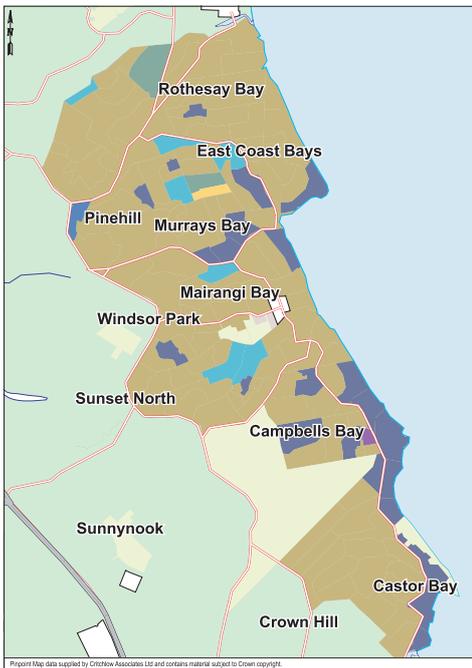


including Castor Bay, Campbells Bay, Mairangi Bay, Murrays Bay and Rothesay Bay



Once the poor cousin of its glamour-puss southern neighbours – especially Milford and Takapuna – this area has come into its own in recent years. Quite right, too, since it offers so much for families, with its excellent schools, safe, sandy beaches, and shops to suit every taste. The area’s laid-back residents claim it’s more demure than Takapuna and Milford. It’s certainly more affordable. There’s not a lot of space left for new building, but there’s plenty of evidence of old houses being given extreme makeovers or simply being replaced. One downside (of all suburbs on the shore) is the travel. Higher petrol prices and home offices don’t seem to be reducing the amount of traffic on the busy harbour bridge. But the memory of the traffic soon fades when you drop into one the pretty bays or stroll along the coastal walkway on a warm summer’s evening.



For colour key, see page 230

Population Profile

Population	20,070
% Aged Under 15 Years	19.61
% Aged Over 65 Years	11.06
% European	74.68
% Maori	3.06
% Pacific Peoples	0.87
% Asian	13.08

Who Lives There?

Those who move here fall in love with the place and are reluctant to leave. The community spirit is part of the area’s appeal, helped by geography that naturally creates little communities within the wider area that hugs the coastline north of the more sprawling suburbs of Milford and Takapuna. They’re also very outdoors orientated here with the focus on the beach, the surf club, walking and picnics.

A large number of South Africans and Asians have settled here in recent years (Murrays Bay has a Korean Methodist Church), as much for the school zoning as for the quiet, restful appeal of the area.

Typical Homes

As many as two-thirds of East Coast Bays homes enjoy impressive outlooks. Throughout the bays, homes have been built to make the most of the picture-postcard eastern aspect and elevated topography with ridges and gullies leading down to the waterline. The houses are a more eclectic mix than the older areas of the North Shore, with architecturally designed homes, redevelopments, updates and well-maintained older homes. In Mairangi Bay, apartments add to the buzz of the village.

Amenities

Schools ★★★★★

Schooling in this predominantly decile 10 neighbourhood is very good, with ample primaries and New Zealand's largest secondary school. One of the primary schools, Campbells Bay, has stunning sea views.

At secondary level, the highly desired co-ed school, Rangitoto College, has a tight zone so always check with the school to confirm you are buying within the catchment area if that's your motivation. As the country's largest school, it has a roll close to 3000. For a full list, see page 270.

Shops ★★★

Village shopping in Mairangi Bay has a Parnell-on-the-Shore appeal with several fashion

boutiques, jewellery and homewares boutiques among the cafés – and it's all only a block away from the beach. There's a supermarket in Hastings Rd, a grocery store and stationery shop in the block around the corner.

Leisure ★★★★★

The sacred Rahopara Reserve has a unique handcrafted Maori-style viewing platform that takes in the wider Hauraki Gulf. It's a short walk from the southern end of Kennedy Park in Castor Bay. Recreational walking is a treat, through Centennial Park and along little foreshore spots that dot the coastline.

For golfers, there's the Pupuke Golf Club on East Coast Rd. World-class facilities are on offer at the Millennium Institute of Sport and Health. For the more culturally minded, the Mairangi Arts Centre offers a range of classes.

The Lower East Coast Bays have a wide array of eateries, from casual to silver service. Mairangi Bay has an especially good selection and is home to the British Isles Inn, a family restaurant reputed to be Auckland's most authentic British pub.

Real Estate

Trends

The market is steady here, with the lower East Coast Bays continuing to attract and keep families looking for high-quality homes



Where to Live in Auckland

near beaches and excellent amenities. Highly reputable Rangitoto College continues to draw families into the area.

There are huge price variations in the three-bedroom house category, and it's all to do with the sea. An inland house might cost \$600,000-\$700,000 while an identical one on an elevated site closer to the beach will be closer to \$900,000-\$950,000. East Coast Bays Rd is the demarcation line where you can tack at least \$100,000 on to the price of a property on the seaward side. A view of the sea assures an \$800,000 to \$1million price tag, with the most sought-after executive homes attracting anything from \$900,000 to \$4million.

Best Streets

Anything on the seaward side of Beach Rd. The Esplanade in Campbells Bay, Brighton Rd, Sidmouth St and Whitby Rd in Mairangi Bay, Churchill Rd and Portal Pl in Murrays Bay.

Local Hero: East Coast Bays Coastal Walkway



When they've seen enough of their "local" – the beach, not the pub – energetic East Coast Bays people love to tackle the length of the coastline in what must be one of Auckland's most glorious coastal walks. The walkway begins at Long Bay and has views of Rangitoto Island and the Hauraki Gulf. It's a great activity for a weekend, especially knowing there's good coffee to be supped at the far end in Takapuna.

At a Glance...

House Prices

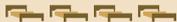
Unit

Bedrooms 
Price \$580,000 - \$675,000

House

Bedrooms 
Price \$900,000+ (inland) - \$1,400,000+ (seaward)

House with a peep of the sea

Bedrooms 
Price \$1,500,000 - \$3,000,000

Large cliff top house

Price \$3,750,000 - \$10,000,000

Average Rents

Apartment

Bedrooms 
Price \$500+/wk

House

Bedrooms 
Price \$650+/wk
Bedrooms 
Price \$750+/wk

Travel Times

From Mairangi Bay:

CBD peak 45 - 60 min
off peak 20 - 25 min

Northern Motorway 5 - 10 min

Airport 45 - 60 min

Albany Mage Centre 10 min

Buses regularly run along East Coast Rd on the ridge and Beach Rd down below.