

Palma Ceia

Neighborhood Commercial District Plan

Community Survey

November 30, 2020

Summary of Responses



Prepared by
City Planning Department
November 2020

Mayor Jane Castor
**Transforming Tampa's
Tomorrow**



Hillsborough County
City-County
Planning Commission



Hillsborough MPO
Metropolitan Planning
for Transportation

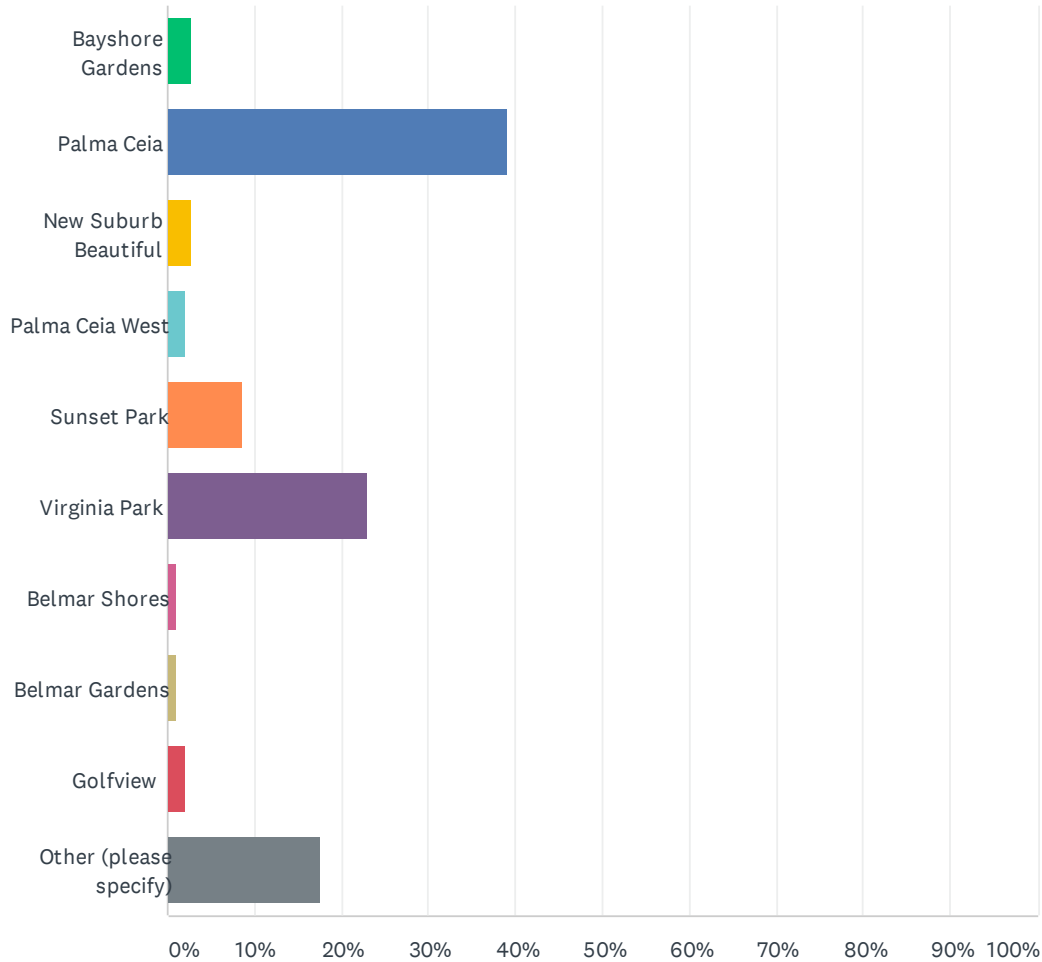
Preface

In an effort to gain opinions about the Palma Ceia Neighborhood Commercial District, an on-line survey instrument was developed. The survey was open from early September 23, 2020 to October 3, 2020. A total of 187 surveys were completed. This report summarizes the results of the survey



Q1 I am a Resident of the following neighborhoods

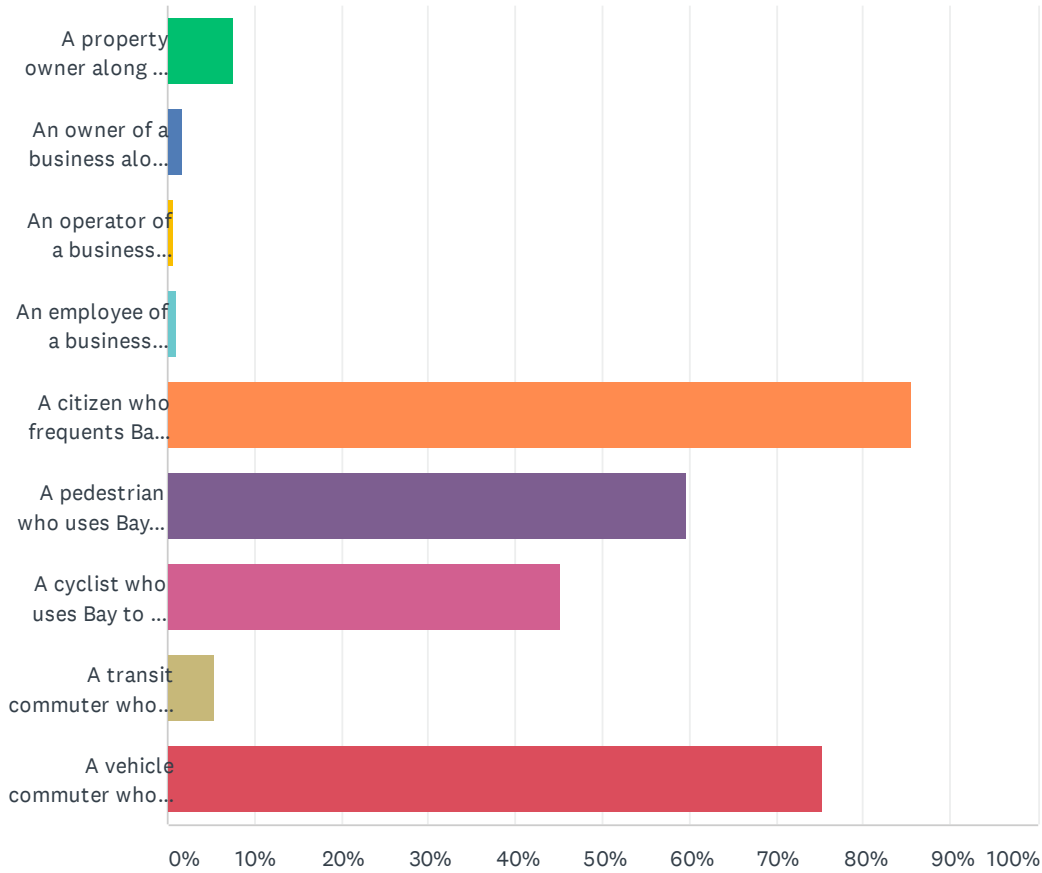
Answered: 187 Skipped: 0



ANSWER CHOICES	RESPONSES	
Bayshore Gardens	2.67%	5
Palma Ceia	39.04%	73
New Suburb Beautiful	2.67%	5
Palma Ceia West	2.14%	4
Sunset Park	8.56%	16
Virginia Park	22.99%	43
Belmar Shores	1.07%	2
Belmar Gardens	1.07%	2
Golfview	2.14%	4
Other (please specify)	17.65%	33
TOTAL		187

Q2 I am also (choose all that apply)

Answered: 186 Skipped: 1



ANSWER CHOICES	RESPONSES	
A property owner along Bay to Bay Boulevard	7.53%	14
An owner of a business along Bay to Bay Boulevard	1.61%	3
An operator of a business along Bay to Bay Boulevard	0.54%	1
An employee of a business along Bay to Bay Boulevard	1.08%	2
A citizen who frequents Bay to Bay Boulevard shops, businesses, community facilities/schools	85.48%	159
A pedestrian who uses Bay to Bay Boulevard	59.68%	111
A cyclist who uses Bay to Bay Boulevard	45.16%	84
A transit commuter who uses Bay to Bay Boulevard	5.38%	10
A vehicle commuter who uses Bay to Bay Boulevard	75.27%	140
Total Respondents: 186		

Q4 What do you value most about Bay to Bay Boulevard (What is its strength)?

Answered: 186 Skipped: 1

1. 2 lanes of traffic in each direction
2. 4. It's a lovely, viable way to get to the cross town but with a slow speed, to enjoy the shops on Bay to Bay and stop if you want to. What do you value most about Bay to Bay Boulevard (What is its strength)? Question Title
5. W
3. A lot of good restaurants
4. A lot of people.
5. A valuable connector
6. A wonderful neighborhood street that has become an unsafe highway
7. Ability to commute efficiently.
8. Ability to drive through and access Bayshore and Crosstown
9. Ability to drive through the area efficiently
10. Ability to move traffic east and west relatively efficiently.
11. Access to bay shore
12. Access to Bayshore
13. Access to bayshore and its potential to have more businesses where surrounding neighborhoods can easily access via walking, biking or driving
14. Access to crosstown
15. Access to dale mabry, Bayshore and macdill
16. access to many areas
17. Access to the Selmon Expressway and Bayshore Blvd
18. Access: it's a central place for traffic to get through both East and west (obvious) but also north and south (crossing it by car and by foot)
19. Accessibility
20. Accessibility
21. Accessibility, 4 Lanes, wide road, proper speed limits, reasonable amount of traffic
22. Accessible
23. All the little shops!
24. Allows me to get where I need to go without cutting through the neighborhood
25. Architecture
26. business variety
27. Businesses
28. Businesses and drivability
29. Businesses that my family enjoys visiting
30. central location
31. Close to home
32. Community
33. Community around it
34. Community gathering places and resources
35. Connector and area of commerce
36. Connects bay to bay
37. Connects Palma Ceia to Bayshore
38. convenience, local shops, allows me to get to palma ceia and hyde park easily as that is where my family resides; i also use the shops and restaurants almost daily
39. Convenient
40. Cut through. Main artery
41. cute shops
42. Direct access from my home to Selmon expressway and bayshore boulevard
43. Direct access to bayshore
44. Direct access to Bayshore and Westshore
45. Direct route by car to get to MacDill or Bayshore Blvd to go to Doctor's appointments.
46. Ease of getting to Bayshore/Selmons
47. Ease of use
48. Easiest way to get from Bayshore Blvd to Westshore. Literally the easiest way to get from bay to bay.

49. east to west connection
50. east west road
51. east west thoroughfare in south Tampa
52. east/west thoroughfare
53. East-west access
54. Easy access from west shore to bayshore
55. Easy access through So Tampa from Bayshore to Westshore.
56. Easy connection to Bayshore & easy to get to
57. Easy connection to Bayshore Blvd
58. Easy transit across south Tampa
59. eclectic shops/atmosphere
60. eclectic thoroughfare
61. Essential through street
62. Food, shops we love. Lack of safe sidewalks and beautification of bay to bay
63. Gets me from west side of south Tampa to the east.
64. Good shops
65. Great connector to many essentials
66. Great corridor to Bayshore Blvd with cute local shops & restaurants
67. Great local shops, restaurants, within walking distance.
68. Great restaurants/dessert shoppe
69. Great shops, restaurants and cafes
70. It connects many of South Tampa's main roads
71. It easily connects all me of the nicest neighborhoods to the rest of Tampa, quickly taking you to bay shore, Dale Mabry, mcdill, selmon expressway....
72. It is a connection to many other well used roads and keeps traffic from to other roads that are already too congested.
73. It is a critical needed East-west corridor
74. It is a vital commuter road for South Tampa
75. It is right in the middle of the community with lovely shops
76. It is situated within neighborhoods and lined with local businesses.
77. It is the preferred way to get from Bayshore to Westshore
78. It provides access to Bayshore and it's neighborhoods
79. It provides access to the rest of Tampa via the crosstown, Bayshore, Dale Mabry, and Macdill
80. It serves as a major east west thoroughfare
81. It's access to the crosstown
82. It's connection from bayshore
83. It's potential. I hate the void of commercial development of Bay to Bay near the hardware store.
84. It's tough to put value on something that you can't use do to safety issues.
85. Its central location
86. It's central location and clear path from bayshore to westshore
87. Its current state
88. Its potential
89. Its role as a connector road.
90. local business, shops & local restaurants
91. Local businesses and shops
92. Local feel, traffic connection
93. Local neighborhood serving businesses
94. Local retail
95. Local shops & eateries
96. Local shops and restaurants
97. Local shops and restaurants for the neighborhood
98. Local small businesses and access to bayshore bike rides
99. Local small businesses. Access to Bayshore
100. Location
101. Location
102. Location
103. Location
104. Location - easy way to go east/west

105. Location and businesses in close proximity to each other and bayshore boulevard
106. Location and possibilities
107. Location and route takes where I need to go
108. Location, access from Bayshore Blvd (bikes), shopping and dining
109. Location—near restaurants, shops, Bayshore, etc
110. Lots of shops/restaurants in one spot
111. Love walking to bars and shops
112. Low key
113. Major Connection of Westshore and Bayshore and all between
114. Many businesses near each other
115. Midpoint of south tampa a place where all the neighborhoods connect in a way
116. Mix of shops and restaurants. Would love to see more and proximity to Bayshore
117. mix of uses and central location
118. Mixed use
119. Multiple lanes; this is a real challenge in that small stretch of MacDill Avenue just north of Bay to Bay.
120. Neighborhood businesses I can walk to
121. Neighborhood connections
122. Neighborhood friendly businesses
123. nothing
124. on my beaten path
125. Pedestrian traffic- lots of businesses & restaurants from which to choose.
126. Potential for shops/restaurants/bars and access to Bayshore trail
127. Potential to be walkable
128. Proximity to Bayshore and cross town
129. Proximity to my home.
130. Proximity to schools, walkable neighborhoods.
131. Quick access from Bayshore to Dale Mabry
132. Quick access to Bayshore
133. Quick vehicle access to/from Selmon Expressway and Bayshore Blvd
134. Quick way to get to the crosstown with a stop for coffee and a quick way to get home from the crosstown and pick up sushi
135. Restaurants
136. Restaurants and shops
137. Retail options and proximity to bayshore
138. Shops and restaurants
139. Shops and restaurants
140. Shops, getting East to West S tampa easily
141. Shops, Overall Vibe
142. Sidewalks
143. Small boutiques, restaurants, accessibility
144. Small business and neighborhoods
145. small businesses, mixed use, character, connectivity
146. Small businesses, proximity to work
147. Small retail opportunity in the heart of a community
148. small shops and restaurants
149. Small town neighborhood feel.
150. Some of my favorite stores are on Bay to Bay!
151. Starbucks and ease of going East/West in south Tampa
152. Stores, access to bayshore and crosstown
153. Straight shot to get to Bayshore and the Crosstown Expressway
154. That allows access to from my home on Sevilla easy and direct access to Bayshore, Dale Mabry, to Plant High School, and beyond.
155. that it connects me to MacDill, the crosstown, and Bayshore using a direct route from my neighborhood
156. The amazing businesses
157. The connection to Bayshore and variety of small businesses
158. The connectivity it provides between the major NB and SB roads
159. The dessert spot
160. The diversity of businesses all in one convenient location, all walking distance from each other

161. The few cute local shops such as: Penelope T's, Chill Bro's and Buddy Brew (coming soon)!
162. The independent shops and restaurants
163. The locally owned businesses.
164. The location! Tons of cute shops and restaurants.
165. The location-PERFECT for a better version of Hyde park.
166. The neighborhood and businesses
167. the numerous small businesses
168. The only east-west connection south of Kennedy, and north of Euclid & El prado
169. The shops & businesses
170. The shops and businesses on it.
171. The small businesses
172. The small-town mom and pop type businesses.
173. The variety of locally owned stores and restaurants.
174. Thriving small businesses in a safe neighborhood with great schools
175. Thruway
176. traffic moves smoothly
177. Unique local businesses, not busy chains.
178. Unique shopping centers
179. Unique shops and restaurants
180. Variety
181. Variety of businesses
182. Variety of locally-owned businesses
183. vitality of businesses
184. Walkability
185. Walkability to different places
186. Wide street

Q5 What would you most like to change about the Bay to Bay Boulevard?

Answered: 186 Skipped: 1

1. A buffer for walking and biking
2. A turn signal at Himes to keep traffic flowing through and not backing up
3. A way for it to remain a useable connector, but to still provide safe and engaging access for businesses
4. Absolutely nothing!
5. Add an outdoor restaurant community area for people to gather, eat and relax
6. Add concrete barriers to ensure that pedestrians using the sidewalk can't be hit by speeding/distracted drivers.
7. add traffic light at Lois and Bay to Bay
8. Aesthetics
9. Amount of traffic
10. Amount of traffic and speed
11. Bad driving
12. Bay to Bay Blvd does NOT need to change. It is already slow when you get to MacDill and want to get on Bayshore.
13. Better pedestrian and bike access.
14. better sidewalks and have driver respect the speed limits and crosswalks at friendship park
15. Better sidewalks and lighting and more shops and restaurants
16. Better sidewalks! Pedestrians should be able to walk from Dale Mabry to Bayshore on both sides continuously (at least the south side since Xway entrance is on north side). Having more distance between sidewalks and road would be nice also.
17. Better synced lights
18. Better traffic flow
19. Better walkability, less car traffic
20. Better, more attractive, unobstructed sidewalks.
21. Bicycle lane. Enforce speed limit.
22. Bigger easeways
23. Bike lane
24. Buried utilities, wider sidewalks, landscaping
25. Change to two lanes and make walkable
26. Cleaner Look
27. Cycling safety
28. Easier for bikes
29. fix the potholes!
30. Fix the potholes/ repave and make it more pedestrian safe
31. Get rid of bike lanes
32. Have it be a place you can stroll around and visit the businesses
33. Hide overhead power lines. Greenery and wider sidewalks the encourage pedestrian safety, better lighting
34. I want it to be tons of local shops and restaurants people can walk or drive to. Such a good stretch of road for that. I thinking places like Austin and Nashville that are so appealing and we have nothing like this.
35. I would like to be able to easily walk and bike from one business to another.
36. I would like to see some of the sidewalks and businesses cleaned up
37. I would love for bay to bay to become a Main Street for our community. I've always dreamed of living in a place that had a Main Street my kids could grow up riding there bikes to. I wish the side walks were free of telephone poles and were wider and had a buffer between them and the streets to make them safer so I could feel comfortable with my kids riding there. I wish they push all the parking behind the building and brought all the buildings to the front so it was more pedestrian friendly and would look more like a Main Street you see in New England towns. I wish there were more restaurants with patios along the boulevard so you could sit outside and enjoy where we live.
38. I'd like it to be more walkable.. I envision something like 12 South in Nashville. Where you could start at one end and spend the afternoon popping in shops, grabbing a coffee, having lunch, etc..
39. I'd like to be able to push a stroller down the sidewalk without having to walk into the street (so unsafe!!!) because the sidewalks are impassable at places. I'd also like for my children to be able to safely cross Bay to Bay on their walk to Roosevelt Elementary.
40. inability to walk around and feel safe

41. Increase lanes for automobile traffic
42. Increase pedestrians friendly for area businesses
43. It needs to be more walkable. Usable sidewalks, bike lanes, less traffic.
44. it would be nice to see a unifying vision - shops and restaurants where people can walk from and wider sidewalks to allow for this . Also hard to bike from the surrounding neighborhoods to bayshore due to the narrow sidewalks.
45. It would be wonderful if it became a more walkable dining/shopping experience
46. Keep it the same
47. Lack of safe pedestrian & cycling infrastructure
48. Left hand turn lanes and traffic calming so cars aren't going so fast!
49. Less cars, more pedestrians. Wide and buffered sidewalks with fewer driveways.
50. less traffic, better landscaping
51. Less traffic. More shops and restaurants
52. Lighted cross walk at Friendship Park
53. Make B2B and McDill intersection wider and easier to transit.
54. Make it "mainstreet"
55. make it a destination for pedestrians, families, shopping, restaurants
56. make it more convenient and safer for ped and bike access
57. Make it safer for walking for pedestrians. More stores/food
58. Make the sidewalks safe to walk with a stroller. Make it look prettier.
59. Making it more pedestrian friendly with less traffic
60. More attractive and feel safer for pedestrians
61. More bike and walk friendly.
62. More bike lanes
63. More crosswalks
64. More eye appeal. Easier access to shopping and dining
65. More landscape, bike lanes
66. More local eateries, walkable from each other
67. More manicured side walks and center medians
68. More pedestrian friendly
69. More pedestrian friendly
70. More pedestrian friendly and safer
71. More pedestrian friendly.
72. More pedestrian space
73. More pedestrian/bicyclist friendly. Sidewalks are scattered & not protected. More restaurants etc so can socialize
74. More restaurants and bars. Lose the old run down underutilized properties.
75. More restaurants and retail shopping
76. More restaurants, shops and more options
77. More shops and better pedestrian access
78. More sidewalks
79. More walkable and pedestrian friendly. Make it more of a gathering place, similar to Hyde Park
80. More/better boutiques restaurants and safer for pedestrians and bikers
81. Move TECO poles. Slow traffic in 2 lanes
82. N/A
83. Narrow, dangerous, obstructed sidewalks
84. Needs updating.
85. no left turns at Himes
86. No parking and congestion
87. NOT ONE THING. Money was already spent to make it perfect to get onto the cross town and on to Bayshore Blvd. It's perfect the way it is. Who comes up with these stupid ideas?? Try Howard Ave instead. It doesn't have access to the cross town!
88. Nothing
89. nothing
90. nothing
91. nothing
92. Nothing
93. NOTHING

94. Nothing
95. NOTHING
96. NOTHING
97. Nothing
98. Nothing
99. Nothing
- 100.Nothing
- 101.Nothing leave it alone please.
- 102.Nothing!
- 103.Nothing!!!
- 104.Nothing, keep it as is
- 105.Nothing, keep it like it is or everyone going down it will be forced to drive through neighborhood streets where children play.
- 106.Nothing, needs to stay as is to accommodate commuting traffic. There is sufficient parking and access to businesses on Bay to Bay.
- 107.Nothing. That it remain the east-west thoroughfare, as there are no are no others that exists in middle of South Tampa.
- 108.Nothing. And no "road diets."
- 109.Nothing. I think the recent changes helped alleviate congestion at MacDill and bay to bay and reduced speeding as well.
- 110.Nothing. It's good.
- 111.Nothing. The new safety features are good.
- 112.Paved access to Bayshore on the south side across the RR tracks because that's the side w the Bayshore crossing
- 113.pedestrian amenities, safety, lighting & cohesiveness
- 114.Pedestrian safety - better sidewalks, traffic separation, reduced speeds, shade trees.
- 115.Please add a protected bike lane/path
- 116.Quieter & less traffic
- 117.Reduce traffic, provide safe sidewalks, barriers for pedestrians from vehicles, bicycle lanes. Once this is done, new shops/restaurants/etc. can flourish
- 118.Reduced lanes, speed enforcement.
- 119.remove teco poles from sidewalks
- 120.Road design
- 121.Road diet, widening of sidewalks, beautification
- 122.Road diet. It needs to go from four to three lanes. Sidewalks also need to be wider and more uniform.
- 123.Safe space for pedestrians, and bicycles. Eliminate excess traffic lanes, lower speed for safety.
- 124.Safer drivers and speed controls
- 125.Safer for bike riders and pedestrians
- 126.Safer for Bikes and Pedestrians
- 127.Safer for pedestrians
- 128.Safer road for pedestrians & cyclists, 3 lanes for cars, more trees with an old fashioned Main Street look & feel
- 129.Safety
- 130.Safety
- 131.Safety for all modes of transportation not just cars
- 132.Sidewalks
- 133.Sidewalks
- 134.Sidewalks - no way to push a stroller without going into the street!
- 135.Sidewalks are terrible with utility poles in them
- 136.Sidewalks on both sides of the road that fit a double stroller without having to walk into a busy street with my 3 children because there's a giant pole in the middle of the sidewalk
- 137.sidewalks too narrow, ugly poles & wires, needs greenery
- 138.Sidewalks, trees and landscaping, markets, gathering spaces, cleaner
- 139.Slow down the traffic and fix the sidewalks
- 140.Slow it down, make it two lanes and make it more like a town. Parking on the street
- 141.Slow traffic down
- 142.Slower speeds, more bike room, more restaurants, breakfast places near bay to bay and manhattan
- 143.Slower traffic, more pedestrian friendly!
- 144.Speed

- 145.Speed of traffic and wider sidewalks
- 146.Speed of vehicles including large semis barreling through
- 147.Sync the lights
- 148.The atmosphere becoming more of a get out of your car and walk around area concept instead of a four way highway that it is today
- 149.The feeling that it's a high speed road for most. Wish it was another Hyde park
- 150.The incredibly poor sidewalks for pedestrians and slow the flow of traffic
- 151.the lane redesign between Bayshore & MacDill
- 152.The light at Himes is scary. If they staggered the lights so there could be a turn signal with no turn lane, it would maybe save some accidents.
- 153.The narrow, uneven sidewalks that are a hazard to families.
- 154.The overall aesthetic. It has so much potential but it looks rundown and difficult to Get in and out of businesses on it.
- 155.The road, needs repaving, more parking etc.
- 156.The safety changes in place have been great.
- 157.the safety of the roadway through traffic calming measures
- 158.The sidewalks are inaccessible for families with bicycles and strollers. There are poles in the middle of the sidewalks and it is too close to the speeding cars.
- 159.The sidewalks being dangerous for kids
- 160.The sidewalks. They are completely unusable for people pushing a stroller or people riding bikes. The telephone poles are literally in the middle of the sidewalk!
- 161.The speed and officers enforcing it
- 162.The speeding and traffic
- 163.The traffic and speed it's hard to make a left turn into a business and I would never dream of biking on b2b
- 164.The traffic that goes through at a high speed
- 165.Time the lights better
- 166.To make it more pedestrian friendly by adding on street parking, shade trees, street furniture (benches, pedestrian scale light poles), and art.
- 167.traffic
- 168.Traffic, speed, walkability
- 169.Turning lanes, bike lanes, usable sidewalks, businesses who stayed
- 170.Ugly Storefronts and facades
- 171.Update and improve sidewalks, add more shops and restaurants. Add more communal space for eating, hanging out, drinking, etc.
- 172.Updating the buildings for more consistently
- 173.Usage of space, more walkable, place to walk to, shop, eat.
- 174.Walkability
- 175.Walkable, wider sidewalks to make bay to bay a destination
- 176.Walking friendly
- 177.We live directly behind it and find the trucks travel to fast at night making it quite noisy. I would like stricter enforcement of speed limits.
- 178.widen sidewalks
- 179.Wider sidewalks
- 180.Wider sidewalks
- 181.Wider sidewalks and additional restaurants
- 182.wider sidewalks and dedicated bike lanes
- 183.Wider sidewalks, designated turn lanes and designated cycling lanes. It needs to be safer for PEOPLE. Children cross it to go to school. It's terrifying to walk from one business to the next. I age 15 years any time I have to be on it with my children bc the sidewalks are so narrow. Designated turn lanes help the flow of traffic. It's short sighted to think otherwise.
- 184.Wider sidewalks, more shops and restaurants
- 185.Wider sidewalks.
- 186.would like more one-of-a-kind stores/businesses

Q6 Today, Bay to Bay Boulevard is best known as a place to/for:

Answered: 181 Skipped: 6

1. A street with great shops, It dead ends into the gorgeous bay! Would be the most beautiful Main Street in America! Imagine having dinner at one of the future sidewalk cafes and then strolling down to the bay for a sunset walk.
2. A corridor for travel and shopping
3. A cut through road for personal vehicle drivers
4. a front door to Bayshore Blvd with supporting neighborhood venues
5. A street to Cut across south Tampa
6. A thoroughfare
7. A valuable connector boasting some residential & more light commercial
8. A way to get to the crosstown
9. Access
10. Access from Westshore to bayshore
11. Access to bayshore and the crosstown
12. Access to Bayshore, the crosstown expressway
13. Access to the Selmon
14. Accessing Bayshore
15. accessing one side of the bay with the other
16. Accidents
17. Accidents. Primarily Himes & Bay to Bay
18. Admire and appreciate its access to both the cross town and beautiful Bayshore Blvd.
19. An east west link in South Tampa
20. As a means to an end to get where you are going
21. Avoid. Or drive through as fast as possible.
22. Avoiding at all costs. Unmanaged growth and zero planning.
23. Avoiding telephone polls on the sidewalk
24. Bayshore-Dale Mabry connector
25. Be hit by a car
26. Being a missed opportunity near great neighborhoods
27. Being behind the guy making a left turn
28. Being very dangerous for pedestrians
29. Bike people to complain
30. Boutique businesses
31. Brunch
32. Businesses
33. Business
34. Busy east west connector for our neighborhood
35. Car accidents and running across the street as fast as you can to avoid being hit by a car.
36. Cars
37. Cars to get to Bayshore or the crosstown
38. Commute
39. Commuting
40. Commuting
41. Commuting? Through street?
42. Connect East to west
43. Connecting Bayshore with West Shore
44. Connecting Bayshore, Dale Mabry, and Westshore
45. Connecting Dale Mabry and Bayshore
46. connecting neighborhoods to important thoroughfares
47. Connecting road
48. connecting to the Selmon, MacDill and Bayshore
49. Connector from Bayshore to the West and its shops
50. convenience for the neighborhoods, connecting the bays
51. Cross street to Bayshore
52. cross the south Tampa peninsula
53. Crossing from one bay to the other

54. Crossing town
55. Cut across S Tampa
56. Cut from Dale Mabry to Bayshore
57. Cut through
58. cut through traffic
59. Cut through traffic from westshore to Bayshore
60. Direct central access from the west side of the south Tampa peninsula to the east side of the peninsula
61. drive
62. Drive
63. Drive
64. Drive
65. drive across south Tampa
66. drive and an occasional food stop
67. Drive and to shop
68. Drive through
69. Drive Thru
70. Drive thru
71. Drive to places
72. Driving
73. Driving
74. Driving fast to access the Selmon or Bayshore Blvd.
75. Driving from one place to another
76. Driving quickly
77. Driving through to another destination
78. Driving through to get to Bayshore
79. Driving, with some great shopping.
80. east/west thoroughfare
81. Eat and shop
82. Eat good food
83. Eat/shop/commute
84. Exercise
85. failed policy, prioritizing cars, giving into a few loud voices
86. family
87. Fast cars, narrow sidewalks, and pedestrians having roll the dice to traverse the community
88. Fast moving traffic
89. Get across Tampa and some restaurants and retail.
90. Get downtown
91. get food
92. Get from Bayshore to westshore
93. Get from Dale Mabry to Bayshore
94. Get from DM to Bayshore
95. get from one side of South Tampa to the other
96. Get from point A to point B
97. get from point A to point B
98. Get from Westshore to Bayshore probably
99. Get hit by a car
100. Get off the Crosstown
101. get to Bayshore
102. Get to Bayshore.
103. Get to Bayshore; easy access to other areas
104. Get to main intersections and roads. A main way to access Bayshore easily
105. Get to the Crosstown
106. Get to work and kids to school and get home.
107. Getting bay to bay as it's titled. Getting from Tampa Bay (Westshore) to Hillsborough Bay (Bayshore) quickly
108. Getting from Bayshore to Dale Mabry and Henderson Blvd/Manhattan
109. getting from one side of south Tampa to the other
110. Getting from one side of ST to the other
111. Getting off Crosstown to Dale Mabry

112. Getting somewhere else
113. Getting to Bayshore.
114. getting to local businesses, the Crosstown & Bayshore
115. Getting to the crosstown. Walking to dinner/coffee
116. Getting to west shore or Dale Mabry
117. go between Dale Mabry and Bayshore Blvd.
118. Go east and west
119. Good local businesses
120. Great question. There is no identity.
121. Great shops and health care resources
122. It's an unsafe path to Bayshore.
123. It's the "busy street" our family has to cross (on foot) to access businesses like Starbucks, Pinky's, etc.
124. It's almost like a highway
125. Local business opportunities.
126. Local favorites
127. Local food/businesses
128. Local retail and access to the crosstown
129. Local shopping
130. Locally owned businesses
131. Main East West Artery to connect shops on Macdill to Manhattan Ave
132. main South Tampa road
133. Making South Tampa a convenient place to live by providing great through streets!
134. Moving cars from South Tampa to Dale Mabry and Westshore
135. Not much
136. Not much
137. Not sure
138. Not sure. It's got so much potential but it's unrealized currently.
139. One of the only ways (along with Euclid) to access Selmon Expressway and Bayshore Blvd
140. Poor cycling safety but good shops and restaurants
141. Really nothing
142. Restaurants
143. Restaurants
144. Restaurants and shops
145. Restaurants & Shopping
146. See a dentist.
147. Selmon exit
148. Shop
149. shop and dine locally
150. Shop/eat
151. Shops
152. shops and restaurants and access to Bayshore
153. Shops, food and art
154. Shops, restaurants and businesses alike. Also the road I take the most to get me where I need to go.
155. Small businesses
156. Small businesses near residential areas
157. small local shops and restaurants
158. Speed and run red lights
159. Speeding from bay to bay.
160. Speedway
161. Starbucks
162. The connector between Westshore and Bayshore where you can grab a Starbucks coffee.
163. The desert spot
164. the main east-west option in mid-peninsula
165. Through traffic pattern
166. To get from bayshore to westshore
167. To get to MacDill to go to the Air Force Base or to Davis Island and TGH.

168. Too many cars, lights that are too long, cyclists that it extremely nerve wracking for cars turning off of Bayshore or onto Bayshore and too many pedestrian crosswalks that are too close to traffic signals that allow for safe crossing.
169. Traffic
170. traffic
171. Traffic
172. Traffic
173. Traffic
174. Traffic and stores
175. traffic to bayshore
176. Traffic.
177. Transverse east to west
178. Traveling
179. unique local businesses
180. Various eateries/retail

Q7 In the future, you would like for Bay to Bay Boulevard to be best known as a place to/for:

Answered: 184 Skipped: 3

1. "The" place to shop and dine. Much like Hyde Park Village
2. a bad nightmare turned successful, a mayor that has vision, a city that is responsive, cohesion
3. A business district from 8am-5pm & a shopping/entertainment district after 5pm and on the weekend
4. A centerpiece of the community
5. A destination
6. A destination - similar to Hyde Park Village
7. A family friendly Main Street when you could spend the whole day. Coffee, shopping at boutiques, lunch, more shopping and a beautiful sunset dinner
8. A gathering place, shopping district, and safe multimodal connector for surrounding neighborhoods and others.
9. A great walking area that is family friendly where you can safely gather with friends and shop and eat at locally owned restaurants.
10. A place to come with family and enjoy food and drinks
11. A place to spend the evening, strolling for dinner, drinks, and/or deserts
12. A place to stroll through, and business-hop!
13. A place you could spend the day shopping, hanging out and eating
14. A place your mom can go and you don't have to worry about her
15. A road used by all people with automobiles There is very little bike or walking traffic
16. A safe walkable, bikeable adorable main street that I am proud to take my guests to go see and shop
17. A safe, fun place to meet with friends
18. A shopping and entertainment district
19. Ability to walk/bike to various restaurants and boutiques
20. Access
21. Access to the crosstown and local retail
22. All
23. An east west connector
24. An efficient connection road between bays.
25. An example of a complete street
26. As the center of the community with wide, safe sidewalks and outdoor dining.
27. Auto access to and from westshore and Bayshore
28. be more like a neighborhood center where you'd like to linger
29. Being a desirable business district on both ends of bay to bay.
30. Best place for pedestrians, bikers to stop en route to and from Bayshore park.
31. Better parking more restaurants
32. Better traffic management, more pedestrian friendly
33. Biking and also more restaurants
34. Businesses and moving South Tampa residents across the peninsula
35. Commerce, dining, and real estate.
36. Community
37. Community and beautiful neighborhood
38. Community eating and shopping
39. Community friendly
40. Community space for eating, coffee, drinks, friends, and communal gatherings
41. Community to get together, go for a meal, shop, walk, bike
42. Community, booming local businesses, cafes, and a pathway to Bayshore for bikers and walkers
43. Complete streets and cycling/pedestrian safety
44. Connect East to west
45. convenience in transportation
46. Cross the street without fearing for your life.
47. cute lampposts, cute shops and restaurants. Another mini- Hyde Park
48. Destination
49. Destination for neighborhood businesses and socialization
50. Destination. A place to walk on the side of the road going from shop to shop without feeling like a hooker.
51. dine, coffee, relax

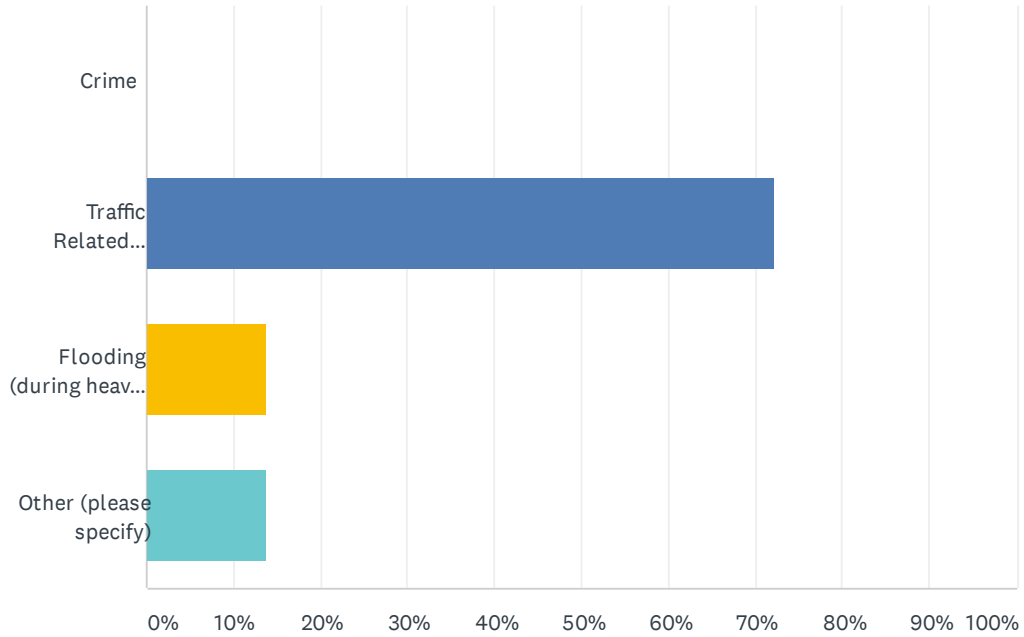
52. Dining and retail
53. Do anything fun with friends, kids and families.
54. Doing more than just speeding through on a vehicle
55. drive
56. drive across south tampa -same
57. Drive and to shop
58. Driving.
59. East-west passage, shopping, restaurants
60. Eat, socialize safely
61. efficient commuting from east to west
62. enjoy spending time in the well-designed treed pedestrian- & bike-friendly public spaces & eclectic businesses that create a cohesive unit with the surrounding neighborhood.
63. Enjoy, walk, wander from restaurant to shop, etc
64. Exactly the way it is now.
65. Exactly as it is now!
66. Excellent food and a place to walk. It is dangerous to walk or bike now.
67. Exercise
68. Exercise and shopping
69. Families
70. fully accessible sidewalks
71. Gather eat
72. Gathering
73. Gathering and public space
74. Gathering, strolling, outdoor events
75. Getting the crosstown easily
76. Good local businesses
77. Grab a bite to eat, meet up with friends
78. Hang out
79. Helping to keep the surrounding streets safe from high volume traffic and irresponsible drivers who speed and drive recklessly.
80. Hyde Park 2.0
81. I don't know. On one hand I like the variety and randomness of shops/restaurants. On the other, an anchor would be cool. random
82. It functions well as a thoroughfare, actually.
83. Like Hyde park
84. Like Hyde Park village
85. Living, walking, part of the neighborhood
86. Living, working
87. Local businesses, restaurants, shops, and safety
88. Local shops and walkability
89. Local stores
90. Making driving through South Tampa convenient!
91. More pedestrian friendly, so it is easier to enjoy the shops and restaurants there.
92. More small businesses, a place to walk and gather and a safe route to Bayshore. Roads should be used to reach those businesses, our homes, etc. Motorized traffic should be slow and lighter. Not to the extent of Hyde Park village, but a similar model.
93. Moving traffic
94. Neighborhood location
95. Neighborhood not another soho
96. neighborhood shops, restaurants, businesses
97. Neighborhood-friendlier street that is pedestrian friendly for accessing businesses and getting to Bayshore safely
98. Nothing. I'd like it to remain obscure. We don't need another hyde park over here.
99. One stop entertainment
100. Patronizing local businesses.
101. pedestrian friendly business district
102. Pedestrian Friendly Shopping and dining.

103. Pedestrian friendly with accessibility to Hyde park and other areas with bike stations, better lighting and murals
104. pedestrian shopping and dining al fresco
105. Pedestrian traffic
106. Pedestrian trail
107. Pedestrian/Bicycle traffic.
108. pedestrians
109. Pedestrians Strolling to restaurants and shops
110. People to access outdoor shopping, community, and entertainment
111. Place to be with neighbors
112. Quaint neighborhood local shops and restaurants with pedestrian walkways. A place to enjoy.
113. Quick and easy access to Selmon Expressway and Bayshore Blvd
114. Remain the same or widen it for cars. South Tampa needs a direct route it is slow enough as it is.
115. Resemblance to Hyde Park Village
116. Residents to safely walk to a restaurant, shop, to Bayshore and enjoy some nice aesthetics—not just traffic, potholes and telephone poles.
117. Restaurants
118. Restaurants, bars, shops, walkable
119. Restaurants, walking, outdoor dining
120. Retail destination and more walkable
121. safe family place to shop for unique items/services/food
122. safe for pedestrians and cyclists to shop, dine and reach bayshore
123. Safe place to travel in any form of transportation
124. Safely use the sidewalk
125. Same
126. Same
127. Same
128. Same as above
129. Same as today, connector from Bayshore to west
130. Saturday farmers market
131. seamless connections for neighborhood commuters
132. Shop and enjoy the neighborhood
133. Shop, eat!
134. Shop, safely walk and dine
135. Shop, walk, dine.
136. Shopping and socializing, more of a “village” like atmosphere
137. Shopping, eating and accessing bayshore
138. Shopping, eating and walking with family
139. Shops
140. shops with more parking
141. Small businesses and neighbors
142. Small local gathering places
143. Small shops and pedestrian friendly walks. Like another Hyde park village
144. Small south Tampa vibe
145. Speeding
146. stay all day wandering the shops
147. Strolling, eating, playing and shopping
148. Sustain new businesses by providing easier access for pedestrians
149. The community heart of the adjacent neighborhoods
150. The main street of Palma Ceia
151. The neighborhoods of Tampa to get together like they do in Hyde park
152. The same
153. the same
154. The same as it is now. It serves a valuable purpose and does so well.
155. the same, but with the addition of safety for local residents, including crosswalks, especially at friendship park area
156. The same. It is a road to travel n a community with few similar direct routes from east to west.
157. The way it is

- 158.To remain as is
- 159.to safely walk
- 160.Traffic and stores
- 161.Transportation
- 162.Traveling without obscene traffic
- 163.unique local businesses
- 164.Vibrant bar, restaurant, shopping strip
- 165.Vibrant restaurant and shopping destination
- 166.Walk & bike safely
- 167.Walk through spend time and hang out
- 168.walk to shops
- 169.Walk to walk visit local businesses.
- 170.Walk with friends, check out the shops. Get pizza and ice cream
- 171.Walk, connect with businesses & the Bay.
- 172.walk, bike, shop and dine
- 173.Walk, shop, eat, drive
- 174.Walk, visit businesses
- 175.Walkability, aesthetically pleasing and more shops and restaurants
- 176.Walkable
- 177.Walkable and vibrant community center
- 178.Walkable entertainment district
- 179.Walkable road to Bayshore
- 180.Walkable with no fear of bad sidewalks
- 181.Walking access to businesses & neighbors.
- 182.Walking or biking to the many amazing businesses!
- 183.You can feel safe to shop no matter your mode of transportation to get there

Q8 What is your most pressing public safety along Bay to Bay Boulevard?

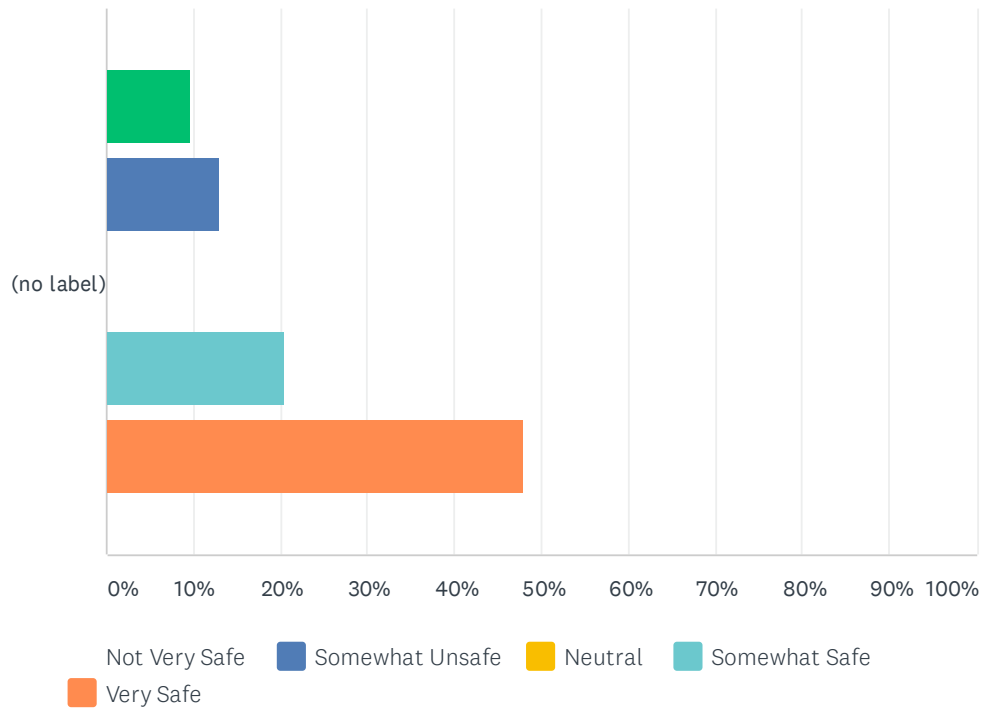
Answered: 187 Skipped: 0



ANSWER CHOICES	RESPONSES	
Crime	0.00%	0
Traffic Related (speeding, crossing the street, etc.)	72.19%	135
Flooding (during heavy rains)	13.90%	26
Other (please specify)	13.90%	26
TOTAL		187

Q9 During DAYLIGHT hours, how safe do you feel in the Bay to Bay Boulevard District?

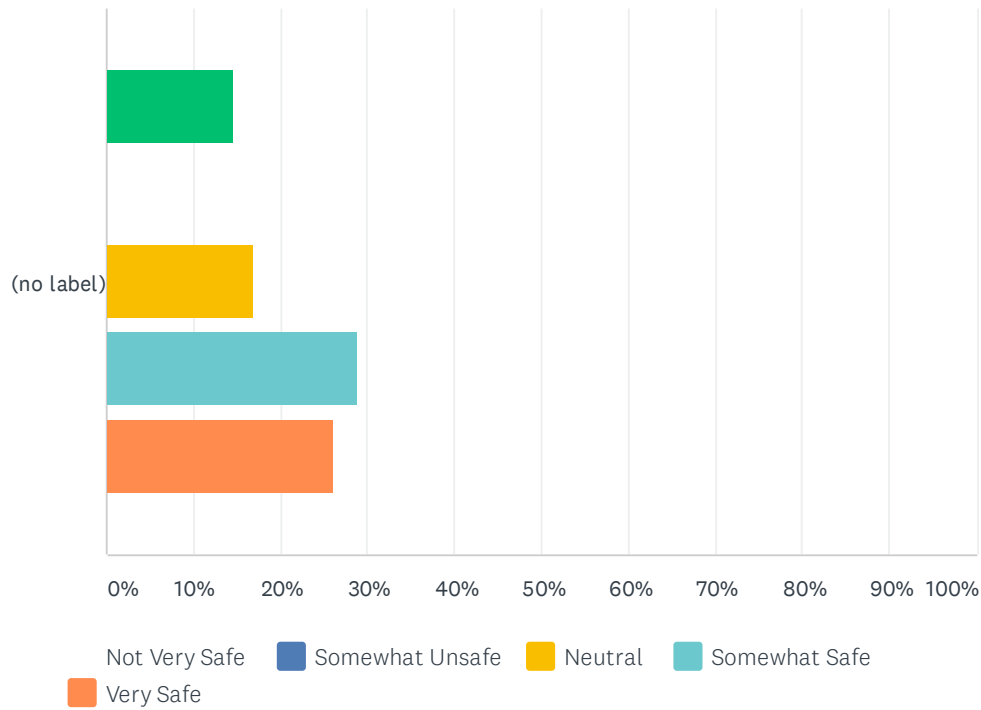
Answered: 186 Skipped: 1



	NOT VERY SAFE	SOMEWHAT UNSAFE	NEUTRAL	SOMEWHAT SAFE	VERY SAFE	TOTAL	WEIGHTED AVERAGE
(no label)	9.68% 18	12.90% 24	9.14% 17	20.43% 38	47.85% 89	186	3.84

Q10 During EVENING hours, how safe do you feel in the Bay to Bay Boulevard District?

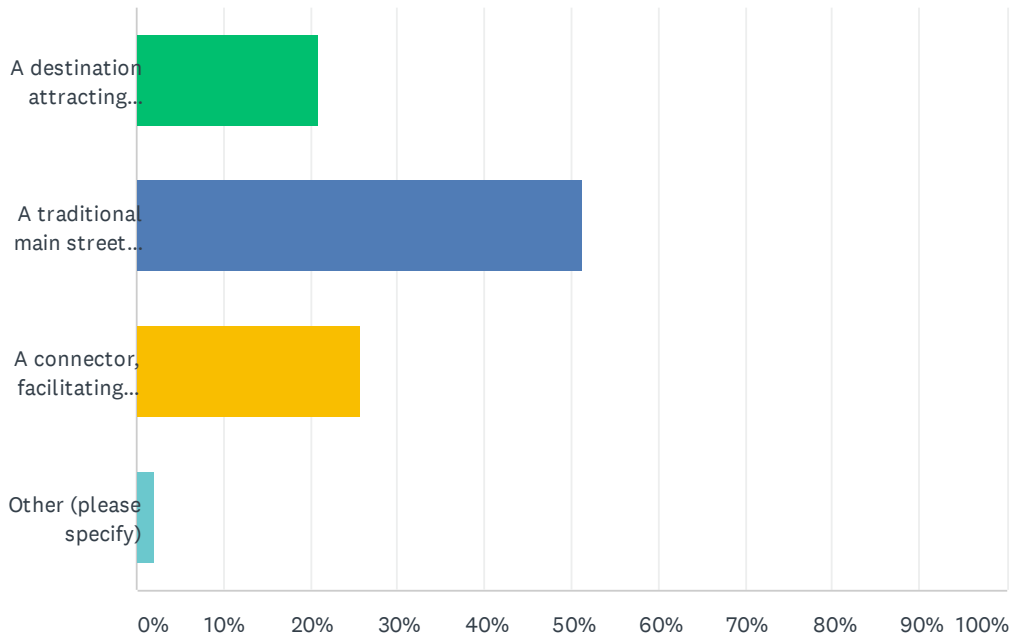
Answered: 184 Skipped: 3



	NOT VERY SAFE	SOMEWHAT UNSAFE	NEUTRAL	SOMEWHAT SAFE	VERY SAFE	TOTAL	WEIGHTED AVERAGE
(no label)	14.67% 27	13.59% 25	16.85% 31	28.80% 53	26.09% 48	184	3.38

Q11 What is the most critical role Bay to Bay Boulevard should serve?

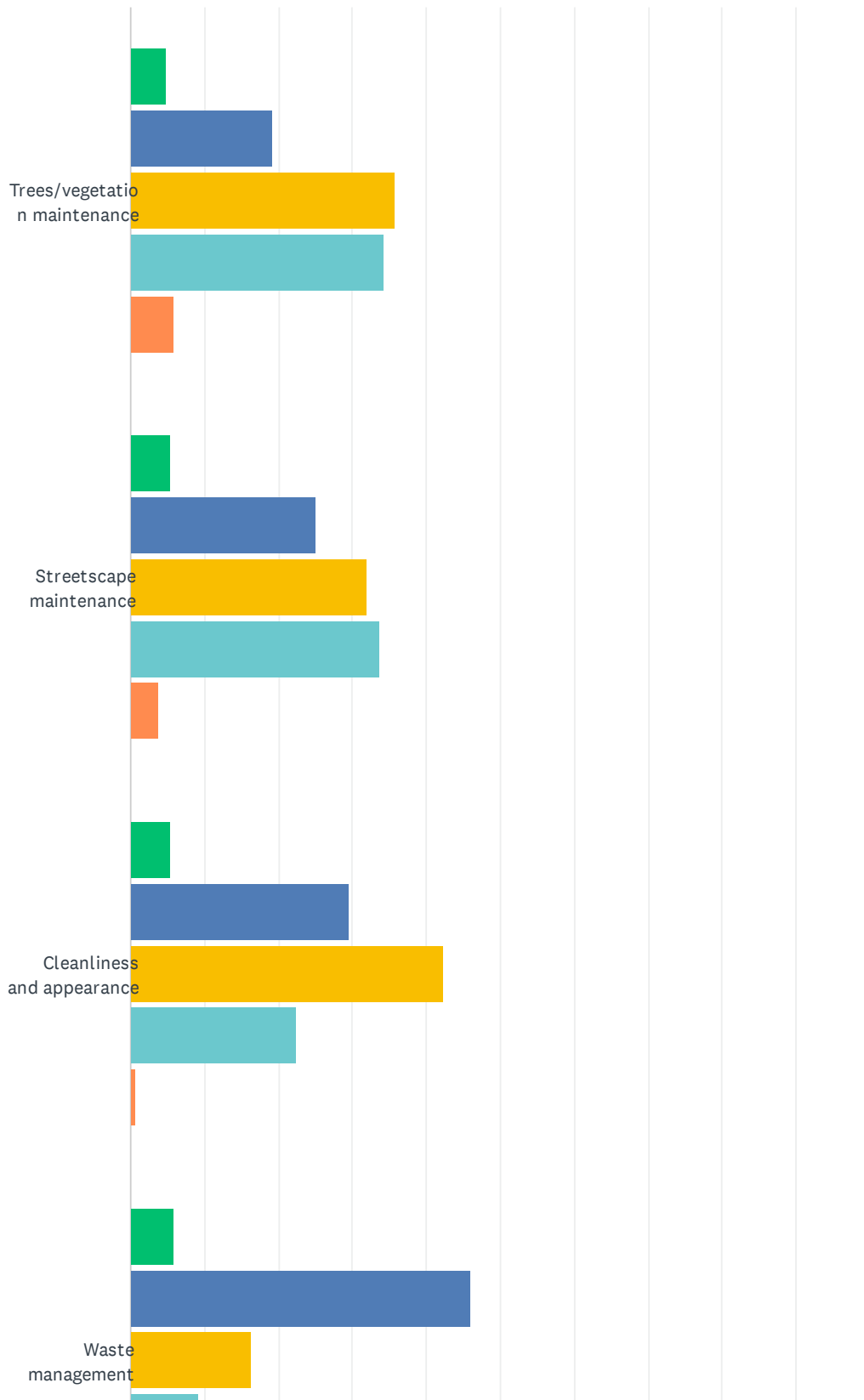
Answered: 187 Skipped: 0



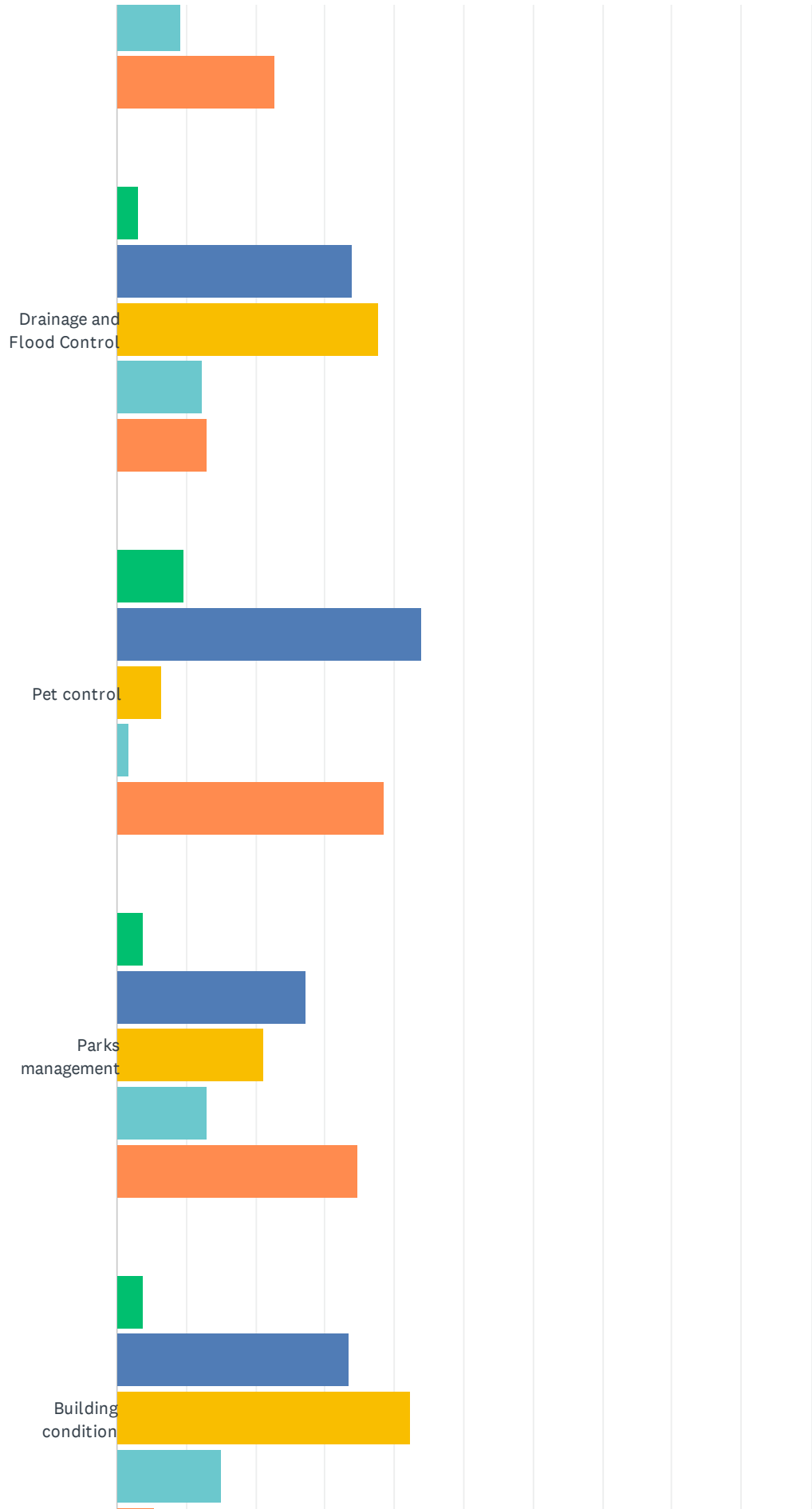
ANSWER CHOICES	RESPONSES	
A destination attracting people throughout the city & county	20.86%	39
A traditional main street serving the adjacent neighborhoods	51.34%	96
A connector, facilitating the efficient flow of traffic through the area	25.67%	48
Other (please specify)	2.14%	4
TOTAL		187

Q12 Please rate your opinion of the following conditions along Bay to Bay Boulevard

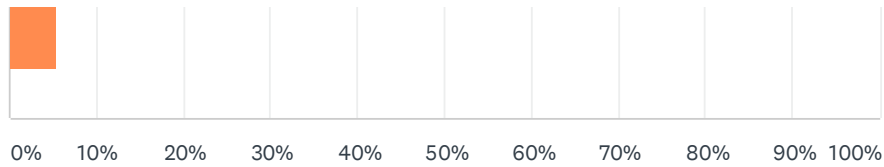
Answered: 187 Skipped: 0



Bay to Bay Neighborhood Commercial District Survey



Bay to Bay Neighborhood Commercial District Survey

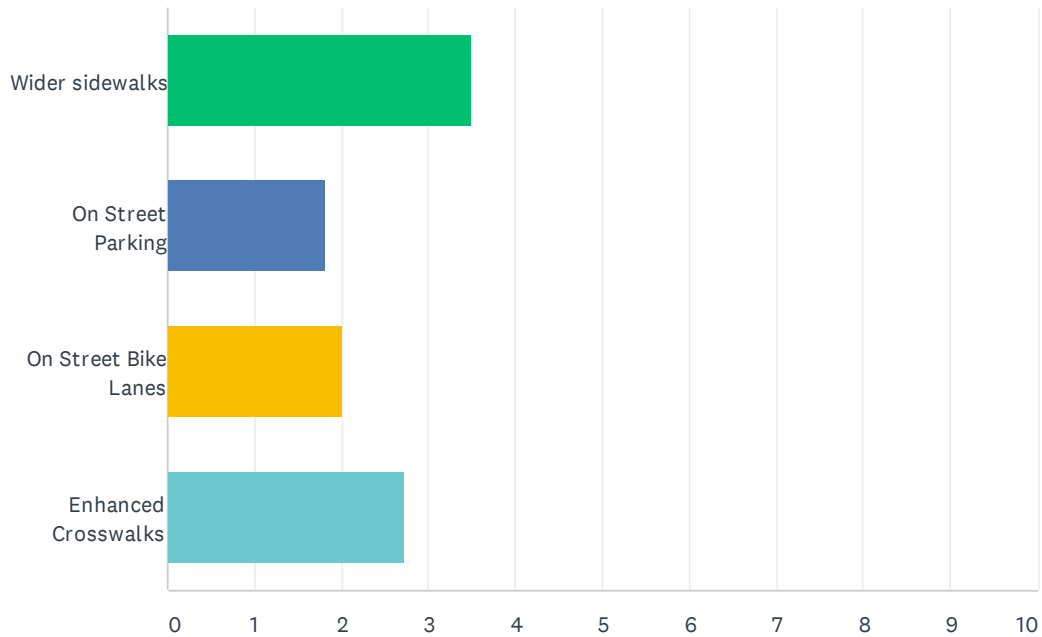


■ Excellent
 ■ Good
 ■ Needs Attention
 ■ Poor
 ■ No Answer

	EXCELLENT	GOOD	NEEDS ATTENTION	POOR	NO ANSWER	TOTAL
Trees/vegetation maintenance	4.81% 9	19.25% 36	35.83% 67	34.22% 64	5.88% 11	187
Streetscape maintenance	5.35% 10	25.13% 47	32.09% 60	33.69% 63	3.74% 7	187
Cleanliness and appearance	5.35% 10	29.41% 55	42.25% 79	22.46% 42	0.53% 1	187
Waste management	5.95% 11	45.95% 85	16.22% 30	9.19% 17	22.70% 42	185
Drainage and Flood Control	3.23% 6	33.87% 63	37.63% 70	12.37% 23	12.90% 24	186
Pet control	9.63% 18	43.85% 82	6.42% 12	1.60% 3	38.50% 72	187
Parks management	3.80% 7	27.17% 50	21.20% 39	13.04% 24	34.78% 64	184
Building condition	3.78% 7	33.51% 62	42.16% 78	15.14% 28	5.41% 10	185

Q13 Rank the following features of an ideal Bay to Bay Boulevard.

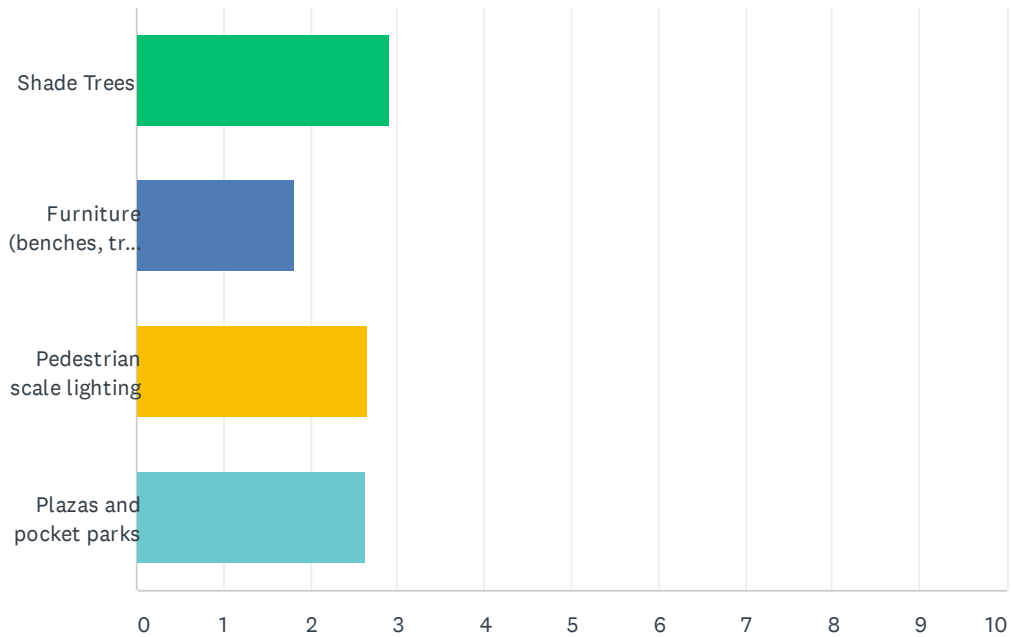
Answered: 180 Skipped: 7



	1	2	3	4	TOTAL	SCORE
Wider sidewalks	65.48% 110	23.81% 40	5.36% 9	5.36% 9	168	3.49
On Street Parking	8.43% 14	14.46% 24	27.71% 46	49.40% 82	166	1.82
On Street Bike Lanes	5.45% 9	24.85% 41	33.94% 56	35.76% 59	165	2.00
Enhanced Crosswalks	23.30% 41	36.93% 65	28.98% 51	10.80% 19	176	2.73

Q14 Rank the following amenities in order of importance.

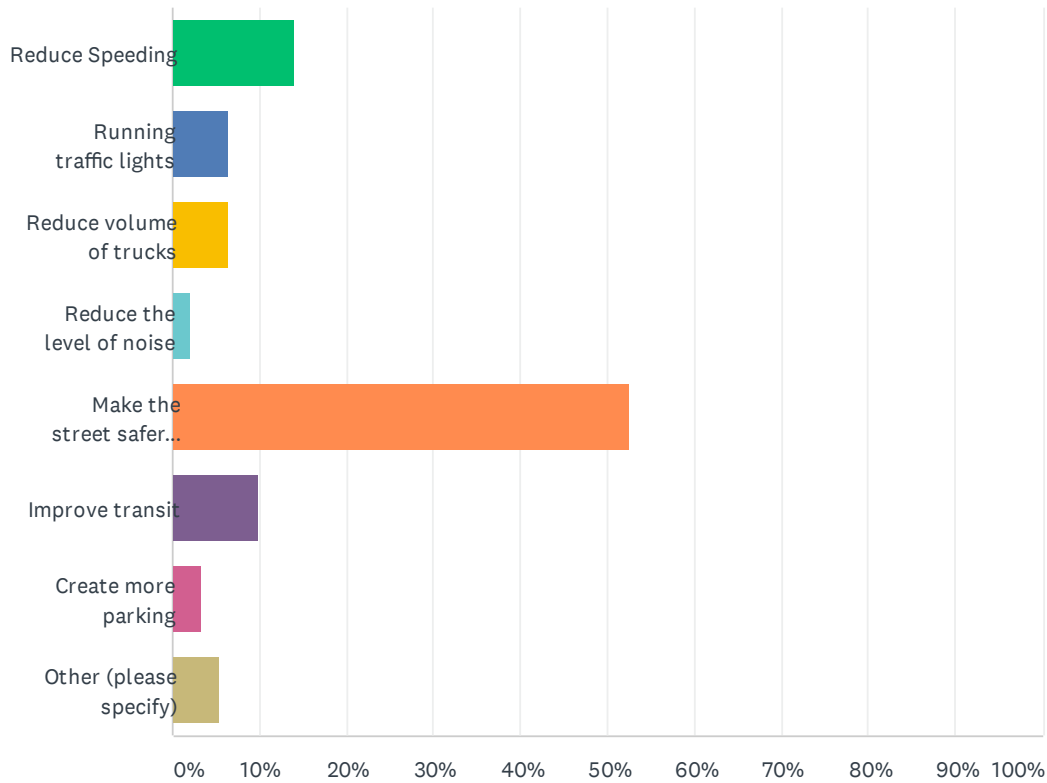
Answered: 177 Skipped: 10



	1	2	3	4	TOTAL	SCORE
Shade Trees	38.15% 66	26.01% 45	24.28% 42	11.56% 20	173	2.91
Furniture (benches, trash cans, recycling bins, etc.)	4.09% 7	18.13% 31	32.75% 56	45.03% 77	171	1.81
Pedestrian scale lighting	29.65% 51	27.33% 47	22.67% 39	20.35% 35	172	2.66
Plazas and pocket parks	29.82% 51	26.90% 46	19.88% 34	23.39% 40	171	2.63

Q15 If we could fix only one transportation issue, what would it be?

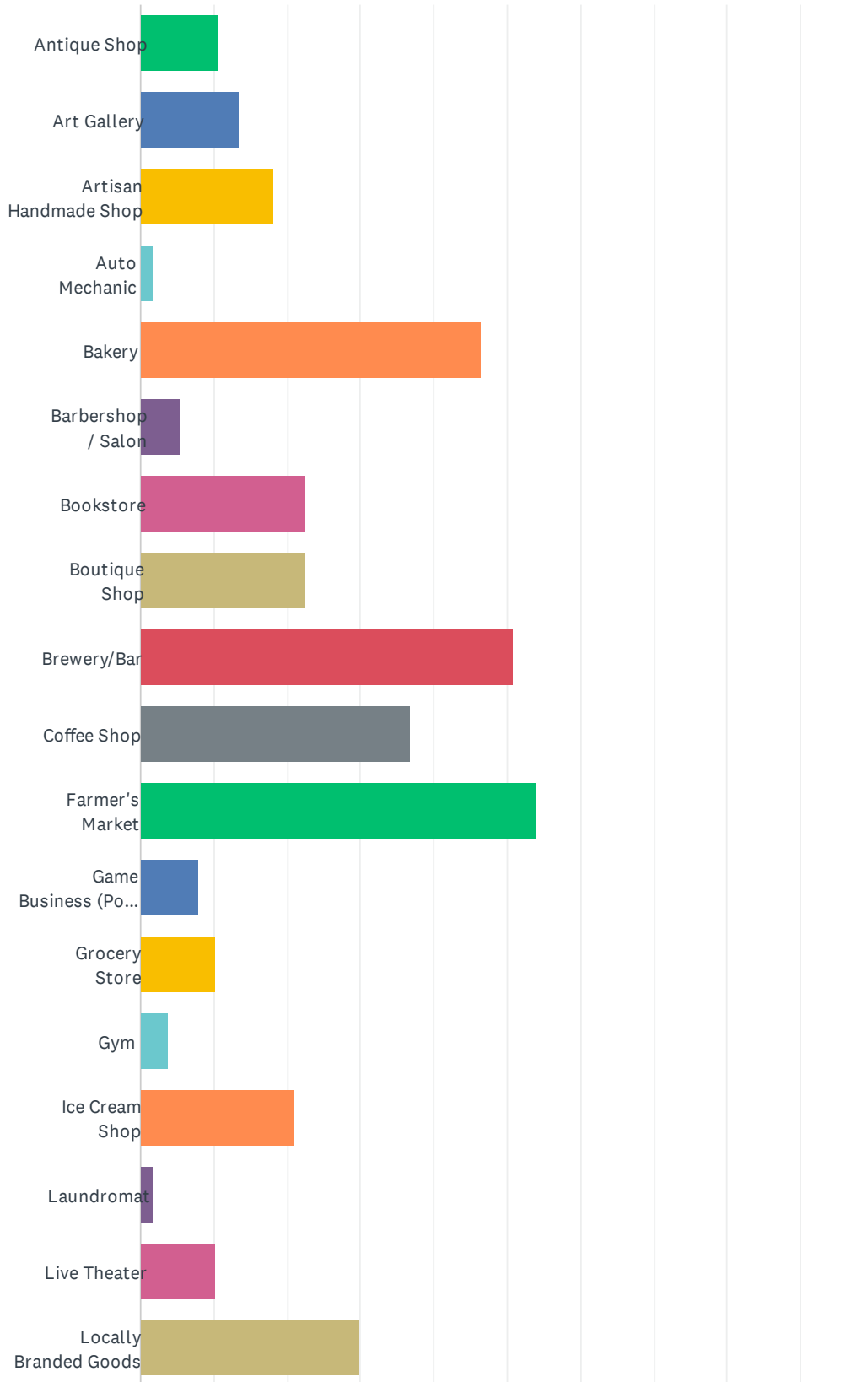
Answered: 185 Skipped: 2



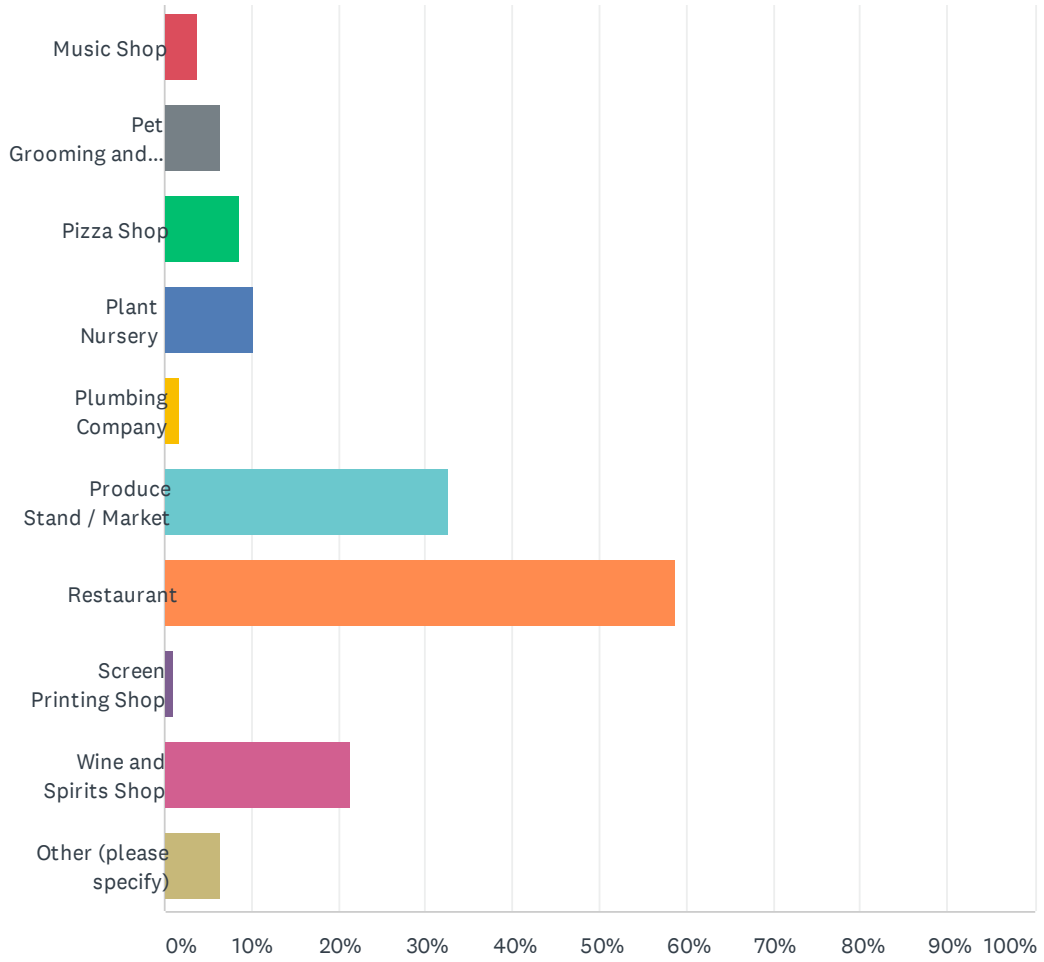
ANSWER CHOICES	RESPONSES	
Reduce Speeding	14.05%	26
Running traffic lights	6.49%	12
Reduce volume of trucks	6.49%	12
Reduce the level of noise	2.16%	4
Make the street safer for pedestrians and bicyclists	52.43%	97
Improve transit	9.73%	18
Create more parking	3.24%	6
Other (please specify)	5.41%	10
TOTAL		185

Q16 Select up to 5 of the following types of businesses/activities that you would like to see added to the Bay to Bay Boulevard District:

Answered: 187 Skipped: 0



Bay to Bay Neighborhood Commercial District Survey

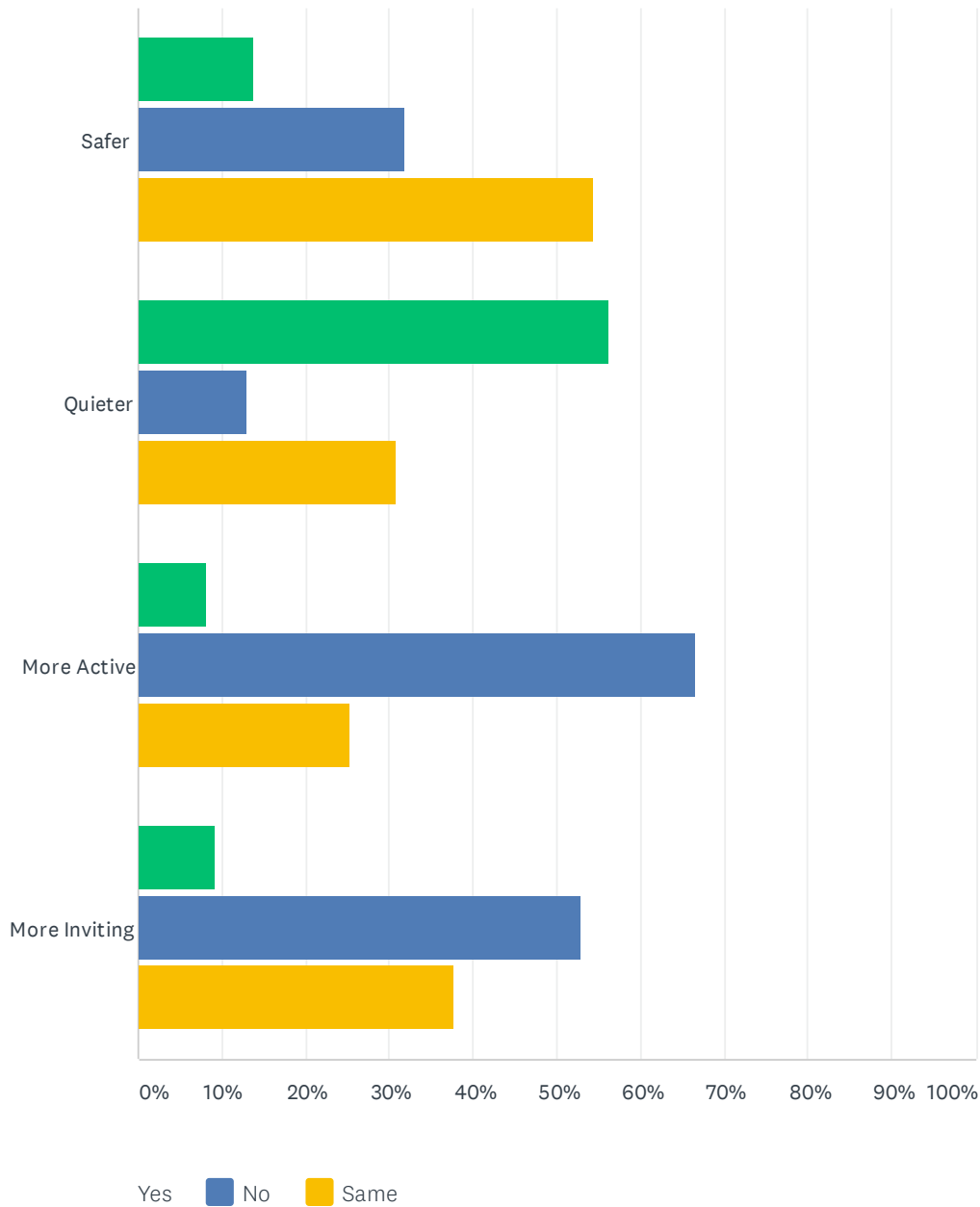


Bay to Bay Neighborhood Commercial District Survey

ANSWER CHOICES	RESPONSES	
☐ Antique Shop	10.70%	20
☐ Art Gallery	13.37%	25
☐ Artisan Handmade Shop	18.18%	34
☐ Auto Mechanic	1.60%	3
☐ Bakery	46.52%	87
☐ Barbershop / Salon	5.35%	10
☐ Bookstore	22.46%	42
☐ Boutique Shop	22.46%	42
☐ Brewery/Bar	50.80%	95
☐ Coffee Shop	36.90%	69
☐ Farmer's Market	54.01%	101
☐ Game Business (Pool Hall, arcade, etc)	8.02%	15
☐ Grocery Store	10.16%	19
☐ Gym	3.74%	7
☐ Ice Cream Shop	20.86%	39
☐ Laundromat	1.60%	3
☐ Live Theater	10.16%	19
☐ Locally Branded Goods	29.95%	56
☐ Music Shop	3.74%	7
☐ Pet Grooming and Supplies Shop	6.42%	12
☐ Pizza Shop	8.56%	16
☐ Plant Nursery	10.16%	19
☐ Plumbing Company	1.60%	3
☐ Produce Stand / Market	32.62%	61
☐ Restaurant	58.82%	110
☐ Screen Printing Shop	1.07%	2
☐ Wine and Spirits Shop	21.39%	40
Other (please specify)	6.42%	12
Total Respondents: 187		

Q17 During the evening, Bay to Bay Boulevard is _____ compared to daytime (use the following in the blank space)

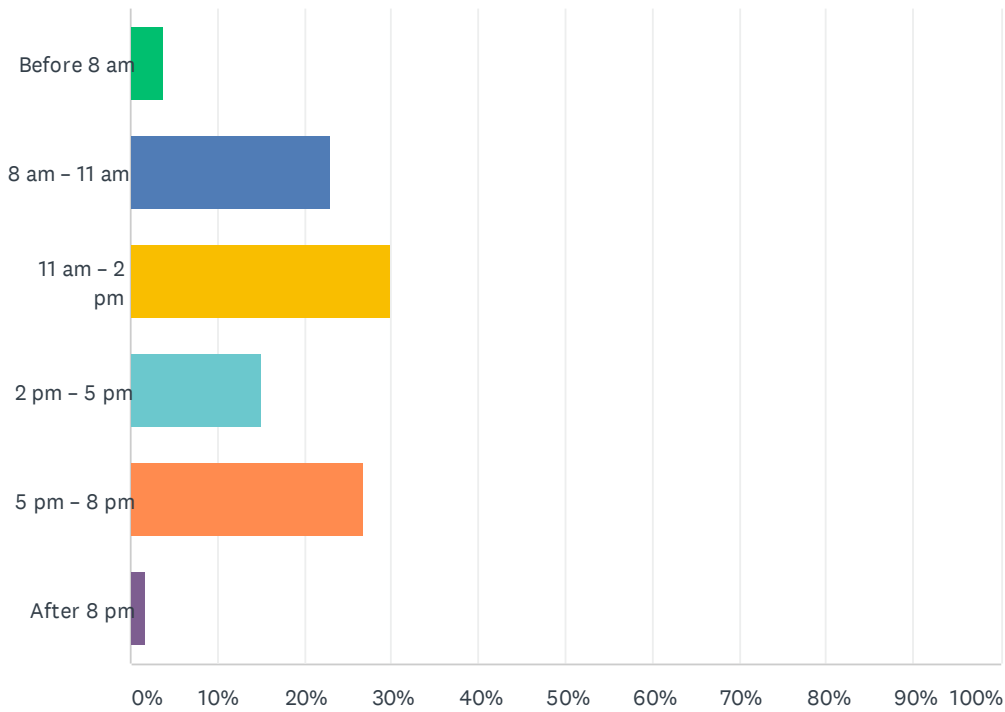
Answered: 186 Skipped: 1



	YES	NO	SAME	TOTAL
Safer	13.74% 25	31.87% 58	54.40% 99	182
Quieter	56.22% 104	12.97% 24	30.81% 57	185
More Active	8.24% 15	66.48% 121	25.27% 46	182
More Inviting	9.29% 17	53.01% 97	37.70% 69	183

Q18 What time of the day do you most frequent the businesses and services on Bay-to-Bay Boulevard?

Answered: 187 Skipped: 0



ANSWER CHOICES	RESPONSES
<input type="checkbox"/> Before 8 am	3.74% 7
<input type="checkbox"/> 8 am – 11 am	22.99% 43
<input type="checkbox"/> 11 am – 2 pm	29.95% 56
<input type="checkbox"/> 2 pm – 5 pm	14.97% 28
<input type="checkbox"/> 5 pm – 8 pm	26.74% 50
<input type="checkbox"/> After 8 pm	1.60% 3
TOTAL	187

Q19 Is there anything else we should know about the study area that might help us in these first stages of the process?

Answered: 109 Skipped: 78

1. Add bioswales and permeable pavers, add bulbouts at crossings and refuge islands for pedestrians crossing the road. Close a section of the street to car traffic on weekends for markets and festivals. Thank you!
2. All of the focus on Bay to Bay and Bayshore is great. But what about the feeder streets where everyone speeds and runs stop signs where there are schools? We always focus on these press worthy projects but I want to be able to walk with my kids within the neighborhood without being worried about people using Himes, Sterling and all the side streets as short cuts speeding home
3. Already slot of cars, taking away a lane would make it horrible. I've been on it when a Lane was closed for construction! I was very late to work.
4. Any reduction in vehicle traffic lanes on Bay to Bay would create significant delays and safety issues by reducing availability to one of the only major east-west thoroughfares in south Tampa, that is heavily used during mornings and evenings by commuters. The increased level of development in south Tampa is only making traffic more problematic, and reducing volume on Bay to Bay would create a huge mess.
5. Anything that reduces ability of residents to use Bay to Bay as a through street will reduce South Tampa livability and appeal!
6. Bay to Bay has such great potential! Making it pedestrian and bike friendly are the easiest ways to start!
7. Bay to Bay is a critical travel street. Don't congest it any more than it already is.
8. Bike access to Bayshore is sooooo important. Right now, we have to ride down San Juan to the CSX train tracks, cross over to Santiago without a crosswalk and cross at Bay to Bay and Bayshore. Riding along Bay to Bay - especially with kids - is a non-starter. The road is too heavily trafficked and the sidewalks are littered with trash cans.
9. Consider kids walking & biking to school.
10. cost/process to underground utility lines
11. Create biking lanes on secondary roads not Bay to Bay.
12. Do not close it down
13. do not reduce vehicle lanes on Bay to Bay!
14. Do not turn Bay to Bay into a pedestrian only area. This area of S Tampa is growing in density and absolutely needs this east/west thoroughfare. Reducing or removing vehicle lanes altogether is not the best way to serve this area of S Tampa
15. Don't forget the number of commuters on the peninsula and that Bay to Bay is an important cross street.
16. Encourage the development through opportunity zones to encourage growth. Get rid of the random churches, and the slumlord property owner holding development hostage at west end of Bay to Bay near Virginia Park.
17. Enhancements to date are good, and effectively balanced the needs of the neighborhood with those if transportation.
18. Excited to see what the City comes up with!! Living in Ballast point the closet places to play are Howard (and I'm getting old) or up to Hyde park village which is great but I work in Hyde park, and then Up to sparkman, can be far on a bike! And there is no good parking on or around bay to bay.
19. Frankly, would love to see a similar project along the Kennedy Blvd area (Westshore-Himes) - to have several of these pockets throughout S. Tampa would be extremely cool and unique!
20. Get rid of those telephone polls
21. Get the telephone and light poles out of the middle of the sidewalks.
22. Getting rid of traffic lanes is a bad idea. Will push cars into side streets.
23. Hard to see when turning on bay to bay with business parking on bay to bay street
24. Having the crosswalk from Bay to Bay to Bayshore on the south side of the road, but not having contiguous paved access except on the north side of the road looks like poor planning - if I stay on paved surfaces I cross Bay to Bay 2 additional times to get to the crosswalk to Bayshore. Please expedite the dog park at the new Ritz!!!!
25. I am a cyclist. We do NOT need bike lanes on Bay to Bay!
26. I certainly hope those with opposing views to shutting down Bay to Bay are taken into strong consideration. As I mentioned before, how bout considering Howard Ave.?
27. I drive on Bay to Bay at all different hours of the day. I don't see the problem at all. My husband drives it every day for work. His concern is traffic.
28. I feel decisions for proceeding or not proceeding with improvements should be based on how it will impact the immediate community and businesses, not those who drive thru it to get from Point A to Point B.

29. I was hoping for better sidewalks, but your questions indicate a larger project. I think making Bay to Bay more like Hyde Park would be amazing and I would frequent it often (via foot or bike).
30. I would frequent the businesses on Bay to Bay much more if I felt safe as a pedestrian & cyclist. Few controlled crosswalks & very little by way of good streetscape design combined with high volume of traffic & high rates of speed make the boulevard unappealing & inaccessible. It has so much potential to be better than it is!
31. If you don't work swiftly to slow it down and make it less of a highway a pedestrian will die on that section of road
32. If you need volunteers for a task force I am in the engineering field and work with a lot of similar opportunities. Feel free to reach out to me if need. I have so been hit by a car while on my bike riding bay to bay so I can give some first hand experience of the level is safety needed.
33. it is a shame the city is so cheep when it comes to improvements feel free to spend part of the millions the neighborhood pays for real capital improvements
34. It seems like the assortment of businesses on Bay to Bay are very random today, so there is not much reason for people who do not live in the surrounding neighborhoods to come to them. The businesses might do better if we had a unifying vision for the area to attract people who want to spend more time at multiple businesses (ex- shops and restaurants). If the area had more walking and parking space and looked more visually appealing, that could also help.
35. It should be the centerpiece of the community. It could be the greatest asset to the community if it was pedestrian 1st design.
36. It's a connector road and needs to remain one.
37. It's a key travel path from south to Plant, from north to Roosevelt, and from north and south to Bayshore
38. Keep 2 lanes both ways... NO additional bike lanes
39. keep it the same as far as travel lanes. Don't push traffic to other east west roads. Everyone who currently resides on bay to bay bought under these conditions.
40. Keep the feeling of local business zone. Avoid national chains.
41. Large residential area willing to frequent a centralized Main Street.
42. Leave as is. There are more autos than cyclists and bay to bay should be structured more for autos than anything else. It is a road that connects westshore to bayshore and crosstown that should not be restructured for cyclists nor pedestrians. It's safe enough already
43. Leave it alone
44. Less traffic and safety
45. Let's do it!
46. Like it or not, it's an important connector in South Tampa, both across town & to and from the Selmon. We need all 4 lanes of traffic, especially if we have hurricane evacuation.
47. Lots of areas for improvement. Could be new Hyde park.
48. Lots of children walk across bay to bay to go to school. People need to slow down!
49. Lots of vacant property and old gas stations that need to be renovated
50. Macdill (from San Miguel to Santiago St.) needs to be included in this analysis
51. Make sure driveways leading into bay to bay have good visibility
52. Make wider sidewalks
53. Maybe a gateway for sense of arrival; artwork/public art
54. More lights at night (Street lamps, christmas lights) something to light the street up more bright at night.
55. Move TECO
56. narrow the traffic lanes, widen sidewalks, increase plantings
57. Pedestrian safety absolutely needs to be improved if we want anything else positive to come out of this project
58. People who live in the surrounding communities are ready for a place we can walk to and enjoy the potential of these neighborhoods.
59. Please add sidewalks connecting bay to bay over the railroad tracks on the south side of bay to bay east of MacDill
60. Please do not even consider taking away our car lanes.
61. Please do not remove or narrow the existing vehicular lanes in either direction. It's crowded enough down here as it is, and with more and more high rises going up, traffic will only get worse. We worry what would happen during a mandatory evacuation!
62. Please don't remove any car lanes. It would be a disaster.
63. Please honor the decision by Buckhorn's team to NOT reduce traffic lanes on Bay to Bay. that is a CRUCIAL traffic connector for neighborhood commuters! thank you
64. Please keep the traffic as the main priority

65. Please leave it alone. Don't mess with it.
66. Please listen to the neighborhood this time
67. Please reach out directly to the businesses on Bay to Bay Blvd.
68. Please reduce road noise & speed
69. Please remove the telephone poles that block passage on the sidewalks and improve parking for businesses.
70. Please use code enforcement to bring dilapidated buildings and properties up to speed.
71. Prefer wider sidewalks that can accommodate cyclists and pedestrians over bike lanes or parking. Our 3 school-age kids cannot bike in lanes adjacent to vehicle traffic. Bay to Bay has great potential as a neighborhood street.
72. Prioritizing people over cars helps build community and helps the environment.
73. Protected sidewalks and street parking is what would make the greatest difference in making Bay to Bay feel more inviting
74. Residential density has increased and traffic on Bay to Bay has increased. The pros also to reduce lanes would leave Bay to Bay so crowded that motorists would use El Prada and/or Euclid, both of which are much more residential between Dale Mabry and Bayshore/MacDill.
75. Roosevelt elementary is located nearby and many families do not feel safe walking to school when having to cross bay to bay. There need to be more safe crosswalks and crossing guards.
76. Safer sidewalks
77. Safety!
78. Serve the neighborhoods before cars.
79. Students from several schools must use/cross Bay to Bay to get to school. Specific plans for their safety need to be addressed, such as raised crosswalks.
80. Teco needs to move the light poles to make the sidewalks useable for Peds, ADA issues, and cannot push a stroller in certain areas due to light poles in the middle of sidewalks.
81. Thanks
82. The city seems to be determined to increasingly create traffic congestion with fewer vehicle lanes, lights that are not timed to allow for traffic to flow but that force cars to only stop and go and to demand more time to drive anywhere, creating an even larger carbon footprint. We have no real mass transit alternatives but drivers are increasingly feeling stressed and taking too many risks due to all of the obstacles they face while trying to get around town.
83. The first fix is pedestrian safety. Nothing else will flourish until it's safe to visit
84. The road is nearly empty in the evenings so cars drive very fast at the same time that neighbors are wanting to walk to Bayshore, go to Cappy's for dinner, or to Dessert Spot for ice cream. 2 schools on either side mean students walking across it 2x a day during school year. We need a left turn signal/lane at Himes/Bay to Bay. I've seen way to many crashes or near crashes there. Lighting is also a problem, it is very dark and hard to see pedestrians (or even cars) at night, and if it's raining at night it's nearly impossible, many streetlights are out or need to be replaced, but the TECO poles must be undergrounded to achieve a safer Bay to Bay.
85. There are many city residents who do not support converting bay to bay into a pedestrian/cycling area which would restrict its main function as a road for citizens traversing south tampa from the west side of the peninsula to access the selmon expressway, bayshore boulevard, and downtown by car which remains the primary mode of transportation for the majority of residents. It seems really short sighted and unfair to fund this project with tax monies contributed by all residents to benefit a small pocket of citizens in the surrounding area rather than serving all residents who depend on this road daily to move through their city for work, to take their kids to school, to shop at the stores on bay to bay, and to go about living their lives.
86. There are telephone poles and lines in the middle of the (already narrow) sidewalks.
87. There is a lot of dangerous backup when someone tries to turn left.
88. There's a decent mix of businesses currently, problem is it's unsafe to walk or bike on the sidewalk or the street. It's also ugly and rundown. It could be beautiful as well as a Hyde Park type of area that attracts people to restaurants and shops.
89. These questions are very leading!
90. This is an important East to West street that is essential to moving cars and trucks and needs to remain that. Get real, this is not a "destination" nor should it be.
91. This is one of only 2 major connector roads to the Crosstown, it will always be used primarily for commuter traffic and the existing retail already struggles, to try and enforce new building and architectural requirements onto real estate developers seeking this market would be irresponsible and costly. It would result in further failure of existing business and a lack of interest in new growth. Additionally, the depth of the current lots do not allow for adequate parking, to attempt to widen the road and add on street parking would diminish interested businesses from being successful. Whether we like it or not, the Tampa consumer wants lots and

lot of parking, and they want to park in the front of their destination in a large parking field, not behind it and not on the street.

92. Try walking on the sidewalks with a stroller or with someone in a wheelchair.
93. We need to make it more pedestrian friendly so families won't need to drive downtown or to Hyde Park
94. When you closed Bay to Bay for repairs to the train tracks, traffic was a nightmare, backed up and made commute to Bayshore and into downtown impossible. Don't remove the only means for residents to have direct access to Bayshore to continue their commute to downtown.
95. While the new traffic reminders are great - they don't work unless tickets are given out. Even the crossing guards at Bay to Bay and Concordia will tell you how dangerous it is daily. Please go talk to them. At night semis are flying down the road which is not lit very well. It is still in a residential neighborhood much like El Prado and Euclid. Please don't let people that use this as a cut through change the plan to make this safer for neighbors, pedestrians and bikers.
96. With traffic volume continuing to increase on our peninsula, I feel like a pocket OFF of Bay to Bay should be created, as DKM or Camp has done. I'm unsure how to solve a parking and pedestrian issue with the needs of work, school, etc. traffic, especially M-F.
97. You have already done all the improvements necessary!
98. You read my mind on recognizing there are issues at hand with bay to bay. I take this road everyday at least 6 times a day and it's such a shame what it is, it has so much potential and it just looks junky. There's pot holes here and there and most of my favorite businesses are on this road and get they're hard to get in and out of. I would love to see a more friendly and walkable area.
99. Your questions are biased as to "creating a problem" where one does not exist. You are tilting it to come to a pre-desired result, and most folks are frankly not acute enough to catch the subtle way the questions were asked.

Content Analysis: Comments Received for Bay to Bay Blvd

Introduction

NVivo qualitative analysis software was used to code the content of six open-ended questions pertaining the existing character and potential character of Bay to Bay Blvd. The comments received do not necessarily constitute a representative sample of the general public, nor the demography of the subareas in which the corridors are located. No respondent identifiers were included, so it is impossible to confirm or deny, however, infrequent instances of misspelled words as well as conformance with the instructions to provide a one-word response to Question 1, suggest that respondents may be above median level of education. Even if true, this would not necessarily invalidate the responses, but may suggest that response saturation was not achieved.

General Overview of Questions

The six open-ended questions are shown below:

1. When you think of Bay to Bay Boulevard, what one word comes to mind?
2. What do you value most about Bay to Bay Boulevard (What is its strength)?
3. What would you most like to change about Bay to Bay Boulevard?
4. Today, Bay to Bay Boulevard is best known as a place to/for:
5. In the future, you would like for Bay to Bay Boulevard to be best known as a place to/for:
6. Is there anything else we should know about the study area that might help us in these first stages of the process?

Preparing the Data

Responses to the surveys were input to a spreadsheet and autocoded using NVivo software. Autocoding is a technique that identifies and generates codes based on syntax, word frequency, and word uniqueness. Coding a small dataset introduces issues of reliability, as the technique works optimally with a large sample of data. To account for this limitation of the software, an assessment and validation technique known as “triangulation” was applied to establish a loose consensus of the themes based on “examination [by] multiple observers, theories, methods, and data sources”.¹ It will be contingent upon the engagement team to verify the validity of the autocoded themes.

Sentiment coding was also performed to determine the attitudes of respondents based on the strength of words used in the response. Sentiment does have a number of limitations, which the reader should be aware of before interpreting the results of the analysis. Like most textual analysis tools, NVivo cannot recognize:

- Sarcasm;
- Double negatives;

¹ Denzin, NK. (1978) *The research act: A theoretical introduction to sociological methods* (2nd ed.). New York: McGraw-Hill.

- Slang;
- Dialect variations;
- Idioms; or
- Ambiguity

Due to the limitations inherent to using a qualitative software to analyze the “feelings” emerging from the text, sentiments were verified and spot-checked using human perception, which is a more accurate method of determining sentiment.

Overview of Responses for Bay to Bay Blvd

There were 187 surveys collected regarding Bay to Bay Blvd.

Question 1 was an open-ended question soliciting a single word response, which in practice, would produce the exact same results as a word cloud. The size of the words shown in the cloud are graduated by frequency. *Potential* appeared 22 times; *busy* appeared 17 times; *dangerous* appeared 11 times; and, *unsafe* appeared 8 times. For comparison, *fine* appeared only once. A sentiment analysis was also generated for these words, which indicates that 2 of the responses were very negative, 9 were moderately negative, 3 were moderately positive, and 0 were very positive. Although sentiment analysis can be a useful tool for assessing the degree of positivity or negativity, its effectiveness here is limited by question design, as soliciting a single word response discourages respondents from articulating a sentiment scale.



FIGURE 1: WORD CLOUD, GRADUATED BY FREQUENCY OF APPEARANCE

Question 2 asked about the value of the corridor and responses were autocoded to reveal the themes emerging from the data.

A sample of the most common themes emerging from Question 2 responses include:

- Shops & Businesses
 - “Local shops”
 - “Cute shops”
 - “Friendly businesses”
- Access
 - “Direct access”
 - “Vehicle access”
 - “Quick & easy access”
- Connection
 - “Neighborhood connections”
 - “Only east-west connection”
 - “Major connection of Westshore and Bayshore”

As expected, based on question design asking only for value (strengths), sentiment coding reveals that 0 responses were very negative, 1 was moderately negative, 18 were moderately positive, and 3 were very positive.

Question 3 solicited respondents to identify what they would like to change about the corridor.

A sample of the most common themes emerging from Question 3 responses include:

- Sidewalk/Sidewalks
- Pedestrian/Pedestrians
- Buildings
 - “Push parking to the back and bring buildings to the front”
- Traffic
- Bicycles/Biking
- Nothing

Sentiment coding reveals that 7 responses were very negative, 7 responses were moderately negative, 27 responses were moderately positive, and 6 were very positive. Negative sentiments were detected due to question design, which elicits respondents to identify a change and then

justify its validity. As an example, one respondent said that sidewalks need to be fixed because *[sidewalks are] too narrow, ugly poles & wires.*

Question 4 solicited respondents to identify what they currently perceive as the dominant characteristic of the corridor.

A sample of the most common themes emerging from Question 4 responses include:

- Shops & Businesses
 - “Local businesses”
 - “Great shops”
- Access
 - “Access to Bayshore”
 - “Access to Selmon”
- Cars
 - “Moving cars”
 - “Fast cars”

Sentiment coding reveals that 2 responses were very negative, 2 responses were moderately negative, 11 responses were moderately positive, and 4 responses were very positive.

Question 5 solicited respondents to identify what they hope will become the dominant characteristic of the corridor.

Commensurate with responses received for question 2, a sample of the most common themes emerging from Question 5 responses include:

- Shops & Businesses
 - “Local businesses”
 - “Shopping destination”
- Neighborhood
 - “Surrounding neighborhood”
 - “Beautiful neighborhood”
 - “Adjacent neighborhoods”
- Walkable
 - “Walking traffic”
 - “Great walking area”
- District
 - “Entertainment district”
 - “Desireable business district”

Sentiment coding reveals that 1 response was very negative, 3 responses were moderately negative, 22 were moderately positive, and 4 were very positive.

Question 6 was a catch-all asking for any final thoughts not elicited by prior questions.

The most common themes emerging from Question 6 focus on the potential vehicular lane elimination. Nearly two dozen respondents implored the City to not reduce lanes available to

vehicular traffic while only two advocated for the road diet. Several others suggested that sidewalks be widened to accommodate cyclists and pedestrians.

- Lanes
 - “Do not reduce vehicle lanes on Bay to Bay”
 - “Please don’t remove any car lanes”
 - “We do not need bike lanes”

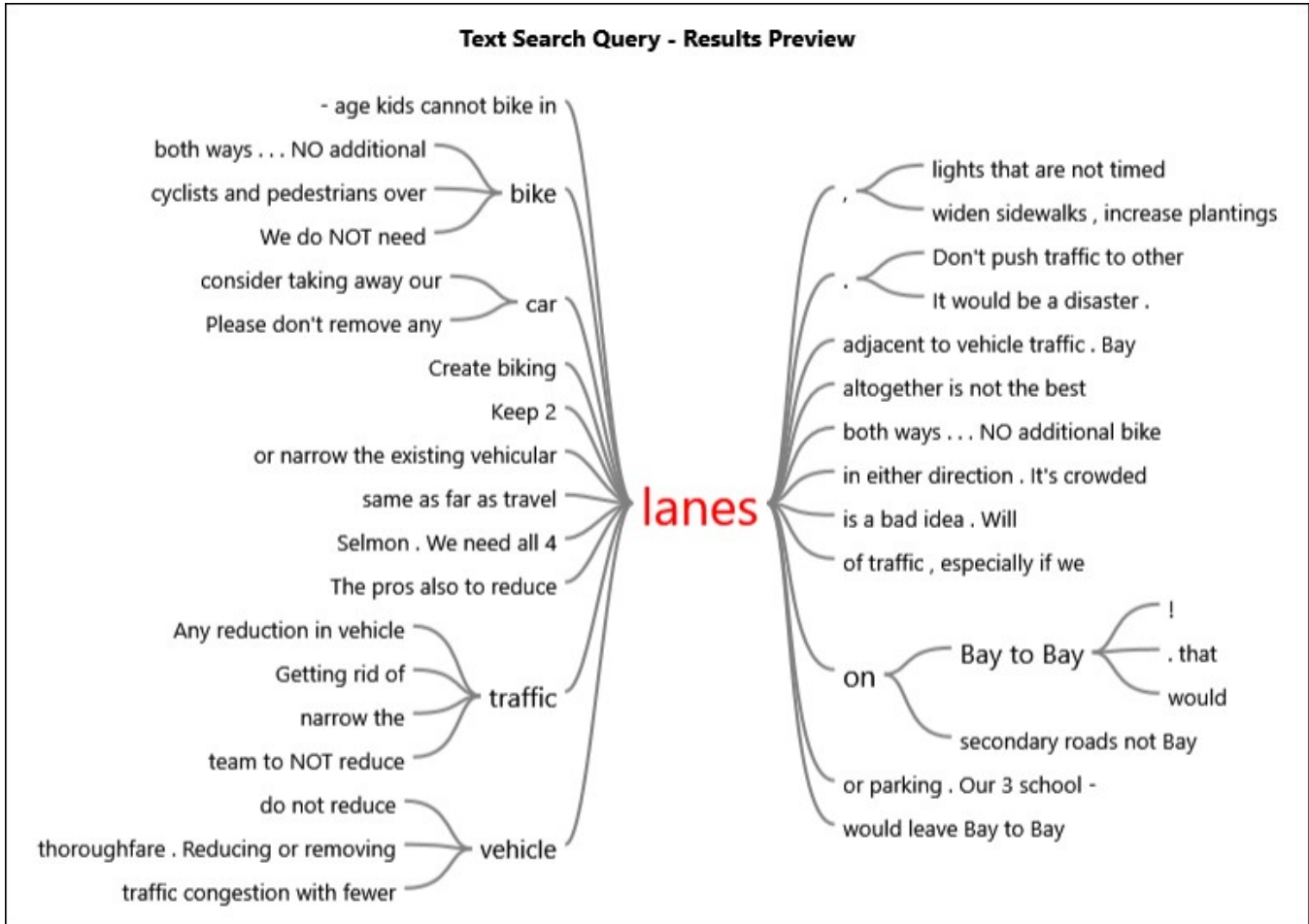
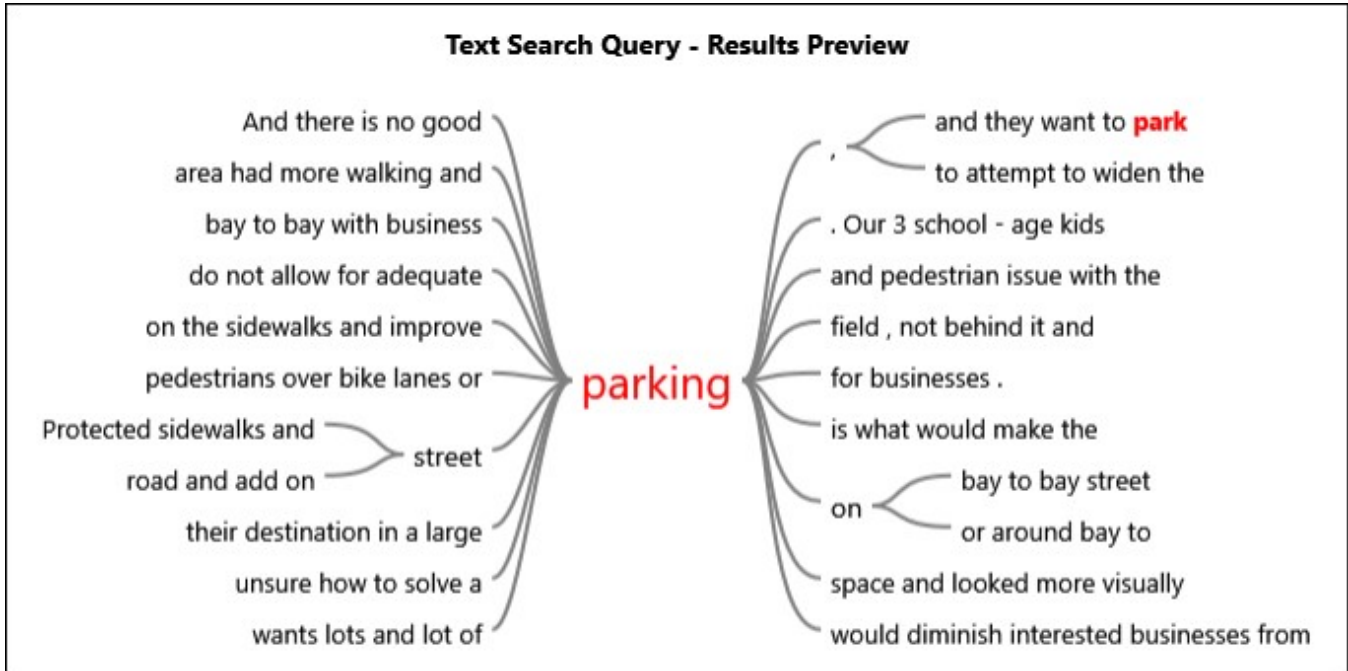


FIGURE 2: TEXTUAL WORD TREE OF THE COMMENTS RELATED TO ‘LANE’ AND ITS STEMMED WORDS. THE LARGER FONT SIZE INDICATES THAT A SUB-THEME EMERGED, WHICH WAS OFTEN STEMMED TO THE PREDOMINANT THEME.

- Parking
 - “There is no good parking on or around Bay to Bay”
 - “Depth of current lots do not allow for adequate parking”
 - “Protected sidewalks and street parking is what would make the greatest difference”



Our Team

City of Tampa

Planning Department

Randy Goers
Stephen Benson

Development & Growth
Management Department

Frank Hall, Project Manager
LaChone Dock
Eric Cotton
Melanie Calloway

Mobility Department

Danni Jorgenson

Legal Department

Cate Wells
Susan Johnson-Velez

Hillsborough County City-County Planning Commission

Melissa Zornitta
David Hey
Shawn College
Jay Collins

Metropolitan Planning Organization

Beth Alden
Gena Torres

Hillsborough Area Transit Authority

Justin Willits

USF School of Architecture

Taryn Sabia



City of
Tampa
Florida

