

Franklin Street Survey Summary



TAMPA
DOWNTOWN PARTNERSHIP



Franklin Street Survey Summary



SUMMARY SNAPSHOT:

- 1,600+ Unique Users
- 500+ Survey Responses
- +/- 95% Confidence Level
- Broad Mix of Respondents

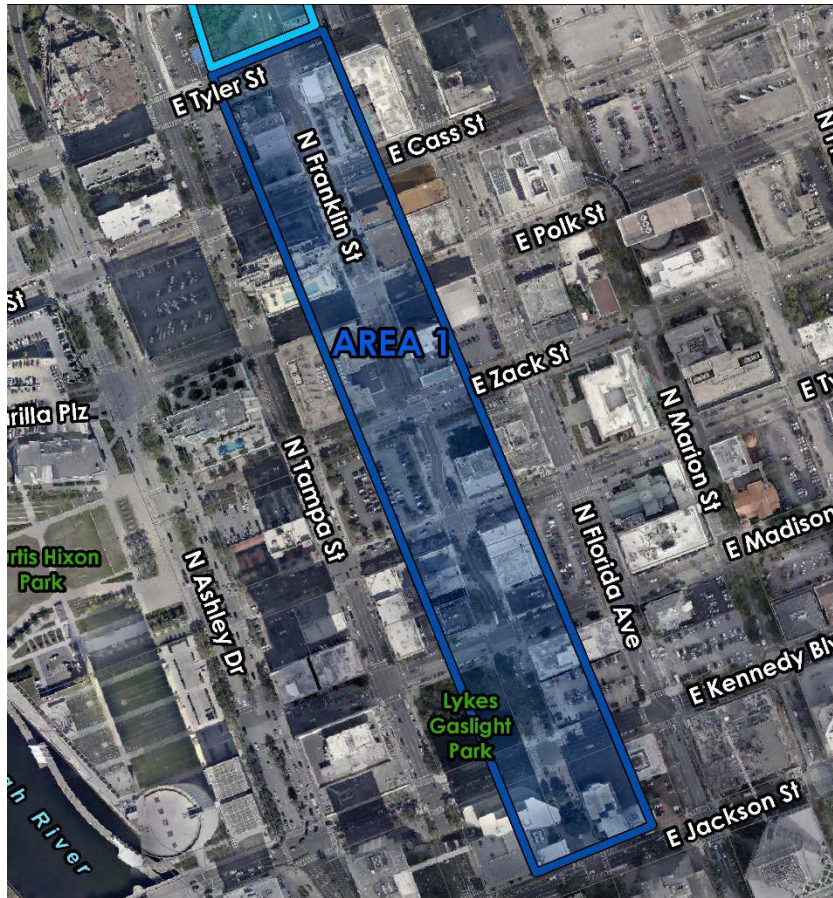
RESPONDENTS WANT MORE:

- Shops & Restaurants
- Gathering Areas, Greenspace, Shade & Seating
- Art, Music & Events

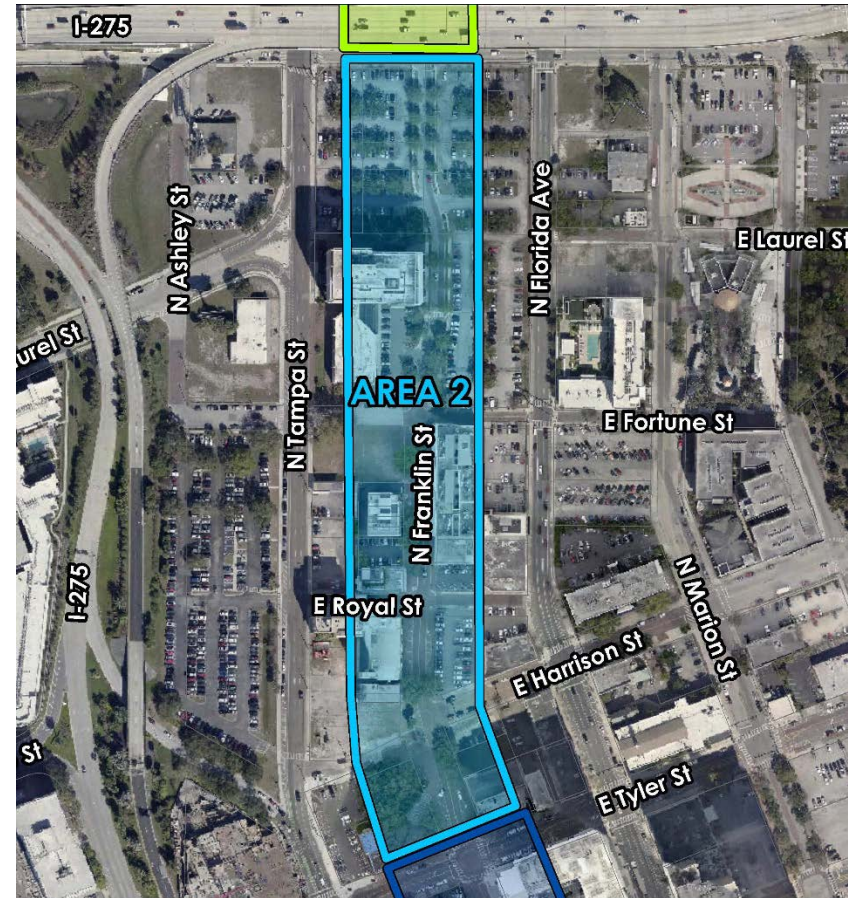
RESPONDENTS VALUE:

- Continued Redevelopment & Rehabilitation
- Historic Preservation
- Public Gathering Areas & Greenspace
- Green Infrastructure
- Pedestrian Use (including limited or permanent selected street closures)
- Accessibility - Streetcar

For survey and study purposes, Franklin Street has been divided in four distinct areas. Areas 1 and 2 below.

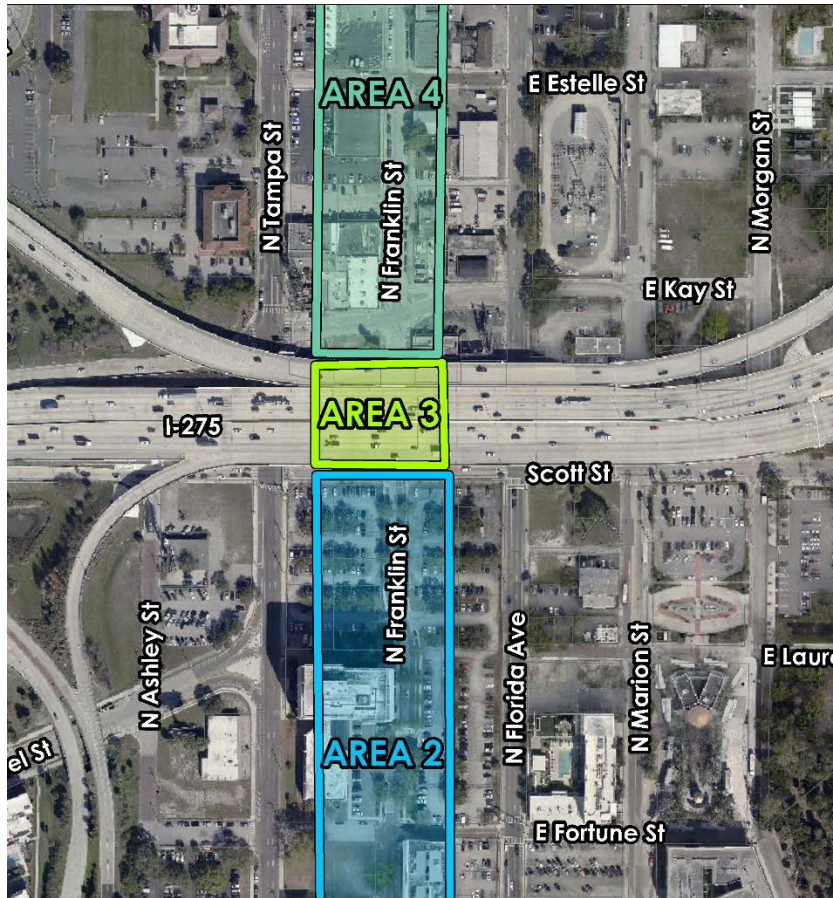


Area 1: E Jackson St. to E Tyler St.

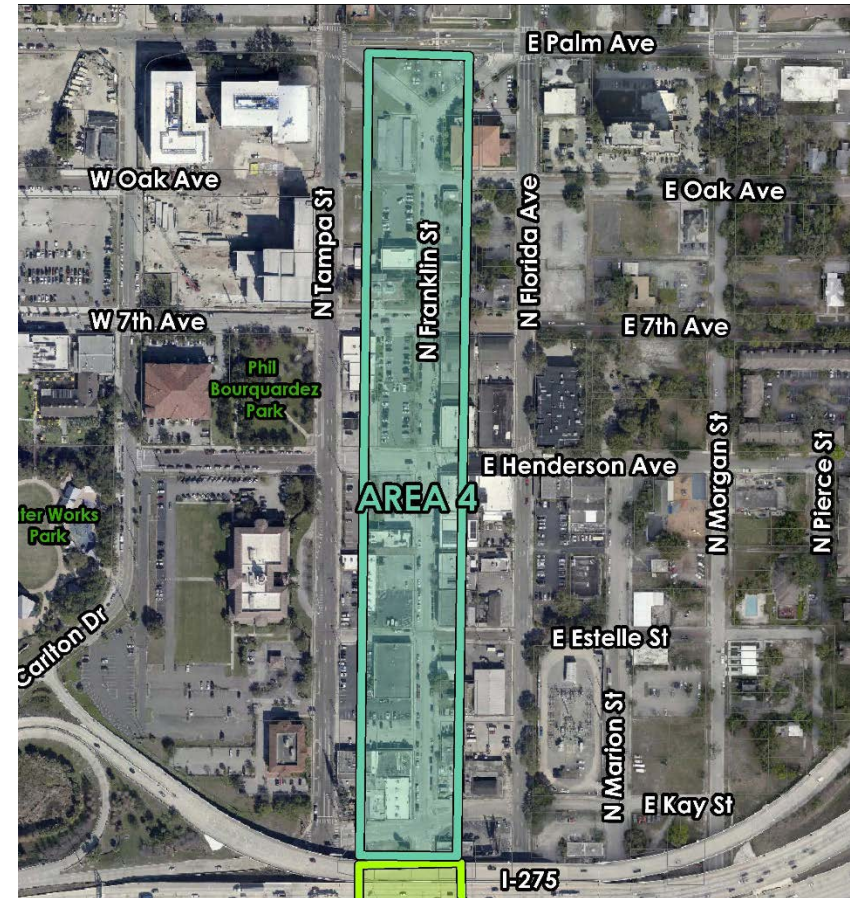


Area 2: E Tyler St. to I-275 Overpass

For survey and study purposes, Franklin Street has been divided in four distinct areas. Areas 3 and 4 below.



Area 3: I-275 Overpass



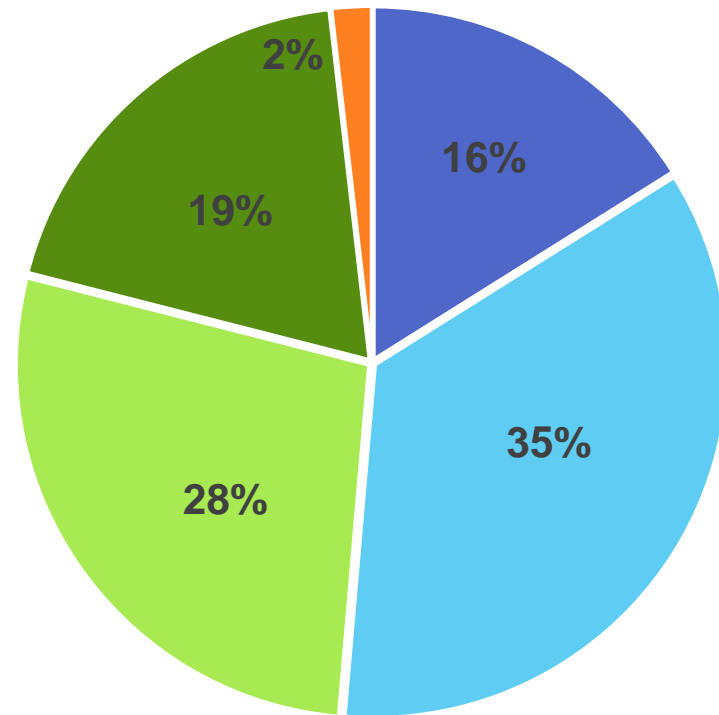
Area 4: I-275 Overpass to E Palm Ave.

1. How often do you visit businesses, shops, offices and other activities along Franklin Street (not just driving through it)?



RANKING:

1. Weekly – 35%
2. Monthly – 28%
3. Few Times Per Year – 19%
4. Daily – 16%
5. Never – 2%



■ Daily ■ Weekly ■ Monthly ■ Few Times Per Year ■ Never

2. Several things have been identified to increase activity on Franklin Street. Please rank from most likely to least likely the order in which these would attract you to Franklin Street more frequently.



RANKING IN PRIORITY ON AN AVERAGED SCALE OF 5

1. Local Shops & More Restaurants - 5
2. Public Gathering Areas or Greenspace - 3
3. Special Events - 2
4. Art & Galleries - 2
5. Music & Theatre – 2
6. Recreational Activities (programmed park spaces) – 1
7. Pet Friendly Areas - 1
8. Children's Attractions & Activities - >1
9. If I Knew Where to Park - >1

3. What else, if anything, would attract you to visit Franklin Street more frequently



Most responses reiterated selections made elsewhere in the survey, largely including increased restaurants, retail, bars, overall nightlife, pedestrian activity, public spaces, etc. A few additional responses included:

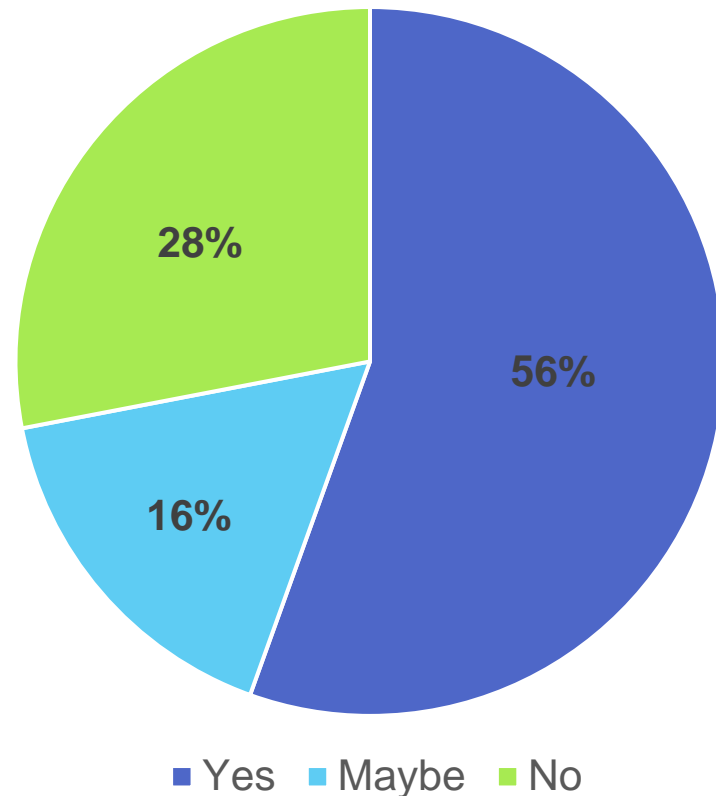
- Farmers Market
- Library / Bookstores
- Budget Friendly Restaurants and Bars
- More Outdoor Seating
- Later Business Hours
- Stronger Wayfinding
- Homeless Management
- Public Art / Photo Opp's
- Target / Walmart

4. Would you visit Franklin Street businesses or events more frequently if there was a nearby streetcar route?



RANKING:

1. Yes – 56%
2. Maybe – 16%
3. No – 28%

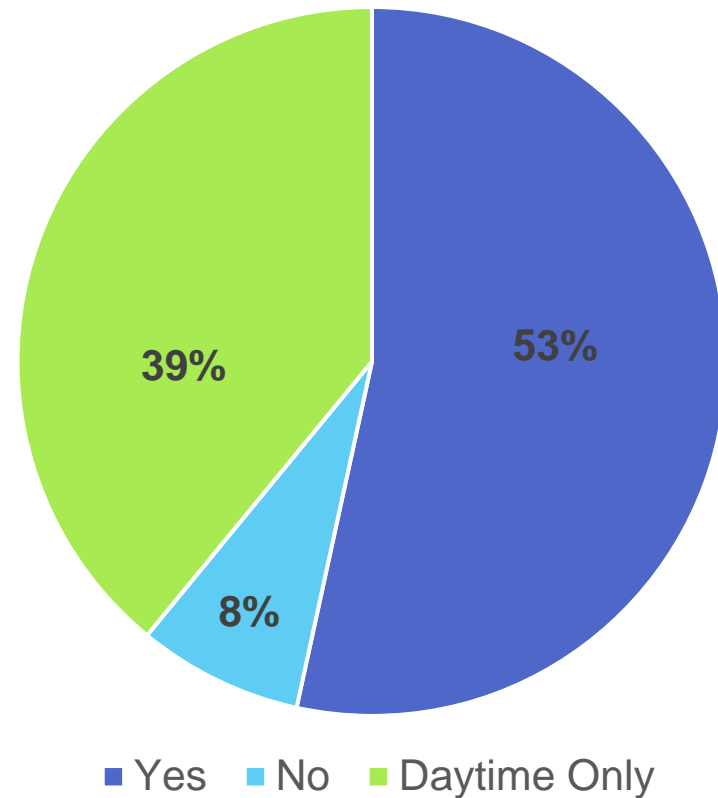


5. In general, do you feel safe when you are walking along Franklin Street?



RANKING:

1. Yes – 53%
2. Daytime Only – 39%
3. No – 8%

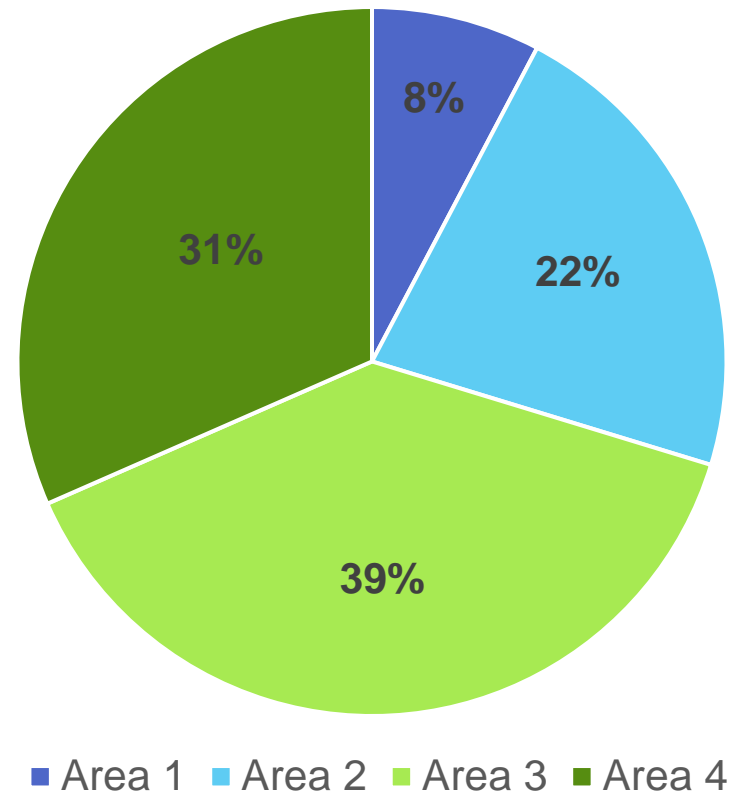


6. If NOT, please indicate which area you do not feel safe in when walking along Franklin Street



RANKING:

1. Area 3 – 39%
2. Area 4 – 31%
3. Area 2 – 22%
4. Area 1 – 8%

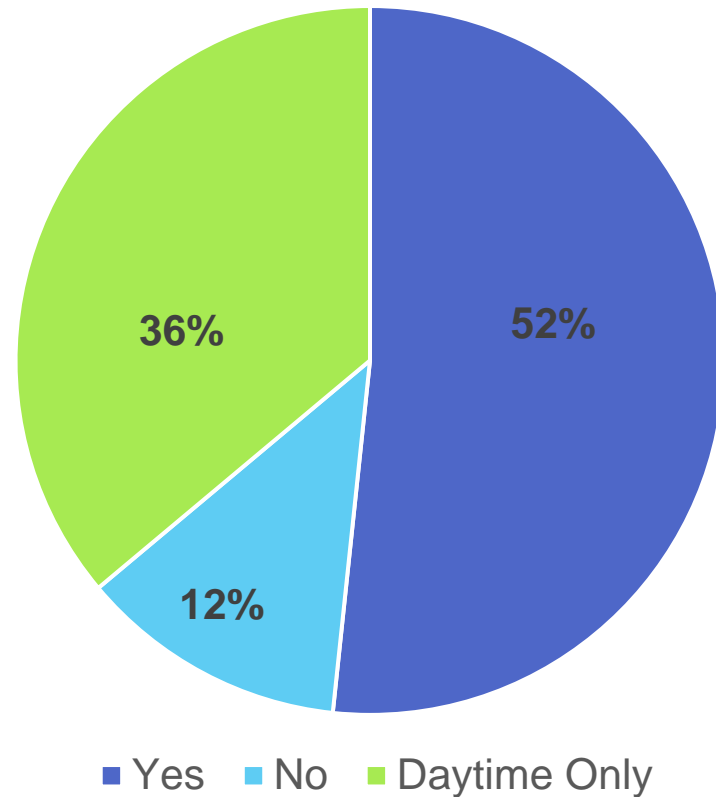


7. In general, do you feel safe when you are biking along Franklin Street?



RANKING:

1. Yes – 52%
2. Daytime Only – 36%
3. No – 12%

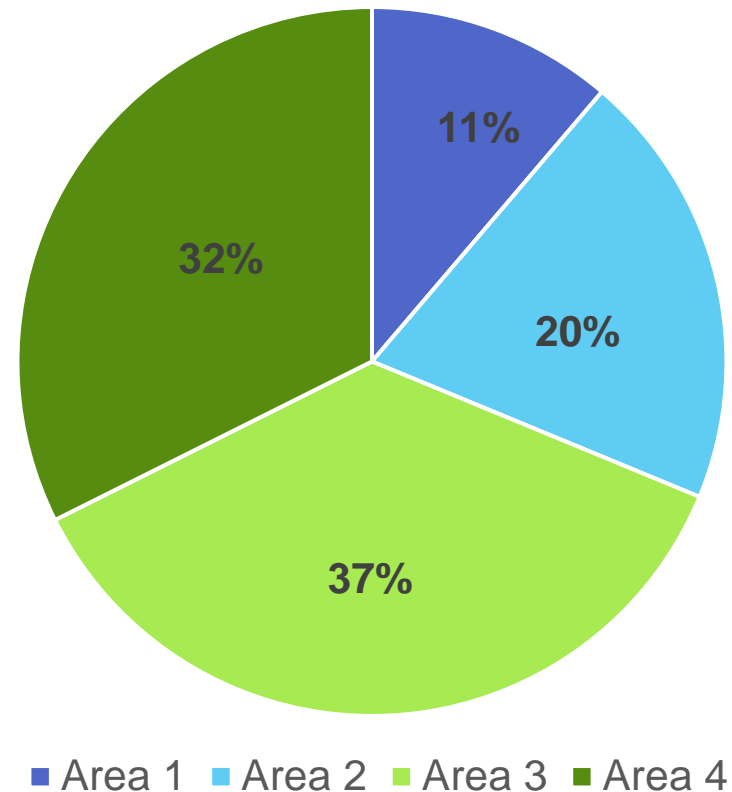


8. If NOT, please indicate which area you do not feel safe in when biking along Franklin Street



RANKING:

1. Area 3 – 37%
2. Area 4 – 32%
3. Area 2 – 20%
4. Area 1 – 11%

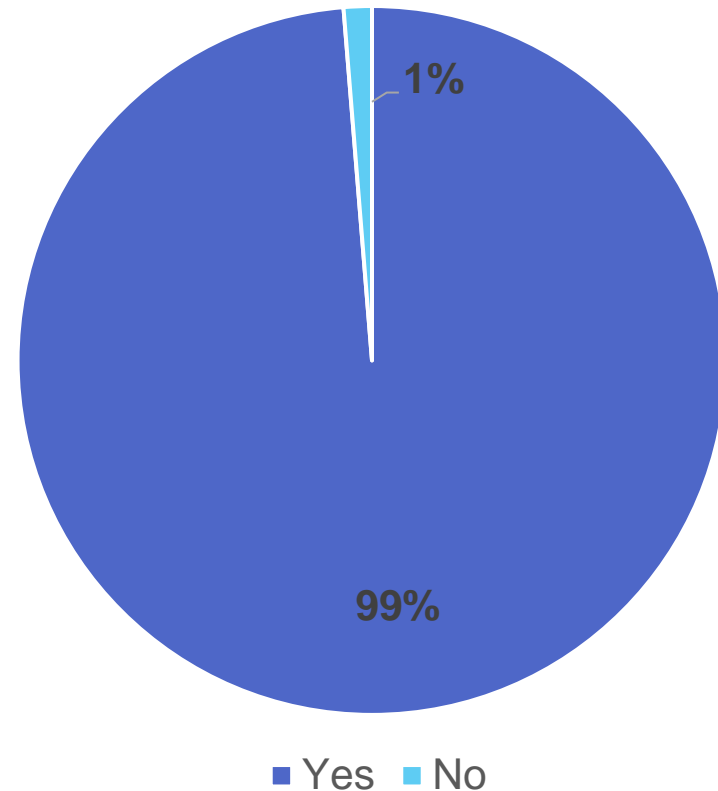


9. Do you feel the continued redevelopment of Downtown Tampa is a good thing? Redevelopment for this survey meaning projects such as the rehabilitation of historic buildings or construction of new buildings.



RANKING:

1. Yes – 99%
2. No – 1%

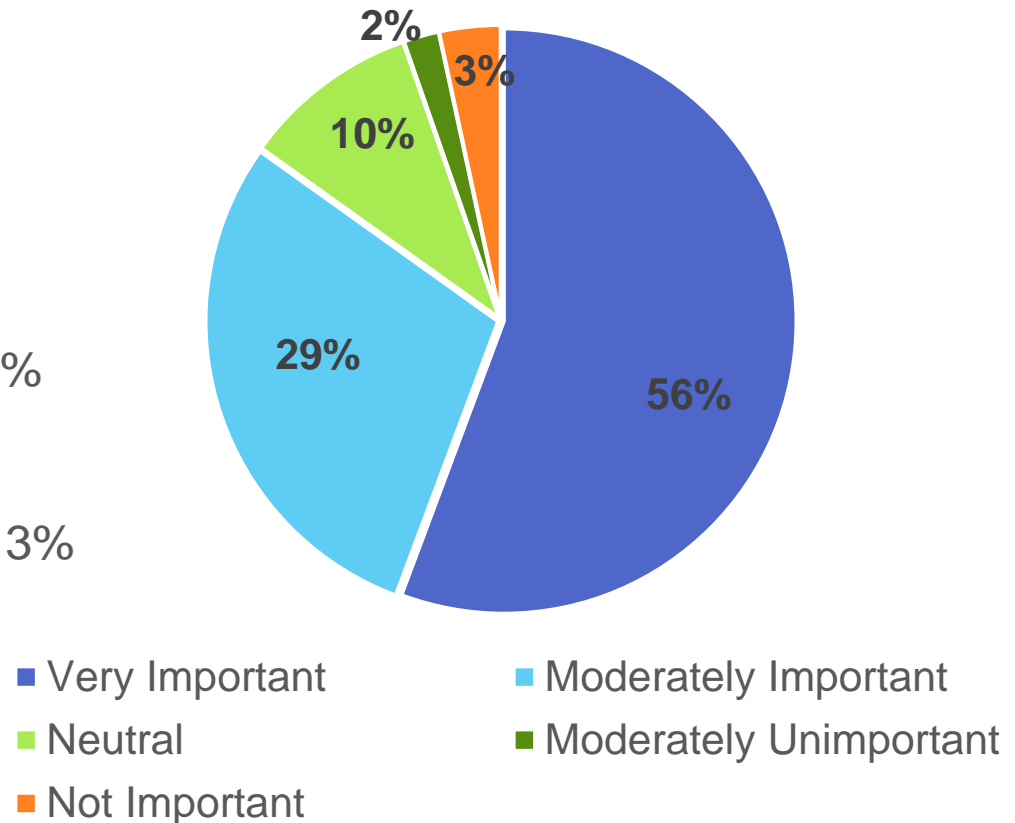


10. In your opinion, how important is maintaining a historic look and feel on Franklin Street?



RANKING:

1. Very Important – 56%
2. Moderately Important – 29%
3. Neutral – 10%
4. Moderately Unimportant – 3%
5. Unimportant – 2%

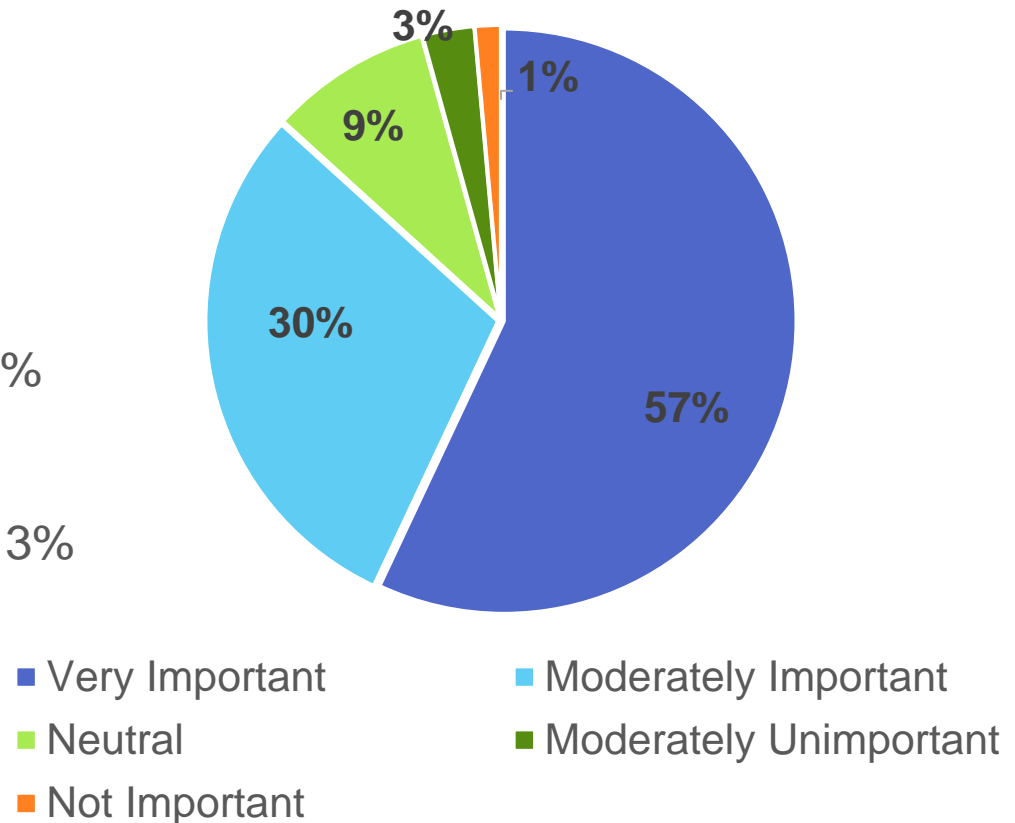


11. As redevelopment occurs, how important do you think open spaces, such as public courtyards, plazas, or pocket parks are along Franklin Street or in Downtown?



RANKING:

1. Very Important – 57%
2. Moderately Important – 30%
3. Neutral – 9%
4. Moderately Unimportant – 3%
5. Unimportant – 1%

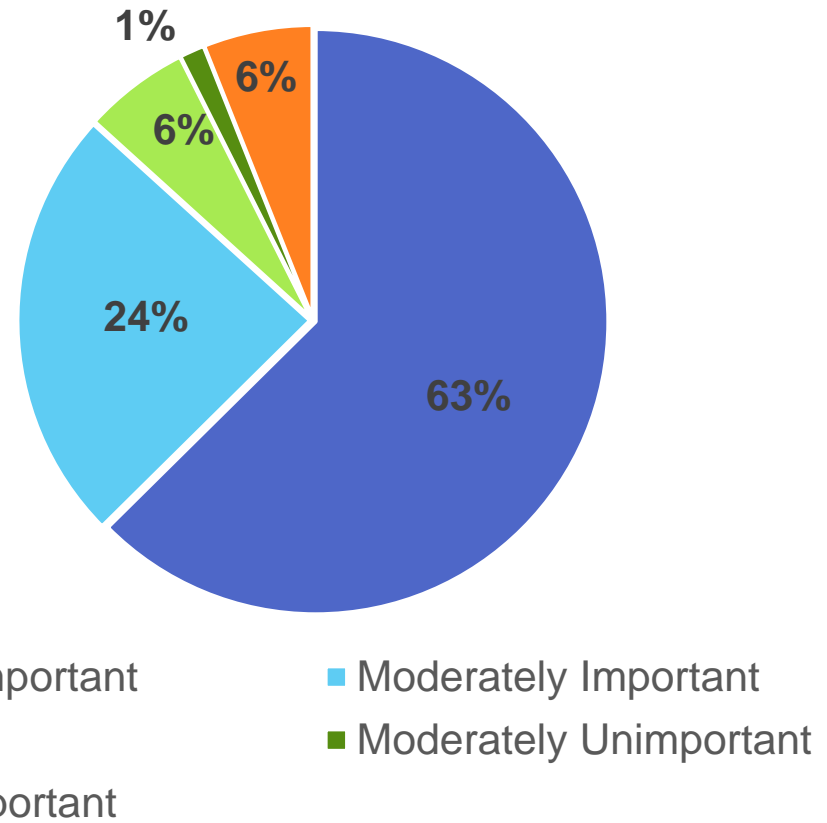


12. How important is it to you that the City of Tampa incorporate things such as green infrastructure to improve water quality, sustainability, and resiliency?



RANKING:

1. Very Important – 63%
2. Moderately Important – 24%
3. Neutral – 6%
4. Moderately Unimportant – 1%
5. Unimportant – 6%

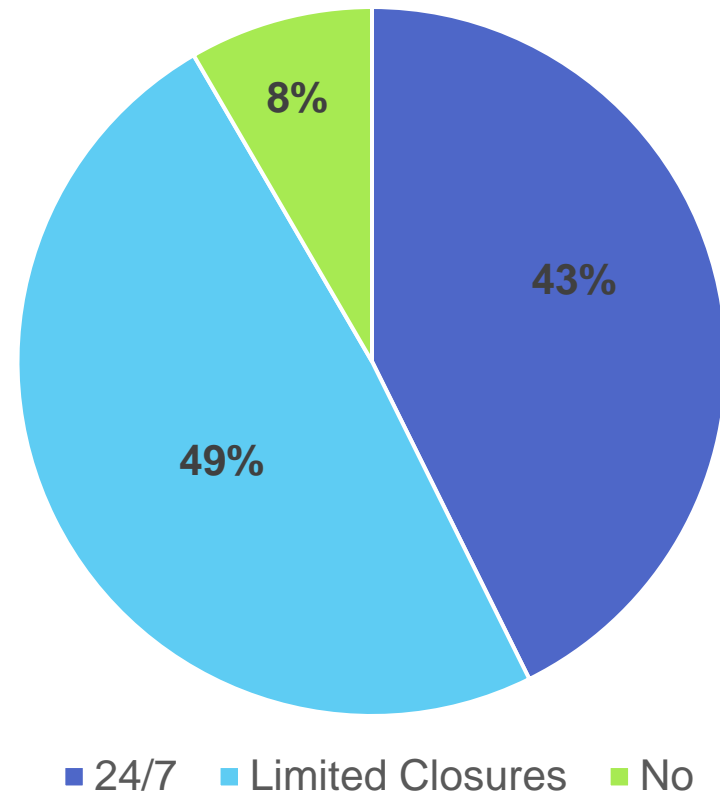


13. Do you think closing portions of Franklin Street for pedestrians only (closed to vehicles) is a good idea?



RANKING:

1. 24/7 – 43%
2. Limited Closures – 49%
3. No – 8%

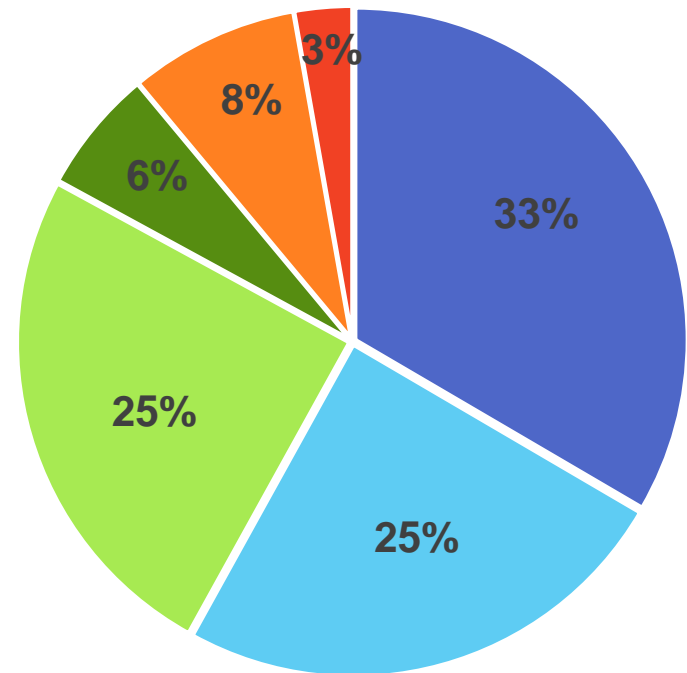


14. Which of the following best describes you (choose all that apply)?



RANKING:

1. Downtown Resident – 33%
2. Downtown Visitor - 25%
3. Downtown Employee - 25%
4. Downtown Property Owner - 8%
5. Downtown Business – 6%
6. Other – 3%

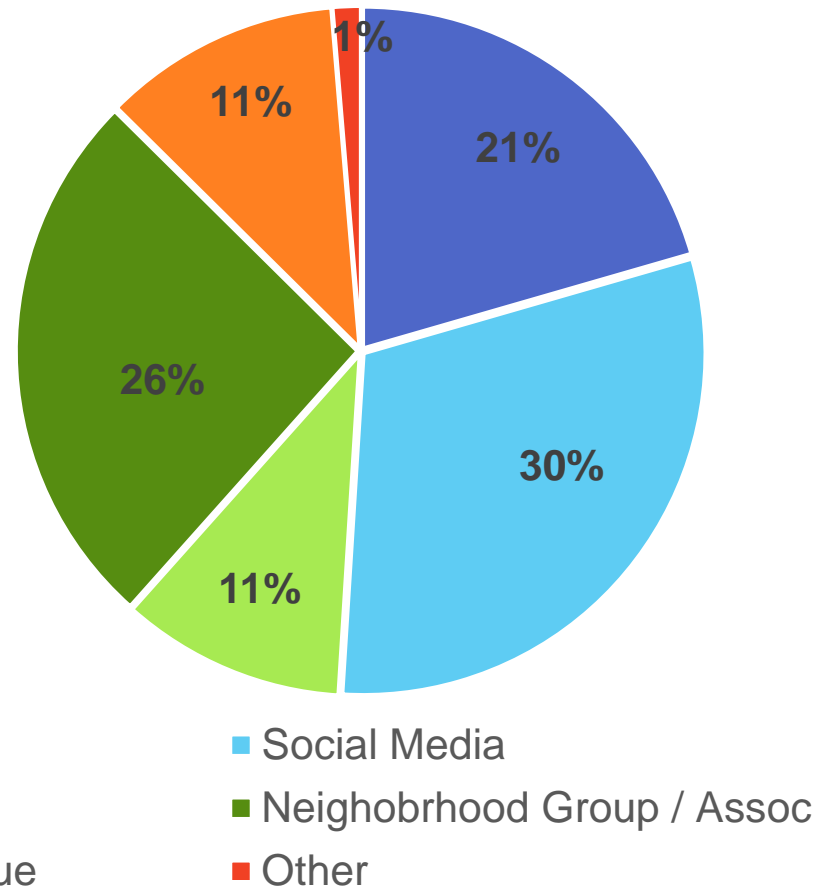


16. Where did you hear of this survey?



RANKING:

1. Social Media - 30%
2. Neighborhood Group / Assoc – 26%
3. Partnership Email - 21%
4. Friend or Colleague - 11%
5. Professional Organization - 11%
6. Other – 1%



Franklin Street Vision

NEXT STEPS



ANTICIPATED NEXT STEPS:

- Close project survey and complete detailed results and analysis
- Conduct stakeholder interviews
- Conduct “walking charettes” within the corridor
- Develop targeted survey based on the above for the Franklin Street corridor
- Draft Recommendations & Reviews
- Final Recommendations