

RIVERSIDE RETAIL AND LEISURE DEVELOPMENT

HEMEL HEMPSTEAD



News

Riverside is a brand new retail and leisure development in Hemel Hempstead, one of Hertfordshire's largest towns and commercial centres. The 288,000 sq ft scheme of 25 units has created a new prime retail pitch for the town and provides a new gateway for the town centre.

Debenhams have opened Hemel's first department store and other retailers who have opened new stores in Riverside include H&M, Monsoon/Accessorize, Next, Waterstones, HMV, Peacocks, TK Maxx and Orange. In addition, Laura Ashley opened a new store in the main retail pitch this spring.

The development is served by a 350 space multi storey car park and major new bus link through the town centre immediately adjacent. Within a 20 minute drive time, there is a resident population of over 317,000 of which 52.4% have an ABC demographic profile. As well as the pedestrianised prime retail pitch the development has a restaurant and leisure quarter overlooking the River Gade which runs

through this new development. The river has been attractively landscaped and provides an attractive setting for diners to sit out and enjoy whilst taking a lunchtime break from some hard shopping or enjoying a night out.

Pizza Express, Tootsies and Aroma have already opened new restaurants in the development. Starbucks have opened and Premier Inn have opened a 110 bedroom hotel overlooking the Water Gardens adjacent to the development.

Adjacent to the Riverside scheme is a new lifestyle apartment development, The Image, which is currently under construction to provide 434 new apartments in a striking landmark development. This development, together with Riverside, will make this area of Hemel Hempstead the new focus for the town centre to live, shop, eat and work! When the development is completed there will be many more hungry mouths to feed in the area – more customers for restaurant and catering operators!

There are three opportunities remaining at Riverside for restaurant, bar and catering operators and all of these offer a different range of sizes to suit operations of different styles.

The largest of the units at 6,500 sq ft over two floors is in the same part of the development as the hotel and is adjacent to the hotel entrance. This offers an operator an opportunity to develop a large restaurant or lounge bar. The large first floor has a high ceiling height and a lot of natural light coming in, enabling it to be used as a lounge bar or function area. There are proposals to install further windows at first floor level so that diners and customers can look out onto the Water Gardens area.

There is a 3,000 sq ft unit available opposite Pizza Express and this would be suitable for a high quality branded restaurant operation. It has a large window frontage of around 100 ft giving a restaurant designer an absolute dream to create a restaurant with a huge amount of natural light, visibility and prominence. There is also potential for outside seating here.

The smallest unit is suitable for a high quality delicatessen or sandwich bar operation since there is nothing else like this at this end of town for shoppers and office workers to go to. It is a shell unit of just over 700 sq ft with a quoting rent of £25,000 per annum.

Intrinsic are the letting agents on the restaurant and catering units in Riverside and can be contacted on 020 7629 5658 or details of the available units can be downloaded from their website.

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