

2025

Retrofit
Repurpose
Reuse

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.

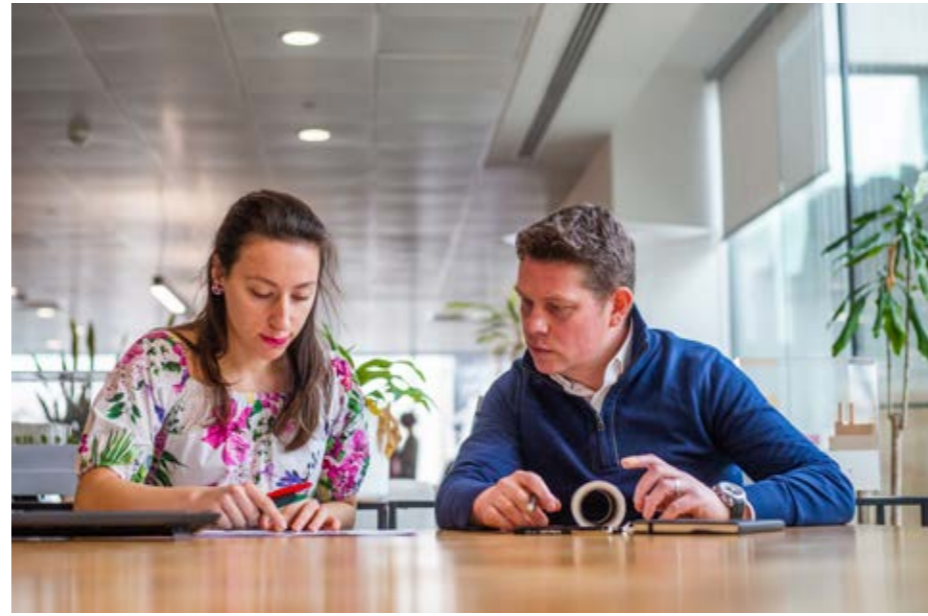
We work across all design stages and sectors including aviation, culture & community, education, hospitality, industry & technology, residential, retail & leisure and workplace.

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.

01



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

Our vision and values

Better together: *the best design comes from a culture of collaboration and sharing ideas.*

Pursue excellence: *in the idea, the evolution and the execution.*

Be proud: *we take pride in what we do and how we do it.*

Success for us means well designed projects that stand the test of time and a practice that people are proud to be a part of.



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



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.

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



02

Our projects reflect our broad experience across all design stages and multiple sectors.

Mixed Use Masterplanning

We have a well established track-record of creating places that reshape towns and cities. Our masterplans aim to transform fragmented, inefficient developments into distinctive new places that are inclusive, robust and enjoyable places to live.



Residential

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



Hospitality

We work with a wide range of clients and brands. Our work is widely regarded in the industry as the best in the sector, having shaped the brand concept for a number of prominent hotel brands including Gleneagles, Dakota, Malmaison and De Vere.



Retail & Leisure

Retail has been the backbone of our practice since our inception. We have established a strong reputation in delivering major retail and leisure destinations in the UK and work for many of the major operators and tenants.

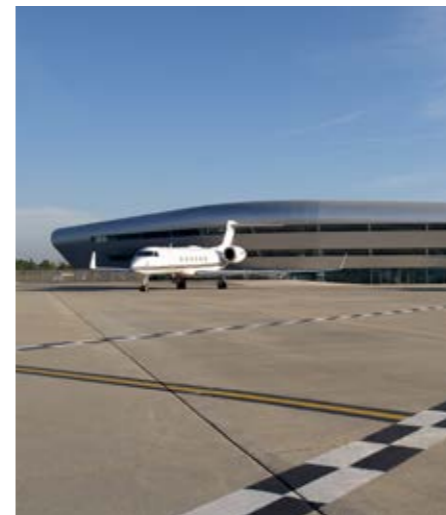


Workplace

3DReid is established as leaders in creative workplace design. Our work within the commercial sector varies from large city centre headquarter buildings to innovative business and industrial park models.

Aviation & Transport

We masterplan and design all aspects of an airfield's operation, from logistics and operational buildings to new passenger terminals and aircraft hangars.



Industry & Technology

Our design experience covers warehouses, manufacturing facilities, masterplanning and waste-to-energy facilities. We cover road, sea and air logistics, food and engineering sectors. We also have specialist knowledge in related road and air vehicle and component maintenance areas.



Culture & Community

This varied sector provides us with opportunities to engage local communities on a one-to-one level. Our projects range in scale from a small community hub to residential developments for intergenerational homes.

Education

We partner with private, public and third sector clients, sharing our expertise across nursery, primary, secondary and tertiary education sectors. We work directly with local stakeholders to deliver community specific learning environments.



Selected Experience

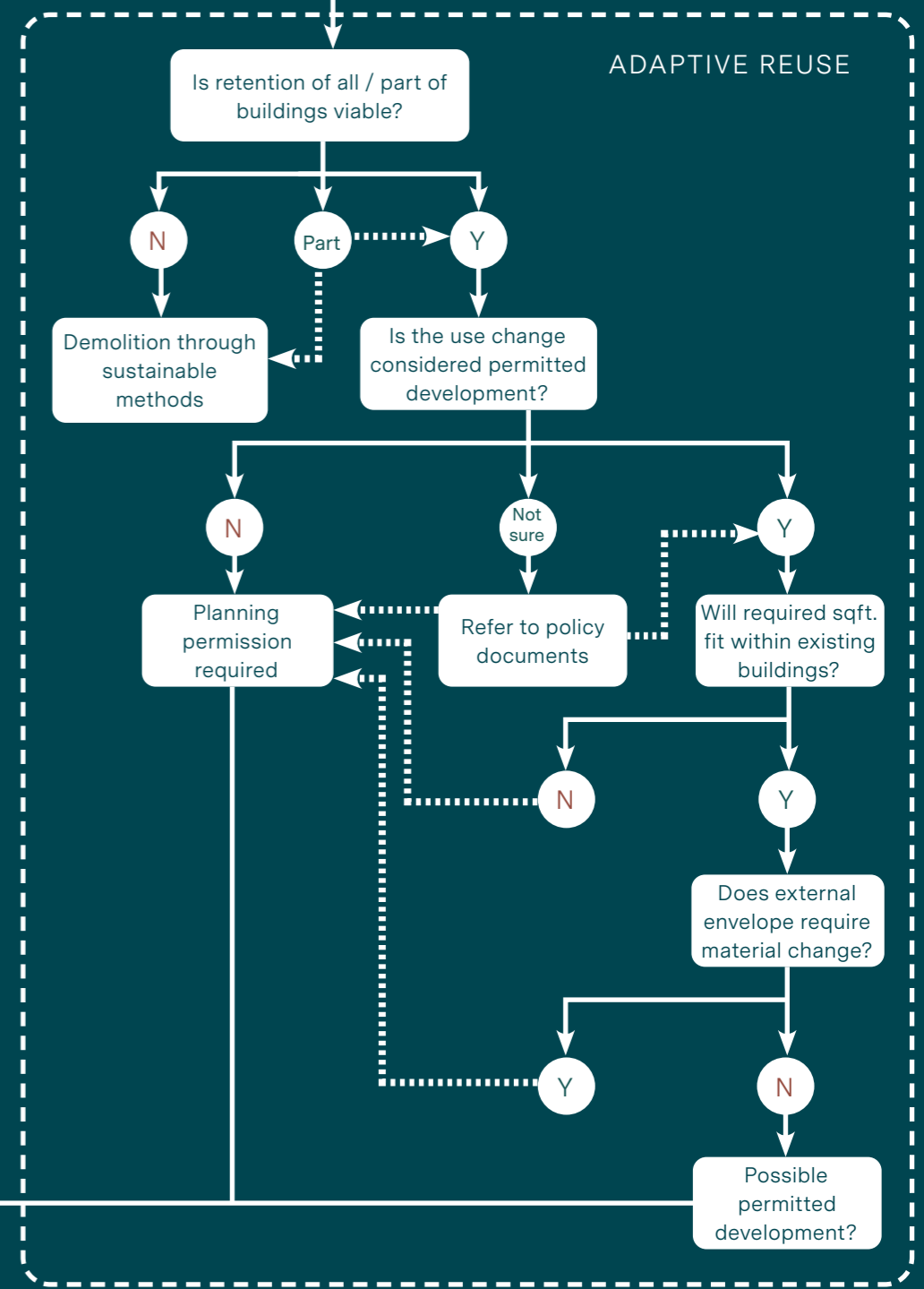
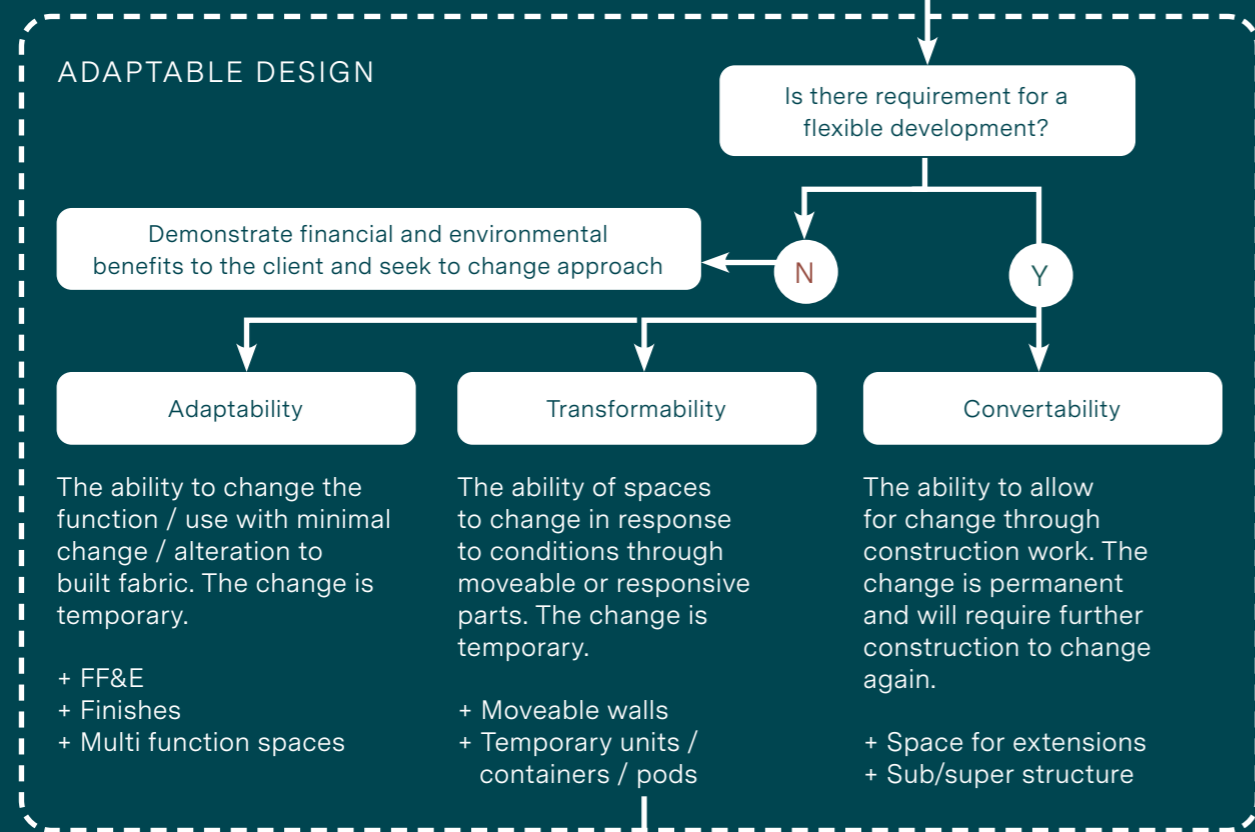
Flexibility &
Adaptability

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.

Client Brief

Are there existing buildings on site?



BENEFITS

Flexible Architecture and Adaptive Reuse benefits

CONSIDERATIONS


Technical, Economical, Planning, and Site Considerations

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.



- Stuff: 1 day - 1 month
- Space Plan: 3-30 years
- Services: 7-15 years
- Skin: 20 years
- Structure: 30 - 300 years
- Site: Eternal

(Shearing Layers - Stewart Brand)

Adaptive reuse

The largest benefit of adaptable design is the ability to keep the built environment relevant and useful as time goes on. Occupant needs can change drastically even in the span of just a decade, and this typically results in the need for buildings to undergo renovations or other updates. If successful flexible and adaptable space is achieved at a reasonable price, then landlords would be able to respond to market conditions without altering the shell construction, thus maximising the return at all times, and minimising construction time and costs. With buildings that are purpose built and difficult to adapt the cost of refurbishment can be as high as new build.

Adaptable design offers an effective solution to the challenges that face designers in this new era of the sharing, collaborative economy. Ideally future savings would outweigh initial investment. Factors such as maintenance costs, life expectancy and cost of adaptations should be taken into account. By adopting an agile approach, designers and developers are creating truly innovative, configurable spaces that are fundamentally practical but unique to their setting.



*Environmental
Sustainability*

- The greenest building is often one that already exists. Adaptive reuse retains the embodied energy and carbon of the existing building
- 85% of the buildings which will be in use in 2050 already exist today – we need to learn to adapt and retrofit our existing building stock. (World Green Building Council 2019)
- Adaptive reuse is itself considered sustainable because of the reduction in building materials and resources needed to transform a space
- Adaptive reuse reduces the energy consumption and carbon emissions associated with demolishing a structure and building a new one to replace it
- AR conserves land and reduces the expansion of unsustainable urban sprawl and extensive daily commuting patterns.



*Economic
Sustainability*

- Fewer hurdles generally associated with development of greenfield sites including legal issues, pressure from anti-development factions, zoning problems, finance, design and construction costs and environmental impacts.
- The adaptive reuse of existing buildings in general can be 16% less costly than other forms of construction.
- Typically an overlooked expense, demolition costs can run as high as 5-10% of the total cost of new construction.
- Many of these spaces also become ideal settings for start-up businesses because cost efficient shell space can be made available at a lower leasing rate than the market for new construction.
- Adaptive reuse can save time and therefore cost. A renovated existing building becomes suitable for occupancy sooner rather than later. This allows developers to have cash inflow and for cities to turn around desolate areas in a much shorter time frame.

*Adaptive
Reuse*



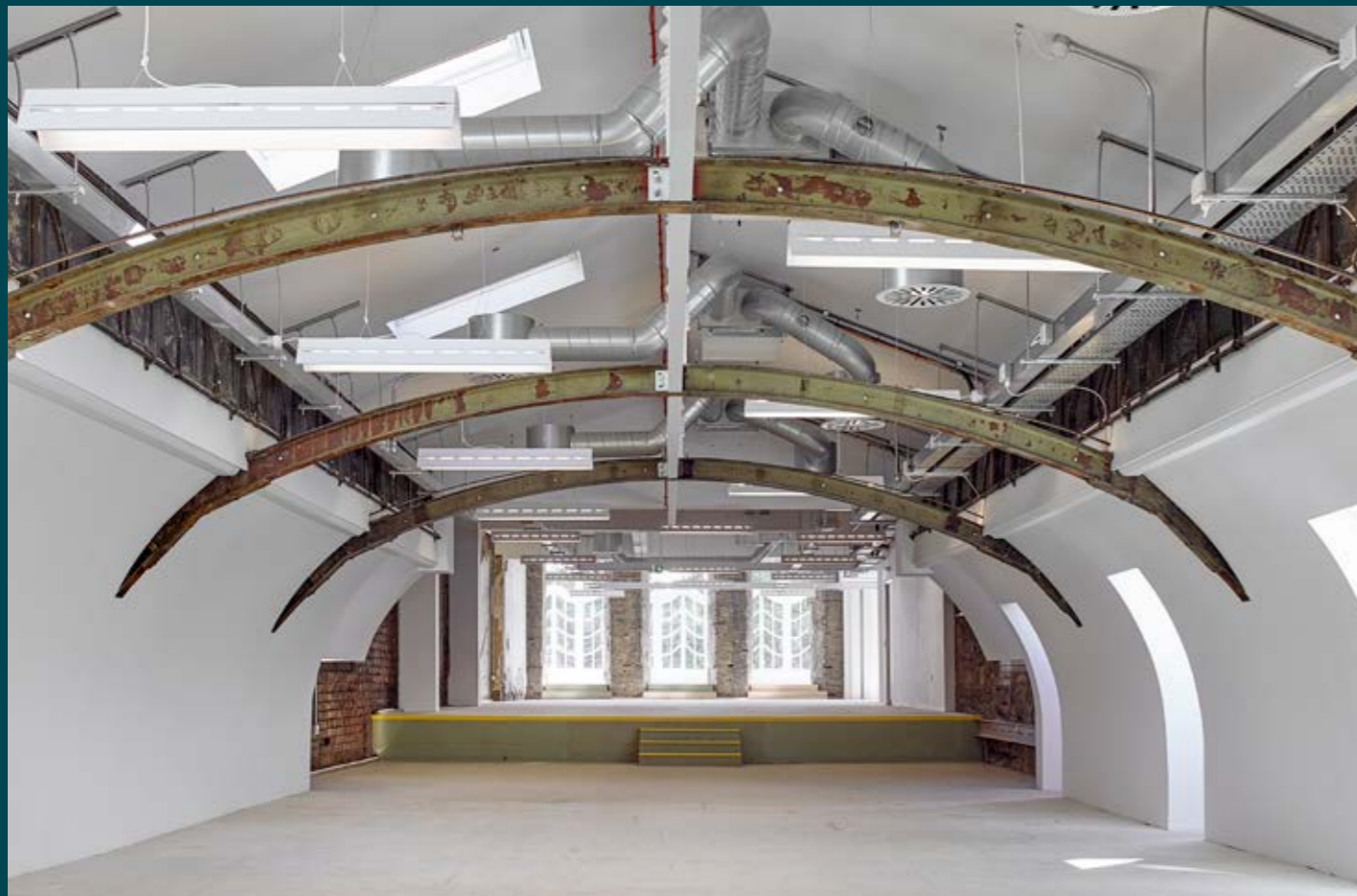
*Social
Sustainability*

- Restoring a historic space goes a long way in preserving local sense of place and authentic experiences that cannot be replicated elsewhere.
- With good design, displaying harmony between old and new infrastructure illustrates the community's identity.
- As more abandoned and dilapidated properties are revitalized, more businesses, communities, and healthcare facilities will see the benefits of adaptive reuse.

Five R's of Repurposing

04

Selected Experience



Our award winning re-purpose experience ranges from light touch, soft refurbishments to full-scale site redevelopment and everything in between. Our work to breathe new life into tired assets demonstrably creates added value through enhanced asset value and increased rental income.

We define our approach as the 5 R's of Repurposing.

Rethink

The world around us is changing faster than before. The climate crisis, Covid pandemic and changing consumer behaviour are having a major impact on our relationships with buildings. Our buildings must adapt and evolve to remain relevant. In the feasibility stage we use our repurpose research to make sure we are thinking of an existing asset sustainably and futureproofing our design so that anything we build is adaptable in the future.

The following pages showcase some exemplars where we have brought failing assets back to life.

1

Refresh



A lick of paint

From a lick of paint to new windows, a new entrance, new flooring a refreshed interior design scheme. Small interventions can make a big impact.



The Switch
Slough

2

Remodel



Cut and carve

Reshaping buildings within their existing structures can radically change the way they are used. We look at the flow and access to improve the overall efficiency of the floor-plate impact.



Tolworth Tower
London

3

Reclad



New facade

New façades can improve both the look and performance of a building. Intelligent skins that can make a building work for you while the design of a facade can create a strong brand presence on the high street.



Primark
Birmingham

4

Resize



Extend

Whether up or outwards sometimes a building needs more space to fulfil its function. How a new building intersects with the existing needs to be carefully considered to optimise the gain.



132 Princes Street
Edinburgh

5

Recreate



Radically remodel

When an asset is failing sometimes it takes a radical rethink, this might be changing to be a mixed use scheme or radically redesigning the way the space works.



ABC Buildings
Manchester

Refresh



A lick of paint, new windows, entrance, flooring or refreshed interior design scheme. Small interventions can make a big impact. Sometimes the best approach is a light touch. We aren't afraid to tell clients that their building has life left in it and enjoy finding creative solutions that can make an old building feel new.



West Village Leeds

Refurbishment, extension and redevelopment of the West One Estate in Leeds on behalf of Bruntwood offering serviced office and coworking spaces with a focus on wellness, work-life-balance and productivity.

3DReid provided architectural and interior design services for both phases, which are complete.

Phase one was for the initial fit out of 950 sqm of serviced workspaces and Phase two included the Cat A/Cat B fit out of the existing Castle House, the construction of a new extension building with a courtyard, to connect these existing buildings and provide additional office and amenity space. A wellness hub incorporating a large cycle/sustainable transport facility, located at the lower ground floor, accessed via the new extension. The design has a focus on operational carbon emission reduction and takes a sustainable approach to the design.

The plans feature low energy building specifications and technologies, green walls and improved cycling facilities, with sustainable energy strategies at the heart of the proposals. The intention is to achieve a net zero carbon development measured against Bruntwood's corporate strategy for NZC.

Client: Bruntwood Works



Co working spaces.



Entrance with cafe, lounge and work spaces.



Bike entrance visual.

“West Village is a new creative space that redefines the workplace of the future with a focus on wellness, work-life-balance, and productivity.”



View from the courtyard.



Aerial view.

Indicative workspace layout
5,692 sq ft





Reception and lounge.



Reception lounge and meeting spaces.



Workspace interior view.

17 Quay Street Manchester

The former Direct Line Insurance building located at the junction of Quay Street and Byrom Street in Manchester. The 7 storey office building was built circa 2001 remained vacant for 24 months.

Our designs look to create a Grade A office space that is able to activate the ground floor and become an integral part of the St Johns Masterplan.

Our proposal looks to evolve the current building fabric and simplify the existing facades. We have proposed that the existing porticos along Quay Street and Byrom Street are removed, and new windows are installed to maximise daylight in to the office floorplate.

Client: Urbana Partners

As part of our refurbishment we created a new roof top amenity space.



Workspace interior view.



View from roof terrace.



View from the junction of Quay Street and Byrom Street.

The Switch *Slough*

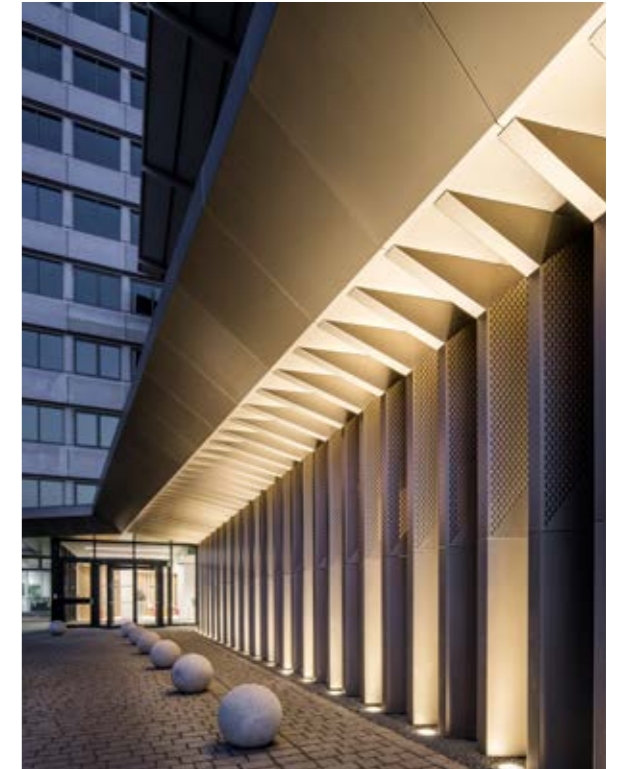
A comprehensive refurbishment to revitalise a 1980's 10 storey office building in Slough into a modern, Grade A, flexible office space.

By reconfiguring the entrance foyer, ground floor and common areas to provide, break-out, reception, meeting and café space, we have created much more of a community feel for tenants and a more memorable visitor experience for their clients.

Client: Marick Real Estate /
LaSalle Investment Management



BD Refurbishment Architect of the Year 2017 (Winner).



The Switch entrance.



Before



Flexible workspaces & breakout areas..



Whitespace workplace.

Norloch House Edinburgh

Upgrade of an existing, previously converted, B-listed former church hall, situated at the heart of Edinburgh's World Heritage Site, into a contemporary shell and core office space.

The opening up of the roof space and exposing of the original structural elements creates a high value workspace area, where previously a very compromised and inadequate mezzanine space existed, maximising potential rental income, for the Client.

Client: Millard Estates



British Council for Offices Awards
Fit Out of Workplace (Winner).

“A unique workplace environment, shell and core scheme was tailored for creative agency Whitespace.”





Basildon Town Centre *Basildon*

Our scheme for Clearbell Capital, who took ownership of the shops next to Marks and Spencers in 2015, was granted planning permission in December and sees the tired shopping parade rejuvenated with contemporary interventions. We are working with Future54 to improve the facade, canopy and internal configuration with an aspiration to attract High Street names to the town and fill empty units.

Key to the regeneration is the relocation of the market to St Martin's Square along with South Essex College moving to a purpose-built campus on the former market site. The transformation of the rundown shopping parade kickstarts the town's regeneration. Further plans to regenerate the northern part of Town Square could come forward by 2019, according to Adam James of Clearbell and Basildon Council has its own plans for a mix of homes, bars and cafes.

Client: Clearbell Capital



Broughton Park *Flintshire*

At Broughton Park we developed a design solution to refresh and enhance the existing retail park by removing the dated existing brick façade whilst retaining the primary building structure. A new full-height glazed façade with moveable shop front pilasters was introduced to allow future flexibility of unit sizes and tenancies.

Broughton Park design also removed the perimeter car parking to the shop frontages to allow greater visibility into the units with the enlarged new public realm and colonnade creating an improved customer experience. Landscaping involved increasing the soft planting to create buffers between the pedestrian areas and car parking as well as making improvements introducing biodiversity and greening to the retail park.

New restaurants, cafes and a multi-screen cinema, enhanced the public realm and the installation of retail kiosks provided additional revenue generating opportunities.



Kimpton Clocktower *Manchester*

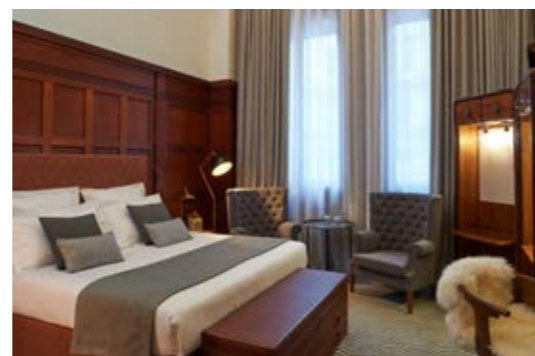
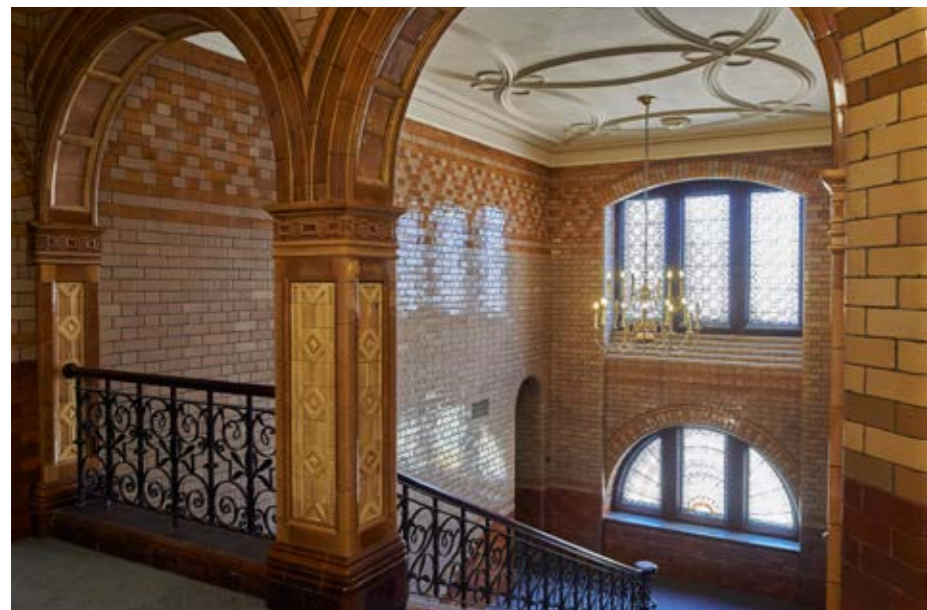
Refurbishment of the former Refuge Assurance Building in Manchester which is a Grade II* listed building designed by Alfred Waterhouse and built in 1895. The hotel has undergone a wholesale restoration in order to redefine the building both commercially and historically. The works have included the restoration of the 1000 person Grand Ballroom, redevelopment of the original banking hall as a thriving leisure destination as well as the modelling of 272 bedrooms.

Our work on the Palace strips back poor interventions made in the 1990's and creates a new hub in the centre of the building, improving circulation routes, upgrading public spaces more in keeping with the character of the building fabric and reorganising the uses throughout the building to provide a more efficient use and improve the guest experience.

Client: IHG and Starwood Capital Group



The Refuge Bar & Restaurant at Kimpton Clocktower.



“The repositioning of the Grade II Listed City Buildings to a modern boutique hotel that showcases the City’s industrial past.”



Ground floor plan.

Remodel



We are adept at reconfiguring spaces through cutting and carving the asset to improve useable space and flow. We have undertaken dramatic transformations of Retail, Hotel, Airport and Office assets, sometimes changing their use to adapt to changing market trends.





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.

Avonbridge United Reformed Church Avonbridge, Falkirk

The remodelling of Avonbridge United Reform Church involved crafting a flexible interior capable of accommodating both worship and an ever-growing programme of community use, outreach.

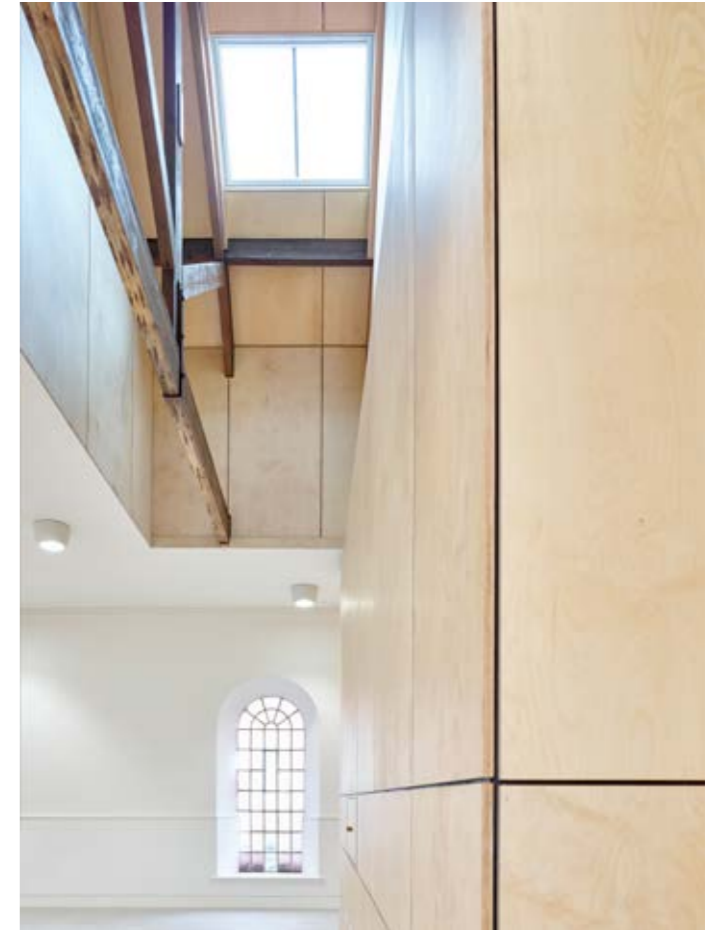
The solution was to remove a dilapidated later addition hall and consolidate all activities within the church itself, which had been left vacant in recent years due to being considered no longer fit for purpose by the congregation.

By inserting a contemporary timber volume – containing supporting accommodation including the URC’s Sanctuary space, a kitchen and WCs – into the main body of the building, a striking and adaptable outcome is achieved.

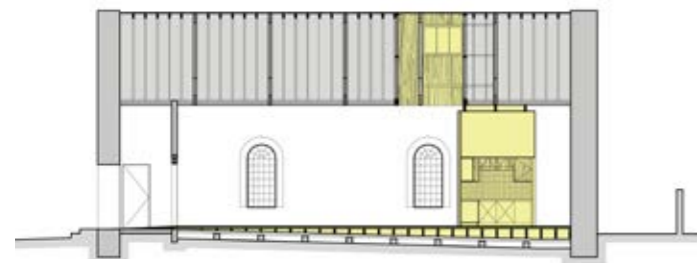
Offering the flexibility to accommodate both small and large groups, whilst providing the potential to host two events, concurrently, the proposed intervention aims to build on the considerable groundwork laid by the church and consolidate the building’s position as a cornerstone of the community.



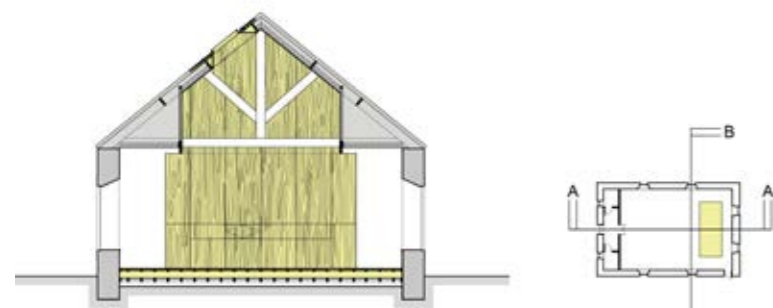
Re-imagined as a flexible community-use space:
The levelling of the previously raked floor has facilitated a more flexible space, into which a birch plywood-lined volume has been inserted, containing key ancillary accommodation.



“With a strong presence in its community, Avonbridge United Reformed Church provides a series of key initiatives, from a Credit Union, to a Lunch Club, for the residents of the small village, outside Falkirk.”



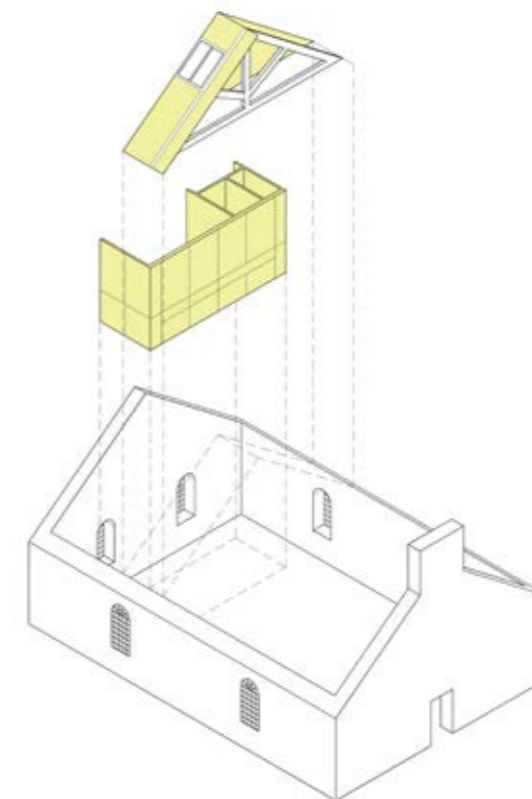
Section A - A



Section B - B



Scottish Design Awards 2019:
Chairman’s Award for Architecture (Winner).
Low cost project schemes under £200k (Winner).



Axo model.



The creation of a new light well opens up a portion of the roof space, providing a brighter, more voluminous feel.

Hotel du Vin Stratford-upon-Avon

Extension and conversion of two Grade-II listed Georgian buildings in Rother Street, Stratford-upon-Avon. Totalling 38,500 sqft. The prestigious hotel offers 48 luxurious bedrooms, meeting and private dining rooms, a Bistro and a separate banqueting room with space for 80 diners.

Working as architect and lead consultant, 3DReid's design takes its inspiration from the grain and detailing of the surrounding streets, creating a respectful form that maximises useable hotel space and helps complete the adjacent street.

Client: S Harrison Developments

- 1. External Patio
- 2. Reception
- 3. Bistro
- BOH
- Original Houses



International Hotel & Property Awards 2020 (Finalist).
Scottish Design Awards 2020, Commercial/Hotel Building (Finalist).

Malmaison St Andrew Square Edinburgh

Malmaison at St Andrew Square in Edinburgh's city centre involves the sensitive conversion of a Grade A listed building into a new boutique hotel, comprising 72 guestrooms with a series of public spaces including a restaurant, bar and coffee lounge and private dining facilities.

3DReid's design creates new public spaces at street level, with bedroom accommodation provided across the upper floors and two sensitive new-build extensions to the rear of the existing building.

This new build extension within the existing courtyard provides additional front of house space and key operational linkages while ensuring that the form and character of the existing space is retained. An existing 1970's elevation to the rear of the property has been re-configured and re-clad to enhance the setting of both Buchan House and adjacent Portrait Gallery Square in Edinburgh's city centre.

Client: S Harrison Developments



Reclad



New façades can improve both the look and performance of a building. Intelligent skins that can make a building work for you while the design of a facade can create a strong brand presence on the high street.





Primark Newcastle.

Primark Newcastle

Primark Newcastle is a catalyst for the future development and economic growth of the city centre.

The design re-models an imposing 4-5 storey reinforced concrete structure constructed for C&A Modes & British Home Stores in 1974, by opening up the building envelope to promote active frontages at street level to both principal elevations.

We upgraded the external fabric of the building and improved its thermal performance. The building was overlaid with a veil to integrate the Primark brand with the architecture. It engages with the scale of the surrounding streetscape. It establishes a distinctive new identity when approaching from key directions within the city as well as encouraging a more diverse mix of retail and commercial activities in existing smaller scale properties to the North.

Client: Primark

BD Refurbishment Architect of the Year Awards 2017 (Winner)
EAA Award 2014, Ambassador Award (Finalist)



Primark, Fort Kinnaird.



Facade detail.

Brand architecture should be both distinctive and adaptable to the site and context. We work with numerous landlords and brands across diverse sites to create buildings that embody the style and ethos of the brand.

3DReid designed and delivered Primark's flagship stores on prominent sites in Birmingham, Newcastle, Kingston, Edinburgh and Fort Kinnaird. We analysed the existing tired and failing retail spaces of each site and developed a strategy to breathe new life into each location.

Primark described our proposal as one of their most exciting developments in the UK.



Primark, Newcastle.



Primark *Birmingham*

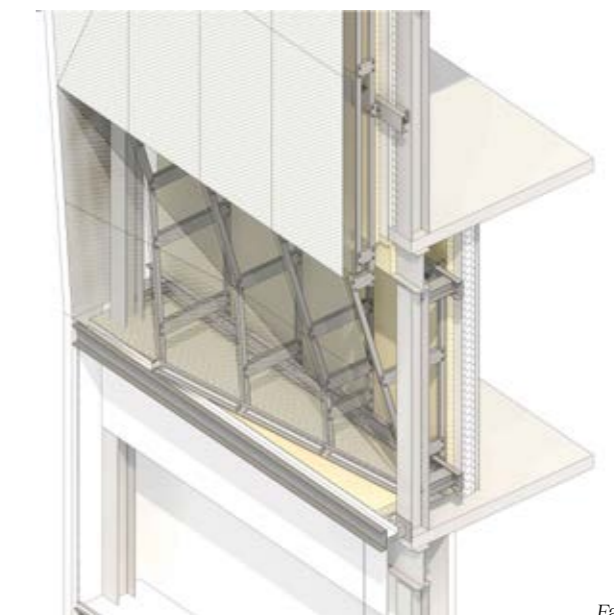
3DReid's proposal for Primark re-configures the pavilions (an existing inward-facing centre) and transforms it into a more permeable city block, incorporating a central pedestrian route which builds on the existing network of Victorian retail arcades which criss-cross Birmingham City Centre.

The building is over-clad with illuminated mesh facades, and while the proposal provides a distinctive and coherent identity, the High Street facade is broken down into a sequence of facets which address oblique views along the street, while the geometry of the Moor Street facade has been shaped in response to long-range vistas to the city centre. Illuminated ETFE panels above both entrances signal a direct route through the store flanked by active frontages to activate the street.

Primark's new flagship store represents a major investment in Birmingham City Centre and a commitment to the future of one of Britain's major retail centres.

Client: Primark

Constructing Excellence National Awards 2020 (Winner)
Revo Gold Award 2019, Re:purpose category (Winner)
Revo Gold Award 2019, Re:turn category (Winner)



Facade detail.



The first Dakota Deluxe in the brand's portfolio.

Dakota Deluxe Hotel Glasgow

Conversion and refurbishment of a 1960's seven storey office building to create an 83 bedroom Dakota Deluxe, luxury boutique hotel with bar, restaurant & external terrace in Glasgow City Centre.

The existing in-situ concrete structure was retained with the rear elevations upgraded and refurbished. In order to meet the Client's aspirations, the two principle elevations to the street were completely transformed by replacing the existing facade with a uniform grid of dark grey facing brick with large scale windows to every bedroom.

The result was a compact and efficient space plan with generously proportioned bedrooms and intimate public spaces which add to the guest experience.

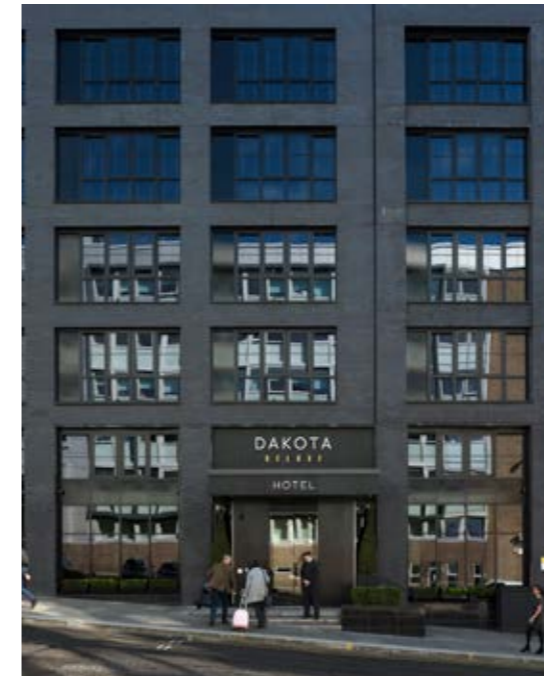
The monochromatic pallet of polished granite, opaque ribbed glass, textured Corian panelling and perforated steel awnings set within the unified brick grid to enhance the sense of texture and depth, designed to accentuate the brand's identity.

Client: Evans Dakota Hotels Ltd

*Glasgow Institute of Architects 2016
Commercial Award (Winner)*

*BD Architect of the Year 2016
Refurbishment Award (Winner)*

*Scottish Style Awards 2018
Most Stylish Hotel Award (Winner).*



The exterior façade cleverly adjusts the typology, suggesting a higher ceiling height on the ground floor entrance level.



Lounge area.



The Dakota Grill dining spaces.



The Dakota bar.



Guestroom suite with full height glazing.

Converting Offices to Residential

The covid pandemic will accelerate the trend for home working and a more flexible, less fixed base requirement from tenants.

The challenges of social distancing and government guidelines have already seen the use of high tower blocks with lift access unsuitable and the trend for hot desking reversed.

We don't know what the future of the office will be but we do know that companies will be looking to recover costs incurred during this tricky financial period and we predict that as staff numbers reduce the first thing they will look at is the cost of their rent and how they can reduce their overheads.

Offices are the perfect asset to repurpose as residential. Often in central, desirable locations, ample light, flexible floorplates and the opportunity to use the permitted development planning permissions they can create a mixture of housing stock from student housing to luxury apartments.



33 Greycourt Street *London*

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



Elliott House *Edinburgh*



Prestamex House *Brighton*

Resize



Whether up or outwards sometimes a building needs more space to fulfil its function. How a new building intersects with the existing needs to be carefully considered to optimise the gain.



132 Princes Street Edinburgh

132 Princes Street concerns the conversion and extension of the vacant upper levels of three of the few remaining original townhouses on Edinburgh's Princes Street, for office use.

Reconciling a previously ad hoc arrangement of vertical access and escape provision, the scheme includes a contemporary addition of a new primary stair core, serving all levels, coupled with an expansion of the floorplates to the uppermost levels. The properties have a rich history, used as Victorian tearooms, a cinema and a record store, the various traces of which are still present within the built fabric.

This shell and core scheme has sought a 'de-furb' aesthetic, with remaining original features of the building exposed, preserved and enhanced, through feature lighting. A complementary industrial language has been established in the look and feel of the new extension and building services, creating a holistic aesthetic throughout.

Client: Hazledene House Ltd

Scottish Design Awards 2018
Commercial (Commendation)

Scottish Property Awards 2018
Architectural Excellence Commercial (Finalist).



View of the townhouse on Princes Street.



Contemporary extension to the rear of the building.



A key driver underpinning the scheme is to expose and enhance the historic fabric of the existing building to create character speculative office floorplates.

"132 Princes Street has proved to be a fascinating exercise in unpicking ad hoc and unsympathetic interventions, accrued over many decades. It represents a precedent, of how other such buildings, could be brought back into use."



Stair detail.





The contemporary extension to the rear with views of Calton Hill.

Courtyard by Marriott *Baxter's Place, Edinburgh*

The project, completed in 2016, involved the creation of a 4-star, 240 bedroom Courtyard by Marriott hotel including bar and restaurant within a prestigious city centre World Heritage Site. An existing A-listed terrace of Georgian townhouses was refurbished to incorporate all public functions including bar, restaurant, meeting rooms, private dining and gym and bespoke layout bedrooms.

We worked closely with the Chris Stewart Group in-house interiors team to adapt the Marriott brand standards to suit the character of the Georgian townhouses. A new 200 bed contemporary extension was built to the rear with views of Calton Hill.

Client: Chris Stewart Group



Scottish Property Awards 2018, Development of the Year Commercial Buildings (Highly Commended).



Ground floor plan.



Lakeside Leisure Thurrock, Essex

Revitalising Lakeside shopping centre to create a new purpose built Leisure and F&B destination for the South East of England.

3DReid was appointed to design a new purpose-built Lakeside leisure and F&B destination for the South East of England. The 175,000ft² new extension accommodates 42,000ft² of F&B units and 133,000ft² of Leisure units.

The Quay complements Lakeside's existing shopping centre offer to create an uplifting experience of integrated retail, F&B and leisure in one location. The elevation design implements a layering approach of folded metal cladding panels integrating lighting and soundscape design. At Street level perforated metal mesh glows between full height glazing to maximise visible permeability into the units. The development creates a series of new interlinked outdoor spaces with water features throughout the scheme.

Client: intu Properties

Lakeside Leisure won the prestigious Revo Gold 'Re:lax' award.

Remodelling Assets

3DReid has remodelled and rationalised numerous shopping centres in and out of town. By bringing light, flow, character and enhancing public spaces we have increased the value of outdated assets.



Ground floor plan.





Recreate

When an asset is failing sometimes it takes a radical rethink, this might be changing to be a mixed use scheme or radically redesigning the way the space works.





ABC in the heart of St. John's neighbourhood, Manchester.



Entrance reception.



Quay Street elevation.



Entrance foyer.

ABC Buildings Manchester

ABC Buildings is an 'exemplar' redevelopment which reflects the Cities aspirations, ideas and commitments providing a vibrant mix of work, social and leisure spaces within the unique cluster of three buildings previously known as Astley, Byrom and Cooper house.

The purpose of the latest refurbishment was to reinstate the features of the original building whilst transforming its internal areas into a creative community providing new modern workspace for media, technology and creative businesses, alongside cinema, gym, recording studios and an outdoor performance deck with a glass dome.

Now known as ABC, the building forms a key part of Enterprise City in the heart of St. John's neighbourhood.

ABC includes an Everyman Cinema; Barry's Bootcamp studio, The Farm recording and media studios offering 23,000 sq.ft post production spaces, BBC Morning Live is broadcast from ABC and CoLAB offers flexible workspace, meeting and event spaces.

Client: Allied London

CoLAB designed for new ways of working

ABC offers workspace for companies of all types from small start-ups through to large established businesses, giving tenants the flexibility to grow within the building and access a range of social and work spaces.

ABC, CoLAB offers a dynamic and flexible work solution with spacious desks, meeting areas and social and event spaces.



"ABC Buildings is a vibrant mix of work, social and leisure spaces within the unique cluster of three buildings previously known as Astley, Byrom and Cooper house."

Jenners Edinburgh

3DReid is working with David Chipperfield Architects and Loader Monteith Architects as part of the Architectural team to transform the Jenners building on Princes Street in Edinburgh into a 96-bedroom boutique hotel with bar and restaurant above the retail areas.

The proposed development recognises the significance and tradition of the Jenners Building. It builds on the store's heritage and envisages a new combination of high-end retail and hospitality for Edinburgh. The department store opens on to Princes Street and South St David Street and is complemented by food and beverage destinations.

The project will create a new, contemporary department store within the most public facing, historically significant, parts of the building. This offering will be enhanced with the introduction of a hotel and hospitality functions, predominately on the upper levels.

Client: AAA United A/S



The hotel entrance on Rose Street, opens up this side of the Jenners building to the public properly for the first time.



Corner view of the building looking towards the Princes Street entrance and South St David Street entrance.



The most significant space within the Jenners building, is the central top-lit atrium at the heart of the building.

Princes Street facade.



“We are delighted and proud to be a part of this team working alongside David Chipperfield Architects and Loader Monteith Architects. It is a real privilege to work on such an important institution for the city.”

*Chris Dobson
Director, 3DReid*

Entrance from South St David Street looking towards the refurbished atrium retail space.



Connecting Communities

Until very recently it was possible to describe the relative success of most retail parks and suburban shopping centres in terms of the number of parking spaces and / or MSUs. Of course, a more accurate measure is the footfall and number of vacancies. Where previously we have undertaken studies to assess options to expand centres and extend the retail offer, today our appraisals focus increasingly on tailoring the mix of retail, commercial, leisure and community facilities to the needs of the particular catchment area.

Improving connections between the centre and surrounding neighbourhood sometimes requires sacrificing parking spaces to provide more pedestrian and cycle routes to and from the centre. Other studies have demonstrated that removing vacant retail units can improve the quality of public space within the centre – in other cases retail units can be combined to provide facilities that are required by the surrounding neighbourhood such as crèches, medical centres, gyms or libraries.

In all cases the new measure of success is to achieve the right balance between footfall and needs of the local community.



Heart Space and Pavillion Building.



Chineham District Centre Basingstoke

Chineham District Centre scheme encapsulated a sustainable ethos of the practice repurposing an existing district centre with a combination of retention, extension and alteration of existing buildings complemented with the erection of new buildings, new landscaping, parking and sustainable travel improvements.

The objectives for enhancing the centre is underlined by the introduction of a main 'heart space' which opens up the currently inward looking centre to improve connectivity both physically and visibly. This new outdoor high quality flexible space double the existing public realm of the centre creating space for the community.

Client: Tellon Capital



Ground Floor Plan.



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



Rethinking the Department Store

Successful stores offer more than great places to shop. They are experiences where you can eat, drink, catch the latest movies, work and play. By drawing people together, we can ensure they will stay longer, have a greater, more memorable experience and return time after time. We believe our v stores have to become central to our neighbourhoods as they were originally conceived.



Garden roofs, urban spas, public parks, outdoor restaurants.



Hotel, micro flats, living.



Co-working, office space, community use.



Shoptainment, placemaking, markets, foodhalls.



Local brands, makers, personalised crafts.



Drone racing, VR leisure, bowling, indoor golf.

Selected Experience

Interior Design



Liberty Suite within the historic Parish Halls, has been fully restored to its former glory, AC Marriott Glasgow.

We help to establish and grow brands and businesses through *strategy and design*.

Our experienced interior design team guide projects from concept to completion. Whether we are working on a 3, 4 & 5-star hotel, bar, restaurant, student residences or a workplace environment, we approach projects with a focus on the end-user experience.

We design for the future, delivering timeless, flexible spaces that are people focused and have a positive impact on the world.

From restoring historical landmarks with genuine care and respect to new architectural designs, every site is unique and our diverse portfolio of interior projects spanning multiple sectors speaks for itself.

We care passionately for historical landmarks and have extensive experience working with listed buildings and restoration.

Our team can guide you through planning applications, listed building consents and warrantable works. Every building and its contents tell a story. Our responsibility is to carefully preserve those tales.

As designers, we have a responsibility to create environments that exist in harmony with our planet.

We consider the environmental impact of everything we do, from the need to replace in the first instance, to the manufacturing processes, life cycles and recycled content of materials. Every selection and choice we make is carefully considered throughout all project stages.

Our process

Research

We *meticulously* research the market, latest trends and local communities to ensure every project has a *strong and authentic* foundation.

Design

We use sketches, layouts, initial models and renders to help *visualise* all aspects of a design as it develops.

Deliver

We are on hand every step of the way, attending site and overseeing projects as they are *brought to life*.

The Address Glasgow

The Address is situated in the Category B listed Pearl Assurances Building in Glasgow city centre featuring 95 guestrooms, reception, restaurant, two bars, meeting space, spa, gym and back-of-house support areas associated with a hotel of this scale.

A key move for the site was to relocate the main guest entrance for the hotel from its current West George Street location to the more prominent Renfield Street, bringing more footfall to the bar and restaurant for non hotel guests.

The upper ground floor accessed from West George Street has undergone a full refurbishment to the internal areas. This level contains the residents bar and café, meeting space, guest toilets, wellness spa, gym, sauna and four new guest bedrooms.

The guest bedrooms located on levels 1 to 5 have been refurbished to align them with The Address brand. This includes new floor and paint finishes, window treatments and selected FF&E items.

Client: McGettigan Hotel Group



A key move for the site was re-activating the existing historic door and stair, to become the main entrance into the residents bar and café from West George Street, breathing new life in to what was previously unseen by the public.



North Bar & Restaurant within The Address in Glasgow city centre..



Wellness guestroom.



Wellness Spa & Himalayan salt rock sauna.

“A key part of hotel offer for guests is the Wellness Spa, gym, plunge pool & Himalayan salt rock sauna.”

The Fishmarket

Newhaven, Edinburgh

The Fishmarket restaurant brings to life an unused portion of the historic Category B listed Victorian Fishmarket. An insertion of a restaurant to the front façade, with the relocation of the existing fishmonger to the rear of the pier-side development at Newhaven.

3DReid developed the concept, interior branding and design for an upscale seafood restaurant along with the architectural refurbishment.

The interior reflects the Victorian heritage of the building and surrounding neighbourhood with emerald tiles, brass fittings and soaring rafters. With its huge floor-to-ceiling windows looking out over the harbour and minimalist tiled decor, a classic metal takeaway counter and beyond that, a simple dining room. Outside is all about the view, with fishing boats, the landmark Newhaven lighthouse in the foreground and the three bridges of the Forth.

Client: The Fishmarket (Roy Brett 'Ondine' and Gary Welch 'Welch Fishmongers').



Internally, the existing cast-iron pilasters, the central row of square cast-iron piers carrying a steel beam and the steel Polonceau truss roof are all exposed within the restaurant to offer diners an understanding of the building's heritage.

Hotel Indigo Manchester Victoria Station

Hotel Indigo Manchester is a 187-guestroom five star boutique hotel that forms part of the IHG portfolio, designed and delivered by 3DReid.

The Hotel embraces a fusion of two very different types of building – the historic existing Grade II listed building connected at each level to the new build 14 storey extension. The design connects these two buildings, not too traditional nor contemporary and there is a seamless flow between them.

The refurbishment and extension has seen the launch of multiple new public spaces – lobby, reception, flexible lounge spaces, 187 guestrooms and Mamucium cafe, restaurant and bar.

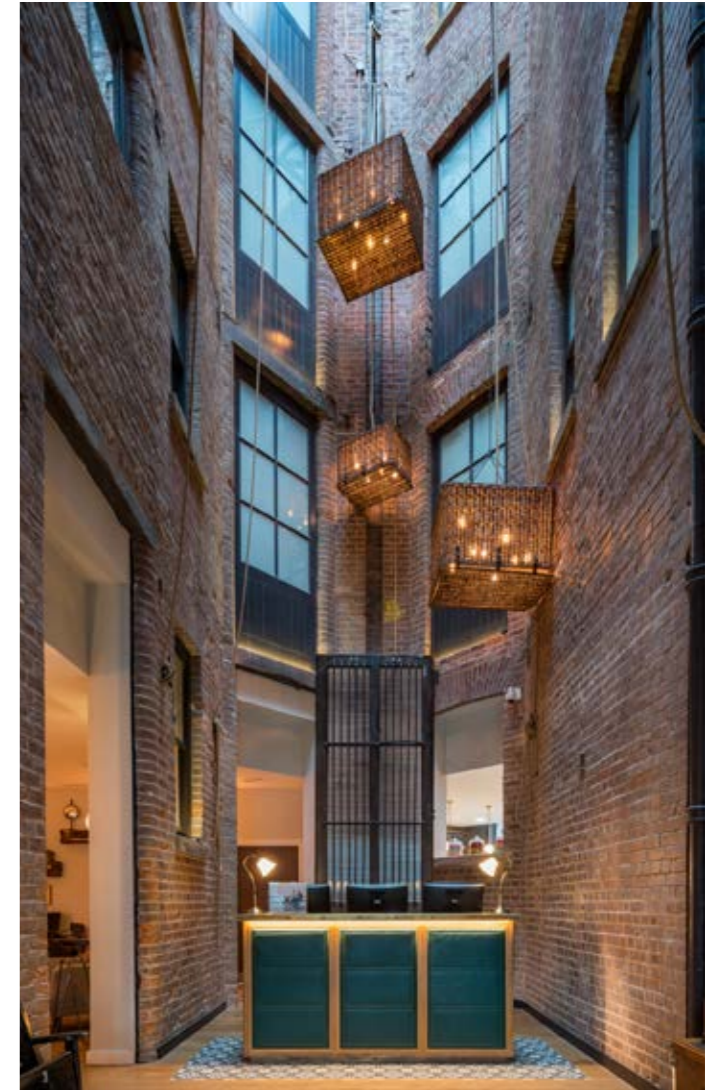
Drawing inspiration from Manchester’s Victorian and Industrial past the Hotel is indigenous to the local area so guests are well aware that they are staying at the gateway to the Northern Quarter.

Client: BH Group

“3DReid worked closely with BH Group, as architect and interior designer, to reposition the Grade II Listed City Buildings into a modern boutique hotel showcasing the City’s industrial past.”

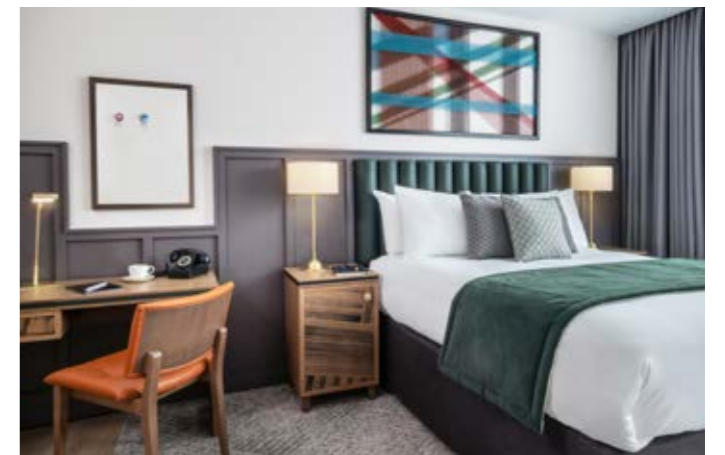


The reception lobby features flexible lounge spaces for guests, events and the business community.



The Press Room.

Scottish Design Awards 2019, Interior Design (Commendation)
Mixology North19 Awards 2019, Hotel Interiors (Finalist)
Manchester Awards 2019, Best Hotel of the Year (Finalist)
NWRCA 2019, Building Project of the Year (Finalist)
NWRCA 2019, Preservation & Rejuvenation (Finalist).



The Arkwright Room.

Selected Experience

Sustainable
Design



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.



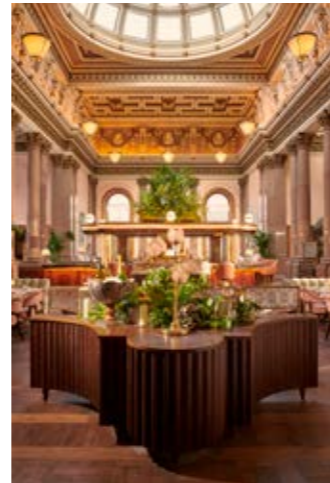
Aviation & Rail / Gibraltar Airport.

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



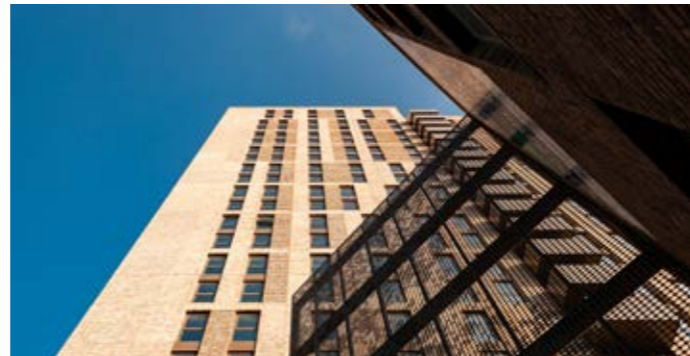
Culture & Community / Thistle Centre of Wellbeing, Edinburgh.



Hospitality / Gleneagles, Edinburgh.



Workplace / One Angel Square Manchester.



Residential / Apex House, London.



Industry & Technology / Farnborough Airport Hangars.

“132 Princes Street has proved to be a fascinating exercise in unpicking ad hoc and unsympathetic interventions, accrued over many decades. It represents a precedent, of how other such buildings, could be brought back into use.”

*Chris Dobson
Director, 3DReid*

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