

# Retail & Leisure

Design Experience

# 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.



Armelle Munoz, Director.



Neil de Prez, Director / Concept Coach.



John Bovill, Director.

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

## About us

### *Our expertise*

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

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

The best buildings and places come from engagement and collaboration. We listen to our clients and we work openly and collaboratively, convening regular workshops that empower the right people to contribute at the right time. This builds trust, consensus and certainty across our team, our clients, project stakeholders, consultants and end-users.

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



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

# 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.

# Building Brands

## *Selected Experience*



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



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.

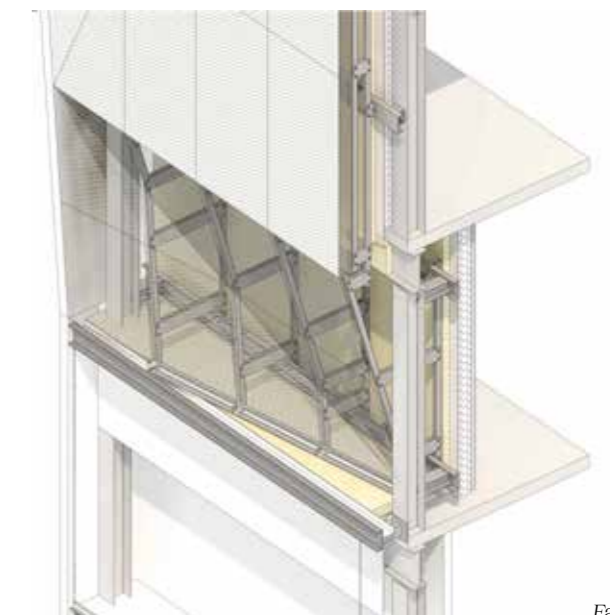
Primark's new flagship store represents a major investment in Birmingham City Centre and a commitment to the future of one of Britain's major retail centres.

Client: Primark

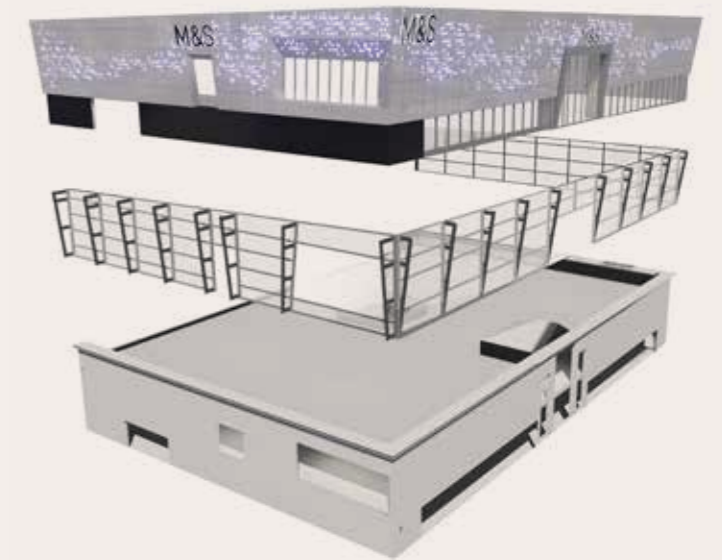
*Constructing Excellence National Awards 2020 (Winner)*

*Revo Gold Award 2019, Re:purpose category (Winner)*

*Revo Gold Award 2019, Re:turn category (Winner)*



Facade detail.



Facade exploded axonometric.

## Marks & Spencer Intu Lakeside

As part of a wider holistic masterplan for Intu Lakeside, the relocation of the M&S store to the existing Debenhams building offers many benefits for the tenant, customer and landlord.

Working with Marks & Spencer's plan A 2025 – the updated eco and ethical programme that tackles today's and tomorrow's sustainable retail challenges – the re-use of the existing building shell would play an important part in meeting the sustainable requirements of M&S whilst additional measures can be designed in to reduce the carbon footprint during construction and operational phases of the building's life.

Located to the north of the site the store provides a slightly reduced footprint over two levels and would benefit from a new ground level car park and of course a dedicated collect by car zone.

As the asset has an external presence visible from the main arrival points of Intu Lakeside (by car from the M25 and by train), there are many opportunities to brand the store through signage and architectural devices such as cladding and external lighting.

M&S would become the new destination for Intu Lakeside.



# Kiosks

Kiosks can provide a flexibility of offer, increase revenue, refresh an asset, deliver a new identity and are adaptable and potentially mobile solutions. We have designed a number of Kiosks to provide a smaller unit option suitable to food and beverage in retail parks.



Costa Kiosk, Romford.



Cray Avenue, Orpington.



Fort Kinnaird.



Nugent Park, Orpington.



Lakeside, Essex.



Broughton Park.

# Treading Lightly

02

## *Selected Experience*



Where new buildings are required, we positively encourage our clients to consider the whole life-cycle of the building, beyond the intended use, designing in adaptability that allows buildings to flex to suit new demands over time. This may be changes in use; mix; scale or operation.



## 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 passporing  
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.



## Bishops Centre Taplow

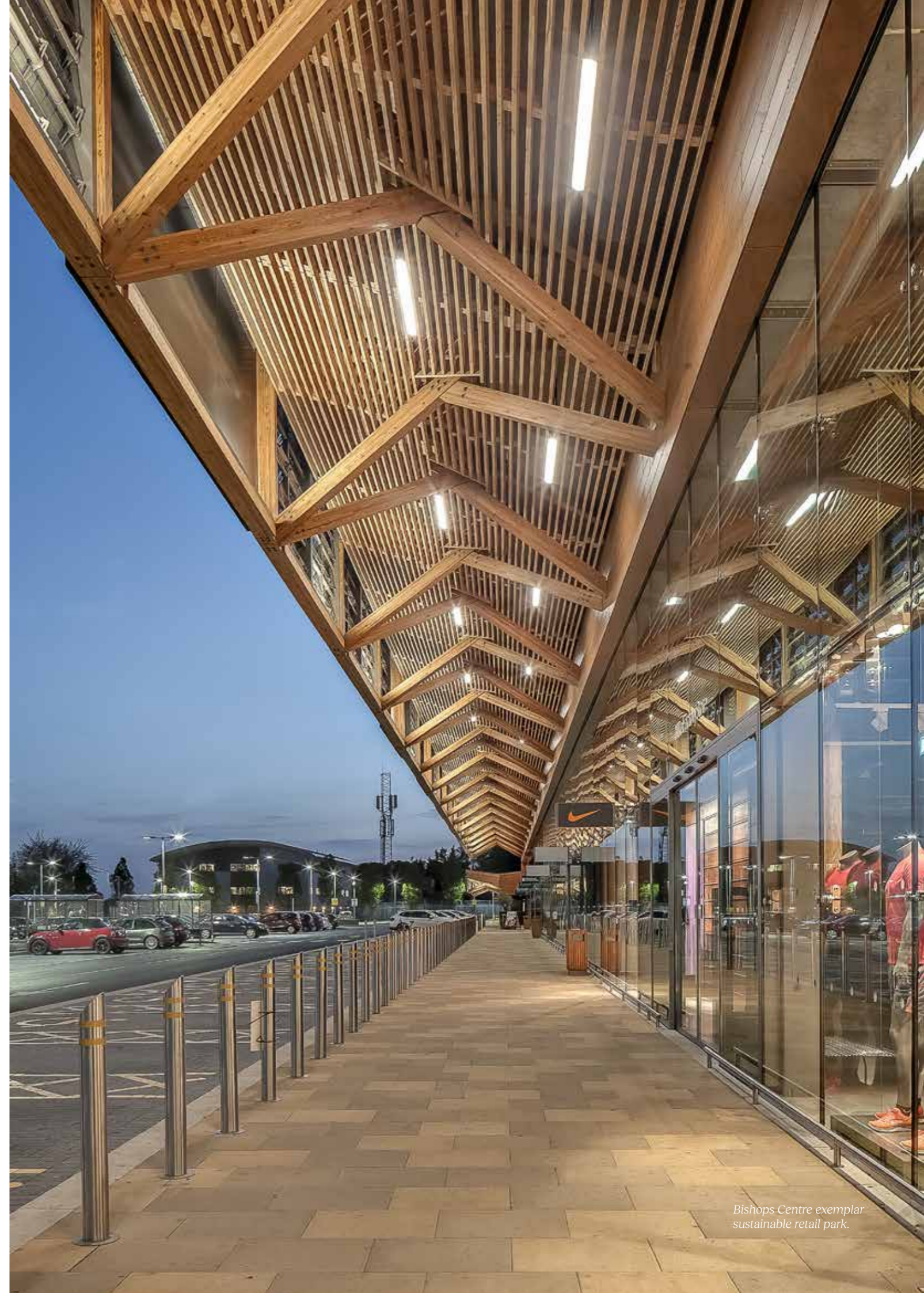
*“We successfully collaborated with the client and individual retailers to realise the high quality adaptable environment which achieved the commercial and sustainable aims.”*

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.*

# Marks & Spencer Various

Builder & Engineer Awards,  
Sustainable Project (Winner)  
M&S Silverburn, Glasgow.

Property Executive Awards Scotland,  
Sustainable Award for Excellence (Winner)  
M&S Silverburn, Glasgow.

Retail Interior Awards,  
Green Store of the Year (Winner)  
M&S Bournemouth.



Fort Kinnaird.

Having worked with Marks & Spencer to develop their first 3 trial eco-stores in the UK, we understand responsible retail design. We also know that by using the latest renewable energy technologies, passive controls and sustainable thinking we can make shopping centres that are more self sufficient. With in-house BREEAM assessors and LEED and Estidama experts, we can build in intelligent, sensitive design from day one. This also leads to more efficient developments that save owners and operators money and keep ever more environmentally conscious shoppers confident that their retail destination choice won't compromise their ethics.



Livingston.



Silverburn.



Pollock, Glasgow.

# Conserving Character

03

## *Selected Experience*



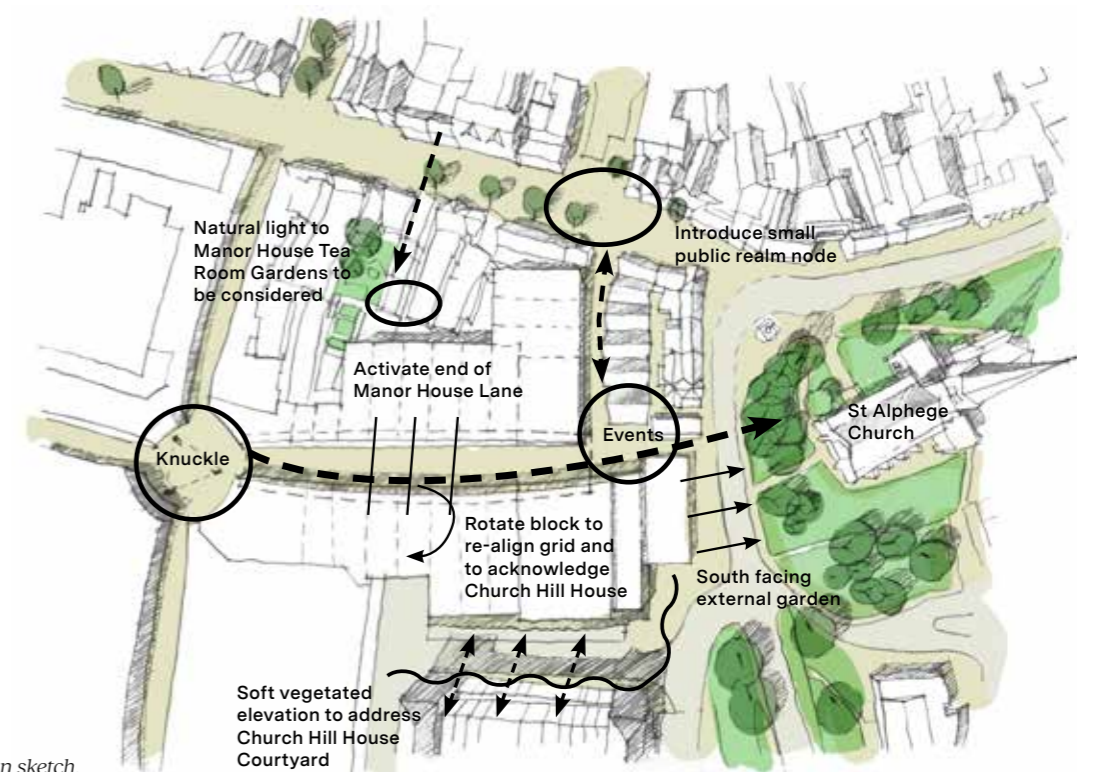
We work on sensitive sites from conservation areas, to listed buildings to world heritage sites and have the ability to create solutions that respect and enhance the surrounding environment.



## Touchwood Shopping Centre Solihull

Sensitive design and planning was required to integrate a new shopping centre, Touchwood, into Solihull. The 115,000ft<sup>2</sup> 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.

*“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.”*



Masterplan sketch.



## Albert Shed Shipyard *Manchester*

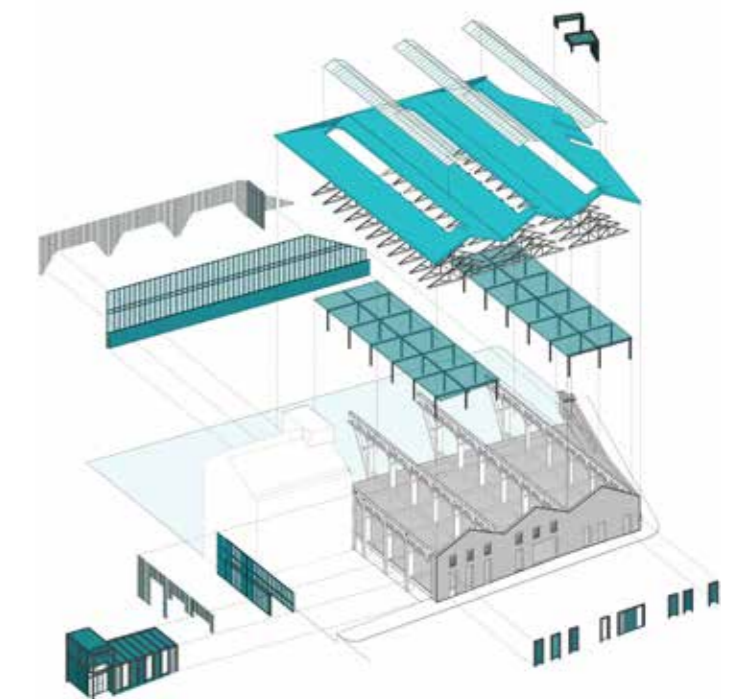
Conversion of Albert Shed Shipyard building to a 30,000 sqft riverside food hall & dining destination. The development forms part of the ongoing regeneration of Manchester's St John's district.

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



# 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.

# Remodelling Assets

04

## *Selected Experience*



3DReid have 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.

## 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



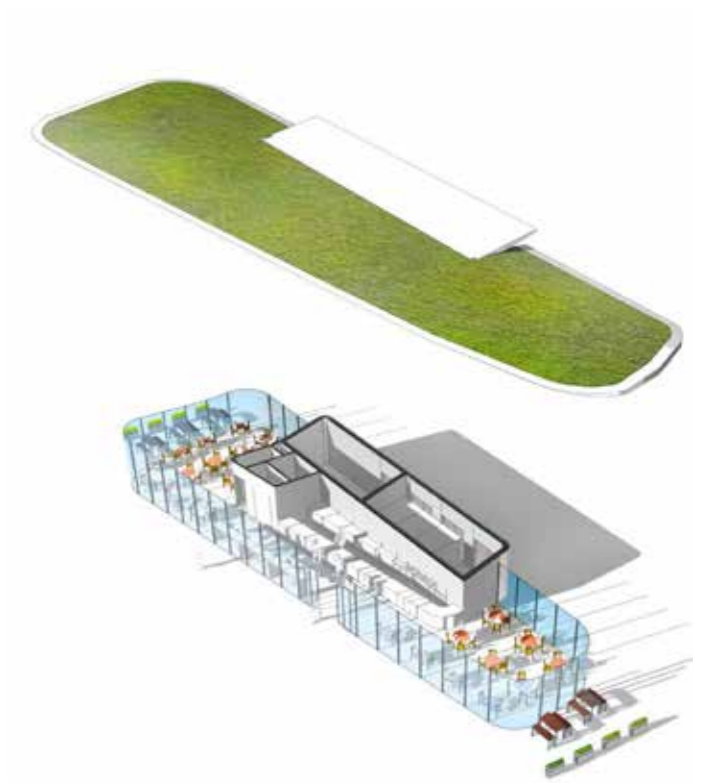
Before.



Proposed.



Photograph by Daniel Shearing.



Eastern Plaza, exploded iso.

## 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.



Masterplan, aerial view.



Eastern Plaza.

# Merry Hill

## Brierly Hill, West Midlands



Merry Hill sits in the heart of the historic industrial area of Brierly Hill and the green area of Saltwoods Nature Reserve. The shopping centre which was developed in era of 80's and 90's when people heard Margaret Thatcher and Madonna on the radio, now required a completely new and fresh approach to its redevelopment in the era of AI and Ed Sheeran.

To transform the shopping centre from an old-fashioned retail only focused place, the team prepared a series of Blue Sky initiatives. The main change involved a creation of a super-regional leisure centre with a cinema, bowling and much needed outdoor and indoor event spaces with high quality public realm.

The transformation would not be possible without changing the look of the entire building by redeveloping more than a kilometre of its facade and creating a sense of arrival by redesigning all nine entrances.

Changes also had to happen within the shopping centre itself. The key elements to transform a disparate shopping centre into a unique destination was to remodel homogeneous malls, create a number of 'internal streets' and indoor event space.

The transformed shopping centre would draw customers from not only the local areas but also from nearby counties.



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 175,000ft<sup>2</sup> new extension accommodates 42,000ft<sup>2</sup> of F&B units and 133,000ft<sup>2</sup> 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.





Aerial view.

## Nautica Tallinn, Estonia

Nautica extension and refurbishment of an existing shopping centre to create a new destination with 18,500sqm of retail with new leisure and entertainment facilities.

3DReid was the lead Architect, working alongside Capfield, we also provided the interior design concept and client monitoring role for the construction phases. Nautica is located between Tallinn old town and the port and provides for a great shopping experience under one roof.



Facade.



Nautica entrance.



Interior sketch.



## Jarman Park *Hemel Hempstead*

The design developed significant enhancements and upgrades to the existing building of the Leisure World leisure park to meet the accommodation requirements of new occupiers, in a building with a higher quality appearance and setting. The re-configuration remove the front elevation of most of the existing building and replace it with an improved facade. The building line will be straightened resulting in the additional ground floor area with new internal walls to create commercial units to the size and quality required.

A key objective of the design was to improve the setting and provide a high quality public realm creating an attractive and usable space including; provide a high quality external area, create a strong building line to the front of the existing built environment, provide good pedestrian access and maximise active frontage.



# Derbion Food Terrace *Derby*

3DReid interiors team transformed the Derbion Food Terrace in Derby. The refurbishment of Derbion Food Terrace was fitted out with new flooring, lighting, furniture and soft furnishings.

Derbion invested more than £2 million into the F&B spaces at the Derbion Shopping Centre, with a new look, new brands and increased capacity. The new Food Terrace investment has increased seating capacity from around 650 to 800 which allowed new brands to be introduced since the revamp.

During refurbishment the food terrace remained open, with minimal impact on customers, as part of the major refurbishment and Masterplan for the area.

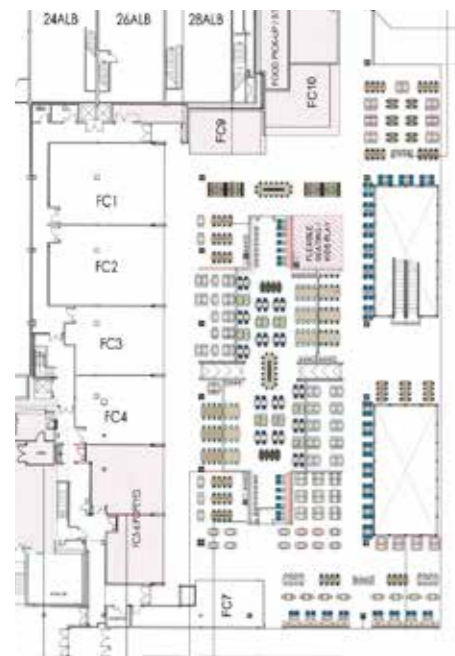
Client: Derbion



F&B spaces at the Derbion Shopping Centre.

*“The refurbishment has enabled us to extend our seating area to welcome more visitors to our revamped Food Terrace to enjoy a breadth of choice in a contemporary, welcoming environment.”*

*Adam Tamsett, Derbion*



General arrangement plan.



## 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 encapsulates 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



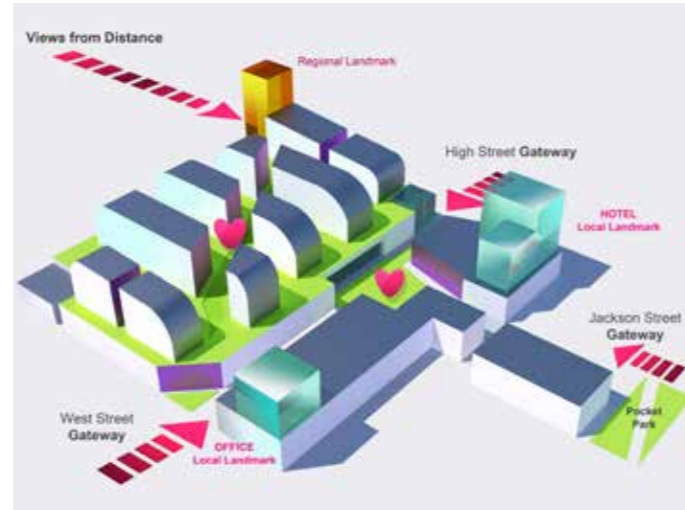
Ground Floor Plan.

## Trinity Square Gateshead

£115m mixed use commercial development consisting of a 150,000ft<sup>2</sup> Tesco Extra store and 35 unit shops, with undercroft car parking for the whole town. Creation of a new Town Square, including cafés, bars and restaurants, student accommodation for around 1000 students, 20,000ft<sup>2</sup> offices, 9 screen VUE cinema complex and a local health centre.

Extensive public consultation has seen 97% support for the scheme which is situated in a high profile site in Gateshead at the heart of the town centre, replacing the "Get Carter" car park. Many of the materials were sourced locally, such as from Durham Quarry.

Client: Spenhill Developments



Concept Diagram.



## 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.

# Masterplanning

05

## *Selected Experience*



A successful masterplan must provide a framework for a variety of uses, new placemaking and new or enhanced connections. We have a well established track-record of creating places that reshape towns and cities, from the BCSC Gold Award Winner, The Centre in Feltham, to the vibrant, waterfront mixed-use experience at Gunwharf Quays, Portsmouth.



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.

## 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.





## Fort Kinnaird *Edinburgh*

We have worked on the expansion and upgrading of Fort Kinnaird for more than 15 years. Recent projects include re-planning of traffic routes and public realm throughout the site, a new multi-screen cinema and restaurant complex, a new Primark store and a series of stand alone retail/cafe pods.

Client: British Land



BCSC Awards, Retail Park of the Year (Finalist).



## 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.

# Mixed Use

06

## *Selected Experience*



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

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



Liverpool aerial view.



Liverpool eye view.

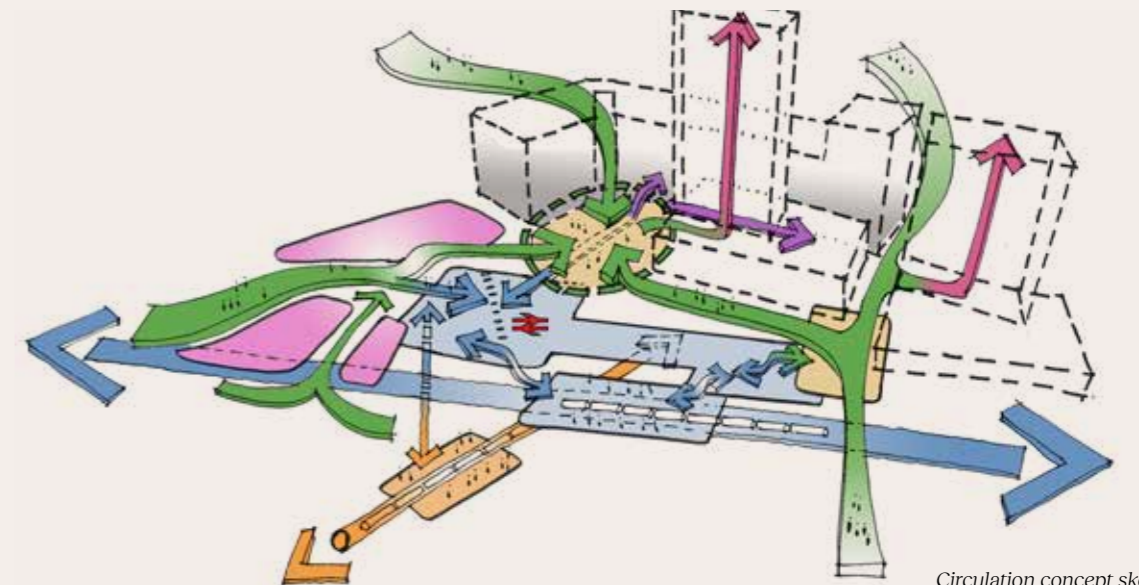
## The Circus *Liverpool*

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.

## 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.





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



## 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.

Client: intu Properties



# 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

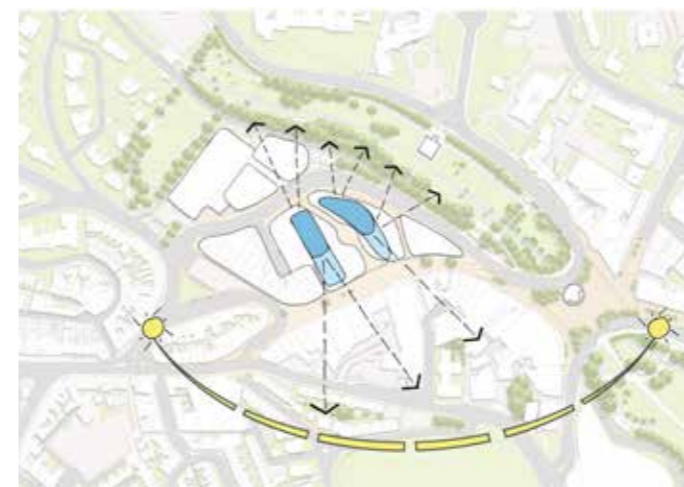
Client: Verve Property



Aerial view garden.



Commercial Road facade.



Urban diagram upper proposed.



Urban diagram ground proposed.



Residential / Apex House, London.



Aviation & Rail / Gibraltar Airport.

### Cross Sector Expertise

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



Culture & Community / Thistle Centre of Wellbeing, Edinburgh.



Hospitality / Gleneagles, Edinburgh.



Workplace / One Angel Square Manchester.



Education / Seamab School, Kinross.



Industry & Technology / Farnborough Airport Hangars.

*“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.”*

*Armelle Munoz,  
Director, 3DReid*

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