

**6. MEMORIAL AVENUE – “GATEWAY SEMINAR”  
- REPORT OF 9 OCTOBER 2003**

**Officer responsible**  
Community Advocate

**Author**  
Peter Dow, DDI 941 6728

The purpose of this report is to submit the following outcomes of the Board Seminar held on 9 October 2003.

**Report of a Board Seminar  
re Memorial Avenue “Gateway”  
held on Thursday 9 October 2003 at 8.00 am  
in the Board Room, CCC Fendalton**

**PRESENT:** Mike Wall (Chairman), Sally Buck, Val Carter, George Hampton, Pat Harrow and Barbara Stewart

**1 APOLOGIES**

Apologies were received and accepted from Cheryl Colley, Yiyi Ku and Mark Kunnen.

**2 SEMINAR PURPOSE**

The seminar was arranged in order to bring together a number of separate but interlinked issues affecting the utility and amenity role fulfilled by Memorial Avenue as one of the main gateway linkages into the central city.

The seminar follows the successful outcomes from the Parks, Gardens and Waterways Committee meeting in May 2003, which adopted a staged landscape enhancement programme for the avenue.

Presentations from relevant staff were made on the following matters.

**3 ADVERTISING/COMMERCIAL ACTIVITIES**

The rules and provisions relating to advertising and commercial activities in Memorial Avenue and Fendalton Road as contained in both the Transitional and Proposed Plans, were elaborated on.

In relation to advertising controls, the view was expressed that an inconsistency existed between the Council's policy in relation to advertising on bus shelters and the more stringent rules proposed in the Plan controlling the extent of advertising permitted on adjoining private land.

Any variation to address this issue was unlikely, given the focus now being applied to have the Plan made operative next year.

**4 BUS SHELTERS**

Details were provided on the current bus shelter advertising contract, the Council's policy on advertising on bus shelters and the process for the approval of bus shelter locations.

Information was requested on costing and revenue issues associated with the Council's contract with Adshel.

It was also suggested that information be shared with the local community on the key elements of the Council's rules and policies around advertising and commercial activities on both Memorial Avenue and Fendalton Road.

**5 MEMORIAL AVENUE - LANDSCAPE ENHANCEMENT PROGRAMME**

Updates were provided on the following key elements of the enhancement project.

**a. Median Tree Planting (Greers Road to Airport)**

Some initial median planting has recently occurred with the balance to be undertaken in the next planting season.

b. **Burnside High School (Planting Inside South Fence)**

Discussions are ongoing with the School regarding aspects of the landscape plan and the preferred choice of tree species to be used along the fence frontage.

c. **Relocation of Memorials**

Discussions with the Returned Services Association have commenced on the possible relocation of the existing median sited memorials and associated matters.

d. **Russley Golf Club**

Mr Rod Gordon of the Golf Club outlined the Club's willingness to work with the Council/Board and staff on issues associated with the eventual future replacement of the dominant existing hedge along the club's Memorial Avenue boundary.

**6 OTHER RELATED MATTERS**

a. **Berm Treatments**

This aspect formed part of Stage 2 of the enhancement programme with the objective being to provide for the interplanting of a single tree species among the existing trees within the berm in order to create a coherent and formal avenue effect. Existing trees would be gradually removed as the new planting matured. Suitable trees had yet to be decided on. The concept of providing a "grand avenue" versus something less formal had still to be agreed on which when determined would aid decisions on preferred plant species for the berm. Costings could then be finalised and a scheme developed for staged implementation.

b. **Greers Road/Clyde Road Section**

It was indicated that eventually this 1.5 km section of the Avenue would require four laning.

Staff were asked to provide the Board with sketch details of possible cross section design options for initial evaluation.

With regard to possible tree choices, staff undertook to prepare an inventory of existing and possible species for consideration by the Board.

c. **Memorial Avenue/Russley Road Intersection**

Members were advised that no major upgrades to the intersection were programmed in Transit New Zealand's current 10 year capital budget. Any safety issues identified along this section of the state highway were being addressed on a localised intersection basis .

Mention was made that development of the "Gateway" concept especially in relation to any work undertaken at this intersection, was of relevance to the Memorial/ Russley/Hawthornden Area Plan.

Members indicated an interest in meeting with Transit New Zealand and Christchurch International Airport Limited to discuss planting policies and practices in this immediate area.

The Chairman thanked attendees for their participation and contribution to a successful seminar.

The meeting concluded at 9.40 am

**Chairman's**

**Recommendation:** That the report be received.