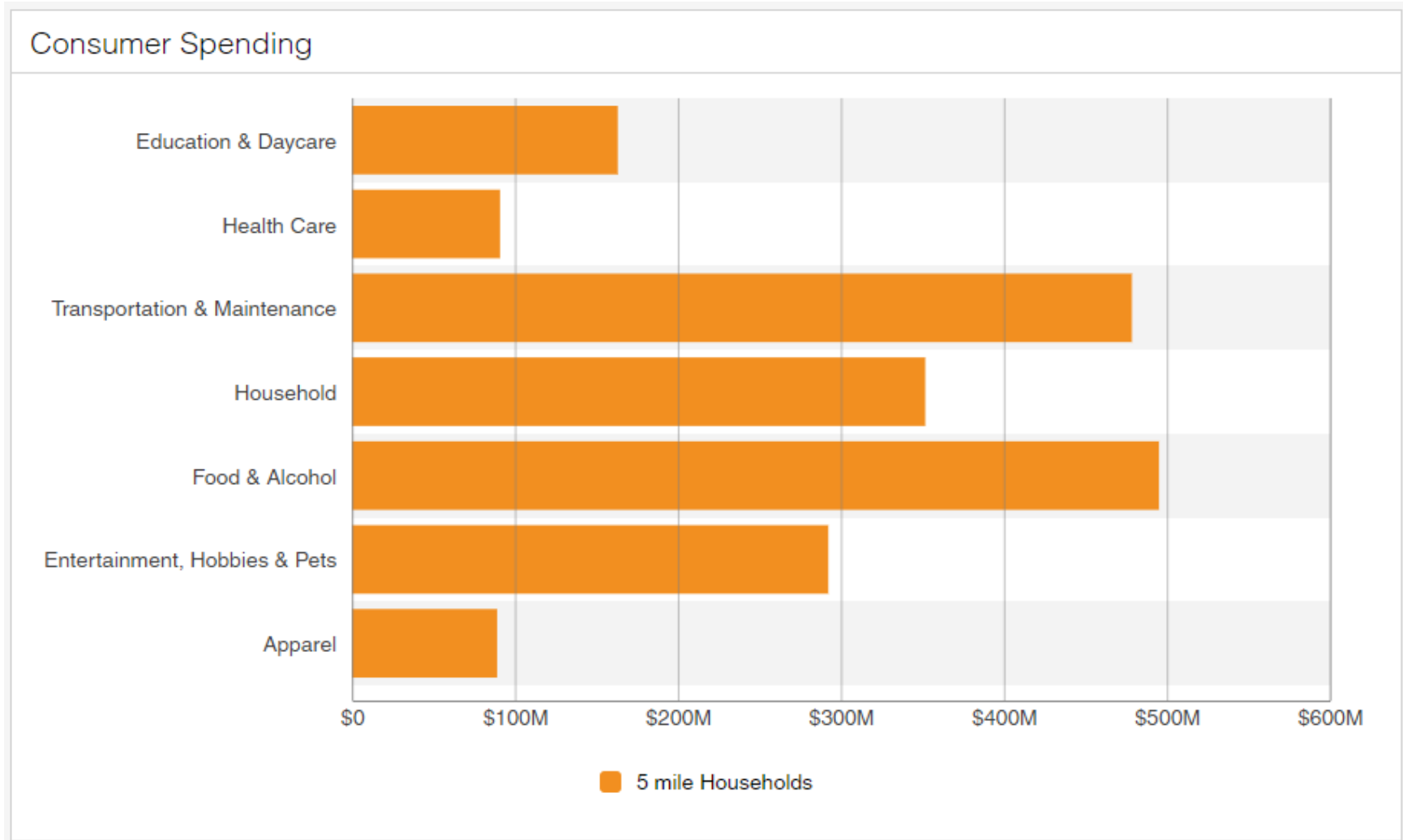
Effective: 3 September 2023
Map Revised: 3 September 2023



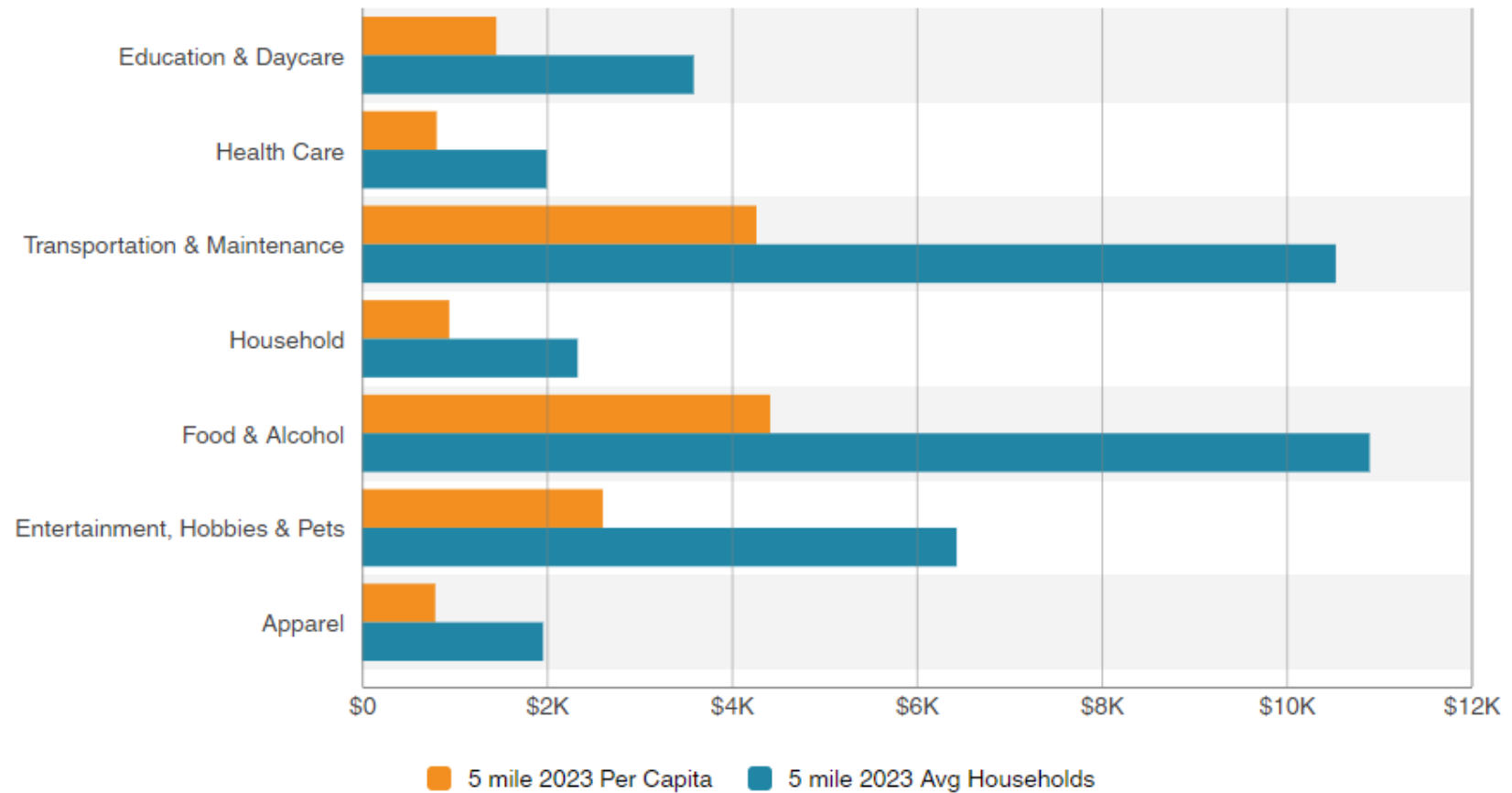
Downtown Louisville Revenue 2018-2023



Following consumer and background information pulled using 801 Main Street as a reference point.

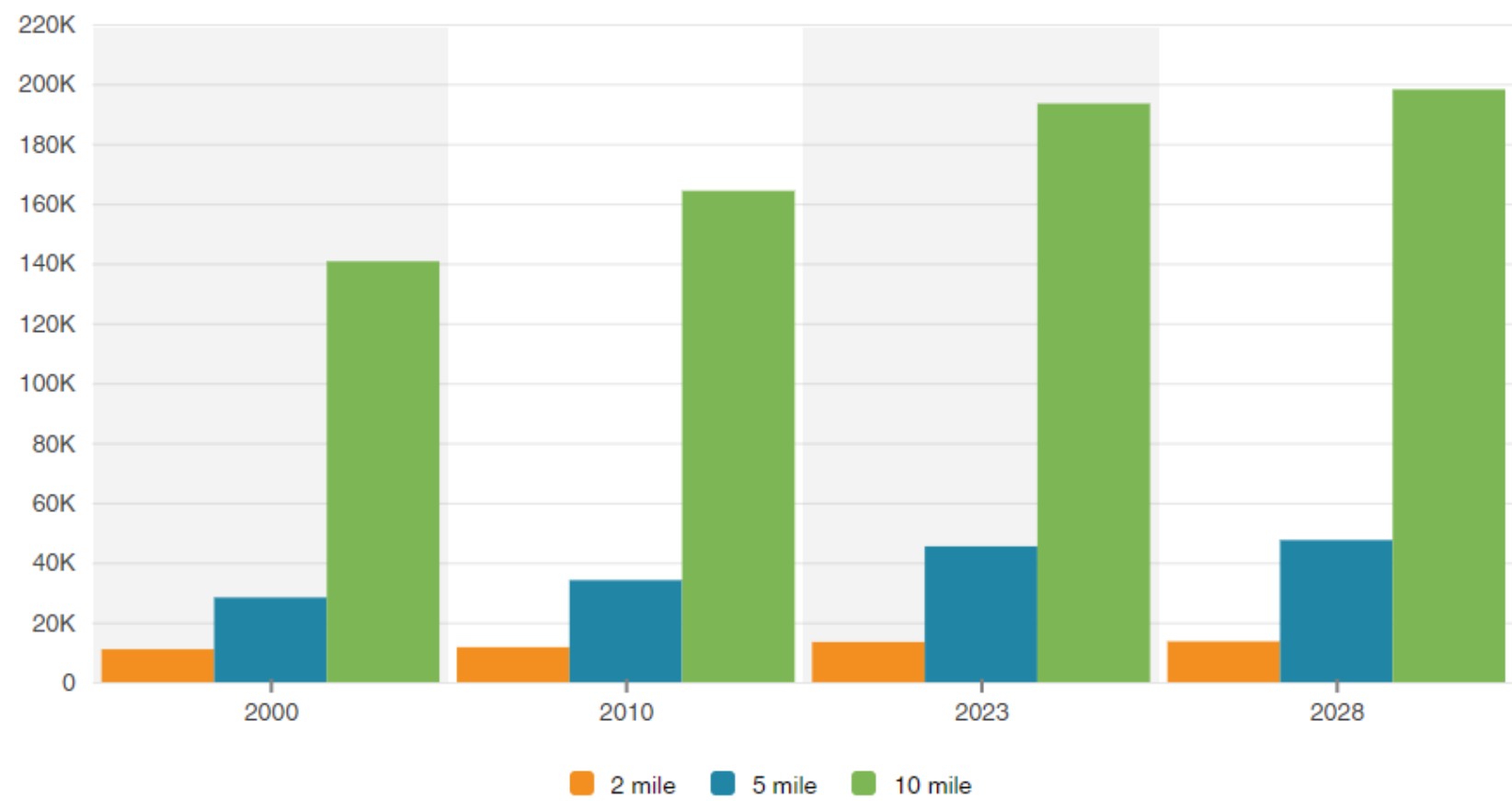


Per Capita & Avg Household Spending



Traffic				
Collection Street	Cross Street	Traffic Volume	Count Year	Distance from Property
Main St	Spruce St S	4,775	2022	0.02 mi
MAIN ST	Pine St S	4,369	2022	0.05 mi
Spruce St	Front St E	1,079	2022	0.06 mi
Walnut St	Front St E	1,061	2022	0.08 mi
Pine St	Lafarge Ave W	5,351	2022	0.08 mi
Main St	Walnut St S	5,372	2015	0.08 mi
Main St	E Walnut St S	5,397	2022	0.08 mi
Pine Street	East St E	7,344	2019	0.08 mi
Front St	Spruce St S	1,332	2022	0.08 mi
Pine St	Front St E	7,408	2022	0.09 mi

Households



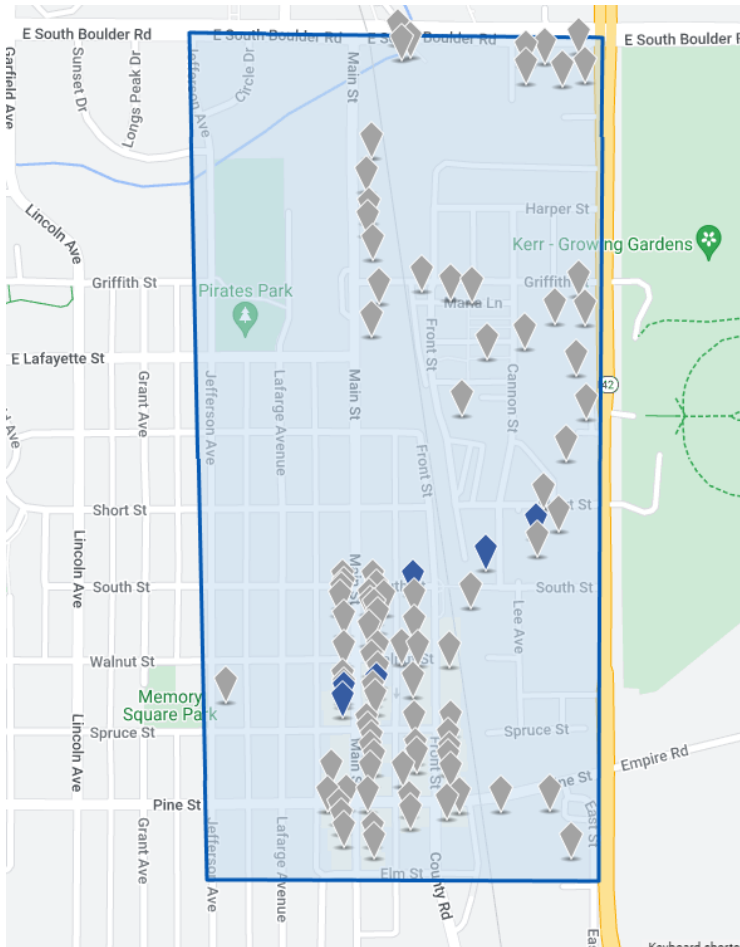
Daytime Employment									
Radius	2 mile			5 mile			10 mile		
	Employees	Businesses	Employees Per Business	Employees	Businesses	Employees Per Business	Employees	Businesses	Employees Per Business
Service-Producing Industries	9,863	1,409	7	53,741	5,977	9	237,046	23,930	10
Trade Transportation & Utilit...	1,949	185	11	10,724	850	13	39,253	3,412	12
Information	474	42	11	8,536	160	53	15,937	671	24
Financial Activities	692	157	4	3,555	645	6	15,831	2,923	5
Professional & Business Se...	1,360	227	6	7,367	915	8	38,583	4,083	9
Education & Health Services	2,979	554	5	12,018	2,402	5	64,982	8,486	8
Leisure & Hospitality	1,521	118	13	7,887	464	17	34,539	1,983	17
Other Services	579	102	6	2,613	465	6	12,183	1,987	6
Public Administration	309	24	13	1,041	76	14	15,738	385	41
Goods-Producing Industries	1,846	120	15	7,621	526	14	22,681	1,999	11
Natural Resources & Mining	13	4	3	74	22	3	311	69	5
Construction	854	60	14	3,082	304	10	9,603	1,268	8
Manufacturing	979	56	17	4,465	200	22	12,767	662	19
Total	11,709	1,529	8	61,362	6,503	9	259,727	25,929	10

Consumer Spending Details									
Radius	2 mile			5 mile			10 mile		
	Total Spending	Avg Household	Per Capita	Total Spending	Avg Household	Per Capita	Total Spending	Avg Household	Per Capita
▼ Expand All									
▼ Apparel	\$26,164,563	\$1,946	\$800	\$89,087,690	\$1,961	\$795	\$363,093,449	\$1,877	\$743
▼ Entertainment, Hobbies & P...	\$89,421,217	\$6,652	\$2,735	\$292,281,833	\$6,434	\$2,607	\$1,170,367,386	\$6,049	\$2,395
▼ Food & Alcohol	\$147,250,069	\$10,954	\$4,503	\$495,170,211	\$10,901	\$4,417	\$2,006,023,836	\$10,369	\$4,106
▼ Household	\$108,922,925	\$8,103	\$3,331	\$351,791,011	\$7,744	\$3,138	\$1,362,485,674	\$7,042	\$2,789
▼ Transportation & Maintenance	\$143,659,938	\$10,687	\$4,394	\$478,556,110	\$10,535	\$4,269	\$1,963,991,482	\$10,151	\$4,020
▼ Health Care	\$28,020,294	\$2,085	\$857	\$90,885,390	\$2,001	\$811	\$357,517,323	\$1,848	\$732
▼ Education & Daycare	\$50,857,964	\$3,784	\$1,555	\$163,099,957	\$3,591	\$1,455	\$606,098,041	\$3,133	\$1,241
Total Specified Consumer S...	\$594,296,970	\$44,212	\$18,175	\$1,960,872,202	\$43,167	\$17,493	\$7,829,577,191	\$40,469	\$16,025

2023

2028

Following information was taken with information from the following polygon.

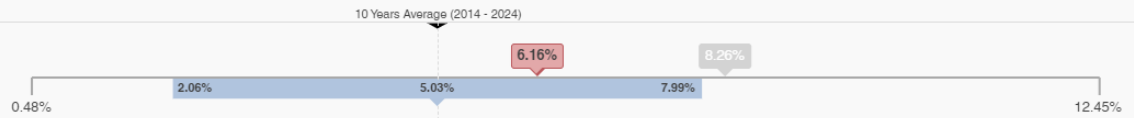


Key Performance Indicators

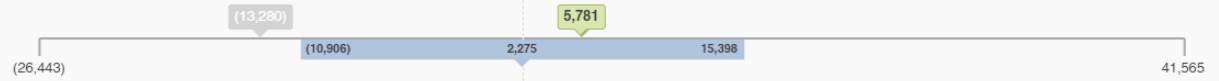
1 Year Ago Current Typical Range Extreme Range [?]

☐ Inflation Adjusted | Time Range 1Y 3Y 5Y **10Y** All

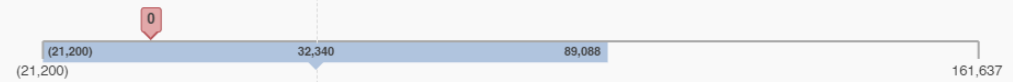
Vacancy



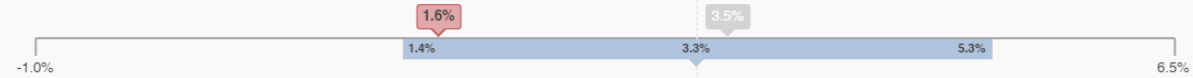
12 Month Net Absorption SF



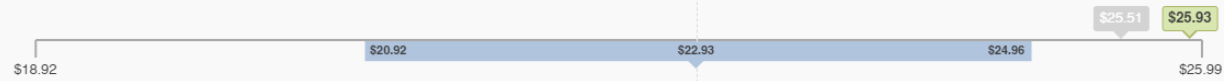
12 Mo Net Delivered SF



Asking Rent Growth



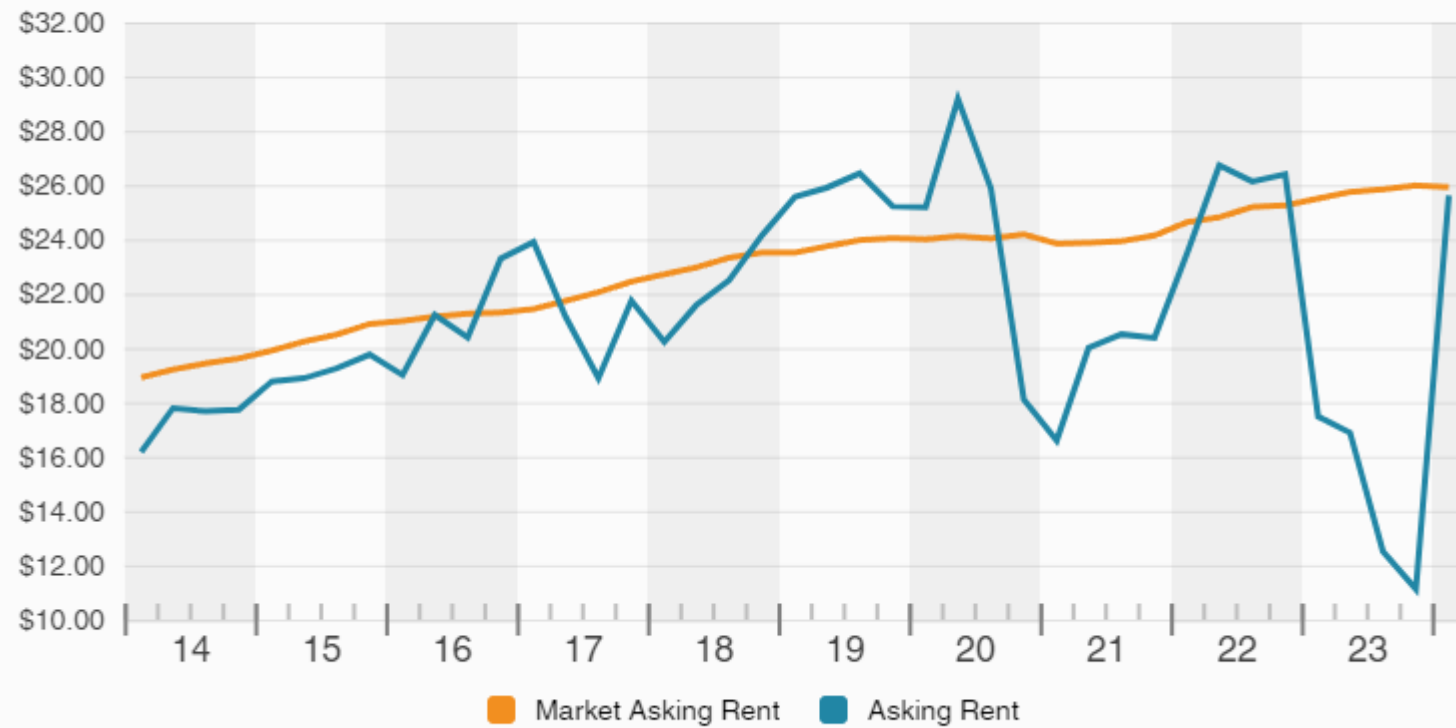
Market Asking Rent Per SF



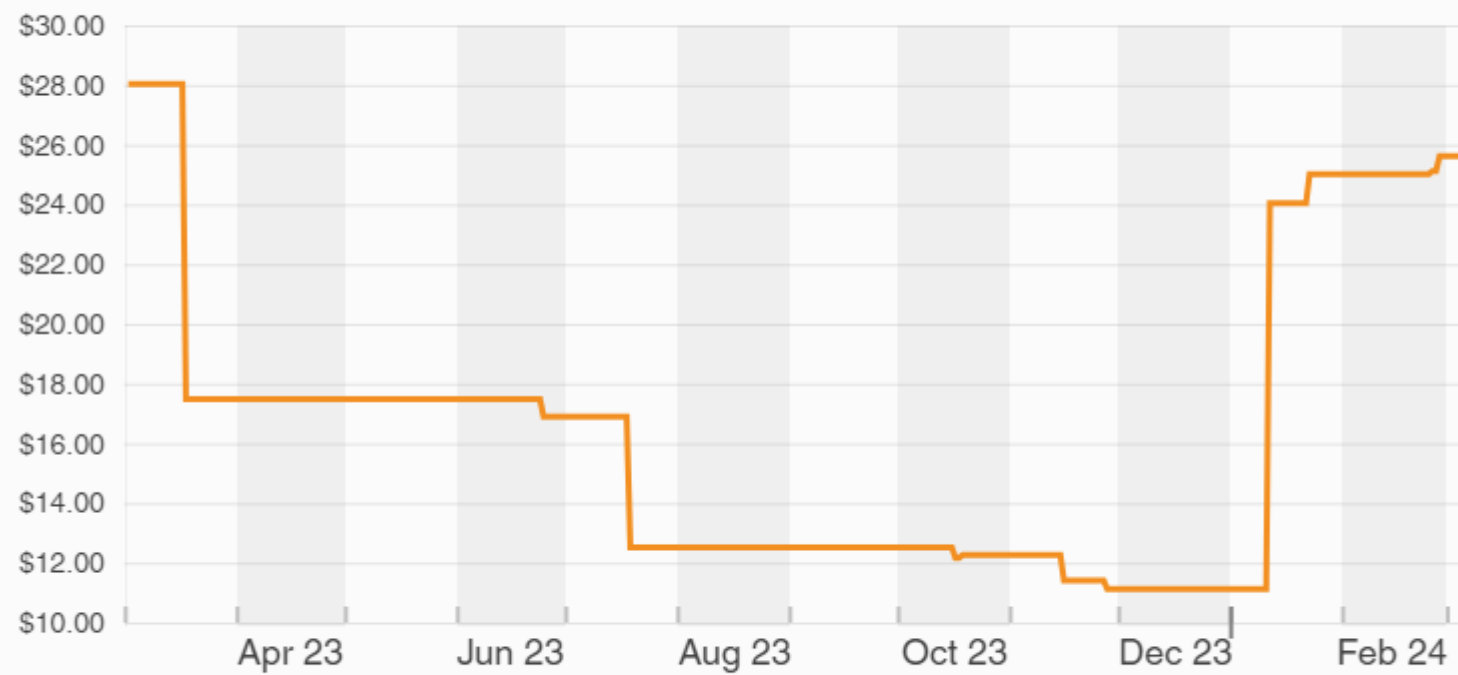
Demand

12 Mo Net Absorp % of Inventory	1.2% ↑
12 Mo Leased SF	7.8K ↓
Months on Market	13.8 ↑
Months to Lease	18.9 ↑
Months Vacant	19.7 ↑
24 Mo Lease Renewal Rate	51.8%
Population Growth 5 Yrs	1.3%

Market Asking Rent & Asking Rent Per SF



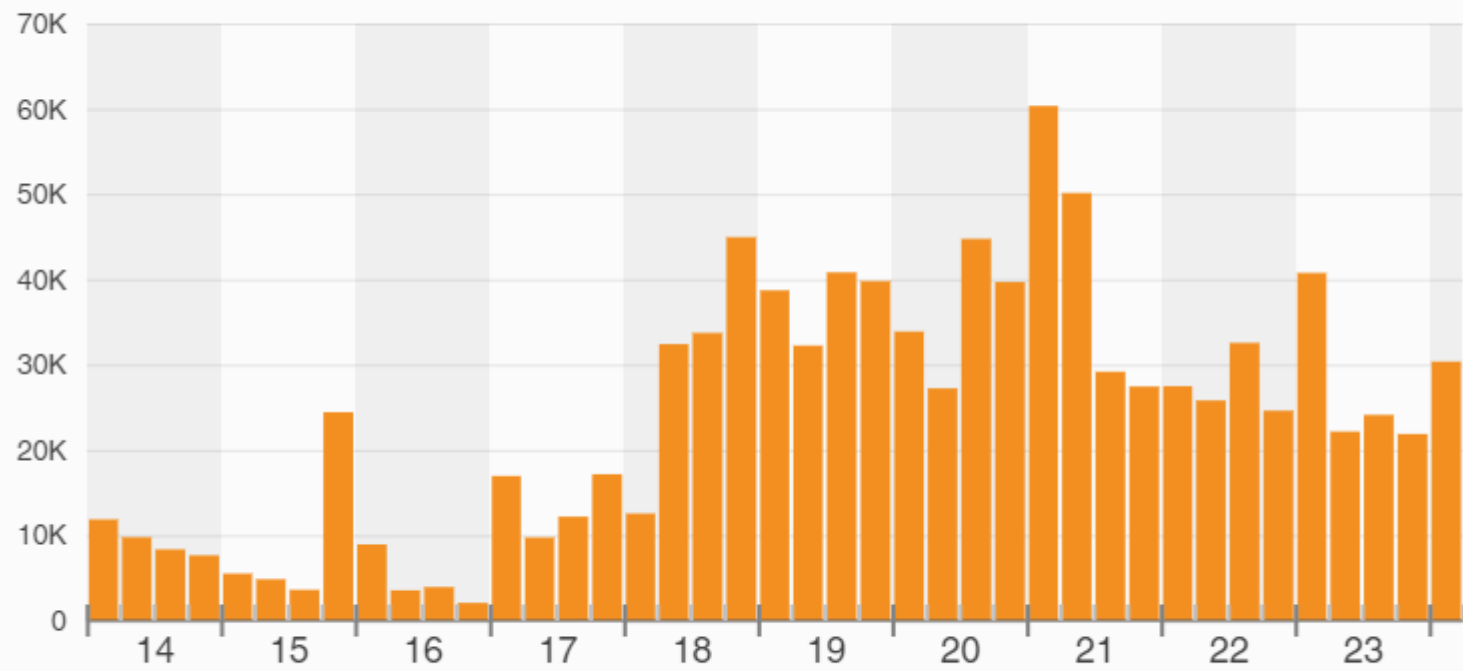
Daily Asking Rent Per SF



Vacancy Rate



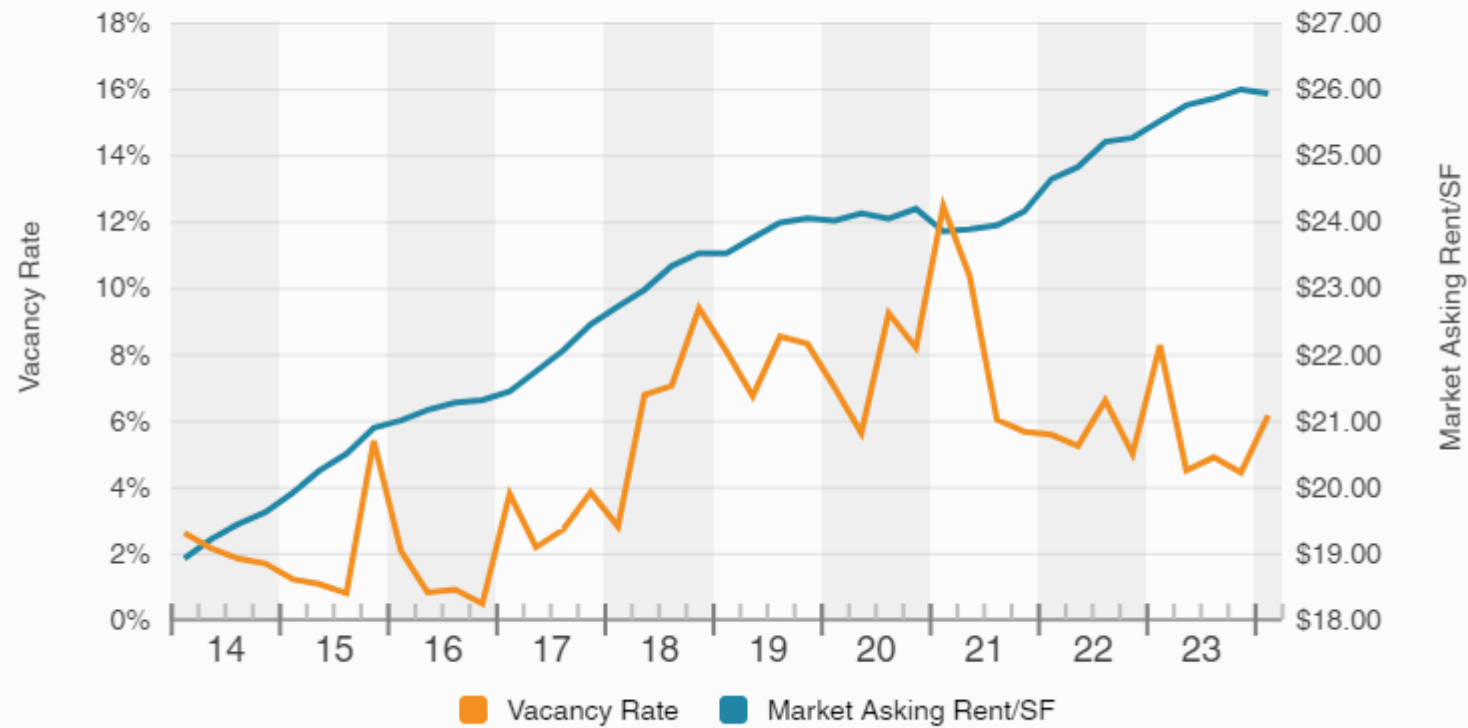
Vacant SF



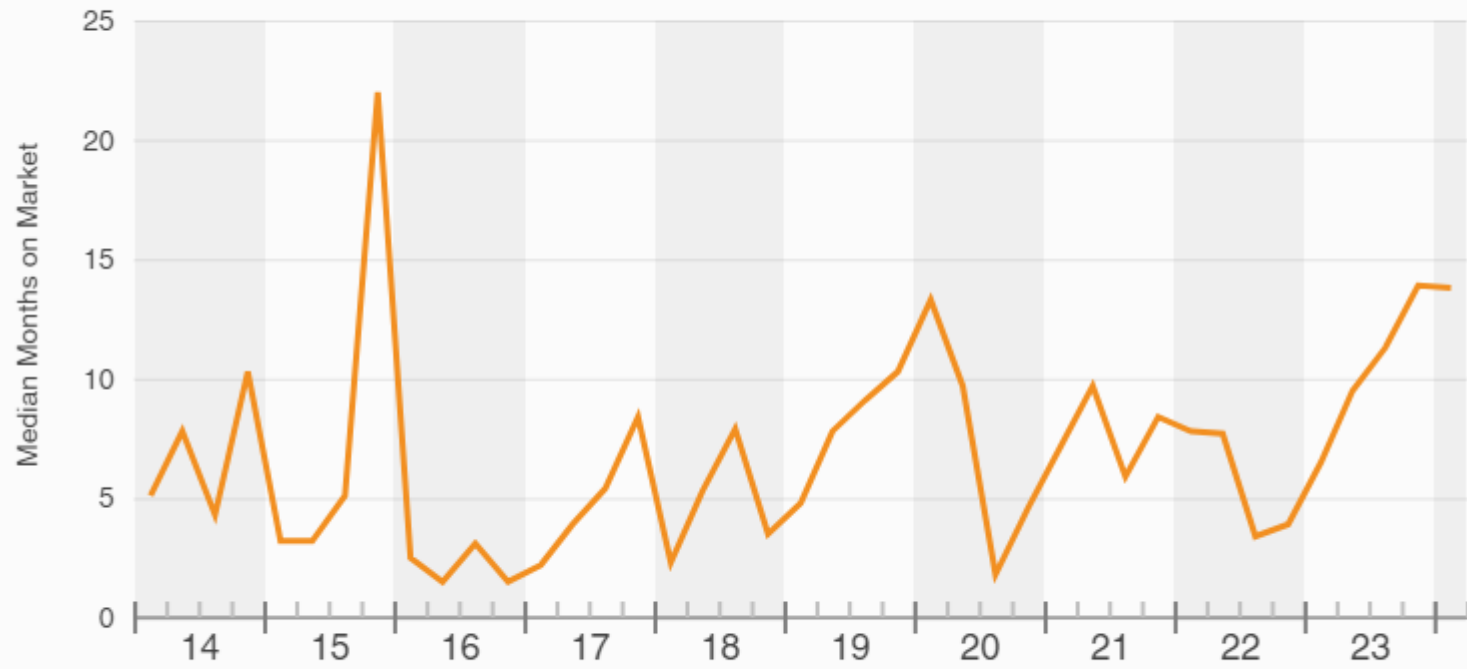
Occupancy Rate



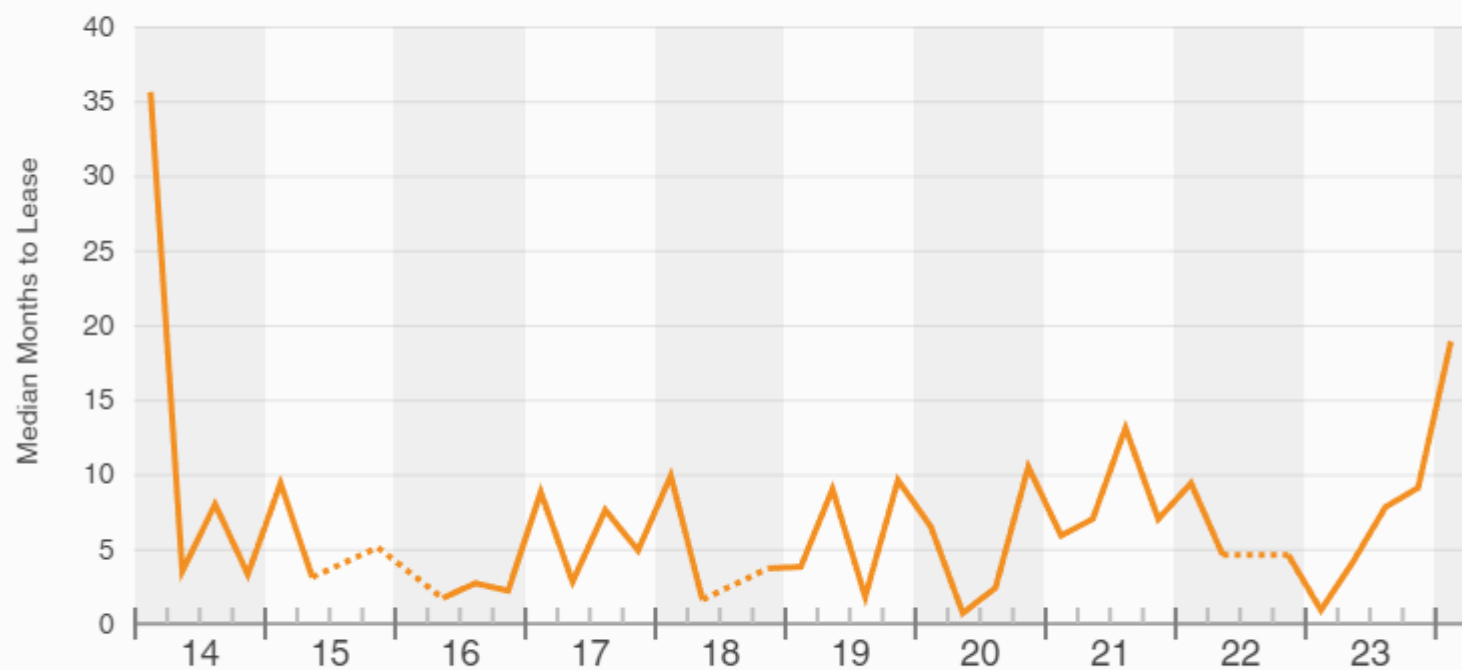
Vacancy & Market Asking Rent Per SF



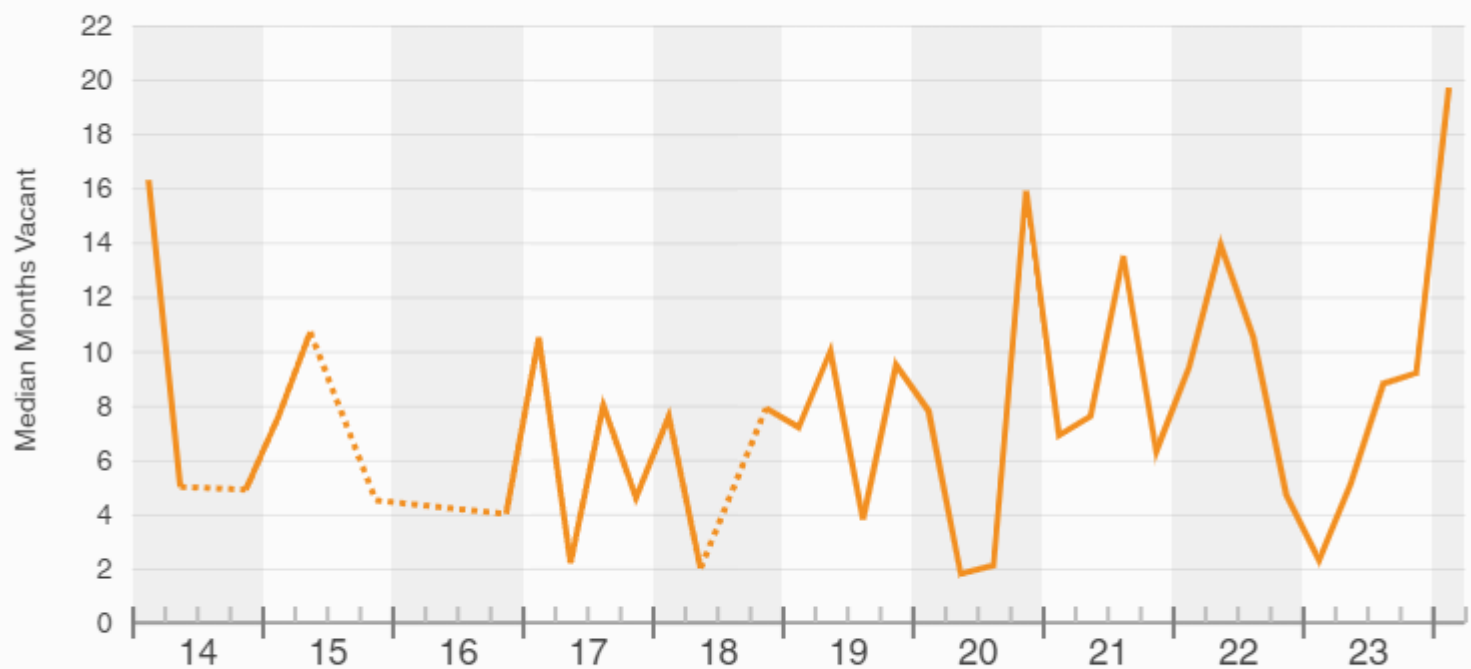
Months On Market



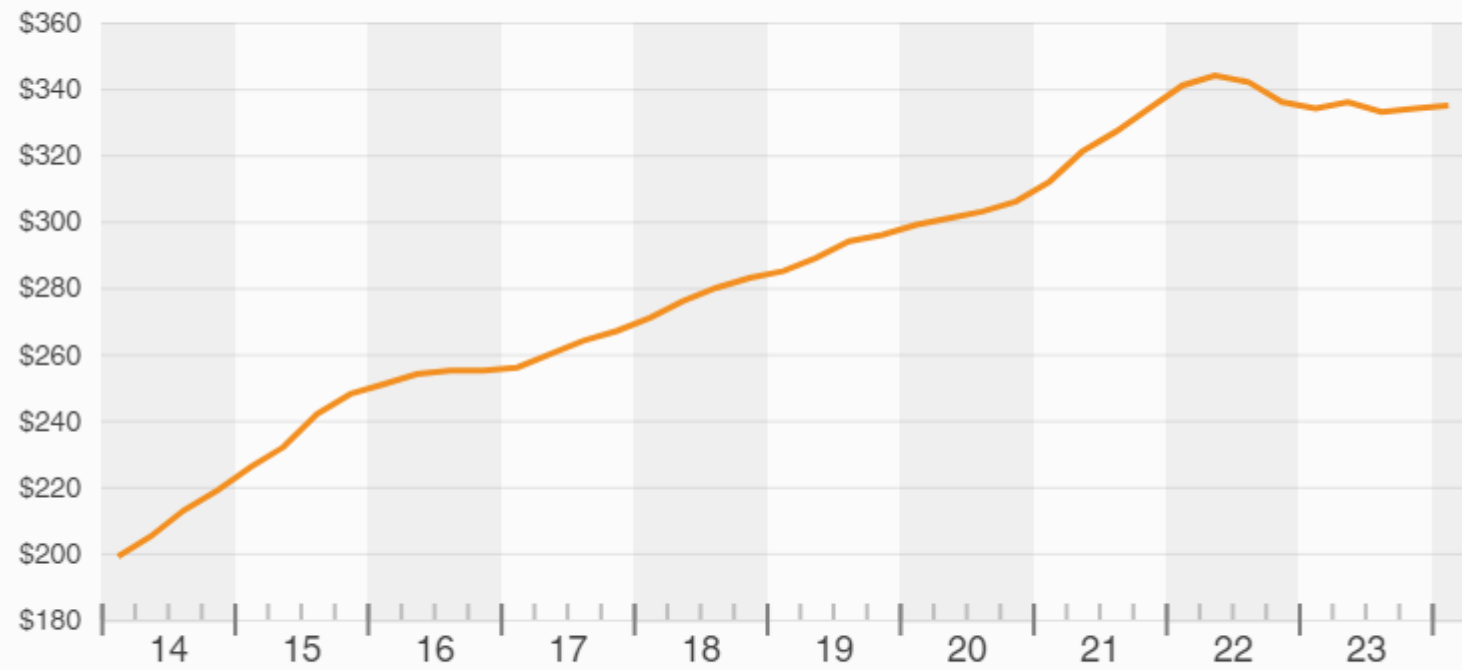
Months To Lease



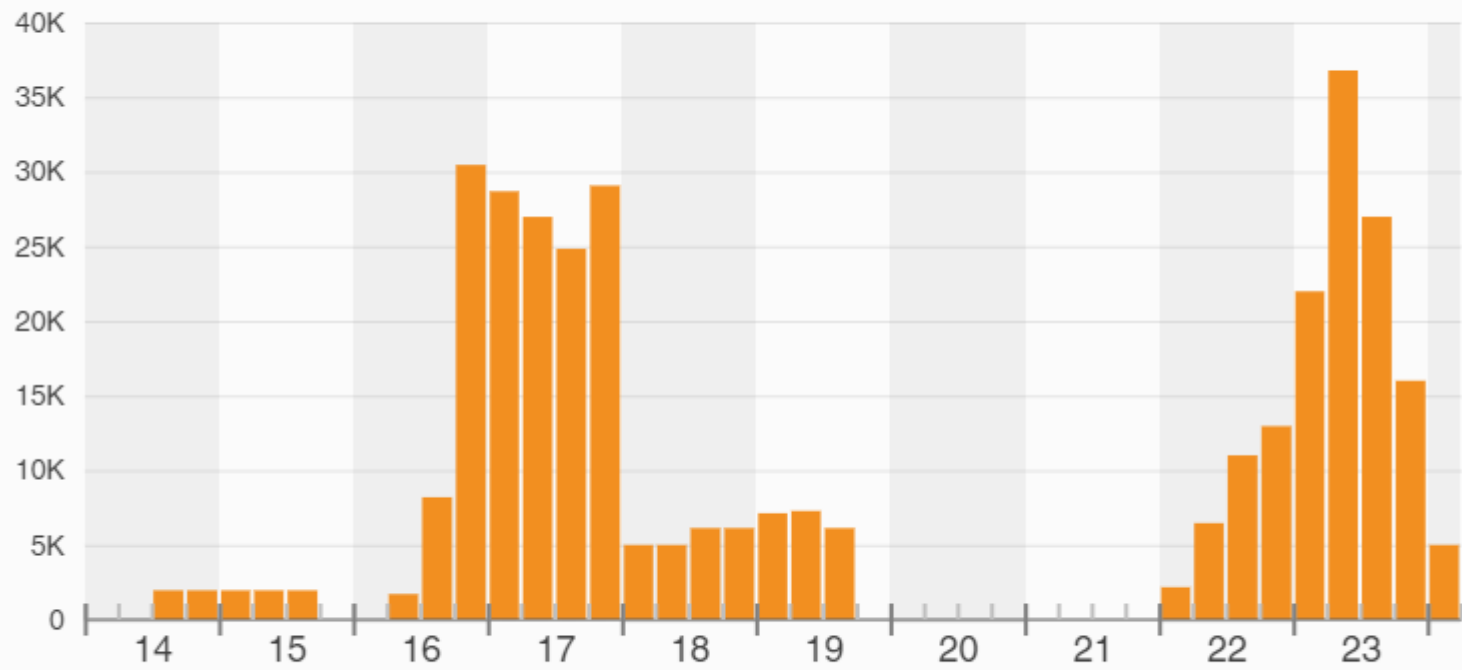
Months Vacant



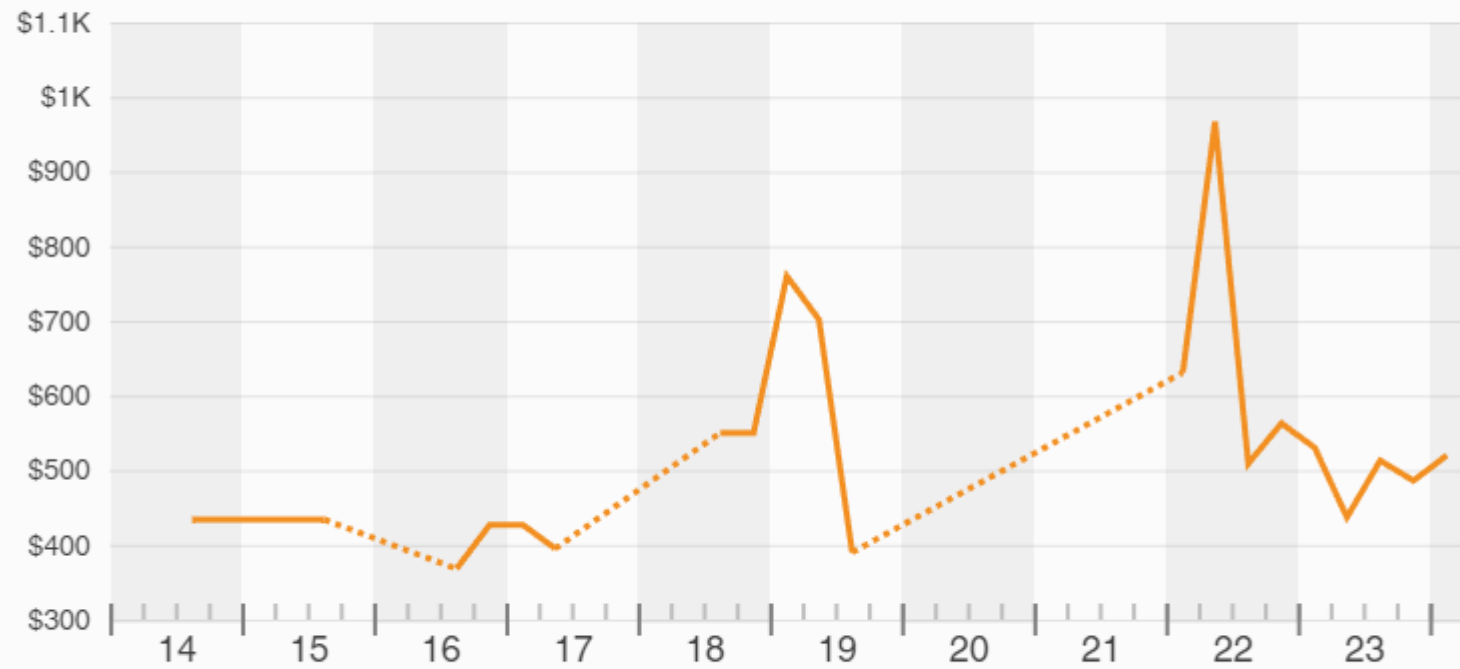
Market Sale Price Per SF



For Sale Total SF



For Sale Asking Price Per SF



*all information pulled from CoStar



2023 Louisville Downtown Patio Program Guidelines and Application

The purpose of the Downtown Patio Program is to make available outdoor patios within existing on-street parking spaces from approximately late April through October (6 months). The program provides benefits to the community by encouraging an active streetscape, contributing to the City's positive image, and drawing residents and visitors to Downtown. Participating food and drink establishments benefit from added seating to accommodate demand for outdoor dining.

General Guidelines:

Placement: Patios will be placed: 1) within an existing on-street full parking stall AND 2) adjacent to the leased or owned location of the business (i.e. on the street frontage). Patios may not be placed on more than one street. Special situations will be reviewed on a case-by-case basis.

Availability: The City anticipates there may be increased demand for outdoor dining and patios in 2023. Applicants should request the number of patios they are willing to rent and license, but staff will review all complete applications before confirming a final count and invoicing. Completed applications received on-time will be given priority, but staff will attempt to make sure that all food and drink establishments that wish to participate will have availability.

Cost: Annual rental fee for 12 linear feet of patio is \$1,000, which defrays the City's operational costs to implement the program. You will receive an invoice after materials are submitted and staff determines availability. Payments must be made in full by March 31, 2023 in order to ensure on-time patio placement.

License Agreement: All participating establishments need to execute the enclosed License Agreement for the use of the Public Right-of-Way.

Liquor License: Please remember to visit the City Clerk's Office to complete a Temporary Modification of Premise form to accommodate the patios. This can now be aligned with your annual renewal. See the Clerk's Office for details.

Important Dates:

March 17, 2023	Complete Patio Application Packet due to Economic Vitality
March 24, 2023	City Completes application review and draft placement plan
March 31, 2023	Rent payment due
April 24, 2023	Patio installation (weather permitting)
November 6, 2023	Patio removal (may be earlier, weather dependent)

Attachments:

- 1) Application for Patios
- 2) License Agreement for Use of Public Right-of-Way



2023 Louisville Downtown Patio Program Guidelines and Application

Establishment: _____

Liquor License Entity (if applicable): _____

Main Contact: _____

Address: _____

Phone: _____ Email: _____

Number of Patios Requested: _____

Rental Cost for Patios: \$_____ (Number of Patios x \$1,000)

Any special requests? _____

Questions? Please contact:

Austin Brown
Economic Vitality Specialist
749 Main Street, Louisville, CO 80027
Office: 303-335-4529
Email: abrown@louisvilleco.gov

Applications are due no later than March 17, 2023

Checklist:

- ✓ Application
- ✓ License Agreement
- ✓ Temporary Modification of Premise Application with City Clerk (if needed)



March 9, 2024
Old Town Community Meeting

Meeting Structure

Please be seated quickly

No audience comments until QA

Meeting Agenda:

- Petition Status Update
 - Business Owners Perspective
 - DBA Survey Results
 - Louisville Downtown Revenue Report
 - Fire Code Access
 - Best Practices
 - Q/A Session
- 

Petition Status

- Many Citizens concerned about Main Street closure
 - 167 signatures for the online petition
 - 74 signatures collected on paper petition
 - 18 Businesses from within the DBA or surrounding Old Town area
- **259 concerned residents and business owners *and counting***

Main Street Closure



Started
Petition to

February 21, 2024
Louisville Colorado City Council



Support our petition urging the council to prioritize further investigation before making a decision on this crucial matter. Advocate for the postponement of the vote until additional studies are finalized, and the concerns of residents are adequately addressed.

Businesses Against Closure

Business Owners Perspective

- Closure creates inequity amongst business owners
 - Providing private commercial use of public right-of-access roadway
 - Reduces traffic to/from non restaurant locations
 - Creates access concerns and loss of revenue
- Fresno State University study showing pedestrian malls have an 89% failure rate

Businesses Speaking Out Against Closure	
Bob’s Dinner	Eric Olson Jewelers
Erica DeLacastro Therapy	Touch & Go Skin Care
Union Jack Liquor	Gitkind Law Firm
Heritage Insurance	Louisville Pre School
Old Santa Fe Mexican Grill	Eyeworks
Found Underground	Kaiser Lock and Key
Thunderbird	Dr. Wertz Dentistry
Whalen Chiropractic	Scherer Violin Shop
Deborah Burke Hair Salon	Hearing Solutions

IV. The Main Street Approach: Once cities and downtowns removed their pedestrian mall and restored it to a main street, there is almost always immediate success.

- Cole E. Judge, The Experiment of American Pedestrian Malls.



DBA Main Street Closure

Survey Results

Survey Source: Results provided by CORA request of the City of Louisville.

Survey Methodology

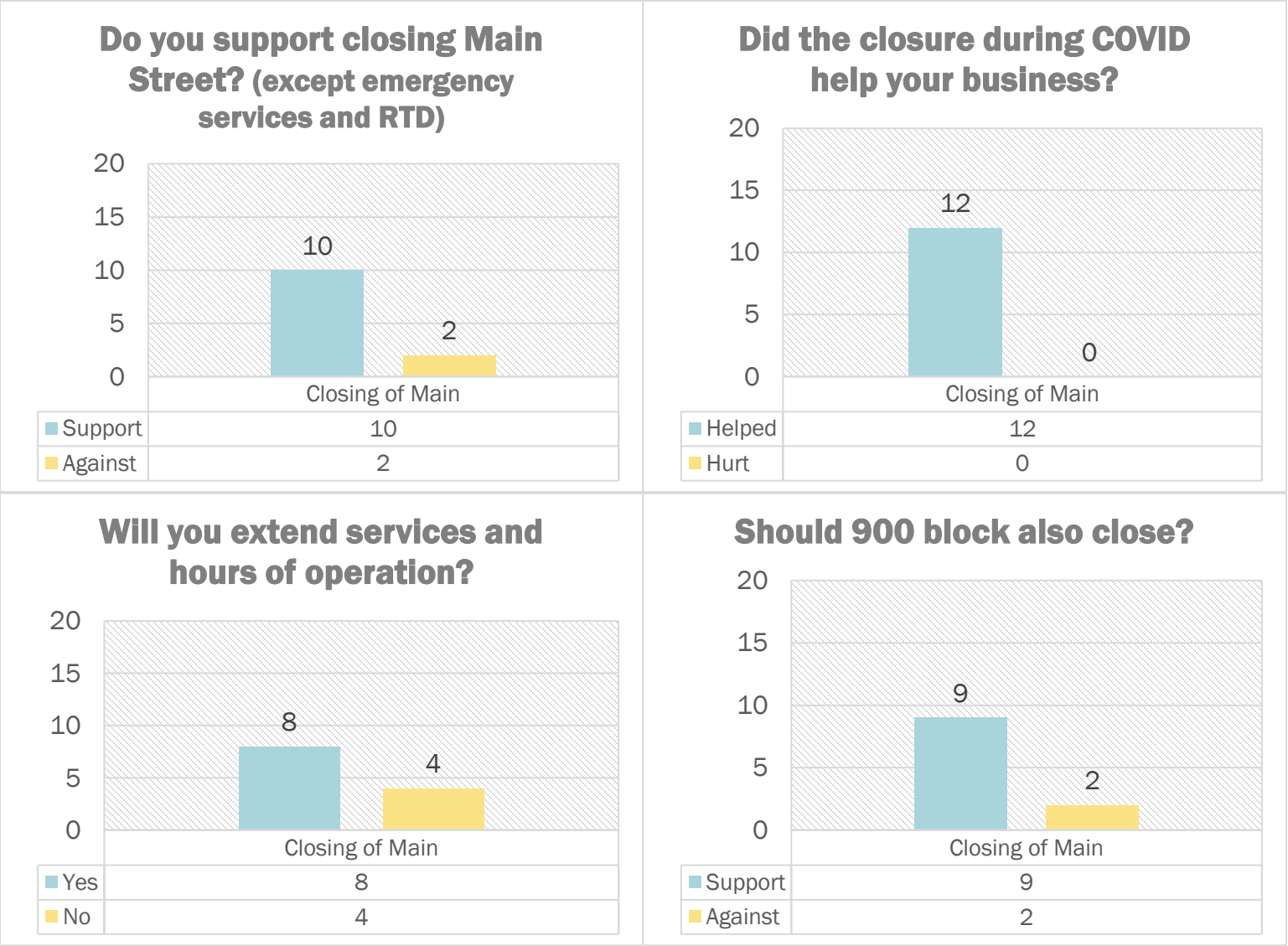
The DBA completed 3 surveys regarding DBA members thoughts on closing Main Street

- Survey 1 was only for restaurants along main street and went to 20 members (sample size). A total of 12 members responded, 61% response rate.
- Survey 2 was an online survey completed by Survey Monkey. It went to all 190 DBA members. Only 42 members responded, a 22% response rate.
- Survey 3 was listed as “in process” and results were not shared.

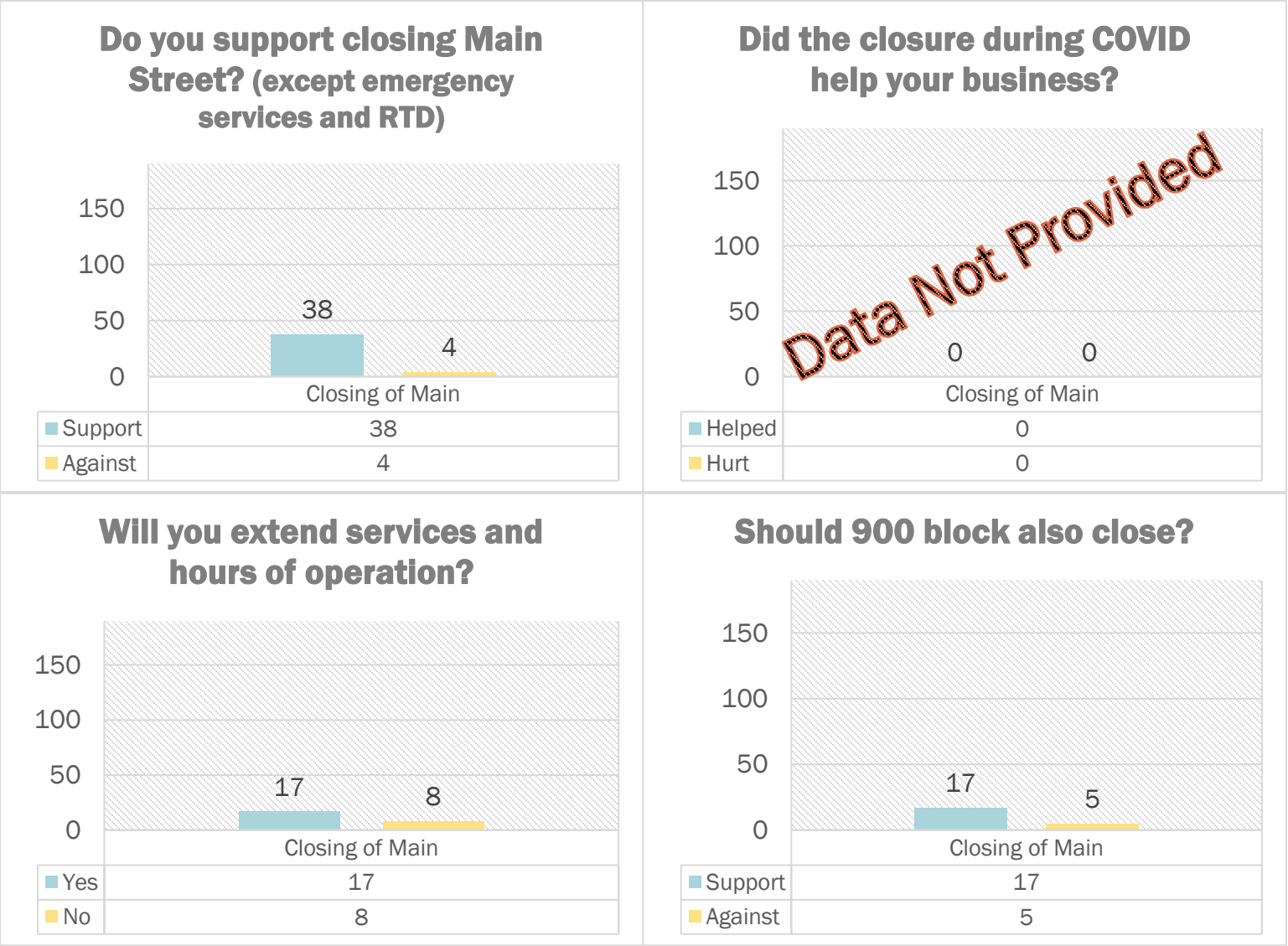
Areas of Note

- The DBA changed the wording of the survey questions from survey 1 to survey 2.
- The primary question regarding the closure of main street asked If business would favor closure of Main Street, with the exception of passage for emergency services and RTD busses.
- DBA made this statement to City Council when sharing results: The City made it clear to the DBA that *the City would work with its residents and with the RTD concerning the temporary closure*. Councilor Dickinson and others present at the February EVC meeting emphasized the City’s prior outreach and RTD work and that the City intends to do more.

Results Survey 1: Restaurants Only (Sample Size: 20)



Results Survey 2: All DBA Members (Sample Size 190)

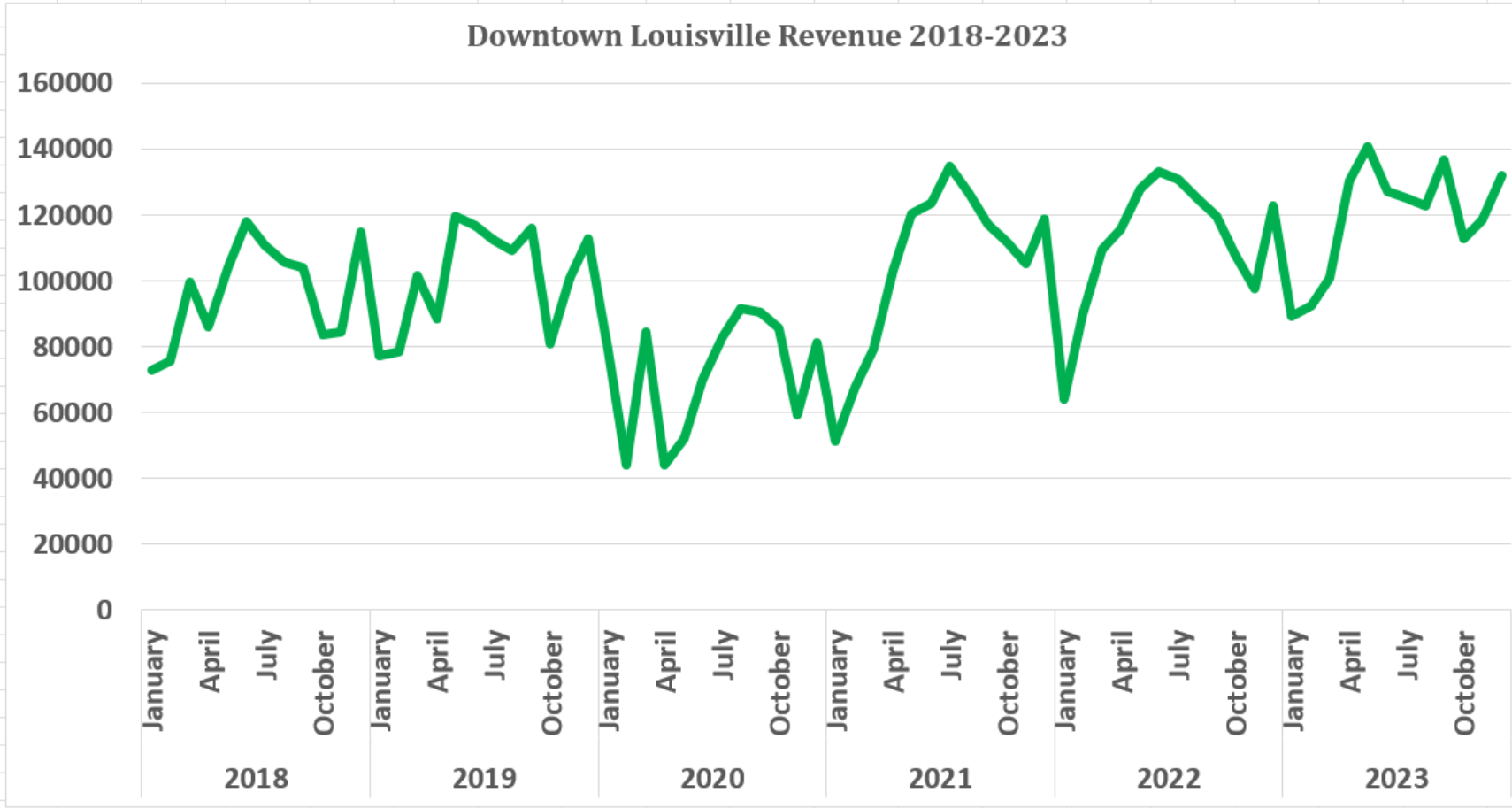


Key Takeaways

- The question determining the closure of Main Street was phrased so that **RTD would continue to traverse Main Street.**
 - As this is no longer the case, the survey responses are questionable. (Do they still apply to the current situation as it has evolved?)
- Survey 1 has discrepancies with sample size.
 - Mr. Kron states the survey went to 20 participants. He also states that they only had 2 non-responders; with 12 responders the **actual nonresponse rate is 8.**
 - He also stated 90% of responders are in favor of the closure. A more correct statement is that 90% of responders are in favor, **however, only 50% of the sample size replied they would be in favor of the closure.**
- Survey 2 sample size was considerable with 190 participants. **The response rate was only 42 (or 22%).**
 - Of those who did respond, several omitted a response on certain questions.
 - Typical omissions imply that the respondent has not made a decision on the topic.
- Survey was very limited in overall scope. **Residents were not surveyed, nor were questions asked regarding impact on neighboring communities.**
- **Of the 190 DBA members surveyed, only 17, or 9% said they would utilize the additional space** the closure would provide or extend business hours to support.
 - Of the restaurants surveyed, only 8, or 57% said they would utilize the space. Given this percentage, **use of space should be studied to determine if the current patio option is sufficient to provide best use of a public right of way.**
- **18 Businesses are now AGAINST the closure from recent petitions**

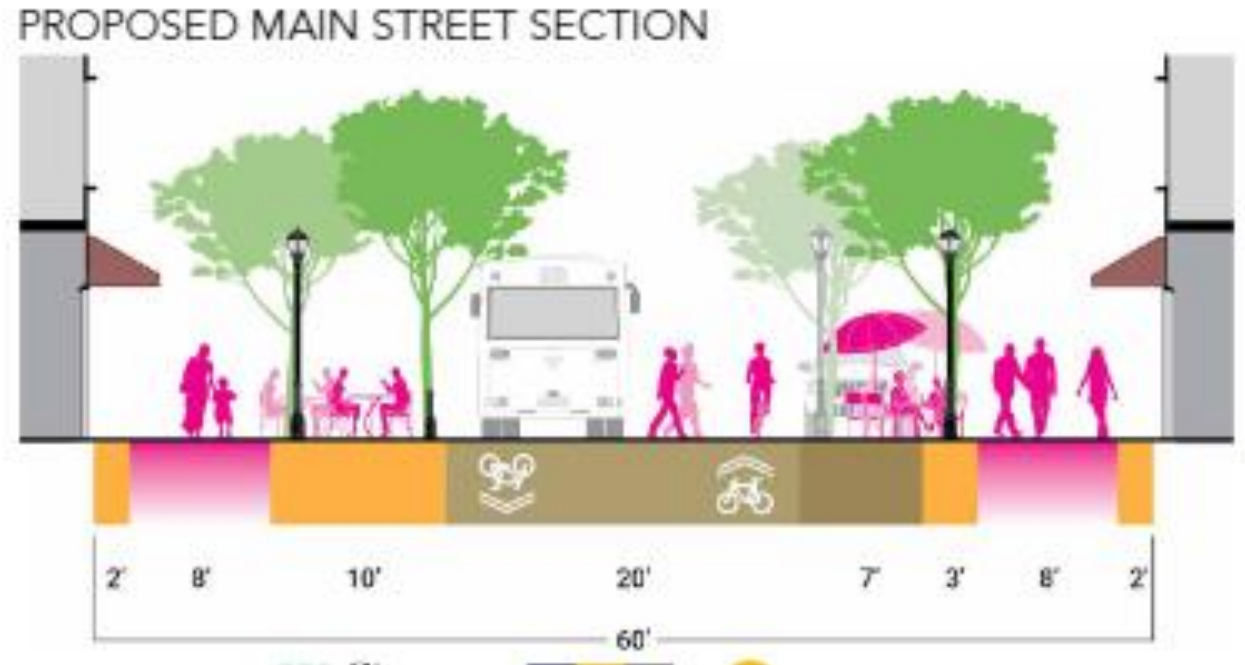
Downtown Revenue Report

- Old Town businesses fully recovered after covid
- 2023 sales best in 5-year history
- 2023 sales exceed pre-pandemic 2019
- Sales increased with OPENING of Main Street after 2020/2021 closure
- LRC Committee member states sales are flat. Actual Revenue shows sales are up 28% during the worst performing month in 2023 compared to the same period of 2022.



Fire Code and Access Parameters

- Reported that fire code access is 20 feet
 - Sidewalk path is 8 feet
 - Existing seasonal patio placement is 10 feet each side
 - This leaves the 20 feet of required access where no tables or seating can be placed
 - What are we gaining by this closure vs the working and popular patio seating program currently offered.
 - Are the negative impacts to neighbors worth the “gain” of the closure?
 - Only 8 Restaurants interested in using additional seating or activating in this space



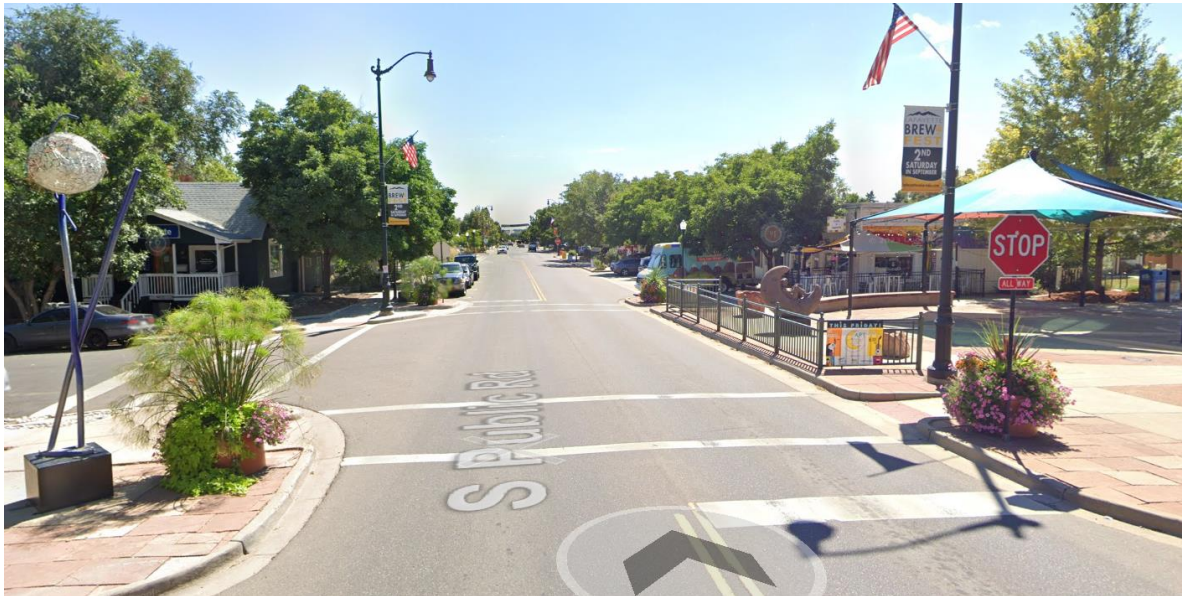
Best Practices

- Arvada Pedestrian mall shown
- Area surrounded by commercial properties
- Alternative traffic pushed to surrounding commercial streets
- Several paid parking lots available surrounding closure area.
- Large Light Rail Park-n-Ride Station with massive parking garage



Best Practices

- Thorough Resident Engagement prior to closure
- Completed Traffic Impact Studies
- Completed Parking needs analysis
- Lafayette downtown beautification while maintaining access
- Resident Parking Permits
- No thru traffic signs



Residential Parking Permits

Residents who live on certain streets within and surrounding Olde Town may apply for a residential parking permit through LAZ Parking.



Question and Answer



The Experiment of American Pedestrian Malls:

Trends Analysis, Necessary Indicators for Success and Recommendations for Fresno's Fulton Mall

**FRESNO
FUTURE**

Cole E. Judge

This research paper is a unique contribution for the Fresno Future Conference put on by Dr. Kharbawy at Fresno State University and has not been published elsewhere.

**Strong Cities, Strong Communities
Downtown Fresno Partnership
559-490-9966**

10/11/2013

Abstract

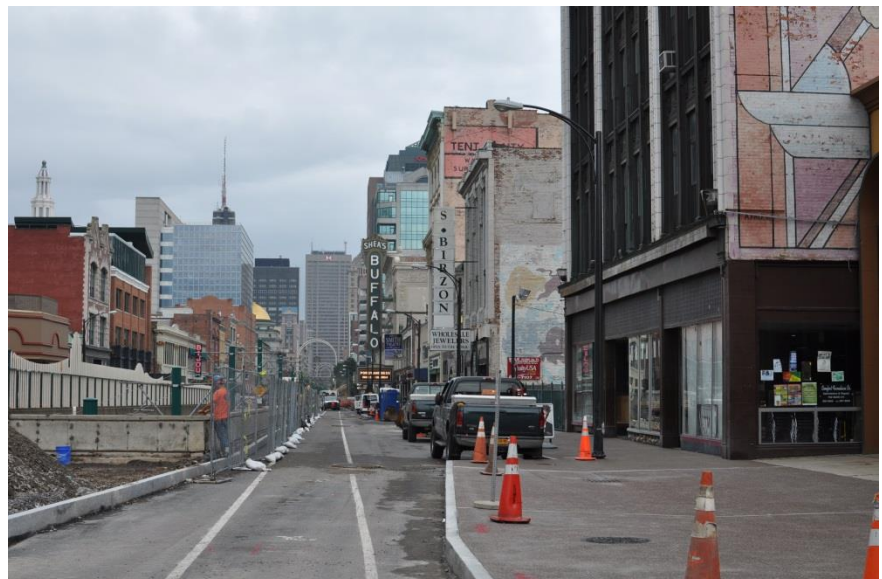
This report is intended for the Downtown Fresno Partnership and its stakeholders to analyze the trends of American pedestrian malls over the last 50+ years to help inform the future of Downtown Fresno's Fulton Mall corridor. The report distinguishes between pedestrian malls and transit/pedestrian malls, taking specific interest in the purely pedestrian malls that were installed in the 1950s and 1960s. Some of the key findings from our research analysis include:

- Pedestrian malls in the United States have an 89% rate of failure. Most have been removed or repurposed. Only 11% have been successful.
- Of the 11% successful pedestrian malls, 80% are in areas with populations under 100,000.
- Certain indicators need to be present for a pedestrian mall to be successful in the United States: near or attached to a major anchor such as a university, situated in close proximity to a beach, designed to be a short length in terms of blocks, in a town/city with a population under 100,000, and/or located in a major tourist location such as Las Vegas or New Orleans.
- Cities that have embraced the Main Street and Complete Streets models have experienced turn-arounds in their downtowns with more investment, higher occupancy rates and more pedestrian traffic.

Recommendations moving forward include adapting a main street approach to revitalization given that Fresno lacks the necessary indicators of success for an American pedestrian mall. The economic importance of the downtown area can greatly be enhanced by incorporating "complete streets" and "main street" design elements. The American pedestrian mall, including Fresno's Fulton Mall, is by most accounts a failed experiment that, left alone, will continue to deteriorate.

Like the approximate 170 other U.S. cities that have changed or removed their pedestrian malls, Downtown Buffalo is currently in the process of removing its failed pedestrian mall.

Photo by Elliott Balch.



I. Introduction and Methodology

This report covers the history of American pedestrian mall, analyzes the research of existing and removed pedestrian malls and posits how the City of Fresno can learn from the experience of other cities and the trends-analysis that emerges from the best practices research.

Urban designer, Jessica Schmidt, defines pedestrian malls as being “characterized as a number of blocks of public downtown streets designated for pedestrian-only use and closed to vehicular traffic.”ⁱ In this report, pedestrian malls are defined as “successful” when they represent a thriving retail corridor with low vacancy rates, high pedestrian traffic levels and a utilized mix of businesses and uses. Successful pedestrian malls are considered to be economically viable. In this report, “struggling” pedestrian malls are defined as pedestrian malls that are in the process of being removed or are being considered to be removed; where there are low vacancy rates, low pedestrian traffic levels and/or a low business mix; and that are not significant economic generators. “Removed” pedestrian malls are the malls that have been taken out and returned to a street and thus were not successful. “Transit Malls” are those corridors that may commonly be referred to as pedestrian malls, but are actually multi-modal, allowing buses, trolleys, or taxis along with pedestrians. Examples of transit malls include Nicollet Mall in Minneapolis, State Street in Madison and 16th Street Mall in Denver. Excluded in this analysis are the few pedestrian malls that are small pedestrian plazas that exist off of a main street, those that are embedded in college campuses, those that are enclosed shopping malls, those that are actually parks and those that are non-retail alleyways.

Data was collected by researching news articles, calling city representatives, conducting in-person interviews, reading literature available on the area and/or pedestrian mall, reading professional studies and even visiting some of the cities. This report is particularly interested in pedestrian malls that were constructed around the 1960s and 1970s on corridors that were formerly streets as those are most applicable to the challenge facing Fresno. The report makes an effort to be objective, even though the definitions of “successful” and “struggling” are confined to the ones laid out in this report. We hope to have explained the reasoning behind the labels and hope that this report can assist the City of Fresno and other cities that have struggling pedestrian malls.

II. History

As a response to the suburban, white flight that occurred in many inner cities in the 1960s and 1970s, cities were open to try various urban renewal strategies to bring economic development back into the core of the city. Suburban shopping malls were becoming popular and drawing shoppers out of the downtown. In an effort to draw them back, planners embarked on the experiment of the American pedestrian mall.

Approximately 200 pedestrian malls were installed during this time period. The first one to go in was in Kalamazoo, Michigan and designed by planner and architect, Victor Gruen. Gruen, hailed as inventor of the modern shopping mall, designed many of the nation’s indoor malls and outdoor pedestrian malls.ⁱⁱ

The pedestrian mall took several architectural and landscape elements from the suburban shopping center such as fountains, lighting, etc. It also aimed to provide the shopper with an “enclosed” experience, cut off from the area around it with design elements included to provide a pleasant environment where the shopper would want to stay, meander and shop more. Scott Doyon of Placemakers.com describes the problem with providing this type of enclosed in an American downtown that had been designed for automobile traffic:

“The problem was that we had relinquished our streets to the automobile, relegating all other users to second or third class status. We had taken the complexity of the public realm and dumbed it down into a single-use car sewer. Cars good, walking bad. So how did we try to fix that? By doing the exact same thing, except in reverse. This time it was cars bad, walking good, which presents a similar set of problems because community doesn’t thrive in all-or-nothing extremes of complexity reduction.”ⁱⁱⁱ

Planners tried competing with suburban shopping malls by recreating those suburban elements in urban areas and while the first few years of novelty may have been a success in some areas, the verdict has been overwhelming in terms of how the experiment of the pedestrian mall fared.

A representative of the City of Lake Charles’ Downtown Development Authority acknowledges that installing pedestrian malls may have actually had the opposite effect and encouraged the flight to suburbia: “What the pedestrian mall effort did was to speed up the flight as the concept totally disrupted access to and from downtown.”^{iv}

III. Struggling and Unsuccessful Pedestrian Malls

Installing an isolated suburban shopping center in the middle of an urban area ultimately proved to be unsuccessful in the United States and most of the malls have been removed or repurposed. The Community Land Use and Economics Group, LLC (CLUE Group) a downtown economic development and historic preservation consulting firm, acknowledges that “most communities found, however, that their new pedestrian malls hurt downtown business, rather than boosting it.”^v The CLUE Group reported that by 2005, fewer than two dozen downtown pedestrian malls remained in the United States.^{vi} In 2008, the Downtown Memphis Commission reported that 85% of the original 200 U.S. pedestrian malls had been reopened to traffic, including malls in cities such as Baltimore, Chicago, Philadelphia, Pittsburg, Pasadena, Burbank, Kalamazoo, Raleigh, Portland Oregon, Little Rock and Tampa.^{vii} By the mid-1980s, most communities that installed pedestrian malls have now removed them completely or partially.^{viii}

Our research validates these statistics, finding that of the approximately 200 pedestrian malls to go in, 89% are removed, struggling or combined with transit, giving American pedestrian malls an 11% success rate.

Table 1: Pedestrian Mall Success Rates in the United States

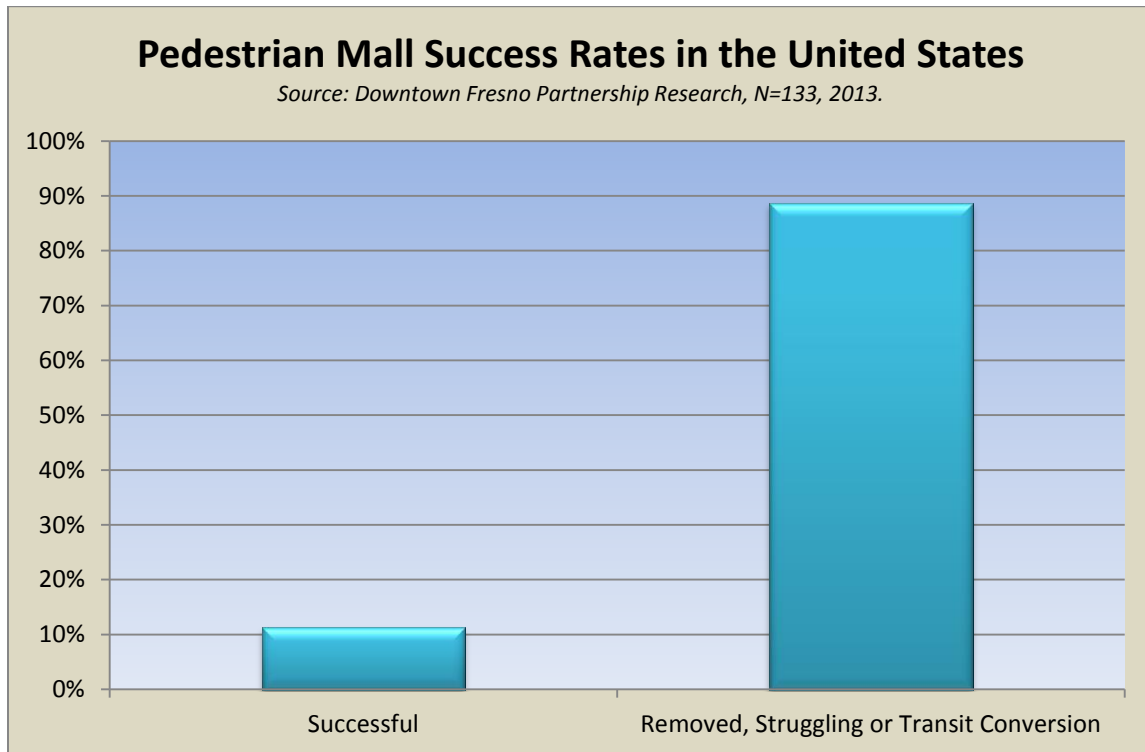
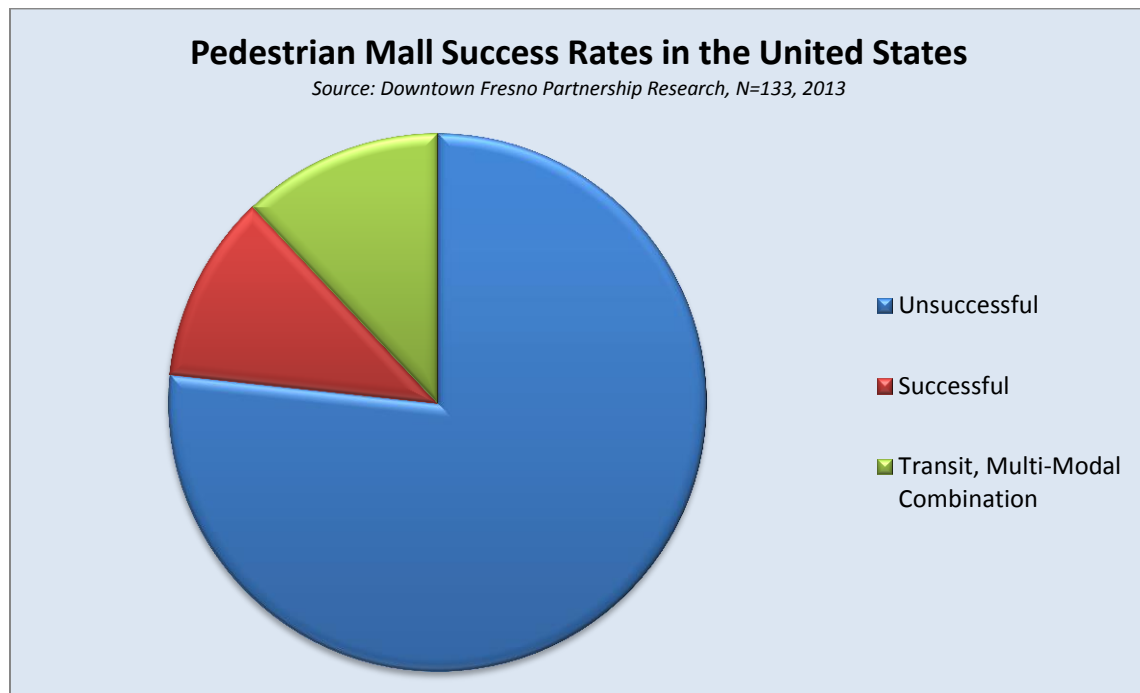


Table 2: Pedestrian Mall Success Rates in the United States, Separating out Transit



In 2008, The Memphis Center City Commission found that when a downtown street gets closed to traffic:

- Vacancy rates along the mall increase and retail mix deteriorates.
- The retail focus shifts from “comparison and destination goods/services,” such as department stores and high-end retail, to convenience stores.
- The mall becomes an “uncomfortable and threatening environment” attracting “loiterers and transients.”^{ix}

The problems of pedestrian malls include a deteriorated retail mix, lack of visibility and access for retail, an uncomfortable and threatening environment, an area that attracts loiterers, disrupted neighborhood traffic flows and a fear of crime.^x In Kalamazoo, a library researcher wrote of other problems including “the lack of convenient parking, the exposure of shoppers to bad weather, public perceptions on crime and less shopping diversity.”^{xi} In *Governing*, senior editor Tod Newcombe wrote, “Many of the pedestrian malls were ill-planned and had little purpose. Because so few people lived downtown, the malls became lifeless after work, attracting crime and loiterers, rather than large crowds.”^{xii} Pedestrian malls experience a general isolation, including a lack of eyes on the street for perceived safety and comfort, lack of visibility amongst landscaping and difficulties of parking and access. In summation, the Memphis report concluded that “in most cases pedestrian malls in North America have experienced negative economic results from the original conversion.”^{xiii}

Memphis is a city with a pedestrian-transit mall and has done extensive research on pedestrian malls in other cities. Jeff Sanford of the Memphis Center City Commission stated, “We still have a seven-block-long pedestrian and transportation mall... No question in my mind: if we had it to do over again, we wouldn’t have done it... The lesson in my opinion is: don’t create pedestrian only streets!”^{xiv} Buffalo Mayor Byron Brown concurs with his statement in the Buffalo News in July 2013 that prohibiting cars from the street “essentially killed retail in downtown Buffalo.”^{xv}

Table 3: Unsuccessful Pedestrian Malls in the United States

Unsuccessful Pedestrian Malls: Struggling or Removed (Reopened to Traffic)			
State	Mall Name	City	Type of Mall
Arkansas	Main Street Mall	Little Rock	Removed
Arizona	Pedestrian Mall	Yuma	Removed
California	Downtown Mall	Riverside	Removed
California	Fulton Mall	Fresno	Struggling
California	Golden Mall	Burbank	Removed
California	Plaza Park Mall	Oxnard	Removed
California	Pomona Mall	Pomona	Partially Removed
California	Redding Mall	Redding	Struggling
California	Redlands Mall	Redlands	Removed
California	Santa Cruz Pacific Garden Mall	Santa Cruz	Partially Removed
Connecticut	Captain’s Walk	New London	Removed

Connecticut	Pratt Street	Hartford	Removed
Delaware	Market Street Mall	Wilmington	Removed
District of Columbia	Liberty Place/Gallery Place	Washington	Removed
Florida	Franklin Mall	Tampa	Partially Removed
Florida	Las Olas Boulevard	Fort Lauderdale	Removed
Georgia	Downtown Mall	Toccoa	Removed
Hawaii	Fort Street Mall	Honolulu	Struggling
Illinois	Downtown Mall	Centralia	Removed
Illinois	Downtown Plaza	Freeport	Removed
Illinois	Landmark Mall	Decatur	Removed
Illinois	Neil street	Champaign	Removed
Illinois	Oak Park Village Mall	Oak Park	Partially Removed
Illinois	Old Capitol Plaza	Springfield	Pedestrian
Illinois	State Street Mall	Chicago	Removed
Illinois	State Street Mall	Rockford	Removed
Illinois	Vermilion Park Mall	Danville	Removed
Indiana	Franklin Square Mall	Michigan City	Repurposed
Indiana	Main Street Walkway	Evansville	Removed
Indiana	The Promenade	Richmond	Removed
Indiana	Michigan Street	South Bend	Removed
Indiana	Walnut Plaza	Muncie	Removed
Iowa	Pedestrian Mall	Ottumwa	Removed
Iowa	Jefferson Street Mall	Burlington	Removed
Iowa	Town Clock Plaza	Dubuque	Removed
Kansas	Atchison Mall	Atchison	Struggling
Kansas	Maple Street	Kansas City	Removed
Kansas	Parsons Plaza	Parsons	Removed
Kentucky	River City Mall	Louisville	Removed
Kentucky	St. Clair Mall	Frankfort	Removed
Kentucky	Old Town Plaza	Covington	Removed
Louisiana	Downtown Mall	Lake Charles	Removed
Maryland	Downtown Place	Salisbury	Removed
Maryland	Lexington Mall	Baltimore	Removed
Maryland	Old Town Mall	Baltimore	Removed
Massachusetts	Downtown Crossing	Boston	Struggling
Michigan	Macomb Place	Mount Clemens	Removed
Michigan	Market Street Mall	Kalamazoo	Pedestrian
Michigan	Michigan Mall	Battle Creek	Removed
Michigan	Monroe Mall	Grand Rapids	Removed
Michigan	Pearl Street	Grand Rapids	Unsuccessful
Michigan	Progress Place	Jackson	Unsuccessful
Michigan	Washington Square	Lansing	Removed
Minnesota	Levee Plaza	Winona	Removed

Minnesota	Mall Germain	St. Cloud	Removed
Mississippi	Main Street Mall	Vicksburg	Removed
Missouri	Pedestrian Mall	Springfield	Removed
Missouri	Pedestrian Mall	St. Joseph	Unsuccessful
Missouri	Main Street	Saint Charles	Removed
Missouri	North 14th Street Pedestrian Mall	Saint Louis	Unsuccessful
Montana	Last Chance Mall	Helena	Removed
New Hampshire	Vaughn Street Mall	Portsmouth	Unsuccessful
New Jersey	Trenton Commons	Trenton	Removed
New Mexico	4th Street Mall	Albuquerque	Struggling
New Mexico	Downtown Mall	Las Cruces	Removed
New York	Ithaca Commons	Ithaca	Struggling
New York	Pedestrian Mall	Freeport	Removed
New York	Buffalo Place Main Street Mall	Buffalo	Struggling
New York	Main Street Mall	Poughkeepsie	Removed
New York	State Street Mall	Auburn	Removed
North Carolina	Downtown Greenville Mall	Greenville	Unsuccessful
North Carolina	Downtown Walkway	Winston-Salem	Removed
North Carolina	Fayetteville St	Raleigh	Removed
North Carolina	Franklin Commons	Fayetteville	Removed
North Dakota	Pedestrian Mall	Fargo	Removed
Ohio	Pedestrian Mall	Ashtabula	Removed
Ohio	Middletown Mall	Middletown	Unsuccessful
Ohio	Youngstown Federal Plaza	Youngstown	Unsuccessful
Oklahoma	Main Street Mall	Tulsa	Unsuccessful
Oregon	City Center Mall	Coos Bay	Removed
Oregon	Eugene Mall	Eugene	Unsuccessful
Pennsylvania	Center City Mall	Williamsport	Unsuccessful
Pennsylvania	Centre Street Mall	Pottsville	Repurposed
Pennsylvania	Downtown Mall	Erie	Removed
Pennsylvania	Maplewood Mall	Philadelphia	Unsuccessful
Pennsylvania	Penn Square	Reading	Removed
Pennsylvania	Carnegie Ped Mall	Carnegie	Removed
Pennsylvania	West Allegheny Ped Mall	West Allegheny	Removed
Pennsylvania	Wyoming Avenue Mini-Mall	Scranton	Removed
Rhode Island	Westminster Mall	Providence	Removed
South Carolina	Main Street	Rock Hill	Removed
South Carolina	Coffee Street Mall	Greenville	Removed
South Carolina	Main Street Mall	Spartanburg	Removed
South Dakota	Pedestrian Mall	Sioux Falls	Removed
Texas	Akard Street Mall	Dallas	Partially Removed
Texas	Austin Avenue Mall	Waco	Removed
Washington	Broadway Plaza	Tacoma	Removed

Washington	Occidental Mall	Seattle	Removed
West Virginia	Pedestrian Mall	Huntington	Removed
Wisconsin	Forest Home Avenue Mall	Milwaukee	Removed
Wisconsin	Plaza 8/Harbor Center	Sheboygan	Removed

IV. The Main Street Approach

Once cities and downtowns removed their pedestrian mall and restored it to a main street, there is almost always immediate success. Even the very first pedestrian mall to be installed in the United States realized it needed to be removed to restore vibrancy to the community (Kalamazoo in 1998). The City of Buffalo and the Niagara Frontier Transportation Authority report that, “90% of cities see significant improvements in occupancy rates, retail sales, property values, and private sector investment in the downtown area when streets are restored.”^{xvi}



***Photo of Burbank’s Successful Main Street after Pedestrian Mall Removal.
Photo by Elliott Balch.***

Examples of successful mall removals:

- South Bend, Indiana’s downtown experienced a 20% increase in retail sales when Michigan Street was reopened to vehicular traffic.^{xvii}

- Burlington, Iowa's Jefferson Street's ground-floor vacancies dropped from 80% to 20% once the two blocks were reopened to cars in 1990 and continued to drop to 0% within 2 years of opening.^{xviii}
- Louisville, Kentucky's mall reopened and vacancy rates decreased from 80% to 50% and property values increased within one year of reopening.^{xix}
- Philadelphia, Pennsylvania's mall reopened in 2000 and rents that were \$25 per square foot became \$65 per square foot and they experienced higher end national chains moving in such as Sephora, H&M and West Elm.^{xx}
- Raleigh, North Carolina reopened Fayetteville Street and experienced \$1 billion in public and private investments within the first 6 months of opening the mall to traffic and \$3.5 billion in the first three years.^{xxi}
- Covington, Kentucky's Old Town Plaza reopened and retailers immediately reported year-over-year sales gains of 30%.^{xxii}
- Eugene, Oregon's City Center Mall's vacancy rate went from 25% to 6% in four years.^{xxiii}
- Oak Park, Illinois' Lake Street's sales went up 15-20% and vacancy rates dropped from 25% to 5%.^{xxiv}
- Pittsburg, Pennsylvania's East Liberty Mall's vacancy rates dropped from 60% to having 200 new businesses on that stretch with \$80 million in investment in the first 10 years of opening.^{xxv}
- Poughkeepsie, New York's pedestrian mall's vacancy rate decreased from 31% to 10% once the mall was opened.^{xxvi}
- Waco, Texas' Austin Avenue's ground floor vacancy dropped from 80% to 40% after reopening to a street.^{xxvii}
- Burbank, California's Golden Mall went from having very high vacancies to 0-1% vacancy with a mix of local and national restaurants and shops.^{xxviii}
- Oxnard, California's Plaza Park Mall gained 14 new businesses, 6 business expansions and 4 major business renovations within the first year of reopening.^{xxix}
- Chicago, Illinois' State Street Mall's retail vacancy rate dropped to 1.8% in the first 8 months of opening, whereas in the 1970s, all but 2 department stores had closed along the Mall. From 1997 to 1998, rents have risen to \$32.02 per square foot, an 18% increase over a year, 1,000 apartments were created and traffic has returned to the roadway, knitting State Street back into the thriving downtown loop district, which has an estimated 500,000 daytime workers.^{xxx}

- Richmond, Indiana's Promenade has experienced 22 new businesses, 4 business expansions, 71 new downtown jobs, 17 façade rehabs, and 4 downtown second-story rehabs. The vacancy rate dropped from 28% to less than 3% within 18 months of opening.^{xxxix}
- Louisville, Kentucky's River City Mall's vacancy rate dropped from 80% to 50% within one year, and experience increased property values.^{xxxix}
- Kalamazoo, Michigan's Market Street Mall had three major projects under development within the first 2 years of opening and in 2011 had a 0% vacancy rate.^{xxxix}
- Grand Rapids, Michigan's Monroe Mall had 76 vacant storefronts in 1991 and after the mall reopened in 1997, they were all occupied.^{xxxix}
- Providence, Rhode Island's Westminster Mall experienced over \$1.5 billion in public and private funding into downtown after reopening.^{xxxix}

Fayetteville Street in Raleigh North Carolina set forth several objectives to restore their main street and make a positive transition from pedestrian mall to a quality, accessible place by:

- Creating a level of beauty, ambiance, and uniqueness appropriate to the importance of the street.
- Establishing a comfortable and safe environment.
- Providing continuous visual interest at street level.
- Blurring the line between public and private realms.
- Making the street feel populated.
- Catalyzing activity for at least 18 hours of every day.
- Allowing for the natural diversity of the private realm.
- Creating an environment in which high quality shops and restaurants can succeed.
- Using the public realm to unify the overall composition of the street.
- Highlighting public/civic buildings to punctuate the street and provide a sense of permanence.
- Accommodating diversity and create a street for all citizens by incorporating universal design.
- Stimulating economic development and revitalization of the parcels fronting Fayetteville Street.^{xxxix}

In somewhat of an ironic role reversal, the Main Street approach has become so successful in terms of placemaking and economic development that even suburban shopping malls are modeling themselves after urban main streets to attract customers. The data show that the main street approach restores vibrancy to an urban area and can be utilized as a successful tool in reshaping struggling or unsuccessful urban pedestrian malls.

V. Transit-Combination Pedestrian Malls

Several pedestrian malls have evolved into or started out as corridors that allow for both pedestrians and some type of transit, such as light rail, bus, trolley, or even taxi. The multi-modal component in these spaces have allowed for greater economic viability of the area, greater access and connections, less confusion and actually, more pedestrian traffic. By combining various modes of transportation, these spaces allow for greater access, connections, eyes on the street, and choice for the user. Some of the popular transit-pedestrian malls include Nicollet Mall in Minneapolis, State Street Mall in Madison and Denver's 16th Street Mall.

This hybrid approach allows for a pedestrian-dominated space, while incorporating the vital elements of access and connectivity with the rest of the urban grid. This approach requires partnership with local transit organizations, taxi companies, downtown organizations, and other stakeholders. Management of the district can often include a budget to cover maintenance, operations and repairs for the transit-pedestrian mall. Often, these are expensive endeavors. For example, the Downtown Denver Partnership estimated that repairing one street of granite pavers would cost about \$16 million.^{xxxvii}



***Nicollet Mall, Minneapolis, Minnesota Transit-Pedestrian Mall
Photo by Elliott Balch***

Table 4: Transit-Pedestrian Mall Combinations in the United States

Transit-Pedestrian Mall Combinations			
State	Mall Name	City	Combination
California	Downtown Mall	Sacramento	Light Rail
California	Parkway Mall	Napa	Transit
Colorado	16th Street Mall	Denver	Transit
Iowa	Walnut Street	Des Moines	Transit
Massachusetts	Essex Mall	Salem	Trolley
Minnesota	Nicollet Mall	Minneapolis	Transit, Bicycle
New Jersey	Washington Street Mall	Cape May	Trolley
New York	Fulton Street Mall	New York City (Brooklyn)	Transit
Oregon	Portland Transit Mall	Portland	Transit
Pennsylvania	Chestnut Street Transitway	Philadelphia	Transit
Pennsylvania	Downtown Canopy and Mall	Wilkes-Barre	Transit
Pennsylvania	East Liberty Mall	Pittsburgh	Transit
Pennsylvania	Gay Street Mall	West Chester	Transit
Pennsylvania	Hamilton Mall	Allentown	Transit
Tennessee	Main Street Mall/Mid-America Mall	Memphis	Trolley
Wisconsin	State Street Mall	Madison	Taxi, Transit

VI. Successful Pedestrian-Only Malls

Successful pedestrian malls are not the norm. Doyon states that, “The ones that work are the exception, not the rule, and they require some particular characteristics to flourish: high levels of tourist traffic occurring for reasons other than the mall is one; large populations of pedestrians (such as universities or dense downtown housing) in close, walkable proximity is another.”^{xxxviii} Dave Feehan of the International Downtown Association continues this point by stating, “Most have failed and been removed. Reasons include lack of maintenance, management, and marketing; fear of crime; the movement of retail to the suburbs; poor design; and Americans’ desire to “park in front of the store.” However, some well managed and well maintained examples continue to survive and in some cases thrive.... One factor seems to help significantly: the presence of a major university in close proximity.”^{xxxix}

Successful pedestrian malls appear to have a formula for success. Analysis of the 11% of pedestrian malls that are considered to be successful reveals that certain indicators need to be present for a pedestrian mall to be successful in the United States. These indicators are: located near or attached to a major anchor such as a university, situated in close proximity to a beach, designed to be a short length in terms of blocks, in a town/city with a population under 100,000, and/or located in a major tourist location such as Las Vegas or New Orleans.

- **Universities:** The CLUE Group notes that in almost all instances, these successful malls are in downtowns housing or abutting universities, hospitals or other large institutional

users – places like Boulder, Colorado (University of Colorado) or Burlington, Vermont (University of Vermont) – whose students, employees and visitors provide a significant concentration of daily customers for these districts' businesses.^{xi}

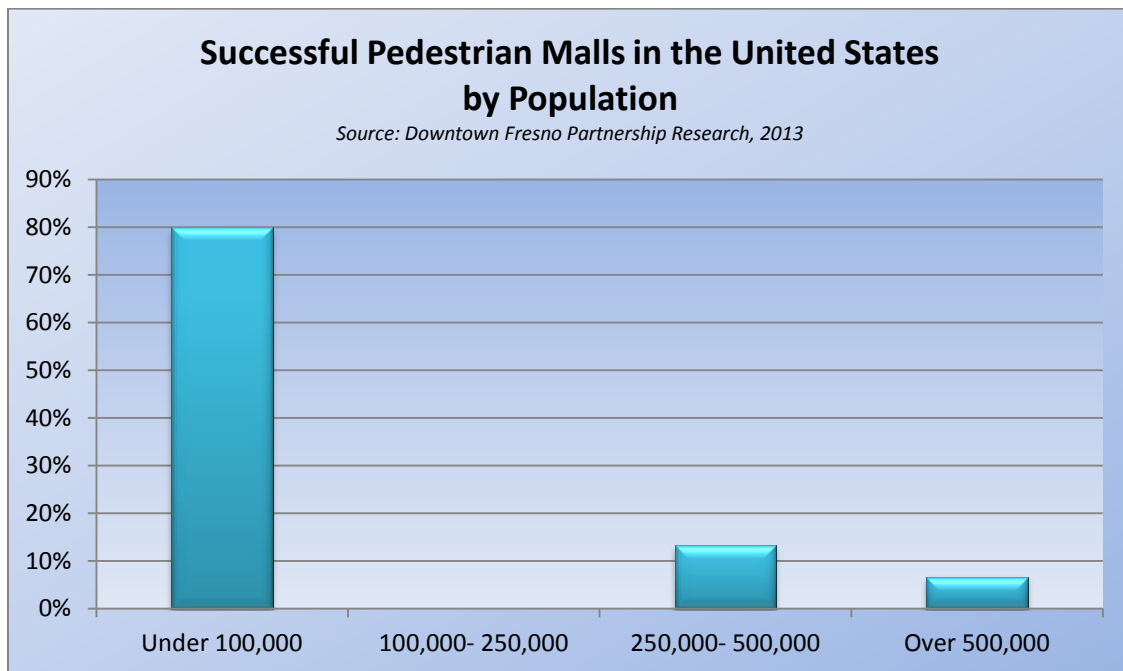
- **Beaches:** Miami Beach, Santa Monica, Newport Beach, New Bedford and Newburyport's pedestrian malls are all located directly adjacent to the beach or coast.
- **Short Lengths:** With the exception of Miami Beach's Lincoln Road Mall, most successful pedestrian malls range from 1-4 blocks in length.
- **High Tourism:** Cities such as New Orleans, Las Vegas and even Cumberland (home to the Western Maryland Scenic Railroad which attracts up to 49,000 passengers a year; and home to the Great Allegheny Passage attracting 100,000 visitors a year) have a dedicated tourist base to frequent their pedestrian malls. It should also be noted that New Orleans' most famous street, Bourbon Street, is not a pedestrian mall.
- **Populations under 100,000:** Only 11% of all American pedestrian malls are considered successful. Of these 11% successful pedestrian malls, 80% are in areas with populations under 100,000. Besides Las Vegas (which we would consider an outlier), there are no successful pedestrian malls in cities over 500,000.

Other research notes that pedestrian malls are successful when it “does not impact high levels of vehicular traffic.”^{xli}



Miami's Successful Pedestrian Mall by the Beach
Photo by Elliott Balch.

Table 5: Successful Pedestrian Malls in the United States by Population



The Memphis Center City Commission found that successful malls like the Pearl Street Mall in Boulder include:

- Varied mix of active uses and activities
- A large population of “captive” users (downtown residents and workers)
 - The journal, *Governing*, posited that Cities without downtown residential population can hold pedestrian-only events, but cannot sustain a pedestrian mall.^{xlii}
- Efficient public transit
- Heavily programmed activities
- Incorporation of efficient public transit
- Strong anchors that draw pedestrians
- Centralized, coordinated retail management
 - Management of the space is crucial. The Downcity Partnership in Providence, Rhode Island stated that “Pedestrian malls only succeed as part of a comprehensive retail strategy that includes a well-planned parking and mass transit system that reinforces the pedestrian mall. Also, centralized or coordinated retail management (CRM) is essential for most communities to

stabilize downtown shopping. This approach employs development strategies, management strategies, and promotions strategies and must have a sound organization strategy as its underpinning” (IDA, 2002).

- Located in a college town or near a college neighborhood
- Well-planned and extensive parking adjacent to the mall
- Located in an area of high tourism
- Frequent and thorough upgrades of the pedestrian mall.^{xliii}

Table 4: Successful Pedestrian Malls in the United States

Successful Pedestrian Malls in the United States					
State	Pedestrian Mall	City	Population	Mall Length	Indicator
California	Third Street Promenade	Santa Monica	90,377	3 blocks	Beach
Colorado	Pearl Street Mall	Boulder	98,889	4 blocks	University
Florida	Lincoln Road Mall	Miami Beach	90,588	8 blocks	Beach
Iowa	Pedestrian Mall	Iowa City	68,947	4 blocks	University
Louisiana	Exchange Place	New Orleans	360,740	1 block	High Tourism
Louisiana	Fulton Street	New Orleans	360,740	1 block	High Tourism
Maryland	Downtown Cumberland Mall	Cumberland	20,739	3 blocks	High Tourism
Massachusetts	Front Street	New Bedford	95,183	3 blocks	Beach
Massachusetts	Inn Street Mall	Newburyport	17,552	1 block	Beach
Nevada	Fremont Street Experience	Las Vegas	589,317	5 blocks	High Tourism
New Hampshire	Downtown Mall	Lebanon	13,120	1 block	University
New York	Jay Street Pedestrian Walkway	Schenectady	66,273	1 block	University
Rhode Island	Long Wharf Mall	Newport	24,034	1 block	Beach
Vermont	Church Street Marketplace	Burlington	39,522	4 blocks	University
Virginia	Main Street Downtown Mall	Charlottesville	40,482	8 blocks	University

VII. Recommendations

The Fulton Mall is currently operating at 6% of its economic potential, historic buildings are decaying, and it is no longer a space of economic or civic viability.^{xliv} The region of Fresno has lost the downtown economic engine. With just an 11% success rate of pedestrian malls that require certain indicators (none of which Fresno has), a pedestrian mall in the middle of a downtown urban area does not meet the criteria to be successful or economically viable.

Based on the findings in this report, we recommend the main street and complete street approaches, reopening the mall to vehicular traffic, restoring a multi-modal space that is welcoming to pedestrians, bicyclists, transit and automobiles. Multi-modal, complete streets organized under a main street model have proven to boost the economic viability of the former pedestrian mall space. Doyon makes the case for complete streets, noting that “when any one class of user dominates the public realm, we all suffer.”^{xlv} We recommend creating partnerships between stakeholders, engaging downtown property owners and business and communicating with the entire public community of Fresno as downtown’s success affects the entire region.



Successful removal of Kalamazoo's Pedestrian Mall into a Main Street
Photo by Elliott Balch

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Meredyth Muth

From: scott eichorn
Sent: Thursday, January 18, 2024 12:22 PM
To: City Council
Subject: Main St closure

Hi,
The proposal to close Main Street for most of the year, to put it bluntly, is just nuts. I am pro business and happy to put up with all the spill over congestion from the summer concerts, Taste of Louisville, Labor Day parade and the Parade of Lights. But to turn Lafarge, a side street, into a major thoroughfare with regular buses, trucks, and heavy traffic seems poorly thought out. There is a reason Main Street is called Main Street. It is the main street that runs through downtown. You will turn Lafarge into the new Main Street. I hope this idea gets shelved because it is a bad one.
-Scot Eichorn
1109 Lafarge

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From: [Marco Toscano](#)
To: [City Council](#)
Subject: Main Street Closure Concerns
Date: Wednesday, February 14, 2024 10:18:27 PM

Some people who received this message don't often get email from marcot76@me.com. [Learn why this is important](#)

Mr. Mayor, City Council, my name is Marco Toscano and I am writing in regards to news that the city is considering closing Main Street from March through November of this year and possibly permanently moving forward. This initiative has raised the concerns of several Old Town residents and we have been meeting to formally organize an opposition to this plan.

I wanted to start by reaching each of you so that you may begin to consider how this decision will impact the residents of Old Town.

I am a third generation Louisville resident. Also, a third-generation occupant of our long-time family home on Front St. While some of you may not recognize my last name, my family is deeply rooted in Louisville history. I am the great grandson of Maria Colacci (many in town called her Mary). My great grandparents, grandparents, and my very young mother, migrated to Louisville during the Italian immigrant rush. From there my uncles opened Colacci's and Pasquale's and my father (who followed my mother here when he was 19 to marry her), later took over Colacci's from my ailing uncle.

I say all of this because Louisville is my deeply rooted home. It's been home to my family for generations. Many of my family still call Louisville home. My parents still live in town, and my grandparents and great grandparents, uncles, and aunts are all laid to rest at the Louisville cemetery. What originally drew my ancestors here was the small-town character, the promise of a safe, resident and business friendly community where the right thing for the community was always at the center of city leadership. This is the exact reason why I still call Louisville home. Why I still live in a home that was built in the 1890's on Front Street that my grandparents and parents both lived in. You could argue that my family were the founders of the thriving restaurant community on main that is at the heart of this discussion.

When I heard that the DBA and Council are favoring a motion to close Main Street for such a long period of time, or worse, permanently. I was shocked to disbelief. I thoroughly understood and supported the move during the pandemic, as there were literally NO other options for these restaurants to survive. But now, in 2024? There simply is no reason to allow this. Trust me, I fully understand the need for these businesses to thrive, (its in my DNA), that can and should be accomplished by competitive pricing, friendly and attentive service, and great food. This was something my family learned early in the founding of the original restaurants that these current businesses now call home. Louisville already provides outdoor seating, and these are often not filled to capacity as it. The primary reason my neighbors and I are fully against the closure of main, is not to be anti-DBA, it's due to the lack of supporting infrastructure. There is simply no alternative routing for traffic. ALL the surrounding roads are either residential or extremely narrow and can not support the amount of traffic that traverses down Main. Pushing traffic into the residential areas is a huge risk to quality of life and threatens our safety and security. (All areas of why many of us call Louisville home.) We all know that a fire truck cannot fit down Front with the increased parking of the Street Fair. To make this a daily occurrence makes me fearful for my safety and jeopardizes my confidence in emergency services. Think about all the elderly neighbors having to traverse all the way to 42 to take their only means of public transportation. We are already dealing with speeding, careless drivers who would rather speed down our residential streets to avoid the stop signs on Main. To make that an increasing scenario completely breaks my heart. Worse so that my family and I are already talking about abandoning our deeply seeded roots and leaving **OUR** community, driven out by the continuation of un-resident friendly practices in Old Town.

Old Town has a long history of working in harmony with businesses and surrounding neighbors to keep the heart of Louisville, a place that still values small town character and realizes the magic that this brings to its residents and businesses. Please don't destroy that by closing Main Street. That will be the single most un-neighborly thing to do in the history of this town. I urge you to keep Main Street our main street!

Marco Toscano, 1033 Front St.

From: [John Leary](#)
To: [City Council](#)
Subject: Closing Main St
Date: Monday, January 8, 2024 6:37:24 PM
Attachments: [MemoClose Mains St.docx](#)

Members of the City Council

Attached find my comments on the Closing Main Street project in the Council Work Plan up for discussion at you Jan 9th special meeting.

Thanks,

John Leary

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MEMORADUM

Date: January 8, 2024

TO: Louisville City Council

From: John Leary, 1116 LaFarge Ave

Subject: Close Main Street Work Plan Item

I note that the 2024 City Council Work Plan is on your agenda for further discussion at tomorrow night's special meeting. I have the following comments on the Work Plan item "Main Street Closure."

There appears to be an assumption this project, albeit its listing as a "low priority," is something Louisville should be pursuing if there is time and resources to accomplish it. This is a highly controversial concept and has no place in your Work Plan. I will discuss why in the below headings of neighborhood impacts, economic impacts, and competition equities.

Neighborhood Impacts

1. Closing Main Street would have the effect of diverting traffic onto neighborhood streets creating noise, especially from trucks and buses¹, as well as creating safety issues for children in these neighborhoods. The transition of neighborhood streets to collector streets is not at all what people expected when investing in their homes².
2. For at least 40 years, Louisville has invested taxpayer money in creating parking spaces to support downtown businesses and to ameliorate parking impacts on neighborhoods adjacent to the business district. There are estimates that each space can cost as much as \$20,000, or more, to build and maintain.
3. Removing the parking places on the closed part of Main Street, largely for the purpose of increasing the number of cars coming to downtown, would only exacerbate the parking impacts on residential areas. Most of us Old Town Residents have no problem

¹ RTD has determined moving buses to Front Street is not feasible due to limited turning ratios. This issue came up at a meeting during the Covid crisis. People on LaFarge were concerned about noise and safety issues associated with buses. Participants in the discussion, favoring closing Main Street, appeared to become experts in driving buses and in the purposes of public transportation. I was deeply embarrassed by the discussion. Unconscionable statements showing an ignorance of the social and environmental issues associated with public transportation were frequent. I am not an expert on public transportation, but spent most of my career working on air quality and estimate I have ridden over 200,000 miles on RTD.

² Years ago, the issue of closing Main Street came up. City transportation staff did an analysis of expected impacts associated with changing the Old Town traffic configurations. Their conclusion was that the railroad already restricted traffic going east/west and combining this impact with a north/south restriction on Main Street would create significant impacts on neighborhoods.

with the parking impacts associated with special events such as parades and the street faire. These major events make our town special. However, having increased impacts on a regular basis is another thing.

Economic Impacts

1. Taxpayers in Louisville have long supported the preservation and vitality of downtown businesses. As a result, the taxes collected from these businesses may not cover the total costs associated with the services they need. (These services include such things as police, street and alley maintenance, parking lots, and snow removal). This was especially true when the underpass under the railroad track was built. Whenever large capital projects are involved, net downtown revenues are at times marginal at best.
2. Along with providing services and products for residents, revenues produced by commercial areas are needed to fund city wide services. Residential units do not pay their way. Commercial revenues, in excess of the revenues needed for serving these commercial are needed to fill this gap. At the same time, it is important to note that sales tax revenues are paid by customers not retail outlets. Philosophically, sales tax spent by residents is credited to them, and sales tax from nonresidents is credited to the business collecting the tax.
3. The repeal of the Gallagher Amendment is going to reduce, albeit gradually, the property tax contributions we get from commercial properties. This means we may need to be more cautious with investments we make in support of our commercial areas.

Equity for Competing Businesses

1. We do not make the same investments in other retail areas of the city that we make in the downtown area. For example, we require parking lots, but do not foot the bill for building or maintain them; nor do we allow them to expand their business onto public rights-of way. Again, we treat the downtown in a special way because of the character it brings to Louisville. But fairness requires us to put limits on how much we may be creating disadvantages for businesses in the rest of the city.
2. Furthermore, in our fiscal analysis for new businesses, we assume 30% of the revenue they are expected to receive will come from the cannibalization of existing competing businesses. When we help existing businesses expand the same phenomena is in place.

Summary

I fully expect this is in the Work Plan because somebody expects closing Main Street is a good idea. I and many of my neighbors do not share this presumption.

You may be thinking “why is he worried about this since it is a low priority?” I ask you – why are you putting things in your Work Plan that are low priorities? Let me tell you why it is in your Work Plan. There has been a cabal of people who have been pushing for this closure and they have been told “we cannot take it up if it is not in our Work Plan.”

Now it is in your Work Plan, despite your having no idea how much money and staff time it would take to do the analysis needed to make decisions, one way or the other, on the project. This is a complex multifaceted issue that needs much more thought than just tossing into your work plan for purposes of making it possible.

The plan says it would take two or three council meetings. That is purely a guess. Furthermore, leaving the time of the year the project unknown is being deceptive towards the public.

Please take it out.

Thank you for time and service.

From: [Jan Prokop](#)
To: [City Council](#); [Vanessa Zarate](#); [Jeff Durbin](#); [Austin Brown](#)
Subject: Main Street closure
Date: Friday, February 23, 2024 2:23:07 PM

[Some people who received this message don't often get email from janprokop@comcast.net. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification>]

Dear Council members and City staff members,

I am writing to share my perspective on DBA's Main Street closure request for April through October, 2024.

I am a 37 year resident of Louisville and a huge and grateful fan. Thank you for serving our community.

The Main Street closures in 2020 and 2021 represented efforts to support our local restaurants so they could survive the pandemic restrictions. Outdoor seating on Main Street provided 'social distancing' capacity excluded from indoor seating. This was ok, we were happy if it kept downtown alive. The design and implementation of the portable concrete barriers and temporary walls was a quick fix practically speaking but devoid of aesthetic appeal.

The street in front of Double Happy and the Melting Pot was mostly an asphalt wasteland. Depressing, void of charm or a vibrant downtown.

Gratefully the pandemic is behind us. The timing of this 2024 closure request does not allow for a thoughtful appealing design let alone additional funding for such. Where does the funding for implementation come from?

It seems RTD is steadfast in a Main Street reroute limited to LaFarge exclusively.

I am appalled that DBA would ask those residents to endure a 3rd year. They did their civic duty sucking it up so the Main Street community would endure.

6 RTD buses/ hour thundered down their residential blocks spewing fumes from morning until 10 pm along with the all displaced traffic, cars and trucks. Parking in front of their homes was a daily wearisome challenge. It's disrespectful and disgraceful to impose this burden on them.

I would have expected to see an impact study of a closure. What is the anticipated outcome? What amount of revenue/visibility makes it worthwhile? What is the survey among nonrestaurant business owners?

Attendance at the recent EVC committee meeting is an indicator of downtown neighborhood residents' opinions but have all the surrounding homeownership stakeholders been surveyed?

A 7 month closure seems excessive. The curbside patios don't even go up until ? the end of May? Closing for specials events works (Taste of Louisville.)

How about a compromise of 2 weeks or a month with a special promotion of downtown Louisville restaurants during the height of summer or after the end of Street Faire. (I'm always a little deflated when the Street Faire fun comes to an end.) This might allow for some exceptional event planning and publicity beyond normal menus.

During a limited closure could you reduce the density of subsequent neighborhood traffic by limiting the perpendicular sections of Jefferson and Grant to one way travel for the duration.

Thank you for your consideration,

Jan Prokop
637 West Street
Louisville, CO

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From: [Scott Adlfinger](#)
To: [City Council](#)
Subject: Main Street Closure
Date: Monday, February 26, 2024 8:34:17 PM

[Some people who received this message don't often get email from louisvillecycle@aol.com. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification>]

Louisville City Council,

This email is in regard to the proposed Main Street closure from late April through October.

I am a lifelong resident, Old Town resident and property owner, and business owner.

I am ADAMANTLY opposed to this closure as I have found from previous years it seriously affects the quality of life in residential old town. Not only does it make it difficult to find parking throughout Old Town, but the increased bus and auto traffic is a danger to area residents, especially children.

I also feel you should be aware that by doing this you are:

A - favoring a special interest group that does not include other restaurants and businesses that are not on Main Street.

B - leaving yourselves wide open to lawsuits from not only those businesses but residents as well if an accident should occur!

The narrow streets and limited parking available in residential Old Town simply does not lend itself to the increased traffic. Particularly from the public transportation and out of towners not familiar or caring about our quality of life!

Please consider this and other comments as I urge you to do the right thing and above all PROTECT the lives of the citizens who elected you to serve in their best interests!

Thank you,
Scott Adlfinger

Scott Adlfinger
303-570-9152
louisvillecycle@aol.com

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From: [Paul Moth](#)
To: [City Council](#)
Subject: Seasonal Closure on Main PLEASE!
Date: Thursday, February 29, 2024 3:54:01 PM

Some people who received this message don't often get email from paul.moth@gmail.com. [Learn why this is important](#)

Hi City,

I'll keep this very short. PLEASE consider voting for a seasonal closure on Main St. I absolutely loved it last time. My favorite times to go downtown are when Main is closed and First Fridays. Totally fun.

Thanks,
Paul

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From: [Alan Muir](#)
To: [City Council](#)
Subject: Main Street planned closure.
Date: Wednesday, February 28, 2024 8:28:36 PM

Some people who received this message don't often get email from alan.muir11@gmail.com. [Learn why this is important](#)

Dear council members,

I am writing to express my absolute opposition to your plan to close Main Street to cars and presumably RTD buses either temporarily or permanently. While this plan may serve the restaurants by increasing their square footage, it poses a quality of life issue for the downtown residents. I can foresee several specific drawbacks for the neighborhoods.

Some points include:

*Traffic will be diverted to La Farge Ave which is used by students who attend Louisville Middle School. There are a considerable number of walkers and cyclists in the morning and afternoon. This poses a safety issue.

*If RTD is moved, where will the bus stops be? Would you want a bus stop in front of your home?

*Parking will be an issue for residents. Imagine coming home with groceries and not being able to park in front of your house. Will residents get permit parking and if so, who will enforce it?

I ask you to consider whether you would want these things to happen on the street you live on?

Please also consider that this could actually harm the downtown businesses as research shows that the vast majority of conversions to pedestrian malls fail to thrive.

<https://www.governing.com/assessments/the-strange-troubled-history-of-pedestrian-malls.html>

Finally, I want to point out that one of the things that makes downtown special is the unique and independent nature of the businesses. Let's not wind up with a real estate market that only the big chains can afford to operate in.

This is what happened to Boulder. Let Louisville be Louisville.

Respectfully,
Alan Muir
1158 Lafarge Avenue
Louisville

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From: [Stephanie Hempen](#)
To: [City Council](#)
Subject: Closing Main street
Date: Monday, March 4, 2024 6:55:08 AM

[Some people who received this message don't often get email from stephaniehempen@icloud.com. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification>]

To city council,

I believe that the idea of closing Main Street for the summer is a benefit to the businesses downtown. It brings a feel of community where we can gather and walk and sit outside to celebrate our beautiful town and weather. I think the environment entices people to come to visit and spend time in our town.

Thank you for your time.

Stephanie Hempen

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From: [Robin Enright Salcido](#)
To: [City Council](#)
Subject: Citizen in favor of closing Main Street
Date: Monday, March 4, 2024 1:49:15 PM

Some people who received this message don't often get email from robin.enright@gmail.com. [Learn why this is important](#)

Hi-

I recently received a flyer from 'concerned citizens of old town' regarding the closing of Main Street from the end of April - November 1 of 2024.

I think the 'concerned citizens' who site no evidence that such closures impact business in a positive way as a reason to NOT close Main Street are short sighted and I do NOT agree with them. There is so much more to be gained by the street closure than income.

Does the closure provide additional income to the restaurants and local business? I am not qualified to say, but I am, as a resident of Louisville and old town in particular, for the closure for the positive community impact.

As restaurants expand their dining areas in the warmer months, there is definitely more foot traffic and even more importantly, in my opinion, a strong sense of community. We might pass a friend or two while walking on the road or eating dinner or just get uplifted by the vibe of community members out and about in our beautiful small town. We need such things more than ever in these times (just consider how last summer's dinner on Main sold out in hours!).

The number of parking spaces lost are of minimal impact.

I would be at the council meeting on March 19 if I could, but will be out of town. Please use this note however you might need and let me know if you have any questions.

Best,
Robin Salcido
908 Garfield Avenue
Louisville

--

Robin Enright Salcido
Writer, Photographer, Podcast Host

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www.resphotography.com
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Changing the narrative on women and aging one story at a time.

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From: traffdr@aol.com
To: [City Council](#)
Subject: Our Historic Main Street
Date: Saturday, March 9, 2024 8:01:59 PM

Dear Honorable Mayor and City Councilors:

Thank you Mayor Leh for making time in your busy schedule today to speak with us about Main Street! Afterwards a friend and I got the chance to walk up four blocks of alleys from Elm to South Streets and then back down Main Street to the south near our Community Park....., It was very nice and Sunny.

I believe the weather and sunshine will be good again tomorrow. Please if you have time, take a stroll up and down Main Street tomorrow and see what you think. You may see and probably enjoy a lot of people you know on this street..., a beautiful, unique, charming, and historic American Main Street in action. This includes the bus, the cars the bikes and the strollers coming to and from our Downtown hopefully to stop, but if not, just to catch the vibe and some sun. I hope you have a really good experience.

sincerely,
tom rafferty
rex street Louisville

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From: [Sally Blair](#)
To: [City Council](#)
Subject: Main Street Closure
Date: Friday, March 8, 2024 8:03:05 AM

[Some people who received this message don't often get email from sally.c.blair@gmail.com. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification>]

Hello City Council members,

I wanted to express my support for the seasonal closure of Main Street, as long as it doesn't result in renewed conversations about a parking garage downtown. If seasonally blocking the existing parking on Main will result in discussions about building a \$10 million parking garage, residents should understand this implication when considering a Main Street closure.

I would hope if a Main Street closure prompts the usual conversation about lack of parking downtown, the City and EVC would be forthcoming about this connection with residents.

Supporting seasonal closure of Main Street only to hear in the following years about lack of parking and need for the City to build a garage would be inauthentic and very unfortunate.

Thank you for considering my comments.
Sally Blair
Louisville Resident

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From: jenni.singingcookstore.com
To: [City Council](#)
Subject: Main Street Closure
Date: Monday, March 11, 2024 12:18:27 PM

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To City Council,

As a DBA board member and downtown business owner, I strongly support the temporary closure of Main Street during patio season (April-Oct.). It was extremely popular amongst most of the community and beyond during Covid and I believe it will once again be a positive experience and bring more foot traffic to downtown.

The closure created a more enjoyable space for outdoor diners, a better atmosphere for shopping, and a safer downtown experience for pedestrians and cyclists. People remained downtown longer and it became a fun place for locals to gather more frequently and for visitors to enjoy. In fact, many of my customers were disappointed when the street was once more open to traffic and have inquired as to whether the City will close it again.

As a shop owner, I experienced higher sales, especially the summer of 2021, and more steady foot traffic during the week days (rather than hours of dead time), plus the reduced traffic noise made keeping my door open all the more pleasant. It really encouraged customers to linger longer and explore our historic downtown.

If Council approves this proposal, I know many of us are dedicated to helping program the street space in front of our businesses along with the DBA and Chamber. Possibilities include lawn games, "sidewalk games" such as hop scotch, foursquare, tic-tac-toe, chalk art, communal seating areas, painting the barricades, and any other fun things we can dream up. I also think this could reenergize First Fridays.

I realize that there is some opposition to this proposal, mainly from residents on LaFarge, but I believe we can compromise and resolve any major issues, especially by getting people the correct information. This is not permanent and we can continue to work with RTD on the bus route.

I truly believe downtown is in a fragile state. We have several vacant buildings and foot traffic has been down over the past 18 months. The businesses downtown need support and I believe temporary street closure will be one great step to helping revitalize a Covid and fire battered downtown and Louisville as a whole.

Thank you for your consideration.

Thanks,

Jenni

Jenni Hlawatsch, Owner
DBA Communications and Retail Liaison

The Singing Cook
728 Main St.
Louisville, CO 80027
720-484-6825
jenni@singingcookstore.com
www.singingcookstore.com



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From: t.horst@crystalspringsbrewing.com
To: [City Council](#)
Subject: Main Street Closure
Date: Monday, March 11, 2024 9:56:42 AM

Some people who received this message don't often get email from tom@crystalspringsbrewing.com. [Learn why this is important](#)

Good Morning,

I am writing this email in support of temporarily closing Main Street, following the dates that have been used for the patios (late April to Late October/early November). As a member of the Downtown Business Association, I would also reiterate that the DBA has not requested a permanent closure. You may have been given information contrary to that - it is not true.

The earlier, temporary closure of Main Street gave Louisville a unique area for people to congregate, to enjoy being together, and to encourage the city's goals for moving to renewable energy sources. It was fun. Recently, one of the "Best of" surveys named Lafayette as having the best East Boulder County Downtown with Erie as runner up. Both cities have made great efforts to revitalize and promote their downtown areas. I was first introduced to Louisville's downtown area almost 30 years ago, when I met my wife. I have many fond memories of joining her family for dinners and get togethers there. When she and I brought our brewery to Louisville and later added our taproom on Main Street, we were immediately drawn to the people of Louisville. While our house is in the mountains, Louisville has become our "home town." Much of those feelings developed because of the people of Louisville - their adventurous character, the love of family and friends and their joy of living. The closures of Main Street only enhanced those characteristics.

Louisville prides itself on having a small town character. I grew up in a very small town of 500 people. It was a vibrant community and growing up there was a great experience. Everyone worked together to make it fun, caring and safe. Business owners participated and supported the community. Sadly, the town fathers discouraged young people from coming and gradually, the number of children dwindled so much the town's school was closed. That small town's population is now 237 and there are only a couple of businesses left in a town that once supported many businesses. It was the attitude that growth was bad, that nothing should ever change, that destroyed the community and joy it once had.

Louisville's Main Street has changed many times over the years, sometimes for good, and sometimes not so good. What is happening now is sad - at least 5 empty buildings, nervous business owners, and a feeling that something is missing. When the Chamber reimagined the Taste of Louisville it was amazing and wonderful. It gave people a chance to come together, to be with each other and have some fun. That's what temporarily closing Main Street will do - give people a place to come together, enjoy being and visiting with each other in the open air, to walk around without worrying about traffic, and a place for adults and children to enjoy each other..

Louisville needs that. I'm hopeful that, rather than dwelling on any negatives there might be, that we focus on all the positivity and joy it can bring and work to lessen or eliminate the negatives. There's already too much negativity in the world.

Cheers,

Tom, Founder/Owner
Crystal Springs Brewing Company
657 S Taylor Ave, Unit E
Louisville, CO 80027



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From: [Stephanie Schlageter](#)
To: [City Council](#)
Subject: Temporary Main Street Closure - Letter of Support
Date: Monday, March 11, 2024 8:23:41 AM
Attachments:

Some people who received this message don't often get email from stephanie@radiancemedspa.com. [Learn why this is important](#)

Dear Louisville City Council,
Please see attached letter of support for the temporary closure of Main Street this summer.
Thank you,
Stephanie Schlageter



Stephanie Schlageter
Founder and CEO
www.radiancemedspa.com

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Stephanie Schlageter
916 Main Street
Louisville, CO 80027
stephanie@radiancemedspa.com

March 11, 2024

Dear Louisville City Council,

As a business owner and operator on the 900 block of Main Street, I am writing to express my support for the temporary closure of Main Street this Summer. My business is a non-restaurant business and resides in the 900 block, and I understand there may be some concern about whether or not non-restaurant businesses will be able to draw visitors like the restaurants can with their dining areas. If the 900 block were to close along with the rest of Main Street, our business in particular would invest in creating an area for lounging and activities that people of all ages could enjoy throughout the Summer. Ideas we have are to create a shaded seating area with space for interactive activities that could include things like interactive art exhibits, ground mural events, turf with lawn games, and lounge seating for people to use to sit and enjoy the downtown vibe. We could even bring in live music (i.e small solo/duo artists) on certain days as appropriate. We have many, many ideas and are willing to invest in making the 900 block a lively extension of the rest of the Main Street closure that will attract many visitors to downtown throughout the Summer. Closing the 900 Block of Main Street would also be a great way to connect South Street Market, at the corner of South and Main with the rest of the Main Street restaurants and seating in the 900 Block could serve as a place for patrons of South Street Market to sit and enjoy their food and drink and to connect with the rest of the Main Street vibe.

I understand there are concerns about losing the parking spots in the 900 block for the summer but I think there is ample parking in the area to compensate, such as the lot in DeLo just 2 blocks away. I, personally, completed an informal survey of many of the business owners and operators in the 900 Block earlier this year and 100% of those that I was able to connect with were 100% in support of closing the 900 Block along with the rest of the Main Street closure this summer.

As for whether the Main Street closure should be permanent versus temporary, I believe a temporary closure for now would be the best option. A temporary closure will provide the opportunity to test the closure concept and determine if a more permanent closure in the future makes sense.

Overall, I strongly believe that closing Main Street for the summer of 2024 could be a really great way to create an amazing community gathering space that would attract more visitors downtown, which would be amazing for our businesses, our residents, and the City overall.

Sincerely,

Stephanie Schlageter

CEO - Radiance Medspa, 916 Main Street, Louisville, CO 80027

Board Member - Louisville Chamber of Commerce

Board Member - Louisville Downtown Business Association

From: [Paula Dallabetta](#)
To: [City Council](#)
Subject: closing main street in the summer
Date: Tuesday, March 12, 2024 8:44:40 AM

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I would like to voice my opinion in SUPPORT of closing the main street to cars in the summer. it makes it much more enjoyable and I will spend more time (and money) downtown if this happens.

573 N Manorwood Lane

Paula Dallabetta
303.883.2999

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From: traffdr@aol.com
To: [Tim Bierman](#)
Cc: [Judi Kern](#); [Barbara Hamlington](#); [City Council](#)
Subject: Tim, May we please meet with you this Wednesday 3/13 7pm at Rec Ctr for 1 hour max to ask you about Main Street
Date: Tuesday, March 12, 2024 8:43:38 AM

Dear Tim:

Congrats and Welcome to the Louisville City Council. I am emailing you because I cannot find your tele number on the City's Website where you are listed with your picture. I am sorry that you were unable to meet with us this past Saturday. However, another opportunity is tomorrow night at 7pm at the Rec Center in the Brooks Room. May we please get you to meet with us?

I will call Judy Kern as well and copy her on this email as we understand this invite for Wednesday eve went out to you, her and Barbara Hamlington. And, Barbara cannot meet at that time. I am copying her too. But one or two of you maximum(due to city code) would be great if possible. Will you please let me know that you can meet with us this Wednesday evening? Thank you for your consideration.

We are one of the neighbors to Main Street, as we live on Rex Street. I hate to gross you out this morning, but you hear a lot about the adverse impacts of residents on LaFarge and Front which are VERY REAL. However, I have friends that live on your Lincoln Ave and other adjacent neighborhood streets that are likewise affected by any CLOSURE of our perfectly good working American Heritage Main Street. Please let me as discretely as possible, share with you a few bad memories from living on Rex Street for the past 43 years:

1. After a Friday night Street Faire, a woman was found defecating in the back yard of my neighbor's yard. That neighbor lives on our Rex Street too. She had children, and I am not sure if they saw it, but she did.
2. Then, if you contact the Police Department, you will see that I unfortunately am probably the resident with the most calls to the Police to help them get the DOWNTOWN BUSINESS whoever is egregiously spilling their NOISE POLLUTION all the way down onto Rex Street, to turn their music down. If you take this distance and use it as a radius originating from the very inconsiderate Business and swing that around in a circle, you will understand the area of influence that these inconsiderate Downtown Businesses have caused into our quality of life. It is very difficult to sympathize with these businesses, the bad apples that spoil it for the rest of the businesses and neighborhoods.
3. When in the past our Main Street was CLOSED, if we wanted to go to Boulder, we had to redirect over to LaFarge which caused us to have to go to Hutchinson where LES is, where there are children and parents out and about morning and afternoon. This obviously or perhaps not so obvious to someone who hasn't thoroughly thought thru it, reduces the safety of our streets which you know is not good. The same reduced safety scenario presents itself north of this proposed CLOSURE on Main Street by LMS. Please think about it.

All of this the DBA knows, and apparently does not care about the very neighborhoods that have supported them over the years. Who is it who is driving this insane proposal, and hijacking you City Council, and threatening us without a fair round table community collaboration?

We are pro business, but not at the expense of other people's property and quality of life. Can you please think this over and ask yourself, is this fair? Is this reasonable? Is it neighborly for one entity to ask you to give me the street for my own purpose?(without even mentioning the adverse impacts onto my neighbors)? Is there a benefit? To Whom, for how long? Will that business survive for the next year? Are they really struggling? If so, why? Are they struggling because they are a property without a street frontage that they could own that they can program anyway that they want? Or, is there some inherent business skill set they are lacking or a market force that closing a street will not solve?

Can you please take one more moment to consider this; say instead of Lincoln Ave., you rather had purchased your recent property just a couple streets over, onto LaFarge where the Bus will now run up and down your street every 30minutes, and the parking will be obviously be more problematic. Would that help you further consider this unwise inconsiderate proposal?

Lastly; recently I ate at Moxie, Bobs and Zuccas. None of them apparently was or are struggling. Why is that? No wait at Moxie cause they just opened up and their product is AWESOME. I had to wait at Bobs, 15 min on a Sunday morning, but it was well worth it with the smiles in there. And, we had to wait 1Hour at Zuccas on a Sat nite at 6pm, but we easily did something while we waited. (Not incidentally, while we waited, the couple from Westminster waiting next to us for their table offered this; "Oh we love your small town feel and Main Street. When I asked her what she thought if we CLOSED Main Street again, she interrupted me politely and said oh don't do that, you should see what they did to Arvada. They ruined it and now " besides the parking, it turned it into a a hangout for young people, who are drinking and partying in the streets. I never go there because this atmosphere is not conducive to bring my grandchildren or even take an early evening stroll. It may be good for the restaurant and bar business, but it drastically changes the intimate feel of a small Colorado town. Request that the Mayor and the Planning Commission Members go to Old Town Arvada on a weekend evening. Then they can see for themselves." Our family expects there are other ways to activate and and revitalize Main Street Business than to steal Main Street from all the Citizens of Louisville. There are many, many examples across America. Please, please consider this very important City matter.

OK, please let us know you can meet us, and thank you for your consideration. You can call me, text me or reply herein. Thank you Tim.

Tom Rafferty
303-704-5207
TRaffDR@aol.com

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From: [Dave Bishop](#)
To: [City Council](#)
Subject: Main Street
Date: Wednesday, March 13, 2024 7:43:33 AM

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Dear Council Members and Mayor

I have heard recently that there is a meeting to decide whether or not to shut down Main Street. You folks launched a survey from Qualtrics, not sure who they were and why you had a 3rd party, that I never heard of, launch a city survey.

In this era of cyber crime . . .

really ?

I never opened it. Neither did others
I'm betting.

Shutting down Main Street is a HORRIBLE IDEA ! There was a fire in a building in downtown not long ago, Louisville crews did a great job on jumping on it despite only having a Medic Crew and a Battalion Chief at Station 1.

Sadly the Ladder Truck had to come from Erie a 14 minute drive, with lights and siren !

Why, because Mountain View Superior, Lafayette and Louisville had their ladder trucks in at maintenance at the same time.

One change of the weather, and a closed Main Street, and there is a very different outcome !

Do the downtown folks need some help?

YES ! But shutting down the only viable thru street

Question, what is going into Front and Spruce across from the Library, another restaurant ?

Why are there so many restaurants in downtown ?

So many Restaurants are at best, competition to see which of the strongest can survive !

One guy owns, six businesses, how does that

work ? Clearly not well !

Why haven't you folks decided to take a spot in downtown and build a 3 story parking facility, that dosen't cost an arm and a leg to park in ? Because you folks cannot collect enough taxes from it right ? QUIT NICKEL and DIMING the businesses to death, with all your damn taxes ! Reduce the taxes by 33% for two years, and if a business dosen't own the building, talk to whoever their landlord is and tell them to reduce the rent they are collecting by 33% for three years, so the restaurants have time to become viable WITHOUT SHUTTING DOWN MAIN STREET !

Quit behaving like Democrats, and start thinking yourselves as being a survivalist city council !

Bring more businesses into downtown
THAT ARE NOT ONLY RESTAURANTS!

Why ? We rarely eat there because it costs to damn much money to eat there ! My family, counting NINE now, with significant others and grandkids spend an average of 185 to 265 dollars every other Sunday, in Longmont, and Broomfield, and Thornton and Westminster.

NOT IN LOUISVILLE Why ?

You figure it out !

When you do, make changes and decisions that would bring me and my family back to downtown !

I live in "far" North Louisville.

Just "food for thought" !

Dave Bishop
Retired Louisville Firefighter
Louisville, CO
Cell # 303-525-8428

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From: [Michele](#)
To: [City Council](#)
Cc: [David Pinto](#)
Subject: Regarding the Main Street Closure
Date: Thursday, March 14, 2024 10:27:11 AM

Some people who received this message don't often get email from michelelcsb@gmail.com. [Learn why this is important](#)

Hello,

My name is Michele Beach and I live at 801 Lafarge Ave. I would like to state my opinion on the proposal for the Main Street Closure. As much as I did find it novel and fun during the pandemic, I have to say that I am opposed to it continuing for a few reasons;

1 - For myself and my family our home became the bus stop and thus basically the new Main Street. We had beer bottles dropped in our front yard and people standing out front all of the time. When we bought the house 12 years ago we certainly didn't intend to sign up to be right on Main street from a traffic and bus-stop perspective. If the traffic and bus stops can't be diverted onto Front street then I feel it's an undue burden on the La Farge homes particularly.

2 - For the town, I think it was a great way to come together as a community during the pandemic, however it certainly didn't seem that more people traversed Main street than before, and because it's only a partial year closure the street can't be made into something like Pearl Street with cool Boulders and flower beds, etc. so the empty streets actually sometimes felt dreary.

3 - Louisville is known for it's awesome street fairs and farmer's Markets along Front Street which really has minimal traffic - what if that street became a permanent walking mall where people can truly enjoy those special attractions that louisville has and it could potentially even grow to something more.

Thank you for your consideration,

Michele Beach

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