

The top half of the image features a series of horizontal, wavy stripes in a light peach or salmon color, alternating with white space. The stripes have a soft, undulating quality, resembling waves or ripples.

**Old soul,
new heart**

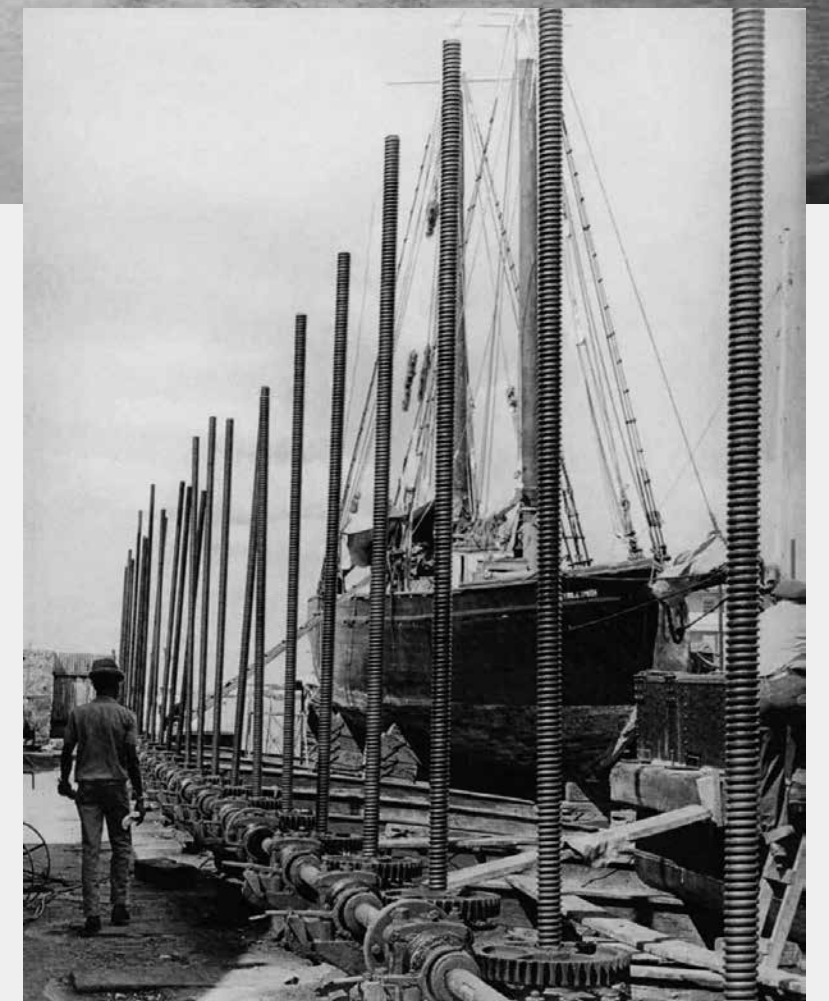
Bridgetown: A City of Stories

Bridgetown's past is deeply layered — shaped by sugar and shipping, industry and culture, struggle and resilience. Its waterfront has long stood at the center of this story. Now, The Pierhead will become the next chapter: a new district rooted in the past, set to redefine the heart of the city.



From Working Port to Waterfront District

For centuries, the Careenage was Barbados' front door to the world — welcoming ships, trade, and people from across the Atlantic. The Pierhead stood at the center of it all: a working port shaped by commerce, culture, and constant movement. It was once the city's hive of activity — from dockworkers and traders to locals gathering at the much-loved Waterfront Café. Now, it's where Bridgetown begins again — by the sea, for everyone.



A Place Where Everything Connects



The Pierhead will be a district where life comes together — homes, shops, cafés, green spaces, and gathering spots, all thoughtfully planned to create a walkable, welcoming community. It's being designed to bring the energy of the city and the ease of the beach into one connected place, made for everyday living and a strong sense of belonging.



Local Flavours Thrive

Cafés, bars, restaurants, and fresh ingredients will anchor a lively scene. From casual bites to rum cocktails, local flavour will take the lead.



Shop Local

Independent brands, creative boutiques, and everyday essentials will line the streets — supporting local enterprise and showcasing island-made.



Live Well

Homes made for island life — easy, connected, and close to the sea. With beautiful design and views of Carlisle Bay, The Pierhead offers a new way to live that balances comfort, community, and everyday ease.



Culture Comes Alive

From live music to community events, The Pierhead will host shared moments and creative energy — woven into the rhythm of daily life.



Green Space Grows

Planned plazas, shaded routes, and open greens will bring nature into the everyday — creating space to slow down and reconnect.

Location

Explore the spaces that will shape tomorrow's Bridgetown.

- | | | |
|--|--|--|
|  Restaurant |  Beach Club |  Free Wifi |
|  Retail |  Gym |  Open Space |
|  Bar |  Museum |  Parking |
|  Music |  Local Artist |  Toilets |
|  Bakery |  Coffee | |
|  Mini-Mart | | |

178

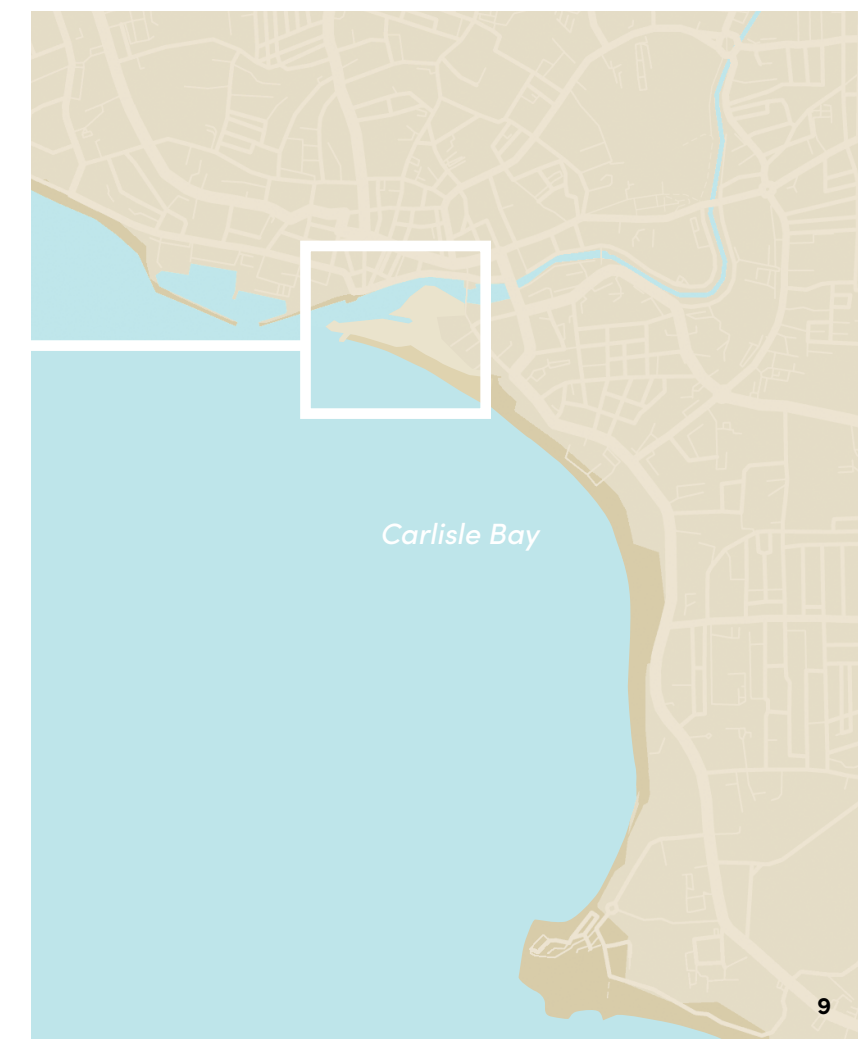
Apartments

35

Food & Beverage, Retail
and Cultural Spaces

21,000

Total Developed Area (m²)





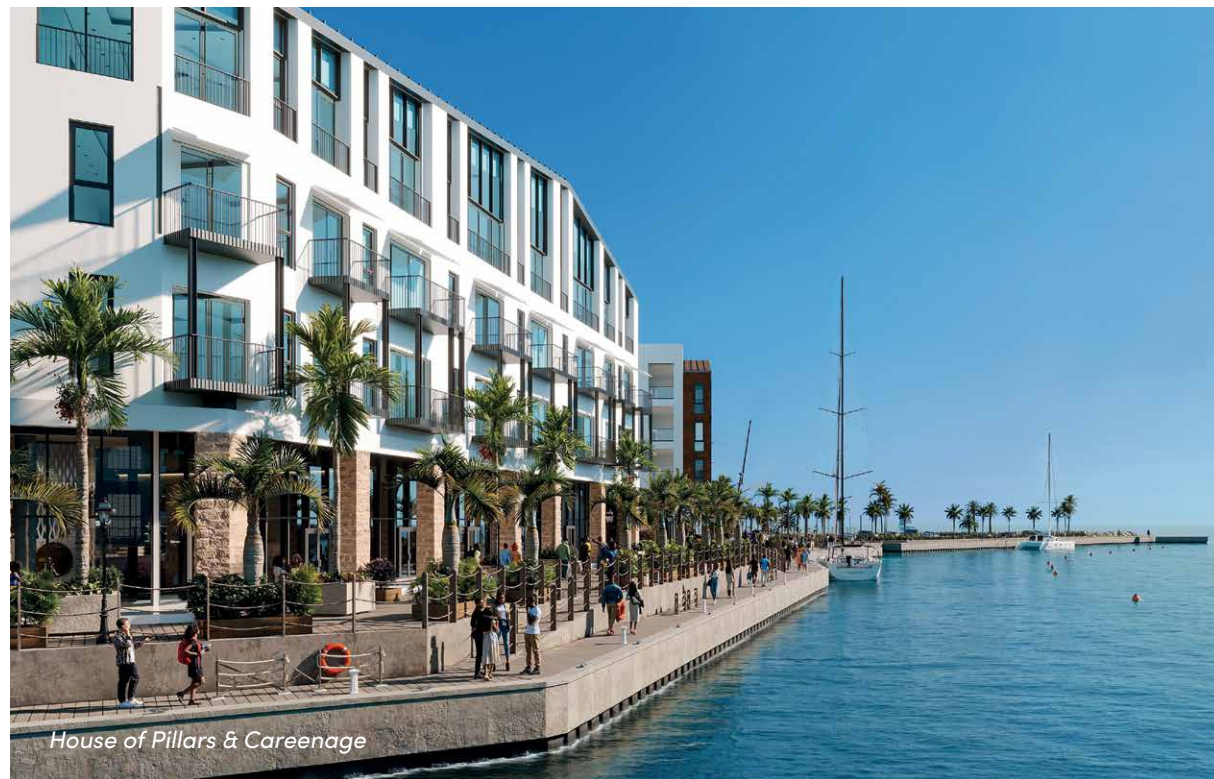
View of Beach Club, The Steel Building and Bridge House from Carlisle Bay



View of Beach Club from Carlisle Bay



Beach Club 1st Floor



Built in Chapters



Phase 1

(mid 2025 to mid 2027)

THE STEEL BUILDING

39 Apartments, Levels 1–3
Retail and F&B
Landscaping & Heritage Trail
Beach Club
Pointe Viewing Area
Access to Beach
Provision for Water Taxi Station
Provision for Chain Ferry

Phase 2

(start 2027 to end 2028)

HOUSE OF PILLARS

39 Apartments, Levels 1–3
Retail and F&B
Enhanced Landscaping
Berthing Area

Phase 3

(start 2029 to mid 2031)

BRIDGE HOUSE

100 Apartments, Levels 2–7
Retail and F&B
Advanced Landscaping
Berthing Area

THE
POINTE

Phase 1

THE STEEL BUILDING

39 Apartments, Levels 1–3

Retail and F&B

Landscaping & Heritage Trail

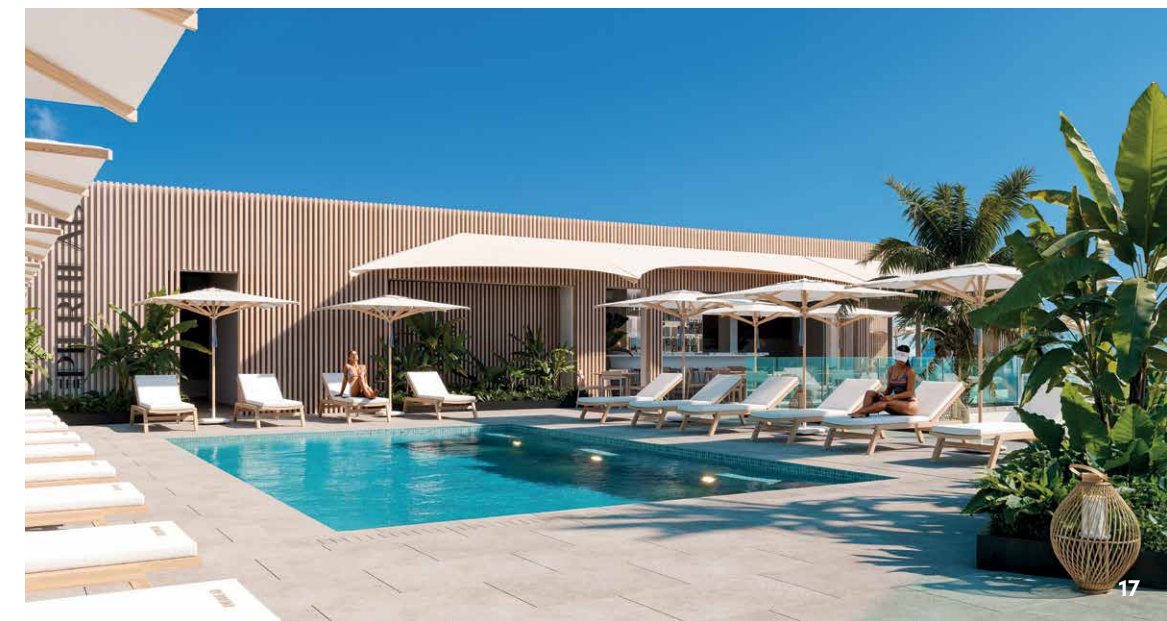
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Retail and F&B

Advanced Landscaping

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Design That Raises the Bar

The Pierhead brings together a team of internationally recognised architects and local talent to shape a district that feels both globally relevant and deeply Bajan. The architecture will reflect the character of Bridgetown — its proportions, rhythms, and materials — reimagined for modern life by the sea. Every space, from homes to walkways, is designed with beauty, usability, and long-term value in mind.



“This is not about importing design — it’s about reinterpreting what’s already here. We’ve drawn from Bridgetown’s heritage and brought it forward with simplicity, restraint, and purpose.”

Doug Luke, Architect

Heritage You Can Feel

This is a place layered with stories — from maritime trade and craftsmanship to social change and community life. At The Pierhead, history won’t sit behind glass. Salvaged materials, period elements, and creative interpretation will invite people to experience the city’s legacy in a way that’s interactive, respectful, and part of everyday life.



“My hope is to see heritage delivered in a way we can’t always teach in schools — something tactile, something lived. It’s about bringing history to life for young and old alike.”

*Geoff Ramsey,
Heritage Consultant*



Sustainability with Purpose

The Pierhead is being shaped with the future in mind — balancing progress with preservation. From adaptive reuse of materials and integrated green spaces to energy-conscious design, sustainability is woven through the plan. The goal isn’t just to reduce impact, but to create an environment that supports the well-being of people and the planet.

“It’s about respect — respect for the land, for the past, and for future generations. Sustainability isn’t a feature; it’s a responsibility.”

Mervyn Greene, CEO



Looking Ahead

The Pierhead is more than a development — it's a chance to help shape the future of Bridgetown. With deep respect for history, a commitment to community, and a belief in what's possible, this project represents a rare opportunity to do something lasting.



“Years ago, sitting at the old Waterfront Café, I felt the energy of this place — alive with conversation, music, and possibility. That’s when I knew I wanted to invest here. The Pierhead was once a vibrant port, full of stories — from trade and travel to struggle and resilience. This project is about honouring all of that, and giving the site the future it truly deserves.”

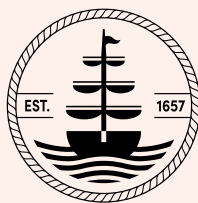
Neville Isdell, Founder & Investor



Disclaimer:

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THE
PIERHEAD

BRIDGETOWN, BARBADOS

www.pierheadbarbados.com