



# Richmond, Mt. Wellington

Mt. Wellington, Auckland

## Services

Urban design  
Landscape design  
Architecture

## Sector

Private residential

## Brief

Work with property developers Wilshire to create an integrated urban design, architecture, and landscape design strategy for its Richmond development.

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## Buy before it's built in Mt Wellington

Located in close proximity to schools, recreation, entertainment, and transport links, Wilshire's Richmond development is bringing contemporary terraced home living to the heart of Auckland's Mt Wellington.

With the first three stages completed (Richmond 1, Richmond 6, and Richmond Secret Garden), Wilshire has added 230 homes to the community in typologies ranging from two- to five-bedroom terraces to one- and two-bedroom apartments.

For Stage 4 (known as Richmond Fellow), Wilshire drew together an ambitious marketing strategy that involved selling nearly all of the homes off plan at the same time Context was undertaking concept design in January 2021. A bold move in terms of the way things are traditionally done, but one that paid off in spades: nearly 90 percent of the units were purchased, meaning Richmond's Stage 4 homes were nearly entirely sold out before construction.

