

Pensacola Beach Advocates

Master Plan Survey Results

June, 2012

The PBA Master Plan Survey asked Beach leaseholders and county residents to give their input on 26 ideas that were proposed during the 2 1/2 year planning process. A total of 631 people completed the survey. The breakdown is as follows:

Beach leaseholders	357
Full time	210
Part time	152
Business interest (employee, owner)	89
Escambia and Santa Rosa County	
Residents	212
Other	46

(Above totals to more than 631 as some respondents checked more than one category.)

Respondents were asked to rank each item in one of five categories: High priority, Mid priority, Low priority, Not necessary/I do not support, or No opinion/I don't know. The following chart summarizes the percent of respondents that answered "High" or "Mid" priority, indicating that the person had a significant level of support for that item.

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Percent Responding
 "High" or "Mid" Priority

 All Lease- Business Local
 Holders Visitors

Proposed Projects

CORE AREA IMPROVEMENTS

	All	Lease- Holders	Business	Local Visitors
1 Build a boardwalk along Quietwater Sound	40%	43%	51%	35%
2 Build a boardwalk along the Gulf front	24%	23%	29%	22%
3 Improve the signalized intersection - better stacking room for cars, better turn lanes, better pedestrian signals, better signage	65%	69%	69%	64%
4 Add a parking garage	51%	46%	60%	58%
5 Build a pedestrian overpass	37%	36%	39%	37%
6 Improve the lighting in the Casino Beach lot	34%	27%	41%	39%
7 Expand the availabilty and use of free trolleys	75%	72%	76%	78%
8 Develop a ferry system connecting Pensacola Beach to downtown Pensacola and Ft. Pickens	50%	46%	48%	59%
9 Add landscaping only where it would not reduce the number of parking spaces	53%	59%	48%	43%
10 Move the SRIA offices - use the land for development	65%	66%	76%	65%
11 Move the sheriff substation - use the land for development	50%	51%	59%	48%
12 Install electric "smart signage" that would tell motorists the availability of parking in the various lots	51%	49%	56%	53%
13 Make the Quietwater parking lot a pay parking lot, with free parking tokens given to customers of Boardwalk merchants. This will encourage employees to park elsewhere and open more spaces to the public	29%	33%	27%	27%

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NORTH GATEWAY IMPROVEMENTS

14 Enhance the appearance of the toll booth facility	22%	23%	22%	18%
15 Add landscaping to hide the water towers	13%	15%	16%	11%
16 Add a side road to the east of Pensacola Beach Blvd. to provide better access for vehicles and trolleys to the fishing pier and the Grand Marlin	44%	43%	43%	43%
17 Ad a large "iconic art element to visually greet visitors, and repeat the theme elsewhere	16%	16%	16%	14%

VIA DE LUNA AND FT. PICKENS RD. IMPROVEMENTS

18 Enhance the east entryway (east of Portofino) with improved signage and iconic art	11%	11%	17%	9%
19 Add traffic calming circles east and west of Portofino to slow traffic before it gets to this area of high pedestrain activity	19%	18%	22%	21%
20 Improve pedestrian crosswalks - better signage, more visual warnings	73%	77%	80%	67%
21 Add a left turn land eastbound for turning into the Via DeLuna Shopping Center	71%	67%	73%	75%
22 Build a "Beach to Bay" park on county land between Avenida 13 and Avenida 14	36%	33%	40%	38%
23 Build a crushed stone parking lot between Avenida 13 and Avenida 14	44%	40%	56%	51%
24 Put the Via De Luna utilities underground	65%	71%	63%	51%
25 Add a left turn lane at Margaritaville	50%	52%	50%	47%
26 Add a roundabout at Ft. Pickens entrance	54%	49%	51%	60%