

Mixed Use  
Masterplans  
Design Experience

2025

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.



Neil de Prez, Director / Concept Coach.



Tom Robinson, Associate Director / Head of Concept (London).



Kevin Langan, Director / Concept Coach.



Darren Park, Associate Director.

## Our team

Neil is Head of Masterplanning and works closely with Euan, Darren, Tom, Kevin and our team across five studios. Neil is a member of the Academy of Urbanism and is responsible for establishing planning strategies informing developments on constrained city centre sites.

Darren has particular experience designing a number of complex mixed-use and residential developments throughout the UK. Tom's expertise lies in the creation of sustainable and community driven masterplans.



Euan McLaren, Director / Concept Coach.

*Euan's cross sector experience includes hospitality, office, retail and residential. Kevin's focus is on positive deliverable results and unlocking the full potential of sites. He has specific expertise in developing large-scale mixed-use masterplans in both urban and rural environments.*

## About us

### Our expertise

**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.



We are a creative team of over 120 people working collaboratively across five UK studios.

## Our *masterplans* aim to transform fragmented, inefficient developments into distinctive new places that are *inclusive, robust and enjoyable* places to live.

Making new places which work for both existing and future communities is a complex task. We recognise that creating successful places requires extensive research and collaboration to get the physical form of development right.

We strive to create mixed-use neighbourhoods that support existing uses whilst facilitating change through incremental development. The masterplan should not be too restrictive, nor should it be too prescriptive: it should provide a coherent spatial framework which permits a variety of solutions to be realised in response to future changes in demand.

We convene regular workshops which allow everyone to contribute at the right time, building trust, consensus and certainty.

We work in an open, collaborative way, first listening to our clients, understanding stakeholders' objectives, working closely with consultants and end-users to ensure everyone's aims can be achieved.

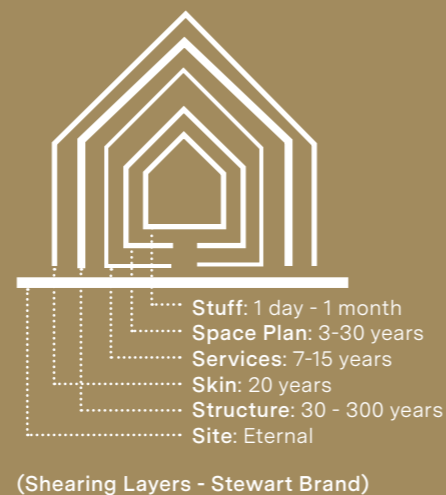
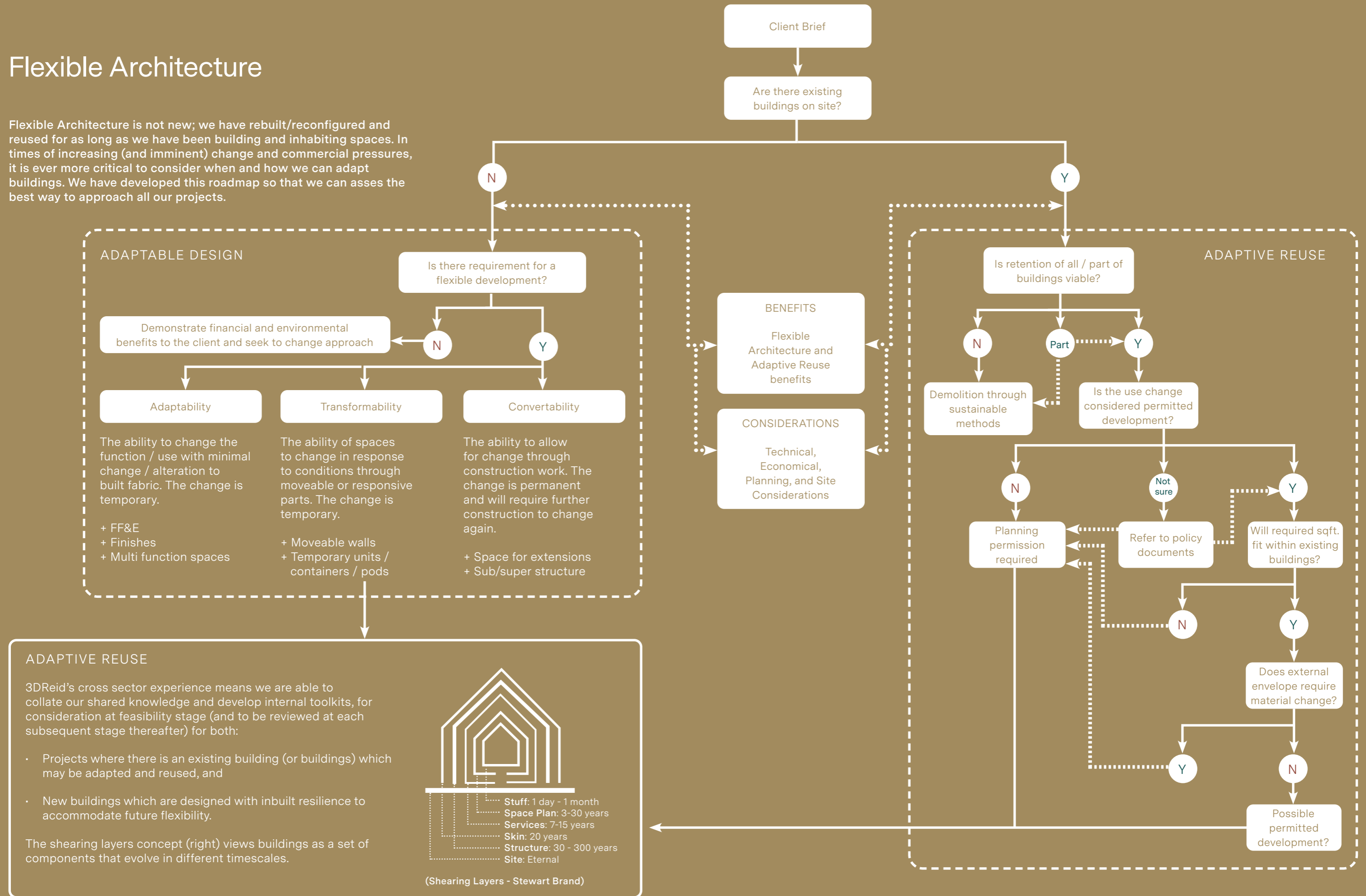
Our masterplans are founded on an analysis of the relationship between connectivity, identity and value. We do not come to the table with pre-conceived ideas, we research the specific characteristics of the site, its history and location.

We review options with an open mind, seeking solutions that balance the needs of existing users whilst enabling change through incremental growth, safeguarding long term assets whilst remaining open to future changes in demand.



# Flexible Architecture

Flexible Architecture is not new; we have rebuilt/reconfigured and reused for as long as we have been building and inhabiting spaces. In times of increasing (and imminent) change and commercial pressures, it is ever more critical to consider when and how we can adapt buildings. We have developed this roadmap so that we can assess the best way to approach all our projects.



(Shearing Layers - Stewart Brand)

## ADAPTIVE REUSE

3DReid's cross sector experience means we are able to collate our shared knowledge and develop internal toolkits, for consideration at feasibility stage (and to be reviewed at each subsequent stage thereafter) for both:

- Projects where there is an existing building (or buildings) which may be adapted and reused, and
- New buildings which are designed with inbuilt resilience to accommodate future flexibility.

The shearing layers concept (right) views buildings as a set of components that evolve in different timescales.

*Selected Experience*

Our Projects



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

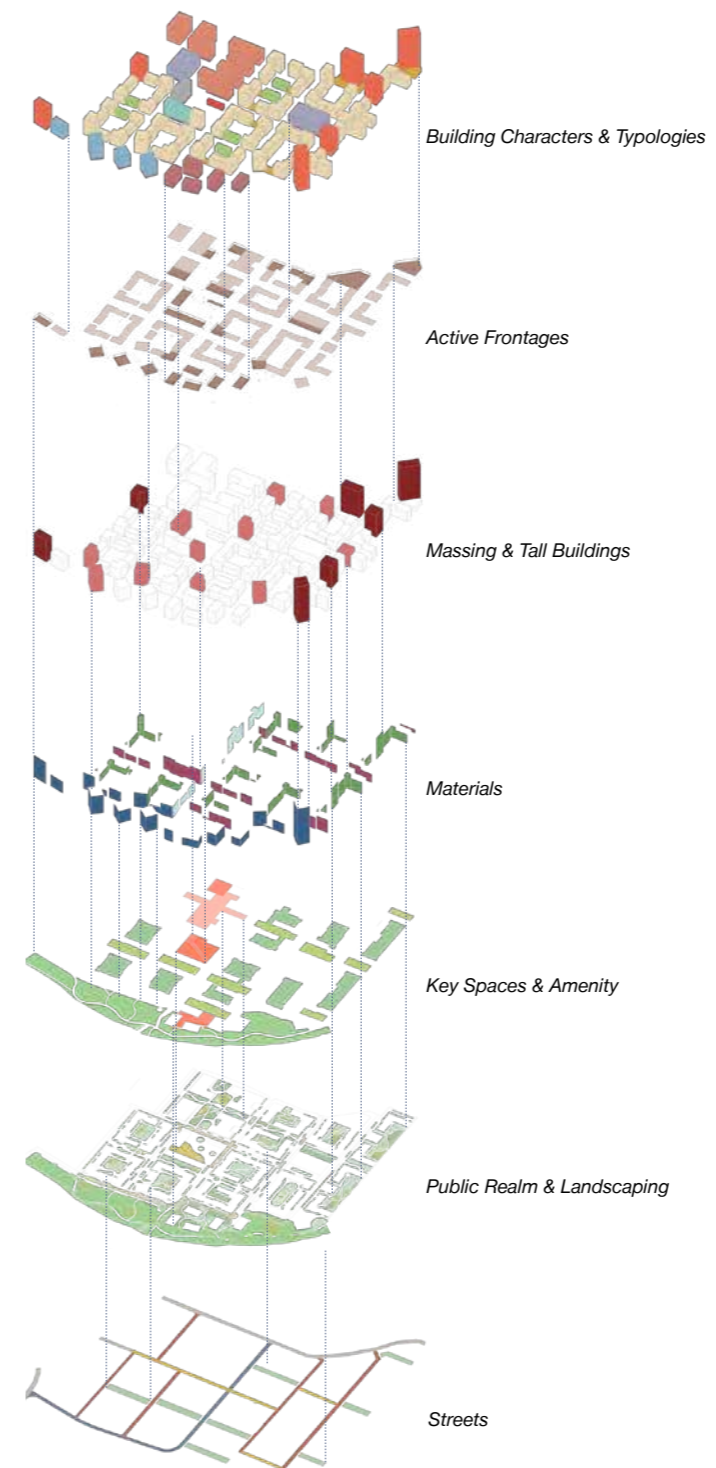
# The Embankment Masterplan Cardiff

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



*“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

Masterplan strategies..



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  
Associate Director, 3DReid*



Illustrative view of urban square.



# 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



Plot B looking east.



Plot A and B looking west.



Aerial visual looking south.



Landscape plan.

## New Fountainbridge Edinburgh

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.

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

*Darren Park,  
Associate Director, 3DReid*



View from Leamington Lift Bridge.



Communal courtyard view.

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.

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



Aerial view from the southern edge.



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.

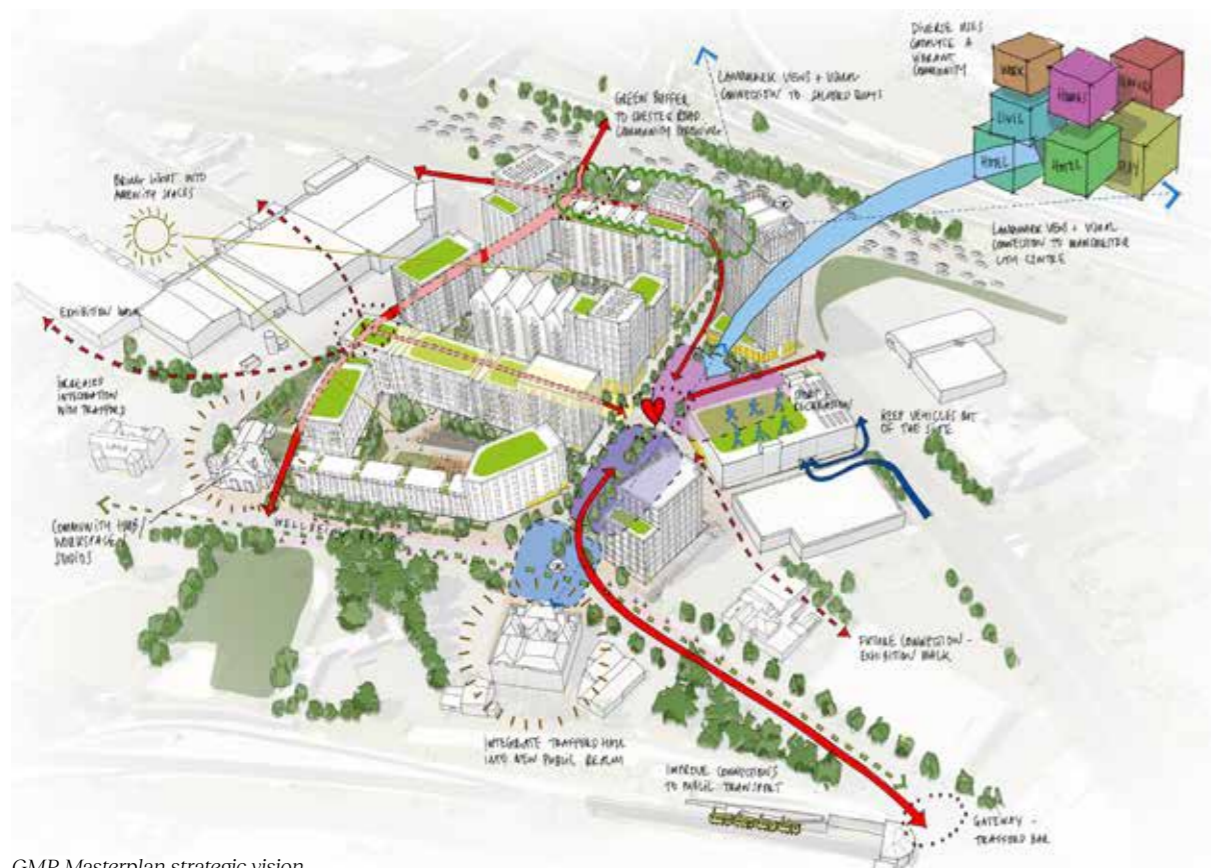
Client: FEC



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.

## 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 cafe 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



Street view.



Elevated view.



Aerial view.



Street view.



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

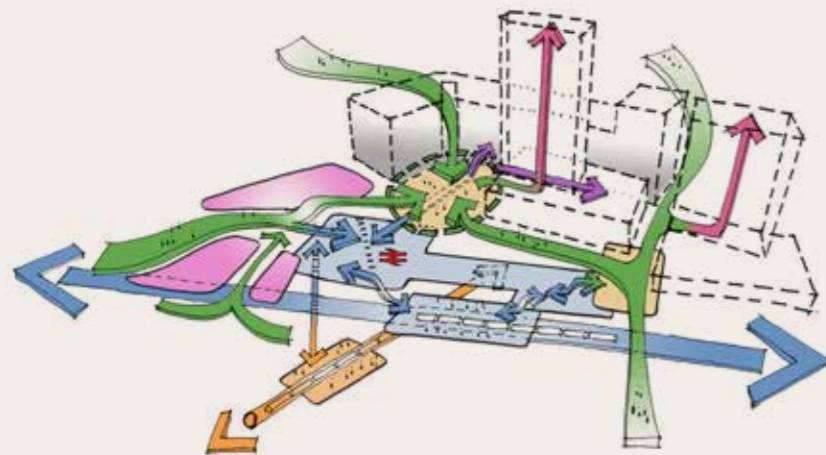
# The Circus *Liverpool*

Located in a lost quarter of the city centre, behind the iconic Lewis's Department Store and directly above Liverpool Central Station, the second busiest below ground station in the country, our scheme aims to bring a significant new development of 500 new homes; new retail and leisure offer alongside a landmark office building. Working in collaboration with Network Rail, Mersey Travel and Mersey Rail, this development seeks to give a strategically vital node of the city back to the public, creating a series of new public squares and streets that will aid pedestrian movement through the city.

Client: Augur Liverpool Ltd



Liverpool aerial view.



Circulation concept sketch.



Liverpool eye view.

# intu 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.



# Eynsham Hall

## West Oxfordshire

The project includes the restoration of a listed gatehouse, events buildings, new-build hotel bedrooms, retail & F&B offers, a world-class spa facility, and the restoration of Eynsham Hall.

The development is nestled within the picturesque Eynsham registered park and gardens, and our design team spent two years engaging in extensive pre-application discussions with the West Oxfordshire District Council and Historic England. The primary goal of these discussions was to sensitively integrate the design proposals into the existing landscape, preserving views and historic assets.

To achieve this goal, our team meticulously crafted a masterplan that balances the restoration of lost historic features with modern-day luxury and practicality through workshops and optioneering sessions with key stakeholders. The result is a thoughtfully designed masterplan that revitalises this Grade II property while enhancing the surrounding landscape. Throughout the project, our team remained committed to preserving the rich heritage of Eynsham Hall and its surrounding gardens, as the complex masterplan required great sensitivity.

Client: Ennismore



The Stableblock courtyard with cafe and restaurant.



The Bathhouse Spa and outdoor pool area..



Eynsham Estate masterplan.

# 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.



Tolworth Tower Complex masterplan.



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



## 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.



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.





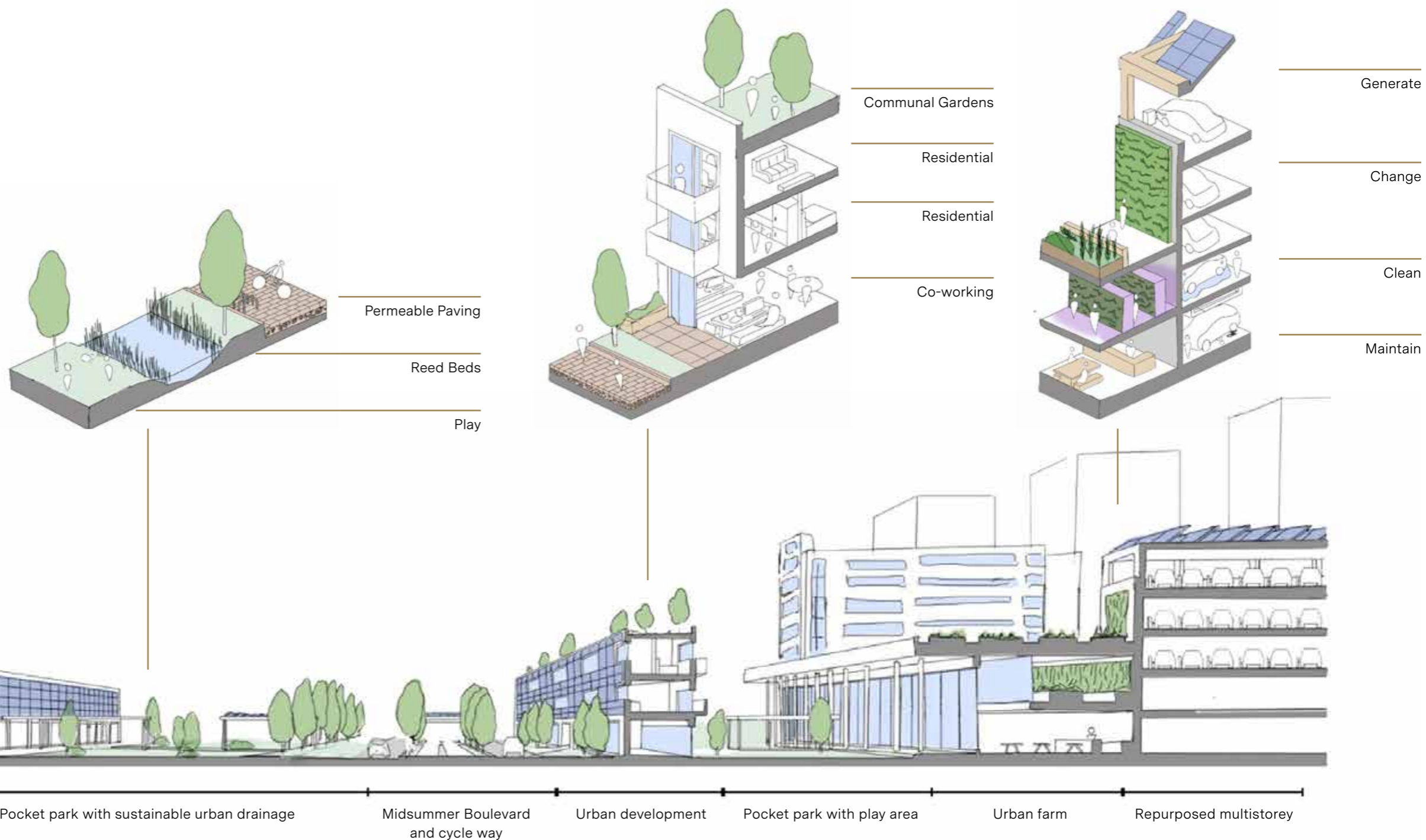
# Reclaiming the Roads

Our futurelabs team identified a number of problems common to many of our urban centres.

We have developed strategies with the potential to reverse the decentralisation of both jobs and homes that has occurred since the 1960s.

Targeting existing employment and commercial hubs as anchors for development, densification and environmental enhancement.

Our 're-claiming the roads' strategies have the potential to transform vacant and under-used brownfield land into compact, pedestrian friendly mixed-use neighbourhoods.



Many urban centres are overrun by the car. We propose rethinking land use and transport strategies to unlock development on brownfield land.

We propose:

- Smart landscaping
- Densification
- Adaptive reuse



Smart landscaping.



Densification.



Adaptive Reuse.



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)



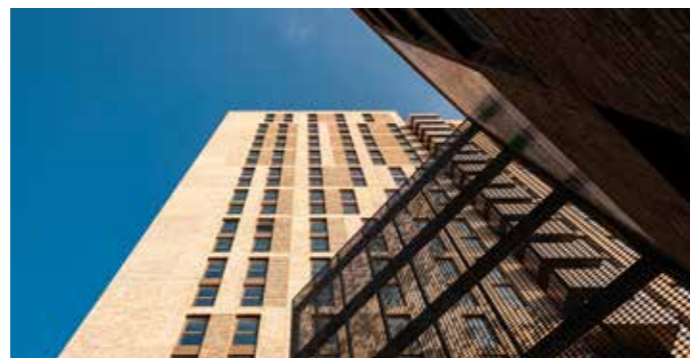
Culture & Community / Thistle Centre of Wellbeing, Edinburgh.



Hospitality / Gleneagles, Edinburgh.



Workplace / One Angel Square Manchester.



Residential / Apex House, London.



Industry & Technology / Farnborough Airport Hangars.

*“A successful masterplan is founded on applying common sense at a variety of scales ... We are committed to developing intelligent solutions to solve complex urban problems.”*

*Neil de Prez, Director  
Head of Masterplanning, 3DReid*

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Spaces that work,  
*beautifully.*

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