Residential

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 120 people working across five UK studios in Birmingham, Edinburgh, Glasgow, London and Manchester.

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

We are proud of everything we do, from concept to delivery. We believe the best design comes from a culture of collaboration and sharing ideas. We deliver well designed projects that stand the test of time and a practice that people enjoy being part of.

Our rigorous and pragmatic approach to design helps ensure our projects are delivered on time and on budget. We work hard to create built environments that look to the future and are truly sustainable.

We are the go-to practice for inspiring, considered design solutions that leave a positive impact on occupants, future generations and the environment.

Residential
Our expertise

Richard Fairhead is 3DReid's Head of Residential and works closely with the sector team and over 100 people across five studios.

Richard Fairhead, Head of Residential.

Euan McLaren, Director

Lina Fontevedra Diaz, Associate

Armelle Munoz, Director

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: *every building we design must work beautifully.*

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.

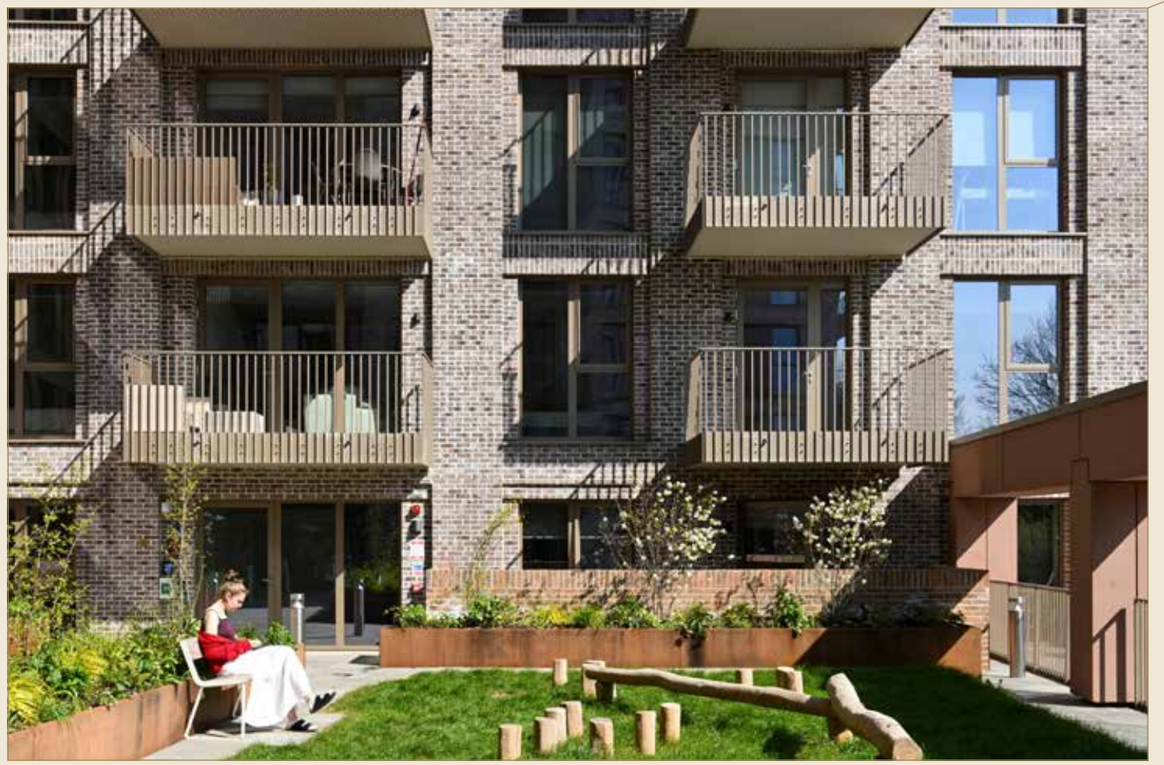
Our clients place different priorities on the fundamental principles that shape their brand. Our support occurs at the very beginning of that journey, helping clients define what differentiates them in this increasingly busy market and helping them realise those aspirations, through the spatial design 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

Responsive Typologies

01

Selected Experience



We have designed homes for the entire range of occupants including families; students; first-time buyers; renters; local authority tenants; luxury homes and residential care and senior living. All have different needs that need to be reflected in the design, but all share the desire and need for a sense of community and place.

The Gessner, Tottenham Hale, London

Build to Rent

Successful developments require more than a “one size fits all” approach. Designs must be flexible to meet varying tenant aspirations while remaining commercially viable.

Our team supports clients from the outset, helping define their unique brand identity in a competitive market. We translate these priorities into reality through functional spatial design and distinct materiality, ensuring every project is both responsible and synonymous with the client’s vision

New Fountainbridge, Edinburgh

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.

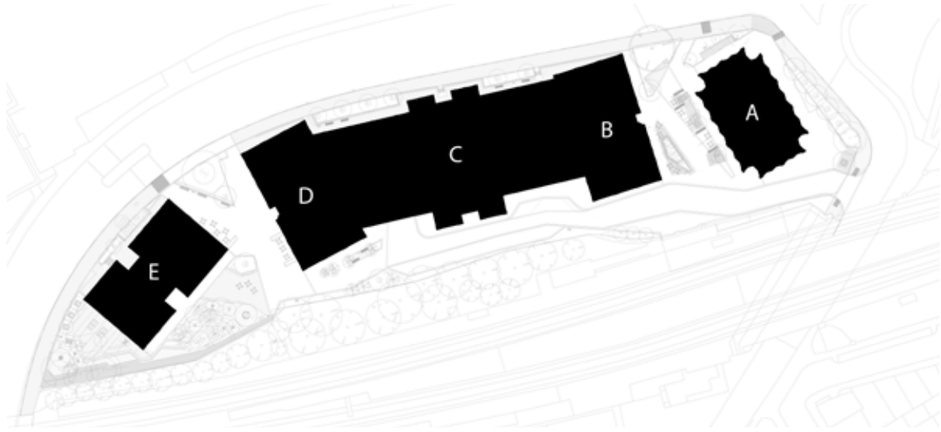
New Acres
Wandsworth

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.

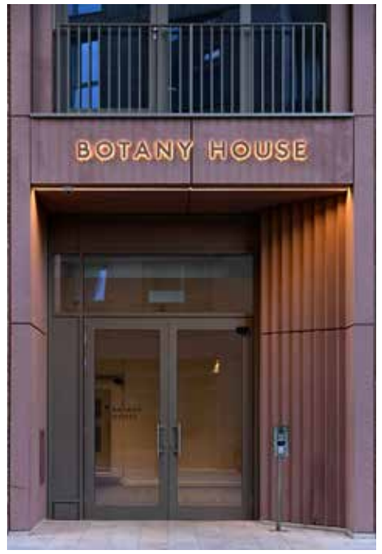
Designed to be car-free (except for blue badge holders), it promotes sustainable travel with dedicated cycle storage. The public realm has been significantly enhanced with new landscaping, play areas, and a civic square by a proposed station entrance.

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.

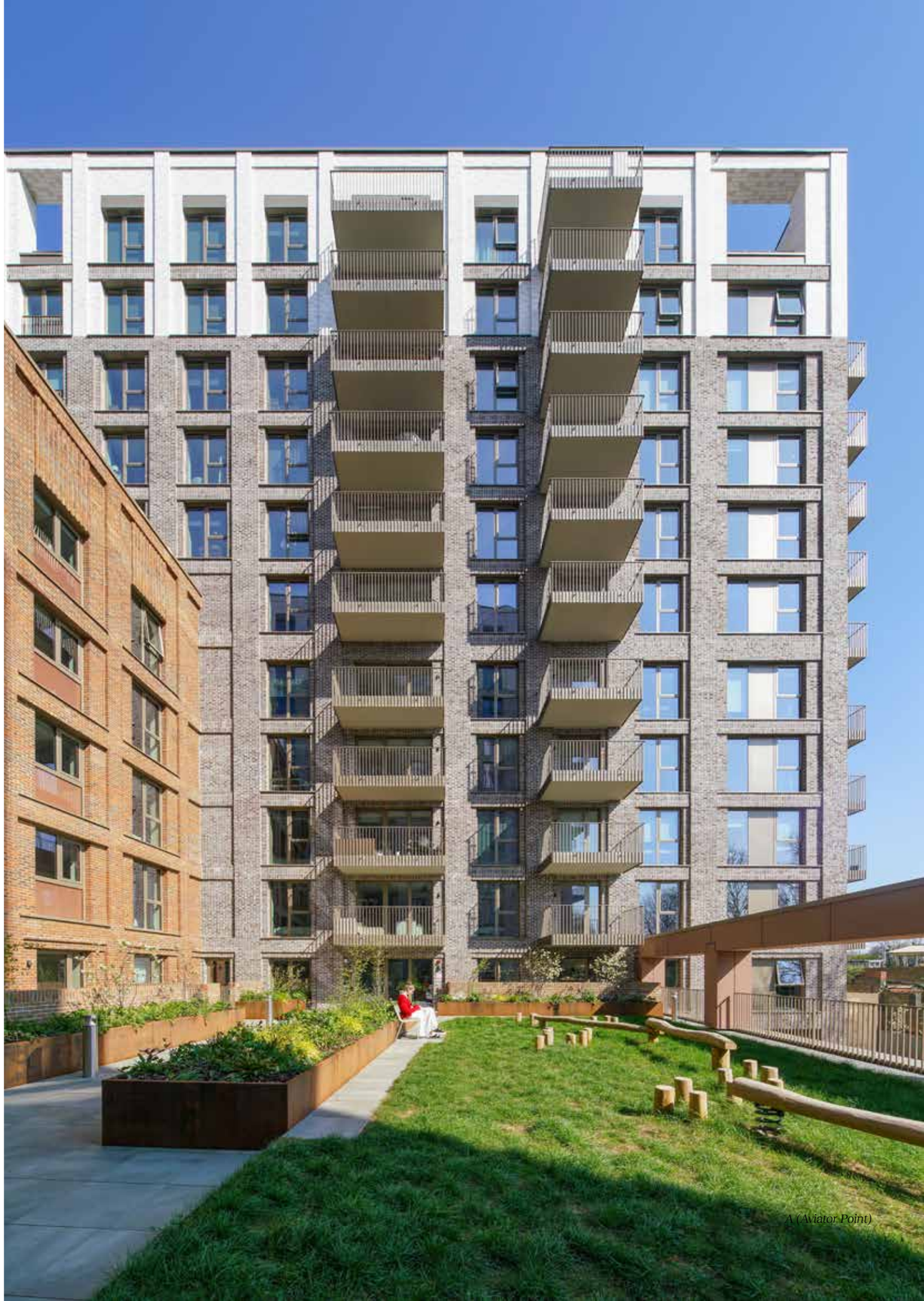
Client: Vistry



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."



A (Aviator Point)

Cyprus Beckton
Newham

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

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.

"This Brownfield Site will deliver a truly mixed tenure housing offer and provide a new community park alongside a protected nature park."

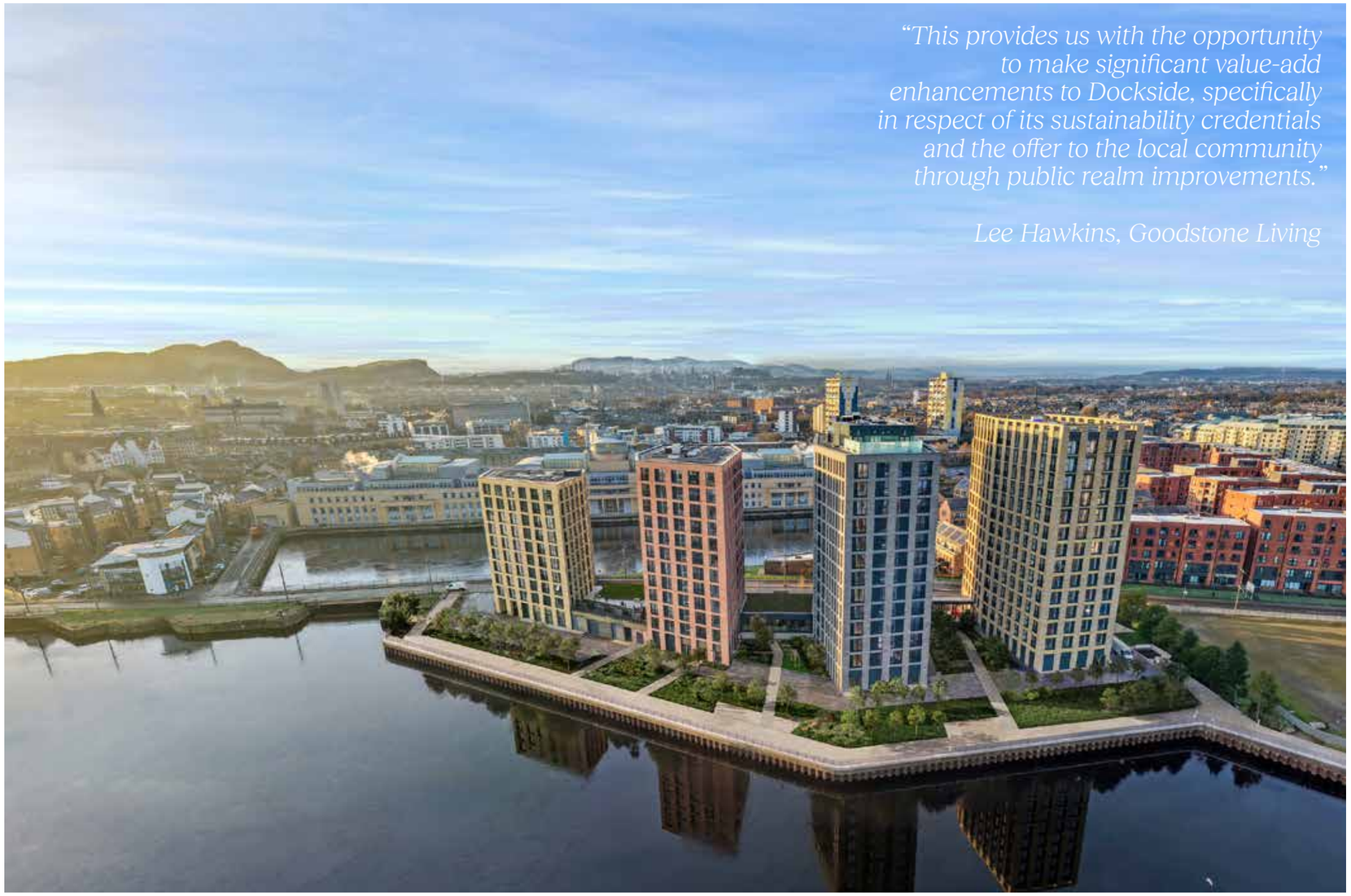
Dockside, *Edinburgh*

3DReid have delivered 373 BTR homes at Albert Dock in Edinburgh. Part of our remit was to review and redesign the developed proposals to improve buildability and increase efficiencies. Through that process we ensured that the project complies with all current City of Edinburgh residential design guidance whilst achieving a 25% improvement on Section 6 Energy requirements.

3DReid secured planning consent for the introduction of 35 additional high-quality homes for rent by increasing the height of Block A.

In response to Goodstone's strong environmental objectives and our own practice demands to deliver sustainable communities, the development includes a number of environmental benefits such as promoting active travel over vehicle use; a significantly expanded landscape and public realm area along the promenade, re-purposing space previously allocated for car parking, and array of photovoltaic panels to reduce in-use operational carbon and benefit from renewable energy.

Client: Goodstone Living



"This provides us with the opportunity to make significant value-add enhancements to Dockside, specifically in respect of its sustainability credentials and the offer to the local community through public realm improvements."

Lee Hawkins, Goodstone Living

View looking South to Edinburgh (Landscape ai enhanced)

View looking North West towards Forth Lock

Co-working spaces

Masterplan

Elliott House, Edinburgh.

Student Accommodation

With more than 20 years experience designing and delivering student residential projects across the UK, working with both Universities and developers, we have the capability to engage Planners and key stakeholders, to deliver efficient, flexible, durable buildings and create accommodation which enhances the student's experience of university life.

By combining our architectural and interior design capabilities we are able to deliver residences that are robust and inspirational, creating communal spaces that become the heart of these new learning communities.

65 London Road, Edinburgh (76 bed PBSA).

Elliott House, Edinburgh (138 Studio apartments).

Elliott House
Edinburgh

3DReid provided full architectural and interior design services to transform a former seven storey office development within the Edinburgh New Town Conservation Area into 138 prime student studio apartments. This project involved a full internal refurbishment and the application of new exterior cladding replacing the existing concrete cladding with natural stone on the main front elevations, and bronze coloured rain screen details.

Client: McLaren Property Ltd

The Combworks
Aberdeen

3DReid's Interiors team responded to a complex brief to deliver a high quality studio room development for the competitive student residential market in Aberdeen.

The Combworks is a 121 studio room development with a reception space, shared flexible common room, study spaces and private garden. The building takes its name from the old Combworks previously situated on the site and there are subtle references to the Combworks throughout the design without being too literal.

Client: McLaren Property Ltd

The Combworks, Aberdeen (121 Studio Rooms).

Meadow Court, Edinburgh (33 apartments).

Meadow Court
Edinburgh

3DReid worked on the refurbishment and extension of the 33 apartment (148 bedroom) Meadow Court development in central Edinburgh.

The refurbishment, which was undertaken throughout the summer break, saw all 33 apartments fully refurbished, including new kitchens with lounge and dining areas, and refitting of all 148 bedrooms to provide a more contemporary student living experience.

Client: McLaren Property Ltd

Old Tolbooth Lane.

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.

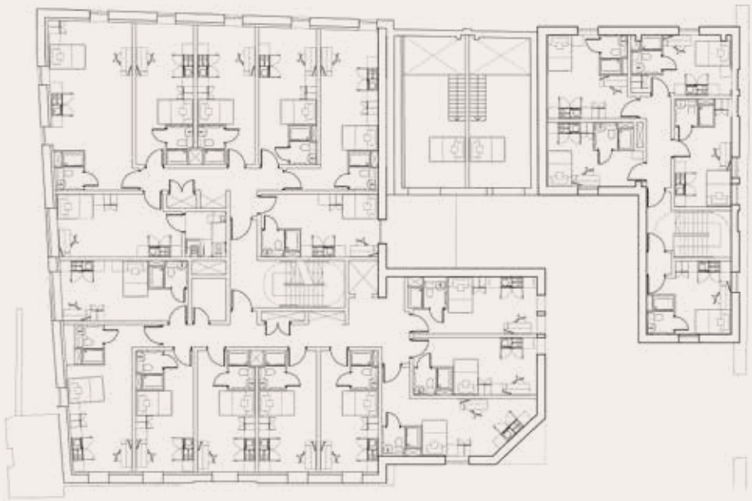
The development comprises 76 studio apartments. Supporting facilities such as a secure cycle store, large common room, laundry and parcel room are accommodated at ground floor level, with a communal bin store accessed directly off the newly formed courtyard Miller's Close.

Client: S Harrison Developments & Summix (CGE)

A cobbled court.

"The 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.

The next layer.

Main approach.

Dementia care and assisted living entrance.

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.

A domestic Scale.

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

Visuals by Horus.

Inspired Villages
Knowle, Solihull

Planning has been approved for the construction of an integrated retirement community that provides 170 homes for the over 65's.

The development comprises extra care units including the village centre, means of access, landscaping, open space and all other associated works and infrastructure. The communal facilities within the development include a cafe, restaurant, meeting/activity space, wellbeing centre (including swimming pool, gym, fitness studio and treatment rooms).

The masterplan and landscape design are developed to encourage visibility, natural surveillance and a sense of community to encourage interaction amongst the residents, generating new friendships, and enhancing a sense of 'community'.

Client: Inspired Villages

CGI view © MTVH

Meridian II
Enfield

"Vistry Group's commitment to sustainable, well-connected communities is clear in this development, balancing housing, commercial space, and long-term social value."

Meridian Water is a major regeneration project in East London comprising of Build to Rent, community facilities and public spaces. The Meridian Two scheme is based at the site of Leeside Road gasholder site which Enfield Council acquired from National Grid and sits within the wider Phase 2 Outline Planning Application.

This element of the regeneration will deliver 275 homes which will be 100% affordable housing, with half shared ownership and half intermediate tenures. 3DReid has been appointed to develop the tender and construction information from the existing planning application.

Client: Vistry Partnerships Limited

Affordable Homes

Increasingly affordable homes are provided as part of larger mixed-use regeneration housing schemes.

We are dedicated to providing high-quality homes that promote pride and care and sit firmly at the heart of a larger housing development, ensuring integration; communal amenity and practicality are inherent within their design.

Understanding the specific requirements of both tenants and managing social landlords is key to designing successful affordable housing that is desirable and cost effective to build and maintain.

CGI view © MTVH

159-175 Station Road
Addlestone

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

The architecture utilises a range of complementary brick and pop-out windows and internal balconies to provide a rhythm to the façades which is mirrored by the strong gable end character of the roof-line which responds to the surrounding townscape.

The site is adjacent to Addlestone rail station which is 50 minutes into Central London. We have therefore been pushing the boundaries of previous developments massing to appeal to new residents who will commute into the city.

The development also acts as a catalyst for wider regeneration of a tired and under-invested location.

Client: Wilky Group / Paragon Asra HA

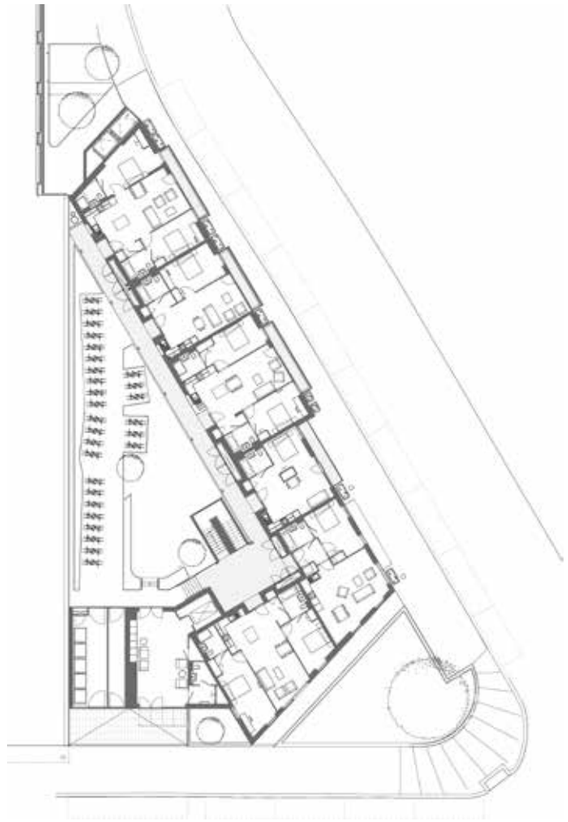
Kensington Academy Residential
Kensington & Chelsea

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



Drumbrae Housing
Edinburgh

The proposed development looks to deliver sustainable densification of a suburban setting through the delivery of affordable housing. 18 residential apartments and garden amenity deck sit above a retail unit on the ground floor.

Client: AMA (New Town) Ltd

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

Rethink

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

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

Refresh

A lick of paint

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

Cheval Gloucester Park
London

Remodel

Cut and carve

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

Elliott House
Edinburgh

Reclad

New facade

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

Ability Towers
London

Resize

Extend

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

Colehill Gardens
London

Recreate

Radically remodel

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

Aldwych Chambers
London

Luxury Living

02

Selected Experience

We have designed a number of high value homes and serviced apartments. We understand the need for quality finishes and services to achieve a level of comfort, style and top market value for our clients.

Three Quays
London

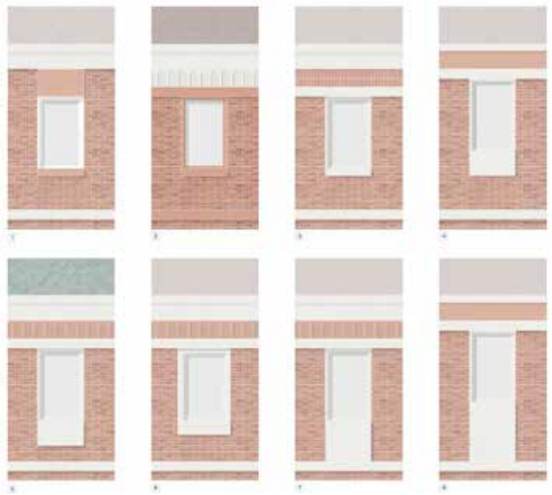
A luxury residential and aparthotel scheme consisting of 97 serviced apartments and 61 residential units with three retail units at ground floor, won in an international design competition. The over-riding brief was to deliver the maximum number of apartments with a river view, to ensure the highest values were achieved.

Our winning scheme utilised a horseshoe shaped plan that maximised the use of the site perimeter combined with a scissor duplex apartment that provided a significant proportion of river views.

These were however, reduced in number following planning approval to provide a revised mix and additional apartments but they are retained in the centre of the plan.

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



Facade banding and openings study.

Material Pallette

Colehill Gardens
Fulham

Located in a Conservation Area in the heart of Fulham, our proposal for a new residential building of thirteen high end apartments references the materiality, proportions and banding of the adjacent buildings whilst respecting the canopies and root systems of nearby trees.

The curved entranceway opposite the proposed ornate gardens provides a distinct architectural backdrop to Colehill Gardens.

Client: Whitegold Properties

West facing elevation.

The William
London

3DReid carried out a due diligence exercise of the F+P planning application.

The redevelopment includes the demolition of 114-150 Queensway and 97-113 Inverness Terrace and the provision of two buildings comprising basement, ground and up to six upper floor levels. The mixed-use scheme provides retail use at ground floor (a mix of A1 and A3 uses), up to 32 residential apartments and office floorspace at upper floors, and amenity space, cycle parking, changing facilities and plant at basement.

During the due diligence process, 3DR identified opportunities for improvement within the planning proposal that improved the efficiency and buildability of the scheme.

We were also asked to develop the interior design of the residential apartments and the landlord areas of the office space.

The changes agreed with the client added value, increased net lettable area and improved the commercial aspect of the scheme.

Client: General Projects & MARK

Mixed Use Masterplans

03

Selected Experience

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

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

Illustrative view of river park.

Illustrative view of amenity street.

River view.

Illustrative view of Dumballs Road.

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

"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

Aerial visual looking south.

Landscape plan.

Central Quay
Glasgow

The Central Quay development site provides an opportunity to remaster a prominent and strategic part of Glasgow city centre. The proposals will deliver a major urban regeneration project.

The mixed-use development comprises residential, purpose-built student accommodation (PBSA) and commercial uses, with associated landscaping, public realm and rejuvenate the existing office building.

The urban strategy puts placemaking at the heart of the design process. An understanding of the history, stories and built fabric of this place have tailored a contextual response unique to Central Quay.

The design principles of the Glasgow grid-iron urban pattern are applied to the site as a means to organically grow the city centre west. High density neighbourhoods are organised around a recognisable network of characterful streets and spaces.

The proposed urban strategy defines four development plots. Plot A, B and D have been developed by 3DReid. Plot C is by Graeme Nicholls.

The proposals also include supplementary retail, wellbeing and food & beverage opportunities.

Client: Summix Capital

Plot B looking east.

New Fountainbridge
Edinburgh

New Fountainbridge is a mixed-use development comprising a Hotel, offices 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 1 combined two plots to form a 262 bedroom Moxy Hotel and 5,500m² Cat A office space, over 6 floors. The scheme creates a continuous frontage to Fountainbridge and offers a variety of café and small business units at ground floor level to activate the surrounding public realm.

Phase 2 realises a residential scheme providing 253 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 connect the community to the canal. Buildings are set within a green-space framework comprising a sequence of civic spaces, terraced streets, courtyards and gardens.

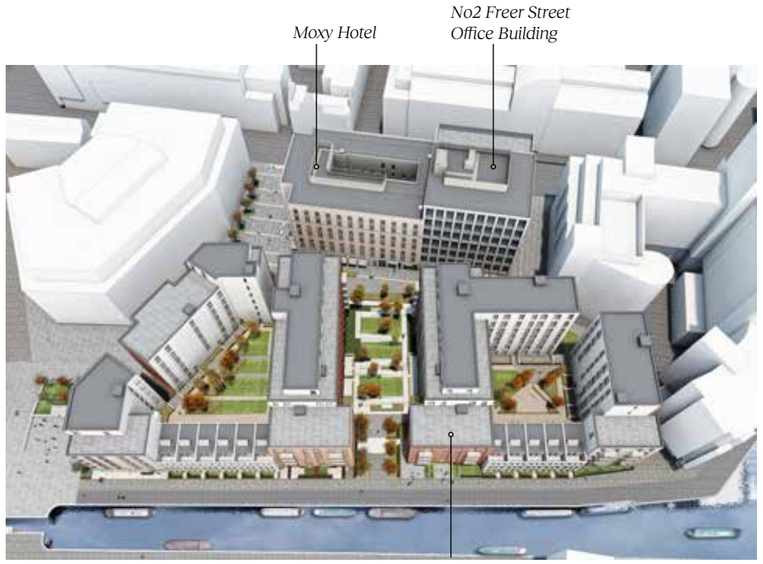
Client: Vastint UK

Open Courtyards and accessible routes throughout the development

Phase 1 - 5,500m² Cat A office space, over 6 floors. and 262 bedroom Moxy Hotel.

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

Darren Park,
Associate Director, 3DReid



Masterplan

Chester House Redevelopment
Trafford, Manchester

The regeneration of the GMP site is a unique opportunity to create a new community with a fresh approach to city living which is founded on becoming a truly sustainable neighbourhood.

The new residential-led mixed-use masterplan will regenerate an important brownfield site which will catalyse the wider regeneration in accordance with the objectives of the Trafford Civic Quarter Area Action Plan. 30% of homes will be affordable, with a mix of BTR, open market sale tenures and a variety of typologies ensuring that the new community caters to all needs.

The vision for the GMP site is to create a thriving, eco-conscious community where modern living harmonizes with nature. By using innovative, energy-efficient designs and sustainable practices, we aim to build homes that not only reduce environmental impact but also enhance the quality of life for residents. Our development will foster a sense of belonging, with green spaces, renewable energy, and smart technologies empowering a future where sustainability is at the heart of every home.

Client: FEC

Sketch visual.

"Bread and Butter Thing" Charity Food Bank Volunteering

"The GMP Trafford masterplan demonstrates 3DReid's commitment to social value, inclusive development and community investment. Through targeted skills programmes, transparent socio-economic reporting through the Social Value Portal, supply-chain alignment and extensive community engagement, the project sets a replicable model for place-based development that delivers genuine social impact."

Proposed public open space provision.

Street View

"Our exciting proposals provide a unique opportunity to redevelop one of the last major pieces of brownfield land in the city into a brand-new, sustainable mixed-use community, supporting the tackling of the housing emergency"

Edinburgh Gateway
Edinburgh

3DReid and re-form landscape architecture have achieved planning on behalf of Summix MQE Developments Ltd for a major residential-led, mixed-use development in West Edinburgh. The proposals represent a significant urban regeneration project on the brownfield site of the former Saica Pack cardboard casements factory.

The urban strategy draws inspiration from Edinburgh's distinctive spatial character. A close reading of the city's urban grain has informed a new framework of characterful streets and public spaces that support high-density, walkable neighbourhoods—reflecting the City of Edinburgh Council's vision for the area.

Research into the site's past has helped shape a bold and contextually responsive identity for Edinburgh Gateway. The design draws on two layers of the site's history: the agrarian pattern of meadows and fields, and its later industrial use. These influences are expressed in both the architectural and landscape design approach.

Client: Summix Capital

Masterplan.

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.

Education / Seamab School, Kinross.

Industry & Technology / Farnborough Airport Hangars.

"Responsible residential design should create inviting spaces that foster community, enhance wellbeing, adapt to changing needs, and stand the test of time - places people genuinely want to call home."

Richard Fairhead,
Head of Residential, 3DReid

Spaces that work,
beautifully.

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