


Silverdale (2022)

Silverdale is a mix of residential, retail, and commercial areas north of Auckland city. The area is home to over **7,900 jobs** making it a significant employment precinct for the more rural north of the region. The precinct has seen significant growth in employment and businesses operation in the area. It has added more than **5,500** additional jobs in the two decades to 2022 more than doubling over that period.

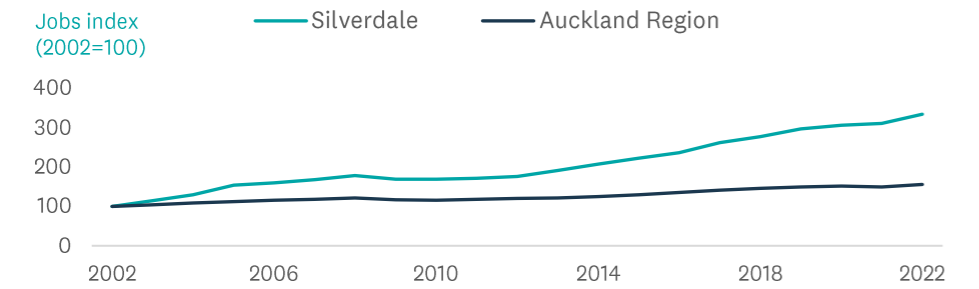
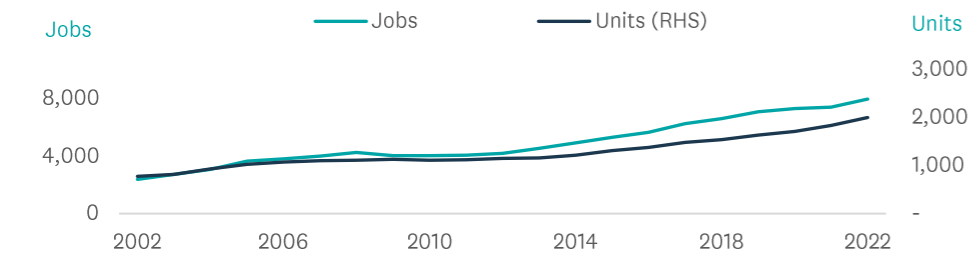
The rate of job growth experienced in the general Silverdale area has far outpaced the rate of job growth for the broader Auckland area. This has particularly been the case since 2010 when the rate of job growth accelerated.

Basic Facts

	Silverdale	% of AKL
Population (2022 est.)	12,360	0.7%
Area	41 KM ²	0.1%
Jobs (2022)	7,960	1.0%
Jobs (2002-2022)	5,582	1.9%
Business Units (2022)	2,004	0.89
Business Units (2002-2022)	1,227	1.2%



Jobs and Business Numbers



Sectors

Retail trade and construction are the main employing sectors in the Silverdale area. Both sectors have a location quotient of over 2 meaning it is concentrated in Silverdale. Other key employment sectors in the precinct include manufacturing, wholesale trade, healthcare and education.

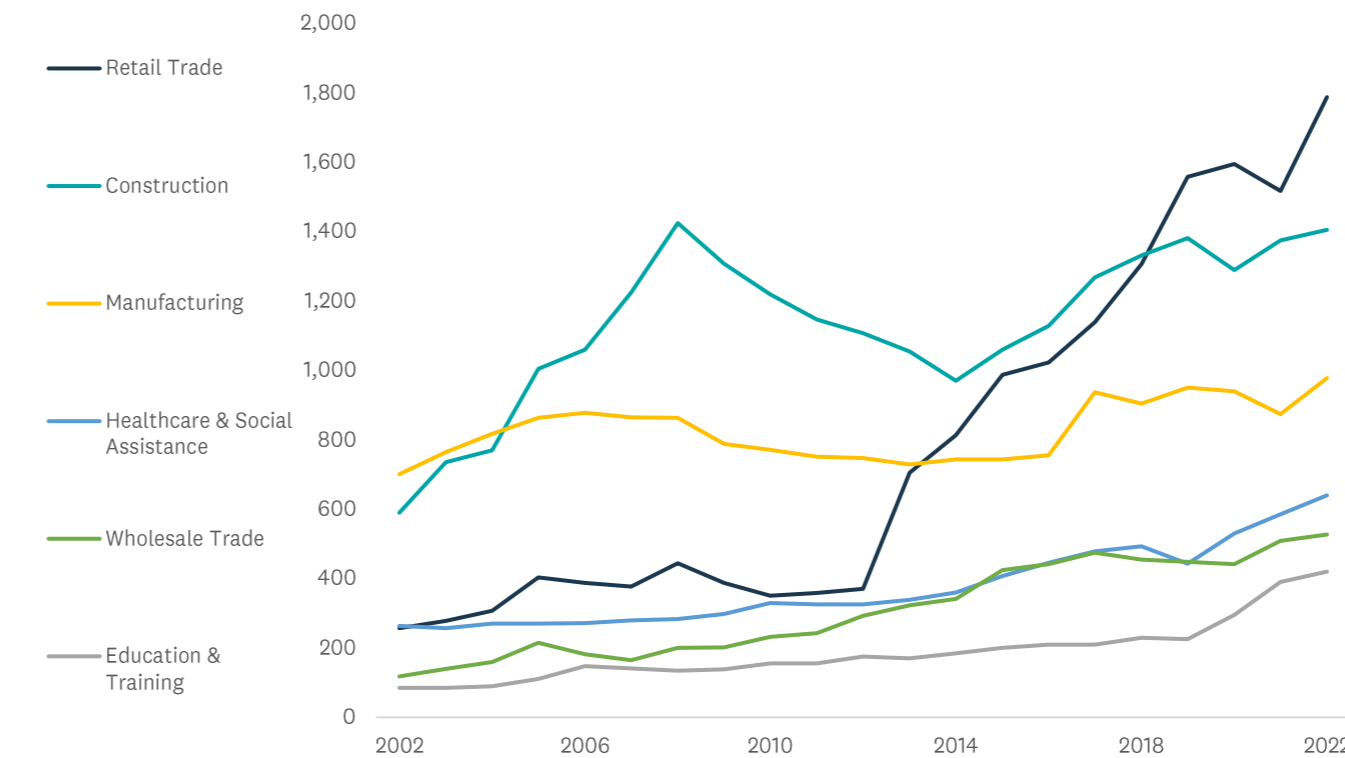
Broad Sector	Jobs	% of Silverdale	% of AKL	LQ
Retail Trade	1,794	22.5%	9.7%	2.3
Construction	1,585	19.9%	8.6%	2.3
Manufacturing	981	12.3%	9.6%	1.3
Healthcare & Social Assistance	643	8.1%	10.3%	0.8
Wholesale Trade	536	6.7%	7.4%	0.9
Education & Training	420	5.3%	7.8%	0.7
Accom & Food Services	291	3.7%	6.6%	0.6

Retail Trade	Jobs	LQ
Other Store-Based Retailing	964	2.1
Food Retailing	445	2.1
Non-Store Retailing & Retail Commission Based Sales	258	11.3

Construction	Jobs	LQ
Construction Services	1,090	2.9
Heavy and Civil Engineering Construction	340	2.7
Building Construction	136	0.8

Manufacturing	Jobs	LQ
Fabricated Metal Product Manufacturing	290	3.0
Food Product Manufacturing	186	1.2
Machinery & Equipment Manufacturing	136	1.0
Wood Product Manufacturing	75	2.5

Sectors Over Time (jobs)



Sectoral Change

Unlike many other areas of the wider Auckland region, the manufacturing sector has grown as an employer. In other areas have manufacturing experienced steady decline, particularly for those areas closer to the city centre.

Retail trade in Silverdale experienced a significant rise beginning in 2012, and peaking in 2019, although the cooling off in 2020 and slight decline in 2021 is likely COVID-19 related.

Construction sector job in the area have also risen, however, this has been volatile, with strong growth to 2008 before a strong contraction following the GFC and related recovery. Since 2014, construction sector jobs have increased again, but not back to the pre-GFC peak. Many of the construction sector jobs are related to construction services, which are largely residential related, including plumbing and electrical services.

Employment Growth and Decline

Sector	Job Growth 2012-2022	Silverdale Growth	AKL Growth
Retail Trade	1,420	380%	34%
Construction	432	37%	113%
Healthcare & Social Assistance	311	94%	37%
Education & Training	245	140%	13%
Wholesale Trade	234	77%	15%
Manufacturing	224	30%	11%
Agriculture, Forestry & Fishing	-170	-85%	0%

Store-based and food retailing have driven retail jobs growth along with non-store-based retailing.

Construction services and building construction have provided construction sector employment growth while heavy & civil engineering has declined as a local employer.

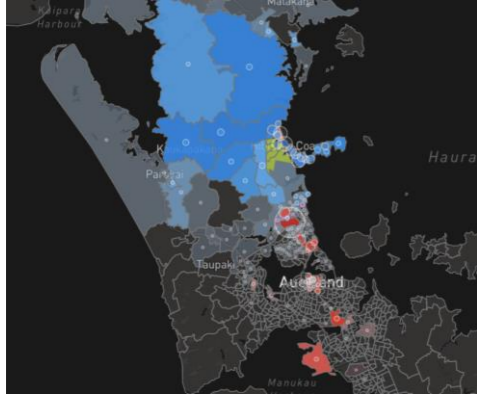
Medical & health care services, social assistance and residential care services have all contributed to health sector employment growth.

Almost all education sector growth has been in preschool and school age education.

Fabricated metals, machinery and food product manufacturing have driven manufacturing employment growth in Silverdale.

Other goods and basic materials wholesaling has driven wholesale trade growth.

Forestry and logging from grew nothing locally over the period 2002-2012 but then declined back over the following decade.



(Census 2018)

Commuting and Public Transit

Silverdale is not a significant commuter area. It draws labour from and supplies labour to a few nearby areas in the rural north of the region. 3,531 people travel to Silverdale for work while 1,221 people live and work there. 61% of arrivals are by private car, truck or van.

Hibiscus Coast Station was completed in 2021 with additional car park spaces and facilities. It provides Park & Ride facilities for commuters into the City Centre as well as local services to Helensville, Whangaparāoa and Orewa as well as to local schools.

The Supporting Growth Alliance includes Silverdale as one of the growth areas it is focusing on with regards transport connectivity and improved public transport options.

Commercial Property Assessment

Commercial property market intelligence provided by Colliers provides an overview of demand and cost of office, industrial and retail premises across 67 employment areas in the Auckland Region. While these areas are not mapped to the Auckland Plan's key economic areas, they provide a useful insight into some of the drivers of industrial location change in the region.

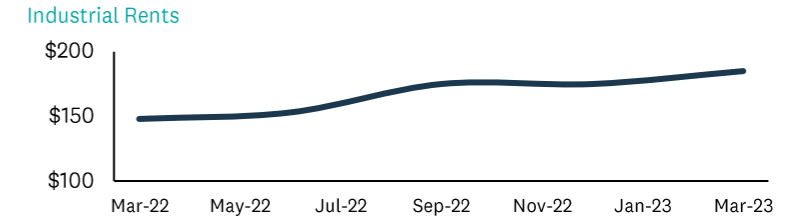
Office space in Auckland is dominated by the CBD with some significant areas of supply in the region's larger centres. While the CBD has seen an increase in supply most other centres have remained flat and while rents have risen across the region the CBD commands a premium above other commercial centres.

The last decade has seen an increase in prime industrial floorspace in the region, mostly driven by development at Auckland Airport and Highbrook, by far the largest areas of prime industrial space. The supply of secondary floorspace has declined in many areas and only grown regionally due to a notable increase in Manukau / Wiri.

Regionally, high street retail space has performed poorly compared to mall-based retail which has generally been more stable in terms of vacancy rates. Residential development across the region tends to support ongoing demand in nearby retail centres. While demand for retail space generally exerts an upward pressure on rental costs the COVID-19 trading restrictions saw a dip in most retail centres.

Silverdale is an emerging industrial precinct which has been in demand in recent years, including for the more recently rezoned land to the north of the precinct.

Tight market conditions have seen rents increase.

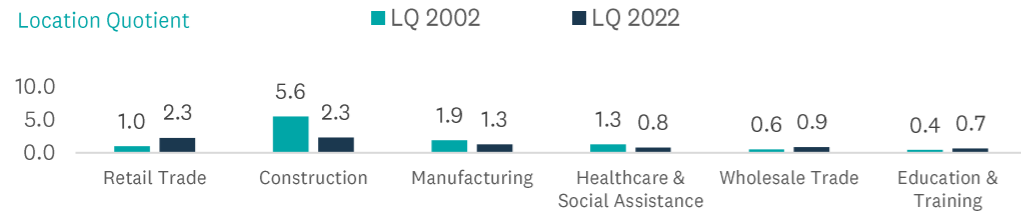


Demand has traditionally been led by small businesses with a large majority of leases being under 1,000 sqm. Light manufacturing, trade retail and construction companies are heavily represented within the precinct.

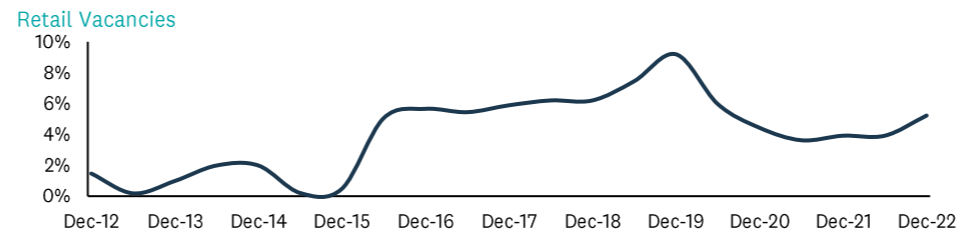
The Highgate Business Park development commenced in 2015 and has attracted storage, distribution and data centre activity. Further greenfield land in the Future Urban Zone provide development opportunities.

Location Quotient (job concentration)

Since 2002 retail trade in the Auckland region has become more concentrated in Silverdale. The location quotient for retail trade increased from 1.0 (i.e., consistent with the broader region) to 2.3. Conversely, jobs in the construction sector, while remaining more concentrated in the area than the region, have become significantly less so.



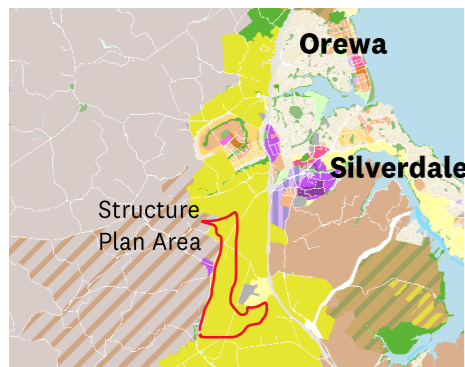
Silverdale has both industrial and retail space. The industrial space in the area has only been monitored by Colliers since 2022. Retail space figures include the Coast Plaza on the Whangaparāoa peninsular in addition to the larger Silverdale centre.



Retail Vacancies and Supply (per sqm)		Strip Retail Rents \$350-\$550 sqm
Retail Vacancies (2022)	5.2%	
NLA (sqm) 2022	37,238	
NLA Change (10yrs)	+ 92%	

Industrial Supply and Rents		Industrial Vacancies 2.5% (Feb 2023)
NLA (sqm) 2023	291,121	
Rent (2022)	\$148	
Rent (2023)	\$185 (+ 25%)	

Land Use

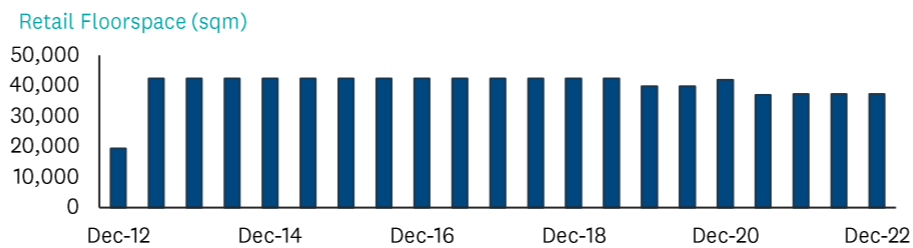


- Business - City Centre Zone
- Business - Metropolitan Centre Zone
- Business - Town Centre Zone
- Business - Local Centre Zone
- Business - Neighbourhood Centre Zone
- Business - Mixed Use Zone
- Business - General Business Zone
- Business - Business Park Zone
- Business - Heavy Industry Zone
- Business - Light Industry Zone

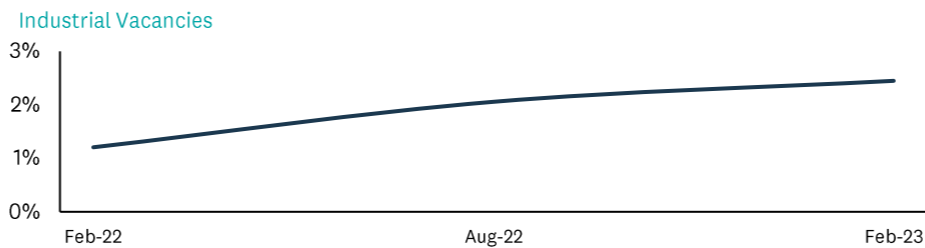
Central **Silverdale** is mix of town centre and mixed use with some light and heavy industry. The coastal resort of Orewa is to the northeast with the area between Silverdale and Orewa being largely residential. Most of the surrounding area is either rural or coastal. To the west and south is a large Future Urban Zone adjacent to SH1.

The Silverdale West Dairy Flat Industrial Area Structure Plan (2020) proposes 1,400 Ha of business land with 1,000 Ha for extensive land use activities including both light and heavy industry. The timing of the release of Future Urban areas are currently under consultation as part of the new Future Development Strategy.

Following historical high vacancies as a result of COVID-19 vacancies have begun to fall, although new developments mean retail space remains available. Residential development and population increases has helped support retail demand.



Major retail tenants include national large format retailers such as Bunnings, Placemakers and Pak'nSave as well as National Storage.



Opportunities / Challenges

Silverdale has greenfield land available with plans for industrial land, including land extensive industrial sites, making it an attractive location for future industrial use as large brownfield sites are scarce in the region's older industrial areas.

Supported by the *Supporting Growth* alliance the area is set for improved transport infrastructure to be delivered ahead of planned population growth. Approval of the O Mahurangi Penlink transport link (scheduled for completion in 2026) to improve connectivity of the Whangaparāoa peninsula and the wider Auckland region will make the wider area more accessible and attractive.

Assessment / Future

Population growth providing a growing local labour force, greenfield land and plans to provide for land extensive industrial uses, as well as improved access to SH1 provide a strong platform for further employment growth in the Silverdale area.

This could provide an opportunity to diversify the employment mix and meet the needs of a diverse growing population.