

Ireland's Future of Retail

CHERRYWOOD

Hines



Next generation retail

Our forward-thinking streets & squares town centre scheme will be developed at the heart of Cherrywood, Ireland's largest urban development.

Cherrywood will comprise of 9,000+ new homes with a future population of 25,000+ people, 4 light rail stations, 6 new schools, 34 ha. of parklands and active public realm, with an abundance of next generation workspace.





Ireland's future of retail



Cherrywood delivers a once-in-a-generation opportunity. The innovators of fashion, food and beverage, omnichannel retail and entertainment in one easy-to-navigate, streets and squares location perfectly positioned within 25 minutes of Dublin City centre.





Food & Beverage

An experiential destination

A forward-thinking retail mix with an emphasis on experience, place and social connections, that is active day and night.

From the moment customers arrive, everything about Cherrywood is designed to spark joy.



Community



Entertainment

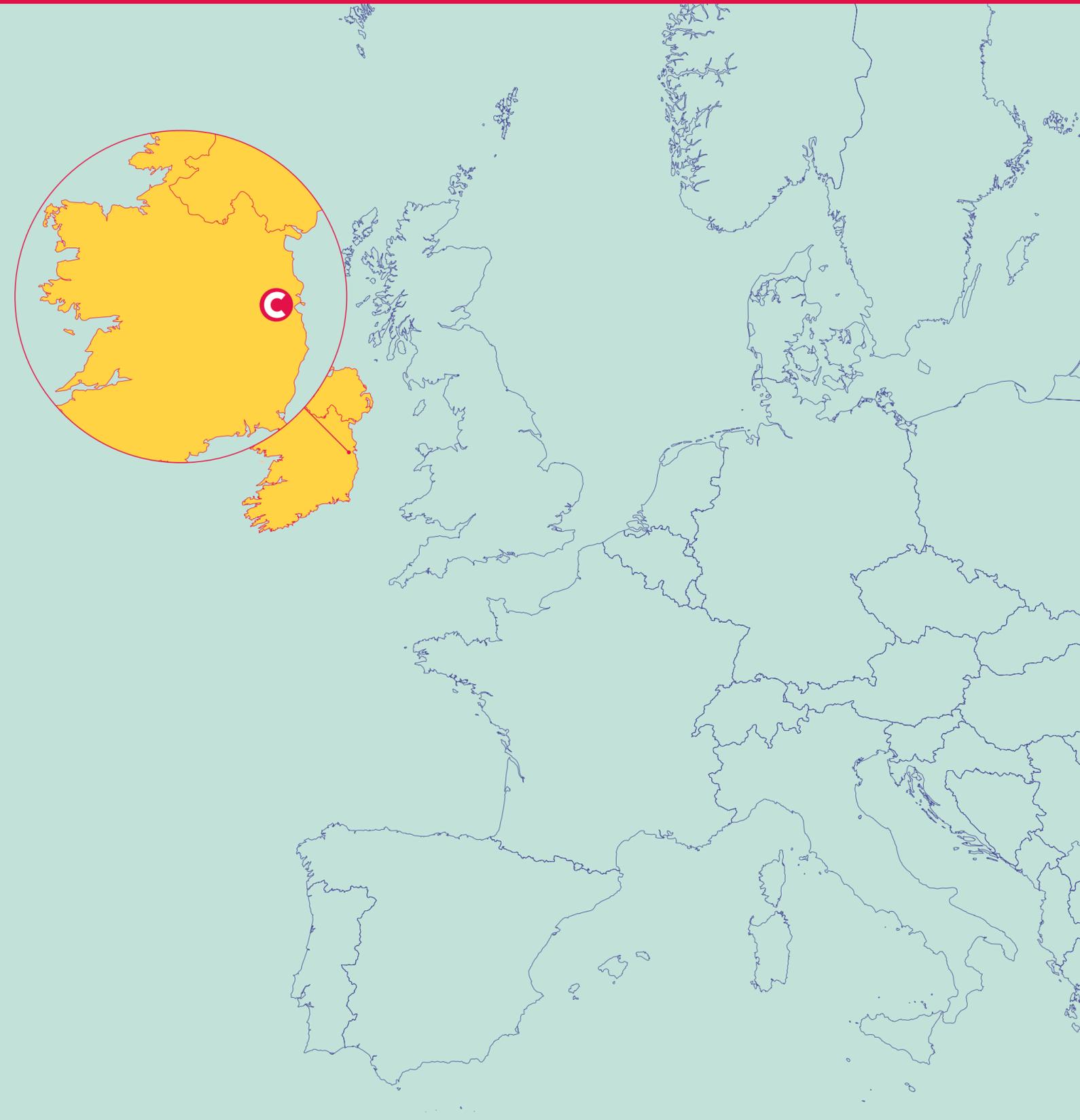
Ireland has become a European leader

Ireland's economic record speaks for itself, fast becoming a European leader in earnings and employment.

Ireland is home to many of the world's leading multinational companies:

Google  Microsoft  amazon

facebook  LinkedIn 



Ireland is Europe's fastest growing economy

+5.6%

GDP growth in 2019

50,000

New jobs YOY

↑3yrs

Average weekly earnings up three years in a row

€335m

Tax cut have boosted consumer spending



Cherrywood offers retail brands the chance to play their part in shaping the future of retail in Ireland and become key players in Europe's fastest growing economy.

Prime location & excellent connectivity

From City Centre to Cherrywood



15 minutes
25 minutes
40 minutes
60 minutes

Direct access to
M50, N11 motorways
and Luas

Cherrywood's proximity to main transit routes and Dublin airport means it is one of Ireland's leading retail destinations. It will redefine the consumer experience and come to be known as *the place to visit for the finest shopping, entertainment and eateries.*



Ireland's new retail and lifestyle capital

Cherrywood is a town centre in its own right. A walkable community of streets and squares, where friends can hang out and enjoy a world-leading shopping experience, offered by the very best retailers.

With direct access to M50 and N11 and a dedicated light rail service that drops you right at the door, access to Cherrywood is as seamless as the on-site experience.



Masterplan

9,000+

Residences

4,000+

Pupils from 6 new schools

180k+

Square metres of workspace

6.5km

Of greenways and cycleways

At 324 ha, it is the largest sustainable greenfield urban development in Ireland and its superior, mixed-use masterplan will support 24/7 demand and act as a template for the future of high-end retail.



Catchment

14.7m

Targeted footfall pa

25,000+

New Cherrywood residents

18,000

Office workers
within Cherrywood

85,000

Patients expected per year
in onsite medical centre

Source: Pragma

Cherrywood is located in a uniquely affluent catchment in Ireland, and with an estimated 14m+ people per year coming to shop at Cherrywood, this is a once-in-a-generation opportunity for retailers and operators alike.



Catchment

Cherrywood will create authentic and memorable experiences for the 1.1m people who live within 30 minutes of this new retail, F&B, entertainment and leisure destination. A unique destination that transcends simple retail.



1.1m

People live within 30 minutes

71%

Affluent population within a 15 minute drive

1.4m

Total catchment

€1.17bn

Total retail spend potential

Source: Pragma

Lifestyle

4

Primary schools

2

Secondary schools



82

Acres of parkland



The wider Cherrywood development is a diverse community made up of homes, schools, shops, workspaces, parks and boulevards. Surrounded by 82 acres of parkland and with planning permission granted for 4 primary schools, 2 secondary schools and 9,000 new homes, it's set to become the destination of the future and a place that will endure for generations.



Town Centre

Cherrywood is an environment where innovative retailers will thrive, food and beverage outlets will prosper and entertainment venues will shine.



At the heart of the development lies Cherrywood town centre. It's a place for great days out, whether you're hitting the shops, grabbing a bite or catching a movie. The retail has been diligently curated with the customer in mind and offers world-leading brands, premier dining establishments and the finest entertainment.

New to market food hall



Next generation retail destination



At Cherrywood you'll discover a streets and squares town centre that is a hive of activity both day and night.

Food halls, restaurants and bars with street-views line the boulevards, and best-in-class cinemas enhance your visit.

Next generation retail destination



Cherrywood is a state-of-the-art development that promotes return visits and social connections across a broad age demographic.



100+

Retail units

Forward Thinking

Lease structures

Double-Height

Storefronts
For anchor & MSU brands

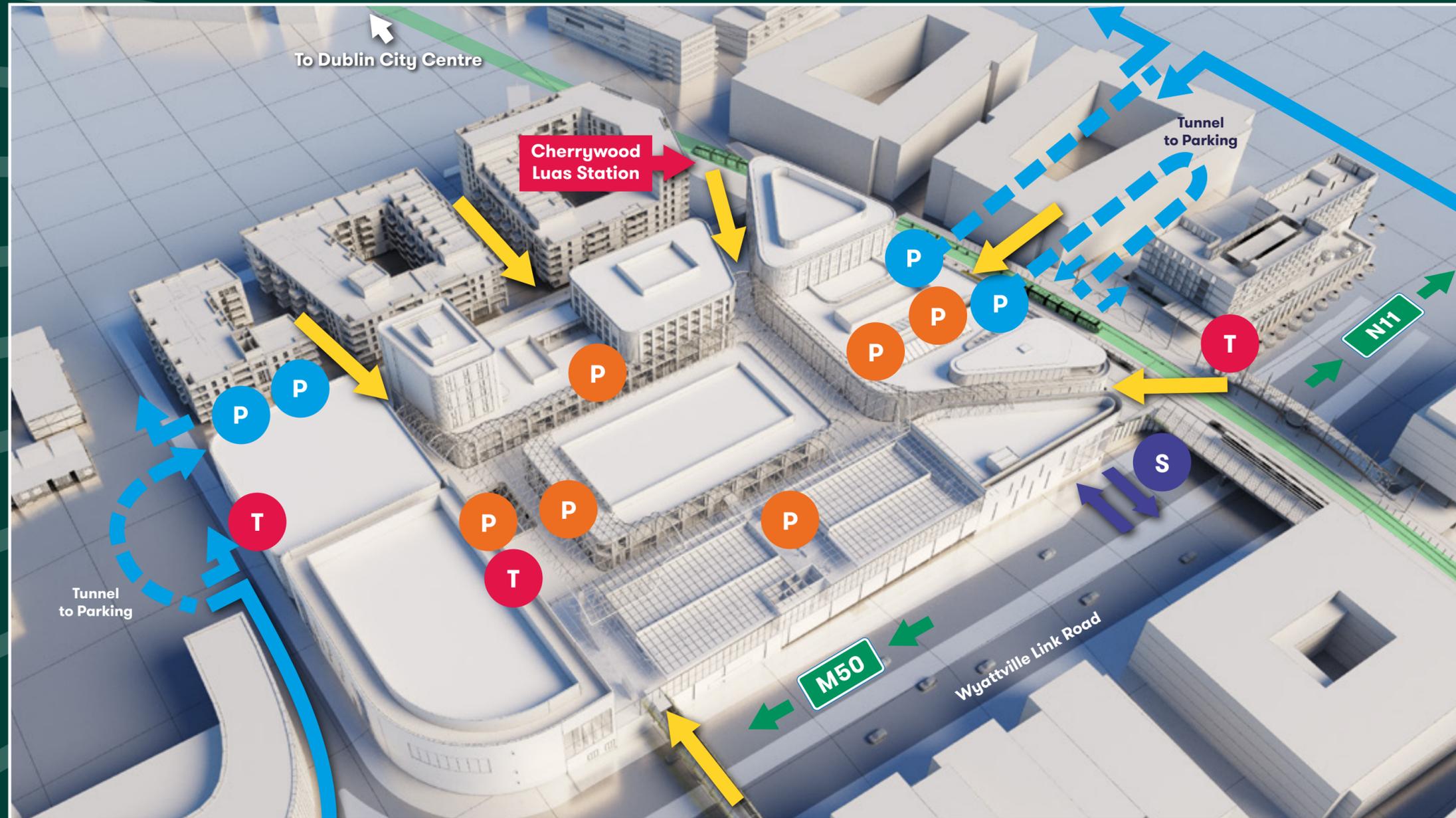
Click, Collect & Return

Integrated functionality

Rooftop terrace and bar



Access & Egress



Cherrywood is a highly porous scheme with dedicated light rail station, multiple vehicle, bicycle and pedestrian points of access.

LEGEND

-  Light rail line
-  Car access / egress
-  Pedestrian access
-  Centre access from parking
-  Taxi pick-up / drop-off
-  Service access / egress



Open streets and squares

Lower Ground Floor



Ground Floor



Cherrywood
Luas Station



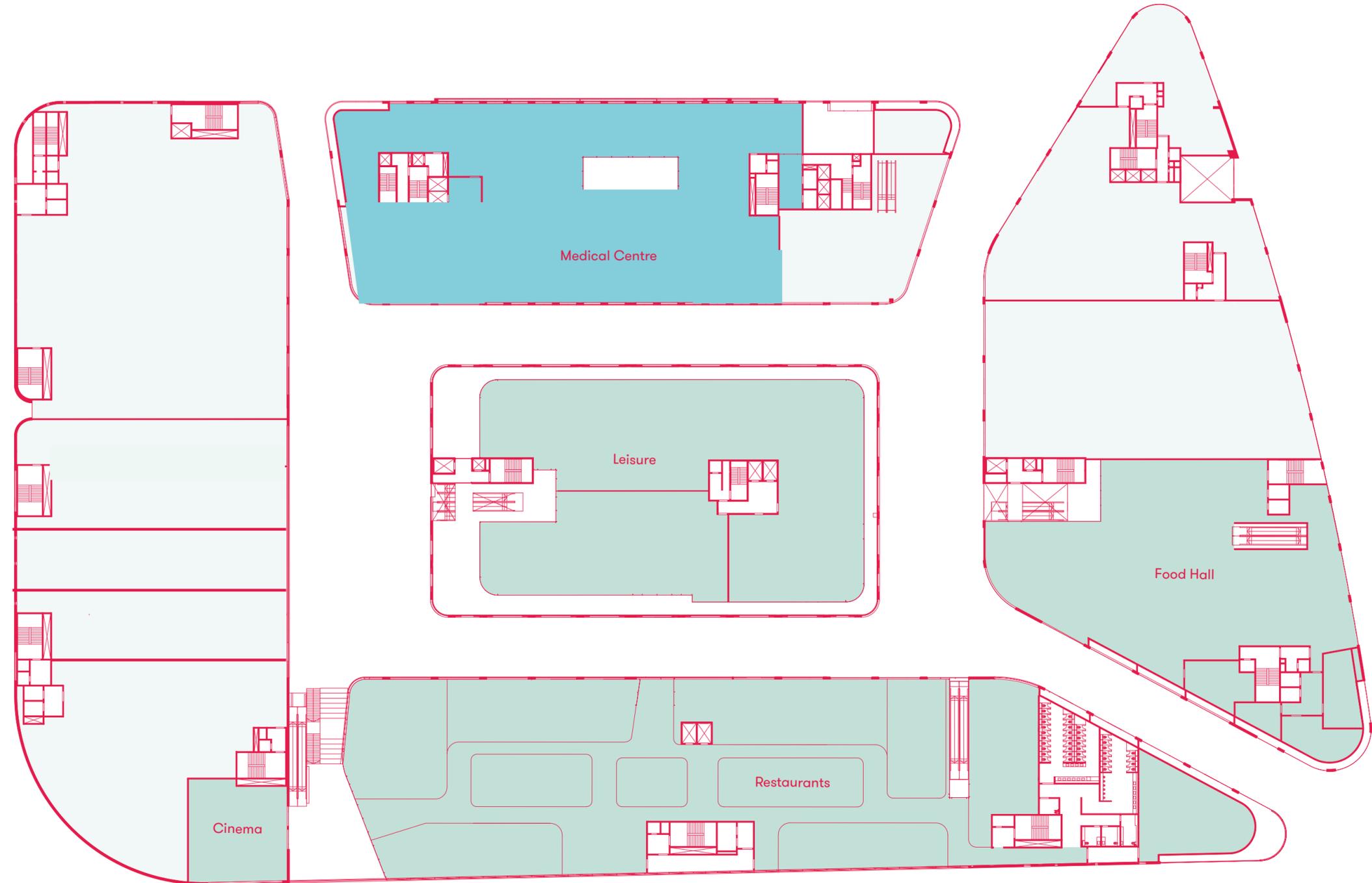
LEGEND

- Retail
- F&B and Leisure
- Residential
- Grade A Office
- Library

Level 1

LEGEND

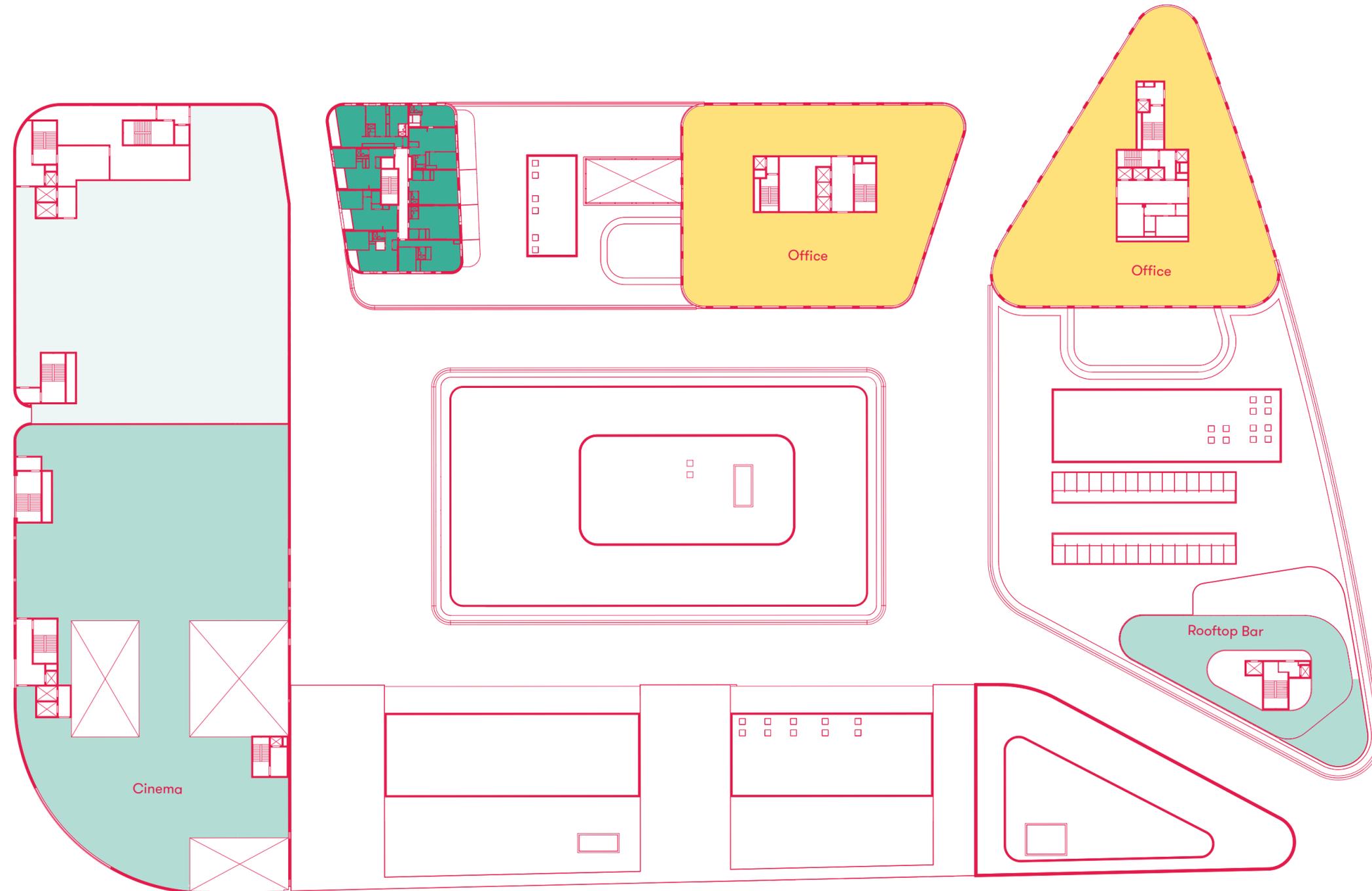
- Retail
- F&B and Leisure
- Medical



Level 2

LEGEND

- Retail
- F&B and Leisure
- Residential
- Grade A Office



B1 Parking Access from M50 and N11

Access from M50 and
Cherrywood Avenue



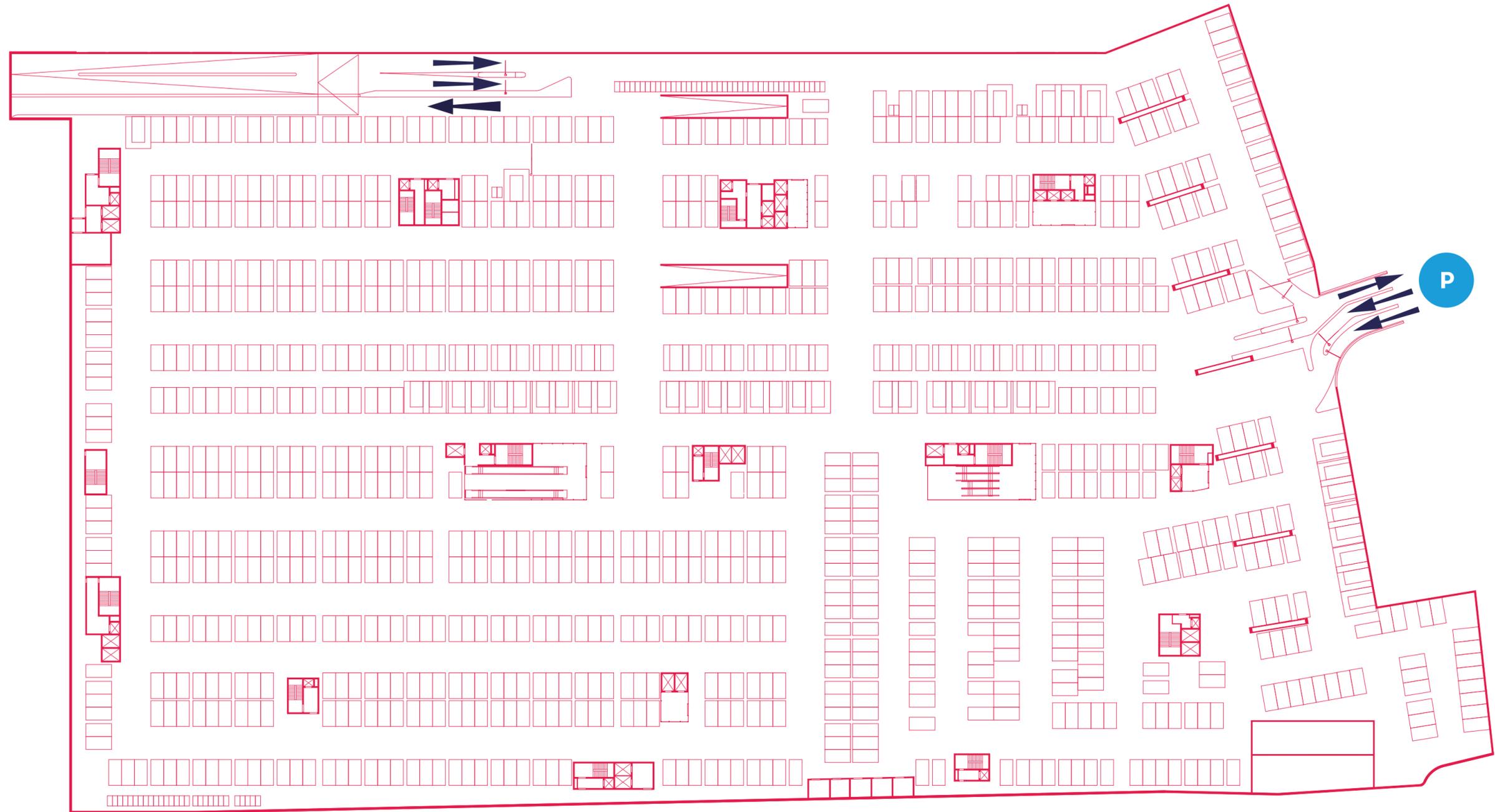
Access from N11
and Grand Parade

B2 Parking Service access from M50 and N11



B3 Parking Access from M50 and N11

Access from M50



Access from N11



Hines

For over half a century, Hines has developed landmark real estate projects that deliver lasting value to investors and communities.

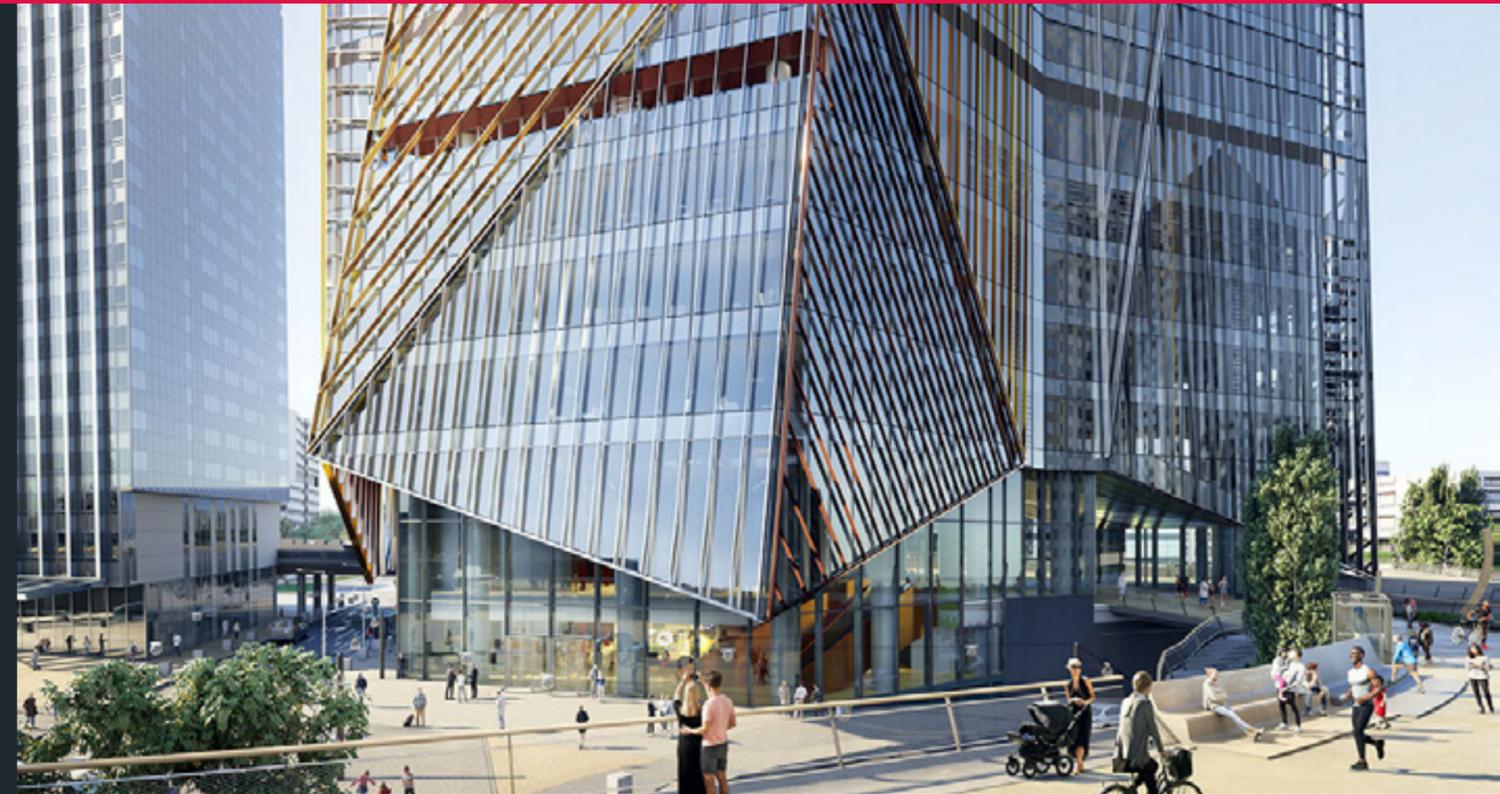
Our projects have a reputation of setting standards for success in their respective markets and product types. Over and above financial returns, they improve cities and pioneer new sustainable practices. Combining insights from local teams, decades of experience and a commitment to long-term value creation, we craft sophisticated structures designed by world-class architects.

\$124.3bn

Assets under management

23

Countries



HEKLA, Paris-La Défense, France

879

Completed
development projects

4,410

Employees
worldwide

1957

Firm established

219

Cities

Hines Retail

Retail has been in the firm's DNA since its inception, with the development of the renowned **Gallerias in Houston and Dallas**, the largest shopping complex in **Catalonia Spain**, and the first international-brand outlet mall in **Russia**.

With more than six decades of experience in creating places for people, Hines is well acquainted with the wants and needs of retail tenants and what makes retail real estate attractive to consumers.



CORDUSIO 2, Milan, Italy

12.7m+

sq ft of retail
developments completed

2.3m+

sq ft of
developments underway

8.9m+

sq ft managed

€3.5bn

in total retail AUM

Contact

If you are interested in retail opportunities in one of Europe's fastest growing, strongest economies and the largest mixed-use development in Ireland, then please contact us.

cherrywoodretail.ie

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