

Media Release
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Rarified Development Opportunity Aligns with Infill Housing Agenda

A residential development opportunity, strategically positioned amongst North Shore amenities offers a distinct investment advantage, aligning with Auckland Council's emphasis on infill housing development, Bayleys salespeople say.

The rectangular 1.28ha (more or less) freehold site at 20 Noel Williams Place is in a prime position immediately adjacent to key arterial East Coast Road and minutes from Constellation Drive, providing streamlined connectivity to State Highway 1.

Bayleys salesperson Michael Nees says the property is offered to the market at a time of change for the housing and construction sector, as greenfield developments in peripheral suburbs become more challenging amidst land use restrictions and disagreement about who should foot the bill for trunk infrastructure.

"If the cost of new infrastructure is the issue – the subject property presents an attractively connected development proposition, and we expect it will attract a high degree of interest from purchasers who understand how rare it is to find an underdeveloped site of this size through the more established neighbourhoods of the North Shore."

"The property is well-entrenched in the existing residential catchment, on the doorstep to a range of childcare, schooling, commercial amenities, and services. There are parks, public transport, and it's just a short drive to the Mairangi Bay beachfront – providing the logical foundation for intensification."

Mr Nees is marketing the property with Bayleys colleagues Matt Mimmack and Wesley Gerber with the trio inviting Expressions of Interest by 4:00 pm on Tuesday, June 4th 2024 (unless sold prior).

Currently providing auxiliary sports facilities connected to the Windsor Park Community and Multisport Hub, the rectangular-shaped site is flat, with simple access via Noel Williams Place on its northern boundary.

Bayleys salesperson Matt Mimmack says development fundamentals for the site are superb, providing a blank canvas and efficiency to accommodate a range of potential schemes.

"The Residential – Mixed Housing Urban zone (subject to plan change) provides variety and development flexibility, permitting densification to three levels across housing typologies, including detached dwellings, terraced housing, and low-rise apartments."

"The ability to support increasing housing capacity and housing choice within such a desirable neighbourhood aligns with both local and central government initiatives to promote walkable communities and the affordable supply of new dwellings."

"Being adjacent to one of the country's largest and highest-regarded secondary schools – Rangitoto College – and along key bus routes including the Northern Buslink, which has been heralded as a gamechanger for rapid transit access to and from the central city via the Constellation Drive Park and Ride – increases the strength of this investment proposition."

The East Coast Bays are considered a premium living destination on Auckland's North Shore, commanding elevated property values driven by limited new supply and considerable demand stemming from coveted school zoning and abundant nearby amenities.

"The over-performance and high demand for homes in the immediate area underscores the compelling potential for residential developers eyeing local opportunities, with a private plan change request poised to unlock further value and streamline development initiatives."

Caption: A substantial opportunity in an established East Coast Bays neighbourhood is uniquely positioned to attract a high degree of interest from developers, offering a rare opportunity to leverage existing infrastructure and deliver much-needed infill housing.

<https://www.bayleys.co.nz/listings/residential/auckland/north-shore/20-noel-williams-place-windsor-park-1506112>