



City of Ketchum

News Release
September 17, 2020

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City Releases 4th Street Survey Results

Overall results show support for concept of closing 4th Street

KETCHUM, Idaho – The city of Ketchum today released the results of a new survey finding that most respondents are in support of the concept of closing 4th Street.

The survey was launched at the city’s Feedback on 4th event on Sept. 2, using a QR code for touchless access. It was also distributed via the city website, in Word on the Street and in the Idaho Mountain Express.

Of the 365 respondents, the primary benefits raised were the creation of additional public outdoor gathering space and increased safety for bikes and pedestrians. The primary concern cited was traffic flow and circulation.

Overall, the results showed support for the “concept of closing 4th” with over 50% being supportive or very supportive.

“We had great participation in this survey and will continue to involve the public as we evaluate options and discuss next steps,” said Mayor Neil Bradshaw. “I am delighted with the creative ideas we heard and the encouragement we received.”

“Closing the road to vehicles served more than just bicyclists and pedestrians this summer,” Bradshaw added. “With COVID, we need more space around us, so we used this opportunity to provide greater outdoor space for the community and visitors.”

Presentation boards at the event revealed the early ideas to utilize 4th Street as a place for pedestrians, dating back to Ketchum’s first Community Plan in 1975. Since then, creating a bicycle and pedestrian friendly downtown has remained a consistent community priority for Ketchum, as stated in the 2001 and 2014 comprehensive plans and the 2006 Downtown Master Plan.

Steps the city has taken toward the temporary 4th Street closure to vehicles began with the creation of the 4th Street Heritage Corridor, Ketchum Town Square and the installation of walkable Ketchum wayfinding signs. The city gained support from the community for the temporary closure at Fair on the Square in 2018 and 2019, and through City Council approval.

The city also described how walkability reinforces community, increases vibrancy, improves health and safety, is good for retail sales, creates character and builds sustainability.

Fourth Street will close to bicycles and pedestrians at the end of the month.

The full presentation and survey can be found at ketchumidaho.org/4thStreet.

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About the City of Ketchum

The City of Ketchum is located in the Wood River Valley in south central Idaho. Founded in 1880 during the mining boom, Ketchum is now regarded as one of the most popular destinations for winter and summer visitors due to its world-class skiing, mountain biking, fishing, hiking, restaurants, art galleries and shopping. In 2018, Ketchum was awarded designation by the International Dark-Sky Association as a Dark Sky Community and is included in the Nation's first International Dark Sky Reserve, one of only 13 in the world. The City of Ketchum hosts the famous annual Wagon Days Parade, held on Labor Day weekend, and numerous other year-round attractions. Ketchum is home to more than 10,000 full- and part-time residents. For more information about the City of Ketchum, visit www.ketchumidaho.org.