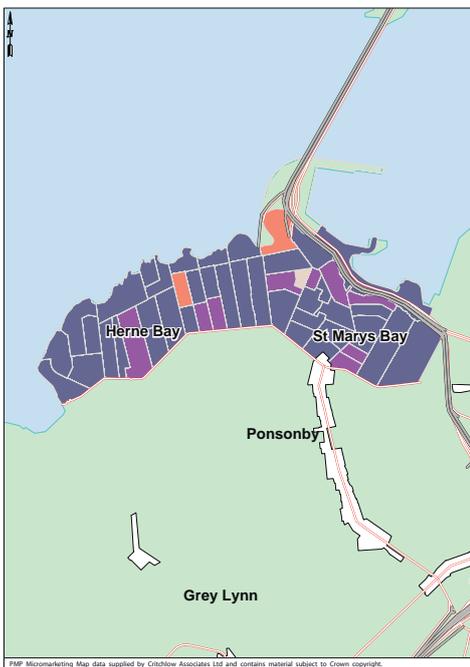


including St Marys Bay



Herne Bay and St Marys Bay are home to some of Auckland's most picturesque streets, with dramatic harbour views, mature trees and lovingly-renovated ornate villas. The commerce of the CBD is just minutes away and the nightlife of Ponsonby is closer still, despite that, these suburbs exude an air of established tranquility and comfort that is missing from the city centre and its café capital. Herne Bay begins where Ponsonby leaves off, prime real estate from the Harbour Bridge west to Cox's Bay. This is now Auckland's most expensive suburb with the average house price exceeding \$2.1million. St Marys Bay is a much smaller area, clinging to the steep northeast-facing hillside and providing residents with views to-die-for of the harbour bridge and the yachts of Westhaven Marina.



FMP Micromarketing Map data supplied by Citchlow Associates Ltd and contains material subject to Crown copyright.

For colour key, see page 230

Population Profile

Population	5,307
% Aged Under 15 Years	14.42
% Aged Over 65 Years	9.39
% European	77.39
% Maori	4.30
% Pacific Peoples	1.92
% Asian	4.92

Who Lives There?

Like their eastern cousins Remuera and Epsom, Herne Bay and St Marys Bay have beautiful tree-lined streets and generous character homes inhabited by the professional classes. The difference is the people who live there. Residents tend to be younger and more urbane than in Remuera. Nip/Tuck surgeons live side by side with interior designers, ad agency chiefs and entertainment lawyers. They prefer to play in more edgy Ponsonby and Grey Lynn, rather than established and bourgeois Parnell, favoured by their more staid counterparts in the eastern suburbs. But the security and comforts of home are only a moment away when things start to get rowdy.

When the Sultan of Brunei felt the need to buy 11 Auckland properties for \$35million in the 1990s, he chose to do so in Herne Bay. He never actually lived here, but he did visit, and he did stamp his somewhat florid decorating style on them, including carpets made with gold yarn.

Typical Homes

Compared with Ponsonby, Herne Bay has larger villas, more stately homes and bigger sections. The houses in these bays were originally the homes of wealthy merchants and tend to have three, four, or more bedrooms and larger sections than the smaller workingmen's cottages of Ponsonby and Freemans Bay.

Many homes here are in the Residential 1 and 2 Zones. These require a resource consent for demolition/exterior renovation under clauses in the Isthmus District Plan. This requirement is under review and may well be substantially altered. Contact the town planning department at Auckland Council for updates.

In recent years, some older homes here and in St Marys Bay have been removed to make way for swept-up new designs. New homes tend to be dramatic, contemporary architectural statements, their boxy steel concrete and glass forms contrasting boldly with neighbouring weatherboard, fretwork and pitched roofs.

Herne Bay is home to the landmark Shangri La apartment buildings which tower over the character villas and dominate the skyline – it's

hard to imagine permission being granted for them to be built these days.

Amenities

Schools ★★★★★

The schools are good in this neighbourhood, especially at primary and intermediate level. For years one to six, Bayfield School is zoned for Herne Bay, and Ponsonby Primary School for St Marys Bay. Both are highly regarded. According to a recent ERO Report, Bayfield School "continues to provide students with a high standard of education." A Montessori School (ages 16 months to 6 years) has opened in Shelly Beach Rd. Ponsonby Intermediate is highly regarded with a long waiting list. Secondary schooling here is at Western Springs College, St Marys College and Auckland Girls Grammar. Many city-side children bus from Herne Bay (and even Westmere and Pt Chevalier) across to co-ed Northcote College (decile 9) and also to Kristin School, Albany. For a full list, see page 270.

Shops ★★★★★

The Ponsonby and Jervois Rd shops have become one large affluent shopping haven for designer clothing, expensive homewares, exclusive deli food, good books and wine.

There is no supermarket in either of these neighbourhoods but the New World Victoria Park is just down the hill from St Marys Bay.



Herne Bay residents are close to Countdown Grey Lynn.

Leisure ★★★

Victoria Park, Pt Erin Park and Cox’s Bay Reserve are the biggest patches of green in this area, each with their own character. Pt Erin swimming complex, run by the YMCA, is only open during the summer months, but is well-patronised, as are the area’s little beaches. Local sports clubs include bowling, yachting, rugby, soccer, snooker, tennis, petanque and squash.

Jervois Rd is awash with cafés, bars and restaurants, including culinary heavyweights Andiamo and Vinnies.

Real Estate

Trends

A Herne Bay property (with a partial, uninhabitable structure) sold recently for \$8.1million, which was a record for a section. The half-hectare cliff-top property at Sentinel Point is surrounded by water on three sides.

There has been a flurry of new house-building in Herne Bay, but it is expected to ease off rather quickly due to the new protective heritage zoning imposed by the council. Entry level for a three bedroom house in Herne Bay and St Marys Bay is \$1million. Expect to spend \$2million to \$3million en route to the upper echelons.



Two recent sales include a Marine Parade waterfront property for \$9.25million and a water’s edge Wairangi St property for \$8.45million. Demand is always high for three- and four-bedroom family homes.

These suburbs are extremely attractive to the newly-moneyed who can’t stomach the idea of living in Remuera, with its somewhat stuffy reputation and intolerable 15 minute drive into the CBD – they want to be there in five. Space is tight here and the benefits numerous, so it’s likely this western-bay pair will continue to increase significantly in popularity and price.

Best Streets

In Herne Bay, Marine Pde, Sarsfield St and Argyle St. In St Marys Bay, Dunedin St, Hackett St, Waitemata St and London St.



Local Hero: Westhaven Marina



St Marys Bay residents don't just enjoy easy access to the CBD and Ponsonby's cafés. From their clifftop homes they are treated to one of the sights that captures the very essence of Auckland; the bobbing masts and gleaming white hulls of million dollar yachts on Westhaven Marina. That sea of masts has come to symbolise the City of Sails and its harbour loving residents.

Westhaven is situated directly opposite St Marys Bay at the foot of the harbour bridge and has over 1400 berths; it is one of the largest and most well-equipped marinas in the southern hemisphere. This is the place in Auckland to leave your launch, stable your schooner or corral your cruiser.

Berths change hands for megabucks and are eagerly snapped up by boatie buyers itching to grab a piece of Auckland real estate that – square metre for square metre – makes Herne Bay and Remuera house prices look bargain basement.

The reason a berth at Westhaven is so highly prized is because of its proximity to the CBD. Finished corporate raiding early on a sunny Friday afternoon? Why not don the Skipper's hat and head into the harbour for a couple of hours? And if the forecast's not up to much, the Squadron's only round the corner for a couple of quiet ones.

At a Glance...

House Prices

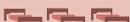
Basic small apartment

Bedrooms 
Price \$600,000+

Luxury large apartment

Bedrooms 
Price \$1,400,000+

Character house

Bedrooms 
Price \$2,000,000+

Modern house

Bedrooms 
Price \$1,900,000 - \$3,000,000

Executive house with views

Bedrooms 
Price \$2,800,000 - \$4,000,000+

Average Rents

Apartments

Bedrooms 
Price \$580+/wk

House

Bedrooms 
Price \$820+/wk

Bedrooms 
Price \$1,000+/wk

Travel Times

CBD by car peak 10 min
off peak 5 min
by bus peak 10 -15 min

North-western motorway 5 -10 min

Airport 35 min

Herne Bay has excellent public transport, with regular buses running along Jervois Rd. The Link bus can be caught on Ponsonby Rd.