

Sophie Newman

# URBAN NOURISH MARKET

# CONCEPT

At Urban Nourish Market, we celebrate the **synergy between personal choice and community strength**. Our space is intricately designed to reflect our commitment to nurturing wellness and fostering connections: featuring a vibrant array of small pop-up stalls from local restaurants and meticulously curated grocery sections organized by purpose.

Every nook and cranny in our market tells a story of dedication to **non-GMO produce, wholesome ingredients, and revitalizing food and drink options**. Our standout feature, the beverage bar, transforms into a communal tasting area where patrons can sample and savor the unique flavors of our local culinary talents, encouraging a personalized yet shared dining adventure.

Urban Nourish is more than just a marketplace; it is a **hub for well-being aficionados and a gathering place for the community**. Here, we honor each person's unique path to wellness while celebrating the collective energy of holistic living. Immerse yourself in a space where individual healing journeys intertwine with the power of community, as we lead the way in a lively, personalized, and communal approach to urban health and happiness.

# DESIGN PROPOSAL

The project, Urban Nourish Market, is a groundbreaking initiative set in the heart of Franklinton. This innovative concept **redefines the traditional marketplace, emphasizing a deep connection between individual wellness and community vitality.** The choice of Franklinton as the location for Urban Nourish is highly strategic and meaningful. **As a region marked by limited access to healthy food options, often described as a food desert, Franklinton stands to benefit significantly from this project.** The introduction of Urban Nourish will serve as a beacon of nourishment and health, directly addressing the area's need for accessible and wholesome food choices.

Urban Nourish Market is not just any development; **it's an adaptive reuse project.** This approach underlines our commitment to sustainability and demonstrates a respect for the existing community fabric. By repurposing existing structures, we minimize environmental impact and preserve the historical and cultural essence of Franklinton, fostering a sense of continuity and respect for the area's heritage.

The project primarily serves the residents of Franklinton, which is made up of a diverse population with a **pressing need for healthier food options and communal spaces.** Urban Nourish will meet these needs head-on, offering an array of fresh produce and health-focused products, which are otherwise scarce in the area.

Finally, the potential of Urban Nourish's unique programming is immense. **It builds upon the community's assets, including its rich cultural diversity and growing interest in healthy living.** The market, with its small pop-up stalls, communal tasting areas, and purposefully curated grocery sections, is not just a place to shop. It's a destination where individual journeys in health and wellness intersect with communal aspirations, creating a vibrant, nurturing, and inclusive environment. In essence, Urban Nourish Market is more than a marketplace; **it's a cornerstone for a healthier, happier, and more connected Franklinton.**

# COLLAGE



# DESIGN PHILOSOPHY

Urban Nourish Market significantly aligns with several United Nations Sustainable Development Goals (SDGs), particularly addressing **Zero Hunger, Good Health and Well-being, Sustainable Cities and Communities, Responsible Consumption and Production, and Partnerships for the Goals**. These alignments highlight the project's commitment to not only providing access to healthy food in a previously underserved area but also to promoting sustainable living and community well-being.

The adaptive reuse of an existing building for this project embodies key sustainability practices and principles. This approach **maximizes resource efficiency by repurposing existing structures**, thereby reducing the need for new materials and minimizing construction waste. Such reuse also **preserves the area's cultural and historical essence**, contributing to the continuity and resilience of the community. Additionally, incorporating energy-efficient upgrades enhances the building's sustainability, further reducing its environmental impact. The project's ability to stimulate the local economy and foster community engagement, while simultaneously respecting the existing urban fabric, exemplifies a holistic and sustainable approach to urban development. Through these efforts, Urban Nourish Market stands as a model of how adaptive reuse projects can effectively contribute to broader sustainability goals.

# DESIGN RESEARCH

# TIMELINE



## REVIEW 1

**September 5**  
Context, design  
philosophy, and  
proposal



## REVIEW 2

**September 26**  
Case studies,  
programming, and  
building analysis



## REVIEW 3

**October 17**  
Concept  
development and  
schematic designs



## REVIEW 4

**November 21**  
Design  
development and  
e-portfolio



## FINAL

**December 14**  
Final revisions

# CASE STUDIES

## Delhaize Quai de Rome

Recognized for its sustainable design and operations, Delhaize offers valuable lessons in energy efficiency, waste reduction, and the promotion of local and organic products. These aspects align closely with Urban Nourish Market's commitment to sustainability and health, suggesting practical approaches to environmentally friendly practices. Additionally, if Delhaize has initiatives for community engagement or support for local suppliers, such strategies could guide Urban Nourish in fostering strong community ties.

## Centra Concept Store

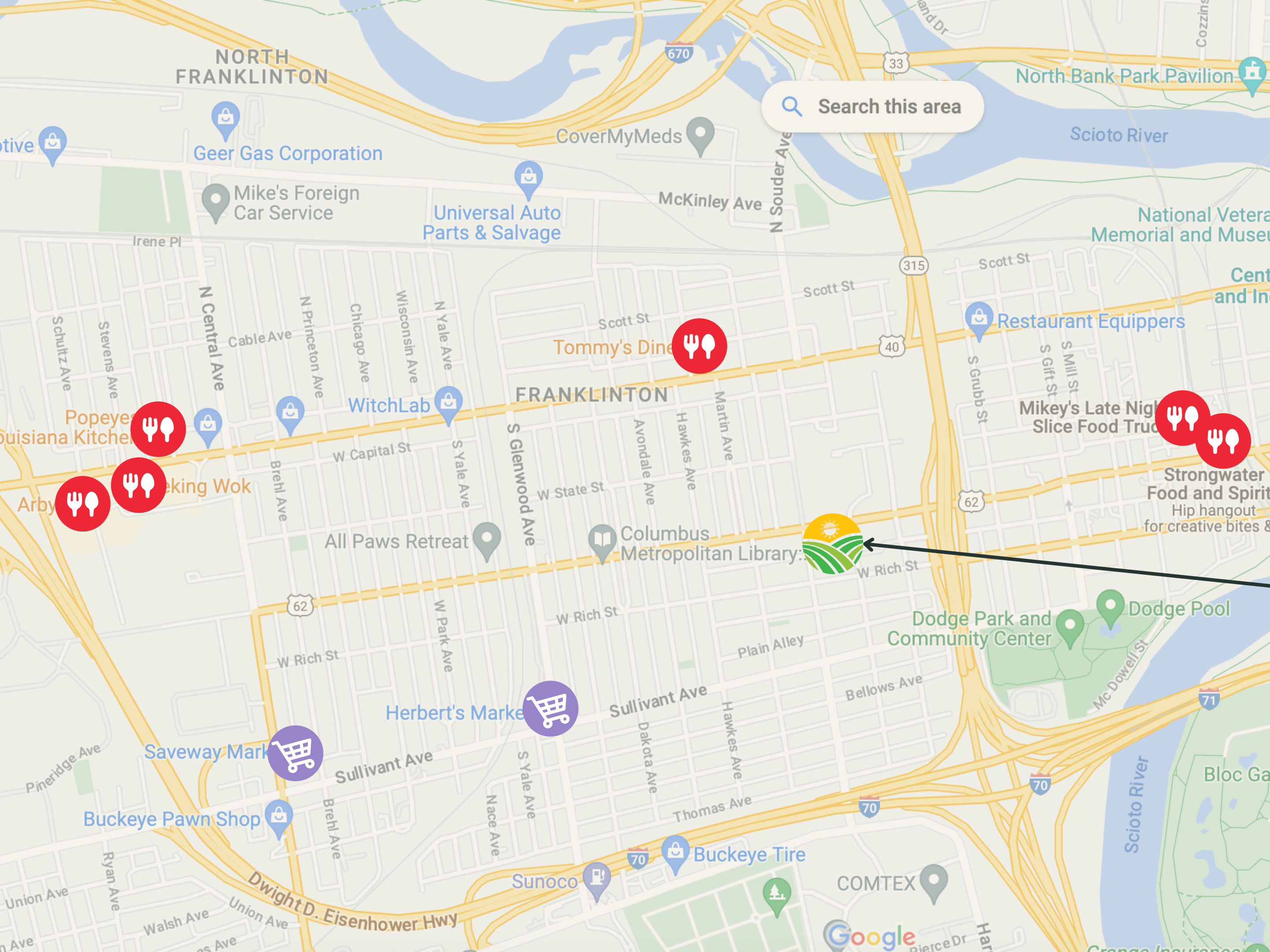
Known for its innovative retail experience, Centra provides a model for creating an engaging and customer-friendly environment. It emphasizes health and wellness products, which was particularly relevant, offering insights into product selection and marketing strategies that could be beneficial for Urban Nourish Market.

## Tesco Supermarket UK

As a large-scale retail player, Tesco offers lessons in operational efficiencies, supply chain management, and customer service strategies. These insights are invaluable for scalability and efficiency. Furthermore, any green initiatives by Tesco, like reducing plastic use or employing energy-efficient practices, can offer practical examples for Urban Nourish Market in implementing sustainable and environmentally conscious practices.



# FOOD & GROCERY OPTIONS



Search this area

Franklinton Farms



BAKERY

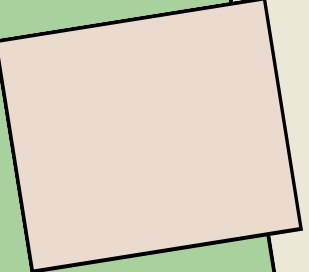
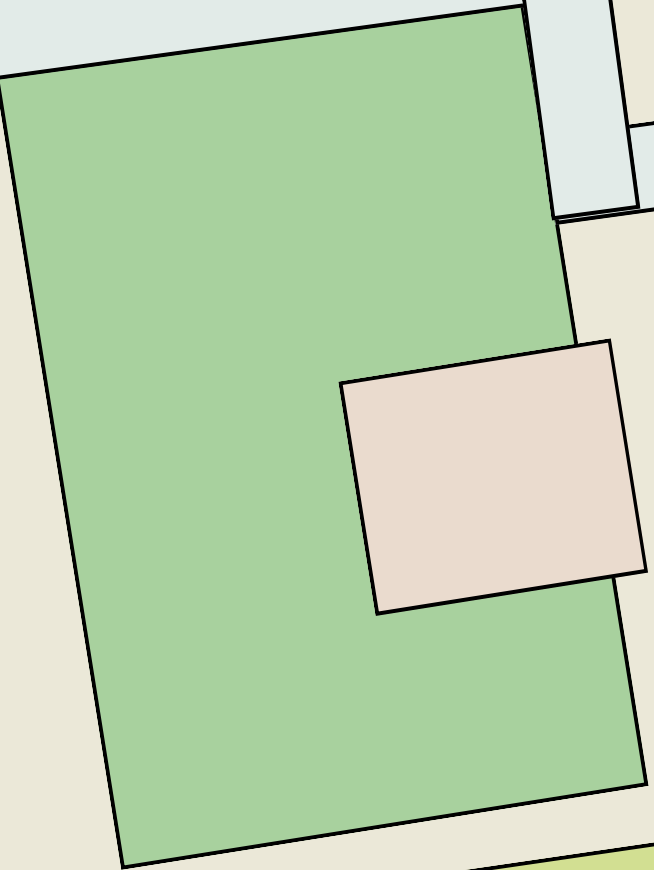


PARKING LOT

CREATION GARDENS

APARTMENTS

PARKING LOT

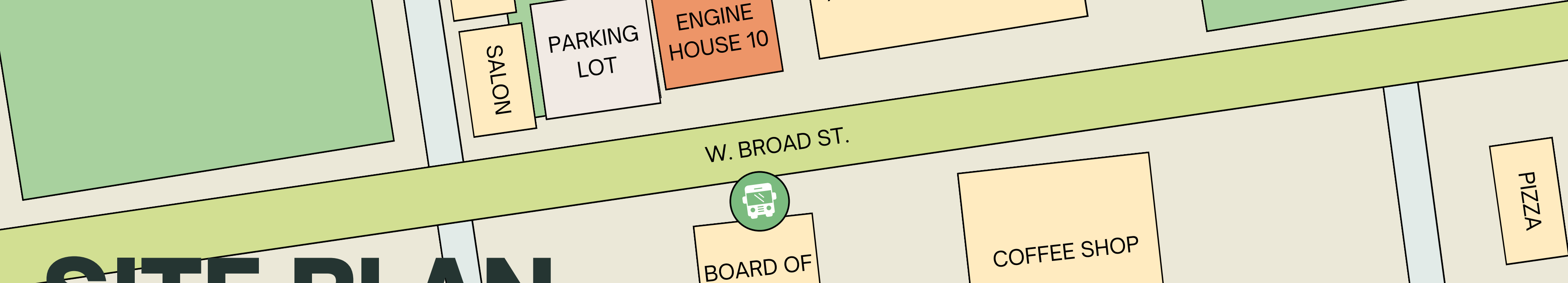


ACTIVE ENGINE HOUSE

SALON

PARKING LOT

ENGINE HOUSE 10



W. BROAD ST.



BOARD OF TRADE

COFFEE SHOP

PIZZA

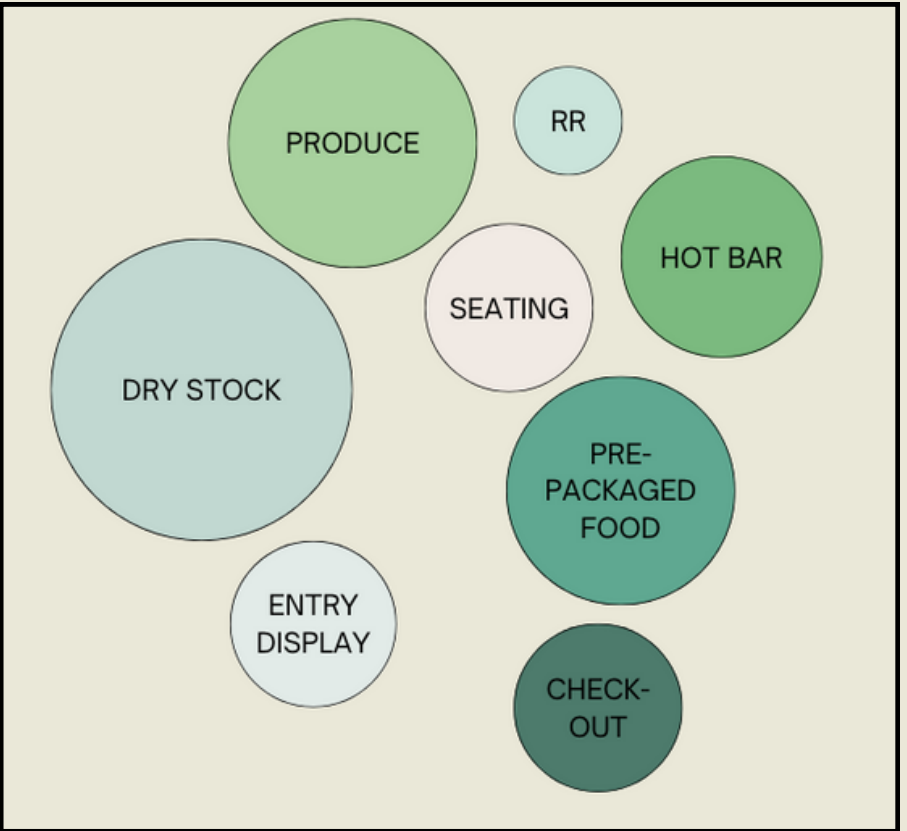
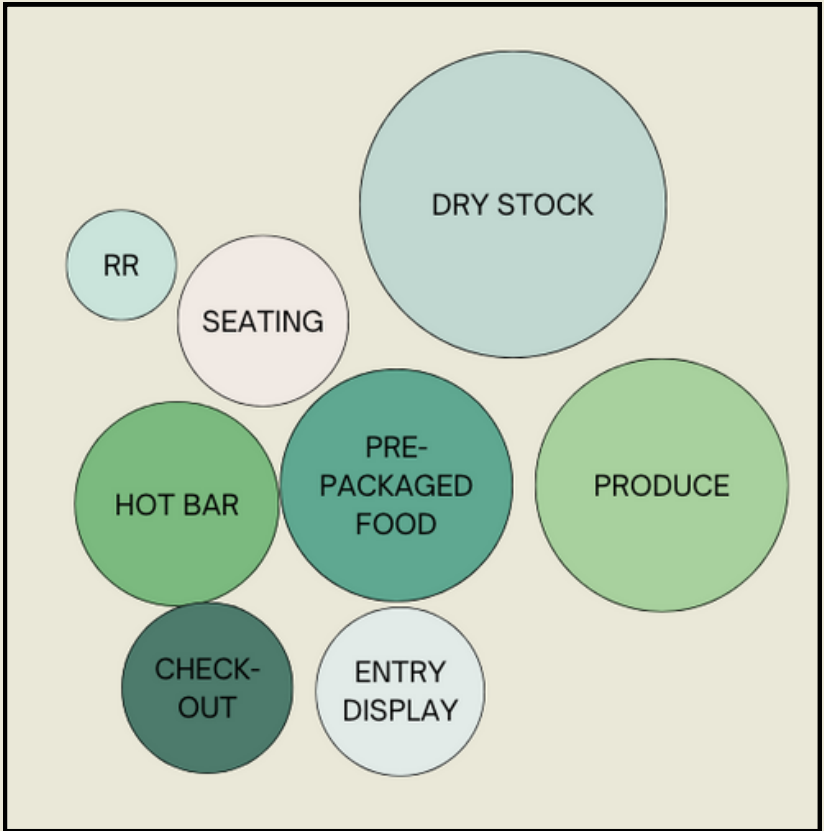
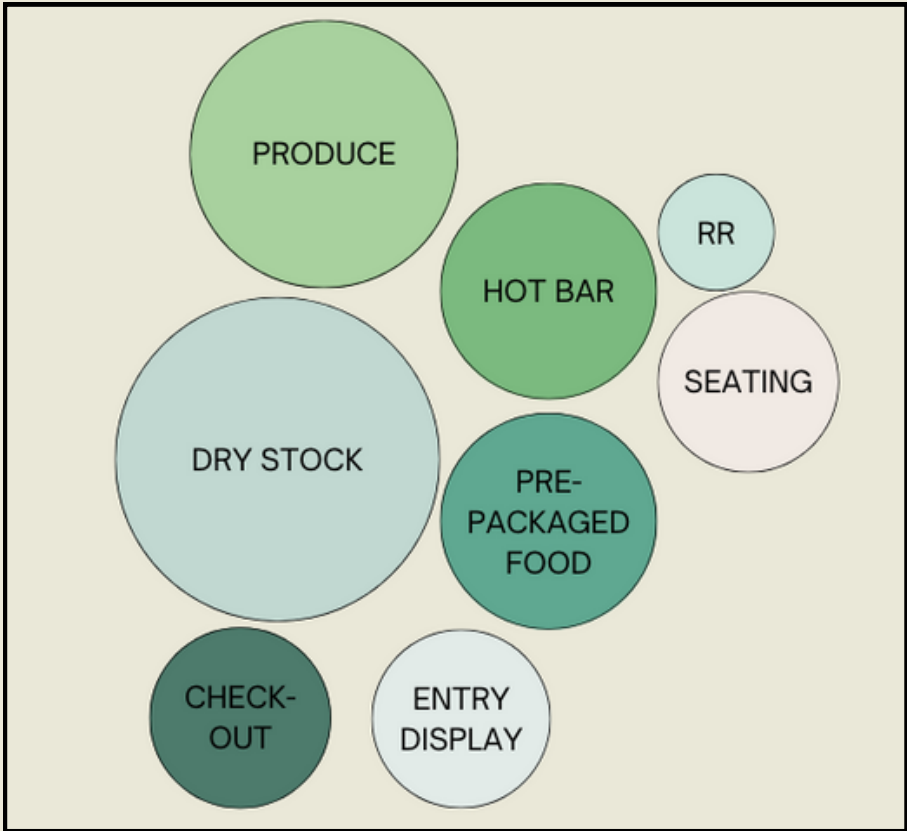
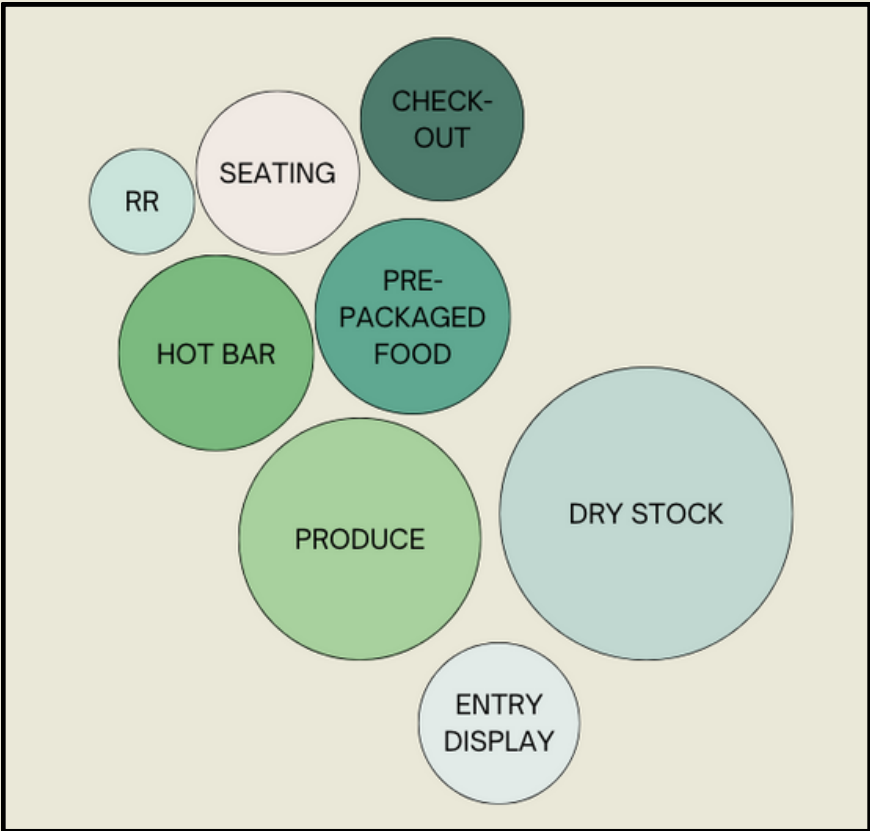
# SITE PLAN

# PROGRAMMING

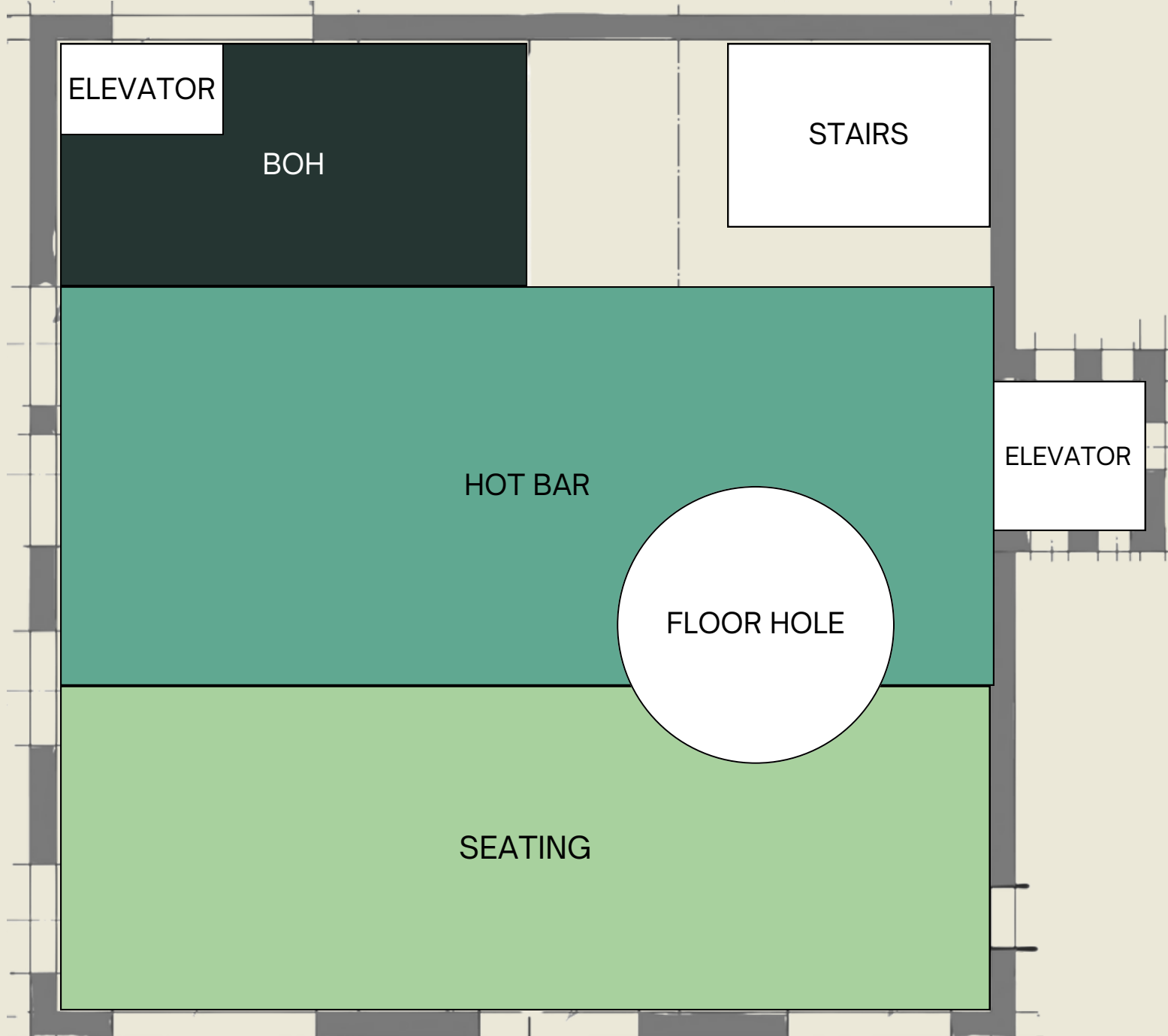
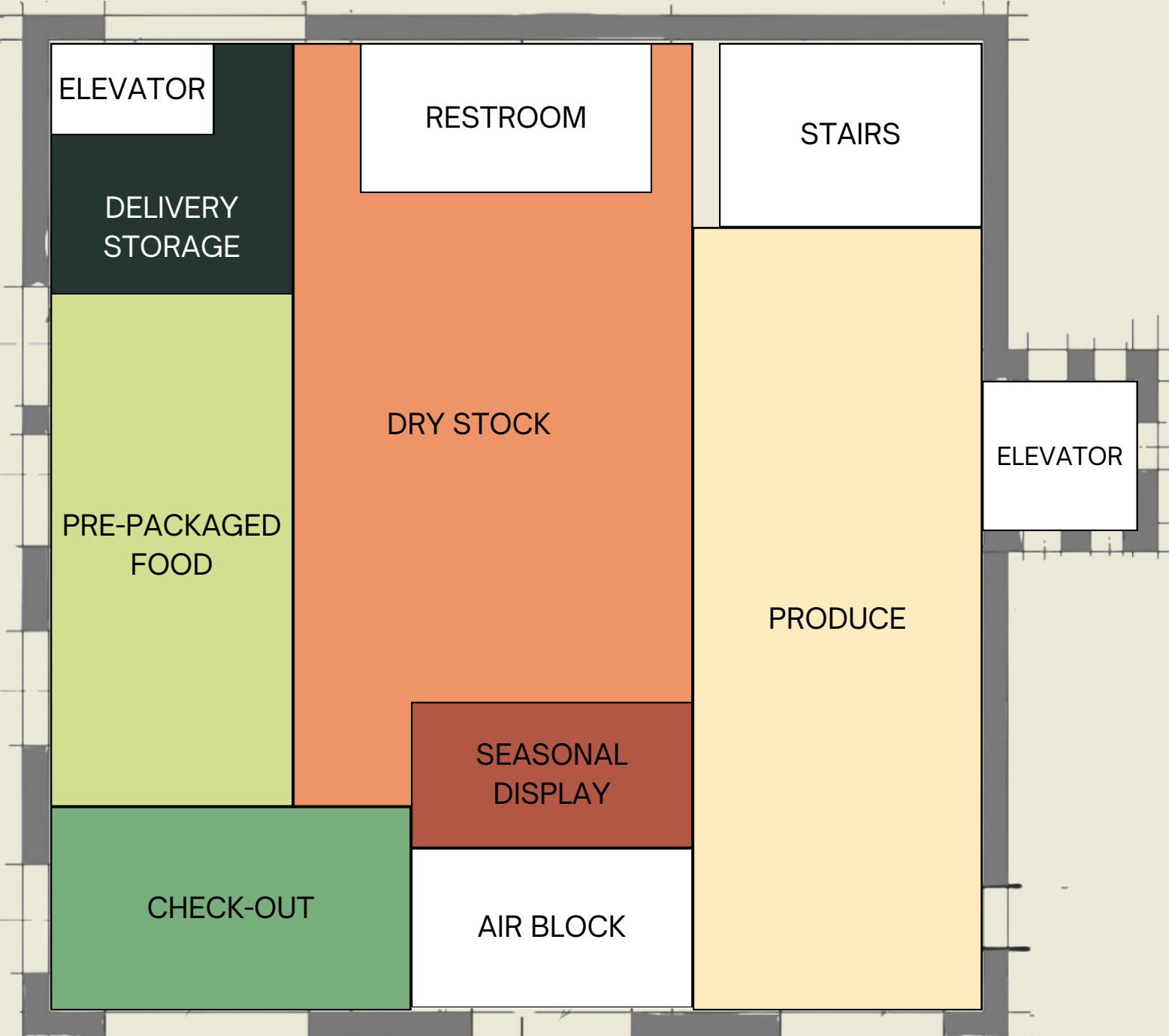
# **INITIAL SHORT PROGRAM**

- **SEASONAL DISPLAY**
- **COLD STOCK**
- **DRY STOCK**
- **PRE-PACKAGED  
FOOD**
- **HOT BAR**
- **SEATING**
- **RESTROOM**
- **BOH**

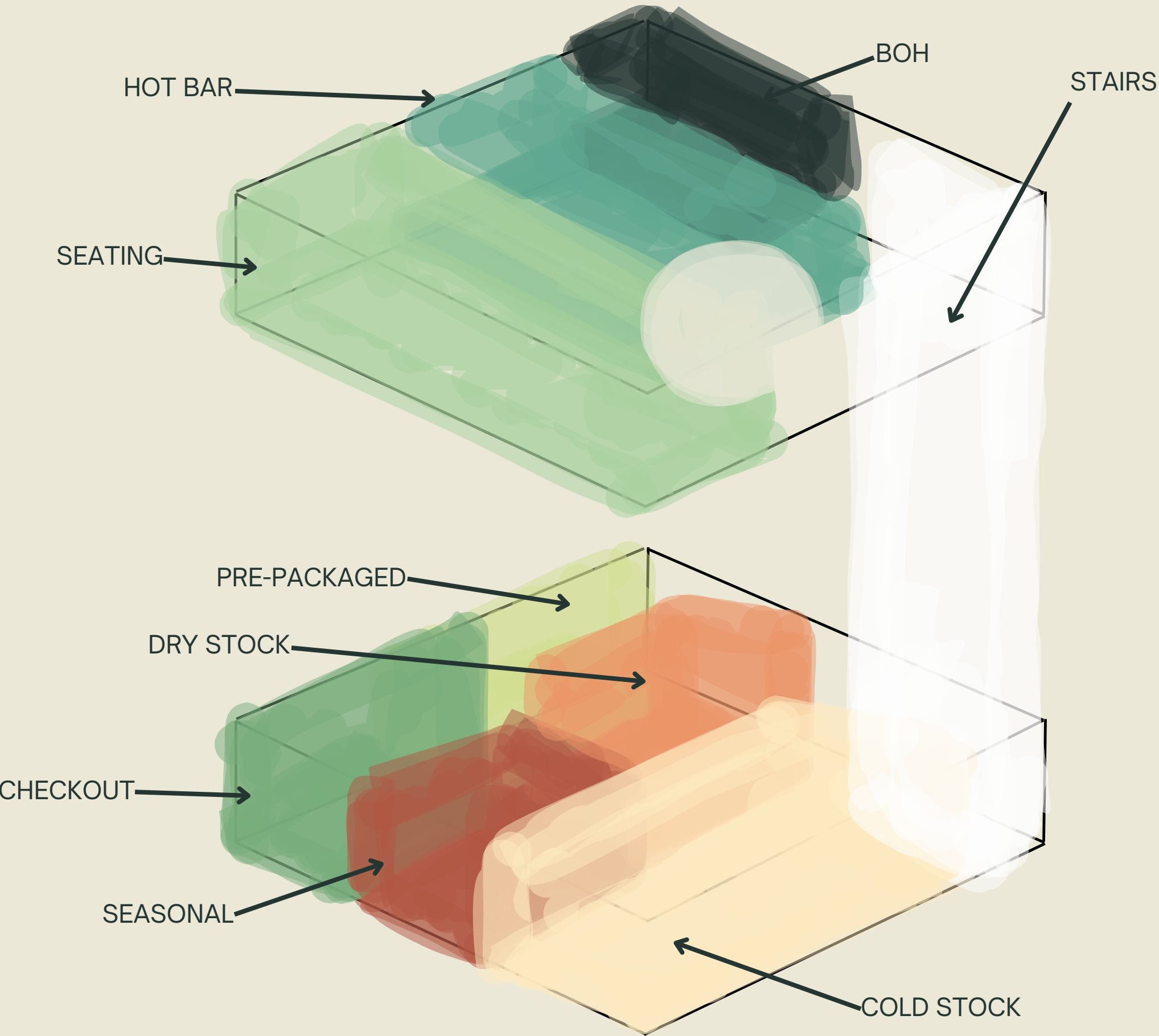
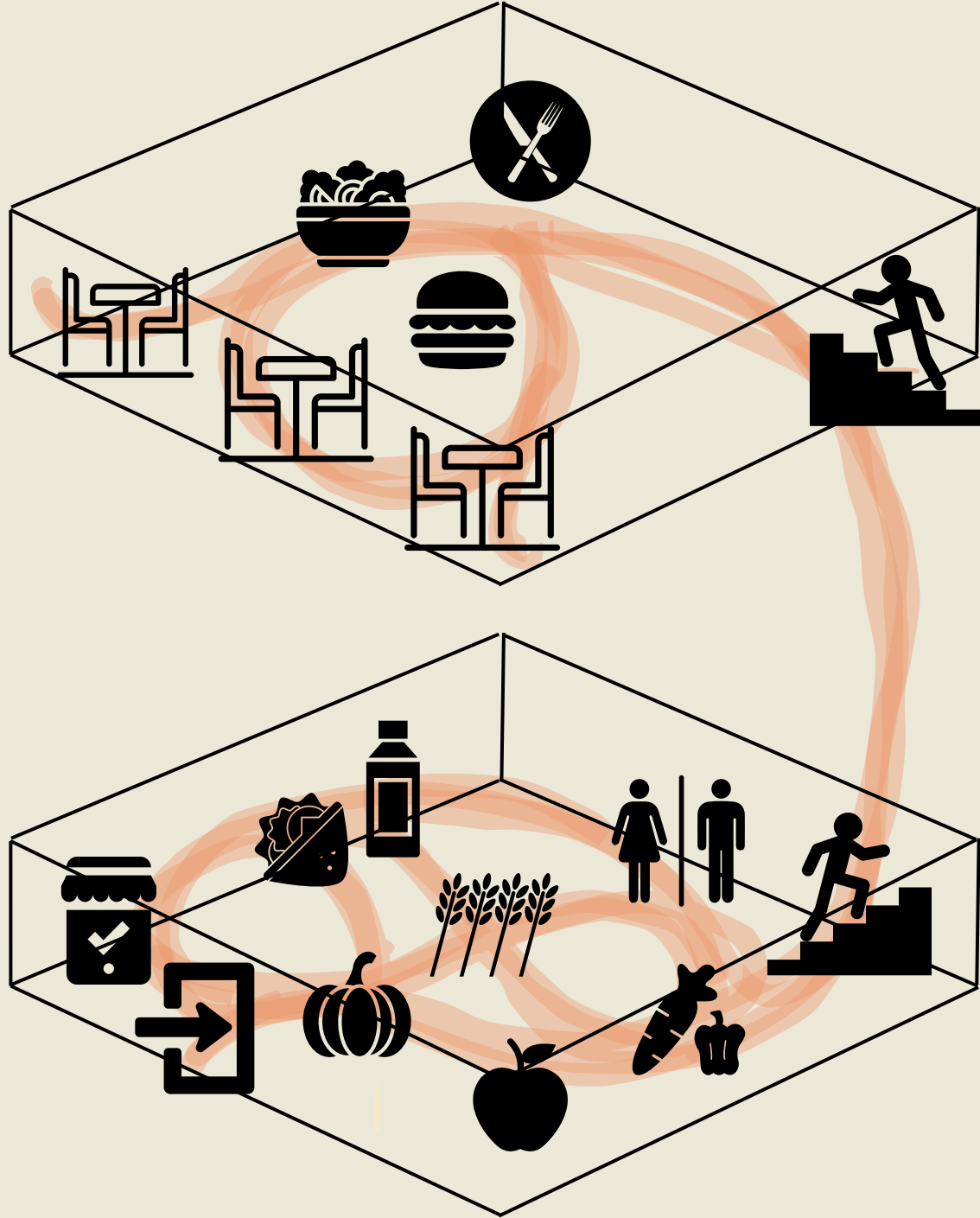
# ADJACENCY IDEATION



# BLOCK PLAN IDEATION



# 3D IDEATION



CONCEPT  
DEVELOPMENT



# VISUALIZATION



# MOOD BOARD



# BRAND HIGHLIGHTS

01

## NON-GMO

No products sold will contain GMOs.

02

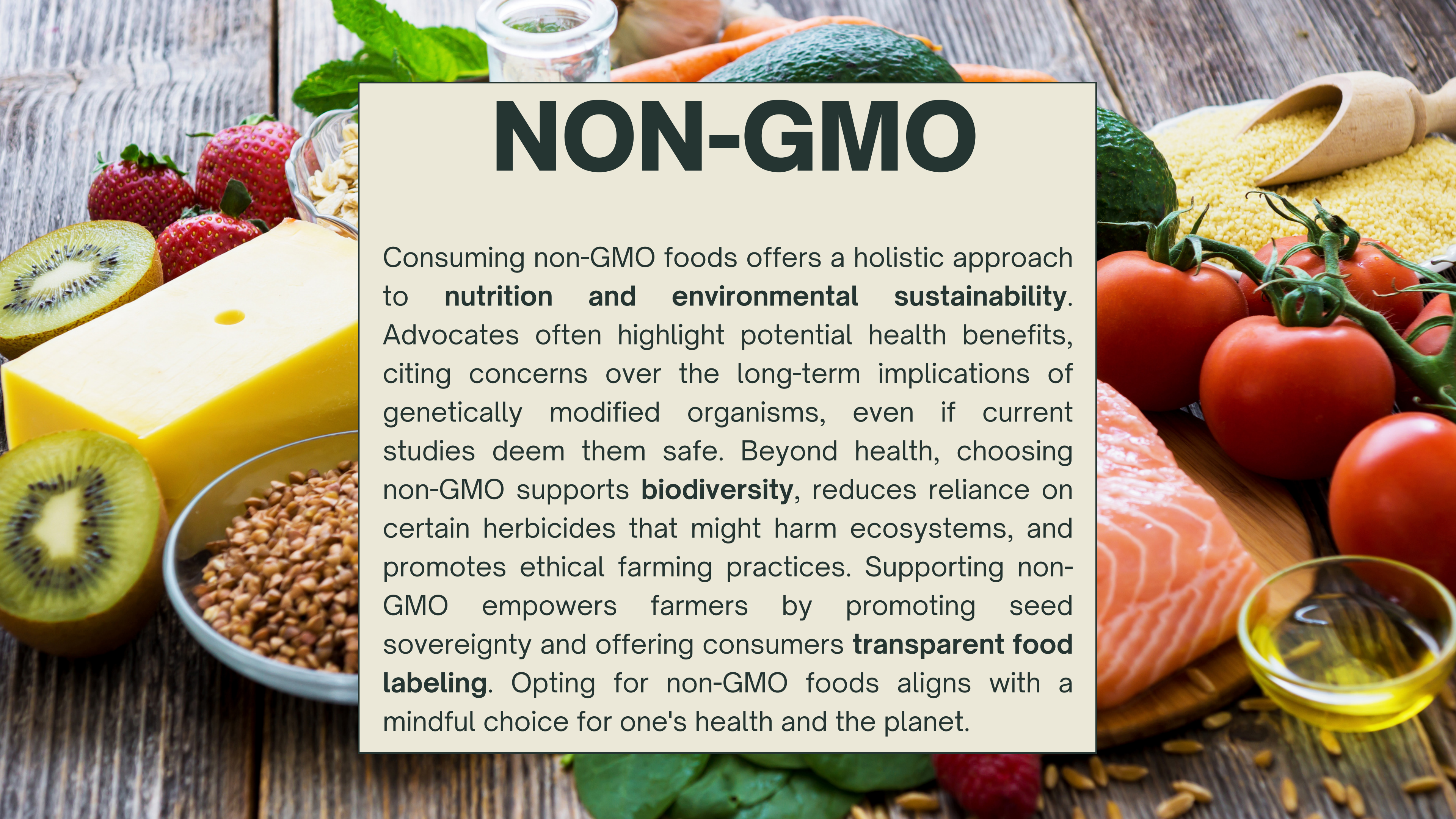
## ORGANIC

All products will be organic, grass-fed, and ethically sourced.

03

## LOCAL

Incubator stalls feature local and upcoming restaurants.



# NON-GMO

Consuming non-GMO foods offers a holistic approach to **nutrition and environmental sustainability**. Advocates often highlight potential health benefits, citing concerns over the long-term implications of genetically modified organisms, even if current studies deem them safe. Beyond health, choosing non-GMO supports **biodiversity**, reduces reliance on certain herbicides that might harm ecosystems, and promotes ethical farming practices. Supporting non-GMO empowers farmers by promoting seed sovereignty and offering consumers **transparent food labeling**. Opting for non-GMO foods aligns with a mindful choice for one's health and the planet.

# ORGANIC

Eating organic foods is a choice that champions both **personal health and environmental stewardship**. Organic foods are cultivated without synthetic pesticides, herbicides, or genetically modified organisms, which reduces the risk of chemical residues on the final product. This can lead to cleaner, potentially more nutritious produce. Environmentally, organic farming practices often enhance soil health, conserve water, reduce pollution, and encourage biodiversity, providing a habitat for wildlife. By choosing organic, consumers support agricultural methods that prioritize **ecological balance, sustainable resources, and overall well-being**.

# LOCAL

Choosing locally sourced food is a journey towards health, community, and environmental stewardship. Opting for local means enjoying fresher, more flavorful meals, as shorter transport ensures **peak freshness and nutrient retention**. Environmentally, it reduces carbon emissions, contributing to a healthier planet. Economically, it supports local farmers and small businesses, keeping money within the community and sustaining jobs. Embracing local food deepens our connection to the seasons and the people who nourish our community. It's a choice that enriches our plates and nurtures the world around us, one meal at a time.

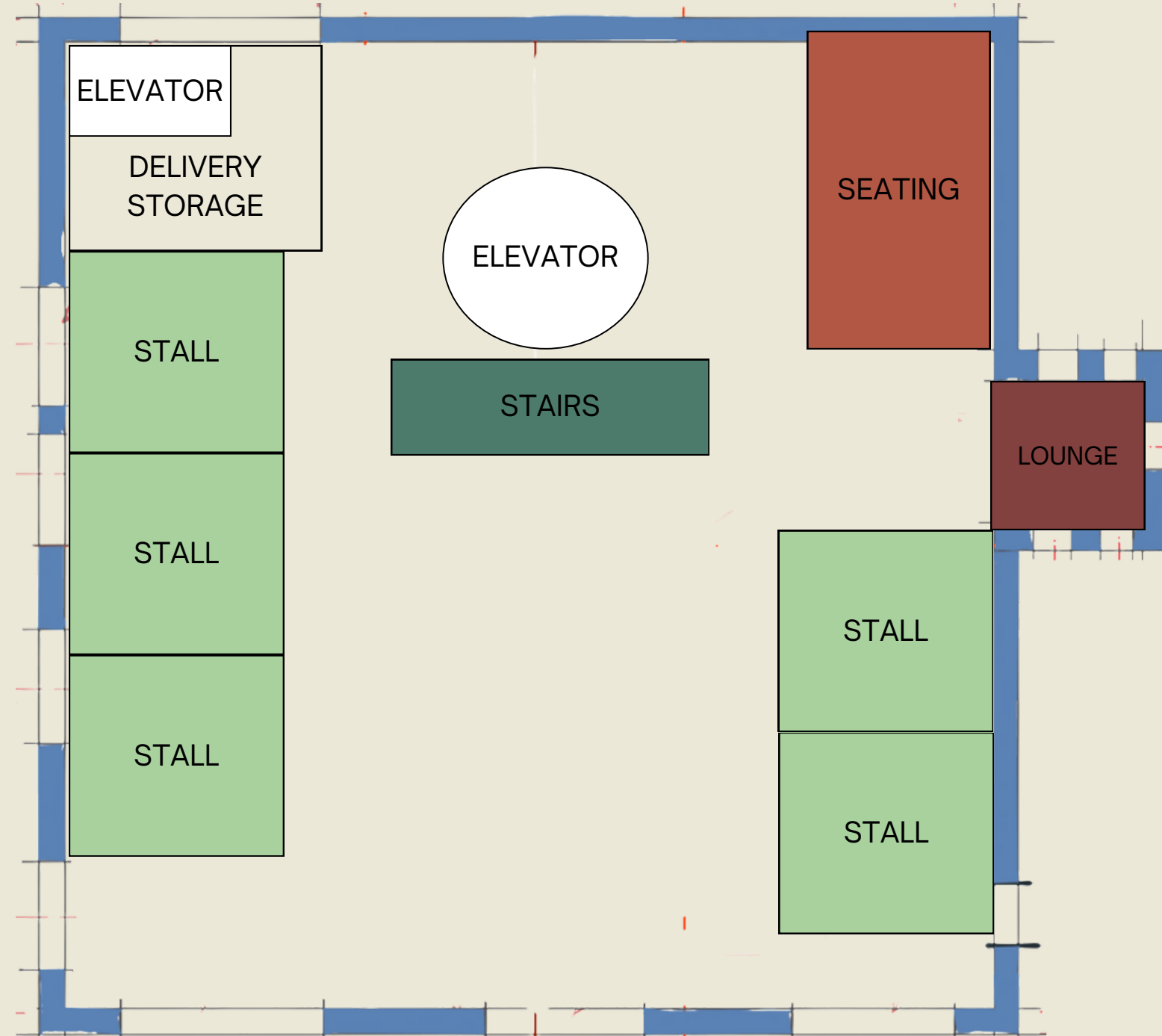
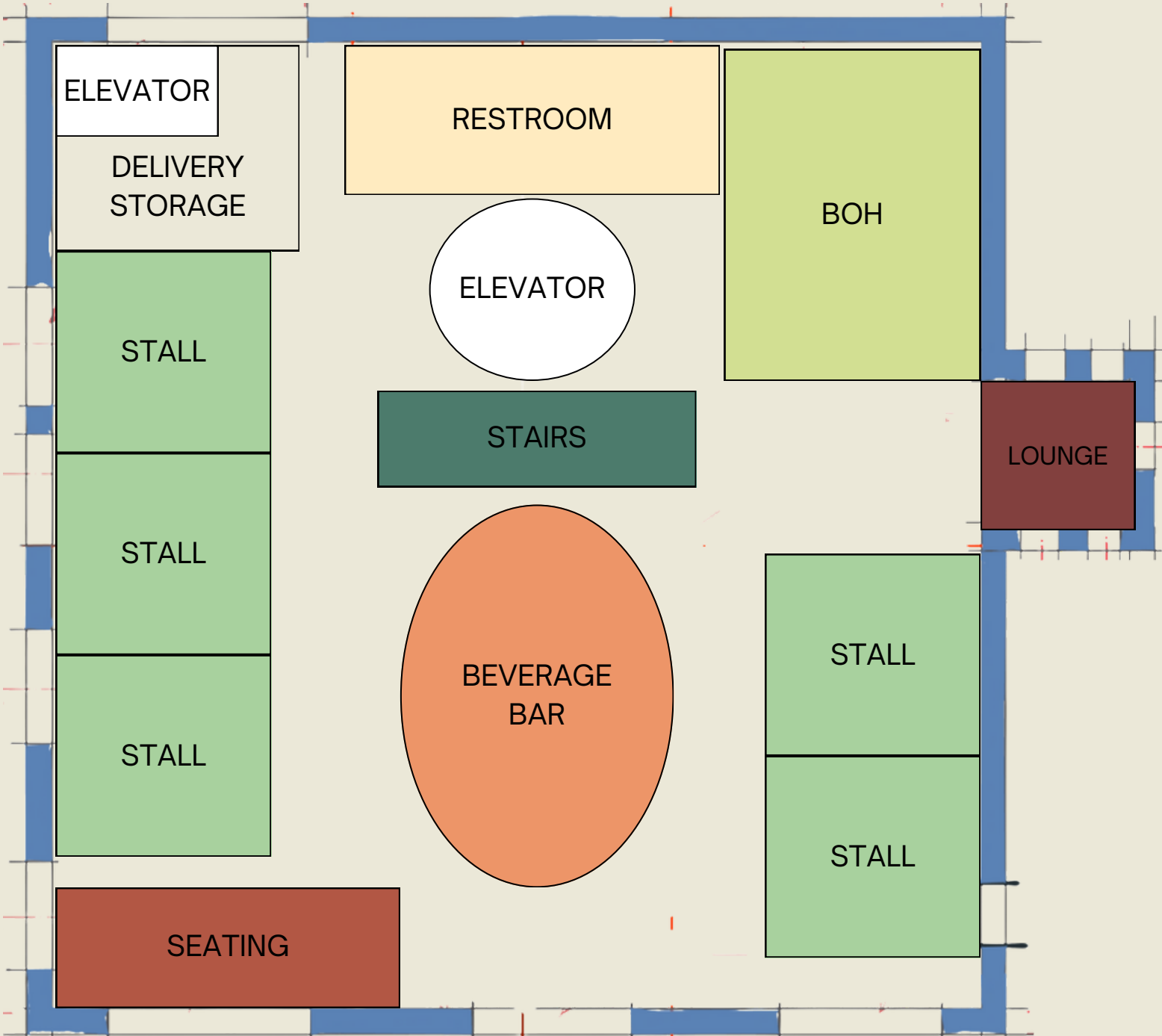
# SCHEMATIC DESIGN DEVELOPMENT

# **SHORT PROGRAM**

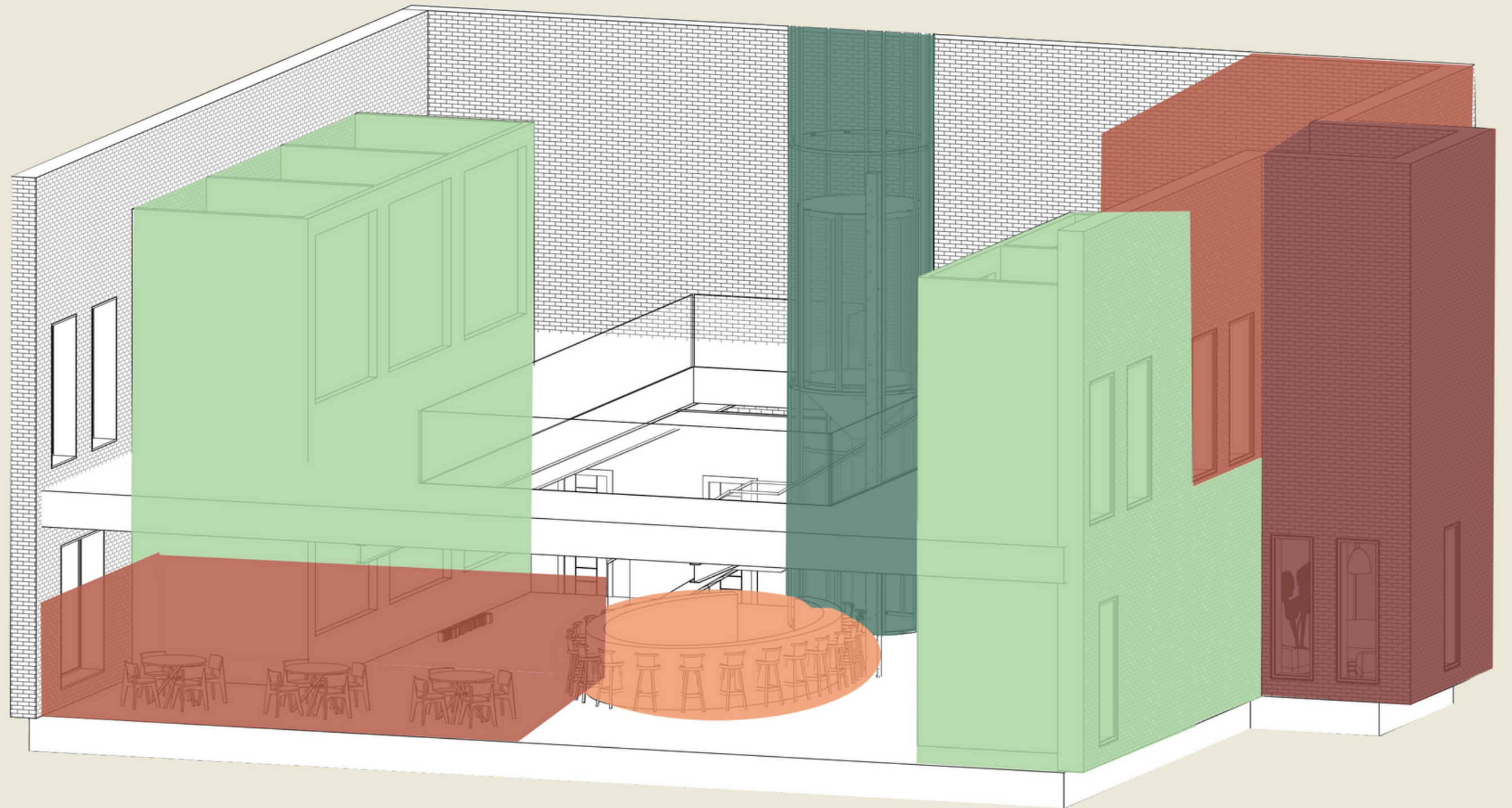
- **BEVERAGE BAR**
- **FOOD STALL (10)**
- **COLD STOCK**
- **DRY STOCK**
- **INDOOR SEATING**
- **RESTROOM**
- **BOH**



# BLOCK PLAN

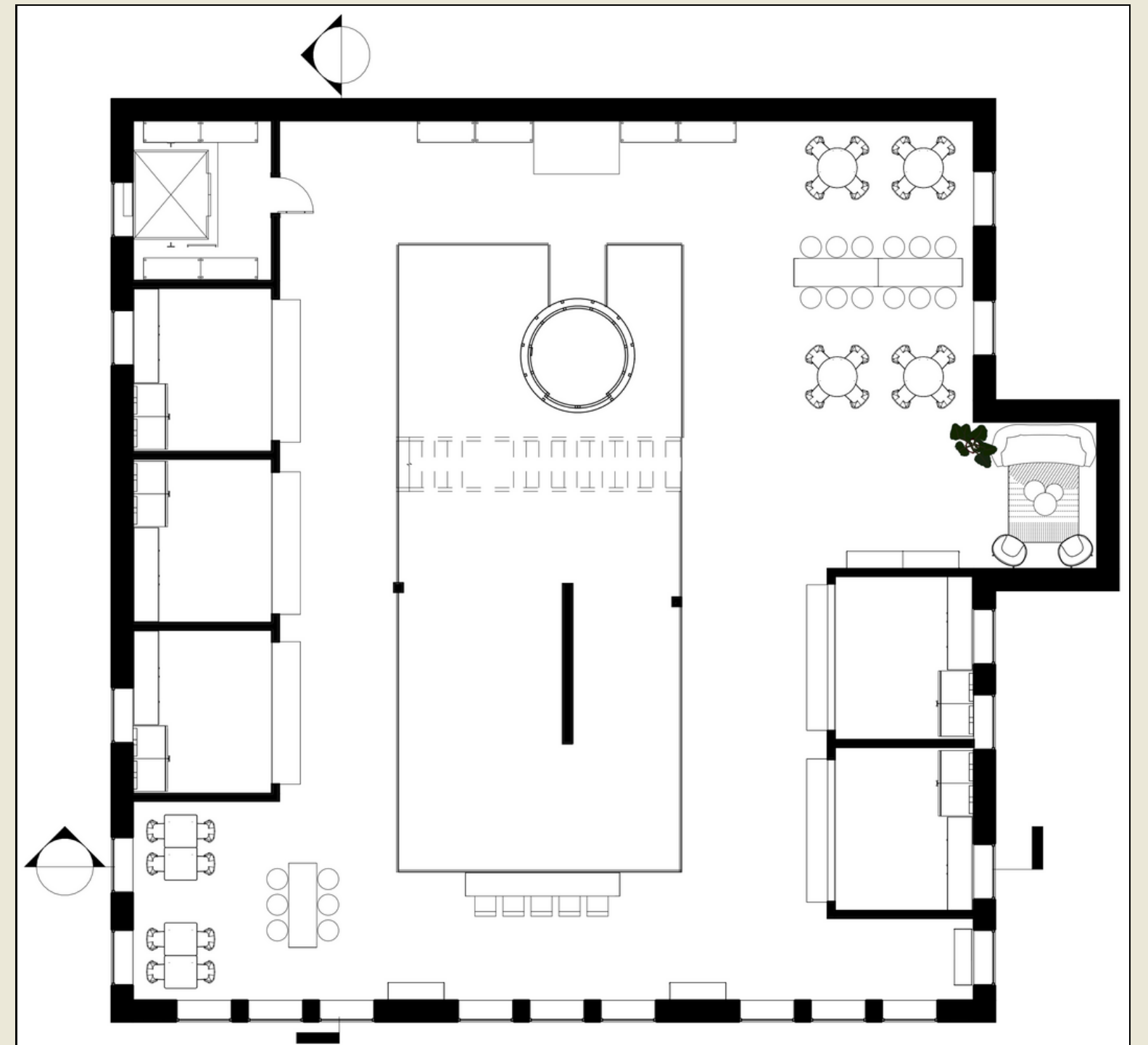
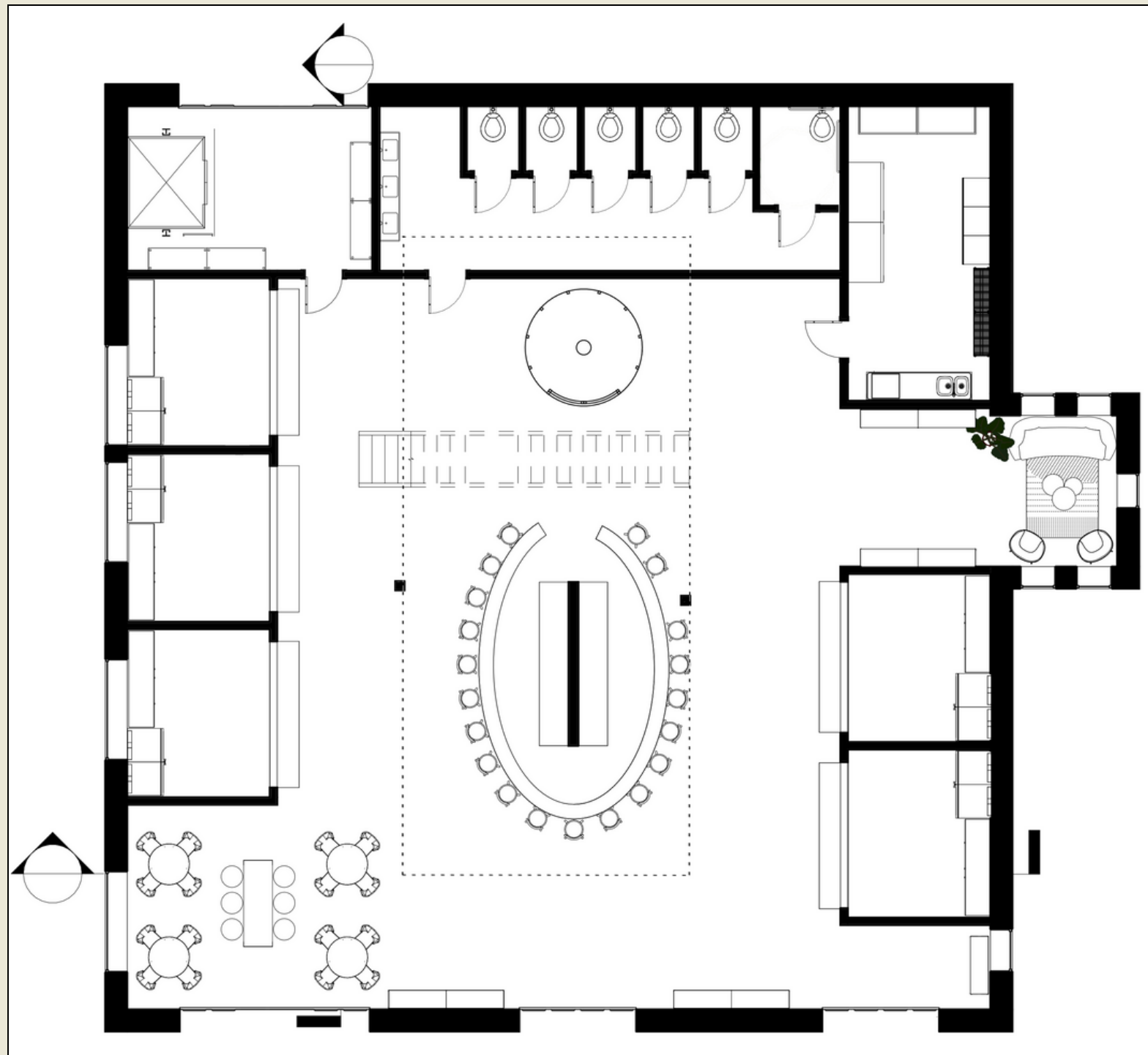


# 3D PLAN



DESIGN  
DEVELOPMENT

# FLOOR PLAN



# SECTION 1



# SECTION 2



AMERICAN  
**PASTA**

THE TOASTED BEAN  
EST. 2021

le Papillon  
BURGERS JAPONAIS

PASTA  
FRESCA

North Lane  
COFFEE

DRINKS MENU

ESPRESSO	PICCOLO
MACCHIATO	CORTADO
COLD BREW	CAPPUCINO
AMERICANO	LATTE
FLAT WHITE	ICED LATTE

COFFEE

ESPRESSO	2.5
MACCHIATO	3
CAPPUCINO	3.5
LATTE	4
MOCHA	5
HAND POURD. COFFEE	4.5
TEA	3.5
CHAI	4
COLD BREW, BOTTLE	4

la  
**BOTTEGA**

**TACHI** Stylish Juice & Tea

COFFEE MENU

FLAT WHITE	2.50
CORTADO	2.50
LONG BLACK	2.50
DOUBLE ESPRESSO	2.50
MACCHIATO	2.50
AMERICANO	2.50
LATTE	2.50
LONG LATTE	2.50
ICED LATTE	2.50
ICED MACCHIATO	2.50
PICCOLO	2.50
MOCHA	2.50
LONG MOCHA	2.50
ESPRESSO	2.50
HOT CHOCOLATE	2.50

COFFEE MENU

# JUICE BAR



# LOUNGE

