

Town Centre Regeneration

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.



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



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



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.

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.



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

Mixed-use & Masterplans

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.



Successful town centres must create a compelling reason to *visit, stay and engage*.

Town centres have always been dynamic environments and the challenges that face our high streets once again bring a catalyst for change. No longer a destination, but increasingly a community hub with increased numbers of local residents living above and around retain and leisure focused centres, our towns are having to adapt to survive.

Struggling retail destinations are now creating exciting opportunities to bring new residents into the hearts of our town centres, creating a more symbiotic relationship between dwellers and providers. Architecturally, bringing permanent and transient communities together in this way puts placemaking right at the heart.

3DReid has been designing complex town centre; urban regeneration projects and mixed-use, residential-led destinations across the UK and internationally for over 20 years.

From comprehensive masterplans for new communities on brownfield sites to the redevelopment of strategic retail or commercial sites that unlock a wider regeneration opportunity, we work closely with developers, investors, local authorities and operators.



Central Quay, Glasgow.



Primark, Birmingham.



Minoco Wharf, Tower Hamlets.

“We work closely with developers, investors, local authorities and operators designing complex town centre; urban regeneration projects and mixed-use, residential-led destinations across the UK.”



Lakeside Masterplan, Thurrock, Essex.

Selected Experience

Masterplans

Our urban designers develop intelligent solutions to *complex* urban problems.

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.

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.

“Locating the proposal in the context of local planning policy encourages more resilient decision making and helps to deliver greater planning certainty.”





A mixed-use masterplan in the heart of Cardiff.

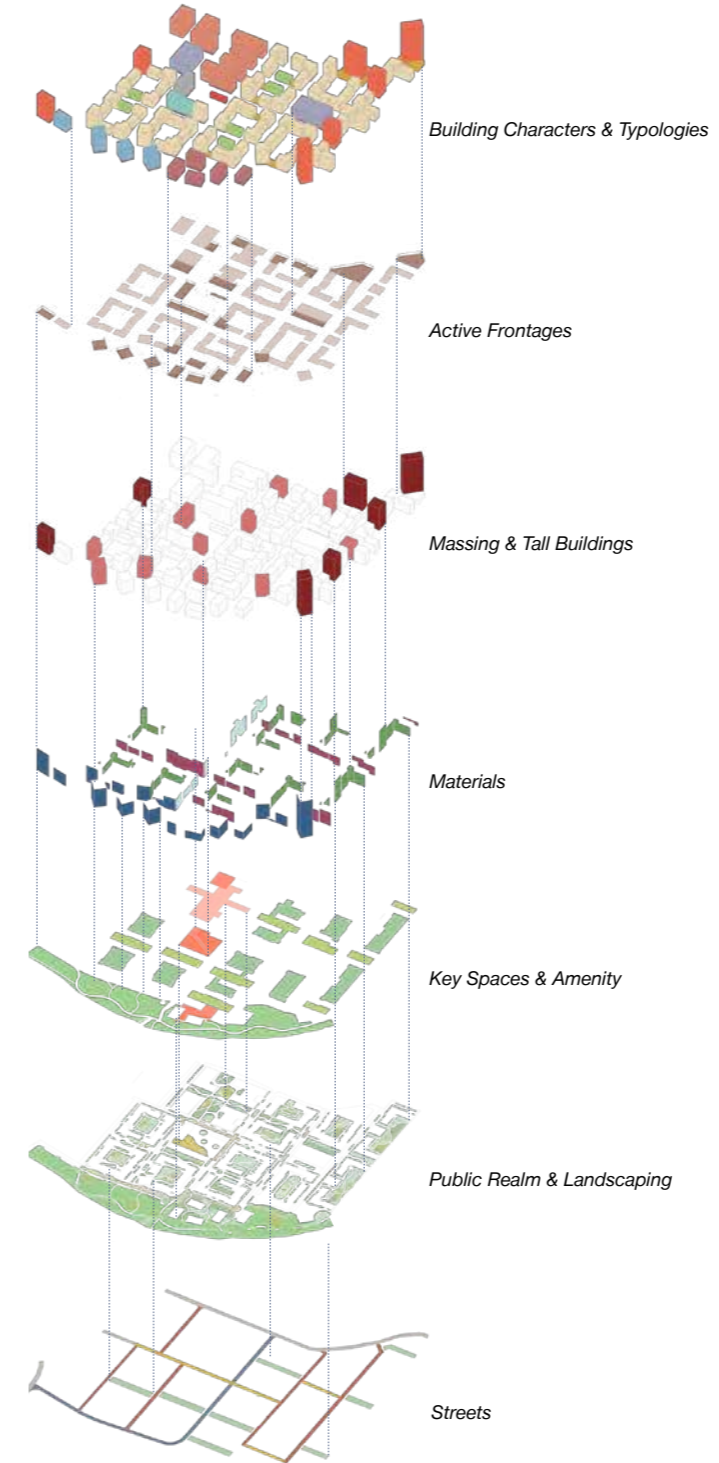
The Embankment Masterplan Cardiff

The Embankment Masterplan at Dumballs Road will create up to 2,500 new homes alongside 54,000m² 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
Associate Director, 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 is PBSA, 933 beds for Unite. Plots B and D are residential, developed by 3DReid. Plot C is residential by Graeme Nicholls. The proposals also include supplementary retail, wellbeing and food & beverage opportunities.

Client: Summix Capital



Aerial visual looking south.

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 5,500m² 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,
Associate Director, 3DReid*

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



New Fountainbridge *Edinburgh*

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.

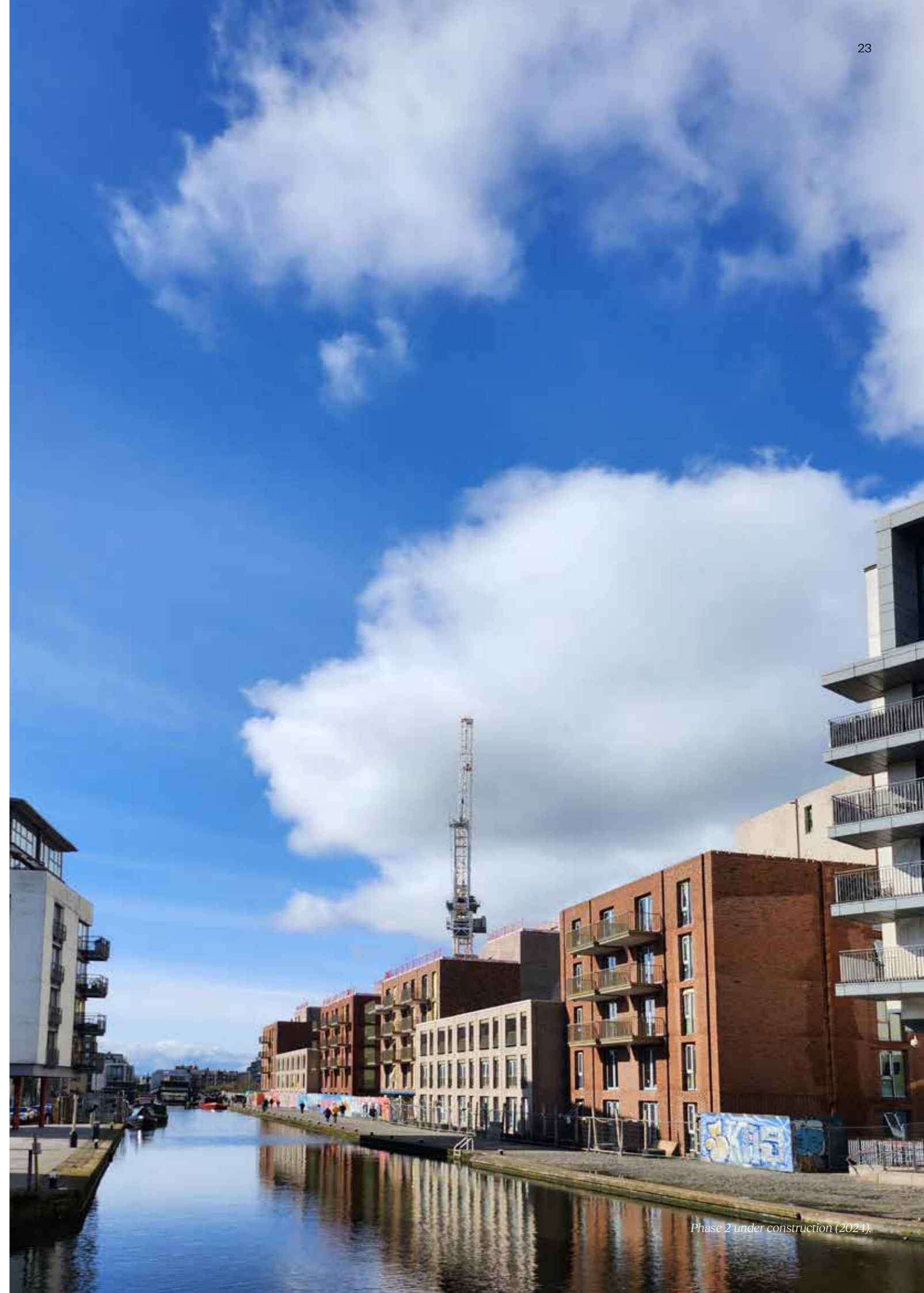


Communal courtyard view.



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).

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.

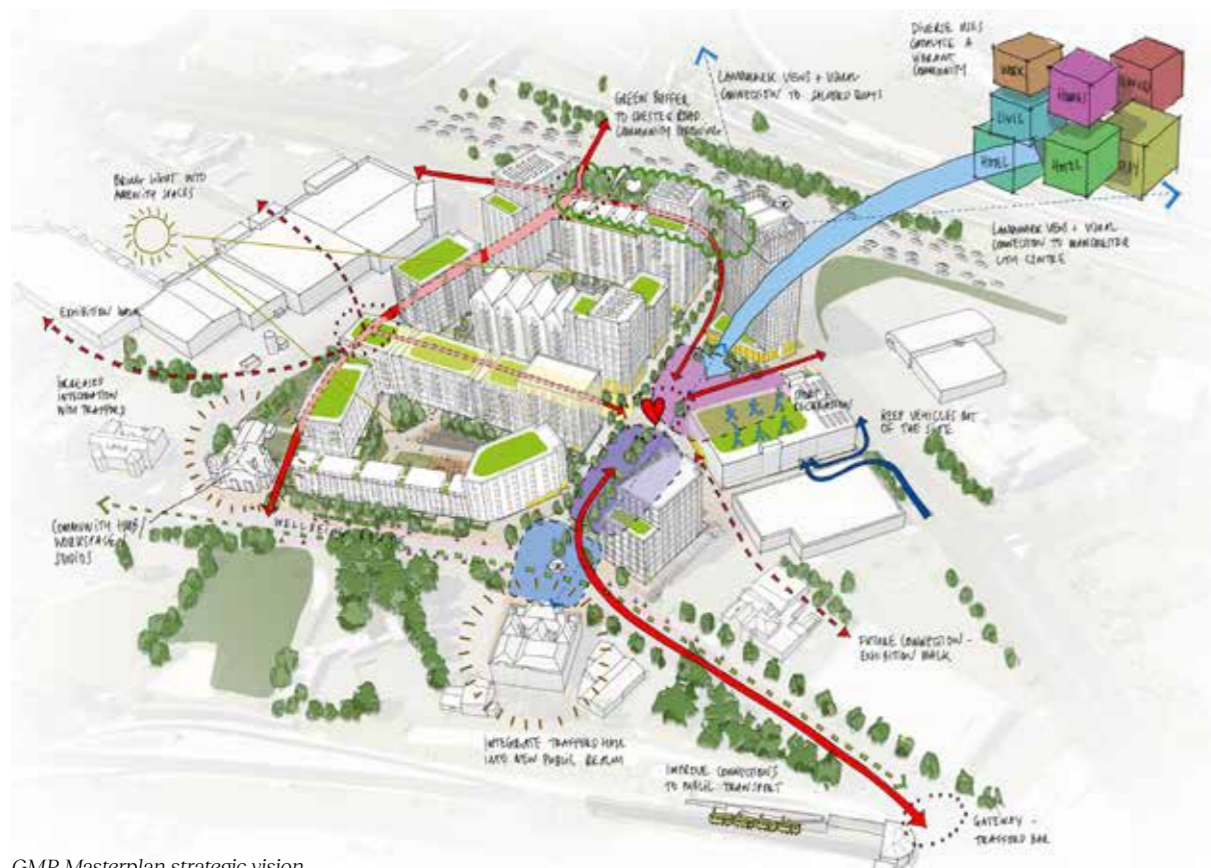
Client: FEC



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.

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.



Minoco Wharf *Tower Hamlets*

Masterplan for a significant new community on previously brownfield land on the edge of the River Thames and London's Docklands. This 266,500m² residential-led mixed-use scheme provides 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).

Due to its prominent location on the Thames, the site rejuvenates a working wharf, providing a new marina and lock, providing a significant new attraction to supplement the retail and leisure offer.

Client: Ballymore



Aerial plan.

Selected Experience

Mixed Use Developments

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.

Gunwharf Quays *Portsmouth*

As an integral element in the regeneration of the Harbour area, emphasis was placed on creating a townscape comprising a variety of public urban spaces including squares, arcades, streets and a spectacular waterfront promenade rich with activity. This was achieved by the arrangement of leisure boxes and retail streets, with the active waterfront as the backdrop.

Robust materiality is essential in this maritime environment, whilst also reflecting the heritage of this important historic naval heritage. The waterfront food and beverage frontage is inspired by Cape Town's Victoria and Alfred Waterfront, with the oversailing roof and columns reminiscent of the masts and sails of the famous tall ships that regularly frequent the quay.

The Gunwharf Quays scheme includes a combination of 15,550sqm retail space, including 65 designer outlets, and 21,370sqm leisure, including cinema, bowlplex, casino, nightclub comedy club and 20 restaurants and bars, 3,800sqm of offices and underground parking for 1,500 cars. It has become one of the most successful outlet shopping venues in the country and a key asset within Landsec's portfolio

Client: Berkeley Group / Landsec



Masterplan sketch.





Liverpool aerial view.



Liverpool eye view.

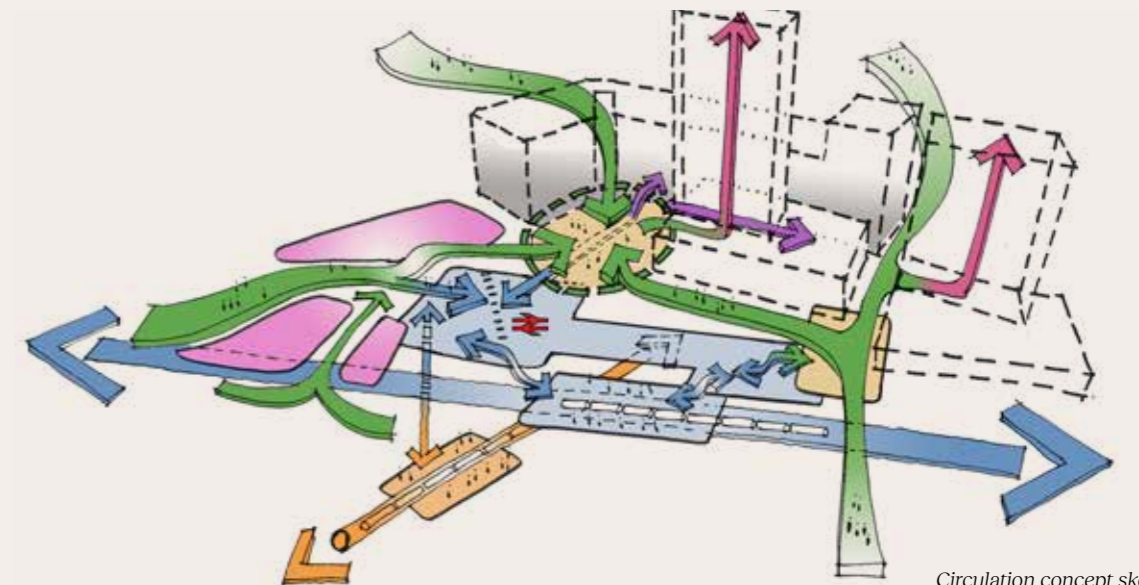
The Circus Liverpool

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



Lewis's to north west of site.



Circulation concept sketch.

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 236 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 UK



Street view.



Elevated view.



Aerial view.



“A new urban quarter set within an existing masterplan will provide over 236 new apartments for rent, a new 6,000sqm office development with ground level café and co-working spaces within a new public realm.”

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 plan.

Mixed Use Development *Bournemouth*

Located in the heart of Bournemouth Town Centre, this mixed use development comprises approximately 100 residential units over an existing shopping centre affording panoramic views over the nearby park and sea.

Forming the first phase of development, extensive refurbishment works have begun on the retail façades and unit reconfigurations fronting the high street

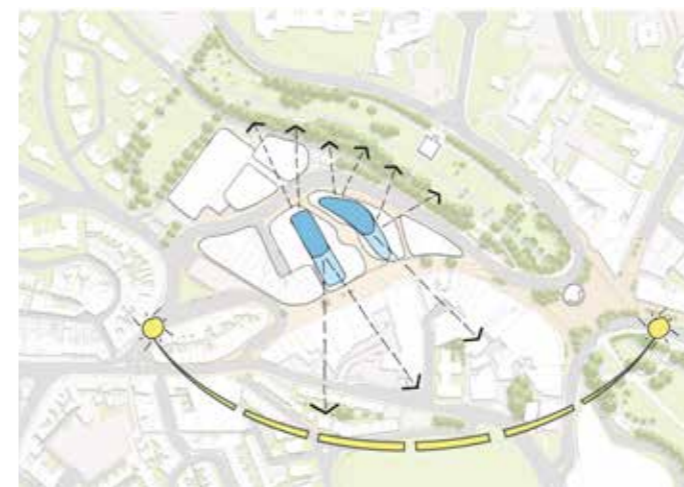
Client: Verve Property



Aerial view garden.



Commercial Road facade.



Urban diagram upper proposed.



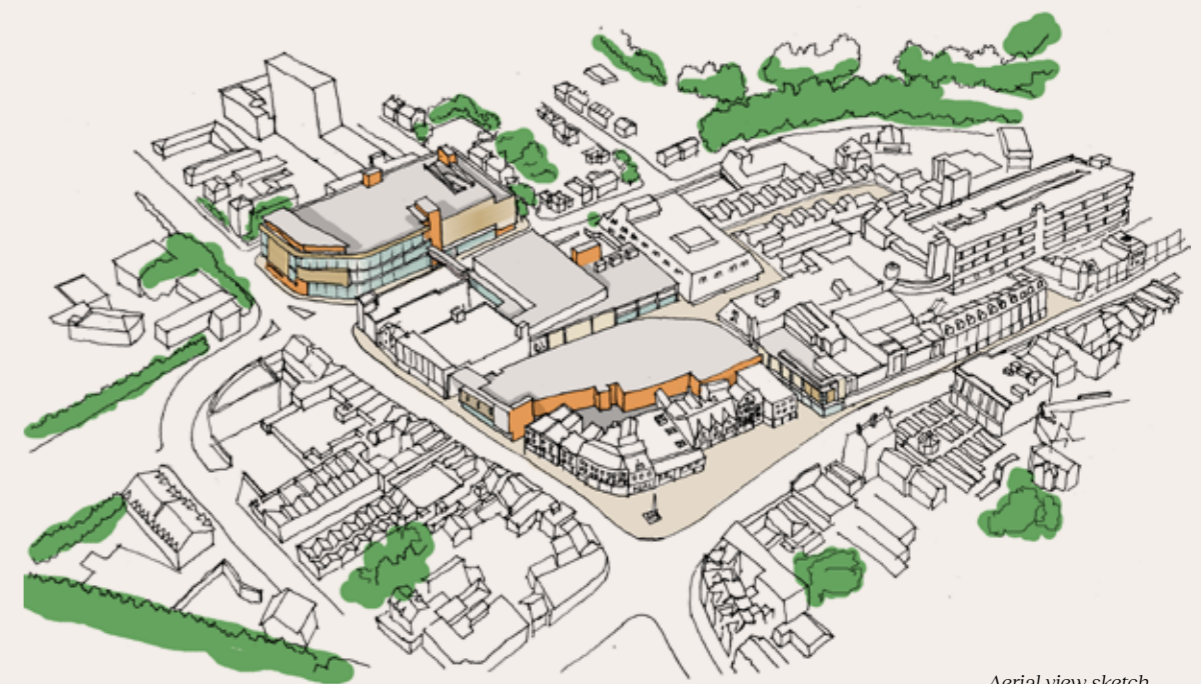
Urban diagram ground proposed.



Palace Exchange *Enfield*

An extension of the town's retail centre, which knits it into the existing shopping street pattern to create a coherent urban fabric. The retail-led mixed-use scheme includes approximately 18,000sqm retail and leisure and a new civic facility, including a library and a performing arts centre all serviced by a multi-storey car park of 550 spaces.

Client: ING Real Estate Development UK



Aerial view sketch



Basing View courtyard.

Basing View Basingstoke

3DReid's masterplan for the redevelopment of the 1970's Basing View business park provided a new mixed-use development of regional headquarters buildings; a new John Lewis and Waitrose combined store; supported by other complementary uses including hotel and residential accommodation, comprising PRS.

Basing View Office building proposals have included new regional HQ buildings for Thales; the AA and Barclays Bank.

The new landmark store for the John Lewis Partnership houses both the John Lewis and Waitrose brands. Developed in partnership with Basingstoke and Deane Borough Council, the new store delivers over 75,500 sqft (net) of retail space for Waitrose and John Lewis at Home, and a new café, representing a significant boost to Basingstoke's retail offer.

The project was the first phase of an extensive regeneration of the Basing View business park and creates a new gateway building. The sharply chiselled elevation has been shaped to screen the upper level car park and plant levels, whilst creating a building with significant urban presence within the town centre.

The 1st phase of the development, the retail store opened in 2015.



Birdseye view.

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



Before.



Proposed.

Selected Experience

Refurbish
Repurpose
Reimagine

With increasing tension building between construction's considerable contribution to carbon emissions couple with an ever growing need for new homes, we need to re-use 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.



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.



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



Selected Experience

Residential
Design

Our portfolio ranges from the latest *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.



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



33 Greycoat Street *Westminster*

This 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



Three Quays London

Three Quays is a luxury residential and apart-hotel of 158 units, on a unique river front site overlooking Tower Bridge in London.

Won in international design competition, the overriding brief was to deliver the maximum number of units with a Thames view, to ensure the highest values were achieved. Our winning Three Quays design utilised a horse-shoe shaped plan that maximised use of the site perimeter and provided the majority of units/rooms with a river view.

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

“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

The whole building is clad in unitised curtain walling and provides 61 residential units, 97 serviced apartments and 930m² of retail.

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

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.

Selected Experience

Retail &
Leisure

We have a *strong reputation* in delivering retail and leisure destinations in the UK and work for many of the major operators and tenants.

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 now work for many of the major operators and tenants.

From food retail to large mixed-use town centre regeneration, our retail portfolio demonstrates a keen understanding of the consumer and how to maximise footfall, dwell times and spend per head.

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 is 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.

Successful retail and leisure design is about creating positive experiences and memories that encourages repeat visits and referrals. This is possibly the most dynamic and resilient of sectors, able to adapt to constantly changing consumer demands and emerging trends.



“We are extremely proud of this project, it’s been 3 years in the making, the result is a real credit to all involved.”
 Sanjay Dhiman, Primark
 Director of Store Design

Primark’s largest development in the UK brings a Buzz back to 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)

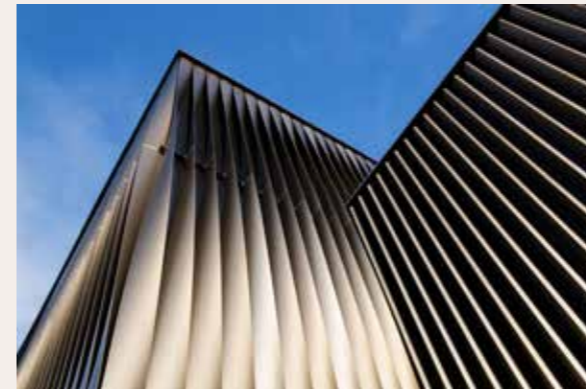
Building Brands

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, 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, Fort Kinnaird.



Facade detail.

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 inward-facing centre 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. 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.

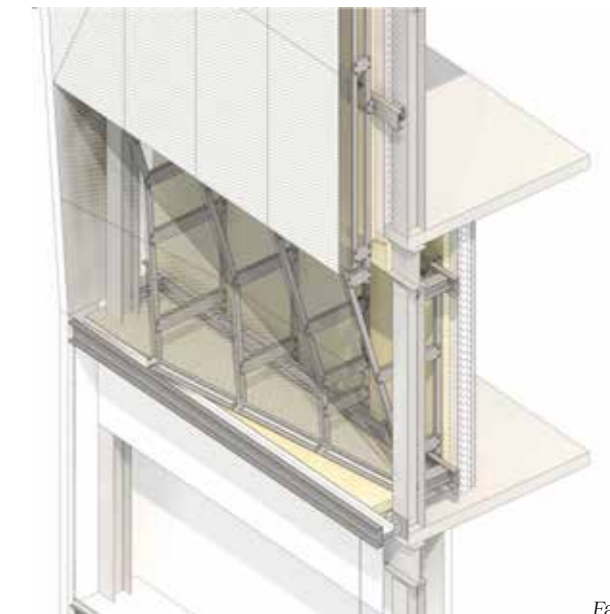
3DReid has designed and delivered Primark's flagship stores on prominent sites in Newcastle, Kingston, Edinburgh and Fort Kinnaird. We analysed the existing tired and failing retail spaces of each site and developed a strategy to breathe new life into each location.

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.



Bishops Centre Taplow

“We successfully collaborated with the client and individual retailers to realise the high quality adaptable environment which achieved the commercial and sustainable aims.”

This exemplar retail destination focused on a high quality and sensitive scheme adopting a sustainable material and structural strategy. The Bishops Centre structure utilised glulam timber in a form inspired by the areas tulip trees. The timber over cladding reduced the visual appearance of the development into the surrounding greenbelt.

The projects holistic approach to sustainability pioneered the Be Lean, Be Clean, Be Green approach which is now standard practice achieving a BREEAM ‘Excellent’ rating.

A robust landscape strategy was developed to create a buffer of indigenous trees and plants that complement the architectural design of the scheme and increasing bio-diversity.

Client: Landsec



Bishops Centre exemplar sustainable retail park.



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.





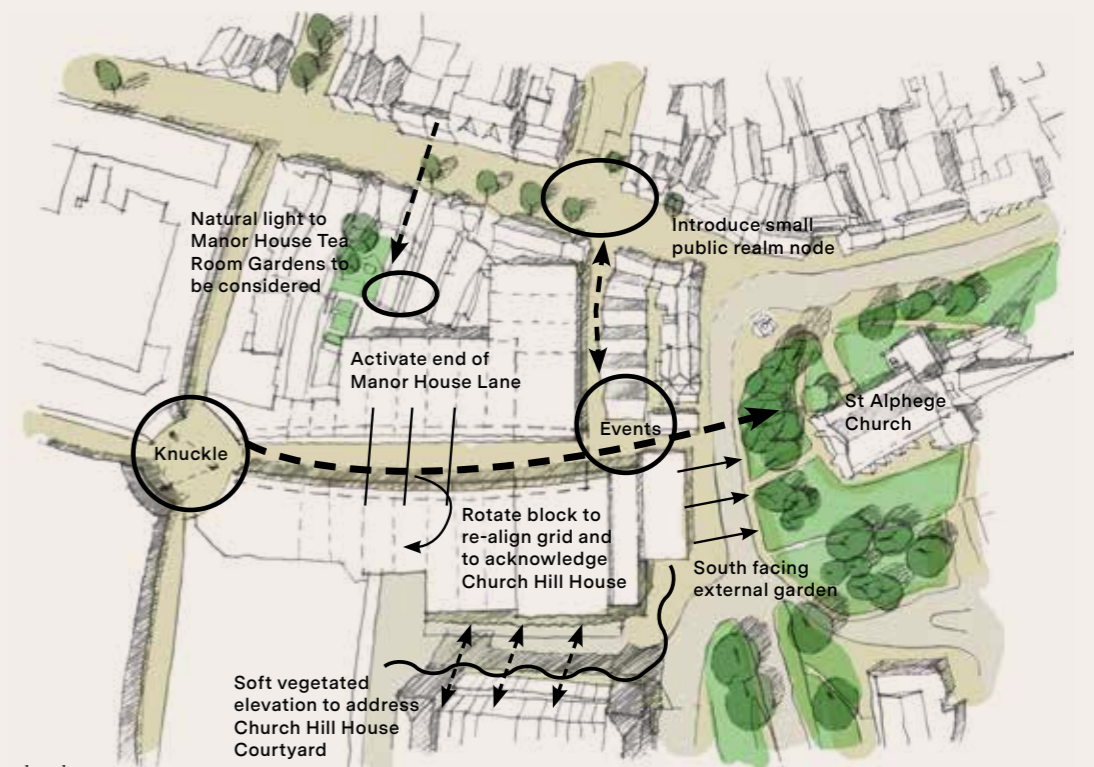
Conserving Character

We work on sensitive sites from conservation areas, to listed buildings to world heritage sites and have the ability to create solutions that respect and enhance the surrounding environment.

Touchwood Shopping Centre Solihull

“The proposal integrates with the surrounding urban fabric of Solihull whilst enhancing the setting of the Grade I listed St Alphege Church to the east of the centre.”

Sensitive design and planning was required to integrate a new shopping centre, Touchwood, into Solihull. The 115,000ft² shopping centre extension includes 30 new shops and additional restaurants and cafés focused around a new public courtyard. The development marks a major investment in the shopping centre and the surrounding area, creating new public space and allowing for upgrades to surrounding council buildings.



Masterplan sketch

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: Telson Capital



Ground Floor Plan.



Albert Shed Shipyard *Manchester*

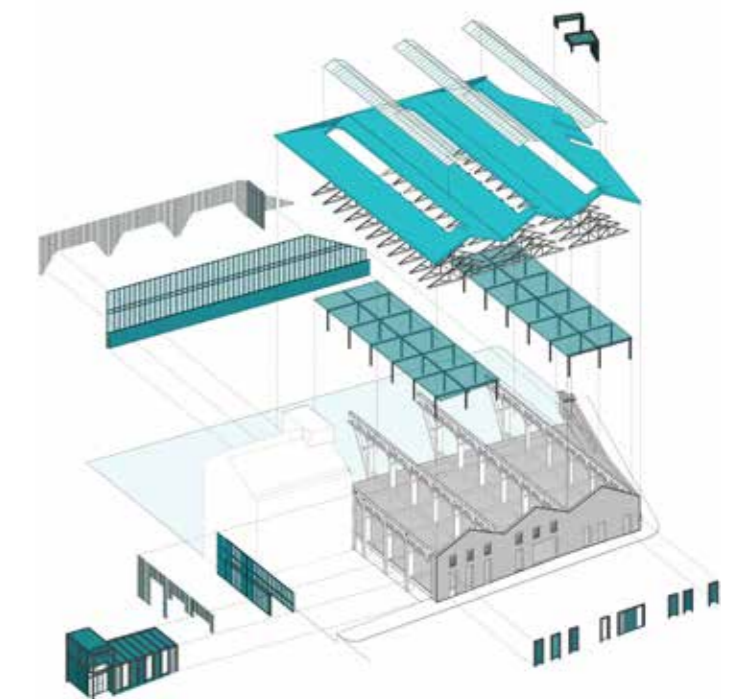
Conversion of Albert Shed Shipyard building to a 30,000 sqft riverside food hall & dining destination. The development forms part of the ongoing regeneration of Manchester's St John's district.

The next phase of this projects has been designed as an evolution rather than a revolution of the site. It is a continuation of the local area masterplan and the connection to the adjacent river is key.

Our proposal seeks to minimise interventions and retain existing roof form. We propose activating the facade along the main street and the waterfront and the design creates a common language between the interior and exterior elements of the building.

The space will be transformed into a food hall with a dynamic flow and flexible layout.

Client: Allied London

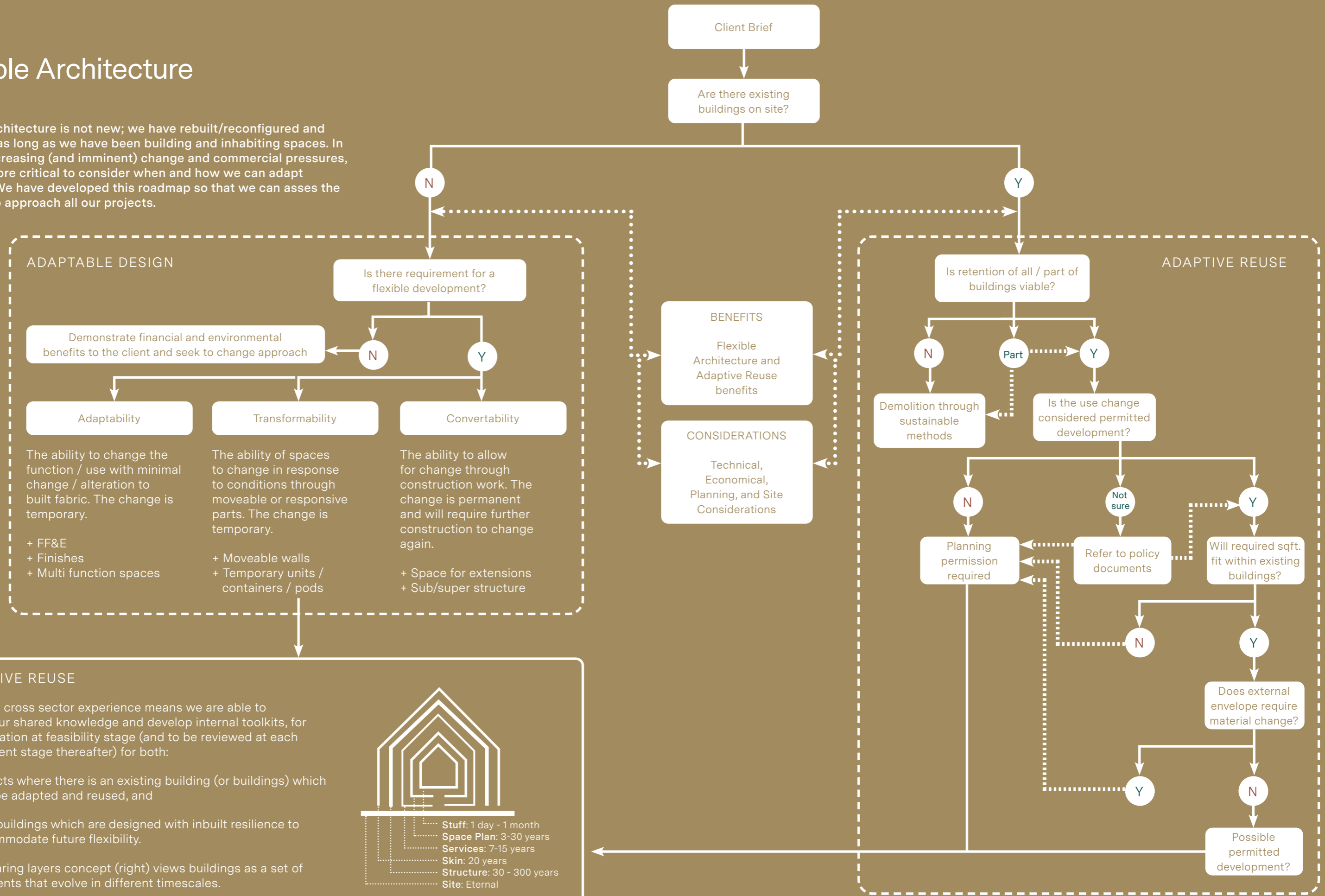


Selected Experience

Flexibility
Adaptability
Sustainability

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.

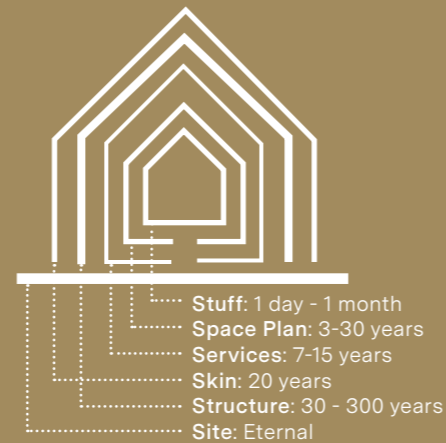


ADAPTIVE REUSE

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.



(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*

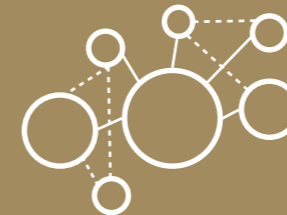
- The greenest building is often one that already exists. AR retains the embodied energy and carbon of the existing building
- 85% of the buildings which will be in use in 2050 already exist today – we need to learn to adapt and retrofit our existing building stock. (World Green Building Council 2019)
- 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.



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*

Spaces that work,
beautifully.

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