



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.*

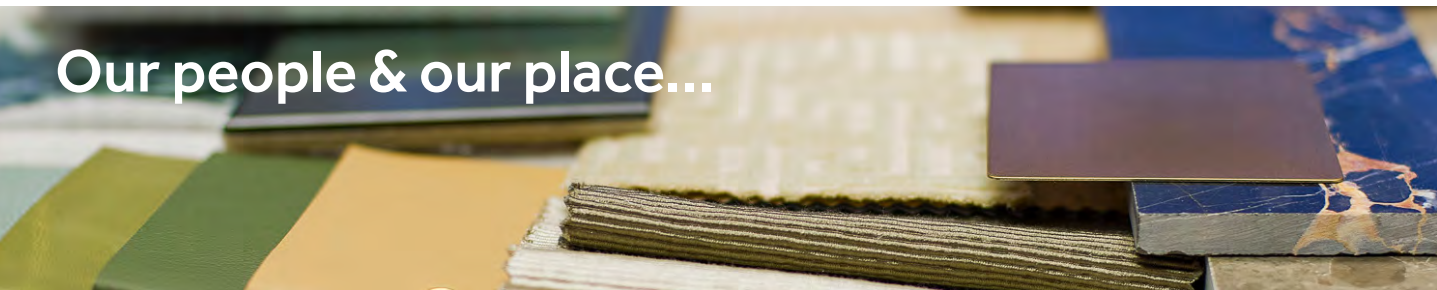


Katerina Karaga, Associate

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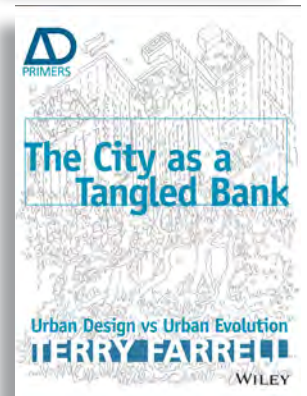
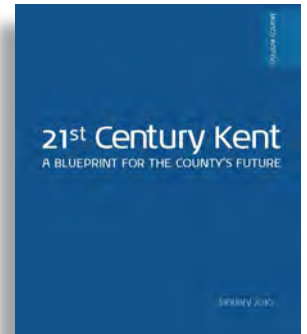
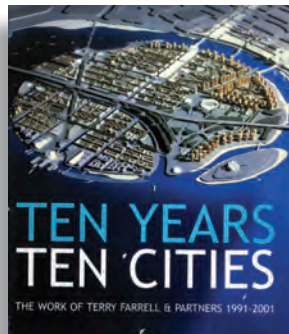
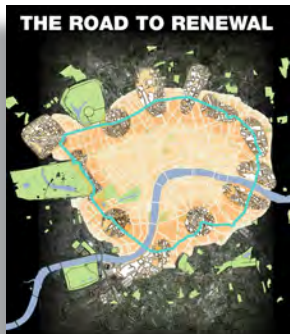
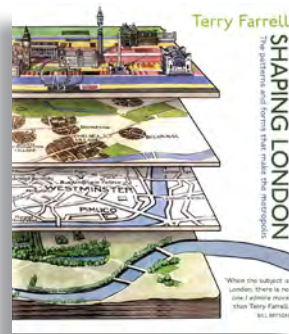


Our people & our place...

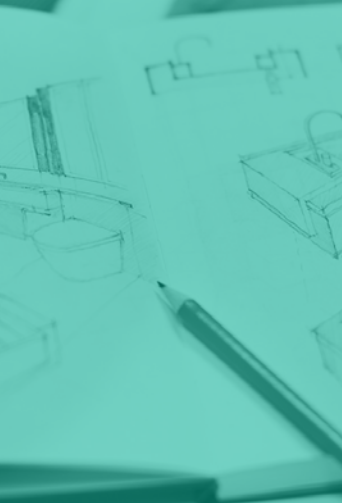




# Influencing through 'thought leadership'...



# 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

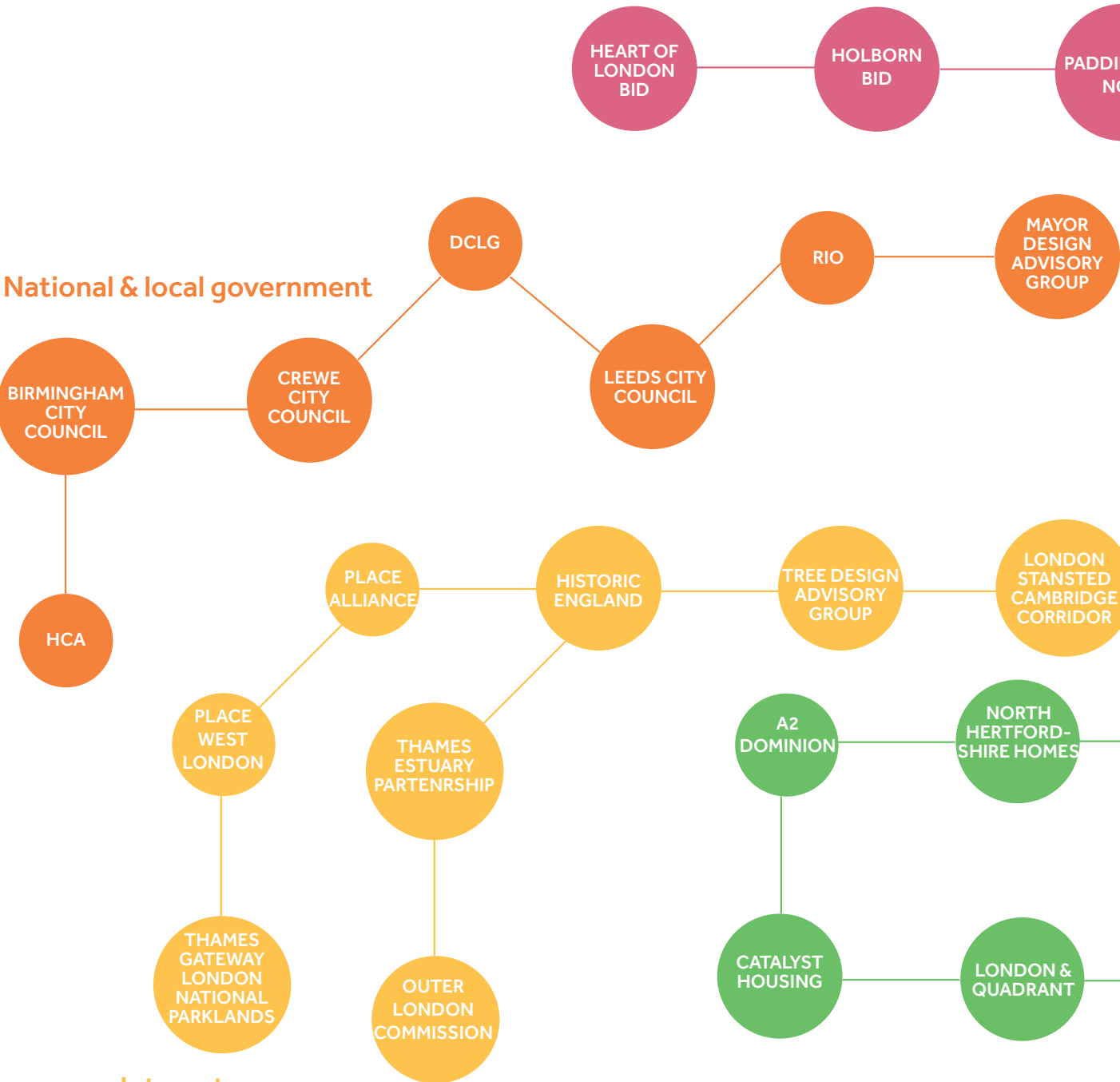
Public Realm Design  
Public Realm Strategies  
Supplementary Planning  
Documents  
Hybrid Planning Applications  
Masterplan Reviews  
Property Strategy

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...

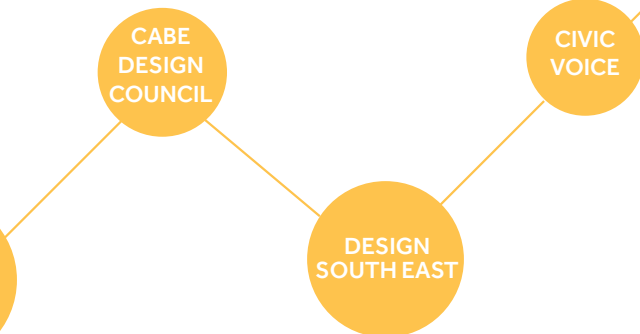
## National & local government



## Interest groups

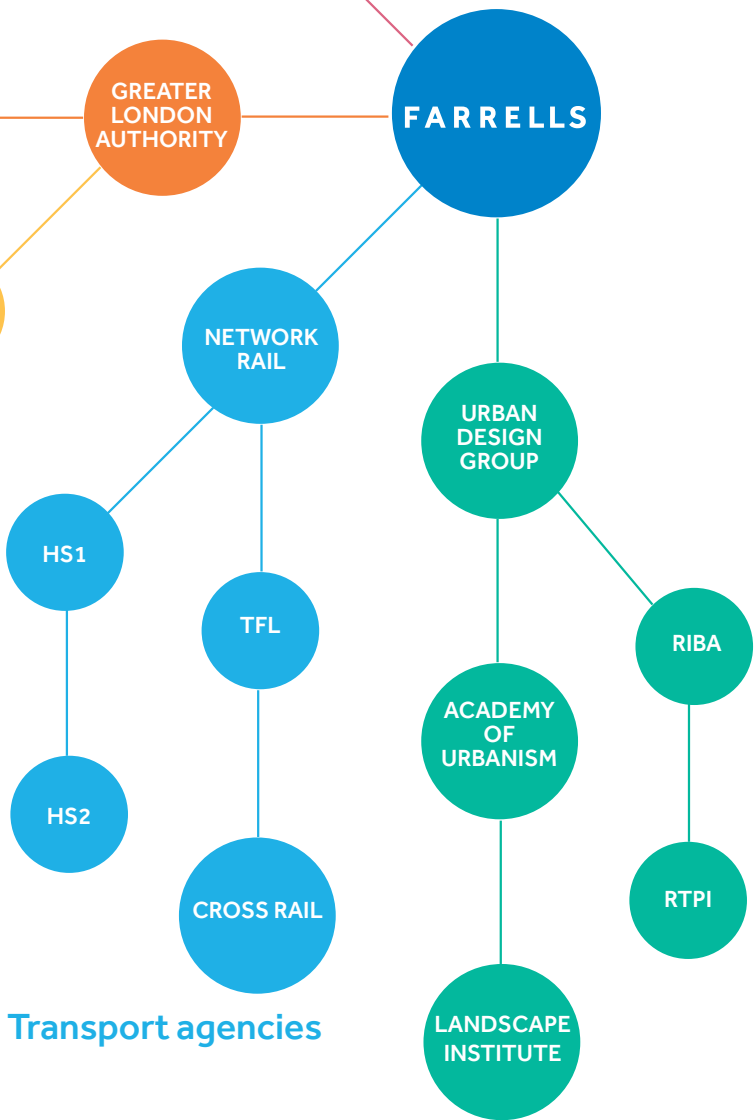


Business improvement districts



Housing associations

Transport agencies



Professional institutes

# ADVOCACY & VISIONING





A group of people are gathered around a large, detailed architectural model of a city plan. The model shows a mix of urban development, green spaces, and water bodies. Several hands are visible, pointing at specific areas of the model, indicating a collaborative discussion or presentation. The lighting is bright, casting shadows on the model. The overall scene suggests a professional meeting or a public consultation session.

# 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

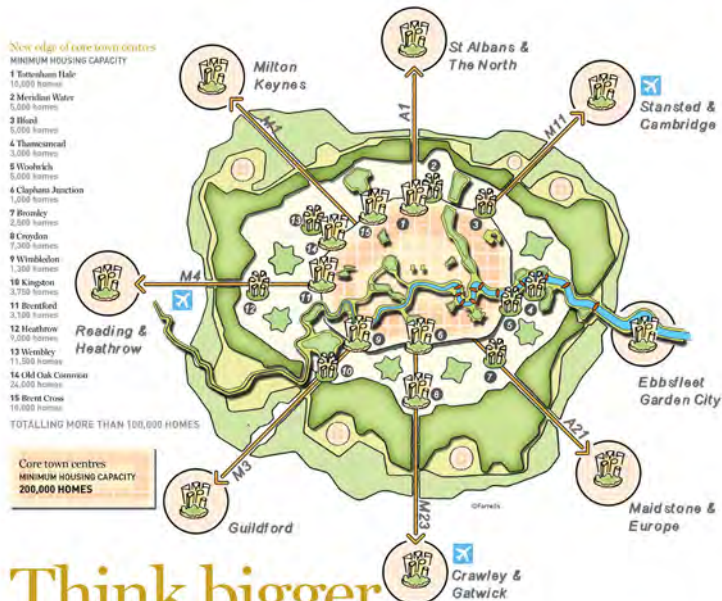


**Autonomous Vehicles**, Farrells & WSP led study looking at safer, greener and cleaner cities



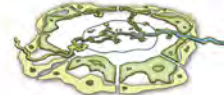


**Old Oak Common** will provide up to 65,000 new jobs and 25,500 new homes



## Four propositions for London

1. Make London a national park city



2. Unleash the power



3. Connect the world centres around transport links



4. Stretch the transport network with fast-track bridges



# Think bigger

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© 2010 GUY CARTELL LONDON DEVELOPMENT BOARD

# 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.









# 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





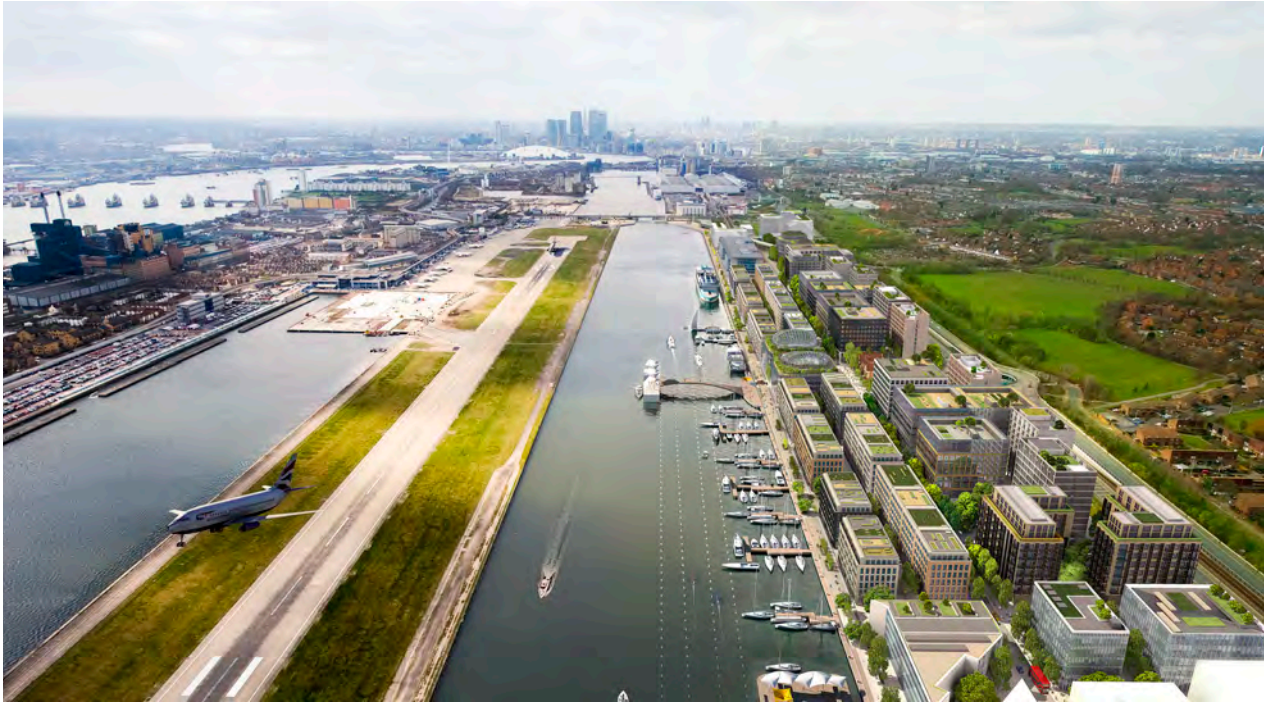


**Shanghai Shipyard** is a mixed use complex encompassing 10 million sq ft of residential, commercial and retail space



**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.

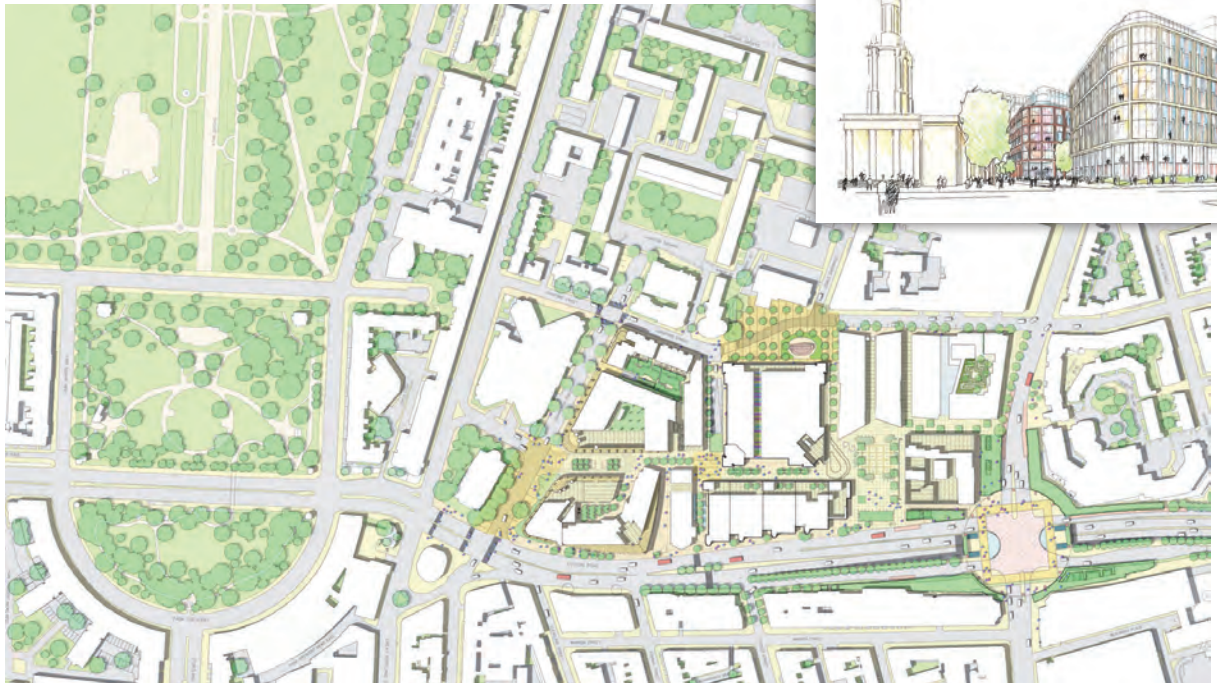


**Before** 2002



**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**

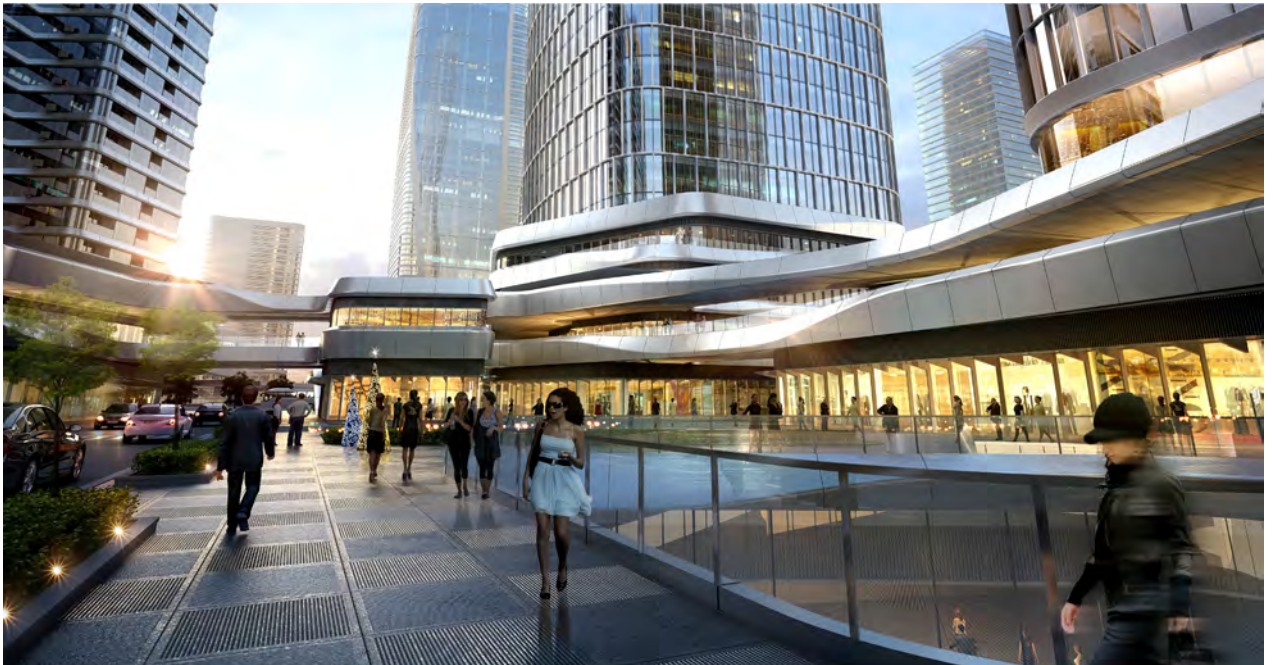
Dates: **2013- Ongoing**

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











**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 279,000m<sup>2</sup> 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: **38,000m<sup>2</sup>**

Dates: **2002-2016**

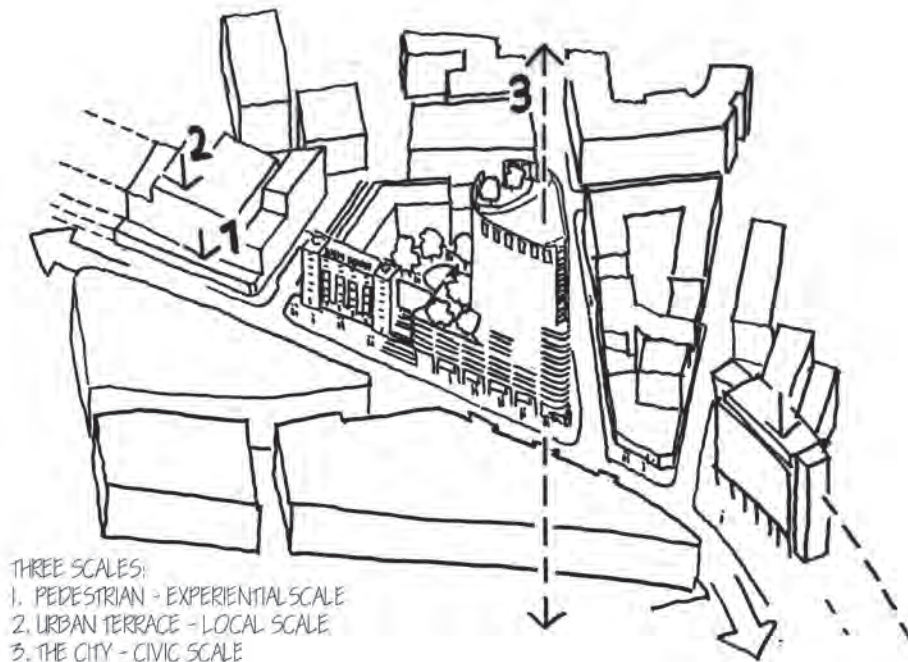
Key Fact: **276 new homes, commercial and retail space**

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.









# 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: **220,000m<sup>2</sup> (station)- 1million+ m<sup>2</sup> (masterplan)**

Date: **1992- Ongoing**

Key Fact: **237 million passengers per year, 4 platforms. The masterplan has 22 towers & 400,000m<sup>2</sup> 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.

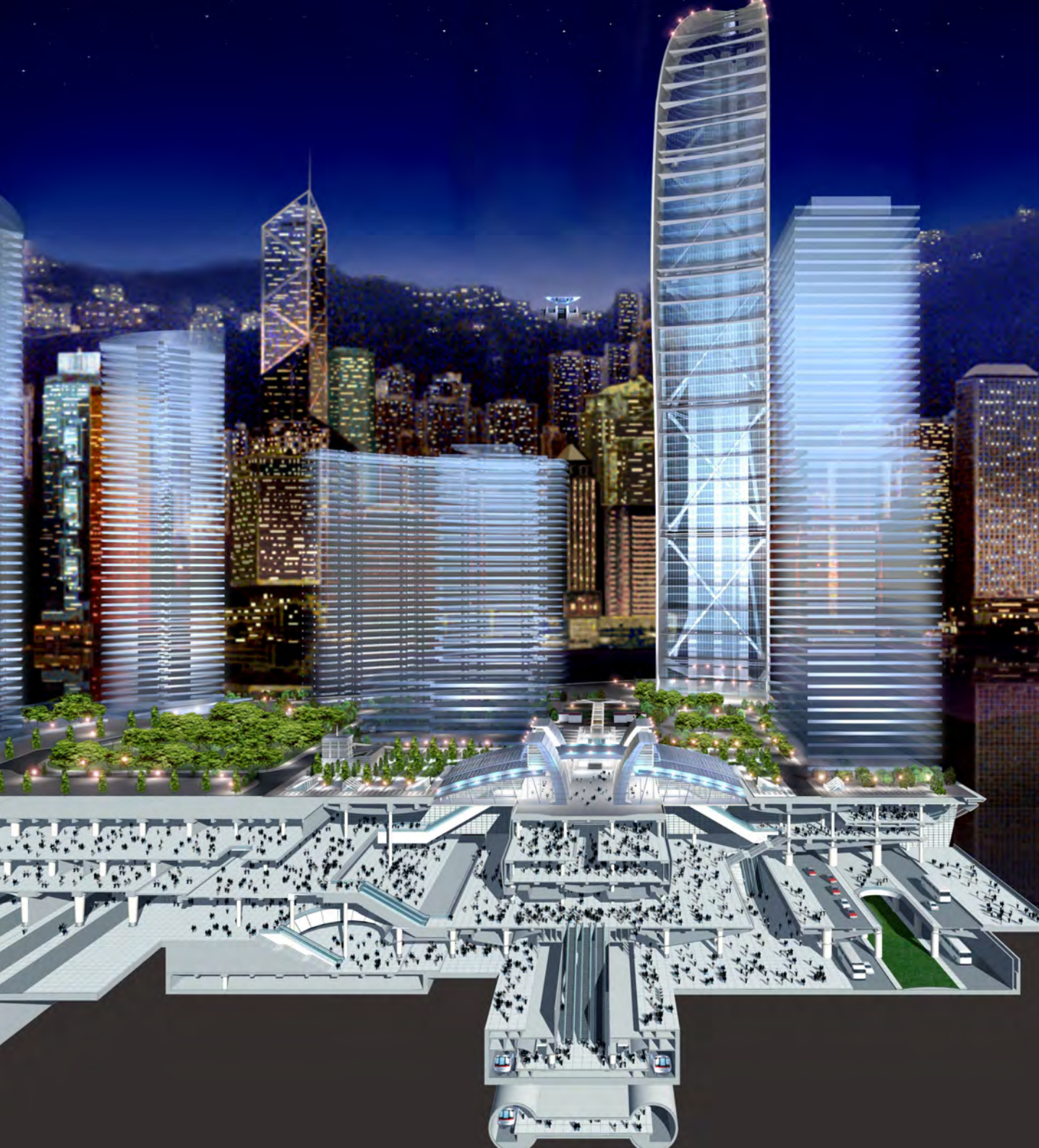
Above the station we developed a masterplan for a high-density, three-dimensional, transit-oriented

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



United States of America



United Kingdom



Portugal

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





# 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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