

# CASE STUDY-WATERFORD APPLE MARKET PROJECT



The Apple Market Project was organised by Waterford City and County Council with support from the European Union's Regional Development Fund through the Southern Regional Assembly. The project was part of an urban regeneration programme for the city that has been ongoing for the last 20 years to make the city more attractive and people friendly by increasing pedestrian friendly areas and shared spaces within the city centre. It was awarded funding from the Southern & Eastern Regional Operational Programme (2014-2020) for **Priority 5 "Sustainable Integrated Urban Development"** under the Scheme "**Designated Urban Centres Grant Scheme**", which is managed by the Managing Authority.

## Funding

The total project construction cost was €6.8million (received €4 million in funding for three phases of work). Action 2 of the Waterford City Centre Urban Renewal Schemes includes works to the Apple Market area. This has allowed the specification and implementation of a high-quality public realm and the overall regeneration of the urban environment. **Additionality:** The project would not have gone ahead without the funding.

## Outputs

At an overall level, the project has **increased the footfall** in the city centre and **increased the presentation, attractiveness and usage** of the urban area. In addition, the Southern & Eastern Regional Operation Programme grant **complements and links with the National Transport Authority (NTA)** funded City Centre's Green route, which runs on the main regional route into the city and adjacent to Michael Street where the Apple Market is located.

## Project Impact

Before the urban renewal scheme - the area had been underutilised and underperforming. The project demonstrates the **success of shared surfaces and pedestrian friendly environment** that is available to all ages and as it is a covered area it is available for a **range of functions** throughout the day and also at night. The public area is managed by businesses in the area and it is in **their interest to ensure its ongoing management** and appropriate uses.

## Lessons Learned

A key lesson learned is to have the requirements for high quality installation and well qualified contractors; to ensure that there is engagement with local community and business interests. Furthermore, it also important to consider the potential impacts of other developments occurring at the same time, which may have compounding impacts on the available infrastructure and project deliverables.

Total Project Cost: **€6.8million**, which includes works to:

- Apple market / John Street – for public realm and canopy
- Arundel Square / Peter Street – for the new urban plaza
- Colbeck Street, High Street, Lady Lane and Michael Street which is part of an Architectural Conservation Area.

