



# ABERDEEN MARKET DEVELOPMENT

## OPERATOR OVERVIEW UPDATE



THE MCGINTY'S GROUP

JUNE 2024

## OPERATOR UPDATE

### 1.0 Design Development Overview

The Hub NE & HFM and NRS architects have worked on further developing the plans for the building. Internal designs includes eleven food units on The Green level alongside a bar, a stage with projector screen and proposed flexible bench seating. Upper floor (Union St. level) is fully accessible via escalator and two lifts. The Union St. level includes six flexible units available for market vendors, flexible seating transferable into pop-in artisan market stalls and a bar with balcony seating overlooking The Green.

Following construction changes, the design of Union St. entrance remain subject of design development consultations between The Hub NE, HFM & NRS. The Green plaza also continues to be developed in conversation with ACC planners. The outdoor space is to offer vast amount of flexibility from regular farmer markets to screenings of major cultural and sport events.

## OPERATOR UPDATE

### 2.0 Interior 'Look & feel'

Nicoll Russell Studios architects have developed a first draft of interior 'look and feel' design which is being reviewed and used as a guidance in order to source potential materials for the interior development. This process is alligned with appointment of branding agency (see page 4, 3.1) and ACC appointed artist for building cladding design. Some examples of initial 'look and feel' can be seen below.



## OPERATOR UPDATE

### 3.0 Name & Branding

In association with Aberdeen Journals, The McGinty's Group encouraged public to come up with suggestions for the name for the new development. Following consultation period, almost 300 suggested names were presented to four local branding specialist agencies. Out of the four agencies, three entered the tender process pitching their proposed branding for the new market.

### 3.1 Agency appointment

Following the pitching process, local marketing agency **Mearns & Gill** was appointed to deliver overall branding for the development including name, brand development and its inclusion into the 'look and feel' of the market (as mentioned in 2.1). Approved by ACC, the overall branding image of the market is to be released in due course in line with overall communications plan for the project.