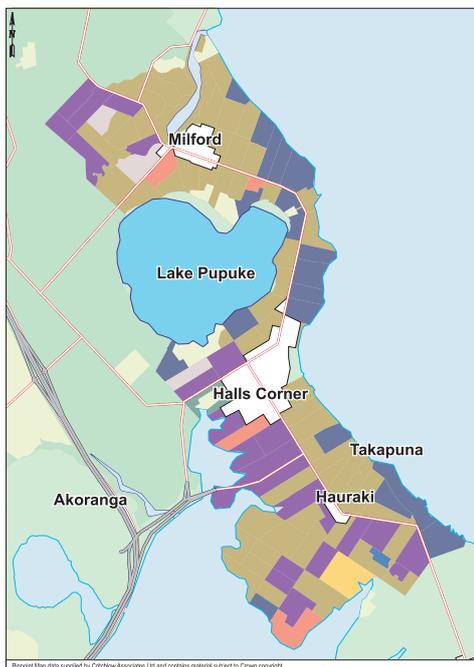


including Milford and Hauraki



If Parnell is Auckland's Beverly Hills, Takapuna is its Malibu. An address in Takapuna or Milford signifies prestige and affluence. Life here centres around the two gorgeous beaches – Takapuna and Milford – whether it's the stunning views from the high-rise apartments that are comparatively new to the area, or being able to step right onto the sand from one of the elegant homes that line the beachfront. Location is everything in these suburbs and parochialism abounds. Tell Milford dwellers that Takapuna has the edge and you'll get the pointy finger. The closer to the beach, or the more expansive the sea view, the greater the kudos. For those who want the lifestyle without the big beach house, apartments offer resort-style living, with cafés, restaurants and entertainment all within walking distance.



Population Profile

Population	13,638
% Aged Under 15 Years	14.91
% Aged Over 65 Years	17.66
% European	71.21
% Maori	3.83
% Pacific Peoples	1.41
% Asian	12.95

Who Lives There?

The smart, the stylish and the suitably suntanned all live here. Takapuna and Milford are the suburbs that everyone else on this side of the bridge aspires to move to. A stroll along Takapuna beach tells you lots about the locals, whether it's the gold that adorns the beachgoers or the fabulous homes that abut the beach.

In Milford there are affluent families with boating in their blood, and many older people who like the flat walk to the mall and the beach.

For colour key, see page 230

Anywhere along the seaward side of Lake Rd, this country's high rollers have put down a small portion of their net worth for water's edge properties. The city side of the landscape is where the upwardly mobile are settled – for the meantime – until they can shuffle their way street by street towards the water.

Typical Homes

For all its affluence, Takapuna has many basic weatherboard houses as well as larger family homes, sumptuous mansions and high-rise apartments. Many original cottages have been renovated beyond recognition or demolished. Along Clifton Rd, the trend is to build new rather than renovate. Takapuna's popular modern high-rise apartments include The Sentinel, Promenade Terraces, the Takapuna Sands, the Rocks and the Mon Desir.

At the other end of the market, brick and tile units built during the 1960s and 1970s are still in demand for buyers seeking a foothold in Takapuna, and for investors. Inland Hauraki Corner is a popular first entry into the area, and its appeal is evident in the new homes and extensive renovations along the quiet leafy streets off the main road.

Amenities

Schools ★★★★★

Takapuna is a high decile area well served with quality schools, at all levels, with at least six primaries, an intermediate and three secondary schools.

The well-appointed Sunnynook School is one of the largest primaries, with a roll close to 500. According to a recent ERO report, Sunnynook teachers provide children with "high quality learning programmes." The other primary schools also receive positive ERO reports.

As the only co-ed secondary school in the immediate area, Takapuna Grammar School is a popular choice. Westlake Boys and Westlake Girls zones include some parts of Takapuna. Catholic schools Carmel College for girls and Rosmini College for boys are also in the neighbourhood. For a full list, see page 270.

Shops ★★★★★

The revitalised resort-style shopping strip along Hurstmere Rd provides boutique retail therapy and quality cafés and eateries for locals and tourists. On Sunday mornings there's a market in the Lake Rd carpark offering a colourful mix of entertainment, fruit and veges, seafood, artisan foods, bric-a-brac, etc.

Westfield Takapuna has more than 70 fashion and lifestyle stores with a boutique flavour. The sky-scraping Sentinel building is now finished along with an array of upmarket shops, in stark contrast to the \$2 shop just around the corner in Lake Rd. There's also the newly upgraded mall at Milford. To the south, there's a shopping block at Hauraki Corner.

Leisure ★★★★★

The long, sandy beaches of Takapuna and Milford offer swimming, boating and plenty



of strolling. The Takapuna Boating Club on The Strand hosts international regattas and the Milford Cruising Club and marina are much-loved fixtures.

There's a popular coastal walk between Takapuna and Milford with plenty to see, including stunning harbour views and multimillion dollar seaside mansions.

While the beaches are popular with the jet ski set, Lake Pupuke is a favourite for sailing, windsurfing and rowing. For swimmers preferring the indoors, there's the Takapuna Aquatic Centre on the lake's edge. Other local sports facilities include the 18-hole public Takapuna Golf Course and driving range and a 10-pin bowling centre.

Indoor amenities include the Pumphouse Theatre and gallery by Lake Pupuke, the Bruce Mason Centre and the Berkeley Cinema.

The flourishing dine-out scene includes restaurants, gourmet takeaways and cafés along Hurstmere Rd and down the side streets. Milford has fewer eateries – but Takapuna is only a stone's throw away. Night-clubbers have the Poenamo Hotel on Northcote Rd.

Real Estate

Trends

The Sentinel is a 30-storey giant apartment development which reaches for the stars from downtown Takapuna. At a little over \$10million, the two-storey penthouse is probably

New Zealand's most expensive apartment. The Sentinel's least expensive residences can be had for as little as \$600,000 for two-bedrooms, two carparks and an urban outlook. With demand for easy low-maintenance living and a severe shortage of land, apartments are definitely the future of Takapuna. The Maison low-rise block contains one-, two- and three-bedroom apartments starting at \$445,000; the two-storey penthouse sold for \$1.1million. Shoal Haven Apartment's one bedroom, investor-type units from \$300,000.

Apartments aside, there's keen demand for grand family-sized houses. Takapuna houses are slightly more expensive than those in Milford and homes by the sea are worth more than homes by Lake Pupuke. A lakeside apartment costs \$700,000; a home from \$1million to \$5million. Beachside apartments start at \$2million; beachside homes from \$4million. As for the general area, the upward trend looks sure to continue. The wealth here, and the seemingly infinite demand for a finite number of homes by the sea, protects it from market fluctuations.

Best Streets

Any street east of Lake Rd towards Takapuna Beach, especially Minnehaha Ave, Brett Ave and O'Neills Ave. In Milford, the streets between Kitchener Rd and the beach – Tiri Rd, Cecil Rd. At Hauraki, it's Clifton Rd, overlooking the beach.



Why I Live There



Entertainer Tina Cross

For a girl who grew up in South Auckland, the suburb of Milford was, Tina says, "somewhere else on the planet". She knew nothing about the North Shore as a place to live until she spotted the Milford house on the market that has now been her family's home for 15 years. Tina and her husband Wayne fell in love with the 1970s-style house and its picturesque cul-de-sac location running down to Milford beach. It's the only home their children Sean and Leah have ever known, and they've made wonderful friendships among the swag of kids who were always playing in the street. Says Tina: "It's the beach, the location, the kids and the fact that we're all like-minded people, which makes Milford really special to me."

At a Glance...

Travel Times

CBD	peak 45 min off peak 15 min
Airport	off peak 40 - 45 min
Harbour bridge	off peak 5 - 10 min

Regular bus services into the city help peak-time traffic flows a little. By car it can be a slow trip. Urban Express runs a bus service from Bayswater through Hauraki and from Milford into the CBD.

At a Glance... continued

House Prices

Unit

Bedrooms 
Price \$550,000+

Basic inland townhouse

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

Seaward townhouse

Bedrooms 
Price \$1,400,000 - \$2,000,000+

Basic inland house

Bedrooms 
Price \$850,000 - \$1,200,000

Modern inland house

Bedrooms 
Price \$1,300,000 - \$2,600,000

Near the sea

Price \$3,000,000+

Average Rents

Apartment

Bedrooms 
Price \$520/wk

Flat

Bedrooms 
Price \$480/wk

House

Bedrooms 
Price \$660/wk
Bedrooms 
Price \$750+/wk

At the top end, exclusive X-factor homes will command \$2000 to \$3500 a week for corporate types relocating from overseas.