

CHRISTCHURCH CITY COUNCIL

Draft LTCCP 2009-19

- Received via Web

Submissions close on 16 April 2009

I do NOT wish to present my submission at the hearing, and ask that this written submission be considered

Are you completing this submission:

On behalf of a group or organisation

If you are representing, how many people do you represent?

100

Name:

Bill Willis

Organisation Name:

McKenzie & Willis

Organisation Role:

General Manager

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Date:

8 April 2009

Your Submission:

I would like to express my full support for the proposed extension of the tram down through Poplar Lane and back down High St. I think it would benefit Central Christchurch and the Tram for the following reasons.

1. Exposes the tram and the tourists to 7 day a week vibrant retail. Currently shopping opportunities on the existing route are limited. Tying into the High Street fashion district adds a reason to go on the tram other than sight seeing.
2. Same as for above but will increase the appeal for the tram to locals, who could use it as the back bone of a days fashion shopping. It is a practical way to navigate the area as well as enhancing the overall experience.
3. The proposed route has some of the best character in the City. Between the original architecture and the lane developments the image of "South of Litchfield" will only enhance the Christchurch brand.
4. The proposed route links the main entertainment areas of Chch. This will enhance the experience, encourage after hours use of the tram and improve the security and safety of the area. Could be a great asset during World Cup.

I firmly believe that the proposed extension will grow the Tram patronage, enhance the inner city and improve the image of the city as the tram changes from being a quaint ride to a practical way to enjoy the city.