

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

The Environmental Services Manager sought 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".

The Board **endorsed** 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 city boundary.