

ATTACHMENTS

Ordinary Council meeting Separate Attachments 1

Monday, 13 June 2022

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"A city is not gauged by its length and width, but by the broadness of its vision and the height of its dreams

Herb Caen

Journalist, San Francisco

Stanley 12

Uniting us around shared values

Following a period of transition and rapid growth, there is a feeling of uncertainty around what Tauranga represents, what it stands for and how it wants and needs to evolve.

Our aim is to unite the people of Tauranga around a common vision that reflects the diverse needs of our community. To encourage optimism and instill a sense of pride that we are all part of a richly diverse community steeped in heritage.

OUDLY LOCAL

Stanley 12

Hoki whakamuri, haere whakamua

Walking backwards into the future.

Acknowledging our past but with a focus on the future, our vision is rooted in the values of our kaumatua and the hearts of our rangitahi.

Their voices will shape the city they are set to inherit.

ROUDLY LOCA

A vision for Tauranga

Prioritise nature

Tauranga is a city where... we celebrate, protect and enhance our natural environment, integrating it into the city for all to enjoy

Lift each other up

Tauranga is a city where... we foster and grow our communities, celebrate our differences, and lift up those who are vulnerable

Fuel possibility

Tauranga is a city where... we foster creativity and innovation, celebrate our arts and culture, and empower our changemakers to create a vibrant city into the future

With everyone playing their part, together we can create the change our city needs.

Kei a tātou te pae tawhiti. The future is all of ours.

Because, Tauranga, together we can.



Tauranga, our city.
A safe anchorage for all.
Where the climate is good and nature is always
knocking

Here we've found our place of belonging.
Like those who came before us.
Where we are the moana, and the moana is us.

As the tides change.

For our city to thrive, it needs to change too.

A growing city must grow with its people.

And how we grow is up to us.

Tauranga, together we can....

Build upon the values that have always been.

Come together to put the world we live in first.

Connect through our similarities.

Celebrate what makes us unique.

And inspire all to thrive in our vibrant communities.

Together, we can create the change our city needs.

Kei a tātou te pae tawhiti. The future is all of ours. Because, Tauranga, together we can

Tauranga, together we can.

Simple words yet ones which talk to unity and inclusion. Importantly acknowledging that there is work to be done and we are not afraid of that - in fact, we are excited about the active role we all need to play in the future of Tauranga.





2020 Vital Updates Survey

Format: Survey

Participants x 5,222 inc:

- General population
- Youth
- Maori
- Ageing population
- Disabled people (incl. carers)
- Ethnic communities
- People experiencing homelessness

Focus areas:

- What residents love about living in Tauranga, what they would change, and what they want to protect
- Housing and standards of living, including home ownership, savings and expenses
- How connected people are and their interest in attending events
- Accessibility to services and facilities, technology and transport
- Perceptions of crime and safety.

When: 2020



WSP's 2020 Summary/Review of Prior Community Engagement

Format: Desktop exercise

Participants:

• General population

Focus areas:

- Summary of community views on a range of Council's strategies, plans and projects
- Direct summary of community views grouped by common themes

Duration: 3-5 year period



Stakeholder Strategic Conversations 2020

Format: Workshops

Participants x 66

 City partners environment/social/cultural/economic community leaders, Te Rangapū Mana Whenua representatives.

Focus areas

 To gauge interest in a joint city vision project and to discuss aspirations and challenges for the city.

When: Five workshops in mid 2020



WSP's Future Implications Report 2020

Format: Workshops

Participants (x 200)

 Key stakeholders (council, community, business sector & local government)

Focus areas:

 Perceptions on what people see as priority response areas for our city across four themes - climate, technology, resources and society.

Duration: 10 workshops over X period

My Tauranga Vibe





Format

Multi channel awareness/public engagement campaign:

- Social media
- Video
- Outdoor
- Radio

Driving to an online survey



Audience

All Tauranga residents with particular focus on rangitahi and hard to reach audiences



Focus areas

Perceptions around:

- Environment
- Innovation - Industry
- Heritage
- Events/culture
- Outdoor pursuits



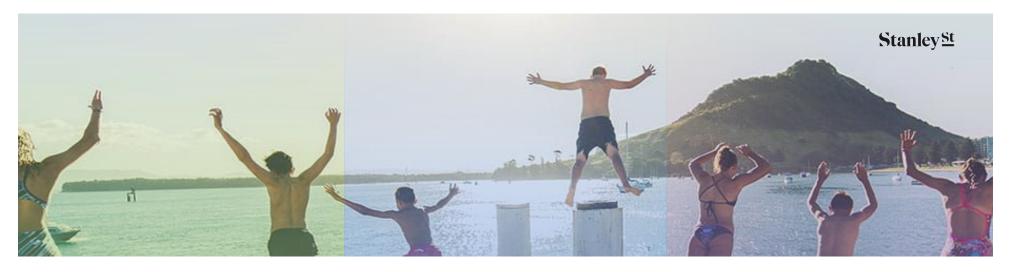
Results

18,947 visits to the site

2,658 survey completions

What informed the vision

There were three key themes running through all engagement activities

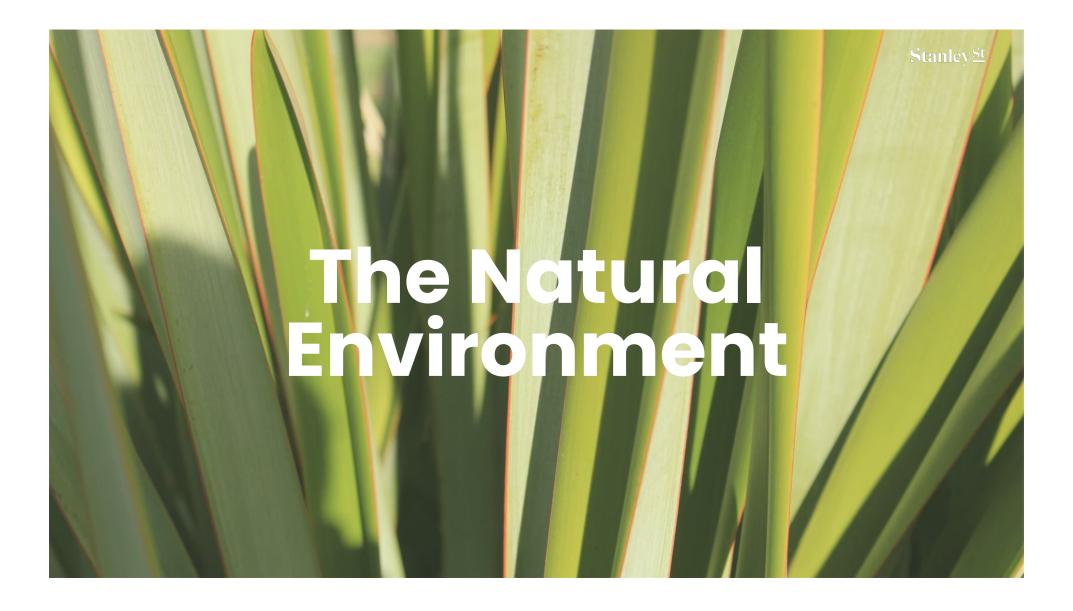


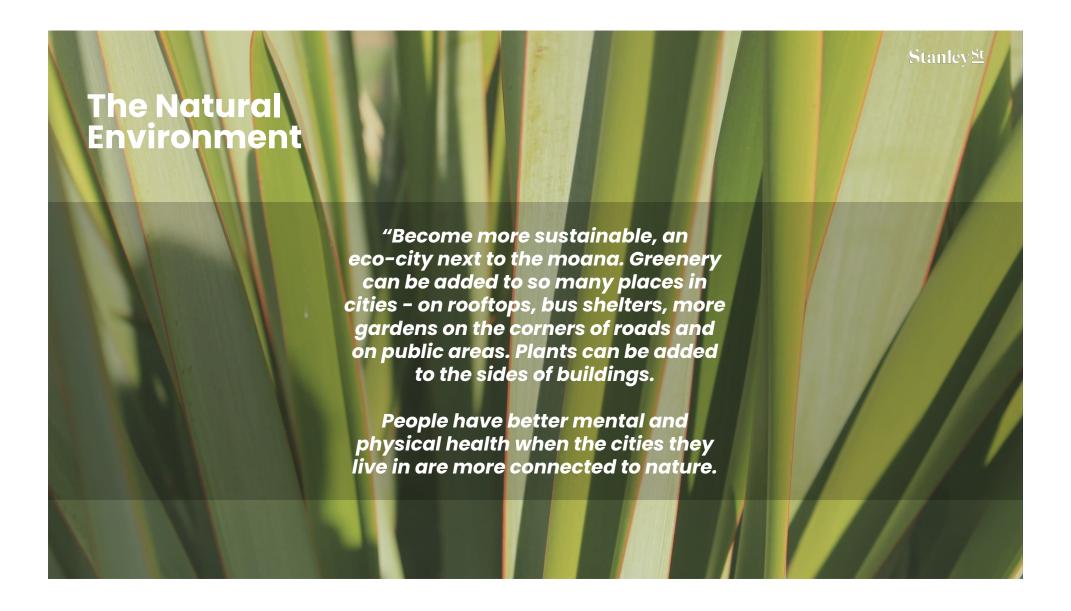
Environment

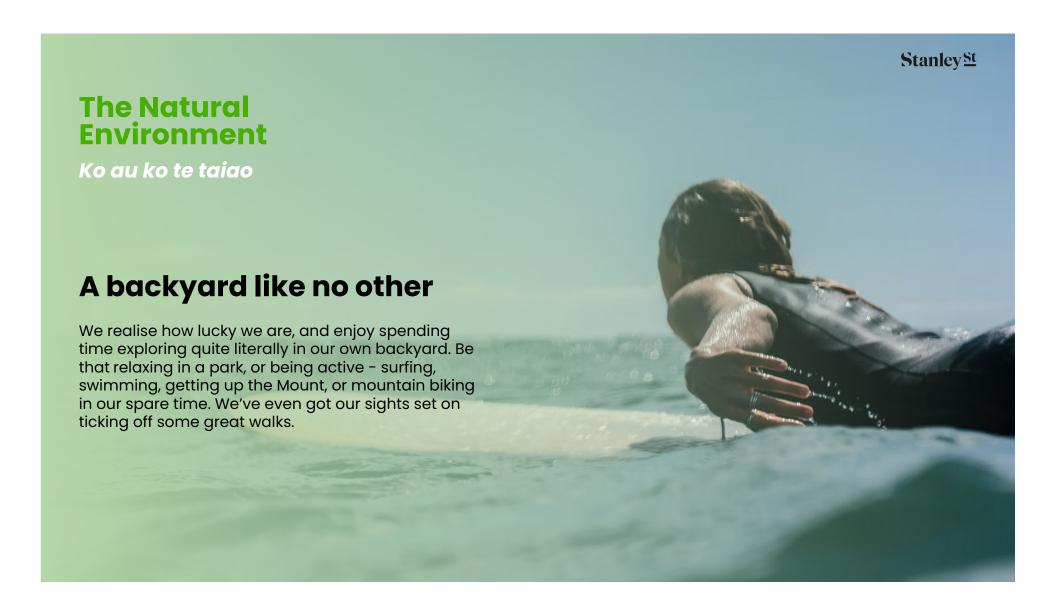
Community & Inclusivity

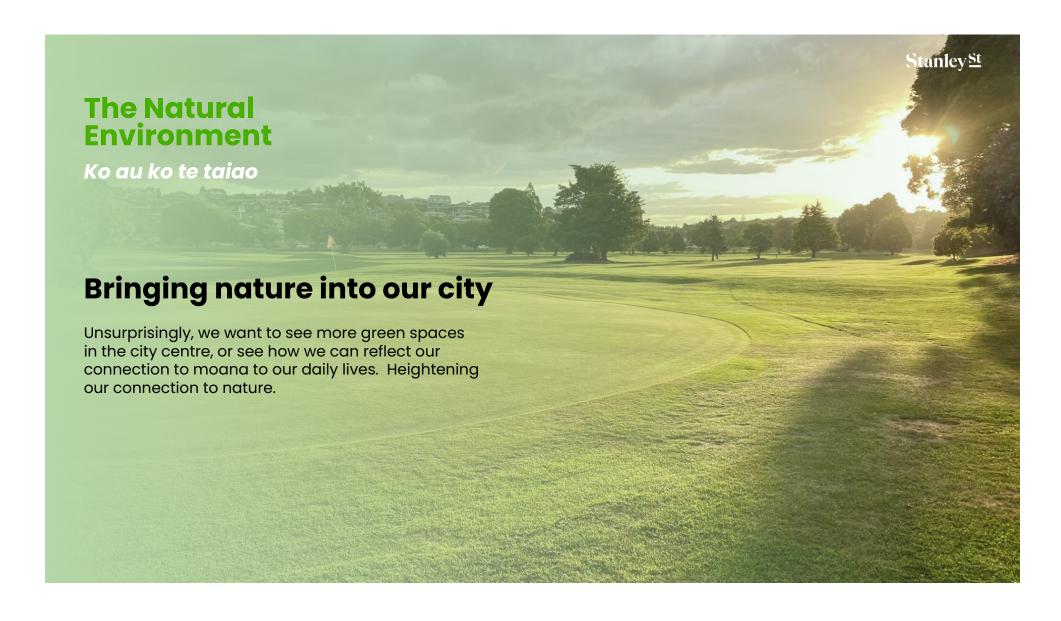
Vibrancy

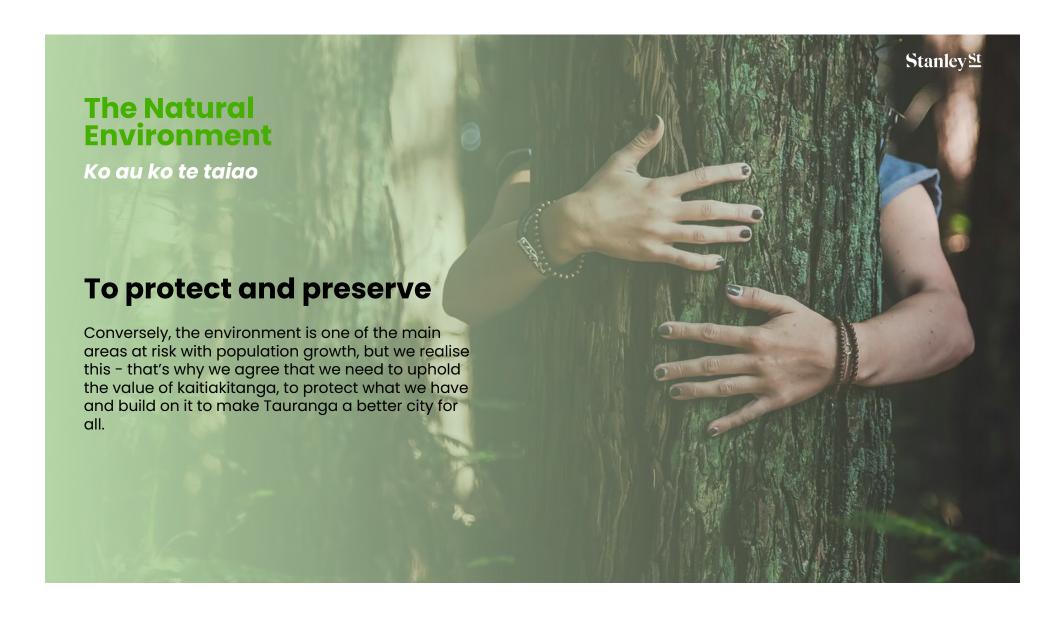






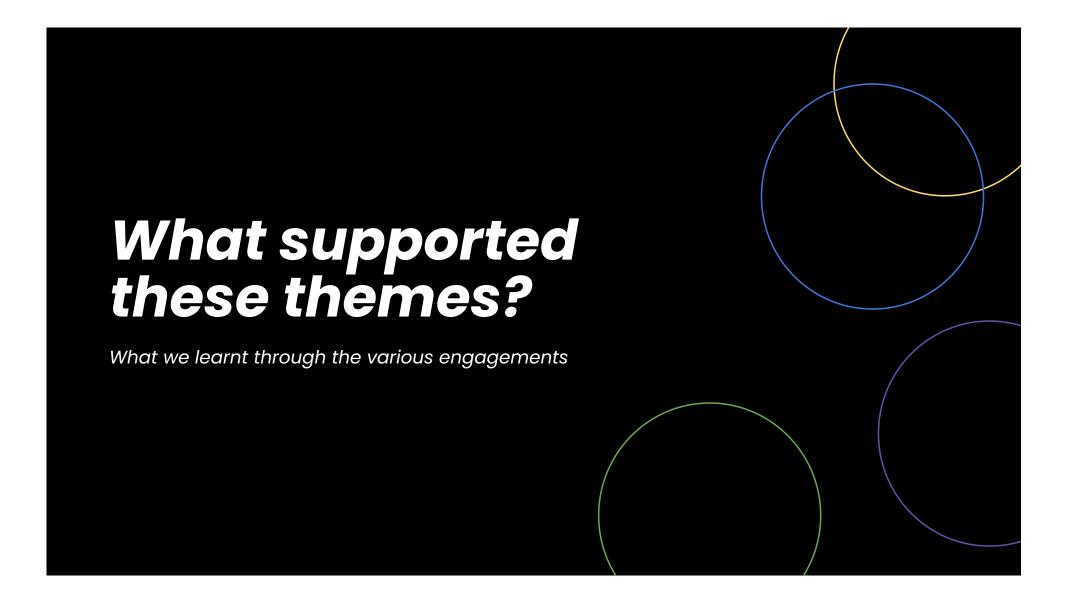










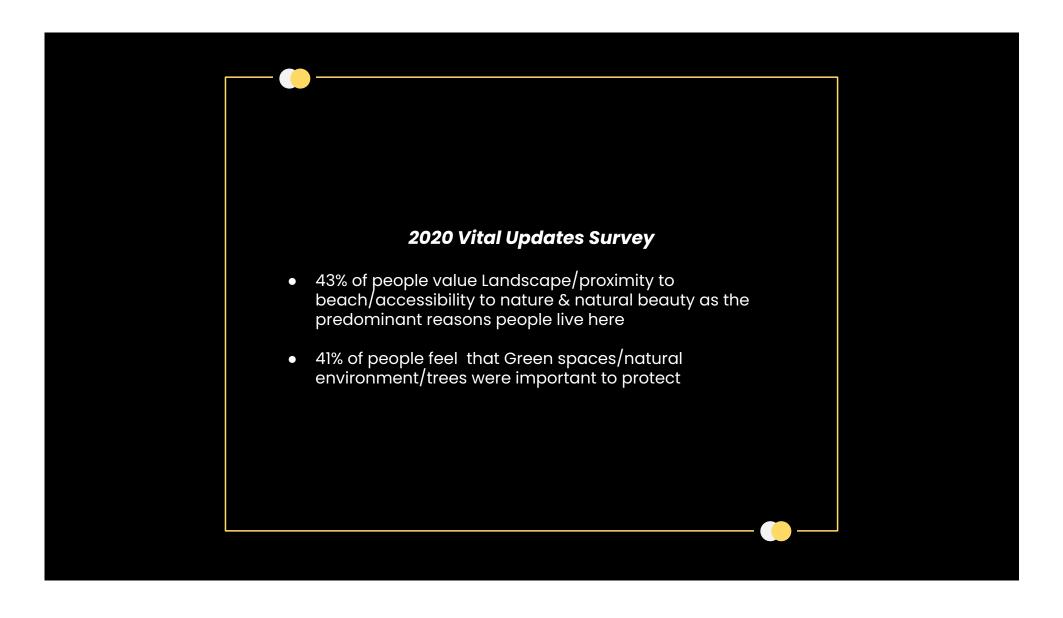




My Tauranga Vibe -



- 55% of MTV survey respondents said their happy place was being outside.
- 28% want to tick off all the great walks.
- 34% said **being active** is their main form of stress relief. Only 2.25% of people use an app for stress relief.
- 30% believe Kaitiakitanga (actively guarding our land and waters, enhancing and protecting our environment) is the most important principle of the Treaty of Waitangi.
- 38% of people think that the way to **tackle climate change** is through the utilisation of our natural resources.
- 24% of respondents primarily aligned with the environment.
- 25% want to see more **green spaces** in Tauranga's city centre.



WSP's 2020 Summary of Recent Community Engagement

- A great place with lots of events for everyone, with easy reliable transport options, green spaces and parks. Less traffic.
- More sustainable ways of living and working.
- "Protecting native forest, native trees, and the river / water quality from road and landscaping run off."
- A great place with lots of events for everyone, with easy reliable transport options, green spaces and parks. Less traffic. More sustainable ways of living and working.
- "Protect natural landscape conservation land"



- Environmentally responsive communities
- People value green space, trees, coastal reserves and want to protect natural landscapes and conservation land.
 Future development should be away from the coast, consider environmental impacts and be resilient in the face of environmental changes.
- There is concern around the impact of stormwater runoff, coastal erosion, rising sea levels and climate change on water quality, changing weather patterns, native flora and fauna and habitats.
- View that reserves would be a good method for improving ecology and biodiversity of the area.
- Less concrete and roads, more bikes and walkways. People walking around the city rather than in cars. Birds and wildlife to be found in the city. Autonomous, electric cars. Less trucks, more rail





Stakeholder Strategic Conversations 2020

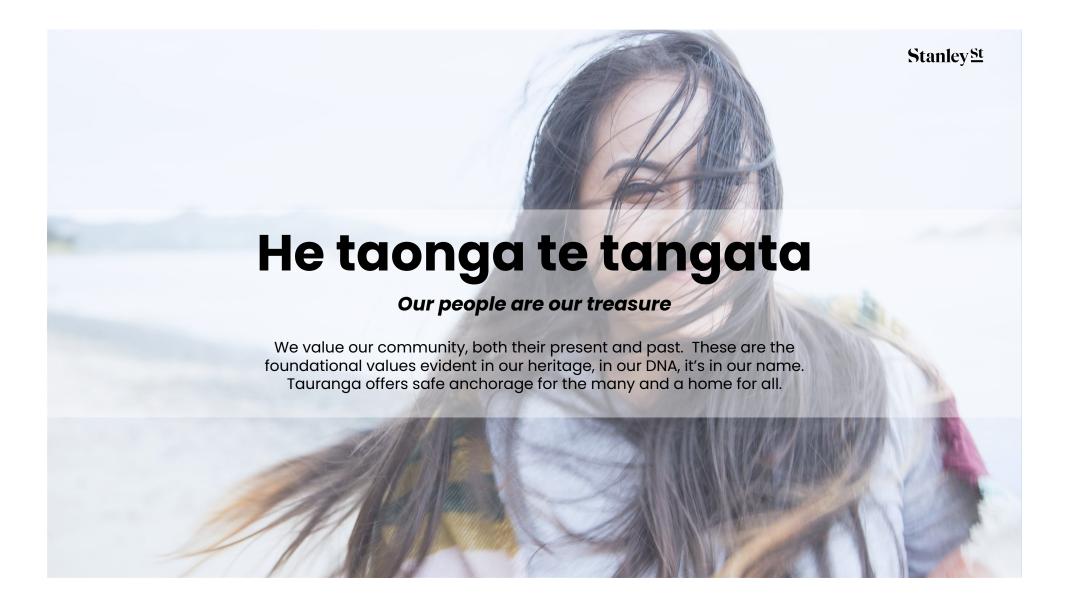
- The outdoor environment, climate and lifestyle are the primary reasons people love living in Tauranga and protecting and preserving our natural environment into the future is rated by our residents as their priority.
- People are concerned about the impact of stormwater runoff, coastal erosion, rising sea levels and climate change on water quality, changing weather patterns, native flora and fauna and habitats.
- These concerns are valid, as research shows that biodiversity and natural resources will be threatened by climate change, our growing population, urbanisation and economic consumption.
- We've heard that residents need us to ensure that economic development occurs within the sustainable limit

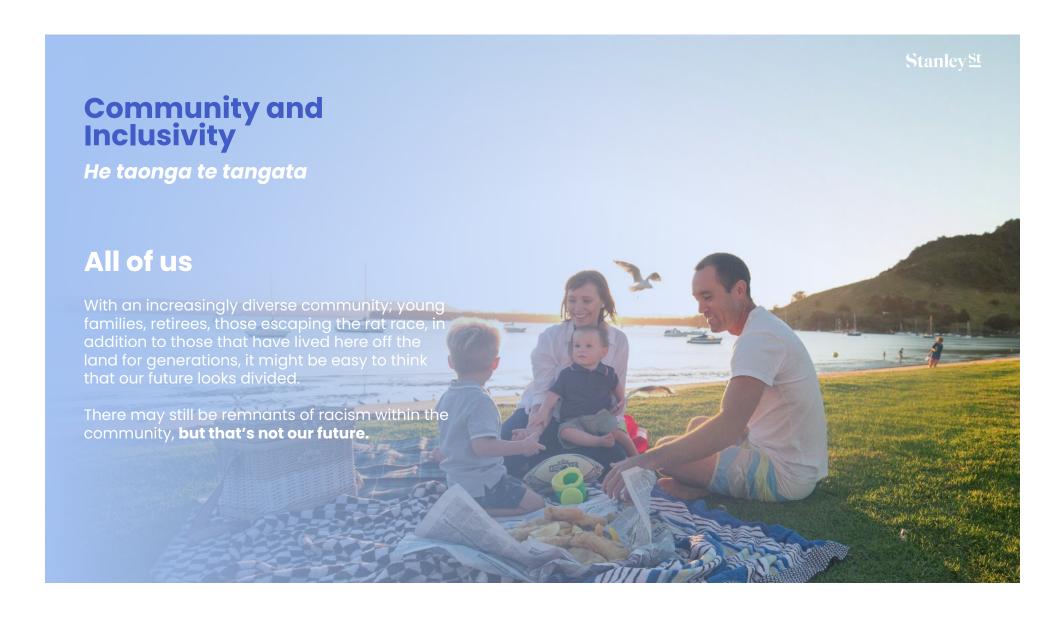


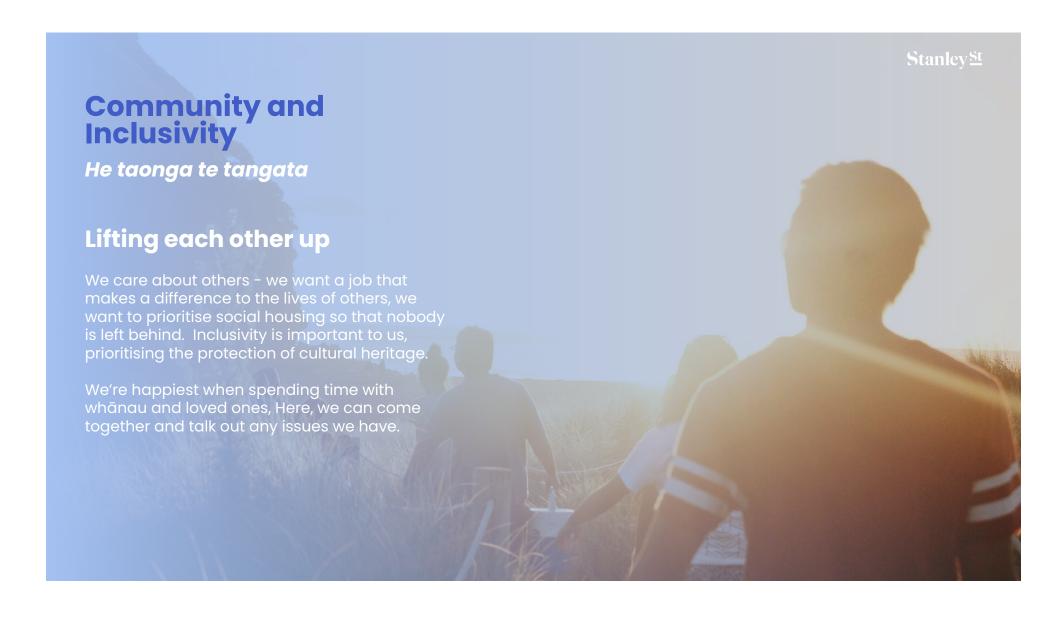












What supported these themes?

What we learnt through the various engagements



My Tauranga Vibe



- 12% want to see an **increase in events** social/entertainment in Tauranga.
- The average heritage vibe is 66.17, which means most people think that our **history** should be celebrated as it made us who we are today, rather than leaving it in the past.
- The average community vibe is 42.60, highlighting that more **people appreciate diversity** and being around a wide range of people, than being around those similar to them that share the same ideas about the future.
- 35% want to see more **affordable housing** in Tauranga so that nobody is left behind. 16-24 year olds were 38.9% more likely to say this.
- 29% believe that we should work together to tackle climate change in a **united** effort.
- 40% said that **Manaakitanga** (mutual respect and care we show towards each other) is the most important Treaty of Waitangi principle.
- 16% of survey respondents have a persona most aligned with **equality**

Vital Updates 2020

- Increased inclusivity and awareness of social issues including homelessness rated highly among people aspirations for future Tauranga
- A decrease in racism was cited as being important for the future - particularly by Māori and Pasifika communities (19% and 17% respectively)
- 2% of total respondents believe that an appreciation of diversity and increased tolerance of others was important for the future
- Protection and preservation of Maori culture, history and heritage seen as a priority



WSP's 2020 Summary of Recent Community Engagement

- Inclusivity and equity are aspirations shared between tangata whenua, the wider community and stakeholders.
- People would like increased interaction/connections with others in their community. There is belief that water and the natural environment will help social and mental wellbeing.
- Heritage and diversity are assets that residents believe need to be better valued.
- A shared sense of pride in being part of a culturally rich and diverse community.
- Belief in opportunity to better elevate the history and culture of local Tangata Whenua.
- A need for new centres/ developments to have community hubs and supportive environments to encourage interaction and physical activity, particularly for vulnerable populations.

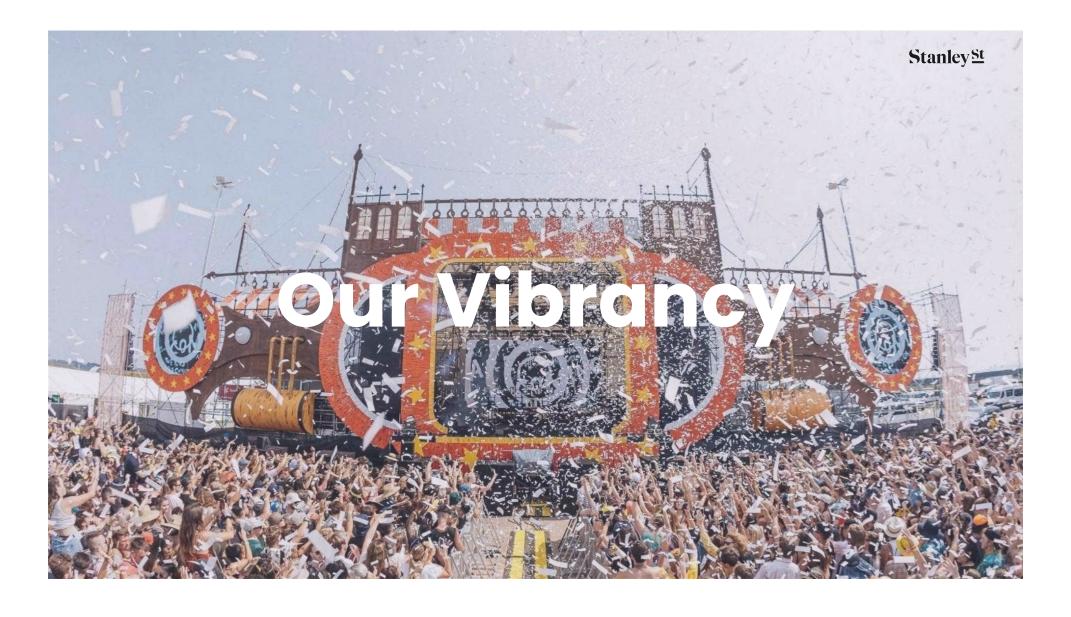


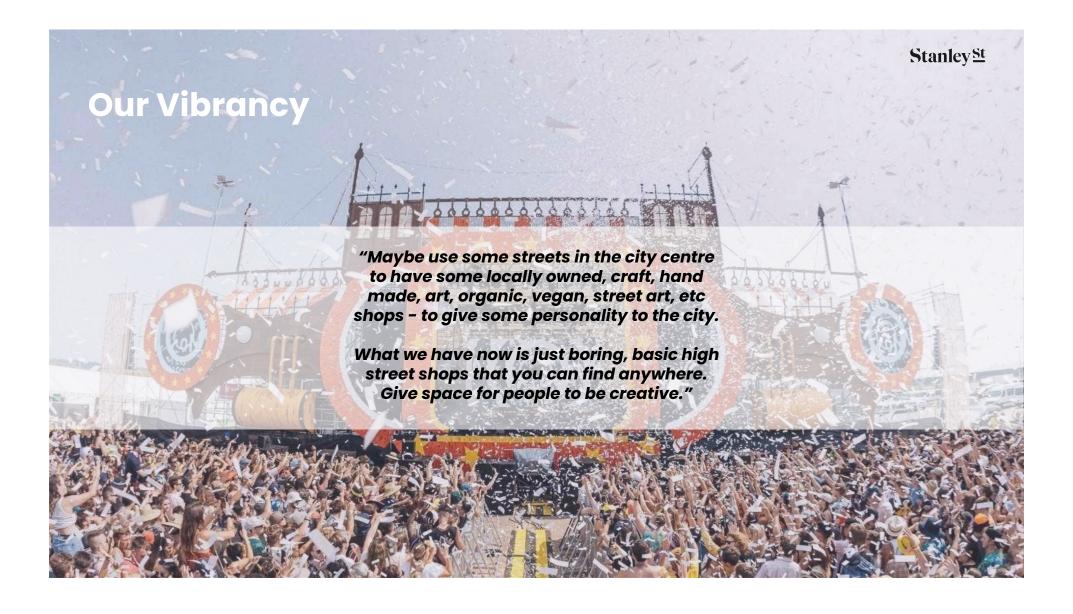
Stakeholder Strategic Conversations 2020

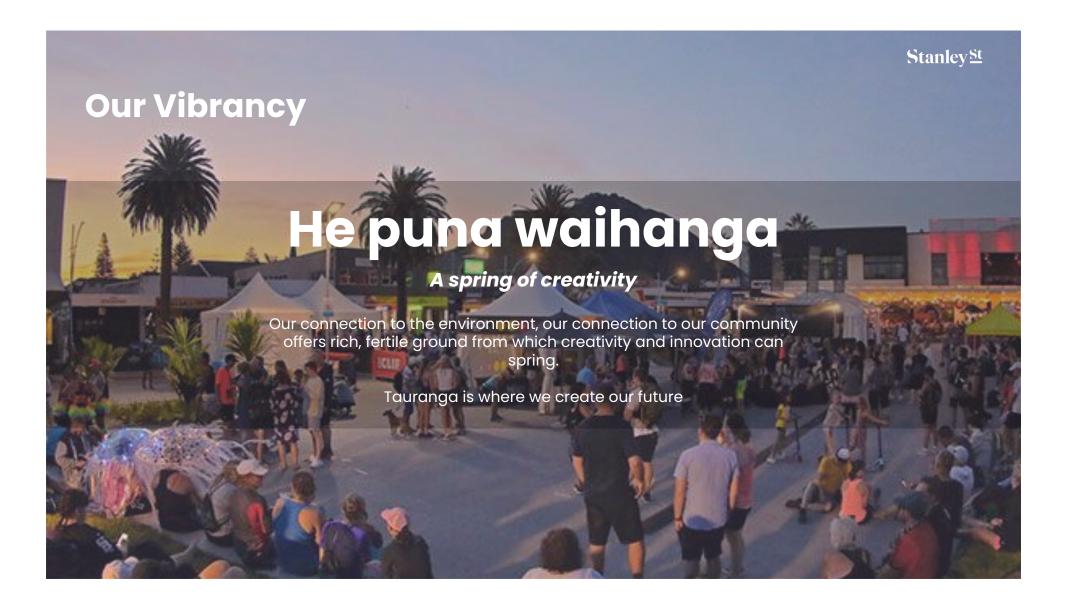
- Tangata Whenua, and stakeholders, shared aspirations included the importance of inclusivity, and equity.
- Family & family ties are highly important 25% love Tauranga because of their family connections and growing up there.
- Our residents tell us that while we aspire to economic development this must be done in a way that supports people's well-being
- A shared belief that a thriving, connected community that is compassionate and equitable is important - a recognition we are all in the waka together

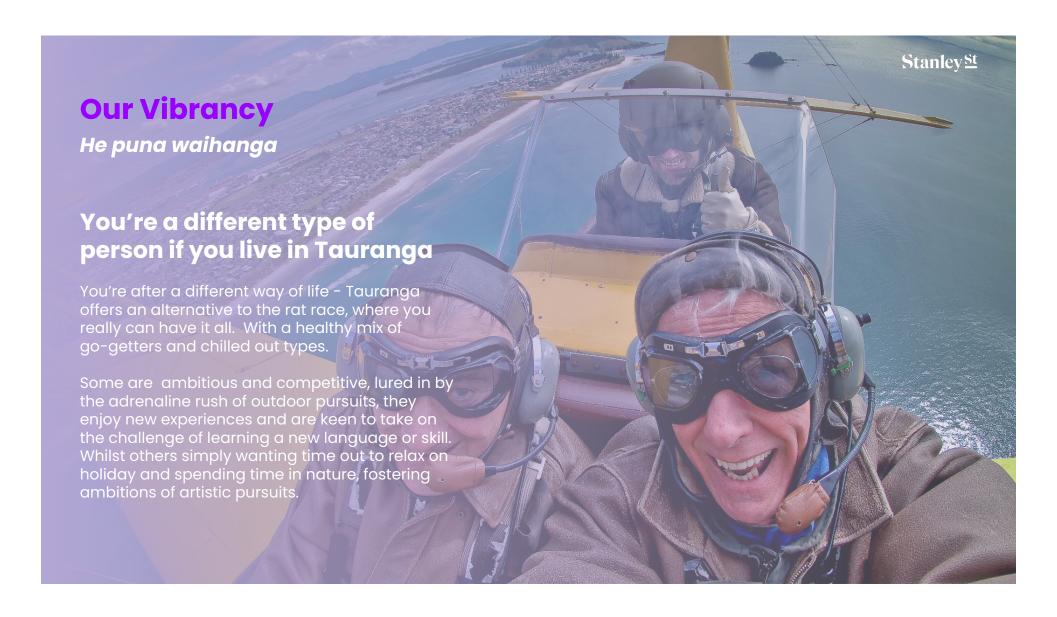
WSP's Future Implications Report 2020

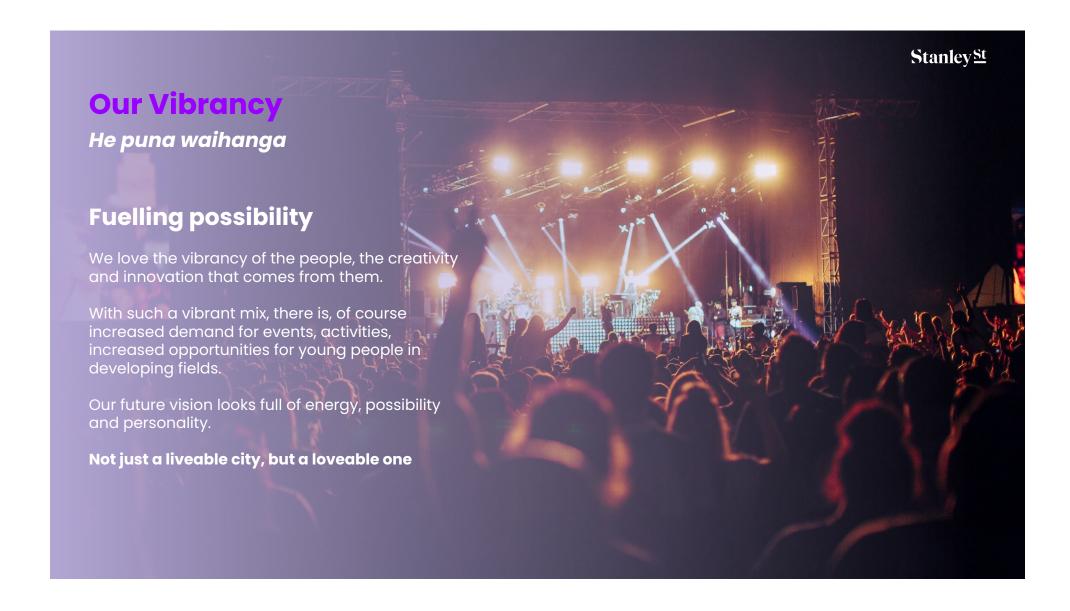
- Identified need to address housing affordability
- Between 50-90% of groups agreed that a city design that can work to reduce inequality (e.g. effective public transport, mixed tenure housing) should be an area of priority for investment and action
- Between 50-90% of groups agreed that investment should be made in community spaces and mixed use developments given the role they play in facilitating social interaction.

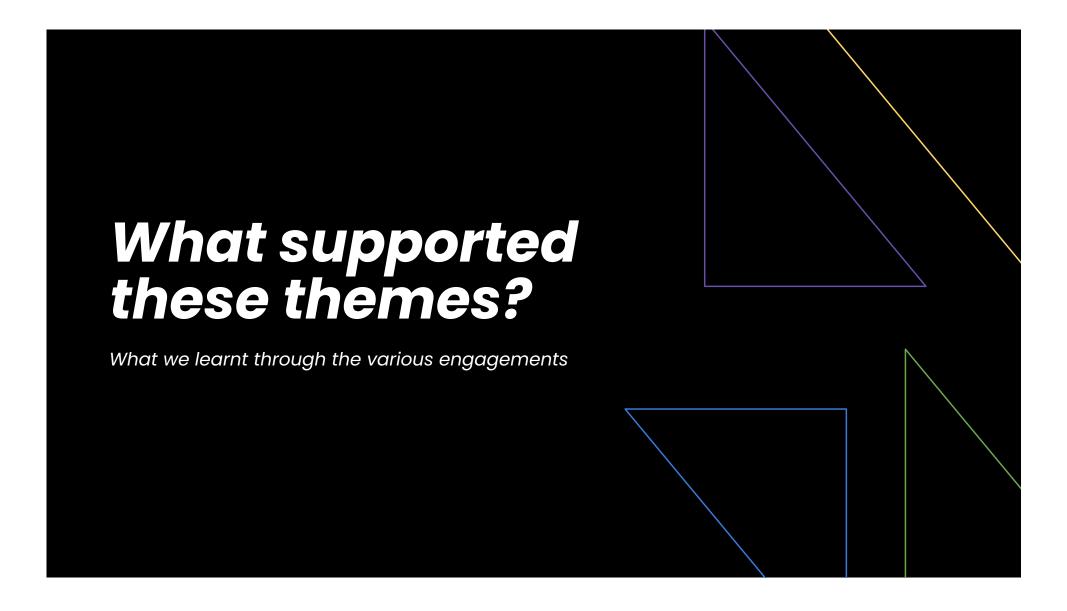














Vital updates:

- A vibrant city and increased sense of inclusivity ranked amount 4th highest when people were asked about what they wanted for the future.
- An increase vibrancy sought across the city particularly within the city centre
- Better city planning and more events/facilities for youth cited as being important considerations for the future
- An increase in the number of cultural facilities and museums throughout the city is important to people's view of an ideal Tauranga.

WSP's 2020 summary of recent community engagement

- People would like public spaces that are vibrant, well-designed, human scaled, safe and inclusive.
- People told us they would like areas to play, have a picnic and access/enjoy the natural environment with an integration of cultural art and imagery into areas in the CBD
- Voiced desire for pedestrian only areas where there can be more events and family outings
- Our people want a thriving central city that allows for diverse living options, including smaller compact living.

• An immediate increase in development surrounding the CBD, focusing on building a real heart of the city which is a hub of activity. • Creation on an environment where people feel safe and welcome at any time of the day. Improvement of civic amenities through the provision of high-class sport and cultural facilities such as a museum or stadium • A Vibrant city with cross section including arts, museums, universities cited as being important.



Acknowledging our challenges

As part of moving forward, it's important to identify what, as a city, we are not happy with.

Challenges identified through the different engagements focused on:

- Transport and roading infrastructure
- Public spaces and concerns around the city centre
 Level of current council consultation
- Social events and entertainment

Although important, this is not the focus of a vision that emcompasses what we love, is forward looking and that provides a rallying cry that everybody can get behind.

Next steps

- Share with our partners and gather feedback
- create appropriate collateral for branding
- embed and socialise the vision with our communities



The next 60 minutes

- 1. Recap of objectives
- 2. Approach
- 3. Overall media performance
 - a. Awareness
 - b. Unify
 - c. Celebrating diversity
- 4. Survey performance
- 5. Thoughts for future activity



Objectives

Job to be done

- Develop a unifying vision, reflecting the common values and aspirations of Tauranga that will set a clear tone for the future leaders of the city.
- Over time, This vision will be weaved through the city via stakeholders, community groups and local businesses to solidify its place and meaning
- The vision will answer questions such as what makes Tauranga distinctive, what's its personality and what does it stand for

To do this we need

- To engage with the people of Tauranga, understanding their vision for the future so they not only have a vested interest, but to ensure the vision reflects the voices of the people.
- An emphasis on the rangatahi, those who will eventually inherit the city.

Objectives

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Media objectives



Reach majority of Tauranga community

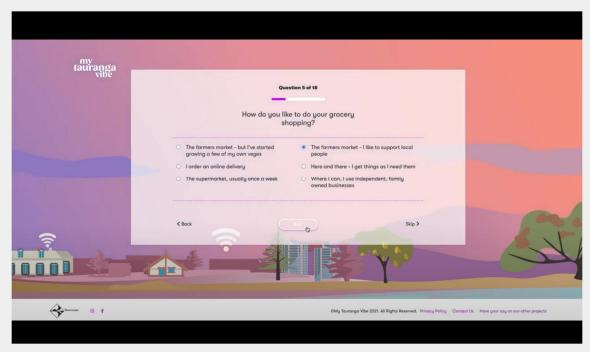


Reach & engage with youth audiences



Drive traffic through to site to complete survey

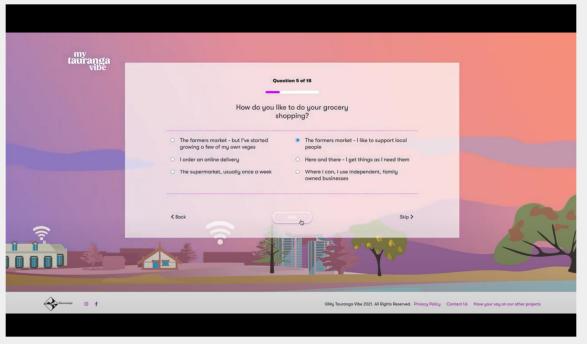
Approach



An online survey

Asking about the community's needs right now

Approach



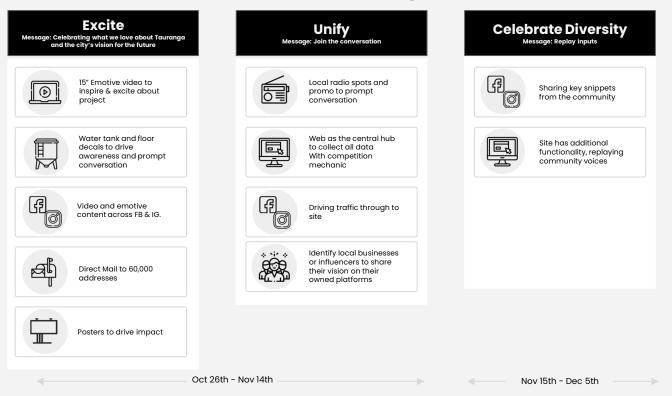
One of 6 'personas'

An online survey

Asking about the community's needs right now

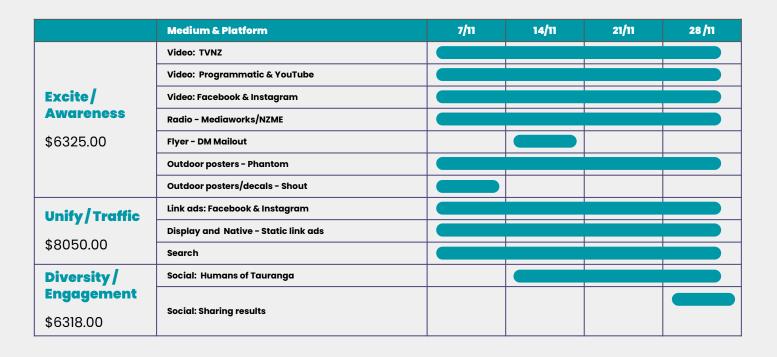


Supported by a suite of channels to deliver to our objectives



21000

Media overview



Overall performance

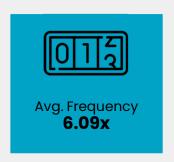
Awareness



Awareness

Our Awareness layer consisted of Digital Video that ran across programmatic display, Social & TVNZ OnDemand, in addition to Radio and Out of Home posters (OOH). The mix of platforms ensured we delivered scaled reach and quality completed video views.









TVNZ delivered a 97% completion rate - while delivering lower reach (17,877), whereas Facebook reached the most people (141,246) but with the lowest completion rate (only 9% watching to 50% completion).

YouTube delivered a 38% completion rate, PVID delivering 30%.





Radio

Our ads played out across a mix of stations, ensuring we reached a broad and diverse audience.



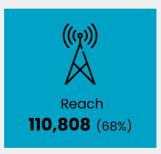




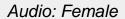


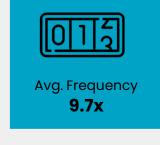














Audio: Male

OOH (out of home)

In the initial stages of the campaign, to create awareness in the real world environment we implemented a series of Posters & Decals - with creative specific to the location to prompt thought, discussion and engagement (via QR code).

Using GA we can measure inferred web traffic directed from this activity via OR...









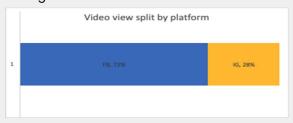




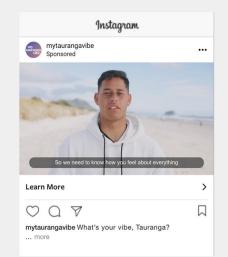
Video - Social

Running across both Facebook & Instagram, these were optimised to serve out to the best performing platforms and audiences (skewing towards Facebook)

Interestingly - although we delivered more views to those under 60, the over 60s were much more likely to click through







	КРІ	Result	Impressions	Click through rate	Survey starts	Survey Completion rate
Social video - Under 60	Views (3s)	50,205	263,907	0.47%	2	0%
Social video - Over 60	Views (3s)	14,942	31,243	0.97%	177	53%

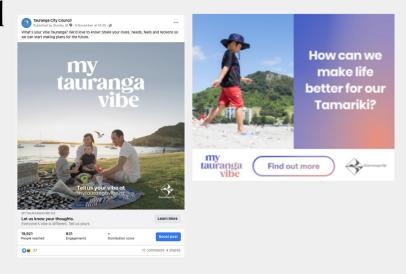


Traffic - display & social

Our Traffic activity (Links Ads on Facebook & Display activity) delivered a total of 14,167 visitors to the mytaurangavibe website - from an investment of \$30,552.

Although social outperformed display in terms of directly attributable traffic, the platform helps to drive awareness through the cost effective impressions delivered.

This has resulted in a CPC of \$2.15 from traffic activity. Under our estimate CPC of \$2.50 for display



	КРІ	Result	Impressions	Click through rate	Survey starts	Survey Completion rate
Display	Clicks	6,685	3,082,878	0.22%	598	56%
Social	Clicks	6,418	337,978	0.70%	369	59%

Item 11.2 - Attachment 2

Search

Search terms around "my tauranga vibe" delivered 35% of clicks at a CPC of \$0.11 and 67% of conversions!

This indicates that awareness of our brand term was high and people who used Search seeked it out - meaning it was well advertised and recogniseable.

The targeting of generic Tauranga keywords had a much higher CPC of \$1.75 and a CTR of 3.39%, with "what's on in tauranga" performing best out of these keywords.

This makes sense as we were competing with general activity in Tauranga where organic search results often do well - despite this we captured an additional 33% of visitors using this strategy.

With 66% of traffic coming from mobile devices, CTR for mobile ads was 6.75% at a CPC of \$1.09.

We always expected that the majority of traffic would come from mobile as it is the default internet connected device for most. 34% of traffic coming from desktop/other is interestingly high. Mobile CTR for search was very high – but saw a lower survey completion rate (13% v 18% on desktop).

Females provided 62% of total traffic, with women aged between 25-54 providing 44% of clicks.



Total Impressions **15,838**

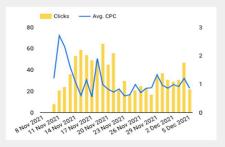




Cost per Click \$1.05



Total Conversions **240**



Item 11.2 - Attachment 2

Stanley 12 Engagement

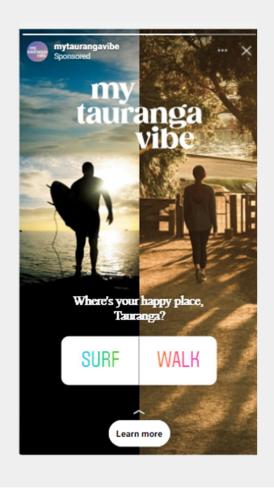
IG Polls

Our Poll activity - designed again to engage people and not necessarily drive web traffic was a resounding success.

This activity delivered 10,505 'Poll Votes' with an engagement rate of 4.17% – incredible when comparing to global IG engagement rates of 1.61% – so we quadrupled the average.







Item 11.2 - Attachment 2

Poll Results











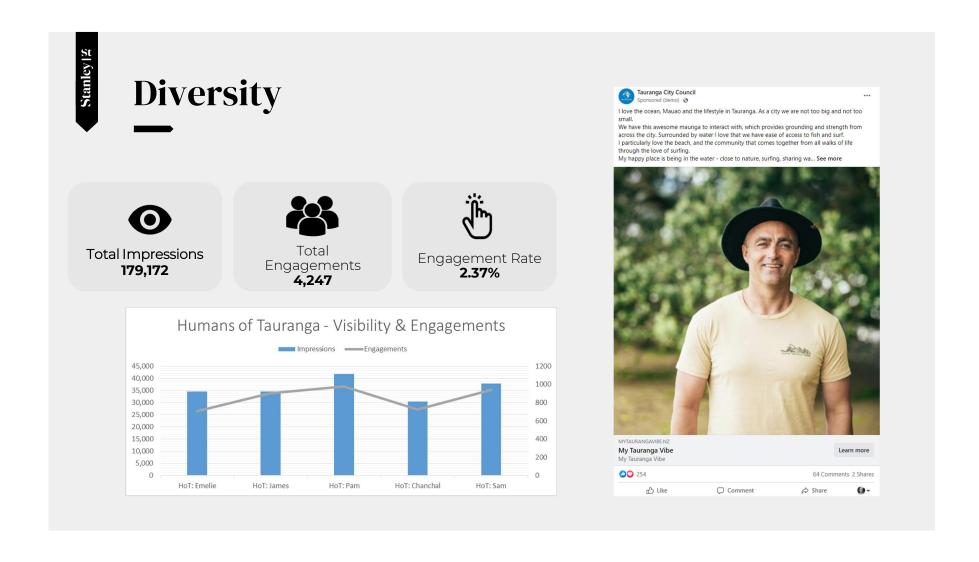




35% Surf / 65% Walk

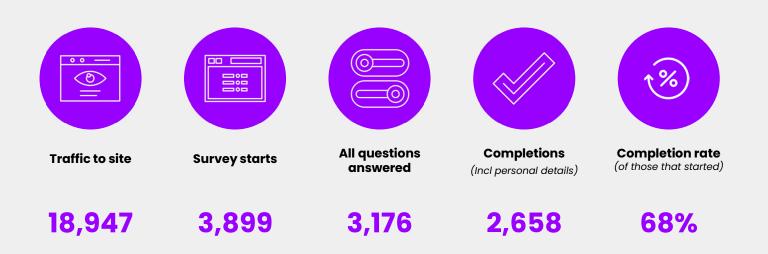
37% Ride / 63% Fly 23% Pool / 76% Beach 41% Above / 59% Below 50% FnC / 50% Fine Dining

43% Drive / 57% Ride 72 Music / 28% Art



Survey performance

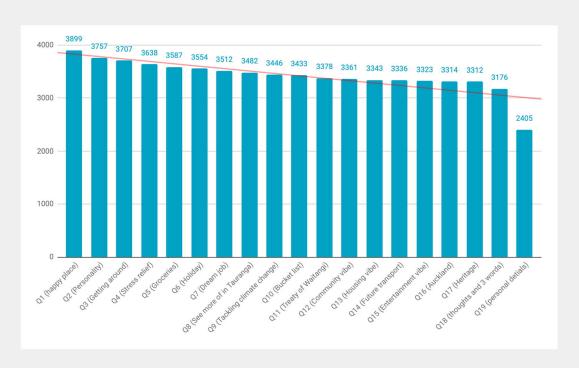
Overall site performance



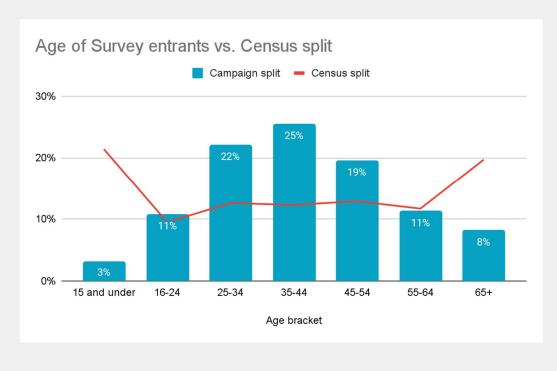
Questions answered

There was a slight drop off across the answers (avg 2.43%). Seeing the biggest drop when it came to people submitting their personal information (24.28%).

Due to our site tagging we were able to capture everyone's responses even if they dropped out at the final stage.



Age breakdown

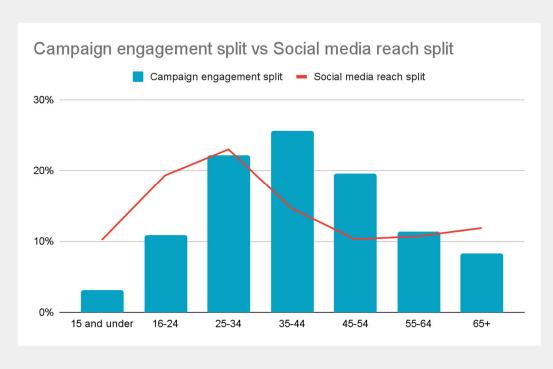


The real success was seen with our younger audience.

We saw an overperformance with ages 25-54 engaging with the campaign vs. census data.

We saw 11% of respondents in the 16-24 age group, a huge overperformance vs. LTP survey (2% under 18, 10% 18-34)

Age breakdown

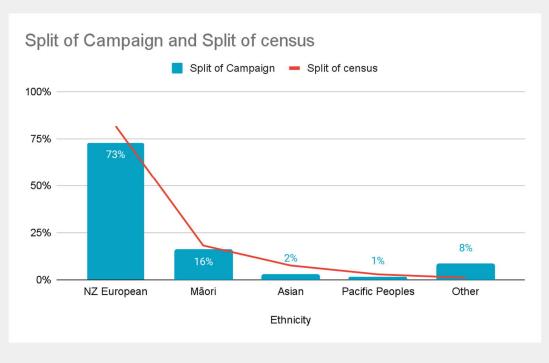


What was the reason behind the overperformance with a younger audience?

By using social media we were able to engage with a younger audience.

And by pairing social media with more traditional channels (radio, video on demand, outdoor), we're able to speak to all of our community.

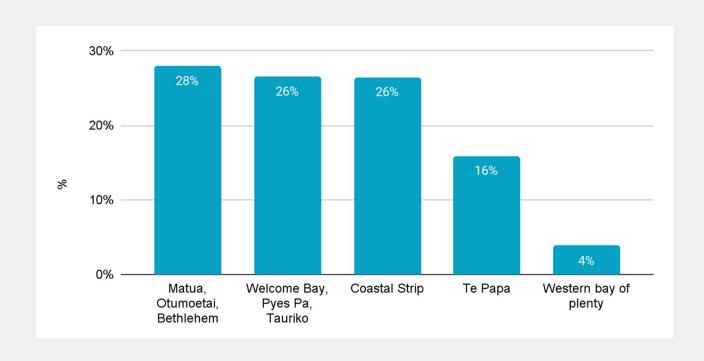
Ethnicity breakdown

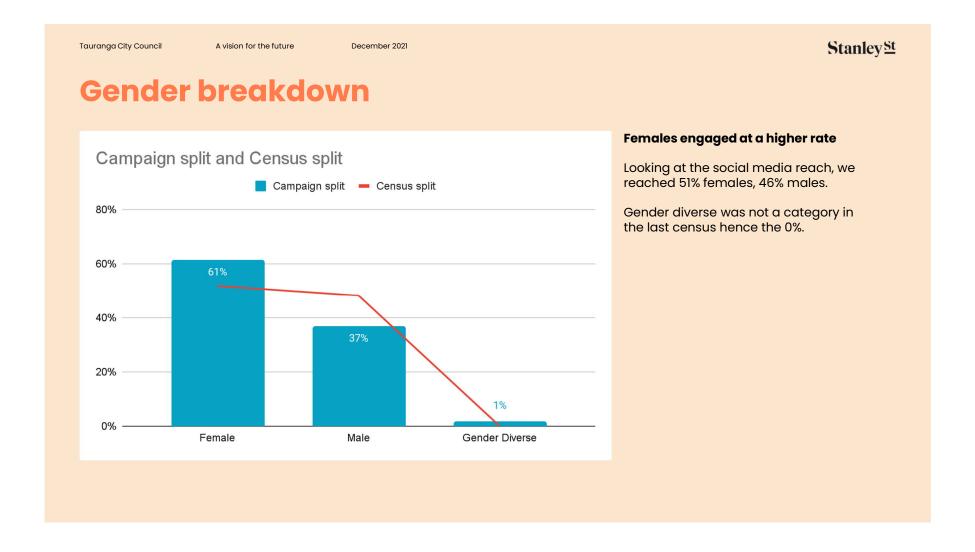


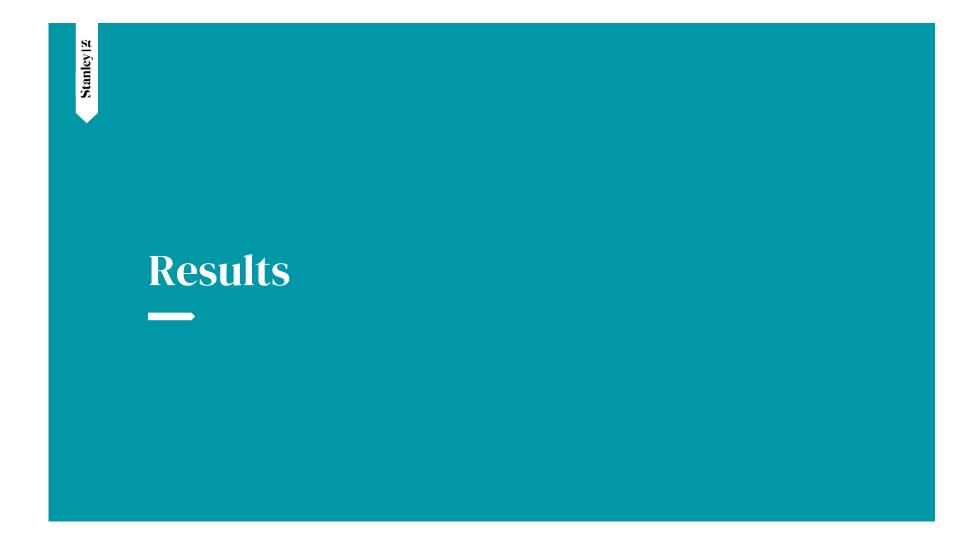
We saw Māori engaging at a higher rate.

Aligning more so with census split and at a higher rate than the LTP survey (10%)

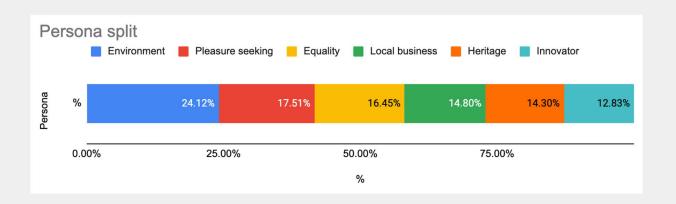
Location breakdown



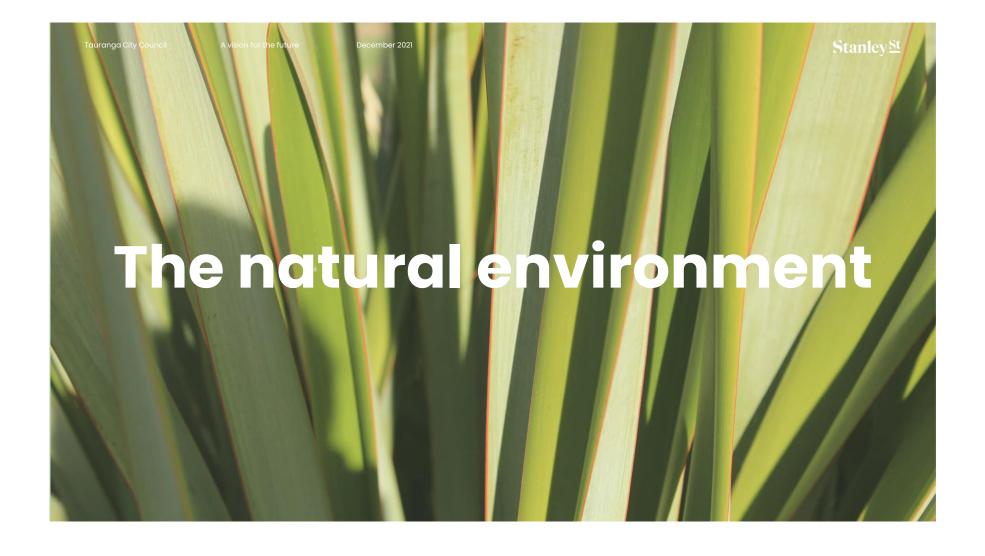




Split of persona

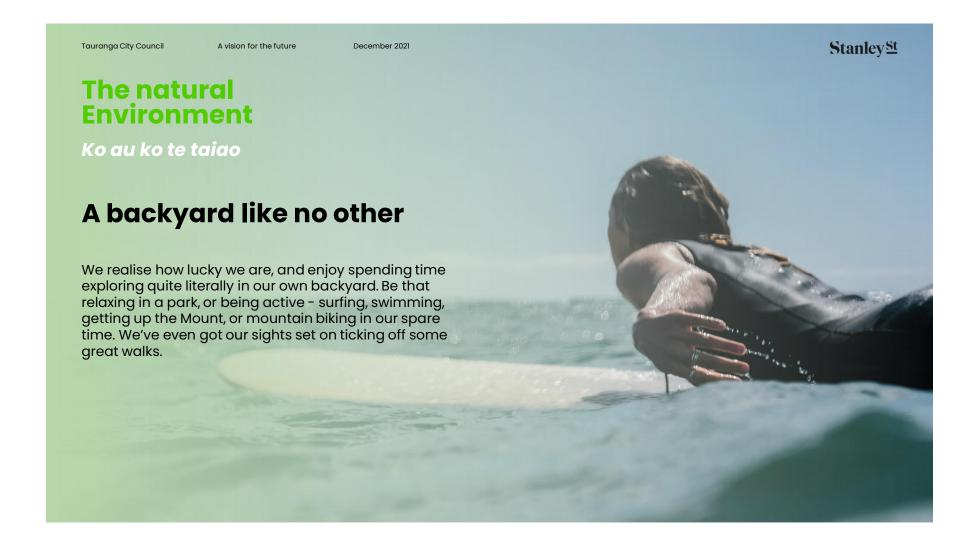


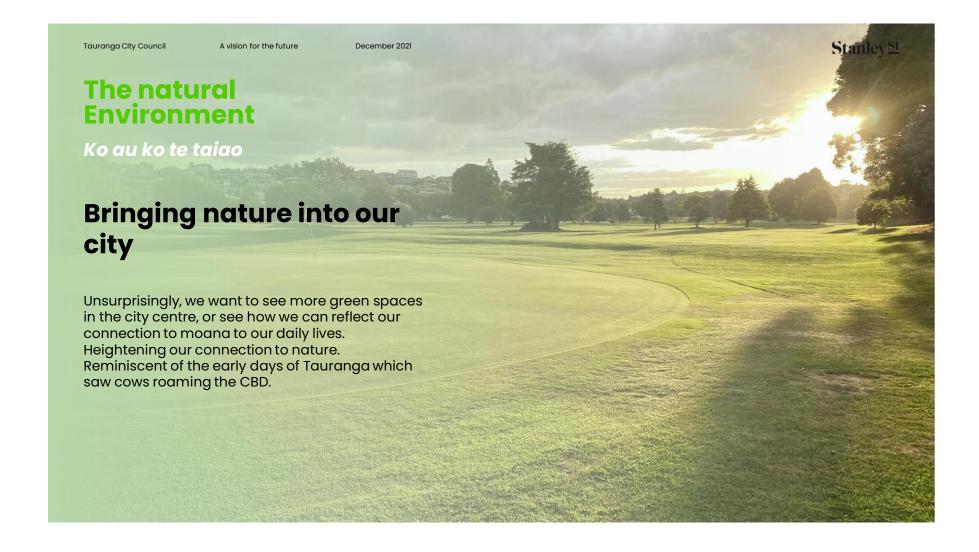


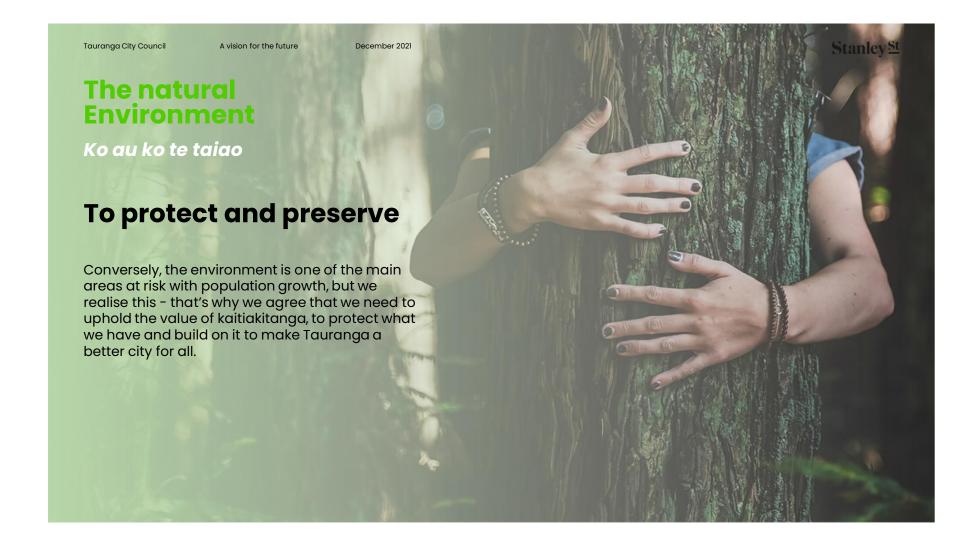


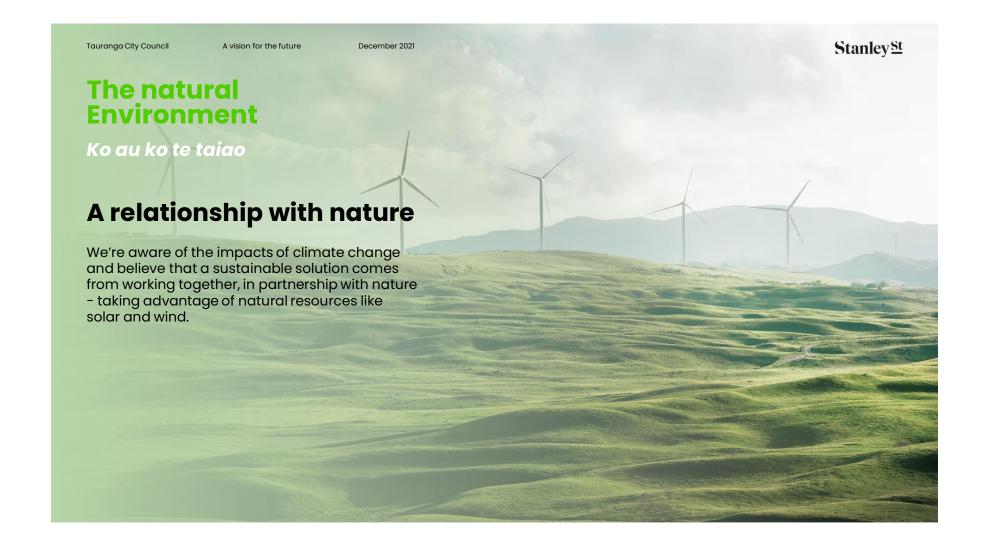




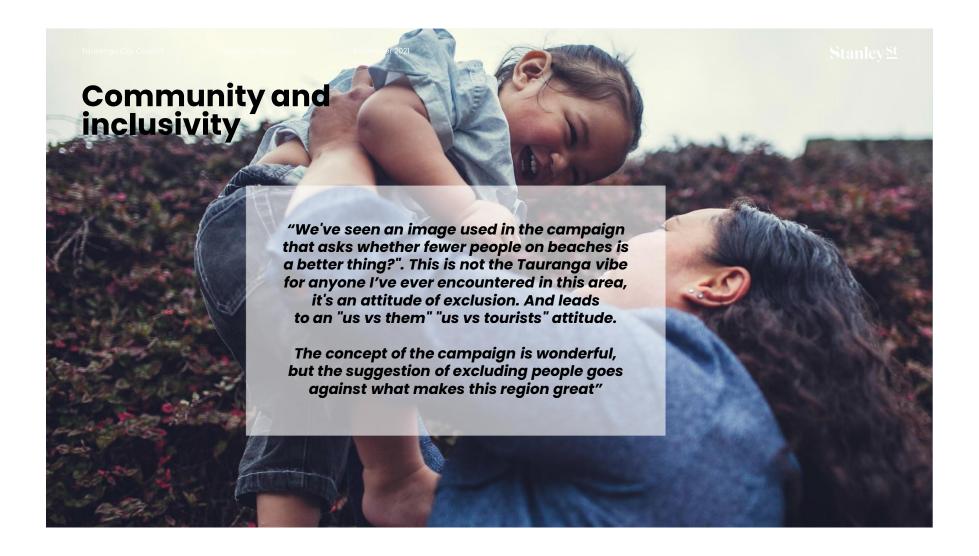


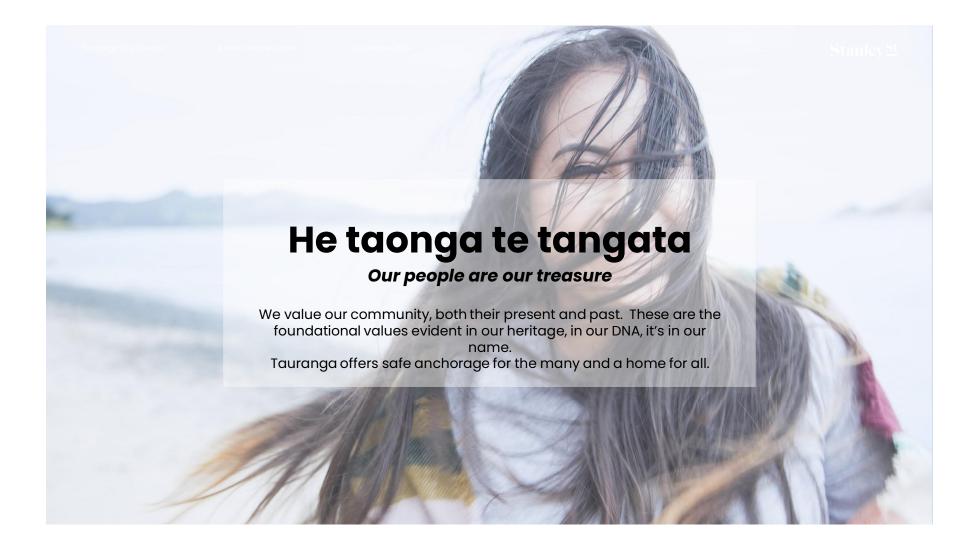


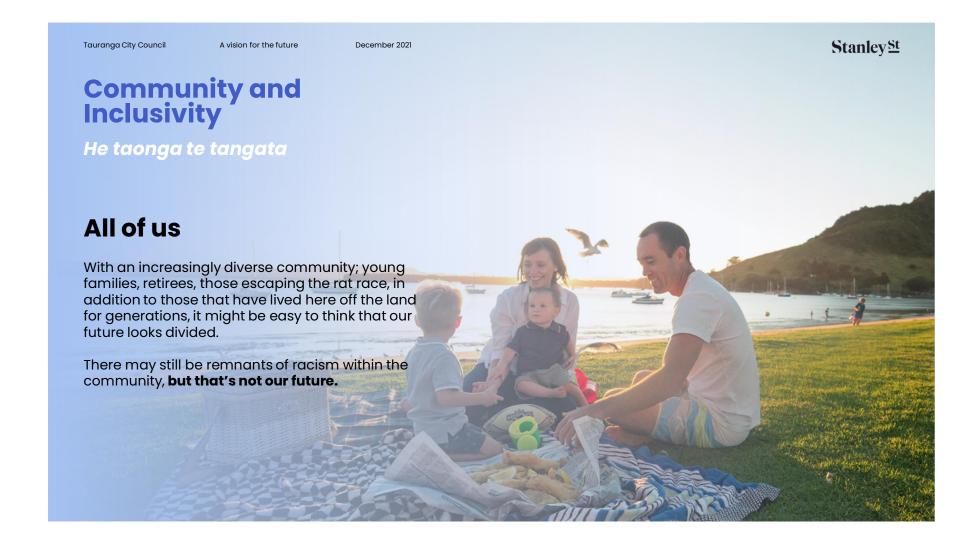


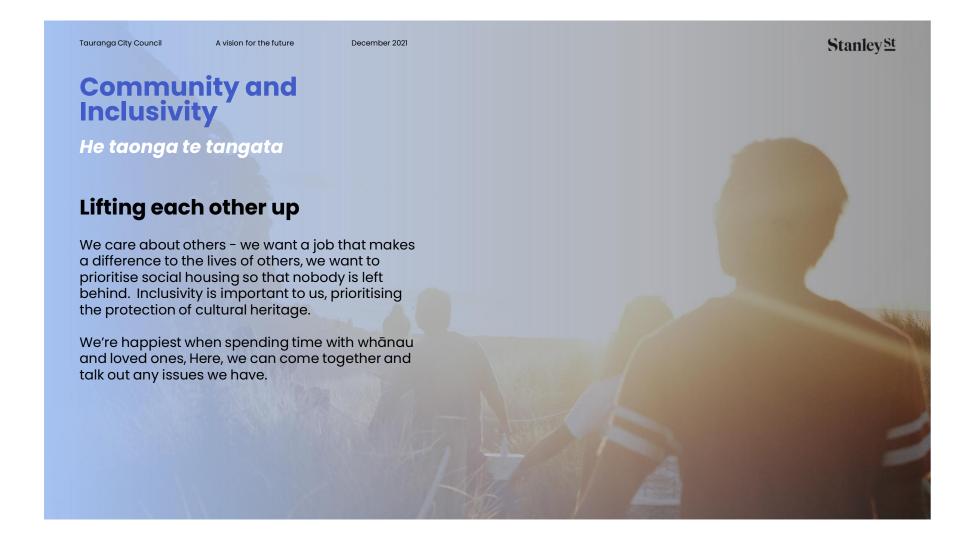


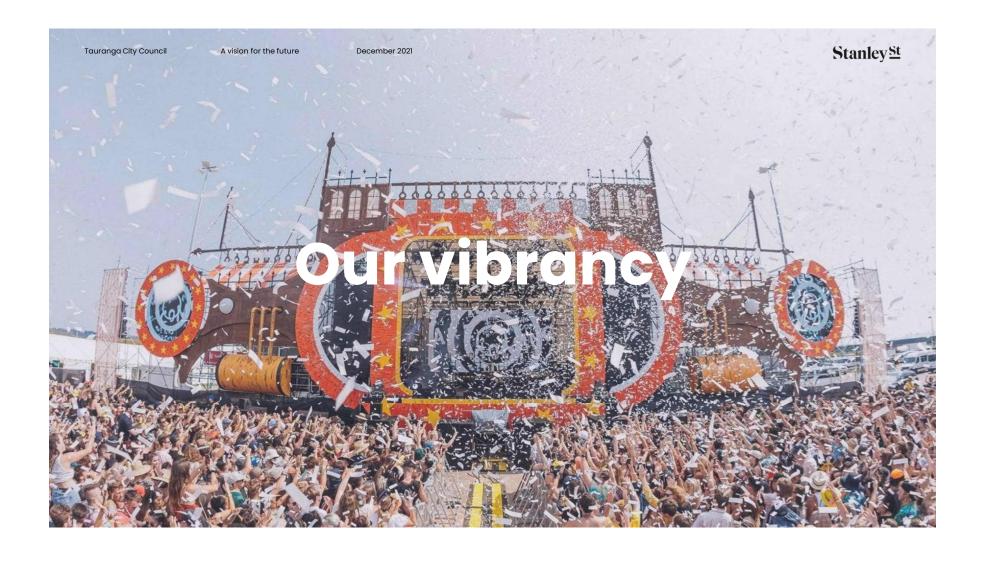


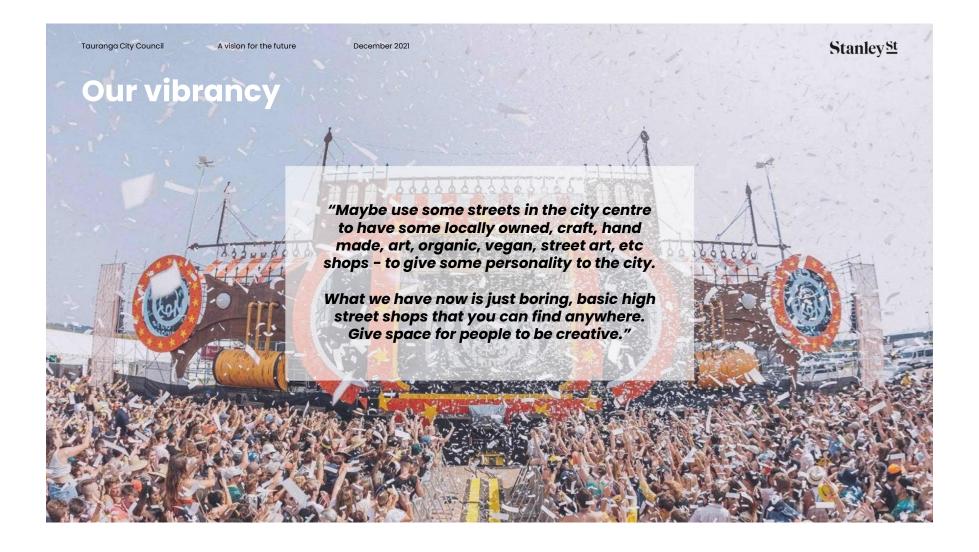


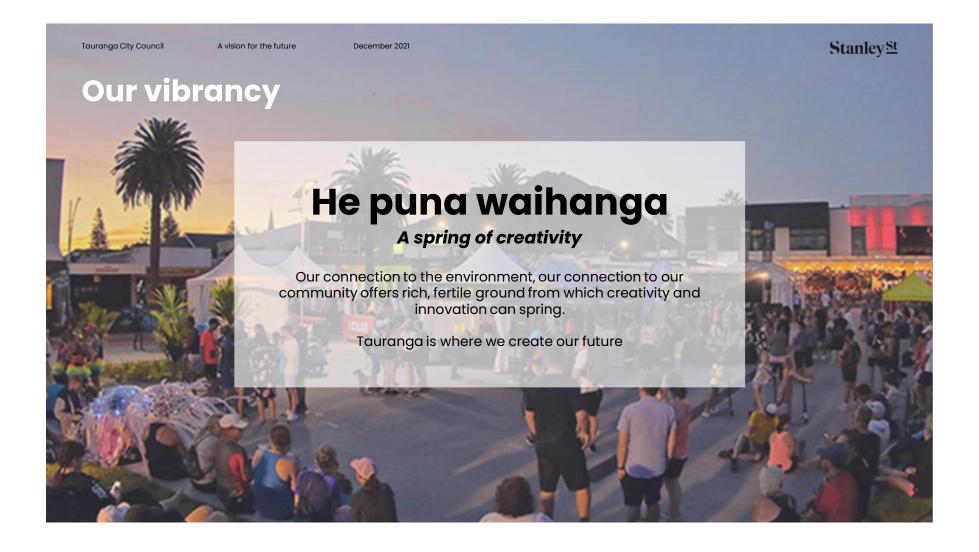


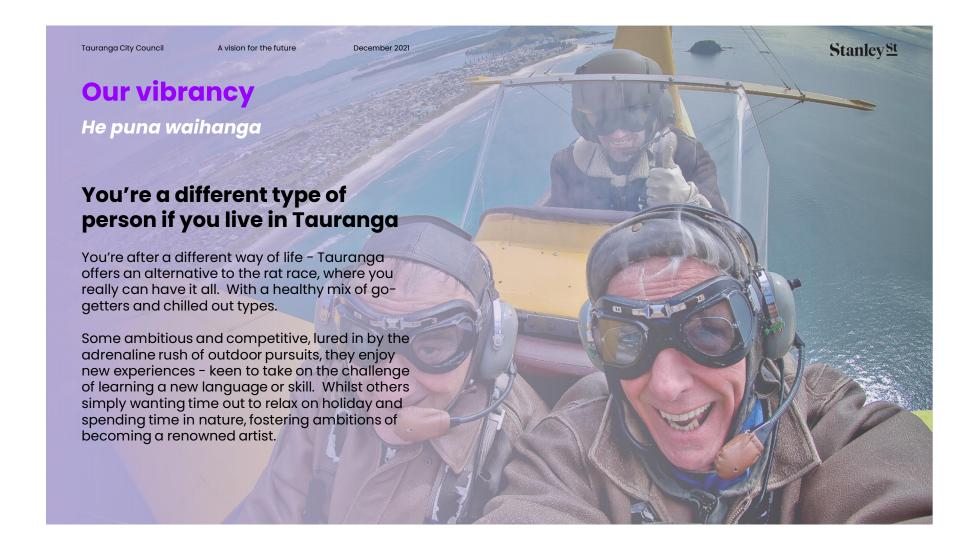


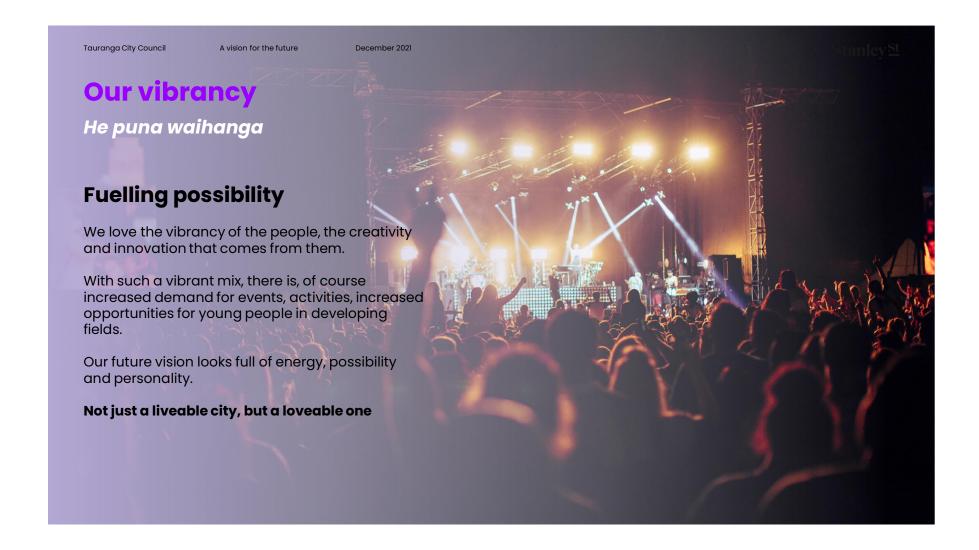


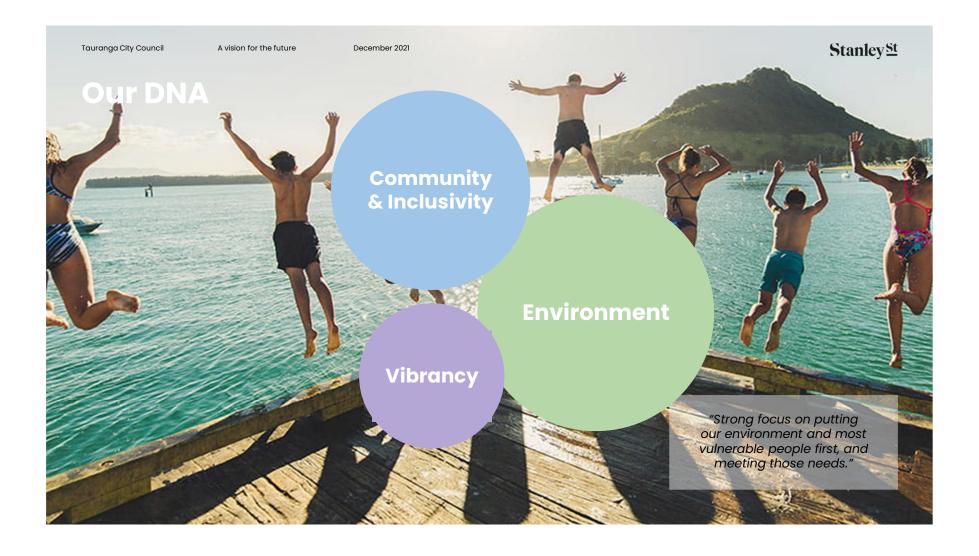


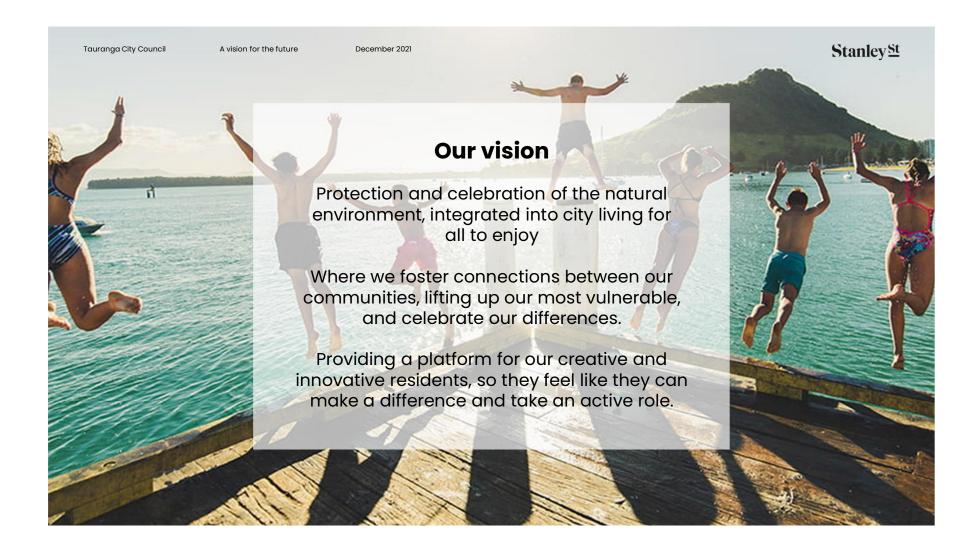












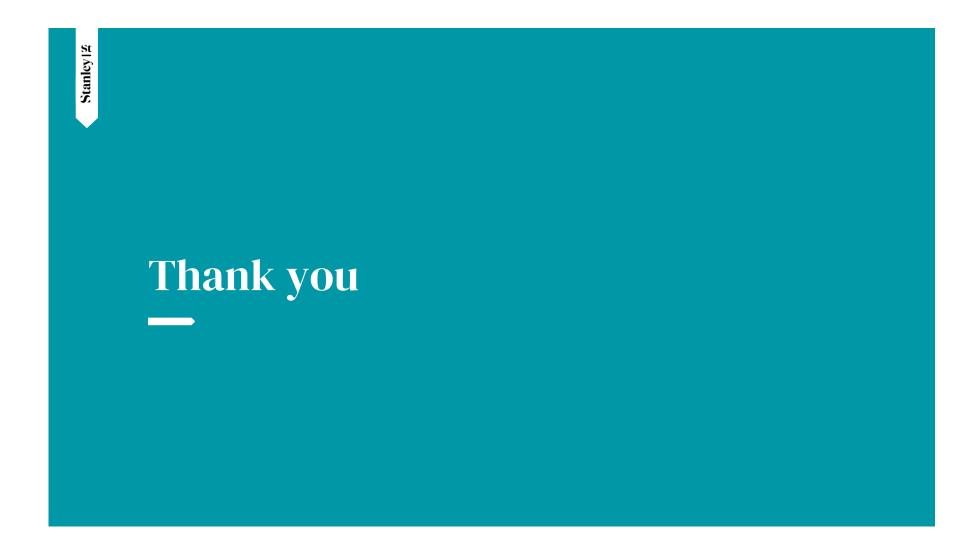
Stanley 12

Key learnings

Stanley 12

Takeaways

- The rich mix of platforms and formats enabled us to effectively tell our story
- Utilising social (and using formats native to the platform) was paramount in engaging our youth audience.
- Although not a hard requirement for the campaign, both the Polls and Humans of Tauranga content added an
 emotive element and brought the campaign to life for our audience. It was hugely well received demonstrated
 by the high engagement rates.
- Our contextually relevant creative (in Decals & Posters) drove high engagement on site/higher survey completion rates

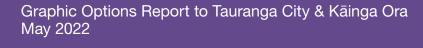


The Greerton Maarawaewae study

Securing a future for the racecourse and golf club reserve land in Greerton

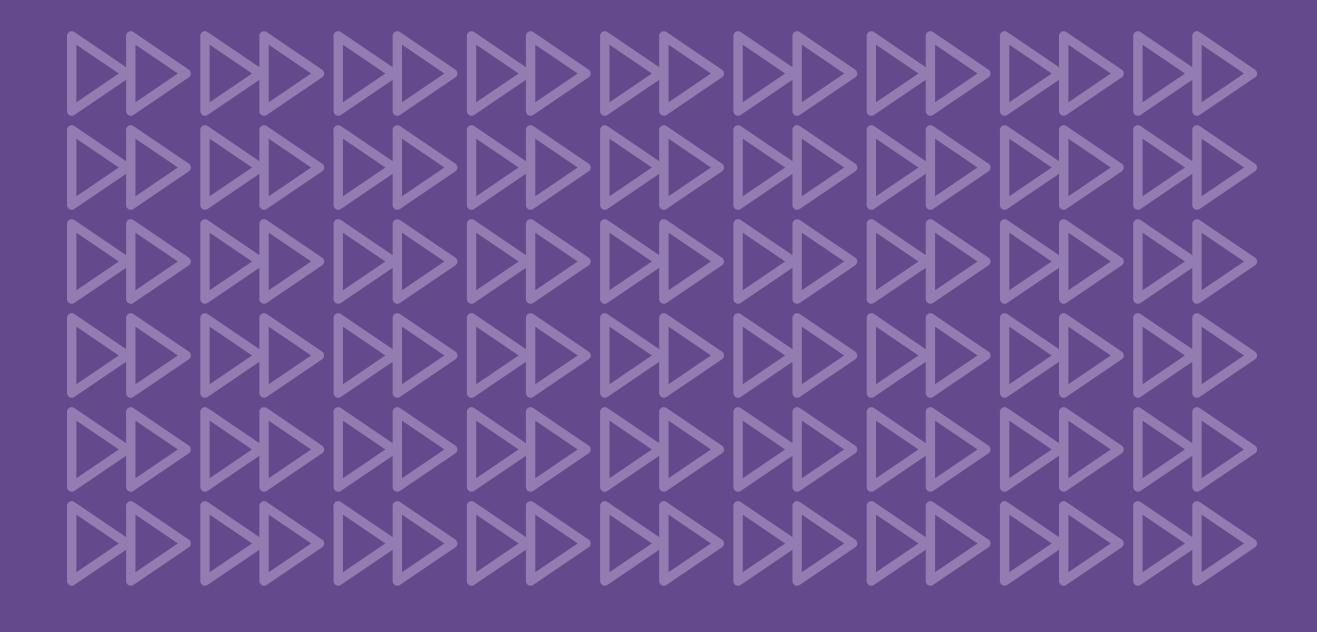








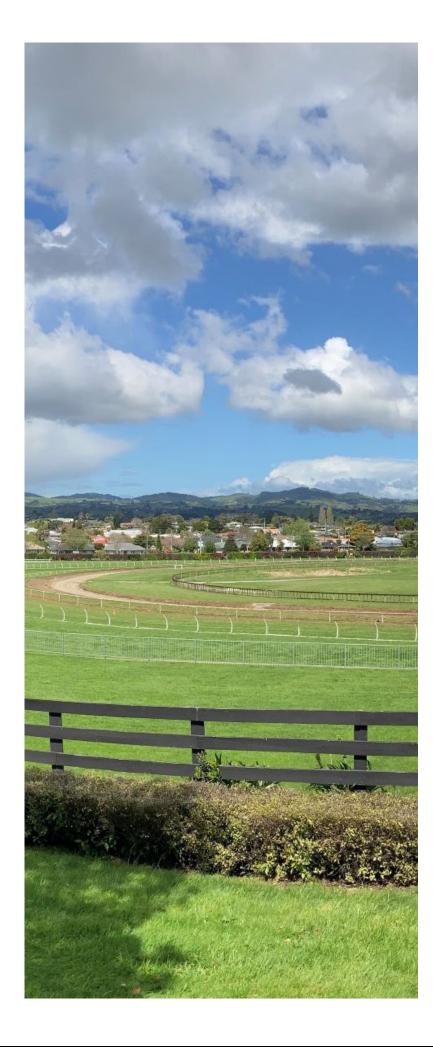




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The Greerton Maarawaewae study
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Introduction

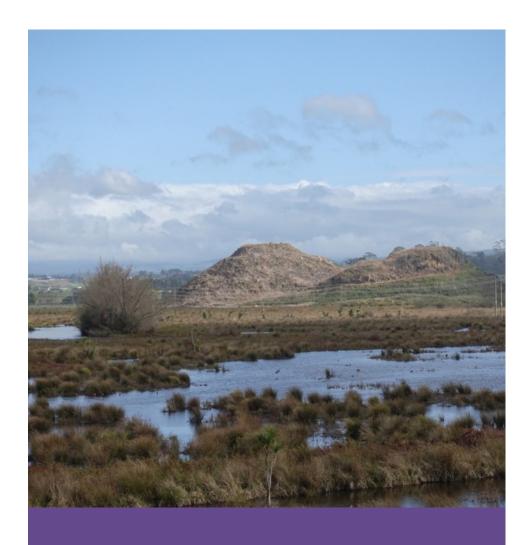
May 2022

Tauranga City Council has been leading a study, in partnership with Kāinga Ora - Homes and Communities, to look at the future use of Crownowned reserve land and identify opportunities that will support wellbeing and liveability as the city continues to grow.

This land includes the Tauranga Racecourse and Golf Course and the total area of reserve land is 85ha (which is about the size of 100 rugby fields).

At the moment the bulk of the reserve land is leased by the Tauranga Racing Club (34ha) and the Tauranga Golf Club (45ha). The Golf Club has an additional lease outside the Crown reserve land and adjoining Kopurererua Valley of approximately 6.7ha

The Tauranga Equestrian Sports Association and a range of other sporting and community organisations also have access to and use the land and facilities at various times.

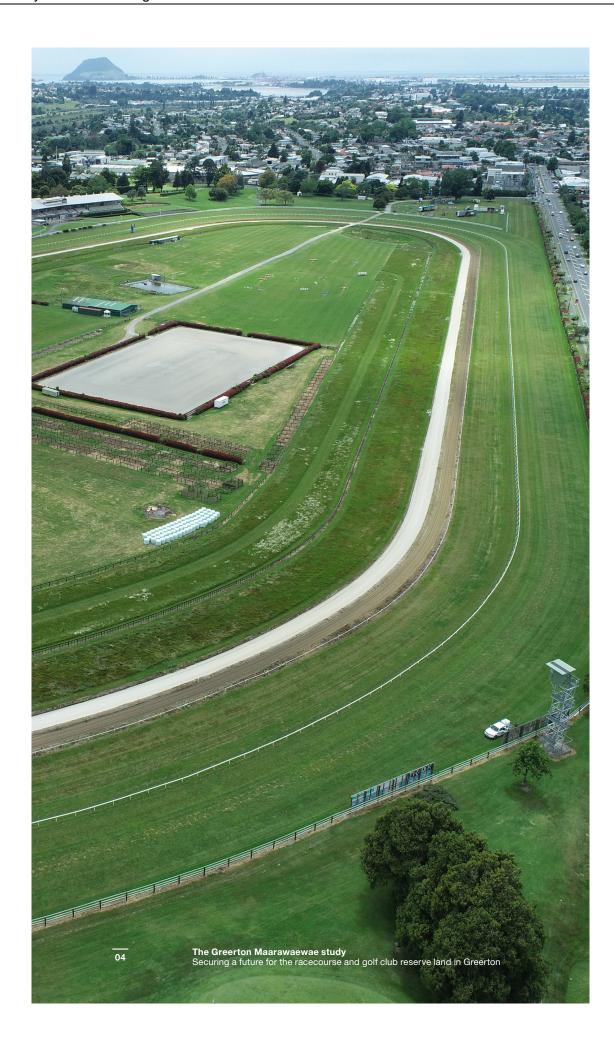


The significance of Maarawaewae

Tauranga Moana hapū established vegetable gardens in Greerton that contributed to feeding their tupuna/ancestors during the Battles of Pukehinahina/Gate Pā and Te Ranga. They were also used to provide kai/food for the koroneihana the annual celebration commemorating the Maōri King - in Ngāruawāhia.

'Maara' relates to the gardens that were established in and around Poike, Waimapu and Maungatapu and 'waewae' relates to the picking and digging of the food that grew here.





Site location

Where the reserve land sits relative to our growing city.

The Te Papa peninsula (where this reserve land sits) has been identified by the Council and the wider SmartGrowth partnership as one of the priority areas to support future growth needs of the city and wider Western Bay. These growth needs require long term planning to identify potential areas that can be used for housing, recreation, sports, infrastructure and green spaces and for community facilities and amenities.

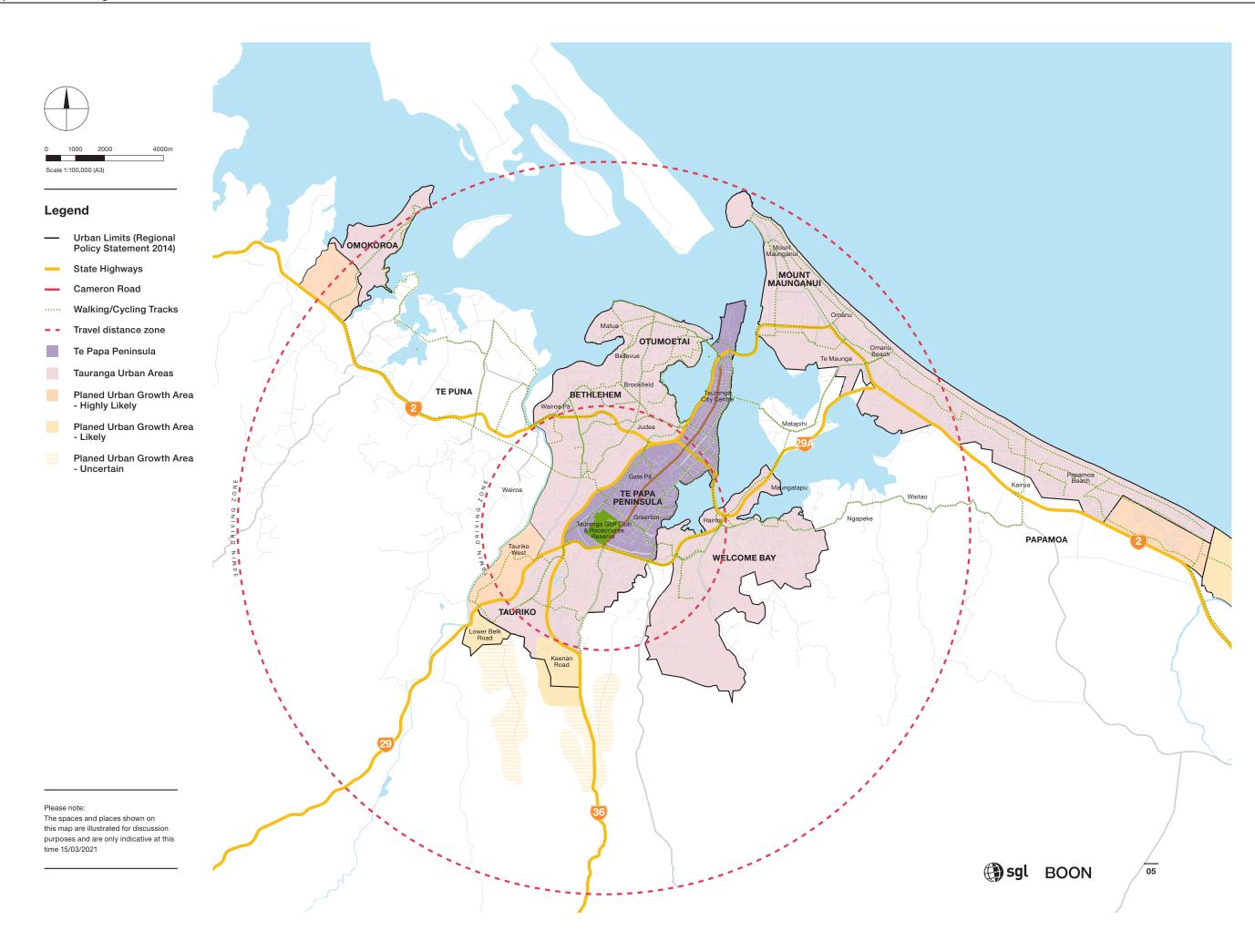
Over the next 30 years, 15,000 more people will be living on the Te Papa peninsula.

That means we need to start work now to transform the peninsula into a place where more people can live, work, play and move around by walking, cycling or catching a bus.

Tauranga is looking ahead to the next 30 years to transform the city with:

- more connected neighbourhoods with great public amenity
- greater housing choices and more homes within our existing footprint
- people-friendly streets and more opportunities for walking and cycling and public transport
- a thriving economy
- opportunities to celebrate our unique culture and history
- a more sustainable and greener urban footprint
- · connection to a vibrant city centre.

Growth areas for the city are planned to the north, east, west and south of this location and the Greerton Maarawaewae reserve land has for some time been the subject of consideration about its potential to support that growth. Getting clarity through this current process will enable other aspects of city planning to progress as well as providing certainty to existing users.



Process

Phase 1 – Project establishment (October to November)

- initial site analysis
- strategic assessment
- stakeholder and existing user engagement

Phase 2 – Engagement and investigation (November to February)

- development and refinement of options
- wider community engagement
- technical investigations
- cost/revenue assessments

Phase 3 – Analysis, evaluation and recommendations (February to April)

- further refinement of options based on community feedback and technical analysis
- multi-criteria analysis
- reporting

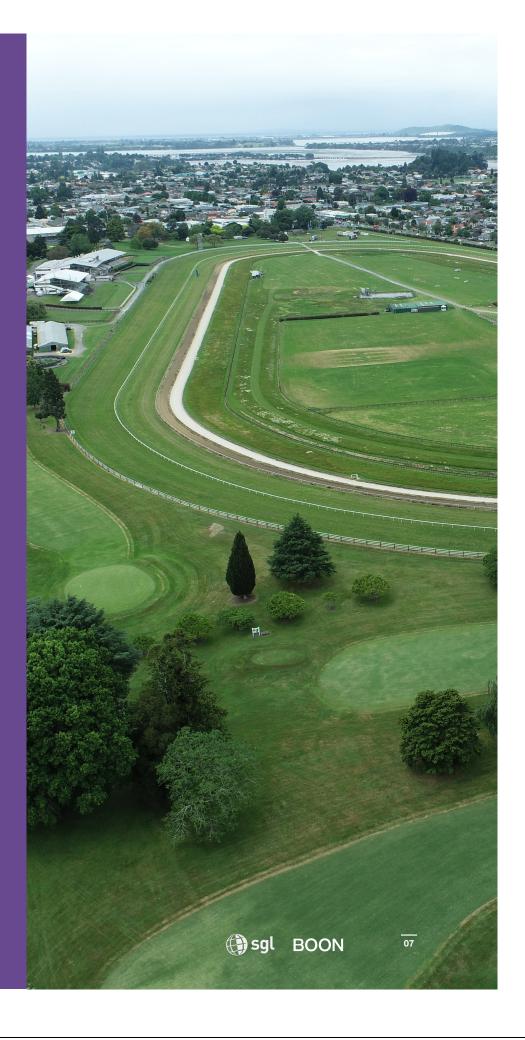
The Greerton Maarawaewae study
Securing a future for the racecourse and golf club reserve land in Greerton

Initial option development

The following pages (8-21) illustrate the seven land use options prepared for community and stakeholder engagement in December 2021

These options were developed from:

- city needs assessment
- ideas shared by the community around the "best use of the reserve land over the next 10-50 years"
- advice from existing users
- technical considerations see pages 22-23



Stay the way it is now (status quo)

- Racecourse
- Golf course
- Equestrian
- Some community use
- No walking or cycling access to Kopurererua Valley



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2.

Enhanced community activity combined with racecourse, golf course & equestrian use

- Racecourse
- Golf course
- Sportsfields/artificial turfs within the Racecourse area
- Possible community centre with multipurpose bookable rooms
- Enhanced connections to Kopurererua Valley providing a link for cyclists, walkers
- Mana whenua cultural values and narratives integrated for reserve and surrounding area
- Reduced equestrian space



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(dockwise starting from top left) Mahitahi Kainga, Toa Architects, Mikayla Storms, unsplash.com, Tauranga Race Course Reserve, TCC supplied, Omar Ram, unsplash.com, Courtney Cook, unsplash.com, Kopurererua Valley, Quin O-Conn Kopurererua Valley, TCC Supplied

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3.

Community spaces & active recreation combined with golf & equestrian

- Golf course
- Equestrian enhanced
- A destination recreation park with outdoor courts, sports fields, artificial turfs and play space
- Community centre with multipurpose bookable rooms
- Enhanced connections to Kopurererua Valley providing a link for cyclists, walkers
- Mana whenua cultural values and narratives integrated for reserve and surrounding area
- Racecourse relocated



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4.

Community spaces & active recreation destination park combined with equestrian

- Equestrian enhanced
- A destination parkland with active fitness trails, cycleways, pump track, barbecue areas, playground and community gardens
- Sports pavilion and outdoor sports fields, artificial turfs, netball, tennis, 3x3 basketball courts etc
- Community centre with multipurpose bookable rooms
- Enhanced connections to Kopurererua Valley
 providing a link for cyclists, walkers
- Mana whenua cultural values and narratives integrated for reserve and surrounding area
- Racecourse relocated
- Golf course relocated

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Photo Credits
(clockwise starting from top left) Ötara Mara Kai community garden, otarakaivillage.co.nz, Mikayla Storms, unsplash.com, Community Barbecue, aucklanddesignmanual.co.nz, War Memorial Park splash pad, littlerock.gov, Kopurererua Val





Golf course, new homes & potentially a new school

- Golf course
- 700 to 1000 new homes with a range of different housing types
- Enhanced connections to Kopurererua Valley
 providing a link for cyclists, walkers and other green space users
- Mana whenua cultural values and narratives integrated for reserve and surrounding area
- Option for new school
- Option for new community centre
- Racecourse relocated
- Equestrian relocated

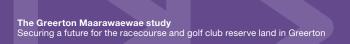




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6.

Destination park, new homes & potentially a new school

- A destination parkland with active fitness trails, cycleways, pump track, barbecue areas, playground and community gardens
- 1000 to 1500 new homes with a range of different housing types
- Enhanced connections to Kopurererua Valley
 providing a link for cyclists, walkers and other green space users
- Mana whenua cultural values and narratives integrated for reserve and surrounding area
- Option for new school
- Option for new community centre
- Racecourse relocated
- Equestrian relocated
- Golf course relocated

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7.

Enhanced community spaces, golf course, active recreation & potential health services

- Golf course
- Active recreation
- Potential health services
- Community centre with multipurpose bookable rooms
- Enhanced connections to Kopurererua Valley
 providing a link for cyclists, walkers and other green space users
- Mana whenua cultural values and narratives integrated for reserve and surrounding area
- Racecourse relocated
- Equestrian relocated

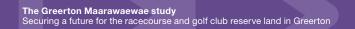




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unsplash.com



Technical Considerations

Land use technical considerations and updates to possible development options, November 2021 to March 2022

Stormwater

The Greerton Maarawaewae reserve sits at the head of a catchment area that includes Greerton Village and with overland flow through residential neighbourhoods to the north and east with outflow to the Waimapu Estuary in the vicinity of Pemberton Park.

A high level assessment was undertaken by WSP to gain an understanding of the potential impact the reserve has on the catchment, the potential for any adverse impacts to me mitigated by future development of the reserve, and to inform the design parameters for any development options going forward.

Key considerations included:

- the feasibility of detaining flows in the racecourse area to mitigate flooding in Greerton.
- the feasibility of diverting flows down to the Kopurererua Valley
- the requirements for on-site stormwater attenuation for intensified development options, particularly housing and health precinct activities where areas of impermeable site coverage would significantly increase from current open space activities.

Data from the catchment modelling work undertaken by WSP indicated the following:

- 1. Removing the reserve catchment from the overall catchment area had some potentially beneficial effects of lessening size of the flood prone areas and the depth of flood water to off-site areas during a significant flooding event. The significance of the effect, relative to the scale of earthworks required to achieve such a result is in question. This is particularly so for the diversion option to the Kopurererua Valley that would likely require a tunnelled solution with questionable viability.
- 2. Using the highest development density option 6 (optimised housing outcomes) and allowing for an increase from the current 10% impervious area (open space) to 70% impervious area (medium to high density housing), an area of reserve would need to be set aside for onsite stormwater detention. This area would equate to approximately 4.3ha and whilst not available for buildings, would be appropriate for use as passive green space. As a result of the WSP study, allowances were made for on-site stormwater detention resulting in a reduction in the number of new homes for options 5 and 6.

Site services

Existing water, sewer, and power utility connections service the racecourse and golf course and will not materially affect the range of potential development options.

A concession granted by the Minister of Conservation for the concessionaire Powerco Ltd and for the period of 60 years commencing 9 Feb 2011 (appended), pertains to an easement running along the northern boundary of the reserve from Cameron Road to the end of Alach Street and connecting the Sherson Street Road end. This will not materially affect the viability of the potential development options.

A wastewater easement exists to the southern reserve boundary along the Marshall Avenue. As above this will not materially affect the viability of the potential development options.

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Transport

A regular theme within the community engagement work is public concern in regard to traffic generation and the capacity of the Cameron Road corridor. The potential development options span a range of activities with varying effects on traffic generation on-site and within the surrounding transport network.

A high level review of potential development options was carried out with team representatives and with the following observations and considerations for future project stages:

- 1. The Cameron Road multi-modal transport corridor as an integral part of the Tauranga City's vision for the next 30 years and catering to an additional 15.000 residents on the peninsula.
- 2. The Cameron Road frontage to the reserve should be considered in collaboration with the Building Our Future - Cameron Road Stage 2 project design work for best integration of walking, cycling, public and private transport modes. This may include a "green buffer" zone that serves both Cameron Road and on-site functional, cultural and visual amenity outcomes. Opportunities to cross Cameron Road into the reserve development will also be determined through project collaboration.

- 3. Increased open space activity on the reserve will benefit from enhanced public transport options over time.
- 4. On-site parking should be provided to cater to the needs of current and future proposed activities, eg active recreation and enhanced community activities.
- 5. Intensified development such as housing will require the development of addition site access such as those shown in the potential development options, eg from Sherson Street, Hynds Road, Maleme Street, Argyll Road, Maitland Street, plus the potential for entrances from Marshall Avenue. This will effectively integrate the proposed new housing with current housing areas and provide multiple access ways to manage increased traffic movement in and out of the current network and to provide improved accessibility and permeability by all modes.
- 6. Active transport opportunities and supporting infrastructure that utilise both the Cameron Road corridor and the Kopurererua Valley cycle path should be encouraged.
- 7. In general, what is shown in each of the potential options is appropriate at a high level planning stage with further detailed analysis to occur subject to refinement of development direction and desired outcomes.

Health precinct

Engagement with Bay of Plenty District Health Board (BOPDHB) outlined a number of functional requirements for a new health precinct. These include: relatively flat and adequately sized land area central to city and in close proximity to major transport arterial.

- · land of appropriate geotechnical suitability, and free from natural hazards such as flooding, erosion, land instability etc.
- multiple access points to site to enable separation of front of house and emergency access from back of house and servicing requirements

Initial estimates of site size were based on the current Tauranga hospital site and ancillary functions with 14ha allocated for option 7 positioned to the southern corner of the reserve with Cameron Road and Marshall Avenue street frontages.

Further discussions with BOPDHB and subject to their preliminary spatial modelling, health precinct future spatial need was reduced to 12ha and repositioned to a more central location on the Cameron Road boundary providing multiple access ways can be facilitated by new internal site roading.

The resulting spatial allocation, site position, and allowance for stormwater detention as discussed above, has been integrated for revised development option 7plus.

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Engagement

A key focus of the study was investment in bringing together a wide range of community views - including those from existing users – to inform the decision-making on the future of the reserve land.

The other inputs include direction from mana whenua, technical and geological assessments of the site and acknowledgement of any wider context and city needs.

The engagement took place from November 2021 to early March 2022. Overall, the team received around 1500 individual pieces of information/input/feedback via online forms, emails, letters, community days, social media and focus groups.

The key engagement outcomes included:

- extremely strong support for creating a multi-purpose destination green space for the city with improved access to Kopurererua Valley
- very strong support for creating active recreational spaces and for other community amenities – including telling the cultural story of the site and providing a multicultural space
- some support for relocating the racecourse (if a suitable location can be secured)
- some support for relocating equestrian (if a suitable location can be found)
- · not much support for relocating the golf course
- limited support for housing on this reserve land
- some support for a public health precinct / future hospital facility (more when the possibility of housing on the existing hospital site is factored in).

A full engagement report is available www.tauranga.govt.nz/greertonmaarawaewae

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Option refinement.

Following technical assessments, community feedback and a multi-criteria analysis, the options were narrowed down to three for future consideration

3plus: Central park

- · Relocation of equestrian off-site and expansion of active recreation activities
- Allowance for on-site stormwater detention to mitigate effects of reserve catchment on off-site flood prone
- Renaming of community centre as "multicultural community centre" and co-location with sports park amenity building
- Addition of fitness trail as part of on-site walking and cycling network
- Addition of open air events space
- Addition of community gardens
- · Increased on-site parking to serve additional community activity

6plus: Homes & community park

- · Renaming of community centre as "multicultural community centre"
- Allowance for on-site stormwater detention to mitigate effects of reserve catchment on off-site flood prone
- Addition Park Hub development for function and events
- Addition of fitness trail as part of on-site walking and cycling network
- Addition of open air events space
- Addition of community gardens
- · Addition of destination playground

7plus: Health & recreation

- · Relocation of public health precinct to more central site
- Allowance for on-site stormwater detention to mitigate effects of reserve catchment on off-site flood prone areas
- · Renaming of community centre as "multicultural community centre" and co-location with sports park amenity building
- Addition of fitness trail as part of on-site walking and cycling network
- Addition of open air events space
- Addition of community gardens
- Increased on-site parking to serve additional community activity



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3 plus

Central park

- Golf course
- A destination recreation park with outdoor courts, sports fields, artificial turfs, mini golf and active fitness trails
- Multi-cultural and community centre with multipurpose bookable rooms
- Open air events space, community gardens and nature play space
- Enhanced connections to Kopurererua Valley
 providing links for cyclists, walkers and other green space users
- Mana whenua cultural values and narratives integrated for reserve and surrounding area
- Racecourse relocated
- Equestrian relocated

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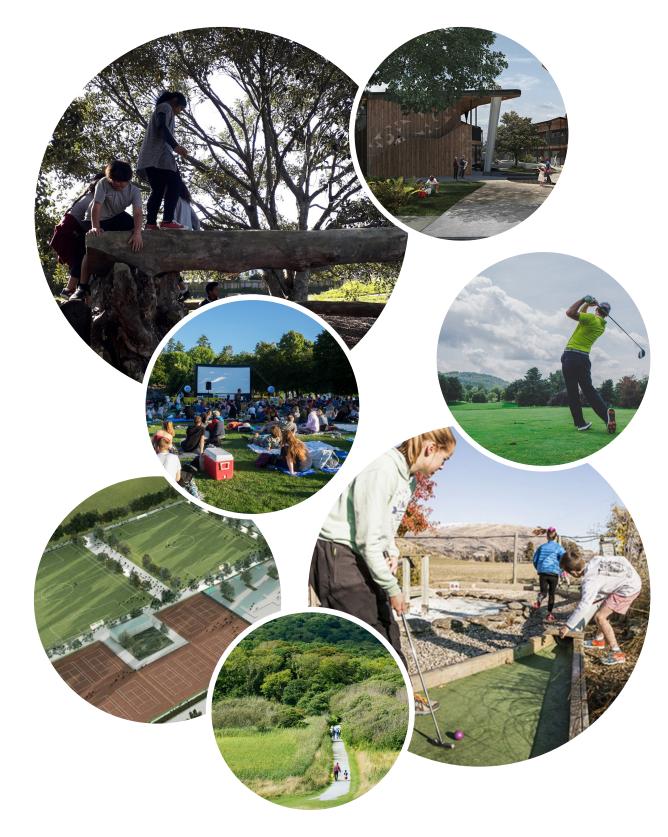


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6plus

Homes and community park

- A destination parkland with active fitness trails, cycle-ways, pump track, barbecue areas, destination playground and community gardens
- 900 to 1300 new homes with a range of different housing types
- Enhanced connections to Kopurererua Valley
 providing a link for cyclists, walkers and other green space users
- Park hub, function and events centre, open air events space
- Mana whenua cultural values and narratives integrated for reserve and surrounding area
- Option for new school
- Option for new multi-cultural and community centre
- Racecourse relocated
- Equestrian relocated
- Golf course relocated

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7plus

Health and recreation

- Golf course
- Active recreation
- Potential health services
- Multi-cultural and community centre with multipurpose bookable rooms
- Option for open air events space, community gardens and destination playground
- Enhanced connections to Kopurererua Valley
 providing a link for cyclists, walkers and other green space users
- Mana whenua cultural values and narratives integrated for reserve and surrounding area
- Racecourse relocated
- Equestrian relocated

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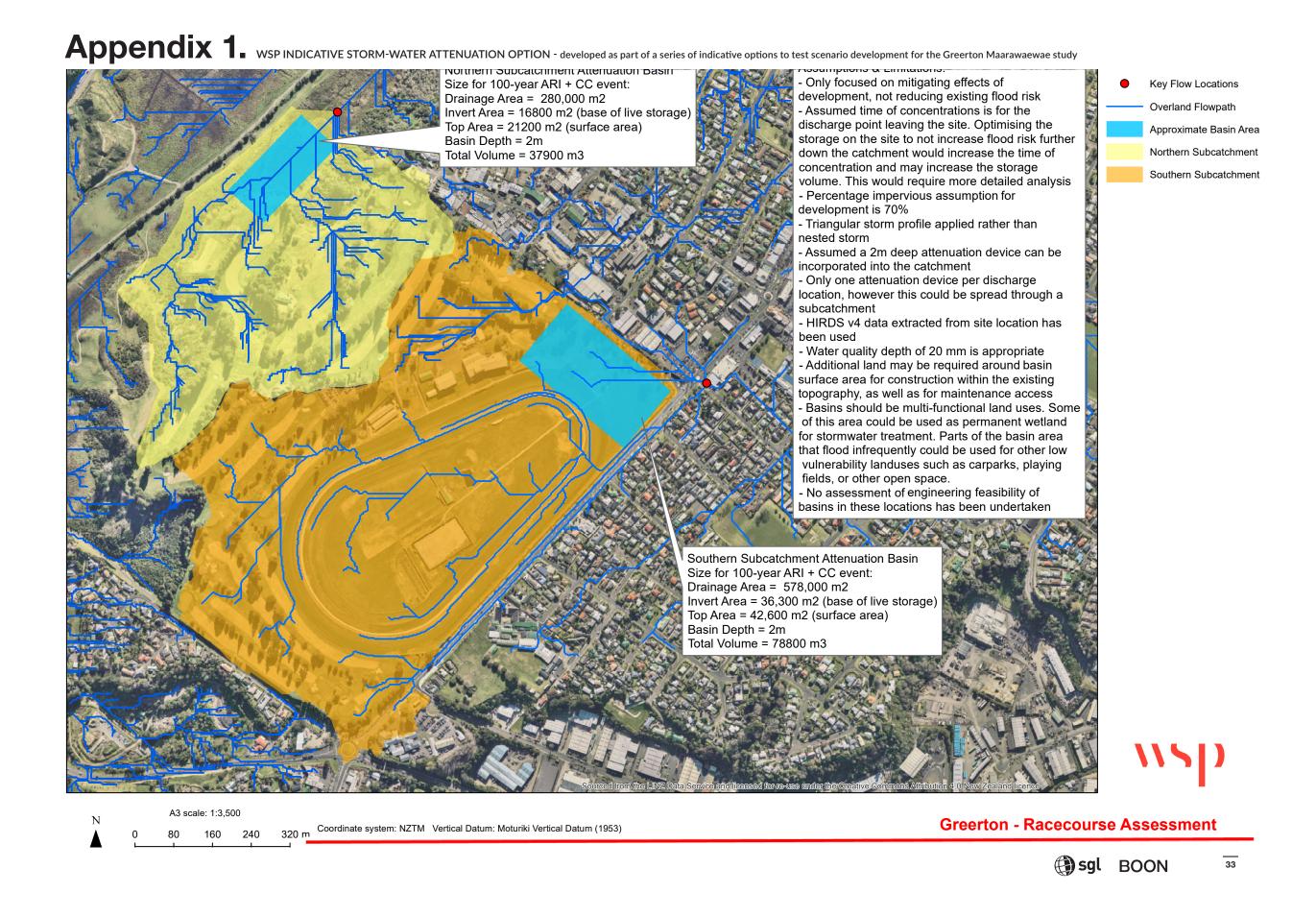
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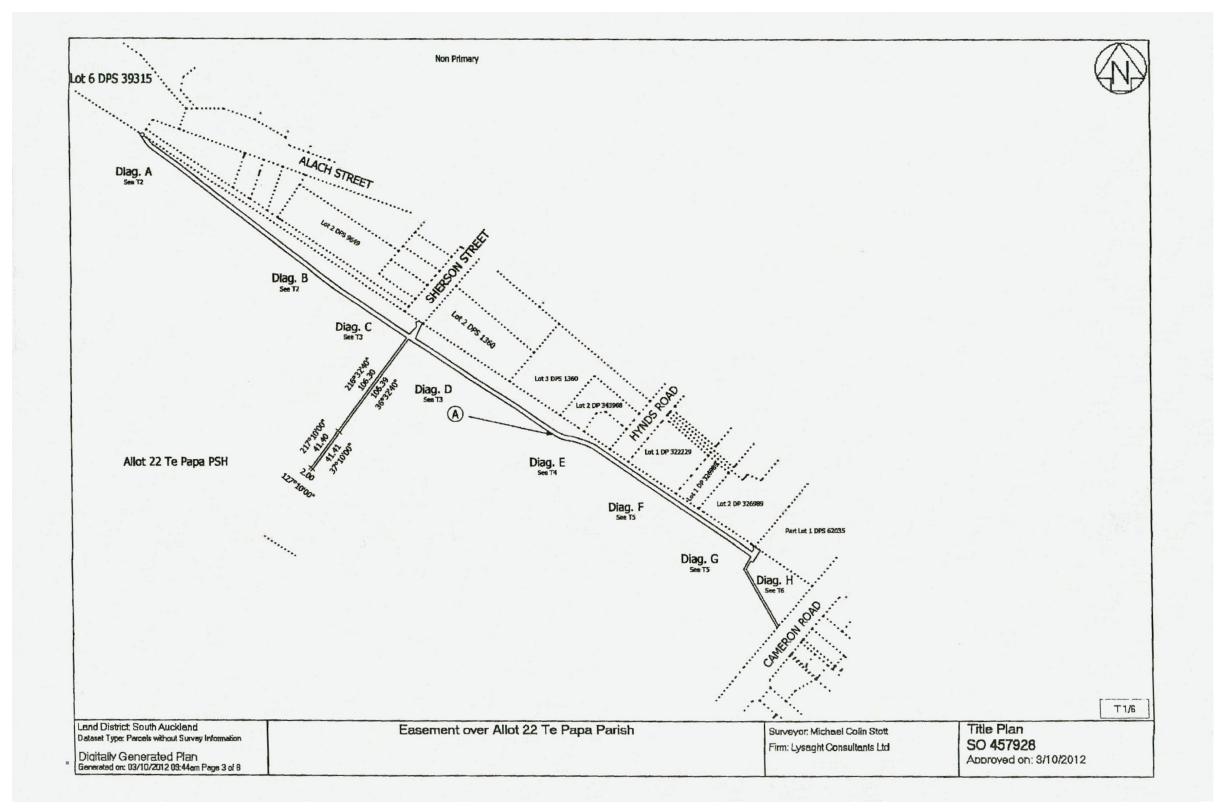
Appendices

- 1. WSP Stormwater attenuation map
- 2. Greerton Reserve Transpower easement plan
- 3. Te Papa Peninsula context maps
 - Te Papa peninsula and site location
 - Takiwā significant cultural sites
 - Greater Tauranga region + future growth areas
- 4. Site services plan
- 5. Site contours plan
- 6. Greerton aerial photographs

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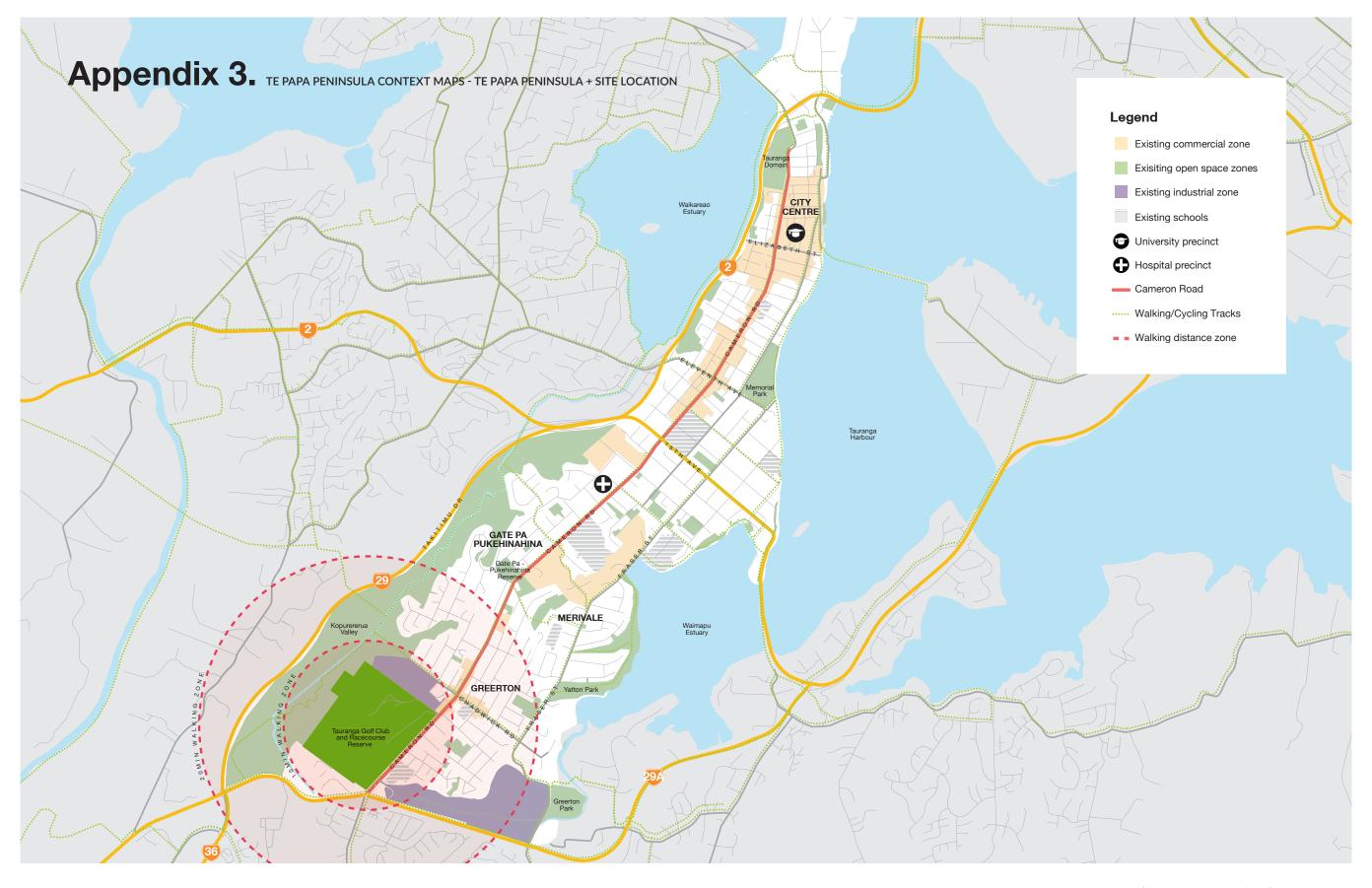


Appendix 2. GREERTON RESERVE TRANSPOWER EASEMENT PLAN



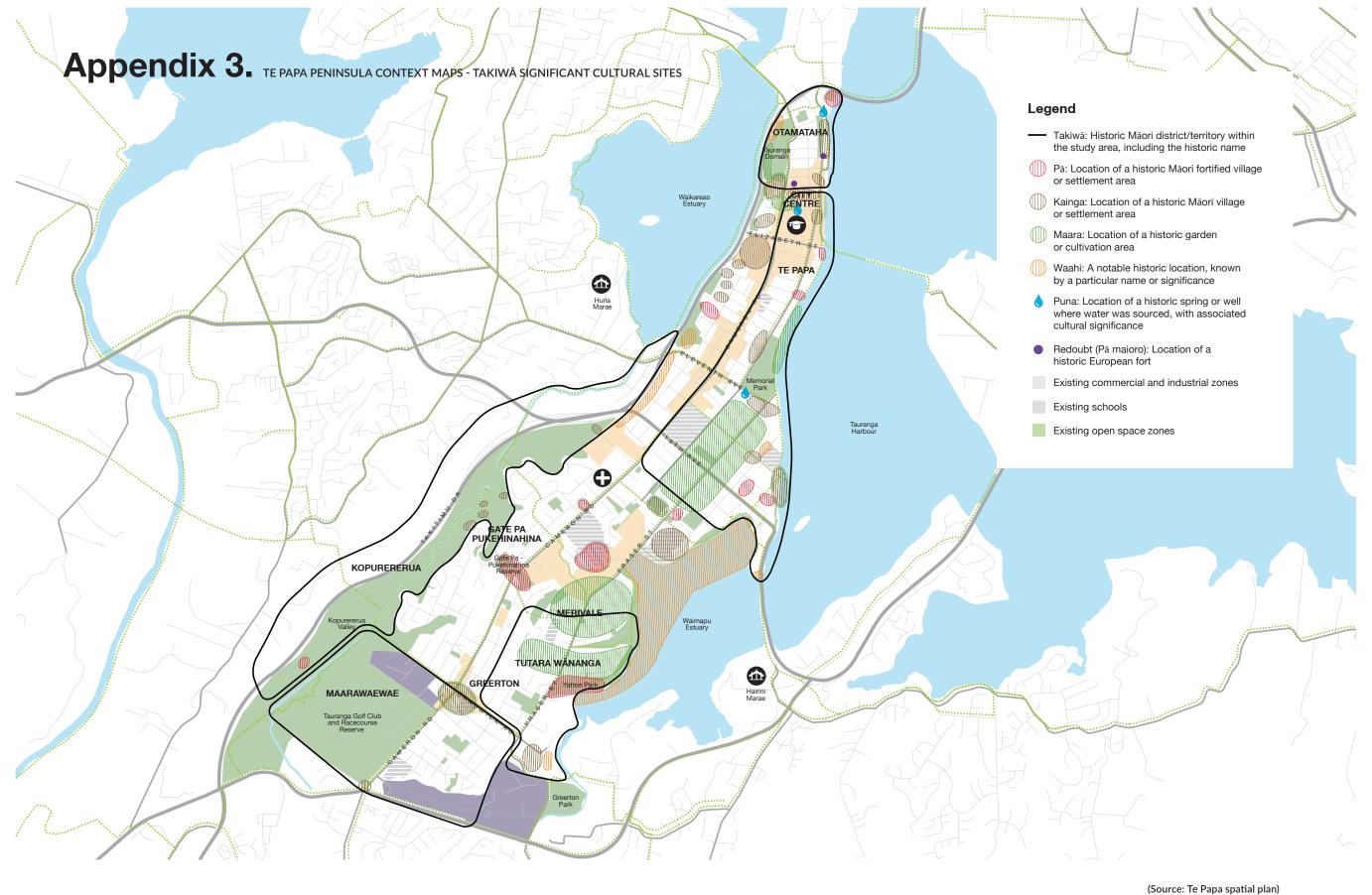
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(Source: Te Papa spatial plan)

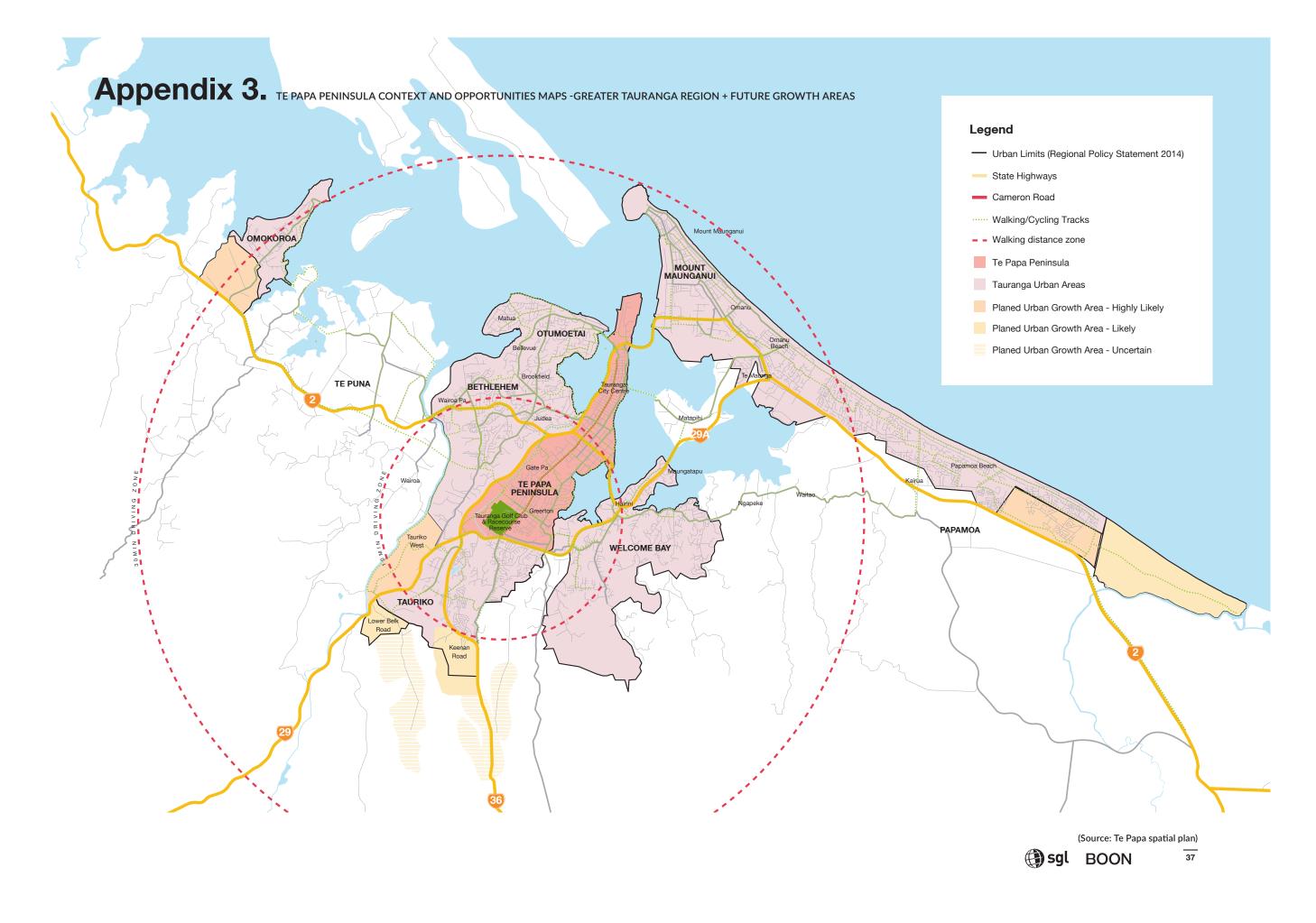
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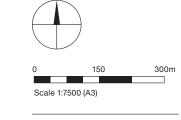
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Appendix 4. SITE SERVICES PLAN







Appendix 6. GREERTON AERIAL PHOTOGRAPHS



1943 2020

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