Main Street

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

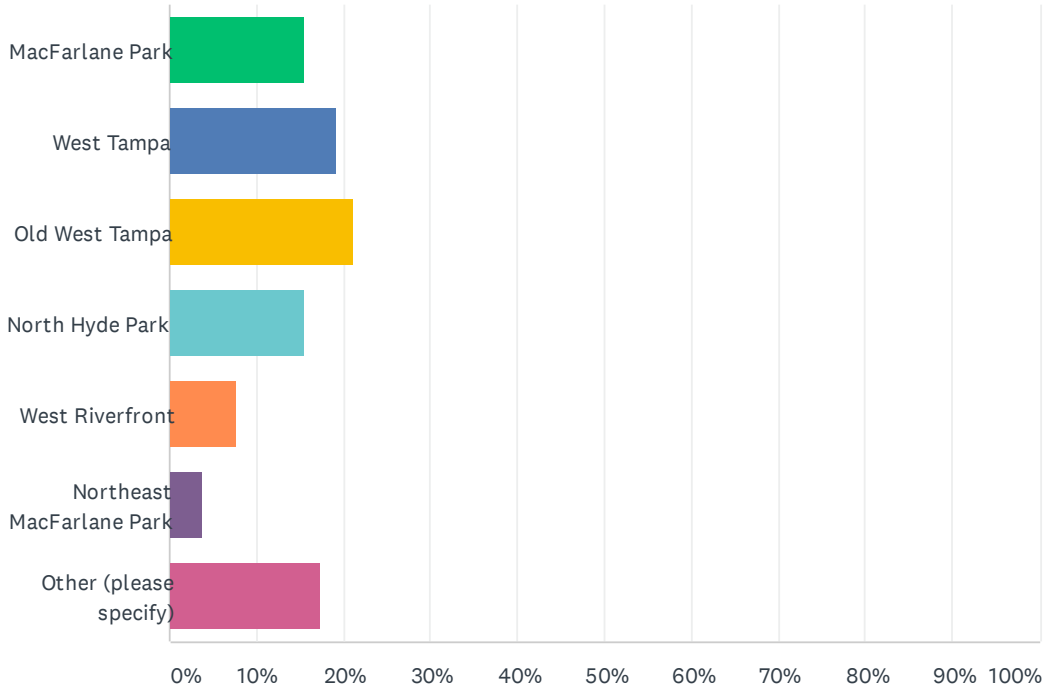
Hillsborough MPO Metropolitan Planning for Transportation

Preface

In an effort to gain opinions about the Main Street 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 53 surveys were completed. This report summarizes the results of the survey

Q1 I am a Resident of the following neighborhoods

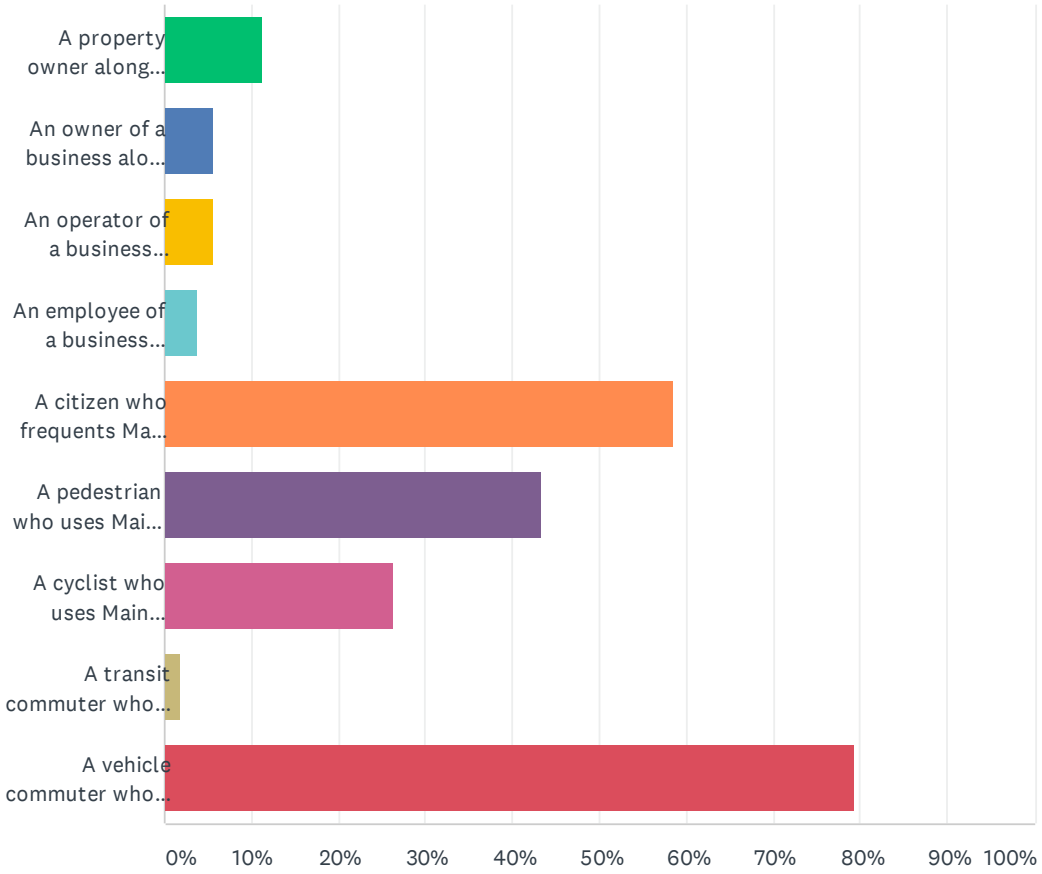
Answered: 52 Skipped: 1



ANSWER CHOICES	RESPONSES	
MacFarlane Park	15.38%	8
West Tampa	19.23%	10
Old West Tampa	21.15%	11
North Hyde Park	15.38%	8
West Riverfront	7.69%	4
Northeast MacFarlane Park	3.85%	2
Other (please specify)	17.31%	9
TOTAL		52

Q2 I am also (choose all that apply)

Answered: 53 Skipped: 0



ANSWER CHOICES	RESPONSES	
A property owner along Main Street	11.32%	6
An owner of a business along Main Street	5.66%	3
An operator of a business along Main Street	5.66%	3
An employee of a business along Main Street	3.77%	2
A citizen who frequents Main Street shops, businesses, community facilities/schools	58.49%	31
A pedestrian who uses Main Street	43.40%	23
A cyclist who uses Main Street	26.42%	14
A transit commuter who uses Main Street	1.89%	1
A vehicle commuter who uses Main Street	79.25%	42
Total Respondents: 53		

Q3 When you think of Main Street, what one word comes to mind?

Answered: 53 Skipped: 0

1. A little sketchy with a lot of soul
2. Abandoned
3. Abandoned
4. Ancestors!!
5. Crime
6. Dangerous
7. Dangerous
8. Devastated
9. Dilapidated
10. Dilapidated
11. Drugs
12. drugs
13. drugs
14. Drugs and human trafficking
15. Forgotten
16. Half upcoming half ghetto
17. Historic
18. historic
19. Historic
20. Historic
21. Historic
22. Historic West Tampa
23. Historical
24. history
25. History
26. History and culture of Main Street
27. History of West Tampa
28. History pride of families that help build the area a Treasure
29. Home
30. Home and History since my family has lived there for over 100 years and I still do. But I also think of neglect, crime, drug dealing, prostitution, illegal gambling, trash.
31. Homeless
32. Homeless,
33. Interstate
34. Lack in safety
35. Lively
36. My old neighborhood
37. nasty
38. Neglected
39. Old charm
40. Pedestrian Traffic / local business
41. Potential
42. Potential
43. Potential
44. Promise
45. Run down
46. Run down
47. Run down
48. Scary
49. Sketchy
50. Transitional
51. Up-and-coming
52. used to be nice but pretty run down now
53. vagrants hanging out.

Q4 What do you value most about Main Street (What is its strength)?

Answered: 53 Skipped: 0

1. Again, it always starts with the history it’s true would be the people that put the pride and energy into building a sustainable neighborhood
2. Bar-b-que King
3. bay cannon
4. Central location
5. Central location /convenience
6. Central location and history
7. Central location- potential for community gathering
8. Culture
9. East west connection
10. Family stores
11. Growing up in West Tampa it brings back memories
12. Has potential. Has so much room for possibilities!
13. Has the potential to be a great community center
14. Heart of West Tampa
15. Heritage
16. Historic
17. Historic homes
18. Historic Nature
19. historical
20. History
21. History and its potential
22. History of the area
23. It’s a great way to get to Tampa heights on my bike
24. It’s architectural character and generation long diversity
25. It’s corridor to other parts of Tampa
26. It’s location and existing buildings
27. It’s position to unite the city
28. It’s potential for the neighborhood
29. It's historic feel and pedestrian orientation
30. it's history
31. local businesses
32. Locally owned businesses
33. Location
34. Location
35. location
36. Location and history
37. Location and history
38. Opportunity
39. People
40. Potential
41. Proximity to everything
42. social accessibility

44. The buildings! The look. The activity. It is charming and historical.
45. The Connection to the neighborhood
46. The families that I have met & know
47. The longtime home and business owners
48. The people
49. The people...all of them that have worked hard for what they have and respect the History and importance of what Main Street is.
50. The potential and accessibility
51. The potential in building new businesses
52. The potential to preserve history and have a walkable shopping/food district.
53. Unique mixture of businesses

Q5 What would you most like to change about Main Street?

Answered: 53 Skipped: 0

1. Add more businesses and remove the current ones
2. Bums living in front of building near Howard Av
3. Clean it
4. clean it up.
5. Clean it up. New businesses.
6. Clean up and beautification to entice more businesses
7. clean up drugs and crime to include homeless
8. Clean up old business and open new ones
9. crime

11. Crime and Absentee property owners allowing crime to happen in and around their properties
12. Enable business growth while not sacrificing the homes of the African American community
13. Focus on uplifted black ownership on that strip to serve a broad population
14. Homeless removed
15. I wish that it was more walkable, with more businesses to frequent for meals
16. I would like to see improvements to the esthetics and use of Main Street.
17. I would like to see it cleaned up, repaired and bustling with thriving businesses instead of overrunning with homeless
18. I would like to see it provide many walkable opportunities for dining and retail
19. Illegal businesses and crime. Also, cleanliness and maintenance by the city
20. implementation of green technology. i.e. underground utilities, solar power, functional greenspace, Hartline bus route #7, preservation of granite curbs, curbside beautification, signage that conveys the ethnic Culture, street festivals, outdoor marketplace
21. Inclusiveness
22. Indoor air-conditioned building for citizen services & board games
23. It needs a facelift, same with Howard Avenue. Better lighting, sidewalks, greenery, and bike lanes.
24. More businesses that locals can use, better use of parks on main st, and safer for visitors.
25. More businesses, and more walkable with a feeling of safety.
26. More home ownership
27. More minority owned businesses
28. Needs to be cleaned up, more of a bridge in continuity from north Blvd to Mac dill ave
29. Put use to some of those buildings. Fix them up.
30. Removing drug dealers and pimps and making it safe and vibrant enough for more real businesses to come in and have customers who feel safe and inspired enough to show up
31. Revitalize and support EXISTING business
32. Rid the drugs homeless sleeping, and close suspected illegal activity in the run-down business
33. safety
34. safety
35. safety
36. Safety, business opportunities, ability to enjoy outside space, ability to bike safely there
37. Safety. Making the street walkable, making the park safe.
38. See thriving businesses
39. Slow the traffic and create a better walking environment
40. Small, independent shops and restaurants
41. Stop loitering, clean up existing businesses, add new businesses, add a trolley and parking garage to fit with future growth, repave streets, fox sidewalks, add more lighting
42. successful businesses, farmers market (no more drugs or human trafficking)

43. The blighted areas improving the roads and infrastructure
44. The buildings that have been allowed for decades to fall into despair and the neglect must change. Also, all the illegal activities that are known to the people and law enforcement that is continuously allowed to happen has to stop.
45. The illegal activity in the street
46. The obvious drug dealers loitering in front of businesses
47. The owners of the Business in this Black neighborhood.
48. The speed lighting and solar power
49. To be more uniformed
50. Update it and its infrastructure with newer business and not look like you're entering "the bad part of town"
51. Updated & cleaned up
52. Vibrant stores and a walkable and bike-friendly street
53. Would like to see its historic character maintained while adding useful businesses.

Q6 Today, Main Street is best known as a place to/for:

Answered: 52 Skipped: 1

1. ?
2. A place to: avoid
3. Avoid
4. avoid
5. Avoid due to homeless and drug use
6. Block party
7. Bus stop foot traffic.
8. Buy drugs
9. Communal area for residents
10. Cuban history
11. Cutting through
12. drive by fast dirty abandoned buildings
13. Drive over the speed limit on and only if you have a specific place to go to would you even consider stopping.
14. Drive through
15. Drugs
16. Drugs
17. drugs
18. drugs
19. Drugs and prostitution
20. Drugs and prostitution
21. Drugs and sketchy music studio, cigar lounge, "Jet Life"
22. Drugs -suspicious acts and craft beer
23. drugs, crime, violence
24. drugs/alcohol
25. Family run business
26. Gatherings
27. Gathering community Pride small mom and pop businesses a walking neighborhood
28. gathering. black-owned businesses
29. Get drugs
30. Get from point a to b
31. Go score some drugs, gamble in the illegal storefront, hire a hooker, sit on the street if you've got nowhere else to go
32. Hang out
33. Hanging out
34. Homeless
35. Local eateries
36. Loiter
37. Love
38. Neighbors & commercial

40. Not many people know about it, which is sad. I know it best for new brewery.
41. not much, the brewery and couple businesses are working to revitalize, but they need more help
42. Nothing
43. Opportunity
44. Pass through
45. Pass through
46. Pick up prostitutes and buy drugs
47. sitting on the sidewalk drinking beer.
48. Some issues
49. The community to gather
50. Travel through but it can become a destination much like Hyde park
51. Visit Bay Cannon Beer Company
52. West Tampa small businesses

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

Answered: 53 Skipped: 0

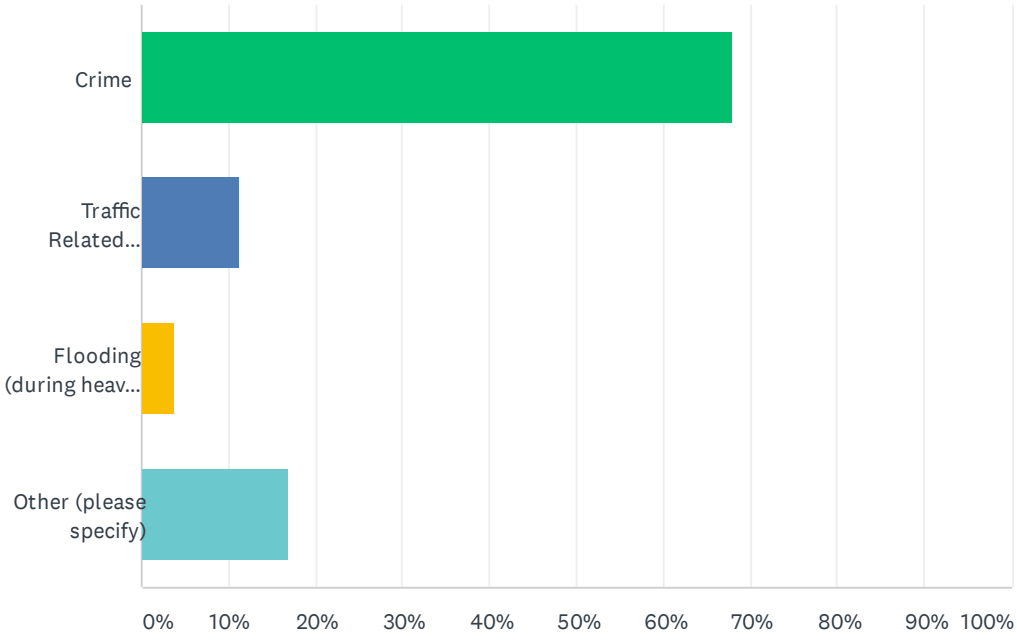
1. A communal location for residents of west Tampa and surrounding areas
2. A community destination for locals. A place for non-locals to experience our community.
3. A safe place for the community to meet, socialize and shop.
4. A town center
5. black-owned businesses, social gathering place, eateries, Unique and Innovative transportation options that are operated by former local west Tampa residents and Non-Profit organizations, interactive historical art installations,
6. Businesses similar to Soho, Seminole Heights, downtown Tampa, and Ybor City
7. Businesses, pedestrian walkways, residential
8. community activity: restaurants, venues, businesses, residents and services to support those groups
9. Community and Commerce Center of Old West Tampa with a thriving economy and places where folks can safely gather to meet up with friends, play dominoes in the park or simply walk up and down
10. Culture
11. Destination for cultural, culinary, entertainment
12. Dine/shop
13. Diversity of businesses that offer hospitality and services for the surrounding neighborhood. A place where commerce is possible for everyone and that entrepreneurs would consider first to bring their new businesses too. Like it used to be. Something that connects to the West River Walk and people want to step off and walk or bike down Main Street to eat or shop or visit friends and family and feel safe!

15. Eating socializing community events
16. Economic development
17. Enjoy a meal, a few drinks, and a show
18. Enjoy an evening meal or community event
19. Feel safe if you stop and park your car
20. food
21. Gather for family activities
22. gathering of residents for restaurants and hanging out
23. gathering, shopping, eating. coffee
24. got to thriving local businesses owned by west Tampa residents
25. Hang out
26. Hang out with family
27. Hey please of respect for the people of the papers that built the community integrated with new ideas and concepts.
28. history, charm, dining
29. Like it used to be social, business and residential.
30. Lively restaurants and bars, safe for exercise
31. Local Businesses
32. Neighbors & commercial
33. Provide air-conditioned one-stop-shop community services
34. Provide walkable bars, dining, and retail opportunities for this area. Be like a mini Ybor for West Tampa.
35. Residential and retail
36. Restaurant and a great representation of Tampa's history.
37. Restaurants, shops. A place to continue to be outside.

38. Restaurants/cafes, entertainment, arts, small business, historic preservation
39. Revitalized old Tampa
40. Shop and dine
41. Shop and gather as a community
42. Shop, dine, do business
43. Shop/ dine walk around
44. Shopping and dining
45. Shops and dining
46. shops restaurants
47. Small business, arts community & community events that are family friendly
48. Support Existing business while revitalizing the street
49. Tourism
50. Visit, walk, patronize, live
51. Walk shop cafes restaurants
52. walking to small shops and dinning
53. Work & play

Q8 What is the most pressing public safety concern along Main Street.

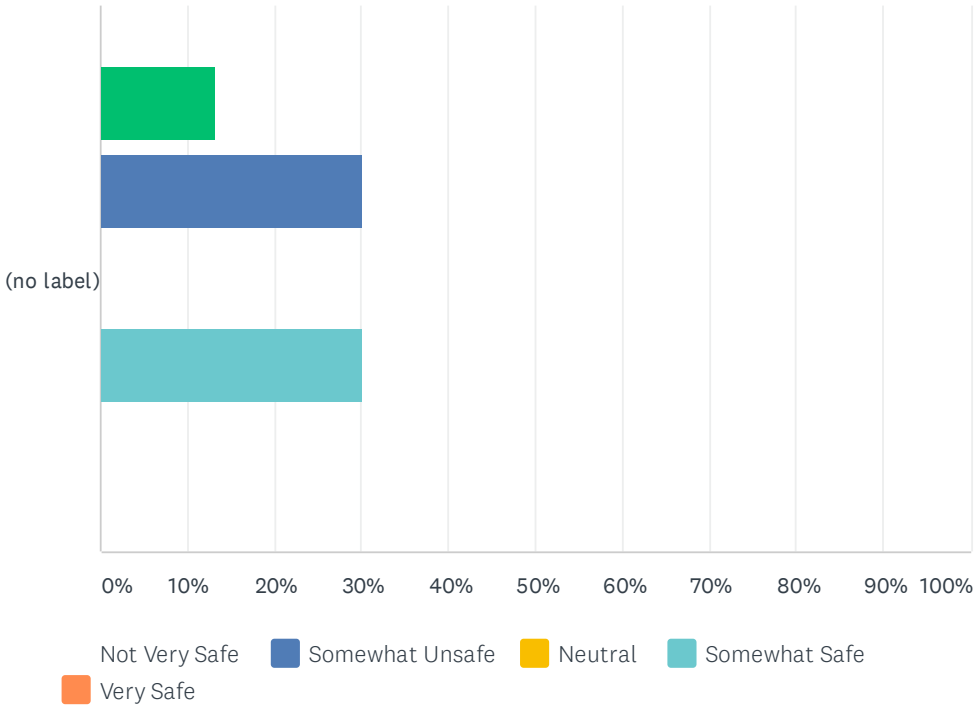
Answered: 53 Skipped: 0



ANSWER CHOICES	RESPONSES	
Crime	67.92%	36
Traffic Related (speeding, crossing the street, etc.)	11.32%	6
Flooding (during heavy rains)	3.77%	2
Other (please specify)	16.98%	9
TOTAL		53

Q9 During DAYLIGHT hours, how safe do you feel in the Main Street District?

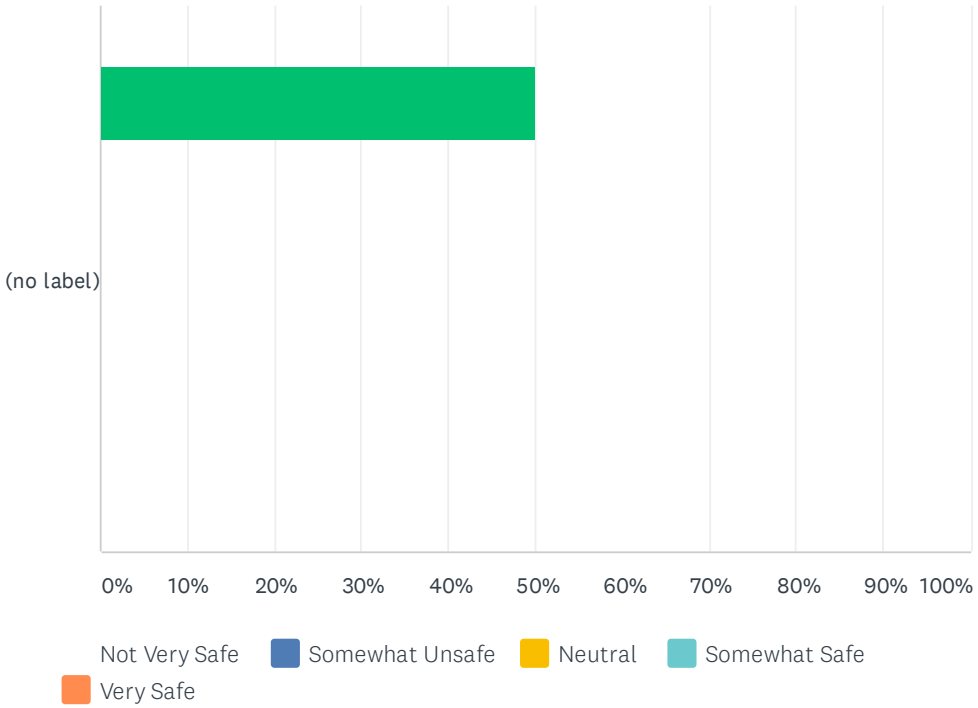
Answered: 53 Skipped: 0



	NOT VERY SAFE	SOMEWHAT UNSAFE	NEUTRAL	SOMEWHAT SAFE	VERY SAFE	TOTAL	WEIGHTED AVERAGE
(no label)	13.21% 7	30.19% 16	13.21% 7	30.19% 16	13.21% 7	53	3.00

Q10 During EVENING hours, how safe do you feel in the Main Street District?

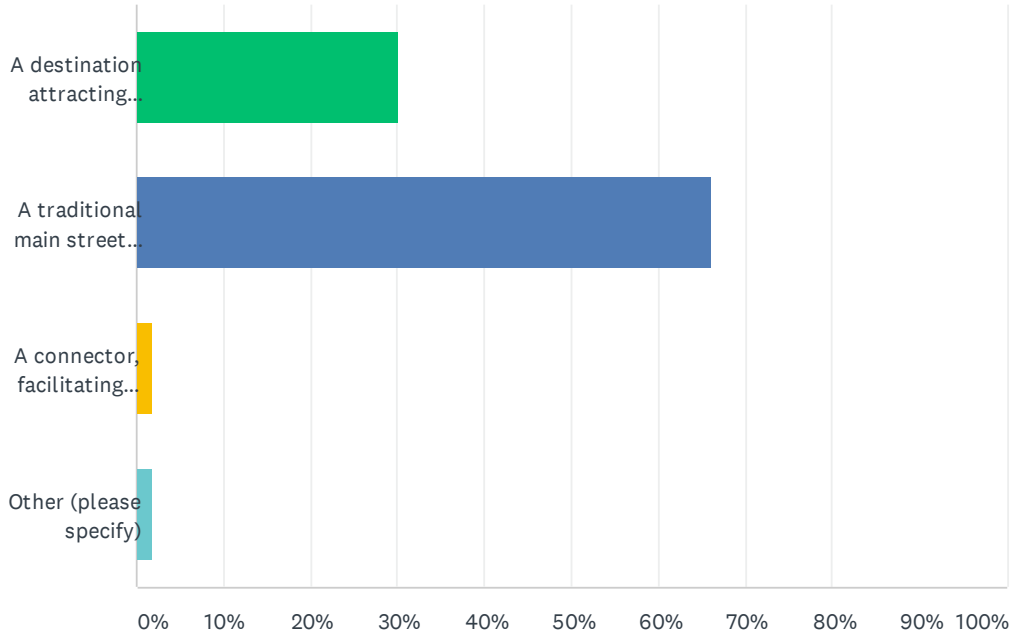
Answered: 52 Skipped: 1



	NOT VERY SAFE	SOMEWHAT UNSAFE	NEUTRAL	SOMEWHAT SAFE	VERY SAFE	TOTAL	WEIGHTED AVERAGE
(no label)	50.00% 26	25.00% 13	11.54% 6	3.85% 2	9.62% 5	52	1.98

Q11 What is the most critical role Main Street should serve?

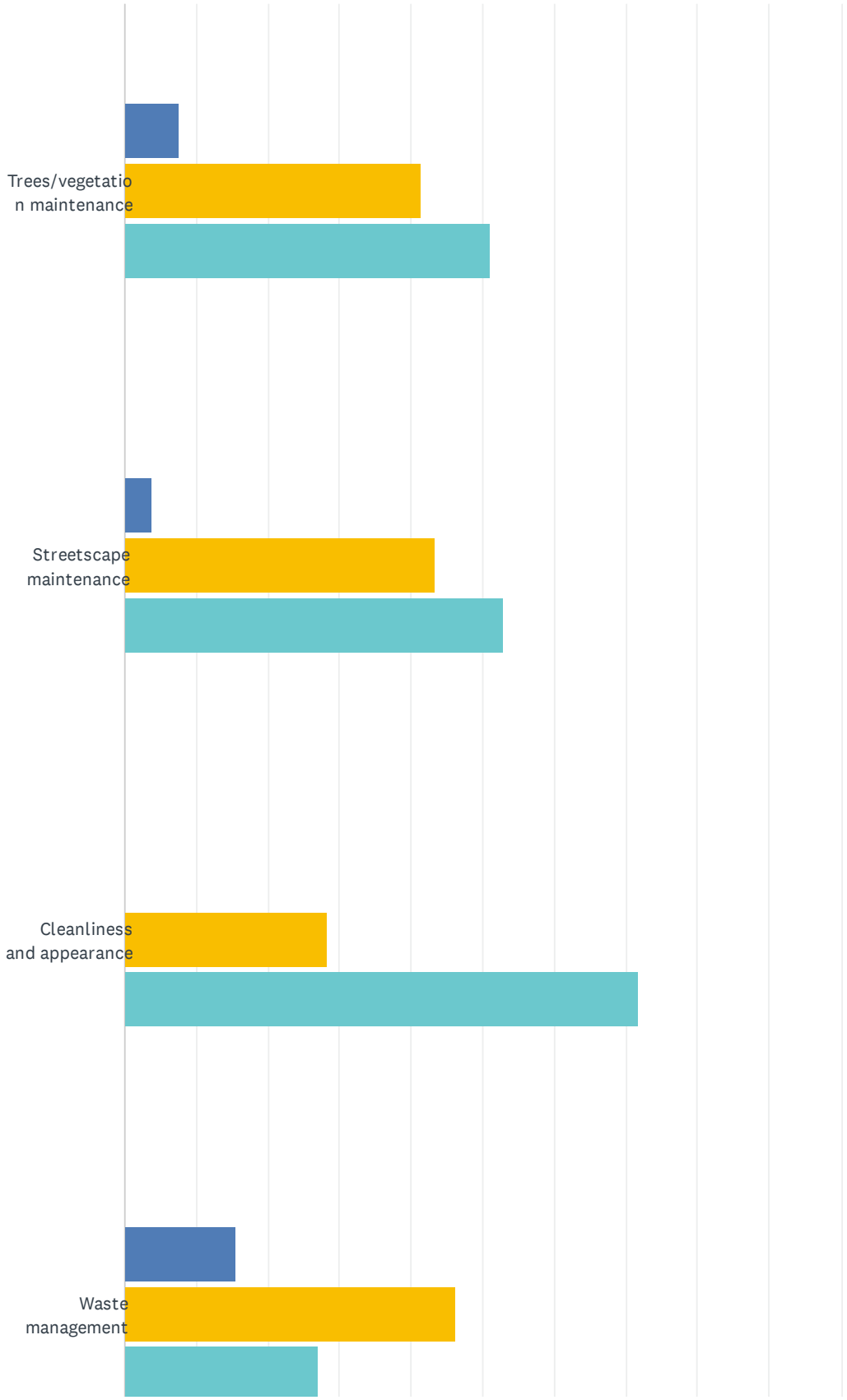
Answered: 53 Skipped: 0

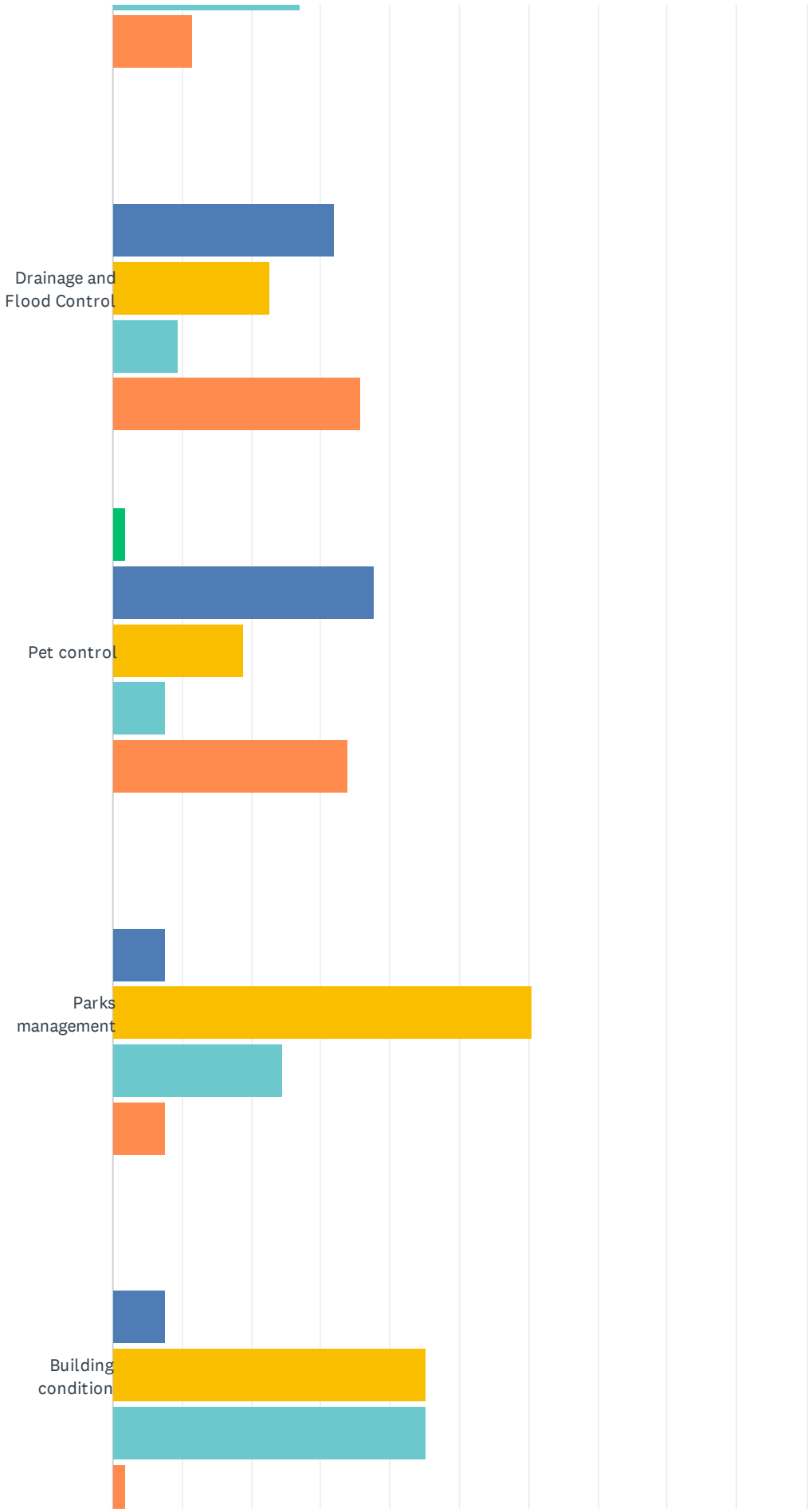


ANSWER CHOICES	RESPONSES	
A destination attracting people throughout the city & county	30.19%	16
A traditional main street serving the adjacent neighborhoods	66.04%	35
A connector, facilitating the efficient flow of traffic through the area	1.89%	1
Other (please specify)	1.89%	1
TOTAL		53

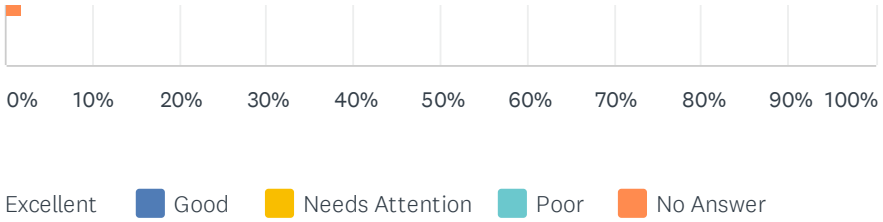
Q12 Please rate your opinion of the following conditions along Main Street.

Answered: 53 Skipped: 0




Drainage and Flood Control
Pet control
Parks management
Building condition

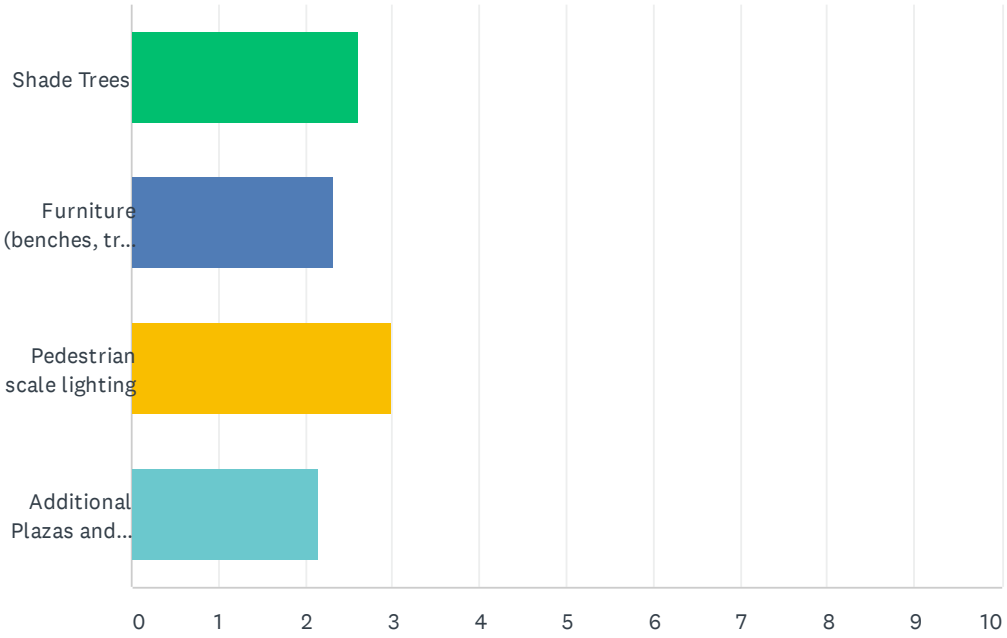
Main Street Neighborhood Commercial District Survey



	EXCELLENT	GOOD	NEEDS ATTENTION	POOR	NO ANSWER	TOTAL
Trees/vegetation maintenance	0.00% 0	7.55% 4	41.51% 22	50.94% 27	0.00% 0	53
Streetscape maintenance	0.00% 0	3.77% 2	43.40% 23	52.83% 28	0.00% 0	53
Cleanliness and appearance	0.00% 0	0.00% 0	28.30% 15	71.70% 38	0.00% 0	53
Waste management	0.00% 0	15.38% 8	46.15% 24	26.92% 14	11.54% 6	52
Drainage and Flood Control	0.00% 0	32.08% 17	22.64% 12	9.43% 5	35.85% 19	53
Pet control	1.89% 1	37.74% 20	18.87% 10	7.55% 4	33.96% 18	53
Parks management	0.00% 0	7.55% 4	60.38% 32	24.53% 13	7.55% 4	53
Building condition	0.00% 0	7.55% 4	45.28% 24	45.28% 24	1.89% 1	53

Q13 Rank the following amenities in order of importance.

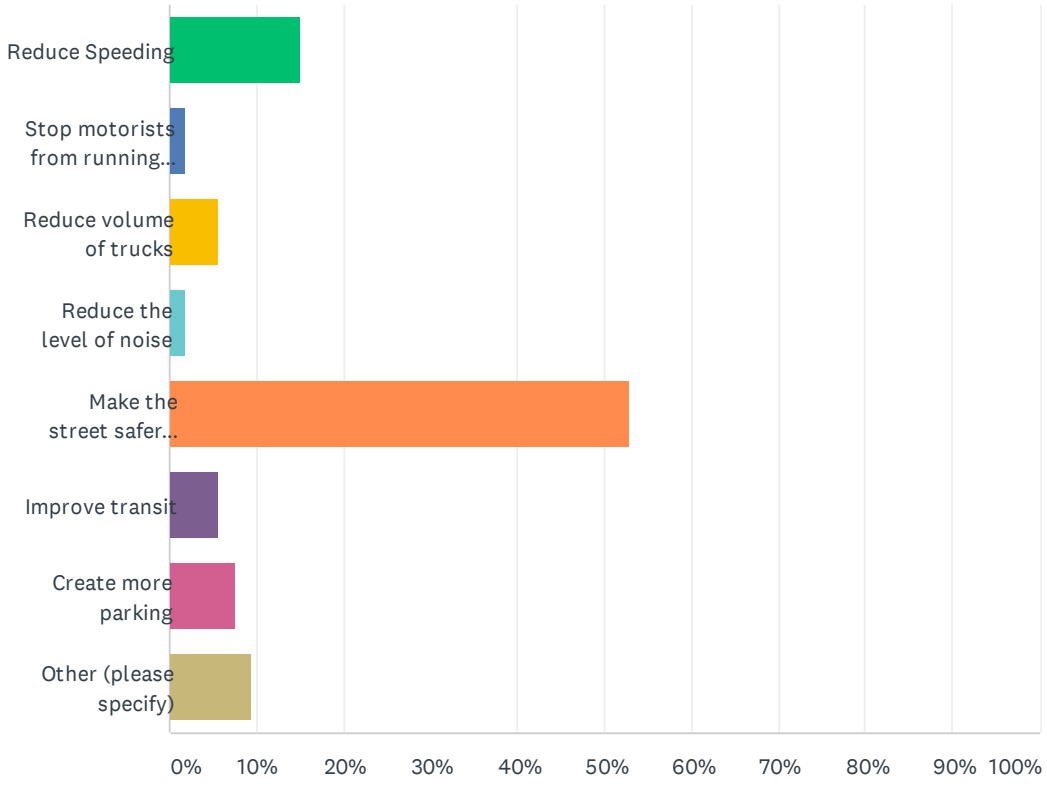
Answered: 52 Skipped: 1



	1	2	3	4	TOTAL	SCORE
Shade Trees	21.57% 11	31.37% 16	33.33% 17	13.73% 7	51	2.61
Furniture (benches, trash cans, recycling bins, etc.)	14.58% 7	27.08% 13	35.42% 17	22.92% 11	48	2.33
Pedestrian scale lighting	42.86% 21	30.61% 15	10.20% 5	16.33% 8	49	3.00
Additional Plazas and pocket parks	21.57% 11	15.69% 8	19.61% 10	43.14% 22	51	2.16

Q14 If we could fix only one transportation issue, what would it be?

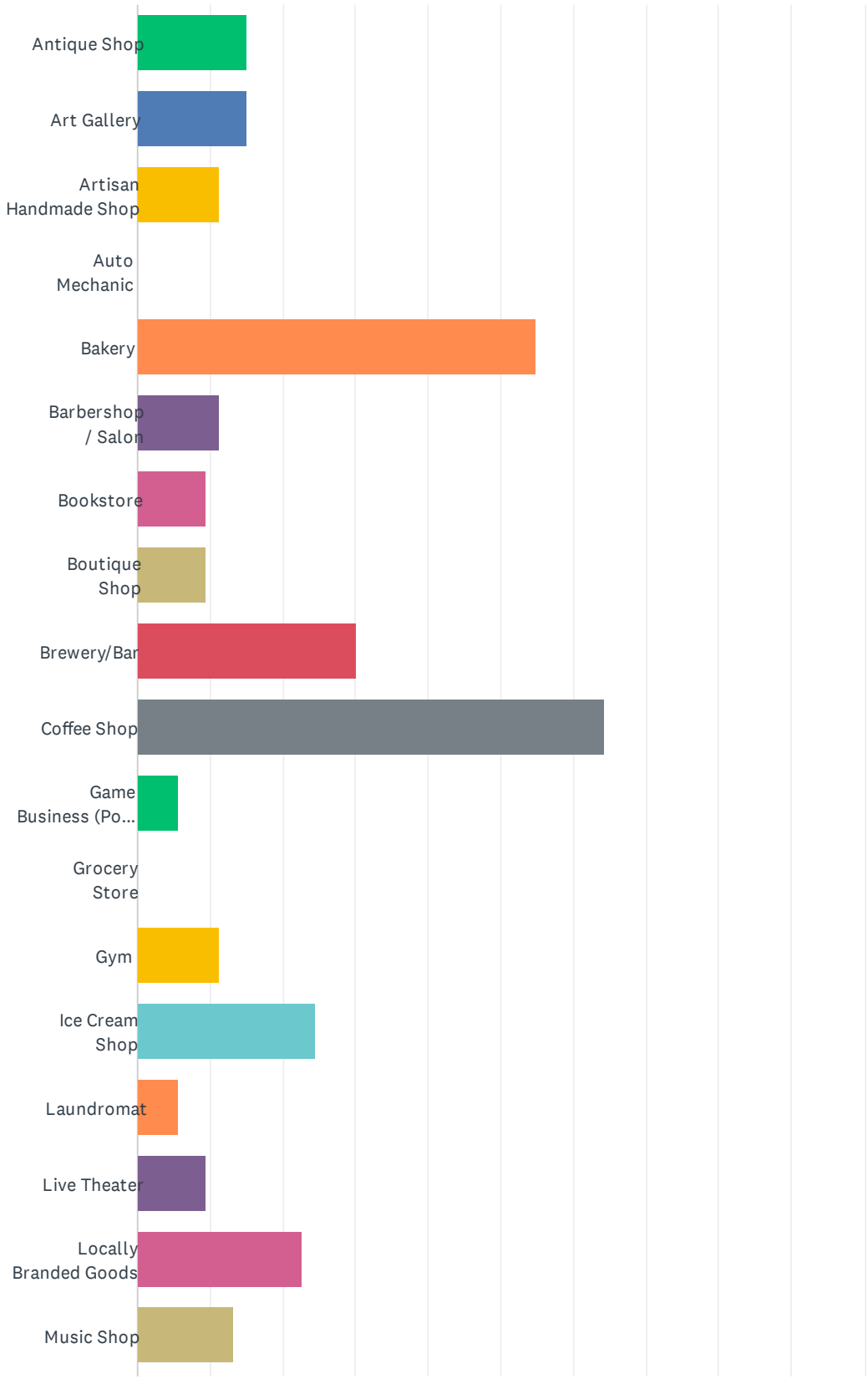
Answered: 53 Skipped: 0



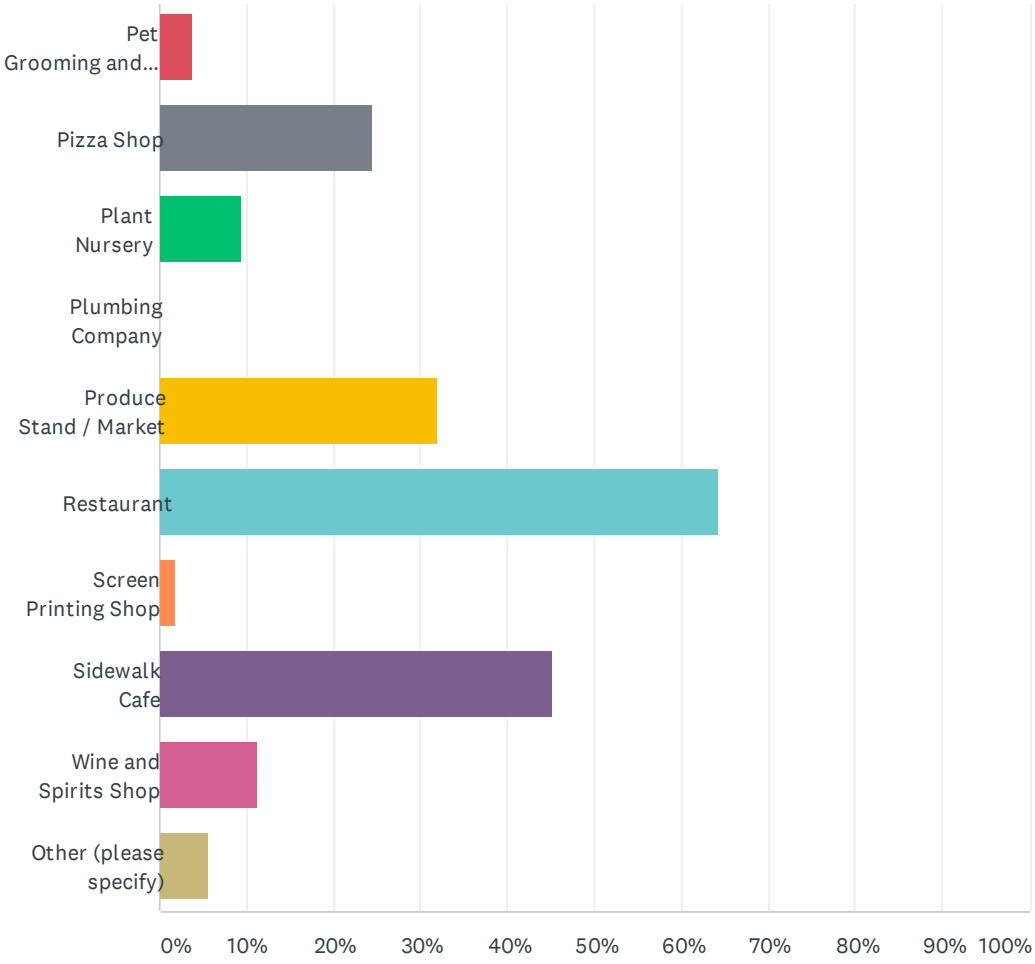
ANSWER CHOICES	RESPONSES	
Reduce Speeding	15.09%	8
Stop motorists from running traffic lights	1.89%	1
Reduce volume of trucks	5.66%	3
Reduce the level of noise	1.89%	1
Make the street safer for pedestrians and bicyclists	52.83%	28
Improve transit	5.66%	3
Create more parking	7.55%	4
Other (please specify)	9.43%	5
TOTAL		53

Q15 Select up to 5 of the following types of businesses/activities that you would like to see added to the Main Street District:

Answered: 53 Skipped: 0



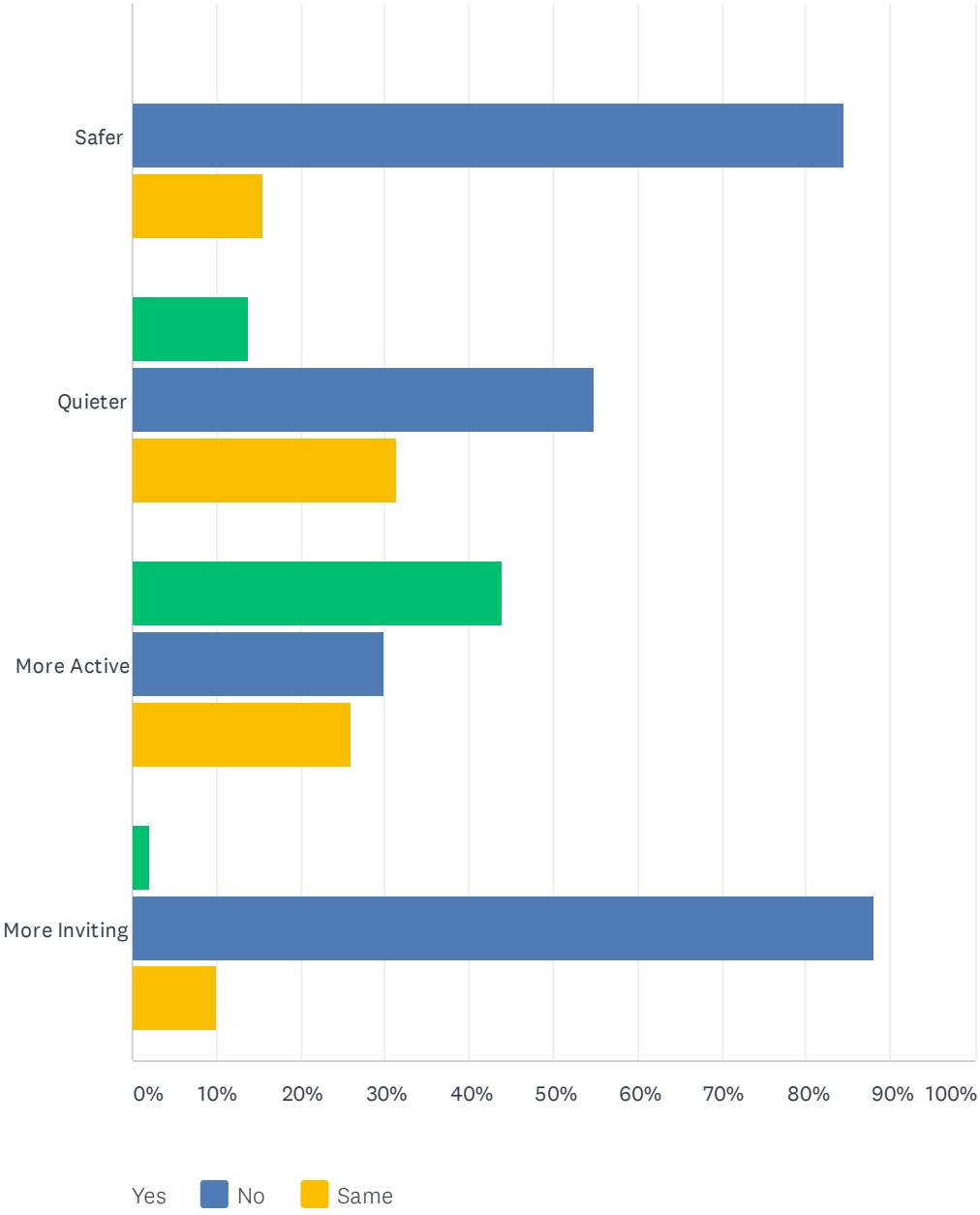
Main Street Neighborhood Commercial District Survey



ANSWER CHOICES	RESPONSES	
Antique Shop	15.09%	8
Art Gallery	15.09%	8
Artisan Handmade Shop	11.32%	6
Auto Mechanic	0.00%	0
Bakery	54.72%	29
Barbershop / Salon	11.32%	6
Bookstore	9.43%	5
Boutique Shop	9.43%	5
Brewery/Bar	30.19%	16
Coffee Shop	64.15%	34
Game Business (Pool Hall, arcade, etc)	5.66%	3
Grocery Store	50.94%	27
Gym	11.32%	6
Ice Cream Shop	24.53%	13
Laundromat	5.66%	3
Live Theater	9.43%	5
Locally Branded Goods	22.64%	12
Music Shop	13.21%	7
Pet Grooming and Supplies Shop	3.77%	2
Pizza Shop	24.53%	13
Plant Nursery	9.43%	5
Plumbing Company	0.00%	0
Produce Stand / Market	32.08%	17
Restaurant	64.15%	34
Screen Printing Shop	1.89%	1
Sidewalk Cafe	45.28%	24
Wine and Spirits Shop	11.32%	6
Other (please specify)	5.66%	3
Total Respondents: 53		

Q16 During the evening, Main Street is _____ compared to daytime (use the following in the blank space)

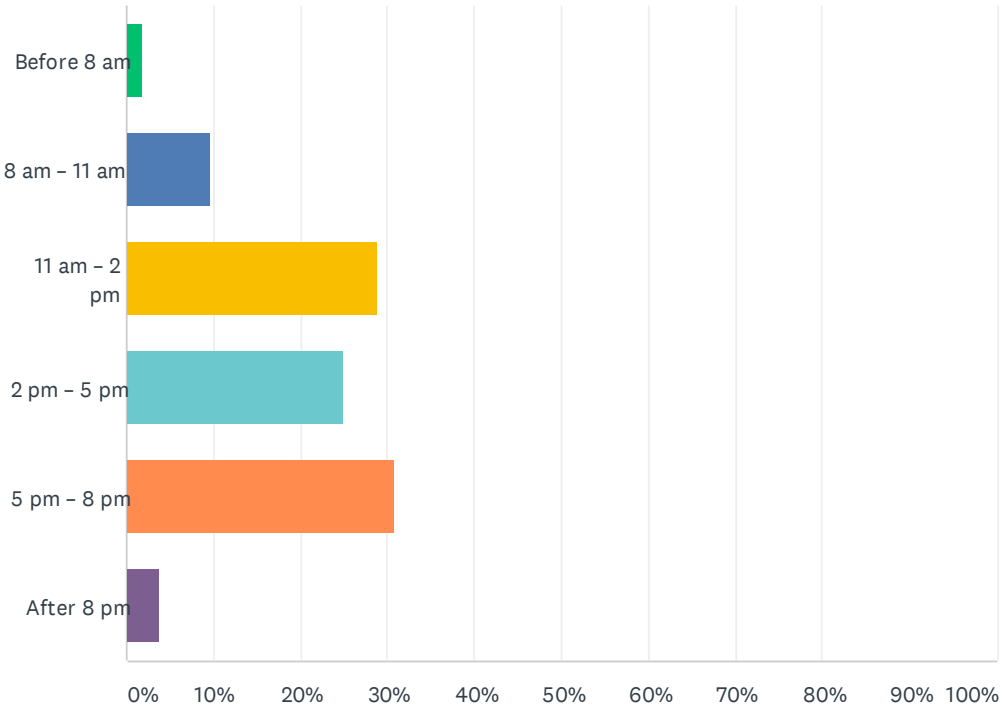
Answered: 53 Skipped: 0



	YES	NO	SAME	TOTAL
Safer	0.00% 0	84.62% 44	15.38% 8	52
Quieter	13.73% 7	54.90% 28	31.37% 16	51
More Active	44.00% 22	30.00% 15	26.00% 13	50
More Inviting	2.00% 1	88.00% 44	10.00% 5	50

Q17 What time of the day do you most frequent the businesses and services on Main Street?

Answered: 52 Skipped: 1



ANSWER CHOICES	RESPONSES	
Before 8 am	1.92%	1
8 am – 11 am	9.62%	5
11 am – 2 pm	28.85%	15
2 pm – 5 pm	25.00%	13
5 pm – 8 pm	30.77%	16
After 8 pm	3.85%	2
TOTAL		52

Q18 Is there anything else we should know about the study area that might help us in these first stages of the process?

Answered: 30 Skipped: 23

1. any business is better than no vacant space
2. Change is good.
3. Cleaning up the businesses and create a clean safe neighborhood
4. Get rid of the homeless and drug sales from the park and the streets
5. get the drunks off the street
6. I am excited to see what becomes of the area!!
7. Locals hang out around this area and one might say loiter, but I don't think coming in and just pushing them out is fair. What can allow them to socialize while still revitalizing the area? Figuring that out effectively would be a real amazing solution. Gentrifying the area would suit me but feels wrong given the history of main st with minorities. We need to find a way to celebrate and cultivate that history while revitalizing the area.
8. Main Street is a unique neighborhood with their own individual needs
9. Make it inviting and accessible to a larger surrounding area of residents.
10. Na
11. No
12. Not at this time
13. Please give Main Street a beautiful look for the community.
14. Poverty zone drugs homeless
15. Preserving the buildings as much as possible will appeal to visitors.
16. Property value, rent
17. Provide somewhere for people loitering to go
18. residents and businesses that are in the area deserve more inclusion in the development process.
19. Still too dangerous at night
20. Study the culture
21. Support existing business. Help the community that currently supports the area without pushing them out.
22. Talk to local residents
23. The potential for Main Street is huge! And there is a lot of pride in the community. Would love to see locals involved in whatever efforts go into it.
24. There is an abundance of homeless people. At night large grounds of people gather in dark areas. There is a music studio that plays loud music that can be heard loudly from a distance. I love the location of my newly bought home, but I'm worried for the safety of myself and my family.
25. This has to be a locally owned initiative, not just newcomers running out the old guard.
26. Urgency is imperative, this research is important, but actions must be taken immediately
27. We are a nonprofit organization and we like to speak with you
28. We need to engage the residents and current business owners to create a plan for all.
29. We need to make Main Street safe and enjoyable. I recently moved to area and the only posting is bay cannon brewery
30. We want to support the local businesses who are there.

Content Analysis: Comments Received for Main Street

Introduction

NVivo qualitative analysis software was used to code the content of six open-ended questions pertaining the existing character and potential character of Main Street. 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 Main Street, what one word comes to mind?
2. What do you value most about Main Street (What is its strength)?
3. What would you most like to change about Main Street?
4. Today, Main Street is best known as a place to/for:
5. In the future, you would like for Main Street 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 Main Street

There were 53 surveys collected regarding Main Street.

Question 4 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. *History/historic* appeared 13 times*; rundown/ dilapidated/neglected* appeared 10 times; *drugs/drug dealing* appeared 8 times; and, *crime/dangerous/sketchy* appeared 6 times. A sentiment analysis was also generated for these words, which indicates that 2 of the responses were very negative, 6 were moderately negative, 2 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

FIGURE 3: WORD CLOUD, GRADUATED BY FREQUENCY OF APPEARANCE

Question 5 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:

- Businesses
  - "Local businesses"
  - "Long-time business owners"
- Location
  - "Central location has potential for community gathering"
- Community
  - "Has the potential to be a great community center"
- Home
  - "Historic homes"

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

Question 6 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:

- Businesses
  - "[Encourage] thriving businesses"
  - "Illegal businesses"
- Streets
  - "Streets walkable"
  - "Street festivals"
  - "Bike-friendly streets"
  - "Repave streets"
- Drug dealers
  - "Obvious drug dealers"
  - "Illegal activity"

Sentiment coding reveals that 3 responses were very negative, 8 responses were moderately negative, 8 responses were moderately positive, and 2 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 to *update it and its infrastructure with newer businesses* [so that it doesn't look like] *you're entering the bad part of town.*

Question 7 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 were mixed and include:

- Businesses
    - "Not much – the brewery and couple of businesses are working to revitalize, but they need more help"
    - "Small mom-and-pop businesses"
    - "Black-owned businesses"
- Drugs
    - "To buy drugs"
    - "Avoid due to homeless and drug use"

Question 8 solicited respondents to identify what they hope will become the dominant characteristic of the corridor.

The most common themes emerging from Question 5 responses were very focused on community and business and include:

- Community
    - "Community activity: restaurants, venues, businesses, residents and services to support those groups"
    - "Eating, socializing, community events"
    - "Enjoy an evening meal or communty event"
    - "Small business, arts community & community events that are family-friendly"
    - "A place for non-locals to experience our community"
- Business
    - "Local businesses"
    - "Black-owned businesses"
    - "Support existing businesses while revitalizing"
    - "Minority businesses to be prevalent"

Question 19 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 respondents' desire for the forthcoming plan to improve conditions for the community and businesses, as well as revealing that they perceive the neighborhood to be dark, loud, and dangerous.

FIGURE 4: WORD CLOUD, GRADUATED BY FREQUENCY OF APPEARANCE.

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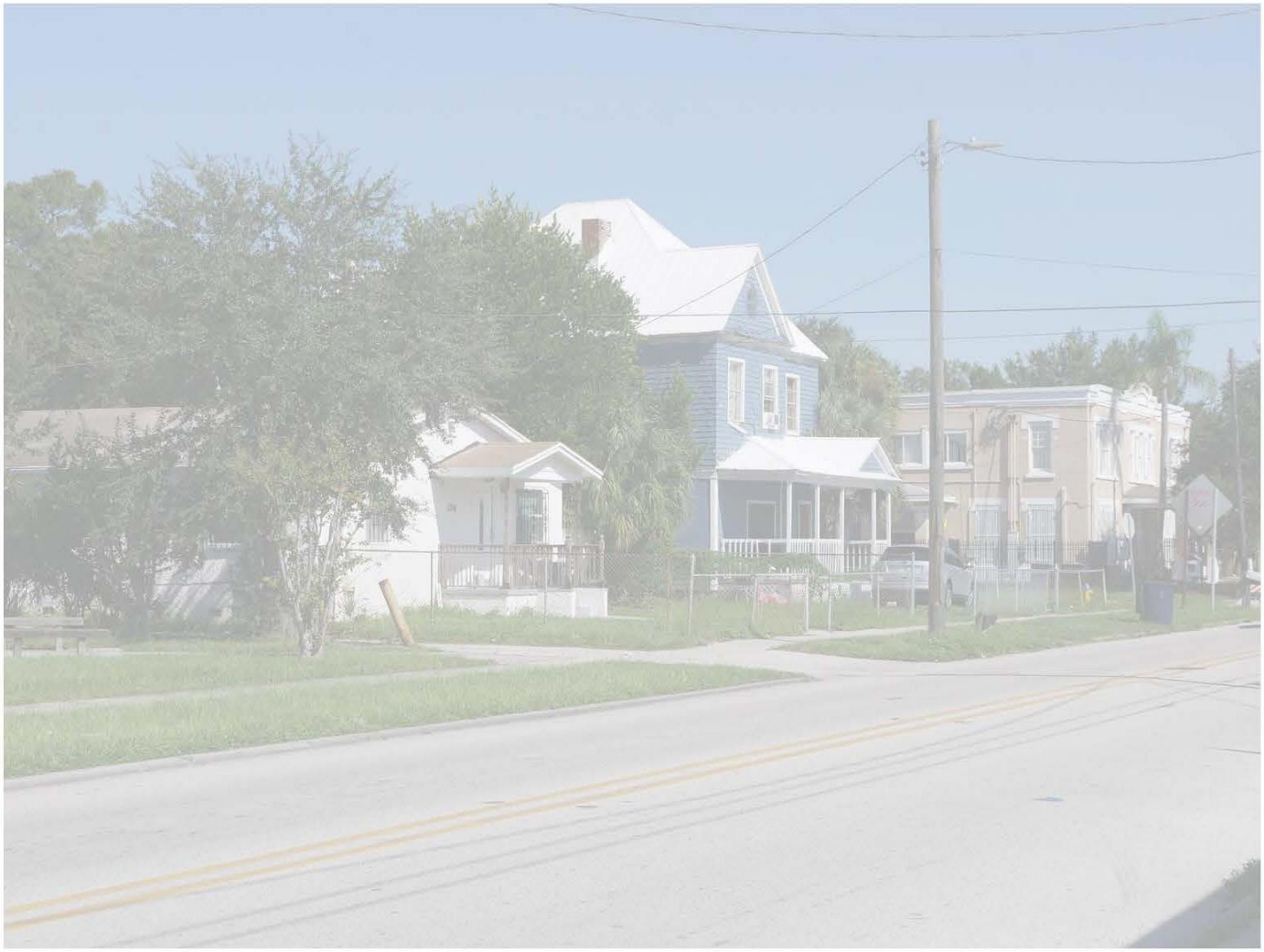

City of Tampa Florida

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