

9. **PROPOSED PROMOTIONAL NAME : STATE HIGHWAY 73**

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| Officer responsible Environmental Services Manager | Author Bob Pritchard, DDI 3711 644 |
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The purpose of this report is to seek the Board's agreement to the adding of a promotional name to State Highway 73, Yaldhurst Road/West Coast Road.

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. As Yaldhurst Road and West Coast Road form the common boundary between the Riccarton/Wigram Wards and the Fendalton/Waimairi Wards, this proposal has also been presented to the Fendalton/Waimairi Community Board.

Recommendation : That the Board endorse the proposed promotional label 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 Officer's recommendation be adopted.