

Memorial Business Park  
**Celebrate Memorial Avenue**



**MBP**

Memorial Business Park



# MBP

Memorial Business Park

## Memorial Avenue

Memorial Avenue was upgraded and renamed from Burnside Road in 1959 in tribute to those who died in World War Two. It is approximately 4.3km long and runs from Clyde Road to Russley Road and on to then the 'Harewood Airport', where many who served in the war trained before going overseas.

The original design of the Avenue took consideration of the memorial as well as gateway roles of the road, with two plaques installed at each end of the Avenue. The avenue of Oak trees down the centre of the road were to be regarded as a symbol of life.

Over the years many have overlooked the memorial role of the Avenue as the meaning behind the name was forgotten by many people, with the plaques moved to the side of the road.

## Celebrate Memorial Avenue

The Memorial Business Park (MBP) is sited on the corner of Memorial Ave and Russley Road. This site is viewed by tens of thousands of people every day, to and from the Airport. It also shares 650 metres of its edge with Memorial Avenue.

The development of the site brings a great opportunity to celebrate the memorial role of the Avenue - to remind people about the men and women who sacrificed themselves for the country.

To embrace this opportunity, the proposed design of this edge will create a high quality linear urban landscape space, between a tree-lined pedestrian and cycle path on the Memorial Avenue side and the MBP site. This space will have the active edge of the future building faced on to it, and the integration of art and planting will create a wide range of amenities. Most importantly, it will set up a stage where memorial features can be established, which could be visible for all Memorial Avenue users.

The memorial would be designed in consultation with key stakeholders, in particular the RSA.

Artist's sketch of the proposed Memorial Avenue edge that creates a near 600m linear park suitable for a war memorial landscape



Cross-section of the proposed Memorial Avenue edge highlighting the space available for an integrated war memorial



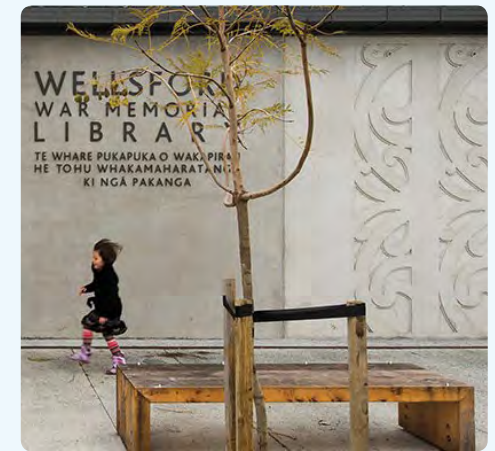
## National War Memorial

Wellington, New Zealand



## New Wellsford War Memorial Library

Auckland, New Zealand



# MBP

Memorial Business Park

## Australian War Memorial

London, the United Kingdom



## Vietnam War Memorial

Washington, USA



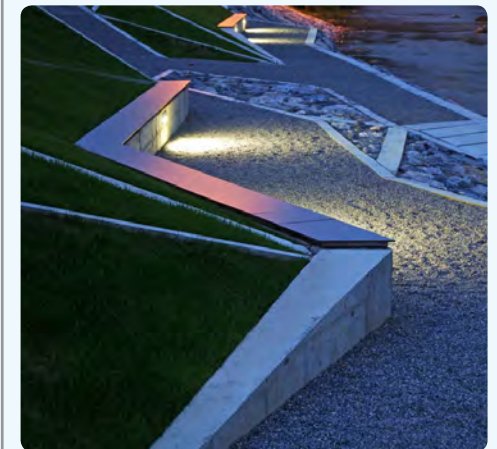
## The Canada Memorial

London, the United Kingdom



## General Maister Memorial Park

Ljubno ob Savinji, Slovenia



Memorial landscape examples

This section shows how a linear war memorial park is the perfect way to record the journey through all the conflicts the nation has been involved in, and to remember the men and women who gave their lives for New Zealand



This section shows how the memorial features can be engaged from multiple directions by both pedestrians and vehicle users



# MBP

Memorial Business Park

The concept suggests that there are individual war memorials representing each conflict sited in the linear park potentially in chronological order. An important aspect of the design is how the memorial sculpture and the landscape integrate creating everyday spaces that will be enjoyed and remembered by generations to come.



Artist impressions of possible memorial feature at MBP site

**Memorial Business Park**

**Celebrate Memorial Avenue**

**Produced by:**

**Pocock Design Environment**

**[www.designenvironment.co.nz](http://www.designenvironment.co.nz)**

**August 2014**