

STAFF REPORT

TO: Chairman and Members, Engineering Services Committee
FROM: Peter Thomson, Engineering Manager
REFERENCE: L330
DATE: 16 November 2007
SUBJECT: **RICHMOND TOWN CENTRE – NAME OF NEW DEVELOPMENT**

1 PURPOSE

This paper seeks Council's approval for a public competition to develop an official name for the Richmond Town Centre Development area spanning the length of Croucher Street from Queen Street to McGlashen Avenue (identified to date as Croucher Square).

2 COMMENT

At the 13 September 2007 Engineering Services Committee meeting Cr Henry suggested that "the new Council debate the name of the Richmond Town Centre".

The primary objective in the design of the Richmond Town Centre Development is to create a central, pedestrian-focused civic space that will provide for scheduled event use as well as creating a focal point for the new civic identity of Richmond.

The description above demonstrates a "public amenity" ethos connected to the development. It also implies that "public" buy-in to naming the area would encourage a positive reaction from ratepayers throughout the District to the development.

A "Name the Richmond Town Centre Development" competition is proposed with residents and ratepayers from Tasman District invited to send in their suggested names. The names would then be considered and short-listed by a Council working party consisting of the Richmond Ward Councillors and staff.

In advertising the competition residents and ratepayers would be provided with a brief background outlining the objectives of the development and the planned benefits to the wider community. A potted history of the Richmond Town Centre would provide additional information that may help residents and ratepayers to choose a suitable name.

3 RECOMMENDATION

THAT Council

- a) **agrees, in principle, to a public competition inviting residents and ratepayers to submit suggested names for the Richmond Town Centre Development. A prize of \$500 to be donated to the winner's "Charity of Choice" (must be a registered New Zealand Charitable Organisation);**

- b) forms a working party of Richmond Councillors who will work with Engineering Staff to organise the competition and develop a short-list of suggested names (maximum 10) for the Richmond Town Centre Development for recommendation to Council.**

Peter Thomson
Engineering Manager