

Southland CBD Rejuvenation

Community and Business Survey Report

March 2023



Community Survey Results

Executive Summary

Beyond 2025 Southland, in partnership with Invercargill City Council, conducted a survey to collect the opinions of people about the new Central Business District (CBD) in Invercargill.

The survey results suggest that shopping is the primary reason people visit Invercargill's CBD, with 82% of respondents indicating that they visit the area for this purpose. In addition, 58% of respondents said they visit the CBD to dine at eating establishments and coffee shops. This indicates that the area's retail and hospitality sectors are significant drivers of foot traffic in the CBD. Approximately 34% of respondents indicated that they attend events and activities such as movies and theatre shows in the CBD, while 32% engage in window shopping or wandering. Work-related visits accounted for 26% of visits to the CBD.

The survey findings suggest that people visit the CBD on a relatively frequent basis, with 26% of respondents indicating that they visit the area once a week, and 24% indicating that they visit a few times a week. The survey also found that people who live within 5km of the CBD visit more frequently than those who live further away.

The survey results indicate that the redevelopment of Invercargill's CBD has had an impact on people's visiting patterns, with 50% of respondents indicating that their visiting patterns have changed following the redevelopment. Of those who have altered their visiting patterns, 34% said that they had done so because the redevelopment looked better, while 21% cited better shopping as the reason for the change.

Shopping and dining remain the primary reasons why people visit the CBD, with a third of respondents indicating that they spend 1-1.5 hours in the area on their last visit. In terms of specific locations within the CBD, the survey found that 38% of respondents visited Invercargill Central on their most recent visit, while 23% visited Farmers. Other places that people mentioned visiting included coffee shops, Esk street, clothing and sport retail, H&J Smith, and Langlands hotel.

Regarding the timing of visits to the CBD, the survey found that the most frequent time slots were around midday or lunchtime (28%) and mid-morning (21%). This was followed by early afternoon and late afternoon. The majority of respondents rated their experience in the CBD's shopping malls and streetscapes positively, with a high number of respondents describing it as "very good" or "excellent". However, for the wider retail area, a larger percentage of respondents had a neutral experience, while a significant number still rated it as "very good". Similarly, a high percentage of respondents rated the hospitality positively, while a smaller percentage had a neutral experience.

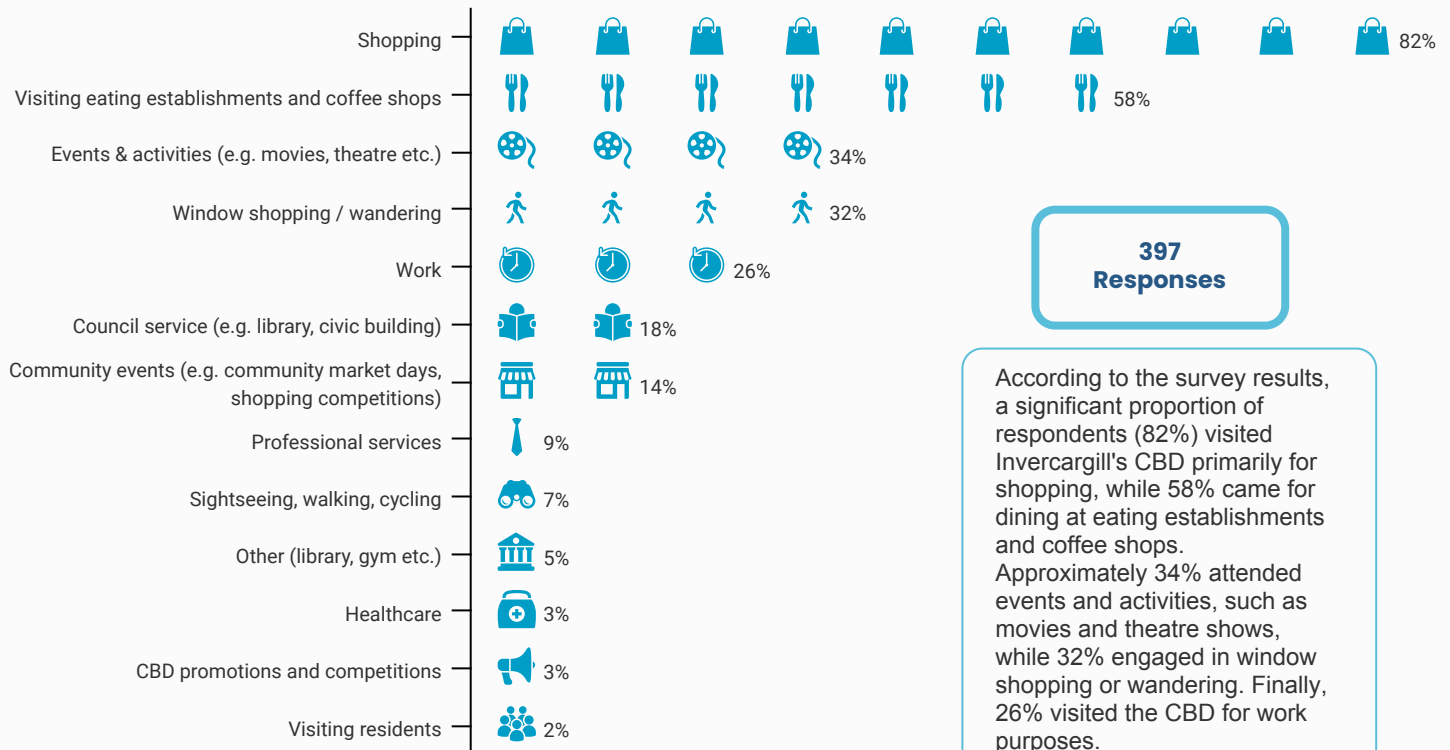
The survey also found that a significant number of respondents rated parking as "very good", while a lesser number had a neutral experience. The majority of respondents (80%) expressed that they would now speak positively about Invercargill after the redevelopment. The survey revealed that people aged between 15-39 were more likely to speak positively about the redevelopment than those in the age brackets of 40-64 and over 65.

Security concerns were also addressed in the survey, with up to 54% of respondents indicating that they felt safe under the existing parking and lighting conditions. However, only 34% of respondents felt safe in terms of security. Addressing security concerns could increase CBD visits, particularly among older age groups who indicated that they were less likely to visit the area after 5 pm.

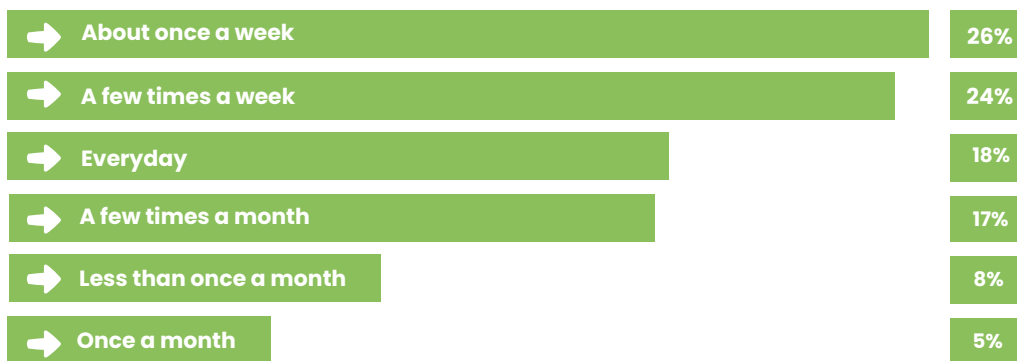
Overall, the survey results suggest that the redevelopment of Invercargill's CBD has had a positive impact on people's perceptions of the area, with the majority of respondents expressing a positive view of the shopping and hospitality sectors. However, addressing security concerns and ensuring that the wider retail area meets people's expectations could further improve the CBD's appeal to visitors.

1. Identify the main reasons you visit Invercargill's CBD? (Please note that participants were asked to choose 3 main reasons)

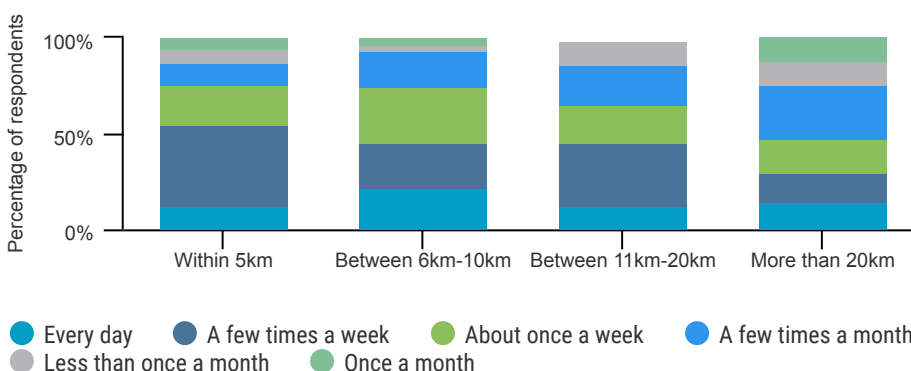
Note that in some of the questions in the survey report, respondents gave multiple answers, therefore percentage calculation do not equal always 100.



2. How many times a week would you visit the CBD?



Frequency of CBD visits among respondents as a function of their distance from the CBD



3. Has this changed since the redevelopment?

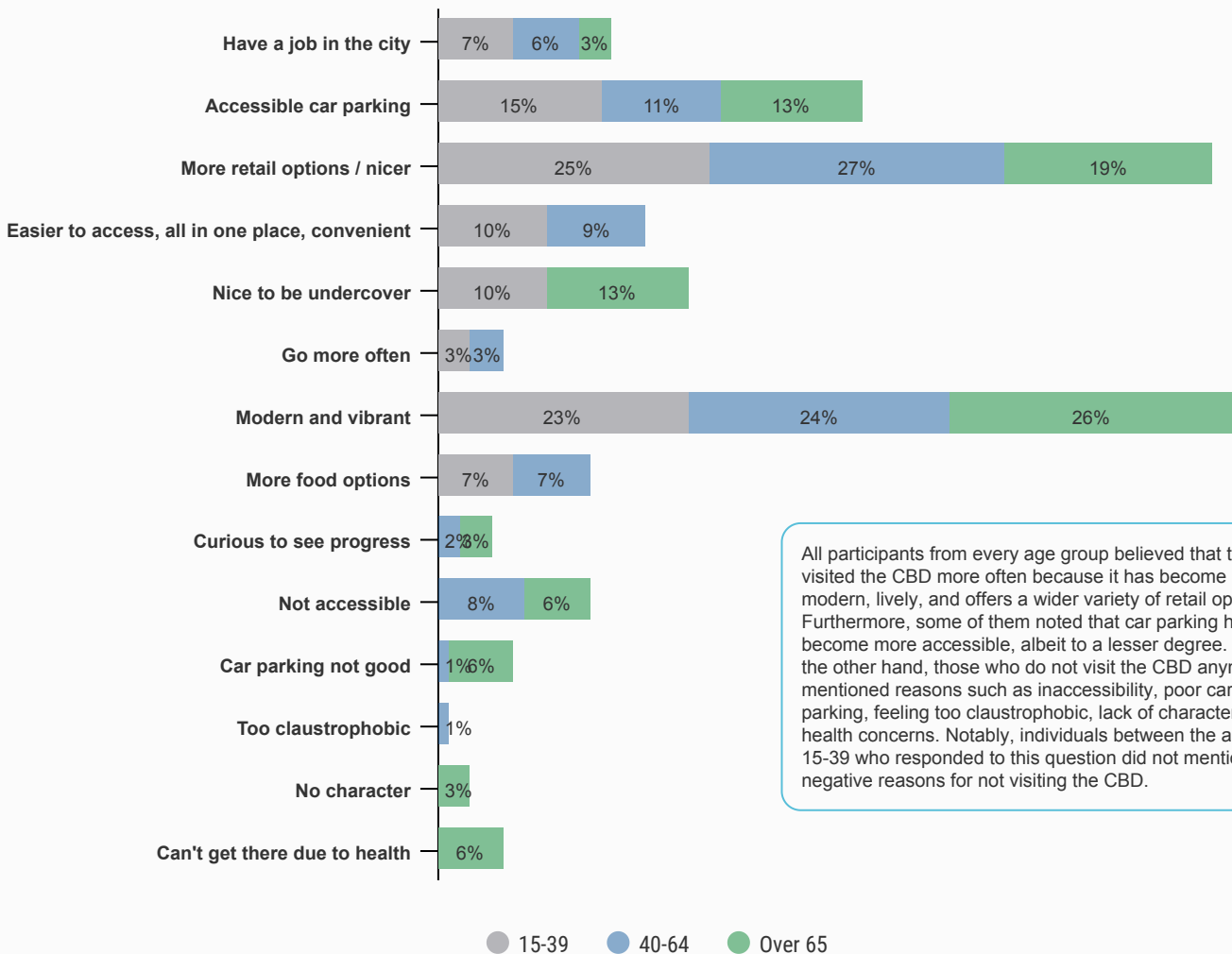


396 Responses

The survey results indicate that 50% of the respondents have altered their visiting patterns to the CBD following the redevelopment, while the other 50% have not.

4. Why has this changed since the redevelopment?

169 Responses

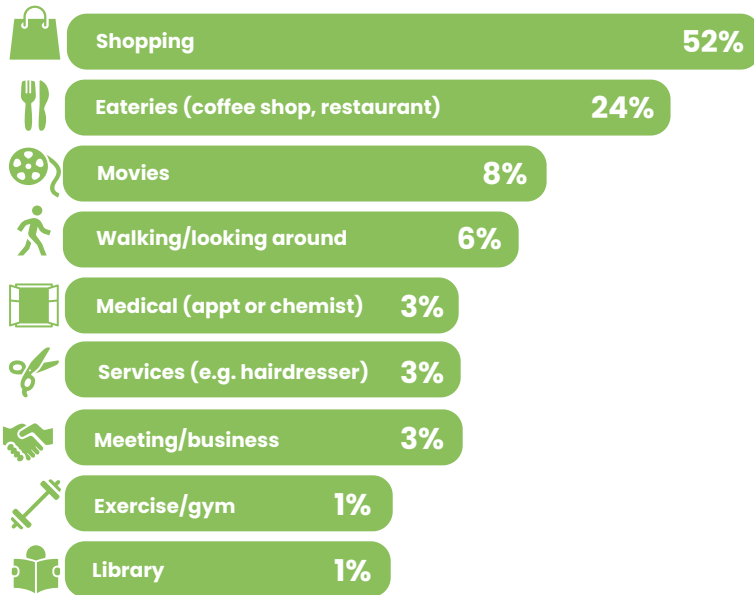


All participants from every age group believed that they visited the CBD more often because it has become more modern, lively, and offers a wider variety of retail options. Furthermore, some of them noted that car parking has become more accessible, albeit to a lesser degree. On the other hand, those who do not visit the CBD anymore mentioned reasons such as inaccessibility, poor car parking, feeling too claustrophobic, lack of character, and health concerns. Notably, individuals between the ages of 15-39 who responded to this question did not mention any negative reasons for not visiting the CBD.

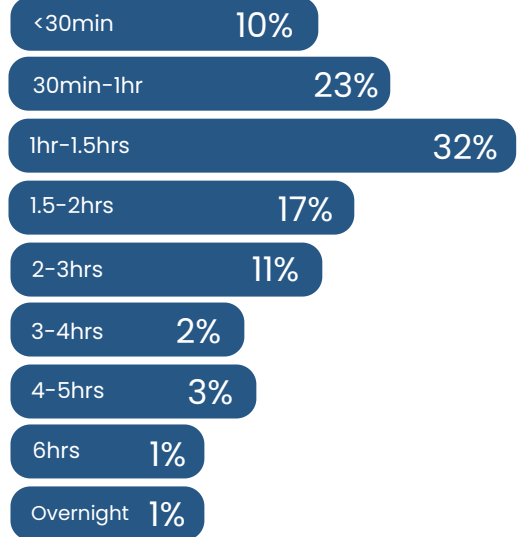
5. Thinking about the last time you visited the CBD (except for work): **1 What was your PURPOSE?**

346 Responses

Shopping, followed by going to cafés and restaurants were the main purposes as to why respondents visit the CBD.



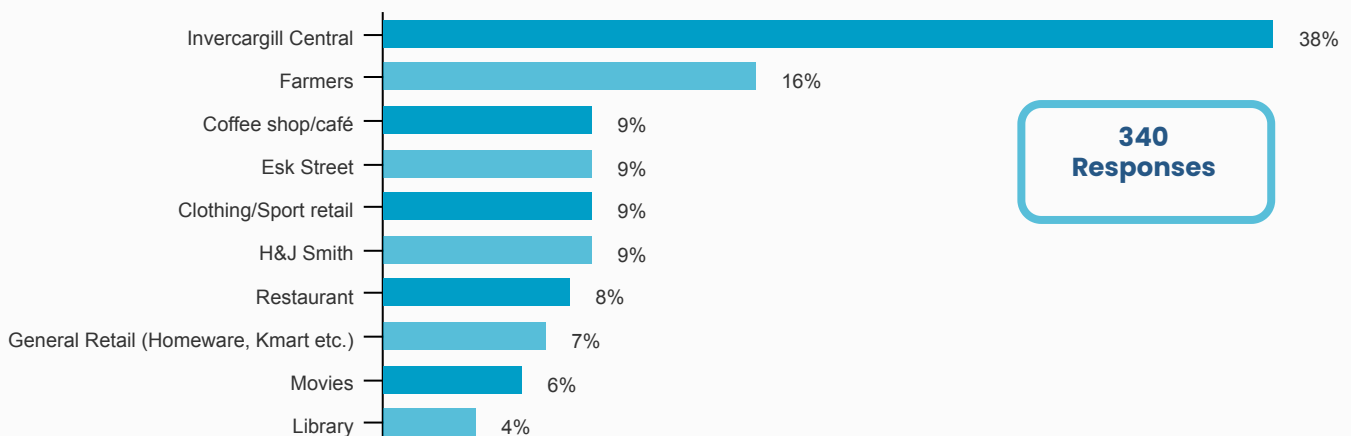
Thinking about the last time you visited the CBD (except for work): **2 How LONG did you stay?**



343 Responses

A third of respondents spent 1-1.5 hours in the CBD when they last went there.

Thinking about the last time you visited the CBD (except for work): **3 Where did you visit?**

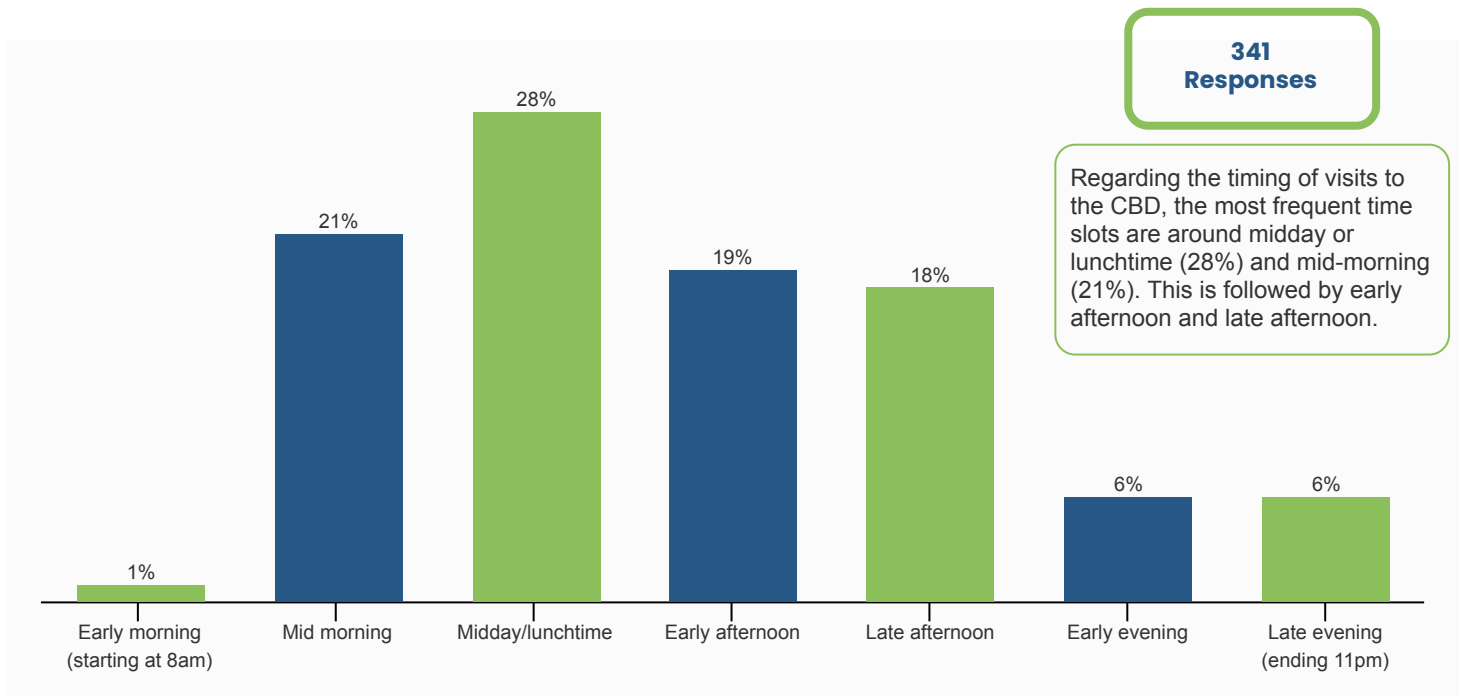


340 Responses

According to the survey findings, 38% of the participants went to Invercargill Central on their most recent visit, while 23% visited Farmers. Additionally, 9% of the respondents reported visiting a coffee shop, Esk street, Clothing/Sport retail, and H&J Smith each.

Other places that people mentioned visiting were: a store selling stationery, a food court, establishments related to healthcare such as Specsavers, OPSM, and pharmacy, services such as beauty therapy, flight center, hairdresser, and gym, social venues/clubs/museum, Langlands hotel, Don street, a jewelry store, and Kelvin street.

Thinking about the last time you visited the CBD (except for work): **4 What time of day were you there?**



6. How would you rate the quality of your overall experience of the newly rejuvenated Invercargill CBD?

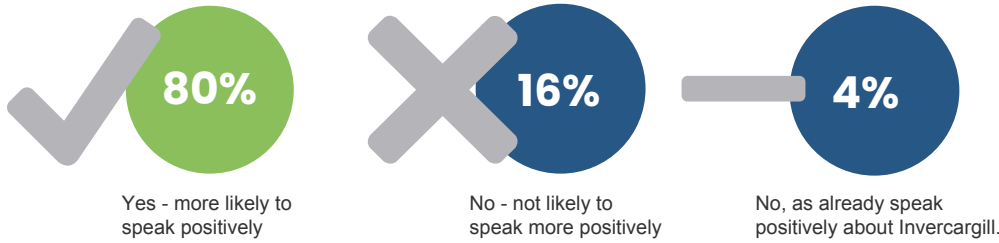
	Very Poor	Poor	Neutral	Very Good	Excellent
Shopping mall	3%	5%	14%	45%	33%
Streetscape	2%	4%	16%	47%	31%
The Langlands	2%	4%	26%	40%	28%
Wider retail	4%	13%	39%	37%	7%
Hospitality	2%	7%	40%	41%	10%
Parking	5%	7%	27%	35%	26%

343 Responses

The feedback from respondents showed that the majority rated their experience in the CBD's shopping malls and streetscapes positively, with a high number of respondents describing it as "very good" or "excellent". However, for the wider retail area, a larger percentage of respondents had a neutral experience, while a significant number still rated it as "very good". Similarly, a high percentage of respondents rated the hospitality positively, while a smaller percentage had a neutral experience. Finally, regarding parking, a significant number of respondents rated it as "very good", while a lesser number had a neutral experience.

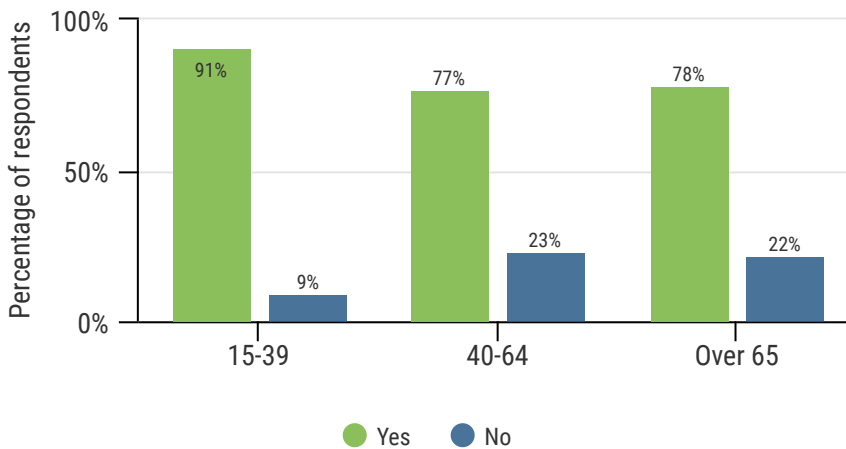
7. Are you more likely to speak positively about Invercargill now than before the redevelopment?

345 Responses



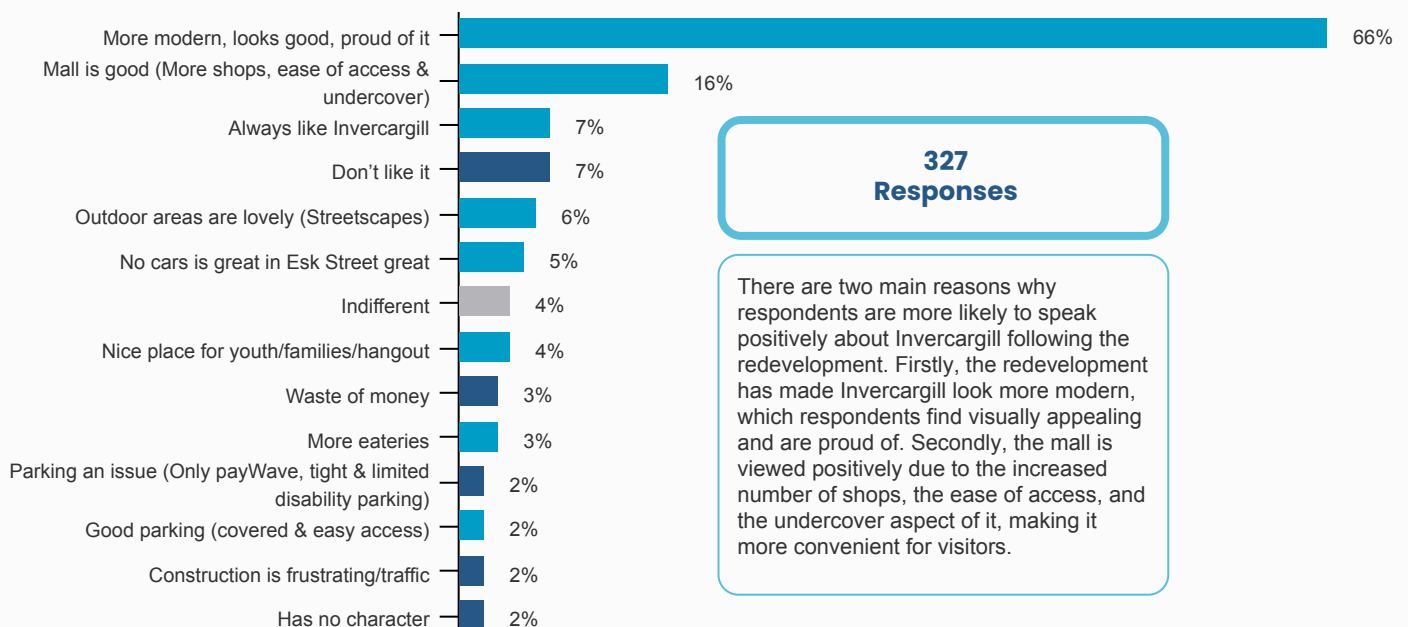
A significant percentage of respondents (80%) expressed that they would now speak positively about Invercargill after the redevelopment.

Age-wise Comparison: Likelihood to Speak Positively about Invercargill after Redevelopment



In the age bracket of 15-39, 91% of the respondents were more likely to speak positively about the city after the redevelopment. For the age brackets of 40-64 and over 65, over 70% of the respondents said they would speak positively about the redevelopment, indicating a less positive response compared to the younger age group.

8. Please state why



327 Responses

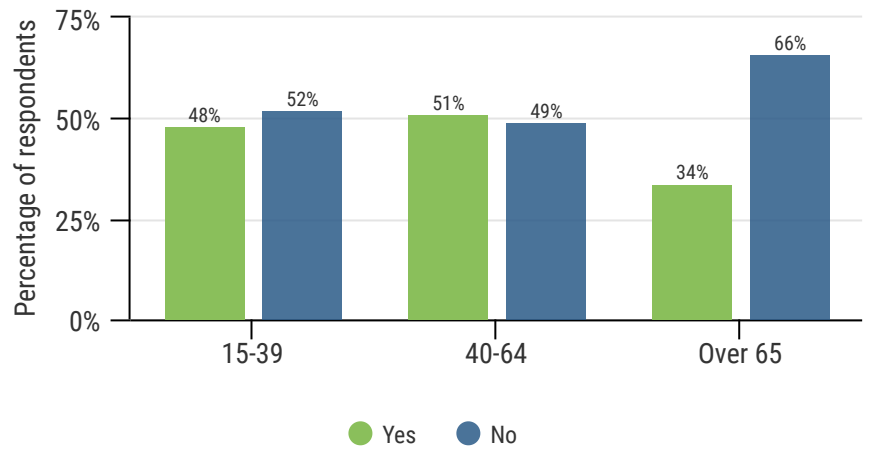
There are two main reasons why respondents are more likely to speak positively about Invercargill following the redevelopment. Firstly, the redevelopment has made Invercargill look more modern, which respondents find visually appealing and are proud of. Secondly, the mall is viewed positively due to the increased number of shops, the ease of access, and the undercover aspect of it, making it more convenient for visitors.

9. Do you come to the CBD after 5pm?

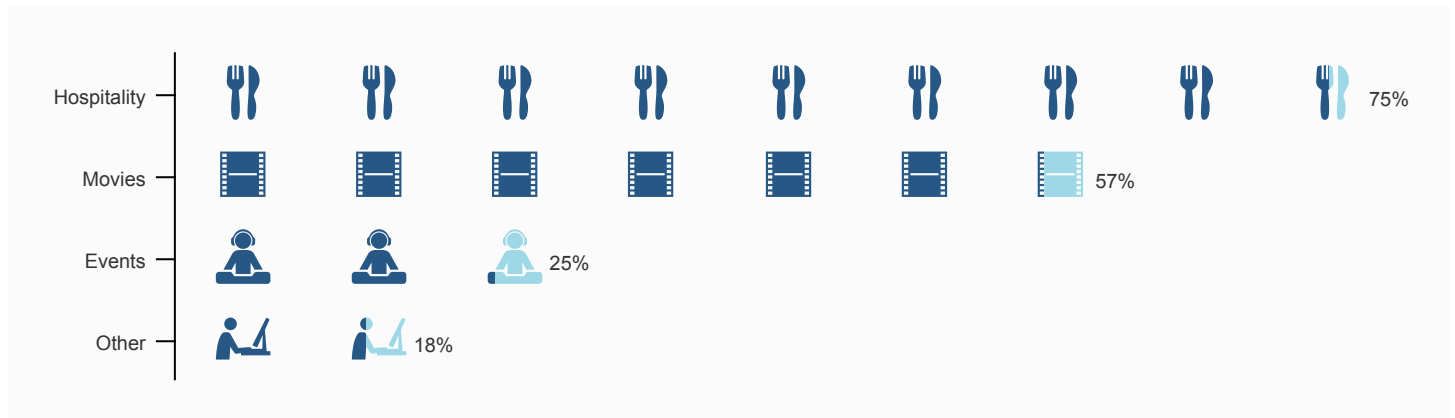
Please note: A smaller number of participants reported visiting the CBD after 5pm when asked directly. However, a greater number of respondents provided an answer to the question about the main purpose of their last visit to the CBD in question 12. This could be that question 12 may be more relevant to participants as it asks about a recent experience, while this particular question is more about general habits. Participants may be more likely to remember and share their most recent experiences than to recall their overall habits.



When asked if they visit the CBD after 5 pm, a significant proportion of respondents over 65 years old (two-thirds) stated that they do not. This percentage is higher than the corresponding figure for the age group of 40-64 years (49%) and the age group of 15-39 years (52%) who said they do not visit the CBD after 5 pm.



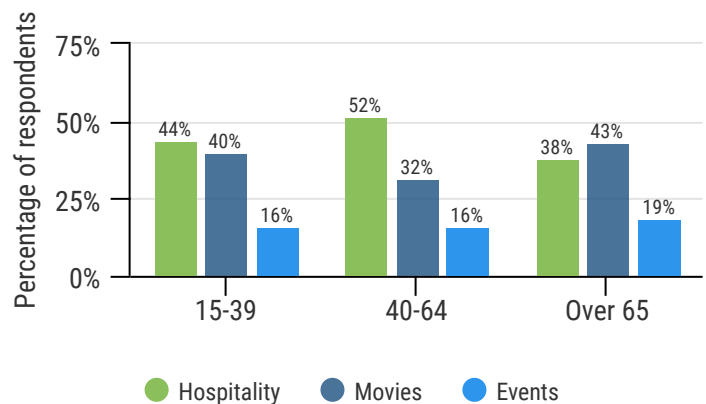
10. For what purpose/s do you go to the CBD after 5pm?



153 Responses




The survey indicated that the majority of respondents (75%) visited the CBD after 5 pm for hospitality purposes, followed by watching movies (57%). Other reasons mentioned were work, nightlife, shopping, driving through, and attending meetings. The breakdown of responses by age bracket showed that respondents over 65 years old enjoyed going to the movies more than those in the age brackets of 40-64 and 15-39.

Age-wise Comparison: Purpose of Visiting CBD after 5 pm

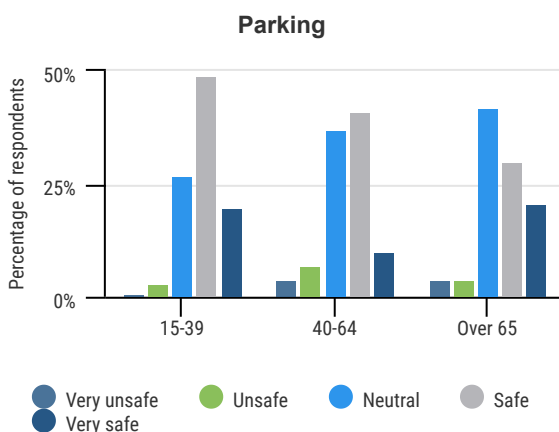
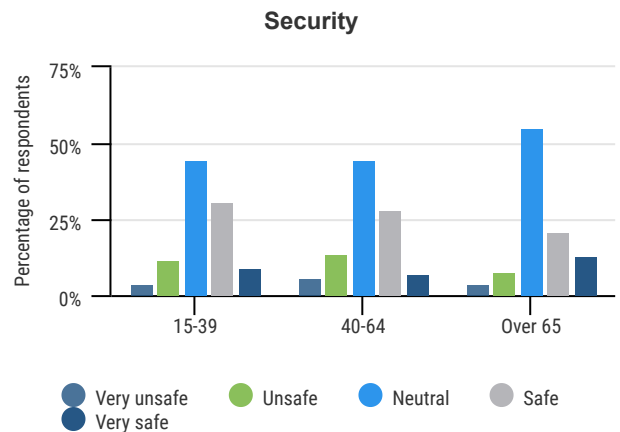
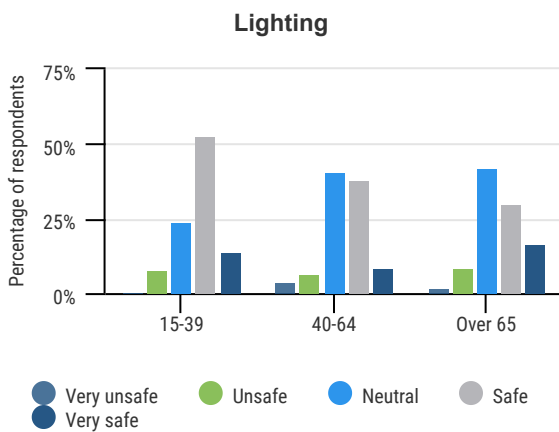


11. Do you feel safe coming to the CBD in the evening? Please rank...

323 Responses

	Very unsafe	Unsafe	Neutral	Safe	Very safe
Lighting 	3%	8%	37%	40%	12%
Parking 	4%	7%	35%	40%	14%
Security 	6%	12%	50%	26%	8%

Perceptions of Safety in the CBD at Night Across Different Age Brackets



The survey revealed a mixed response towards lighting and parking, with 37% and 35% respectively indicating a neutral response. While up to 54% felt safe under the existing parking and lighting conditions, only 34% felt safe in terms of security. Addressing security concerns could increase CBD visits. The younger age bracket felt safer regarding lighting, parking, and security compared to those aged 40 and above.

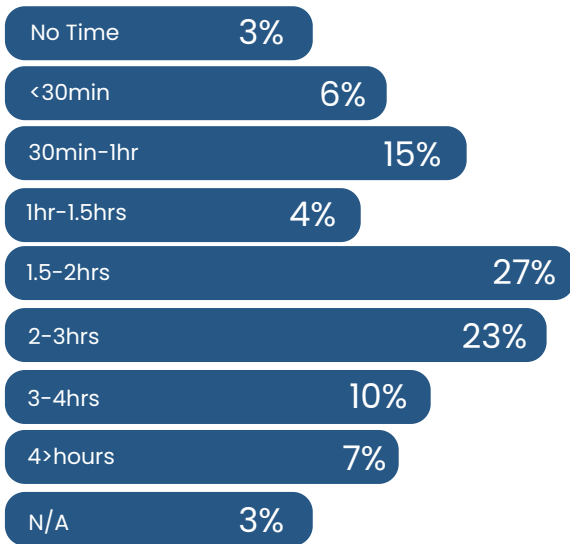
12. Thinking of the last time you visited the CBD in the evening: **1 What was your PURPOSE?**



298 Responses

According to the survey results, the main purposes of the respondents' last visit to the CBD in the evening were dining, which was mentioned by 34% of the respondents, and going to the movies, which was mentioned by 23% of the respondents.

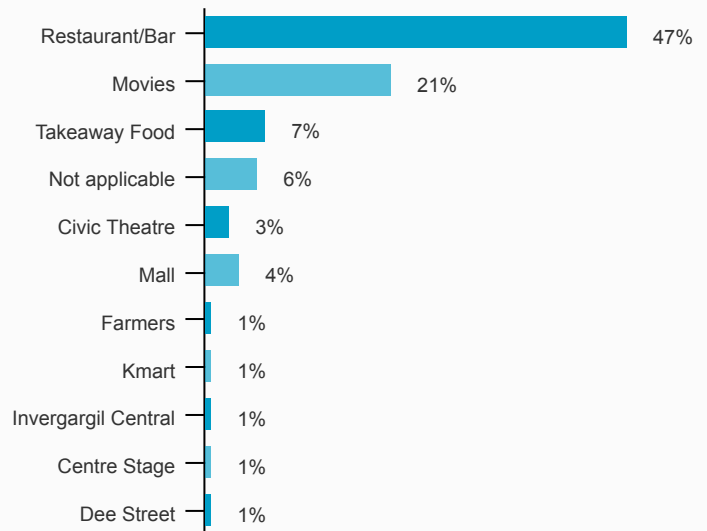
Thinking of the last time you visited the CBD in the evening: **2 How LONG did you stay?**



282 Responses

When asked about their last visit to the CBD in the evening, 27% of the respondents indicated that they stayed for between 1.5-2 hours, while 23% stated that they stayed for between 2 and 3 hours.

Thinking of the last time you visited the CBD in the evening: **3 Where did you visit?**



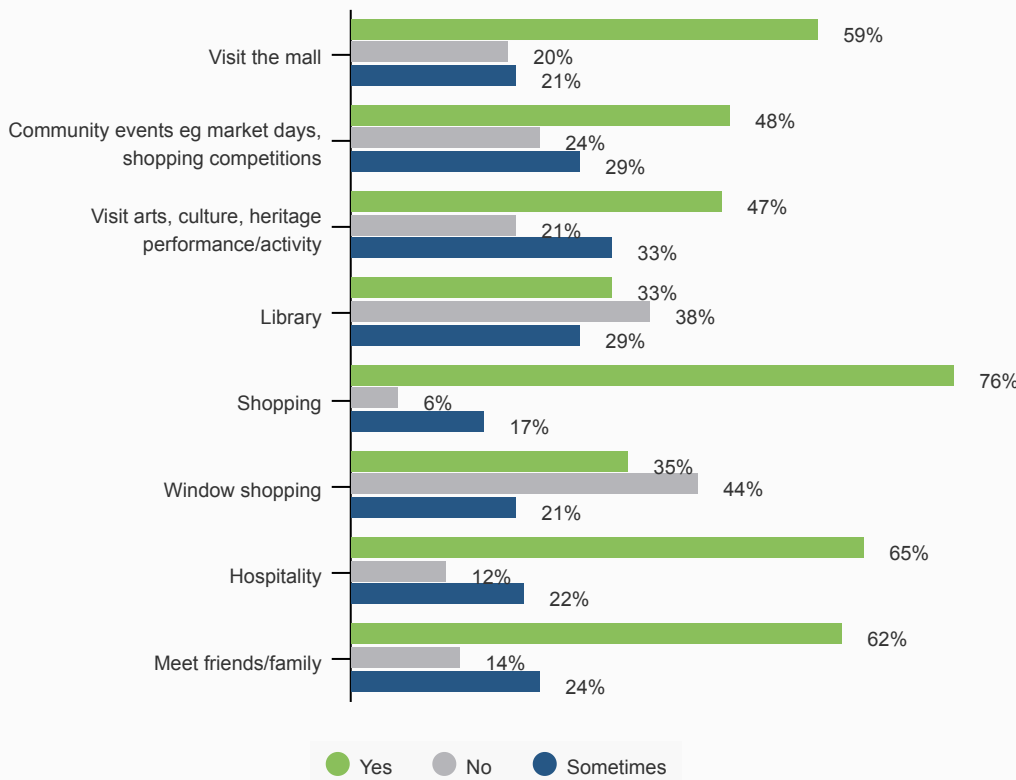
279 Responses

Based on the survey results, the primary reason for the most recent visit to the CBD by the respondents was to visit a restaurant or bar, accounting for 47% of the responses. The second most common reason was to go to the movies, accounting for 21% of the responses.

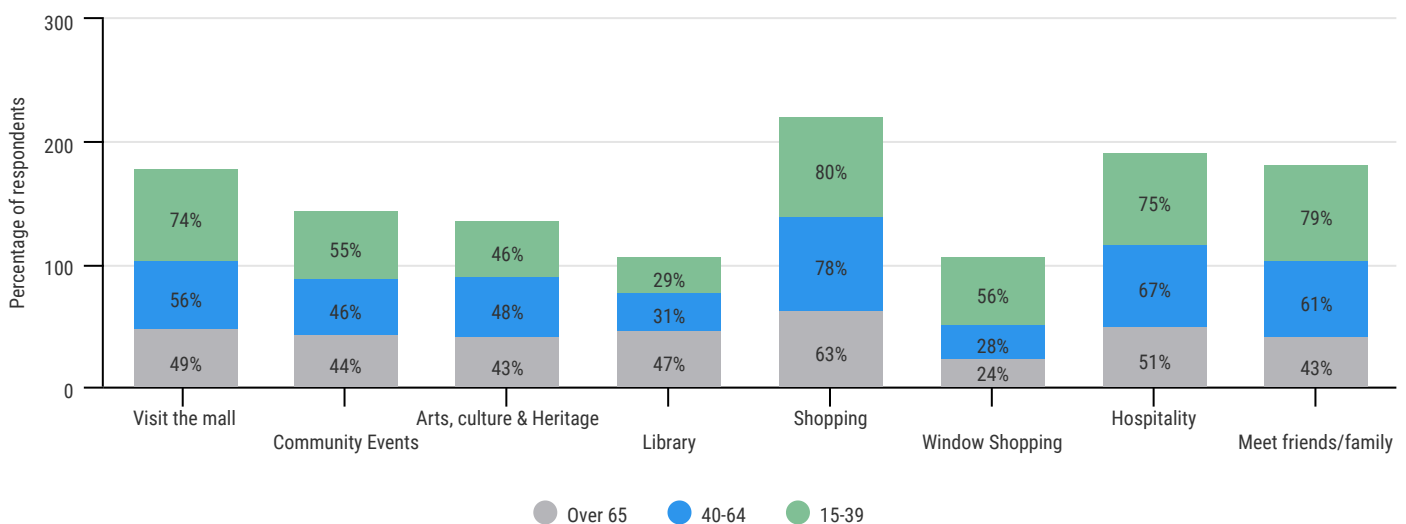
13. Are you likely to make a special trip (one-off trip) to the CBD for the following:

326 Responses

According to the survey results, the primary motives for visiting the mall on a one-time basis were shopping (76%), socialising (65%), meeting friends or family (62%), and simply visiting the mall (59%). A smaller percentage of respondents expressed interest in attending community events such as market days or shopping competitions (48%), experiencing arts, culture, or heritage performances or activities (47%), or engaging in window shopping (35%).



14. Respondents who indicated they ARE more likely to make a special trip for the following, by age bracket

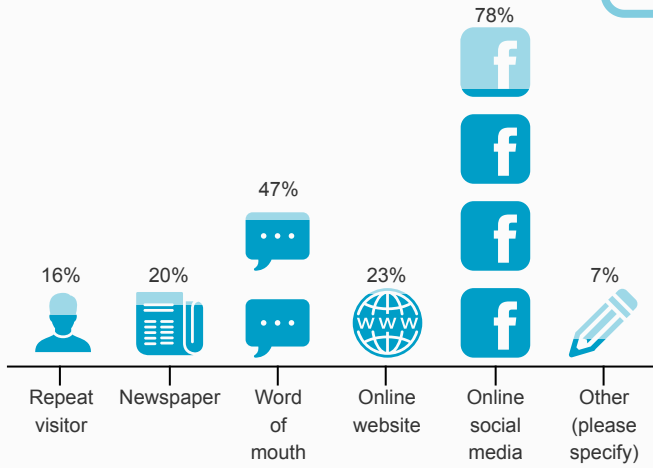


Assuming certain age-related behaviors, it appears that individuals aged between 15-39 are more inclined to make a one-time visit to the Central Business District (CBD) for various purposes such as shopping, meeting friends and family, visiting the mall, and indulging in hospitality. The mall provides an environment that appeals to the younger demographic's desire for variety, social interaction, and convenience. It is also interesting to note that those aged between 15-39 are more likely to window shop than those aged over 40 due to their interest in fashion and keeping up with the latest trends, disposable income, and the entertainment value of browsing. Meanwhile, older individuals may be less inclined to window shop due to established personal style, financial commitments, and the convenience of online shopping.

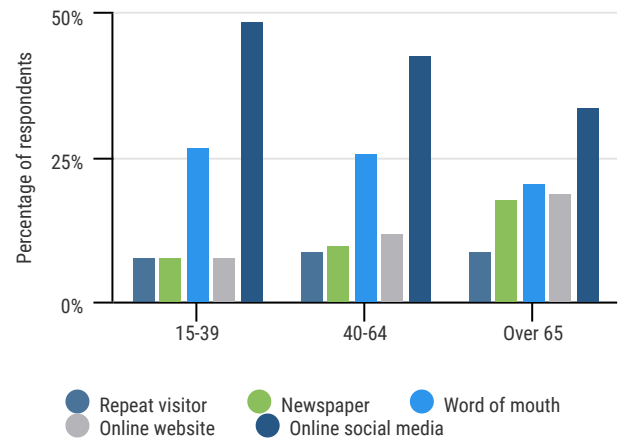
People between the ages of 40-64 are more likely to make a one-off trip for shopping, followed by hospitality and meeting friends and family. Additionally, individuals aged over 65 tend to make a one-off trip primarily for shopping, followed by hospitality, and interestingly, they are more likely to visit the library compared to the other age groups. The combination of access to information, habit, tailored services, and welcoming environment often makes libraries a popular destination for older adults.

14. How do you find out about activities/ events happening?

322 Responses



Age-Related Differences in Finding Out About Activities and Events

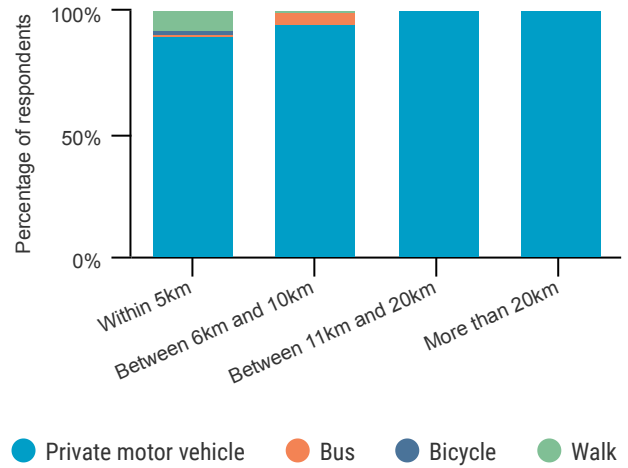
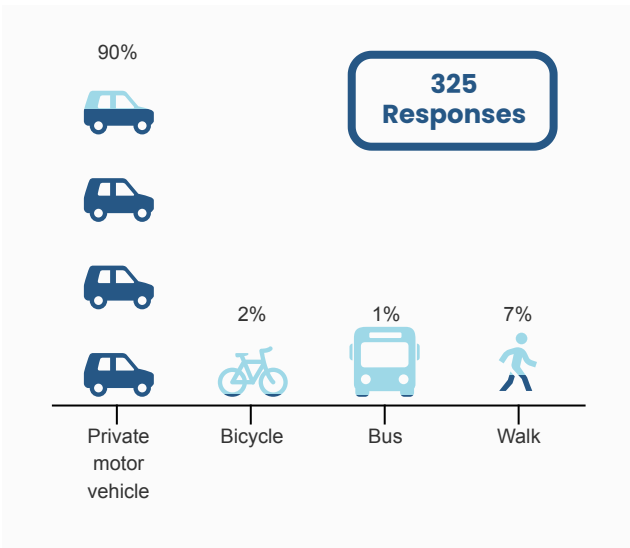


Based on the information provided, it seems that social media is the most common way for people to find out about activities and events, regardless of their age. For those over 65, in addition to social media, newspapers, online websites, and word of mouth are also common ways to find out about activities and events. This suggests that traditional forms of media such as newspapers still play an important role in informing this demographic.

In contrast, those aged 64 and below are second most likely to hear about events and activities through word of mouth. This suggests that personal recommendations from friends and family members are an important source of information for this age group, perhaps because they are more likely to be actively engaged in social networks and communities.

15. What mode of transport do you most often use to travel to the CBD?

Preferred modes of transportation to CBD by distance from home location



The research findings indicate that private motor vehicles are the most commonly used mode of transport to travel to the CBD, with a majority of respondents (90%) stating that they use this mode of transport.

For some individuals who live within 5km of the CBD, walking is their main mode of transportation, likely due to the close proximity of their home to the city center.

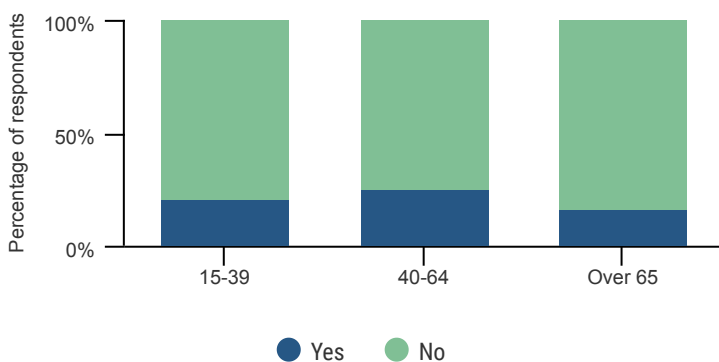
For a few who live within 10km of the CBD, biking or taking the bus are the preferred modes of transportation.

16. Have you ever cycled to the CBD?

326 Responses



Age breakdown of respondents who have cycled to the CBD



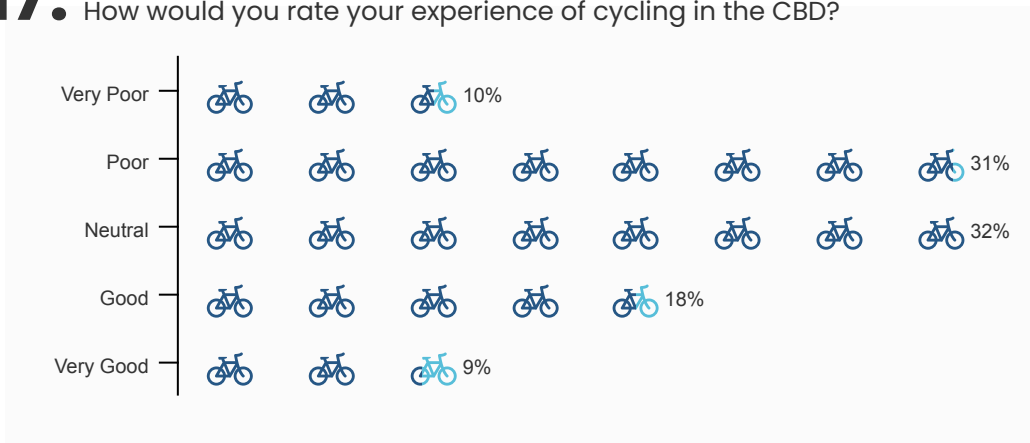
The survey found that 22% of the total respondents have cycled into the CBD at some point.

To gain further insights, the data was broken down into different age brackets. The results indicate that 21% of respondents in the 15-39 age bracket have cycled into the CBD before. This figure is slightly lower than the overall average of 22%.

However, it is interesting to note that respondents in the 40-64 age bracket had a higher percentage of cycling to the CBD, with 26% having cycled into the CBD before. This figure is higher than both the overall average and the percentage for the younger age group.

In contrast, the survey found that 17% of people over 65 years of age had cycled into the CBD before. This figure is slightly lower than the overall average and considerably lower than the percentage for the 40-64 age group.

17. How would you rate your experience of cycling in the CBD?



71 Responses

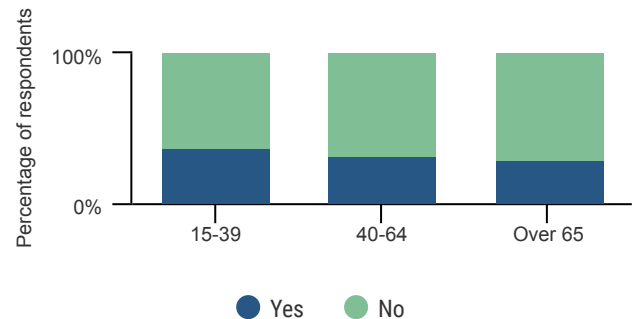
When the respondents were asked to rate their experience of cycling in the CBD, the survey found that 32% of the respondents rated it as neutral, indicating that they neither had a positive nor negative experience. Another 41% of the respondents rated their experience as poor, indicating that they did not enjoy cycling in the CBD. It is unclear what caused these negative experiences, but it could be due to factors such as safety concerns, heavy traffic, or inadequate cycling infrastructure.

18. Have you ever used public transport?

325 Responses



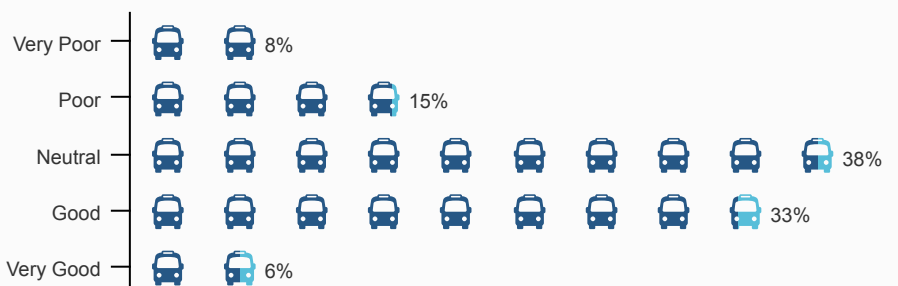
Age breakdown of respondents who used public transport



The survey asked respondents if they had ever used public transport, and the findings reveal that 34% of the total respondents have used public transport. When broken down by age, it was found that both the 15-39 and 40-64 age brackets had a higher percentage of respondents who have used public transport, with 37% and 32%, respectively. In contrast, only 29% of respondents over the age of 65 have used public transport. This suggests that a higher proportion of younger and middle-aged respondents are more likely to use public transport than the elderly. The reasons for this could be due to factors such as accessibility, convenience, and personal preferences.

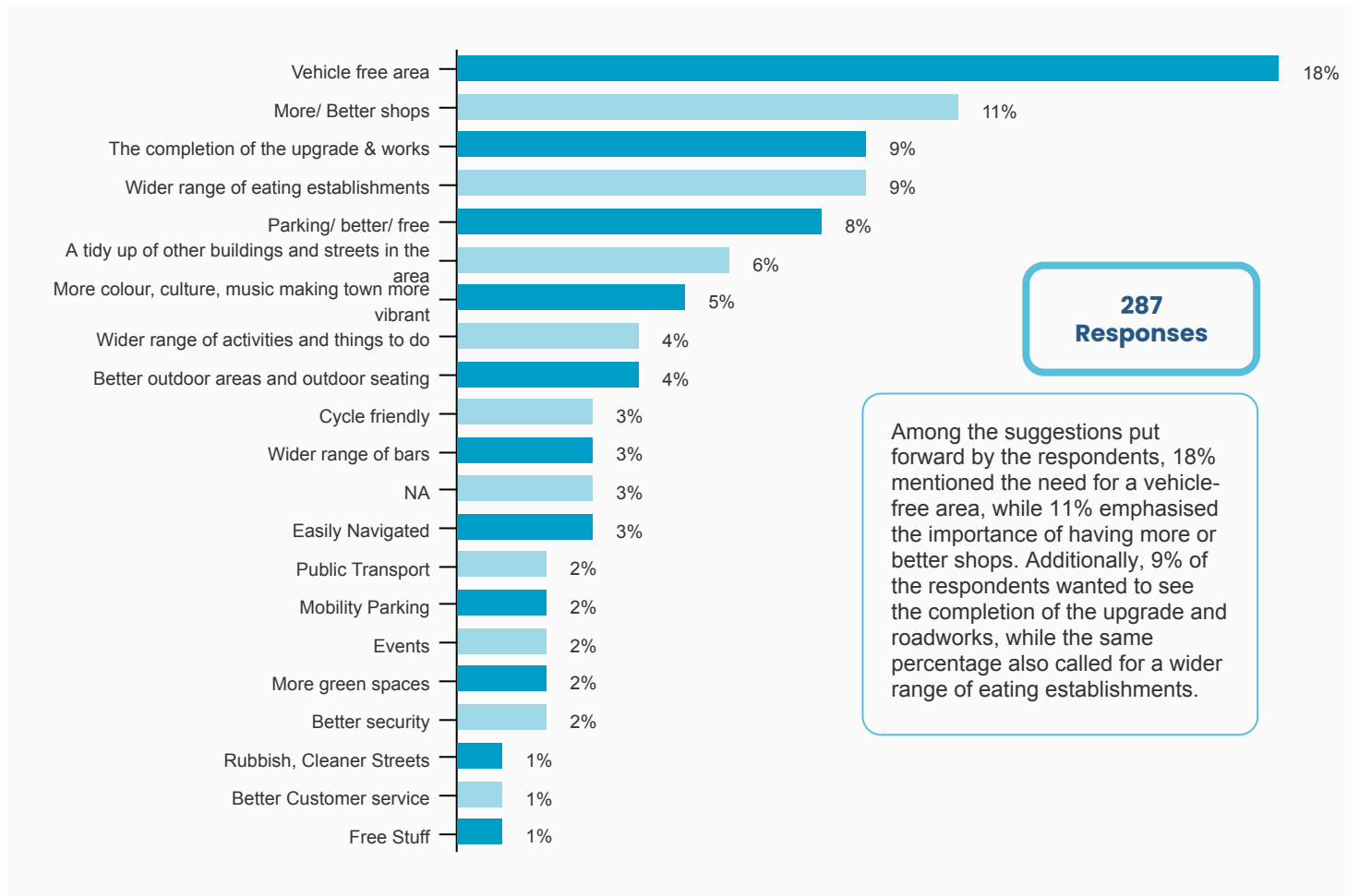
19. How would you rate your experience of using public transport?

106 Responses



According to the survey, when respondents were asked to rate their experience of using public transport, 38% rated it as neutral, while 33% rated it as good. However, 23% rated their experience as poor or very poor. These results suggest that while a significant proportion of respondents have had a neutral or good experience using public transport, a considerable minority have had negative experiences.

20. What would make your experience in the Invercargill CBD better? (Please note this was an open-ended question)



21. Do you regularly (at least monthly) visit other urban centres in Southland and Otago?

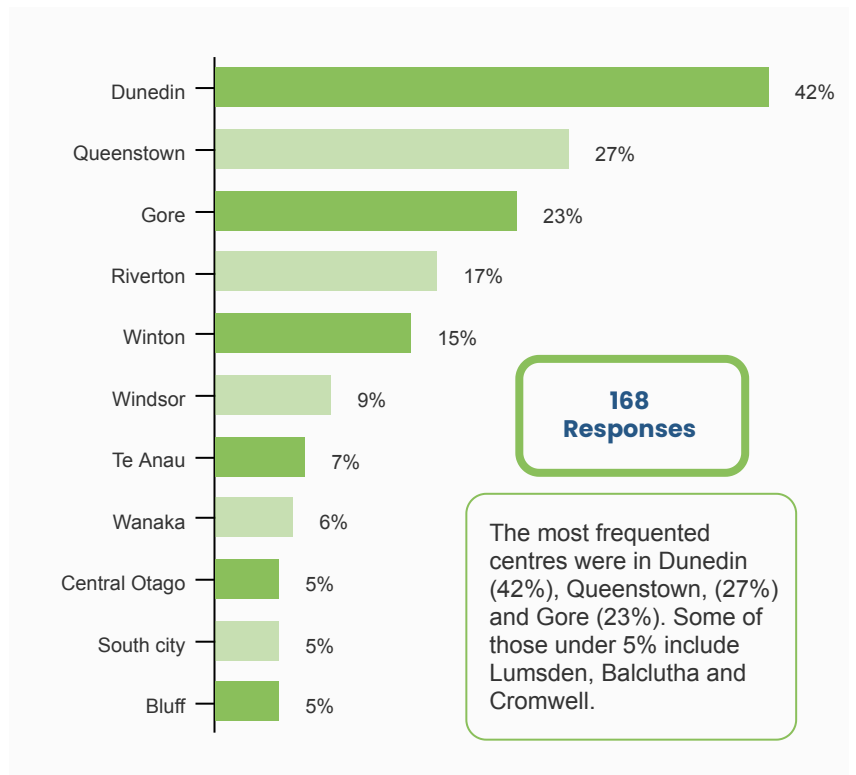
54%

46%

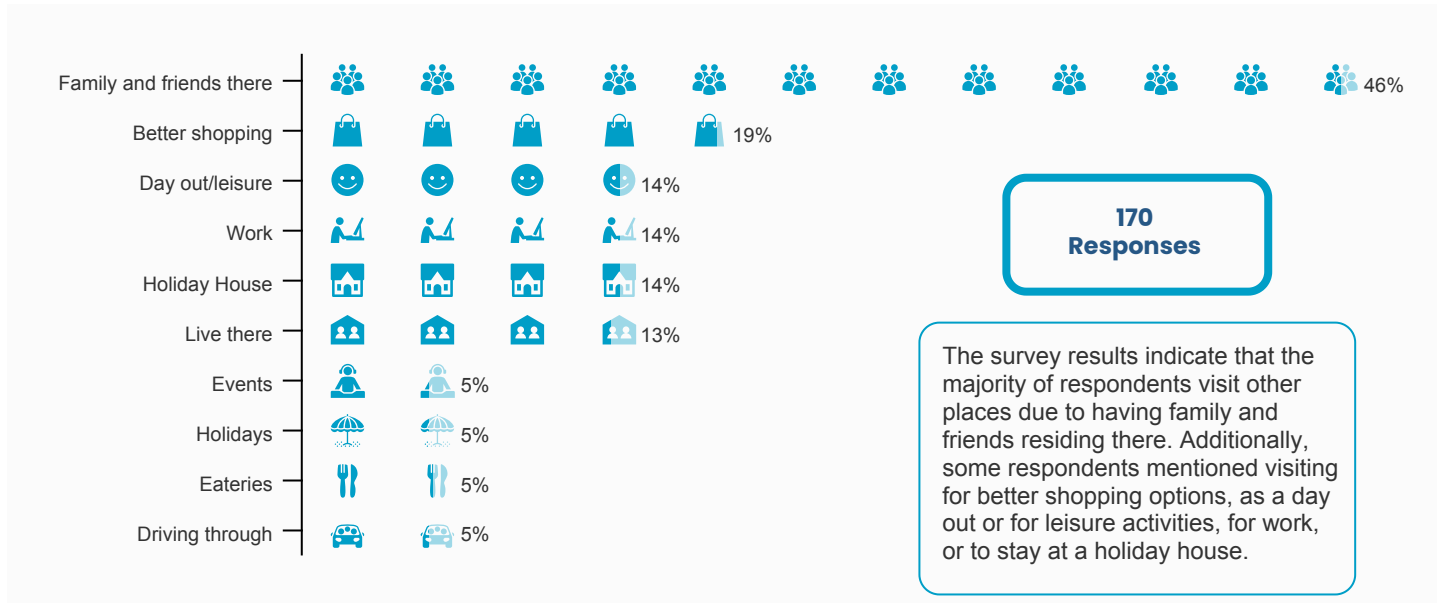
321 Responses

According to the survey findings, 54% of the respondents stated that they did not visit other urban centers in Southland and Otago regularly (at least monthly).

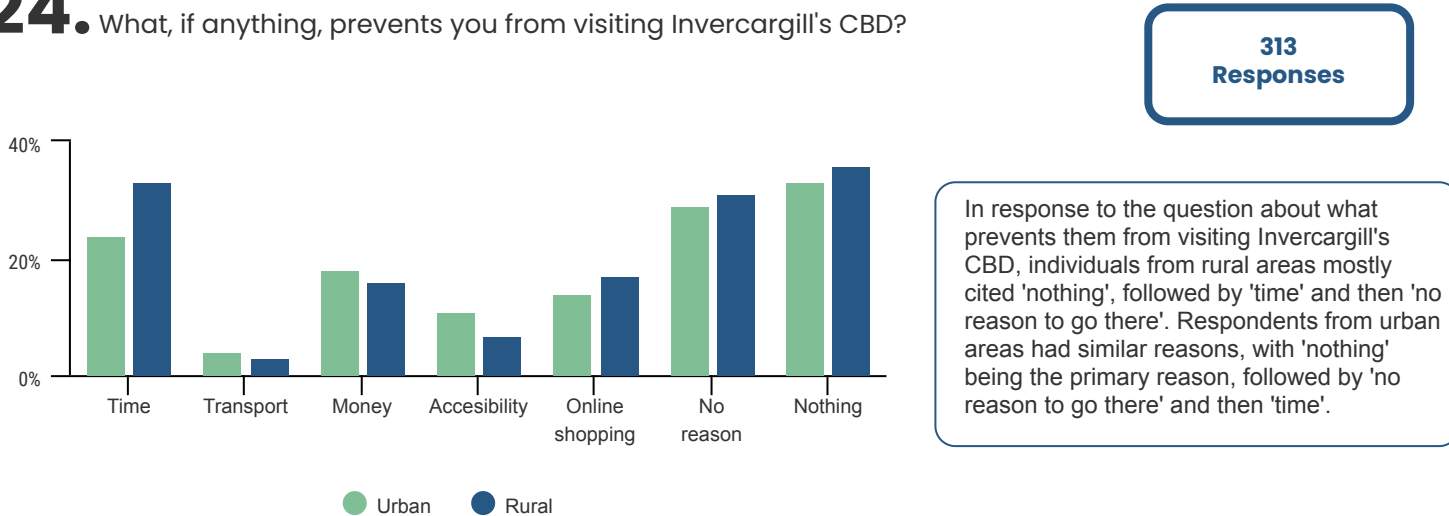
22. Where are those urban centres located?



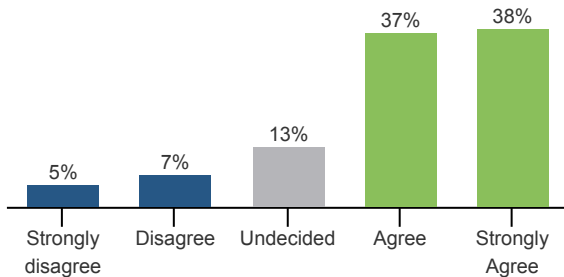
23. Why do you visit these places?



24. What, if anything, prevents you from visiting Invercargill's CBD?



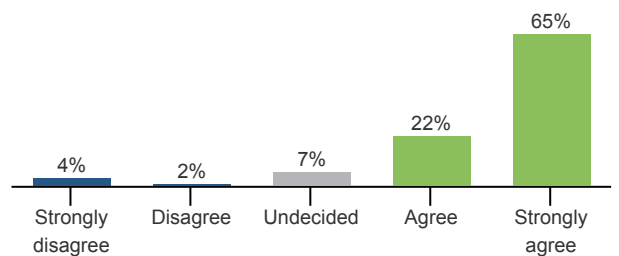
25. Rate the following statement: I feel a sense of pride in how the Invercargill CBD looks and feels



314 Responses

Respondents mostly agreed (37%) or strongly agreed (38%) with the increased sense of pride of how the CBD look and feel.

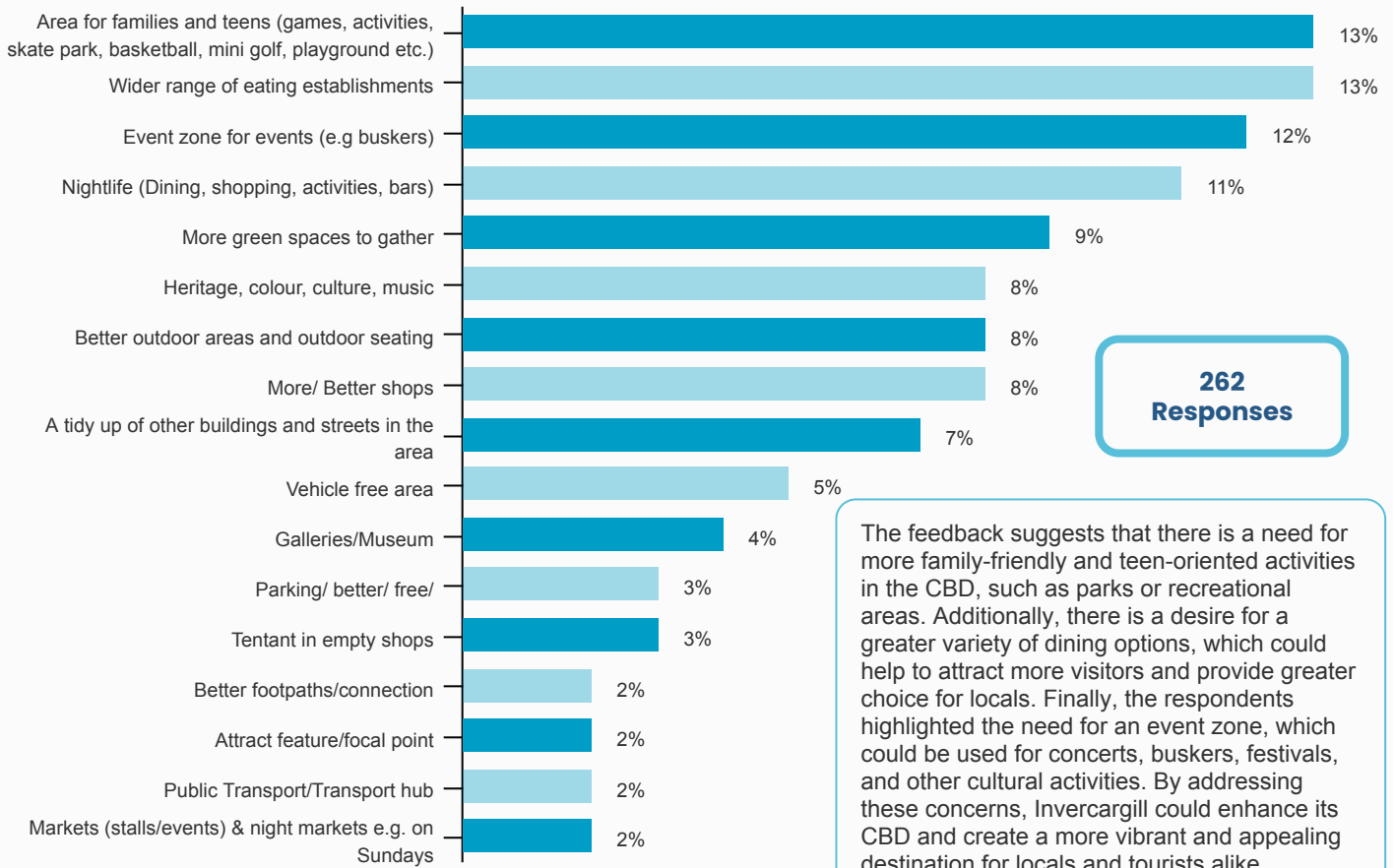
26. Rate the following statement: Having a rejuvenated CBD is good for Invercargill and Southland



310 Responses

87% percent of respondents feel that the rejuvenated CBD is good for Invercargill and Southland.

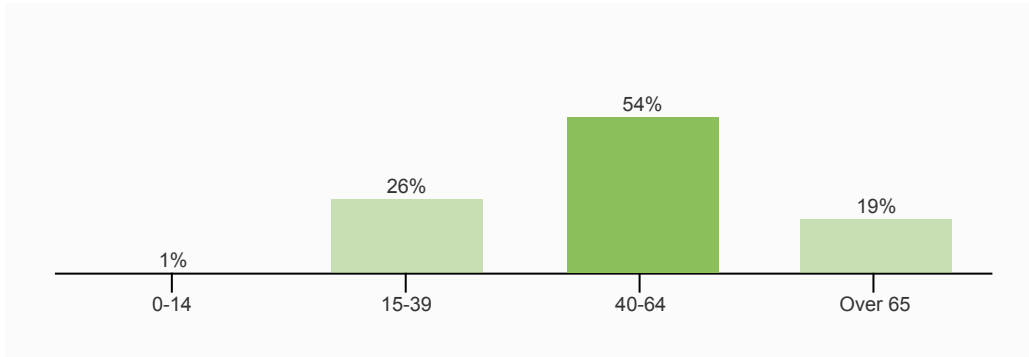
27. Is there anything missing from Invercargill's CBD? (Please note this was an open-ended question)



28. Do you have any other comments regarding Invercargill CBD rejuvenation?



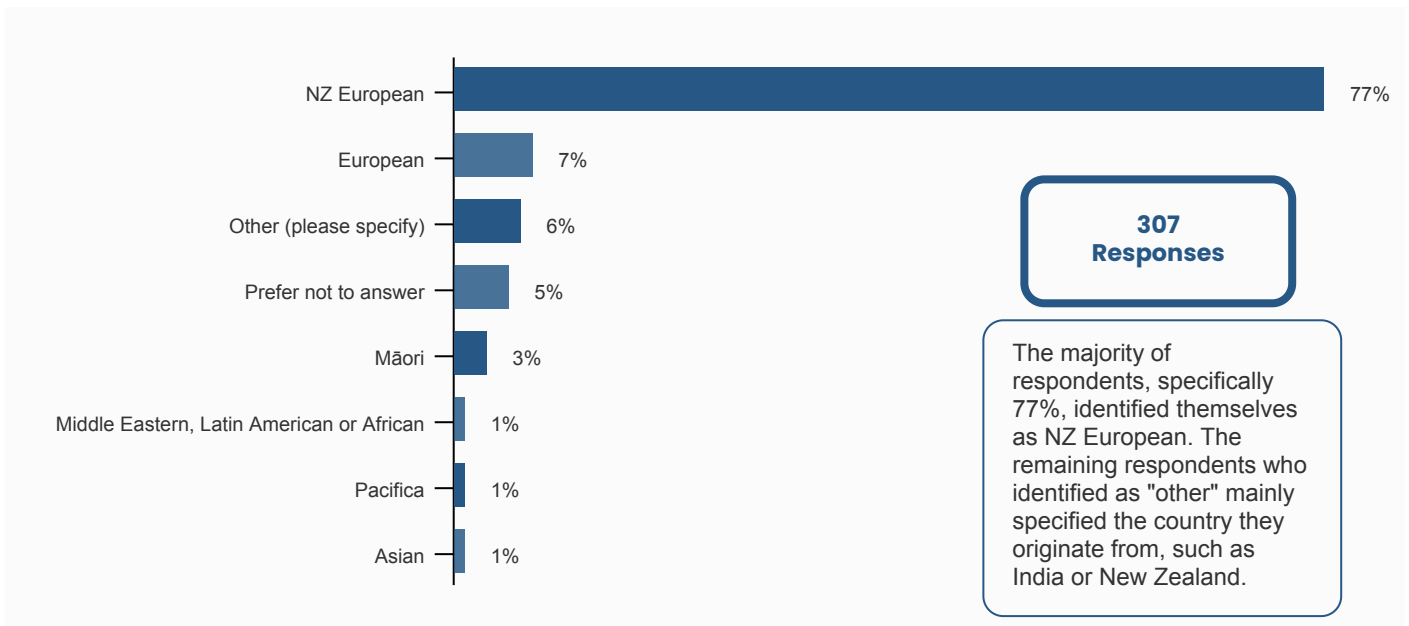
29. How old are you?



307 Responses

Most of the respondents (54%) are aged 40-64 years old, followed by ages 15-39 (26%).

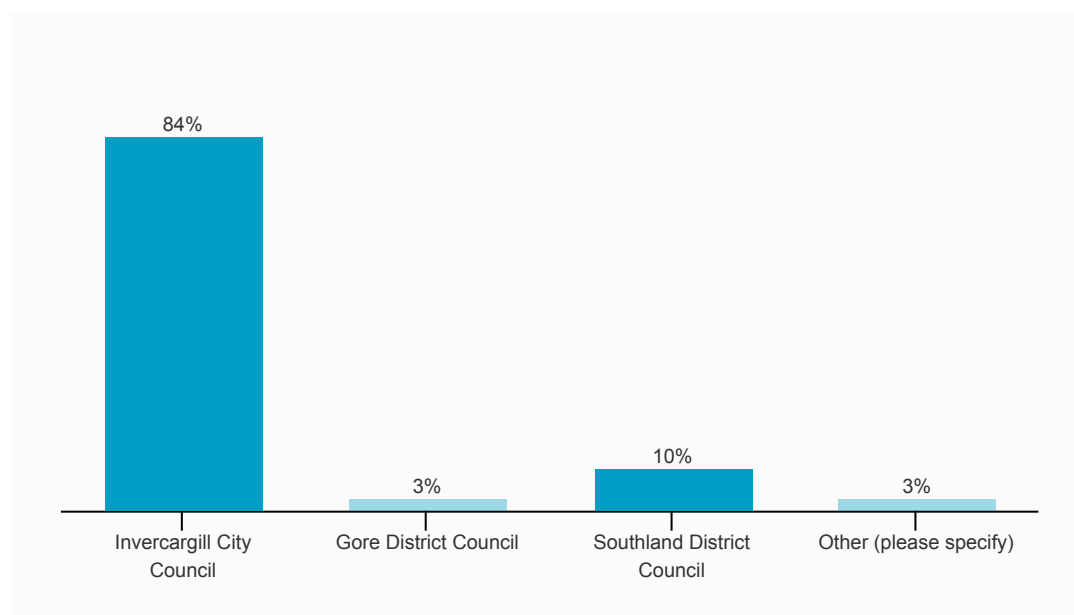
30. What is your ethnicity?



307 Responses

The majority of respondents, specifically 77%, identified themselves as NZ European. The remaining respondents who identified as "other" mainly specified the country they originate from, such as India or New Zealand.

31. What Council area do you live in?



308 Responses

Most of the respondents (84%) live in Invercargill City Council, with 10% indicating they live in Southland District Council.

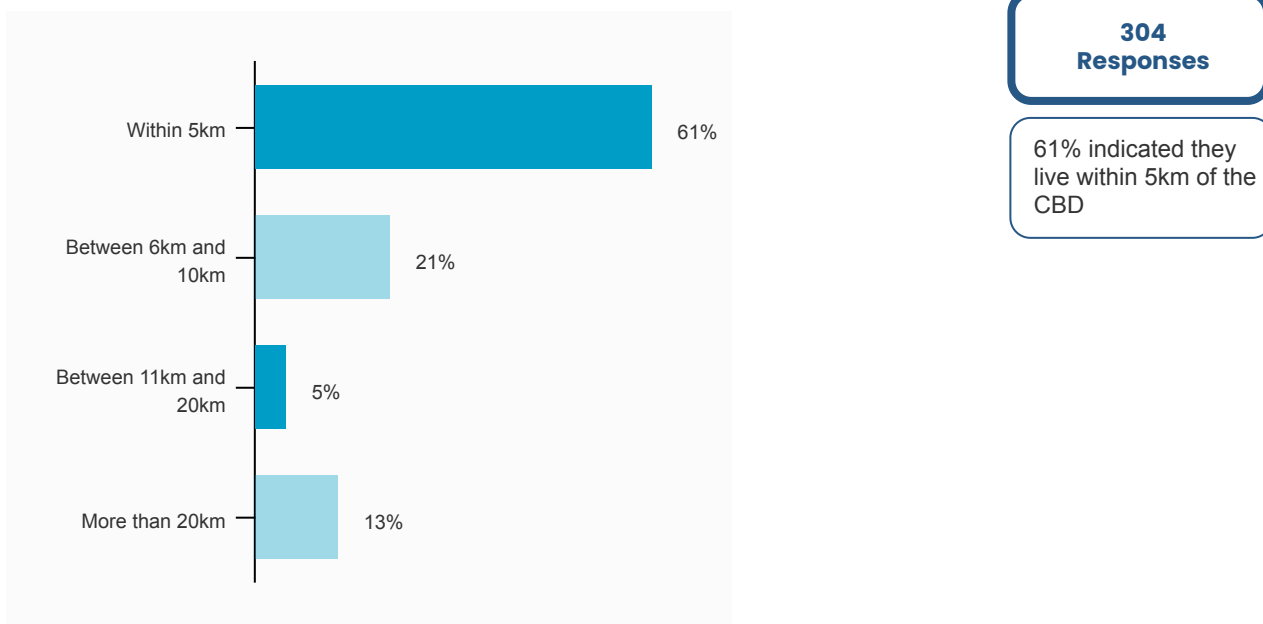
32. Which town do you live in (or are closest to)?



33. Do you live in an urban area or a rural area?



34. How far do you live from the Invercargill CBD?





Business Survey Results



Executive Summary

Beyond 2025 conducted an online survey to gather feedback from local businesses about the major redevelopment projects in Invercargill's Central Business District (CBD), including the mall, streetscape, and The Langlands. The aim was to understand how these changes were affecting the perception and pride of retailers and the wider community.

52 businesses responded to the survey, with 96% of them located outside the mall. The survey found that the majority of businesses (88%) were more likely to speak positively about Invercargill now than before the redevelopment. This was attributed to the fact that the rejuvenation had greatly improved the look and feel of the area, with one-third of the businesses surveyed expressing this sentiment. A positive investment that has been overdue, it is more people friendly and brings people to the city centre, and there are more places to shop and eat, were some of the other reasons mentioned by the businesses.

When it comes to the impact on foot traffic and customer behaviour, 60% of businesses surveyed had noticed changes, with more people in town, increased foot traffic, and people spending longer in town being the main changes reported. However, 14% of people reported that there were fewer people in the outer CBD. 62% of customers who provided feedback had positive comments about the modern look and feel of the rejuvenation, but some expressed negative feedback about the mall, particularly around parking and the perceived lack of options within the mall.

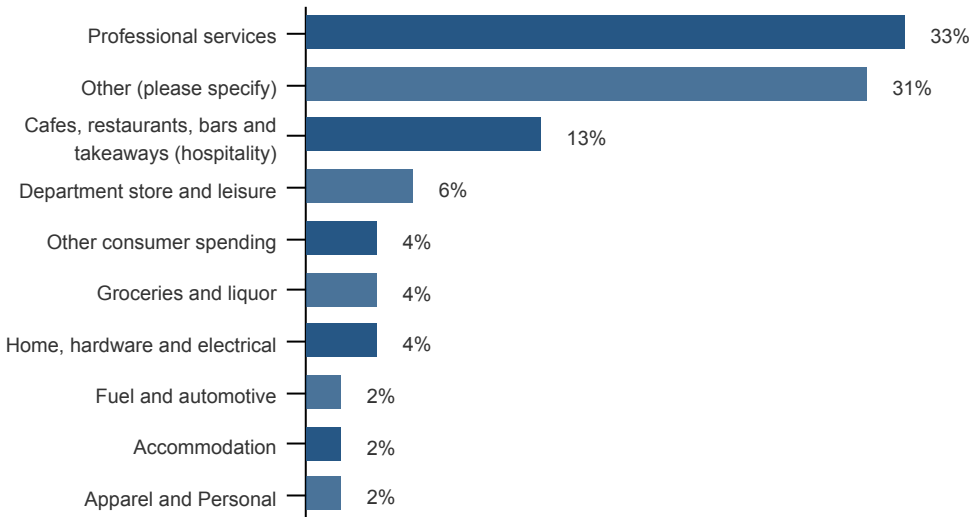
When asked about the future of their store, 62% of businesses agreed they felt positive because of the redevelopment, while 24% were undecided. Furthermore, 91% of respondents agreed that the development of the mall was good for Invercargill and Southland, and 86% agreed that the redevelopment was a positive change for the future of Invercargill.

The survey revealed that 44% of businesses identified the modern and attractive nature of the redevelopment as the primary reason for the positive change. Additionally, 39% of businesses stated that the CBD redevelopment had given the area a sense of heart. Some respondents, however, said that they were not a positive change, citing reasons such as empty buildings, too many chain stores, and the removal of heritage buildings/museum. Some were undecided about whether the redevelopment was a good change as it was too soon to tell, and empty shops were also a reason why people were undecided about the redevelopment.

Finally, the survey asked businesses if there were things they would like to change about the redeveloped CBD, and 60% of respondents stated that there were. Suggestions included keeping Esk Street car-free, improving food and shop options, adding more activities such as events, markets, outdoor cinema, and play zones for kids, expanding/updating surrounding streets, and adding an outdoor undercover place for people to gather.

Overall, the survey conducted by Beyond 2025 provided valuable insights into how the redevelopment projects in Invercargill's CBD were impacting local businesses and the wider community. The feedback gathered will help shape future plans for the area, ensuring that the needs and desires of the businesses and community are taken into account.

1. What type of business do you own?



52 Responses

Thirty-three percent of businesses operate as professional services. Those who specified 'other' are businesses such as florists, a government agency, media, a community hub, a not-for-profit trust, an education provider and agricultural services.

2. Where is your business located?

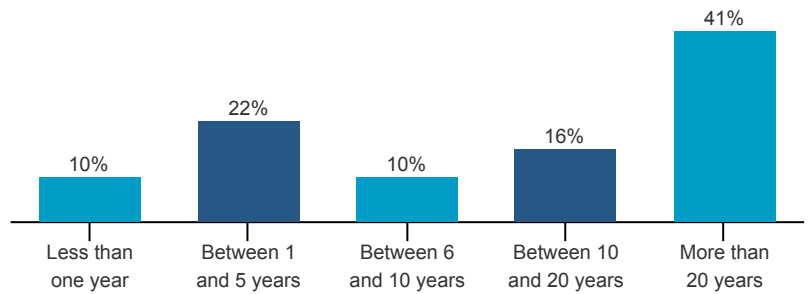
Out of the mall 96%

Inside the mall 4%

52 Responses

Almost of respondents are situated outside of the mall.

3. How long have you been a retailer?



49 Responses

Forty-one percent of respondents have been in business or over 20 years, followed by 22% who have been in business for between 1 and 5 years.

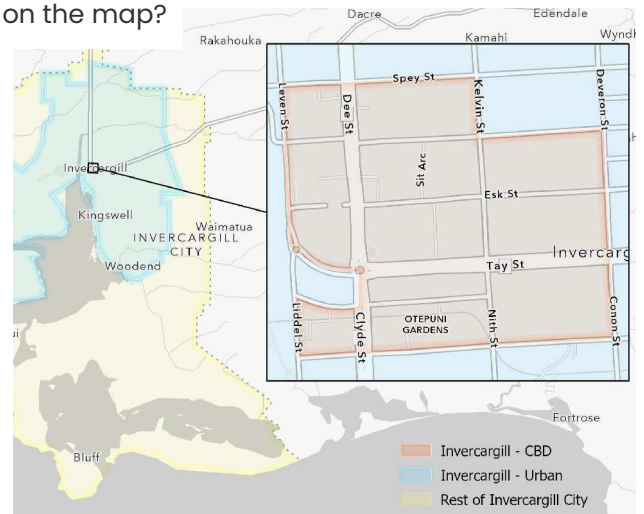
4. Is your store/business located in the area shaded in grey on the map?

55%

45%

51 Responses

Fifty-five percent of respondents' businesses are located within the grey area, and 45% are not.



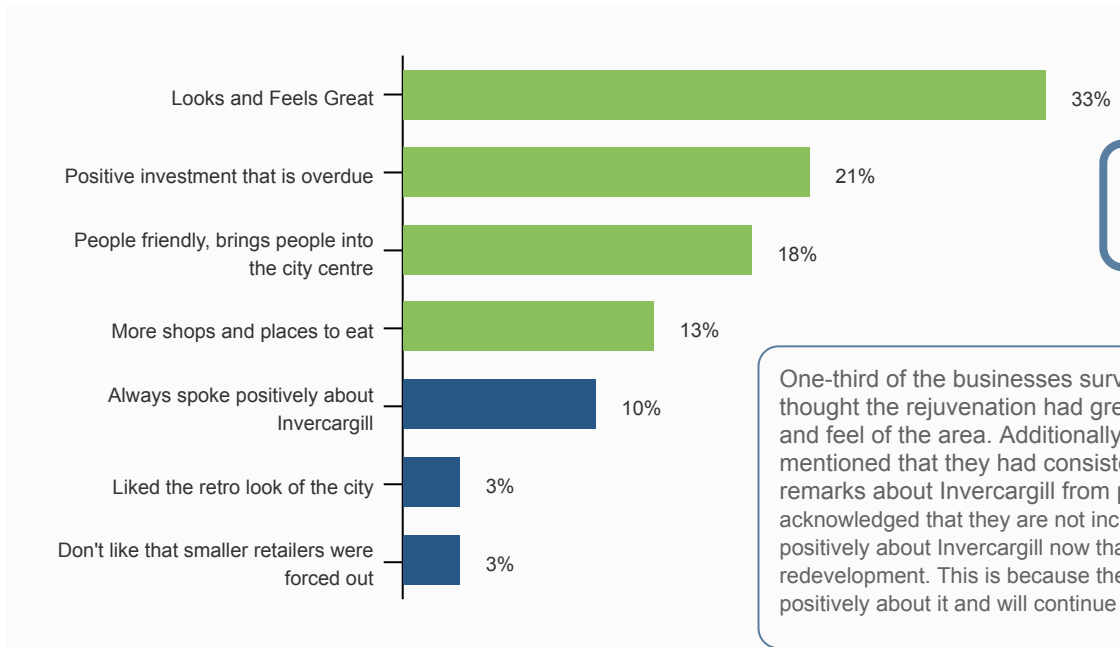
5. Are you more likely to speak positively about Invercargill now than before the redevelopment?



49 Responses

The survey revealed that 88% of the businesses are now more inclined to speak positively about the redevelopment..

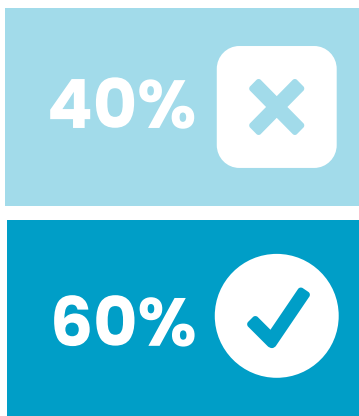
6. Why are you more likely to speak positively about Invercargill now than before the redevelopment?



39 Responses

One-third of the businesses surveyed expressed that they thought the rejuvenation had greatly improved the look and feel of the area. Additionally, some businesses mentioned that they had consistently heard positive remarks about Invercargill from people. 10% of respondents acknowledged that they are not inclined to speak more positively about Invercargill now than before the redevelopment. This is because they have always spoken positively about it and will continue to do so.

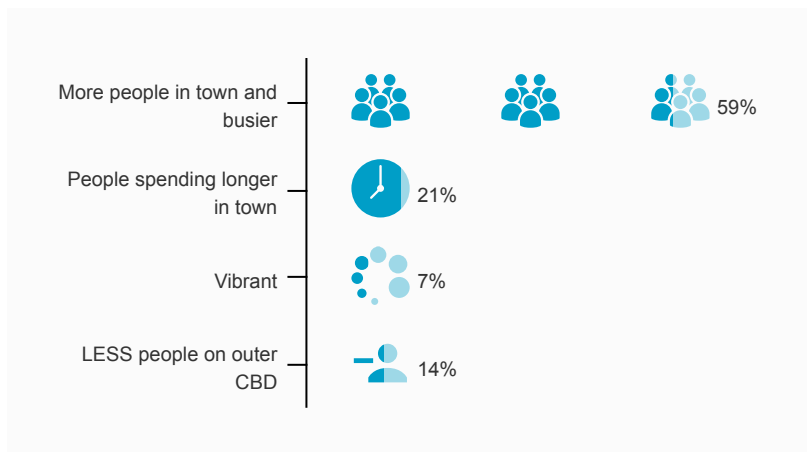
7. Have you noticed any changes in foot traffic or customer behaviour now the redevelopment is near completion?



48 Responses

The survey indicated that 60% of the businesses surveyed had observed a change in foot traffic, while the remaining 40% had not.

8. What changes have you noticed?



29 Responses

Based on the survey findings, most businesses that reported observing a change in foot traffic in the CBD noticed an increase in the number of people and busier surroundings. However, 14% of the businesses noted a decrease in foot traffic in the outer CBD.

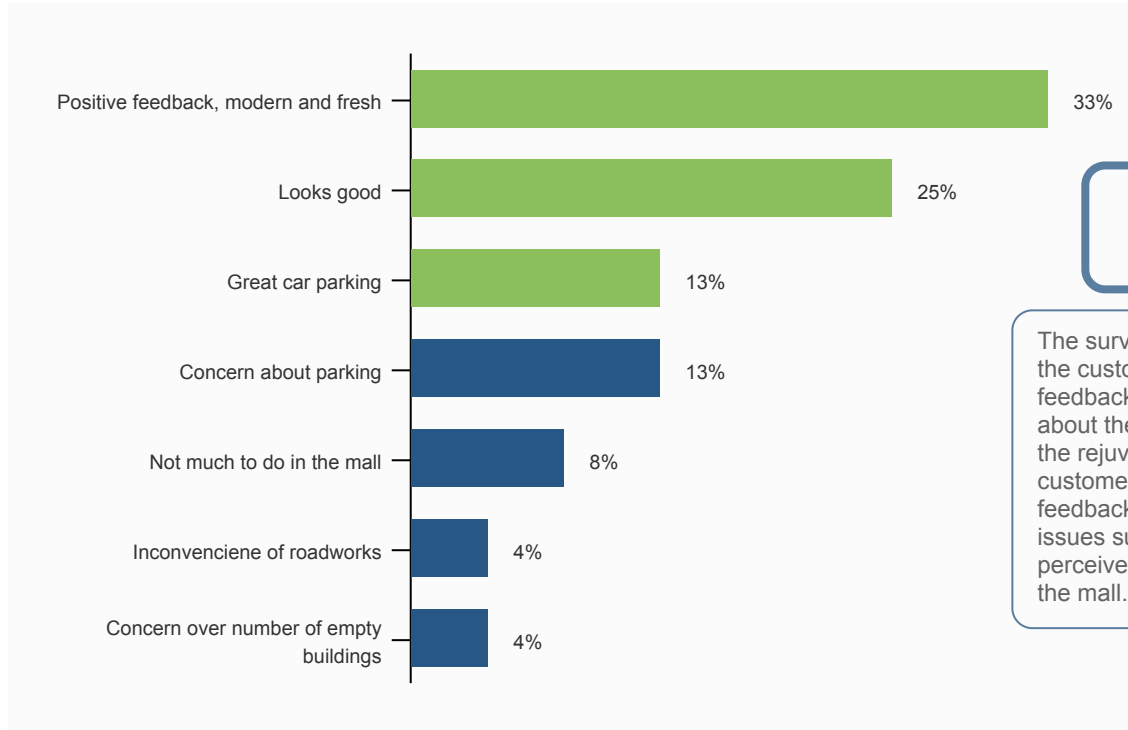
9. Have your customers been giving you feedback about the redevelopments in the CBD?



45 Responses

According to the survey results, 62% of the businesses stated that they had received feedback from their customers regarding the CBD redevelopment.

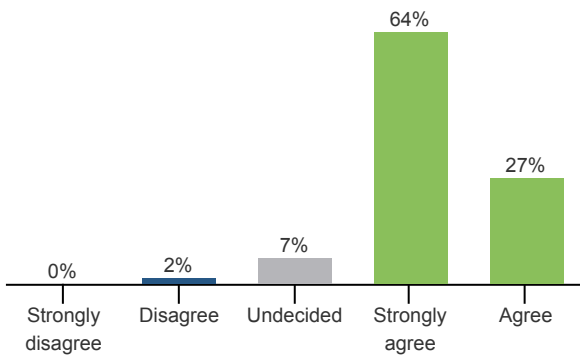
10. What have your customers been saying?



24 Responses

The survey revealed that 33% of the customers who provided feedback had positive comments about the modern look and feel of the rejuvenation. However, some customers expressed negative feedback about the mall, citing issues such as parking and the perceived lack of options within the mall.

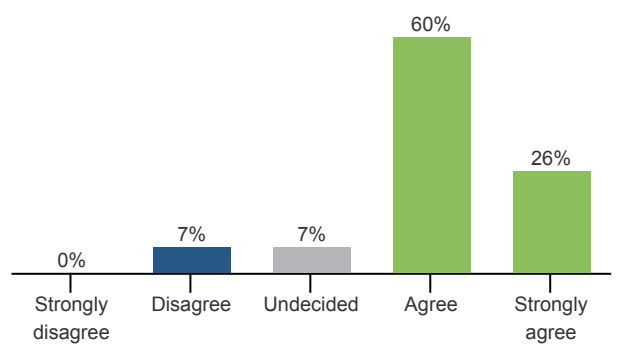
11. I feel a sense of pride in how the Invercargill CBD looks and feels



44 Responses

Ninety-one percent of businesses either strongly agreed or agreed with this statement.

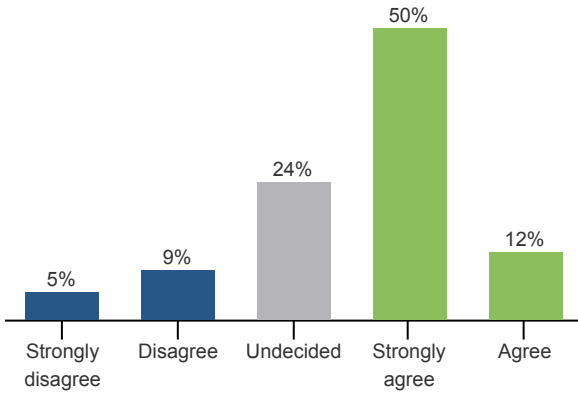
12. The redevelopments have improved the overall experience for customers in the CBD



43 Responses

Eighty-six percent of businesses said they strongly agreed or agreed with this statement.

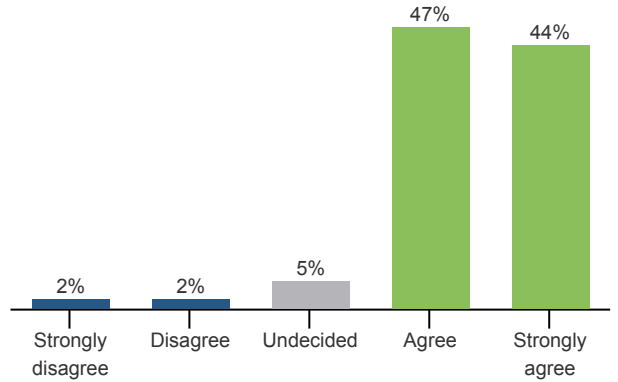
13. I feel positive about the future of my store because of the redevelopments



42 Responses

Sixty-two percent businesses said they strongly agreed or agreed with this statement.

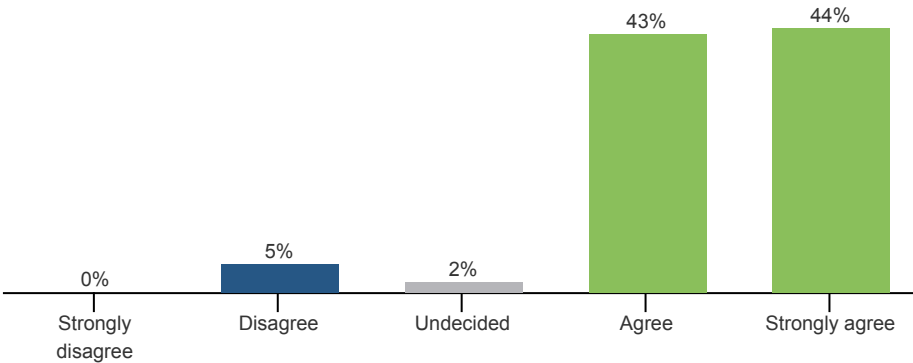
14. The development of the mall is good for Invercargill and Southland



43 Responses

Ninety-one percent of business strongly agreed or agreed with this statement.

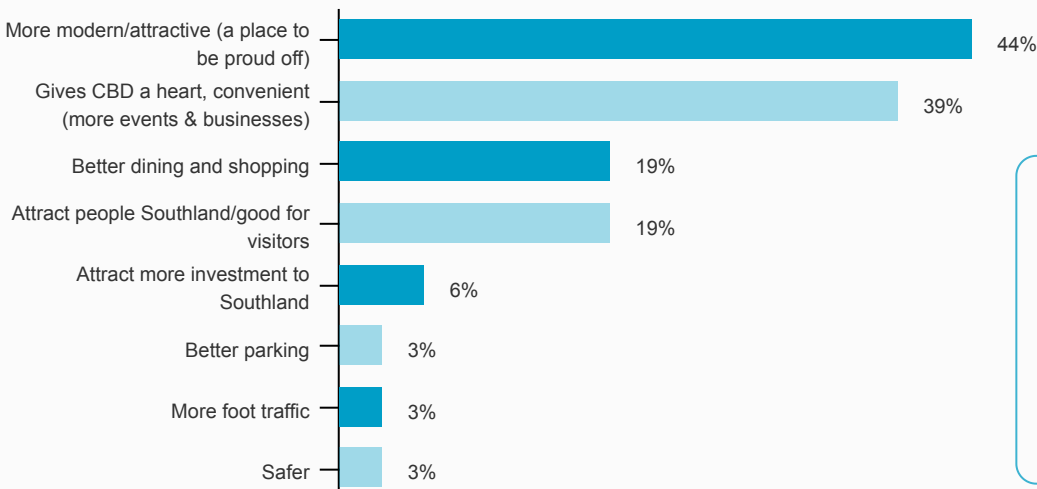
15. The redevelopments are a positive change for the future of Invercargill



45 Responses

Eighty-eight percent of business strongly agreed or agreed with this statement.

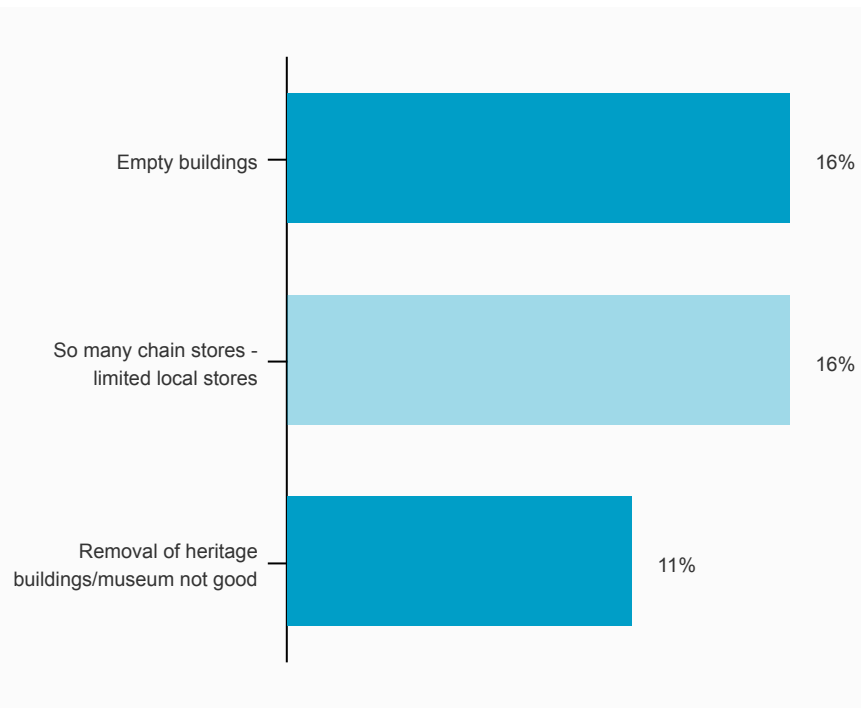
16. Why are they a positive change?



36 Responses

The survey results showed that 44% of the businesses identified the modern and attractive nature of the redevelopment as the primary reason for the positive change. Additionally, 39% of businesses stated that the CBD redevelopment had given the area a sense of heart.

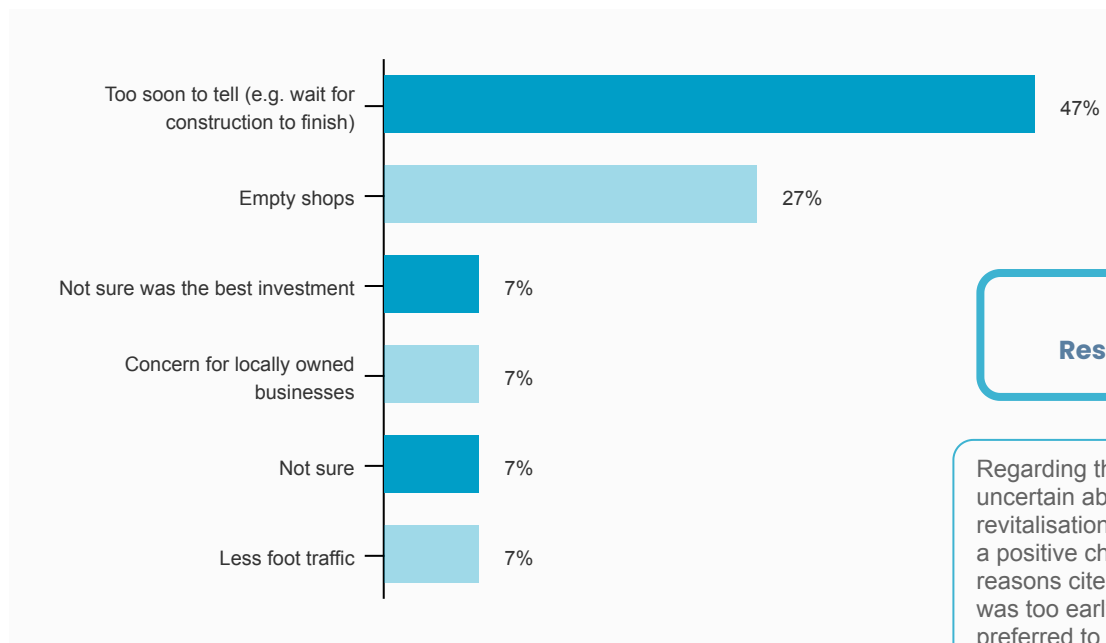
17. Why are they NOT a positive change?



30 Responses

The survey results indicated that empty buildings were the most frequently cited reason for businesses expressing negative opinions about the rejuvenation, with 16% of businesses mentioning this concern. Additionally, some businesses (16%) felt that there were too many chain stores and not enough local stores. It should be noted that the response rate for this particular issue was relatively low.

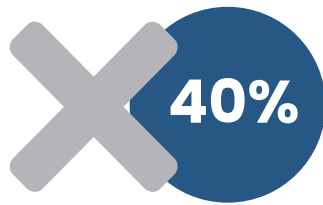
18. Why are you undecided?



25 Responses

Regarding those who were uncertain about whether the revitalisation of the CBD was a positive change, the main reasons cited were that it was too early to tell and they preferred to wait until the construction work was finished. Another significant factor was the presence of empty shops.

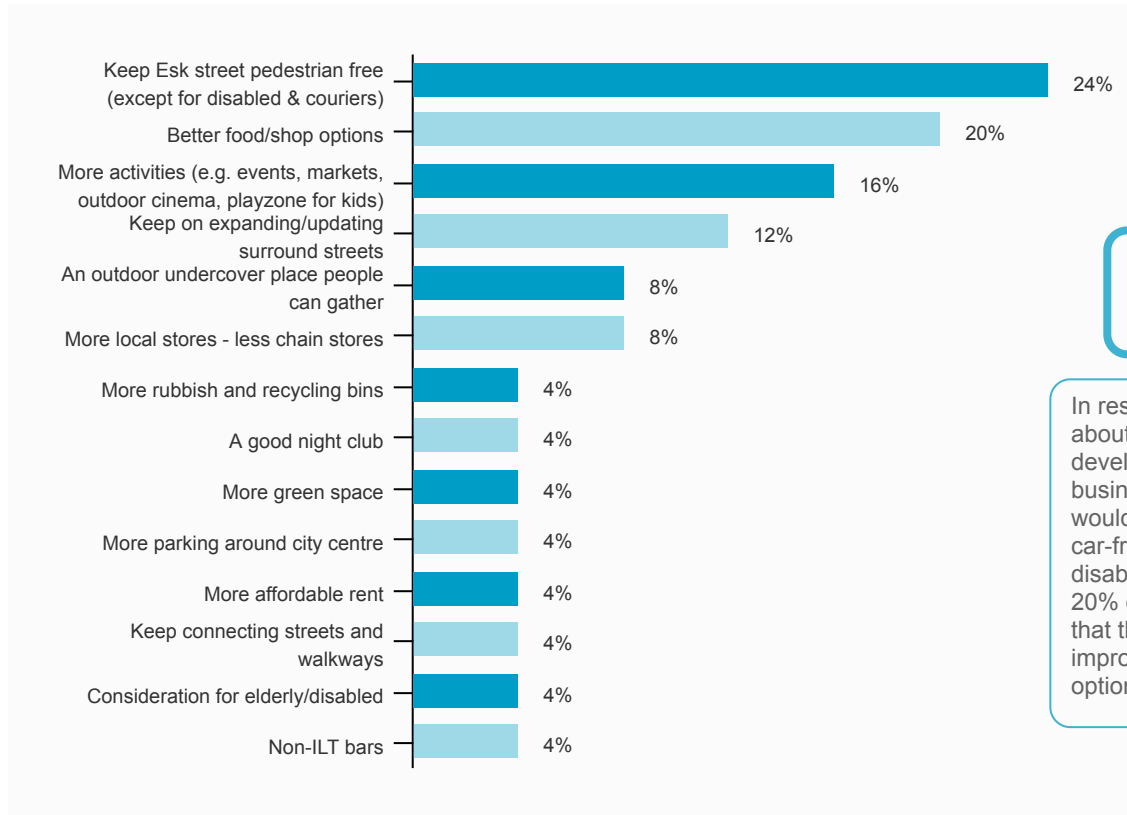
19. Is there anything you would like to change about the redeveloped CBD?



42 Responses

Sixty percent of businesses stated there are things they would change about the CBD redevelopment.

20. What would you like to change?

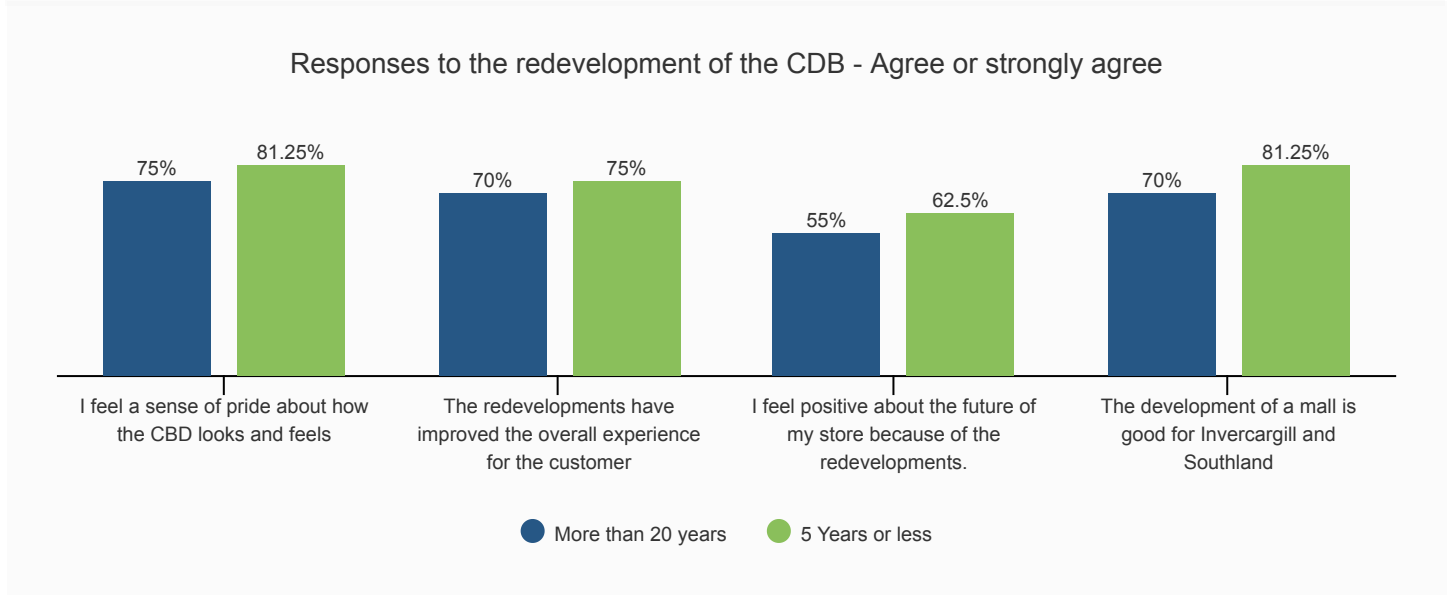
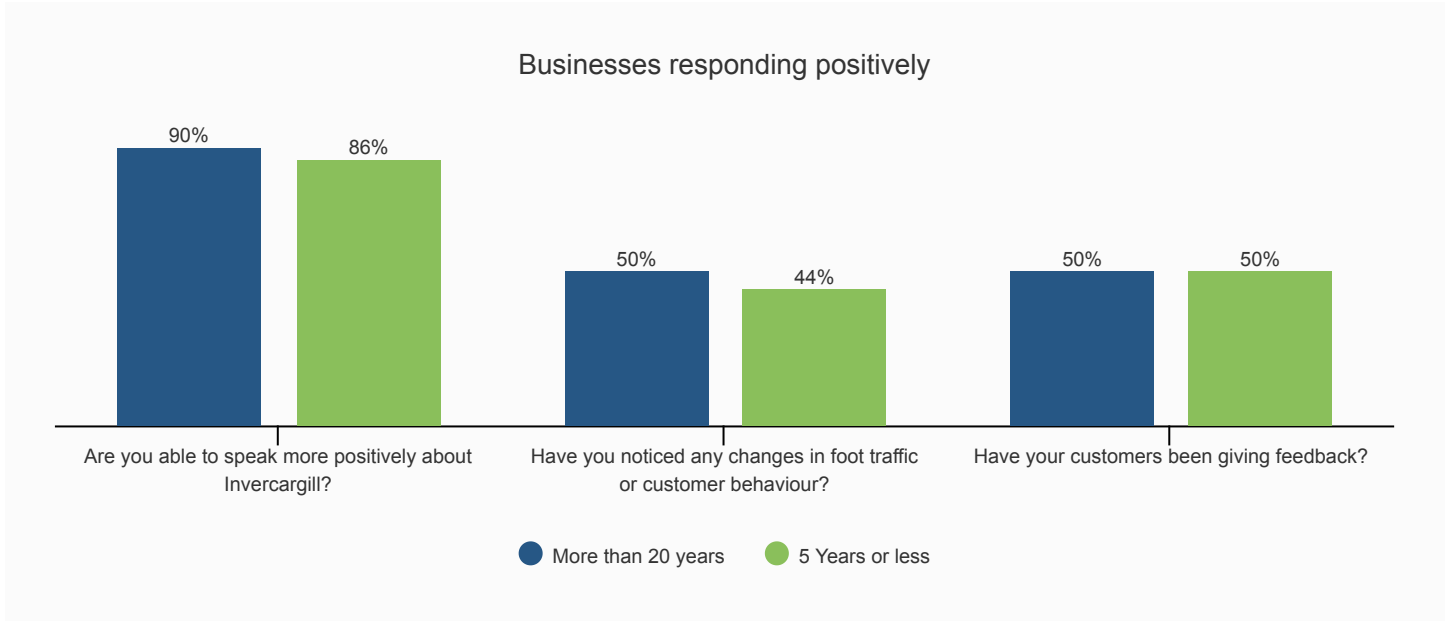


25 Responses

In response to the question about potential changes to the developed CBD, 24% of businesses indicated that they would like to keep Esk street car-free (except for those with disabilities and couriers), while 20% of businesses mentioned that they would like to see improvements in food and shop options.

Additional Analysis: Businesses operating for more than 20 years vs 5 years or less.

The survey examined whether there were any variations in the responses of businesses that had been operating for more than 20 years compared to those that had been operating for five years or less. The charts below present the percentage of positive responses (Yes) from both groups and demonstrate that there was minimal (if any) difference between them. The percentages were used to ensure an accurate comparison.



As you can see from the graph above, those who have been in business for five years or less are slightly more optimistic about the redevelopment of the CBD, than those who have been operating for more than 20 years.

As with any transformation, there are inevitably individuals who express reluctance or encounter difficulties with the changes made. Although there are not many remarks in the business survey, a few businesses have raised valid concerns that may have been overlooked in the dataset. These include the possibility of Esk Street being closed to vehicular traffic, and the distance of disabled parking from those with mobility issues. One business reported a drop in foot traffic to their store on Dee Street, questioning the survival of small, locally-owned businesses. The presence of empty stores has also been highlighted. In addition, it has been observed that the rejuvenation has made the older and less-maintained buildings in the area appear old and run-down.

