

Parnell/Newmarket ★★★★★

Central



Parnell is as old as Auckland itself, and its olde worlde charm is a vital part of its attraction. The small sections surrounding the tiny workers' cottages meant that Parnell was never a contender for in-fill housing, so for decades the area was a scruffy home to students and artists. Now that being near the CBD is considered increasingly desirable, especially in an area full of historic homes, the cheap rentals have gone and the well-heeled professionals have moved in, lock, stock and BMW. Parnell and Newmarket both benefit from being next-door to the beautiful 75-hectare Auckland Domain. Newmarket is an enormous commercial and retail area, with housing very much an after-thought. With wall-to-wall fashion boutiques, cafés and movies, Newmarket's Broadway has usurped Queen St in the CBD as the place to shop and party.



For colour key, see page 230

Population Profile

Population	8,100
% Aged Under 15 Years	10.70
% Aged Over 65 Years	8.56
% European	71.26
% Maori	4.30
% Pacific Peoples	1.85
% Asian	10.85

Who Lives There?

Parnell is Auckland's Beverly Hills. Residents tend to be wealthy socialites, surgeons, financiers and property developers. Martini-toting Parnell Girls and their Prada bags are in evidence at the bars of Parnell Rise most nights of the week.

The suburb has also long been an established centre for the artistic intelligentsia (literati meets the glitterati) and – as with Ponsonby and other inner city suburbs – many residents can be reasonably categorised as bobo, or bourgeois bohemians. Artists and writers may live in Parnell, but they're definitely not the starving in a garret types.

There are many old Auckland families in Parnell, who have lived here for generations, and many families with secondary school-age children – it's in-zone for Auckland Grammar and Epsom Girls' Grammar and close to many private schools.

The many luxury townhouses and apartments are popular with affluent empty-nesters – older couples whose children have left home. Going by the quality of these properties, the nests may be empty but they are well-feathered.

Buyers in Parnell are mainly Europeans. By comparison, Newmarket is a cosmopolitan professional area favoured particularly by Asian migrants and business people wanting to live close to their offices and the shopping.

Typical Homes

Parnell boasts some of Auckland's grandest old homes, including turn-of-the-20th-century villas and bungalows. Modern architecture has also made its mark here, with sleek townhouses tucked behind older houses and many apartments, from designer studios to luxury abodes. Although many of the sections are small and neighbouring houses are only a stone's throw away, Parnell oozes atmosphere with spectacular sea views of Rangitoto Island and the Auckland Harbour Bridge.

While Newmarket has fewer houses than Parnell, there are some 1840s workers' cottages in the area. These tend to be too small for family living, but attractive for singles and childless professional couples. Broadway

Park, with its arrangement of terrace homes, duplexes and mid to high-rise apartments also serves this sector.

Amenities

Schools ★★★★★

Parnell and Newmarket are both well served with quality, high decile schools.

Parnell District School is a full primary with a new library building which contains thousands of books, state-of-the-art audio/visual equipment, comfy cushions and under-floor heating! Story time never sounded so good.

Newmarket Primary School is equally well regarded; the colourful smart-looking school recently celebrated its 125th jubilee.

The only secondary school is the private ACG Parnell College (formally Junior College). But fear not, most of the neighbourhood sits comfortably within the Auckland Grammar and Epsom Girls schools zones. For a full list, see page 270.

Shops ★★★★★

Gracing the shopping strip in Parnell are most of the leading fashion houses, art galleries and some of Auckland's best restaurants and trendiest cafés. With its cobbled paving and heritage buildings, the area mixes chic retail with a village atmosphere.

It is a great place to while away an afternoon or a whole day. Be prepared to watch the



credit card bend however, as the offerings are far from bargain basement. Newmarket's shopping strip is busier and more commercial, with a mix of boutique retail and chain stores, and a high number of overseas visitors. The expansion of the Two Double Seven mall and the development of Nuffield St nearby as an up-market boutique retail strip have created a chic shopping destination.

Leisure ★★★★★

In an area where leisure generally equals boutique browsing or mall trawling, there is a surprising array of other activities on offer. There are three tennis clubs, the fun Parnell Baths and the Olympic Pool & Fitness Centre.

There are plenty of open spaces – the Auckland Domain, Parnell Rose Gardens and Dove-Myer Robinson Park, and a number of smaller reserves. The Wintergardens complex at the Domain has been restored to its former grandeur during the past few years.

Both the Auckland Museum and Auckland's Trinity Cathedral are major centres of cultural activity. The museum extensions and its Grand Atrium were recently completed and won a top architecture award.

Real Estate

Trends

Demand continues to outstrip supply here. The area is popular because of its proximity to midtown/downtown and the motorway.

There's a lack of land for new buildings, and once people settle in here, they're loath to move away.

Having originally been developed for lowly workers, Parnell sections tend to be small, so subdivision potential is virtually nil. Historic Parnell is reminiscent of some of the inner suburbs of London where high-density housing has been avoided.

Its character has always been jealously guarded by devoted locals and also by the council's heritage team. Parnell's house values are guided by the ever increasing value of the land on which they sit. Newmarket has high-density housing between the retailers, yet still contains considerably fewer than Parnell's 3000 dwellings.

Entry level to this pair of suburbs could be a freehold studio or one-bedroom apartment for \$275,000. Quality, good-sized apartments are eagerly sought. One sold recently for \$295,000 before it reached the market. If you're looking to spend \$800,000 to \$900,000 you would probably get an older style townhouse.

Good houses fetch from \$2.3million and \$3million but are likely to need some work. A fabulous house with a view can cost up to \$9.5million.

Best Streets

The lower end of St Stephens Ave and the streets that run off it, such as Bridgewater Rd, Crescent Rd and Awatea Rd.



Local Hero: Parnell Baths



The historic Parnell Baths are one of the city's unique features. The 60m salt water pools were upgraded and restored in 2003 at a cost of \$4.2million. The result is a fabulous outdoor facility for all of the family to enjoy on Auckland's hot and humid summer days. Features include a partially heated children's pool and three hot pools designed for children, toddlers and adults in the event of a cool snap. Originally opened in 1914, Parnell Baths were redeveloped in the 1950s in the Modernist style. A striking abstract mosaic mural of swimmers adorns the changing room walls. According to architecture lecturer Peter Shaw, the baths are one of the great Modernist icons of New Zealand architecture.

At a Glance...

Travel Times

From Parnell Rise:

CBD	peak 15 min
	off-peak 5 min
	walk 15 min
	by train (Newmarket) 10 min

Southern motorway	3 min

Airport	25 min

Remuera	5 – 6 min

Buses run regularly through this part of town (including the Link service), as well as a train line. The Newmarket train station is due for major improvements so that the train doesn't have to back out (we kid you not).

At a Glance... continued

House Prices

Apartment

Bedroom	
Price	\$400,000 - \$450,000+
Bedrooms	
Price	\$600,000 - \$1,000,000+

Luxury apartment

Bedroom	
Price	\$1,500,000 - \$4,000,000

Broadway Park terrace house

Price	\$800,000 - \$1,200,000
-------	-------------------------

Renovated character home on half site

Price	\$1,500,000+
-------	--------------

Renovated character home on full site

Price	\$1,600,000+
-------	--------------

Blue-chip Parnell house

Bedrooms	
Price	\$2,800,000 - \$8,500,000

Average Rents

Flat

Bedroom	
Price	\$350/wk
Bedrooms	
Price	\$480/wk

Apartment

Bedroom	
Price	\$400/wk
Bedrooms	
Price	\$520+/wk

House

Bedrooms	
Price	\$750+/wk
Bedrooms	
Price	\$1,500+/wk

There are many people who want to live in this fashionable area, but don't have enough money to buy here. This continues to fuel the rental market.