



ATTACHMENTS MINUTES

Ordinary Council meeting

Monday, 3 April 2023

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CITY CENTRE DEVELOPMENT INCENTIVE FUND FRAMEWORK



Authorised by	Council		
First adopted	4 October 2021	Minute reference	CO18/21/12
Updated	3 April 2023		

1. PURPOSE

- 1.1 The purpose of the City Centre Development Incentive Fund is to enable a broad range of initiatives that will support the ongoing growth and development of the city centre.
- 1.2 This framework enables identification of initiatives in the Tauranga city centre that would meaningfully contribute to the future prosperity of the city centre, and/or support businesses and the community while the city centre undergoes the current period of significant disruption.

2. SCOPE

- 2.1 The City Centre Development Incentive Fund only applies to initiatives in the city centre zone and the city living zone.
- 2.2 Opportunities that can be considered for funding include:
 - a) feasibility studies that investigate the viability and encourage the development of residential and student accommodation in the city centre;
 - b) short- to medium-term tactical parking interventions that will increase the availability of car parking in the city centre;
 - c) feasibility studies that investigate the viability and encourage the development of car parking buildings in the city centre;
 - d) initiatives that support city centre businesses who are severely impacted by the current period of construction disruption; and
 - e) initiatives that support increased activation, which leads to increased vibrancy in the city centre.

3. DEFINITIONS

Term	Definition
City centre zone	As defined in the Tauranga City Plan
City living zone	As defined in the Tauranga City Plan, including both city living (mixed use) and city living (residential) zones
Council	Refers to Tauranga City Council
Dwelling unit	As defined in the Tauranga City Plan
Student accommodation	Accommodation options for tertiary students who domicile within the city centre

4. PRINCIPLES

- 4.1 Council encourages residential development in the city centre and city living zones in order to intensify development in areas with existing amenity and infrastructure.
- 4.2 Encouraging development in the city centre and city living zones supports Council to implement the Te Papa Spatial Plan and meet the objectives of the Urban Form and Transport Initiative and the National Policy Statement for Urban Development.
- 4.3 Encouraging development and initiatives in the city centre supports the vision and objectives of Te Rapunga Ora ki Te Papa – City Centre Action and Investment Plan 2022-32.
- 4.4 Council is required to be financially prudent and undertake commercial transactions with good business practice.
- 4.5 Council recognises its role in supporting transition to a low carbon and environmentally resilient future by encouraging sustainable development.

5. POLICY STATEMENT

5.1 Strategic outcomes for city centre student and/or residential accommodation

- 5.1.1 Council acknowledges the following as strategic outcomes for residential accommodation in the city centre;
 - a) delivery of high-quality urban design;
 - b) provision of universal access¹;
 - c) increased public amenity; and
 - d) incorporation of sustainable design.

5.2 Specific criteria for feasibility studies

- 5.2.1 To qualify for Council part-funding of a feasibility study, a potential development must be expected to provide more than 40 dwelling units upon completion.
- 5.2.2 Council will partner with developers on feasibility studies where the following criteria are met:
 - a) commitment to complete the feasibility work within six months of the study being commissioned;
 - b) willingness to work in a collaborative manner with Kāinga Ora and/or community housing providers, and/or the University of Waikato or other education providers; and
 - c) willingness to contribute financially to the feasibility studies.
- 5.2.3 The feasibility results are non-binding, but information will be shared with all partners and treated with confidence.

5.3 Scope for feasibility studies

- 5.3.1 Council and those parties potentially involved in a development will agree the scope of each feasibility study prior to proceeding.
- 5.3.2 Council will look to incorporate assessment of the following in the scope of each feasibility study:
 - a) provision of housing at a range of price points; and
 - b) provision of diversity of housing typologies and/or dwelling sizes.

¹ Universal access, or universal design, “refers to buildings, products and environments that are inherently accessible to older people, people without disabilities and people with disabilities” (TCC Disability Strategy)

- 5.3.3 Consideration of the strategic outcomes listed in 5.1.1 may be incorporated into the scope of any feasibility study where practical.
- 5.4 Specific criteria for other incentives that encourage the development of student and/or residential accommodation
- 5.4.1 To qualify for other support, student and/or residential accommodation projects must demonstrate an ability to increase student and/or residential accommodation options in the city centre.
- 5.4.2 The developer must also demonstrate a willingness to sign a Housing Outcome Agreement for residential developments.
- 5.4.3 Funding will only be provided in instances where building consent has been issued and construction has commenced.
- 5.4.4 Funding for student-based accommodation initiatives will need a letter of support from the University of Waikato, or another relevant tertiary education provider.
- 5.5 Scope for residential and/or student accommodation
- 5.5.1 Subject to the specific criteria listed in 5.4, Council will consider any of the following to support developers and/or other organisations with initiatives that support the delivery of additional residential and/or student accommodation in the city centre:
- development contributions deferrals or subsidies;
 - rates deferrals or subsidies;
 - building and/or resource consent support; and
 - short-term revenue shortfall to support student accommodation developments.
- 5.6 Specific criteria for short- to medium-term tactical parking interventions
- 5.6.1 Funding will be provided for short- (less than six months) or medium-term (less than two years) car parking initiatives.
- 5.6.2 Initiatives that deliver additional car parking spaces:
- must result in the establishment of at least 10 additional car parking spaces; and
 - must result in all car parks being made available for public use (i.e. not leased or private).
- 5.6.3 Initiatives that don't deliver additional car parks will be considered, as long as they are assessed to be likely to increase the general public's awareness of car parking availability and/or affordability in the city centre.
- 5.6.4 Council will partner with developers on feasibility studies for new car park buildings where the following criteria are met:
- commitment to complete the feasibility work within six months of the study being commissioned;
 - willingness to work in a collaborative manner with Council;
 - a commitment that at least 50% of the parking planned for delivery is made available for public use (i.e. not leased or private); and
 - willingness to contribute financially to the feasibility studies.
- 5.6.5 Parking interventions will align with the general vehicle access areas approach outlined in the City Centre Access and Movement Framework and seek to avoid areas of the city centre impacted by construction.
- 5.7 Scope for parking interventions
- 5.7.1 Council and those parties potentially involved in parking interventions, will agree the scope and deliverables of each intervention prior to proceeding.

- 5.7.2 Council will consider assessment of the following initiatives as part of the scope for tactical car parking interventions in the city centre:
- (a) investigation of vacant sites (private and council-owned) for possible short-term, at-grade car parking;
 - (b) maximising the availability and utilisation of current council parking assets;
 - (c) improve wayfinding and real-time digital occupancy signage on key transportation routes;
 - (d) development of a website/app with real-time parking info available for the public;
 - (e) roll out of apps that support ease of parking; and
 - (f) investigation of options to reduce the number of trade vehicles in the city centre;
- 5.7.3 Initiatives that deliver safe and secure e-bike and/or scooter parking for public use will also be considered, with or without end-of-trip facilities, including but not limited to toilets, showers and lockers.
- 5.8 Specific criteria for initiatives that support businesses that are severely impacted by construction disruption
- 5.8.1 Impacted businesses must be able to reasonably demonstrate the severe negative effect on their business from current construction in the city centre, over an extended period of time.
- 5.8.2 Initiatives will be considered that support the sustainability and growth of local businesses during a period of significant disruption, but direct cash support will not be provided to any disrupted business.
- 5.8.3 The fund cannot be used to apply for the perceived loss of earnings for businesses.
- 5.9 Scope for business interventions
- 5.9.1 Council will consider assessment of the following initiatives as part of the scope for supporting businesses in the city centre, including but not limited to:
- (a) increased signage to inform the public and create a heightened level of awareness that a business (or businesses) are still trading;
 - (b) in partnership with Downtown Tauranga, city centre specific marketing, promotion and/or advertising support;
 - (c) additional safety and security support, including enhanced lighting;
 - (d) Licence To Occupy support, and
 - (e) in extreme cases, support to relocate to another part of the city centre.
- 5.10 Specific criteria for support for increased activation and vibrancy
- 5.10.1 Initiatives must be temporary in nature i.e. a short-term activation, activity or event.
- 5.10.2 Initiatives must be different and not a continuation of an existing initiative or a business-as-usual activity.
- 5.10.3 As much as possible, initiatives should not compete with an existing city centre business.
- 5.10.4 Preference will be given to initiatives that are assessed to have the most significant impact and likelihood for an increase in vibrancy in the city centre.
- 5.11 Scope for increase activation and vibrancy
- 5.11.1 All kinds of activations, activities and initiatives will be considered if they are assessed to have a high likelihood of increasing vibrancy in the city centre, drawing people in and extending their city centre dwell time, and/or leaving a lasting positive impression of their city centre visit.

5.11.2 Initiatives may also be considered that take a place-based approach to activating a space and support increased vibrancy by taking a 'proof of concept' approach, informing the design for current and future city centre developments e.g. placemaking initiatives.

5.11.3 Funding will be available to support marketing, advertising and promotion of initiatives, activations and activities taking place in the city centre.

6. RELEVANT DELEGATIONS

6.1 The Chief Executive has delegated authority to implement this framework, including negotiation and agreement on which potential opportunities are supported through feasibility studies.

6.2 The Chief Executive will provide regular updates to the Council on the fund and projects that have been supported and enabled through it.

7. REFERENCES AND RELEVANT LEGISLATION

7.1 National Policy Statement for Urban Development
Urban Form and Transport Initiative
Te Papa Spatial Plan
City Centre Action and Investment Plan

