

A Taylored Group Development

Est. 2026

PARKSIDE.



on Devonport

18 homes across from eleven hectares of
harbourside parkland,
a short walk from the centre of Tauranga.

353 Devonport Road · Corner of Eleventh Avenue · Tauranga



PARKSIDE puts you opposite eleven hectares of parkland, a short walk from the centre of Tauranga, in a home that has already been thought through so that you do not have to.

Whether you are buying your first home and had assumed central was out of reach, leaving a large section without leaving the city, or looking for an address on a street that is genuinely changing, this is where those things meet.

Your home takes the morning light. Your living space opens up to your own courtyard. And the green across the road is public reserve, so the outlook you buy is the outlook you keep.

Life at PARKSIDE is connected by design. The city, work, play and everything between, within easy reach of one front door.



Contents

04

What's Nearby

Eleven hectares of harbourside parkland.

16

Different Home Types

3 different home options. Easy two-level living, park-front family homes, or three levels with garage.

08

Connected Living

A short bike or walk from the centre of Tauranga.

21

Everything Inside the Homes

Fully specified homes. Your only decision is the palette, Nickel and Bleached Oak or Gunmetal and Washed Walnut.

10

The Story of This Corner

From the Tauranga Dairy Company to Moreland House to eighteen new homes. A hundred and forty years on one piece of ground.

25

Made by the Taylors

Development done differently. Tayloring spaces with purpose.

13

What Every Home Comes With

Everything settled before you arrive. One decision left, and it is the good one.

27

Site Plan

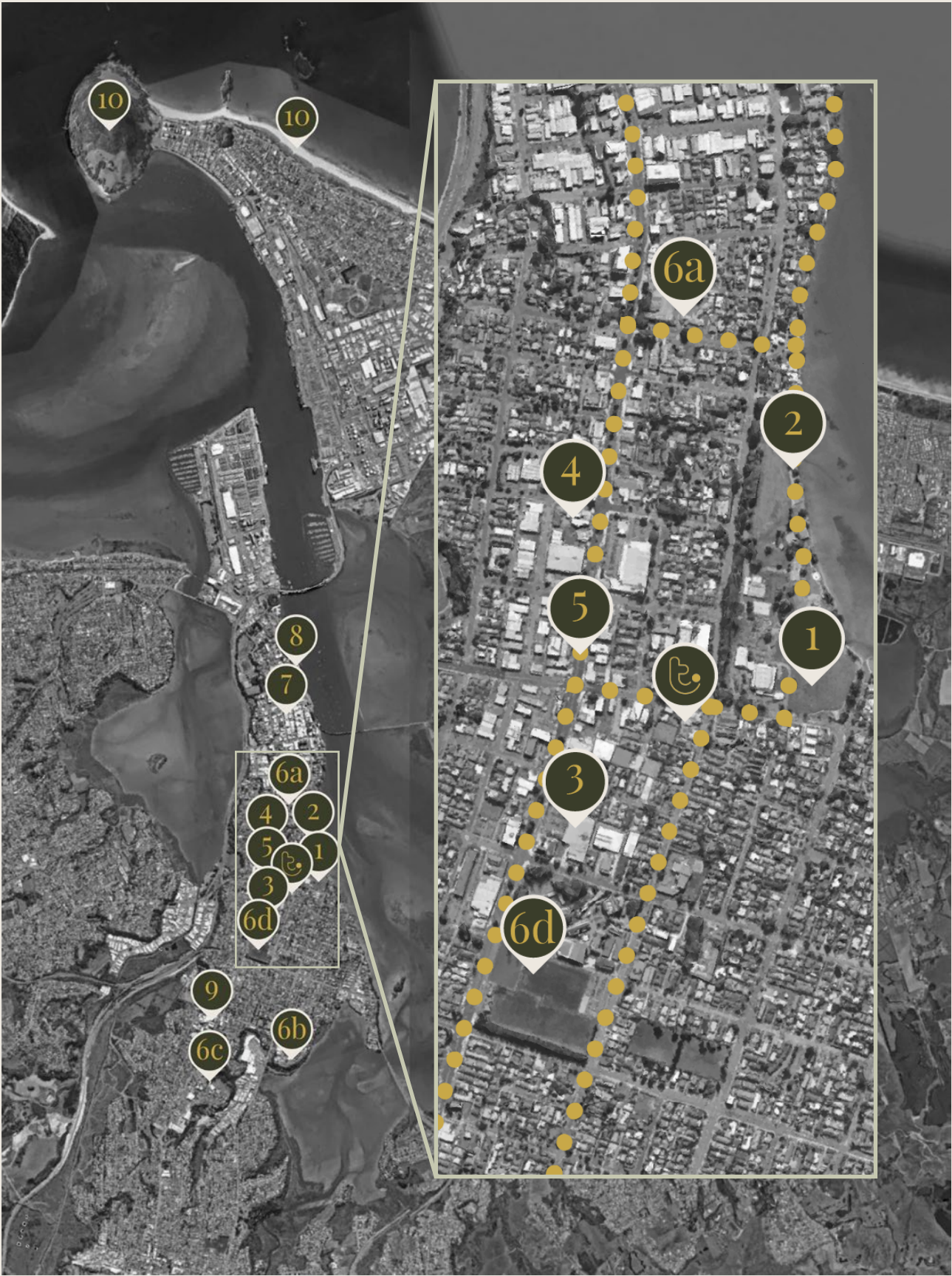
Every lot numbered, every home placed, The Park faces Memorial Park; The Courtyard and Mews sit behind.



What's Nearby

How long it takes to get there,
on foot and in the car.

01	Memorial Park	Pools, playground, cenotaph, miniature railway	Across the road
02	The Waterfront Path	Through the park to the harbour edge	4 minute walk
03	Supermarket	On Cameron Road	5 minute walk
04	Cafés and Bakeries	Ninth, Tenth and Eleventh Avenue	5 minute walk
05	The Cameron Road Cycleway	Connected by Eleventh Avenue	5 minute walk
06	Schools	In zone, Tauranga Primary (6a), Tauranga Intermediate (6b), Tauranga Girls (6c) and Tauranga Boys (6d)	12 minute walk
07	Tauranga City Centre	He Puna Manawa and the new civic precinct	20 minute walk 5 minute drive
08	The Strand and the Waterfront		22 minute walk 6 minute drive
09	Tauranga Hospital		6 minute drive
10	Mount Maunganui and the Beach	Across the harbour bridge	25 minute eBike 15 minute drive





PARKSIDE.
on Devonport



Opposite Memorial Park

Eleven hectares of harbourside parkland, on the other side of your road, in public ownership since 1940.

What makes a home is what sits outside it. You can change a kitchen. You can move a wall. You cannot change the view from your own front door.

Memorial Park runs from Eleventh Avenue down to the water. There are the swimming pools, busy from Labour Weekend and audible from the footpath on a still morning. There is the playground, rebuilt for each new generation of Tauranga children. There is the cenotaph, the miniature railway, the waterfront path that runs the length of the park and then carries on, and enough open lawn for a Sunday with no particular plan attached to it.

The part that matters, if you are buying a home opposite, is that none of it is going anywhere. A public reserve is a public reserve. Your outlook is protected

not by a covenant or a height rule but by the plain fact that the land across the road belongs to everybody, including you.

Behind you, Tauranga is rebuilding its middle. A library, a museum, council offices and a public square, all within a walk of your door, in the largest civic project the city has taken on in decades. Buying here means arriving before it finishes rather than after.

Mornings are when the corner is at its best. The light comes low across the park and reaches the upper windows before it reaches the street.

THE PARK

11 ha

Harbourside reserve

DISTANCE

Opposite

Across Devonport Road

ASPECT

Morning

Sun in every home



Connected living, in the heart of Tauranga

The park across the road · The city a walk away





“

We fell for the story of this location, right down to why the dairy company picked this stretch of road in the first place. It came down to the water. In a way it still does. The harbour is minutes away, the park is across the road, and that is exactly what makes somewhere worth living.

Damien Taylor

Director, Taylored Group



The Story of This Corner

In 1885 this stretch of road was chosen for its water. A hundred and forty years later, the water is still the reason it works.

In 1885 a group of local farmers and investors met to discuss forming a dairy company, and raised half the capital they needed before the evening. Two years later the Tauranga Dairy Company's butter factory opened on Eleventh Avenue, on a site chosen for its reliable supply of fresh water.

The factory stood across Devonport Road, on the ground that later became the Hauraki Army Hall, a building that is a significant piece of Tauranga's built history in its own right. This corner was the company's other half: the offices where the head office staff worked and, in time, the store the whole town came to.

It is the store people remember. Dairy goods, farm supplies and ice cream, bought by the pound. Norm Fletcher managed it until he retired in 1969. Doris Holloway worked behind the counter through the sixties and is still spoken of warmly by people who were children at the time. Before refrigerated transport the cream came in by hand, carted from farms at Pyes Pa and beyond, and the route was still running forty years later.

When the dairy years ended the corner became Moreland House, home of Moreland Fabrics, and a destination for cloth, craft and a haircut. It is the name a good many people in this city still use.

What has not changed is why the corner was chosen. Water. The harbour is minutes away, eleven hectares of harbourside parkland sit directly opposite, and the city centre has spent the last few years turning itself back towards its own waterfront. An office, a shop, a fabric store, and now homes. The same piece of ground, still working.

The lane running through the middle of the site is called Moreland Mews, named for what stood here, and it is the address your home will carry. The butter in this brochure's palette is not a decorating decision.

The full history, along with the memories Tauranga has sent us, is at tayloredgroup.co.nz/parkside-site-history

1883

The Tauranga Dairy Company is formed, with half the capital raised on the first night.

1885

The butter factory opens across the road. This corner becomes the offices and the store.

1969

Norm Fletcher retires and the trading store closes. Moreland House follows.

2026

Eighteen homes, and a lane named for what stood here.



Dairy Factory, 1969. Photo by Renwood Studios
Image courtesy of Pae Koroki, Ref. 99-941



Below:
Opening of the Tauranga Dairy Factory, cnr
11th Ave/Devonport Rd, 2 October 1910
Pae Koroki, Ref. 99-1181



Tauranga Dairy Company staff photo from the 1950s
Norm Fletcher pictured, front row (fourth from the left)



Moreland House, photographed early 2000s.
Original source unknown.



Every home takes the morning sun

Oriented to it before anything else was settled



What Every Home Comes With

We have spent the time to curate a home with very little left for you to sort out.

Every home here is brand new, so there is nothing to strip out, nothing behind the wall lining and none of a previous owner’s decisions to undo.

Every one is oriented to the morning. Every one has its own private outdoor space and its own parking, either a carpark or an internal garage, some with both. Every one is double glazed, with a heat pump in the living space and a Fisher and Paykel kitchen on engineered stone.

Decking and landscaping are done before you arrive, and the specification was settled once, by an interior designer, so the only decision left to you is the one worth making rather than the two hundred that come with a renovation.

Resource consent was granted in July 2026. Construction starts in early 2027 and finishes in early 2028, and you will hear from us at each milestone along the way.



BEDROOMS

2* OR 3

*Combinations of 2 bedrooms and 2 + a study

LEVELS

2 OR 3

Depending on the type

INTERNAL

70 to 126

Square metres

PARKING

Every home

Carpark, Selected units have carpark + internal garages





The Devonport Road elevation at dusk, from the roundabout at Eleventh Avenue.
Painted brick to the ground floor, vertical grooved panel above, and a Colorsteel roof and aluminium louvres. Artist's impression.



Three Ways to Live Here

Two bedrooms with a courtyard, three bedrooms facing the park, or two bedrooms and a study behind a garage door. Which is which, and who each tends to suit.

Three home types were drawn for this site and the differences between them are larger than a bedroom count suggests. All three share the same specification, the same choice of two schemes, and the same orientation to the morning. What follows is the shape of each, and the plans that go with them.

Type A • Lots 1 to 10

The Courtyard

2 2 2 Levels
Carpark 70-74 m²

Two levels, everything where you would expect to find it, a private courtyard off the living room and a carpark. Three are end homes, and one holds the corner of its block with two frontages and the largest outdoor space on the site.

Type B • Lots 11 to 14

The Park

3 3 3 Levels
Garage 123-124 m²

The four homes that front Devonport Road and look across to the eleven hectares opposite. Three genuine double bedrooms, three bathrooms, an internal garage, and living raised to the middle floor where the light and the outlook are. Two of the four have a second carpark alongside the garage.

Type C • Lots 15 to 18

The Mews

2+Study 2 3 Levels
Garage 116-126 m²

These flexible homes, set back off Moreland Mews. Three levels, a lockable internal garage and a room beside it that will serve as a study, a studio or somewhere for your hobbies, and toys. Kitchen, living and dining above, with a walk in pantry and a proper laundry.





Type A

The Courtyard

2 2 2 Levels

Carpark 70-74 m²

Two levels, with an open plan kitchen, living and dining room opening onto a deck and your own private courtyard. Two double bedrooms and two bathrooms above, your own carpark on Moreland Mews.

Easy to live in, easy to lock up and leave, and the home that makes buying in the middle of Tauranga realistic rather than aspirational.





Type B

The Park

3 3 3 Levels

Garage 123-124 m²

The only four homes that front Devonport Road. Three genuine double bedrooms, three bathrooms and an internal garage, with living lifted to the middle floor where the light and the outlook are.

A walk in pantry, a column shower in the principal ensuite, and a deck on two of the three levels. Two of the four have a second carpark alongside the garage.



Type C

The Mews

2+Study

2

3 Levels

Garage

116-126 m²

The most flexible homes on the site with 2 bedrooms plus an additional flexi room, over three levels, with a lockable internal garage at ground level and a room beside it that will serve as a study, a studio, or somewhere for your hobbies, and toys.

Kitchen, living and dining on the middle floor with a separate walk in pantry and a proper laundry, and two double bedrooms above. The largest runs to a hundred and twenty six square metres.



Plans are indicative and show the living level of each type. Individual plans, dimensions, current pricing and availability are set out in our specification book, floor plans and Spec sheets.



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These are homes we designed for more than one kind of buyer, and they make sense from anywhere. A first home in the centre of town when central looked out of reach, an easier home after the big section without leaving town, or a move to Tauranga to live in the centre of it, not on the edge. Different reasons, stages of life, same address.

Simon Taylor

Director, Taylored Group



KITCHEN

Fisher and Paykel stainless appliances, comprising a multi function oven, an induction cooktop, an integrated rangehood ducted to the exterior and a dishwasher. Engineered stone benchtops in Marmo White 20mm, soft close cabinetry, a tall pantry with internal shelving, and an undermount sink with a pull out mixer.



FLOORS

Belgotex Purefloor 8 laminate through the kitchen, living, dining and entry, Belgotex Enzo solution dyed nylon carpet to the bedrooms, halls and stairs, and 600 by 600 tile to the bathrooms in the tone of your scheme.

COMFORT



A heat pump to the living space, double glazed low E powder coated aluminium joinery, a 180 litre hot water cylinder, recessed LED lighting with a feature run over the kitchen, and fibre to the door. Built to the current Healthy Homes standard.

ENTRY

An aluminium tongue and groove panel front door with Yale digital keyless entry, and a sectional garage door with an electric opener and remote where the home has a garage.

OUTSIDE

Painted brick and vertical grooved panel cladding, a Colorsteel roof, powder coated aluminium louvres and joinery, and landscaping designed as part of the build.

BATHROOMS



A 750mm wall hung vanity with mirror cabinet or polished glass mirror, a tiled shower with safety glass, a back to wall rimless toilet suite, a heated towel ladder, and Robertson tapware throughout in the finish of your scheme. The three bedroom homes add a column shower to the principal ensuite.



STRUCTURE

A reinforced concrete foundation engineered to the New Zealand Building Code, a concrete ground slab with timber upper floors, 2.4 metre stud height, and a level four plasterboard finish throughout.





Nickel

or

Gunmetal

with cool washed oak tones,

with warm walnut tones.

Two schemes. One design team behind both.

A specification is really a set of relationships. The tapware that belongs with the flooring. The tile that makes sense of the joinery. The hundred small decisions that, made well and made together, add up to a home that simply looks right. At PARKSIDE, those decisions were made by interior designers, Yellowfox, so every element works as one. Quality of the fixings runs consistently through every room.

That thinking produced two colour schemes. Subtly different, equally resolved, each curated to bring out the best in these homes.

Nickel and Bleached Oak is the Cool scheme. Pale oak flooring, brushed nickel through every tap, handle and rail, and a light palette that opens a room up and makes the most of the morning sun.

Gunmetal and Washed Walnut is the Warm scheme. Washed walnut, deeper tones, and gunmetal through every tap, handle and rail. It holds its own in a room and settles beautifully into the afternoon light.

Whichever way your taste runs, the design work is already done. You choose the scheme. The scheme takes care of the rest.

Every finish in these homes was chosen by an interior designer, and chosen to work with everything around it. What’s left for you is the good part: deciding which of the two suits you.



What the Choice Covers

Nickel, The Cooler Scheme

Gunmetal, The Warmer Scheme

Kitchen Cabinetry Accent

Whitewashed Oak Organic

Danish Walnut Organic

Metal Finish
Every tap, handle, rail and lever

Brushed Nickel

Gunmetal

Vanity Cabinetry

Seasoned Oak

French Oak Velvet

Floor and Shower Tiles

Adex Silver, Misty Grey Grout

Silver River Grigio, Magellan Grey Grout

Laminate Floor

Belgotex Roble Liora

Belgotex Roble Dalia

Carpet

Belgotex Enzo Opal

Belgotex Enzo Fresco

Selections are made per home and recorded on the Sale and Purchase Agreement. Schemes are not mixed. Colours shown are indicative of selections only; ask to see the physical sample.

Damien and Simon Taylor.

Between them, forty five years and twenty five completed developments.





Made by the Taylors

Damien and Simon Taylor have been developing property for forty five years between them.

Property development attracts a certain amount of theatre, and the brothers Taylor have shown no aptitude for it whatsoever. What they are good at is the part that does not photograph well: the vision, the execution, the consenting, the tendering, the programme, and the quality control that happens on a Tuesday afternoon when nobody is watching.

Damien came up through the trade, starting as a labourer on site and working through project management into development management. He handles the money, the funding, the tendering and the programme, and he is the reason a completion date at Taylored means something more than an ambition.

Simon has a quarter of a century of feasibility, urban design, space planning and construction oversight behind him, a good deal of it in Vancouver, which is

one of the most expensive cities in the world in which to buy a home. What he learned there was how to make housing work against high land values, and how to build a neighbourhood around density rather than just the density itself. He is on site rather more than he is anywhere else.

They build small, six to twenty homes at a time, in places where people actually want to live. This is not a fashionable position and it is not a marketing one either. It is simply the largest size at which every detail can still be checked by the person whose name is on the building.

Their last development, Seaview Rise at Rothesay Bay in Auckland, is finished and fully sold. The people who bought there dealt with the same two men who will be handing over the keys here.

On time, on budget. Full stop.

BETWEEN THEM

45 yrs

In development

PROJECTS

25

NZ and North America

LAST COMPLETED

Seaview

Rothesay Bay, sold out

SCALE

6 to 20

Homes at a time





Site Plan

Eighteen homes in four blocks, arranged around Moreland Mews.



A	Lots 1 to 5 · The Courtyard Two bedrooms over two levels, dedicated carpark. Off Eleventh Avenue.	5 Homes
B	Lots 6 to 10 · The Courtyard Two bedrooms over two levels, dedicated carpark. Lot 10 holds the corner.	5 Homes
C	Lots 11 to 14 · The Park Three bedrooms over three levels, internal garage. Fronting Devonport Road and the park.	4 Homes
D	Lots 15 to 18 · The Mews Two bedrooms and a study over three levels, internal garage. Off Moreland Mews.	4 Homes



Residents' Society, Warranty and Healthy Homes

The Residents' Society

Owners share Moreland Mews, the landscaping and the common areas through a Residents' Society, administered by Strata Title Administration.

The Society owns and maintains the common property, insures the development, holds a long term maintenance plan, keeps the register of owners, calls the annual meeting and sets the levy that funds all of it.

The Society's rules, its budget and the Residents' Society levy for each home are disclosed with the Sale and Purchase Agreement. Nobody signs here without first knowing what the arrangement covers and what it costs.

Building warranty

Every home at PARKSIDE is covered by a 10 year building warranty from Stamford Insurance, New Zealand's independent, insurance backed building warranty provider, underwritten on behalf of Lloyd's of London.

Because it is an insurance policy rather than a builder's promise, a defect is covered by the policy itself, without you having to prove who was responsible. The policy is paid for in full by the developer and transfers to you on settlement.

Healthy Homes

Every home at PARKSIDE is built to meet the Healthy Homes Standards: insulation, fixed heating, ventilation, moisture and drainage control, and draught stopping.

By law, those standards only apply to rental homes. We apply them to every home here, whether it will be owner occupied or rented, because a warm, dry, well-ventilated home is simply how every home should perform. If you buy at PARKSIDE to live in, you get a home built to a measurable standard. If you buy to rent, your home is compliant from day one.

Buying Off the Plans

A deposit secures the home and is held in a solicitor's trust account. The balance is not due until settlement, the day the home is finished and the keys are yours.

Before settlement you walk through the home and list anything that is not right, and because it is brand new there is somebody whose job is to put it right. Deposit terms, dates and conditions are set out in the Sale and Purchase Agreement. Take your own legal and financial advice before signing anything.



Come and See it

Prices, plans, spec sheets and availability are available by application. Ask, and it is with you the same day.

The specification book holds every plan, every dimension, the full schedule of finishes and the current price of each home, correct on the day it reaches you.

Tell us roughly what you are after and we will tell you honestly what is available and what is not.

If you would rather talk it through, one of us will call you. And if you would rather see the corner for yourself, we will meet you there and walk you round it.

We have a showroom in Auckland, open by appointment that we would love to show you around, so you know the level of detail and finish to expect from a Taylored Group development.



Visit and experience the Taylored standard. Seaview Rise, Rothesay Bay. Our Auckland showhome, open by appointment.

REGISTER YOUR INTEREST

parkside.tayloredgroup.co.nz

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The Site	353 Devonport Road, corner of Eleventh Avenue, Tauranga
Developer	Taylored Group - Directors Damien and Simon Taylor
Design	buildBIM architecture - Interiors by Olivia Ellis, Yellowfox

Milestone updates only. First sight of plans and pricing. Unsubscribe whenever you like.

PARKSIDE.

on Devonport

A home opposite eleven hectares of harbourside parkland, a short walk from the centre of Tauranga.

Development done right. Full stop.

555 Devonport Road, Tauranga
tayloredgroup.co.nz/parkside
hello@tayloredgroup.co.nz

A development by Taylored Group
Architecture by buildBIM architecture
Interiors by Yellowfox

Images described as artist impressions are indicative only. Landscaping, planting, and furniture shown are indicative and are not included unless separately specified in the Sale and Purchase Agreement. Floor plans and areas are indicative, are subject to final design, consent and construction, and may vary. Colours shown are indicative of selections only; refer to actual samples. Specifications are current at the date of publication and subject to change without notice. The developer reserves the right to make substitutions, variations or adjustments to the brands, products and systems specified, provided the result is of similar value and quality and has no material adverse effect on the value, appearance or usefulness of the completed home. PARKSIDE on Devonport is administered by a Residents' Society. Nothing in this brochure constitutes financial, legal or investment advice, or an offer capable of acceptance. Purchasers should obtain independent legal and financial advice before entering into any agreement. PARKSIDE on Devonport is a development of Taylored Group.

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