

## **SmartGrowth Update Research Brief (as at 3 April 2012)**

### **Update Review of Tauranga City and Western Bay of Plenty District Retail and Commercial Provision Strategy**

#### **Background**

1. A joint council project was undertaken in 2007-2008 relating to future provision for retail and other commercial (office) planning needs in the western Bay of Plenty sub region. This was done under the SmartGrowth banner as part of SmartGrowth implementation. It was also to provide technical information to feed into the district plan reviews which were commencing for both Western Bay of Plenty District and Tauranga City council's.
2. *The Tauranga City and Western Bay of Plenty Retail and Commercial Strategy* March 2008 was prepared by Property Economics working with the policy units of both Councils. The Strategy used the SmartGrowth population and household forecasts available at that time as a key input to the analysis, and these are now at least 5 plus years old. In general, the strategic outcome from that strategy work can be described as supporting a 'centres-based' retail and commercial hierarchy. The two district plan reviews have subsequently adopted that approach as the basis for their commercial zoning and provisions.
3. The adopted SmartGrowth Strategy (2007) is to be updated to reflect a changed regulatory, economic and geo political climate. Part of this SmartGrowth update is to include a review of the Property Economics strategic recommendations for the future. This update is not seen as significant review of earlier work, but rather a recheck in the light of both the global financial crisis and its economic impact within the NZ commercial sector and the recent planning decisions made by the two council's in their respective district plan reviews. It is also noted that there is a revised set of forecasts produced by the two Council's under the SmartGrowth umbrella, responding to the economic and development downturn and providing a more realistic forecast for their corporate planning decision making,

#### **Project goal**

- 4 To identify market and economic changes that could impact future retail and commercial property requirements, and confirm if the 'centres-based' retail and commercial strategic thinking for the western Bay sub region under SmartGrowth, and the district plan reviews is still appropriate and relevant.

#### **Project Management and Resources**

- 5 The project manager for this brief of work is Andy Ralph, Manager: Environmental Policy at Tauranga City Council. The project team will include staff drawn from the Tauranga City Council and Western Bay of Plenty District Council planning policy units.

- 6 Tauranga City Council can provide assistance with geospatial and mapping if needed. Tauranga City Council (Aya Greenway) can provide updated forecasts of population and households for Tauranga City and Western Bay of Plenty District Council

### **Project Scope**

- 7 The project research will cover the western Bay of Plenty sub region, which includes both Tauranga City Council and Western Bay of Plenty District Council territorial areas.
- 8 The research project will review the March 2008 Property Economics Report in terms of the recommendations offered by that Report at a strategic level only. This review will have regard to current adopted population and household forecasts of the two Council's and recent district plan review decisions on retail / commercial activities and zoning provision.
- 9 The identification and review of emerging global and NZ trends in the retail and commercial sectors and the potential implications of these to the Western Bay of Plenty.
- 10 General overview assessment of current and anticipated demand for retail and commercial space in the sub-region, compared to the earlier March 2008 assessment
- 11 This update is not seen as a significant rework of earlier work, but rather a recheck. It is **not** to rerun detailed floorspace requirements/ needs in relation to revised population and household forecasts.
- 12 The project is undertaken as part of the current SmartGrowth Update project and the outputs will feed into strategic planning thinking within that wider project at a technical and political level.

### **Project Inputs**

- 13 Planning policy staff from either Council can provide information on the district plan review decisions for each district plan. The Proposed Regional Policy Statement may also influence thinking- although decisions on submissions to that document are not expected until later in 2012. It is noted that the Council's revised population and household forecasts have been generally agreed by both Councils and SmartGrowth as being the basis for the SmartGrowth Update and other Council planning work at this stage.

### **Project Outputs**

- 14 The project output will provide a written report covering;
  - A strategic scan of emerging trends in the retail and commercial sectors in response to a changing global and NZ economy and how these emerging trends may influence provision of retail and commercial activity in the western Bay sub region into the future

- Identification of the differences/ gaps (if any) between the strategic considerations that supported *The Tauranga City and Western Bay of Plenty Retail and Commercial Strategy* March 2008 Report and the current strategic situation and how those differences/gaps may influence strategic thinking on the planning provision for retail and other commercial activities under SmartGrowth out to around 2051.
- Any key strategic policy principles and/ or recommendations that can assist SmartGrowth thinking on the provision of retail and commercial land and floorspace needs into the future; for example –are floorspace needs likely to change overtime and what would be the nature of that change in terms of urban planning?
- Any combination of maps, illustrations, photos and diagrams to assist in understanding the Report recommendations
- An electronic copy of the report that is web friendly

*Note: Sub regional industrial land needs is the subject of a separate research exercise.*

## **Methodology (breakdown of phases and key tasks)**

14 The Project will be in the following stages

### **Stage 1: Review of Existing Strategic Direction**

Review *The Tauranga City and Western Bay of Plenty Retail and Commercial Strategy* March 2008 Report in terms of the recommendations offered by that Report at a strategic level only. This review will have regard to;

- emerging trends in the retail and commercial sectors in response to a changing NZ economy and how these emerging trends may influence provision of retail and commercial activity in the western Bay sub region into the future
- current adopted population and household forecasts of the two Council's and recent district plan review decisions on retail / commercial activities and zoning provision.

### **Stage 2: Draft Report**

Draft new strategic overview report, with gap analysis and any strategic recommendations

### **Stage 3: Draft Report Review**

Review Draft Report with Project Manager and team. Present reviewed draft Report to SG Implementation Group (SGIMG) and if required –the SG Implementation Committee (SGIC). Amend draft report as needed

### **Stage 4: Present and Finalise Report**

Finalise the report to incorporate any final feedback and deliver to Project Manager.

## **Consultation requirements**

15 The consultant is expected to consult with business leaders in Tauranga on how they see the retail and commercial opportunities in the sub region. This would cover Priority One –the sub regions' economic development group, the

Tauranga Chamber of Commerce, local commercial property developers (names to be supplied) and several large commercial operators such as Tower/ AMP, Farmers, supermarket chains.

### Timeframes

Project inception meeting	
Regular fortnightly project meetings	Not required fortnightly, but as required between Consultant and Project Manager.
Identify Individual project milestones	NA
Stage 1: Review of Existing Strategic Direction	By 1 July 2012
Stage 2: Draft new Report and provide to Project Manager	By 1 August 2012
Stage 3: Draft Report Review with Project Manager and I meeting with SGIMG for feedback	By 31 August 2012 or as confirmed to fit in with SGIMG meeting dates.
Stage 4: Present and Finalise Report	To be confirmed as consequence of SGIMG meeting dates

### Project Manager and Contact

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