

PROPOSAL FOR THE EXTENSION OF THE TRAM ROUTE SUBMISSION

Submissions close on 21 April 2008

I wish to talk to the main points in my written submission at the hearings.

Are you completing this submission:	On behalf of a group or organisation
If you are representing, how many people do you represent?	
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Date:	17 April 2008
Your Submission:	The Lichfield Park Tram extension submission contains a route map with the submission and has been emailed to CCC

Lichfield Park Tram route extension submission

17th April, 2008

Submitted by Duncan Forbes on behalf of Lichfield Park
and Mr Ian Cassles

The stated goal of the Christchurch City Council to intensify the inner city will require continuing support and momentum for it to be achieved in the medium term - the Tram route is the single most important public indicator of Christchurch City Council intent.

Lichfield Park proposes that the following route – Plan Attached:

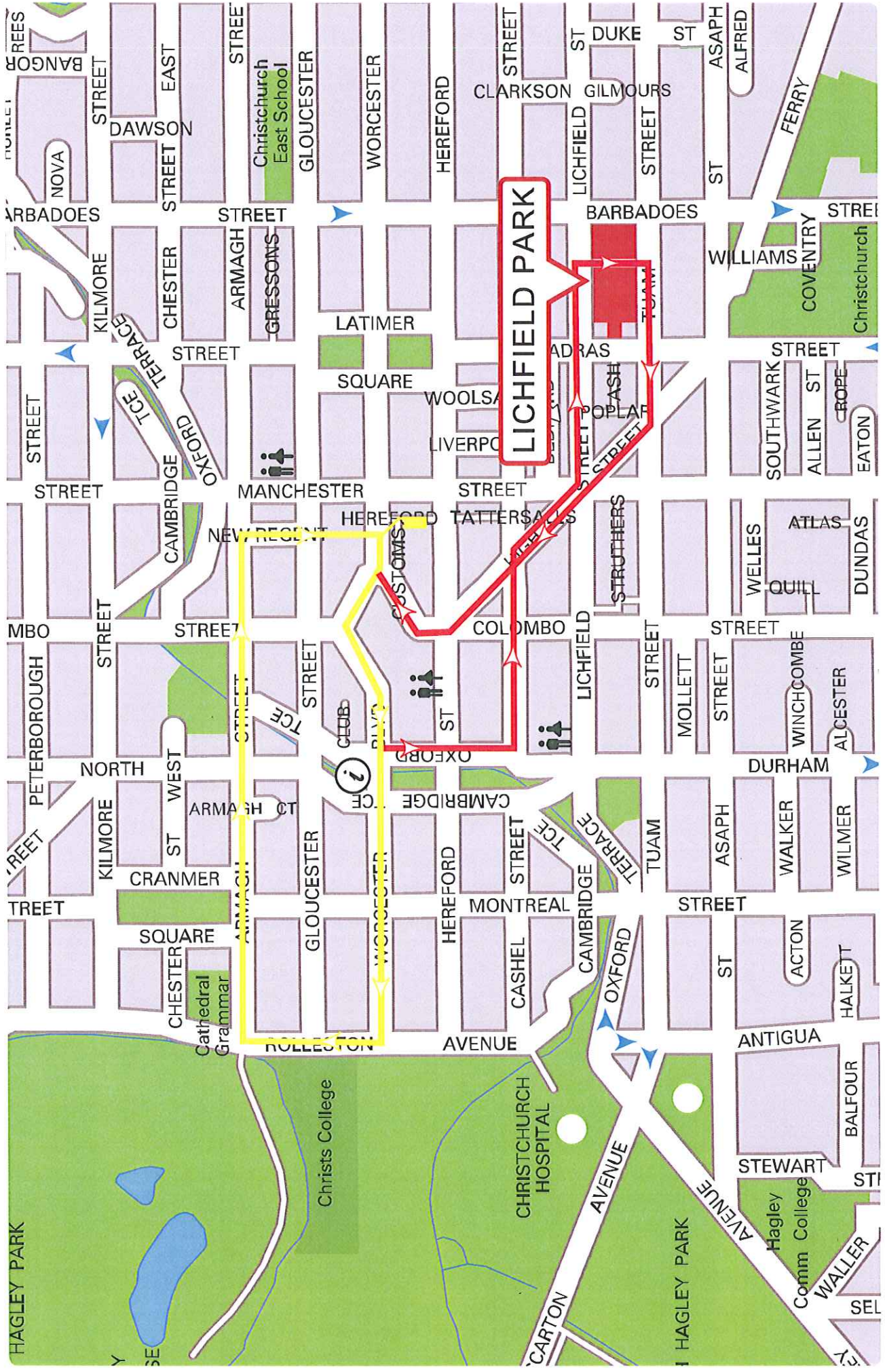
Turn East from High Street onto Lichfield Street turn right on the through road into Lichfield Park stopping at the Christchurch City Council owned public park then out onto Tuam Street turning right onto High Street and continue on its journey down Cashel Street Mall and on.

Why the Tram extension should be extended to travel through the East of the city centre:

- Lichfield Park is a key component in the Christchurch City Council's central city rejuvenation programme. The Tram passing through Lichfield Park will significantly contribute to achieving the city goal of intensifying the central city by including the burgeoning central city eastern Lichfield precinct.
- Lichfield Park will significantly contribute to the CCC goal of more people living centrally, the tram running through the site adds an appealing reason to live centrally leave your car at home and catch the Tram to work or play. The Tram extension will help in leading Christchurch's response to the challenges of sustainability and inevitable further petrol increases.
- Lichfield Park is developing a standout retail attraction that will give locals and tourists a real reason to visit the centre of the city. To be able to get to it by Tram will significantly add to its success which will snowball into the central city achieving a vibrant atmosphere. Plus those driving in could park at Lichfield Park enjoy its retail then catch the Tram around other precincts of the central city - this is a huge point of difference over other New Zealand cities.
- Christchurch's newest and best park Lichfield Park will become a destination for locals and tourists, arriving and leaving by Tram will mean you could leave your car at home or your hotel. The Tram trip to the park becomes an activity and will ensure the CCC park is well used and adds to a more vibrant central city

- It is an incredibly powerful marketing tool and vital for Christchurch city to have a Tram collect tourists both domestic and international from the newest city international Hotel at Lichfield Park and ferry them throughout the cities shops, galleries and restaurants. Word of mouth about the ease of moving around the city and the charm of being able to do so by Tram is an incredibly powerful international marketing tool.
- The length of the Tram route by running through Lichfield Park and the unique features Lichfield Park and the Lichfield precinct including High Street, SOL and Poplar Lanes offers such as a showcase Garden City Park, fresh food retail, coffee, wine, fashion, galleries, restaurants etc make the Tram a serious tourist attraction as a trip and as this area will be a significant contributor to the goal of intensifying the city centre approving the Tram extension through this area will assist these areas in helping achieve the intensity and vibrancy desired – it would be an astute move to include the Eastern city centre by linking it with the Tram.
- The Tram stopping at Lichfield Park will ensure those living on the East of Lichfield Park can leave their car at home walk to Lichfield Park and catch the Tram to the West of Lichfield Park around the city – again helping with the real challenges of sustainability and inevitable further petrol increases
- Those travelling to rugby staying on the west of the city could leave their car at home catch the Tram to Lichfield Park then continue by foot to AMI Stadium - what a unique way to travel to the rugby this adds a dynamic dimension to the proposed city walking route from the city centre to AMI Stadium.

End.



PROPOSED TRAM ROUTE

Existing Tram Route
Proposed Extension