



SUPPLEMENTARY AGENDA

**City Future Committee meeting
Tuesday, 13 October 2026**

Date: Tuesday, 13 October 2026

Time: 9:30 am

**Location: Tauranga City Council Chambers
L1, 90 Devonport Road
Tauranga**

**Gareth Green
Acting Chief Executive**

Order of Business

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9.1 17th Ave Parking Intervention 4

9 BUSINESS

9.1 17th Ave Parking Intervention

File Number: A21050550

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PURPOSE OF THE REPORT

1. The purpose of this report is to present Council with options for Parking Interventions for 17th Avenue around the Historic Village.

RECOMMENDATIONS

That the City Future Committee:

- (a) Receives the report "17th Ave Parking Intervention".
- (b) Endorses Option 1, Option 2, or Option 3 as the currently preferred solution:
 - (i) Option 1: Increased time limits
 - (ii) Option 2: Mixed paid parking and time limits (recommended)
 - (iii) Option 3: Paid parking.
- (c) Endorses localised community engagement on preferred option parking management of 17th Avenue.

EXECUTIVE SUMMARY

2. 17th Avenue West has seen a noticeable increase in parking demand over the last 10 years. With the development of the business park, Historic village, and the lack of parking controls at Tauranga Hospital, the current restrictions are no longer fit-for-purpose. Staff are recommending parking intervention in the area to ensure turnover for local businesses, and to ensure the roadway is prepared for future development and disruptions from the Cameron Road Stage 2 project.
3. Three options are being considered:
 - (a) Option 1: Increased time limits
 - (b) Option 2: Mixed paid parking and time limits (recommended)
 - (c) Option 3: Paid parking.
4. Implementation of any of these options will help ensure the parking on street is fit-for-purpose for existing businesses, and turnover is available for future development in the area.

BACKGROUND

5. 17th Avenue West has seen a noticeable increase in parking demand, noting that there has always been high demand caused by visitors to The Historic Village and workers from the

6. The street is currently a mix of uncontrolled and P180 time limits. Parking is regularly unavailable during peak times as staff from the hospital, the business park, and The Historic Village park onsite and move their vehicles throughout the day. The uncontrolled spaces are filled first in the morning and rarely move.
7. Enforcement is currently undertaken semi-regularly. However, the P180 restriction allows staff working in the area to move their vehicles during the day to remain compliant. Enforcement requirements have been considered in assessing the options, with the aim of maintaining existing resourcing levels. Paid parking would require fewer patrols throughout the day. As full staffing levels cannot always be guaranteed, compliance with any new restrictions would be monitored and resourcing reviewed if necessary.
8. Both The Historic Village and The Collective are currently developing their onsite car parks in response to the need for further parking. They have both requested intervention on the street to support their upgrades and ensure spaces are available for business and social service customers.
9. Existing Layout: The area marked in red is P180; the parking past this towards the dead end is uncontrolled.



10. The statutory context for this report includes the Local Government Act 2002, which sets out Council's decision-making and consultation requirements. Any changes to parking controls (including time limits, paid parking and permit schemes) must be implemented through lawful traffic control measures and enforcement processes, consistent with Council's powers under the Land Transport Act 1998 and associated rules and regulations (including the Land Transport Rule: Traffic Control Devices).
11. Where relevant, Council's bylaws relating to parking would need to be updated in a future Traffic Bylaws report.

STRATEGIC ALIGNMENT

12. This contributes to the promotion or achievement of the following strategic community outcome(s):

	Contributes
We are an inclusive city	☐
We value, protect and enhance the environment	☐
We are a well-planned city that is easy to move around	✓
We are a city that supports business and education	✓
We are a vibrant city that embraces events	✓

13. The 17th Avenue parking intervention supports the outcome “*we are a well-planned city that is easy to move around*” and “*we are a city that supports business and education*” by improving parking turnover in key activity areas, reducing circulation for parking, and supporting more predictable access for visitors and businesses.

14. It supports the outcome “*we are a vibrant city that embraces events*” by ensuring more parking options are available in the area so that the community can more easily attend the wide variety of events and activities that are regularly hosted at The Historic Village.

OPTIONS ANALYSIS

15. **Option 1:** Increased time limits



Advantages	Disadvantages
Can be implemented quickly.	- Will need to be revisited as demand in the area increases. - Heavy reliance on enforcement. - Some customers will be able to move their vehicles throughout the day.

16. This option expands on existing time limits onsite. Swapping the current zone to P120 (shown in green) and introducing P180 in the areas shown in blue. Currently the existing P180 zone allows for staff to move throughout the day and the hope for a shorter time period, is that this can be minimised for many.

17. **Option 2: Mixed paid parking and time limits (recommended)**



Advantages	Disadvantages
• Allows for adjustment of pricing to meet demand in the future. • Demand in the future is expected to increase, especially if future work on the hospital is approved, likely bringing in construction workers for an extended period of time.	• Public angst over initial installation will be high until results are seen. • Heavy enforcement of time limited zone required. • Paid parking assumption is it will only be in affect Mon-Fri.

18. This option allows for the introduction of a paid area (shown in purple) throughout the area with the heaviest daily demand. Expanded time zones (shown in green) would be introduced closer to the hospital (at this stage proposed as P120).

19. **Option 3: Paid parking**



Advantages	Disadvantages
• Easiest for the public to understand. • Future proofed for local changes as pricing will be able to be adjusted. • Enforcement would be easier to resource as paid parking requires less runs and would presumably not be enforced over the weekend.	• Public angst over paid parking will be high. • Paid parking assumption is it will only be in affect Mon-Fri.

20. This option expands on the introduction of paid parking to also cover the areas closer to the hospital.

FINANCIAL CONSIDERATIONS

21. Option 1: Approx \$10,000
- (i) Signage costs: Approx \$10,000
22. Option 2: Approx \$50,000 (make paid carpark app only)
- (i) Signage costs: Approx \$10,000
- (ii) Parking machines: Approx \$40,000
23. Option 3: Approx \$70,000
- (i) Signage costs: Approx \$10,000
- (ii) Parking machines: Approx \$60,000
24. Pricing Structure recommendation if paid parking is approved:

Time (hours)	On Street Parking		
	City Centre	Expanded Zone	Historic Village Area (proposed)
0-1	2	1	1
1-2	4	2	2

2-3	9	4	4
3-4	14	6	6
4-5	19	8	8
5-6	24	10	10
6-7	29	10	12
7-8	34	10	14
8+	39	10	16

25. Further paid parking considerations: Currently there is an assumption that paid parking will be in affect Mon – Fri, the same as the city centre. This will cover most high demand days, but the historic village does have weekend demand to consider.

RISKS AND LEGAL IMPLICATIONS

26. Preferred option progressed to implementation will be undertaken in accordance with the Land Transport Act 1998 and associated rules (including the Land Transport Rule: Traffic Control Devices), and Council's relevant bylaws and delegations.

TE AO MĀORI APPROACH

27. No engagement with tangata whenua has been undertaken with regard to this proposal.

CLIMATE IMPACT

28. The options have different transport-emissions implications. Option 1 (increased time limits) may reduce circulation by drivers seeking parking, but greater turnover could enable more car trips and offers limited incentive to change travel mode. Option 2 (mixed paid parking and time limits) introduces a price signal in the highest-demand area, which may encourage commuters and longer-stay visitors to use the nearby bus service, walk or cycle. Option 3 (paid parking) provides the strongest incentive to consider alternatives to private cars, although emissions reductions will depend on pricing, enforcement and the convenience of other transport options.
29. Complementary initiatives outside this report could improve low-emission travel and accessibility, including pedestrian-pathway improvements, safe connections and crossings to the bus stop by Tauranga Hospital, and secure cycle and mobility-device parking. The parking changes do not materially affect climate resilience or nature and biodiversity; however, the area is highly exposed to flooding. Future pathway or streetscape work could incorporate shade trees, planting, and permeable surfaces, supporting resilience to flooding, higher temperatures and intense rainfall.

CONSULTATION / ENGAGEMENT

30. Consultation / Engagement to take place based on recommendation from elected members. Staff are comfortable with taking the preferred option to the local community for discussion.

SIGNIFICANCE

31. The Local Government Act 2002 requires an assessment of the significance of matters, issues, proposals and decisions in this report against Council's Significance and Engagement Policy. Council acknowledges that in some instances a matter, issue, proposal or decision may have a high degree of importance to individuals, groups, or agencies affected by the report.

32. In making this assessment, consideration has been given to the likely impact, and likely consequences for:
- (a) the current and future social, economic, environmental, or cultural well-being of the district or region;
 - (b) any persons who are likely to be particularly affected by, or interested in, the decision; and
 - (c) the capacity of the local authority to perform its role, and the financial and other costs of doing so.
33. In accordance with the considerations above, criteria and thresholds in the policy, it is considered that the decision is of medium significance.

ENGAGEMENT

34. Taking into consideration the above assessment, that the decision is of medium significance, officers are of the opinion that no further engagement is required prior to Council deciding on a preference.
35. Based on council preference, localised community engagement on potential parking management of 17th Avenue would be required prior to any physical implementation.

NEXT STEPS

36. Staff will begin immediately implementing engagement regarding the preferred option with the local community.
37. Expected timeline
- (i) October - Preferred option selected.
 - (ii) November – Engagement with local community on preferred option.
 - (iii) 1st February – Changes implemented.

ATTACHMENTS

Nil