

## 12. Wine Business Park Limited - Road Name Request

---

Clr Oddie (Report prepared by Ian Sutherland)

U081014

### Background

1. The purpose of this report is for Council to consider naming a new road which is to be created by Wine Business Park Limited as part of a new subdivision off Liverpool Street in the Riverlands Industrial Estate. The subdivision was approved by Council in July 2010, and included a condition that road name suggestions be provided to Council for consideration, before titles can issue.
2. Appended are a locality plan and a copy of the subdivision scheme plan showing Lots 20 and 21 to vest as road. The new road will access new industrial allotments on the south side of the Co-op Drain.
3. The other roads in the Riverlands Industrial Estate are named Sheffield Street, Bristol Street, Vernon Street, and Liverpool Street. These were based on English cities.

### Proposal

4. The subdivision developer, Wine Business Park Limited, has presented four suggestions for naming the new road. These are listed in order of preference.
  - **1<sup>st</sup> choice – Sauvignon Street**
  - **2<sup>nd</sup> choice – Riverlands Row**
  - **3<sup>rd</sup> choice – Kendrick Crescent**
5. Sauvignon Street: Sauvignon being the common name for the main driver of wealth in the Marlborough District and the main product that the developer processes and stores.
6. Riverlands Row: Riverlands being the back street of the Riverlands Industrial Estate, and to reinforce that it is part of the industrial powerhouse of the area.
7. Kendrick Crescent: This is based on the name of the recently deceased tanker driver Roger Kendrick who carried in his tankers much of the wine that has gone on to forge Marlborough's reputation. Using his name would recognise the people in the industry that work so hard to make it world-class. A letter of support for this name was also provided by John Griffiths, a friend of Roger Kendrick.

### Evaluation against Road Naming Policy

8. The following are relevant matters from the policy to consider in this proposal:

**Duplication:** *(That duplication of names not be allowed where the same or similar name occurs within the Marlborough District).*

9. There is no other Sauvignon in Marlborough, but there is a new road called Avignon Place at the Marlborough Ridge. This has the potential for confusion as they sound similar, but avoiding the term 'Place' should help avoid confusion.
10. Using the name Riverlands in a road name could cause conflicts as it is also known as the locality. For instance the new road to the Riverlands Truck Stop is called Roadhouse Drive, but has been commonly referred to as Riverlands Roadhouse Drive.
11. There are no concerns with Kendrick. The most similar perhaps is McKendry Street.

**Length of Names:** (That names to be short (as a guide - 15 characters or less), single words, which are readily pronounced and spelt to satisfy the requirements of emergency services, and chosen in proportion to the length of the road).

12. All options more or less comply with this requirement.

**Road Type:** (That road type terms be used in circumstances appropriate to the physical situation with the definitions acting as a guide). There are several types in the definitions that could be used, these being:

- Drive: being a main connecting route in a suburb, or a road with a scenic attraction.
- Terrace: being a street along the face or top of a slope.
- Place: being a no exit road with a turning circle at its blind end.
- Close: being a no exit road, short in length serving a small number of properties, similar to a Place.
- Road: being a route or way between places.
- Street: being any road.

13. The policy indicates that "Road" or "Street" would be the most acceptable type to use for this road.

**Theme:** (That where more than one road is being created in a subdivision, a common theme is recommended for the names).

14. The proposed names are not based on English cities as per the other roads in the Riverlands Industrial Estate, however it is the only road being created in this subdivision.

**Personal Names:** That personal names be discouraged unless the name submitted has an historical connection with the property being subdivided, or is that of a well know local identity or prominent Marlburian or New Zealander.

15. Mr Kendrick has had an historical connection with the Riverlands Industrial Estate area, and this may be considered sufficient to meet the policy.

## Consultation

16. The proposed names were circulated by Council to all iwi, Marlborough Historic Society, and Marlborough Roads for comment.
17. The Marlborough Historic Society suggest that the name Cotterell be also considered, but it was subsequently discovered that there is already a road named this in Tuamarina (to the cemetery). It is therefore recommended that the Cotterell suggestion be parked for another time until the conflict with the Tuamarina road has been resolved.
18. No comment has been received from iwi.

## Conclusion

19. Sauvignon Row should instead be considered as either Sauvignon Street or Road. It is similar to Avignon Place, but is not considered so similar that it would cause confusion for emergency services.
20. There is a concern that the second option," Riverlands Row (which should also be considered as either Riverlands Street or Road) could cause some confusion as it is also used in the locality description of the wider area.
21. Kendrick Place should instead be considered as either Kendrick Street or Road.

## **RECOMMENDED**

**That the proposed new road as shown on proposed subdivision U081014, once vested in Council, be either named “Sauvignon Street (or Sauvignon Road)” as first choice, or “Kendrick Street (or Kendrick Road) as second choice”.**