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Chamber urges councillors to invest in Hamilton's CBD

The Waikato Chamber of Commerce wholeheartedly supports the Hamilton Central Business Association's \$85,000 proposal to Hamilton City Council for funding a campaign that revitalises Hamilton's central business district.

The campaign, led by HCBA general manager Vanessa Williams, should be one of several that councillors invest in over the next two years to boost Hamiltonians' use and enjoyment of the Waikato River and their central city, Chamber of Commerce chief executive Don Good said.

"CBDs across the country have been crippled by the Covid lockdowns and the fear that has crept into Kiwi's minds about getting out and about," Good said.

"Through working-from-home measures, the Council, along with Central Government, has unwittingly contributed to a substantial decline in the fortunes of many central businesses.

"Councillors need to see the funding as an investment in rebuilding their CBD as a vibrant and meaningful centre of Hamilton city."

Good said an \$85,000 grant should not be a one off, rather there should be sustained investment in revitalising the CBD that would support [the development Council is looking to get underway](#) on a 2000sqm site next to Victoria on the River.

"Council is looking to invest in a multi-storey mixed-used development there with retail, hospitality, commercial space and residential apartments. And this is to be commended, but work is only getting started on that now to decide on a preferred partner. In the meantime, I would urge councillors to support HCBA's campaign and by doing so would demonstrate their faith in their CBD. If Council invests and it is successful, others will surely follow.

"Now is the time to invest in a stunning city centre that everyone can be proud of and enjoy."

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