



TEMPORARILY CLOSING PORTIONS OF FOURTH STREET

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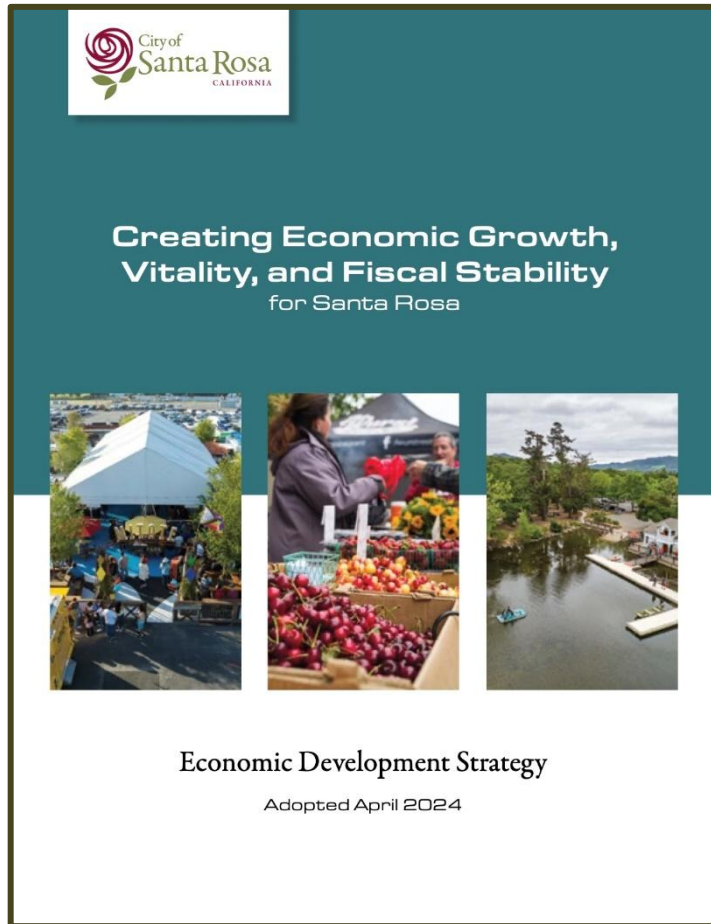
Economic Development Division

City Council Meeting
September 9, 2025

Goals

1. Receive a staff update on the outreach and due diligence conducted regarding temporarily closing portions of Fourth Street, including a review of identified opportunities and challenges.
2. Ask questions, and provide direction related to the various policies, procedures and options associated street closures and pedestrianization efforts.

Economic Development Strategy



This session aligns with the Economic Development Strategy which emphasizes, “Bolster downtown housing, commercial and retail business” and “support a thriving economy”.

Background

On April 9, 2024 (File #24-0315), City Council requested a future agenda item to discuss the impacts of temporarily closing portions of Fourth Street. A motion was passed 5–1 to approve placement of a discussion item on a future agenda concerning the impacts of temporarily closing portions of Fourth Street.

Example programs from other cities

Grass Valley (CA)

San Jose (CA)

Sand Diego (CA)

Charlottesville (VA)

Buffalo (NY)

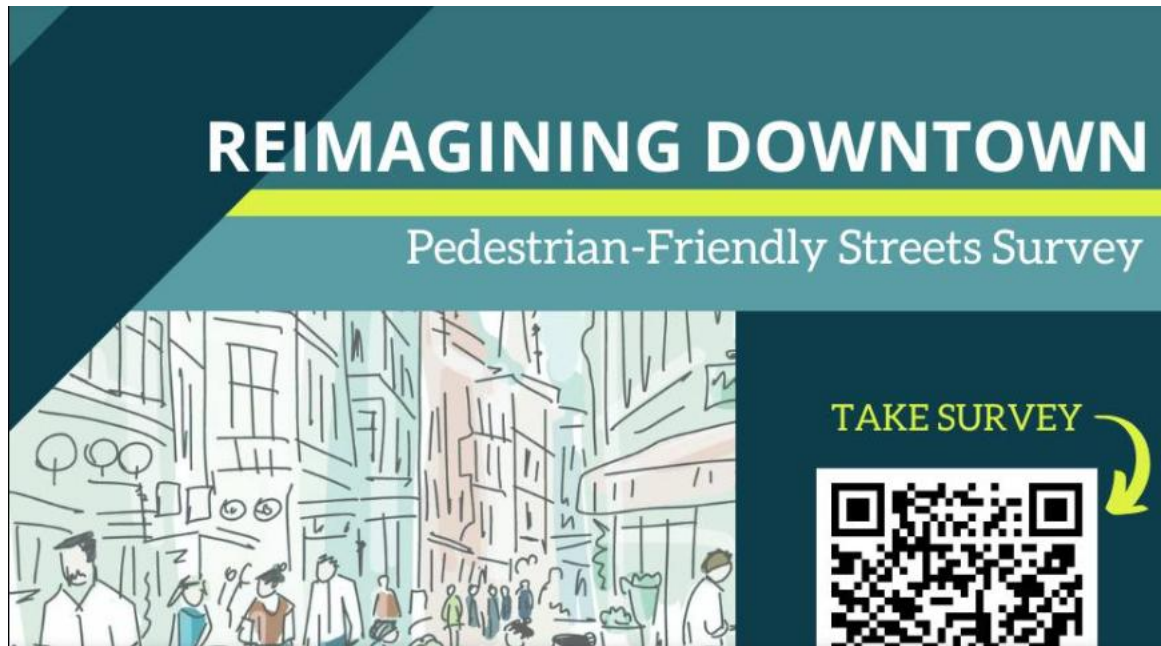
Most impactful where properly programmed
and where community is participatory

Outreach

- Door to door visits on 4th Street
- One on one discussions with business owners
- Outreach to commercial real estate community - Brokers
- Discussion with business support organizations
- Meetings with community groups
- Community sentiment survey
- Business survey
- Community Benefit Districts (Railroad Square and Downtown Action Organization)
- Economic Development Subcommittee

Survey

1300 + Residents, 30+ Businesses. 30 Days.
Results mixed.



Challenges and Opportunities

Pros

- Community gathering and recreation
- Cultural vibrancy and public use of downtown space
- Enhances overall livability
- Potential to stimulate economic activity

Cons

- Logistical challenges with product deliveries and loading zones
- Reduced access for customers
- Limited benefit for businesses not oriented toward food, beverage, or entertainment

DAO

“Without these items in place, the proposed “pedestrianization” plan will not yield the desired effect of enhancing and improving the economic vibrancy of the Downtown.”

- Support for the concept
- Infrastructure improvements
- Enhanced programming
- Traffic circulation and impacts

Ross Street

From the Business Community:

Emerging alternatives to a 4th Street Closure

- Ross St
- Montgomery Village
- Railroad Square – Depot Lot

Entertainment Zones

Other ways to
activate downtown
public spaces

California Senate Bill 969
(SB 969) allows cities and
counties to establish
"entertainment zones"
where open containers of
alcoholic beverages can
be consumed on public
streets and sidewalks.



Options

1. Continue with 4th Street
2. Delay or abandon 4th Street
3. Pursue a pilot closure elsewhere
4. Explore other alternatives
5. A combination of the above

**If the City Council wishes to pursue any street closures staff recommends the following next steps to better evaluate feasibility and impacts:*

- *Infrastructure Analysis*
- *Traffic and Parking Study*
- *Cost/Revenue Analysis*
- *Scheduling Analysis*

Questions?

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