



# Tauranga CBD Blueprint 2022 - 2030

**\$1.5 BILLION OF INVESTMENT**  
to reinvigorate Tauranga's CBD

---



PRELIMINARY ARTIST IMPRESSION



**Priority One**  
Tauranga  
Moana

“The developments shown in the Blueprint demonstrate that Tauranga CBD will be amongst the most transformed city centres in New Zealand over the coming decade. The existing low-rise development across most of Tauranga CBD creates a wide spread canvas that is not available in places like Auckland CBD or Wellington CBD.”

**CHRIS FARHI,**  
HEAD OF INSIGHTS, DATA  
& CONSULTING, BAYLEYS

---



## A Blueprint backed with confidence

Tauranga is New Zealand's fastest growing city. People are attracted to the city's relaxed lifestyle, coupled with rich opportunities for education, business, and personal growth. The city is transforming into a vibrant, productive, and prosperous place for our people – a place that people will choose to live, learn, work, and play in.

The Tauranga CBD Blueprint showcases the major privately funded developments that are committed for the city within the next eight years, highlighting significant investor confidence in Tauranga's growth trajectory and laying the foundation of further opportunities for investment.

Cities are successful when there is a collaborative approach to attracting commercial development. The transformation of Tauranga's CBD is being strongly supported by collaboration across key stakeholders and is reinforced by strategic urban planning, resulting in the attraction of commercial development and economic investment which will continue to add value to the city centre.

This Blueprint identifies 20 catalyst developments, with a combined value of \$1.5B, underpinning the start of investment and further opportunities within Tauranga CBD leading up to 2030. These private and public developments are a combination of projects either recently completed, currently under construction, or committed to delivery.

The Blueprint is designed to capture and present the magnitude and scale of committed development, to promote nationwide interest for further investment, and to showcase the reinstatement of Tauranga's city centre as the civic, commercial, and cultural capital of the Bay of Plenty.

“The CBD Blueprint gives a credible, eight-year view to the confirmed developments taking place in the CBD. Before 2030, we'll see private sector developers, government and local government collectively investing billions of dollars into our local economy, building a thriving city that meets the needs of our people today, and tomorrow.”

**NIGEL TUTT,**  
CHIEF EXECUTIVE, PRIORITY ONE

---

# Tauranga is New Zealand's fastest growing city for a reason

- Home to New Zealand's largest and Australasia's most efficient port
- Strategically located within the 'Golden Triangle'
- A growing job market, with 40,000 more jobs by 2050
- Home to a growing student population
- A burgeoning CBD with 2,000 higher density homes to be built in and around Tauranga CBD in the next 10 years.



“The Thirty Eight Elizabeth development is the first of its kind in New Zealand to offer an architecturally designed, modern mix of retail, residential and dining in one prime location. We are incredibly excited to launch this catalyst project, which will play an integral part of Tauranga CBD's rejuvenation and offer a completely new shopping, living, and dining experience.”

**BRETT NICHOLLS,**  
PROJECT MANAGER,  
ELIZABETH PROPERTIES

---

# A credible strategy for success

The Blueprint has been developed in partnership with developers, landowners, investors, and Tauranga City Council, which is concurrently developing the planning and public investment framework required for the upcoming transformation of the city centre through its City Centre Strategic Plan 2022.

By only including developments that have high levels of certainty of completion, the Blueprint provides developers, investors and the public with increased confidence about the transformation of Tauranga's CBD.

The 20 catalyst projects signify a strong foundation to build upon and further ongoing work with CBD developers and stakeholders will seek to encourage further expansion of this \$1.5B investment.

The first of its kind for Tauranga, the CBD Blueprint represents a landmark moment for the city, signifying the start of a momentous and credible journey.



## Re-imagining the heart of our city

Alongside Tauranga City Council's city centre planning, we've taken a place-based approach to how we redefine Tauranga's CBD. Featuring eight precincts, the Blueprint and the City Centre Strategic Plan fit seamlessly together to deliver a cohesive and exciting future for our city.

The precincts have been characterised by their role and function, landform, and relationship to significant existing amenities and proximity to infrastructure and transport. They are places with purpose.

Precincts help to make cities more liveable – allowing people to live, work, learn and play within close proximity. They create better placemaking outcomes, drive greater activation and collaboration, boost economic growth and opportunities, and result in better integration of land use and infrastructure investment planning.

At the centre of all precinct and placemaking projects are the people, communities and the businesses they serve.

Tauranga's CBD will be uniquely shaped by precincts to help support the growth and investment required to make Tauranga's CBD a thriving civic, commercial, and cultural hub.



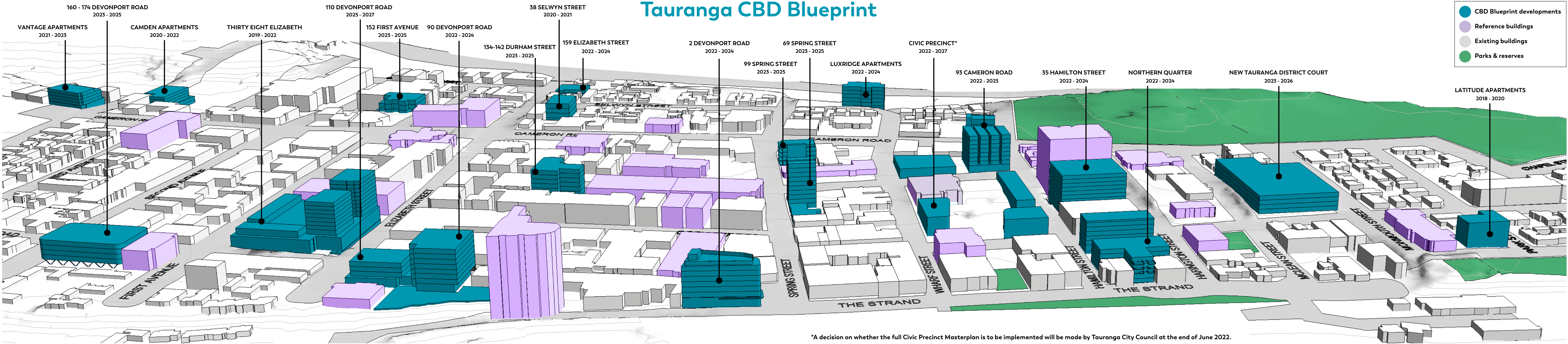
## Tauranga City Council Precinct Areas

- 1 Cultural and Historical Precinct
- 2 Justice Precinct
- 3 Waterfront and Taumata Kahawai Precinct
- 4 Sports and Events Precinct
- 5 Te Manawataki o Te Papa – Civic Precinct
- 6 Retail and Commercial Precinct
- 7 Knowledge Precinct
- 8 Mixed Use Precinct



# Tauranga CBD Blueprint

- CBD Blueprint developments
- Reference buildings
- Existing buildings
- Parks & reserves



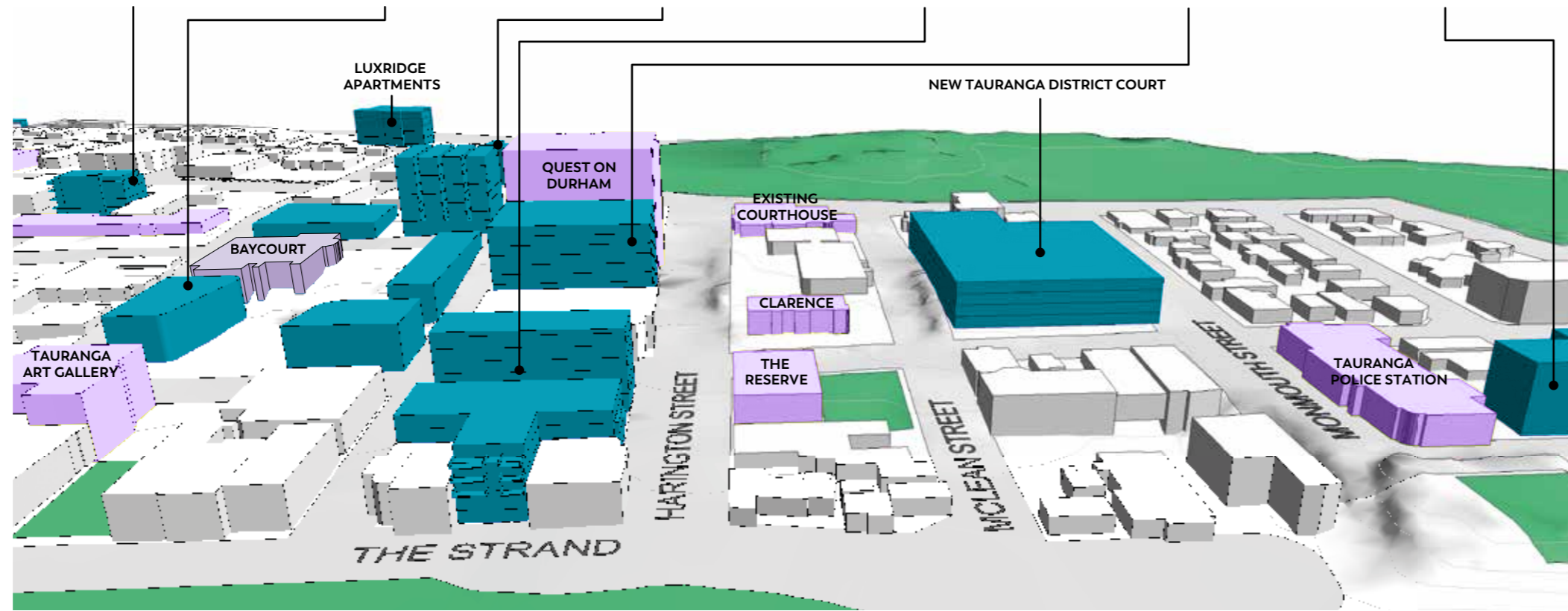
\*A decision on whether the full Civic Precinct Masterplan is to be implemented will be made by Tauranga City Council at the end of June 2022.



## Northern CBD



99 SPRING STREET CIVIC PRECINCT 93 CAMERON ROAD NORTHERN QUARTER 35 HAMILTON STREET LATITUDE APARTMENTS

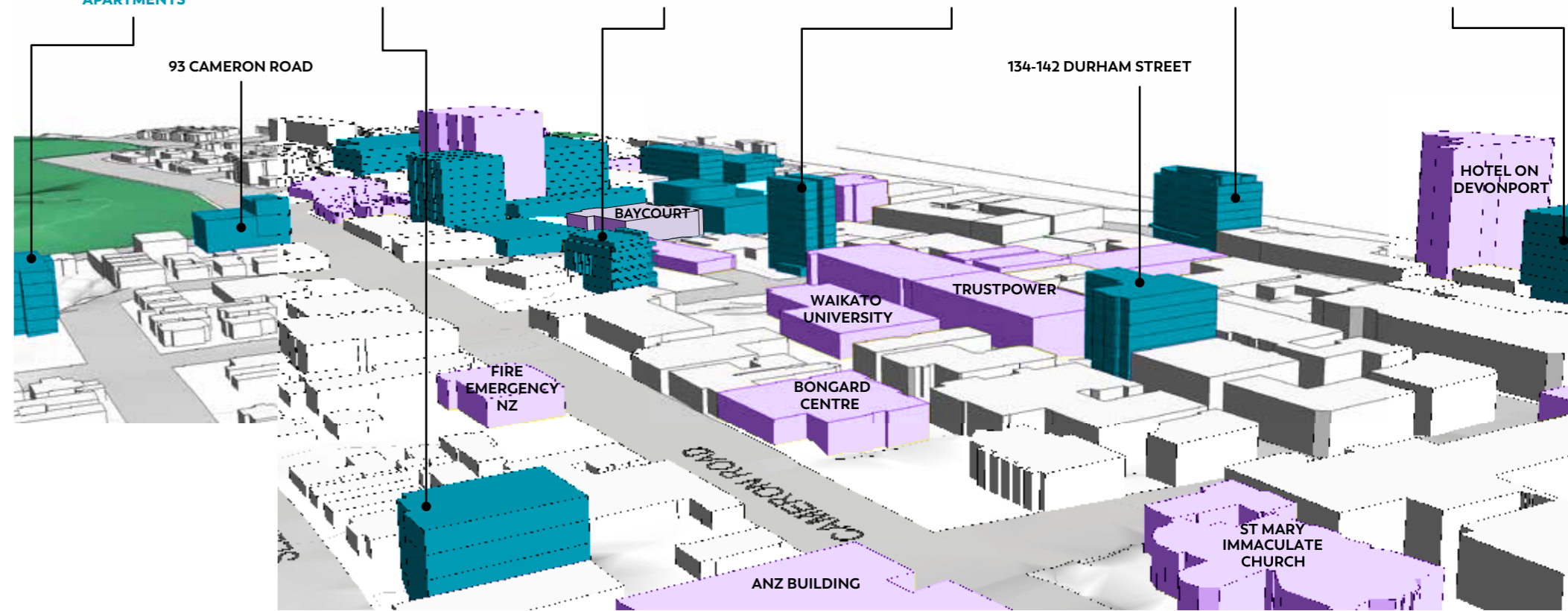


For more detailed maps of the Blueprint, please visit [priorityone.co.nz/cbd-blueprint](http://priorityone.co.nz/cbd-blueprint)

## Central CBD



Luxridge Apartments 38 Selwyn Street 99 Spring Street 69 Spring Street 2 Devonport Road 90 Devonport Road



For more detailed maps of the Blueprint, please visit [priorityone.co.nz/cbd-blueprint](http://priorityone.co.nz/cbd-blueprint)

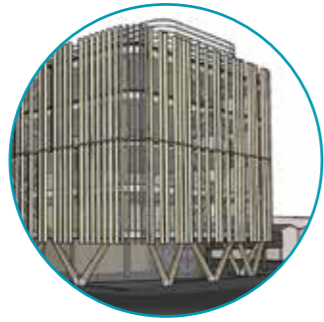
# Southern CBD



VANTAGE APARTMENTS



CAMDEN APARTMENTS



160-174 DEVONPORT ROAD



152 FIRST AVENUE



159 ELIZABETH STREET



THIRTY EIGHT ELIZABETH



For more detailed maps of the Blueprint, please visit [priorityone.co.nz/cbd-blueprint](http://priorityone.co.nz/cbd-blueprint)



“The new Ministry of Justice Tauranga Moana Courthouse will play a crucial role in the rejuvenation of Tauranga’s CBD. We are excited to be delivering a modern, whānau friendly facility that will be the heart of the city’s new legal precinct.”

## MINISTRY OF JUSTICE



“The CBD Blueprint supports our momentum in downtown Tauranga as we continue to invest in the city to future-proof a connected and vibrant university city campus precinct.”

**PROFESSOR ALISTER JONES,**  
SENIOR DEPUTY VICE-CHANCELLOR,  
THE UNIVERSITY OF WAIKATO



“This collaborative and coordinated approach has been a long time coming and we’re thrilled about it. The increased opportunity for development in Tauranga over the next eight years and the scale of private and council led development makes for a very exciting time in Tauranga.”

**PETER COONEY,**  
DIRECTOR, CLASSIC GROUP

---

“As advocates for planning and investment decisions which create meaningful changes to the current state of Tauranga City, we believe the CBD Blueprint will be pivotal in creating a more vibrant and exciting city for everyone to enjoy.”

**SCOTT ADAMS,**  
CHAIRPERSON,  
URBAN TASKFORCE

---



“Tauranga City Council is committed to developing a thriving city centre in partnership with the private sector and the community. Together we can create the change our city needs.”

**ANNE TOLLEY,**  
TAURANGA CITY COUNCIL  
COMMISSION CHAIR

---



[priorityone.co.nz/cdbblueprint](http://priorityone.co.nz/cdbblueprint)



[urbantaskforce.co.nz](http://urbantaskforce.co.nz)



[tauranga.govt.nz](http://tauranga.govt.nz)



**Please contact us for more  
information about the CBD  
Blueprint and potential  
investment opportunities.**

**MARK IRVING,  
GENERAL MANAGER -  
BUSINESS PARTNERSHIPS**

mark@priorityone.co.nz  
021 466 275

---



Ground Floor, Rydal House,  
29 Grey Street, Tauranga  
PO Box 13057, Tauranga 3141

**07 571 1401 | [info@priorityone.co.nz](mailto:info@priorityone.co.nz)  
[priorityone.co.nz](http://priorityone.co.nz)**