



Takapuna rising

Takapuna's shift into higher-intensity urban growth is reshaping its commercial appeal, drawing increased investor and developer attention.

Takapuna is entering a defining period of urban change, with new residential and mixed-use precincts set to reshape the commercial identity of the North Shore's flagship centre.

The suburb's unique geography, with popular Takapuna Beach and Lake Pupuke just minutes apart, underscores its enduring appeal. The walkable neighbourhoods, strong amenity base and highly regarded school zones continue to draw families across the bridge, reinforcing Takapuna's position as one of Auckland's most sought-after lifestyle locations.

As development momentum builds, higher-density living is expected to deliver the critical mass Takapuna

has long needed to lift its commercial performance and reinforce its position, says Bayleys general manager of North Shore Commercial, Simon Farland.

"Residential intensification is the most significant driver of Takapuna's future success, and, with a wave of apartment projects and mixed-use schemes now planned or progressing, Takapuna is preparing for a larger, more diverse permanent population.

"More people living in quality apartments and mixed-use environments will benefit local businesses and landlords, creating a stronger customer base and a more vibrant town centre."

Upcoming housing ranges from premium owner-occupier developments to build-to-rent formats, broadening the demographic base and supporting retailers, hospitality operators and service businesses seven days a week. This increased density is also expected to attract further commercial investment and amenity upgrades, helping Takapuna evolve from a destination suburb into a genuine live-work-play precinct.

"Despite its strong fundamentals, Takapuna still has gaps to fill," Farland says. "The accommodation sector remains under-developed, and several older, larger-floorplate office buildings present opportunities for repositioning or conversion.

"What Takapuna really lacks is more premium office space to meet the growing flight-to-quality among tenants seeking modern, flexible environments."

Farland says transactional activity remains solid, with well-located assets continuing to draw investors and owner-occupiers. Leasing enquiry has strengthened as businesses recognise Takapuna's accessibility, lifestyle advantages and affluent catchment. Repositioning efforts are also accelerating, with upgrades such as the Takapuna Surf Club and various office and hospitality refurbishments reflecting a broader shift toward amenity-rich environments that reinforce the suburb's coastal identity.

With strong infrastructure, upgraded streetscapes and one of Auckland's best beaches, Farland says the final unlock is simply delivering the planned residential projects at pace.

Bayleys North Shore director commercial investment and development sales, Michael Nees, concurs, saying new residential and mixed-use precincts will materially reshape Takapuna's commercial environment by increasing daily activity and modernising an ageing built form.

"High-quality apartment projects will help refresh a town centre where much of the stock is more than 50 years old.

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SIMON FARLAND
GENERAL MANAGER, BAYLEYS
NORTH SHORE COMMERCIAL

"As demand for better-designed workspace rises, there's clear scope to refurbish and reposition existing office stock, but Takapuna still lacks true A-grade office supply which corporates now expect for stakeholder confidence and talent attraction/retention."

Nees says market confidence remains strong, underpinned by recent investment and owner-occupier transactions between \$5 million and \$15 million, including sales at 46 Hurstmere Road, 2-8 Northcroft Street and 327 Lake Road.

He highlights a wave of repositioning activity that is lifting the quality and amenity of the town centre from Peakstone's upgrade of 1-7 The Strand to the transformation of Bayleys Corner on Northcroft Street. He also points to the redevelopment of 105 Hurstmere Road, sold by Bayleys to developer Knight Crawford, and reimagined as a high-end food and beverage destination anchored by the popular Takapuna Surf Club hospitality business.

REGENERATION FOCUS

Auckland Council's long-term vision is to make the most of Takapuna's coastal and lakefront setting to create a safer, more accessible and vibrant town centre.

Auckland Urban Development Office priority location director, Kate Cumberpatch, says works completed

to date reinforce Takapuna's identity as a walkable, community-focused destination that supports sustained economic growth.

"Our regeneration programme was designed to revitalise the town centre, improve public spaces, strengthen connections to Takapuna Beach and enable more people to live centrally."

Three major projects have already delivered visible change namely Waiwharariki Anzac Square, the Toka Puia car park and the upgrade of Hurstmere Road. Cumberpatch says these investments have reshaped how people use the town centre.

"Waiwharariki Anzac Square has become a new civic heart, hosting community events and creating a welcoming public space. Toka Puia ensures ongoing access to parking, while the Hurstmere Road upgrade has expanded pedestrian areas, improved outdoor dining opportunities and replaced ageing infrastructure."

She says the wider programme is designed to attract more residents, visitors and businesses, increasing economic activity and strengthening Takapuna's role as a retail, dining and lifestyle destination.

"Creating a more walkable environment is key as international research shows it increases foot traffic and supports local business success. Our aim is to ensure Takapuna continues to thrive as a place where people want to live, work and spend time."

Further projects with significant scale include the redevelopment of the former Gasometer site into build-to-rent apartments, and Takapuna Central, a mixed-use regeneration partnership steered by Willis Bond earmarked to deliver new homes, offices, hospitality and retail around Waiwharariki Anzac Square on former Council land.





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KATE CUMBERPATCH
PRIORITY LOCATION DIRECTOR,
AUCKLAND URBAN
DEVELOPMENT OFFICE

Meanwhile, private development adds further value. The Strand is a proposed 219-unit residential project led by HND TS Limited, with four mid-rise buildings on a prime beachfront site overlooking Takapuna Beach. The development, which incorporates strong sustainability features, secured non-notified consent earlier this year. The project signals Takapuna's shift toward large-scale, high-amenity coastal living and reflects confidence in the suburb's long-term residential demand.

SHAPING THE URBAN FORM

As a Metropolitan Centre under the Auckland Unitary Plan, Takapuna is targeted for significant housing intensification over the next 30 years.

Auckland Council's general manager of planning and resource consents, John Duguid, says Plan Change 120 represents a significant update to Auckland's planning rules as the city responds to government requirements for greater housing intensification around key centres and transport nodes.

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Plan Change 120 proposes
to increase opportunities
for apartments and
townhouses, allowing more
people to live close to the
things they need.

JOHN DUGUID
GENERAL MANAGER PLANNING
AND RESOURCE CONSENTS,
AUCKLAND COUNCIL

For strategically important sites in Takapuna, the panel focuses on how proposals respond to their surroundings, contribute to the public realm, support walkability and create a vibrant metropolitan centre. Quin says this guidance is essential as Takapuna undergoes substantial regeneration.

“We look closely at how developments will perform over time, encouraging durable, high-quality buildings and places that strengthen Takapuna's identity as a metropolitan centre.”

CONNECTING THE DOTS

Takapuna's next phase of growth is increasingly tied to connectivity. Strong links to the wider North Shore and Auckland's city centre are becoming pivotal to how the metropolitan centre attracts residents, workers and visitors. As regeneration accelerates, transport performance and access will shape Takapuna's competitiveness, with enhanced connectivity set to play a defining role in its evolution into a progressive, high-amenity urban hub.

Auckland Transport head of public transport services planning and development, Pete Moth, says Takapuna is already exceptionally well served by public transport, with the Northern Busway and Akoranga Station providing fast, reliable access to the city centre.

“Takapuna has frequent services throughout the day, including a 10-minute peak frequency in both directions, and people from many parts of the North Shore can reach the centre on a single bus with no transfers,” Moth says.

“Route 82 provides direct CBD connectivity, while multiple services link Takapuna to Akoranga Station and the wider busway network.”

Looking ahead, Moth says long-term planning is focused on expanding rapid transit options as part of the Auckland Rapid Transit Pathway, including a future Waitematā Harbour crossing that could serve a new North Shore corridor.

“Extending rapid transit directly to Takapuna is a core goal in Auckland's

future public transport focus,” he says, noting that staging and funding remain part of longer-term horizons.

CONTEMPORARY SPACE

Late last year, Bayleys North Shore Commercial brokered the off-market sale of the prime corner site at 2-8 Northcroft Street and recently unveiled its new Takapuna office within the revitalised retail and commercial building, now known as Bayleys Corner. The project demonstrates how an existing asset can be repositioned to meet modern market expectations, setting a strong benchmark for Takapuna's office stock.

Platform Consulting Group managing director, Jeff Cowan, says the building's former exterior was tired and uninviting, prompting a complete rethink of its street presence. He says the transformation has modernised the façade and optimised the large atrium, with new Bayleys branding creating a bold, contemporary statement on one of Takapuna's key corner sites.

“Inside, the design approach draws on Takapuna's local character while aligning with Bayleys' broader branch design guidelines. Bayleys Takapuna has an interior that feels both connected to the community and consistent with the Bayleys brand.”

Bayleys Takapuna's coastal setting has shaped a workplace that feels welcoming, light-filled and connected to its surroundings rather than a traditional corporate real estate office. Warm timber finishes, natural textures and strong daylight create a relaxed yet premium environment, while hospitality-inspired spaces and a public café strengthen engagement with the local community. The dramatic double-height atrium and feature staircase deliver a memorable arrival experience, giving the workplace a distinctive identity.

“The space is planned around how Bayleys operates, with public-facing functions concentrated on the ground floor and the commercial and residential teams positioned on Level 1,” explains Cowan.

“Reception, meeting rooms, the café and auction facilities form the open, public heart of the building, balancing client engagement with day-to-day workflow.

“A flexible operable wall allows the auction space and café to run independently or combine for larger events, keeping the workplace adaptable while maintaining a clear separation between public areas and private team spaces.”

Platform Group was also engaged to rework the interiors at 1 The Strand, at the high-profile junction of The Strand, Hurstmere Road and Lake Road. The prominent building

is owned by Peakstone, a private Singapore-headquartered investor and developer with a significant commercial portfolio. Peakstone has progressively upgraded the building in recent years, including a refreshed main lobby, improved end of trip facilities and a full overhaul of tenancy services, successfully attracting high quality occupiers.

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JEFF COWAN
MANAGING DIRECTOR, PLATFORM
CONSULTING GROUP

The latest interior works continue that trajectory, says Cowan.

“Our aim was to deliver two distinct workplaces with their own identity, but underpinned by the same level of quality.

“Both tenancies follow consistent design principles with light-filled open workspaces, generous collaboration areas and carefully selected furniture and finishes resulting in sophisticated, move-in ready offices that reflect modern occupier expectations in Takapuna.”

Cowan says through targeted design upgrades and integrated delivery, 1 The Strand now offers a level of finish and functionality rarely seen in suburban office accommodation, giving businesses a genuinely premium North Shore option that supports collaboration, wellbeing and flexibility in a prime coastal location.



Bayleys' new Takapuna office at Bayleys Corner, 2-8 Northcroft Street sets a strong benchmark for Takapuna's office stock, while hospitality-inspired spaces and a public café strengthen engagement with the local community. Photo credits top left, top right, and bottom left: Mark Scowan
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