

FLORIDA ROAD UIP SURVEY DECEMBER 2020 KEY STATS



DIVERSE PEOPLE

Most people visiting Florida Road come from:

Morningside / Berea
Durban City
Elsewhere in KZN



A SAFE, CLEAN PLACE TO VISIT

46,2% of respondents said they feel safe during the day AND 61,5% said they feel reasonably safe at night



63% of people say Florida Road's overall appearance, cleanliness & maintenance is **GREAT!**

83% agreed Florida Road is **much better** compared to other parts of Durban...



7,33 was the average experience rating between 1 & 10

47 people out of 52 say they'd recommend Florida Road to family and friends



WHY WE LOVE FLORIDA RD

- Convenient, walkable access to shops & restaurants
- Cosmopolitan atmosphere with character
- Clean pavements and beautiful flowers
- Good maintenance
- Sidewalk monitors
- Good security
- Great, useable open public spaces with lots of trees
- Diverse food & entertainment offerings
- Festive lights at night
- Investment coming into the area

THINGS TO WORK ON

- Encourage sustainable development in the area
- Introduce central drop off point for charity donations
- More secure parking and introduce a park & ride
- More retail offerings and a cinema
- More policing at night & improve lighting
- Address double parking, illegal u-turns and speeding
- Better traffic flow
- Repair roads
- Manage pedestrian crossings during busy times
- Clean the side roads that lead to Florida Road
- Better management of vagrants
- Stricter control of car boot parties & regulate noise

