



# Waterford City Retail Investment Opportunities



# Waterford City

## Gateway to the South East





Waterford is the capital of the South East of Ireland,  
with a population of 500,000





## KEY FACTS



House of Waterford Crystal, Waterford City's  
Flagship Tourist Attraction and Retailer

For further information on retail opportunities within Waterford City or to arrange a site visit, please contact:

LAR POWER  
*Director of Economic Development*  
*Waterford City Council*

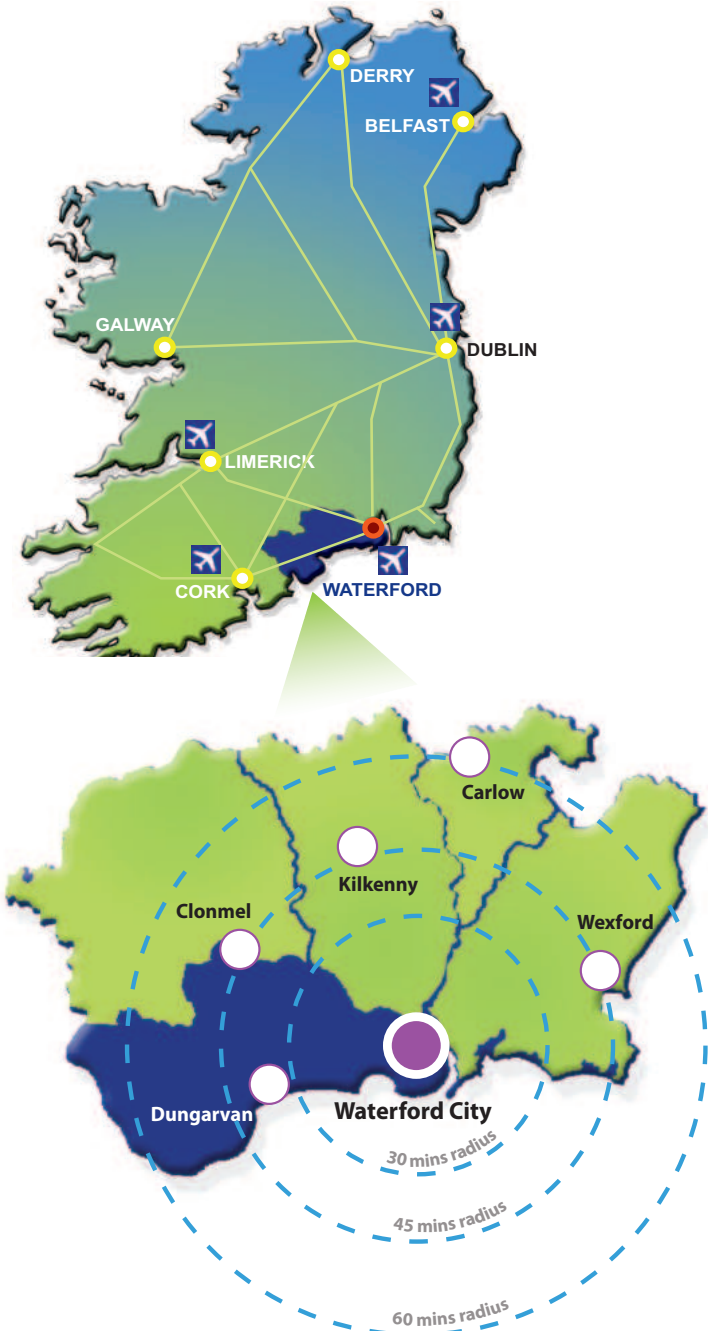
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- Waterford City is a Gateway City and economic driver of the South East with a population of 50,000 with a further 220,000 living within a 60 minute radius.
- Waterford City is a major employment centre for the South East with major multinationals such as Bausch + Lomb, Genzyme, Sun Life Financial, Teva Pharmaceuticals and Hasbro.
- There is a high level of affordable public and private car parking available in the city centre (4,000+).
- Waterford City is served by a comprehensive transport network and is situated on a number of critical and linking transport corridors with modern air, road, rail and bus infrastructure creating excellent accessibility.
- Key city centre opportunity sites are available for immediate development and suitable for major space users.
- An attractive fit out grant for new clothing, footwear and homeware retailers is available up to December 2014 in the core city centre.
- Waterford also offers a diverse range of opportunities combining existing contemporary and heritage buildings suitable for a range of uses including retail and hospitality.
- Core shopping hours: Monday to Thursday and Saturday 9.00am to 5.30pm, Friday to 9.00pm, Sunday 1.00pm to 5.00pm.
- Considerable capital investment has taken place in the public realm ensuring a high standard of presentation of the city centre.
- Visitor numbers to Waterford City in 2013 are estimated at 300,000 creating a significant boost to city centre footfall year round.
- Waterford City Council and city business groupings including the Waterford Chamber and Waterford City Centre Business Group are proactive in supporting existing and new businesses.

# LOCATION

Waterford is Ireland's oldest city and the commercial and administration centre for the South East. The city is a haven for shoppers, diners and theatre goers as well as having a vibrant night life attracting national and international visitors.

Waterford City has a resident population of 50,000. Waterford's influence and catchment extend well beyond its boundaries and there is a further 220,000 living within 60 minutes of Waterford City. Waterford City is served by a comprehensive transport network including road, bus and rail which ensure easy access to the city centre.

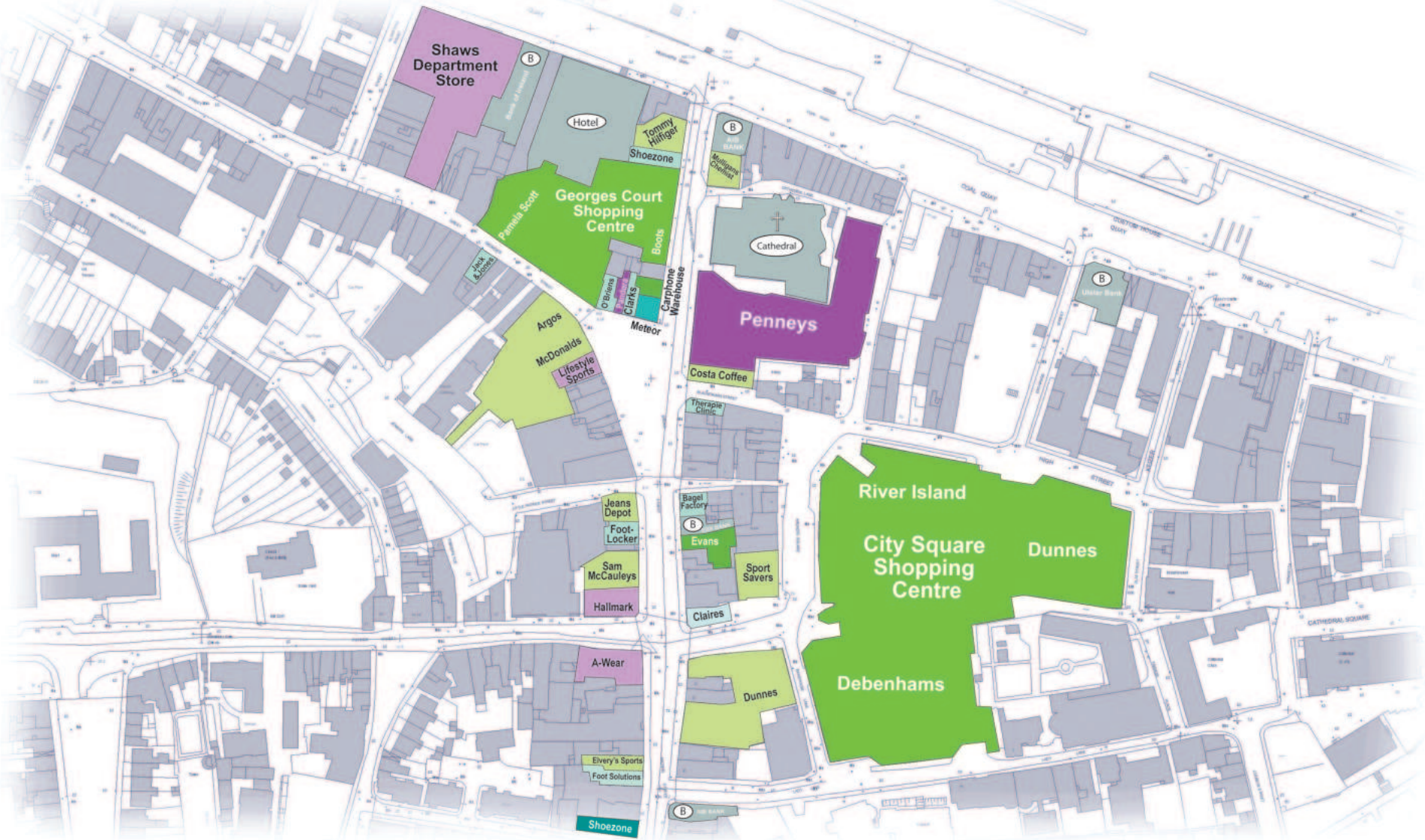


Waterford City's Catchment Area - Population (2011)		
Primary Catchment	Waterford City	50,000
	30 minute radius	40,000
Secondary Catchment	45 minute radius	60,000
	60 minute radius	120,000
Waterford City Primary and Secondary Catchment Area =		<b>270,000</b>

Waterford's population is boosted by a significant student population with approximately 10,000 students attending the Waterford Institute of Technology, with city centre based campuses. Waterford's catchment is further boosted by a thriving tourist industry that ensures additional spend well beyond the resident population

Visitor numbers to Waterford City in 2012 were 225,000 and are expected to reach 300,000 following significant capital investment in the Waterford Viking Triangle, the tourism quarter of the city, which is now home to the flagship House of Waterford Crystal showrooms and visitor centre, Bishop's Palace Museum and Medieval Museum. A year round programme of world class events such as Winterval, Spraoi and Waterford Harvest Festival is scheduled to attract locals and visitors to the city centre.

# HIGH STREET RETAIL MAP





# RETAIL COMMENTARY

Waterford City Centre provides a total of **70,927sq m** of retailing



City Square, Waterford City Centre,  
Anchor Tennants: Debenhams and Dunnes and River Island

Waterford has a compact city centre and provides a total of 70,927sq m of retailing (31,675sq m convenience and 39,252sq m comparison). The compact nature of Waterford City presents an attractive and vibrant retail environment to shoppers with a broad range of tourism, cultural, retail, services and leisure activities.

The prime retail locations in Waterford City include the pedestrianised locations of Barronstrand Street and John Roberts Square where a number of high street retailers including Tommy Hilfiger, A-Wear, Clarks, H. Samuels, Penneys and Shoe Zone are represented.

In addition there is City Square Shopping Centre with a gross floor space of 18,580sq m including 30 units anchored by Debenhams, Dunnes and a flagship River Island with 450 car parking spaces. Other prominent retailers in City Square include Wallis, Barratts Shoes, Golden Discs, Jane Norman and Edinburgh Woolen Mills. Georges Court Shopping Centre accommodates a number of significant retailers including Boots, Mother Care and Pamela Scott.

The adjacent streets of Michael Street and Georges Street which is anchored by Shaws Department Store, provide strong support to these pitches and complete the retail circuit.

In addition to the high street retailers there are a number of independent boutique style operators that add to the area's vibrancy and vitality.

John Roberts Square is a major civic attraction in its own right and accommodates public seating, landscaping and attractive stone sett paving. The Square acts as a major focal point for people to meet and congregate in the city and also accommodates functions such as food markets, coffee kiosk, street entertainment and festival programme including the annual Spraoi summer arts festival and Winterval month long Christmas festival. John Roberts Square is easily linked to the main retail attractions in the city centre.



## Waterford City, South East Ireland - Retail Investment Opportunities



St. Patrick's Festival Waterford



Winterval - Waterford's Winter Festival



Waterford Harvest Festival



Spraoi in the Waterford Viking Triangle