

# Hamilton's Central City

## Thrive in the heart of Hamilton

Tupu te toi, ora te toi, whanake te toi. Te toi i ahu mai i Hawaiki.

At Love the Centre discover the vibrant energy of Hamilton Central's business community.



## Champions of Hamilton Central

Naau te rourou, naaku te rourou, ka ora ai te iwi.

We believe in the power of a thriving city centre to inspire, connect, and energise a community.



**Love the  
Centre**

KIRIKIRIROA, HAMILTON



I a koe i te pokapuu o te taane o Kirikiriroa,  
i ngaa waa katoa he mea hei mahi, hei kite,  
hei kai, hei inu, ka mutu hei aroha atu.

There is always something to do,  
see, eat, drink and love when you  
visit Hamilton's city centre.

# Economic Snapshot July – December 2025

In the six months to December 2025, the Hamilton Hotel opened with five new hospitality offerings: the Hamilton Hotel Public Bar, Bistro, Four Daughters, Birdman and Wonder Horse, as well as an upstairs event space. This adds to the central city's growing hospitality and entertainment mix, alongside the newly named BNZ Theatre, officially opening in January 2026. While 2025 did not finish with the widely anticipated economic upswing, the central city continues to see strong investment. There is a significant amount of development underway and in the pipeline for the central city, and these large-scale projects (including the BNZ Theatre, Building B at

Union Square and Pullman Hotel development) are the types of investment that helps a central city broaden its visitor economy, grow the nighttime economy, and lift confidence for surrounding businesses. There is a noticeable and continued demand for quality refurbished and new office space, which is positively impacting on staff returning to the workplace. The central city will also benefit from ongoing investment in the public realm and building upgrades, including works underway at the Hamilton Central Public Library, the Celebrating Age Centre, and the former Ferrybank Reception Centre on Grantham Street.

## Developments underway:

**Barton Street corner redevelopment** – hospitality, retail and office space, due for completion 2026.

**Hinemoa Apartments** – 42 entry level 1 & 2 bedroom units, due for completion 2026.

**Union Square, Building B** – building four of six, for Tetra Pak and Aecom, due for completion Q4 2026.

**500 Victoria Street** – redevelopment of six level office building, including external reclad and end of trip facilities, due for completion 2026.

**19 Knox Street** – modern medical facility extension to Anglesea Hospital, including day surgery and operating rooms, due for completion 2028.

**North Bloc** – three levels fully occupied by Fonterra, retail and office space, due for completion 2026.

**Pullman Hotel** – 200+ rooms 4.5 star development including three levels of offices and retail due for completion 2026.

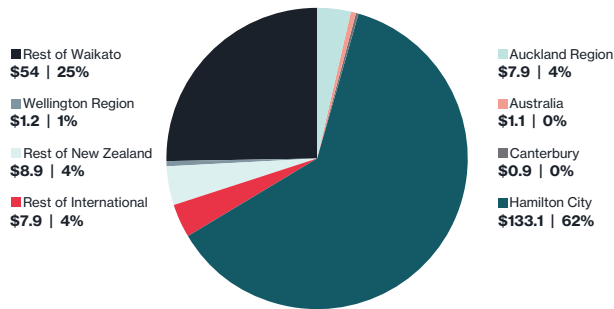
**Norris Ward McKinnon House** – redevelopment of the seven storied building, including end of trip facilities, due for completion 2026.

**121 Anglesea Street** – orthopaedic medical facility development, due for completion 2026.

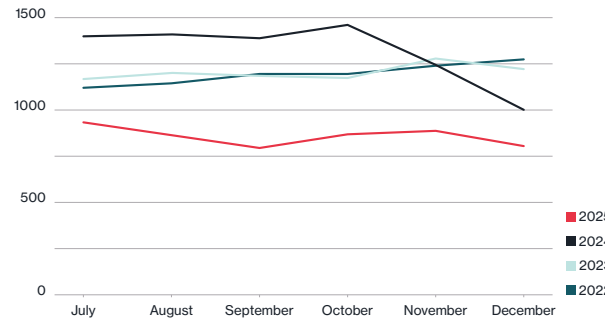
**Former Federated Farmers Block** – development plans in progress.

**Pascoes Building** – retail and office space corner of Garden Place and Victoria Street due for completion in 2026.

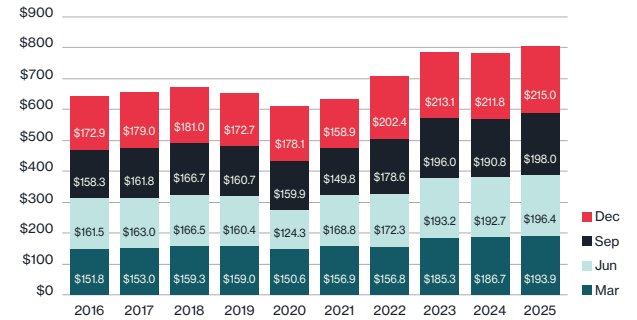
Hamilton Electronic Spending (\$m) by Customer Origin Q4 2025



Average Pedestrian Volume by Year



Card Spending in Central City by Quarter from 2016 to 2025



**CBD Spend**

**\$193.8m**

Total spend 2025 Q1

**\$196.3m**

Total spend 2025 Q2

**\$803.2m**

Total annual spend 2025

**\$198m**

Total spend 2025 Q3

**\$215m**

Total spend 2025 Q4

**Business activity**

**33**

new businesses opened

**Retail vacancy rate**

**10.4%**

down from 10.9%

**Office vacancy rate**

**8.9%**

up from 6.4%



Economic snapshot created by Hamilton Central Business Association.  
Hamilton CBD retail and office market rates sourced from CBRE & NAI Harcourts retail and office occupancy surveys.

Hamilton CBD spend data sourced from Marketview.  
Hamilton CBD pedestrian count data sourced from Hamilton City Council.

