

# Residential

Design Experience

2024



3DReid

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# Introduction

We are an *award winning* architectural design, interior design and masterplanning practice.

We are a creative team of over 120 people working across five UK studios in Birmingham, Edinburgh, Glasgow, London and Manchester.

We work across all design stages and sectors including aviation, culture & community, education, hospitality, industry & technology, residential, retail & leisure and workplace.

We are proud of everything we do, from concept to delivery. We believe the best design comes from a culture of collaboration and sharing ideas. We deliver well designed projects that stand the test of time and a practice that people enjoy being part of.

Our rigorous and pragmatic approach to design helps ensure our projects are delivered on time and on budget. We work hard to create built environments that look to the future and are truly sustainable.

We are the go-to practice for inspiring, considered design solutions that leave a positive impact on occupants, future generations and the environment.



We workshop everything to benefit from the deepest experience, the freshest ideas and the most enjoyable conversations.



We have over 120 people across five UK studios.



## Residential *Our expertise*

*Richard Fairhead is 3DReid's Head of Residential and works closely with our team of over 120 people across five studios.*



Richard Fairhead, Head of Residential.



## About us *Our team*

**We are a collaborative team of architects, interior designers, urban designers, researchers, visualisers, and dynamic problem solvers.**

We offer the full spectrum of design services, from early-stage feasibility and proof of concept to full planning applications, technical design and construction delivery.

The best buildings and places come from engagement and collaboration. We listen to our clients and we work openly and collaboratively, convening

regular workshops that empower the right people to contribute at the right time. This builds trust, consensus and certainty across our team, our clients, project stakeholders, consultants and end-users.

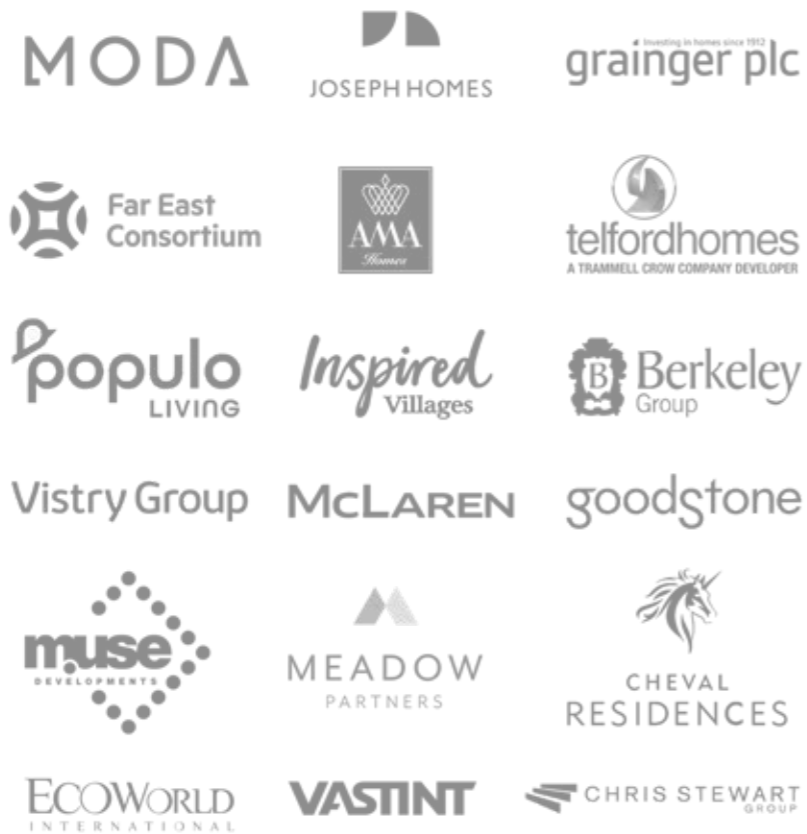
We bring value to all our projects through clear analysis and well executed design. We approach every project with the same ambition, across all sectors, whether it is a hotel refurbishment, a workplace, or a new airport terminal: *every building we design must work beautifully.*



## Our portfolio ranges from the latest in Build to Rent developments to intergenerational specialised supported living and everything in between.

We have a comprehensive understanding of the requirements of residential design that gives us the capability to engage planners and key stakeholders, and then to deliver efficient, flexible, highly liveable, durable buildings. We are lucky to be collaborating with some of the most innovative clients in the sector.

Our clients place different priorities on the fundamental principles that shape their brand. Our support occurs at the very beginning of that journey, helping clients define what differentiates them in this increasingly busy market and helping them realise those aspirations, through the spatial design and specification of finishes that become synonymous with their brand.



# Creating Communities

01

## *Selected Experience*



We have designed homes for the entire range of occupants including families; students; first-time buyers; renters; local authority tenants; luxury homes and residential care and senior living. All have different needs that need to be reflected in the design, but all share the desire and need for a sense of community and place.

## Cyprus Beckton London

New homes at Cyprus, have been approved by Newham Strategic Development Committee.

The 1.4 hectare site will include 215 homes spanning six buildings and ranging from 5 to 9 stories, with 31% dedicated to affordable housing. The project encompasses the remediation of a contaminated brownfield site which will provide a community nature park, 5,500 sqm of green space, an extended and improved pocket park with new play facilities, and a private courtyard for residents. Notably, the development is designed to be car-free, permitting access only to blue badge holders, while encouraging eco-friendly commuting with exclusive cycle storage.

The scheme will contribute to the regeneration of the Docklands area and the investment from Newham Council promising a myriad of advantages for the community, ranging from the creation of new residences, to the development of enhanced public spaces and amenities.

Client: Populo Living

*“This Brownfield Site will deliver a truly mixed tenure housing offer and provide a new community park alongside a protected nature park.”*



The project has been developed under the new Part O and substantial analysis was carried out by the design team to balance overheating requirements with the need for excellent levels of natural day light and sunlight, and a high quality aesthetic complimentary to the surrounding context.

Natural ventilation and maximisation of dual aspect units was also prioritised to provide high quality accommodation and reduce running costs to residents.

Planning consent granted in December 2023.



Site masterplan.



## Millbrook Park

### Barnet

3DReid has reviewed a number of sites within the Millbrook Park masterplan in Mill Hill, London.

Phase 5, featured here and currently on site, is a development of 144 dwellings. The units range from one-bedroom apartments to four-storey townhouses, with stunning views over London.

The concept underlying the design is to modernise the traditional Georgian townhouse. Although the proportions and layout have remained the same, the material and details have been updated to reflect a more modern aesthetic. In this way, the traditional white plinth has been converted to glass-reinforced concrete, as well as in the reveals surrounding the windows. In addition, brick soldier coursing has been used throughout to hierarchies the elements of facade.

Client: Joseph Homes



Successful developments have a range of typologies and increasingly we are seeing developments including build to rent that provide family homes. Millbrook Park had several different typologies of house to create variety of layout and look to the development.



Aerial View of Millbrook Park



Interior of Apartment



# Build To Rent

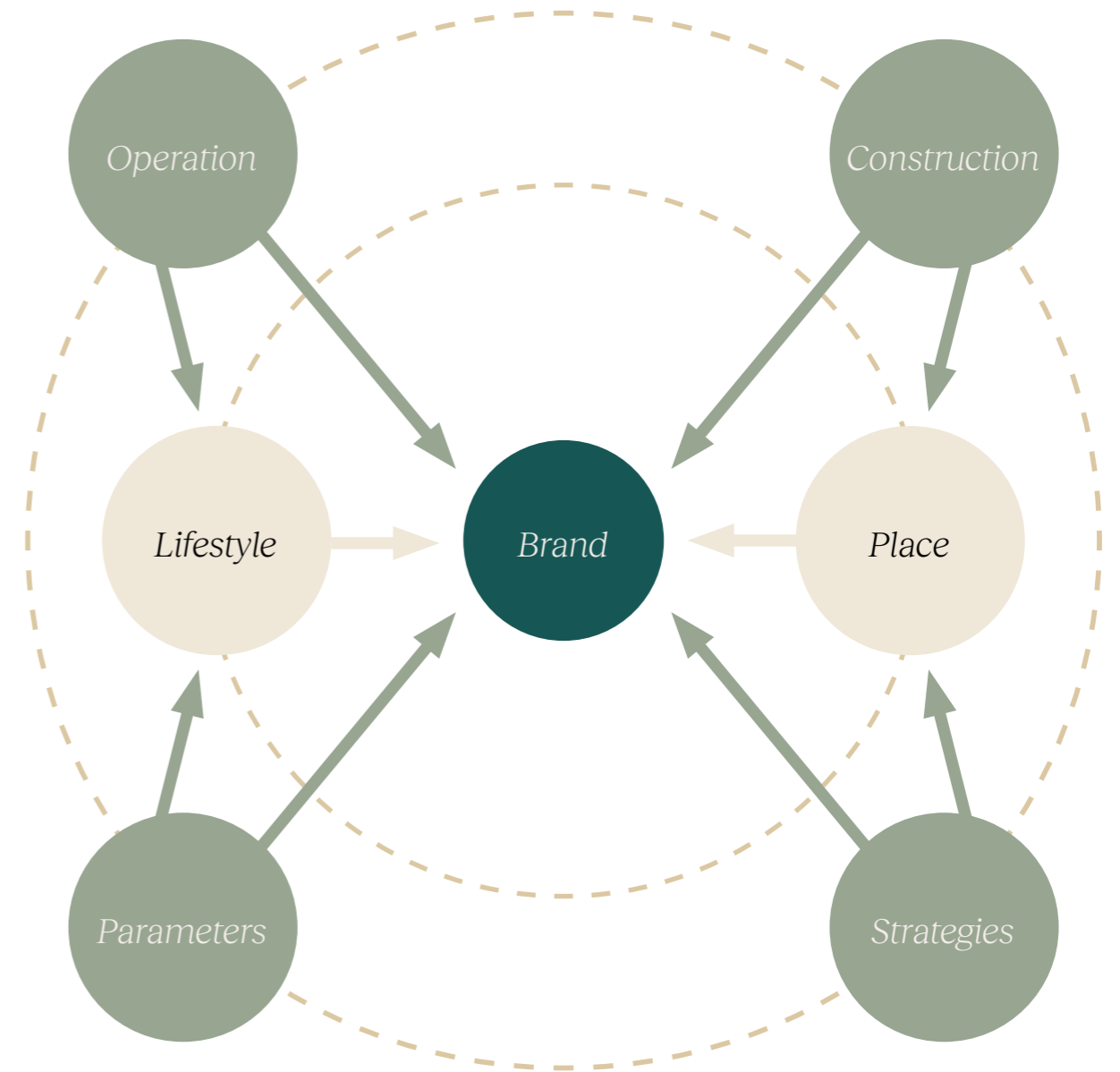
Delivering a Build to Rent development as a 'one size fits all' is challenging given the many influencing factors that make for successful, commercially viable investments and a strong and identifiable 'brand'. The market has proved far more varied than anticipated and the mixed demographic of renters means building designs need to work harder to facilitate the needs and aspirations of their tenants. Understanding the key services and functions for each particular approach and how they will interface is key to achieving a successful design. The diversity in demographic and the varying needs of individuals requires a design strategy that is both flexible and adaptable.

The BTR market has proven to be more varied than anticipated and accommodating this mix means buildings must be designed effectively to cater to the shifting needs and aspirations of tenants.

Our clients each have their own set of priorities that form the foundation of their brand. Our support, at the very beginning of their journey, assists in identifying what sets them apart in this increasingly competitive market and helps them realise their aspirations through responsible spatial design, materiality and appearance all of which become synonymous of their brand.



Key Influences on brand creation



|   |  |  |
|---|--|--|
| <p><b>LIFESTYLE</b></p> <ul style="list-style-type: none"> <li>Architectural Design</li> <li>Specification</li> <li>Finishes</li> <li>Mix</li> <li>Public Realm</li> <li>Circulation</li> <li>Operation</li> <li>Cycle &amp; Access</li> </ul> <p><b>PLACE</b></p> <ul style="list-style-type: none"> <li>Masterplan</li> <li>Public / Private Realm</li> <li>Landscape</li> <li>Public Amenity</li> <li>Private Amenity</li> <li>Architectural Language</li> <li>Integration with Context</li> </ul> | <p><b>OPERATION</b></p> <ul style="list-style-type: none"> <li>Staff Facilities</li> <li>Landlord Space</li> <li>Post &amp; Concierge</li> <li>Marketing / Lettings Suites</li> <li>Leased Areas</li> <li>Loading Zones</li> </ul> <p><b>PARAMETERS</b></p> <ul style="list-style-type: none"> <li>Apartment Unit Mix</li> <li>Financial Viability</li> <li>Vertical Set-Out</li> <li>Wall to Floor Ratios</li> <li>Floor Area Efficiencies</li> <li>Space Standards</li> <li>Accessibility</li> <li>Structural Efficiencies</li> <li>Site / Planning Constraints</li> </ul> | <p><b>CONSTRUCTION</b></p> <ul style="list-style-type: none"> <li>Modular Planning 3.7m x 7.5m</li> <li>Modular Construction</li> <li>Component Led Design</li> <li>WLC / Standardisation</li> </ul> <p><b>STRATEGIES</b></p> <ul style="list-style-type: none"> <li>Lighting and Daylight</li> <li>Fire Strategy</li> <li>Acoustic Strategy</li> <li>Ventilation</li> <li>Thermal Comfort</li> <li>Utilities Strategy</li> <li>Security Strategy</li> <li>Deliveries</li> <li>Waste Disposal</li> <li>Cleaning Strategy</li> <li>Maintenance</li> </ul> |
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# Kensington Academy Residential

## *Kensington & Chelsea*

Detailed design of a 32 apartment new build PRS scheme arranged over five floors in Kensington, London, delivered by a JV between Grainger and RBKC.

The open plan apartments are served by an external deck access corridor and the scheme is designed around a communal garden.

3DReid were appointed post planning with a brief to avoid secondary planning applications. We undertook a review to improve the buildability and efficiency of the scheme and adjust it for PRS.

Client: Grainger



*Kensington Academy apartments.*



*Typical apartment.*



*Entrance lobby.*

## Millharbour *Tower Hamlets*

This development of a key intersection on the Isle of Dogs, London, provides 319 new dwellings. The 30 and 26 storey apartment towers have been designed to maximise views and daylight for residents whilst ensuring calm environmental conditions at street level.

Providing an active frontage for pedestrians and cyclists, each building features an angled podium containing a range of public-facing uses, including shops and cafés, a wine bar and a 50 pupil nursery alongside extensive public realm featuring a high quality landscape design by Exterior Architecture.

The scheme achieved planning in 2019.

Client: Meadow Partners





South elevation of west and east buildings.



## Cuba Street II *Isle of Dogs*

This proposal for the Cuba Street site, for Ballymore, takes the place of the 2012 application (below) and implements a revised brief. The submitted proposal provides 448 units in a mix of 1, 2, 3 & 4 beds on a tight site. In response to emerging planning guidance for the Isle of Dogs South Quay area, the proposal incorporates a new public green space in the form of a pocket park between the buildings. This space provides open child play space and so we have located family townhouse units at ground, providing activation and passive supervision as well as improved access.

Client: Ballymore



Elliott House, Edinburgh.

## Student Accommodation

With more than 20 years experience designing and delivering student residential projects across the UK, working with both Universities and developers, we have the capability to engage Planners and key stakeholders, to deliver efficient, flexible, durable buildings and create accommodation which enhances the student's experience of university life.

By combining our architectural and interior design capabilities we are able to deliver residences that are robust and inspirational, creating communal spaces that become the heart of these new learning communities.



65 London Road, Edinburgh (76 bed PBSA).



Elliott House, Edinburgh (138 Studio apartments).

## The Combworks Aberdeen

3DReid's Interiors team responded to a complex brief to deliver a high quality studio room development for the competitive student residential market in Aberdeen.

The Combworks is a 121 studio room development with a reception space, shared flexible common room, study spaces and private garden. The building takes its name from the old Combworks previously situated on the site and there are subtle references to the Combworks throughout the design without being too literal.

Client: McLaren Property Ltd

## Elliott House Edinburgh

3DReid provided full architectural and interior design services to transform a former seven storey office development within the Edinburgh New Town Conservation Area into 138 prime student studio apartments. This project involved a full internal refurbishment and the application of new exterior cladding replacing the existing concrete cladding with natural stone on the main front elevations, and bronze coloured rain screen details.

Client: McLaren Property Ltd



The Combworks, Aberdeen (121 Studio Rooms).

## Meadow Court Edinburgh

3DReid worked on the refurbishment and extension of the 33 apartment (148 bedroom) Meadow Court development in central Edinburgh.

The refurbishment, which was undertaken throughout the summer break, saw all 33 apartments fully refurbished, including new kitchens with lounge and dining areas, and refitting of all 148 bedrooms to provide a more contemporary student living experience.

Client: McLaren Property Ltd



Meadow Court, Edinburgh (33 apartments).

## 179 Canongate *Edinburgh*

Proposed redevelopment of the site at 179 Canongate for PBSA use, providing a characterful and adaptable place to live and study, within the heart of Edinburgh's Old Town.

Situated adjacent to Old Tolbooth Wynd and the Canongate Kirk, the site sits within the boundary of both the UNESCO World Heritage Site and the Old Town Conservation Area.

The footprint of the building takes cognisance of the existing structures and spaces, enhancing permeability across the site by way of a continuation of the Old Town's characteristic close and court arrangement. Pronounced level changes across the site have been reconciled to ensure ease of access throughout, with the articulation of its massing being such to stitch the development into the predominant urban grain of the wider conservation area.

The development comprises 76 studio apartments. Supporting facilities such as a secure cycle store, large common room, laundry and parcel room are accommodated at ground floor level, with a communal bin store accessed directly off the newly formed courtyard Miller's Close.

Client: S Harrison Developments & Summix (CGE)



*A cobbled court.*



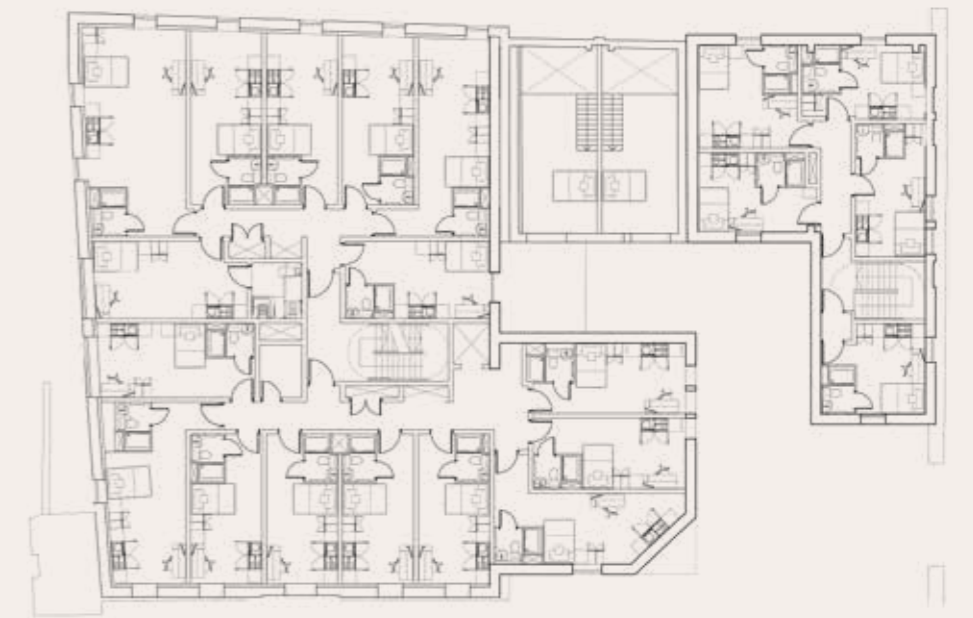
*Old Tolbooth Lane.*



*The next layer.*

*“The proposal takes cues from the rich language of the Old Town, employing playful corbels, stringcourses and cap-houses in reference to the Scots Baronial style.”*

*Ryan Hodge  
Associate, 3DReid*



*First floor plan.*



*Dementia care accommodation: a domestic scale.*

## Residential Care Homes and Senior Living

Retirement housing traditionally set residents apart from their broader communities on edge of town or suburban sites, now they are being brought back into the urban mix.

We need to be providing housing for the elderly that is designed to enable people to lead less isolated and better supported lives. We have built traditional care homes but are also challenging the model as shown in the intergenerational development Craigmillar adjacent, which combines dementia patients and students in a symbiotic community that both stimulates and teaches care and compassion.



## Craigmillar Intergenerational Living and Care Edinburgh

Craigmillar Care and Residential Development comprises Purpose Built Student Accommodation, assisted living residences and dementia care centre.

Craigmillar development is intended to respond to the challenges presented by our society's ageing demographic, the scheme seeks to promote an intergenerational approach to integration of care, in a non-institutional environment, which is positively engaged with the wider community.

In accordance with Craigmillar's Urban Design Framework, the PBSA and Assisted Living components of the scheme aim to reinstate the street edge to Niddrie Mains Road, with four storeys of new accommodation complete with commercial units, active frontage, and new public realm.

Client: Key-workers Living Ltd



*Dementia care and assisted living entrance.*



*Sunken gardens and care centre entrance.*

### **Craigmillar comprises:**

153 Student Residence rooms

89 Dementia Care rooms (60 standard / 29 palliative care)

64 Assisted Living flats (mix of 1 and 2 bed).



*Main approach.*

## Inspired Villages

### Knowle, Solihull

A hybrid planning application for the construction of an Integrated Retirement Community of up to 170 extra care units with ancillary communal and care facilities and green space consisting of:

- a) A full planning application for 48 extra care units including the Village Centre, means of access, landscaping, open space and all other associated works and infrastructure; and,
- b) An outline planning application for up to approximately 122 extra care units with ancillary community space, gardens, green space, landscaping and all other associated works and infrastructure.

The communal facilities within the development will include a cafe, restaurant, meeting/activity space, wellbeing centre (including swimming pool, gym, fitness studio and treatment rooms).

Client: Inspired Villages



Visuals by Horus.



Visuals by Horus.



Visuals by Horus.

## Affordable Homes

Increasingly affordable homes are provided as part of larger mixed-use regeneration housing schemes.

We are dedicated to providing high-quality homes that promote pride and care and sit firmly at the heart of a larger housing development, ensuring integration; communal amenity and practicality are inherent within their design.

Understanding the specific requirements of both tenants and managing social landlords is key to designing successful affordable housing that is desirable and cost effective to build and maintain.



Courtyard entrance view from the Green Space.



Approach towards the west entrance.

## Mosspark Boulevard Glasgow

Mosspark Boulevard affordable housing development comprises of 35 homes for social rent and associated amenity space on the former United Reformed Church Site in Glasgow.

The new homes will provide high quality living as set out in the Design Schedule for Affordable Housing in Glasgow. The mix includes 1, 2 and 3 bed flats, including 10% adaptable standard accommodation.

Client: Southside Housing Association



Courtyard view towards the green space in the east.



Site plan.





## Munro Mews Kensington & Chelsea

New build development of four mews houses on a site in Kensington and Chelsea. 3DReid updated a consented scheme, rationalising the plans and delivered this boutique design for the client.

The scheme was designed with three accessible and adaptable houses and one wheelchair user house for our client Grainger. Elevation treatment for the facade used traditional materials of brick and painted timber.

Client: Grainger



View looking east.

## Drumrae Housing Edinburgh

The proposed development looks to deliver sustainable densification of a suburban setting through the delivery of affordable housing. 18 residential apartments and garden amenity deck sit above a retail unit on the ground floor.

The height establishes a relationship with the neighbouring Drumrae Library and a more urban presence to Drum Brae Drive and the wider city. Apartments are accessed from an external deck which looks onto the L1 private garden space. The deck is seen as an extension of the living spaces, bring life and animation to the building facade. In line with City of Edinburgh Council's aspirations for greener and healthier '20 minute neighbourhoods', the proposals reinforce the formation of a local centre structured around the Community Hub.

Client: AMA (New Town) Ltd



## 159-175 Station Road *Addlestone*

New build redevelopment of a derelict brownfield site within the town centre to provide 73 apartments with a mix of affordable 2-bed units and commercial space at ground floor.

The architecture utilises a range of complementary brick and pop-out windows and internal balconies to provide a rhythm to the façades which is mirrored by the strong gable end character of the roof-line which responds to the surrounding townscape.

The site is adjacent to Addlestone rail station which is 50 minutes into Central London. We have therefore been pushing the boundaries of previous developments massing to appeal to new residents who will commute into the city.

The development also acts as a catalyst for wider regeneration of a tired and under-invested location.

Client: Wilky Group / Paragon Asra HA



# Luxury Living

02

## *Selected Experience*



We have designed a number of high value homes and serviced apartments. We understand the need for quality finishes and services to achieve a level of comfort, style and top market value for our clients.



## Aldwych Chambers Westminster

This conversion of an office building near The Strand in Central London, retained the structural frame, but provided a new front facade. This takes into consideration specific planning requirements in terms of material choices to adhere to local and heritage influences.

The development consists of 20 high quality apartments. Care was taken to develop the internal spatial possibilities of the existing two storey mansard roof.

Client: RER London



First floor plan.



Ground floor plan.

## Mayfair Chambers London

Mayfair Chambers is a 12,000ft<sup>2</sup> new build residential development with a mix of 2, 3 and 4 bed apartments for sale. There are five storeys above ground including two set-back penthouse levels, and an inhabited basement storey. The topmost penthouse level features a curved glass facade which was designed and tested to minimise the profile of this level as seen from the street, maintaining floor area within tight planning constraints.

Special attention was paid to the design of internal circulation and to the basement level, which exploits a modern interpretation of the London 'area' to maximise daylight.

Client: Real Estate Resolutions (RER)



## 33 Greycoat Street *Westminster*

This recently completed refurbishment of a 1970's office development in Victoria provides 23 elegant apartments ranging from studios to 3 bedroom duplex penthouses. The existing building was not listed or in a conservation area and the mix of retail, office and residential uses surrounding the site made it ideal for residential conversion in this well connected area.

Client: RER London



# Cheval Gloucester Park Kensington, London

Comprehensive refurbishment and remodelling of 98 luxury serviced apartments at Cheval Gloucester Park in Knightsbridge.

Refurbishment throughout this early 90's building to improve the flow and functions of the inefficient back of house spaces and facilities. As well as lead architect we developed the interior design strategy to deliver a high quality luxury offer in line with the Cheval brand and reposition Cheval Gloucester Park.

The remodelling of the ground floor and basement enabled the creation of a Cinema Room and larger Gym as well as feature 'Library' lounge spaces in the east and west wings for guests to meet and relax in, providing a sense of 'home from home', separated from the main circulation corridors.

Client: Cheval Collection / APML Estates



The Picture House 12 person cinema.



Apartment reception room.

*Luxury Residence with 98 apartments plus three 5-bedroom penthouses, on-site gym and private cinema room for up to 12.*



Typical apartment plan.

→ Glazed Doors  
 → Full height Timber Glazed Screen & door



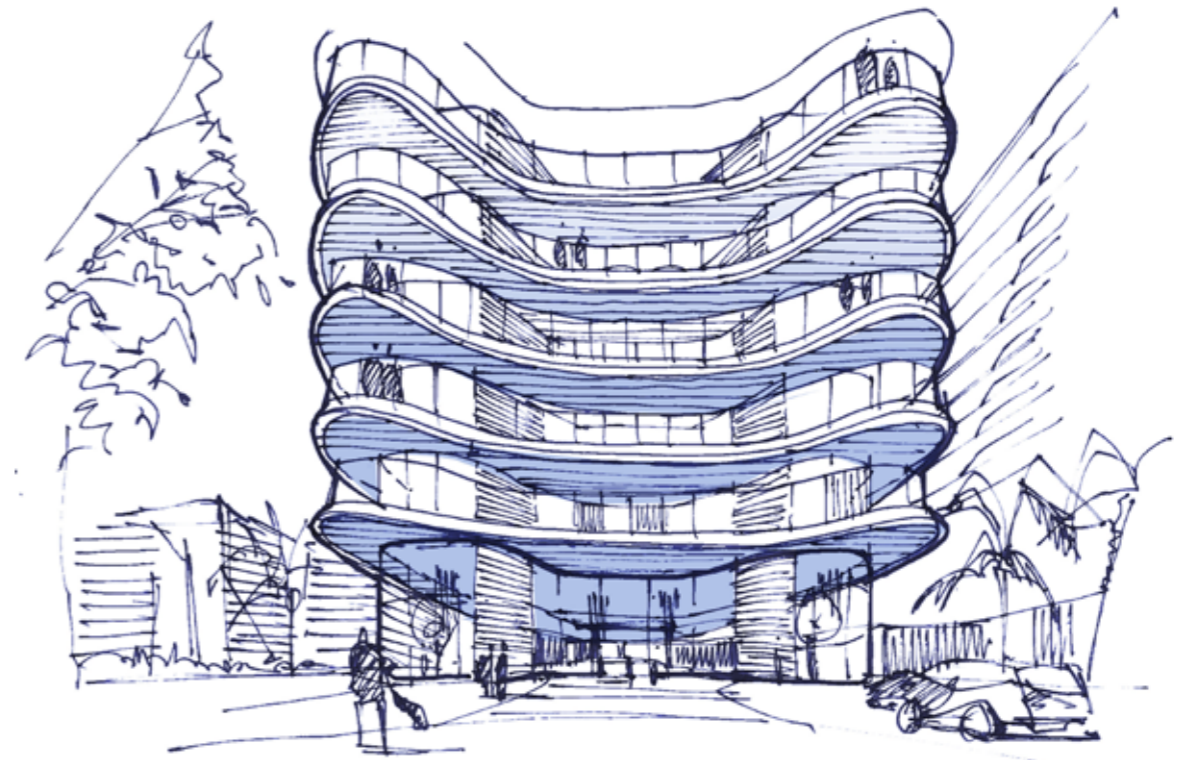
## Luxury Apartments *Dubai*

As part of a wider mixed-use Masterplan located to the south of Dubai City centre, we were appointed by Azizi Ltd to produce Concept Designs for 600 apartments located over 2 separate plots with uninterrupted views of the new lagoon.

The facade concept for the buildings was based on the ephemeral ripples of water. Two building typologies were worked up - one type oriented perpendicular to the water, the other rotated parallel to the lagoon's edge.

Basement carparking is provided over three levels.

Client: Azizi Ltd



# Challenging Context

03

## *Selected Experience*



Many sites call for creativity within constraints such as planning restrictions; conservation; historical fabric and structural implications.

Our rigorous workshop process challenges the brief and analyses the potential of a site to achieve maximum value and flexibility for a development. This process can be expanded to an in-depth analysis of a district in its context, including widespread stakeholder consultation.





The whole building is clad in unitised curtain walling and provides 61 residential units, 97 serviced apartments and 930m<sup>2</sup> of retail.



## Three Quays London

A luxury residential and aparthotel scheme consisting of 97 serviced apartments and 61 residential units with three retail units at ground floor, won in an international design competition. The over-riding brief was to deliver the maximum number of apartments with a river view, to ensure the highest values were achieved.

Our winning scheme utilised a horseshoe shaped plan that maximised the use of the site perimeter combined with a scissor duplex apartment that provided a significant proportion of river views. These were however, reduced in number following planning approval to provide a revised mix and additional apartments but they are retained in the centre of the plan.

The sensitive nature of the location and context demanded close consultation with numerous influential groups including DC CABE; English Heritage and Royal Historic Palaces.

Client: Cheval Residences



Cheval Three Quays entrance lobby.

*“We’re extremely impressed with the innovative work behind Cheval Three Quays by 3DReid. Every detail has been carefully considered to make sure the property meets the luxury standards synonymous with Cheval Residences.”*

George Westwell,  
Cheval Residences Director



## Colehill Gardens *Fulham*

Located in a Conservation Area in the heart of Fulham, our proposal for a new residential building of thirteen high end apartments references the materiality, proportions and banding of the adjacent buildings whilst respecting the canopies and root systems of nearby trees.

The curved entranceway opposite the proposed ornate gardens provides a distinct architectural backdrop to Colehill Gardens.

Client: Whitegold Properties



West facing elevation.

## Gurnell *London*

Gurnell is a mixed use development with a series of restrictive site conditions and a need for the commercial aspects of the project to drive and support the provision of community facilities.

The Gurnell complex went through a number of iterations due to changes in brief, client, required accommodation mix and the need to present a scheme that generated the required level of income to permit the construction of the local authorities aspirations.

The wider Gurnell development seeks to replace an early 1980s sports centre and create a new facility and landscaped park using the income derived from the residential development of the site to provide funding.

The site sits within Metropolitan Open Land, a designation equivalent to green belt. Utilising previously built area, we have designed an inclusive and attractive masterplan that – in addition to a new 50m leisure pool and gym – will provide high quality amenity space with an outdoor sports focus for the local community, while improving access to the extensive green space found along the River Brent watercourse.



## Minoco Wharf *Tower Hamlets*

266,500m<sup>2</sup> residential-led mixed-use scheme in the heart of London's Royal Docks providing nearly 3,000 residential units ranging from studio suites to five bedroom family apartments and town houses. Also proposed are shops, restaurants and cafés; commercial employment space; community and leisure facilities and public realm (developed in collaboration with West-8 Dutch landscape designers).

Designed to offer an appropriate range of facilities to meet the diverse needs of the local population and their future requirements and support the urban transformation within the area, providing 1800 new jobs and attracting new residents.

Client: Ballymore



Minoco and Venesta masterplan.



# Mixed Use Masterplans

04

## *Selected Experience*



As multi-sector experts we understand all the elements that make up a mixed use development. Schemes need to be flexible to allow for cultural and economic changes.

Concepts must provide a framework for a variety of uses, new place-making and enhanced connections.



A mixed-use masterplan that delivers 2400 new homes in the heart of Cardiff.

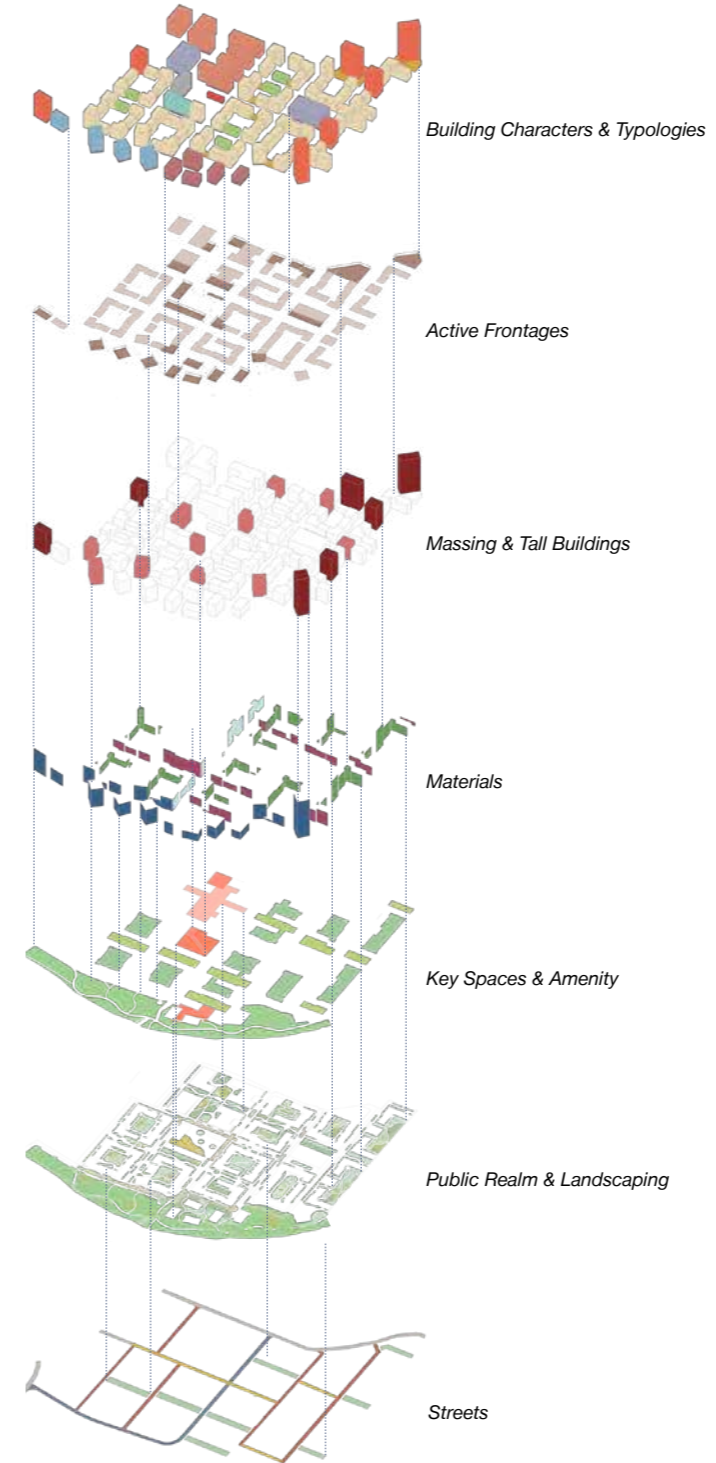
# The Embankment Masterplan Cardiff

The Embankment Masterplan at Dumballs Road will create up to 2,500 new homes alongside 54,000m<sup>2</sup> of business space as well as opportunities for leisure, hospitality and retail users, on what is currently under-utilised, low-quality industrial space.

The proposal will open up access to the riverside reconnecting the city to the bay with an uninterrupted pathway and provide much needed connections between Grangetown and Butetown through inclusion of a new cycle and footbridge across the River Taff.

The plans also include considerable open space with a new riverside park and water taxi stop that will create additional enjoyable routes along the River.

Client: Vastint UK



Masterplan strategies..

*“A welcome, well-designed and masterplanned scheme that would comprehensively redevelop and transform a strategic area of land between the City Centre and Bay.”*

Cardiff City Council



*Illustrative view of amenity street.*



*Illustrative view of river park.*



*River view.*



*Illustrative view of Dumballs Road.*

*“The masterplan is founded on placemaking principles that will create distinctive neighbourhood character areas and business districts that complement the industrial heritage of the area.”*

*Darren Park  
Project Architect, 3DReid*



*Illustrative view of urban square.*



Plot B looking east.



Landscape plan.



Plot A and B looking west.



Plot B looking north.

## Central Quay Glasgow

The Central Quay development site provides an opportunity to remaster a prominent and strategic part of Glasgow city centre. The proposals will deliver a major urban regeneration project.

The mixed-use development comprises residential, purpose-built student accommodation (PBSA) and commercial uses, with associated landscaping, public realm and rejuvenate the existing office building.

The urban strategy puts placemaking at the heart of the design process. An understanding of the history, stories and built fabric of this place have tailored a contextual response unique to Central Quay.

The design principles of the Glasgow grid-iron urban pattern are applied to the site as a means to organically grow the city centre west. High density neighbourhoods are organised around a recognisable network of characterful streets and spaces.

The proposed urban strategy defines four development plots. Plot A, B and D have been developed by 3DReid. Plot C is by Graeme Nicholls.

The proposals also include supplementary retail, wellbeing and food & beverage opportunities.

Client: Summix Capital



Aerial visual looking south.



## New Fountainbridge Edinburgh (Phase 1)

A mixed-use development comprising Hotel, Office and new homes for rent with a number of live/work units suitable for small business and community use. Proposals were developed as part of a masterplan to deliver a greenspace network with new pedestrian and cycle routes re-connecting Fountainbridge to the Union Canal.

Delivered as part of the first phase of development, the proposal combines two plots identified in the development brief to form a single urban block releasing more generous public space to either side. The combined Hotel and Office development present a continuous frontage to Fountainbridge and offer a variety of café and small business units at ground floor level to activate the surrounding public realm.

No 2 Freer Street provides 5,500m<sup>2</sup> of bright, flexible Cat A office space over 6 floors with shared reception, gym and conference facilities at ground level. Occupying the eastern end of the Fountainbridge block, the core abuts the party wall to the hotel, with tenant areas arranged around the three perimeter walls to maximise daylight and flexibility. Open plan spaces can be sub-divided into smaller units supported by collaboration, break-out and soft seating areas at each level with a rooftop terrace at level 6. The office is now fully let.

Client: Vastint Hospitality B.V.



Fountainbridge sketch view.



No2 Freer Street office facade.



No2 Freer Street flexible Cat A office space.

*“The use of prefabricated components and Modern Methods of Construction provide better construction quality, less waste and improved efficiency.”*

*Darren Park,  
Project Architect, 3DReid*

*The Moxy features flexible lounge and workspaces for guests, events and the business community.*



# New Fountainbridge *Edinburgh (Phase 2)*

The second phase will realise a residential scheme providing 240 new homes in a variety of tenures and typologies including duplex and single storey apartments, penthouse suites with roof terraces and townhouses fronting the towpath.

Proposals include new green and blue landscape areas to connect the new community to the canal. Buildings are set within a green-space framework comprising a sequence of civic spaces, terraced streets, courtyards and gardens. The development completes a network of pedestrian and cycle routes to re-connect surrounding neighbourhoods to form the heart of a new canal quarter in the city.

Phase 1 complete, Phase 2 on site.

Client: Vastint Hospitality B.V.



View from Leamington Lift Bridge.

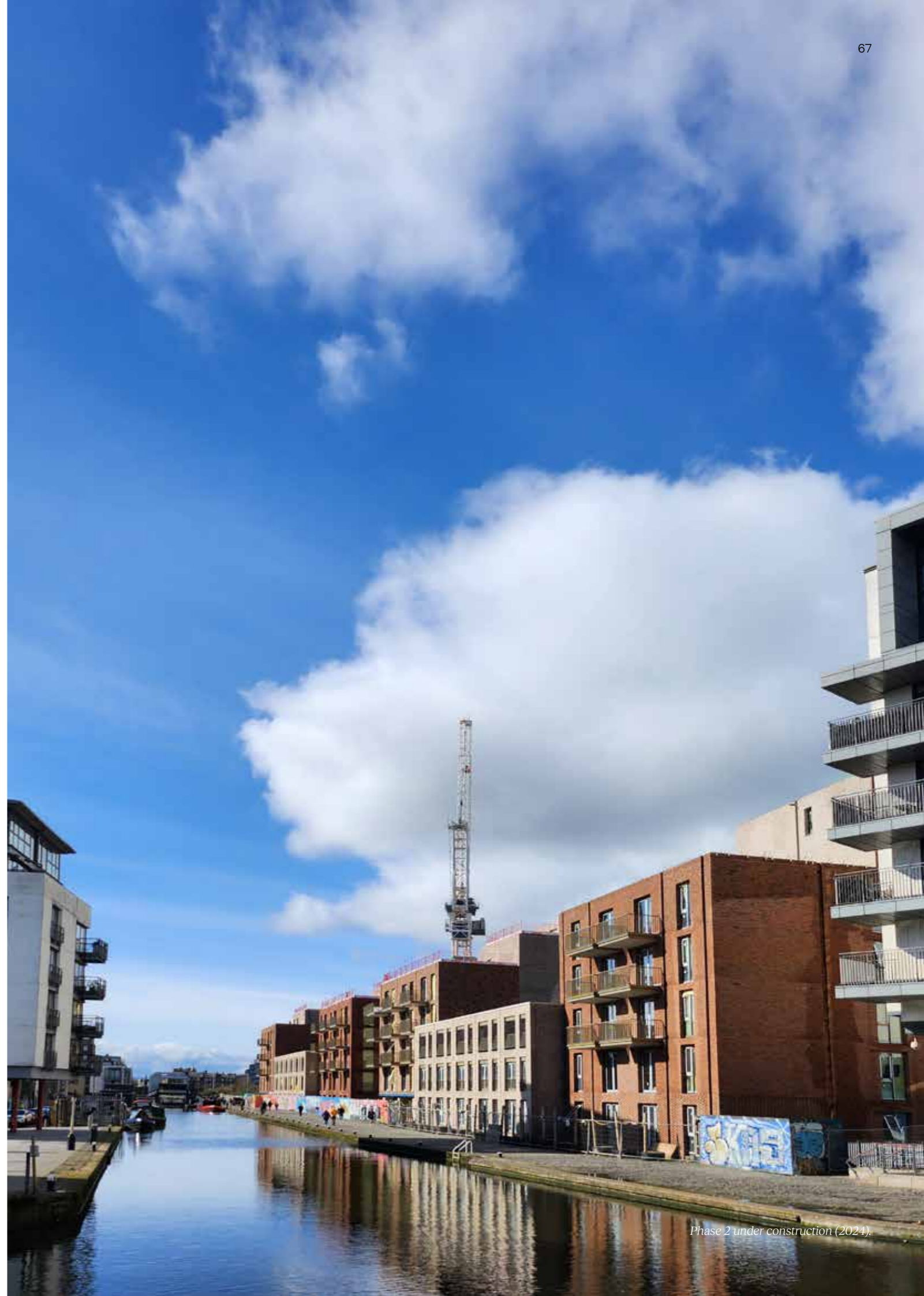


Communal courtyard view.



Aerial view from the southern edge.

*“Regeneration of a derelict city centre site into a new and vibrant canalside neighbourhood.”*



Phase 2 under construction (2024).



## 179 Hertford Road *Enfield*

Recently awarded Resolution to Grant, this residential-led mixed-use development comprises of 38 apartments over commercial space at ground floor. The building is designed to be read as two parts - a glazed slot defines the entrance lobby.

The development will act as a catalyst for development within the local area.

Client: WhiteGold Properties



## Lakeside Masterplan *Thurrock, Essex*

3DReid was appointed by intu to create a vibrant residential led masterplan adjacent to our award winning Lakeside Leisure extension. Over 1000 new homes were proposed along with an improved lakeside pedestrian route, new restaurants, shops, wet leisure facilities and town square.

Affording stunning panoramic views over the lake, this mixed use masterplan sought to provide 1000 residential units adjacent to the completed leisure offer to the west side of Lakeside Shopping Centre.

Green and blue infrastructure in the form of reed beds, water inlets and small lakes bordered by low level shrubbery and trees help to soften the landscape around the new dwellings.





## The Gessner *Tottenham Hale*

The Gessner is a key component of the area's regeneration and delivers 166 new homes, office and retail spaces and a vibrant new public square in Tottenham.

The Gessner – Berol Yard was developed with Berkeley Square Developments; a privately owned property development company operating across a range of commercial, retail and residential sectors in the UK and Ireland.

The masterplan builds upon the urban principles established by the Tottenham Hale District Centre Framework published by LB Haringey. The Gessner is a key building within the 880 home Ashley Road Masterplan and will become a truly mixed-use new neighbourhood; with

new homes, educational facilities and new and retained employment spaces.

There are 166 PRS homes and accommodation is made up of a selection of studios and one, two and three-bedroom apartments with views across London.

There is a clear definition of public and private spaces, with communal residential courtyards within the proximity of each building footprint. Overall, the proposals will significantly enhance the existing environment on the site through a considerable increase in green mass and greatly reduced water runoff.

There are substantial areas of non-residential uses at ground floor level throughout the masterplan, and the Gessner in particular, has both a residential lounge and public café with a commercial working zone on the ground and first floors of the southern edge. This contributes to the overall re-provision of the existing employment space within the Berol Yard site and the current masterplan site, ensuring the area will remain an important area for people to work.

Client: Berkeley Square Developments



*Berol Quarter masterplan.*

## Dockside, Ocean Drive Edinburgh

3DReid is currently delivering 373 BTR homes at Albert Dock in Edinburgh. Part of our remit was to review and redesign the developed proposals to improve buildability and increase efficiencies. Through that process we ensured that the project complies with all current City of Edinburgh residential design guidance whilst achieving a 25% improvement on Section 6 Energy requirements.

3DReid secured planning consent for the introduction of an additional 35 high-quality homes for private rent by increasing the height of Block A.

In response to Goodstone's strong environmental objectives and our own practice demands to deliver sustainable communities, the development includes a number of environmental benefits such as tram, cycle and pedestrian emphasis over vehicle use; a significantly expanded landscape and public realm area along the promenade, re-purposing space previously allocated for car parking, and array of photovoltaic panels to reduce in-use operational carbon and benefit from renewable energy.

Client: Goodstone Living



Aerial view of Dockside.



Currently under construction (2024).

*“This provides us with the opportunity to make significant value-add enhancements to Dockside, specifically in respect of its sustainability credentials and the offer to the local community through public realm improvements.”*

*Lee Hawkins  
Goodstone Living*



Site plan.



## Collegelands Glasgow

Mixed use development that transforms vacant and under-used land to the East of Glasgow's historic High Street into a coherent and connected part of the city centre. The development will provide over 220 new apartments for rent, a new 6,000sqm office development and ground level café and co-working spaces within a new public realm that re-establishes pedestrian priority, promotes active travel and strengthens the sense of place.

3DReid worked with Vastint to customise their volumetric residential construction system for the development. Collegelands will be the first development in the UK to use this system, which

combines the advantages of off-site production with flexibility in the design and construction.

Well-designed workplaces, homes and amenities will create a new sustainable community and deliver on the key objectives of Glasgow's Draft Strategic Development Framework: City Centre 2050 re-connecting the inner east-end to the Merchant City via a dynamic mixed-use urban quarter creating a more liveable city centre.

Client: Vastint Hospitality



Aerial view.

*“A new urban quarter set within a existing masterplan will provide over 220 new apartments for rent, a new 6,000sqm office development with ground level café and co-working spaces within a new public realm.”*



Elevated view.



Aerial sketch.

“Maybury Quarter must be one of the most exciting and best-connected development sites in Scotland.”

Stuart Black, Summix



Concept diagram.

## Maybury Quarter Edinburgh

The Maybury Quarter provides an opportunity to create a new community in a prominent and strategic part of the West of Edinburgh. The emerging proposals will look to create a destination for living, learning, working and playing within the context of a former industrial setting.

Initial proposals target 1000 homes, a 150 room hotel, and 30,000 sq ft of retail space. The proposals will also look to re-configure Edinburgh Gateway station to provide an access from the north.

The placemaking approach will consider the principles of the ‘20 minute neighbourhood’ to create an eco-system that can support commerce, sustainable living, dynamic open space, security,

access and creativity. These aspirations consider the wider developing context in the West of the city and will be aligned with the approved West Edinburgh Placemaking Framework and Strategic Masterplan, NPF4 and the emerging City Plan 2030.

The project will look to capitalise on its many contextual strengths; excellent accessibility to the city centre via the trams and rail network, peripheral location, proximity to the airport, nearby amenities and it’s position within the developing context of the West of Edinburgh.

Client: Summix Capital



Masterplan.

# GMP Masterplan Trafford

The regeneration of the GMP site is a unique opportunity to create a new community with a fresh approach to city living which is founded on becoming a truly sustainable neighbourhood.

The masterplan will regenerate an important brownfield site which will catalyse the wider regeneration in accordance with the objectives of the Trafford Civic Quarter Area Action Plan.

At the heart of our masterplan is a new public space which acts as a gateway to Trafford. The development will be car free, made possible through a mobility hub which will also act as a community centre to support the new residents of the 750 home scheme. A new 250 bed hotel will be a landmark for Trafford.

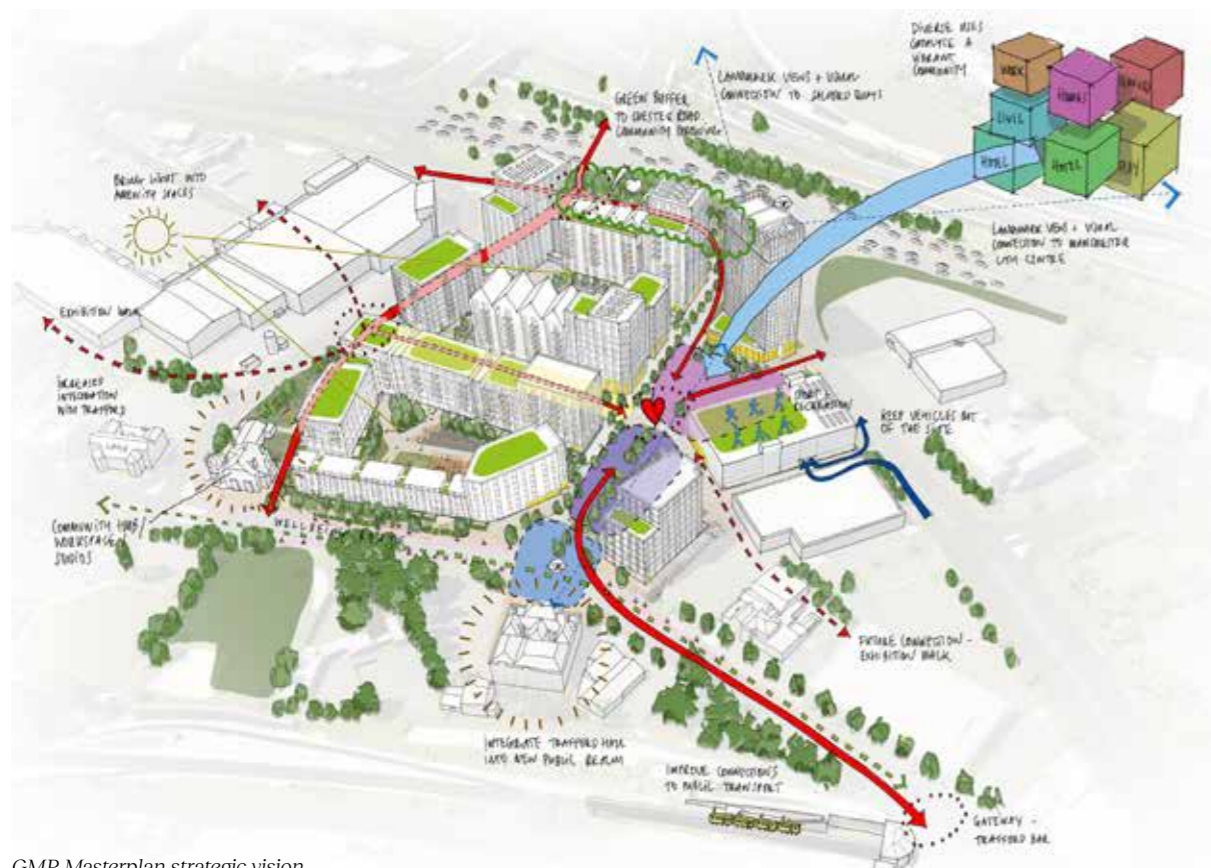
Client: FEC



Proposed 3D visual.



Proposed public open space provision.



GMP Masterplan strategic vision.

“30% of homes will be affordable, with a mix of BTR, open market sale tenures and a variety of typologies ensuring that the new community caters to all needs.”



Proposed 3D visual.



Aerial visual.



# Refurbish Repurpose Reimagine

05

## *Selected Experience*



With increasing tension building between construction's considerable contribution to carbon emissions couple with an ever growing need for new homes, we need to be re-using our existing structures where possible.

Working with existing buildings and sites to unlock their potential is the most sustainable form of architecture. Looking for opportunities to create new spaces can uncover hidden characteristics of the building that become integral to the design. Whether looking to increase floor heights through exposing services or re-branding a building through a new arrivals experience, refurbishment projects provide new challenges that are worked through to create unique solutions.



## Tolworth Tower Complex *Kingston*

Redevelopment of the Richard Seifert & Partners designed Tolworth Tower complex in the London Borough of Kingston upon Thames.

The practice has designed a comprehensive retrofit solution for this prominent modernist landmark.

The main tower element is being converted from its original office use to predominantly residential rental use. Working sensitively with the grain of the existing building, we have planned 261 units ranging from studios to 3 Bed family units. Lower levels include residents' amenity areas and a publicly accessible flexible co-working space. The external curtain wall cladding is being fully replaced with a sympathetic interpretation of the original design, specified to current environmental standards and providing full height windows and coloured glass panels to replicate the existing finishes. The building's signature aluminium spandrel panels will be reinstated. The floating roof will be rebuilt and will define a set back top apartment floor.

Client: Meadow Partners



Tolworth Tower Complex masterplan.



Royal Shopping Centre, Southend on Sea.

## Residential over Retail

An increasing number of our retail and fund clients are struggling with outdated, but well located shopping centre and retail park assets. With rental income dropping and increasing numbers of void units, owners are being forced into considering what alternatives they have.

3DReid are currently assisting several clients with reviewing the redevelopment potential of a range of assets across the country, from dilapidated retail parks to city centre department stores and shopping centres.



Basildon Town Square.

## Great North Retail Park Finchley

We were asked to review the redevelopment opportunity surrounding a leisure park in North London. The asset was a typical big box leisure park surrounded by surface parking and smaller A3 units.

We masterplanned a new leisure destination based on fitness and well being, introducing 600 flats in an adjacent development that we called Glebelands Park.

Client: Land Securities





We still use hand drawn sketching to communicate early ideas.

# One Fox Lane

## *Palmers Green, Enfield*



Now complete, our proposal for One Fox Lane, Palmers Green includes the refurbishment of the Fox Pub - an Asset of Community Value - alongside the erection of 54 new apartments with raised communal garden.

The building mass - separated from the pub by a glazed entrance volume - steps away from Fox Lane and adjacent dwellings via a series of accessible terraces. The design respects the composition and materiality of the existing public house.

Client: Lateral Property



High Street visual of refurbished and extended Fox Pub.



Typical floor plan.

# Efficiency Buildability Sustainability

06

## *Selected Experience*



Our practice is rooted in research and collaboration. We have experience delivering complex projects and feed the knowledge gained on site back to the initial concept stage to constantly rethink the way we design and deliver beautiful buildings.

We aim to understand and adopt the newest and best techniques in building modelling. We are proficient in the use of BIM and are active in promoting its benefits to clients and the wider construction industry.



## Apex Gardens *Haringey*

Apex Gardens is located between Seven Sisters Road and Tottenham High Road and provides 163 homes with a new public space connecting flexible commercial space serving the local community.

Following Planning approval, 3DReid conducted a design audit for Grainger PLC and were subsequently appointed to develop both the revised planning submission and the tender design.

The initial design audit reviewed key efficiencies within the design such as, apartment size and proportion, standardisation, stacking and servicing. In addition, assessing the deliverability of the design led to the removal of the basement area, a reduction in the overall building heights, the reduction of the plan size for all buildings and analysis and subsequent amendment of the construction method of the façade, moving from traditional to a modular approach.

3DReid were novated to the main contractor and finalised the delivery of the project which is now occupied.

Client: Grainger



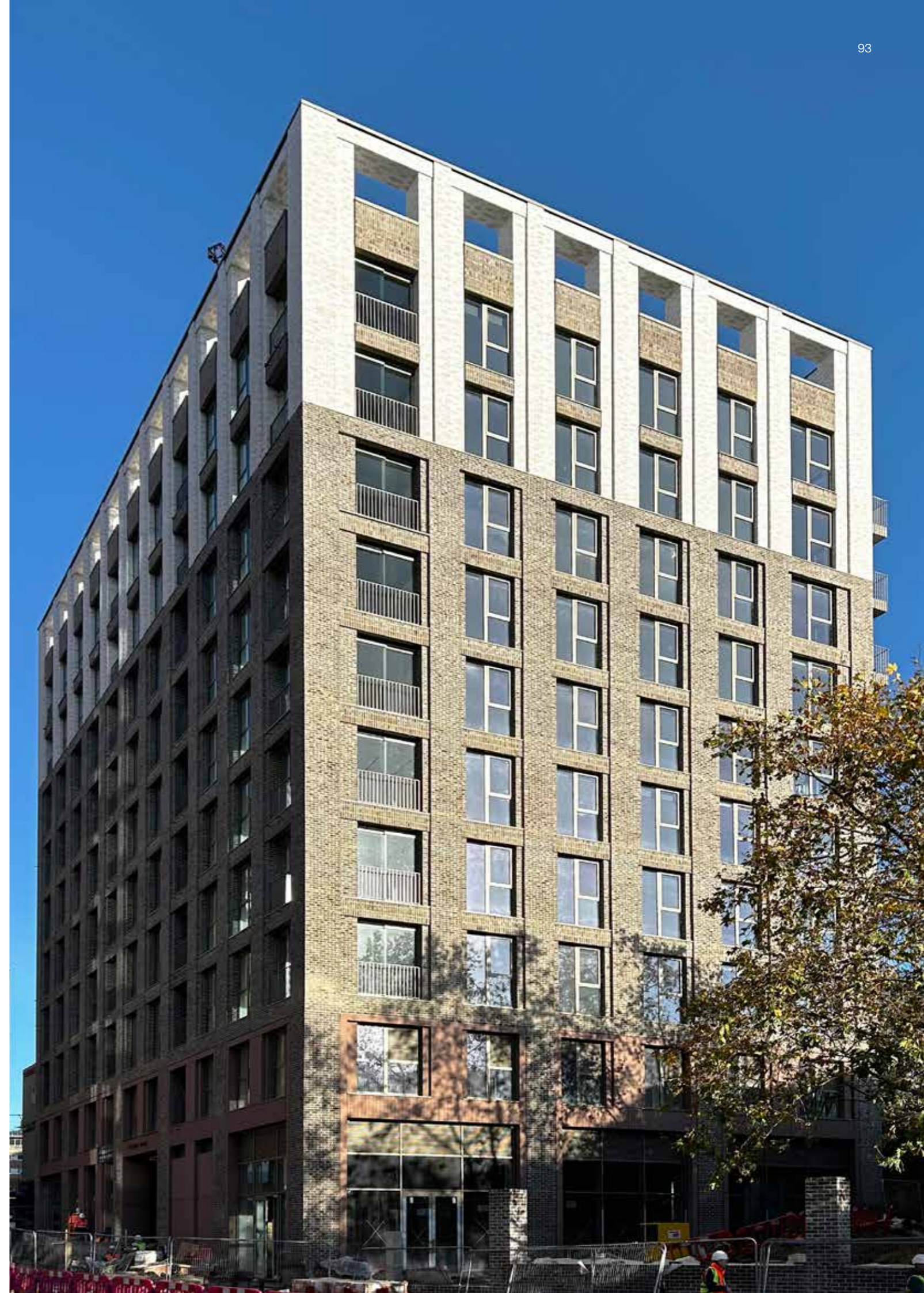
## New Acres *Wandsworth*

New Acres is part of a two site connected masterplan for our client Vistry. The Build to Rent development will provide approx 1,000 homes and 85,000 sq ft of commercial space with the Homebase site forming 490 of those homes. The scheme includes 35% affordable housing and a community centre.

Client: Vistry



Hawkins\Brown image produced by Secchi Smith.





The urban strategy for Central Quay, Glasgow puts placemaking at the heart of the design process.

## How we support you in sustainability

We are RIBA 2030 Climate Challenge and Architects Declare signatories. We respect both commitments in our own processes and in the way that we work to support you in sustainability.

The RIBA 2030 Climate Challenge sets project targets for sustainability. In support of this, our in-house Environmental Management System (EMS) has been shaped to focus on our project work and minimisation of the associated Scope 3 emissions, and adopts the RIBA 2030 Climate Challenge targets. Our EMS is reviewed and updated annually, and is independently certified as ISO 14001 compliant.

Architects Declare have set twelve points for engagement by built environment professionals. We have made our own statement of the twelve points and the processes defined in our in-house EMS reflect them.

### 01 Raise Awareness

We will:  
Prioritise sustainability in client and team interactions  
Make sure that practice members and all stakeholders know our targets

### 03 New Goals

We will:  
Recognise and reward sustainability in our own work  
Enter our best projects for sustainability awards

### 05 Evaluate Projects

We will:  
Use energy modelling (such as PHPP or CIBSE TM54) iteratively from project inception  
Promote the best certification process (such as BREEAM)  
Promote lifecycle carbon assessment  
Promote post-occupancy evaluation

### 07 Whole Life Carbon

We will:  
Determine how lifecycle carbon will be assessed at briefing  
Ensure that building energy use is accurately modelled and that fossil fuel use is not disguised by offsetting  
Promote low energy, low embodied carbon design that enables circularity and re-use

### 09 Collaborate & Re-use

We will:  
Promote the use of reclaimed materials, including structural materials  
Promote material passporting  
Collaborate with like-minded clients, consultants and contractors

### 11 Minimise Waste

We will:  
Design to enable low-carbon lifestyles and active travel, and minimise car dependency  
Promote low carbon choices in our own practice life  
Design spatially efficient buildings that minimise waste in construction

### 02 Change Fast

We will:  
Engage with relevant professional groups and knowledge-sharing events  
Publicise our own approach and targets

### 04 Share Knowledge

We will:  
Identify project-relevant sustainability knowledge at briefing  
Share our own R&D widely  
Consistently state our values via the channels that are open to us

### 06 Upgrade Existing

We will:  
Promote re-use or retrofit and avoid unnecessary demolition

### 08 Regenerate

We will:  
Promote connections to nature  
Promote natural regeneration where opportunities exist  
Promote the use of natural, minimally processed materials from sustainable sources  
Be aware of the potential for 'greenwash'

### 10 Low Carbon

We will:  
Promote the use of low carbon structural materials  
Ensure that all team members, including specification writers, give priority to low carbon materials  
Communicate the demand for low carbon materials to suppliers

### 12 Climate Justice

We will:  
Advocate for biosphere protection and defend the freedom of individuals to engage in such advocacy  
Act in support of justice with respect to the environment consistent with our capacity to effect change.





Retail / Primark Birmingham.



Aviation & Rail / Gibraltar Airport.

### Cross Sector Expertise

Take a look at our work in further sectors. All of our brochures can be downloaded from our website: [www.3DReid.com](http://www.3DReid.com)



Culture & Community / Thistle Centre of Wellbeing, Edinburgh.



Hospitality / Gleneagles, Edinburgh.



Workplace / One Angel Square Manchester.



Education / Seamab School, Kinross.



Industry & Technology / Farnborough Airport Hangars.

*“Responsible residential design should create inviting spaces that foster community, enhance wellbeing, adapt to changing needs, and stand the test of time - places people genuinely want to call home.”*

*Richard Fairhead,  
Head of Residential, 3DReid*

Spaces that work,  
*beautifully.*

3DReid

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