

MASTERPLANNING

FARRELLS

Foreword

For over fifty years, Farrells has championed place-making, the public realm and world-class masterplanning, leading to the government commissioned Farrell Review of architecture. Our unique collaborative design process results in ***places where landscape is the first infrastructure.*** *We are acknowledged as the country's leading architect planners, implementing truly mixed-use environments with high quality public realm, always creating memorable places that people want to live, work and play in.*

Farrells has unique and global experience in the delivery of major masterplan projects. From ***Royal Albert Dock*** *– the UK's first integrated business development zone – to the ongoing delivery of* ***West Kowloon masterplan*** *and our contributions to London's growing demand for high quality places – including* ***Regents Place*** *for British Land,* ***Greenwich Peninsula*** *and* ***Earls Court.*** *We are developing* ***the 'single largest opportunity area' in Manchester*** *which will transform its Northern Gateway. At* ***Old Oak Common,*** *we were the first to highlight the extraordinary potential of this intersection of HS2 and Crossrail, now a Mayoral Development Corporation planning to deliver 25,500 homes and 65,000 jobs around an integrated transport hub.*



Renowned for contextually sensitive and distinctive architecture. we pro-actively encourage ***open and transparent communication with internal and external stakeholders****, and meaningfully engage at every stage of the process. Our designs are flexible enough to adapt over time through economic and political cycles, and always provide a coherent and robust framework.*



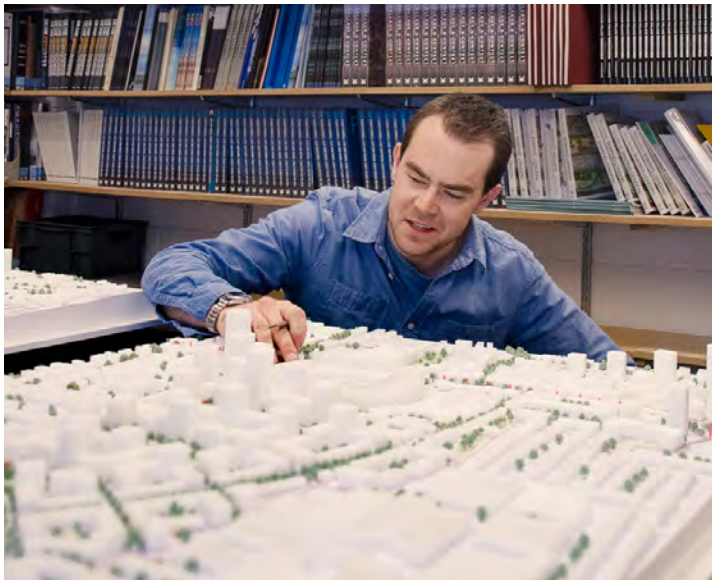
Katerina Karaga, Associate

E: katerina@farrells.com





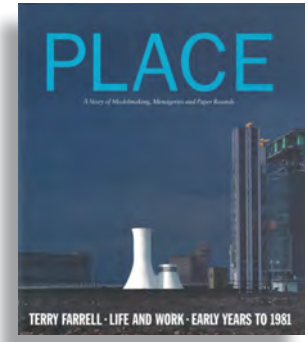


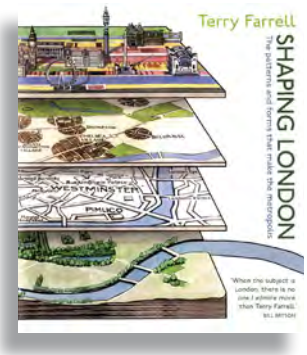


Our people & our place...

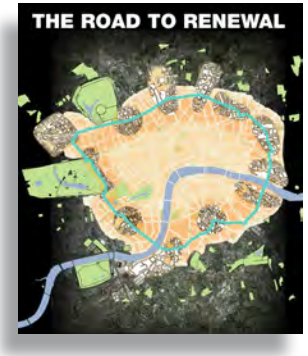
Influencing through ‘thought leadership’...

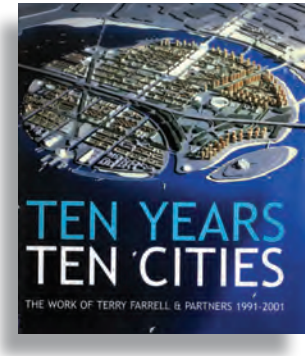


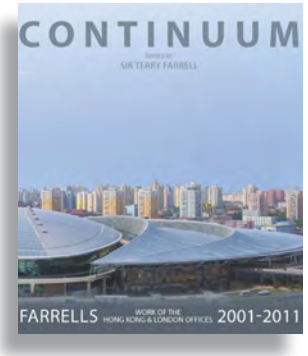








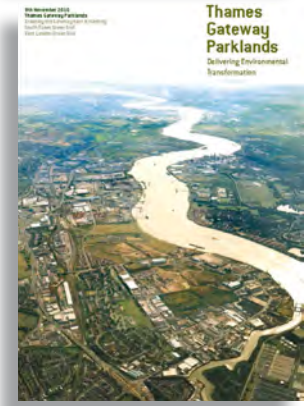


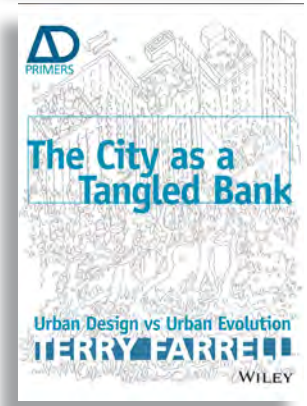












Our in house capabilities...


Design


Delivery


Hand sketches


Advocacy & Research


Sustainability


Modelmaking


BIM


CGI & Graphics

We specialise in...



TRANSPORT ORIENTED



ESTATE REGENERATION



ECO-TOWN GARDEN CITIES



COMMERCIAL LED DISTRICTS



WATERFRONT REGENERATION



STADIUM LED



ADVOCACY/ VISION



RESIDENTIAL LED DISTRICTS



TOWN CENTRE REGENERATION



CULTURAL LED DISTRICTS



EDUCATION-LED DISTRICTS

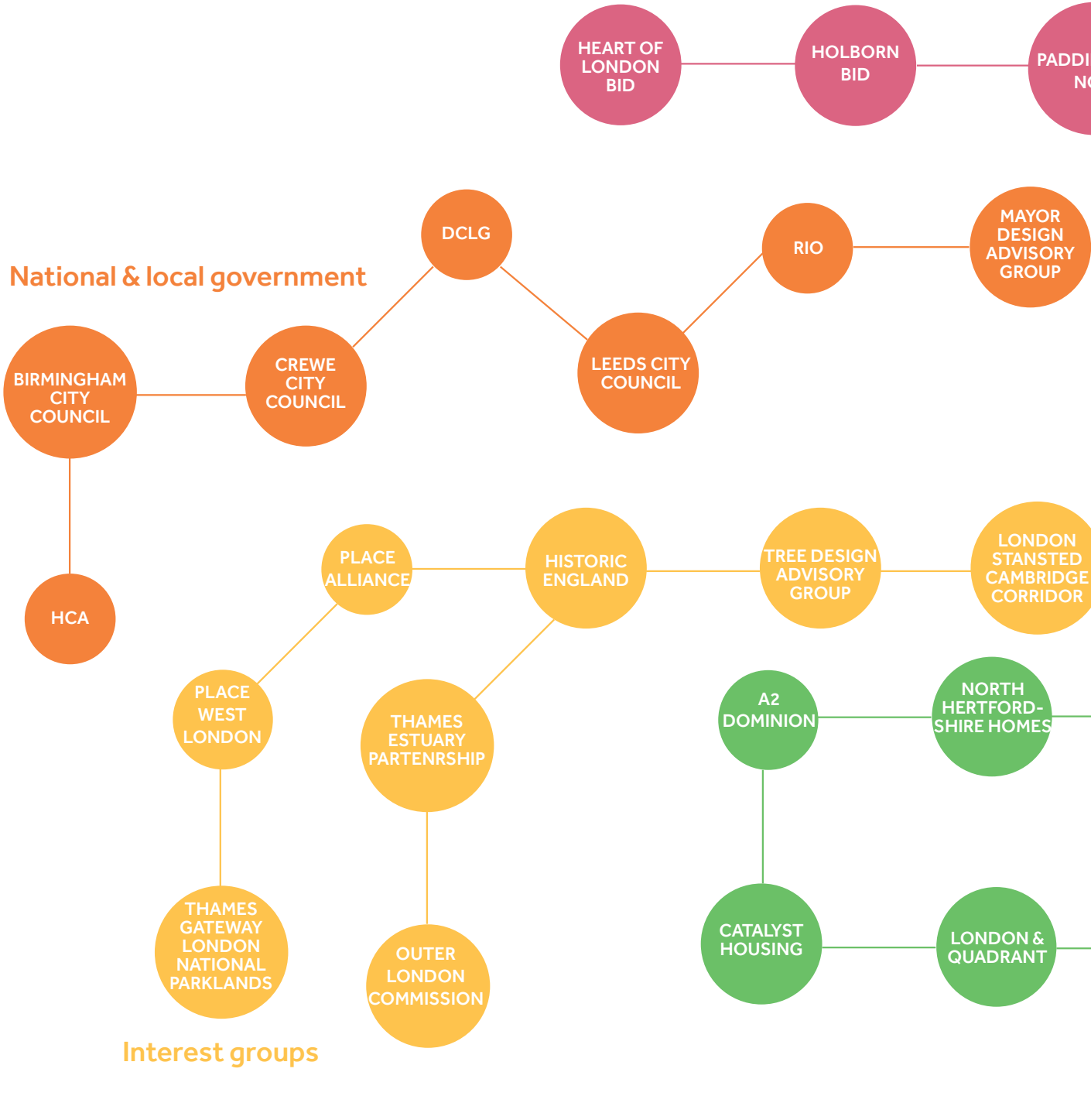


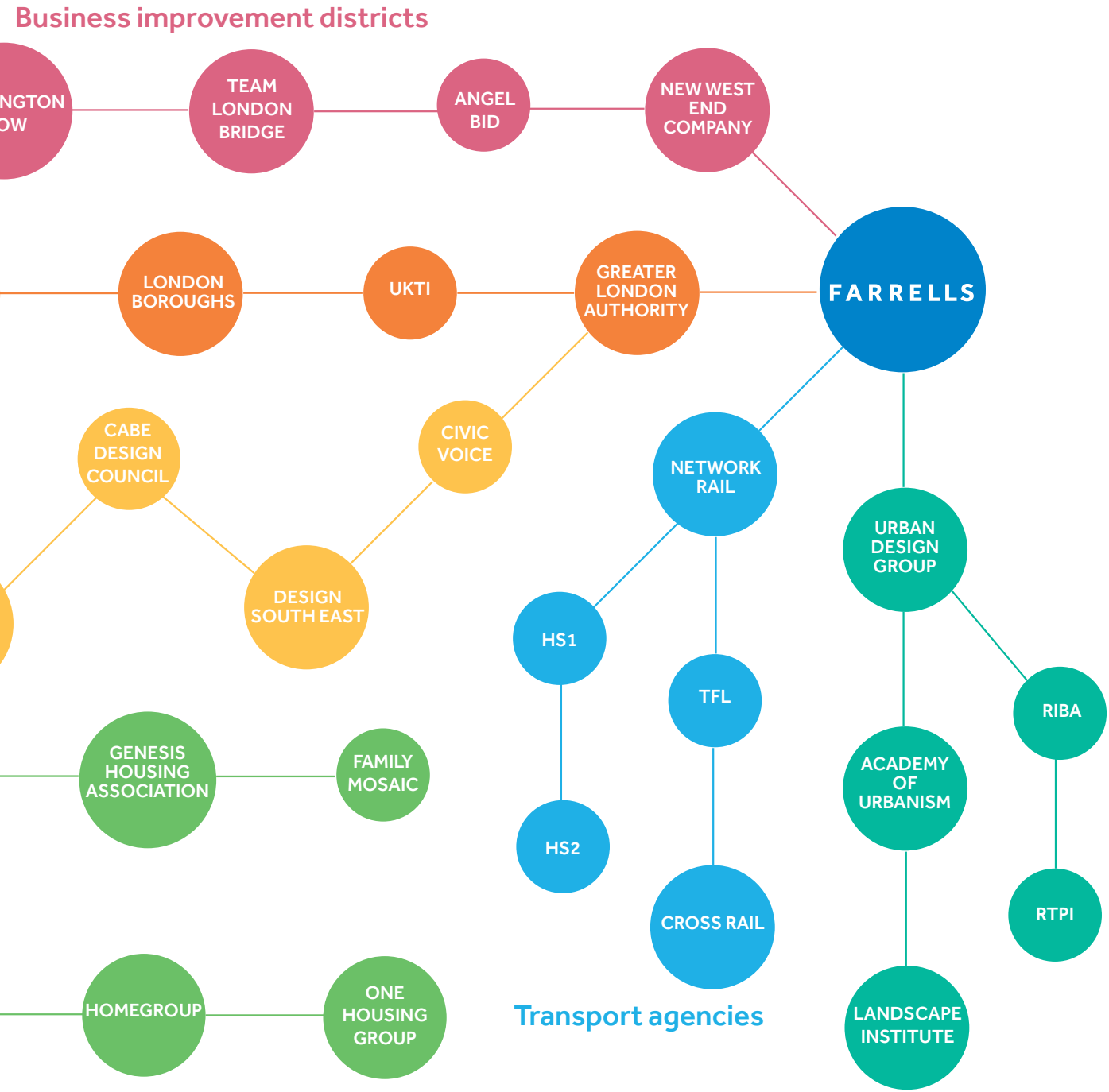
RETAIL LED DISTRICTS

... and offer the following services...

- Masterplans
- Development Frameworks
- Area Action Plans
- Urban Design Strategies
- Outline Planning Applications
- S73 Planning Applications
- Design Codes
- Public Realm Design
- Public Realm Strategies
- Supplementary Planning Documents
- Hybrid Planning Applications
- Masterplan Reviews
- Property Strategy
- Placemaking
- Strategic Planning
- Space Optimisation
- Regional Strategies
- City Visions
- Growth Strategies & Economic Benefits
- Transport Strategies
- Community Planning Events
- Neighbourhood Regeneration
- Community Capacity Building
- Stakeholder Engagement

We are well connected...




Business improvement districts
NGTON OW
TEAM LONDON BRIDGE
ANGEL BID
NEW WEST END COMPANY
LONDON BOROUGHS
UKTI
GREATER LONDON AUTHORITY
FARRELLS
CABE DESIGN COUNCIL
CIVIC VOICE
NETWORK RAIL
URBAN DESIGN GROUP
DESIGN SOUTH EAST
HS1
TFL
RIBA
GENESIS HOUSING ASSOCIATION
FAMILY MOSAIC
ACADEMY OF URBANISM
HS2
CROSS RAIL
RTPI
HOMEGROUP
ONE HOUSING GROUP
LANDSCAPE INSTITUTE
Transport agencies
Housing associations
Professional institutes

ADVOCACY & VISIONING



Changing the way we think about places...



"All our projects are approached as opportunities to positively redefine contexts, based on a deep understanding of the bigger picture. We aim to maximise opportunities whilst achieving the objectives of stakeholders and finding the critical balance between economic, social, environmental and cultural benefits. We help define the brief and create a compelling narrative for change, which we advocate to multiple audiences. "

Sir Terry Farrell CBE, Principal



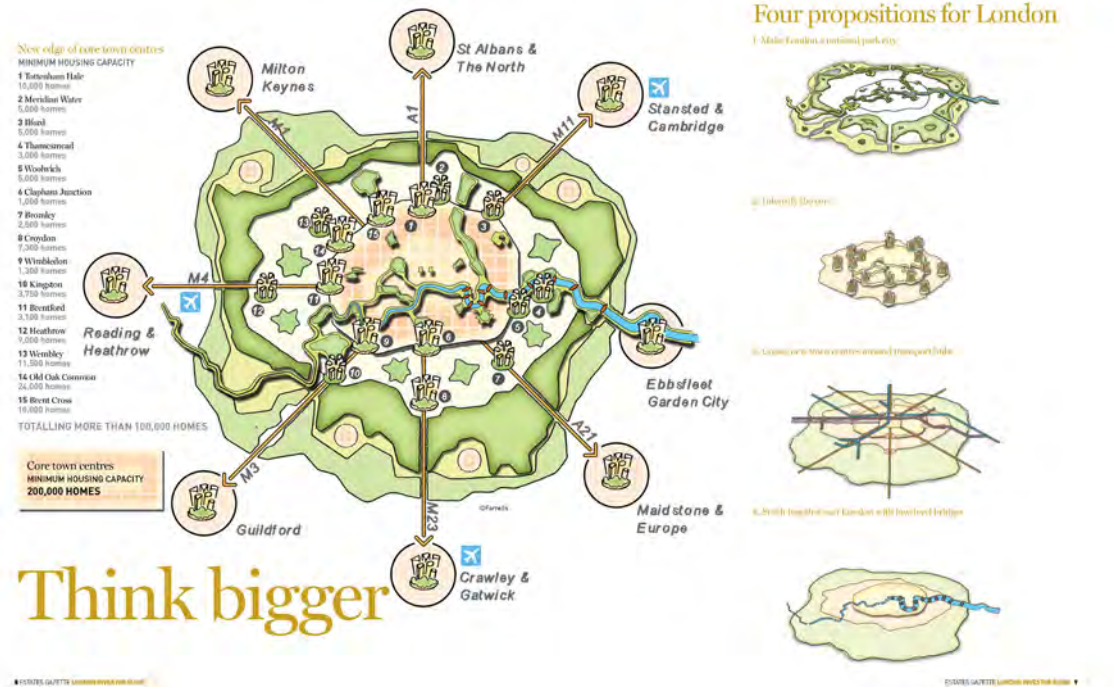
Bridging East London *proposes six new low level bridges east of Tower Bridge*



Autonomous Vehicles*, Farrells & WSP led study looking at safer, greener and cleaner cities*



Old Oak Common *will provide up to 65,000 new jobs and 25,500 new homes*



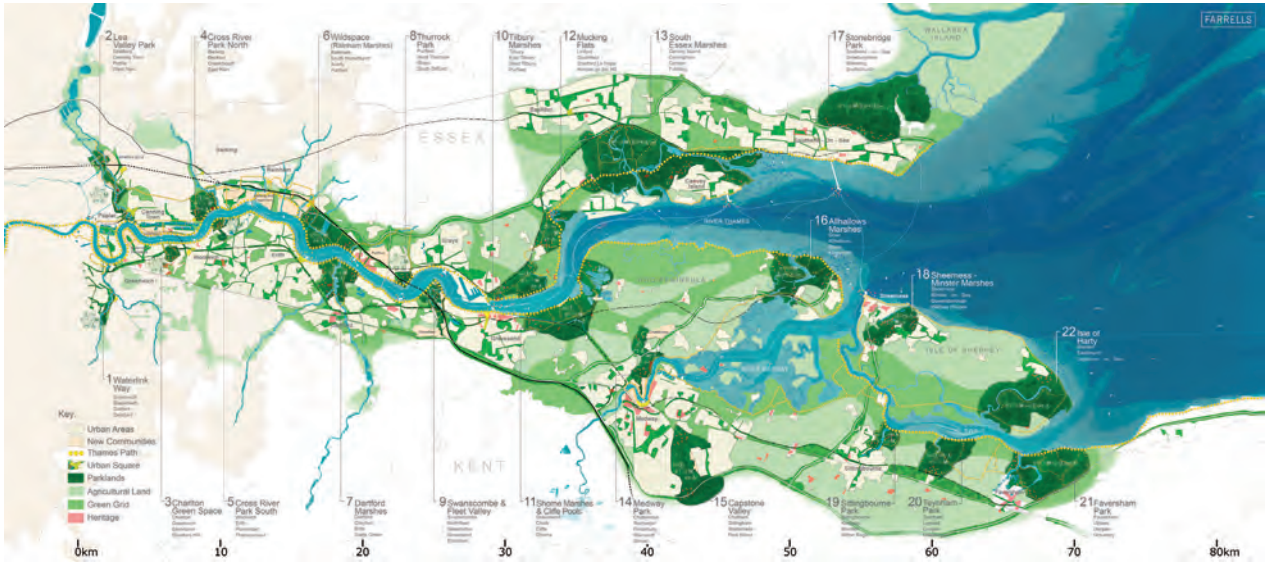
The Big Picture *London's future growth*

London's Future Growth

East London

Farrells have been continuously involved in masterplanning the Thames Gateway for two decades, believing passionately in the potential East London and the Estuary have to accommodate London's future growth. Our early proposals for a "Thames National Park" reach through the city to the limit of the tide at Teddington aimed to celebrate London's urban and rural relationship. A high quality of stewardship and maintenance planned for from the outset would provide greater certainty for investment and change the perceptions of the estuary as a desirable place to live and work. Over the last 10 years, £70 million has been spent on projects related to our Parklands vision and the work continues through Terry Farrell's chairing of the Thames Gateway Local Nature Partnership.

More recently, Farrells proposed a series of six low-level, lifting bridges over the River Thames to help stimulate water-side development in East London. Around these crossings, developable land could be opened to create up to over 50,000 new homes. Buro Happold, who worked with Farrells on the proposal, estimate that this increased footfall would bring substantial economic growth to the areas around the river crossings with up to 7,000 daily commuters per bridge. Land values could increase by 10 per cent around the bridges, while crossings with public transport connections could see even greater growth. In 2015 the Mayor of London, London First and RTPI awarded these proposals 'Best Conceptual Project' at the London Planning Awards.



Thames Estuary Parklands Masterplan



COMMERCIAL & RETAIL





"Our collaboration with Farrells has been one of the best we've had with an architect. We produced a strong submission and performed extremely well at dialogue meetings. We are very keen to keep working together on other opportunities."

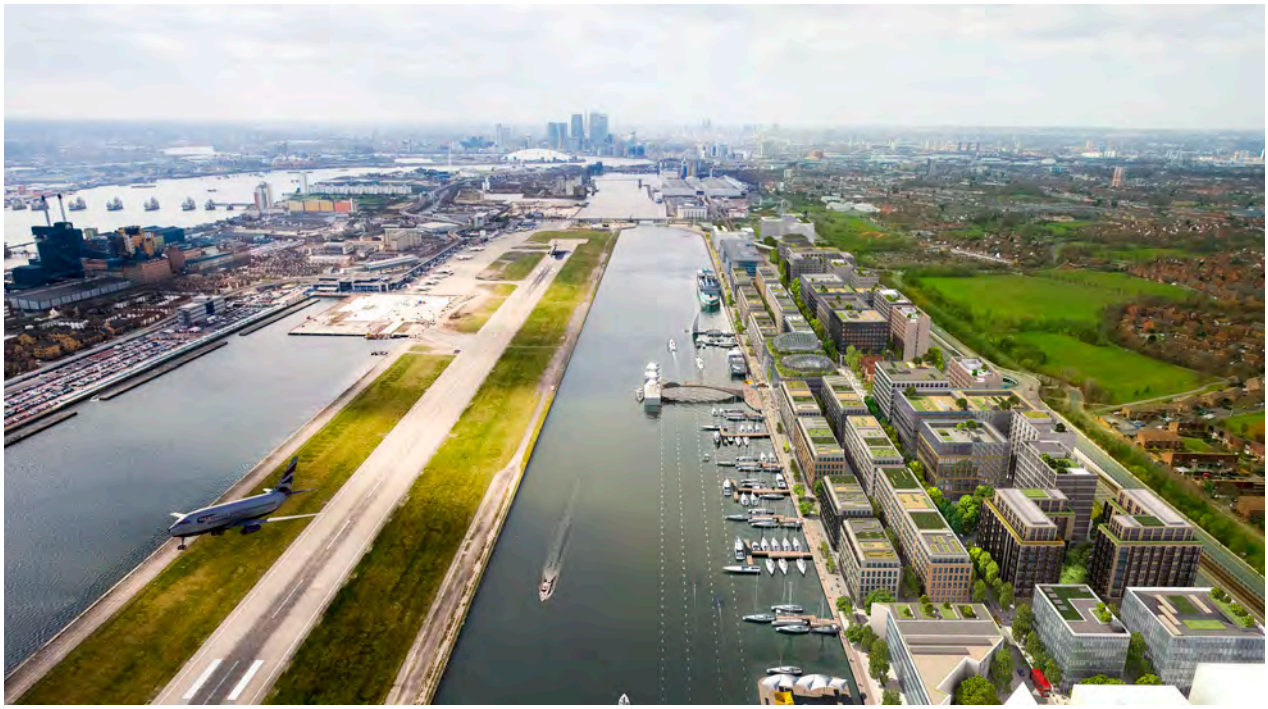
Joanne Gordon, Homegroup



Shanghai Shipyard *is a mixed use complex encompassing 10 million sq ft of residential, commercial and retail space*



Home Office*, designed for 3,500 staff, achieved BREEAM Excellence*



Royal Albert Dock *will create a new workplace destination for Asian businesses establishing European headquarters*



Brindley Place *knitting together Birmingham's historical past with fresh life, the new square is the heart of the area*

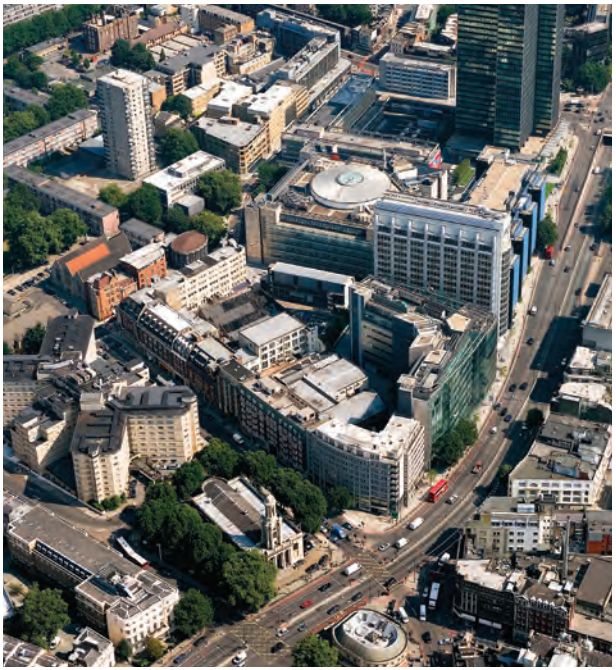
Regent's Place

London

Client: **British Land**
Size: **10 hectares**
Dates: **2002-2009**
Key Fact: **BREEAM Excellence achieved**

Farrells were commissioned by British Land to prepare a masterplan for the whole of the Regent's Place estate on Euston Road which included two office buildings - 10 & 20 Triton Street. The buildings face several listed buildings such as Holy Trinity Church, Great Portland Street station and the White House Hotel, and therefore the materials and scale were sensitively considered throughout the design process to complement and reflect the existing contextual aesthetics in the street.

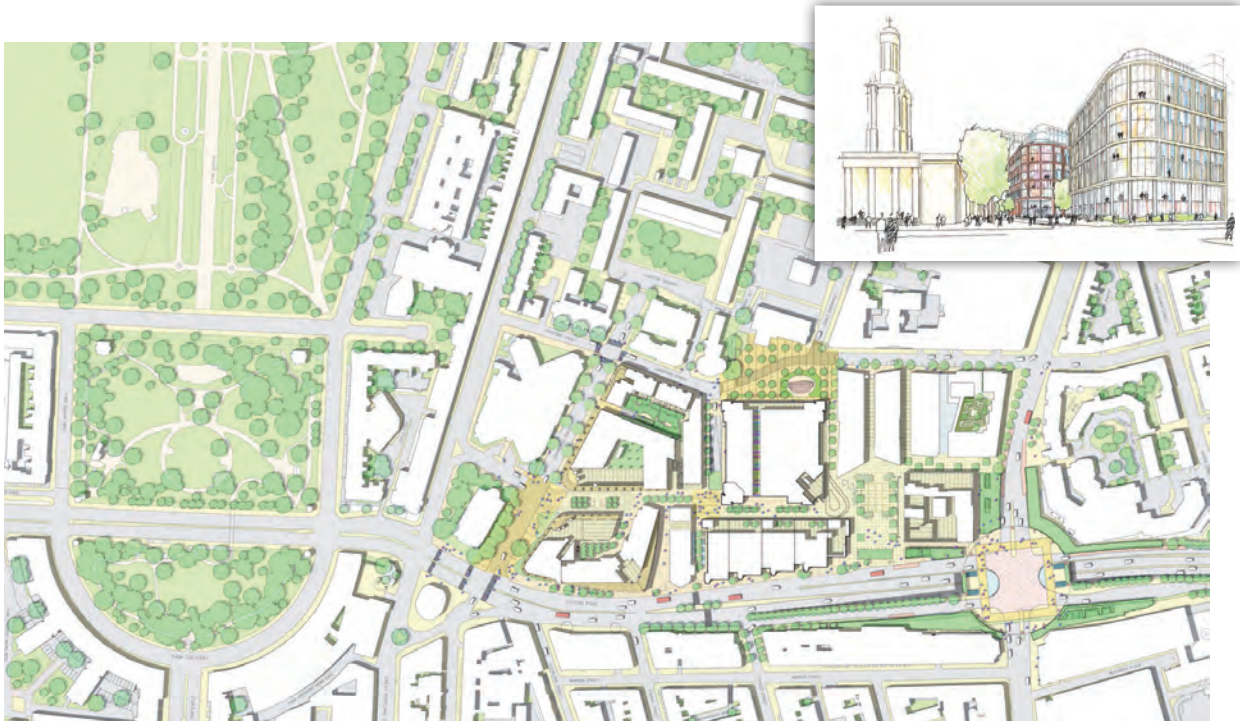
10 Triton Street creates a high value corner frontage for Regent's Place and is shaped and set back on Osnaburgh Street to open up and frame a vista with Holy Trinity Church, to the new front door of 20 Triton Street, drawing the value of the Euston Road through to the heart of the new development. 10 Triton Street delivers 120,000 sq ft of high quality, sustainable and flexible accommodation which now has high profile occupiers including Lend Lease, Aegis and the Diorama Theatre. British land are very happy as rental value has doubled since the development.



Before *2002*



After *2015: The current Regent's Place after our improvements*



Regent's Place Masterplan



Regent's Place commercial buildings

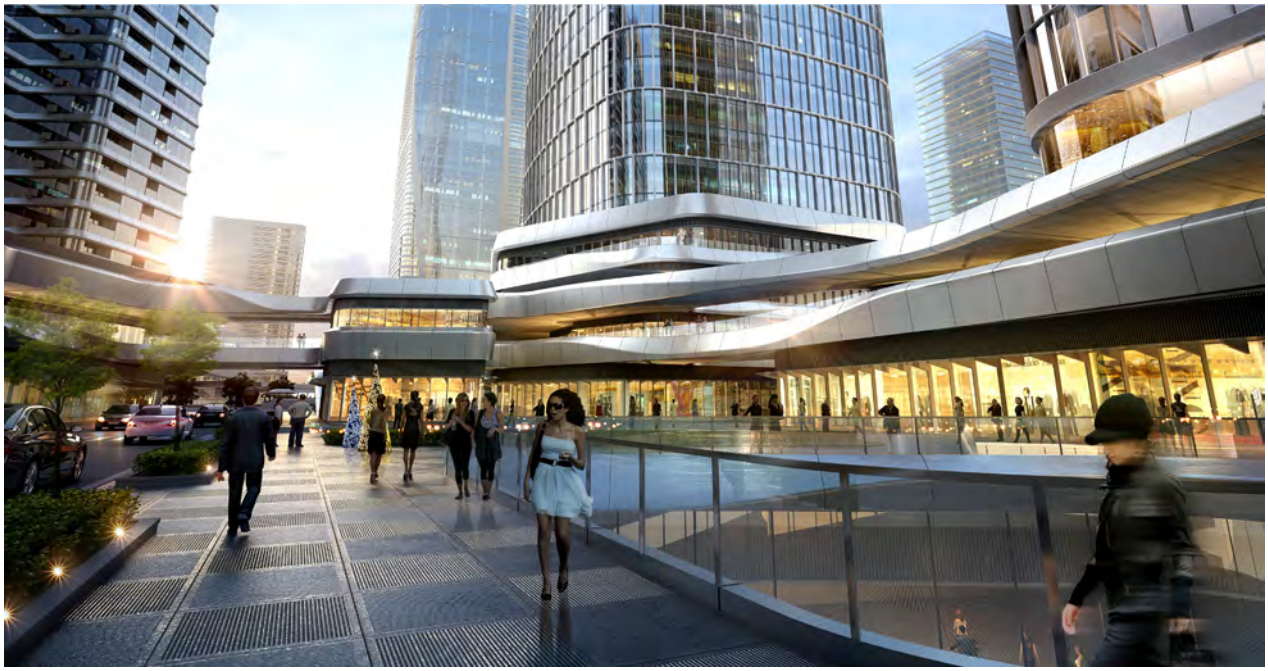
Qianhai

Shenzhen, China

Client: **Excellence Group**
Size: **75.6 hectares**
Dates: **2013- Ongoing**
Key Fact: **Creating a 'Manhattan of the Pearl River Delta'**

The vision of Qianhai district is to create a 'Manhattan of the Pearl River Delta'. The masterplan design enforces the Qianhai district outlook by creating iconic landmark buildings integrated with the surrounding urban context. The key design intent is to create an interesting place of high quality that adds value to the city for the general enjoyment of the public. The masterplan design implements a mixture of different themed communal open spaces of different characters. These open spaces are permeable and encourage active pedestrian movements at various levels through a series of retail streetscape and elevated link networks. They connect the towers together and also draw people across the sites.

In the urban planning context, the masterplan design is arranged to integrate with the surrounding urban fabric of the International Finance District without compromising views and land value for each plot of land. The masterplan design has a strong urban presence with a distinctive character that will definitely benefit and bring value to the Qianhai neighbourhood.





RESIDENTIAL

"The Meridian Water bidding process was an exciting experience for all of us. It not only enabled us to learn more about the OJEU process but also helped us identify the most valuable and effective contributors from the whole consultancy team. I would like to thank the Farrells team whose professionalism and commitment have made the most valuable contribution to the whole process."

Robert Lee, Deputy Chairman of PCPD




bookshop
entrance
Maidenhead Waterway



Lots Road *development on Chelsea Waterfront will provide 806 residential units*



Folkestone Seafront *- Consented masterplan for 1000 homes*



Convoys Wharf *masterplan includes 3 new public parks, 120 shops/ restaurants and up to 2000 new jobs for local people*



Old Oak Common *will provide up to 65,000 new jobs and 25,500 new homes*

Earls Court

Earls Court, London

Client: **Capco**
Size: **31.2 hectares**
Dates: **2010-2030**
Key Fact: **8000 dwellings and 279,000m² of commercial space**

The entire area around the Exhibition Centre in Earls Court is to be redeveloped, and will see three major land owners working in collaboration. The site is an isolated area to the rear of the exhibition building; a vast 28 hectares of under-utilised land in a high value location. The exhibition centre forms part of the 'Valley of the Giants' - a string of vast industrial, institutional and transport complexes along the previously industrialised 'lost river', in an area that is well connected to central London and the A4/M4.

Through routes are currently non-existent with very little connection to the surrounding urban area. The exhibition venue has been in decline over the past few years as bigger and better venues have opened in East London.

The masterplan concept is a vision based on the idea of four urban villages and a high street. These four new London villages are at the key corners of the site and would be named after their locations: West Kensington Village, Earls Court Village, North End Village and West Brompton Village. This scheme will grow inwards from the edges and the emphasis is on place not buildings. A new north-south broadway will serve as an urban and cultural magnet whilst a new high street will run on the east-west axis.











The Eagle

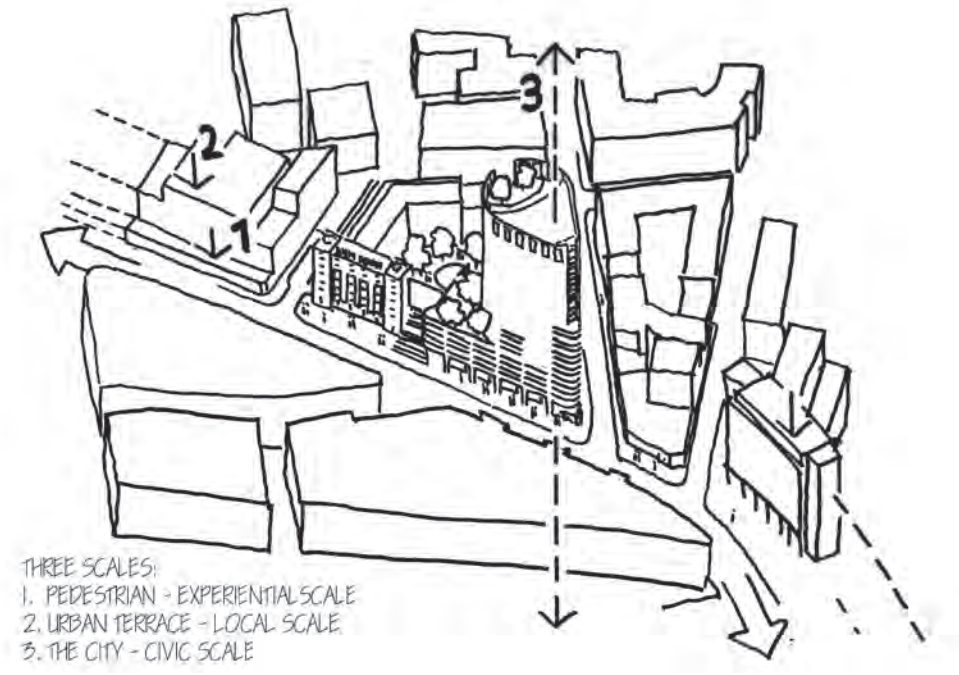
Hackney, London

Client: **Mount Anvil**
Size: **38,000m²**
Dates: **2002-2016**
Key Fact: **276 new homes, commercial and retail space**

The Eagle is an art-deco-style masterpiece offering 276 new homes (70 affordable), a new public square, and employment space for 300+ people. Designed by Farrells and developed by Mount Anvil, The Eagle located on City Road, just north of Old Street roundabout in London, creates a new landmark building for this fast-developing area, whilst drawing on the heritage of the site to establish a modern-day Art Deco icon.

The project is a piece of city making, combining Mount Anvil's focus on legacy – creating homes and communities which enhance London's world-class reputation - and Farrells long standing commitment to mixed use and mixed heritage with new build.

The ground-breaking, mixed-use buildings will enable this area to provide the very best workspaces and facilities, as well as characterful and high quality private and affordable residential units. This project is at the forefront of progressive urban design thinking, drawing on the character and identity of the existing art deco buildings which have been restored considering quality and long-term use. The tower is an elegant addition to the London skyline. The scheme has a GDV of £190m and has sold out.




RENAISSANCE
CITY ROAD

TRANSPORT ORIENTED DEVELOPMENT



"It is always good to work with the best people in any field and when it comes to masterplanning, Farrells are certainly that."

Piers Gough, CZWG Architects





Earls Court *masterplan builds on a new transport interchange bringing together 3 tube stations creating 8000 new dwellings*



Royal Mint Gardens *will provide 460 residential units, responding to the site which sits over low level DLR tracks that run into Bank station*



***Nanterre la Folie**, creating a new landmark transport interchange for Paris*



***Rossmore Road** regeneration to create a new front door to Marylebone station and identify residential opportunities*

Kowloon Station & Masterplan

Hong Kong, China

Client: **MTR Corporation**

Size: **220, 000m² (station)- 1million+ m² (masterplan)**

Date: **1992- Ongoing**

Key Fact: **237 million passengers per year, 4 platforms. The masterplan has 22 towers & 400,000m² commercial space**

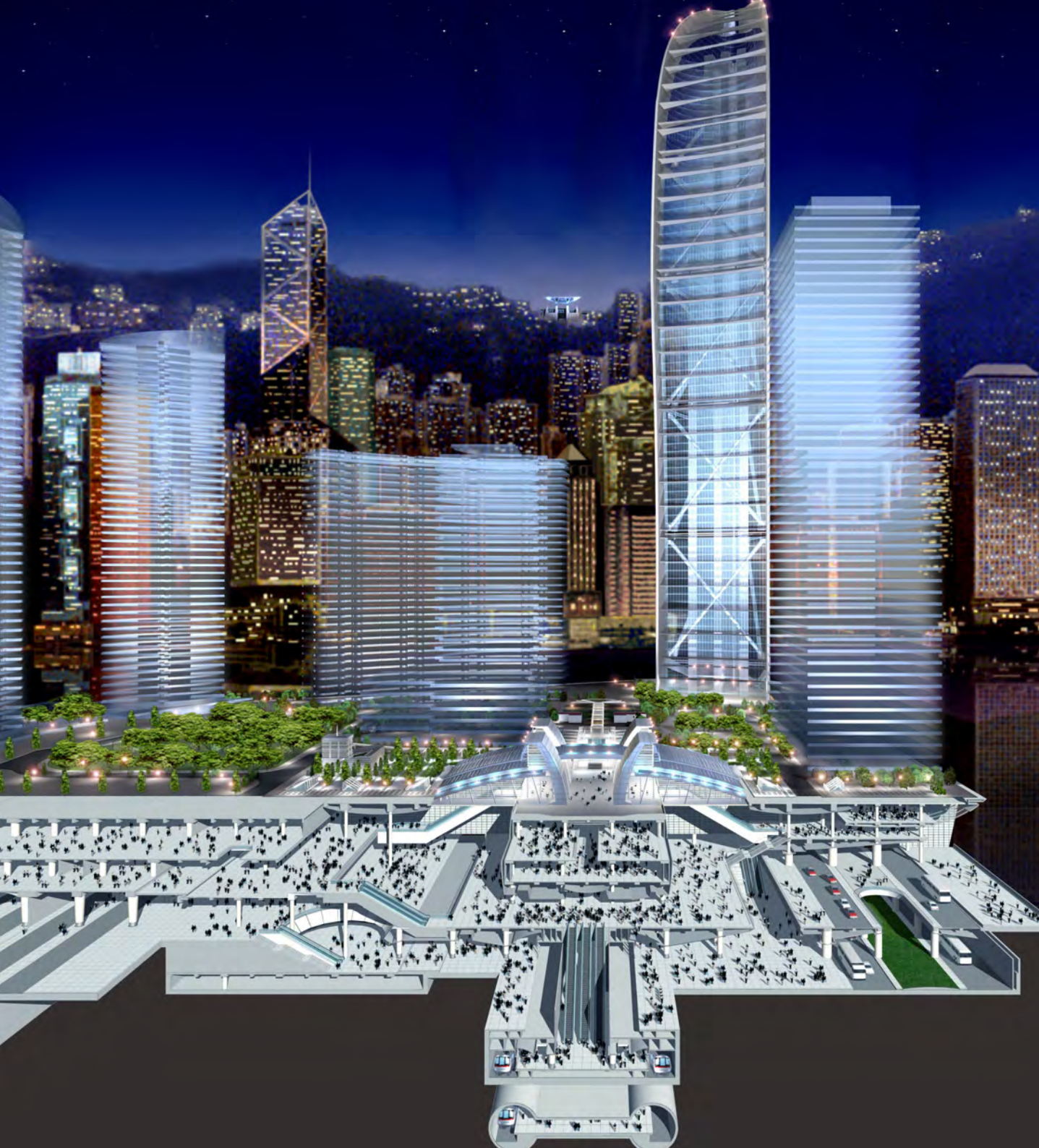
Kowloon Station and its air-rights development form a major transportation complex on the MTR link between Hong Kong Central and Chek Lap Kok Airport.

As a satellite airport terminal as well as a metro station, it incorporates in-town check-in counters, baggage handling and screening systems, as well as programmatically complex facilities for interchange to franchised buses, minibuses, taxis, and private coaches.

Above the station we developed a masterplan for a high-density, three-dimensional, transit-oriented urban quarter. The seven independent and sequentially phased development packages comprise one of the world's largest station air rights developments, with over one million square metres of hotel, office, retail and residential accommodation arranged around a central square with easy access to the station below.

The West Kowloon passenger interchange between three rail lines, airport check-in, coach, bus and taxi services are all linked by a central concourse and major atrium linked to the air rights development.





Old Oak Common

West London

Client: **London Borough of Hammersmith & Fulham, QPR**

Size: **500 hectares**

Dates: **2011- 2015**

Key Fact: **65,000 new jobs and 25,500 new homes**

Of the scale of Stratford or Canary Wharf, Farrells vision for over 500 hectares of West London, is focused on the unparalleled level of accessibility of their proposed integrated Crossrail/High Speed Rail 'super hub' interchange. Given this truly transformational level of accessibility, Farrells study concludes there is the clear potential for a new place in London, with the 'super hub' interchange becoming a powerful driver for growth and regeneration – the vision could generate an estimated 12,000 homes, 115,000 jobs, a new waterside park along the Grand Union Canal and a rapid transit system.

"At all times, we have found the Farrells team to be flexible and accommodating, often dropping everything to make things happen. Farrells have a clear and unique understanding about what a masterplan is and how to use it to deliver high quality urban spaces. They are methodical but also uniquely flexible and able to adapt to new challenges and demands of the stakeholders and investors alike." **Mark Donnelly CEO Queens Park Rangers FC**





Sustainability

Sustainable Communities Checklist

HERITAGE

Design and thinking which creatively fuses heritage and modernity

Encouragement of wide-ranging skills and enterprises

Respect for diverse history of multiple cultures

Involvement of the wider community and volunteers in decision making

Shape authentic and inspirational places



The Royal Institution of Great Britain

SUSTAINABLE PLACES

Principles of retrofit, regeneration and fabric first in design

Integrate new and enhance existing bio-diverse landscapes

Embrace and support healthy, diverse and connected communities

Incorporation of innovative low carbon energy solutions

Encouragement of active, integrated and low carbon travel



Regent's Place

ECONOMY & TECHNOLOGY

Good governance with partnership and community involvement

Intelligent use of recycled materials

Digital connectivity for super connected cities

Support social economy

Celebration of achievements



14 Pier Walk & 6 Mitre Passage, Greenwich Peninsula

FOOD AND WATER

Bio-diverse planting

Support for food enterprises

Closed loop solutions for food and water waste

Rain and grey water harvesting

Places which give opportunities for healthy and sustainable diets



St Ermin's Hotel

HEALTHY PLACES

Access to diverse open spaces

Active, skilled, employed and committed communities

Environment which inspires feeling safe

Integrated, accessible and active travel

Reduced noise pollution

Design, materials and management which ensure healthy buildings



North West Bicester Eco Town

KNOWLEDGE & PARTNERSHIPS

Sustainable knowledge through place making and urban rooms

Connections across disciplines

Thought leadership

A diverse work force which encourages the civic voice

Support and stimulate knowledge and social economies



Urban Room - Church Street

‘PLACE’ IS THE CLIENT



We believe urban design and architecture should always be informed by context and ‘place’ responding to the needs of existing and new communities.


Sweden
France
Jordan
Qatar
United Arab Emirates
Egypt
Pakistan
India
Cambodia
Singapore
South Korea
China
Phillippines
Malaysia
South Africa
Australia
New Zealand

Awards

2016

RESI Awards Development of the Year
The Eagle- shortlisted

The Props Awards
The Eagle

AJ Retrofit Awards
Albemarle Street- shortlisted

2015

London Planning Awards
Best Conceptual Planning Category
Low Level Bridges

Sunday Times British Homes Awards
Development of the Year
The Eagle

2014

Blueprint Awards
Critical Thinking Award
Sir Terry Farrell for the Farrell Review

MIPIM UK Awards
Future Project Category
Earls Court

The Planning Awards
Planning for Economic Growth Award
Royal Albert Docks

Planning for Housing Growth Award
North West Bicester

2013

World Architecture Festival Award
Future Masterplanning Category
Earls Court

London Planning Awards
Greatest contribution to London's Planning and Development over the last 10 years – Sir Terry Farrell

2012

Skytrax World Airport awards
World's Best Airport
Incheon Airport

CTBUH Awards
Best Tall Building Asia & Australasia Finalist
KK 100

2011

World Architecture Festival Award
Transport category – Shortlisted
Guangzhou South Railway Station

The Guardian Sustainable Business Awards
Built Environment category
Regent's Place

MIPIM Architectural Review Future Projects Award
Regeneration and Planning
Earls Court

Beijing Municipal Commission of Urban Planning
Outstanding Project Design Award
China National Petroleum HQ

Mumsnet Awards
Best Aquarium in the UK
The Deep

Visit England, Enjoy England Awards
Access for All Tourism Gold Award
The Deep

2010

BD Architect of the Year Awards,
Masterplanning Architect of the Year
Office Architect of the Year
Public Realm Architect of the Year

Royal Institute of British Architects
Award for North East England
Great North Museum

Royal Town Planning Institute
Award for Sustainable Communities
Regent's Place

World Architecture Festival Awards
Masterplanning category
Thames Estuary
Earls Court

2009

American Institute of Architects Award (AIA) Hong Kong - Architecture Award
Beijing South Station

Beijing Contemporary Top Ten Architecture
First Place
Beijing South Station

RIBA International Award
Beijing South Station

Skytrax World Airport awards
World's Best Airport
Incheon Airport

RIBA Regional Award
North East of England
Great North Museum

World Architecture Festival Award
Interior Design
Great North Museum

2008

Hong Kong Institute of Architects Awards
Finalist
Beijing South Station

Hong Kong Institute of Architects Awards,
Sheraton Dameisha Resort, Shenzhen

Cityscape Real Estate Awards
Best Developer: Waterfront Development Award
Sheraton Dameisha Resort

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