

9. 4. 2009

**AKAROA/WAIREWA COMMUNITY BOARD
LYTTELTON/MT HERBERT COMMUNITY BOARD
JOINT EXTRAORDINARY MEETING**

29 JANUARY 2009

**Minutes of an extraordinary joint meeting of the
Akaroa/Wairewa Community Board and Lyttelton/Mt Herbert Community Board
held on Thursday 29 January 2009 at 9.30am
in the Boardroom of the Little River Service Centre, Little River.**

PRESENT: Paula Smith (Chairperson), Stewart Miller, Jeremy Agar, Jane Chetwynd, Doug Couch, Ann Jolliffe, Dawn Kottier, Claudia Reid and Pam Richardson.

APOLOGIES: An apology for absence was received and accepted from Bryan Morgan. An apology for early departure was received and accepted from Claudia Reid who retired at 11.59am and was absent for Clause 4.

The Board reports that:

PART B - REPORTS FOR INFORMATION

1. DEPUTATIONS BY APPOINTMENT



1.1 Ms Lynda Wallace

Ms Wallace, the Akaroa Museum Director, addressed the meeting regarding the signage report and her concern to the proposal to re-brand State Highway 75 as the French Highway. She felt there was no French influence along the highway from Christchurch to Akaroa. In the town, although the street names resembled a French town, this was actually not the case. She said Akaroa was a typically New Zealand small town with colonial buildings. Ms Wallace said that often French visitors were disappointed because they expected the township to be a French settlement because it was promoted as such. She said the smallness, isolation and landscape features were what should be highlighted to promote Akaroa.

1.2 Ms Victoria Andrews - Akaroa Civic Trust

Ms Andrews, on behalf of the Akaroa Civic Trust, also addressed the meeting regarding the re-branding of State Highway 75 as the French Highway and felt it was misrepresenting the history of the region to both residents and visitors. Ms Andrews tabled a letter from the Akaroa Civic Trust which itemised the concerns of the Trust in relation to the signage proposal report.

1.3 Mr Steve Lowndes

Mr Lowndes reiterated the comments of Ms Wallace and Ms Andrews with regards to the proposal that State Highway 75 be re-branded as the French Highway, and did not agree with this proposal.

1.4 Mr Sheldon Ramer

An email from Mr Ramer, Chairman of the Purau Residents' Association was read to the Boards. It stated that the association had not been asked to comment on the signage in the Purau area and wished to be included in any consultation that affected them.

Mr Ramer said that for some time they had wanted the "Heritage Trail" signage removed from its beachside location because it made no reference to Purau and was generally considered an eyesore. This sign had appeared suddenly one day without any consultation.

1 Cont'd

Members were informed that this sign had been placed there as part of a project initiated by the Lyttelton Information Centre.

PART C - DELEGATED DECISION

2. APPOINTMENT OF MEETING CHAIRPERSON

Paula Smith was appointed Chairperson for this meeting.

3. BANKS PENINSULA - SIGNAGE REPORT

The Boards considered a report seeking approval for the location and priorities, within available funding, for interpretation tourist signage for Banks Peninsula.

Mr Rod Lawrence and Ms Juanita Friend, Christchurch and Canterbury Tourism (CCT), addressed the meeting. Mr Lawrence outlined to the Boards what consultation had been carried out. He said visitors were not specifically surveyed. However, he had spoken to Information Centre staff who received feedback from visitors. Mr Lawrence informed members that the idea to rebrand State Highway 75 as the French Highway had been identified through CCT. Mr Lawrence said it had the potential to further promote Akaroa.

The Capital Project Team's Manager explained to the Boards the background as to how this project had originated.

Members expressed their concerns that the original intent for this funding, under the former Banks Peninsula District Council, was for visitor interpretation signage. It was also intended that total signage actually be reduced, but that it be more effective. A "Banks Peninsula" theme had been suggested for the signage.

The Boards agreed that the re-branding of State Highway 75 to "The French Highway" was inappropriate and they did not favour this proposal.

Points raised by the Boards were:

- Consultation with the local Rūnanga should take place
- More consultation required with specific groups, e.g. Summit Road Groups etc., although coordinator should not actively seek additional signage requests
- Proliferation of signs - the original idea was to reduce signs
- "No petrol" signs - necessary to advise visitors when visiting in Lyttelton Harbour
- Consideration be given to domestic (local) visitors as signs should assist all visitors
- Intersections like the Cabstand require good signage
- Costs only estimates - resource consents may be required for some signage
- Private signs have been included in report
- "Heritage Highway" - this needs to be defined
- Clarification of what is an Interpretation panel - what information is included?
- More communication required with non commercial organisations
- Should focus more on Banks Peninsula signage
- Bi-lingual signage suggested - ie English and Maori place names
- Need to link Banks Peninsula signage with Christchurch signage
- More emphasis should be placed on smaller attractions – e.g. local museums, historic sites
- All entry points to the Peninsula should have information signage, not just Little River.

The Boards felt that signage was required to identify areas (roads) where it was not suitable to take camper vans because of the safety issues involved. It was agreed that staff be asked to look into the practicalities of such signs being erected in the appropriate locations and to update the Board's on the outcome of their request.

3 Cont'd

It was suggested that instead of signage stating "No camping", as some currently did, it may be better to have signs directing camper vans to where they could camp and that each community could identify what would be required on such signage. It was felt however that enforcement monitoring would be required. The Boards agreed that the issue on camper van signage needed to be addressed as a separate issue. Staff were asked to bring this issue back to the Boards at a future date.

The Boards **resolved** to defer a decision on this matter and request that staff re-examine the project based on the following principles:

- Emphasis on visitors needs rather than marketing
- Avoidance of a proliferation of signs
- No public money is to be used for commercial signage
- A signage system that is recognisable as "Banks Peninsula"
- Signage is classified in three categories;
 - visitor information
 - directional signage
 - interpretive (explanatory) signage
- Consideration of the needs of the different types of visitors travelling within Banks Peninsula
- Additional dialogue with bodies such as the New Zealand Transport Agency and local Rūnanga
- A link between Banks Peninsula signage and Christchurch signage.

The Boards asked that more realistic costings for the proposed signage be included in the revised report, in addition to an analysis of the current visitor signage.

The Board also requested that a joint Board workshop be held to consider signage, and that Mr Rod Lawrence and a representative from CCT be invited to attend.

4. REPRESENTATION REVIEW

The Boards discussed their submission to the Representation Review. The Boards agreed that the status quo remain and agreed that the Chairperson draft a submission following the lines of the previous one submitted in November 2008, and that the draft be circulated to members for comment.

The Boards **resolved** to make a submission to the Christchurch City Council Representation Review process based on seven specific points:

- Effective Representation
- Isolated Community
- Natural Geographic Boundary
- Urban versus Rural Issues
- Banks Peninsula Rūnanga
- Resource Management
- Separate Authority Areas.

The meeting concluded at 12:20pm.

CONFIRMED THIS 17TH DAY OF MARCH 2009

**PAULA SMITH
CHAIRPERSON**

CONFIRMED THIS 11TH DAY OF MARCH 2009

**STEWART MILLER
CHAIRMAN**