

32 Responses

3. Type of Business

	Retail Restaurant/Food & Service (e.g. salon, Arts/Entertainment Other	financial, etc.)	15 10 4 2	13% 31%
4. Are you the ov	vner, manager, or em	ployee?		
	 Owner 	24		16%
	 Manager 	5		
	 Employee 	1		
	 Other 	2		

5. Have street closures (e.g., for events or activities) affected your business?

•	Positively	4
•	Negatively	14
•	No noticeable impact	4
•	Mixed impact	7
	Not applicable/ Not sure	2



Attachment 2

6. Please briefly describe how street closures have impacted your business (positively or negatively):

28 Responses	Latest Responses "hard for people to reach us" "Both businesses are destination businesses people drive to them on purpose a " "People park at the mall, walk through, and then spend money"

9 respondents (32%) answered events for this question. People foot traffic big events % of customers eventsbusiness helped Parking

7. Have you ever been informed in advance about planned closures affecting your location?

 Always
 10
 6%

 Sometimes
 15

 Rarely
 2

 Never
 1

 Not Sure
 3

8. Do you feel your business is currently included in planning or coordination for downtown events?

Yes 10
 Somewhat 8
 No 11
 Not Sure 1



9. If 4th Street were to be closed to vehicles (temporarily or permanently), how would you feel about it?



10. What concerns do you have about any activity which impedes traffic on 4th Street? (Select all that apply)

Loss of parking	27			
Delivery/logistics challenges	18	-		
Reduced customer access	25			
Increase in non-retail or third-party vendors	10			
Security/safety concerns	12			
Lack of communication/coordination	10			
Other	4		-	
			10	

11. If 4th Street were closed to vehicles and open only to foot traffic, how would you envision using that space for your business? (Select all that apply)

 Outdoor dining 	6				
 Retail displays or merchandise racks 	5				
 Pop-up experiences or demonstrations 	3		I		
 Live entertainment or performances 	4				
 Interactive customer engagement (e.g., games, art) 	3				
 Community programming / collaborations 	4				
 Not interested in participating 	15				
• Other	6				
		0	5	10	15

10 responder

12. What resources or support would you need to successfully activate outdoor space in a foot traffic area?



13. Are you interested in participating in a co-design workshop to shape future street activation plans with other 4th Street businesses?



14. What would you like the City to know as it considers the future of 4th Street and street closures in general?

	Latest Responses
25	"Bad for business folks' attention on events not business buildings back drop. T "
Responses	"If it's done smoothly, we can prepare and communicate with the community to b "
ents (40%) answered downtown	1 for this question.

footprint to the streets Sidewalks and streets custome	parking	business access OWNTOWN	downtown is business	
	City people	4th street businesses are upset	events	Bad for business things other than the businesses