

5. STATE HIGHWAY 73 - PROPOSED PROMOTIONAL NAME

Officer responsible Environmental Services Manager	Author Bob Pritchard, DDI 3711 644
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The purpose of this report is to obtain the Board's endorsement of a promotional name for State Highway 73. This report has also been presented to the Riccarton/Wigram Community Board, as Yaldhurst Road and West Coast Road (State Highway 73) form a common boundary between the Riccarton/Wigram Wards and the Fendalton/Waimairi Wards.

The Selwyn District Council is proposing to add a promotional name to State Highway 73, in a similar manner to "The Inland Scenic Route" (SH 72), and "The Alpine Pacific Triangle" in North Canterbury. They are proposing to call State Highway 73 "**The Great Alpine Highway**". Selwyn District have approached Transit New Zealand for their consent, and Transit have advised that the consent of the Christchurch City Council is also needed. State Highway 73 includes the West Coast Road, Yaldhurst Road, Curletts Road, and then along Brougham Street to the Tunnel Road. It is proposed that the "Great Alpine Highway" label commences where Russley Road meets Masham Road, and proceeds west along Yaldhurst Road and then the West Coast Road. This is a promotional name, and has no status as a road name, the road names within the City's boundary is Yaldhurst Road and West Coast Road, and will continue as such. Transit has requested that the Council endorse the proposal.

Staff

Recommendation : That the Board endorse the proposed promotional label "The Great Alpine Highway" for that part of State Highway 73, being Yaldhurst Road and that part of West Coast Road within the boundary of the Christchurch City.

Chairman's

Recommendation: That the above recommendation be adopted.