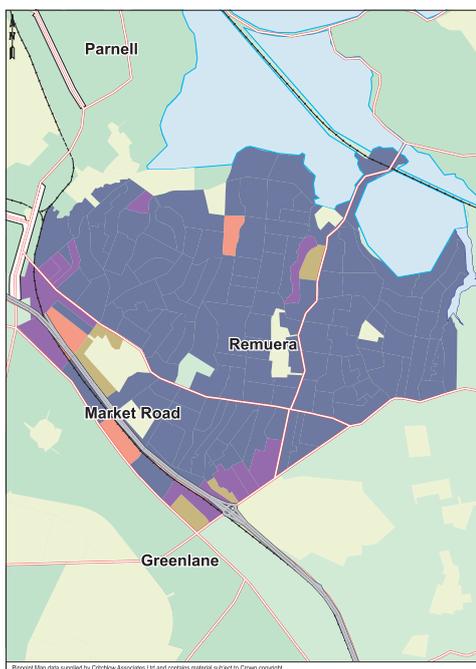




Remuera may have lost its crown as Auckland's highest-priced suburb to Herne Bay, but its position as the suburb of preference for the seriously moneyed remains unquestioned. Most of Remuera's grandest homes go unnoticed by all but the keenest observer. Long, tree-lined driveways snake from Victoria Ave and Remuera Rd down to secluded, manicured estates. The neighbourhood's traditional make-up is gradually changing though. New-money types are making an appearance, wanting a slice of the suburb's status, and members of the twin-set-and-pearls brigade with their sensible shoes are less in evidence in the cafés on the busy high street. Remuera Rd has become Auckland's answer to London's Harley St. Dignified two-storey homes have been converted into private clinics, and the specialists who work there choose to live close by.



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For colour key, see page 230

Population Profile

Population	19,731
% Aged Under 15 Years	20.54
% Aged Over 65 Years	12.50
% European	69.79
% Maori	2.72
% Pacific Peoples	1.46
% Asian	17.21

Who Lives There?

It's no secret that Remuera is home to the high socio-economic bracket. Nowadays it's increasingly a mix of the nouveau riche and old-money families – much to the chagrin of the latter. It has long been established as the residential area of choice for successful businesspeople and their families. Much of the country's old money is housed within these impressive villas and bungalows, although inter-generational loyalty to the suburb does seem to be dying off.

Because Remuera is within the Auckland Grammar School zone and close to a number

of private schools, it is popular with affluent, education-conscious families seeking a comfortable suburban home. School zoning is also a definite attraction for large numbers of wealthy migrant families. There are also numerous retired people living in Remuera's apartments.

The suburb retains some sort of youthful balance, with a large number of professional people aged under 40 trying to establish a foothold. For couples on a high joint income, the area's excellent resale prospects make a necessarily large mortgage still look like a good bet.

Typical Homes

Remuera has many of the largest old homes in Auckland, some on extensive grounds. Heritage zones protect the character of certain streets – parts of Bassett Rd, Arney Rd, Portland Rd and Seaview Rd – and this protection is now stronger than ever.

During the past decade, contemporary, minimalist designer homes and luxury low-rise apartments have taken pride of place on the suburb's famous north-facing slopes. This, combined with the many renovated character villas and bungalows has added to the selection of housing styles available. Even the smaller, more ordinary-looking houses in

Bassett Rd aren't in danger of disappearing, due to the importance of tradition. Residents like the way these little houses look, even though the renovation has been done mainly – or only – on the insides.

The undulating geography of the suburb means that views of the city, the Hauraki Gulf and One Tree Hill are commonplace. Nearly every pocket of land has been filled, with many older-style homes being relocated to make way for new developments. Typically we're talking about well-designed, quality developments – not bargain basement ticky-tacky – so this has added variety and enhanced, rather than detracted from the area.

Amenities

Schools ★★★★★

The schools in Remuera are top notch. There are at least seven high decile primary schools, including the impressive St Kentigern's and Kings Prep private schools.

Victoria Avenue School is well regarded. According to a recent ERO Report, "students receive a high quality education." Remuera Primary School also has a strong reputation, and includes specialist learning programmes for talented and gifted children. Both schools operate tight zoning restrictions.





The neighbourhood is in-zone for both the hugely popular Epsom Girls' and Auckland Boys' Grammar Schools. Remuera's young ladies often attend Diocesan School for Girls or St Cuthbert's (both private) in nearby Epsom. The Catholic girls school, Baradene College, and the charitable trust school of Dilworth are also in Remuera. For a full list, see page 270.

Shops ★★★★★

Remuera's popular shopping strip is dominated by banks, antique shops, real estate agents, boutique clothes stores and cafés. A great place for the locals to catch up, it is regularly humming despite being so close to the thriving shopping mecca of Newmarket. Banque Gastro Bar, in the town centre, is a very welcome recent addition to Remuera's previously sparse restaurant scene. Further east on Remuera Rd is Remuera Village, where there are wall-to-wall wine bars and casual eateries. This part of Remuera, and The Benson Rd Deli down the hill, is a popular weekend haunt.

Leisure ★★★★★

Remuera is home to numerous parks and reserves. Proudly poised overlooking its

residents is Mt Hobson, where walking tracks offer a challenging workout. There are numerous sports clubs in or near Remuera, including cycling, lawn and court tennis, bowling, squash, badminton, netball and football. Remuera Golf Club is actually located in neighbouring Meadowbank. Ellerslie Racecourse is nearby. Remuera has an excellent library, at least three medical centres and two hospitals nearby. Three popular retirement homes are St Vincent's, Remuera Gardens and the Remuera Life Care Retirement Village.

Real Estate

Trends

Remuera Rd has traditionally been a dividing line, with homes on the "northern slopes" being worth much more than those on the other side. On the southern side, Armadale Rd, from the motorway back, has more bungalows. Relatively speaking, it has been the cheaper end of Remuera. Tired bungalows are of little value in Remuera, but the land on which they sit is at a premium.

There's a shortage of high-quality homes less than 10 years old and, because lifestyles are changing fast, stock hasn't kept pace. When you are talking \$3million+, people want flat land and privacy and it's hard to get both here. Remuerans don't want high-maintenance homes. Many will still mow their own lawns, but they don't generally want to do repair projects or spend a lot of time maintaining tricky grounds.

Sky-high land values mean smaller sites, which in turn means being nearer to your neighbours. The lowest-priced four-bedroom house north of Remuera Rd might be close to \$2million. Some entry level!

Many new homes with luxury fittings and designed for modern family living, now compete with the area's gracious old homes. The latter generally hold their value better as they never become outdated. Luxury apartments have certainly found their place in

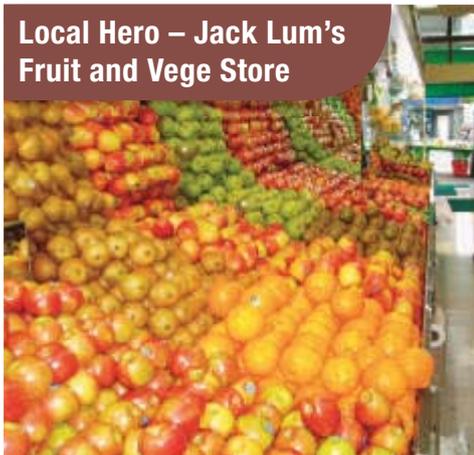
Remuera, including the beautifully appointed Victoria Gardens and Kensington Gardens in Victoria Avenue.

Whichever way you look at it, this suburb is likely to continue to be a residential destination of choice (and aspiration) for many years to come.

Best Streets

All the streets north of Remuera Rd are desirable. Of special note are Victoria Ave, Arney Cres, Arney Rd, Eastbourne Rd, Waiata Ave, Tirohanga Ave, the upper part of Portland Rd, Seaview Rd and Westbourne Rd.

Local Hero – Jack Lum’s Fruit and Vege Store



Billed by the locals as the top fresh fruit and vege store in Auckland, Jack Lum & Co in Clonbern St is the place to get your daily greens. Whether it’s out-of-season baby cauli, globe artichokes, pak choi or shiitake mushrooms, this is where many eastern suburb hostesses dash for their essential dinner party ingredients. The store is frequented by a number of top restaurant chefs and other foodie notables such as Jo Seagar. Jack Lum established the business 35 years ago and is credited with introducing Auckland to the concept of buying mixed lettuce around over 10 years ago.

At a Glance...

House Prices

New apartment

Bedrooms Price \$1,500,000+

New townhouse

Price \$1,400,000+

Do-up on a half site

Bedrooms Price \$975,000+

Bedrooms Price \$1,300,000+

Bungalow on northern slopes

Bedrooms Price \$4,500,000 - \$12,000,000+

New home

Bedrooms Price \$4,000,000+

Average Rents

Apartment

Bedrooms Price \$510/wk

House

Bedrooms Price \$720+/wk

Bedrooms Price \$950 - \$2,000+/wk

The eastern suburbs rental market can only be described as chaotic, with many people chasing an address in the Grammar zone.

Travel Times

CBD by car	peak 25 - 45 min off-peak 10 - 15 min
Britomart CBD by train	10 min
Southern motorway	1 - 5 min
North-western motorway	10 min
Airport	30 min
Newmarket	5 min

There are regular bus services, plus the area is on the Papakura train line.