

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?	850 (incl. business partners)
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Date:	21 April 2008

Your Submission:

We view the extension of the city tram route as a crucial development, and key attraction for the growing tourism / visitor market. The tram and restaurant product have grown to be an icon destination attraction of Christchurch.

The Visitor Strategy, currently in implementation phase, is reviewing the potential benefits the proposed extension of the tram route may bring to the city. We have stated some a brief opinions below.

Please note, these opinions are of a 'future proofing' nature looking at a longer term tram route solution to visitor needs. It is important to consider these at this stage of development.

In particular the 'Visitor Expectations & Experience' project team, is reviewing the safety and overall experience of visitors in the Central City:

- > The tram route has the potential to be the transport link joining the current disbursed City precincts. ie. High Street, SOL Square & Laneways Strip Restaurants & Bars, City Mall and Worcester Boulevard and Square, Victoria Street Shopping, Casino and Convention Centre.
- > The tram will provide a safe, economical and authentic method of transport for visitors.
- > We also feel that the correct tram route will unite the city centre, thus minimising potentially unsafe areas.

The proposed route excludes some key precincts. In doing so we miss an opportunity to develop a product which encapsulates all city centre visitor needs. From a visitor's perspective we would like the route to capture all main city precinct locales. These would include the addition of:

- 1) South of Lichfield entertainment precinct,
- 2) Designer clothing stores of High Street (between Tuam and Lichfield)
- 3) Entertainment precinct of the Convention Centre, Town Hall and Casino, and

4) Ultimately Victoria Street retail precinct

If we are going to invest this money in the proposed extension, then we would like to ensure enough research is carried out to identify the full needs of the route. In this research, we would like it to include the assessment of including areas 1,2 3 & 4 listed above.

In developing the tram route, other considerations to traffic congestion east of the Cathedral Square need to be made. Namely the investigation of re-assigning the current bus routes through Cathedral Square.

Please note, more information will be collated in time for the hearing in May.