



KILKENNY

# Unique Hotel Site

Outstanding opportunity to develop  
a hotel at Abbey Quarter - one of  
Kilkenny's most exciting projects



HOTEL OPPORTUNITY | KILKENNY | IRELAND

CBRE



## The Opportunity

CBRE Hotels are delighted to present the opportunity to develop a hotel at Abbey Quarter, Kilkenny, one of the city's most exciting development projects.



### Property Size

Approximately 100-120 bedroom hotel.

Site area of Plot 5 is 1,420 sq m

### Location

Kilkenny boasts the closest city to Dublin and just 90 minutes from Dublin Airport via the national motorway system.

Close proximity to Kilkenny's major tourist attractions including Kilkenny Castle, St. Canice's Cathedral and The Medieval Mile Museum.

### The Hotel

The site presents a unique opportunity to develop a hotel in an exciting new development

The potential development site (Plot 5) for the proposed Hotel occupies a strategic location within the Abbey Quarter Masterplan (see page 7). Abbey Quarter will become a vibrant new urban quarter in the heart of the medieval city.

The hotel has the opportunity to benefit from the high demand for hotel rooms in Kilkenny.



# WORK. ENJOY. STAY.



# Location

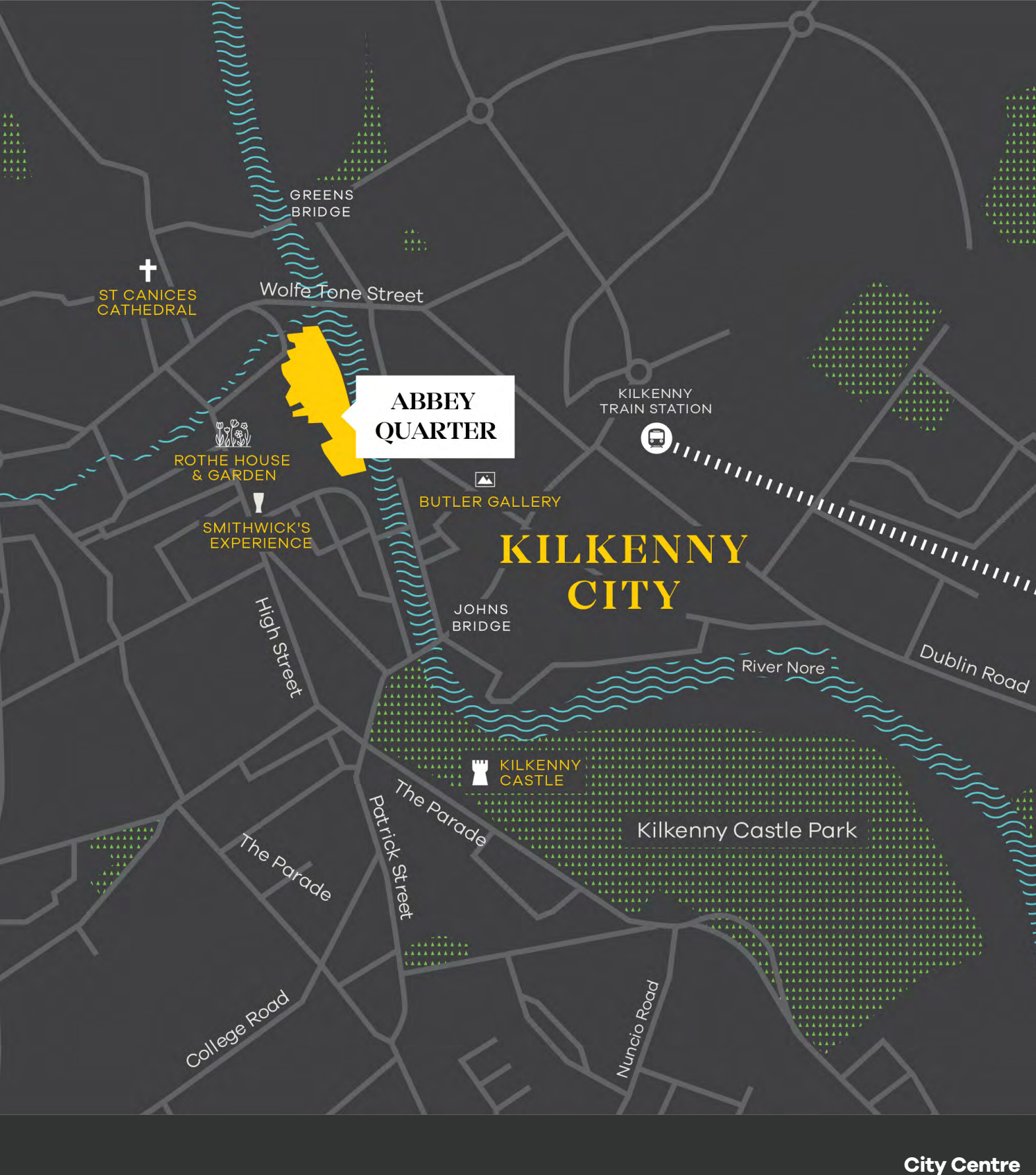
**Kilkenny City and its environs has a urban population in excess of 27,184 (Census 2022) with over 104,000 people residing in the county of Kilkenny.**

Kilkenny, the medieval capital of Ireland, is one of Ireland's most attractive and popular cities. Its city centre is characterised by beautifully restored and fascinating historical buildings, winding streets and laneways, which are now full of contemporary shops, designer stores, galleries and restaurants. These all create a magnificent, vibrant, bustling and busy city centre atmosphere.

The internationally acclaimed Norman built 13th century Kilkenny Castle is now the fourth most popular heritage site in the country. Kilkenny is renowned for its many annual festivals with the Kilkenny Arts Festival and the Cat Laughs Festival – a highlight of the International Comedy circuit – attracting high spending visitors annually. In addition, Kilkenny's leafy countryside is a haven for visitors with five excellent golf courses at Kilkenny, Mount Juliet, Gowran, Callan and Castlecomer.

Tourism – both domestic and international – is a significant annual contributor to the economy of Kilkenny City and County.

Kilkenny is a unique location in the heart of Ireland mixing medieval and modern with the capacity to attract exceptional talent and internally renowned businesses. Kilkenny has the reputation as an established tourism destination, both domestically and internationally, and has an ambitious vision to continue to attract more businesses and visitors to the area and truly make Kilkenny a great place to live, work, visit and do business.





# Connectivity

**Kilkenny benefits from good regional and national connectivity. As shown in the graphic below, Kilkenny is easily accessible from Ireland’s main cities of Dublin, Cork, Galway, Limerick and Waterford.**

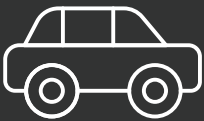
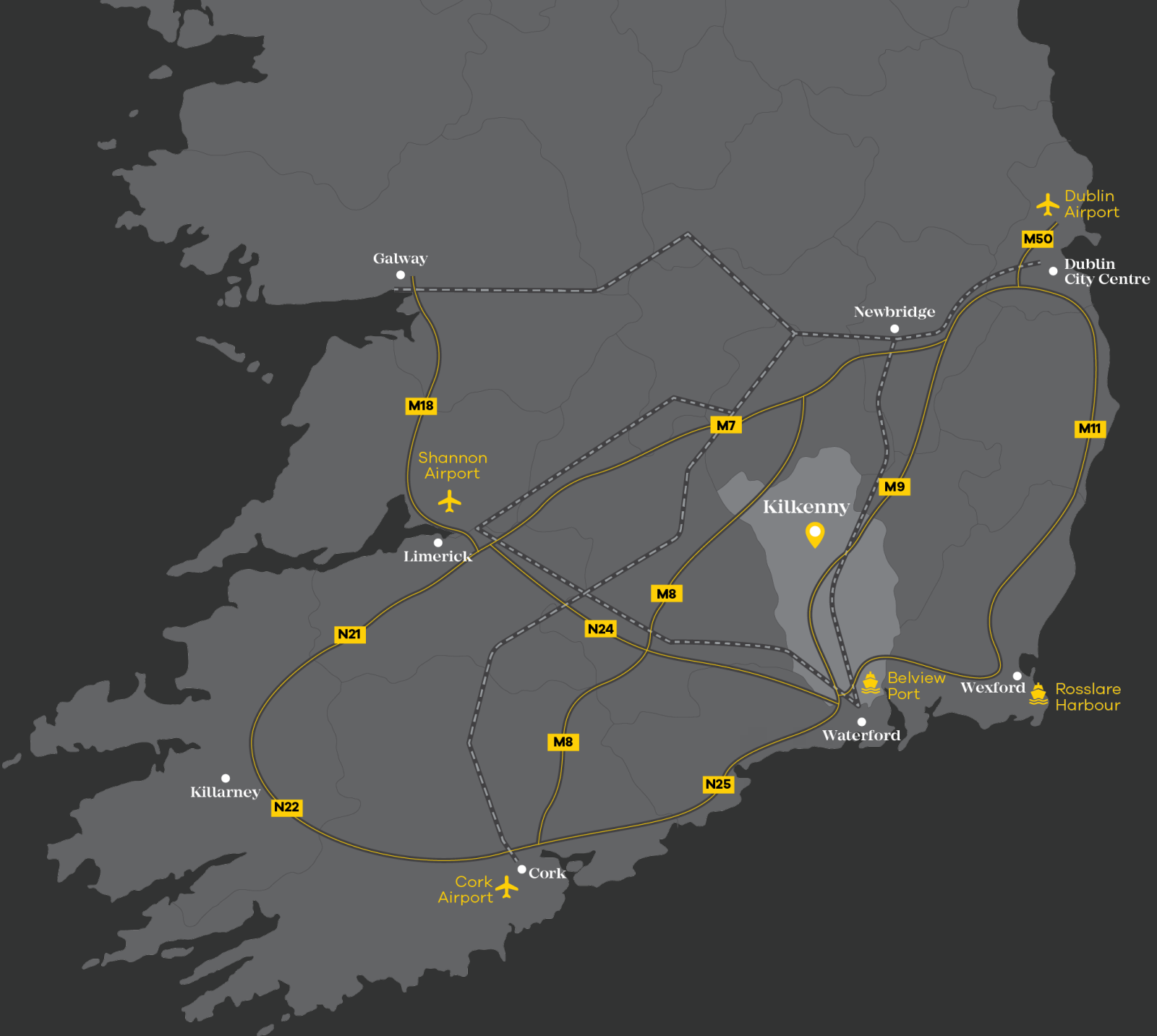
Kilkenny benefits from good regional and national connectivity. As shown in the graphic below, Kilkenny is easily accessible to Ireland’s main cities of Dublin, Cork, Galway, Limerick and Waterford. Travel times to the proposed development site from Dublin are around 1h 30min by car and 1h 40min by train. The city is well connected with 7 daily commuter rail services and 9 daily Bus Express Services.

Kilkenny and the proposed Hotel site, have good access to regional locations across the south of Ireland owing to its road connectivity, with direct access to numerous national roads (N10, N77 and N78) as well as being less than 10mins drive from the M9 motorway linking Dublin to Waterford.

Kilkenny residents have some of the shortest commutes in Ireland, with 64% of people who live there travelling 30 minutes or less to work versus 48% of people in Dublin.

Dublin International Airport (31.9m passengers in 2023) and Cork Airport (2.8m passengers in 2023) support Kilkenny’s connectivity, providing direct access to and from International leisure and corporate hubs.

The site sits approximately 10 minutes walk from Kilkenny Train station. The site also benefits from being positioned within c. 2.5km drive from the N77 and N10 (linking to the M9 Dublin to Waterford motorway).



## By Car

Dublin – 130 km, 1.5 hours via M9/M50  
Cork – 154 km, 2 hours via M8  
Galway – 175 km, 2.5 hours via M6  
Limerick - 128 km, 1 hour 45 mins via M7  
Waterford – 52 km, 45 minutes via M9



## By Air

Kilkenny is strategically located 1 hour 45 minute drive from Cork International Airport (159 km) and 1 hour 30 minutes drive Dublin Airport (136 km).



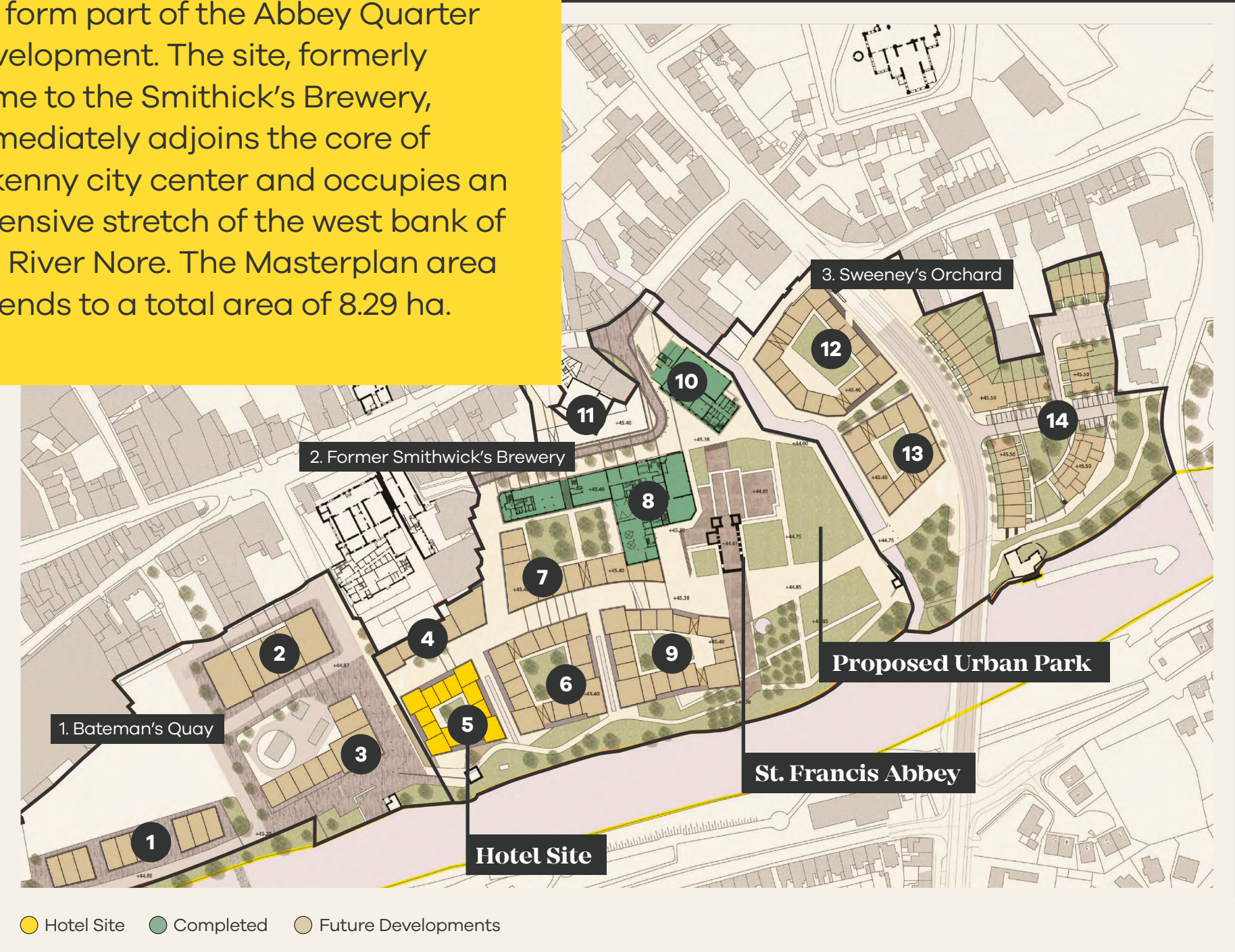
## By Train

Kilkenny is served by daily rail service to Dublin and Waterford.



The Masterplan

The proposed Hotel development will form part of the Abbey Quarter Development. The site, formerly home to the Smithwick’s Brewery, immediately adjoins the core of Kilkenny city center and occupies an extensive stretch of the west bank of the River Nore. The Masterplan area extends to a total area of 8.29 ha.



This site was originally settled in the 13th century by Franciscan monks who established St. Francis Abbey. The monks brewed ales here long before John Smithwick established his brewery in the early 1700s and it continued to operate as a brewery for 300 years until it was closed by its owner Diageo in 2014.

The remains of the choir and bell tower of St. Francis Abbey still stand on the site today as a reminder of its rich history. Following closure of the Brewery, the site was purchased by Kilkenny County Council. Following a period of public consultation a dedicated master plan was adopted to guide development of the former brewery site and adjacent lands.

In recent years the development plots were acquired by Kilkenny Abbey Quarter Development Partnership. A joint venture between Kilkenny County Council and the National Treasury Management Agency.

Over the life of the development the partnership plan to develop a mixed use urban quarter including, office, residential, hotel, local retail and education facilities. The site was purchased with a view to job creation and the provision of public amenity areas on the site.

The Urban Design Code sets out a mix of land use for the area based on the Masterplan vision for the Quarter.

Projected Development Quantum & Mix of Uses	Area sq.m.	%
Commercial	16,500	15
Retail, Food & Beverage	22,000	20
Residential ( <i>approx 385 homes</i> )	38,500	35
Other: Hotel, Civic, Social, Education	33,000	30
Total GFA	110,000	100

- 1 Future Development
- 2 Future Development
- 3 Future Development
- 4 Offices

- 5 Hotel Site
- 6 Residential/Office/Education/Retail
- 7 Office & Ground Floor Retail
- 8 Brewhouse (Office) **Completed**

- 9 Residential/Office/Education/Retail
- 10 Mayfair (Public Library) **Completed**
- 11 Future Development
- 12 Future Development

- 13 Residential/Mixed Use
- 14 Residential





COMPLETED RIVER PARK



PROPOSED URBAN  
PARK & STREET



MAYFAIR (PUBLIC LIBRARY) COMPLETED



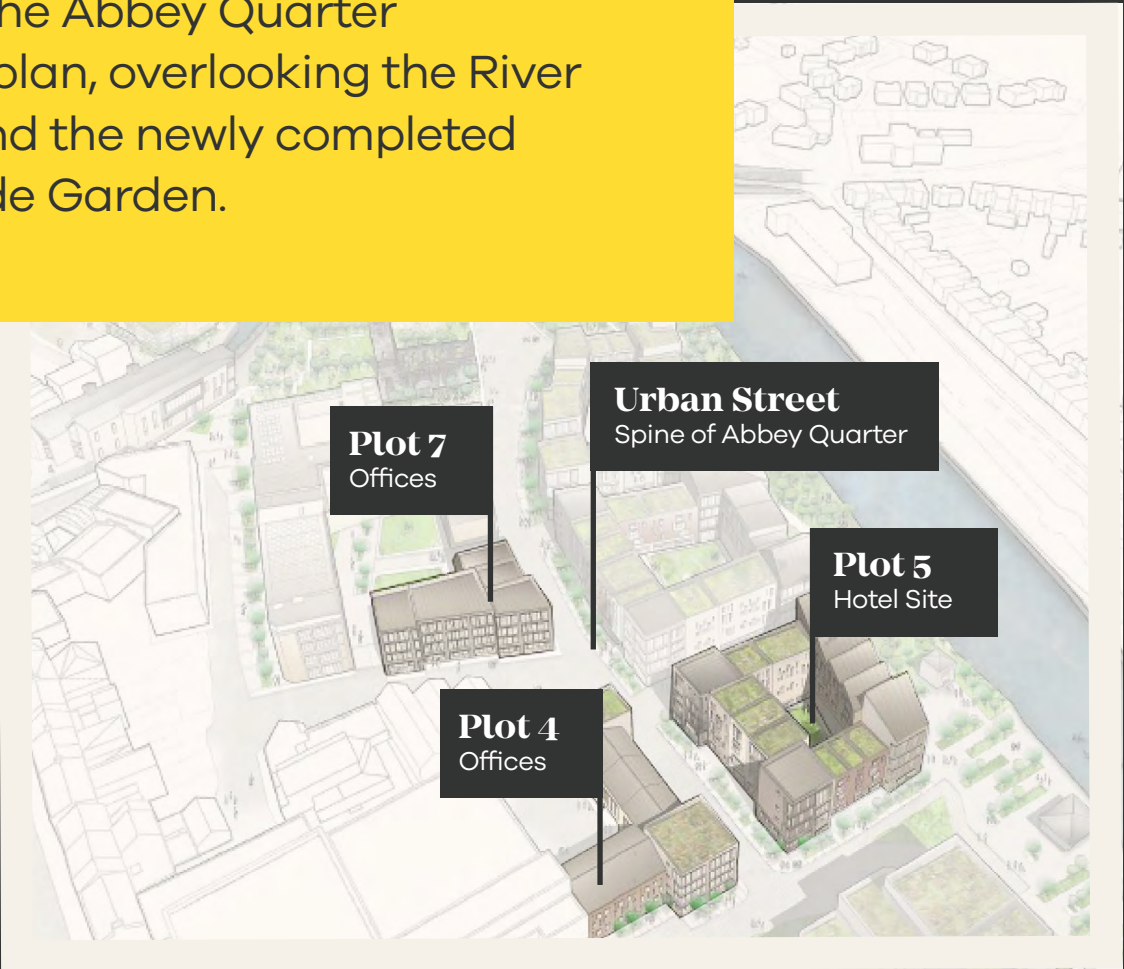
BREWHOUSE OFFICES (COMPLETED)





# Hotel Site

The potential development site *Plot 5* for the proposed Hotel occupies a strategic location within the Abbey Quarter Masterplan, overlooking the River Nore and the newly completed Riverside Garden.



**Plot 5** is a corner site within the Abbey Quarter, located beside the proposed **Plot 4** (likely use to be office accommodation) and close to the completed Brewhouse building as well as **Plot 7** which has received full planning permission for approximately 4,200 sq.m. of office space with ground floor retail / restaurant use.

Of significant importance to the proposed Hotel will be the proposed Urban Street which will be prioritised for pedestrians and cyclists with local access for deliveries and service vehicles. The new Urban Street will be the 'spine' of the Abbey Quarter, linking St. Francis Bridge to Bateman Quay with priority being given to pedestrians and cyclists.

The proposed hotel site is a favourable location within the Abbey Quarter, which is on the way to becoming a new modern mixed-use hub in Kilkenny, a hotel development would benefit from a strong leisure demand as well as a corporate client base in the immediate Abbey Quarter area, with the recently completed Brewhouse accommodating over 300 office workers.



# Proposed Scheme

The site area of *Plot 5* is , 1420 sq .m  
The design of the proposed hotel is adaptable, varying by room sizes, classifications and preferred facilities. A previous feasibility study prepared by architects estimated that in excess of 100 bedrooms can be achieved on the site based on the height and scale provisions of the Masterplan.

10 MINUTES WALK FROM KILKENNY TRAIN STATION  
2.5KM DRIVE FROM THE N77 & N10 LINKING TO THE M9 DUBLIN TO WATERFORD MOTORWAY



# Kilkenny Tourism

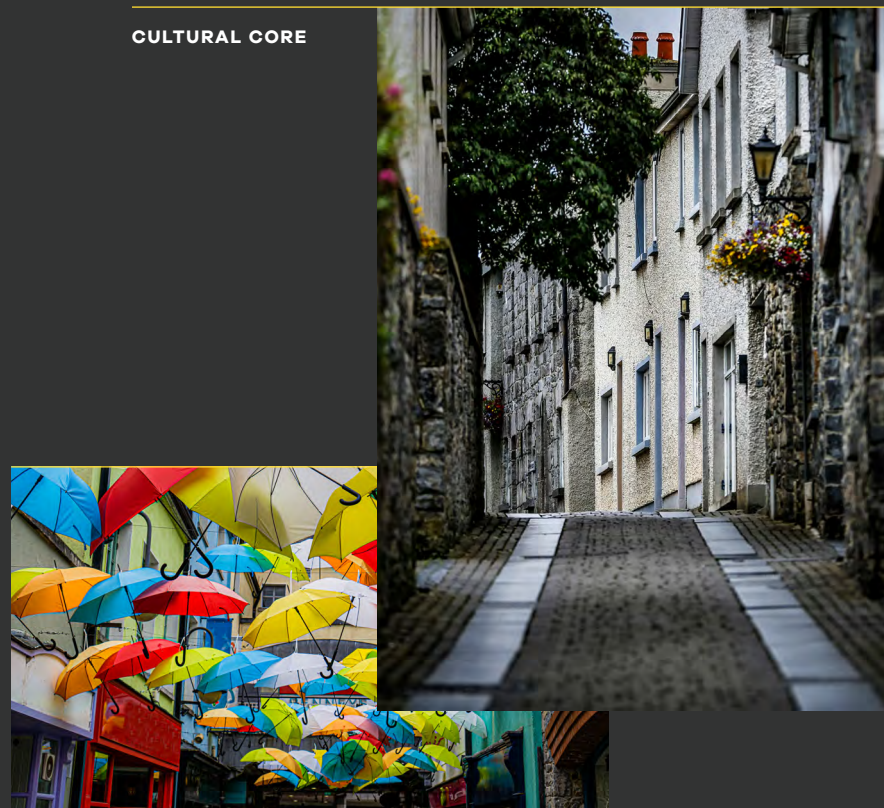
**Kilkenny boasts an impressive number of tourist attractions, including a medieval core, a high quality public realm, an attractive setting and a strong cultural base.**

The recently refurbished Smithwick's Experience and the Medieval Mile Museum further enhance the city's offering and will help strengthen the appeal of Kilkenny as an overnight destination.



MEDIEVAL FEATURES

CULTURAL CORE



CASTLECOMER  
DISCOVERY PARK



KILKENNY CASTLE & RIVER NORE

Kilkenny has many top tourist attractions with the jewel in the crown - Kilkenny Castle & Parklands, attracting over 1.2m visitors in 2023.

Kilkenny Destination and Experience Development Plan's vision for 2023 is for Kilkenny to be a leading year-round destination by 2033, providing an exceptional experience blending medieval with contemporary and the great outdoors.

Kilkenny is also well known for its array of festivals throughout the year. Festivals are a key driver for tourism growth, particularly during off-season times.

The table below sets out the calendar of annual festivals that take place in the city. Plans are underway to increase the number of festivals to have one every month of the year and promote Kilkenny as the Festival Capital of Ireland.

Month	Festival
Feb	St Brigid's Day Festival
March	Kilkenny Tradfest & St Patrick's Day Festival
May	Smithicks Kilkenny Roots Festival & Marble City Music Festival
June	Kilkenny Cats Laugh Comedy Festival
Aug	Kilkenny Arts Festival, Stormfest, Fringe Festival, Song of the Scythe Festival & Town of Books Festival
Oct	Kilkenny Animated & Savour Kilkenny Festival
Nov	Kilkenomics & Marble City Music Festival
Nov	Kilkenomics
Dec	Yulefest





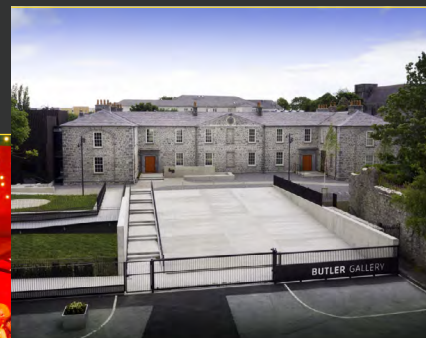


**Tourism in Kilkenny has been hugely supported in recent years by the on-going development of Ireland's Ancient East programmes through collaboration between Fáilte Ireland, Tourism Ireland and Kilkenny County Council.**

Ireland's Ancient East was developed by Fáilte Ireland to promote the history and heritage of the East and South of Ireland to bring it to greater visitor attention. To do this, the initiative offers visitors a personal experience of 5,000 years of history through a relaxing journey of discovery in the beautiful landscape that attracted warring settlers for millennia and is illuminated by stories from the best storytellers in the world – the local people.

Fáilte Ireland's published report "Tourism Development Strategy 2023-2027" outlines the economic impact of the Ancient East brand on the area since its launch. The initiative is estimated to deliver a value in the region of €1.7bn with 55% generated by international visitors and supports over 55,000 jobs.

SMITHWICK'S  
EXPERIENCE



BUTLER  
GALLERY



KILKENNY CASTLE

ST CANICE'S  
CATHEDRAL



MEDIEVAL MILE  
MUSEUM



ROTHE  
HOUSE





Local Corporate Market

Kilkenny is an attractive location for businesses looking for quality infrastructure, talent and low cost business environment. There is an existing dynamic between indigenous business and multinationals in the city.



KILKENNY DESIGN CENTRE



Financial

Leading financial services companies such as State Street and Bank of Ireland (Banking 365) are located in Kilkenny. State Street is one of Ireland's leading fund services companies and now employs close to 1,000 people across the country having established in Kilkenny in 2001. Banking 365, now recognised as a Centre of Excellence for the Bank of Ireland Group, first established in Kilkenny in 2001 now employ over 300 staff in the city.



Agri-Food

Kilkenny has a long established agri-food sector with major companies operating in the county including Glanbia and Connolly's RED MILLS, complemented by an emerging artisan food producer network.



Creative

Kilkenny has a huge Design legacy that has contributed to the growth of globally successful companies such as Nicholas Mosse, Lighthouse Studios and Cartoon Saloon which is a five-time Academy Award, Golden Globe, BAFTA and Emmy nominated animation studio.

Kilkenny is home of the Design & Craft Council of Ireland, National Craft Gallery of Ireland and the prestigious school of jewellery and is also a designated World Crafts Council Craft City and Regions. Kilkenny has long been recognised as the centre of Ireland's design and craft sector with the Kilkenny Design Workshops leaving a legacy of creativity and design in the area.



Technology

Ireland's tech sector is a core part of the government's economic agenda and its support is not limited to those companies operating in Dublin. Abbott is investing over €440 million in a new 250 sq ft manufacturing facility in Kilkenny creating 1,000 jobs. Kilkenny is home to global tech organisations and start-ups involved in cyber security. Companies include Security Risk Advisors and CipherTechs now part of CyberMaxx.







## Strong Performing Economy

which experienced headline economic growth despite the pandemic and associated lockdowns. Ireland's headline GDP has consistently outperformed Europe over the last cycle.



DUBLIN 1.5 HOURS DRIVE FROM KILKENNY

# Ireland Market Update



## Attractive Tax Regime

Ireland has attracted significant foreign direct investment from multinational corporations over the last 10+ years. Introduction in Ireland of a 15% minimum corporation tax rate for multinational entities with global turnover exceeding €750m



## Leading European Destinations

Overseas visitors to Ireland are projected to expand from 9.7m in 2019 to 13.2m by 2032. Dublin is one of Europe's largest transatlantic hubs, with 218 flights per week to USA & Canada. Dublin Airport is one of only a few airports outside North America that offers a US Preclearance facility.



## Multi Nationals In Dublin

Dublin benefits from numerous multi national's headquarters in the city including;



## Ireland's Population

Is 5.1 million people, representing an impressive 76% increase since 2016 and is expecting to further grow to 5.6m by 2031. Dublin's city centre has a population of 588,000 people and a wider urban population of 1.6m and is expected to exceed 1.8m by 2030. It is also worth noting that Ireland has one of the youngest populations in Europe which means it has one of the lowest Old Age Dependency ratios relative to that of its European counterparts - and this will remain the case until at least 2045.



## Unemployment Rate

Trending back at close to 4.9% at the end of December 2023 with a record of approximately 2.6 million people in employment in Ireland.



## Strong Technology Sector (ITC)

Ranks 6th in employment sectors in Ireland with approximately 177k people in employment. Recent tech layoffs are marginal in the context of the overall employment market and represents less than 2% of the total ICT employment.





## Further Information

CBRE are inviting offers to acquire the superb hotel development site at Abbey Quarter Kilkenny.

## Process

Site inspections will be arranged upon request. A call for offers will be announced to interested parties in due course.

Further information on this opportunity are available in the confidential Data Room. Access to the Data Room will be made available upon request.

## Tenure

Freehold

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