

# INVERCARGILL CENTRAL BUSINESS DISTRICT DEVELOPMENT

## Survey Report on Southland Residents' Opinions

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## EXECUTIVE SUMMARY

This feasibility study was commissioned by HWCP Management Limited and was completed in July 2018.

### **Survey Purpose**

- To assess the level of support within the Southland community for the proposed re-development of Invercargill's Central Business District (CBD).
- To assess the key reasons that the community have for either supporting the proposed development or for not supporting it.
- To collect some initial information on the shopping habits of the Southland community, with a view to expanding this part of the survey at a later date to assess the extent to which the re-development of the CBD may attract additional retail shoppers to the CBD.

### **Summary of the Main Findings**

- There was overwhelming support for the plan to re-develop the Invercargill CBD, with 86.5% of those surveyed in favour of the proposal.
- Only 3.5% of respondents said they did not support the re-development proposal, while 10% were undecided.
- The re-development of the CBD was rated as being essential for the city and region by 63% of those in favour of the project.
- Those in favour of the re-development saw its' major benefits as being:
  - the chance to revitalize the city centre by drawing more people back to the CBD and;
  - generating jobs and attracting more tourists and others from outside the region.
- The quality and variety of retail and food outlets contained in the re-development was seen by many to be a key factor in determining the success of the project. Adequate parking and the provision of social, family and community facilities within the re-development were also seen as important factors.

# SURVEY OF SOUTHLAND RESIDENTS

## 2.1 Description of the Survey

A telephone survey of households in the Southland region was conducted between 18<sup>th</sup> and 27<sup>th</sup> of June 2018, using both cellphone and landline contact numbers.

The survey questionnaire was designed to collect the following information from respondents:

- Whether they were aware of the proposed re- development plans for Invercargill CBD.
- Whether they supported the plan to re develop Invercargill CBD and if so how strong their support was.
- The reasons that they may have for not supporting the plan to re-develop the CBD.
- What the re-development would need to contain or provide in order for those who were neither for nor against the proposal, to change their stance and support the re- development.
- How they would like to be informed of the proposed CBD re-development.
- The city/town they most preferred to conduct their retail shopping.
- The extent to which they visited the centre of Invercargill and reasons for their visits.

The questionnaire used in the survey is attached as Appendix 1.

### ***Survey Coverage***

A total of 400 interviews were conducted, with 189 of respondents living in Invercargill or in the immediate vicinity of the city and 206 living in the remainder of Southland. Using the 2013 Census of Population data for the resident population of Southland aged 18 years and over, this sample gives a margin of error +/- 4.9% at the 95% confidence interval.

There was a slight bias towards female respondents in the survey sample, with females making up 58% of the sample compared to the 2013 Census which showed the female share of the 18 years+ Southland population at 51.5%. The bias towards the older population in the survey was slightly heavier, with the proportion of 41 years+ in the sample being 76%, compared to the Census which showed 64% of the 18 years+ Southland population as being 41 years+.

## 2.2 The views and opinions of Southland residents on the proposed CBD re- development

Section 2.2 brings together the main points arising from the analysis of the survey responses. Additional detail is contained in the appendices.

Responses to each part of the survey are generally presented in two forms (a) all respondents (b) respondents separated into Invercargill (and immediate surrounds) residents and those living in the remainder of Southland. For the purposes of this survey "Invercargill and immediate surrounds" was defined as those residing within Invercargill city or within a five minute drive of the city outskirts.

### 2.2.1 Extent to which respondents were aware of the proposed re-development plans for Invercargill CBD

Overall, 81% of those surveyed were aware of the proposed re-development. Those residing outside the city (77%) were less likely to have read or heard of the proposal compared to Invercargill residents (88%).

Publicity and information releases on the development increased mid-way through the survey, therefore awareness may well have increased since this survey was conducted.

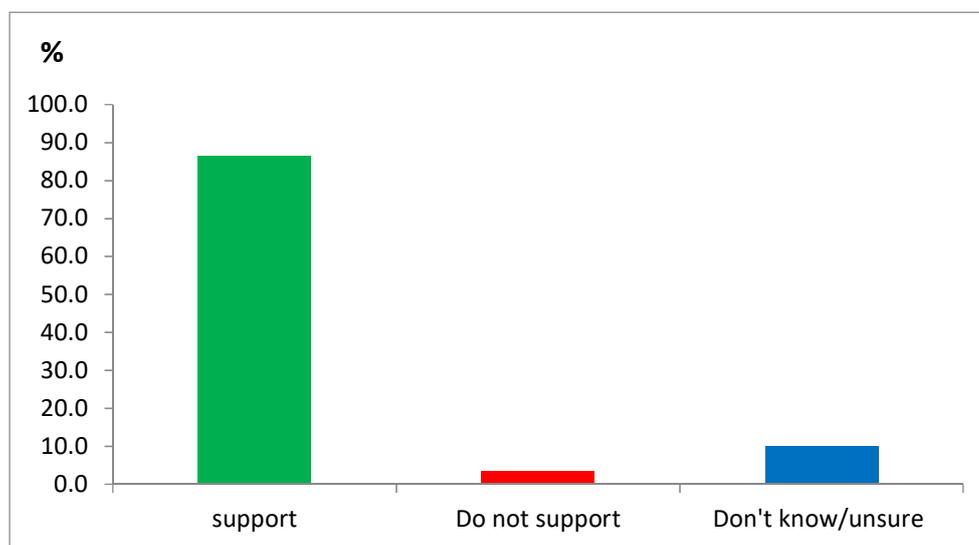
All respondents were given brief details of the development before commencing the interview and these are shown in Appendix 2.

### 2.2.2 The degree to which respondents did or did not support the proposed re-development

There was overwhelming support for the development with 86.5% in favour compared to only 3.5% who were not. Ten percent were unsure or would not commit at this stage and they were later asked to provide reasons for this (see section 2.2.5 below).

Support for the development was stronger amongst Invercargill respondents, with 90% in favour compared to 83% of those living in areas outside Invercargill.

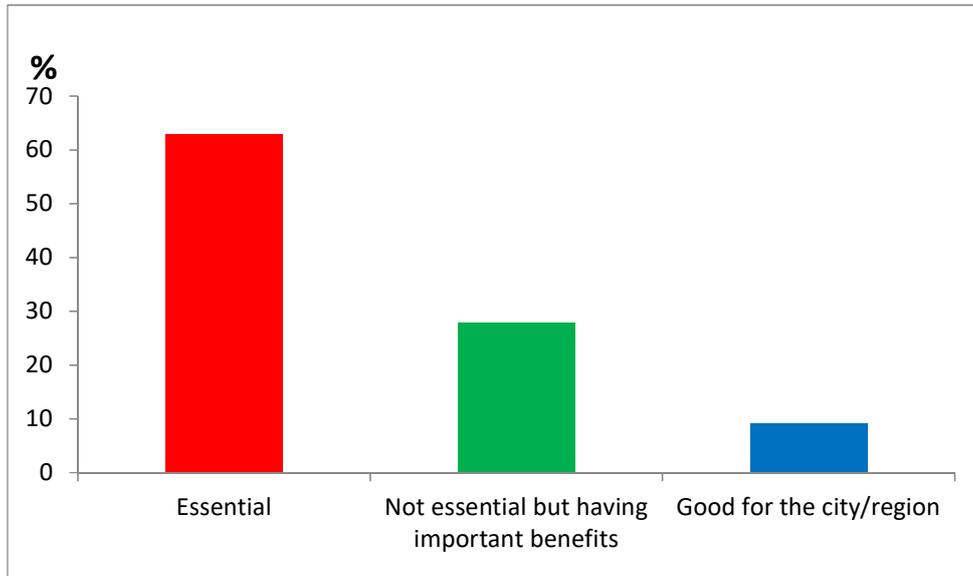
**Graph 1: Level of support for proposed development**



### 2.2.3 Those supporting the development - How important do they think this development is to the city and region?

Respondents in favour placed a high degree of importance on the development, with 63% rating the development as essential for the city/region. Those within Invercargill were more inclined to rate it as essential, 72% opting for this compared to 55% of those living outside the city.

**Graph 2: Degree of importance placed on the development**



#### **2.2.4 Those who do not support the development - their reasons**

Approximately half of those not supporting, cited the cost of the development as their main reason. A further quarter regarded the development as a “lost cause”, having seen too many businesses already moved away from the CBD. The remaining quarter either had parking concerns or saw no need for the development. Appendix 6 contains the comments made by these respondents.

It should be borne in mind that only 3.5% of respondents did not support the development and that the majority of these lived outside the city.

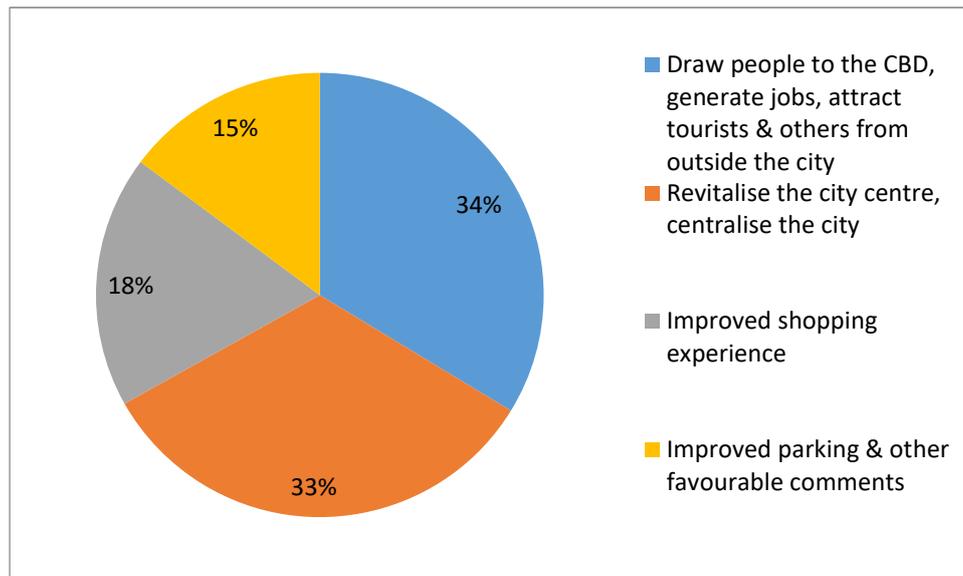
#### **2.2.5 Those who were neither for nor against the development – what would they need to see in the development in order for them to support it?**

The ten percent of respondents who did not commit to supporting the development, required clarification on several issues before deciding one way or another. Almost a third of these failed to give any specific reason for their undecided situation. The remainder were largely concerned over parking issues, cost issues including ratepayer implications, or requiring more details of the new retail outlets that would locate to the developed area. A smaller number had concerns over the implications for historic buildings/city history, or the affect the development would have on existing businesses in the city. All of these comments are included in Appendix 5.

### 2.2.6 For those who support the development - What do they think would be the biggest benefit that this would bring to the city?

Although a proportion of these respondents seemed to focus on the benefits that would affect them directly, such as an improved shopping experience and improved parking facilities, the majority of comments were directed towards the benefits that would accrue to the city as a whole. Mention was made here of job creation, improved visitor attractions and appeal of the city, among other things. Appendix 3 contains the comments provided.

**Graph 3: The main benefits that the development would bring to the city**



### 2.2.7 For those who support the development - What do they think the development needs to provide or contain in order for it to be a success for the city?

The feedback from respondents was quite varied and has been grouped loosely into four broad categories. The most common feature identified by respondents however was the need for the development to contain retail and food outlets (44% of the responses received). With regard to retail, the emphasis was on the variety of retail stores, in terms of choice and budget. The focus on food outlets was more directed towards cafes and food courts. Some of the responses included in this section also contained comments on suitable parking.

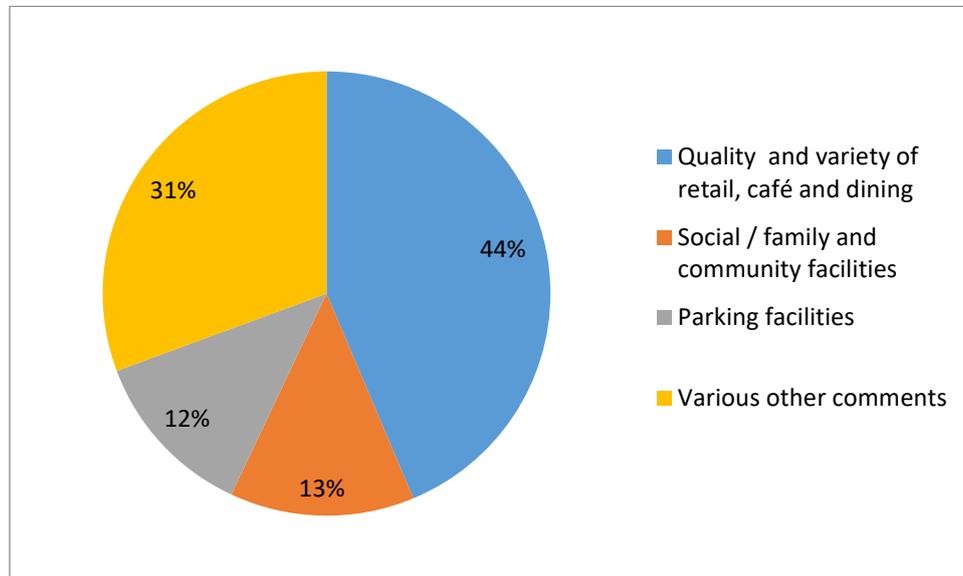
Social/family and community facilities were highlighted by around 13% of respondents. These tended to focus on activities and attractions for the young and youth. There was also mention of attractive public spaces, including family friendly covered areas.

The need for adequate parking was highlighted by around 12% of respondents. In addition to the need for disabled parking, there was also mention of covered, affordable and ample parking.

The remaining comments which account for around 31% of respondents and tend to be wide ranging, are included under the heading "various other comments". Some of these

mention that they are quite happy with the facilities and features currently outlined in the re-development proposal, but for a fuller evaluation the comments are best viewed in Appendix 4.

**Graph 4: What the development needs to provide or contain in order for it to be a success for the city**

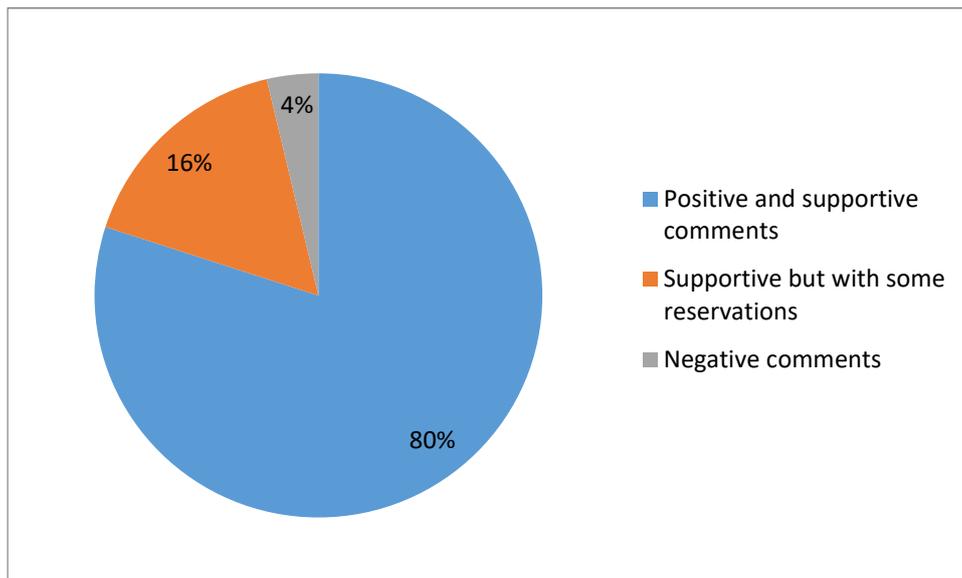


### **2.2.8 Additional comments on the proposed development – provided by the respondents at the end of the interview**

34% of the respondents included some additional comments at the conclusion of the interview. 80% percent of these comments were supportive and positive towards the proposed development. A further 16% expressed some reservations about the development, made up largely from those supporting the development and the remainder coming from those who were unsure whether they supported the project. The remaining 4% percent of comments were negative towards the development and were all made by those who did not support the project, see Chart 5 below.

A common theme among the positive and supportive comments was the desire to see the development go ahead as quickly as possible and included phrases such as “couldn’t have come soon enough”, “about time” and “just think it needs to get going”. All the additional comments are provided in Appendix 7.

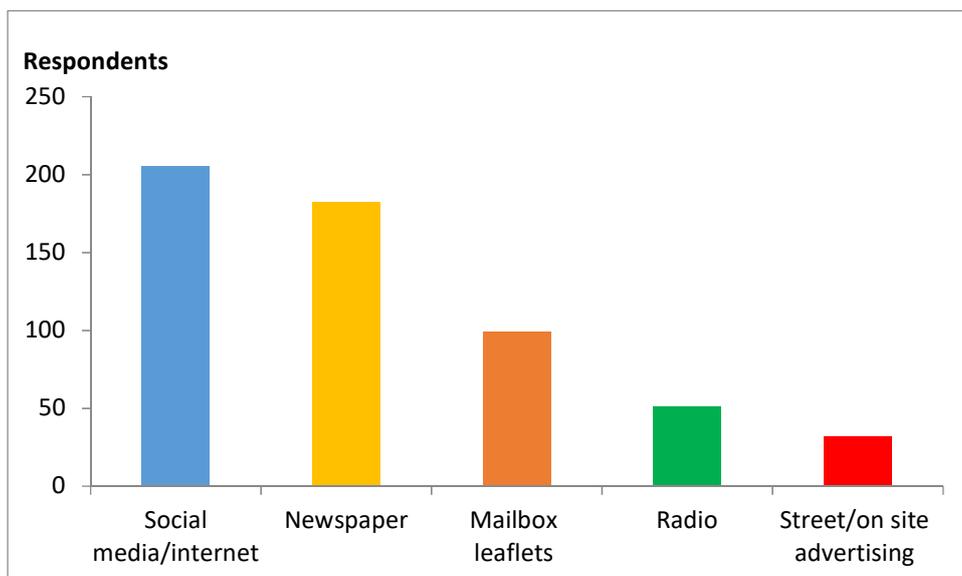
**Graph 5: Additional comments from respondents on the proposed development**



**2.2.9 Ways in which respondents prefer to be updated on the proposed development**

Respondents were asked how they would prefer to hear about the proposed development. The internet was the most popular option, especially facebook, and to a lesser extent through e-mail and websites. This was closely followed by the newspaper and to a lesser extent leaflet drops via mailbox. Radio and street/on site advertising were less favoured.

**Graph 6: Preferred methods of receiving information on the proposed development**



## 2.3 Shopping preferences of Southland residents and their use of the CBD Summary of the survey results

A secondary aim of this survey was to collect some initial information on the shopping habits of the Southland community, including the reasons for their visits to the Invercargill CBD. This information could have input into a future survey aimed at quantifying the extent to which Southlanders prefer to visit towns and cities outside Southland, to carry out retail shopping.

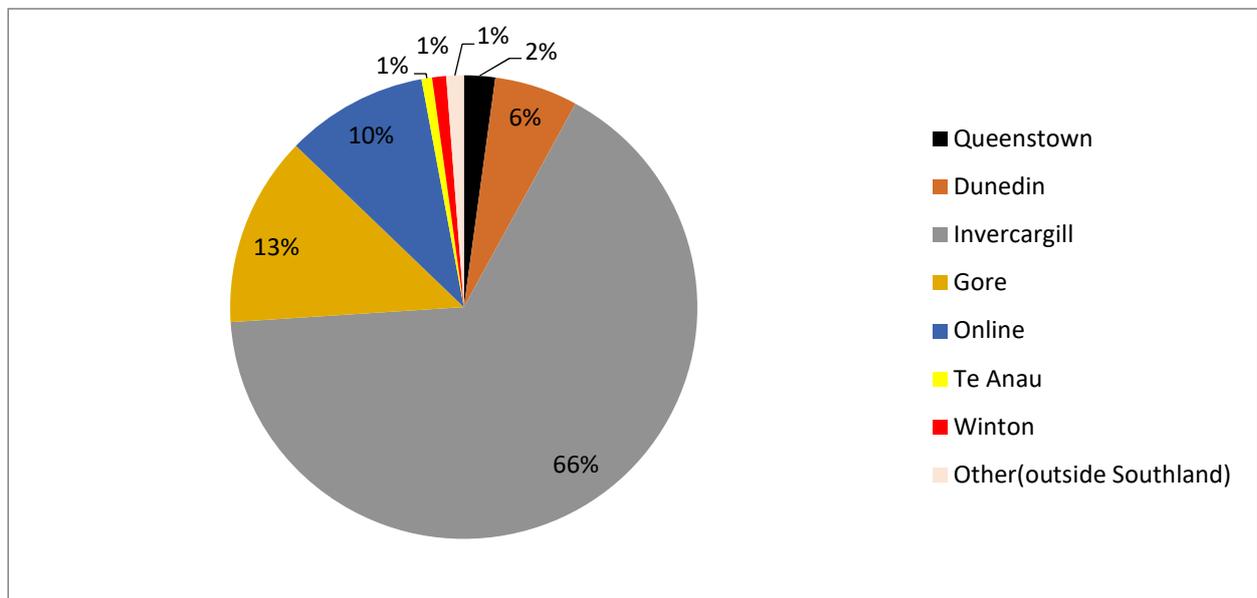
### 2.3.1 The preferred retail shopping locations of Southland residents

Respondents were asked to identify their most preferred retail shopping location. The responses give some limited insight into the shopping habits of Southlanders, although the phrasing of the question “most preferred” can have different meanings to different people.

In order to gain a more reliable and accurate indicator of the actual amount of retail shopping carried out by Southlanders outside the region (e.g. Dunedin and Queenstown) an additional survey would need to be carried out.

Taking these results in isolation however, 9% percent of Southlanders “preferred” to shop outside Southland, almost the same proportion as those preferring to shop online. Invercargill as expected was by far the popular choice with 66% of respondents, followed by Gore with 13%. All respondents who preferred Gore lived outside Invercargill and its immediate surrounds.

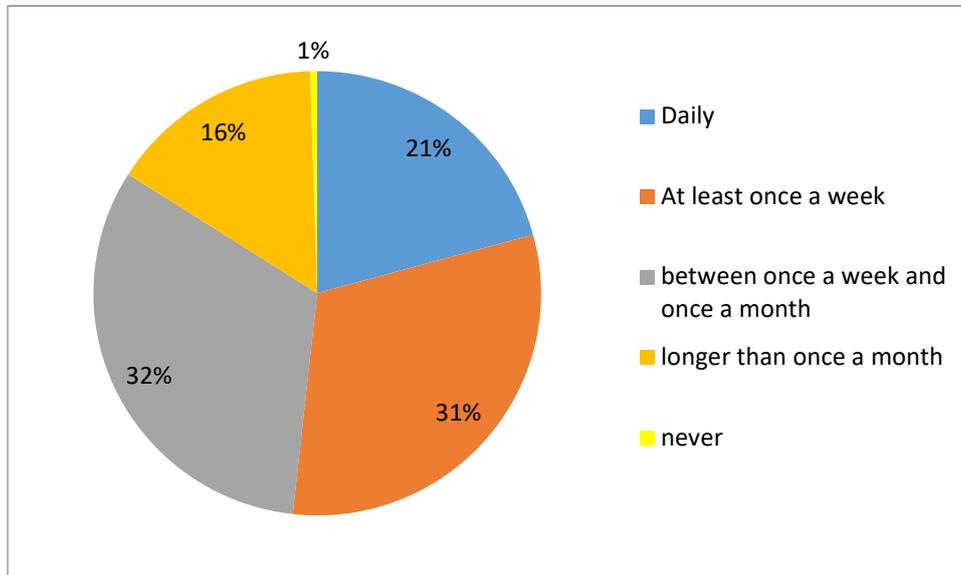
**Graph 7 Preferred retail shopping locations**



### 2.3.2 How frequently do Southland residents visit Invercargill city centre

Slightly over half the respondents said that they visit Invercargill city centre each week, 21% on a daily basis. If we look solely at those who reside in Invercargill or its' immediate surrounds, then 74% said that they visit each week.

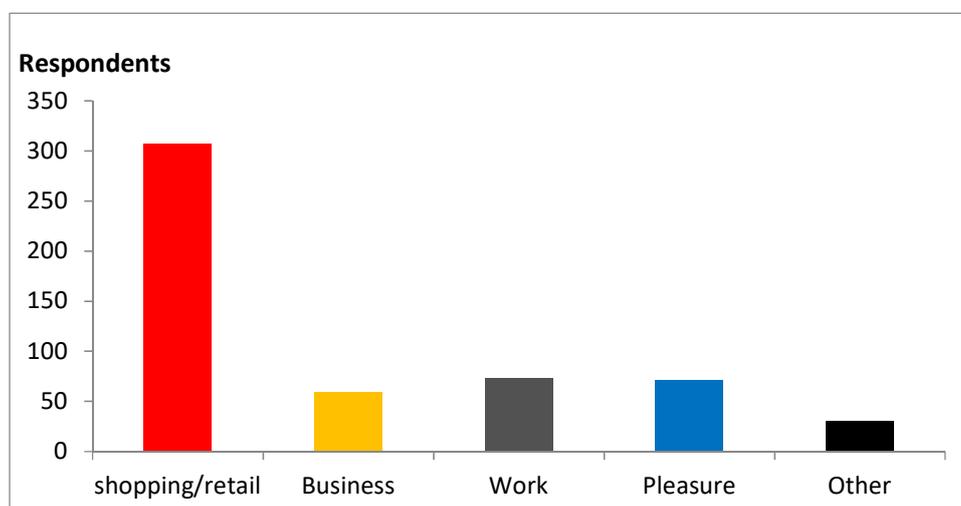
**Graph 8: Frequency of visits to the centre of Invercargill**



### 2.3.2 What is the main reason for Southland residents visit

The predominant reason that respondents visited the centre of the city was to shop. A high proportion, around 40% of respondents, gave more than one reason for their visits e.g. mixing shopping and business. Of those who visited the centre to shop, 40% did so at least once a week and of those who lived in Invercargill or the immediate surrounds, this figure is 59%.

**Graph 9: Usual reason for visiting the centre of Invercargill**



# APPENDIX ONE: Survey Questionnaire

## Invercargill CBD Development

### Household Questionnaire and guidelines for telephone interviewers

#### **Phone introduction:**

Good morning/afternoon/evening my name is \_\_\_\_\_ from the Southern Institute of Technology, we have been asked to conduct a short survey to assess Southland residents' views on the proposed re-development of the business and retail area in the centre of Invercargill City. May I please speak to a person in your household who is over 18 years of age and can best answer questions regarding the proposed re-development.

If not available ask.... When would be the best time to contact this person?

If unsure or unwilling to commit then ask

May I have a few moments of your time to ask some questions? It will take around 5 minutes.

---

**Q1** Interviewer to record location (as either Invercargill and immediate surrounds or outside Invercargill) ask if not provided on database.

**Note** - Immediate surrounds means within a five minute drive of the outskirts of Invercargill.

**Q2** Where is your most preferred retail shopping location? (choose one only)

- Queenstown
- Dunedin
- Invercargill
- Gore
- Online
- Other \_\_\_\_\_

**Q3** How often would you normally visit the centre of Invercargill?

- Daily (at least twice a week)
- Weekly (once a week)
- Between once a week and once a month
- Longer than once a month
- Never
- Other (specify)

**Q4** What is the most common reason for your visits to the centre of the city?

- Shopping / retail
- Business
- Work
- Pleasure

- Other ( expand)

**Q5** Are you aware that there are plans to re-develop the business and retail area in centre of Invercargill City.

- Yes
- No

**Then for all respondents** - “Just to give you some brief details about the proposed development” - and the interviewer to go over the bullet points in the notes **The Proposed Development.**

**Q6.** Do you or would you support the idea of re-developing the business and retail centre of Invercargill?

- Yes (go to A)
- No (go to B)
- Don't know/Maybe (go to C)

**A. YES**

I'm going to ask you **how important you think** this re- development would be by choosing **one** of these three options

In terms of the city and region, would you rate this re-development as?

- **essential** for the city and region or
- not essential but having some **important benefits** for the city and region or
- not essential or having important benefits but something that would be good for the city and region
- None of the above

If none of the above then ask what their reasons are

.....

What do you think would be the biggest benefit of this re-development?

.....

To be a success for the city, what do you think this development needs to provide or contain.

.....

**B. NO** ask why not

.....

**C. DON'T KNOW/MAYBE**

What would you want to see in this development in order for you to support it?

.....

**Q7** How would you like to know about the CBD Developments?

- Social Media / Internet (specify)\_\_\_\_\_
- Newspaper
- Street advertising
- Radio
- Mailbox leaflet
- Other \_\_\_\_\_

**Q8**

Gender (do not ask)

- Male
- Female

**Q9**

May I please ask whether you are?

- Less than 25yrs of age
- Between 25yrs and 40yrs
- Between 41yrs and 60yrs
- Over 61 years
- Does not want to say

**Q10** Do you wish to add any further comments on the proposed re-development?

.....

**Thank you for participating in the survey**

## APPENDIX TWO: Survey Interview Notes

### Interviewer Notes

#### Proposed development

- The proposal is to re-develop the entire block bounded by Tay, Dee, Esk and Kelvin
- Development would contain new - retail, food, office, residential apartment and medical premises
- Demolition to start early 2019 and development to be completed within 3 - 5 yrs.
- Will also have covered parking (1000 spaces).
- The Facades (fronts of buildings) will be retained in three areas on Esk and Kelvin streets.
- Currently 34 of the 36 buildings within the development block are rated as earthquake prone and will need to be strengthened or demolished within 25yrs or within 12.5 years if they are identified as priority buildings by the Invercargill City Council. In the case of the three heritage buildings within the development, a time extension may be granted beyond 25yrs.

#### Optional if asked

- Kelvin Hotel and Cinema to stay
- The façades of the following will be retained
  - Southland Times (67 Esk St) and Quest/Bonsai buildings at 35 Esk Street
  - Thompson building where Beauty and Beyond is based at 18 Kelvin Street.
- Road layouts to stay the same
- HW Richardson Group and the Invercargill City Council are funding the purchase of land and old buildings
- Looking to finance the whole re development project by attracting new equity partners.
- The re development will hopefully stimulate demand in the CBD so that the heritage buildings in the surrounds can be restored as the area becomes more vibrant.

## APPENDIX THREE:

### Comments from those who support the proposed development – biggest benefit of this re-development

#### Draw people to the CBD, provide jobs, attract people from outside the city

- Think it would bring people into the city, its getting too scattered, would encourage people to come to Invercargill
- We have more young people about and international people, and cater to their needs
- Congregation of people, business stores and business people
- Think it'll help with tourism, will get more out of town people interested in the town
- Drawing people into the city, and shopping
- Bring people more to Invercargill
- Lots of jobs for people. Invercargill will grow because of it.
- Increase the work opportunities.
- More shops available for people and it will make the city attractive.
- I think it's looking quite passed the use by date and give it a spruce up and rejuvenate the city centre. And to attract visitors to the city.
- I think growth and employment.
- Think it would draw in more people.
- Having better shopping and bringing more people in to the centre.
- Hopefully to bring more people back to centre of town.
- Think it would bring more people in to the city centre.
- Attract more people to Invercargill and have less people leaving
- Hopefully to bring more people in to spend more money
- Fill in more of the empty shops and create more jobs.
- I think it would attract more people to Invercargill.
- Hopefully it will bring more people and increase the population of the city.
- It would bring more people into the city.
- If it helps generate jobs and bring in bigger retailers.
- Bringing people back into the city centre.
- Boost in tourism.
- Jobs and to improve the appearance.
- Getting people back into the city and the city centre.
- Visitor numbers.
- Encourage people to come to Invercargill.
- Might make it look better and bring people in to the shops.
- Bring more people in to the town.
- Modernisation and attract existing and new people back to the CBD.
- New hotel will bring in a lot of outsiders.
- Probably drawing people back into the city.
- Livening up the city and bringing in more people.
- More people being brought in.
- More people being brought into the town.
- Jobs created from the work produced.
- Keeping the heart of Invercargill in the one place and it will be more appealing to tourists and other locals and it has to be done anyway due to the earthquake risk.
- Making Invercargill more people friendly and welcoming.
- Encouraging people to come back into the city and have a variety of shops.
- Bring people back into the town and have better facilities.
- More people and more jobs.
- Hopefully it will create a much more viable productive city.
- Getting more people here.
- Apart from tidying up the centre of town it would also concentrate people more in the town area.

- More employment and possibly more housing.
- Bring people back into the centre and having good food outlets will be good.
- Just bringing growth back into Invercargill.
- Bring more trade back to Invercargill.
- Most people have been leaving because there was a lack of jobs and decent retail shops open, so this is good to bring people back.
- Keeping relevant and looking at getting new residents in.
- The amount of workers and work generated from the development, so that's four years of commerce coming in.
- Keeping people down here.
- Bring more people into the centre of the city.
- Bringing life back into the city centre and making it a place people want to go.
- Attract more people to Invercargill.
- More people in Invercargill
- Bringing more businesses down here, will stop people leaving due to a lack of retail stores.
- More employment and people will move down.
- Bringing people together into one area.
- More people in Invercargill
- More tourists.
- For starters, it would be all the jobs created to develop this, and bring more people into the city
- modernising Invercargill, will draw more people in
- might draw more people to Invercargill as a shopping destination
- It would open up more jobs.
- Bring more people into the city.
- Bringing more people to shop, also for tourism.
- Hopefully bring in more people to visit.
- More people for Invercargill, more modernised, new shopping centre, and put Invercargill on the map and brighten up the city and having more shops.
- The modernisation of the city centre and also to attract more people.
- Making the city look a bit nicer and bringing more people to Invercargill.
- More tourists
- Get people back into Invercargill, Would like to see the central city become more and see more tourists.
- More progress for the future and bring more of the younger generation into the city.
- Improve the look of the town and bring in more tourists.
- Bringing in more people to the city to visit and also live.
- Rejuvenate the city to get more people into Invercargill, putting a mall in there.
- To get more people back into the middle of town.
- Revitalise the inner city to attract tourists and to create more jobs.
- Will make the face of the place a bit prettier, will make people probably want to either move to Invercargill or want to move back.
- Create more job offers and create more business.
- Hopefully get more people into the centre of the city and make it more alive again.
- Bringing people back into the city centre and developing more businesses and making things more vibrant.
- Would encourage more visitors. Visitors would stay longer and would be a great pleasure to shop at.
- Hopefully bring more people to Invercargill.
- Would attract more people to Invercargill.
- Just to bring more people to the city. Have more open shops instead of shops that are empty and up for lease.
- Attract more visitors.
- Hopefully to get more people back into the centre again.
- More people come to the town and also have a clean and tidy area.
- Trying to get more people around and good for local business centres.
- More job offers and to bring more people into Invercargill.

- More of a tourist attraction and more income for city. A lot more shops in a closed concept and open more job opportunities.
- More business and more jobs and not looking so run down.
- Just attract more people.
- Bring more jobs and make us look better.
- Possibly would increase the Southland population and visitors and tourists coming in.
- Benefit everything economically.
- More employment
- More inviting to tourists
- The extra business it will create in the city centre.
- More jobs, bringing in people from other regions.
- Attract more tourism, more jobs.
- Attract business and public interest in town.
- Retain skilled and young workers in Invercargill.
- Getting people into the centre of the city
- Attracting new people to Invercargill/Southland.
- Bringing more people to Southland
- Bring people into the CBD of Invercargill.
- To keep the people local.
- Bringing more people into Invercargill.
- Having a done up city centre. Encourage others to visit.
- More jobs.

### **Revitalise the city centre, centralise the city**

- Might get the inner city going again
- It's essential to keep Invercargill moving forward
- More stores, more business
- To actually bring some life back into the city. Which I find very disappointing. People want an alternative area where they do not need to pay for parking. The buildings are derelict.
- Centralising the town centre
- Create more interest towards the general public
- Just to make the city vibrant.
- Vibrancy of the city
- It would be good to get rid of the old buildings around. Modernising and centralising.
- Centralising thing's a little more, it comes from having lived in Auckland it's nice to have everything centralised and in one area.
- It would be bringing everything together again.
- I'm hoping it would centralise the shopping.
- To bring people back to the city and open up the centre of the city as I think it's dying.
- It's going to bring the city alive.
- Bringing the city back to life
- Making Invercargill more brighter
- Rejuvenate city centre.
- Everything will be in the one place.
- Just to get the city a better vibe.
- More companies are likely to open up with everything looking new and not run down.
- Invercargill is boring so hopefully it'll look better and it needs spicing up.
- Bring the city back to life, its really dreary.
- Hopefully bringing people together more and the town will look nicer and have no traffic down Esk Street.
- Getting the retail back into the centre of Invercargill.
- Modernisation and having everything in one place.
- Vibe back in the city.
- Trying to bring the vibe back to the central CBD area, and also how is the Warehouse expansion going to go while this is going on.
- Getting rid of the rubbish old buildings and giving it a tidy up.

- Give us some pride back to the city.
- Update the look of the town as it needs a fresh outlook.
- Things are very disjointed and not centralised and hopefully this brings things together.
- Upgrading the town and making the city look better.
- Having everything centralised.
- Think it's going to clean up the face of the city and the developments going forward are exciting.
- Modernisation of the city.
- I think that it's going to enhance the inner city and will be good to see the broken buildings getting fixed and repaired.
- It'll look better.
- The CBD has lost everything and it's a horrible looking place and it needed to have been done for the last 40 years.
- The block is too outdated and old and sprucing it up will be good.
- Town centre is pretty dead so sprucing it up would be better.
- Give a better appearance for the town as a whole.
- Give the city back its heart and have a localised shopping area instead of having them all fragmented and also having covered shopping.
- Make the city back into a hub.
- Centralisation of the CBD.
- It would look a lot nicer.
- Revitalise Invercargill.
- Revitalising the central centre
- Centralising Invercargill.
- Liven Invercargill
- Provide a heart for the City.
- Upgrading all the buildings and modernising it
- Tidy it up
- Think it'll bring it back to the middle of town
- Revamping the old
- Just consolidation of the shops
- To get Invercargill back in to the middle it's too far spread out.
- Getting rid of dead looking old building, replacing with new buildings to change people's views of Invercargill as the city is dead looking at the moment.
- Upgrading Invercargill, getting with the times and modernising the city.
- Would bring the life of the city back to central of the city area. Biggest mistake made was spreading everything out.
- Bringing the city back to life.
- Tidying up Invercargill as it needs a lot of work done and re-vamped.
- Invercargill's population is dying. Bringing shops closer together.
- A good shopping hub. Modernise Invercargill.
- Bringing the town back to the middle of town all in one spot.
- Centralising things so it's not so spread out.
- Invercargill is long overdue for an update.
- Try and keep everything together in one place and avoid empty shops.
- Revitalise the area. Create more business opportunities.
- Bringing Invercargill back into the heart of the city again.
- Modernise the city a bit more.
- Refreshing Invercargill and bring back to life.
- Bringing back a CBD which is distorted.
- Needs updating a lot.
- Making things a bit more centralised.
- Bring life back to the central of Invercargill, also modernise the centre of Invercargill CBD as it's been long overdue, also create more business.
- Tidy the city up a bit, keep tourists and citizens happy.
- Making it more alive. More entertainment.
- More of an attraction, tidy the city up a wee bit.

- More modernisation. Make things a bit more accessible.
- Liven up the city and it needs a tidy up
- Give us more choices and make the city more vibrant.
- Be more like a city then a town.
- Getting rid of the crappy looking building and giving people more choice.
- Get rid of the derelict buildings and give everything a new look.
- Updating the town and making it all look better.
- Just less of an eye sore.
- Revitalising Invercargill.
- Rejuvenation of the town.
- It can be the heart of Invercargill.
- New look could bring a good name for Invercargill
- Modernising Invercargill city
- Gives Invercargill a new look
- Tidy the bloody place up
- Tidy things up in Central Invercargill
- Brings vibrancy to the area
- Give Invercargill an attraction boost.
- Updating the look of a city is important. Good for locals and tourists.
- Modernising and centralising Invercargill
- Modernising Invercargill.
- Nice new look.
- Liven the place up.
- Bring life back into the CBD.
- Going to get rid of old building
- Will provide a central location and a heart to the city
- Tidying things around Invercargill
- It's revamping the area.
- Revitalising the area.
- Having everything in one area.
- To revitalise the centre city in Invercargill.
- Changing the image of Invercargill
- Revitalising the CBD area.
- Modernising the CBD.

### **Provide an improved shopping experience**

- All under cover
- More shops. Less walking the more I like it
- Probably would have better shopping, and having everything under one roof.
- Obviously shopping and the variety of food places, we need more child friendly food courts and we need something like the Meridian mall where everything is in the one place.
- Its making it fresher looking and then we wouldn't have to go to the likes of Dunedin to do shopping.
- Having a covered modern mall for weather conditions.
- Rid of the earthquake stuff and better shopping.
- Hoping there is a weather friendly type mall.
- Would be easier for people with shopping and also look a lot better.
- Shopping mall and having a hub.
- Better quality of shopping.
- New shops and variety of shops.
- Shops in general.
- Having a covered mall like the plans are proposing would be excellent.
- New look to the community, better parking and more food outlets. Good branded shops and a Kmart.
- Depends on what shops are there and if we get Kmart or other shops will our local shops close? Will depend on what the benefits are.

- More shops and malls.
- Save people from driving to Dunedin to shop.
- Covered in areas.
- Better layout for the inner city and better parking. And better food shops.
- We need more food options and it'll bring more people into the centre of town.
- Better shopping.
- Upgrading that area and the shelter from the weather will be good.
- Inside shopping mall with everything in one place.
- Bring shopping back to the city centre and I'm excited about the massive car park.
- Being able to shop under cover.
- Having more shops and a variety of things to see.
- We wouldn't have to travel so far to shop.
- A large multipurpose building to do all your shopping in.
- Having more shops and a variety of things to do.
- Keeping people shopping more within Invercargill and bring fresh spaces for people.
- Easier shopping
- Up to date shops and parking as well as better quality of shops
- Love going in to malls so if it's under cover and one roof that would be great
- It makes more people more comfortable to be here in Invercargill with good retail would be especially nice.
- A lot more parking, having more than one place to shop at and everything is all in one building.
- Would make it more enjoying with more retail.
- Would make everything a lot more similar to the other cities with the shopping situation.
- Invercargill needs a new re-style and easy shopping.
- The weather is not always good here so if everything is all under one roof it would be perfect.
- More retail shops.
- Keeping people shopping in Invercargill instead of going elsewhere.
- Keeping everything under one roof.
- Hopefully bring retail back to the centre of Invercargill as it has been pushed away a bit and spread out to far.
- Have a big mall to shop in and bring more people to the city
- Might stop people from going elsewhere for shopping.
- Easier shopping and also shopping under cover.
- The retailers all in one area. More parking. Everything all in one block.
- Tidying up old buildings to put in more retail stores.
- Proximity of retail shops, instead of the large spread of shops there currently is in Invercargill.
- Try to get all of the shops together
- Getting all shops together in one area.
- Bring more shops back to the Esk street block.
- Providing a one stop shop area in Invercargill.
- Everything will be under one roof.
- Can do all shopping under one roof.
- Low proximity shopping area.
- All businesses will be in one area
- There will be a lot more shops and close together. Will improve the look of the CBD.
- Bringing stores back into a central location
- Bringing business back into centre city. Making shopping vibrant.
- Will provide a better location for retailers.
- More people in and a refresh for business.

### **Improved parking and other favourable comments**

- If they finish it off properly it will be great for our city

- It's required as we should be a more grown up city
- Keeping the pace of the place
- Lots of benefits, and getting rid of old buildings
- I think they should stop making cars going down Esk and make it a walk through and no cars.
- Great for the new generation
- To make it a lot better as lot of empty shop around Invercargill
- Knock down the old buildings.
- The parking space mainly.
- Everything hopefully and improve Invercargill.
- Rejuvenate Southland
- New hotels and safer buildings.
- Everything and makes so many opportunities.
- As long as it's cheap.
- Modern businesses.
- Hopefully just boosting businesses.
- More parking for locals.
- Parking and Modernisation.
- Car parks.
- Something new for Invercargill.
- Easy access to everything and having everything together.
- Pretty dead in town and most people shop elsewhere and we need places to be able to go and hangout and meet up with people. And good retail outlets.
- Good for the city.
- Convenience for everyone.
- Up to date facilities.
- Going to put Invercargill on the map
- Invercargill's a city that needs to be treated like Dunedin
- Get rid of some of the old buildings in the centre
- Moving on Invercargill.
- Somewhere people can come and park.
- Would be good for the public.
- Absolutely needed to save Invercargill for people to go there and visit, should have been years ago.
- Keep it alive otherwise it will turn into a washed up little town. Really important to keep Invercargill going.
- More parking, might make it easier for people that are not from Invercargill know where to go if it's all in one block.
- The parking spaces to do your business and shopping all in the one area and then leave without any problems.
- Car parking
- More car parking.
- More parking spaces.
- The overall effect of it all.
- Efficient to upgrade buildings, won't have to worry about earthquake risks, and anything that is going to improve parking.
- More parking.
- Don't support closing the museum.
- Visitors will see Invercargill in a better way.
- Medical centres.
- A bit more variety of what is going to be there.
- Parking and being able to find a park.
- More car parks in town
- Improving parking in the town area.
- To know the buildings are safe.
- Buildings are getting dangerous and something has to replace them.

## APPENDIX FOUR:

### Comments from those who support the proposed development – development needs to provide or contain for it to be a success

#### Quality retail, café and dining, variety & quality of shopping, cafes and restaurants, foodcourt and parking

- Shops bought closer together, places to eat and sit and mingle
- Cafes, seating, boutique bars; but is squashed by ILT, something that isn't ILT, where you can have a small quiet drink.
- Good shops, coffee places, parking
- Needs a good variety, needs a major store, it's a pity that the council has to have so much input
- Just the main shopping stuff
- Main lead shop
- Combination of hospitality and retail with the movies sound
- Lots of good quality shops within easy access. Quality carparks.
- Needs a bit of everything to get everybody there, shopping, food, entertainment
- Variety of shops contain some big businesses, commercial, development, offices and entertainment
- Need to have shops that cater for everyday people not just the wealthy. Needs to be attractive enough so people would stay in Invercargill. Should employ local people and train them as we lack skills down here.
- Like other cities just needs to have malls and everything in one place.
- Food court, variety of shopping and some car parking.
- Things people want to go to see. It's got to be attractive and attractive environment' good quality shops, easy parking because of the weather we need covered shops that people could walk around.
- Just a good mix of shops.
- Well I have had a look at the plans and the carpark would be good, the food court.
- It would be a cross range of shops. But not too sure.
- I agree with the plans that have been made by Richardson group, but just one concern is do we need the food court? I think there is enough of them around town. And I would sooner support smaller food groups
- Well I think it needs to be covered in, it needs to have a mixture of food courts and clothing stores.
- It's got to have good food areas and not too expensive for eating and needs a couple of good retail outlets to bring people to it.
- It needs to contain some kind of food similar to Dunedin Meridian Mall so we don't have to travel. And needs good top brand shops for clothing and accessories.
- More viable shops and more excess to shops
- Better food courts and better shops like Kmart
- It would be the food court.
- Good food courts and good businesses.
- Car parking plus better shops.
- To see a better food court like a mall type and more parking
- More entertainment, movie theatre, more food courts. A nice dry warm place to shop at.
- Variety of different shops not similar to ones we have and new food outlets and later hours that businesses are open.
- Range of retail shops and decent coffee shops with a good atmosphere.
- Main hub with food outlets and retail shops
- More retail areas and food courts and a lot more areas for kids parks and family areas.
- Good variety of shops.
- Good sized shopping mall, public toilets and open areas.

- Good eateries and wine bars and things like that.
- Decent restaurants and covered shopping areas.
- Shopping and parking places that are covered.
- Cover the entire Esk street for covered shopping.
- Range of retail shops and different food outlets.
- Mall and food outlets and some small bars. Children's areas.
- Variety of shopping areas and different levels for pricing.
- Lots of food outlets, and a Kmart
- Covered parking, Mall with eateries would be good and maybe get a Kmart.
- Food courts and a variety of shops we don't have.
- Decent parking and decent cafes and eateries and seating areas.
- Mall with eateries and cafes.
- Car parks, food court, easier access to the facilities.
- Food courts and eateries.
- Variety of shops and food outlets and family friendly places.
- Variety of different things. Shops and areas.
- Car parking, public toilets, restaurants, and a variety of shops.
- Upgrading everything new shops and overseas branded shops.
- Easy shopping.
- Food courts.
- Covered food area and food court like the Meridian.
- Has to have really good food outlets and retail outlets.
- Covered shopping.
- Medical centre and some nice cafes and be able to go to motorcycle meca and the museum and art centre.
- Communal area, with food courts.
- Food courts and better shopping outlets. Bigger brand companies in the mall.
- Needs decent car parking and a covered food court like Meridian.
- A mixture of retail shops and food centres.
- New shops and food outlets.
- Good shopping in general and good eating establishments and good parking.
- Good retail shops and food shops.
- A mix of retail and food courts.
- Definitely food court and a courtyard, maybe some band entertainment for the courtyard.
- Parking and food court and children's recreational area.
- Food court and communal area. And cool shops.
- Food courts, good shops.
- Cafes.
- More variety of shops.
- Covered and good accessible parking and a food court. People could put art exhibitions on.
- Shops and offices, eating places
- Decent food outlets
- Few more clothing shops that are nationwide known
- Shops need to be closer together, not spread all over the place.
- Needs to cater for all incomes
- Shopping, cafes but not sure about Medical Centre though
- Just a wide range of quality retail clothing
- Having all the main outlets like food courts and shops
- It's going to have more food stores and bring more people in. More toilets as well for the likes of food places.
- More food courts. More retail shops. More places to meet people and sit and enjoy.
- More toilets and food.
- More food courts, more shops, a helpful information centre.
- Needing more cafes, and needs more nice places to eat at.
- A mixture of more retail shops, a mixture of social service e.g. more bars and restaurants. More cafes.
- Another movie theatre, more cafes and bars.

- More cafes and more food courts. More retail shops that are affordable. Also have a supermarket/shopping centre. Would like to see an alcohol joint onto the shopping centre.
- Decent shopping mall with basic food court and retail shops with a couple of large businesses holding it together.
- Would like to see more food courts and places to meet people.
- A good functional shopping mall.
- More retail shops and food courts to create more jobs for the younger generation.
- Some good cafe/restaurants, small shopping areas. Maybe open new markets.
- More unique stores that are all in one big mall.
- Needs a good shopping centre. Combination of parking and more things to do for both the residents and tourists.
- Need more people to lease the shops and need K.Mart.
- A variation of shops, have commercial businesses. Good concept of more parking. Bring more tourists. More boutique kind of shops. Having modernised buildings.
- Reasonably priced shops, more food areas.
- Maybe one big mall like Dunedin.
- Needs more shopping and food courts, and would be good to go to just one area and everything all be there.
- More retail shops, a motel and good car parking, recreations. Children's playground with people taking care of them while parents got their shopping done.
- It needs to contain a more upmarket retail.
- More retail space, more food and restaurants.
- Need a Bunnings and K.Mart as they are among lot of the shops we miss out on. More shops to fit all sizes and styles.
- Wouldn't really support a lot of the chain stores.
- Have places to eat, more clothing retail. Be having a nice one stop shop.
- More shopping options, a big mall would be good. Good food and good retail also good arts and crafts.
- More shopping facilities and probably need one big mall.
- Just more retail shops.
- Open 7 days a week. Every retail from Chemists to every other retailer that is practical.
- A bit more variety in terms of shops as we are quite limited at the moment.
- Food Hall and covered mall area.
- Food courts and have the mall similar to the Meridian and good car parking.
- Good retail shopping.
- Food court and decent parking.
- Kmart
- More cafes.
- A Food court.
- More Cafes and wine bars/nice bars
- Provide a centre hub to do all your shopping under one roof, I'd like to see a big department store.
- Kmart & all types of shops together under one roof.
- Needs big department stores.
- Food court and big retail stores.
- Variety of shops, retail and food etc.
- A good variety of stores
- Good car parking and a variety of stores.
- A big department store or "key" store to attract other tenants to the complex.
- Variety of stores.
- Kmart.
- More retail outlets.

## **Social / family and community facilities**

- Needs to have a bit of everything for everyone, and draws them into town
- Family friendly, options for families with children
- More facilities for teenagers and young people.
- Something to benefit kids of all ages to keep them off the street.
- More activities for youth.
- Bit of everything and what the public wants.
- More public areas.
- Parks for children and inside playground areas. Public eating area.
- Indoor playground or children's playground area.
- Public toilets and covered areas.
- Gathering areas and places to socialise.
- More family friendly places for less well-off families.
- More public transport.
- Something for everyone make sure everyone's covered.
- Something for everyone and cater for all age groups and maybe have an area like the Meridian in Dunedin.
- Pleasant environment for outside seating maybe a covered area.
- Somewhere people can meet.
- Covered in entertainment area for families.
- Some tidy public toilets and open grass areas maybe some parks or reserves.
- Better parking and the shopping complex and a recreational area.
- All covered areas.
- Wellness centre
- Lots of options for younger people and a mix for every age group.
- New toilets that are friendly for all walks of life and also disabilities and food courts also more retail. More spaces that are covered and having the movie theatre entrance in the shopping centre to make it more complete.
- More socializing activities and places to meet. Also more food options.
- More cafes and somewhere nice to sit. Create an inside/outside area and somewhere for the children.
- Needs to contain more modern frontages on the shops, needs to be renovated, needs to also cater for young people to come into town and enjoy and also good areas for younger people to play and also nice spots for the older generations to sit and enjoy.
- More activity centres.
- They should have lots of restaurants to go to after shopping etc would be good to have an option go inside or outside. Also needs a playground for the little generations so they don't get bored while parents are shopping or sitting having coffee.
- Covered in mall where it's nice and warm and everything all under one big roof. More places to eat would be nice as well.
- More selection of retail stores, a lot more family orientated things to do. Lazer tag and go karts.
- Needs to provide things for all age groups and walks of life.
- All depends. Keep young ones interested in doing things, keep jobs going for the young ones
- Having a covered or large atrium and spacious mall complex with adequate parking and comfortability for everyone and a safe environment.
- Recreational areas. Communal meeting area, maybe a drop in centre.
- Heating because it's cold
- Food Court and meeting area
- Caters to all ages, needs to have good food and involve a mix of retail and entertainment. To be future orientated and live in harmony with online shopping.
- Needs to cater to young adults to keep them in Southland
- Entertainment area.

## **Parking facilities**

- More car parking is essential and more businesses needed.
- Car parking is a must.
- One stop shop if it works out. And parking but that's already in the plans.
- Good parking.
- Parking.
- Parking.
- Parking spaces and public toilets.
- Clarity on everything really. Needs to be easy access and it needs to have extra parking as we hate not having parks.
- Covered car parking.
- More parking spaces.
- Easy access like having the new the new car parking.
- Car parking is definitely essential and I was still hoping for Esk Street to be only pedestrian traffic.
- More car parking and bigger and better franchises from further up the country.
- Parking.
- Enough parking.
- Need more parking.
- Needs to provide extra parking - 4 levels of parking are going to be provided with the top level being available for crafter and farmers market but they might need to look at having it covered due to our local weather.
- Car parking is a must.
- Good parking.
- So needs good covered parking and shopping where everything is under the same roof.
- Had a look at the plans that came out and they look good especially the underground car park
- More disability car parking, get up with the times.
- Extra car parks.
- More parking is a good idea. As it's a cold area we have a lot more cold weather than anywhere else so it would be much better with a warmer area.
- More parking.
- We need better parking.
- Not too sure but probably good parking and easy access to the shops.
- The car parking would be the biggest thing and maybe even look at free car parking.
- Parking is a definite. Decent restrooms and toilet facilities.
- Has to be user friendly and parking is a must.
- More shops and handicap parking
- The covered car parks as they have mentioned.
- Affordable parking.
- Made practical for parking and accessible to all crowds. We need this to carry the heritage of the old buildings.
- Plenty of car parking
- Accessible parking.
- Parking is the biggest issue and something for the children.

## **Various comments**

- Not expensive business
- Provide entertainment
- Should incorporate movie theatre within the mall, and other things that are cosmopolitan living, as they are the only ones that can afford the lease. Banks should be there, and open on a Saturday, and a supermarket, even a night and day, more of a social area for all age groups

- Needs to contain the art gallery, museum, I-site, parking for motorhomes(big part of our tourism) retail shops, bars, cafes, and the council building
- Recreational
- Provide jobs
- Residential apartments and office space
- Everything they pretty much have proposed
- Variety of different options
- Toilets.
- People to fill the shops.
- More people organised to do the job.
- It gets rid of a lot of the old buildings.
- Just new ideas and to get more people interested in it.
- It definitely needs to be all in one central location.
- I think what they have in line is absolutely excellent.
- Updates on the development as well as regular information.
- Everything that it is providing
- What they have in plan already is great
- More access to everything.
- Needs to brighten up certain areas and have some closed- in areas like a mall.
- More of an open plan area with uncovered areas and covered areas.
- I agree with the plans already proposed.
- More options in general for things to do. And bright and vibrant and dog friendly.
- We don't need too many eateries as our local businesses are fine. Or other businesses in the mall that we already have.
- Esk Street as a walking only arcade as proposed earlier.
- A good plan and lots of money.
- Plans that they have now are spot on.
- Kmart.
- Clarity on everything, and be upfront with everything.
- The plans are great but needs to include the Otepunu gardens.
- Unsure if it's going to be a success.
- Plans are pretty spot on.
- A lot of variety.
- A nice flower garden and being disabled I'm unaware of any disabled parks located around the movie theatre area so they would be helpful.
- Decent mall similar to ones in Wellington.
- Walking distance for everyone to go places and decent parking.
- Making sure everything is done properly.
- They pretty much covered everything.
- Unsure but it will be good for everyone.
- Something for everyone.
- Done within a reasonable time frame, food courts.
- Wheelchair access and disabled car parking is important.
- Make sure the shops the fill
- Listen to feedback.
- Free up the monopoly the trust has over Invercargill entertainment. Bring innovation to Invercargill.
- Preserve the heritage
- I'd like to see NZ post in there.
- More entertainment, office building space, commercial area
- Everything that any other normal mall has
- What they are deciding on doing
- Anything that will be good for the development.
- Needing more public bathrooms.
- It needs a little bit of freedom for more businesses to do as they please regarding night life instead of being governed by the ILT.
- It needs a good strong group to drive it to get things done.

- More access to information centres and retail shops.
- Needs more attraction and things to do activity wise.
- Pretty good mix with what they are planning to do. Various businesses would be good.
- If it was all brought into one place so we didn't have to walk far in between places.
- Fixing up the tourist spots i.e. museum.
- Go the whole hog and make it all user friendly, make it easier for people to get around and have a good variety of good stuff to choose from.
- Be pretty hard for it to not be a success. But needs to be more covered.
- Southland museum should go there, also more art gallery centre parking, another hotel would be nice, also another conference centre as the Ascot is very outdated. Fill in all the empty shops.
- More medical centres.
- Just a bit of variety and more places to be open later.
- Having a central player and a central hub.
- To get the people down here would be good to have an international airport.
- Needs to hold people from travelling further. Some of those buildings need to be knocked down as they cost far too much money for a continual upgrade. Needing a new upgrade.
- Need to have more entertainment, look at professional business e.g. Lawyers etc. Needs to accommodate all aspects as a hub i.e. retail, food, businesses etc.
- Keep up with the other towns/cities that have it all.
- Time to get some more business into empty buildings and giving these buildings a new face lift.
- Cheap leases so businesses can afford to stay.
- Just happy with the plans provided.
- Everything looks ok from the plans.
- As long as it's supporting locals and not pushing them out I'm fine with whatever.
- Hospitality and having a good looking mall.
- Being covered is very important for Invercargill weather.
- Provide a mall like experience for locals, tourists and students
- Good covering for the Invercargill weather
- Covered area for shopping like a mall.
- Less empty shops.
- It's needs to be unique, but have the spirit of Invercargill.
- Must gain support from Southlanders.
- It needs to be covered.
- A clean and tidy look, whilst still maintaining heritage. Have a plaza.
- Just needs tidying up.
- So long as it isn't fragmented it will be good. Must have a good vibe.
- Brands
- Needs to tie together well.
- I believe this conflicts with council selling land to Kmart in a different area.
- Support the locals.
- Plenty of toilets

## APPENDIX FIVE:

### Comments from those who don't know or unsure about supporting the proposed re-development

**The main things in this re-development that they would want to see in order for them to support it.**

- Car parks
- Have shopping that everyone can afford.
- Think it's in the wrong place, town is still going to be quite divided
- Don't visit that often.
- Need more places for parking
- I'm worried about the old buildings, biggest concern is about the museum and Anderson Park, we need to focus on them and get them up and running. Should have been done years ago. HWR group, what they are wanting to do is great. Money has been wasted on Esk street, Esk street looks disgusting.
- There's no places undercover in Invercargill, shops are spaced apart, need more disability parks in it, and access for people to need it
- Shopping
- Easy parking and free parking.
- I want to see that things are more available for the kids, of all ages.
- Good quality shops no one dollar or two dollar shops
- More of a variety of shops with competitive pricing.
- I don't fully support it and I think it's taken too long to do this work. It just needs to be done as soon as possible.
- I somewhat support it, but I'm not sure as to why it would cost that much for one block of land to be done up.
- I'm not in support of it as I'm concerned for the other existing business or business owners and all the money they have put into their businesses and whether or not they'll be affected.
- Maintain the history of the area.
- That it is a fiscally sound move and won't become a liability.
- Public toilets and amenities. The design of the development. Disability parking needs to be functional unlike the current Esk street parks by sewer grates. How much will it affect rates is an issue for everyone. Budget for overspend?
- A shopping mall like the Meridian with skybridges.
- Smaller businesses need support in this location, not big department stores.
- To keep the buildings that aren't hazardous to people.
- More accessibility to town, no negative effects on other businesses.
- Affordable stores within the complex.
- You can find businesses to fill the building. Needs to be feasible money wise.
- The effects on ratepayers.
- More information, cost etc.
- Big department stores sign leases in the premises.
- Information on funding for this redevelopment
- Cost information and the effects on rates.
- I need to know the variety of shops within this complex with specific store names.

## APPENDIX SIX:

### Comments/reasons from those respondent who do not support the proposed development

- Waste of money
- Parking will still be charged
- Shopping and Mitre 10 is where I go shopping
- Doesn't really mind. Pretty neutral not really against it.
- Chances of these buildings that have to be flattened will have extra costs to pull them down, why can't all the empty shops be utilised instead.
- Not in favour of changing the entire block and there needs to be more disabled parking available.
- If they looked after what they already had it would be a lot cheaper for rate payers.
- I don't think there is a need for it.
- I think they are dreamers to think they can relocate a lost CBD for 5-7 years and reinstate it.
- Not enough infrastructure in Invercargill to warrant it.
- Most of the businesses have already migrated to other areas.
- Waste of money. Not something the taxpayers should pay for. Councils shouldn't be investing.
- There's already enough going on in Invercargill, money could be better spent.
- Money could be better spent elsewhere e.g. roading.

## APPENDIX SEVEN:

### Additional comments given at the end of the interview

#### Positive and supportive comments

- Just really interested in the development, and wanting to see light brought into the CBD
- Bring atmosphere to the city, opportunities to retain young creative minds and people so they don't have to leave Invercargill. People go elsewhere to have a different stimulant.
- I am impressed with the impression that they have given us
- Hope they do a really good job of it. There is money down here, opportunity for everyone and employment not just people with money.
- The sooner the better
- Hopefully that it all works and goes ahead
- I strongly support it. The additional jobs will be beneficial. I was born and raised and seeing the buildings wear down is disappointing.
- Go for it.
- Go ahead with the project as quickly as possible.
- Sooner the better
- Just get on with it and get it done
- I am pleased that it's finally getting done!
- It's a great idea.
- The soonest the better. Start tomorrow. Knock down all the historic and rubbish buildings.
- Just good luck and get on with it.
- I only think it would be good for the city.
- It just needs to be more attractive and more in line for children or of any age, to benefit.
- Just hope they do it and do it quickly.
- I hope it goes ahead Invercargill needs a boost.
- I am very excited. I think the plans are well done and I do appreciate the re-development and I hope it doesn't take too long.
- I just hope it all works out and goes to plan.
- Just to brighten the place up its dull and boring
- I would like to see Kmart go in there.
- I think the rest of it should be done afterwards.
- Hope it goes ahead well and turns out a great success
- Just go for it.
- Add more growth of population to the city.
- Long overdue and to go for it.
- Can't wait for it to happen and good luck with it.
- It would be silly not to go ahead with the plans.
- Sounds good to retain a few historic frontages or else Invercargill is going to die of stagnation because if this proposal was left up to the city council nothing would get done or time would drag on.
- As long as they use their heads and not just spend money on nothing.
- Just think it would be good for Southland.
- The sooner the better the quicker the better.
- Please go ahead and do it as it's a good idea. We need progress to encourage more people to visit and enjoy Southland.
- About time.
- Leave the Southland Times building as it is the only heritage building to save the block to make it a focal point.
- Make it more green with a bit more garden not just all concrete. Or a nice wee fountain and more scenery.
- They should just go ahead and do it follow through with plans and build a more modern city.
- I think it's a really good idea.
- Hope it is more of a financial success as too many people are buying online.

- Have worked in retail in Invercargill for over 20 years and watched the decline of the city and would personally be in favour of the proposal to make it more modern.
- Like to see it go ahead.
- Good luck and hope they get plenty money. I also love to see progress.
- Just like to wish the Invercargill city council the very best.
- Can't wait for it to go ahead and be finished will be good for Invercargill.
- Think it's a good idea.
- I actually think it's very positive for Invercargill.
- No just that it's really exciting.
- Shake it along and get it moving.
- I would like to see it go ahead as I've recently returned from Christchurch and seeing Invercargill develop further would be great.
- Just to encourage and support this development.
- No just bring it on.
- Just think it needs to get going.
- No I think they have it all worked out.
- No I'm all for it.
- I'm just pleased there doing something with the old shabby buildings.
- No but I guess well done HWR.
- I think it's really cool and a good idea.
- I'm looking forward to it.
- The thing in the paper looks like it could be quiet good but it will cost quite a bit.
- Wish them luck.
- Just go for gold.
- No I think it's a great idea.
- Just don't make it like the rebuild of the stadium or the airport and do it right.
- I just hope it doesn't take too long and there's no delays.
- Look I'm all for it just go for it.
- I'll be very pleased if it's completed within the five years.
- The more information provided to residents the better.
- I just think it's a great idea.
- If it's going to look like the video then that's excellent but I worry about the safety with how much glass is being used in the buildings. If they were going to have a flat roof maybe look at having a garden on it or something.
- Should've been done years ago.
- I'm just happy for it.
- Having worked in that area years ago I would say it should've been done years ago.
- I'd only just heard about it but I'm really excited.
- I would be prepared to pay more rates if it goes ahead.
- No I think it's good.
- No I think it's a great idea.
- No it's good with me and sounds exciting.
- I think it'll be good for the city.
- No I think its fine.
- Long overdue.
- As long as the museum stays where it is it should be good.
- Just hope it goes ahead.
- Just get lots of opinions of different generations.
- I just hope it goes ahead.
- It's exciting but I'm slightly upset about losing some of the facades but I'm glad they are keeping some.
- I think its great idea and good luck.
- Hopefully it will be drawcard for tourists coming into Invercargill.
- Get it done fast.
- It's fantastic and it's going to create more jobs only issue would be housing the people for the jobs.
- All I can say is good on them for finally doing something about it.

- I'm stoked that it's going to happen.
- Yeah it's about time, it was supposed to happen ten years ago but it fell through.
- Fantastic ideas looking forward.
- The fabric of Invercargill is frayed so this will be good to see it mended.
- As long as it's environmentally friendly and family friendly it will be good
- I just like the idea. We've had people from Auckland come down and shown them the motorcycle mecca. Couldn't pick a better company to do it. Hope it works for them.
- I'm backing this development 100%.
- Hope it all goes ahead.
- Sooner is better,
- I truly hope this goes ahead.
- I hope they do it and it goes through smoothly.
- I think it's going to be good for the town.
- I'm worried about what will happen if this doesn't go through.
- Couldn't have come soon enough.

### **Supporting the development but with some reservations**

- What is going to happen to the businesses? They cannot afford to relocate, seems such a shame that they are going to be in the middle of nowhere, what about their future. Pushes people to jump online and shop and go to different companies.
- The rates keep going up, nobody will be able to afford to shop in the new development. The people that don't own their own homes that rent houses, should be charged a citizens tax, as it would help the ratepayers.
- Development not big enough
- I am concerned that a monopoly will be operating the whole development
- My worry is about parking, and how much more it's going to cost, it's hard enough to get a park during working hours. Also, that it's going to cater for middle/higher income with the cafes food etc. Everyone on different incomes should be able to enjoy, if they are going to fill it full of boutique shops, its pushing people out.
- Don't like the idea of the doctors' surgery going into it, is not necessary.
- Wouldn't like to go through city centre to go to the Medical Centre. Could get others sick
- Well yes, I don't know how far they are going. No consultation in regards of asking the people of Invercargill e.g. likes and dislikes. Would have been nice for developers to have said "hi guys this is what happening anyone got a great idea of what we could incorporate" e.g. council pretty negative as we have lost museum. City council seems to be part of the problem. Council don't show any interest.
- I read in paper that they were getting the council in there and I can't see why they would waste a good retail space on a none retail product it just seems like a bit of a gift for them to get in on it. We have been waiting for years so why let them in on it.
- That the cost of everything will be increased and if so, are they going to increase products and then pass those costs off to the shoppers?
- Why would they want a big palace like the HWR in the central city that will stick out more than anything else in Invercargill? I agree with the proposal but don't agree with the people doing it. But should be fixing up the tourist spots for starters.
- Fix the museum.
- What is going to draw people to that mall, there is no warehouse or Kmart being put in there. Don't want to see another "Westfield" debacle.
- Interesting where all the funds are coming from.
- Disappointing that the survey is happening now because the major retailer hasn't been named yet and it's a bit too early for opinions and ideas.
- Needs some public input.
- My only concern is that I wouldn't want too many high ranged retail shops as I still want to be able to afford to shop.
- Not happy as the money has been removed from the repair work to be done for the museum and put into this new development.

- I think that even though they think they need to source outside people for this development they need to look into what people in Invercargill need and want.
- They should get more kids activities or upgrade local kids businesses like the bowling alley so they have something to do.
- Seems to be an awful lot of glass which is concerning and might not keep us very warm.
- I think a lot of people don't understand the implications of the roading and construction having obstructions in town.
- Idea has merits and inclusion of culture of southland is good. Disappointed at the plan as it does not seem fully inclusive.
- It's a bit late to do this.

**Negative from those who do not support the idea**

- Waste of money for the poor ratepayers.
- They want to build that new re-development although the museum is more important and no word on that. Kids are missing out.
- It's a waste of money.
- Primary scare is that ICC is a core shareholder, how will this affect ratepayers. Main thing I noticed was they were putting out designs but haven't done a business plan yet.
- I question the way the development has planned layout wise.