Hi everyone,

Our group had gone through observations around the CBD, had done interviews with the Central Business Association people, general public and friends and relatives. We have got lot of points from them which we have categorised based on their relevance and then we have clustered it on the basis of the important insights that we have came across.

Our insights are as follows,

1. Signage improvements are needed to better direct traffic flow

Signage problem for the people around the CBD is a main problem as we have interviewed a lot of people. The general problem that we found was people found it difficult to find parking spaces due to the lack of proper signage, it is easy easy to get lost if we don’t know the proper address of the place where we have parked out car, rush hour congestion which make it really difficult for parking as well as the visibility of the signage reduces due to this.

1. Visual infrastructure improvements are needed to raise CBD perception

The main thing in this insight is that everyone is finding the CBD not that vibrant as some of the cities in New Zealand such as Auckland and Wellington. Some say that the city should include more infrastructural and architectural implementations which will make the city more vibrant and beautiful. Other are too keen for lot of greenery within the city but other wants the city to be much more clean and pleasant.

1. Extra security is added to the volatile areas

There is a need for extra safety in the CBD because it is a common issue of robbing cars, bicycle and other stuff around the CBD. People suggest to implement more lighting and security camera around the CBD which will reduce the chances of burglary and other criminal activities also. No proper lighting in the garden place is also an issue.

1. Infrastructure improvement is needed to either minimize vehicle traffic flow or increase parking availability

More parking slots have to be made available within the CBD, because in rush hours no spaces will be available at all and people hesitate to come to CBD at that time. People use to shop from their nearest places other than CBD due to this reason.

1. Enhancing activities and entertainment in the CBD

People tell that there are no enough activities either for family or youth being done in the CBD and the activities that are being done is not properly advertised. People needs more festivals, entertainment and activities that are related to music etc.

1. Unaffordable/Expensive

People are finding CBD to be expensive in case of parking, shopping, food etc. According to the survey have of the resident under Hamilton is under 30, so the people in this age group will be about to begin their actual earning. So these age group might think CBD to be expensive as well as the low income earning group.

1. Business Open/Close Hours

Shops are opening late and closing earlier which prevents the people from shopping after their work hours. Most of them tell that Auckland is quite good because shops will be only closing at 10. People who are working have to wait until the weekend to shop something, but most of the shops will be close in the weekend, which we have to take into consideration.

1. Loitering and Harassment

There is lot of homeless people and beggars around the CBD which some people will affect the business.