

**NOWRA CBD
Revitalisation Survey
Report February 2016**

Nowra CBD



Shoalhaven City Council



0 130 260 520 780 Metres

Map Printed : Tuesday, November 24, 2015





Executive Summary

- Overall – positive response from businesses.
- People were interested in the A4 flyer of the CBD Revitalisation as part of the Master Plan
- 244 businesses contributed to the feedback
- 38% had heard about the Revitalisation
- 15% were not sure but had noticed changes
- 47% had not heard anything.



Executive Summary

- 2,350 people employed by the businesses giving feedback.
- 49 businesses employ 1-2 people
- 135 businesses employ 3-9 people
- 32 businesses employ 10-19 people
- 28 businesses employ 20+ people



Executive Summary

Feedback – questions not specific - rather open ended questions to draw out opinions.

1. Have you heard about the CBD Revitalisation Strategy?
2. Is it heading in the right direction?
3. What do you think needs to happen to revitalise the CBD.
4. How many people do you employ?
5. What do you think the CBD Revit. C'ttee could do to help you grow your business?
6. Anything else?



Executive Summary

Top four priority issues were:

1. Beautification & Buildings (87%)
2. Promotion, Events, Markets, Major attraction, shopping hours (72%)
3. Parking (50%)
4. Safety & Trip Hazards (37%)



Executive Summary

Other issues identified strongly:

- Business, Council, Business Chamber, Business Development (33%)
- A big store & the Shellharbour effect (18%)
- Splitting the town (15%)
- Roads, signage & Traffic Flow (15%)
- The River (14%)
- Empty shops (13%)



Executive Summary

Issues identified by less than 10% of respondents:

- Stocklands
- Graffiti
- Customer Service
- Homelessness



Executive Summary

Two thirds of respondents said that the CBD Revitalisation was heading in the right direction. They liked:

- Fairy Lights
- Jelly Bean Park
- Murals
- Berry Street Upgrade

Executive Summary



And did not like:

- Crime & lack of safety
- Cleanliness & lack of greening
- Lack of parking especially all day parking
- Shops aren't open



Executive Summary

One third of respondents did not think the CBD Revitalisation Strategy was heading in the right direction because these issues were not being addressed:

- Parking
- Safety
- Roads & Traffic
- Footpaths (slips, trips & falls)



Executive Summary

Report distributed highlights some worthwhile ideas – some are low cost and can be achieved in a short term – others are bigger budget achieved over a longer period.

Specific needs were identified for action – listed on page 7 of report.



Recommendations

1. Stage 2 of the feedback to release the results to the business owners who contributed and include a facilitation session to work with some of the issues identified. Note: this is not a visionary exercise rather engagement & ownership opportunity for business. Refer pp 9-11 of report.



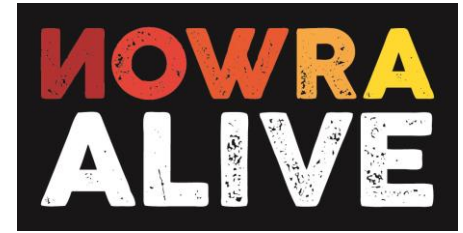
Recommendations

2. Priority be given to the two top issues identified; and a
 - 12 month promotions & events calendar developed
 - implementation of promotions & events calendar – options: a person employed to deliver (budget for person & activities, suggest 100K additional to C'ttee funding) or a nominated organisation (Council, CBD Chamber) to undertake to deliver.



Recommendations

3. CBD Revitalisation Committee to release a one page – of the vision for the CBD that can be displayed on billboards in the CBD and given publicity.



Recommendations

4. A forum for CBD businesses held to talk about the Revitalisation and other regions experiences eg Wollongong. Invite key management to speak and share their business vision from Stocklands (state/national manager) and Woolworths (state/national manager).



Question?

Who is going to drive NOWRA ALIVE in 2016?

In 2016 how do we build on

- Micro galleries
- 12 month busking schedules
- Mural plans
- Radio content and publicity of what is happening?