

MOORGARTH FOOD HALL CONCEPT

BENCHMARK/CASE STUDIES

Case Studies

Assembly / Pop City, Leeds. Completed Dec 2018

- Total Area: 6,000 sqft / 560sqm
- 6 stalls, circa 11.5/12 sqm
- Seating Area, 162 sqm
- Micro Brewery, 87 sqm
- Speakeasy, 44 sqm
- Ancillaries, 76 sqm

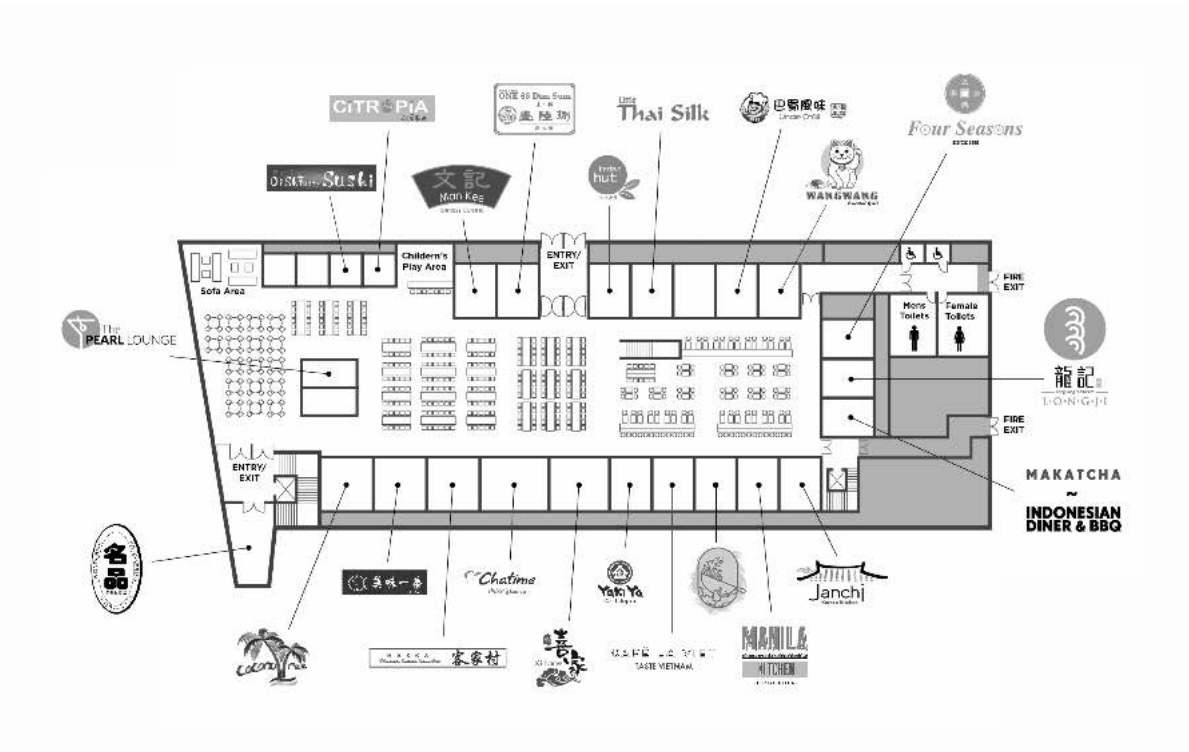
- Construction cost: Circa £1,450 per sqm



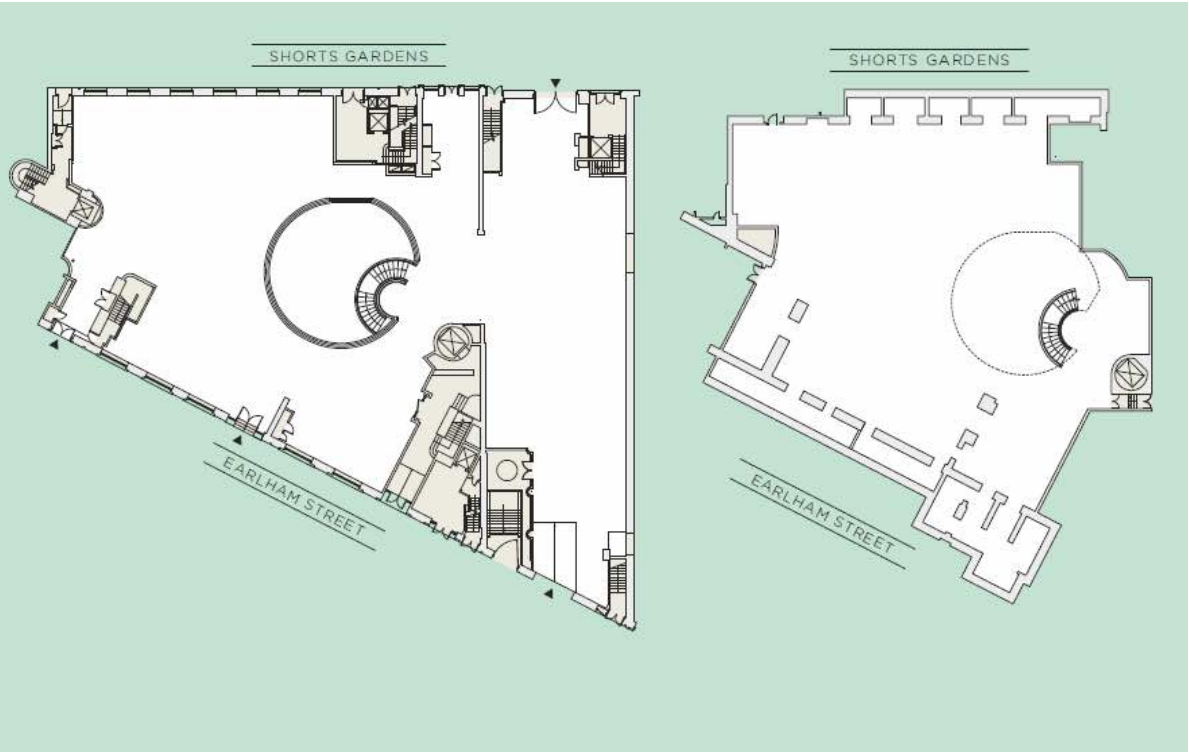
Case Studies
Bang Bang Oriental Market, Colindale, London.

Completed June 2017

- Total Area: 26,770 sqft / 2,487 sqm
- Construction cost: Circa £2,500 per sqm
- No. of Units: 32



- To be opened 2019
- Total Area: 23, 680 sqft / 2,200 sqm
 - Construction cost: Circa £1,400 per sqm
 - No. of Units: 20 Units + 7 Restaurants



- To be opened 2021
- Total Area: 31, 990 sqft / 2,972 sqm
 - Construction cost: Circa £3,000 per sqm
 - No. of Units: 17 Restaurants, 3 bars, a space for cultural events and 500 seat capacity



Case Studies

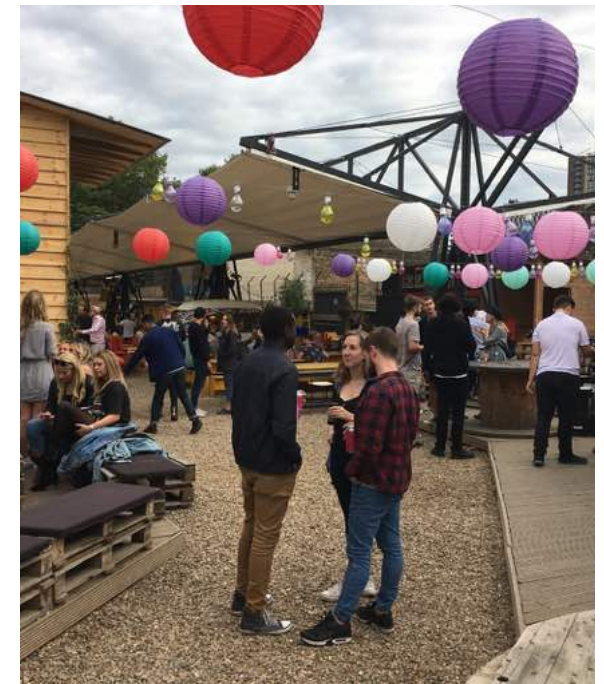
Mercato Metropolitano, Elephant & Castle

Completed 2016

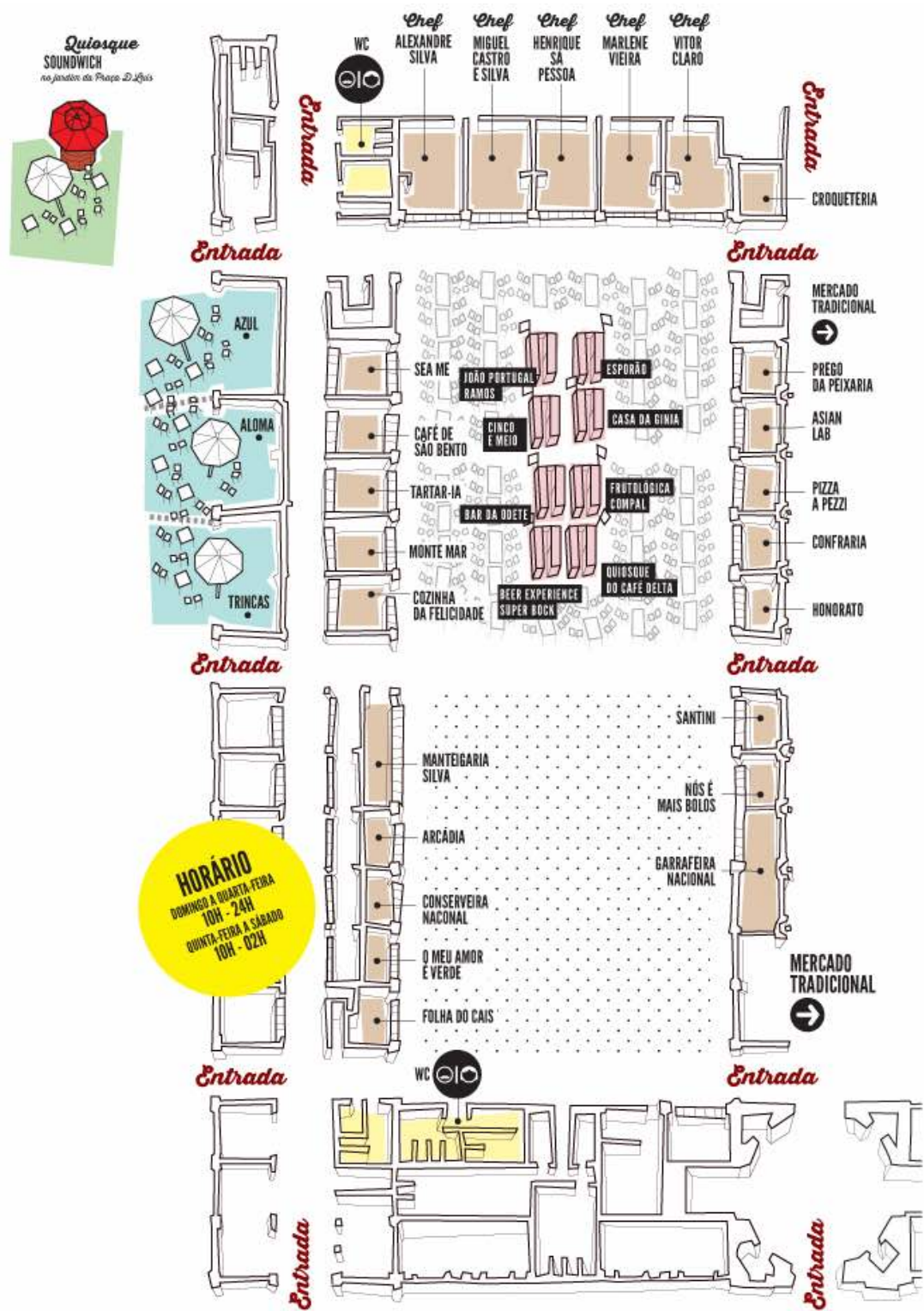
- Total Area: 44,994 sqft / 4,180 sqm

- Construction cost: N/A

-No. of Units: 30+, including a Barbers, Gym and large outdoor space for cultural events



- Completed 2014
- Total Area: 107,640 sqft / 10,000 sqm
 - Construction cost: N/A
 - No. of Units: 32 catering units, 8 bars, 5 retail units and 900 seat capacity entertainment space



- Completed 2015
- Total Area: N/A
 - Construction cost: N/A
 - No. of Units: 6 Street food vendors rotating every 6 weeks alongside permanent tenants





MOORGARTH FOOD HALLS

INITIAL CONCEPTS

Entrance / arrival

Create visual stand out, along with a great sense of arrival and welcome

- Strong, simple and bold
- New materials and treatments over laid onto the existing fabric of the building
- Fun



Branding / signage / navigation

Clear and simple

- Strong, simple and bold
- Contrasting textures. New materials and treatments over laid onto the existing fabric of the building.
- Create an overarching look and feel, although allow the independent retailers to tell their story (below a certain datum)



Seating

Give customers choice

- Choose how and where you sit, depending on the time of day, the mood you are in, and how long you've got...
- With friends, with a group or on your own
- Fast, slow, open or semi-private



Texture and materials

Be true to the existing fabric / structure of the building

- Peel away to reveal the history and authenticity of the existing architecture
- Layer on textures, materials and lighting to compliment and enhance the space



F&B outlets
All mix of small local independent retailers

- Be authentic to their own brand story, within a Moorgarth overarching look and feel
- A combination of permanent, flexible and mobile spaces that can respond to time of day customer needs, events and a seasonal calendar



Pop Up mobile kiosks
Small pop up retailers that can be there for a day / week / month

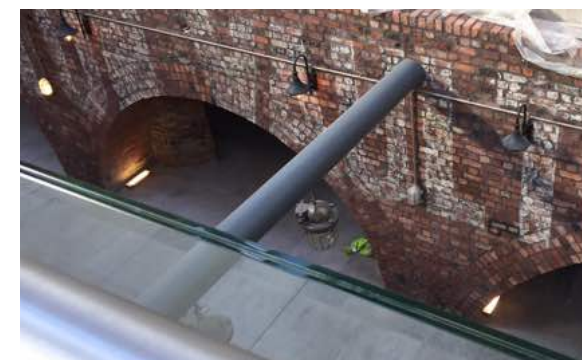
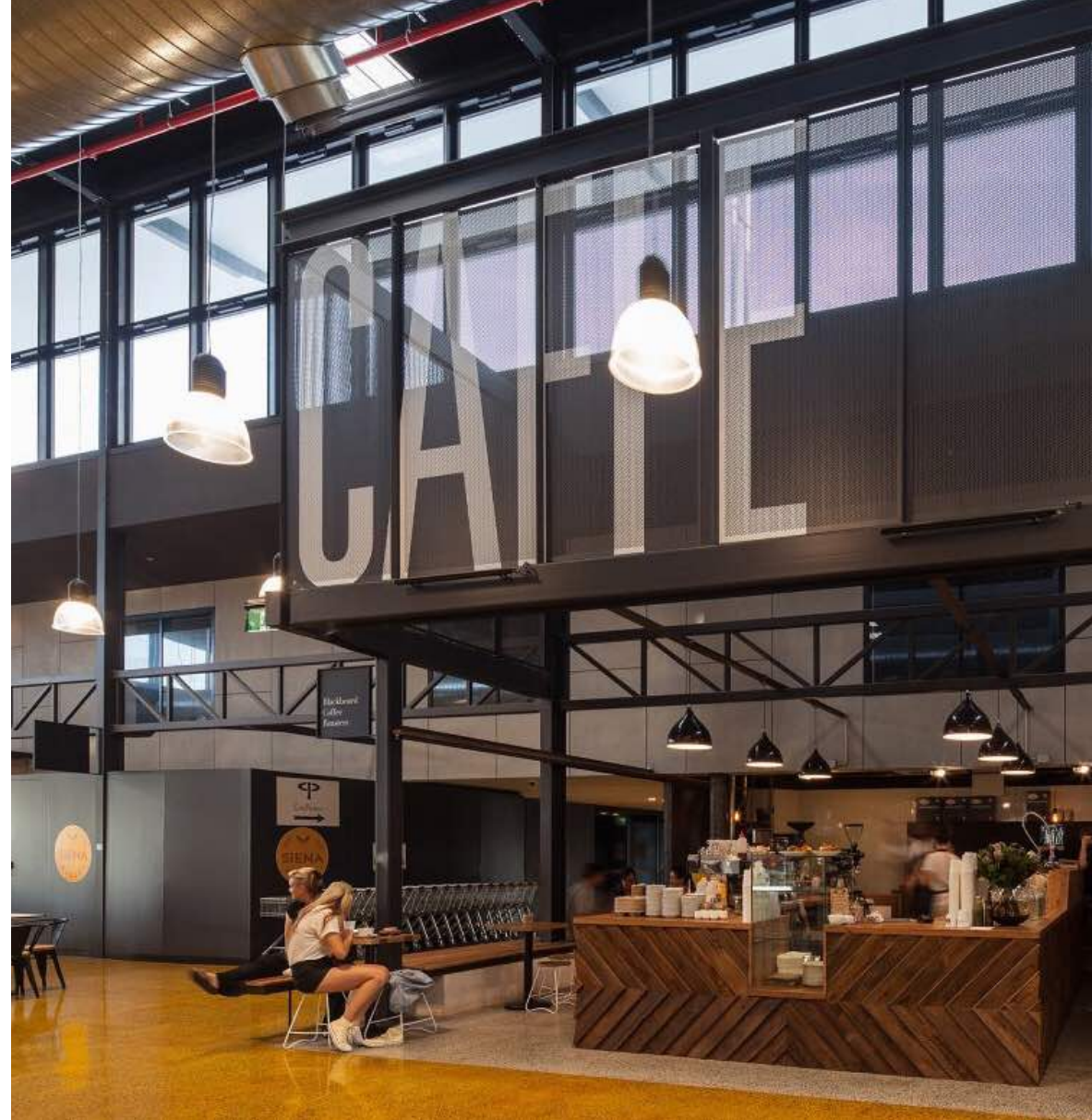
- Flowers
- Candles
- Coffee



Tone of voice / communications

Have a conversation with customers

- Simple and down to earth
- Talk about the provenance and the authenticity of the produce
- Have a bit of fun with words



MOORGARTH FOOD HALLS PROPOSALS

Bolton - Proposal
Proposed plan of the Vaults

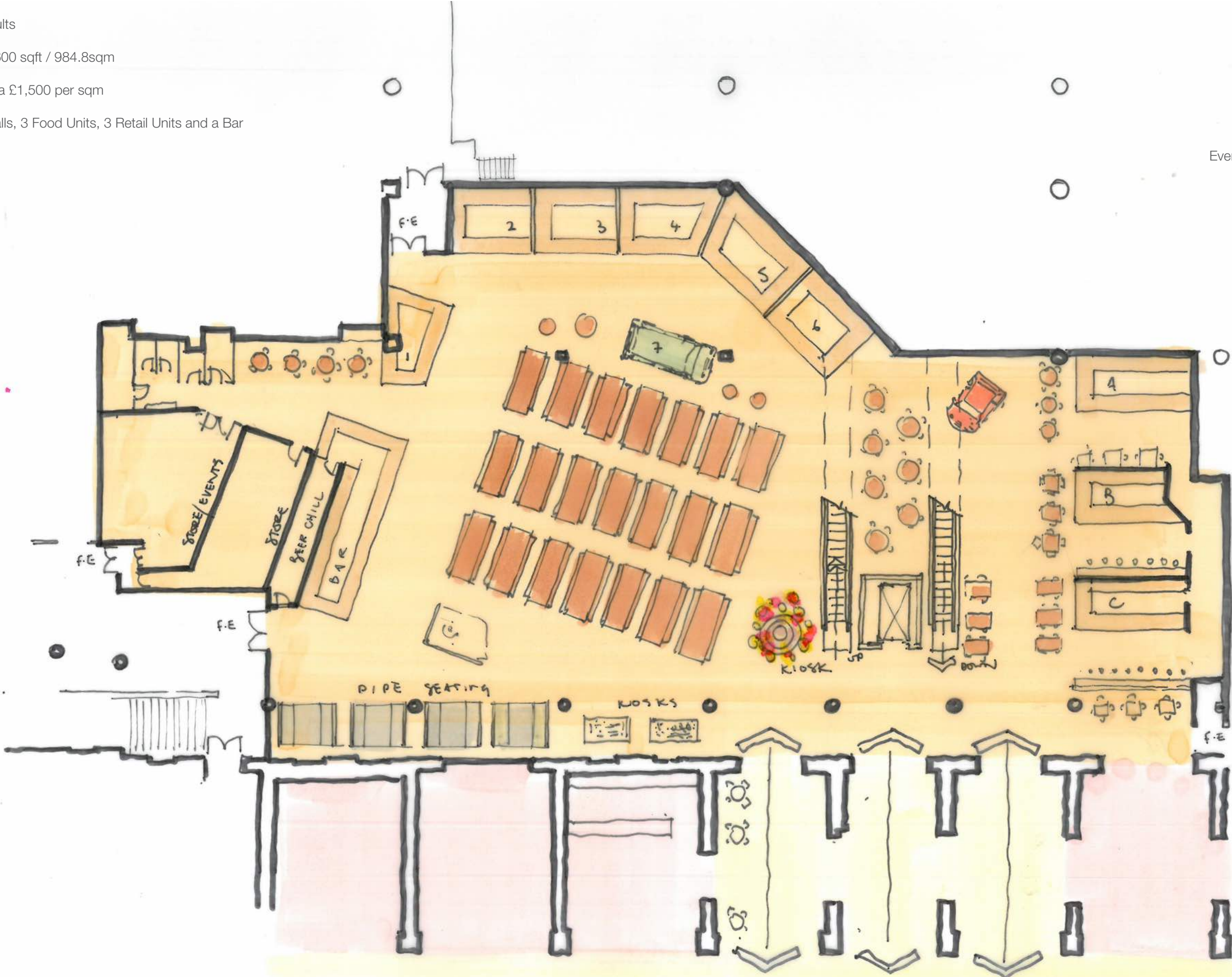
- Total Area: Approx 10,600 sqft / 984.8sqm
- Construction cost: Circa £1,500 per sqm
- No. of Units: 7 Food Stalls, 3 Food Units, 3 Retail Units and a Bar

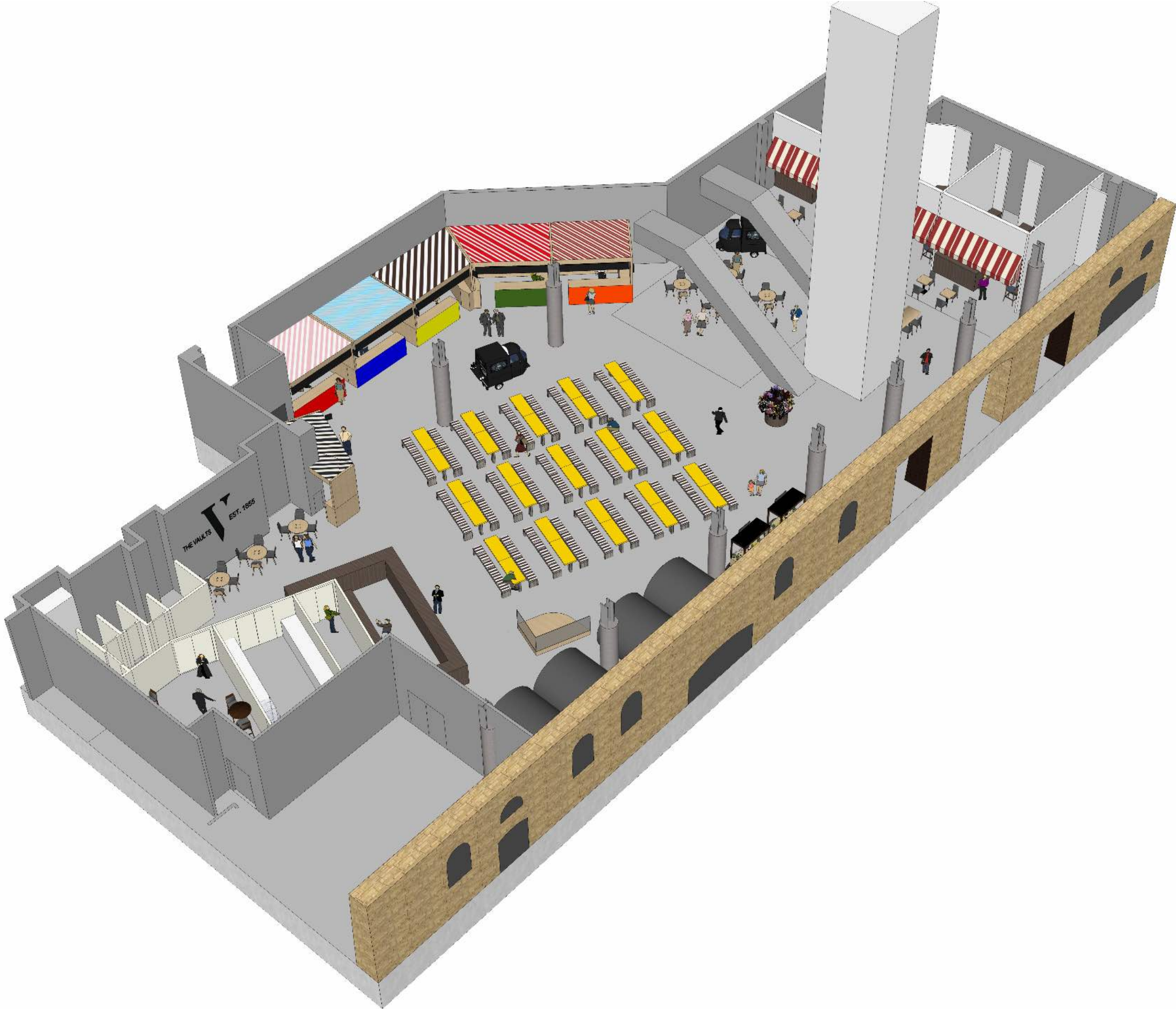
1-7 Food Stalls

A, B & C Food Units

Kiosks for pop up retail

Event Space for Private Functions







Food stalls and main food hall communal seating area
Overall view

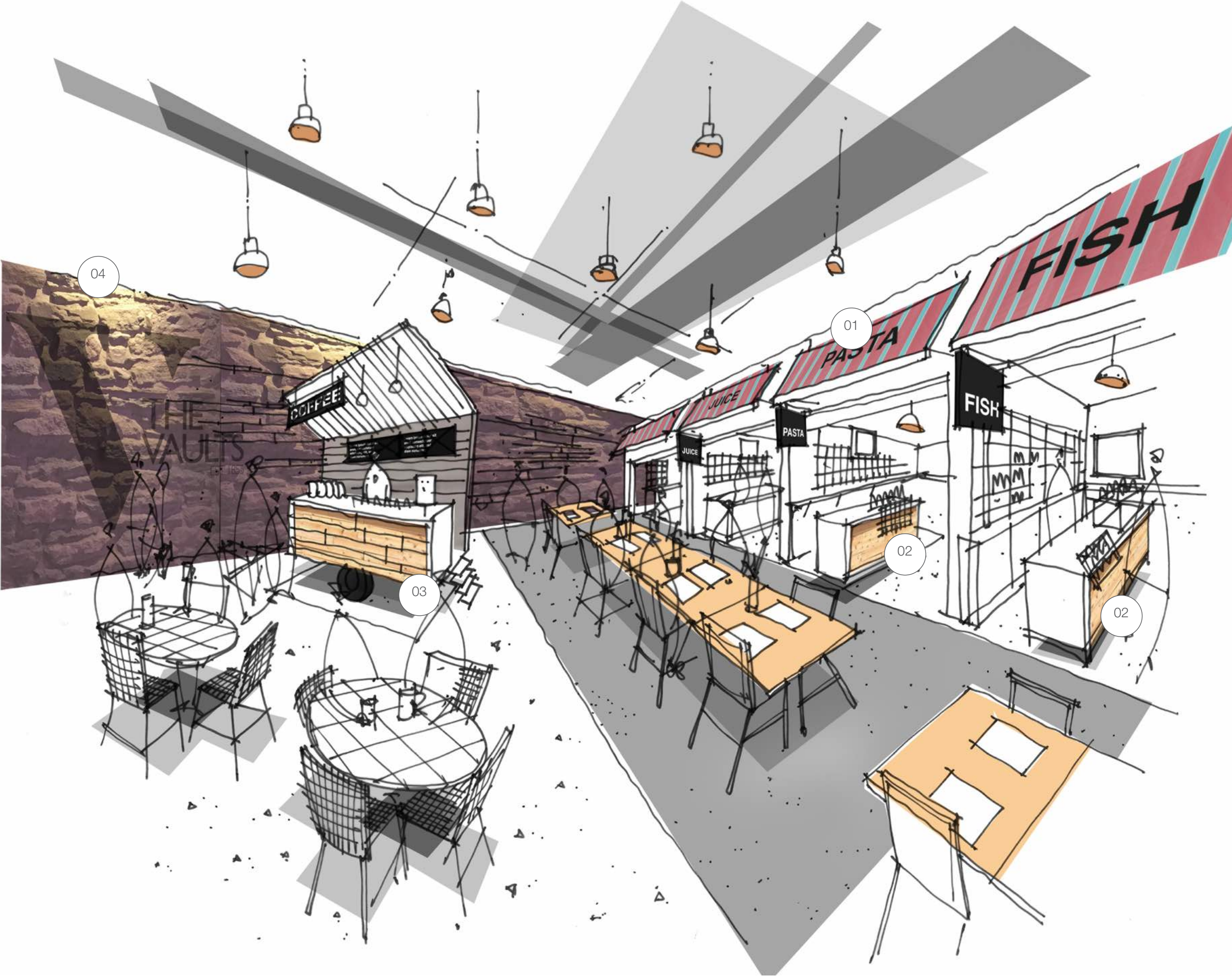
- 01. Strong and distinct overarching brand identity
- 02. New structures within the existing architectural envelope
- 03. Tactile details within the architectural framework



Coffee and food units

Overall view

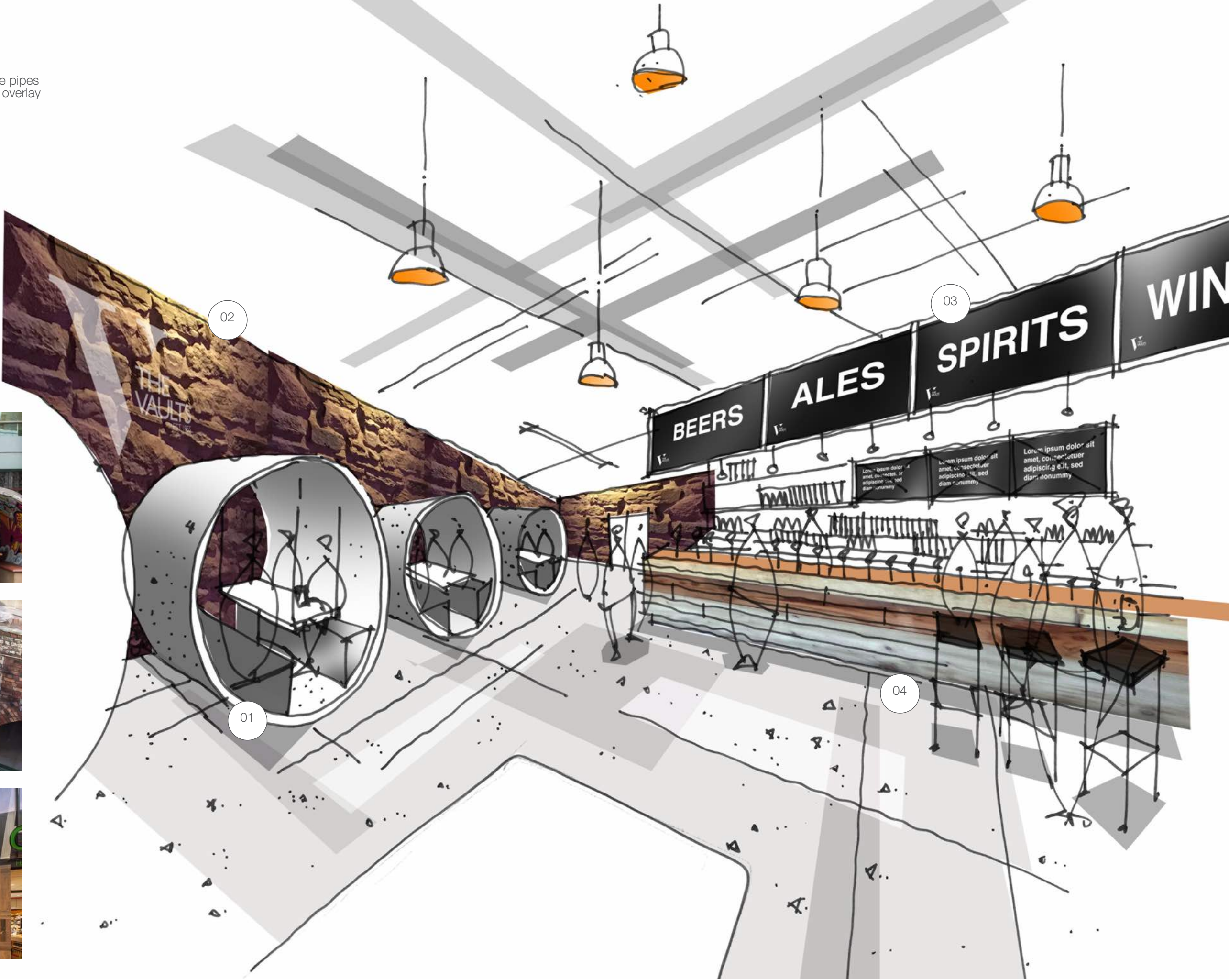
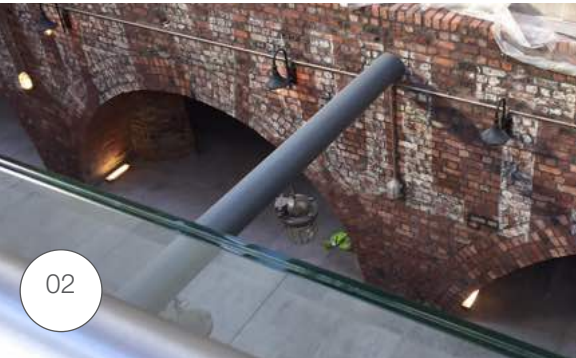
- 01. Market stall references
- 02. Food units take on their own look and feel
- 03. Pop up units
- 04. Existing wall, with graphic treatment overlay

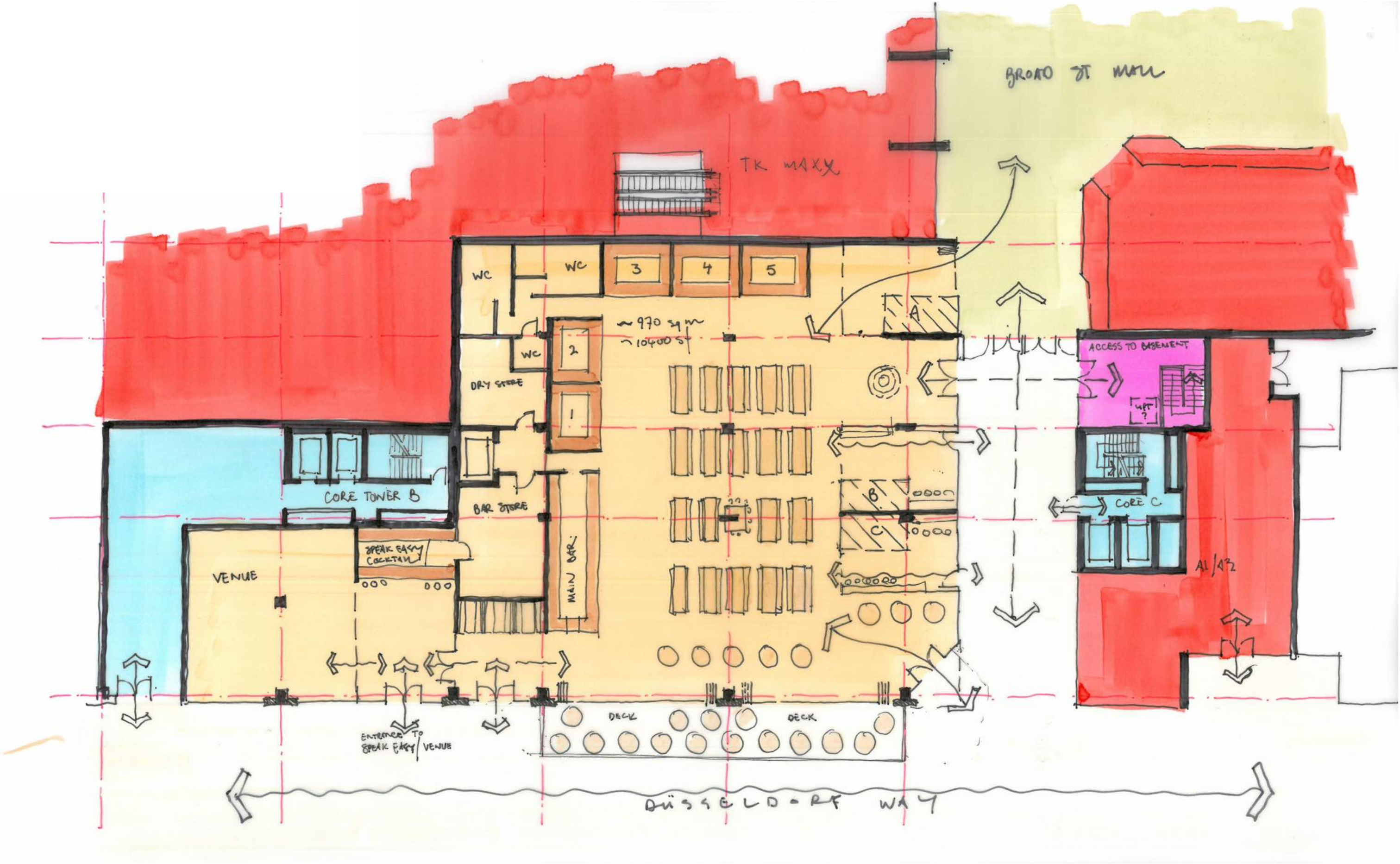


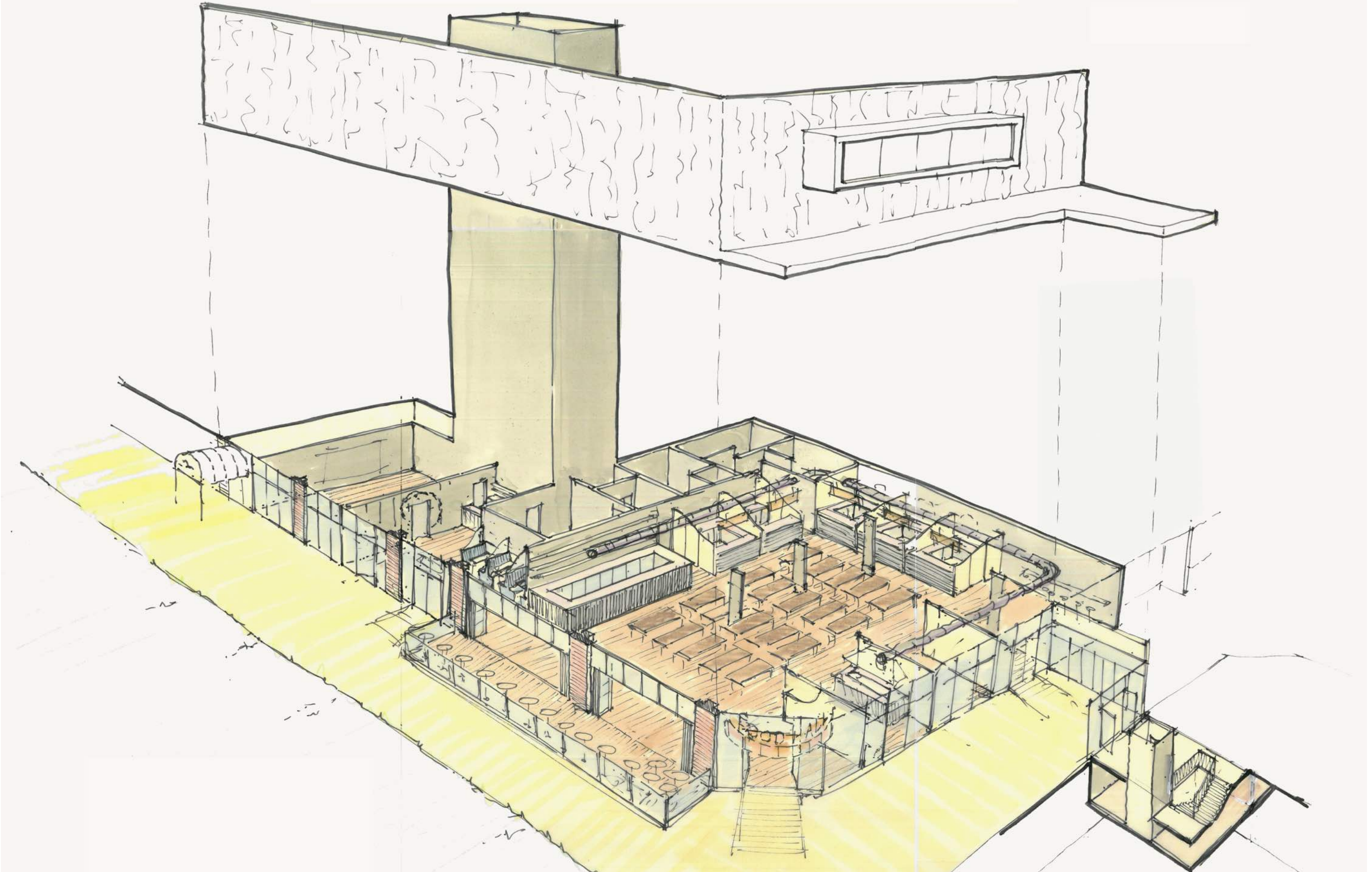
Bar / drinks zone

Overall view

- 01. Booth seating, in the form of large concrete pipes
- 02. Existing stone wall, with graphic treatment overlay
- 03. Simple and bold signage over bar area
- 04. Bar and seating







Thank you