

# A vision of hope for Moore Street Market

**A Report of the Expert Group on the Moore St. Market  
administered by Dublin City Council at the request of the  
Minister for Heritage and Ministerial Moore Street Advisory  
Group**

**February 2021**



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## 1 INTRODUCTION

Following a request from the Minister for Heritage to Dublin City Council for recommendations on the future of street trading on Moore Street and by resolution of Dublin City Council an expert group was established to define a vision for the future of street trading on Moore Street. The first meeting took place in March 2020 over the course of eleven months, the expert group met nine times, conducted a public consultation, received 600 number of responses, consulted with street traders and other stakeholders.

This document was agreed by The Expert Group for Moore Street in February 2021. Jackie Spillane and Sharon Greene as members of the group, with over 20 years of market experience between them, were requested by the group to review the situation on Moore Street and report back with their observations and recommendations for how the market might move forward.

At present many issues exist on the street including anti-social behaviour, poor footfall, low numbers of stalls, lack of diversity, rundown buildings and infrastructure, sales of contraband, lack of signage, poor identity and branding, no toilets for traders and insufficient management.

After briefly examining these issues, reviewing relevant documentation (see Appendix 1), carrying out an onsite observation and conducting a brainstorm session, Jackie Spillane and Sharon Greene compiled a number of bullet point observations and recommendations, which are listed in this document.

The recommendations are laid out in two stages, short term - works that can begin immediately with a goal to be completed in the next 6-9 months time and mid term - works that can be planned to carried out over the next 6-18 months.

The documents reviewed were the '*The Moore Street Report- Securing History*' which was carried out in 2017 under the appointment of the Department of the Arts Heritage and Regional, Rural and Gaeltacht Affairs and '*A Strategic Review of Moore Street and Retail Outlets – on behalf of Dublin City Council*' by James Burke published in 2013.

## **2 VISION**

The vision that is set out in this report is for Moore Street to be regenerated into a dynamic, multicultural cross-generational, ethnically diverse buzzing street market that is steeped in history and character. We envision the regeneration of Moore Street to be built on the character and stories that have carried it thus far but to bring it in line with the new version of what Dublin stands for today.

We envision bold design, street art, street murals, pavement design (see Appendix 2), to include a historical element, bright signage, dynamic lighting, shops spilling out onto the pavements, bustling colourful market stalls with signage and a variety of products and a diverse tapestry of people buying and selling. A night time element should be added to the street with the possible addition of night market and bars/restaurants (outside the actions of this report) to further animate the area.

We believe that the street and market should be designed for the urban city resident and not for the tourist. The Covid 19 pandemic has taught us a valuable lesson that we need to plan for a residential city, any other trade is a bonus. This is an opportunity to create a vital community hub in the north inner city that serves many different demographics and cultures.

With this in mind it is important that the value of the existing ethnic and multicultural shops (including hair salons and mobile phone shops, albeit in limited numbers) be acknowledged as a positive component on the street. They contribute to the diverse character of the street and attract a wide variety of inner city residential footfall. These stores should be offered a level of protection against gentrification and rent increases once improvement work is carried out (outside the actions of this report).

We would like to stress here that it is essential to acknowledge that improving the market alone will not fix the problems that exist on the street. There are layers of related and unrelated issues that need to be tackled using a multidisciplinary approach.

A key enabling factor is the immediate identification of funding for the short and medium term projects so that works completed in the short term are not hampered by lack of funding for the medium term goals.

Above all, the priority is to signal intent and commitment to the street as soon as possible, including historical signage, increased stalls, a range of appropriate products and advertising.

### **3 OBSERVATIONS**

#### **3.1 Physical Stalls**

The physical stalls with their blue and white awnings are quite run down and in need of an overhaul. The stalls are all identical in style and are more suited to the function of selling veg or products that require display, not suitable for selling hot food etc. Many stalls are not being used but are still out on the street.

#### **3.2 Retail**

The mix of ethnic Asian and Polish supermarkets, mobile phone shops, hair extensions etc. are not a negative element to the street. These stores provide huge variety and choice and attract a wide variety of city centre dwellers. However there are a number of vacant properties, which lend the street an atmosphere of being rundown. The former Paris Bakery, a bakery and café, which has now been shut down is missed for the ability for people to linger and people watch, which is essential to all healthy streets or markets.

#### **3.3 Shop Signs**

Most shop signs attached to fascia boards and façades are mix matched in size and style, overlaid on top of each other and in poor condition with little continuity. While the eclectic nature has some charm, the poor quality material and signs pasted over older signs lends the street a rundown feel.

#### **3.4 Building Condition**

The majority of structures on the street, including “Dutch Billy” houses, from 19<sup>th</sup> Century and early 20<sup>th</sup> Century as well as redbrick buildings and later concrete warehouses are in severe disrepair. Many first and second floors can be seen through the upper windows to be breeze blocked up from the inside. Most buildings can be seen to have disrepair and damage to roofs, chimneys and pointing. Considering this water ingress must be occurring to most properties causing likelihood of damp with the threat of fungal issues arising ground-floor retail spaces. Buildings are in immediate need of repair (outside the actions of this report).

#### **3.5 Lack of Trader Toilet/Handwashing**

There are no toilets or hand wash facilities provided for the traders.

#### **3.6 Street Signage**

There is no signage visible to inform visitors to the area they are coming upon a market or a historic street in Dublin. When you walk up Henry Street or Parnell Street, Moore Street could just be any side street.

## **4 RECOMMENDATIONS - SHORT TERM**

### **4.1 Funding**

Securing funding requires immediate attention. Investigation into various different avenues for the short, medium and long term funding should commence straight away.

Whatever funds can be secured as a matter of urgency should be invested in the short term recommendations. However the mid to long term projects require substantial funding and may require European funding or various sources of Government funding which may take some time to secure.

Funding can be justified through the increased employment created by new market stalls, the reduction of costs attached to anti-social behaviour. This will lead to increased retail options as a result. Rates etc. will increase for DCC. There will be increased integration. The introduction of cultural events will have a ripple effect for the street and adjacent areas. Moore Street should be like a mini festival of world cultures all the time.

### **4.2 Vendor Toilets/Handwash**

Toilets and Hand wash facilities should be facilitated as a matter of urgency in a secure and close by location. One space that has been identified by local retailers and traders is a space attached to the Dublin City Council waste Depot directly across from his shop and Ann's Bakery as a space that would be ideal for trader toilets.

Permission should be sought to make this change as soon as possible. A CCTV camera system could be installed at the entrance with each trader being responsible for his or her own access card to ensure that traders only can use the facilities. An alternative to this is that the appointed market manager has a key and only opens the facilities for recognised market traders.

### **4.3 Anti-Social Behaviour**

Tackling antisocial behaviour on the street, which is extreme, should be a priority action. Increasing market footfall in the short term will not fix this problem; various methods should be investigated as how to achieve this. An Garda Siochana should be consulted and various deterrents and methods to reduce anti-social behaviour on the street be incorporated into the daily running of Moore St.

### **4.4 Re-Design Tender**

Moore Street requires a substantial re-design overhaul. This report recommends that a tender is put out for Design Companies to submit for a holistic redesign of the street including stalls, lighting, signage, Ilac centre entrance, logo and website. This re-design work will be implemented as part of the medium term goals but the tender process should start now.

We advise that these tender processes consults with the Expert Group for Moore St at key strategic points.

#### **4.5 Street Art**

Street art should be engaged in the short term to give the street a fresh and exciting feeling. Street Art should be incorporated onto the non-brick buildings of the street. DCC could work with Irish artists such as Maser or James Early to animate the street with colourful bold designs. A collaboration between the artists including participatory artists and communities and local residents from all backgrounds could be an exciting opportunity to grow community and pride on the street. (see Appendix 2 mood board). Signage depicting stories of the history of the market and the 1916 rising could be done on derelict shop fronts or blank walls to animate the space.

#### **4.6 Market/Historical Signage**

Bold signage and a landmark entrance feature possibly large lettering or gates/pillars to demark the entrance to Moore Street from both Henry Street and Parnell St should be erected on a trial basis with a view to possibly updating with the design overhaul.

#### **4.7 Physical Stalls**

The stalls as provided by DCC need to be overhauled to provide a more eclectic appearance. Whilst we understand the logic of providing uniform stalls, this is contrary to the more customary mixture of colours and stalls you find at successful markets.

A certain amount of these existing stalls should be retained, repainted and covered with a variety of different coloured awnings. They lend themselves well to the sale of produce.

We do not recommend inviting new stall holders in at this stage before any improvements are made on the street.

Only occupied stalls should be on the street. Empty stalls, even only a few, create an unwelcome gap in the flow, and suggest lack of 'interest' from traders which conjures up a feeling of redundancy.

#### **4.8 Retail**

The current retail mix is relevant to the customer base in the area, and obviously illustrates the type of shop that is sustainable on this street.

Independent retail needs to be preserved. Planning policies should be directed at protecting the diverse mix of ethnic retail and not allowing chains and large international outfits in.

The vacant buildings, and the obvious bricked-up upper levels of buildings that are actually operating, starkly reveals the level of repair and regeneration required.

A lateral approach is required to incentivise building owners to participate in the clawing back of reliable repeat business, which can provide a bridge to more realistic city centre retail rents. Retail shops should be allowed to trade out onto the street to add to the colourful creative market atmosphere.

#### **4.9 Shop Signs**

A grant system should be provided to retail stores to improve their fascia boards and shop signage. Possible grant for awnings like FX Buckleys could lend the street a historic feel.

#### **4.9 Building Conservation**

A conservation report should be commissioned for the entire street and repair grants should be made available for any building repair carried out on the street. Any building in State ownership should be conserved as a matter of urgency.

#### **4.11 Seating**

Seating outside any eateries (such as Chopsticks) should be encouraged. This will help reduce anti-social behaviour.

#### **4.12 Pandemic Safe**

The current layout of stalls is not pandemic friendly due to the lack of space for customers to queue with social distancing in mind. We understand that queues are not currently a problem but in anticipation of an improved trading situation, this should be given due consideration.

#### **4.13 Trial Basis**

Many elements introduced in the short term to the workings of the market should be done on a pilot project or trial basis. The benefits of this are many including fast tracking ideas, less resistance by traders and established retailers and ability to experiment what works without committing. Feedback will be sought after 3/4/6 months and changes can then be implemented.

#### **4.14 Publicity**

Publicity for the street should be done on a two pronged approach. Publicity for improvement works should be carried out immediately to give the shopper and the trader a sense that improvements are on their way. 'Watch this Space' or 'Exciting things to come' slogans could be used on hoarding, incorporated in street art and temporary signage. This is to be done in advance of the medium term works phase so awareness can be raised.

## **5 RECOMMENDATIONS -MID TERM**

### **5.1 New Traders/Stalls**

Signage on stalls should be compulsory, but this should not be uniform. Each stall can have their own branding, on whatever material they choose, but there should be guidelines to ensure some degree of quality.

#### 5.1.1 Diversity

Dublin City is a cross-generational mix of natives and immigrants, and the new Moore Street Market needs to reflect this, and embrace the multiculturalism that is a key part of our city.

New stall holders will likely be comprised of a selection of small Dublin based businesses, new communities, and local enterprise clients. This composition will appeal to the city centre dwellers, providing variety, value, and products of interest. The current lack of diversity is a major drawback, and unlikely to garner any meaningful new business. Vendors should be allowed to select a time frame for trade: e.g. one week, one month, three months.

#### 5.1.2 Food Stalls

As the emphasis on Moore Street will remain grocery-centred, this will form the backbone of the new market. With sustainability being a vital aspect of all food retailing, local growers of fruit and veg should be welcomed, as this will increase options for customers.

The existing fruit and veg, and fish stalls, will be joined by bakeries, condiments, growers and primary producers. Good quality groceries engenders loyalty and repeat business, and this needs to be nurtured in order to demonstrate that the market is a serious contender for customers.

In addition to a solid core of grocery traders, there should be a selection of hot food traders reflecting the diversity of our city centre culture. At least one coffee stall is also required.

There would also be room to bring in some food trucks. They tend to be colourful, eye-catching, and create a festive atmosphere.

Provision for the serving of hot food on the street should be made. In particular the butchers and fishmongers currently and recently selling on the street should be given an option to operate hot food in meat and fish, for example in barbecue set up. Vegetable seller should be given the opportunity to provide vegetarian/vegan hot food service.

#### 5.1.3 Start-up Stalls

As part of the new Moore Street Market, the appointed market manager should work closely with potential start-up stalls to encourage entrepreneurship amongst those that are inclined to work for themselves.

By working with the Local Enterprise Office, there could be a mentorship and training programme, where potential stall holders learn how to run a stall, market their product, and learn the regulations around health and safety, environmental health, and Covid-19 training. They could work with existing

stall holders to learn the ropes, and get a practical 'hands on' experience so that they are better equipped when they start.

There could be 'incubation' stall rents for new businesses, which would expire after a certain time, say three months, after which they would pay full rents, and release that incubation stall to another new business.

#### 5.1.4 The Pram

This report recommends bringing back 'the pram'. A selection of licensed pram-style small stalls with a suitable umbrella cover should be supplied for vendors who have either a small amount of stock, or a one-product offering.

## 5.2 Trader Days

This report recommends Wednesday to Saturday licences to begin with. As this gains momentum, increase the days of trade as needed. Consideration should also be given for a possible Sunday Bric-a-brac market, farmers market and/or night market giving consideration also to the use in this respect of the surrounding laneways.

## 5.3 Re-design

Accepted design suggestions commenced in the short term will begin to tie in with new stalls, new look and feel to the street with new permanent signage and the National Monument elements. The introduction of a welcome sign spanning the junctions with both Henry Street and Parnell Street should be considered. Consideration should be given to general market signage/flags. There should be information points along the street highlighting interesting things about the street; market history, 1916 Rising, and other relevant noteworthy elements.

## 5.4 Training

All traders should go through an upskilling training day before the launch date, to include current regulations regarding allergens, Covid-19 induction, environmental health, customer service and display nuances. Vendors must constantly reimagine and reinvent to stay fresh to repeat customers, and to attract new ones.

## 5.5 Shelter

Large umbrellas should be staggered down the street, with two or three traders underneath in a square C arrangement, so queues will automatically form in different directions.

All traders need to do Covid induction training. All hot food/beverage stalls need to supply an external bin to increase the ease with which waste can be disposed of. All stalls must supply a hand sanitising station for customers.

## 5.6 Cultural Events

The scope for additional cultural events is significant. Given the inevitable multi-cultural nature of the new Moore Street Market, there is tremendous potential for ancillary actions that will springboard off it. Engage with the Arts

Office and Events Unit in DCC to include Moore Street in the Cultural Calendar. Encourage ethnic communities currently providing food on the street and nearby to participate.

### **5.7 PR launch**

A PR launch should be planned to promote the changes once they have occurred, with some pre-launch press organised to help raise awareness of the need for new traders, and the future scope of upwardly mobile business expectations.

## 6 CONCLUSION

There is no negative to investing in Moore Street and its market. It is a resource for the city centre, for residents, for community, for innovation, for entrepreneurialism. Its historical importance has also captured a new wave of interest. The market and unique street history can be promoted side by side to increase footfall and interest on the street.

Moore Street needs to be looked at holistically, and it needs to be acknowledged that it deserves timely attention given that if it is done properly the proposed renewal and regeneration offers significant economic, community, and cultural benefits.

Proactive leadership should be employed with a view to securing funding in a prompt manner. It is naïve to think that the market can single-handedly fix all – or even any - of the issues.

With adequate funding, the entire street can be re-imagined in a holistic and exciting way. Without funding no changes can be implemented, no movement will be made and the entire future of the market will be at stake.

The pandemic has shown us very clearly that the city cannot be designed for the tourists, and instead needs to be designed for the inhabitants. As we witness a paradigm shift across the planet in terms of retail and consumer culture, the city centre will reflect this sooner than suburban outlets. The new Moore Street Market will be catering to those living in the city, working in the area, and those that visit.

The market needs to reflect the reality of the City's population and history, which is a cross-generational mix of immigrants and natives, and Dublin City Council needs to embrace this. The ethnic diversity is a strength, and needs to be celebrated, protected, nurtured and encouraged.

The implementation of this plan and need to bring additional traders and customers to Moore Street is dependent on an absolute minimum of disruption to the street from development works in the adjoining area. It will be extremely difficult to revitalise the street or deliver improvements to the street if large sections of it are going to be closed for significant periods of time.

## APPENDIX 1: Reference Material

James Burke's and Associates. 'A Strategic Review of Moore Street and Retail Outlets – on behalf of Dublin City Council.' 2013

Nick Dines, 'The Experience of Diversity in an Era of Urban Regeneration: The case of Queens Market London. Geography Department, Kings College London. 2007

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URBACT- Urban Markets Heart Soul and Motor of Cities. City of Barcelona 2015. URBACT MARKETS.

And

Dublin City Council Casual Trading Bye- Laws

Dublin City Council Casual Trading Fees

Irish Times Article – Architects Appointed for the City Quarter at O'Connell and Moore Street site. By *Olivia Kelly* August 25 2020.

## **APPENDIX 2: Expert Group**

- **Cllr. Donna Cooney, Chairperson**
- **Sharon Greene, Market Expert**
- **Jackie Spillane, Market Expert**
- **Diarmuid Breatnach, Lord Mayors Forum on Moore St.**
- **Mel MacGiobúin, Lord Mayors Forum on Moore St.**
- **Stephen Troy, Lord Mayors Forum on Moore St. and local business owner**
- **Coilín O'Reilly, Dublin City Council**
- **Patricia Colfer, Dublin City Council**
- **John McPartlan, Dublin City Council**
- **Paula King, Dublin City Council**

APPENDIX 3: Mood board

