

23 July 2026

Silverdale Business Submission - Draft Hibiscus and Bays Local Board Plan 2026

To: Hibiscus and Bays Local Board Plan 2026

From: Silverdale Business

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Introduction

Silverdale Business welcomes the opportunity to provide feedback on the Draft Hibiscus and Bays Local Board Plan 2026.

Overall, we support the direction of the draft plan and recognise the important role the Local Board plays in advocating for thriving communities, a strong local economy and well-planned growth. The plan reflects many of the priorities that matter to our community and provides a positive framework for the next three years.

As the Business Improvement District for Silverdale, we represent one of the most diverse business communities within the Hibiscus and Bays Local Board area.

Our members include manufacturers, trades, industrial businesses, wholesalers, retailers, hospitality operators, professional services, health providers, education, technology, automotive businesses and community organisations. Silverdale Business represents more than 800 businesses across Silverdale's commercial, retail, industrial and village precincts, making it one of Auckland's largest and most diverse Business Improvement Districts.

Collectively they employ thousands of people and provide essential goods and services across Silverdale, Wainui, Milldale, Dairy Flat and the wider Hibiscus Coast.

Our submission focuses on one central message.

Silverdale is growing at an unprecedented pace. To realise the opportunities this growth brings, infrastructure, transport, economic development and community investment must keep pace with the needs of both businesses and residents.

Silverdale's role in the northern growth corridor

Silverdale has evolved into an increasingly important commercial, industrial and employment centre within Auckland's northern growth corridor.

Every day, Silverdale businesses provide employment, deliver essential goods and services, attract investment and support communities well beyond the immediate town centre. The area continues to attract investment across industrial, commercial and retail sectors while also supporting the rapid residential growth occurring in Wainui, Milldale and Dairy Flat.

The Local Board Plan acknowledges growth across the northern corridor. We encourage the final plan to further recognise Silverdale's strategic role in supporting employment, investment, business activity and community wellbeing across the wider sub-region.

Recognising this role will help ensure future planning and investment reflect the importance of Silverdale to both the local economy and Auckland's northern growth corridor.

Planning for growth

Growth is creating significant opportunities for Silverdale, but it also increases demand on transport networks, public infrastructure, community facilities and commercial services. Planning for growth is not simply about accommodating more people; it is about ensuring businesses have the infrastructure, workforce access and commercial certainty needed to continue investing and creating local jobs.

The Local Board has an important role in advocating for investment that keeps pace with growth and ensures infrastructure is delivered alongside development, rather than responding after pressure has occurred.

Continued collaboration between Auckland Council, Auckland Transport, developers, government agencies and local organisations will be essential to delivering well-planned growth that supports businesses, residents and visitors alike.

Silverdale Business supports a proactive approach to planning that balances residential development with investment in employment land, commercial activity, public spaces and supporting infrastructure.

Transport and connectivity

Transport remains one of the highest priorities for our business community.

Businesses rely on efficient movement of employees, customers, freight, suppliers and service vehicles. Reliable transport networks support productivity, investment and employment while improving access to local services and businesses.

As Silverdale continues to grow, transport planning must consider the different needs of our business community. Retail and hospitality businesses rely on convenient customer access and appropriate parking. Manufacturing, trade, industrial and wholesale businesses depend on efficient freight routes and safe access for commercial vehicles.

Professional and health services require reliable access for employees and clients.

Reliable public transport will become increasingly important in connecting people with employment, education and local services while reducing pressure on the wider transport network.

We encourage continued advocacy for transport improvements that recognise Silverdale's importance as both an employment centre and a regional commercial destination.

A diverse local economy

One of Silverdale's greatest strengths is the diversity of its business community.

Unlike many town centres, Silverdale supports businesses across almost every sector of the economy. This diversity creates resilience, employment opportunities and long-term economic stability.

Future planning should recognise that different sectors have different operational requirements. Industrial and manufacturing businesses require reliable freight access and servicing infrastructure, while retail and hospitality businesses depend on attractive public spaces, accessibility and customer activity. Professional and service businesses rely on workforce accessibility, digital connectivity and a safe commercial environment.

Recognising these different operating environments will help ensure future investment supports businesses of every size and sector.

Safe, attractive and resilient business areas

Safe and well-maintained commercial areas encourage investment, improve customer confidence and support thriving businesses.

We support the draft plan's focus on safe and welcoming town centres and encourage this approach to extend across all commercial and industrial precincts.

Continued investment in maintenance, lighting, crime prevention initiatives, public spaces and environmental resilience will benefit businesses, employees and the wider community.

As Silverdale continues to develop, placemaking should reflect the unique character and function of each precinct while creating attractive public environments that encourage people to visit, work and invest.

Partnership

Strong partnerships will be essential to successfully delivering the Local Board Plan. Silverdale Business values its constructive relationship with the Hibiscus and Bays Local Board and welcomes continued collaboration as our community grows.

As the recognised voice of Silverdale's business community, the BID provides an established mechanism for engaging businesses, identifying emerging issues, supporting local initiatives and contributing practical local knowledge.

We look forward to continuing this partnership as the Local Board implements the priorities of the Draft Local Board Plan.

Summary of key priorities

Silverdale Business encourages the Local Board to continue focusing on:

- Ensuring infrastructure keeps pace with residential and commercial growth
- Recognising Silverdale's strategic role as a commercial, industrial and employment hub
- Improving transport connectivity, freight access and public transport
- Supporting a diverse business community across all sectors
- Investing in safe, attractive and resilient commercial precincts
- Maintaining strong partnerships with the business community through the Business Improvement District.

Conclusion

Silverdale Business supports the overall direction of the Draft Hibiscus and Bays Local Board Plan 2026 and appreciates the Local Board's commitment to creating connected communities, supporting local economic development and planning for future growth.

As Silverdale and the wider northern growth corridor continue to evolve, there is an opportunity to ensure planning and investment reflect the area's growing importance as a centre for employment, business and community life.

Supporting local businesses also supports the wider community.

By investing in business-friendly places, supporting local employment and planning for sustainable growth, the Local Board can help ensure Silverdale continues to thrive as a place where people choose to live, work, invest and do business.

Silverdale Business looks forward to continuing to work in partnership with the Hibiscus and Bays Local Board, Auckland Council and other stakeholders to ensure Silverdale remains a thriving place to live, work, invest and do business.