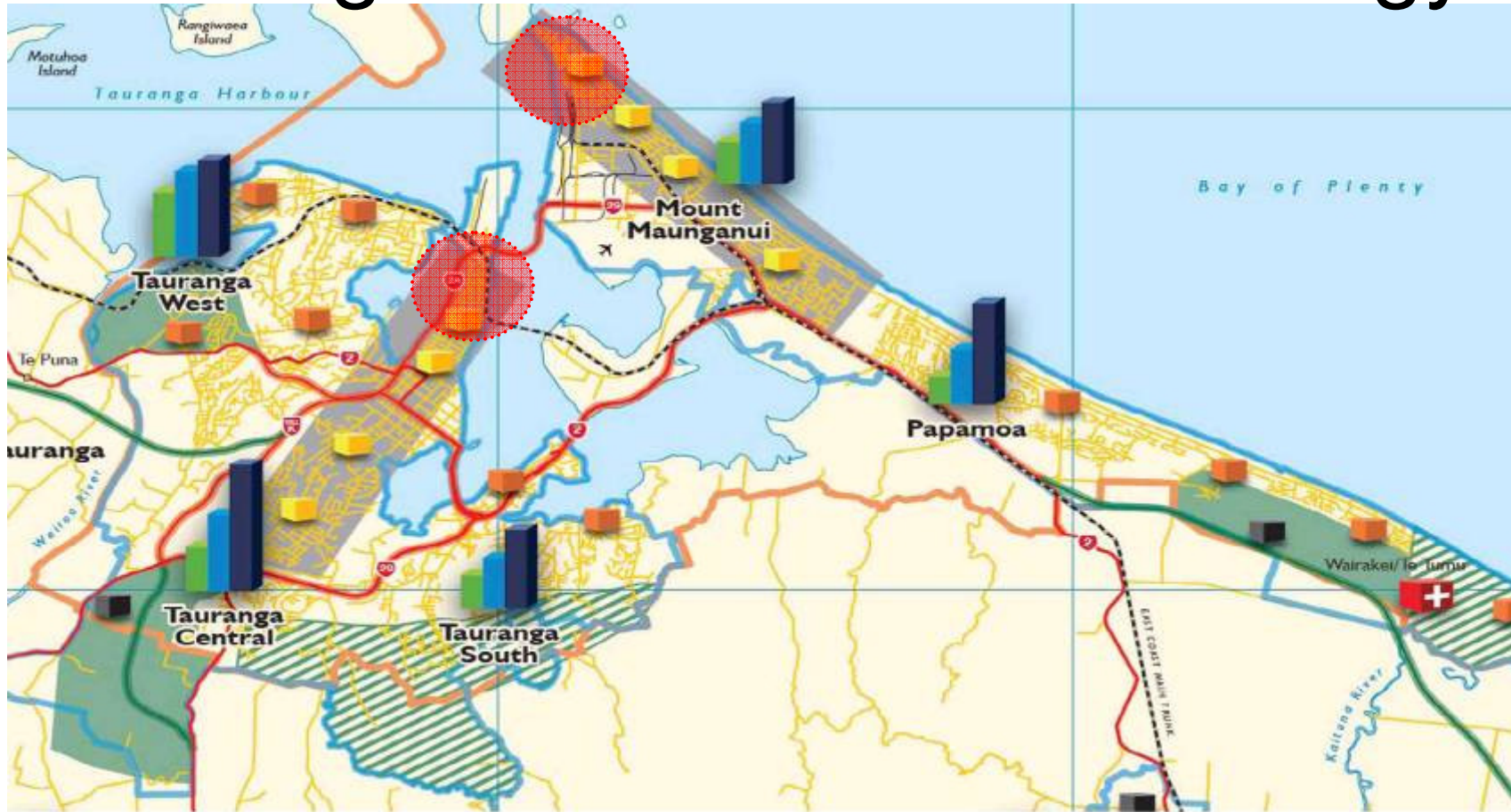


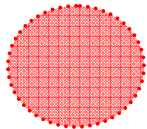
Tauranga Strategic Context

- SmartGrowth (SG) for TCC –approx 30% intensification to 2051
- Strategy drives high level land use, social, infrastructure, transportation decisions=good
- Neighbourhood level
 - Poor strategic understanding/ connection
 - Complex supply/ demand issues
 - Major built environment change
- Polarised, emotive reactions to “density” change
- Community reactions influence political thinking

Tauranga's SmartGrowth Strategy



Suburban Intensification Areas



Urban Intensification Areas

Isolated House



GREERTON

Implementation: 1st Project

- *Smart Living Places*
 - Rational, planned approach based on SG “nodes” - 3 priority areas first
 - Traditional consult on draft plans, informal submissions, hearings etc =traditional approach
 - Strong negative response in 2 suburban nodes... ‘picking on us’
 - Reasonable response in city central node



Arataki Map

Implementation: 2nd Project

- *City Living*
 - Focus on city central only
 - Series of facilitated, inclusive workshops (over 15 months) with 3 neighbourhoods
 - Active engagement, two way flow, sharing/developing ideas, recap, move forward
 - Visual tools – local images (not overseas)
 - New City Living zone emerges



What we have learnt - planning

- Strategy context valid but local disconnect - not just about numbers
- Start first at “logical” area e.g.: city centre
- A community experiencing change and preparing for it –see it as “natural” progression
- People expect good design outcomes creating tension with compliance under RMA

What we have learnt - planning

- Know the area/ market:
 - Who is doing/ owns what? Can they push / ‘champion change’?
 - What the current housing stock, future demographics and demand is?
 - What development package is viable –profit and risk, lending criteria, capacity to deliver?
- Redefine the ‘value case’ for suburban intensification
- Major ‘sea change’ needed for housing preference (demand) and delivery (supply)

What we have learnt – community

- Making it personal and real
 - Finding local identities and asking them to speak
 - Councillors called people to ask them along to meetings
- ‘engage’, not ‘consult’ –build trust
- Don’t do too much, too quickly, stepped, recap, then move forward
- Use great visual tools that people can relate to
- Front it with community credible person or skilled social/ place –based liaison

What we have learnt – political

- Get elected members involved early
- Manage the density myths i.e.: ‘higher density =slums’!
- Raise elected members understanding – take them to the issues, other development examples
- At the end of the day – provide good information to inform policy decisions– but elected members decide policy

- *“Urban density is the basic tool for creating a livable city”-Vancouver City*

