

Snapshot of Bay captured in Regional Council study

A socio-economic profile of the people of the Bay of Plenty has been completed by Environment Bay of Plenty.

Profile 2009 examines the demographic characteristics and trends of the Bay of Plenty resident population, using data from the 2006 Census.

It outlines changes between 1996 and 2006, population projections to 2031 and shows the age and ethnic composition of regional and sub-regional populations.

The report presents information on the socio-economic characteristics of the population and describes aspects relating to families, households, employment and unemployment, education and sources of income. It also presents information based on the 2006 Index of Deprivation detailing the areas of deprivation scores.

Social profiles are compiled after each Census and are an important link for the development of other policies by the regional council, including the Ten Year Plan, the Community Outcomes Monitoring Report and the Regional Land Transport Strategy.

Highlights for the Western Bay sub-region are:

- In 2006 the population was 145,707
- Between 2001-2006 the population growth per annum was 2.5%
- By 2031 the population is projected to be 210,600 – most of the increase is forecast to be in the Western Bay
- 27% of people aged over 15 years have no formal qualifications
- 66% of people aged over 15 years have an annual personal income less than \$30,000
- The most common family type is 'couple only' (46%)
- The number of private dwellings increased 14% between 2001-2006

For the full report visit: www.envbop.govt.nz



For further information on material contained in this newsletter go to www.smartgrowthbop.org.nz



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SmartGrowth Newsletter - September 2009

Welcome to SmartGrowth News

A landmark move for the Western Bay sub-region has been made this month with consultation to progress the Tauranga Eastern Link (TEL) – the arterial route that will open up the Western Bay to the wider Bay of Plenty region.

SmartGrowth can be credited as the driving force behind the realisation of this major roading link.

The Western Bay of Plenty District Council, Tauranga City Council, Environment Bay of Plenty and the New Zealand Transport Agency have been working together to progress the TEL to this point.

To ensure that the \$455 million TEL project begins construction as soon as possible it is proposed that tolls be put in place to supplement the cost. Not only will the TEL be of huge significance to the Port of Tauranga and Tauranga City but it will give access to planned industrial land at Rangioru and Te Puke and will promote residential and commercial development in Papamoa.

The sum of benefits the TEL will bring to the sub-region and the communities of the eastern Bay and Rotorua, include employment opportunities, economic expansion and population growth. The TEL is a tangible example of how growth management must be based on a sound model whereby transportation, employment, social development and industrial expansion are linked.

As SmartGrowth moves into its sixth year of implementation we can be extremely proud of the high profile it is achieving in the eyes of Government and in other regions as a successful growth strategy.

The partnership that has been forged between the three councils of the sub-region, tangata whenua and the many government and non-government organisations that work alongside us have been fundamental to this success.

We look forward to building on this collaborative approach to ensure SmartGrowth continues to bring tangible value to everyone in the sub-region.



Governance and SmartGrowth hand-in-hand

Future land use in the Western Bay and wider Bay of Plenty is very dependent on progress made in regional development, particularly in exploiting economic potential. The region has great economic prospects in sectors such as energy, aquaculture, food and beverage, marine industry, tourism and information technology – to name but a few.

The Regional Governance Group (RGG), formed in 2007, has developed a regional economic strategy – known as Bay of Connections. This strategy is currently progressing work in the areas of energy, food and beverage, aquaculture and the feasibility of a marine precinct in Tauranga.

While the vision, direction and implementation of regional development is largely the brief of the RGG, its link with SmartGrowth is becoming increasingly important. SmartGrowth is in the business of identifying land use and settlement patterns and integrating these within an efficient infrastructure network in the Western Bay sub-region to provide a springboard for growth. SmartGrowth also plays a critical role in working with Central Government to facilitate funding opportunities to advance development.

When talking about “building the regional economy” we have to consider land use, particularly within the context of commercial and industrial areas linked to transportation networks and urban settlements.

As Bay of Connections and SmartGrowth implementation move forward integration between the two will grow stronger.



Ross Paterson
Mayor
Western Bay of Plenty
District Council



Stuart Crosby
Mayor
Tauranga City Council



John Cronin
Chairman
Environment Bay of
Plenty

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Eastern Link garners Government support



Consultation is underway to test public support for tolling the new Tauranga Eastern Link (TEL) – a 22-kilometre, four-lane motorway from Te Maunga to Paengaroa, bypassing Te Puke. The five-week public consultation process was launched by Transport Minister Steven Joyce and was identified by the Government as a ‘road of national significance’.

Without tolls, construction of the \$455 million TEL would be delayed for at least five years. However if tolling is approved, construction could start as early as next year. The project includes an upgrade of the existing highway from Te Maunga to Domain Road and a new motorway from Domain Road to Paengaroa. The tolled portion would only be between Domain Road and Paengaroa. Tolls are proposed to be no more than \$2 for light vehicles and \$4 for heavy commercial vehicles. Tolls revenue would provide a quarter of the project cost.

The TEL is part of the proposed transport network through the Western Bay of Plenty sub-region’s eastern development corridor.

It is estimated that trucks would save 24 minutes a day by using the TEL as opposed to the current route – equating to huge travel time benefits and increased productivity for freight companies.

The continuation of Government support for the SmartGrowth infrastructure strategy is great news for the region. As a road of national significance, the TEL will support planned residential and commercial development in Papamoa East, Te Puke and the proposed Rangioru Business Park (south of Te Puke).

The partners in this project believe the TEL must be built before growth can occur, as the commercial and residential projects planned for the area east of Papamoa cannot be completed until critical roading infrastructure is built.

The TEL will also provide a safer route for vehicles travelling between Tauranga and Paengaroa (SH2). The stretch of road currently carries 21,000 vehicles each day and has been assessed as the second worst highway in New Zealand per kilometre for fatal and serious injury crashes.

The process to grant consent to toll includes public consultation, public hearings, NZTA board deliberations, a Ministerial Review, a recommendation to Cabinet and then a recommendation to the Governor- General.

For the full consultation documents visit: www.nzta.govt.nz/projects/easternlink



Report focuses on SmartGrowth density targets

SmartGrowth’s greenfield density targets have gained support from an independent consultant commissioned by Tauranga City Council and the SmartGrowth Implementation Committee to review settlement patterns in the sub-region.

Neil Gray, an expert commentator on housing issues in New Zealand, outlined in his report that he supports SmartGrowth from a policy and planning point of view and recommended sticking with SmartGrowth’s target of 15 units per hectare for greenfield development.

The report suggests that, in the short term, SmartGrowth should focus on intensification in Tauranga City where the best gains can be made, such as middle market areas, easily amalgamated sites and townhouse / apartment type housing. The challenge ahead for Tauranga City Council is to look at opportunities to expand the range of housing options for those not wanting the more standard fare housing stock. The report advocates for Tauranga City Council to pursue a more ‘fine grained’ comprehensive development planning process, similar to that of other councils growth management strategies. It outlined the need to reduce financial barriers to higher densities, and included options for Tauranga City Council such as charging levies on a per hectare basis in the Papamoa East Wairakei development, rather than per site.



In response to the Gray report, Tauranga City Council has set up a project team including Wairakei landowners and developers to review the settlement pattern, density and yields for the planned satellite town – projected to house about 12,000 people. The two key objectives of this work are:

- To understand the economic and market conditions required to promote residential intensification.
- To understand the density requirements including consideration of international and national practices and market acceptability.

Neil Gray has undertaken high-level consultancy work for Housing New Zealand, Ministry for the Environment and is a development adviser to a prominent property company. His company is R Neil Gray Strategic Projects.

The full ‘Growth Management Implementation Issues Report 2009’ is available at www.smartgrowthbop.org.nz

Groundwater policy in pipeline

Policy to allocate groundwater in the Western Bay of Plenty is likely to be developed in the future.

Environment Bay of Plenty has commissioned a study into the availability of groundwater in the sub-region to determine how much groundwater is available for allocation.

While the study has found that groundwater supplies in the region are not over-used at present, it does signal that unless measures are put in place for allocation, groundwater supplies will be at risk in the longer term.

Groundwater is a strategic issue for the region, as it is for the whole of New Zealand, because it is seen as a future source of water for municipal supplies, horticulture, agriculture and industry.

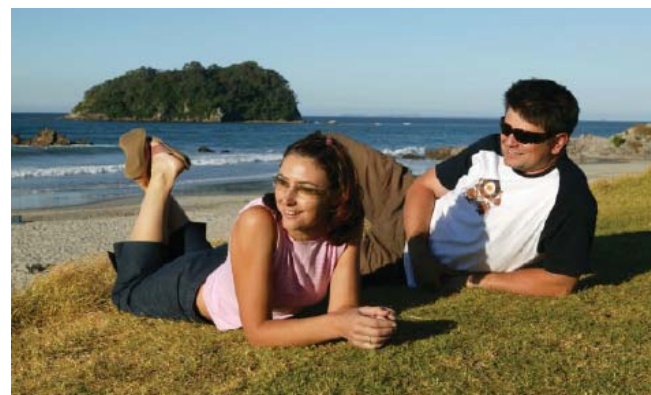
It is crucial to quantify numbers around groundwater allocation limits in the Western Bay of Plenty to reduce the risk of over-allocation and adverse impacts on groundwater systems overtime.

The study considers the impact of increasing amounts of groundwater abstraction on the flow regime of groundwater-fed rivers and streams. Increasing abstraction of groundwater without resource management can impact on the reliability of water supplies to individual groundwater users and on the socio-economic wellbeing of communities. Questions remain as to how the community decides how much groundwater to allocate for abstraction and how much to leave to sustain groundwater-dependent ecosystems.

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Ten year plans set councils' direction

Planning their direction for the next decade and cementing funding for key projects has been the main focus of SmartGrowth's council partners - Western Bay District and Tauranga City councils and Environment Bay of Plenty regional council over the past year.



Each council has adopted its Long Term Council Community Plan (LTCCP) 2009-2019 and they came into effect on 1 July. While nailing down specific funding for the next three years, the Long Term Plan also signals a clear direction for each council over the next 10 years. Both Tauranga City Council and Western Bay of Plenty District Council are also reviewing their District Plans in line with land use and urban settlement changes that are taking place in the sub-region as a result of the SmartGrowth implementation programme.

This sub-regional work by the SmartGrowth partners demonstrates how important the collaborative approach is in determining land use patterns, settlement densities, greenfield and intensification infrastructure planning. With new communities being developed in Tauranga and Western Bay it is important to put funding and infrastructure 'in the ground' at the appropriate time in order to achieve economic efficiencies.

Tauranga City Council

- Plan Change 44 (Wairakei Greenfields Residential & Business Zoning) settle appeals and make operative
- Plan Change 48 (Restrict non-residential activities in residential zones) settle appeals and make operative
- Plan Change 50 (The Lakes/Pyes Pa West) give effect to the Regional Policy Statement yield provisions
- City Living Zones introduced through District Plan Review
- Residential Intensification project
- City Centre Strategy implementation including establishment of City Centre Action Group
- Progress consents and design for Waiari water treatment plant to provide sufficient capacity for growing population
- Progress land purchase and consent applications for a water reservoir to service the eastern corridor
- Planning and construction of \$106 million Southern Pipeline to provide wastewater capacity for growth.



Environment Bay of Plenty

- Remove 90 hectares of mangroves from consented areas
- Develop and initiate 2-3 catchment plans per year to address erosion and sediment in the Tauranga Harbour
- Continue to implement Tauranga Harbour and Tauranga Harbour Recreation Strategies
- Complete the Western Bay of Plenty Water Sustainability Strategy
- Complete groundwater investigations in the western Bay of Plenty
- Assist councils to implement the Regional Stormwater Strategy
- Publicly notify the second-generation Regional Policy Statement in 2009/10
- Continue to plan for land transport and passenger transport issues
- Contribute \$10 million in 2011/12 for the acceleration of State Highway improvements in the region
- Carry out a Tsunami Warning Systems project study
- Manage and maintain the Kaituna Catchment Control Scheme.



Western Bay of Plenty District Council

- Maketu/Little Waihi Wastewater Scheme
- Katikati Town Centre Plan
- Eastern Recycling Centre
- District-wide water metering
- Transportation - seal extensions and widening
- District Walking and Cycling Strategy
- Coastal protection works at Waihi Beach
- Ongoing implementation of comprehensive development plans in urban communities.



Strategic Partner profile

Strategic partners provide a knowledge pool for the SmartGrowth Implementation Committee (SGIC) and use their links into regional and national agencies to ensure the best decisions are made in implementing SmartGrowth. Strategic partners also provide support to the SmartGrowth governance structure in a collaborative fashion. Over the months ahead SmartGrowth will be profiling the strategic partners. First off the blocks is the sub-region's economic development agency, Priority One.



Priority One Chief Executive, Andrew Coker

SmartGrowth provides a critical springboard for Priority One – a strategic partner of SmartGrowth since it began in 2004. In its role as advocate for the sub-region's businesses and economic strength, Priority One is relentless in its pursuit of skilled people, new businesses, industrial expansion and advancing educational opportunity. However, in order to put forward economic propositions of sufficient calibre to attract large-scale businesses from other parts of New Zealand and offshore, Priority One relies on the integrity of the SmartGrowth strategy.

"Managing growth is a key component of economic development," explains Priority One chief executive Andrew Coker.

"If we are serious about selling this region and making it attractive to highly productive businesses, we have to be committed to the appropriate level of infrastructure – namely, tertiary education, roading, residential growth and the development of industrial and commercial land. SmartGrowth is making great progress in all these areas.

Andrew says the preservation of highly productive land is equally important because horticulture and agriculture are what makes the sub-region tick.

With dedicated business land, defined settlement plans and sound roading links, Andrew says there's a strategic approach to development here. "It's by telling the story linked to SmartGrowth that makes it so much easier for us to encourage new businesses to invest here."

Looking to the future Andrew says, he would like to see the collaboration and planning of SmartGrowth extend to embrace economic development over the whole region, including Eastern Bay of Plenty and Rotorua.

How Priority One works with SmartGrowth

- Collaborates on issues relating to economic development
- SmartEconomy, the economic development strategy, reports back to the SmartGrowth Implementation Committee
- Facilitates linkages between SmartGrowth and key business sectors on important issues
- Facilitates communication between tertiary education organisations and businesses on the tertiary education requirements of key industry sectors
- Facilitates the Development Working Party and the Kiwifruit Post-Harvest Working Group to find solutions to development issues.

For further information check out the strategic partners forum at www.smartgrowthbop.org.nz/



Western Bay spearheads Maori housing project

A successful joint agency approach has been at the heart of a new initiative for Western Bay Maori to build homes on their own land.

Te Keteparaha Mo Nga Papakainga was launched in May on the Makahae Marae of Tapuika Iwi in Te Puke.

The Te Keteparaha Mo Nga Papakainga toolkit is a five-step guide to help Maori Land Trusts navigate the decision and planning phases for building homes on multiple owned land for the beneficial owners. The pilot project in Te Puke proposes to build 70 houses.

The SmartGrowth partners believe the toolkit has the potential to gain traction nationwide and become a model for other hapu and iwi to develop affordable housing on Maori land.



Western Bay of Plenty District Council Deputy Mayor Sam Dunlop (left) presents the papakainga toolkit to George Skudder, Chairman, Tapuika Iwi Authority

The Maori population in the Western Bay is estimated to treble over the next 60 years to 60,000.



Steve Hill, project member of Te Keteparaha Mo Nga Papakainga at the May launch on the Makahae Marae, Te Puke

SmartGrowth strengthens online presence

Over the last 12 months the SmartGrowth team has been working on a new and improved online presence.

We've recently launched www.smartgrowthbop.org.nz as the 'one stop shop' for all the information you need to find out what's happening to make the Western Bay sub-region an even better place to live, work and play.

Now that the website is up and running our aim is to use it as the primary vehicle for keeping in touch with you.

Against this background our aim is to reduce the number of hardcopy newsletters we produce by encouraging you to visit the website when the next online newsletter is available.

To help us help you can you please visit www.smartgrowthbop.org.nz go to the contacts section and let us know if you still want to be sent a hard copy of the newsletter.

If we don't hear from you we'll let you know when the next newsletter is posted on the site by sending you an email.

Thanks for your help!



Roading strategy gathers pace under Regional Land Transport Programme

Planning for strategic roading links and economic development in the Western Bay sub-region is gathering pace.

In June the Bay of Plenty Regional Transport Committee completed the first Regional Land Transport Programme (RLTP) 2009-19. Through the RLTP the region can manage growth and improve integration between transport infrastructure, land use and economic development strategies in a timely manner.

The RLTP was developed by a regional advisory group of engineers and planners and prioritised and endorsed via a Regional Transport Committee made up of elected and business representatives from throughout the region. The programme gives priority to planned land transport activities across the Bay of Plenty region and sets out work to be completed over the next ten years to make the region easier to move around.

The RLTP is linked to the Regional Land Transport Strategy (RLTS). The RLTS is also guided by the Government Policy Statement (GPS) and feeds into the National Land Transport Programme.

The SmartGrowth intent to integrate land use and transport planning has strongly influenced the RLTS even though SmartGrowth only applies to the western Bay of Plenty sub-region, not the entire Bay of Plenty.

Development of the RLTP is another demonstration of the benefits that flow from taking a collaborative approach to regional issues.



Significant projects on the go

Energy, aquaculture, food and beverage, the marine industry, tourism and information technology provide great economic potential for the region, for example:

- **Regional Energy Strategy** – developed by the Regional Governance Group (RGG), Regional Management Group (RMG) and facilitated by Environment Bay of Plenty. This strategy focusses on regional security of supply and opportunities for local generation and efficiency of energy use, including geothermal, hydro, biofuels and other initiatives.
- **Bay of Plenty Food Strategy** – developed by RGG, RMG and led by Priority One. This strategy aims to build business capability in food manufacturing and identify areas where business can share knowledge and work collaboratively to develop new value-added products and exports.



- **Harbour Central Marine Precinct (artist impression above)** – Led by Priority One. A four-stage approach is under way with initial recommendations that new haul-out infrastructure, marine refit options and marine-related retail and offices be set up on the Tauranga Council-owned site adjacent to the harbour bridge. This initial work will culminate in a confirmed plan and investor proposal for Stage 1 to commence. This precinct is forecast to provide at least 500 jobs and inject more than \$100m into the local economy.

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