



## **CBD Revitalisation Survey Report**

**Date: Survey Completed November/December 2014**

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- *Survey / Questionnaire*
- *Open ended answers – Why people don't frequent the CBD*
- *Open ended answers – How can the CBD be improved*

## **Executive Summary**

The Rockhampton Regional Council has identified that revitalisation of the Region's Central Business District (CBD) is a key component to the success of the Region. Council has commenced an ongoing dialogue with the CBD property owners and business operators to facilitate the development of a community led action plan to make the CBD a vibrant economic, cultural and social centre; 'the place to be'.

CBD property owners and business operators have opportunities to express views and opinions and develop an action program through facilitated workshops, workgroups and taskforce groups.

The CBD Survey was included in the engagement plan to ensure that any person who resides in the Rockhampton Region wanting to participate to the revitalisation process could provide input on what works, what needs improvement and their vision for the CBD. The survey was modelled on questions that were posed to the CBD property owners and business operators in initial workshops. Survey conducted November / December 2014.

Total response for the exercise was 791 respondents; this represented a 95% confidence level with an interval of 3.47% (based on the Regional population of approx 80,000 persons). In terms of representivity there was a good cross section of people from across the Region that responded, although there was slight skew towards those with higher income levels. Many of the respondents completed the survey online. A paper based survey option was also provided at Rockhampton City Hall Customer Service Centre.

### **Main messages from participants**

- Cafés, shopping & dining are the main reasons people come to the CBD.
- Cafés, enjoying the Riverfront and dining are most liked.
- A significant majority of persons go to the CBD during the day, much less at night.
  - Non-attendance at night is driven by safety concerns, lack of transportation to and from the CBD, a lack of facilities/businesses and a lack of atmosphere.
- Reasons why people don't come to the CBD:
  - *Parking (53%), Better variety of retailers elsewhere (42%), More convenient elsewhere (37%), Not enough to do (34%) and Safety concerns (26%).*
- Personality of CBD is tired, timid, boring, negative, stagnant and a bit sad.
- Suggestions: Clean it up and fill in the shops (69%), Improve parking (57%), Better facilities on the Riverbank (57%), More festivals & events (48%) and Improve safety (44%).
- What do people want to see:
  - *Keep it clean, attractive and plenty of green spaces, Use it for more events / markets / festivals, Riverfront dining, Interactive spaces – playgrounds, Wet play areas, Use the river – we want some connectivity, Kids attractions, Performances and Sculptures.*
- One in three people (33%) indicated that they would consider living in / or near CBD

## What do people want to see and core actions to consider

### **Focusing on things....**

- Keeping it clean / attractive = easy to maintain infrastructure / footpaths chairs etc...
- Use it more for events / markets / festivals = infrastructure to allow this and consider frequent programming too.
- Riverfront dining:
  - Opportunities for conversions of existing building into dining spaces.
  - Opportunities for alfresco / footpath dining = appropriate footpath space and shade.
  - Opportunities for pop up dining = require power and a place for people to eat.
- Interactive spaces = playgrounds, wet play areas, kids attractions, performances.
- Greener spaces and greener connections = trees / landscaping / plants.
- Consider climate = shade and other devices to keep it cool in summer.
- More art, history and culture = Engaging local artists, reflect our historical story and place cultural engagement close to Pilbeam theatres.

### **Focused on opportunities...**

- Create a vibrant night time economy that would encourage a significant increase of residents, visitors and tourists to the CBD. What would be needed to do this includes:
  - Planning and policy development for further night time trading to occur.
  - Providing opportunities to businesses to actively engage with the night time economy.
  - Consideration of how to use public space at night.
  - Develop and initiate actions to address homelessness within the CBD.
  - Develop and initiate actions to address anti-social behaviour.
  - Instill Crime Prevention Through Environment Design (CPTED) principles.
  - Encourage appropriate mix of businesses to target opportunities.
  - Consider whether strategies employed by larger cities such as Melbourne in providing more intimate venue offerings could occur in the Rockhampton CBD, if yes, develop and initiate actions to make this happen.
  - Consideration of transportation to and from the CBD during the day and at night.
- Rockhampton Riverfront is currently under-utilised and has a major scope for improvement, this would translate into more people coming to this part of the CBD to enjoy. Both in terms of comments and survey statistics it is apparent that this is a major opportunity.
- Feeling unsafe/unsecure is a key driver for many residents in their choice not to come to the CBD, particularly at night. Changing this perception will not only encourage further engagement with the area but may also increase the appeal of residents to live in higher density accommodation on/near the River. A plan needs to be developed and initiated with key stakeholders including the Police, the Council and various community partners to address this situation.
- Provision of restaurant / dining offerings for those on higher income levels, currently only 35% of people that have income greater than \$180K come to the CBD to enjoy dining.
- Develop the CBD brand, changing it from its current perception to be one that is inviting, exciting, engaging, positive and going places. Undertaking this transformation will assist in marketing the CBD to attract residents, businesses and tourists.
- It was widely expressed by residents that there are numerous heritage buildings that were beautiful and had a lot of character however there were a lot of unutilised and old buildings that detracted from the overall aesthetic appeal of the CBD. The opportunity here could be to rejuvenate or find alternative uses for these buildings or give them a face lift.

## Focused on age segmentation...

### Group – Students and Young Independents (18 – 24)

- Make it greener and more attractive
- Want to see more interactivity
  - Markets and events – a sense of atmosphere
- Safety is a major issue for this group
- Clean it up and fill in shops
- Looking for the “WOW” factor
- Resident quote: *“It’s a bit boring at the moment”*



### What’s their Profile?

#### *From the survey....*

- 68% born in Rocky
- Highest (statistical) user group of East St (within age groups)
- 2<sup>nd</sup> highest user of Quay St
- Don’t use Victoria Parade as much
- Main household income groups:
  - 18K to 37K – 15%
  - 37K to 80K – 40%
  - 80K to 180K – 32%
  - Not listed – 13%
- *Presumed higher disposable incomes*
- Occupations varied: miners, office staff, students etc...
- Prefer loft living, followed by high rise

### Group – Young Workforce (25 – 34)

- Make it greener and more attractive
- Better facilities on the Riverbank
  - Diversity of food outlets, sidewalk dining
  - Family locations and use our history
- More variety of retailers
- Use lights for atmosphere and safety
- Empty shops was a real issue for this group
- Quote: *“More variety of entertainment options”*



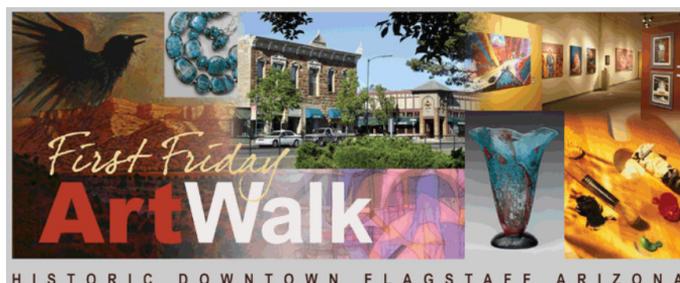
### What’s their Profile?

#### *From the survey....*

- Significant café culture
- 39% born in Rocky
- 61% outside of Rocky
- High user group of East Street
- Use both Quay St & Victoria Parade at a similar rate
- Main household income groups:
  - 18K to 37K – 6%
  - 37K to 80K – 31%
  - 80K to 180K – 54%
  - 180K + – 9%
- Occupations varied
- Prefer high rise, loft second

### Group – Parents and Homebuilders (35 – 49)

- Want a large scale revamp including: *“CBD businesses to pull their weight”*
- More art, history and culture
- Better use of older buildings
- Markets (farmers), small scale grocery’s
- Have things for kids to do: Waterparks, activities
- Quote: *“The Riverbank needs a point of difference”*



### What’s their Profile?

#### *From the survey....*

- 28% born in Rocky
- Consistent users across East St, Quay St & Victoria Pd
- Main household income groups:
  - 18K to 37K – 7%
  - 37K to 80K – 23%
  - 80K to 180K – 49%
  - 180K + – 21%
- Highest income levels of all groups
- Prefer high rise living

### Group – Older Workers and Pre Retirees (50 – 59)

- Want more atmosphere
- Create a celebration vibe for all age groups
- A variety of restaurants with various prices
- Use the Riverfront including concerts and markets
- Undertake regular cleaning
- Consider climate: Infrastructure/trees to reduce heat
- Greener/landscaped



### What's their Profile?

*From the survey...*

- 28% born in Rocky
- 72% outside of Rocky
- 2<sup>nd</sup> Highest user of East Street
- Use Quay St more than Victoria Pd
- Main household income groups:
  - 18K to 37K – 5%
  - 37K to 80K – 20%
  - 80K to 180K – 60%
  - 180K + – 15%
- Art and Culture is more important to them
- Prefers high rise, loft second

### Group – Empty Nesters and Retirees (60 – 69)

- Create an appealing space & fill in the shops
- Encourage niche shops, pop up shops
- Greater variety of retailers
- Utilise the footpaths
- More cultural attractions
- Extra shade please...



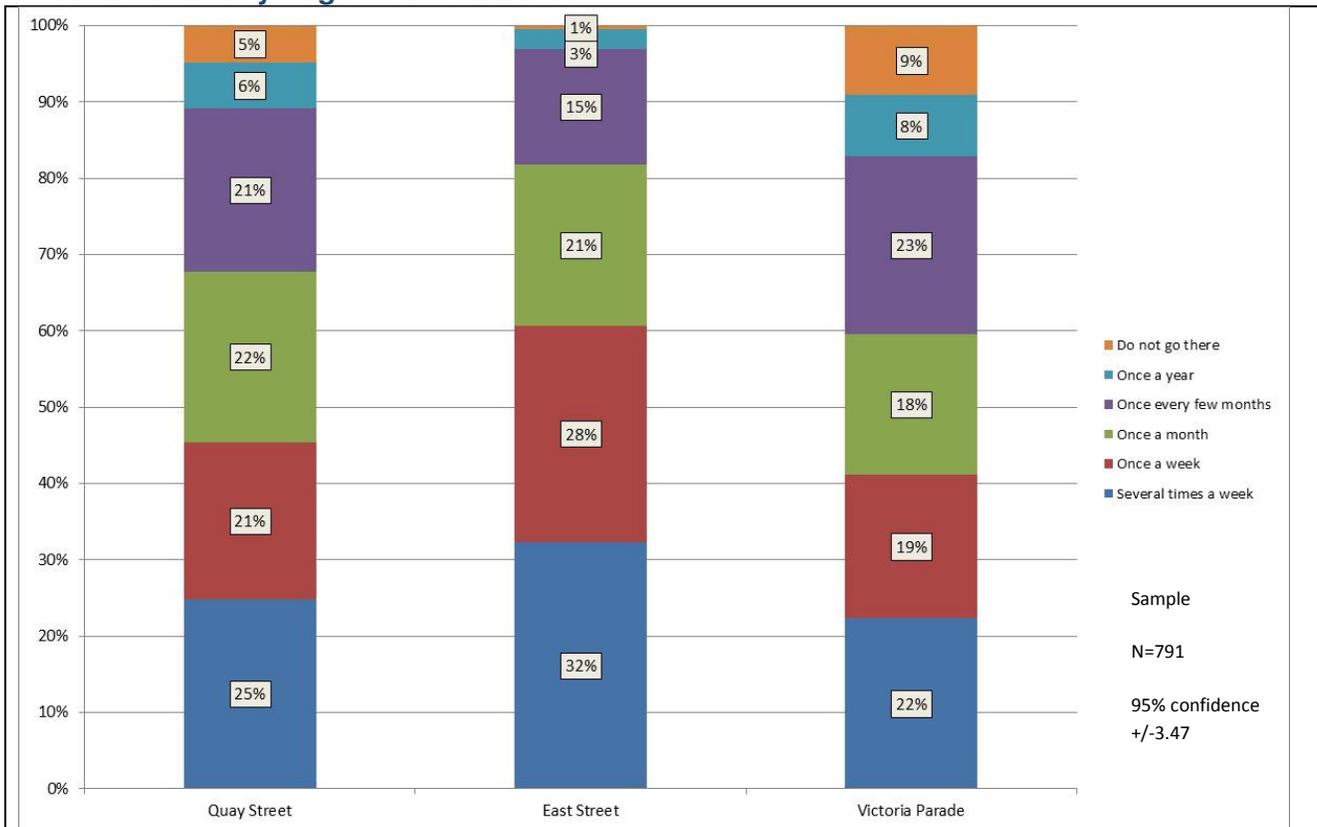
### What's their Profile?

*From the survey...*

- 33% born in Rocky
- Main household income groups:
  - 18K to 37K – 4%
  - 37K to 80K – 24%
  - 80K to 180K – 57%
  - 180K + – 7%
  - Not listed – 8%
- Prefer high rise living

## Findings

### How often do you go to the CBD?



**Data analysis:** Overall East Street is the street most regularly attended in the CBD precinct. 60% of respondents indicated that they visited this Street either “Several times a Week” or “Once a Week”.

#### Quay Street – Respondents indicated - Overall Regular Use at 46%

- Within their age groups higher visitation rates for 18-24 yr olds and 50-59 yr olds. 52%-53% of respondents in these age groups indicated they visit this street at least once a week or more. For those age groups predominantly with children (25-49 yr olds) 40% indicated they visited at least once a week or more.
- There was no differentiation in terms of usage between those on different household income brackets.
- Those that live local (Rockhampton City) are more likely to visit Quay Street regularly. However only 55% of this group would visit at least once a week or more, just slightly higher than North Rockhampton residents.

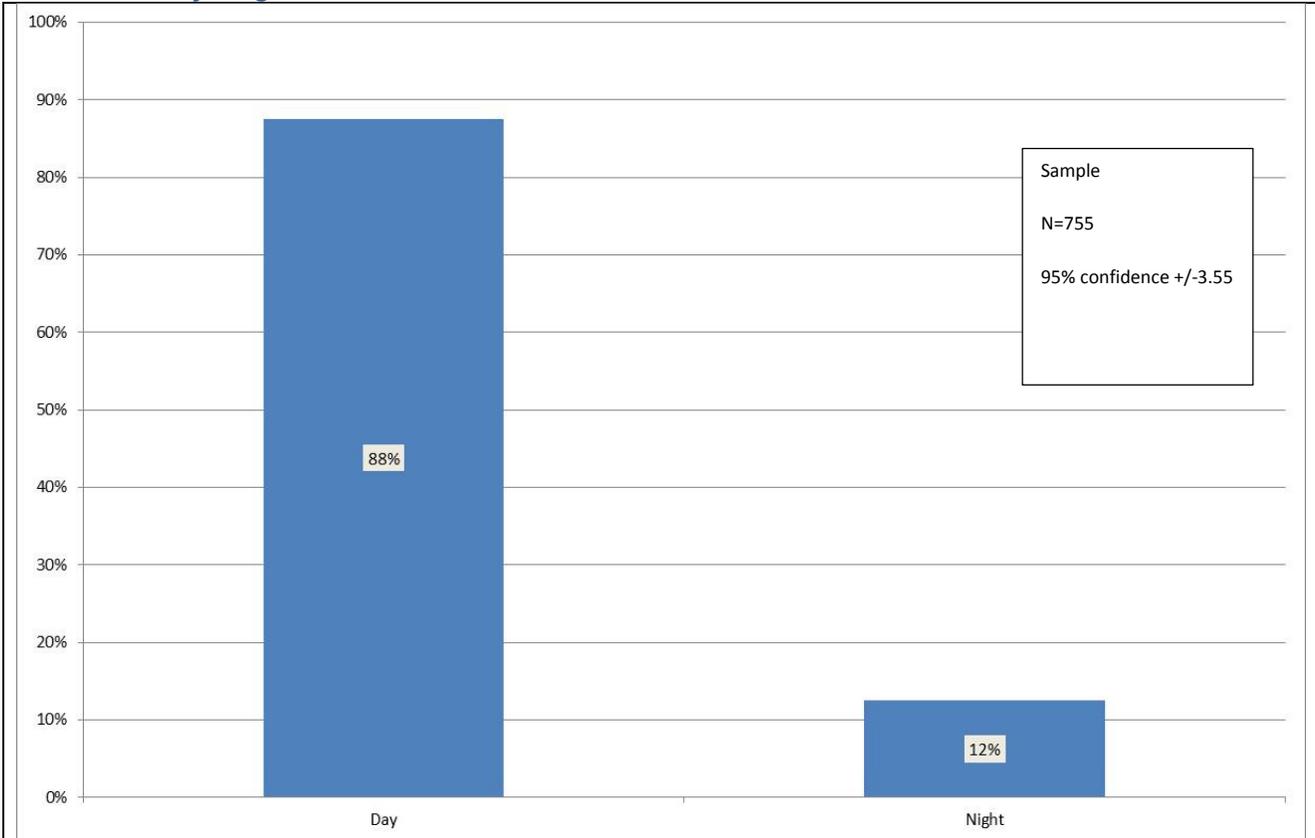
#### East Street – Respondents indicated - Overall Regular Use at 60%

- Within their age groups there are higher visitation rates across 18-24 yr olds (66%), 25-34 yr olds (61%) and 35-49 yr olds (64%) indicating they would visit this street at least once a week or more.
- There was not much differentiation in terms of usage for those on different household income brackets.
- Those that live local are very high users of this street; 72% indicated that they would visit this street at least once week or more. 62% of respondents from North / South Rockhampton indicated regular use.

#### Victoria Parade – Respondents indicated - Overall Regular Use at 41%

- Within their age groups 50-59 yr olds indicated higher usage of this street with 51% visiting this street at least once a week or more. For 18-49 yr olds this rate drops to 39% for regular usage of this street.
- There was not much differentiation in terms of usage for those on different household income brackets.
- Those that live local – Rockhampton City are more likely to visit Quay Street regularly. However only 48% of this group would visit at least once a week or more, just slightly higher than North Rockhampton residents.

## When do you go to the CBD the most?



### Data analysis:

As can be seen above 88% of respondents indicated that they are normally in the CBD during the day.

It should be noted that many workers come to the CBD during the day and would be comprised within the 88%.

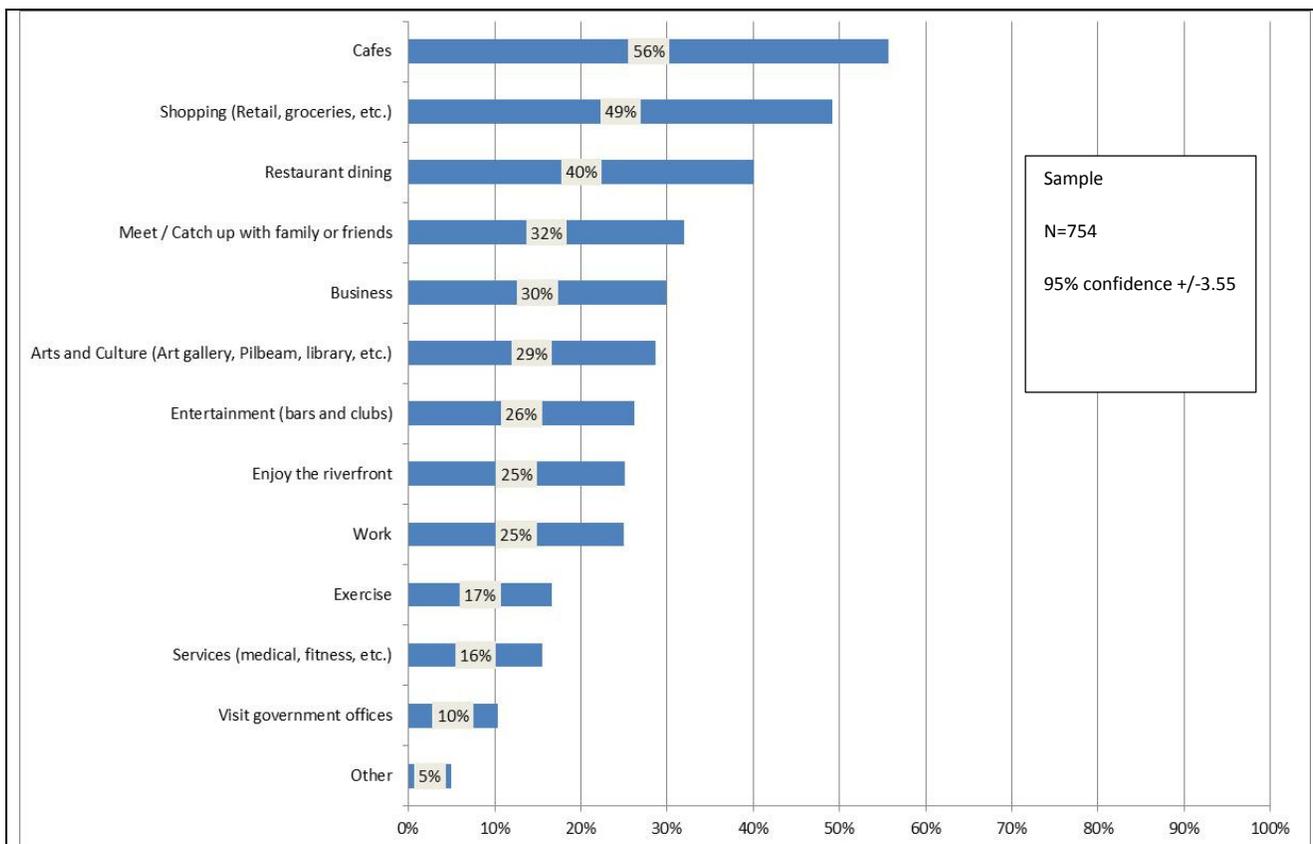
In saying that the main reasons why night participation is only at 12% is safety concerns, lack of facilities/businesses to encourage people to come to the CBD at night, transportation to and from the CBD and the atmosphere.

At the present moment in time those in the older age groups such as 50-59 yr olds and 60-69 yr olds are more likely to be in the CBD at night than younger persons. This is around 15-16% for night and 84%-85% for the day.

There seems to be some distinct opportunities for certain businesses to lift the night time participation. Particularly of the 18-24 yr olds and the 25-34 yr olds in the CBD as only 7% of 25-34 yr olds would be in the CBD predominantly at night.

In terms of income brackets those with highest household incomes were more likely to be in the CBD at night than lower income brackets. Those over \$180K indicated a night time preference of 15%, the lowest night time preference was those on the \$80-\$180K household income bracket.

## What do you go to the CBD for?



### Data analysis:

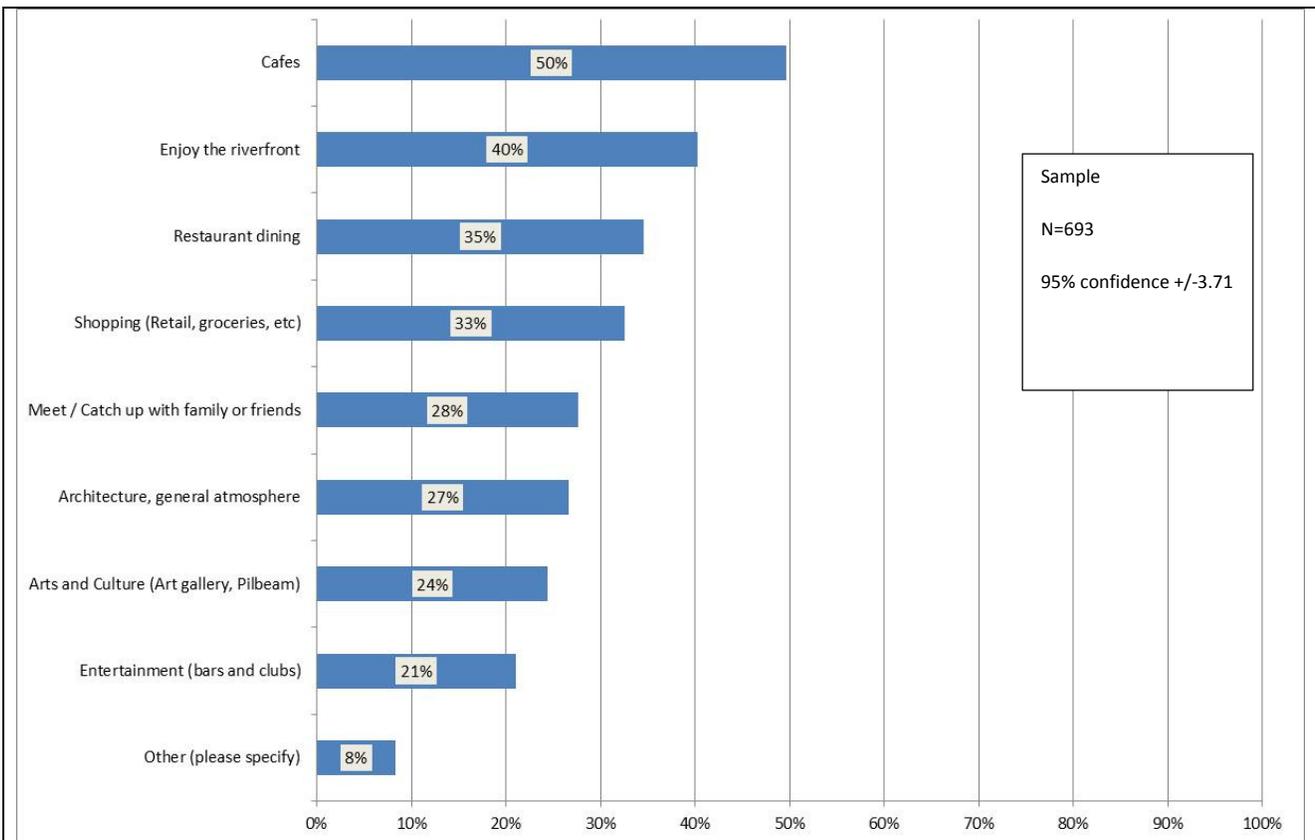
**Cafés:** around 50%-55% all age groups (over 18) are going to cafés in the CBD, 25-34 yr olds though are the highest users of cafés with 62% of this age group enjoying the café culture. In terms of locations those in Rockhampton City are the highest users with 66%, incomes didn't register a significant difference.

**Shopping (Retail, groceries etc...):** Age groups that have a higher rate of going to the CBD for shopping include: 18-24 (52%), 35-49 (57%) and 60-69 (52%). Those groups that have a lower rate include: 25-34 (43%) and 50-59 (43%). It is assumed that the youngest age group has a higher rate due to a higher level of disposable income with limited debt, those 35-49 have some level of debt yet come to the CBD for retail and groceries and those 60-69 are semi-retired / retired and have more time to spend shopping. Note: there is not much difference statistically in terms of where someone lives and their propensity to come to the CBD to undertake shopping activities.

**Restaurant Dining:** It is apparent that the 25-34 yr old age group is the predominant user when it comes to cafés and also restaurant dining. All other age groups are lower in their usage with each age group having 35%-37% of users in these various age groups that come to the CBD for dining purposes. Note: there is not much difference statistically in terms of where someone lives and their propensity to come to the CBD to enjoy dining opportunities. In terms of income brackets those on lower incomes \$18K-\$37K to \$37-\$80K are statistically higher users of restaurant dining. Those that have incomes over \$180K have around 35% of this group that comes to the CBD for dining purposes. This indicates a major opportunity commercially as this groups disposable income tends to be higher than all other groups.

Enjoying the riverfront seemed to be exceptionally low with only 25% of residents indicating that this is one of the reasons that they came to the CBD for.

## What do you like most about the CBD?



### Data analysis:

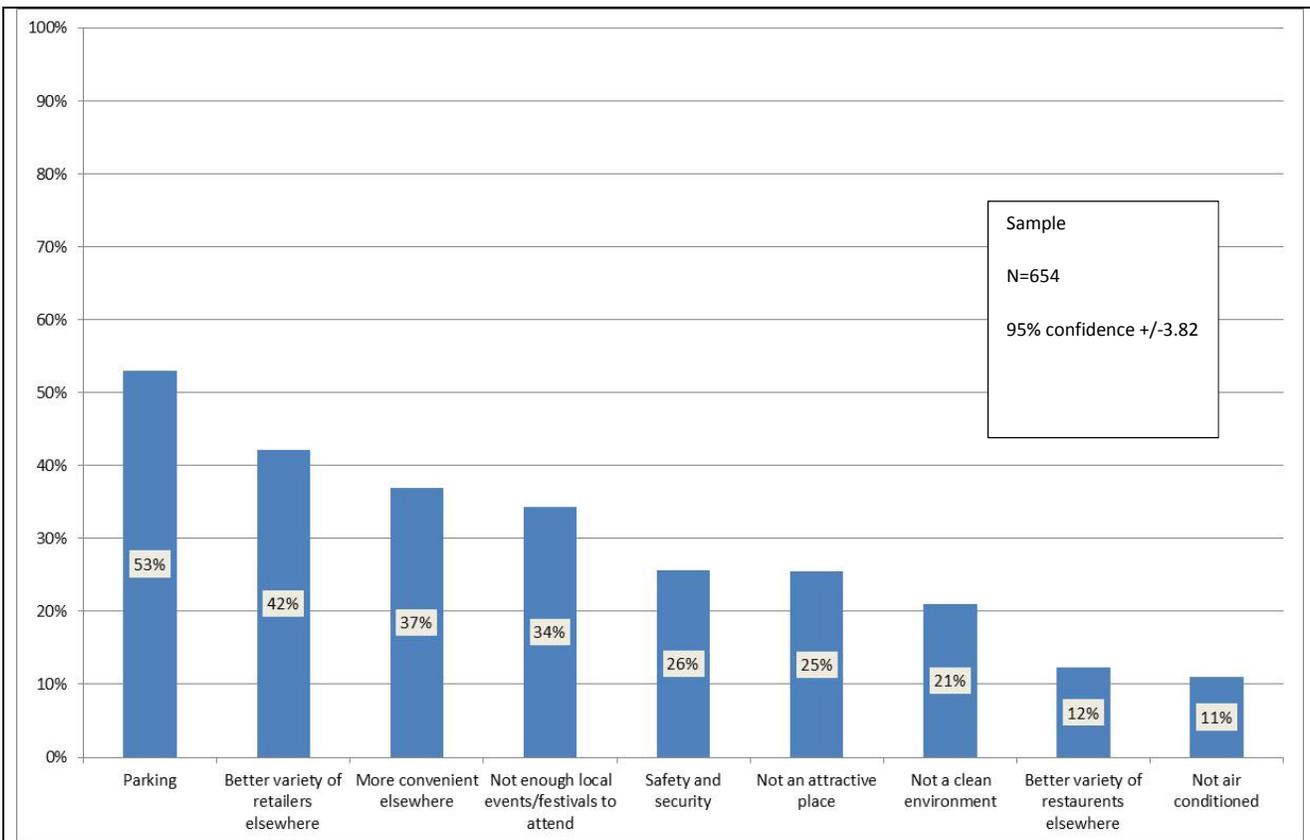
#### **Shopping (Retail, groceries) is a driver for residents to go to the CBD however experience can be improved**

There were 49% of respondents that indicated in the previous question that they go to the CBD for shopping purposes however when asked what do you most like about the CBD only 33% indicated that they liked shopping most when coming to the CBD. This indicates a gap between reason of attendance and enjoyment, the assumption is that shopping in the CBD is more of a functional capacity than an experience/enjoyment capacity.

#### **At the moment the Riverfront is not a significant driver / motivating factor for people to come to the CBD**

It is interesting to note that 40% of residents indicated that they like most about the CBD was "Enjoying the Riverfront" however when asked in the previous question: *If you go to the CBD what do you to the CBD for?* Only 25% indicated to enjoy the river. This translates into the riverfront at the moment not being a significant driver / motivating factor for people to solely make the journey to the CBD.

## If you don't go to the CBD or not as often as you used to, what are the main reasons?



### Data analysis:

**Parking** was the highest ranked reason why people don't go to the CBD or as often as what they used to. At least 50% of every age groups indicated this was a major reason, for 18-24 yr olds it was 61%.

**Better variety of retailers** was the next ranked reason why people don't go to the CBD. Analysis shows that this is an issue for all age groups. From the comments it can be established that this is a quality and quantity issue – essentially there is not enough retailers of certain quality with other locations having this retailer mix for residents. Even 38% of those that live in Rockhampton City say that there is a better variety of retailers elsewhere.

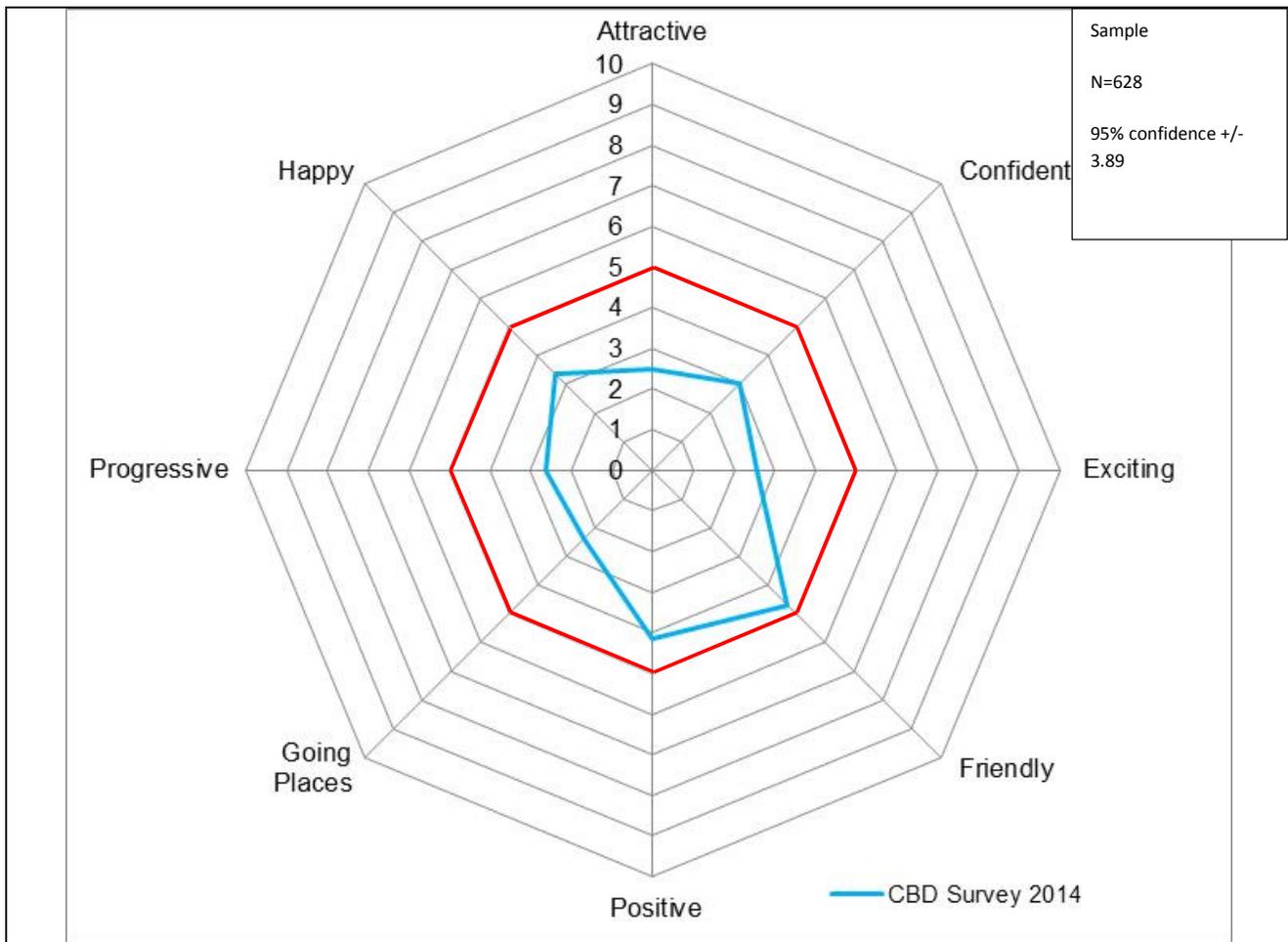
The next ranked reason is **“More convenient elsewhere”**; this is about parking, the concentrating of quality retailers/eateries close together and the quality of smaller scale infrastructure that makes the experience more pleasant. Older age groups have a much stronger emphasis on this reason than other age groups.

**Not enough local events/festivals to attend** is an opportunity for the CBD that other areas cannot match as there is an significant amount of open space on the Riverbank.

Close to 25% of all age groups indicated that **safety and security** was a major factor that lead to their reduced participation in the CBD, except those aged 18-24 where almost a third of these participants indicated this reason. Whilst it was ranked fifth from the comments it is clear from the open ended comments that for numerous people this would be the only main reason why they do not come to the CBD.

Those that lived in Rockhampton City and North Rockhampton were the main groups that indicated the CBD was **not an attractive place**.

## If Rockhampton's CBD was a person how would you describe them?



### Data analysis:

The red line above indicates a minimum level to be achieved before any of the positive personalities could be stated.

Also the higher the score the more like that personality trait the CBD would be. If it is below the red line it is considered to be the opposite.

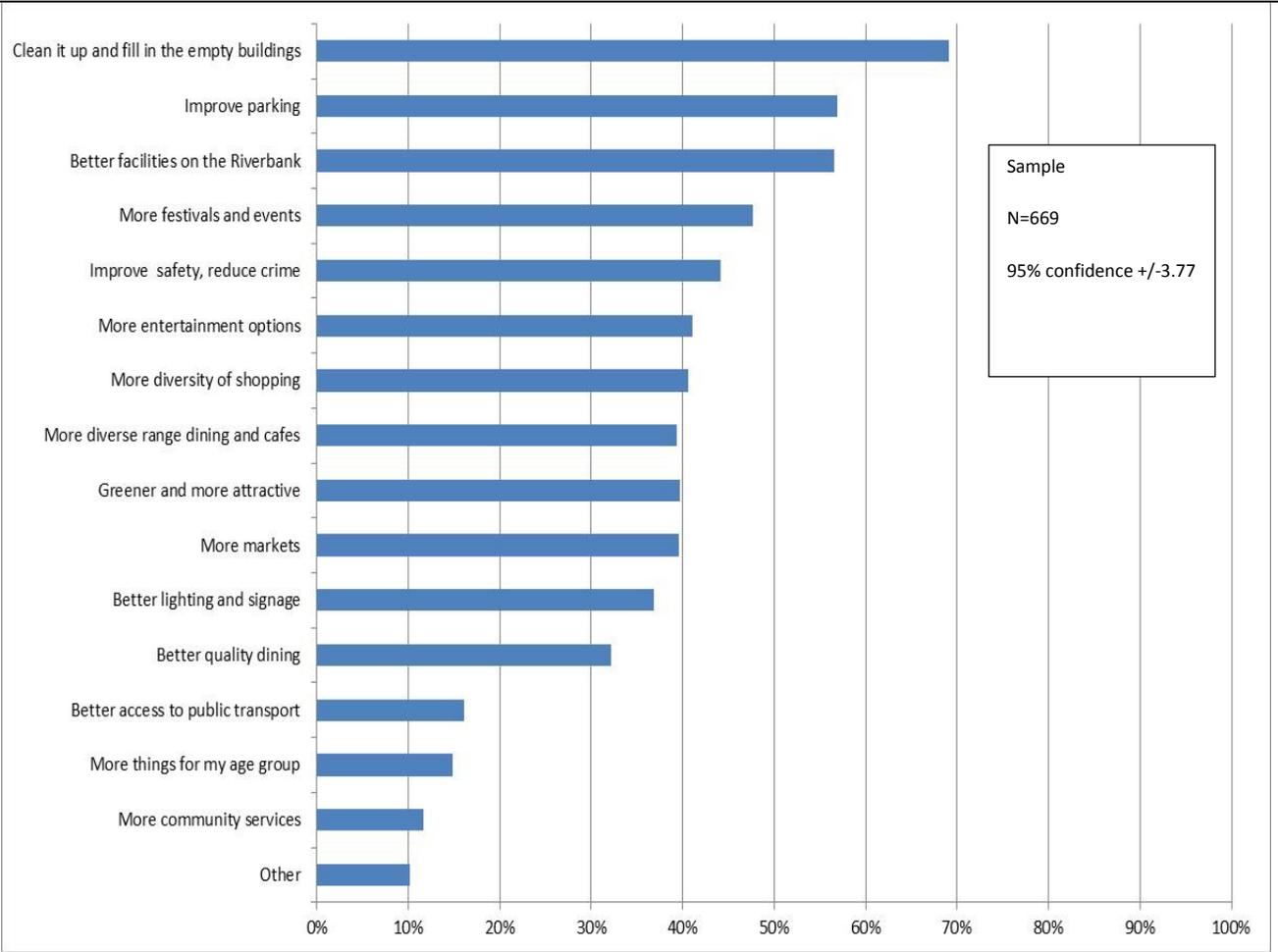
As can be seen above currently the CBD 2014 line is below all positive personality traits and is therefore seen as:

*Tired, timid, boring, negative, stagnant and a bit sad.*

Those aged 18-24 tended to have stronger negative perceptions of the CBD across all personality traits and therefore the conclusion from this is that the CBD is not an inviting space for younger residents of the Region. All other age groups had negative perceptions of the CBD but not as strong as this younger age group.

In terms of locations, those that lived within Rockhampton City also had stronger negative perceptions of the CBD's personality than all other locations across the Region.

### How can the CBD be improved?



Data analysis:

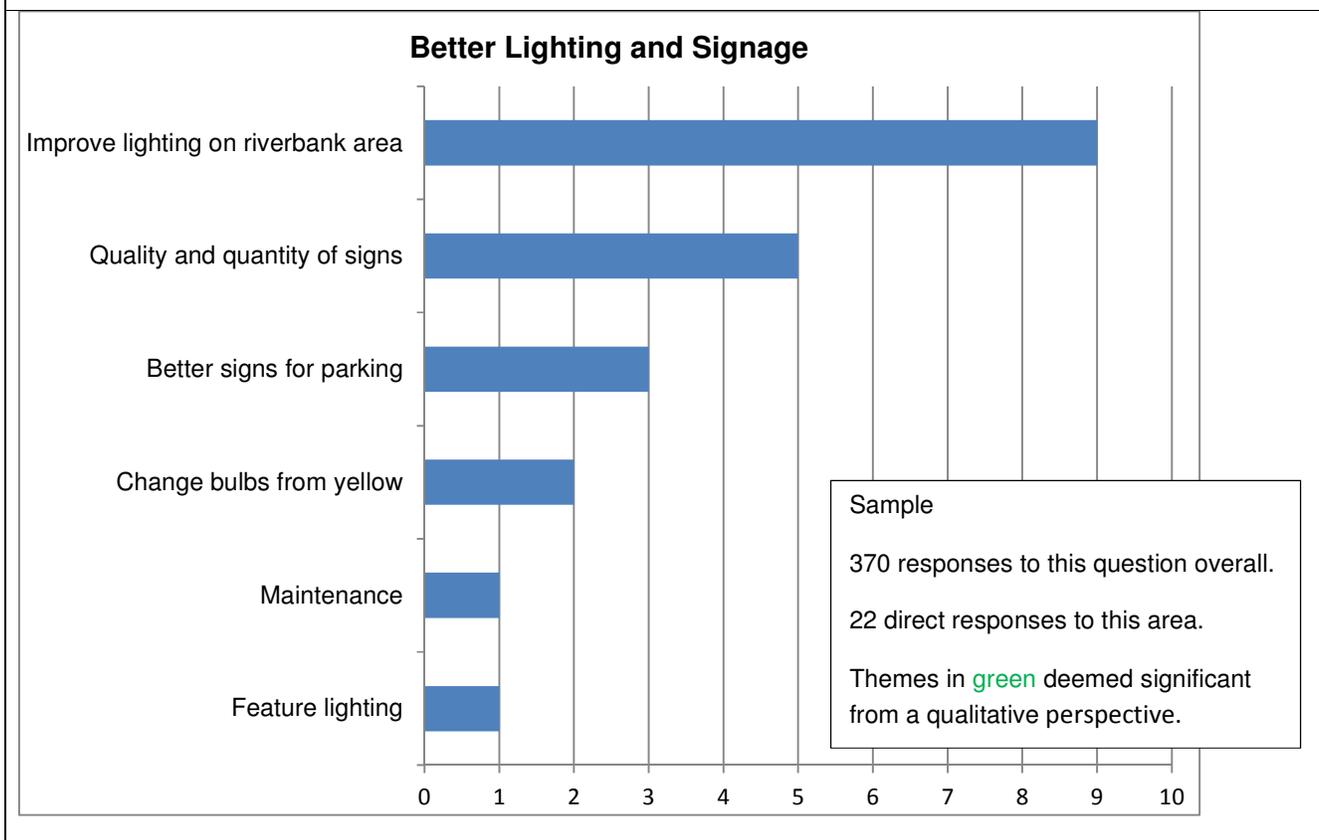
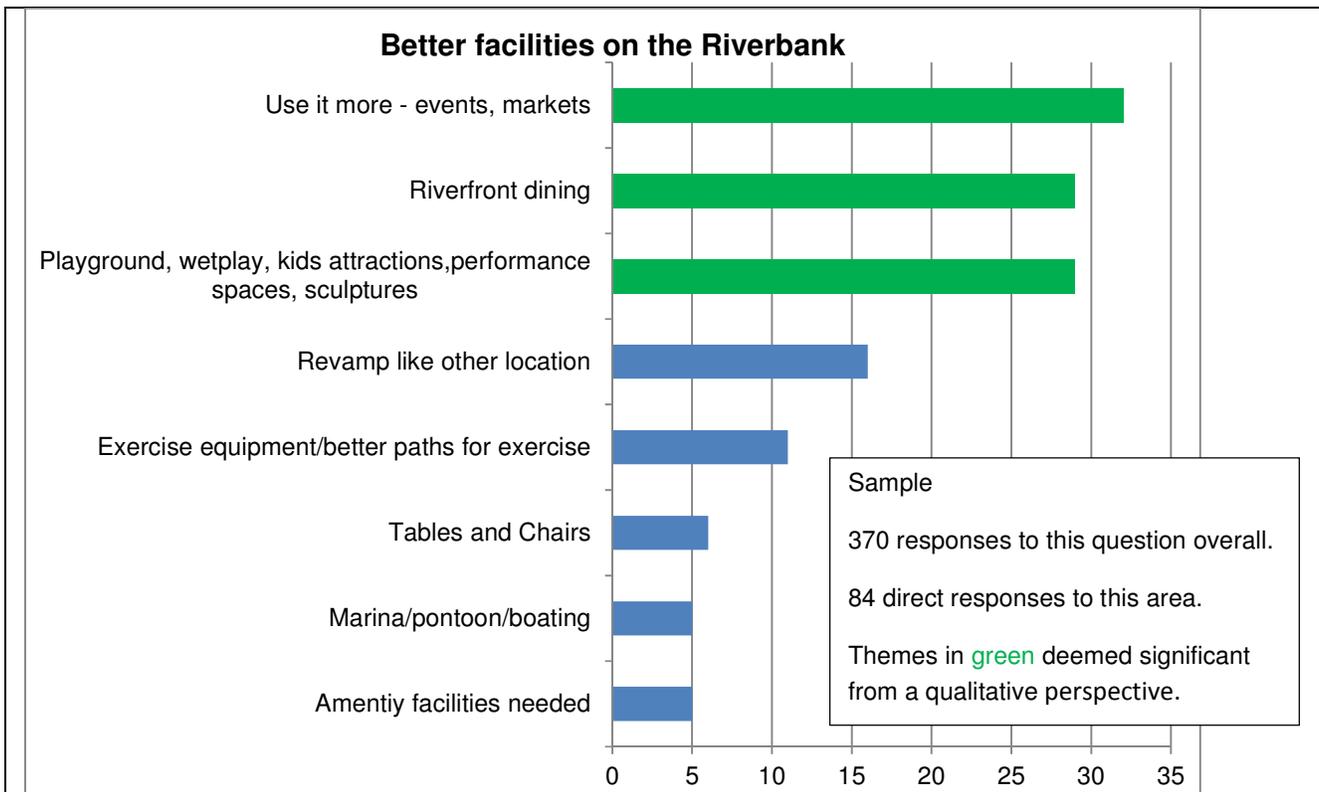
Almost 70% of respondents indicated that cleaning up the CBD and filling the empty buildings will improve the CBD overall. There are two elements driving this: (1) Maintenance programs focused on public space to clean up what is there and (2) Filling shops to create atmosphere. From the comments it was clear that residents believed that there were many opportunities to undertake simple enhancement exercises to improve the aesthetic appeal of the CBD.

Improving parking was the next highest rated option. From the comments residents indicated more free parking would assist and that new structures ie. car parking stations could be introduced to assist with this issue. It would be envisaged that these parking stations would be multi-story car parks that would be within a short walking distance to shops and the riverfront but not directly along the riverfront.

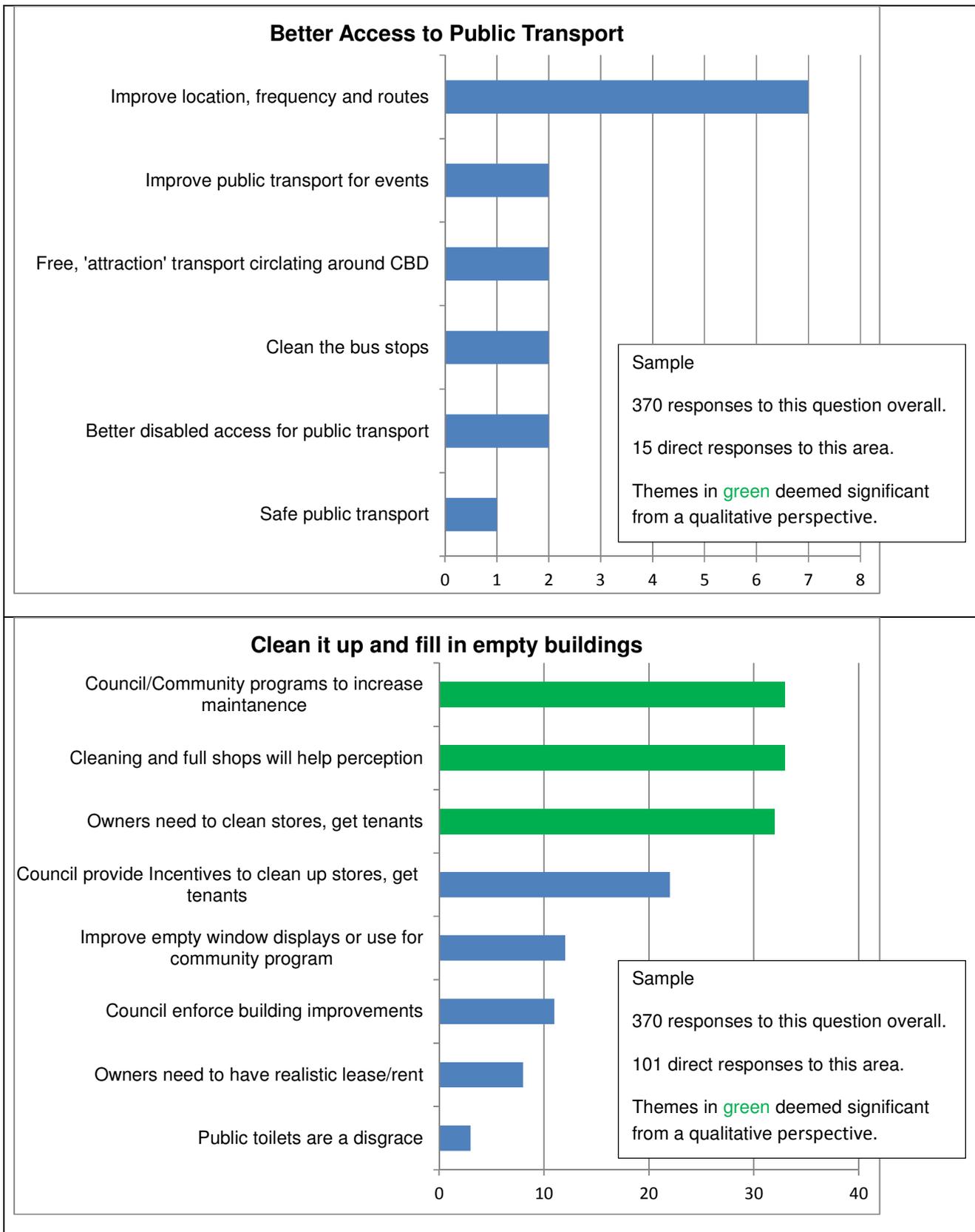
Better facilities on the riverfront were the third highest rated option. The main facilities that were mentioned include: allowing the riverfront to be used for more events/markets, riverfront dining and having a water play area.

Improving safety and reducing crime was seen by many as a way to attract more people to the CBD. Many comments were related to removing intoxicated persons from the area and having a greater police presence. Comments relating to intoxicated persons mentioned those persons that are habitually there – throughout the day and night.

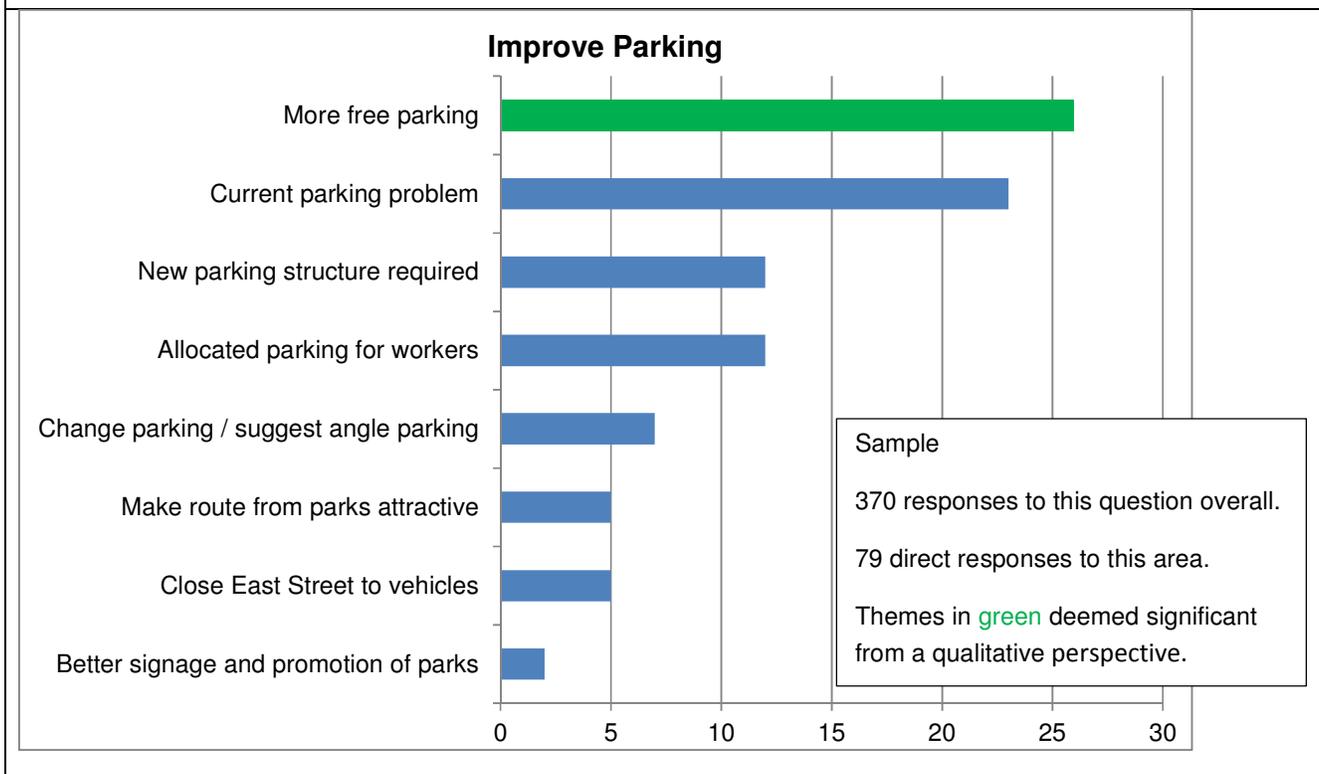
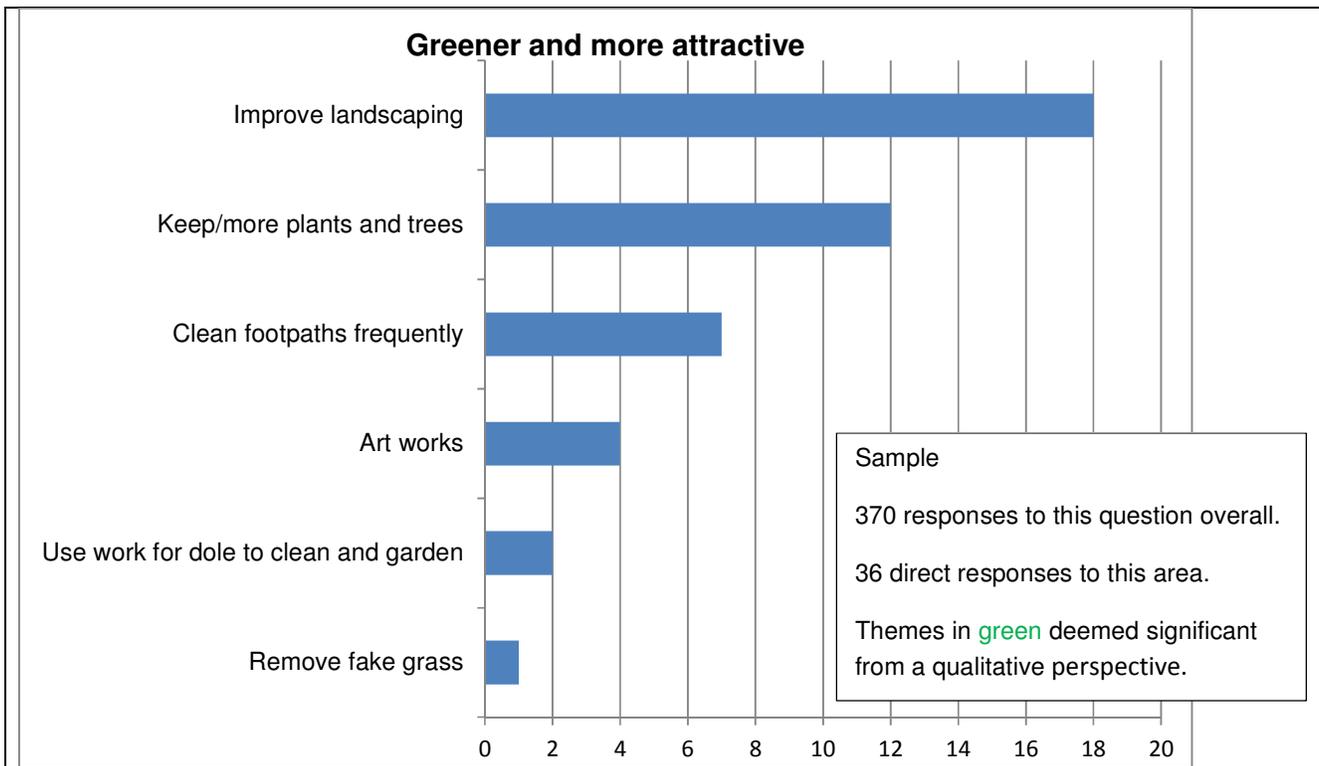
## How can the CBD be improved? Open ended responses themed



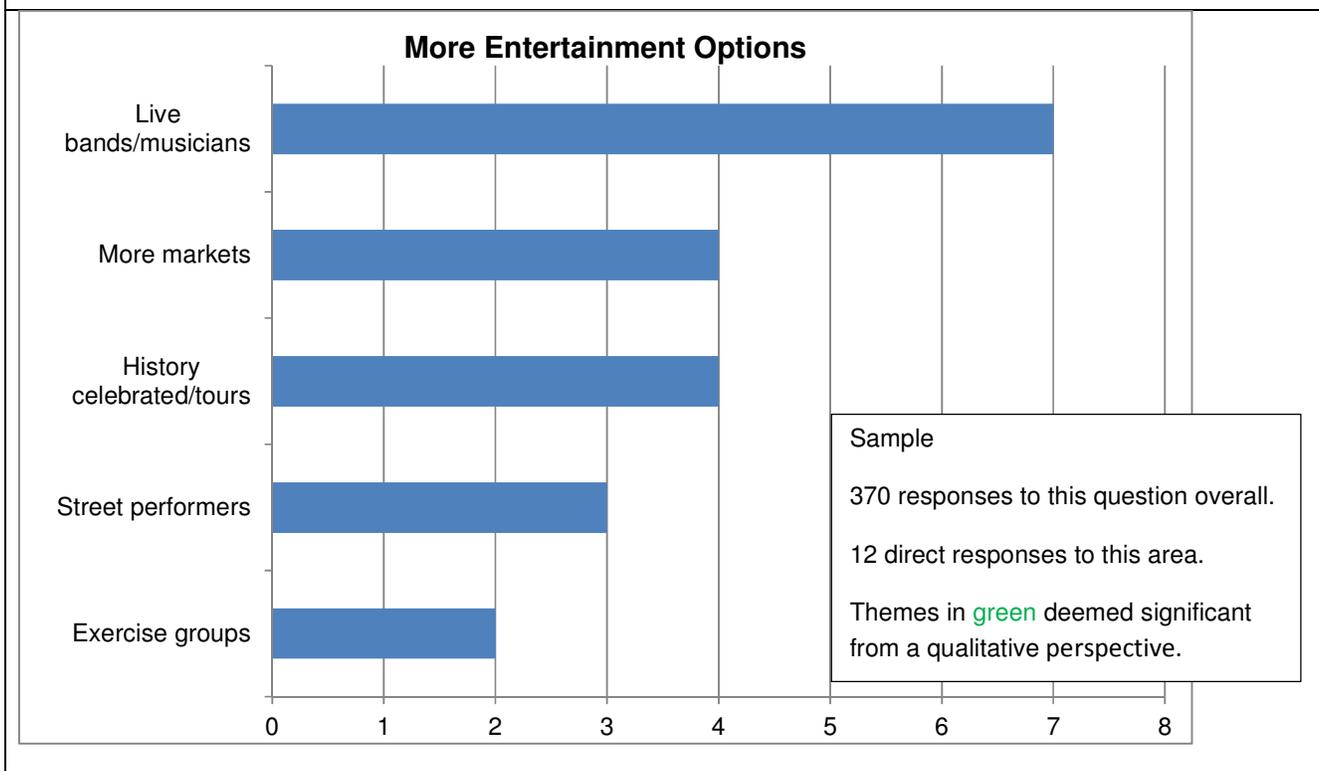
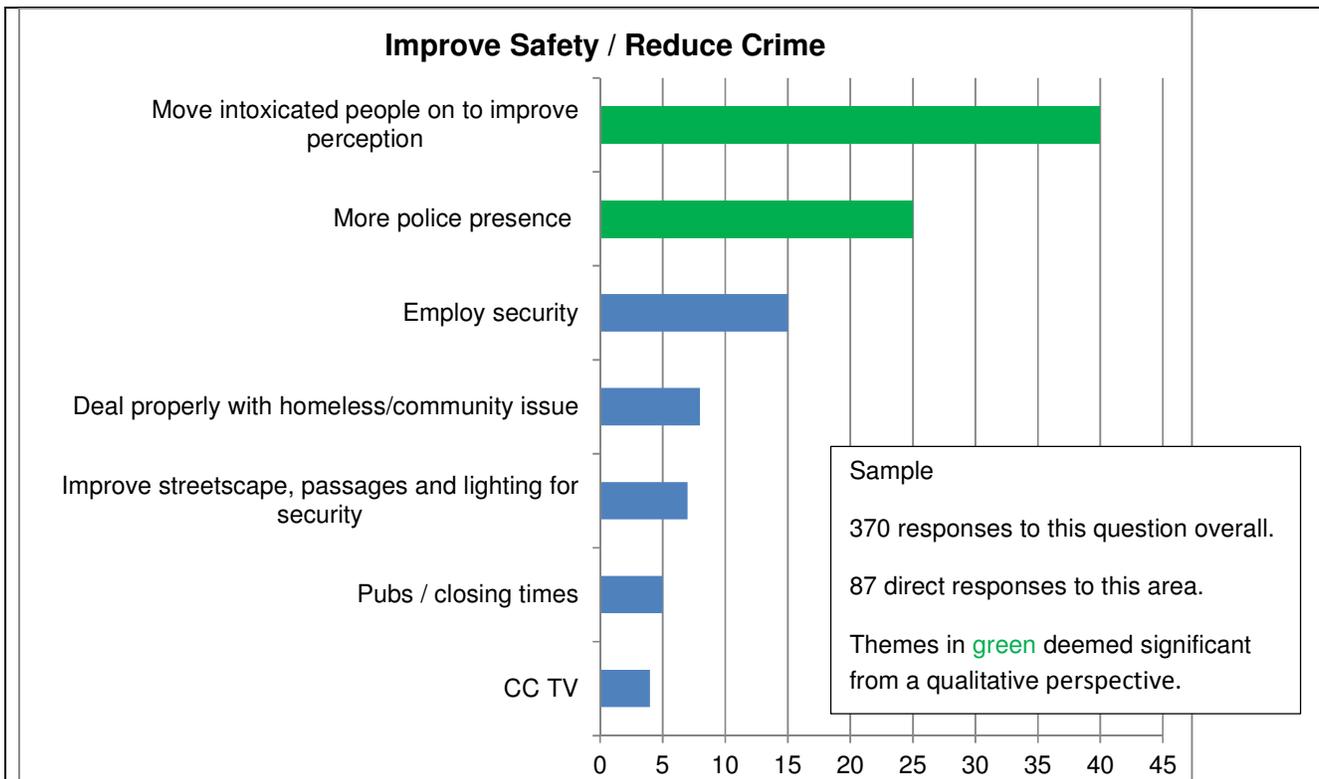
## How can the CBD be improved? Open ended responses themed continued....



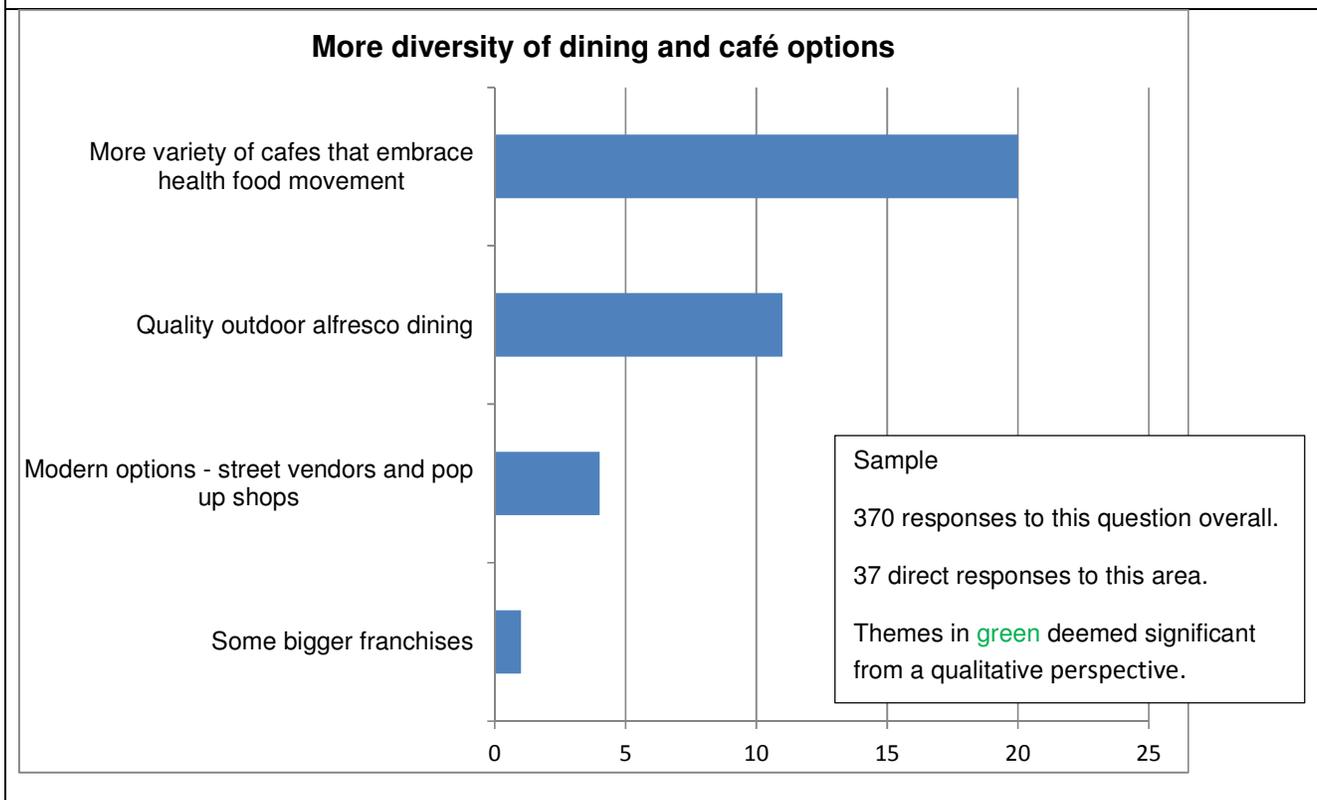
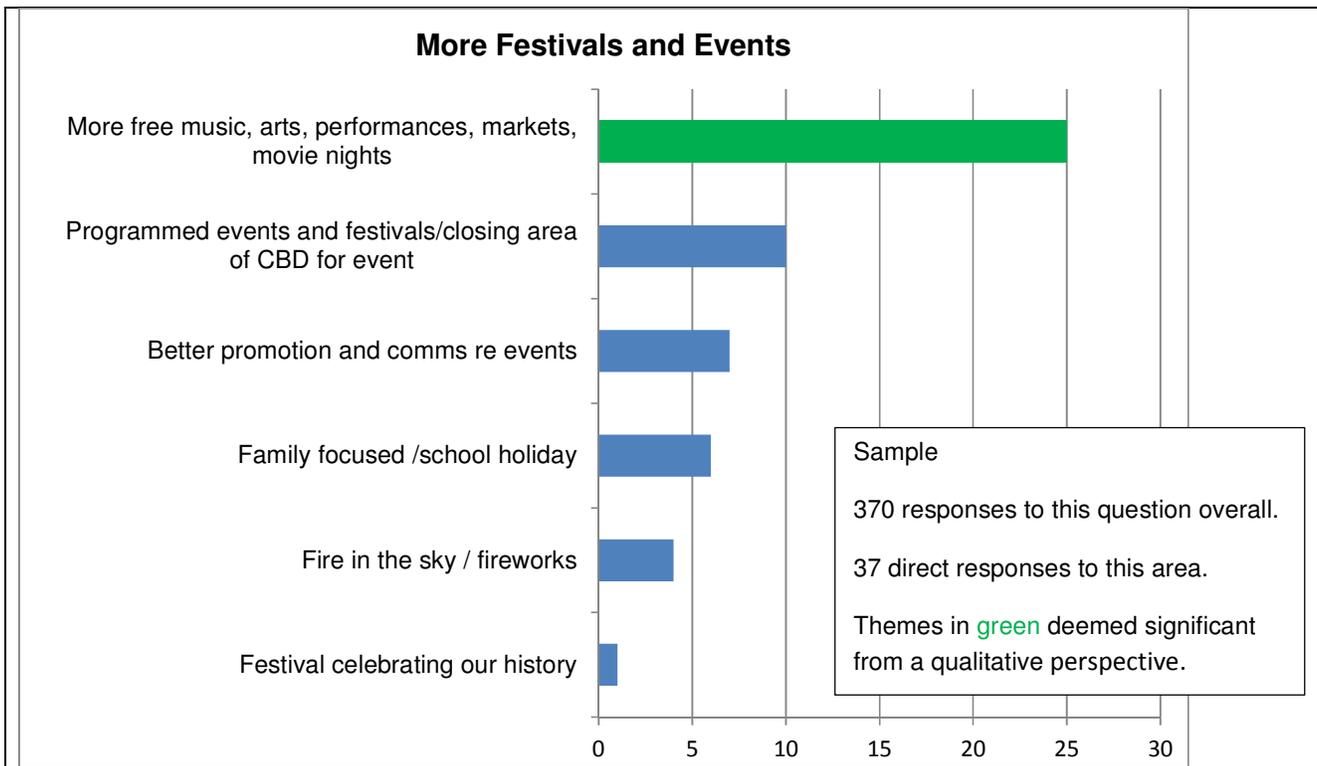
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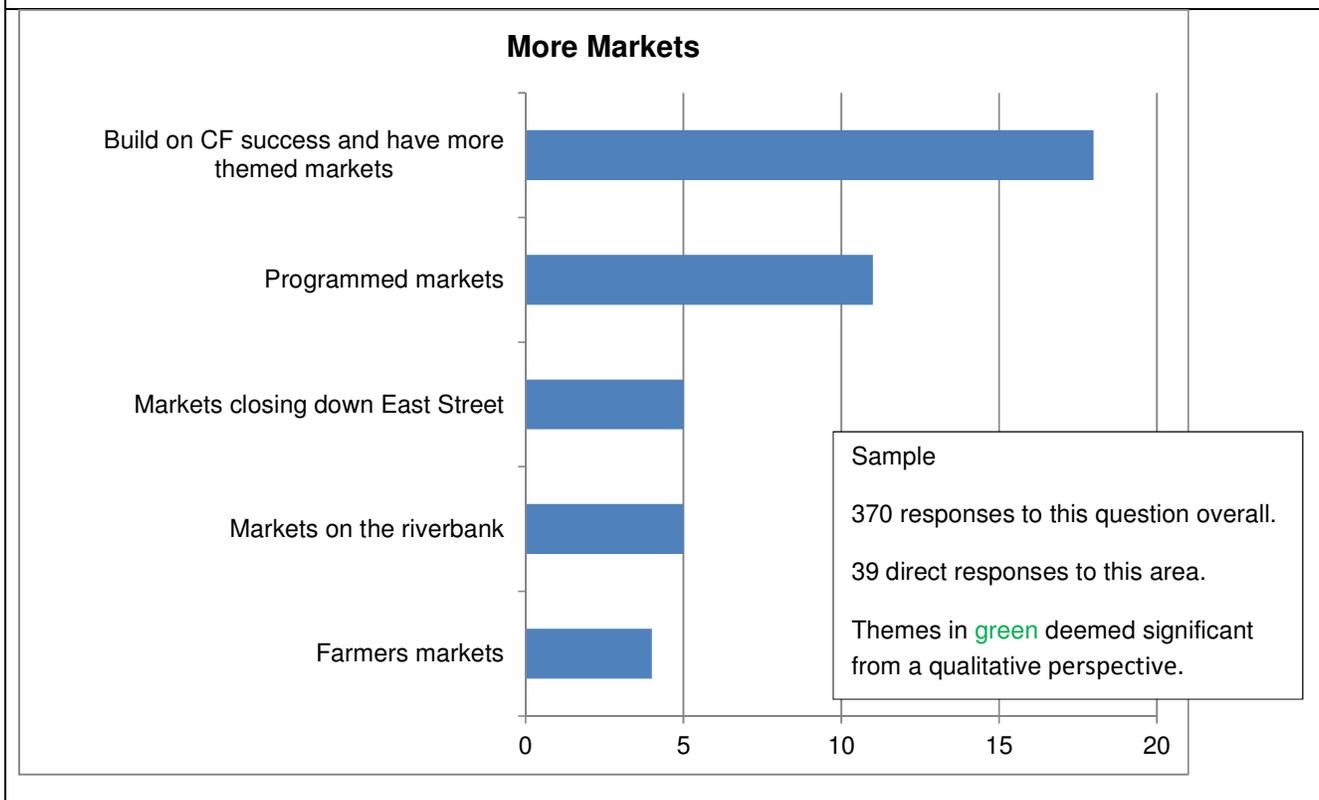
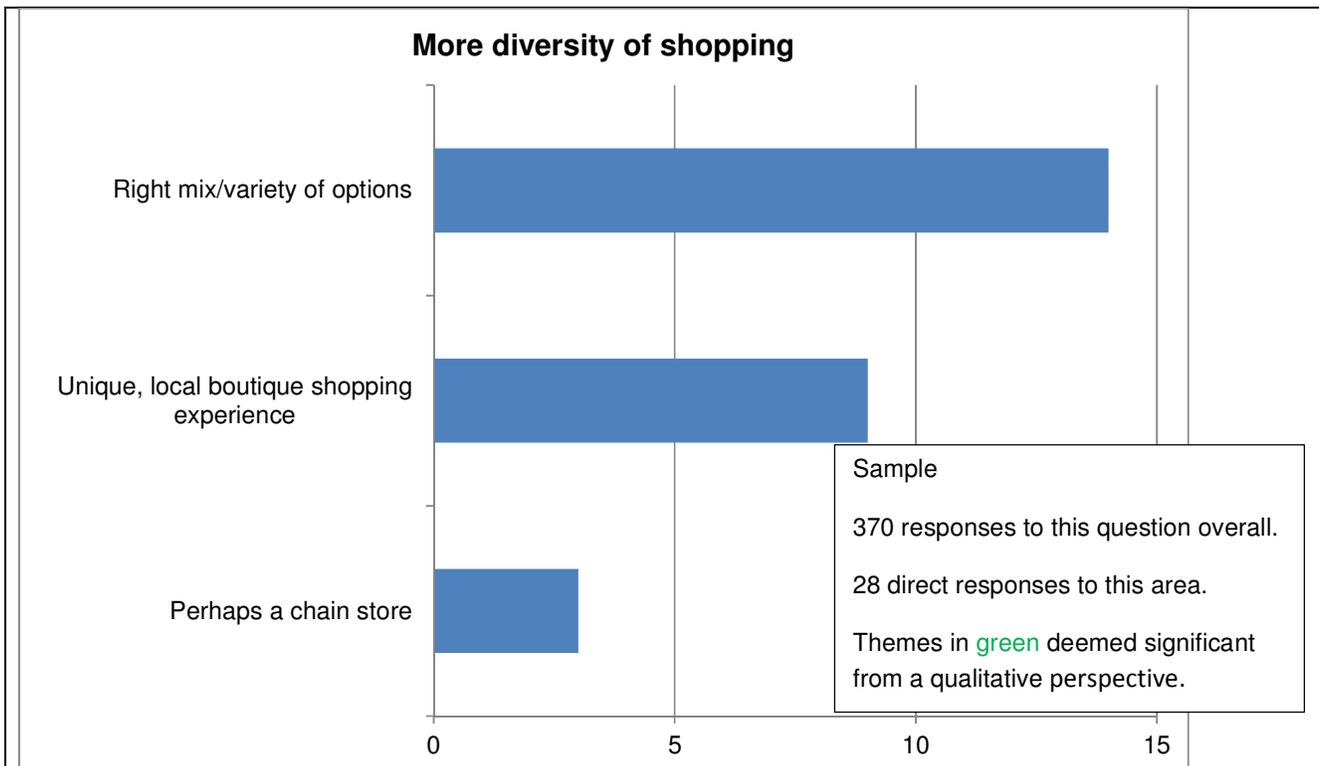
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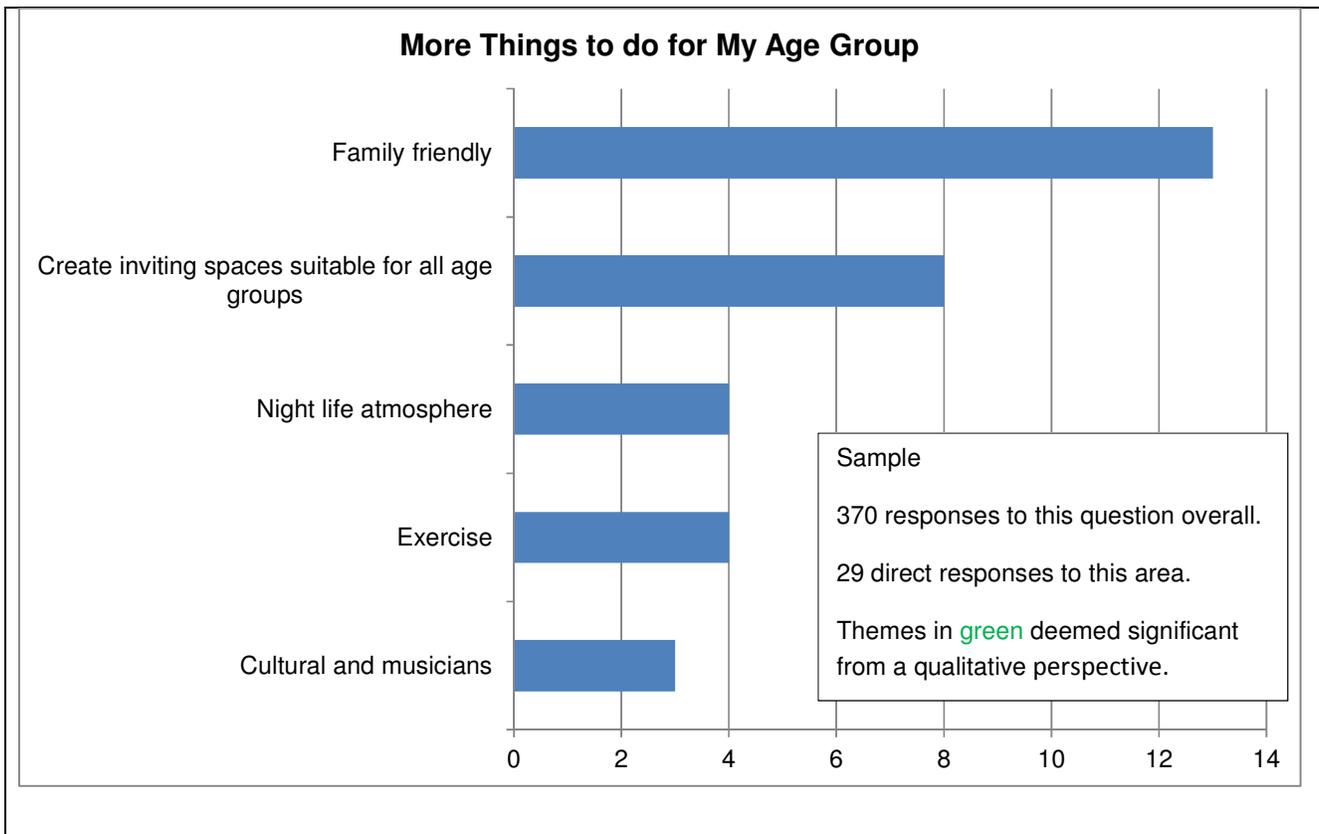
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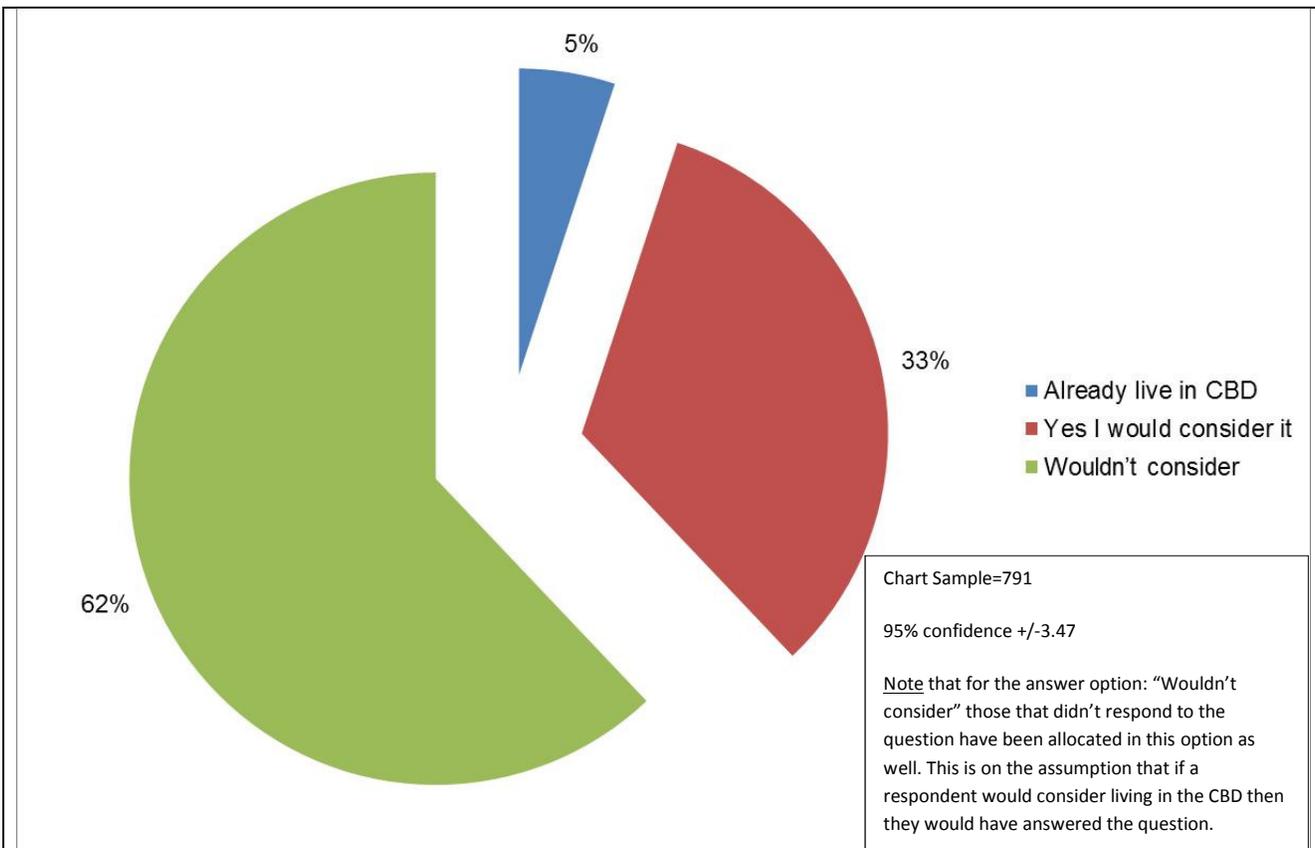
## How can the CBD be improved? Open ended responses themed continued...



## How can the CBD be improved? Open ended responses themed continued...



## Would you consider living in or near the CBD?



### Data analysis:

#### **For those already living in the CBD**

According to this survey young workers (25-34 yr olds) and parents / homebuilders (35-49 yr olds) make up over 50% of the current residents living in or close to the CBD. 20% are older works / pre-retirees (50-59 yr olds). The rest is split between other groups.

#### **For those that would consider living in the CBD**

The relative statistics of those that would consider living in the CBD is similar to the age groups already living there, the exception being there is a much higher level of 35 to 49 yr olds that would consider living in the CBD than are currently living there at the moment (25% currently living there to 33% that would consider it).

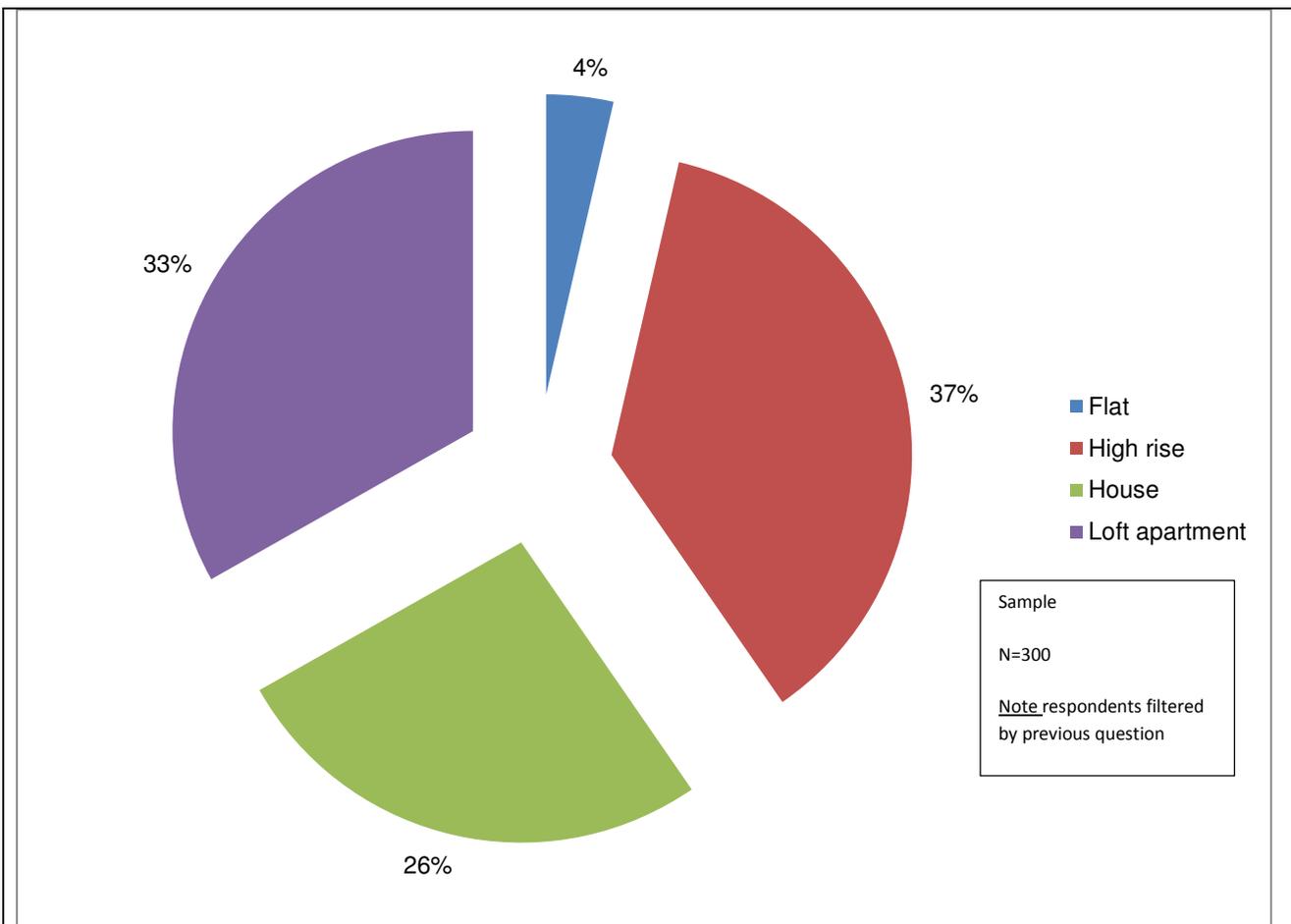
In terms household incomes that would consider living in the CBD:

- For the \$80 to \$180K income bracket – 38% were 35-49 yr olds, 29% were 25-34 yr olds and 17% were 50 - 59 yr olds. The rest is split between other groups.
- For the \$180K income bracket – 37% were 35-49 yr olds, 32% were 50-59 yr olds and 18% were 25-34 yr olds. The rest is split between other groups.

#### **For those that wouldn't consider it the main reasons (in order) were:**

A perception of crime in the area / safety issues, some residents were happy where they currently lived, current family / household wouldn't permit them to living in the CBD, some residents indicated that they prefer space and affordability issue was outlined for some.

## For those considering living in the CBD what is your preferred living arrangement



### Data analysis:

In order of preference 18-24 yr olds prefer a House, a Loft, then High Rise and finally a Flat.

In order of preference 25-34 yr olds prefer a Loft, a House, then High Rise, and finally a Flat.

In order of preference 35-49 yr olds prefer High Rise, a Loft, then a House and finally a Flat.

In order of preference 50-59 yr olds prefer High Rise, a Loft, then a House and finally a Flat.

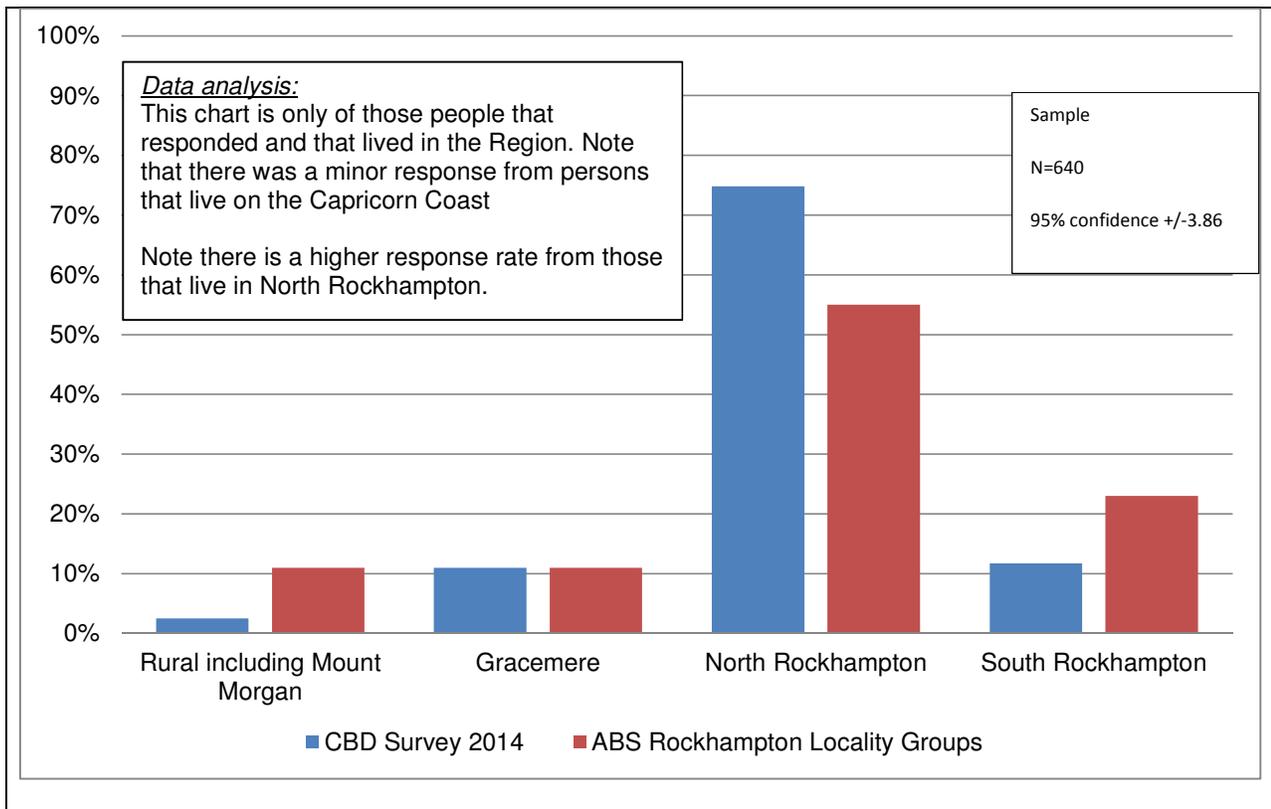
In order of preference 60-69 yr olds prefer High Rise, a Loft, then a House and finally a Flat.

Those on \$37K to \$80K prefer: Loft (40%), High Rise (31%), House (20%) and Flat (9%).

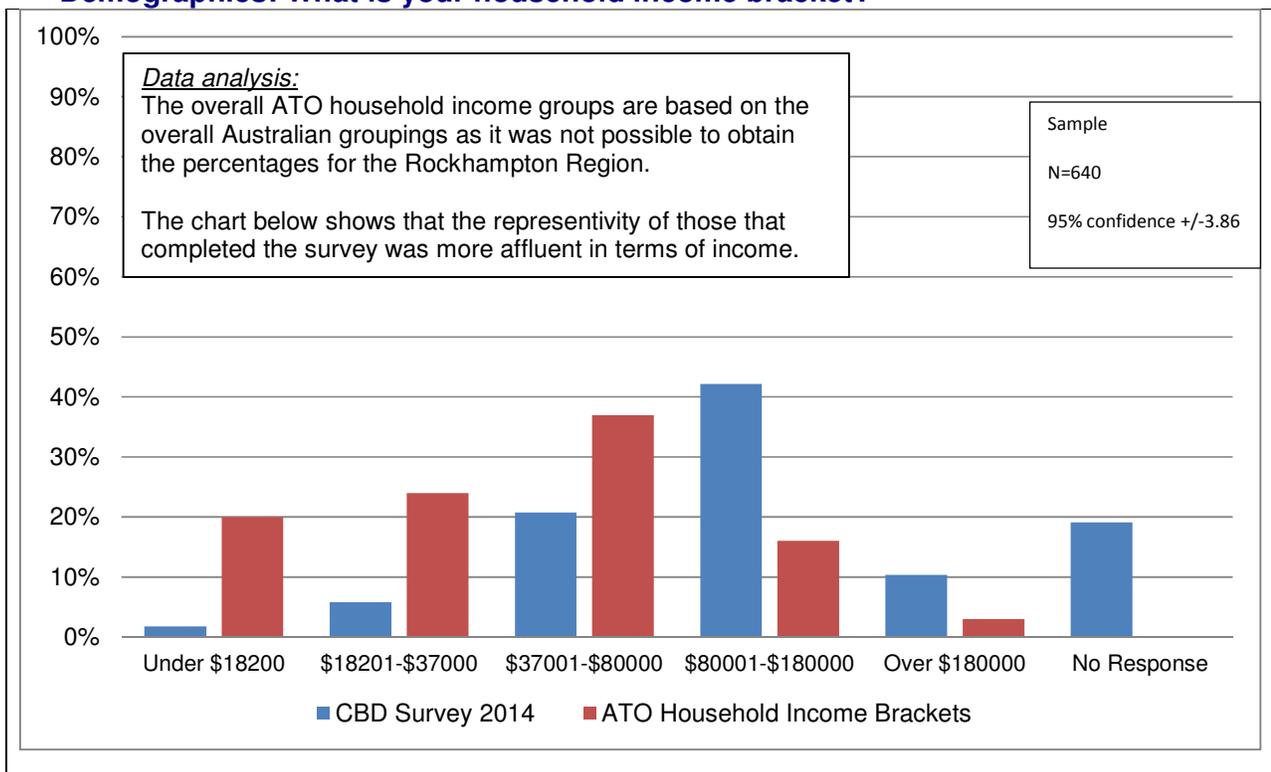
Those on \$80K to \$180K prefer: High Rise (45%), Loft (42%), House (11%) and Flat (2%).

Those on \$180K+ prefer: High Rise (51%), Loft (37%) and House (12%).

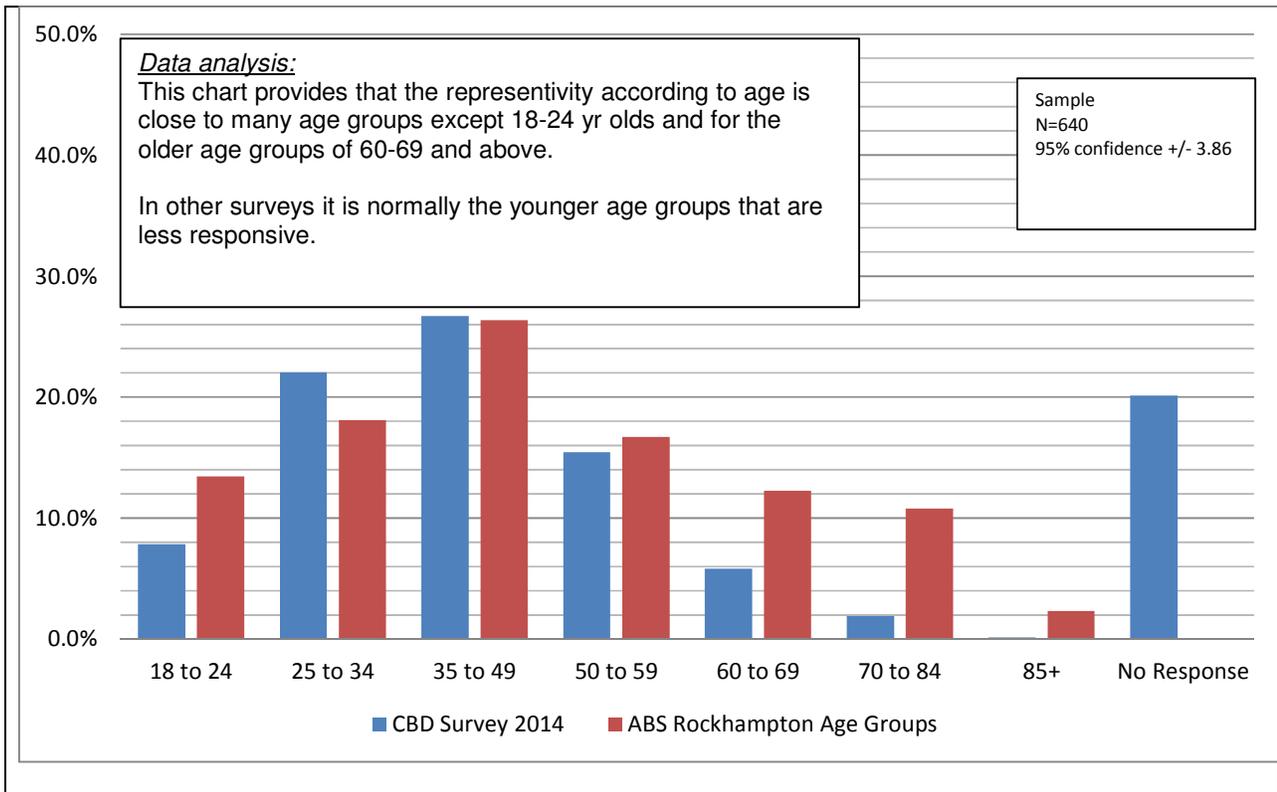
## Demographics: Location (Rockhampton Region only)



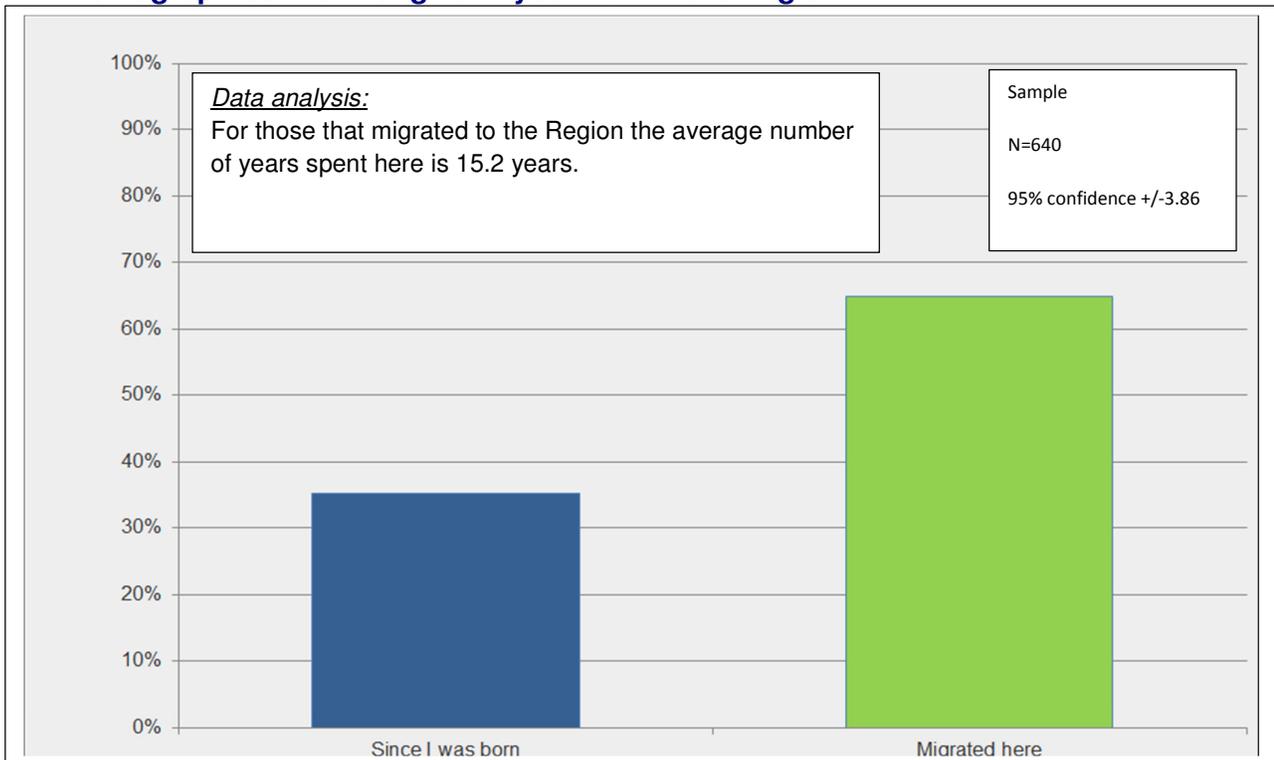
## Demographics: What is your household income bracket?



## Demographics: Age groups



## Demographics: How long have you lived in the Region?



## Do you have any further comments on the Rockhampton CBD?

1	A \$1,300,000 marketing investment was made to help Rocky improve its image problem, why has Council betrayed the investors, the artists and 3,500 community participants? Does Rocky want to perpetuate the negative image of the city? What happened to Smart City and City of Symphonies - the whole world wants to help Rocky and its image problem of a boring heart - why does Council spurn and malign us all?
2	A lot of untapped potential. Right now too many vacancies and tired looking.
3	A paint job on some of the buildings wouldn't hurt
4	Acknowledge the workforce who contribute to our city. We are the ones in the offices and behind the counters who are there every day making this city tick. how about providing conveniences such as improved parking for the people who actually pay taxes. Also, The successful eateries are those which serve meals quickly for the workers who are time limited. We are not all on shopping excursions or tourists.
5	All ideas should be reality tested to demonstrate feasibility. Too many hollow 'bright ideas' and too little substance will propagate issues rather than resolve
6	Appreciate what you have. Utilise existing talent - you may do better with local experts rather than outsiders. Engage more with promoting the region - what are you doing to encourage business visitors to spend another day or another dollar? do you acknowledge that tourists come to the region? Revamp Council's website (impossible to find anything on it) to highlight places to go. Ask the CBD traders if they want to be promoted on a joint website. Allow markets and event planning an easier approvals process. Work with other organisations - don't try to take control - value the experts who are already working in the area (again some shops are amazing! while others are dying). Get the local media to be more positive in their outlook - constantly telling people how bad it is, makes those who are okay tighten their belts in preparation for something that might not happen to them. Stop allowing them to get away with easy negative targets and work to get positive solutions. When you engage with the community- actually listen, do some of their ideas without claiming it as a council idea and think about hiring some of the good ones as short-term consultants rather than outside 'experts'.
7	As a business owner in the CBD there are daily parking problems both for myself and staff and for customers but like most cities, parking is a problem that can be alleviated by more efficient public transport. Perhaps free buses to the CBD might encourage both workers and shoppers to come to the CBD and maybe reduce traffic congestion and encourage shopping/participation. Alternatively, empty buildings could become car park spaces with roof top gardens or leisure areas. The footpaths along Denham St are very uneven and rough, as are sections of the road. These detract from the look of the city and need to be fixed to ensure safe passage by foot and improve aesthetics. How about some competitions in each street to have the best garden boxes or the best shopfronts or some incentive to green up the streets and create some atmosphere to promote pride and participation. It's as if there is little pride or excitement despite some new or revamped buildings.
8	As has been said before, the CBD in Rockhampton has the bones for a safe, welcoming and enjoyable place, though changes can be undertaken in the short and long term to promote greater use of the area.
9	As I mentioned earlier the river could be featured more with increased lighting and more activities particularly in the summer in the early evening
10	At least this survey is a start You should also consider tourist not just locals. A lot of tourist vehicle traffic travels through Rockhampton including grey nomads. But our road system needs to be completely overhauled to allow and entice people vehicle tourists to stop. There is basically no good traffic signage to lead traffic to the CBD THIS LANE CBD The traffic light are not coordinated . A bypass road will loose lots of potential dollars to our region. For more comments get XXXXXXXX to call me XXXXXXXXXXXX.
11	Atleast bring Rocky it's first starbucks if you can't get anything else good in there.
12	Better, affordable and stable houses
13	Bring in paid parking meters for people who are parking longer then 30 minutes, you need to keep the parking free for the people who can duck in and out of the parking space.

14	Business is hard I have no doubt for many in town - as can simply be a numbers game (not enough) in part - but with a concerted effort from all businesses (and council in clean up/maintenance) - then collectively could make a big impact and attract new shops. Parking is a big issue as always hence why satellite shops always seem to do better as they have plenty and don't have to walk miles in sun to get anywhere.
15	Clean it up rubbish everywhere every day
16	Clean it up, fill the empty buildings and make it look like someone in charge actually gives a crap, I'd change my mind on the place.
17	Concentrate on the river bank and make this the focal point day and evening. Not sure what can be done to incorporate East St into the plan
18	Consider giving reduced rates to tenants in the CBD if they can show \$ was spent on restoring a building along the riverbank.
19	Council need to revisit/relax food trading regulations. Let in some food vans, pop-up restaurants or mimic Brisbane's Eat Street markets. Parking in the area will always be an issue. The riverbank is an ideal space but the security issues keep people away.
20	Council staff do a fantastic job maintaining the gardens along the river, always looks great.
21	Councillors can make a difference, the decisions they make. Stockland is ridiculously large for the size of Rockhampton, a suburban shopping centre that services not only the whole town, but also the Capricorn Coast. It was never inevitable, council can so no to development that is considered detrimental. We all knew, despite assurances from the developers that the city cinema would not close, that they would not keep their word, and close it. Another blow to the CBD. It takes backbone to say no to some development. The apartments along the riverbank are excellent, increasing density and vitality just where we need it, but more civic entrepreneurial enterprise is needed to make the city CBD the envy of other Queensland towns.
22	Creating a high end cluster within the CBD. Increase residential living with the CBD to help support cafe's, bars, entertainment and shopping.
23	Creating a vibrant riverside precinct along part of Quay St from the Criterion Hotel to William St with alfresco dining/cafe options, boutiques (NOT Reject shops), etc and closing this section of the road each weekend to facilitate a vibrant gathering place, and perhaps a couple of buskers, etc.
24	Dead -Too many empty buildings and poor quality retail establishments!
25	Decide on whether we want a "strand" atmosphere like Townsville or a "mall" like atmosphere of Mackay. Make the river bank a place where people want to go with their families and feel safe to do so without being threatened with violence and harassed.
26	Definitely need something for the kids
27	Dirty Dark Dull Inconvenient
28	Do not be extravagant with the changes otherwise in 5 years time the next council could just pull it down or change it back at cost to the ratepayers.
29	Do not envy you, in trying to remedy the situation. Not everyone will be happy. Please try your best, something does need to be done
30	Does seem a dangerous place a night. I don't feel comfortable walking along the Riverfront in the dark, even though it has the potential to have a great atmosphere.
31	Don't know what a loft apartment is? sounds American??
32	Don't make it harder to drive around, This would make it less attractive as a destination. Secondly make more parking. The council seem quite good at reducing parking in the CBD (Bolsover St in front of new motel in the old TAFE building between William and Denham St for a new car park entrance and in front of the new Empire building in Victoria Pde). In the case of the old TAFE/ Technical college building five car parks were lost to make a new car park entrance for the motel. The spare space in front of the front door of the motel could have been reclaimed as parking spaces in lieu of a couple of the spaces lost for the new car park entrance. The council don't seem to be able to see the big picture. Also the council in their wisdom have recently pinched a fair number of the centre parking spaces in East Street outside the Walter Reid Centre for their own employees in the Walter Reid Centre. The council attitude seems to be (look after our own first and bugger everyone else). To me a fair few of the CBD parking problems are caused or increased by short sighted council employees.

33	Don't try to be something you're not. Just be Rockhampton, but make it safer and easier to park
34	Don't take long to overhaul it. The quicker it gets changed the better the local economy and more vibrant our town will be.
35	Ease of access, perhaps via laneways would bring a more cosmopolitan feel to the place
36	East St night markets once per month or every second month.
37	Empty shop fronts, violent and drunk bums and a poor selection of shops means I generally drive through. Most (if not all) of my shopping is done online, it would be great to have a selection of unique specialty shops available.
38	Encourage growth Fill empty shops Keep area clean Not sure how the parking issue can be addressed, but it is a serious issue
39	Encourage occupation of buildings (like old cba building) Arts and crafts food and produce markets (other than the arcade) at the river bank or quay street Safety
40	Enormous potential and the drive is there - go green and clean
41	Fearful the same mistake will be made and our city will suffer. there are 50,000 adults if you don't get at least 25,000 opinions you will be listening to the minority 'the elite that govern' and the general population will vote with their feet. DO NOT DO ANYTHING UNTIL THE PEOPLE HAVE HAD THEIR SAY. the possible removal of the toilet block has been received with anger. people want a tourist info in city, it should never have been removed, in front of where the toilet block is. failing to replace tourist info in CBD and removing toilet this would be ill advised.
42	From the viewpoint of a relatively recent arrival to Rockhampton, my impression is that the level of service, quality and consistency of dining/pubs needs to be lifted to meet the high prices that are being charged. I suspect that coming off the back of a boom, there is a complacency from not needing to try too hard. As someone who frequently speaks with business and leisure travelers, people are sometimes frustrated with paying so much for so little. ie. lining up to order food and collect own cutlery, no table cloths and lack of table service. However, this is not always the case and there is positive feedback. For some long term planning, I would suggest some investigation into the success of the Teneriffe area of Brisbane would be useful, such as Initial redevelopment of Teneriffe from abandon industrial area to inner city hot spot. Conversion of woolstores into quality loft style apartments Development of, and use riverside area Development of Teneriffe as a microbrewery/associated food hot spot (brings special interest people to the area from all over Brisbane every weekend) Brisbane Powerhouse Markets Teneriffe Festival in July. 40,000 attendees every year, after only 5 years. Obviously Rockhampton is not inner city Brisbane, however, I believe that much could be learned from others success.
43	Get cracking!
44	Give a consistent look and feel to area eg Quay & East Sts have lots of trees and cooler feel, Bolsolver and Alma like deserts. Even things like the footpaths, you can walk a few blocks and have 4 different types of footpath, and they have different and bad patch jobs as well. Parking in Quay & East is parallel in some places, angle in others. It's like someone spun the wheel to see what design we'll use for this block. It needs to tie in. You need people to liven it up. Residential accommodation is lacking. You have to get people living in the area or they'll just keep leaving at the end of each day.
45	Good work in some areas, - Quay Street is in an appalling state and has been for many many years. The riverbank is a great looking place but very few go there because of the park people especially at night. No good having a nice riverbank if you can't go there because of drunks.
46	Great to see new shops coming in. The more shops and variety, the more people will come.
47	Has way more character than shopping centre, not as crowded, interesting shops that aren't all chain stores. Very pleasant & I love the riverbank & walks & ambience. Love old buildings & history.
48	Have New Year Fireworks to attract people to City
49	<a href="https://www.change.org/p/margaret-strelow-build-a-free-waterpark/u/8674729">https://www.change.org/p/margaret-strelow-build-a-free-waterpark/u/8674729</a> There is no CBD with out a city.. wake up.

50	I am a Sth sider and love the mall, I rarely go to the Nth side only time I go is when I need to go to Medicare or Pte Health Cover, maybe if you get places like this back into the mall it will fill shops, and people will have no need to go over the bridge. People want a/c (that's why they go to Stocklands) plant more trees make it look pretty different. Give the mall something to do, not just the pubs and clubs, something that is no where else, Water Park have a look at Cairns and Mackay, Sth Bank Brisbane get ideas from other cities. It would be lovely for the Mall to have beautiful restraurants (its getting there) boutiques, Art, Culture (Street performers) like Brisbane Mall (Gives the kids something to look at). Rockhampton CBD has so much potential it could be fantastic the council just needs some vision, do your research check out what works in other cities and doesn't. Good Luck!
51	I am glad that you are 'considering' doing something about it. However, its time to invest money and actually do something. Thank you.
52	I believe Rockhampton has the potential to really vitalize its CBD area and should be looking at the likes of South Bank at Melbourne, the Strand in Townsville etc. I can appreciate this is not something that can happen overnight and it would need to have a lot of businesses on board etc but it just feels that Rockhampton is stagnant and is getting left behind will other towns/cities progress. Use our river to our advantage.
53	I believe the CBD need a more substantial shopping centre. obviously hard to obtain, but if keen to bring in business, a myer would be ideal. realise difficulty in this however if council provides incentives it may be possible. It is a same the new empire do not incorporate a couple of level of retail space with restaurant on lower floor and more comprehensive parking. Personally I believe this will need to be encouraged onto a builder for the CBD to really improved its usage. Until then I think use will be limited. Even a small westfield if they were interested would then offer competition with stocklands. Until then stocklands will always been the main shopping hub and businesses will struggle to exist in east street. expanding city centre plaza may also be an option as there is area around there. Then the western end of east street would need to be developed to entice people to walk down east street. Pedestrian access to main east st may then need to be considered across Fitzroy st. expanding city centre plaza, if possible over Bolsover st would be ideal.
54	I commend the attention being paid to this issue. There is good potential
55	I commend the RRC for the initiative in revitalising the CBD
56	I encourage the RCC to listen to the people - as this survive proves they are - and be prepared to make the changes that citizens of Rocky are asking for. This may require some difficult and uncomfortable decisions being made but we really do need to do something about our CBD. Other centers along the coast seem to be alive - unfortunately Rocky is not.
57	I enjoy going to the Rocky CBD, it just needs a little push with a few things to make it even better.
58	I expressed my opinions earlier thank you.
59	I feel that the vacant lots and buildings make it look run down. Perhaps give the business/building/lot owners a discount on rates on the condition that that money is used to update the building, shop front, keep the lot in better condition. For lots that are vacant and owned by Council, if able, why not turn them into extra free parking. A lack of parking down the end towards Empire make the businesses there hard to access, especially on very hot days (of which Rockhampton has plenty) when you don't want to walk far. Some proper graffiti art like found in Melbourne might brighten up the place a bit. Due to the vagrants on the Riverbank and the verbal abuse and threats I have been subject to from them I now would never go there during the day, let alone of a night.
60	I hate living in it
61	I have classed Rockhampton CBD as starting at North Street and Victoria Parade ending about Alma street and Stanley street area and have limit comments to what I now of that area however some comments also hold true for outhter areas of Rockhampton
62	I have lived in Rockhampton for 10 years now. It is exciting to see how far the city and the CBD has come in terms of sophistication of living and dining in the CBD. May it continue. Love the openness of the Riverbank. We need to encourage more public use of the facilities through using it and making it a busy place and so to discourage the minority groups who tend to drag the city down. One further comment I would like to make is that recently in our local paper there has been a focus on Rockhampton vs Gladstone and which is best. I would like to see this attitude dampened, to be led by council, and to recognise that both cities have amazing things going for them and that we should respect the differences not denigrate each other. This would be an indication of two mature cities.

63	I have only lived in rockhampton for 3 years now and the only progress I've seen is the high rises a bit of road work and thats it, coming from toowoomba, brisbane and the gold coast makes me realise how far behind this town is. This town does have potential but no one seems to care about it. If nothing gets done soon to it then the cbd area will become a run down dump. I hardly go to the cbd area because there are cleaner, friendlier and more acessible areas closer to where I live, its such a shame not being able to use the area.
64	I hope ideas presented in the surveys submitted are taken on board. While opinions and ideas will vary, I think most will agree that it needs redevelopment to bring it up to current era.
65	I like the idea of CBD apartment style living, but for it to work the CBD has to be a safe place to walk around. Families and tourists will not come into the CBD if they are going to be hassled by drunks especially drunks during the daytime. It is scary being called a 'fucking bitch' because you don't have a lighter or matches to hand over to a drunk person and sadly Rocky has a culture of not helping a person who is being physically or verbally abused.
66	I live near Southside McDonalds and it is fantastic having everything so close by and walking distance.
67	I rarely go over there as there isnt enough shops to look at and the parking are terrible not interested to park far away if i go over that way or having to pay for it
68	I really like that the shops in the mall are mostly unique (not chain stores) - but maybe this is part of the problem? If there was a couple of other well known stores, would this perhaps tempt people back to the mall?
69	I really think more people took more pride in East St area when it was not accessible to cars. It was tidier, more family friendly, more opportunity for eating areas. If I could make the decision I would definitely bring back the walk through mall
70	I rented on Quay St for 5 months, and the number of drunk people going past every day was very off-putting. Besides, the house had flooded so I didn't want to stay there. I wouldn't want to live there now. It was cheap, so as soon as I could afford to, I moved out.
71	I think concentrated living (apartments) suit a lot of people, just not my family. The houses that are around the CDB tend to be old and on small blocks. Improving the residential neighbourhood would likely also lift the business sector of the CBD. Nature and sandstone architecture should continue to be the flavour or trend - don't lose that!
72	I think I've said it all. Safety, aesthetic value, sort out the groups of drunken people that roam up and down the streets each day. Work with business and building owners. SORT OUT THE CAR PARKING. Make a walk through Mall.
73	I think that it is great that you are moving things forward with the CBD. Congratulations. Oh, one last thing. The service generally in cafes is not really that good. I go to lots of cafes and restaurants, and service is fairly mediocre. Such a shame that the owners aren't ensuring it is of exceptional quality, as it is such a pleasure when you get good service. Sometimes it is the managers and owners that are serving me, and they just don't seem to 'get' it. The odd place is good, but generally it is quite disappointing.
74	I think the addition of the amazing cafes and the high rises is really starting to move it in the right direction. Now to have more happening and make it the place that you can bring visitors at any time of the day and have something to show them
75	I think the CBD and riverfront are wonderful assets to our region, unlike other regional centres I have visited Rockhampton's CBD is well planned and laid out. Plus there is not a need to spend mega millions of dollars, but there is a need to address some real issues: Better maintenance of landscaping and gardens Better Security and lighting, particularly along the riverbank. A need to address traffic issues on Quay St and Victoria Pde. A stronger link with the riverbank from the western footpath of Quay St and Victoria Pde RRC somehow finding a way to discourage East St landlords with vacant shops to improve their shopfront presentation. RRC having control over the size and consistency of shopfront awnings in East St
76	I think the riverbank would be better utilised with more cafes suitable for both young and old. There should be a play ground and also a couple of walkways/corridors to take you into the mall (at the moment you have to walk around the block and not through the block to get to the mall). Parking is always an issue and the Council should bite the bullet and look at buying a couple of buildings in the mall, knock them down and make more parking.

77	I think there is a lot of interest to visit the Rocky CBD and to love the place - after all, it really has a good location and the ambiance is already great. In saying that, I also think it needs to be improved a lot to maintain that interest and convert that interest into action - where people actually go there because of the festivals, events, shopping centres, restaurants, and PARKING spaces. Finally, I really wish Rocky CBD was all-weather friendly - to be able to walk from one building to another and not worry about getting soaked in the rain or burnt by the sun.
78	I would love to see the CBD revitalised and an exciting place to shop. I really do try to shop there but it is just not inviting or appealing. For instance - I have 2 small children. If I was to visit Stockland, I can get a park near the door, put my youngest in a trolley and enjoy shopping in air conditioned comfort. There is a clean and comfortable area to feed/change children and I can come home relaxed with all of my shopping done. To visit the CBD, I need to find a place to park the car. I have had to park on the riverbank and juggle a 2 year old in a pram and a 4 year old walking to the mall. Once there, we will walk past several cigarette smoke clouds, be abused by drivers speeding down the mall and usually can not find what we are looking for. Often, hostile shop assistants will look at us like we are idiots and tell us to go to Stockland. If we need to use the toilet, they are often dirty and the facilities to change a nappy or feed a child are appalling. There are some nice restaurants that we regularly frequent but when it comes to actual shopping - there is no reason for me to visit the mall.
79	I would love to use this area more....make it safe, move on the vagrants,
80	I would suggest that a number of buildings that are available for rent in the CBD are overpriced and that is why they are vacant. Some landholders need to be persuaded to charge a realistic rent and then the buildings will be rented. I suggest you speak to the local real estate agents.
81	I wouldn't live there with my children as I don't think it feels safe at night. We are on the northside closer to their schools.
82	I'm really hoping to see it developed
83	I'm surprised by how many people are in the CBD of a Sunday morning. Perhaps an extension of the markets idea could be successful? I am absolutely certain that paid parking would drive everybody away. We should avoid the old days of parking meters at all costs. Rockhampton's branding could be built around how generous and friendly we are - we provide a free zoo and amazing parks and gardens for instance. We should build on that with well maintained free barbeques and friendly, happy pop-up shops. Our history is really interesting and there are so many stories and photos of the old days. The plaques are great, but would it be possible to have some sort of cheap booklet available at shops through the CBD which has photos of old buildings, floods, local characters and so forth so that visitors and locals alike could become more acquainted with the history and stories of the past? If not a book, then maybe a free app where it can show and tell you things based on your GPS location? What I see
84	People screaming for on a regular basis on Facebook, is a waterpark for the whole family, similar to the old Aquatic Adventure land. Maybe something like this might be possible somewhere near Huish Drive or maybe purchase and reclaim an area such as some of the block between Quay Street, Quay Lane, Stanley Street and South Street. Would love to see another fibreglass bull in the CBD prominently somewhere. Would love to see somebody who knows a lot of the local history and stories to run river cruises departing from the CBD on an unusual boat - like maybe a replica of the Elida?
85	I've already said it, but parking is the MAJOR reason I avoid the CBD. And I feel very frustrated for shop owners who are trying to make a living and know customers aren't coming to them because the fact is, they can't get a park.
86	I've already used my .50c I hope this provides some great feedback which you'll use.
87	If a building goes up for sale or lease in the CBD is it possible for the owners and the real estate to be responsible to clean the façade prior to going up for sale? Is this not in the best interest of both parties?
88	If it is clean, safe and there are interesting events to attend then that will attract people to enjoy the CBD and river bank more.
89	If we make an effort, by cleaning it up and having an idea of how we want to use it, people - business owners, developers etc will come.
90	If you build it, he will come! - 'Field of Dreams.'
91	If you don't address this issue in the next year or so, the CBD will be dead and Gracemere and Parkhurst will become satellite cities demanding more investment in community services and there

	will be NO interest in the CBD.
92	Improve both areas CBD AND RIVERBANK urgently SO WE HAVE AREAS WE CAN PROVIDE TO LOCALS AND VISITORS. Get back to basics - don't waste money just role up your sleeves and get the job done.
93	Improve parking, clean it up, get rid of the low lifes that hang around intimidating everyone, more attractions for young kids, maybe close it off to traffic again?
94	Improve the footpaths. Have a small fenced children's playground on the riverbank area. When shops are closed down, ensure their signage is removed. Perhaps have a poster art competition and have them displayed in empty shop windows. Have "quirky" sculptures along the riverbank as a tourist attraction - Google "25 Of The Most Creative Sculptures And Statues From Around The World" - surely Rocky can come up with something great like these! Lots of people like "big things" and travel around to photograph them to add to their collection - add to our collection a "Big Barra" on the riverbank.
95	Improve walkability in the CBD ie by ensuring pathways are of sufficient width and surface is even; there is sufficient time to cross at signalised intersections (see Fitzroy Street and East Street corner); pedestrian traffic is prioritised over vehicular (traffic calming rather than fencing pedestrians in so they don't interfere with traffic flows); consider segregation of pedestrians and vehicles along Fitzroy Street in a way which doesn't compromise linkage from one side of precinct to the other for pedestrians. Arts and craft groups established in vacant offices in CBD until new tenants can be attracted.
96	Incentivise Incentivise Incentivise.
97	Is there anyway the Rockhampton CBD can be branded online and on TV/radio under one umbrella, similar to the old 'City Heart Mall' or 'Riverside CBD' branding? It would give retailers the chance to unify and support one another and promote each other's shops. There are already a number of East Street retailers on social media - why not put them in one place in one social media page where specials, events etc could be shared on one page. The Kern Arcade is doing exactly this with their Facebook page - sharing their retailers posts about specials and events, while promoting events such the Christmas shopping night being held tomorrow night (3/12). Why not create a similar page, and encompass and promote all retailers, including cafes and restaurants within the CBD? Existing retailers in the CBD need as much community support as they can get, and potential retailers need reasons why they should move into the CBD to fill the empty slots that need filling.
98	It could have so much going for it, but it doesn't. It makes me feel poor & sad whenever I shop there because it's so backwards and tired
99	It doesn't have to cost a fortune to start doing something.....greener & more attractive would be a good place to start. Can do attitude by all CBD building and business owners and a comittment to standards of excellence costs nothing. If CBD rents can be kept affordable, it will attract boutique style independent stores which are much more interesting than national chains..... abd create a point of difference. The CBD is the life and soul of the City.....tell everyone and make them believe it
100	It has plenty of potential to be amazing. unfortunately, it is currently being wasted.
101	It has potential. Since the mall was removed it has declined. It used to be a great place to visit when I was a child growing up and during the 80s and 90s. It now looks old and worn out and can't compete with Stocklands and big shopping centres. The riverbank could be vastly improved to make it more family friendly. Better, visible security needs to be provided, especially at night/evenings. On recent visits we have been approached several times by drunk or drug affected people asking us for money. It really does put us off visiting the area.
102	It is a bit disjointed with a number of distinct areas. A cohesive look to tie it all together could be a good way to strengthen the CBD as a whole and make it more attractive to business. Whatever you do, you need to factor in climatic friendly trees and shade to counter the hot and dry image of Rockhampton. Looking cool is half the battle. Greenery is key for this. Encouraging cafes and restaurants out onto the footpath makes the place look more vibrant. Again, shade is the key.
103	It is a terrible shame that it has been neglected and would be a wonderful opportunity for renewal if a 50year vision can be conceptualised that is creative, heritage rich and has true environmental values.

104	It needs a face lift. Keeping the old buildings is fine, because a lot of people like the heritage aspect, but the area needs to be cleaned up and needs to be made to feel welcoming. It just feels dead and deserted during the day and is just a clubbing/drinking area at night.
105	It offers so much potential. It needs the support of private investment. Difficulty with that in Rockhampton in to generate private investment there needs to be a level/certainty of return on investment.
106	It really does look tired. While East Street is quite nice (although many empty shops) everything around it is very tired and very poor from an urban design perspective. We need areas where people can gather, meet, relax and just watch each other and the world go by.
107	It sort of feels like the rest of Rockhampton, not much happens and isn't going anywhere but maybe backwards
108	It would be great to be able to be excited to bring people into this area and have a great adventure. It is a wonderful site that has been neglected and kept very conservative for a long time. I have lived here for nearly 20 years now and it is improving but the city centre is still conservative and not inspirational or an area to be proud of.
109	It's a shame to see all the Heritage buildings in a state of neglect and so many empty shops in the CBD. The gardens could do with an overhaul to make it a bit greener or cooler
110	It's run down and there is nothing exciting about it at all
111	It's so very connected to our beautiful city's history, let's not lose our link to that heritage. We have such a wealth of beautiful architecture to celebrate, and I believe the CBDS gives Rockhampton its character. Also, some riverfront dining options with decks out over the water with views of the boats, plus some commercial jetty facilities. Could heritage organisations in conjunction with council acquire a beautiful old paddle steamer and use it to also celebrate our unique and wonderful Fitzroy?
112	It's such an unattractive place - nothing much going for it at the moment.
113	Its boring not enough night activities for families.
114	Its sad that for such a long time our river and CBD area have been forgotten. We are so lucky to have a river through the center of town and a CBD full of beautiful building, other towns would love to have what we have. Our neighbours being Gladstone and Mackay don't have what we have so we should make it work in our favour!! I hope this project is what we need to energise the town.
115	Its slowly moving but needs to plan its growth well so it doesn't limit its opportunities Car Parking Continue to Attract more investment to the River front
116	Just need more parking and free parking it will bring more people. The big mistake was allows Stockland in sit in this town then kill BCD
117	Lack of free parking that is close to the 'old mall section' is a really large turn off for going to the CBD. Creating a real alfresco dining strip would really revitalize the CBD
118	Lagoon is needed (Cairns/Airlie beach style). This brings people into the city, to buy items, to have a healthier lifestyle.
119	Less old more new
120	Let's capatalise on our beautiful river and be proud of what we have to offer
121	Lots of potential, love the old buildings and feel of the place. More 'boutique' types of shops and cafes and markets would be great.
122	Love the buildings and the outlook and the vibe especially during markets
123	Love the look of the new empire riverfront dining, very modern and great atmosphere.
124	Loved the fountains and seating areas when the Mall first opened. Was such a cool and pleasant atmosphere
125	Make more attractive with art sculptures, murals, indigenous artwork. Coloured street lights.
126	Make your rates cheaper so people don't have to struggle and they can afford to spend money that way people can stay in business in the cbd and not go broke

127	Margaret Strelow and council is doing a great proactive job in helping and lifting the CBD. Perhaps a council funded community organisation could go into one of the vacant buildings? Something like arts or theatre to support local artists, bands. Thank you for having this survey available. The river bank is looking beautiful. More events utilising this would be awesome too. Thanks for reading :)
128	Massive shopping centres like Stocklands suck the life of CBDs - you will struggle to 'revitalise' the CBD while everyone is attracted into places like this. Keeping a town's heart pumping requires judicious approvals of development elsewhere... you must manage the whole to save the heart.
129	May be the CBD should be moved because it needs effective planning as does the whole town
130	More car parking for the businesses in the mall. Possibly encourage people to use kern arcade car park or maybe demolish an area (if any is suitable) for such a use. (??) Clean up the footpaths and shop frontages. Yes that means a wash! ;-)
131	More parking, more shops. More parking monitoring. Licenced outdoor venues.. For example the nice new area at the empire!. We need to branch out and kind of brisbanise it more. It's more attractive to everyone then. The worst thing that happened was the road that was built through there.
132	More positive fir region.
133	More residential living instead of commerical offices
134	Most of the shops have very small floor space. Also a Myers/David Jones/Kmart/BigW or large department store would help.
135	My vision is to see high rise apartment living in east street, a beautiful park that is pet friendly , more interactions out doors and a reason for the rocky people to get together. Something affordable as well , rocky has an awful lot of people who struggle, would be cool to have an area where the homeless can meet as well? Have somewhere in public where they can sleep and allow the public or council to buy food vouchers etc for these people, let's raise each other up, there's already enough people who want to pull us down xx look forward to creating a new city for all to enjoy xx Loads of love and gratitude
136	Need modern smart entertainment and dining and it needs to be supported
137	Need more classy shops and cafes/restaurants.
138	Need more recreational facilities and cheap price restaurant.
139	Need to clear out the population that habit the river frontage. BBQ's not safe to cook on. Not safe to walk at night.
140	Need to make it attractive to residents whether that is shops that aren't anywhere else such as Aldi, Myer etc or make it a cafe dining precinct like several other cities have and encourage people to go on weekends and weekdays to eat with seating on footpaths etc. Also something that would attract families whether that is playground or not. Also think part should be pedestrian mall with vendors in centre.
141	Need to make the area safer and cleaner
142	Need to promote the CBD and encourage the public transport availability and easy access for people; that there are no parking problems by using public transport. By proud of the CBD and keep it clean.
143	Needs a revamp
144	Needs to be cleaner. People spitting on the streets and sleeping on benches in the mall/riverbank is just disgusting. Clean up your act Rocky.
145	Needs to be more community friendly, more things happening, inviting, facelift, innovative, interactive, more exciting
146	New pool is a great asset!
147	Nice need more things to do on the river really nice spot but the locals make you not go for fear of them starting on you. But love the markets and live music but not well advised so you never know when it's on
148	No timed parking spaces to receive fines from
149	Not really, but hope to see some great things happen there, We have enjoyed the outdoor movies, glad vans selling food etc. are there too, so it could become the very place where 'you need to be seen'!

150	Our biggest asset in the cbd is quay street which we need to take full advantage of by repairing gutters and roads , trying to attract restaurants and cafes and filling vacant shops which would make this cbd a hot tourist attraction which rocky can be proud of.
151	Parking
152	Pilbeam Theatre - better advertising of what's on (email notification letting us know what's on and gives people time to book tickets). Attracting more bands etc to Rockhampton so people don't have to travel to Brisbane. Gladstone is getting a lot of big acts which I would have gone to in Rockhampton if they had been there. I think the Pilbeam theatre needs to be refurbished inside. Australia has a lot of the best bands in the world and it would be great to be able to see them live in Rocky. Would be great to see more international bands coming here also.
153	Please do something to improve it, there is so much potential
154	PLEASE DO SOMETHING WITH IT... LET'S WALK THE TALK...
155	Please ensure you keep the heritage buildings. Rather than building more high rise modern buildings on the river front please consider renovating the upstairs or above shop spaces of some of the heritage buildings as accommodation either for sale or rent. With people living in the CBD this may bring more life back to the area. what about a small supermarket or grocer/convenience shop in the city? Only place to purchase groceries or similar items is Coles in City Centre Plaza. Bring back a butcher, baker where city workers can pick up goods on the way home from work.
156	Please fix it.
157	Please just clean it up and make it more welcoming. The riverfront could be a beautiful area.
158	Put more Optus and Vodafone Towers for better Reception in the CBD so let Telstra and Optus put in better Towers.
159	Quay Street and the riverbank are under utilised areas that could be made more attractive by having restaurants and cafes.
160	Quay street needs to be only one side parking with more attention to the river views etc as well as dredging the silt from that area making a more attractive view when the tide is at it's lowest. also more areas where people can sit and enjoy and possibly have access to snacks and nice coffee etc.
161	Recently I was at a workshop in Rockhampton with people from seven different locations in cluding four different countries and the first thing they said was that the city under sells its self, they said we need to talk up all the benefits and all the diversity, they also said that they could find little on the web about Rockhampton
162	Rockhampton could turn some of the older buildings into residential apartments, on a less grander scale than the Bulimba wool stores in Brisbane. repurposing the building while maintaining there facades
163	Rockhampton does have a very tired looking CBD and it would be wonderful to have a pedestrian mall like we had before. A lagoon water park along Victoria Parade should be the first priority and would be the "wow" factor that it needs to attract people into the CBD area and encourage tourists to stay longer in Rocky. Rockhampton people deserve to have this in our very hot climate.
164	Rockhampton has a culture that they don't eat out after 9pm and as a result restaurants don't stay open late to service patrons after concerts etc. While that culture continues there will be considerable limitations on what can do done in the CBD. Nightclubs serve a purpose but the management of the patrons needs to be curbed to encourage a wider age bracket of patrons in the CBD or anywhere else in Rockhampton. We move away where there is consistent civil disobedience or unacceptable behaviour no matter how good the CBD is. Control this and patronage will be encouraged and increased. Given our population we have far too many eateries, cafes and restaurants so that the ability to develop beyond the safe zones of business in Rockhampton are not being achieved. One opens up and then one closes. People go to things that are new and later down the track patronage goes down because it is no longer new. This "I want something new culture" is what is being demanded by the community....not satisfied...con
165	Instantly going from one to the other. We don't acknowledge what we have. Restaurants can change their menu to try and keep patrons interested and even that doesn't work. We need to break the mold of wanting new all the time and focus on the quality of what is there and the quality of life that should be encouraged around it.
166	SAD
167	Sad and unsafe. A very poor reflection on our town.

168	Saigon Saigon have great meals but the round building looks very dilapidated. If I was a visitor to the CBD and going on appearance i would not go that restaurant.
169	Shops are continuously changing in east street, they are not well presented, the only good cafe is giddy goat and that's now old and boring, we need more modern cafés and restaurants and clothing stores! Have a look at some Brisbane areas such as bulimba for ideas, so much classier and better vibes
170	Should it still be called the CBD? Is it still a business district or should it be called something else? This part of town was once the hub of shopping and business but Rockhampton has grown especially the northside and rather than the CBD I would see it more as the cultural and heritage precinct of Rockhampton. Could it be marketed in that way? It has to be revitalised and I think that by opening it up to people being able to live in the area could see services being attracted back to the area to cater for these people.
171	So much potential - but we need a community who will support it but getting out and spending some money and time
172	Something like Eat Street in Brisbane could liven up the mall on the weekends in the late afternoon / early evening. The new restaurants at the Empire have definitely added sophistication to the area... there needs to be more of this!
173	Something needs to be done about the traffic congestion and the complete lack of parking. more relevant retail outlets would be a huge help too.
174	Start taking action and less talking. We need more progressive business people involved in city planning
175	Stop building out of town shopping centres
176	Stop the high rise apartment blocks. They look terrible.
177	Stop trying to make us Brisbane with all the highrises. Only the rich and snobby people can afford them. Not like the everyday person can. Its ridiculous. Got all this money for shit highrises but cannot do the mall, riverbank or the northside riverbank up. What a joke. People laugh at us in the town. The laughing stock we are
178	Stop wasting money on it. Give it a decent burial and forget it.
179	Support the flood levee project to make it safe for businesses to set up, more security and policing.
180	Thank goodnes somebody seems to be taking this seriously.
181	The are shit and in bad need of repair
182	The cafes that are open of an evening and during the weekend have certainly bought life to the CBD. It is still very difficult to find a cafe open that serves decent coffee after 10 pm, i.e. after the theatre or movies.
183	The CBD could be much more pedestrian friendly. There are large patches of uncovered areas that make it too hot to walk in. There are large empty buildings at the Fitzroy street end of East Street that could be utilised better.
184	The CBD definitely needs to be updated and improved!!
185	The CBD is full of attractive heritage bulidings that are run down and crumbling. Encourage owners to maintain them and offer them an incentive. Put a plan of "heritage colour schemes" in place to stop owners painting buildings in horrible colours that look like they were chosen by a 3 year old. Put a simple cohesive planting plan in place. The current gardens are a mess of plantings and are poorly maintained. If flowering plants are included they need to be maintained. The clashy plantings of cannas are a mess and need dead-heading. Have something actually happening there. Apart from drunken yobs on Friday and Saturday nights the place is dead.
186	The CBD master plan should include: 1. the procurement of the current rail bridge when it is decommissioned for use as a foot bridge linking the parklands on the two sides of the river. 2. the creation of a free waterpark in the CBD. This feature will bring the families and tourists back to the CBD creating the environment for more dining and small shops. 3. the creation of a LOT MORE parking spaces. More activity results in more workers and visitors needing more parking. 4. making the CBD GREEN and COOL (water & plants).

187	The CBD needs vision, full tenancy of shops, more people, and effective promotion. Council and the community can develop the vision. Property owners can assist in making their buildings attractive to tenants by investing in the repair of the many(aesthetically and structurally) run-down buildings, including making them amenable to innovative use of space. Council could support continued growth in the inner city population by promoting the residential redevelopment of flood-proof blocks between Alma and Campbell Sts currently occupied by run-down residential,light industry, and commercial facilities. Once the current unit developments on the river are completed, it would be unwise (and will devalue existing unit-owner amenity) to fill in the river view with additional similar buildings that will remove open views to the river for the public using the CBD. Effective promotion should include signage, events, and promotion in council and public media.
188	The CBD should be transformed into a market place that not only has quirky shops but is the food bowl centre. A place that can conjure up varying atmospheres, from a carnival to the serenity of watching the river tide, Where people can come together, enjoy a variety of experiences and be safe.
189	The current walk along the river stops at the train-track because of construction at the end and at the South-side pool complex. I realize that this is due to construction, but it is a major impediment to people using the riverbank. I pray that the walkway-bikeway will reopen properly in the near future. A lot of people use Victoria Park. Otherwise - Quay street itself is under-utilised and the road surface is appalling.
190	The heritage building are absolutely stunning, like the post office, the cathedrals, I think Rockhampton has a reputation around the country for not being very cultured and just being cow town would be nice to see more diversity but i know it's not easy because you have to get people to attend this events. Maybe if there were more things on at night in east street it wouldn't be so scary
191	The high rises along the riverfront is great start to modernising Rockhampton
192	The Mall needs to feel connected to the River bank area. Like "bringing the out doors in" type of thing. I don't think I've ever seen signs in the Mall letting people/tourist know that we have a riverbank area / walk and visa versa. It would be good to also have a "community notice board" (a big flashy electronic thing, not a pin board!) in the CBD letting people know what's happening in the Mall each month.
193	The need for utilising a wonderful area in a more efficient and family orientated manner is definitely something council needs to look at , without losing the heritage feel and showcasing what a great area we have to explore and live in .
194	The old architecture and gardens in east street are great, especially the ones that have been painted modern colours. Starting to get a bit of a cafe culture there which is good and I think most people do a lot of their retail shopping at shopping fair now as it can offer everything in one stop. Would be good to see more restaurants along east st. The lookouts on the river are nice and pathways are good for exercising, would be good to see the updated pool and playground join up to the riverbank walk way somehow and seems like a nice open spot for some markets. Possible move the twilight markets there that are already established?
195	The parking Officer tells me that the mall owners and their staff are shuffling cars all day and thus making it difficult for customers to access the shops. They know who the culprits are but, as the cars keep moving all day, there isn't a lot they can do. I hear that in Brisbane they have created parking ZONES and if your car is anywhere in a zone for longer than the specified time then you get a fine so there is no point in just swapping spaces with another car all day. Perhaps we could try that here??? The days of chalking tyres being the only way to monitor parking should be well behind us.
196	The public transport system in Rockhampton needs to be improved to improve the parking situation in the CBD. Buses need to be on time so people can rely on them. Brisbane's bus system is example to strive for.
197	The rivier is a lovely place, but it feels very closed off from the main street. In fact each street feels very separate from the next - there is no natural flow or visual attraction to encourage movement from one area to the next.
198	The shops that are currently in East St offer a good range for browsing. There is an excellent range of cafes in the area. The main issues are the high vacancy rate, the fact that the area looks a bit run-down, and that traffic congestion / parking can be issues if you're wanting to spend a half day in the area, or want to go out to dinner.
199	The sooner the better as the river is a beautiful asset not just for tourism but for the local community too.
200	The streets are not pedestrian friendly, in fact foot traffic feels discouraged when it needs to be the opposite!

201	The under pass of the Fitzroy st bridge is far too dark and dangerous and the uneven pavement on east street is a hazard. I would love to see more regular police patrols or security. perhaps a few security phones could be spread out along the bank. I also believe that residence in the area should be able to have discounted parking permits for on street parking as not all building in the CBD have suitable parking. I think it would be nice if Quay st could be turned into a one way street with angle parking - freeing up side walk space for footpath dining etc
202	The work rob car has done on bolsover street is inspiring. We need more investors who are looking to improve the existing structures and thats right across rockhampton not just cbd.
203	There are a lot of vacant shop fronts with apartments, or rooms that could be used as accommodation above them. There are a lot of single people out there that want to rent/or can only afford to rent a small space. Why not have the building owners There should be some form of legislation for local councils to make landlords maintain their property in a neat and tidy state, or council can have the right to paint/cover up (or whatever else is required) to maintain the buildings appearance and the streetscape - at a reasonable cost to the owner. Or at least serve notice to the owner to make amends within 60 days or the council will take action. It happens with vacant blocks of land re; mowing and rubbish removal - so why not buildings as well. A classic example was the horrible eye sore of the run down building on the corner of Fitzroy and East St (now the NAB) that sat idle and disintegrating for years. What an eyesore. And the Winter Garden.
204	There don't appear to be many affordable living options in the CBD - or none that are advertised.
205	There is a stigma associated with the CBD so a lot of work will need to be done to change peoples perception and to get people supporting the CBD. It is hard to compete with Shopping Fair so a more "Boutique" shopping precinct would be good. The Christmas Fair with markets & family friendly activities was great and maybe could be something that is done more than once a year.
206	There is nothing actually appealing about living in the CBD in Rocky as compared to living in the CBD in a larger city such as Melbourne. Rockhampton currently lacks that vibe and ease of accessibility to what is so attractive about living in a CBD in a larger city, such as cafes, restaurants, nightlife, shopping, culture and a sense of security. While it is improving, Rockhampton still has a long way to go. Having a Cash Kings on the corner of a major intersection for example is an eyesore and sends the wrong message to locals and visitors alike. We need to be fully aware of the image that we are portraying. Our aim should always be to keep moving forward and constantly improving ourselves. Let's start demonstrating it!
207	There needs to be a real effort from Council to take advantage of the amazing opportunities along the riverbank.
208	There needs to be more atmosphere and culture. Rockhamptons CBD needs a more open mind similar to byron bay.
209	There's room for improvement. I don't know why the council doesn't set up a few committes covering the different demographics to get it all done.
210	This area needs a free preformance area for local bands etc to play of a night to entertain and be heard
211	Three years ago when I moved here I asked if there was a Masterplan for the CBD to grow the population, encourage renovations of the old building, develop a café culture, events hub. A number of Councillors and senior management dismissed the need for one. The CBD is indeed a sad place and as the population growth will be in the north (Stocklands/ uni etc), there really will be no need to cross the river as hubs (retail, services, events, population) develop further.
212	Too expensive to love there. Units are not good value. Way overpriced. Otherwise I would be there.
213	Try to encourage good service as well as good product..... Having said that rude customers breed rude service in all aspects of business so maybe do something to improve the demeanour of both....
214	Uneven path surfaces need improving. Clean up bus station outside Kern Arcade.
215	Until empty shops are filled with quality stores and not \$2 or discount stores in the mall it will remain an eyesore and continue to attract the level of social demographic that it does currently.
216	Upgrades will definently bring more people from else over rockhampton.
217	Wayne Riddell can rebuild it
218	We have a beautiful CBD thats just not at its full potential, it wont take alot to get the area looking and feeling better, people want social areas that are clean, safe and free of danger

219	We have a beautiful CBD with many amazing buildings, and a great river - let use the resources we have to create an amazing family/friends zone with regular events, markets, music, dancing - a lot of Rockhampton residents are looking for this type of place.
220	We have one of the most beautiful river fronts in Australia and we are not taking advantage of it with up do date modern dining options and entertainment.
221	We need a council who are prepared to revitalise the area and send some money in the area.
222	We need a few different things to attract people not just one
223	We need to see the industrial developments to relocate over time so as the CBD becomes a more desirable place to live
224	What's upstairs from all the mall shops? Other than the odd dance school, does anything go on up there? Can we MAKE something go on up there?
225	With living in cbd. It needs to be affordable with a floor with inside playground area for children. A restaurant or a couple of decent cafes excess able for residents like local deli store /cafe. For meal times...breakfast Dinner tea. ground floor cornerstore market. down stair laundrette/dry cleaner. daycare on one floor. gym and non alcoholic sports bar that shows more international sports as football_ premier league African league .Spanish la liga (soccer) that way you are creating opportunity for locals to open shops and create wealth with in our community. you will decrease bored locals. unemployed immigrants. alcohol shops or fast food shops. but better options to create a higher standard of living and quality of people living inside.and representing rockhampton.
226	Work out a way to make leading cheaper by lowering rates so that locals will take the risk and start their own small business. Our city is starting to get overrun by outside investors who only care about their profit margins. Look after locals and they will look after you.
227	Would be great to see it revamped and returned to a former glory
228	Would like to see more evergreen shade trees suited to our climate, gardens, outdoor cafes and activities eg free exercrise/tai chai near railway bridge (between the two bridges), free outdoor photography tips/hints taking pictures of our City and surrounds.
229	Would love the riverbank and CBD to be inviting and safe for locals and visitors. On a Thursday, Friday and Saturday night it should be alive with families dining out, not full of drunk/homeless and drunk people throwing up/peeing on the shop fronts from the nightclubs.
230	Yes if money is going there. Will it stay there and not steal for another project
231	Yes the local homeless people who frequent the CBD does not portray a comfortable image to visit. Shops are vacant, parking is limited, I work in the city yet I find the best sandwich on the northside. Quay Street should be closed to make a riverside mall (walking area only) with grasslands and water parks themes along the length of area.One side of the old bridge with the Old buildings can be promoted as old Rockhampton town and the other be new Rockhampton. Overall Rockhampton CBD is still regraded as the city a place to be entertained or inspired, to learn, to visit friends and/or to conduct personal or corporate business and it does that, but why is it not be used by everyone. It is because the negative aspects outway the positive.Begin luring the best people in their fields back to the city.
232	You need the right services in the cbd to attract busoness. Unfortunately some businesses and community services need to be moved on and relocated outside of cbd. They are tired and don't necessarily attract welcoming and friendly clientele. There should be a corporate standard for commercial buildings in east street, quay street and vic pde. Not one building should look in need of repair. The old cba building is atrocious!! An embarrassment. Maybe we could knock it down and build another carpark. Not like its being of good use! And Telstra's eye sore next door!!!! Businesses should be held accountable and fined for not keeping their premises tidy. If shop fronts are empty obviously the lease is too costly. Landlords greedy much?? Its no wonder the cbd is empty and boring.
233	You need to balance all the services and types of people that are in cbd. If you specialise too much on one area, eg cafes and nightclubs then there will be problems.

**Appendix**

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## Please se tell us about Rockhampton’s CBD!

Revitalisation of Rockhampton’s CBD is essential to the future growth, prosperity, and confidence of the Rockhampton Region. We are seeking for your thoughts on the CBD, what works, what doesn’t and what you would like the CBD to be. You can help us by providing your input in the survey below.

For the purposes of this survey the Rockhampton CBD can be defined as the area within the boundaries of Alma Street to the Riverbank, between North Street and Derby Street, South Rockhampton.

PLEASE NOTE: All survey information collected will be statistically analysed and used for the purposes of the CBD Revitalisation project. Your contact details provided will be retained in accordance with the *Information Privacy Act (QLD) 2009*. A Translating and Interpreting Service (TIS) is available for all residents by phoning 131 450

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### Q1. How often do you go to the CBD?

	Several times a week	Once a week	Once a month	Once every few months	Once a year	Do not go there
Quay Street	<input type="checkbox"/>					
East Street	<input type="checkbox"/>					
Victoria Parade	<input type="checkbox"/>					

### Q2. When do you go there most?

- Day
- Night

### Q3. If you go to the CBD, what do you go to the CBD for? Select all that apply.

- Arts and Culture (Art gallery, Pilbeam, library, etc.)
- Business
- Cafes
- Restaurant dining
- Enjoy the riverfront
- Exercise
- Entertainment (bars and clubs)
- Meet / Catch up with family or friends
- Services (medical, fitness, etc.)
- Shopping (Retail, groceries, etc.)
- Visit government offices
- Work
- Other (please specify) \_\_\_\_\_

### Q4. What do you like most about the CBD? Select your top four choices.

- Arts and Culture (Art gallery, Pilbeam)
  - Architecture, general atmosphere
  - Cafes
  - Restaurant dining
  - Enjoy the riverfront
  - Entertainment (bars and clubs)
  - Meet / Catch up with family or friends
  - Shopping (Retail, groceries, etc)
  - Other (please specify) \_\_\_\_\_
-

**Q5. If you don't go to the CBD or not as often as you used to, what are the main reasons? Select your top four choices.**

- More convenient elsewhere
- Better variety of retailers elsewhere
- Better variety of restaurants elsewhere
- Parking
- Not air conditioned
- Not an attractive place
- Not a clean environment
- Not enough local events/festivals/activities to attend
- Safety and security (please specify) \_\_\_\_\_
- Other (please specify) \_\_\_\_\_

**Q6. If Rockhampton's CBD was a person how would you describe them? For each row below using the scale which of the personality traits is most like the CBD?**

Attractive	<input type="radio"/>	Tired				
Confident	<input type="radio"/>	Timid				
Exciting	<input type="radio"/>	Boring				
Friendly	<input type="radio"/>	Hostile				
Positive	<input type="radio"/>	Negative				
Going places	<input type="radio"/>	Stagnant				
Progressive	<input type="radio"/>	Conservative				
Happy	<input type="radio"/>	Sad				

**Let's Talk about the Future!**

**Q8. How can the CBD be improved? Specify if possible**

- Better facilities on the Riverbank \_\_\_\_\_
- Better lighting and signage \_\_\_\_\_
- Better quality dining \_\_\_\_\_
- Better access to public transport \_\_\_\_\_
- Clean it up and fill in the empty buildings \_\_\_\_\_
- Greener and more attractive \_\_\_\_\_
- Improve parking \_\_\_\_\_
- Improve safety, reduce crime \_\_\_\_\_
- More community services \_\_\_\_\_
- More entertainment options \_\_\_\_\_
- More festivals and events \_\_\_\_\_
- More diversity of dining and café options \_\_\_\_\_
- More diversity of shopping \_\_\_\_\_
- More markets \_\_\_\_\_
- More things to do for my age group \_\_\_\_\_
- Other (please specify) \_\_\_\_\_

**Q9. Would you consider living in or near the CBD?**

- Already live in CBD: : loft apartment | flat | high rise | house
- Yes: circle preferred living arrangement: loft apartment | flat | high rise | house
- No: Why not? \_\_\_\_\_

**Q10. Do you have any further comments on the Rockhampton CBD?**

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## A little about you

D1. Which suburb do you live in? \_\_\_\_\_

D2. What is the year of your birth? \_\_\_\_\_

D3. How long have you lived in the Region? Since I was born “or” number of years \_\_\_\_\_

D4. What is your total household income bracket? Under \$18,200 \$18,201 to \$37,000 \$37,001 to \$80,000 \$80,001 to \$180,000 Over \$180,000

D5. What is your occupation? \_\_\_\_\_

Want to stay informed and involved with Council projects and provide your opinion / feedback?

Rockhampton Regional Council has established the “Regional Voice” which is a free membership panel that provides an opportunity to keep residents informed, enables discussions on local and regional issues, and builds connections between Council and its community.

Please list your details:

Name: \_\_\_\_\_

Email address: \_\_\_\_\_

Address: \_\_\_\_\_

What are your special interest areas?

- Arts and Heritage
- Community
- Governance and Leadership
- Infrastructure
- Parks and Open Space
- Planning and Land Use
- Recreation and sport
- The Environment
- Waste
- Water

Rockhampton Regional Council appreciates your time in completing this survey. For more information on the CBD revitalisation please see Rockhampton Regional Council’s website.

**Q5a If you don't go to the CBD or not as often as you used to, what are the main reasons?**

**OPEN ENDED QUESTION RESPONSES**

1	All the feral people hang around there doing nothing but wasting space and causing conflict.
2	Antisocial behaviour.
3	At night.
4	At night it's not good to be alone.
5	At night time.
6	At times, either day or night, I do feel unsafe with the intoxicated persons that yell and make you feel uncomfortable.
7	Being hassled by riff raff for money or cigarettes or just being pestered.
8	Bit hot for shopping in summer during the day but like the atmosphere at night.
9	Both day and night.
10	Bums on the river bank.
11	Colourful people.
12	Dangerous at night.
13	Dangerous at night; unfriendly folk down by river at other times.
14	Dirty grubby place to go.
15	Do not feel safe at night.
16	Does not feel like a safe place to hangout.
17	Don't feel safe - have had homeless/drunk people yell and try to get into our car.
18	Don't feel safe in the CBD.
19	Don't feel secure walking around at late afternoon and night.
20	Don't like being approached by drunks.
21	Don't feel safe at night.
22	Drunk locals lying in doorways is never attractive. Getting asked for cigarettes and watching fights is also not good.
23	Drunk/drinking locals.
24	Drunks.
25	Drunks.
26	Drunks and muggers.
27	Drunks and vagrants.
28	East street parking.
29	Far too many scum bags hanging around!
30	Feeling unsafe.
31	Feels a bit unsafe.
32	Fix the bitumen road in Quay Street.
33	Footpaths & gutters could be swept; and a general tidy up (coat of paint) or colourful drapes of material hanging in vacant shop front windows; a quirky attraction (think the newsagents near the oxford hotel - rainbow arch).
34	General atmosphere at night is lifeless.
35	Get assaulted to easily at night.
36	Groups along the riverfront prevent me from using that place.
37	Hassle of finding a parking spot.
38	Have been harassed by inebriated people for money and cigarettes.
39	Have seen drunk people down there during day, don't feel safe taking my children down there.
40	Have to walk to my car at night after work.

41	Homeless and colourful people being pests.
42	I am concerned about people hanging around on the riverfront.
43	I can't think of anything else than my previous selections.
44	I do go (daily) but this is my overall impression.
45	I don't feel safe walking down Quay St at night, drunks roaming the streets and riverbank.
46	I don't like the large groups that gather to 'hoon' / admire each other's cars.
47	I don't like the traffic. I preferred it when there was no through traffic.
48	I have been accosted several times along the riverbank.
49	I have been approached by persons asking for money and have seen fights on the riverbank and blood on the footpaths.
50	I like taking photos early morning and sunset at times don't feel safe.
51	I took a group of friends from overseas to have a barbeque one Friday night on the riverbank. They were terrified and the barbeques were being misused by various undesirables.
52	I would like to go to the riverfront more often but it is not a nice space.
53	It feels empty.
54	It needs more eatery / bars (along the lines of South Bank in Melbourne).
55	It's far too dangerous to walk along the river front.
56	Lack of atmosphere.
57	Lack of parking.
58	Lighting and security.
59	Locals drinking on the riverfront is a major turnoff - I'd love to bring my children down and exercise along the river but it's not safe or pleasant. What a waste of the existing facilities when it's just used as an uncontrolled wasteland for unemployed drinkers.
60	Looks tied along most parts of the riverbank and not appealing.
61	Lots of fights at night!
62	Mainly at night.
63	Mainly security at night with a lack of lighting to some areas.
64	Many undesirables.
65	More like better quality elsewhere.
66	My car was stolen from there once.
67	Need more events, better variety of restaurants, more retailers, better quality markets.
68	Need to make better use of the riverfront. Markets, festivals etc...
69	Needs better aesthetic footpaths - more shade trees around the CBD and CBD outskirts.
70	Needs more restaurants, grubby in the mall.
71	Needs more security especially at night.
72	Needs to be made a safe place for families and friends to meet and relax - we have a lovely riverfront that should be used by all Rockhampton residents.
73	Nice waking at night but not safe.
74	Night time can be not safe for women.
75	Night time safety is an issue.
76	Nights clubs are open.
77	No free entertainment for families.
78	No soul in the city.
79	Not an appealing area. Police target the area on Thursday nights.No Sunday trading
80	Not enough things to do.
81	Not enough BRIGHT lighting. Too many nooks and crannies. Place looks inviting to lay-about.
82	Not enough police at all times, too many idiots, too much violence.
83	Not keen to go there at night unless we are part of a group.

84	Not major concern but a few locals who frequent the area can be intimidating
85	Not safe.
86	Not safe - too many drunk, homeless people wandering around with zero police presence.
87	Not safe at night.
88	NOT SAFE OR SECURE AND ITS AN EYE SORE.
89	Not the safest place at night, especially along the Riverbank.
90	Nothing is in the mall it dirty and the park people around the area make it unsafe.
91	Nothing much to do.
92	Often homeless people hanging around the mall.
93	Park people at night.
94	Parking is always a horror. My partner has a business in Denham Street and all day parkers stay. However when a parking inspector comes and marks tyres, they all come out and move the car a few spots and nobody is booked.
95	Parking is always terrible and sometimes impossible. When you are taking kids, it's even worse! At night, you don't feel safe because of youth and drunks, particularly on the riverbank and around the hotel in the centre and the nightclubs.
96	PEDESTRIAN CROSSINGS - PLANT LIFE OBSCURES PEDESTRIANS.
97	Personal security when walking / parking.
98	Poor parking and the drunk river people.
99	Quay street drunks/drug use.
100	River bank is a disgrace, no forward thinking social infrastructure.
101	Riverbank area is not safe.
102	Rockhampton ignores the 'vibrancy' project funded by the private sector, only to attempt to re-invent the wheel.
103	Safety.
104	Safety along the riverfront.
105	Safety and not looked after enough, not being able to access some of the historical buildings.
106	Safety and security concerns after hours compared to Shopping Fair or similar should be pretty obvious.
107	Safety is a big issue.
108	Safety is a concern with the homeless wandering around especially in the evenings/nights.
109	Safety on the riverfront is a very big factor.
110	There has been complaining about the 'bad behaviour' in these areas yet it continues.
111	Sick of being approached by "locals" asking for money/drugs/alcohol.
112	Smoking.
113	Some desperate people hang out in the CBD and it can be uncomfortable being confronted by them.
114	Some of the people that visit regularly ruin the atmosphere with drunken behaviour.
115	Sometimes get abused by passing drunks.
116	Space needs to be more user friendly and inviting.
117	Stereotypically, a different cohort of the public frequent the CBD area and this does not make the area attractive.
118	There is a certain element of the community that hassles people.
119	There are people that swear and hassle people make it a no go area.
120	The above is a comprehensive list of why not.
121	The CBD is lifeless, business owners have reaped great benefits, some own beautiful heritage buildings and Council has allowed the values and integrity of these properties to be neglected. A standard needs to be imposed on heritage properties to be maintained and restored, new lighting, sculpture, interactive signage, street events, and Trees are required as a minimum.
122	The clubs make nighttime dangerous. During the day its not much better.

123	The parking on Quay is dangerous and appalling towards the William street, whereas why is the parking near Channel 7 at a safe standard? The parking is one of the most off putting things about east street end.
124	The river bank residents.
125	The riverbank dwellers.....
126	The riverbank would be a great place to go for a run but as a woman I do not feel safe. When I do group exercise on the riverbank there is often vomit and mess.
127	The riverfront isn't always safe - you need to do something about the drunks!
128	The safety aspect needs to improve.
129	The stores that are there feel like they belong in a retirement village, nothing to bring youth in to the area.
130	The tiles need to be gurneyed at least fortnightly.
131	The type of people that hang around there and harass you.
132	There is a big chance of being accoused by drunken vagrants.
133	To be completey honest, There isnt anything that stands out to me about the CBD. There are limited restaurants, cafes and retails outlets to choose from. Occassionally I will go for a walk to see whats happening but nothing strikes my interest, just see more business closed down.
134	Too many undesirables at the riverbank.
135	Too dark at night.
136	Too many undesirables loitering and harassing people.
137	Too many drunk people on the riverbank.
138	Too many drunks.
139	Too many empty shops, no vibe.
140	Too many nooks and crannies and dark spots that allow for a general feeling of 'unsafe'.
141	Too many people harass you while walking along the riverbank.
142	Too many undesirables on the river front.
143	Too many unsavoury characters.
144	Too many vagrants.
145	Uncontrolled patrons wandering drunk from the East and Quay Street pubs and riverfront, making it feel unsafe.
146	Undesirable people.
147	Unsafe.
148	Unsafe footpath, low lighting.
149	Unsavoury characters along the riverfront.
150	Unwanted attention from undesirable people.
151	Vagrants.
152	Vagrants abusive behaviour.
153	Vagrants pester people on river bank.
154	Worried about security especially using car parks and lighting
155	Would not go near the river after dark as I would feel unsafe. This is a real shame and needs to be rectified.
156	You take your life in your hands when you walk along the riverbank day or night

**Q8. How can the CBD be improved? Specify if possible**

**OPEN ENDED QUESTION RESPONSES**

1	A unified image - see Bundaberg for simple street landscaping, reinvigorate existing shops/cafes to encourage use, run competitions/coupons etc, offer local entertainment as the shopping centres do.
2	Ablutions block on riverbank
3	At the end of the day, anything that is done will be an improvement.
4	Better outdoor exercise facilities, paths, dining options that include fresh made whole foods verses packaged or "brought" in food
5	Better safety on riverfront
6	Better urban design. Places to gather and sit down and eat or relax.
7	Bring back the rock climbing centre and new things similar
8	Bring Water and Fun and Encourage Relaxed Family Holiday Feel
9	Business input
10	Clean up the scruff - not a good look with drunks sleeping in the streets
11	Community gardens
12	Covered walk paths
13	Do not introduce paid parking
14	Develop the river front walks on both sides of the river with shops and outdoor food and permanant growers/farmers markets and tourist shops like cairns
15	Eateries open after 4pm
16	Encourage development of apartment living/accommodation in upstairs areas of historic buildings
17	Family dinning family free fun
18	Family friendly
19	Fine smokers
20	Fix the roads
21	Fix the unsafe road (pot holes) and mitigate flooding
22	For famillies
23	Gentrification required
24	Get rid of that busker with the accordion - seriously nobody else in Rockhampton plays an instrument?
25	Get rid of the blacks on the river bank
26	Get rid of the drunks
27	Have more people living nearby.
28	Honour the architecture. make it more physically accessible
29	I would also suggest late night tradings
30	Improve facilities for cyclists -
31	Information Centre
32	Involve the community. if the community is not involved in refurbish they will not come to CBD. CBD should represent who we are - we are a regional city we are not monte carlo or milan. be proud of our region and its history reflect that in CBD.
33	It's mostly about a lack of quality for me I'm happy to pay a high price if product and service is equivalent to the price but it seems in most places if they get the \$\$ for a good product they don't care about the service.
34	Just get the buses working
35	Kids activities, art, history on rton center, think local and what are things we lack in for our community. Point of difference
36	Kids playground

37	Lagoon
38	Less traffic along Victoria Parade, greater focus on pedestrians and less on cars and on street parking along Victoria Parade and Bolsover Street. Walking short distances from parking facilities on the boundary of the CBD would be good for people's health.
39	Limit traffic in main street
40	Listen to the people who have done residency in the CBD
41	Major upgrade of roads, clean up of streets and vacant lots
42	Make it easier to drive around.
43	Make it safer for me to take a young family
44	Manage the drunks and squatters and make it safe 24/7
45	More family friendly
46	More Family orientated activities and dining options that cater for a family
47	More family oriented restaurants
48	More free parking, more police
49	More Kid Friendly
50	More parking for the disabled
51	More residential
52	More things for kids
53	Moving on the unsavoury characters on river front
54	Needs a sense of community
55	No people sleeping on benches on the riverbank
56	Not just better, innovative, creative changes and infrastructure design approach
57	Play areas for the children with areas to sit nearby
58	Police beat on mall 24 hours also riverfront needs revamp and make like Townsville strand which is awesome add some tourist attractions like waterworld etc
59	Preserve and Capitalise on the Heritage and River
60	Public transport bus stops are in a good position however the shelters need to be extended to protect from the weather.
61	Put free parking on in the arcade and the markets out in East Street. Much more atmosphere with street stalls. Eg. Caloundra, The Rocks Sydney
62	Put lines in for pedestrian crossings
63	Remove drunks from the riverbank areas.
64	Remove mass displays of goods from footpaths in front of certain shops
65	Remove the indigenous and drunks
66	Replace outdated archaic buildings
67	Roads need re-surfacing for better parking
68	Small convenience store for basic groceries
69	Smoke free environment
70	Spruce up its appearance, there is nothing exciting or interesting.
71	Stop staff parking in the carparks
72	Stop the monopoly of buildings/shopt being owned by the same person ie Woods
73	Sunday afternoon chill live music on the riverbank, both family and single friendly with alcohol allowed in a mild, friendly, safe environment. A happy afternoon for all that finishes around 7pm at the latest.
74	Support for Calma community to grow and fill the space with inclusive events and activities. I love the night alley markets. Such a lovely atmosphere.
75	The "wow" factor: A lagoon water park.
76	The entire thing needs to be improved and not have the excuse why its not being done
77	The toilets are a disgrace