Practice Portfolio

Design Experience

3DReid

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Architecture, Masterplanning, Interiors

Introduction

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

We are a creative team of over 100 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.

3DReid.com

We are a creative team of over 100 people working collaboratively across five UK studios.

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

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.

01

Mixed Use Masterplans

We have a well established track-record of creating places that reshape towns and cities.

02

Residential

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

03

Hospitality

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.

04

Retail & Leisure

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.

05

Workplace

Our work within the commercial sector varies from large city centre headquarter buildings to innovative business park models.

06

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.

07

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.

08

Culture & Community

This varied sector provides opportunities to engage with local communities. Our projects range in scale from small community hubs to residential developments.

09

Education

We partner with private, public and third sector clients, sharing our expertise across nursery, primary, secondary and tertiary education sectors.

01

Selected Experience

Mixed Use 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."

New Fountainbridge Phase 2
Edinburgh

The second phase realises 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.

New green and blue landscape areas have been created 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.

Client: Vastint Hospitality B.V.

View from west with Leamington Lift Bridge in foreground.

Open Courtyards and accessible routes throughout the development

View along the Canal Front

"Regeneration of a derelict city centre site into a new and vibrant canalside neighbourhood."

Communal courtyard view

A mixed-use masterplan in the heart of Cardiff.

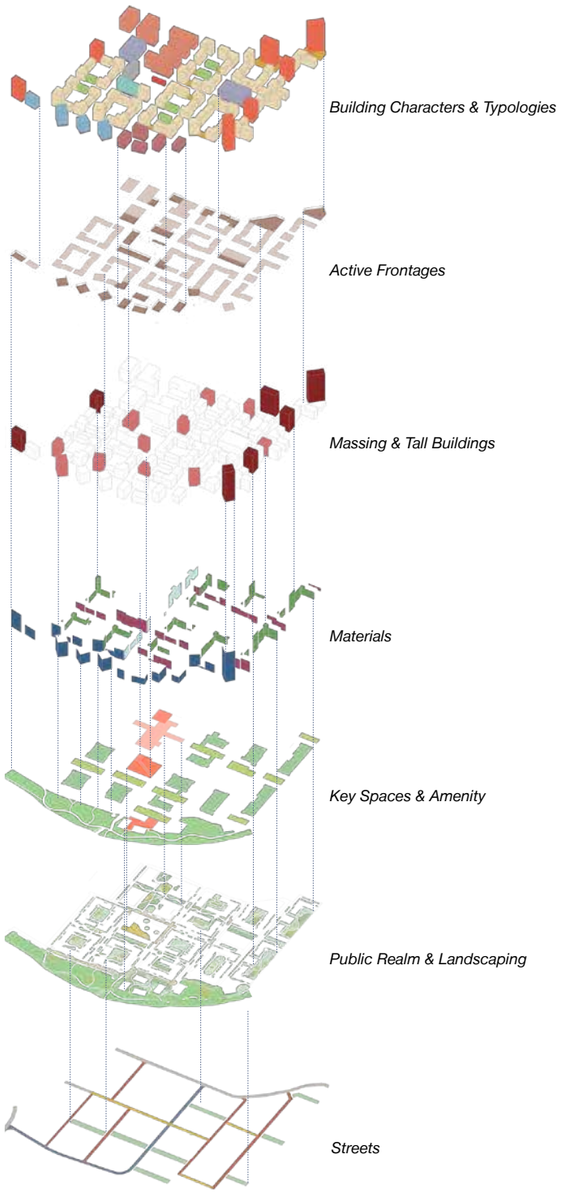
The Embankment Masterplan
Cardiff

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.

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 river park.

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 Phase 1
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.

Phase 2 combined 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 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.

02

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.

Wates Residential
Invesco
Columbia Threadneedle Investments
MODA
apo_
grainger plc
Far East Consortium
AMA Homes
telfordhomes A Trammell Crow Company Developer
populo Living
Inspired Villages
Berkeley Group
Vistry Group
McLaren
goodstone
muse Developments
Meadow Partners
Cheval Residences
EcoWorld International Creating Tomorrow & Beyond
VASTINT
Chris Stewart Group

Millharbour development of a key intersection on the Isle of Dogs, London, provides 319 new dwellings designed to maximise views and daylight for residents whilst ensuring calm environmental conditions at street level.

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

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 over-riding 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

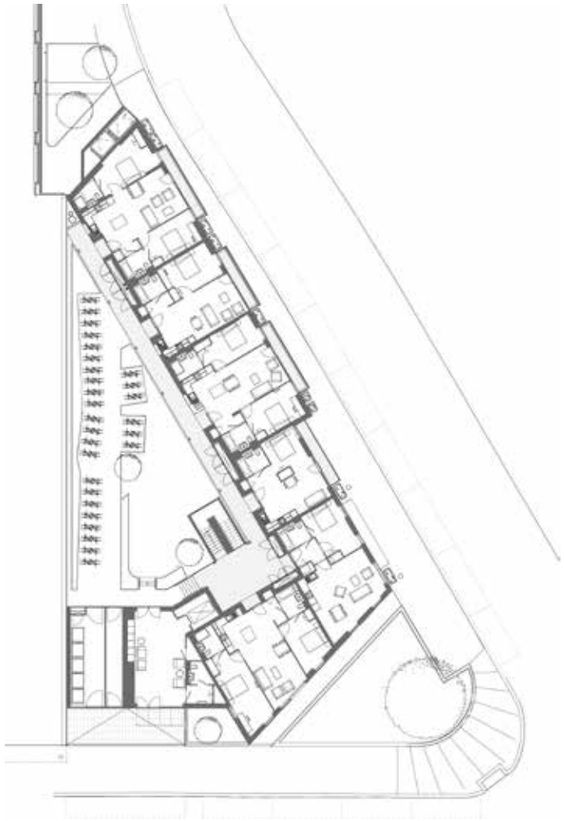
Kensington Academy Residential
Kensington & Chelsea

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

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

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

Client: Grainger



Apex Gardens
Haringey

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

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

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

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

Client: Grainger

Our early design decisions focused on reducing embodied carbon wherever possible — from removing the basement to refining massing and adopting a lighter façade system. Each move improved efficiency while supporting a more sustainable, deliverable scheme for both the client and the community.

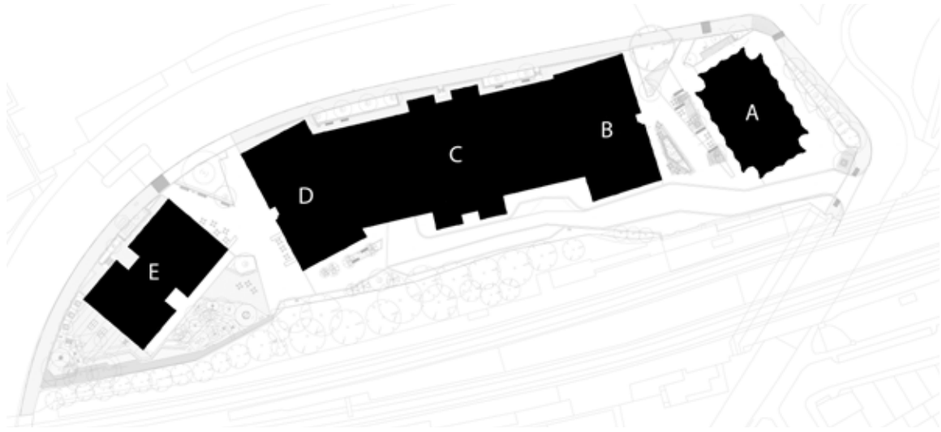
New Acres
Wandsworth

New Acres is a Build to Rent-led regeneration scheme in Wandsworth, transforming two former retail sites into one of London's largest purpose-built rental communities. Delivered by Vistry Partnerships for Legal & General, the development includes 480 homes across five buildings, with over 15,000 sq ft of mixed-use space for retail, office, and community use.

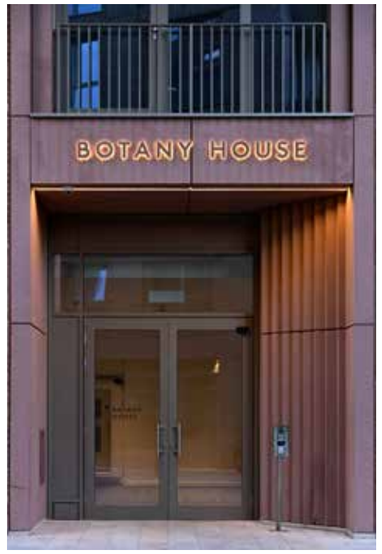
Designed to be car-free (except for blue badge holders), it promotes sustainable travel with dedicated cycle storage. The public realm has been significantly enhanced with new landscaping, play areas, and a civic square by a proposed station entrance.

Located between Swandon Way and the railway, the buildings range from 12 to 20 storeys and were completed in December 2024. Efficiency was improved through iterative design, optimising floorplates and façades to reduce waste and build time.

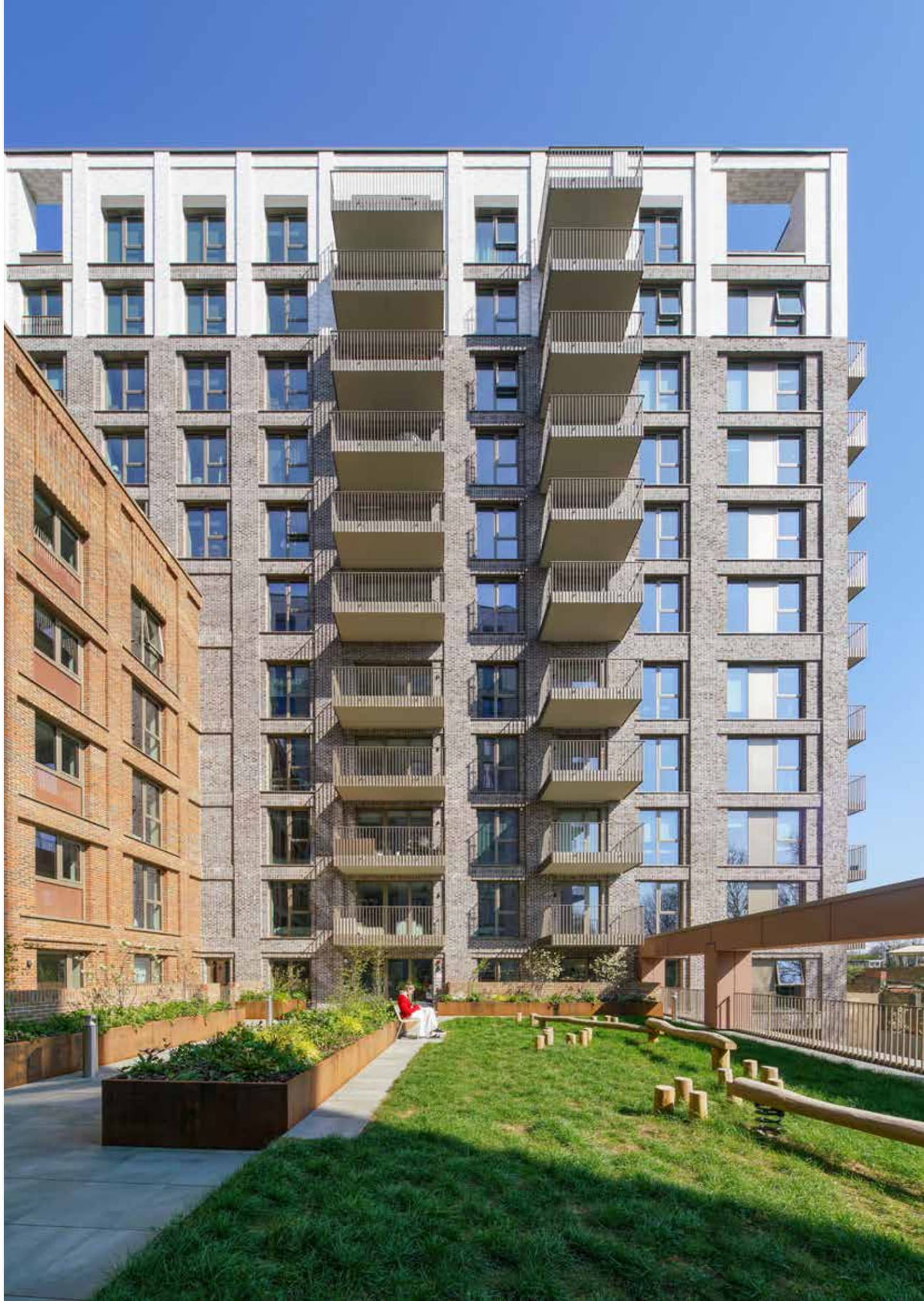
Client: Vistry



Site Plan of The 5 buildings delivered:
A (Aviator Point)
B (Planters House)
C (Rosefield House)
D (Botany House)
E (Venture House)



"New Acres offered a distinct opportunity to collaborate with a contractor committed to maximising material efficiency while minimising waste. The result is a high-performance building envelope that delivers outstanding thermal and acoustic comfort, alongside value for money."



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.

179 Canongate
Edinburgh

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

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

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

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

Client: S Harrison Developments & Summix (CGE)

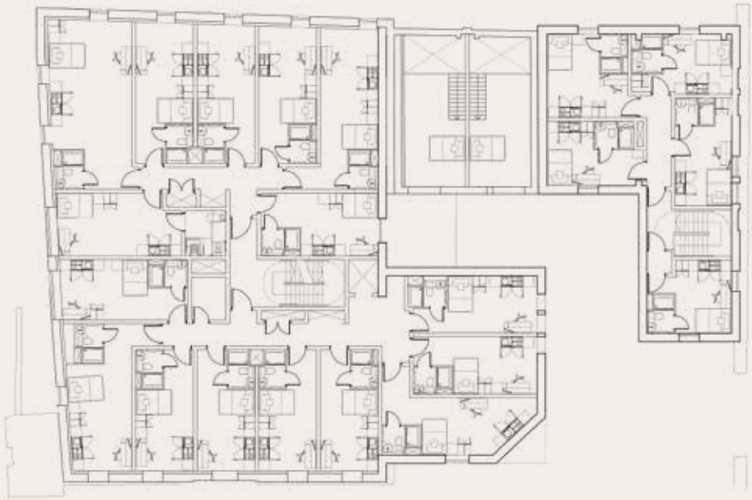
A cobbled court.

The next layer.

Old Tolbooth Lane.

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

Ryan Hodge
Associate, 3DReid



First floor plan.

Dementia care accommodation: a domestic scale.

Residential Care Homes and Senior Living

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

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

Craigmillar Intergenerational Living and Care *Edinburgh*

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

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

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

Client: Key-workers Living Ltd

Dementia care and assisted living entrance.

Sunken gardens and care centre entrance.

Craigmillar comprises:
153 Student Residence rooms
89 Dementia Care rooms (60 standard / 29 palliative care)
64 Assisted Living flats (mix of 1 and 2 bed).

Main approach.

03

Selected Experience

Hospitality Design

Our work is widely regarded in the industry as the *best in sector*, having shaped brand concepts for a number of prominent hospitality clients.

3DReid has extensive experience in the hospitality sector, working with a wide range of clients and brands ensuring we have a complete understanding of the differing segments of the market.

We transform buildings into stunning hospitality destinations and have shaped the brand concept for a number of prominent hotel brands including Gleneagles, Dakota, Malmaison and De Vere.

Working collaboratively with our clients, we specialise in designing environments that provide extraordinary guest experiences while also ensuring the most efficient operating processes, whether it be a luxury golf resort or a city centre boutique hotel.

Our team see the potential in historic buildings and relish the challenges that they bring. Having worked extensively on complex refurbishments, alterations, and expansions, we take great personal pride in breathing new life into existing buildings whether it be via the interior design or through significant yet sympathetic architectural interventions.

Alongside the transformation of existing buildings, we also have significant experience in the creation of new-build hotels ranging from the roll out of new brands such Dakota or Village to the creation of entire resorts incorporating hotels, clubhouses, museums and residential properties.

Hazel Bar & Restaurant at the 4-star AC Marriott in Glasgow city centre.

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.

Gleneagles Townhouse
Edinburgh

Conversion of a Category A listed, former bank building into Gleneagles Townhouse luxury hotel and private members club including restaurants, bars and wellness facilities, as part of an expansion of the Gleneagles Hotel brand.

As Architect and Lead Consultant, 3DReid worked closely with the Client to not only preserve and restore these historic buildings but to secure a viable commercial offer which would ensure the long term success of the property and contribute positively to the area and to the city as a whole within a UNESCO World Heritage site.

The building comprises 33 generous guest bedrooms within the reconfigured buildings, an all-day restaurant, member's lounge, co-working spaces, a rooftop bar with private outdoor terrace and a basement gym and wellness suite. The incorporation of all of these spaces was critical to the Client's aspirations for the property. There was minimal interference to the most highly significant historic features to ensure that the splendour and character of the original building was conserved and enhanced.

Client: Gleneagles (part of Ennismore)

No. 39 St Andrew Square entrance.

Townhouse extension and copper clad pavilion.

"We have an established strong relationship for the renovation of Gleneagles Hotel in Perthshire. We were the natural choice to bring our experience and provide a consistency in the development of this new location in Edinburgh."

Ross Taylor
Associate, 3DReid

The Spence Bar & Restaurant.

AHEAD Awards Europe 2022, Hotel Conversion (Finalist)
BD Refurbishment Architect of the Year 2022 (Finalist)
GIA Awards 2022, Commercial (Winner)
RIBA Specification Awards 2024 (Finalist).

Rooftop bar and terrace overlooking St Andrew Square.

Cameron House, Loch Lomond & The Trossachs National Park.

Cameron House
Loch Lomond

The Lomond Wing extension.

Cameron House reopened in 2021 following the restoration and reinstatement of the Category B listed Baronial Mansion on Loch Lomond.

The restoration brought the Auld House back into use as the focal point of the world-renowned resort. 14 individually designed suites and 7 bedrooms have been formed over the basement and upper floors, with rooftop and dormer terraces introduced allowing guests a greater connection to the spectacular surroundings.

The reinvented 'Auld House' is complemented by a further 119 fully refurbished bedrooms, function rooms, bars, restaurants, event spaces, and a new leisure club. The Lomond Wing extension comprising a further 68 bedrooms and a new loch-facing ballroom and function suite opened in 2022.

Client: KSL Capital Partners

Entrance reception.

Foyer lounge.

Foyer bar.

The Lomond Wing:
Scottish Design Awards 2023, Architecture/Commercial (Finalist)

Reinstatement:
BD Refurbishment Architect of the Year 2022 (Finalist)
HD Awards 2022, Restoration, Transformation & Conversion (Finalist)
Natural Stone Awards 2022, Commercial Repair & Restoration (Winner).

"This multi-million-pound investment in the Lomond Wing further positions Cameron House as one of the leading destination resorts in Scotland and internationally and cements our ambition to continue to attract global audiences to Loch Lomond."

Andy Roger, Resort Director
Cameron House

Lochview guestroom suite.

Cameron suite.

Hotel Indigo
Manchester Victoria Station

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

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

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

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

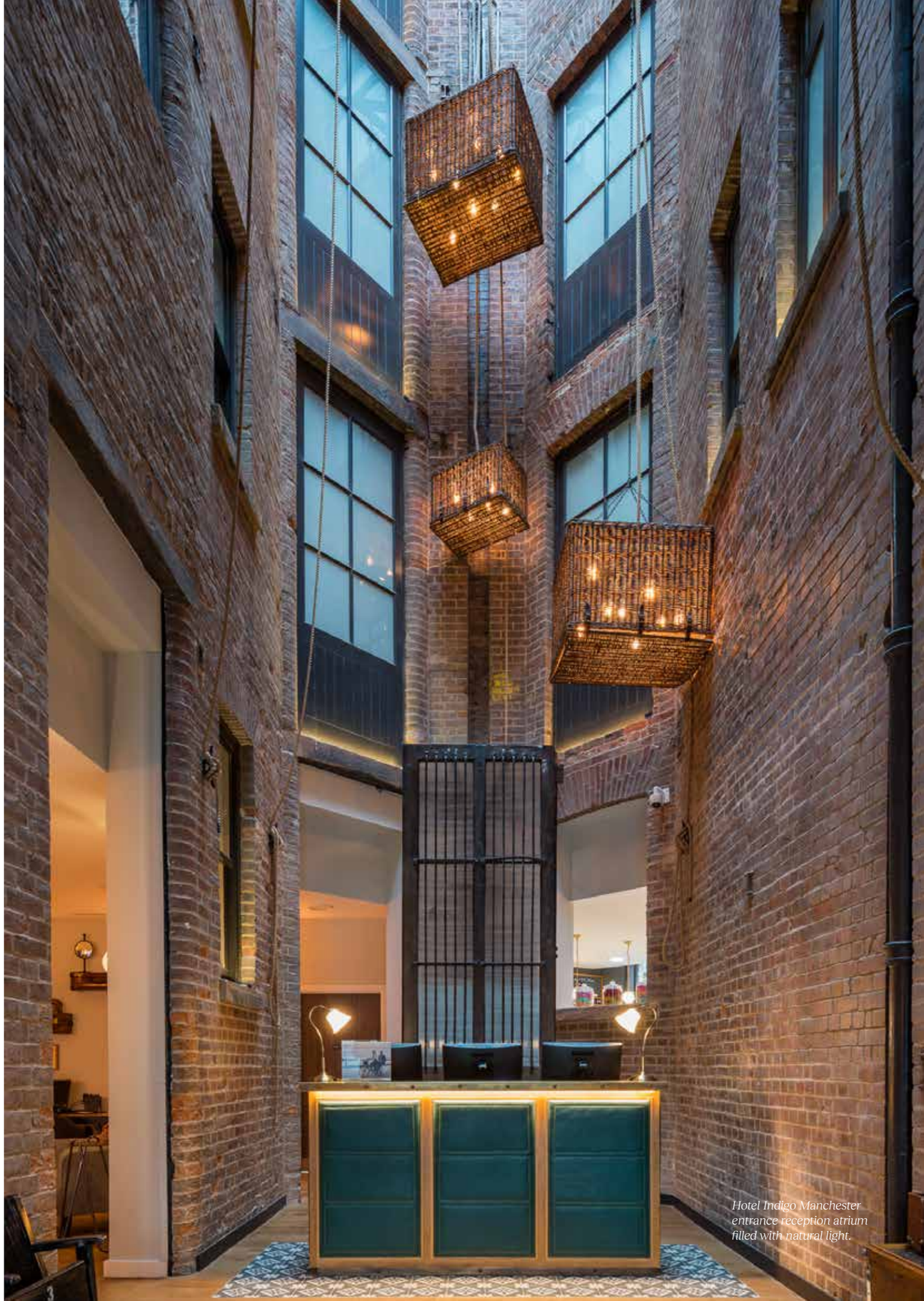
Client: BH Group

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

"3DReid worked closely with the client, as architect and interior designer, to reposition the Grade II Listed City Buildings into a modern boutique hotel showcasing the City's industrial past."

The Arkwright Room.

The Press Room.



Hotel Indigo Manchester entrance reception atrium filled with natural light.

The cabin accommodation.

The rustic spa concept.

Guest accommodation, the modern steading.

"3DReid worked closely with Ennismore and other key stakeholders to devise the world-class Easterton Farm Resort masterplan which has been granted outline planning approval."

The proposed masterplan.

Easterton Farm Resort
Gleneagles, Perthshire

Easterton Farm is a proposed luxury hospitality resort nestled in the heart of Highland Perthshire. The proposals devised to transform the luxury hotel scene in Scotland, creating a luxury rural hospitality offer which is unique to the marketplace.

Our design team worked meticulously to ensure that the new development perfectly complements the existing Gleneagles Hotel, while offering a fresh and exciting Gleneagles experience to a new generation of guests. The proposals feature an impressive array of amenities, including 50 luxury accommodation units, event spaces, two fine dining restaurants, a pub, rustic spa, glamping ground and workshop spaces.

To ensure ease of access, the resort also includes a gatehouse and associated car parking facilities. Guests would indulge in the very best of the local culinary scene, as the resort incorporates locally sourced ingredients into its menus, with luxury farm-to-table dining experiences. Easterton Farm has been designed to set a new standard in luxury hospitality, offering a blend of immersive outdoor adventures and opulent accommodation, unparalleled in Scotland.

Client: Ennismore

Easterton pool & wellness concept.

04

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.

British Land
lendlease
intu
KIER
Bowmer & Kirkland
Legal & General
M&S
PRIMARK
TH Real Estate
savills investment management
Sainsbury's
Standard Life Aberdeen
Waitrose
muse DEVELOPMENTS
Hammerson
Hines
REDEVCO
WHOLE FOODS MARKET
Landsec
NEW RIVER
TESCO

"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

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

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

Primark, Fort Kinnaird.

Facade detail.

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 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.

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

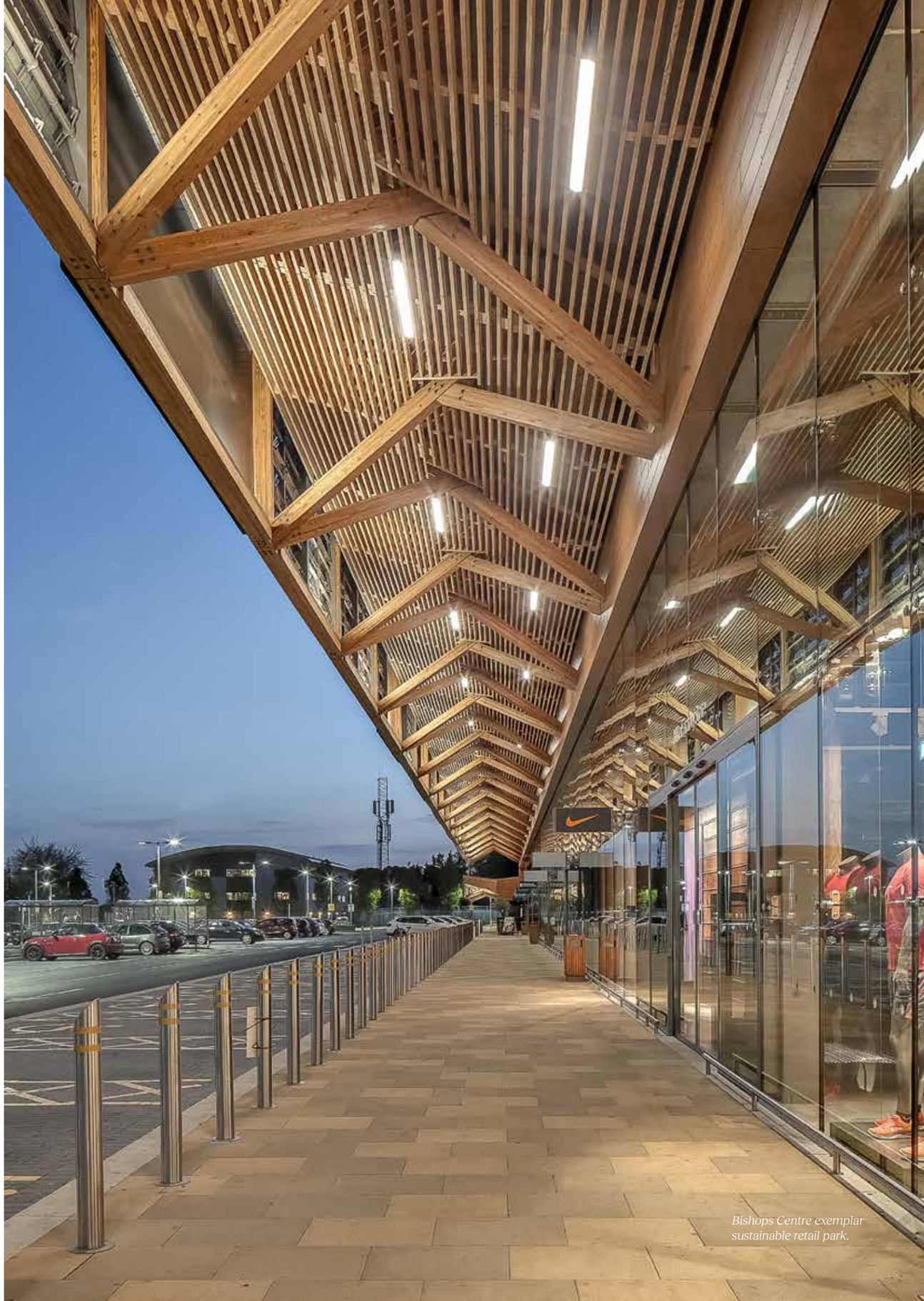
Bishops Centre
Taplow

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.

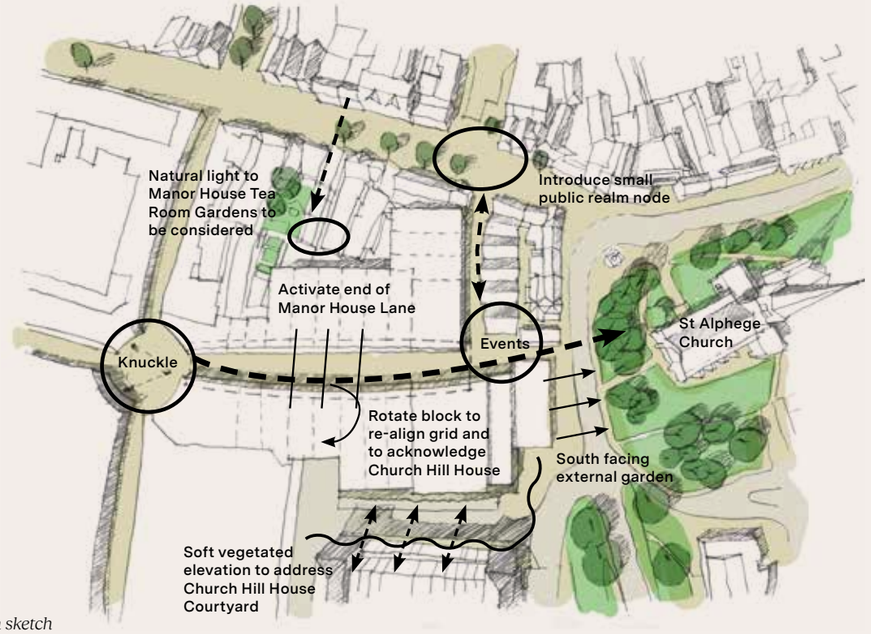
Conserving Character

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*

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.

"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

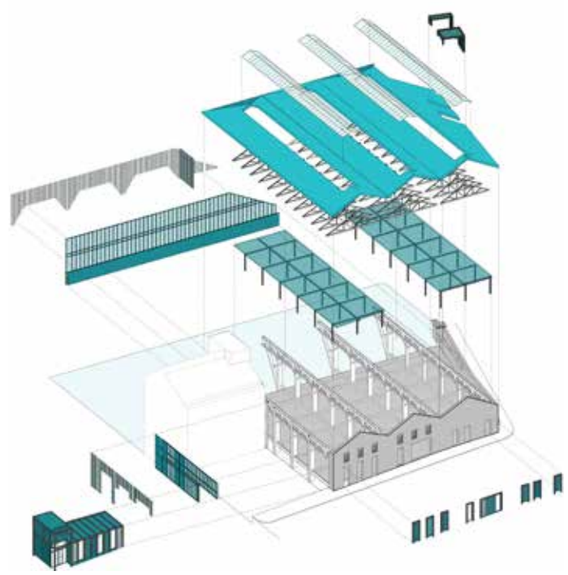
Conversion of Albert Shed Shipyard building to a 30,000 sqft riverside food hall & dining destination. The development forms part of the ongoing regeneration of Manchester's St John's district.

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



05

Selected Experience

Workplace Design

Our work within the *commercial sector* varies from large city centre headquarter buildings to innovative business and industrial park models.

3DReid is established as leaders in creative workplace design. We have developed a range of schemes which inform the latest thinking in workplace design.

We also provide interior fit-out and design services for occupiers and have been instrumental in the development of BCO Specifications.

We have developed a range of schemes which inform the latest thinking in workplace design

Quality of environment and well-being are at the core of our approach to design. 111 Piccadilly in Manchester, for Bruntwood, is one of the first co-working spaces in Europe to achieve Platinum Standard WELL certification.

We have helped to advance sustainability in office design, as the architects of BREEAM Outstanding rated Co-operative Group Head Office in Manchester and a number of BREEAM Excellent rated buildings across the UK. We are currently developing a net zero carbon city centre scheme in Edinburgh.

3DReid has a strong reputation for innovation. We have collaborated with Loughborough University, Laing O'Rourke and Buro Happold to pioneer a number of initiatives including the radical streamlining of the construction process with the aid of BIM technology, research into adaptable buildings, 'Multi-space' design and the 'Customised Office Solution'.

More recently our Future Labs group have researched Adaptive Re-use for retrofitting buildings, the 'Future of Workspace' and are currently developing generative design to assess the impact of façade design on thermal performance and daylight.

VASTINT
LAING O'ROURKE
The co-operative
STOFORD
bruntwood
ALLIED LONDON
NFU Mutual
Scottish Enterprise
MELFORD.
MARICK
COLUMBIA THREADNEEDLE INVESTMENTS
CALTHORPE ESTATES
bam
SALMON
Landsec
Tellon Capital
LaSalle INVESTMENT MANAGEMENT
AVIVA

RICS Awards 2013, Design & Innovation (Winner)
RICS Awards 2013, Overall Project of the Year (Winner)
RIBA Awards 2013, North West Region (Shortlisted)
BCO Awards 2013, North West Region (Joint Winner)
BCO Awards 2013, Corporate Workplace (Winner)
Manchester Society of Architects Awards 2013 (Winner)

One Angel Square aerial view.

One Angel Square
Manchester

One Angel Square is an award-winning £100 million low-energy, highly sustainable new headquarters for the Co-operative Group in Manchester city centre.

The building is designed to facilitate an ambitious programme of change and transformation within the workplace, introducing flexible working practices, offering choices about how and where staff can work.

At 500,000ft² this is the largest commercial office building in Manchester, and with a BREEAM 'Outstanding' rating, scoring 95.16%, sets a new national benchmark in sustainable design within the commercial sector. We designed the project using the latest BIM software and techniques.

Client: The Co-operative Group

"3DReid's considerable design flair delivered options which stretched our thinking yet left us comfortable and confident that the outcomes would be a positive step change for the business."

Property Director
The Co-operative Group

Atrium rooflight.

One Angel Square entrance.

Flexible workspaces.

Breakout spaces overlooking the atrium.

Outdoor terrace.

132 Princes Street
Edinburgh

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

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

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

Client: Hazledene House Ltd

Scottish Design Awards 2018
Commercial (Commendation)
Scottish Property Awards 2018
Architectural Excellence Commercial (Finalist).

View of the townhouse on Princes Street.

Contemporary extension to the rear of the building.

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

Stair detail.

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

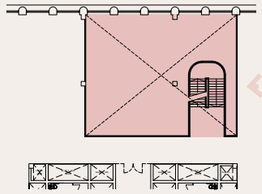
Rosebery House
Edinburgh

Rosebery House is a significant new net zero workplace building in Edinburgh's Haymarket.

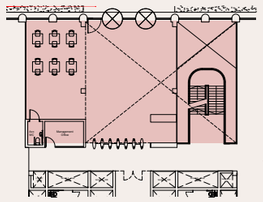
The Rosebery House project targets net zero carbon in operation through efficient energy design, extensive use of photovoltaic panels, careful consideration of glazing ratios and glass shading, using deep reveals, and reductions in embodied carbon through structural optimisation. The scheme is all-electric and will eventually use only renewably generated electricity.

Client: Aviva Life and Pensions UK Ltd

Net Zero Carbon in Operation: Projected Performance
Envelope performance: reduction of space/heating cooling demand to 8 kWh/m² (vs LETI target of 15kWh/m²).
Regulated energy use: 27.1 kWh/m² (vs the UKGBC 2025-2030 target of 55kWh/m² and the Paris Proof Target of 30kWh/m²).



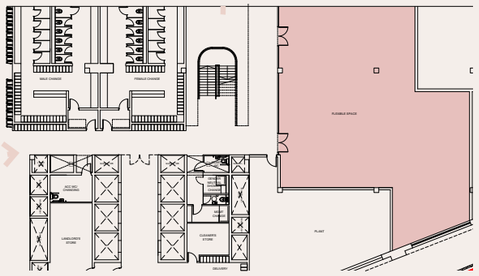
First floor lobby.



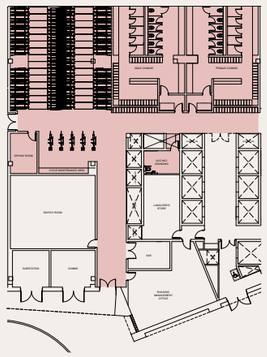
Ground floor lobby.

A vibrant active entrance.

Visual connection between floors and spaces.



Lower ground flexible space.



Cycle facilities.

End of journey facilities.

40 Broadway
London

40 Broadway provides approximately 100,000ft² of prime office space in close proximity to St James's Park in London.

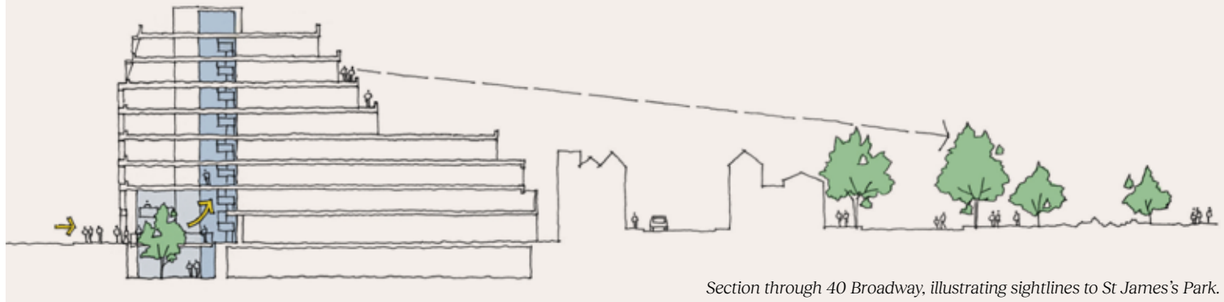
The initial challenge was to combine two separate buildings with differing floor levels into one whilst at the same time strictly conforming to a consented planning envelope and façade treatment as well as maximising the potential net lettable space.

We have enhanced the quality of the floorspace in the lower levels by incorporating lightwells and rooflights where possible as well as landscaped terraces connected to the office space which offer views of St James's Park and Westminster.

The building is targeted a BREEAM 'Excellent' rating, Wired Score 'Platinum' rating and Well 'Platinum' Certification.

Client: Tellon Capital

"Visual connectivity to St James Park was a key design driver. This informed a palette of natural materials used throughout the interiors of the building."



Section through 40 Broadway, illustrating sightlines to St James's Park.

West Village Phase 2
Leeds

West Village forms part of Bruntwood SciTech's Pioneer development, centred on wellness, work-life balance and productivity. This award-winning transformation has unified Castle House and West One into a single workplace estate, with innovation, sustainability and employee wellbeing at its core.

Now complete and recognised as the *BCO Corporate Workplace Regional Winner for the North of England, North Wales and Northern Ireland*, the project was delivered in two phases. Phase 1 introduced 950 sqm of flexible serviced workspace, while Phase 2 delivered a Cat A and Cat B fit-out across a 115,000 sq ft estate following Bruntwood's acquisition of Castle House.

Previously operating as two separate perimeter-block buildings with independent entrances from Wellington Street and Lisbon Street, the development reimagined the former service yard as a landscaped central courtyard and shared entrance, creating a clear heart for the campus.

A 20,000 sq ft architectural extension featuring a green wall, blue-green roof and landscaped terraces physically and visually connects the buildings, while enhancing amenities and supporting Bruntwood's ambitions for cultural vibrancy, wellbeing and sustainability.

Moving away from the traditional reception model, West Village features an open-plan arrival experience that prioritises flow, community and collaborative working within a flexible workplace environment.

Client: Bruntwood Works

Co working spaces.

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

Entrance with cafe, lounge and work spaces.

Lounge space.

Aerial view.

View from the courtyard.

06

Selected Experience

Aviation & Transport

Our experience of *Aviation design* stretches back over 25 years and covers a comprehensive portfolio of complex projects.

Our UK Aviation experience covers airports across the country, from Aberdeen to Southampton, and includes regional airports, executive terminals and hubs. Globally we have worked across a number of major airports and FBO's in Brazil, the US, Gibraltar, Antigua, the Maldives and Abu Dhabi.

We masterplan and design all aspects of an airfield's operation, from logistics and operational buildings to new passenger terminals and aircraft hangars. We have established a strong reputation for terminal refurbishments, building a portfolio of complex projects that enhance the passenger experience.

The following pages show a selection of our projects.

Terminals and FBO's
Our comprehensive portfolio of FBO facilities within the UK, Gibraltar and internationally at Sao Paulo, Dallas and the Maldives working closely with clients to develop designs that are truly unique and reflect brand aspirations.

Lounges and Interiors
The secret to a successful environment lies in the look and feel of the spaces, from the first impressions set upon arrival to the everyday functional areas.

Operational Facilities
Air Traffic Control Towers, creating a series of sculptural forms that combine optimal area efficiency with iconic architectural design.

Hangars
Our involvement in hangar design covers a comprehensive portfolio to accommodate and service all ranges of aircraft, from light turbo prop's to A380's.

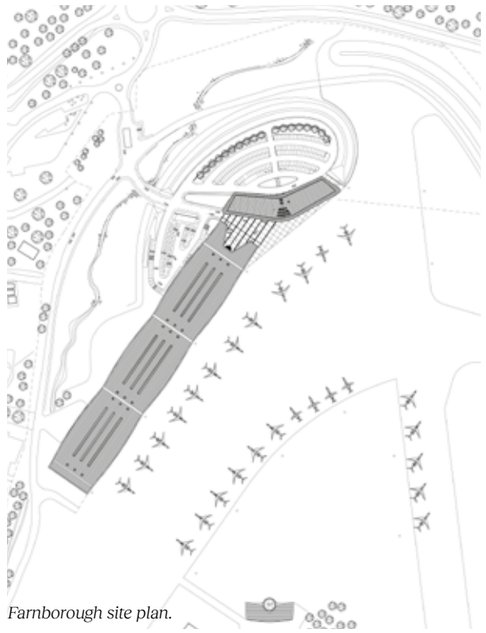
Farnborough Airport ATC. 35m tower and support building with a seamless brushed aluminium skin.

Farnborough Airport
Hampshire

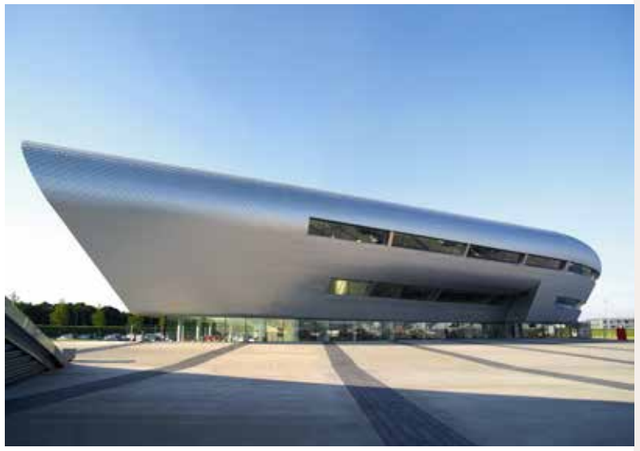
3DReid won an international design competition to create 'Europe's premier Business Aviation facility' at Farnborough Airport for TAG Aviation.

Drawing upon a reputation for high-quality performance (through association with McLaren Racing) and design (Techniques Avant Garde), the client was explicit about the quality of design for the new facility which would provide both a terminal and associated operational and maintenance buildings, and also become their headquarters building.

TAG Aviation's clear vision for the future presented us with an inspirational challenge: to develop an architecture that captures the romance, technology and excitement of flight. We set out to create a theatre of aviation, with aircraft as the actors. Careful planning, innovative building and engineering techniques from our partners Buro Happold and the use of a family of materials, produce a coherent, well integrated airport from three functionally diverse buildings of vastly different scales.



Farnborough site plan.



2006 RIBA Awards
Southern Region (Winner)
2006 Building Awards
Project of the Year (Winner)
2003 Structural Steel Design Awards
Major Scheme (Winner)

"Farnborough Airport FBO Terminal, Hangar and ATC Tower family of buildings complement each other in modern design and efficiency."

Atrium space filled with light.

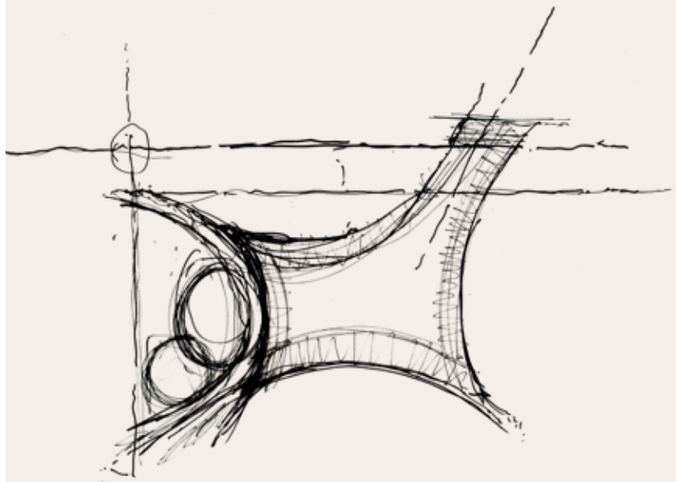
Gibraltar Airport

World-class facility with the famous Rock of Gibraltar as a backdrop

The Gibraltar Airport terminal is the first building visitors see when they enter Gibraltar by air, road or on foot. It is located immediately at the frontier and had to overcome a site with tight constraints on all sides with the frontier with Spain to the North, the existing airport runway to the South, RAF restrictions to the East and Winston Churchill Avenue to the West which intersects the airport runway.

Gibraltar Airport terminal interior is organised over two floors, with a double-height concourse for check-ins and arrivals. The departures lounge occupies the first floor and extends out onto a balcony terrace that spans the building and branches out to the west with views out across the water and to the rock itself.

The large over-sailing roof provides shelter from strong sunlight. The fully glazed façade and roof-lights maximise daylight, creating a bright and airy interior and reducing the need for artificial lighting, reducing running costs.



Concept sketch.

Edinburgh Airport ATC
Edinburgh

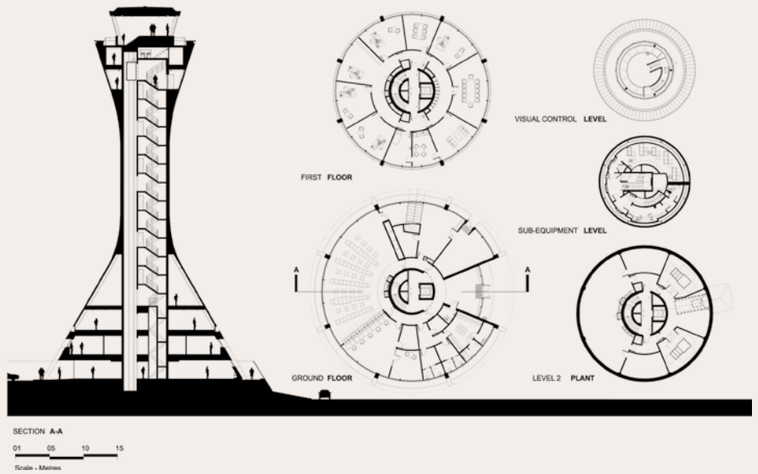
An award winning landmark that announces the airport's location to passengers. The iconic 57m high tower design has been adopted by Edinburgh Airport as their logo. With 14.7 million passengers per year, Edinburgh Airport is Scotland's busiest Airport, and the 6th busiest airport in the UK.

The form of the Airport Traffic Control (ATC) Tower emerged from an in-depth design study developed using our experience of earlier projects such as Farnborough. The chosen arrangement minimises construction cost and maximise efficiency of operations by placing all technical equipment at the base and freeing up the observation spaces for movement and sightlines.

Unlike most ATCs that are often situated deep beyond the airside boundary, Edinburgh sits on edge of the approach road to the departures drop-off, therefore requiring a much higher quality finish and detailing. Diamond shaped aluminium shingles were selected as the cladding, allowing for a fluid form and creating valleys for rainwater dispersal.

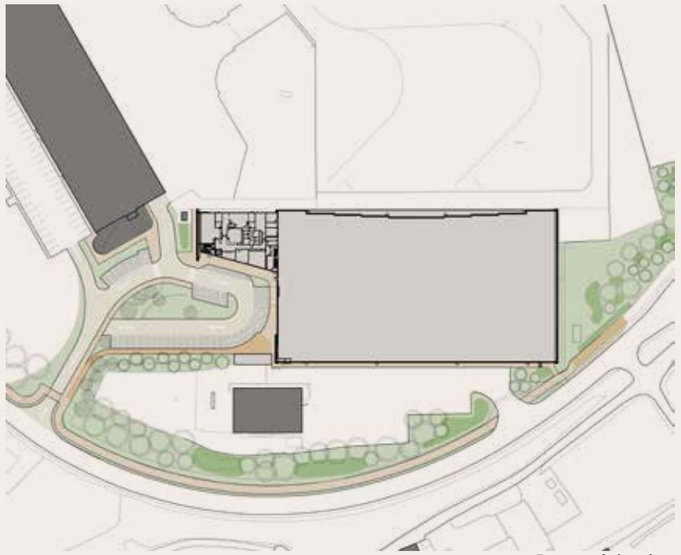
A number of low energy concepts have been integrated into the tower design including the use of free air cooling, rainwater harvesting and greywater recycling.

2006 Saltire Awards
Project of the Year (Winner)
2006 Civic Trust Awards
(Commendation)



"We've been working with 3DReid for nearly three years. It's been a real pleasure partnering with them on this landmark project for both Jersey and Gama Aviation."

Tim Pedley, Regional Director
Jersey, Gama Aviation



Proposed site plan.

FBO & Hangar
Jersey Airport

3DReid's design proposal for Gama Aviation's £10.5m business aviation facility at Jersey Airport has received unanimous backing from members of the Government of Jersey Planning Committee.

The new facility will house Jersey's air ambulance, along with a state-of-the-art VIP passenger lounge for private jet users and business jet crew facilities. Gama Aviation had a clear vision on the level of design quality and identity which they were looking to achieve.

Through collaboration with the client, design team, and local authority, 3DReid delivered an ambitious, creative scheme which met the aspirations of the client and the requirements of the brief within a sensitive environment.

The proposal delivers a 64,000sqft hangar with 10m internal clearance, associated Fixed Base Operation facility, 40,000sqft Apron upgrade, and BREEAM rating of Very Good.

Client: Gama Aviation

07

Selected Experience

Industry & Technology

Our *Industry & Technology* 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.

We are very proud of our track record in exceeding developers and operators expectations. This is achieved by a positive attitude to developing and monitoring the brief and by establishing clear lines of communications and responsibility.

Our industrial clients range from end-users, developers and funds and include Axis Shield, BAA Lynton, Bausch + Lomb, Bicester Motion, Chancerygate, Clyde Gateway, Hines, Gerber Foods, Lees of Scotland, Pilkington Glass, SCOT Sheridan, Scottish Enterprise, The North British Distillery, Tilstone Partners, Warner Estates and XPO Logistics.

We provide a wide range of services and can guide you through the approvals and procurement process.

Our professional services include:

- Architecture & Design
- Building Information Modelling
- Building Procurement Options
- CGI 3D Visiualisations
- Interior Design
- Masterplanning and Urban Design
- Statutory Approvals
- Surveys
- Sustainable Design

Our expertise in the aviation sector gives us a high degree of competence with secure, high-spec environments and our extensive work in the commercial sector demonstrates our ability to respond flexibly to the changing requirements of clients and tenants.

"Our ever increasing reliance on technology and online retail, coupled with an extraordinary rate of change, makes this a highly dynamic and exciting sector to be working within."

Mark Lorimer
Head of Industry & Technology

Farnborough Airport hangar facilities are column free, utilising an innovative design.

Bicester Motion's new Innovation Quarter.

3D Visual Arial view

Bicester Motion Innovation Quarter
Bicester, Oxfordshire

Bicester Motion's new Innovation Quarter will deliver five prestigious HQ buildings with views across the airfield, at former RAF Bicester.

3DReid worked collaboratively with Bicester Motion on the redesign of the Innovation Quarter building and masterplan which accommodates new 90,000sqft HQ buildings for future mobility design, light manufacture and research and development of cutting-edge automotive engineering technologies.

A carbon-efficient building consisting of a production line, storage warehouse and new HQ workplace targeting BREEAM Excellent.

Rebranded to 'The Ranges' to reflect the history of the site, a former shooting range, the first phase of the scheme is now occupied in 2026 by YASA, known for their innovative electric motors. The remaining four smaller units, Phase 2, started onsite summer 2025.

Client: Bicester Motion

RTPI Regional Awards 2014:
South East Planning (Overall Winner)
Planning Design in the Public Realm (Winner).

Peacehaven Wastewater Treatment Plant
Peacehaven, East Sussex

Part of a £300 million environmental improvement scheme to bring cleaner seas to Sussex, won in design competition.

The pumping station at Portobello, Telscombe Cliffs, is below ground level to maintain uninterrupted views of the sea from Telscombe Tye – where the South Downs meet the sea. Marine Drive Pumping Station, located above Brighton Marina, was designed as a landmark feature, providing a gateway into the city from the east. Made up of a domed, metal-clad structure, set between two free form, curving 'berms', it integrates into the soft forms of the adjacent open spaces.

Client: Southern Water

Site plan.

"Satisfies both our brand and future market requirements."

Gerber Foods
Bridgewater

Gerber Foods site plan.

Gerber Foods 77,000sqm production and warehouse facility and head office delivered in five phases for Europe's largest soft drinks manufacturer.

Efficient and flexible masterplan with individual phases to reflect the highly volatile nature of the client's business while maintaining their aspirations to create a quality building that would advertise Gerber Foods business and brand. We also introduced new habitats around the site to provide a natural environment for wildlife and adopted rainwater harvesting to create an attractive and sustainable development.

Client: Gerber Juice Company Ltd

Data Recovery Centre at Hyde Park Hayes.

We have delivered a number of data centres and we understand the unique requirements of these specialist buildings. Our expertise gives us a high degree of competence with secure, high-spec environments.

Hyde Park Hayes
London

Previous experience with Hines brought us on board for the redevelopment of their existing Hyde Park site in Hayes which has included the refurbishment of three existing office buildings. Within one of the buildings the ground and first floor have been converted into a data recovery centre for the tenant IG Systems. A masterplan was also developed for the site including new office accommodation, a hotel, retail and some residential units.

Client: Melford Capital

Girteka Campus competition.

Logistics
Girteka Campus, Vilnius

Shortlisted competition design proposals for the Girteka Campus Design Development for Girteka Logistics and Sirin Developments.

We worked in collaboration with Cundall, to obtain expert input on matters relating to structures, servicing and sustainability. Studies incorporated high level desktop studies of the site location and anticipated ground conditions.

Client: Sirin Developments

Hangars
Farnborough Airport

Three bay hangar 290m long, 45m deep and 22m high at the apex. One bay is capable of housing two Boeing 737 aircraft. The other two bays are used for a combination of smaller aircraft.

The tied arch design solution allowed the team to reduce the area of the elevations and therefore the cost of the cladding. The added benefit was improved aesthetics, reduced wind load on the structure and a reduced impact on the surroundings.

Client: TAG Farnborough Ltd

Farnborough Airport Hangars.

Red Tree Industrial, Glasgow.

Workshops
Red Tree Glasgow

Industrial development providing a range of speculative units, from small 96sqm workshops to 1,000sqm units. Multiple feasibility studies undertaken to maximise site layout efficiency, and offering the best mix of units possible.

The site layout provides a very high level of flexibility for clients in a restrictive site, allows small business the opportunity to establish themselves and grow.

Client: Clyde Gateway URC

08

Selected Experience

Culture & Community

This varied sector provides us with opportunities to *engage local communities* on a one-to-one level.

Our *Culture & Community* projects range in scale from small community hubs to residential developments for intergenerational homes. We have worked with multiple stakeholders to create schemes which maximise the value of publicly funded projects and which offer the greatest outreach and presence within their communities.

Community Engagement
We are well versed in leading the high levels of public engagement and consultation that forms the foundation of any such scheme, in seeking to enrich the architecture and experience of those who engage with it.

Health and Wellbeing
In recent years, more than ever greater onus is placed upon our physical and mental wellbeing. Through our work with charitable bodies such as Thistle, we have built our knowledge and understanding of how best to shape our buildings to be welcoming and inclusive places.

An Ageing Demographic
The challenges faced by our ageing society are becoming ever more prevalent and urgent and the responsibility to address this positively is inherent in all of us. Our work seeks to create age-friendly environments, promoting lifelong homes and a quality of built environment which will support all of us into our later years, maximising our quality of life whilst minimising reliance and pressure on care and health infrastructure.

Cultural Enrichment
Whether it is through our own or others' cultural practices, cultural enrichment offers us the opportunity to obtain new perspectives, whether that be specific to a given project and the greater value that it can bring to a particular instance, or through a broader influence across all of our work.

Thistle community consultation event.

"Where development has the potential to bring positive transformation to a community, we identify opportunities through effective consultation."

Thistle Centre of Wellbeing in Edinburgh. Crafting a non-institutional and friendly presence was instrumental in ensuring that the built environment aligned to the core ethos of the Charity

"We chose 3DReid as they offered the highest level of understanding of the brief and the most adaptable to our collaborative way of working – they did not disappoint us in any way."

Diana Noel-Paton
CEO, Thistle Foundation

Civic Trust Awards 2018 Regional (Finalist)
Edinburgh Architectural Association Awards 2017, Wood Award (Winner)
Royal Institute Architects in Scotland Award 2017 (Finalist)
RICS Awards 2017, Community Benefit (Winner)
Scottish Design Awards 2017, Health Building (Finalist).

Thistle Foundation Centre of Wellbeing
Edinburgh

Re-establishing a central heart to the area, the building offers key facilities for those who the Thistle Centre supports.

The Thistle Centre, in Edinburgh, for the Thistle Foundation – a charitable organisation who offer support to those with disabilities, enabling them to live independent lives, in their own homes.

A series of complementary facilities, including a gym, consultation and training rooms and the Charity's office accommodation, are anchored around a double-height flexible 'Hub' space.

Through extensive use of timber cladding, both inside and out, the project offers a warm and inviting environment for those who visit, many of whom suffer from anxiety-related conditions. Crafting a non-institutional and friendly presence was instrumental in ensuring that the built environment aligned to the core ethos of the Charity.

Client: Thistle Foundation

Thistle Garden Rooms
Edinburgh

Planning has been granted for Thistle Garden Rooms; a new-build community-centred building located adjacent to Thistle Centre of Wellbeing.

To accommodate the predicted increase in demand for support, the new building is a two-storey structure while the existing facility is a single storey. Every care has been taken to ensure the additional height has minimal impact on neighbours and enhanced landscaping will also provide an additional amenity to people living locally.

The Garden Rooms building is designed to be a flexible, economic to run and sustainable facility for the future benefit of both those who are supported by Thistle and the wider local community.

Thistle Garden Rooms front elevation.

Thistle Garden Rooms flexible space.

Emirates Arena & Sir Chris Hoy Velodrome
Glasgow

The Emirates Arena and Sir Chris Hoy Velodrome was the only completely new sports facility designed for the 2014 Commonwealth Games. The arena and velodrome provide two distinctly separate arenas under one roof which are linked by a connecting building incorporating offices for the National Sport Federations.

3DReid provided Architectural and Interior Design services for all operational areas of the building as well as finishes and colour schemes for the main Sports Arena, Sports Hall, Velodrome and associated facilities.

Our team designed the interiors for the main concourse, main reception and café, community sports facilities including dance studios, fitness suite, treatment rooms, spa complex, conditioning suite, physiotherapy, doping control, elite athlete and team changing rooms, event management, judging and press facilities and the function suite.

We worked with specialist velodrome and athletics track designers and seating suppliers to create the most effective and flexible solution. Economies have been made in the design by combining public facilities, changing and support facilities, and building services serving the main event spaces.

Client: Glasgow City Council

"The Emirates Arena and Sir Chris Hoy Velodrome hosted the 2023 UCI Cycling World Championships, bringing together all cycling world championships into one single event."

Exhibition building.

The Mullin Automotive Museum
West Oxfordshire

Masterplan sketch view.

A mixed use scheme anchored by a world-class classic car museum in the West Oxfordshire countryside.

Situated in a 53ha site within the Great Tew Estate, the centrepiece of the project will be The Mullin Automotive Museum which will exhibit a core collection of cars and artefacts, with some of the most coveted and valuable vehicles from the Mullin Collection on display. The museum will also include public F&B spaces, a gift shop, a member's club with hospitality and flexible events spaces. A basement 'vault' will provide safe and secure storage and exhibition space for individual members to display their own private classic car collection and a further Exhibition Building will provide a flexible space in which temporary exhibits will be hosted.

Client: Mullin Automotive Museum Development Co.

The Crescent.

The Crescent building.

"The Mullin Automotive Museum will be an automotive experience that combines the spirit and the history of the British people's love for the motorcar with their passion for the beauty of the English countryside, in a one-of-a-kind museum."

All of the buildings will be set within a beautifully landscaped parkland with a public right of way through the heart of it.

Designed to the highest standards by landscape architects Portus + Whitton, the proposals will include extensive tree planting and enhancement to both the landscape setting and local biodiversity through the use of wild and native species.

96 key mix of members guestrooms, villas and holiday homes.

In addition to the museum the project will also include 56 holiday homes for private ownership with associated communal facilities for the residents use only. The centrepiece building will contain 20 residential homes and 16 residential apartments, with 8 detached villas arranged around the central boulevard.

A further 12 detached homes will be located individually or in small clusters across the remaining landscape and will be sold as self-build for prospective owners.

The Mullin holiday homes.

The Mullin villas.

Selected Experience

Education & Learning

We believe that *education facilities* are an investment in our social fabric and that *inspiring and sustainable* design can make a real and lasting contribution.

We work directly with local stakeholders to deliver community specific learning environments.

We partner with private, public and third sector clients, sharing our expertise across nursery, primary, secondary and tertiary education sectors. We have designed over 50 innovative learning environments, across the UK, ranging from all-through schools, community campus settings and stand-alone facilities.

We continue to expand our sector knowledge through in-house and collaborative R&D projects.

Our community orientated education projects aim to inspire young minds, stimulate educators, and reach out to engage the wider community. The successful development of multi-functional and accessible learning environments offers a real opportunity to develop civic pride.

We have developed an understanding of the requirements of learning environments which have taken into account best practice in educational architecture and interior design, which includes:

- Early Learning Experience
- SEN Schools Experience
- Primary & Secondary Schools Experience
- Higher & Further Education Experience
- Inclusive Design

3DReid workshop to develop proposals in support of Mull and Iona Community Trust's plan for a nursery on the Isle of Mull.

"All our projects start with local conversations. Through listening and engaging with stakeholders we seek to deliver innovative, accessible and sustainable buildings for learning and growing. We continue to expand our sector knowledge through in-house and collaborative R&D projects."

Added Value & Innovation
The design of the school adopts a series of innovative solutions to create a building with both civic presence and private, sheltered play spaces. Wind tunnel testing was undertaken to research and investigate the optimum roof pitch, building orientation and to provide a solution to the testing conditions found in the Western Isles.

Sgoil Uibhist a Tuath
Western Isles Schools
Outer Hebrides

Sgoil Uibhist a Tuath brings together the island community. The amalgamation of three existing primary schools on North Uist to the chosen site, on the west side of the island was an outstanding opportunity in terms of sustainability, social and economic renewal and localism.

The new build community primary serves 100 pupils and 60 nursery pupils. The single story accommodation is wrapped to create a public courtyard, sheltered from the prevailing wind, with the teaching accommodation forming a u-shape beyond, creating a sheltered external play space.

Located centrally in the plan is the dining and gym hall, these large double height spaces are clad in the a site specific honorific colour. The design approach stems from an understanding of the contextual conditions of the Western Isles and the client's brief, which outlined, the physical appearance of the school shall be suitable for and sympathetic to their immediate context and to the existing architecture of the Western Isles.

Client: Comhairle nan Eilean Siar procured the project through SCAPE procurement route to engage the contractor, Robertson and the design team.

"The significance of this facility to the immediate and wider community cannot be over-stated. On an island with a population of just over 1,600 the building is a major hub for most community events outwith worship."

Seamab School
Rumbling Bridge, Kinross

Seamab provides care and education for children and young people from across Scotland who have more complex needs and require specialised intensive support. Up to 21 children are at Seamab, with up to 15 children in residential placements in 3 bungalows about a mile away from the school.

3DReid is working in collaboration with Seamab School and LBA on the architectural proposals, which include a variety of consultations with the school steering group, workshops with the students and design development.

The proposal is to create a design that takes precedent from the landscape, the nature of the site and the character of the existing setting. The form of the building reflects the scale of the agricultural buildings within the area but the feel of the building itself is more reminiscent of a domestic setting. A blend of these ideals within the external palette should be clear.

Client: Seamab School

Model produced by Twa Dugs Design.

"The 'Building our Future' project will build a new school for the children of Seamab, a school which will be able to meet their needs and provide them with the environment they require and the future they deserve."

Our workshop process
A series of workshops with the students during the design process informed the design concept. Using a design idea that one of the pupils has created, we proposed building a small scale structure with the students. The structure will go on to form part of the playground and a permanent fixture for the children to play with.

Classroom view.

Entrance view.

Selected Experience

Interior Design

The Address
Glasgow

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

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

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

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

Client: McGettigan Hotel Group

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

Wellness guestroom.

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

Wellness Spa & Himalayan salt rock sauna.

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

AC by Marriott
Glasgow

The AC by Marriott forms part of the Love Loan regeneration project in Glasgow's city centre.

The Category A listed Parish Halls stands proudly on George Street, while the long-neglected John Street gap site is now populated with a newly constructed building, comprising of a reception area, bar and restaurant and new bedrooms on the upper floors.

3DReid was appointed to design the front of house areas within both buildings and transformed the interior of the historic Parish Halls to house meeting facilities, a gym, heritage suites and the new Liberty Suite penthouse with a view over the Glasgow City Chambers opposite.

The level 3 Liberty Suite was a gift to uncover, and it has been fully restored to its former glory. Feature timber panelling lines the walls, original fireplaces frame the room, hand painted golden cherubs depicting Glasgow trades adorn the ceiling, and it is enhanced by the period glass dome overhead.

Client: Chris Stewart Group

AC Lounge.

Hazel Restaurant.

Hazel Bar & Restaurant.

Liberty Suite.

"Our client wanted to create a luxury destination in the heart of Glasgow, that stayed true to the history of the location. We achieved this through meticulous restoration, selection of finishes and furnishings and close attention to detail."

Ground floor plan.

The Fishmarket
Newhaven, Edinburgh

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

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

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

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

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

Dockside
Edinburgh

3DReid have delivered 373 BTR homes at Albert Dock in Edinburgh. This landmark development delivers much-needed new homes for the city, including 94 affordable homes, helping to support Scotland's housing needs while bringing long-term institutional investment into high-quality rental housing.

We took influences from the Scottish vernacular and the strong culture and heritage of Leith to produce a fresh Interiors scheme approach based on the concepts: Nature, Industry and Culture.

From sleek studios to spacious three-beds, Dockside apartments have open-plan layouts and kitchens with fully integrated appliances. A minimal aesthetic and open shelves allow for tenant personalisation and considerations such as pet-friendly, carpet free flooring were designed to make the tenants (and their furry friends) feel right at home.

Client: Goodsone Living

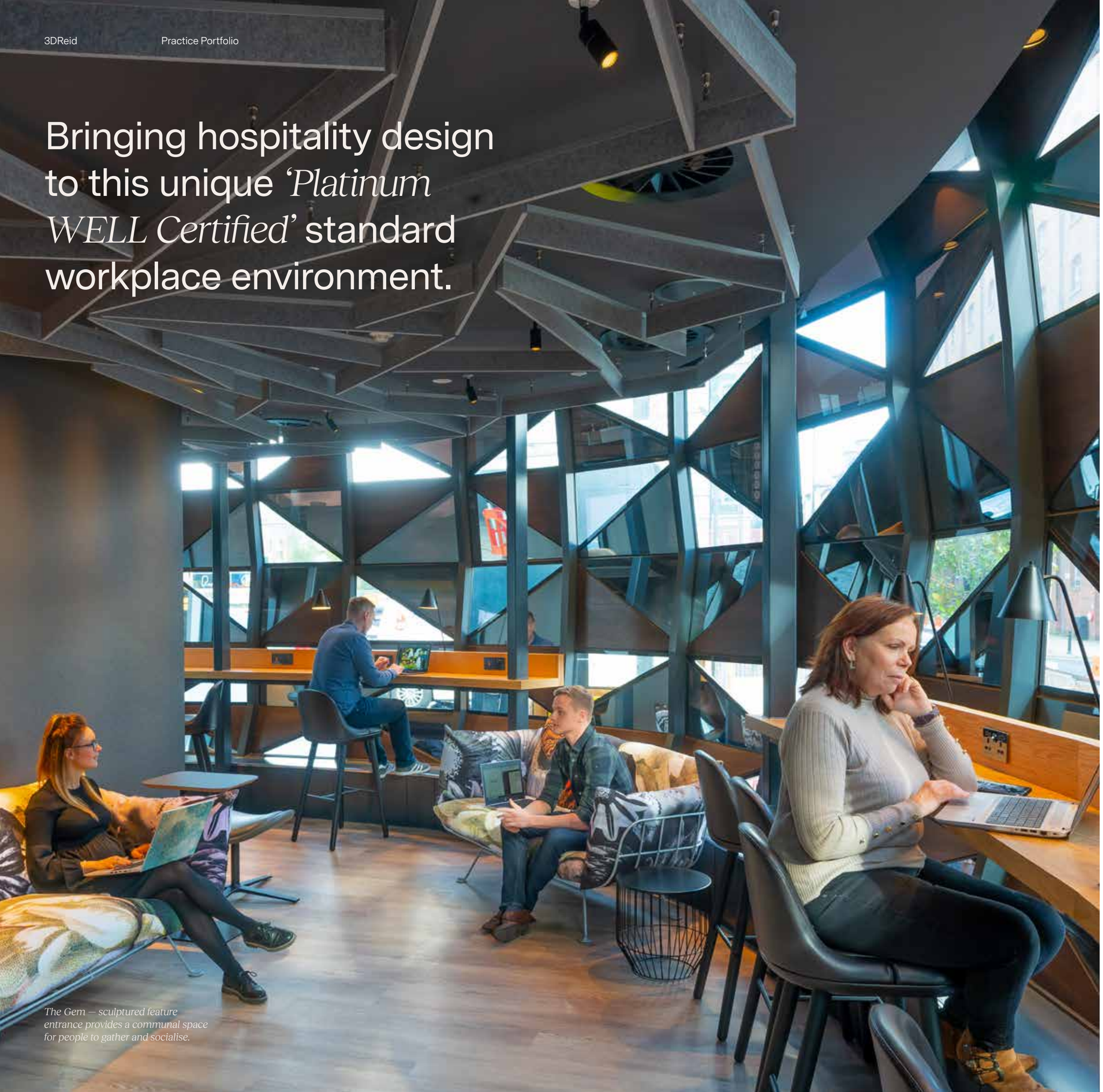
One, Two and Three Bedroom Apartments have generous living areas.

Bedrooms.

Ground Floor - Reception, lounge, co-working spaces and communal areas.

This exciting project presented an opportunity to create sophisticated living environments that would resonate with the area's vibrant, artistic community whilst showcasing the potential of modern rental accommodation.

Bringing hospitality design to this unique *'Platinum WELL Certified'* standard workplace environment.



The Gem — sculptured feature entrance provides a communal space for people to gather and socialise.

Bruntwood Coworking Spaces 111 Piccadilly *Manchester*

3DReid worked collaboratively with commercial office operator/developer, Bruntwood Works, to re-imagine the workplace and communal spaces at 111 Piccadilly.

We aimed to improve access and visibility of the building at the lower levels by enhancing and reshaping the external areas and adding a visually distinctive architectural element at the entrance. The client wanted the internal spaces to 'feel like a hospitality environment' with the added requirement for this to be a Platinum standard WELL accredited workplace environment, the first of its kind in the UK.

The space includes open cafe, private relaxation and open lounge areas with associated F&B facilities, meeting rooms and co-working areas and workspace.

3DReid provided Architecture and Interior design services on the redevelopment including the design of the new feature Gem — the building's sculptured entrance. The Gem provides a communal area for people to gather and socialise – and a new independent cafe and lounge.

Client: Bruntwood Works

> *"Health and wellbeing is at the heart of the workspace with the installation of a 'central nervous system', a smart tech platform, has created the city's most innovative workspace and uses data to enhance user experience."*

111 Piccadilly cafe and lounge operated by Ancoats Coffee.

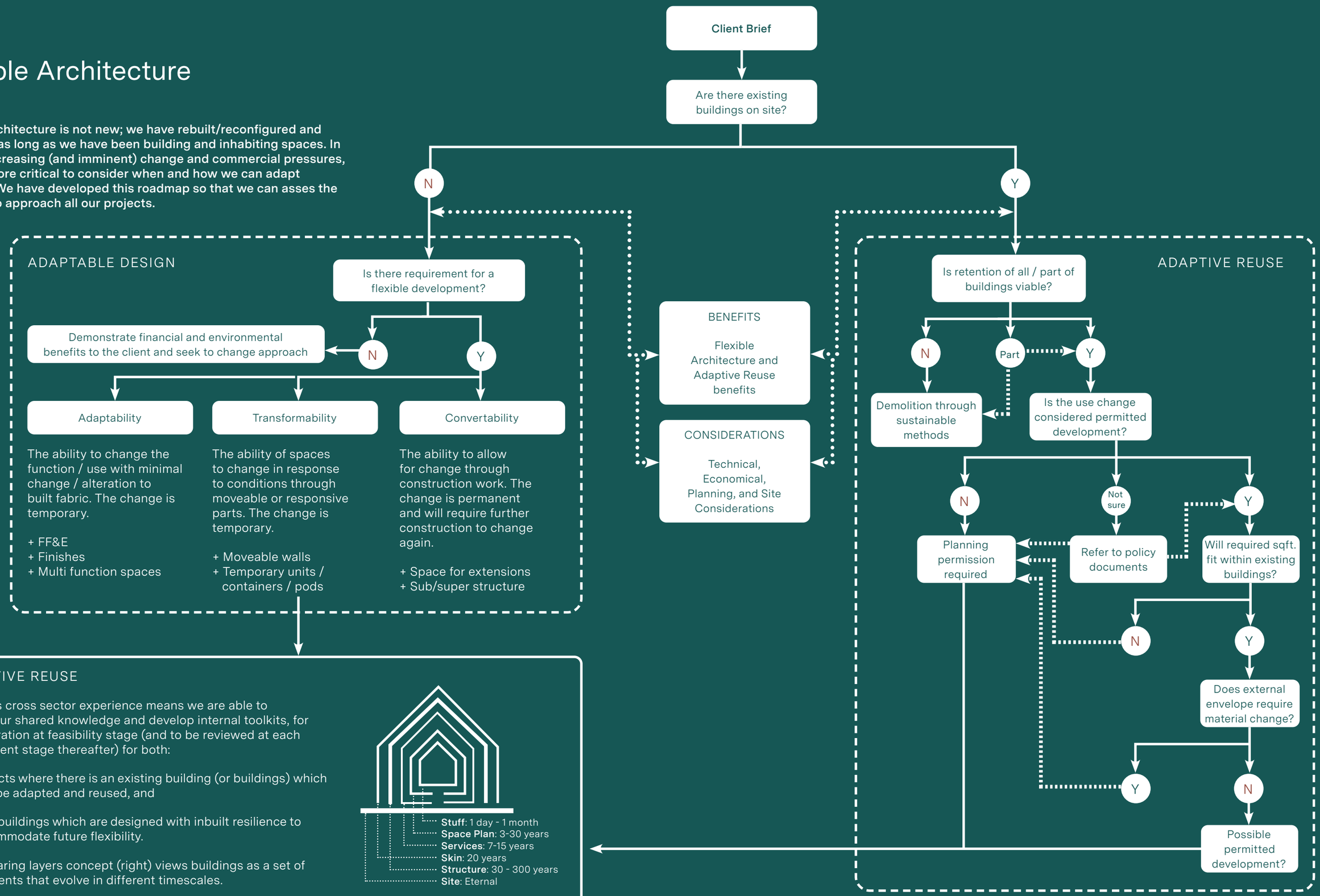
BCO Awards 2022 Fit out category (Finalist)
Architect of the Year Awards 2022, Interior Design (Finalist)
Mixology North 2021 Project of the year, Workplace Interiors (Finalist).

"111 Piccadilly was one of the first coworking spaces in Europe to achieve the Platinum standard WELL accreditation that takes a holistic approach to health in the built environment."

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 asses 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.

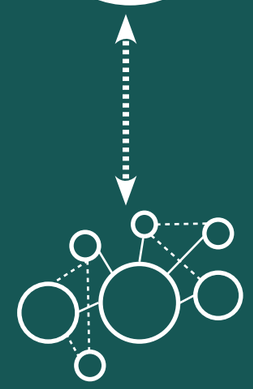
Adaptable design offers an effective solution to the challenges that face designers in this new era of the sharing, collaborative economy. Ideally future savings would outweigh initial investment. Factors such as maintenance costs, life expectancy and cost of adaptions should be taken into account. By 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.



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

02 Change Fast

We will:

Engage with relevant professional groups and knowledge-sharing events

Publicise our own approach and targets

03 New Goals

We will:

Recognise and reward sustainability in our own work

Enter our best projects for sustainability awards

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

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

06 Upgrade Existing

We will:

Promote re-use or retrofit and avoid unnecessary demolition

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

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'

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

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

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

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.

"3DReid offer a great service. The senior staff are efficient, agile and proactive. They're supported by a wealth of technical expertise that are committed to delivering output on time."

Sam Prail
Partner, Gardiner & Theobald LLP

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