

**R E M U E R A**

*live·life·local*

**Remuera Business Association  
Strategic Plan 2025-2030**

## **BACKGROUND**

The Remuera Business Association was incorporated in 1953, and became part of Auckland Council’s Mainstreet Programme in the 1990’s. It is now one of 48 Business Improvement Districts across Auckland, a partnership with Auckland Council, CCO’s and Local Boards to generate local economic development. The Remuera Business Association works on behalf of landlords and businesses in a defined area to make Remuera a desirable place to work, shop, live and invest. A targeted rate is levied on building owners to fund all RBA activities. Additional grants have been provided over the years by the Orakei Local Board for specific events and projects.

## **STAKEHOLDERS**

|   |                    |
|---|--------------------|
| Remuera Landlords                         | Auckland Council   |
| Remuera Businesses                        | Orakei Local Board |
| Local Residents                           | Auckland Transport |
| Local Schools, Churches, Community Groups |                    |

An online survey amongst RBA members in September 2025 made their concerns clear that lack of carparks is a real issue.

## **VISION**

Remuera offers a vibrant mix of shops, hospitality, and services that appeal to residents of all ages. With its safe and welcoming village atmosphere, Remuera has become a preferred destination for locals to meet, dine, and shop regularly.



## **CHALLENGES**

### **Security**

With the rise in crime across Auckland, security has become a significant concern. The RBA has taken proactive steps, investing over \$250,000 in a state-of-the-art security system—setting Remuera apart from other business associations.

This investment includes five LPR cameras (licence plate recognition) providing more than 60 live views across the Remuera Village, enabling quick identification of offenders. In addition, we have strategically placed large pot plants in front of vulnerable stores such as jewellery and liquor outlets, creating an added layer of deterrence against potential criminal activity.

### **Parking**

In August 2025, AT introduced a 120-minute free parking limit at the Clonbern carpark, now monitored by two LPR cameras at the entry and exit points. Within the first month, a noticeable improvement was seen, with significantly more carparks available. While it remains a work in progress, the initial results are encouraging.

This change was necessary due to ongoing pressures on parking. The closure of the top level of Clonbern Car Park five years ago, combined with high demand from businesses (98% occupancy of shop frontages) and shoppers, has left Remuera parking frequently at capacity. The situation is further compounded by large employers such as Ray White Remuera, which has over 60 staff but no allocated staff parking, placing additional strain on both the carpark and surrounding street parks.

Other contributing factors include the removal of on-street parking by AT, as well as the extension and relocation of bus stops—often without prior notice—reducing the number of available spaces.

The development of “1050 Precinct” (formerly Remuera Mews) into a vibrant dining and shopping destination highlighted another challenge: a one-hour limit at Clonbern was insufficient for visitors to enjoy the Remuera experience. Extending this to two hours is expected to bring positive change, particularly by discouraging long-term parking by employees and better supporting shoppers and diners.

## OPPORTUNITIES

### LiveLifeLocal

Remuera locals take pride in their town centre and are increasingly choosing it as their preferred destination for dining and shopping. The RBA has been actively working alongside landlords to attract quality businesses, helping to reinvigorate Remuera and enhance the village experience.

### Completed

**1050 Precinct** - The upgrade of the Remuera Mews to 1050 has made this an attractive area for young and old to enjoy niche retail and hospitality.

**Bayley's Real Estate -303 Remuera Road** - Completed in 2024, this development brought over 50 additional staff to the area. The building also features a café, providing locals with another convenient option for coffee and refreshments.

**The Remuera Medical Hub - 333 Remuera Road (the old Tudor Mall)** – Opened at the end of 2024, this medical centre has brought new businesses and residential apartments to the heart of Remuera, with access from Norana Avenue.

**Victoria Lane Apartments** – Victoria Lane consists of a collection of upmarket residences designed to become a contemporary classic. The architectural concept is to form a distinct and vibrant edge, that acknowledges the Remuera Road strip and a softer, cascading face towards the residential properties to the North.

### Future Development in 2026/2027/2028

**Cnr Remuera /Clonbern Road – Barfoot & Thompson** – The south/east side of Remuera is getting a much needed upgrade with the Barfoot starting on their brand new offices.

**336 Remuera Road** – 5 levels of Retail and Apartment starting in January 2026.

**Airlie Court – 320 Remuera Road** – due for demolition March 2026.

## PHYSICAL ENVIROMENT IMPROVEMENTS

Enhancing the look and feel of Remuera is key to attracting locals, visitors, and shoppers. New facias have been installed throughout the shopping district, and the olive tree planters are beginning to mature, contributing to a more inviting town centre. Additionally, building owners investing in the presentation of their properties will help attract high-quality tenants, further enhancing Remuera's appeal.

## **STRATEGIC GOALS**

- Ensure the safety and security of locals and visitors.
- Improve parking options for shoppers and visitors.
- Maintain a strong, cohesive, and well-supported Business Association.
- Brand and promote Remuera as a desirable shopping and dining precinct.
- Keep Remuera clean, attractive, and well-presented.

## **ACTIONS TO ACHIEVE STRATEGIC GOALS**

### **Security**

- Maintain and upgrade the security system, including the potential installation of facial recognition technology, to alert businesses to potential criminal activity.
- Monitor the area through security cameras during shopping hours to ensure a safe environment for shoppers and businesses.

### **Improve car parking options for shoppers and visitors**

- Work with Orakei Local Board to lobby Auckland Transport to retain car parks on northern side of Remuera Road.
- Work with Auckland Transport and Foodstuffs to ensure development plans for Clonbern Car Park have more than 255 car parks so local businesses can lease parks for their staff.

### **Maintain a strong, cohesive and well-supported Business Association**

- Continue regular e-newsletters to RBA members
- Survey RBA members annually or biennially to gauge satisfaction with RBA
- Respond to and resolve RBA members concerns and issues in a timely manner

### **Brand and promote Remuera as a desirable shopping precinct**

- Continue developing a generic advertising campaign for Remuera that engages local residents, retailers, and prospective tenants, across both print and online platforms.
- Maintain the “Owner Story” advertising strategy to foster personal connections between business owners and the local community.
- Keep the **Remuera.org.nz** website updated with relevant news and information.

- Encourage businesses to maximise their online presence through platforms such as Facebook, Instagram, and TikTok.
- Maintain the pole banner program, displaying generic Remuera flags outside of promotional periods.
- Continue hosting community engagement events, including Christmas, Easter, and Halloween promotions.

### **Key Performance Indicators**

- Conduct parking surveys to monitor capacity and turnover in Remuera.
- Carry out satisfaction surveys among RBA members.
- Conduct satisfaction surveys with customers and attendees of Remuera events.
- Satisfaction surveys amongst customers and people attending Remuera events

**NOTE:** The RBA cannot control which tenants landlords choose or the rental rates of their properties. Similarly, the RBA has no authority over Auckland Transport's decisions regarding parking in Remuera. Both factors are critical to the ongoing success of the town centre, as is continued support from the Ōrākei Local Board.