



What price do we give things we love?

From knowing where the popular coffee shop is, to understanding how communities use and value spaces, GHD's Loveable concept embraces and celebrates the intangible elements that give our cities character and a sense of place – shifting the paradigm of social infrastructure from a 'liveable' to a 'Loveable' frame of reference.

This enables us to take a lived experience approach to transport planning - looking beyond a piece of infrastructure's primary purpose to looking at the urban fabric the investment can support. A bus station is not just a bus station, it's a commercial precinct, gateway, or place for meeting.

Tauranga City Council's Building the Future of Tauranga – Cameron Road Te Papa Detailed Business Case has adopted GHD's Loveable approach to identify and understand what is valued by the Te Papa community. Papa is projected to be home to an additional 15,000 people by 2050.



Using the Loveable Framework, Tauranga City Council can respond to how people feel about the environment, their sense of connection to the built form, the people, their unique experiences and the living and inherited history of this place into the visioning and optioneering for a developed design.

Applying the Loveable approach places people and their wellbeing at the centre of the project. By

capturing what the community loves, wish for, and wonders, prompted people to think beyond themselves and consider what could be.

Weaving in te ao Māori principles, our Loveable approach contributed to richer understandings of the cultural and historical significance of the corridor, encouraging the community to relight spiritual connection with Te Papa.

This approach is enabling us to measure the social value of what's important to this community, and develop investment objectives that include providing safe multi-modal options, recognition of history, increasing cross-community access, and supporting proposed growth - what's not to Love?