

SMARTGROWTH STRATEGY 2024–2074

SmartGrowth – An urban growth partnership involving Bay of Plenty Regional Council, Tauranga City Council, Western Bay of Plenty District Council, tāngata whenua and central government. The purpose of SmartGrowth is to take a collaborative and coordinated approach to managing and shaping growth within the western Bay of Plenty sub-region.

Vision and Transformational Shifts

The SmartGrowth Strategy provides a 50 year direction for housing, employment, and people’s wellbeing in the face of rapid and sustained long term growth, while safeguarding what people value most about the sub-region. The SmartGrowth Vision is: **Western Bay – a great place to live, learn, work and play.**

The Strategy identifies six transformational shifts for change:

Homes for Everyone	Targeted actions across all agencies strengthen the segments of the housing system that are facing the most significant challenges.
Marae as Centres and Opportunities for Whenua Māori	Marae as cultural, social, and economic centres, activate the affordable development of housing on whenua Māori and opportunities for papakāinga (housing, education, social, hauora facilities).
Emissions Reduction through Connected Centres	Greenhouse gas emissions are reduced through accessible Connected Centres.
Strong economic corridors linking the East and West to the City and the Port	Economic corridors provide important intra and inter-regional linkages into the Eastern Bay of Plenty, Rotorua and the Waikato.
Restore and enhance eco-systems for future generations	Beaches, harbour, open spaces, native bush, wetlands and air are restored and enhanced to a healthy functioning state
Radical change to the delivery, funding and financing model for growth	Funding, financing and delivery models, including public and private sector partnerships support agreed priority development areas and infrastructure for urban growth.

Spatial Plan

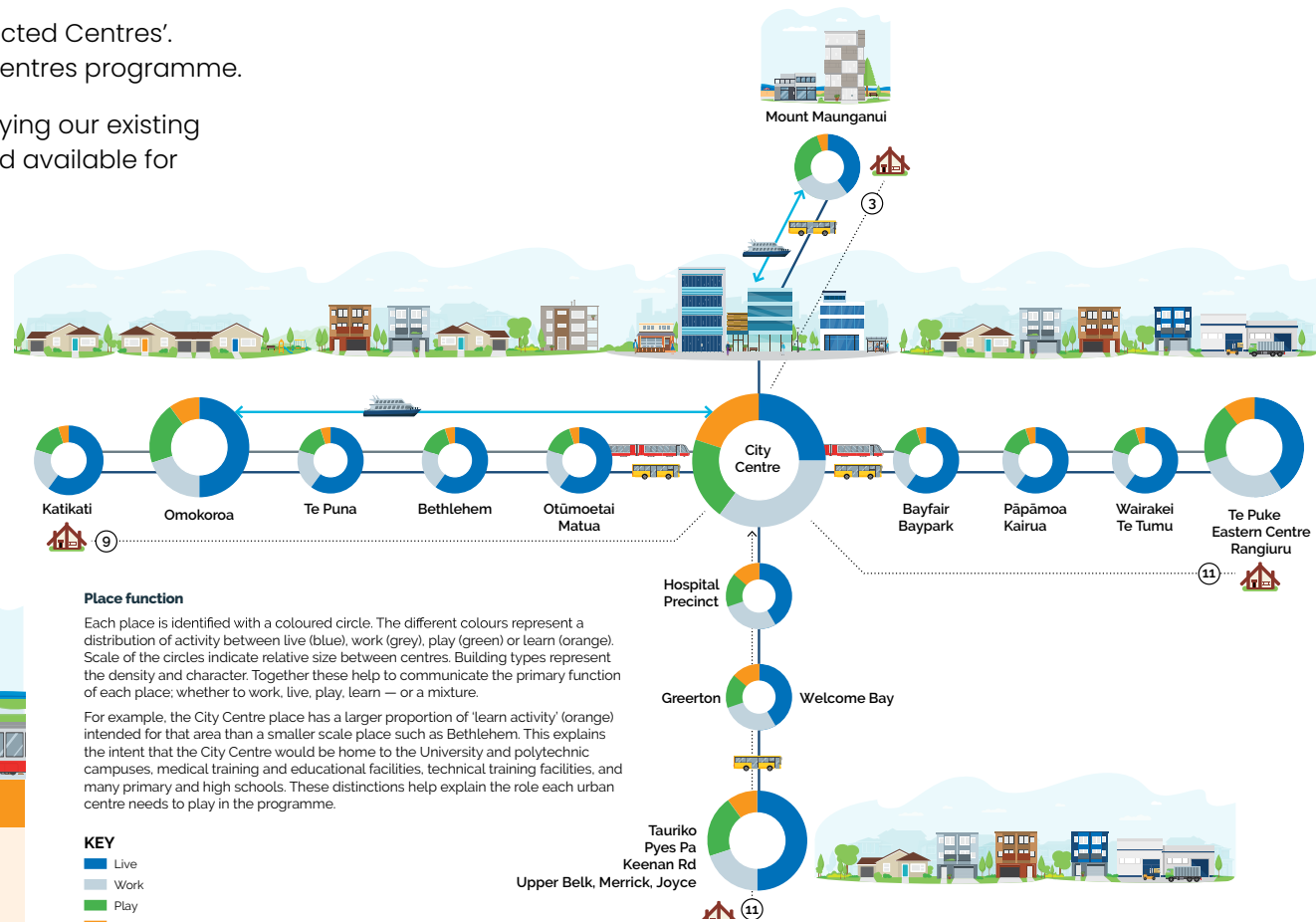
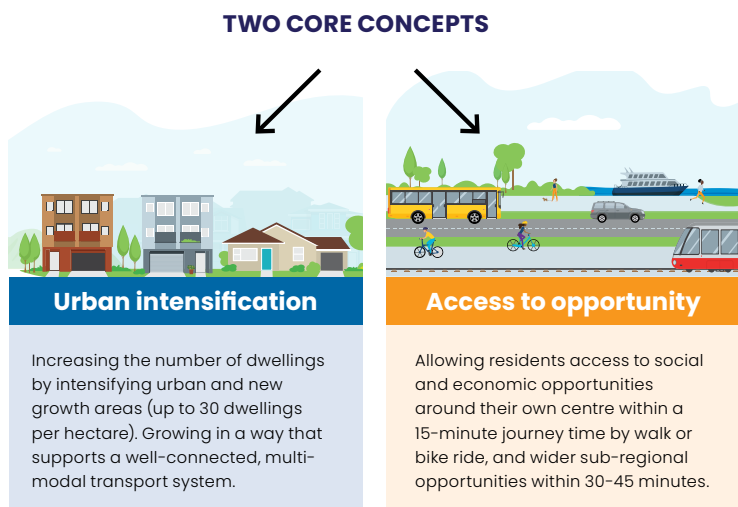
The Spatial Plan identifies the likely future scenario for population growth and change, the constraints and opportunities for accommodating future population, and provides the direction for how future development should be managed for future generations.

Connected Centres

The spatial scenario underpinning the strategy is ‘Connected Centres’. There are two core concepts critical to the Connected Centres programme.

The first is increasing the number of dwellings by intensifying our existing urban and new growth areas. This is to maximise the land available for development and support a well-functioning multimodal transport system.

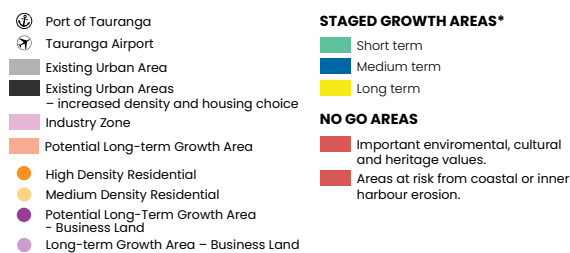
The second is being able to access local social and economic opportunities within a 15-minute walk or bike ride, and sub-regional social and economic opportunities within 30–45 minutes. These concepts encourage strong local centres and connected neighbourhoods.



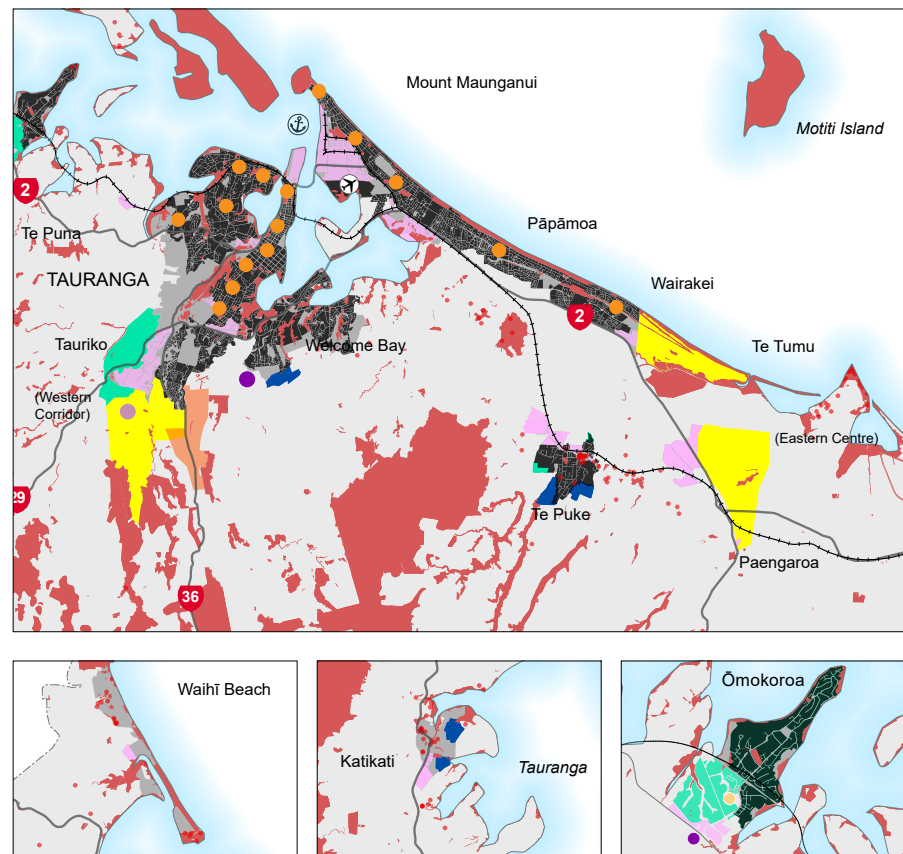
Future Development Strategy

The western Bay of Plenty has seen a rapid and sustained increase in population, with the sub-region’s population expected to increase to reach between 246,000 and 318,000 people in the next 30 years.

The FDS shows how the sub-region will accommodate this growth for both housing and business land – it is underpinned by the Connected Centres programme. The FDS provides for an additional 43,000 houses and 1,000 ha of business land.



Future Development Strategy – Staging Map



Implementation and Funding

The SmartGrowth Strategy has a separate Implementation and Funding Plan for the next 3 years. Providing and funding the infrastructure required to meet demand and adequately accommodate growth is a critical issue for the sub-region and for the social and economic wellbeing of the community.