

TESCO

An aerial, black and white photograph of a town. In the foreground, a large parking lot is filled with many cars. The town's buildings, including several prominent houses with gabled roofs, are visible in the middle ground. The background shows more residential buildings and trees under a clear sky.

Wexford at the Hub

Developing Retail for the Future

Michael Sullivan and Ian Doyle, Tesco Ireland,

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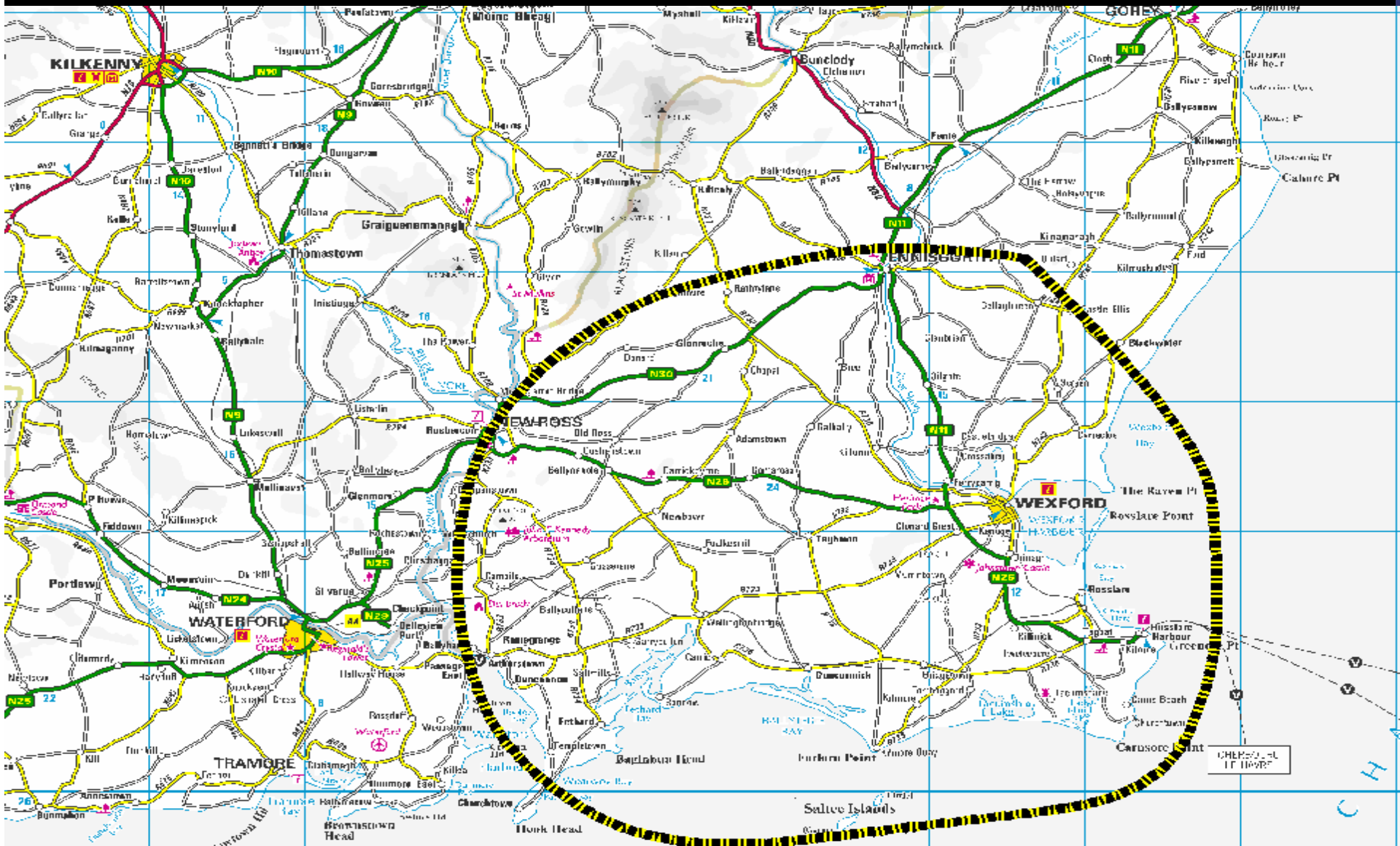
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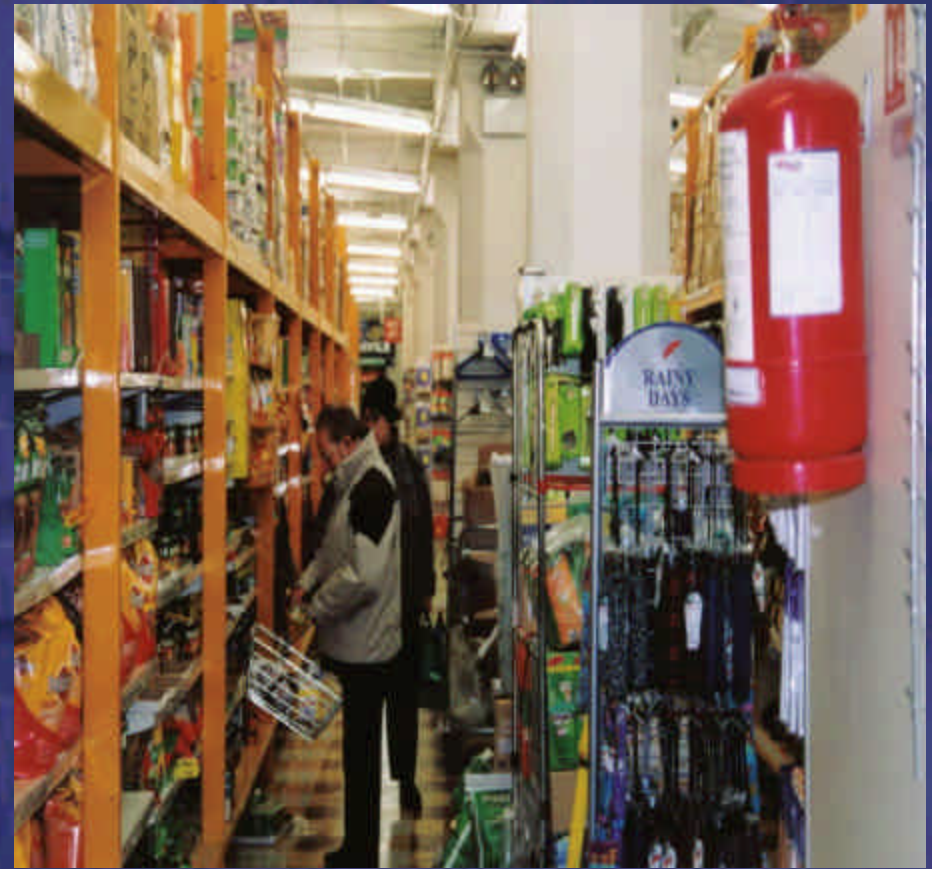
Why Wexford

- Poor quality of existing store
- Catchment and Drive-time
- Population
- Add-on trade, seasonal trade
- Affulence
- Population growth (planning)
- Strength of Town as a destination

Catchment Map



Existing Tesco Wexford Store



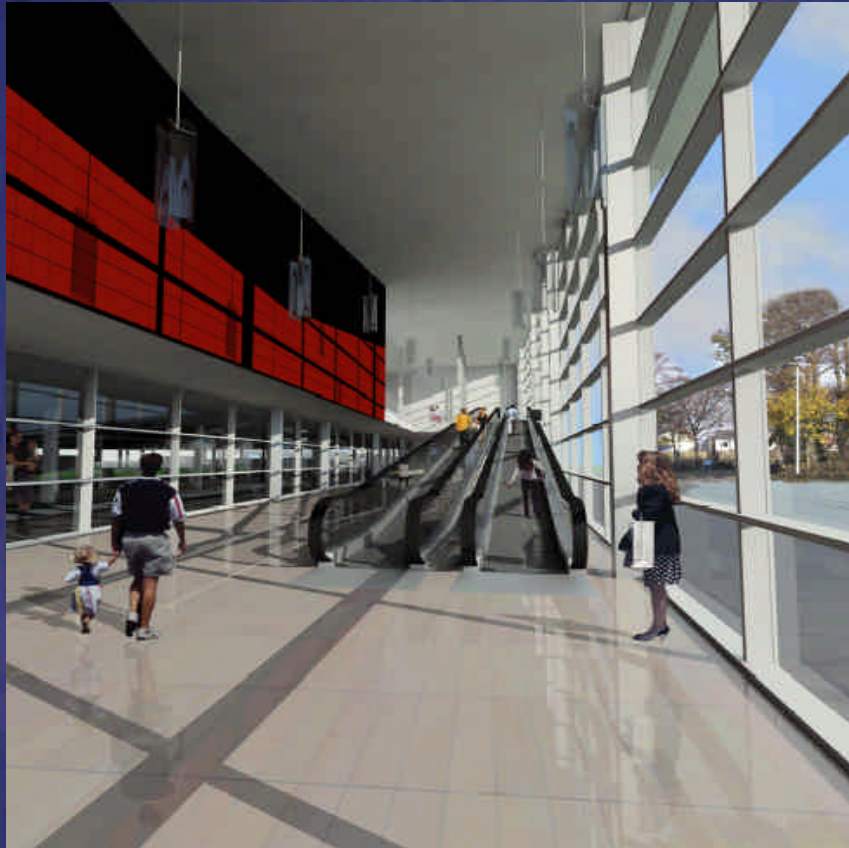
Existing Tesco Wexford Store



Existing Tesco Wexford Store



Standard New Store



Artist's Impression



Site Location



Existing
Tesco
Store

Town Centre

Pierce Engineering
Proposed Tesco Site

Distillery Road

LEGEND

- Vista 
- Pedestrian Route 
- Traffic Artery 
- Key Public Spaces 
- Ped Sheds 
- AAP Area 

