



# The Ave for All

CAR-FREE FOR A DAY

## The Project and Why It Matters for Your Business

This summer, University Way between NE 42nd and NE 43rd Streets will come alive. On three Saturdays, we will temporarily close that block to vehicles and transform it into an open, welcoming public space – with lawn games, a giant chess board, live acoustic music, and cafe-style seating. Every activation will coincide with the existing farmers market, which already draws strong Saturday crowds. Together, the two events create a compelling reason for more people to come, stay longer, and spend more.

The benefits for your business: *more foot traffic, and more of it lingering.*

Our team personally walked every business on the block to understand how you serve your customers – at the counter, table-side, or through deliveries. We are meeting individually with every owner within a one-block radius, on your schedule, to listen to your concerns and build accommodation plans around your specific needs. Alternative delivery drop-off coordination is already underway. No accessible parking will be displaced.

**This is a pilot** – and it only works if you do. These three activations are a test. We are here to explore how a pedestrian-friendly block on The Ave brings measurable benefit to the businesses that anchor it.

Your participation, your feedback, and your willingness to engage with us directly are what make that case. We are not asking you to take anything on faith – we are asking you to be part of building the evidence.

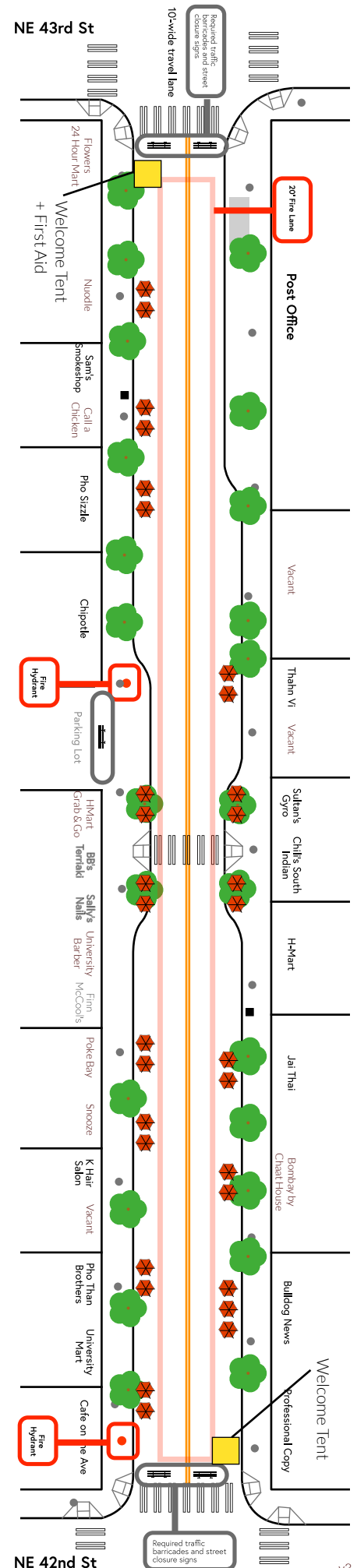
The Ave's merchants are the cultural backbone of this neighborhood, and this project exists to bring more people to your door.



**Three Saturdays**  
from 11am - 8pm:

- May 30
- June 6
- June 13

**Cost for you: \$0**



For more information: [TheAveForAll.org](http://TheAveForAll.org)

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