

CITY LIVING

DESIGNING SPACES THAT
INVIGORATE CITIES,
EXCITE STAKEHOLDERS
+ MAXIMISE EFFICIENCY

CORSTORPHINE
+ WRIGHT
ARCHITECTS

Corstorphine + Wright take a creative and commercial approach to designing residential schemes.

They work well with branding teams, planners and CABE reviews to achieve consent in a way that brings the building's brand to life while helping maximise asset value.

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This brochure gives you an overview of our city living expertise, with showcase projects highlighting elements crucial to successful developments. If you have questions regarding particular locations, brand visions or site constraints, simply get in touch.

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CORSTORPHINE
+ WRIGHT
ARCHITECTS





When it comes to city living, the most successful projects tell a story through their design. They stand out because they're vibrant spaces that engage modern urban dwellers – now and for the long term.

That is our speciality at Corstorphine + Wright. We have a proven track record designing schemes that create a buzz and attract buyers and tenants. From low to high rise, build-to-rent (BTR) to traditional private rented sector (PRS) – we help boost efficiency while creating spaces people want to live in.

Crucially, we do this by collaborating with stakeholders across the supply chain, working closely with planning boards to get permission for attractive and viable schemes.

ABOUT US



An Architects Journal Top 100 Practice

CORSTORPHINE + WRIGHT

With Corstorphine + Wright, you get spaces designed to appeal to today's discerning tenant – while achieving planning consent and maximising asset value. Using our straightforward methodology and drawing on experience from our 170-strong team, we deliver a design-driven service with a commercial edge.

+ CLIENT CENTRICITY

We engage with you throughout the design process, creating viable schemes that achieve your goals.

Your primary contact is a director, who spearheads ongoing coordination with all stakeholders from client and contractors to local authorities and design boards. Throughout the project, we take a critical, informed approach so we can pro-actively meet changing needs.

+ MARKET INSIGHT

Clients tell us we're unique in our ability to stay current, get under the skin of where the market's going and integrate learnings from other sectors. You therefore benefit from market knowledge and the latest design techniques – which helps you maximise value over the long term.

We look beyond architecture to identify opportunities that help make each individual scheme a success. This includes conducting feasibility studies, visiting possible site locations and advising on how best to utilise them, and reviewing proposed schemes to identify areas that can be made more efficient.

+ RESULTS FOCUS

With Corstorphine + Wright, you get the expertise and resource you need at every stage. This starts from developing the brief and obtaining planning consent.

And it extends to taking a creative approach to core design, using BIM modelling and facilitating the use of innovative construction methods.

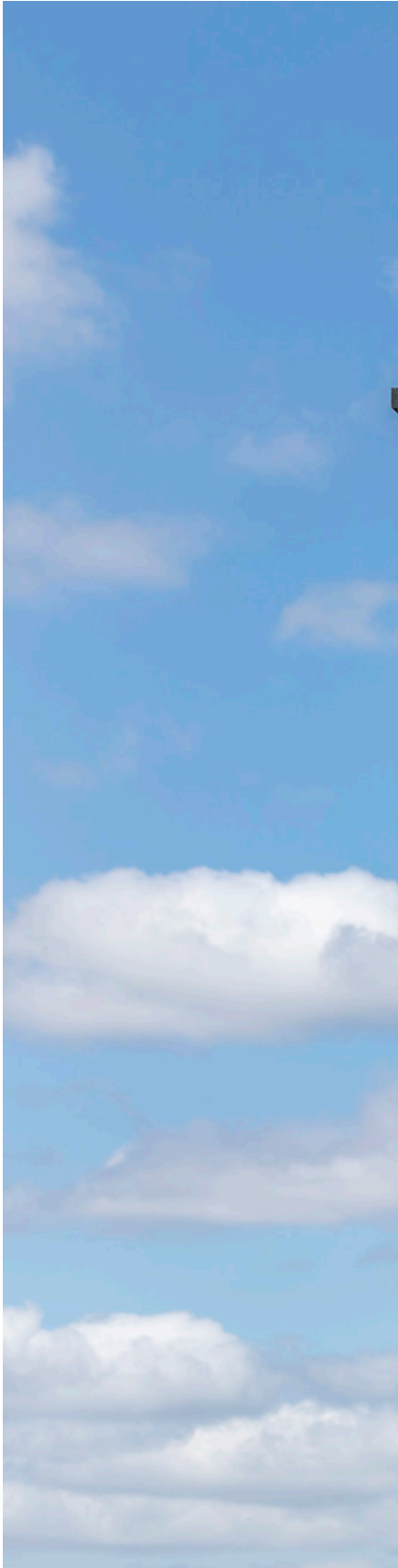
Throughout projects, we focus on delivery – whether it's working in collaboration with local authorities or helping optimise efficiency on site.

+ CUTTING-EDGE DESIGN

From low to high rise, our focus is on designing rooms to maximise efficiency while reinforcing the building's brand. We carefully balance the needs of both BTR and PRS, considering all the factors relating to context, amenities and unit layout.

We have a proven track record of helping schemes hit efficiencies in terms of the floor plan, **routinely providing a 5 to 10% boost** even when envelope parameters are defined. This helps you optimise the space from an investment perspective while delivering the best possible occupier experience.

We have a proven track record of delivering schemes that help clients develop their reputations and portfolios...





A SPOTLIGHT ON

BRANDING + LIFESTYLE

WE ARE SEEING
A FUNDAMENTAL
CHANGE IN CONSUMER
EXPECTATIONS
DRIVING DEMAND
FOR A CITY LIVING
LIFESTYLE THAT
FEATURES ATTRACTIVE
DESIGN AND MYRIAD
AMENITIES.

Tenants want to feel like they're putting down roots and living in a true home, but with a range of modern services at their fingertips.

With this in mind, we design schemes that bring your brand to life. Thanks to our deep market experience, we understand how to seed your vision through every element of building and interior design to deliver a compelling experience.





This heritage low-rise is a truly unique development in a riverside location fronting the Thames. Palace Wharf was originally used for importing marble, and by the 1980s was a plaster works.

The site was derelict, and the city living scheme was designed to revitalise the surrounding community – while creating an attractive brand that balanced modern amenities with the historic, industrial feel.

We redeveloped the main listed wharf building into 22 luxury apartments. Then we designed 5 new-build townhouses, all of which front the river.

The site is equidistant to Fulham Broadway and Hammersmith Underground Stations, and a 5-minute walk to Fulham Palace Road. Thanks to this easy access, it's become a popular location for tenants looking for both character and convenience.



PALACE WHARF, LONDON

High St, Digbeth, on the site of a former car dealership, comprises 517 mixed 1 and 2 bed apartments in the regeneration area of Digbeth, Birmingham. The scheme's brand was developed in homage to the city's historic Lunar Society, both to celebrate the Chinese influence on the city and to attract Chinese investors.





*"It's a quality
design...
and at night
will shine out
like a beacon."*

*Keith Linnecor,
Birmingham City Councillor*

HIGH STREET
DIGBETH,
BIRMINGHAM

LUNAR RISE

This brand direction influenced our entire elevational treatment. For example, we incorporated the Chinese emphasis on outdoor living, with apartments oriented towards the solar path and creating a high percentage of private terraces supported by large communal garden spaces.

The layered façade creates depth and shadow from balcony spaces, and the building framing is influenced by Chinese calligraphy generated by lunar symbols.

The project is directly opposite a conservation area, and we worked closely with local authority planners to ensure we maximised efficiency while reflecting the brand in the building height, density and streetscape.

We were able to achieve 40% more units than the original plans. At the scheme's heart is a striking 25-storey tower – the tallest in Birmingham dedicated to residential – and the approved design comprises three linked buildings with a gradual height increase in response to the site.



HIGH STREET
DIGBETH,
BIRMINGHAM



We have been actively involved in marketing the scheme, supporting the client both in the UK and China, including doing interviews with Chinese media. The development is scheduled to complete in 2021 and is already 30% sold before the official launch to UK investors.

ARDEN GATE, BIRMINGHAM

Arden Gate is a new residential scheme redeveloping the site of an existing data centre building. The brand vision was to create a New York City-style loft living experience with large, open-plan spaces as a focus for the apartments.

The urban feel was trailblazing, and it was one of the first developments in Birmingham to feature open-plan living. The industrial concept interiors were housed within simple brick elevations with gable frontages to the street and metal balconies punctuating the façade.

The irregular roofscape generates a unique silhouette, which both responds to the different building scales in the immediate context and reinforces the loft living concept.

Arden Gate comprises 214 mixed 1 and 2-bed apartments and duplexes. The overall design consists of a perimeter building ranging from 5 stories to 9 stories, with a split-level, open-sided terrace orientated to the south with covered car parking spaces located beneath.

THE BRAND VISION
WAS TO CREATE A NEW
YORK CITY-STYLE LOFT
LIVING EXPERIENCE









A SPOTLIGHT ON

EFFICIENCY + PLANNING CONSENT

CITY LIVING DEVELOPMENTS ARE LONG-TERM ASSETS, AND OUR APPROACH FOCUSES ON MAXIMISING VALUE OVER THE LONG TERM.

This means considering amenities and smart technology along with efficiencies to give you an edge in the market.

Schemes generally involve ongoing coordination with local authorities, and we have an established track record reworking planning permission where a development isn't viable as approved. In fact, our clients tell us that one of our greatest strengths is our commerciality.

Whether it's repetition and stacking of apartments, minimising the number of cores or designing out transfer structures, we pride ourselves on hitting efficiencies and helping you get most from your budget.



HOLLOWAY HEAD, BIRMINGHAM

Holloway Head is one of Birmingham's largest city living schemes, regenerating a derelict 1.3-acre brownfield site to cater for growing demand in the area.

It was conceived to target 50% rental and 50% owner. As a result, we considered 2 different categories of end user, undergoing a CABE review to help maximise the scheme's potential and select the best design options. We achieved consent in 2015. The design features 2 separate plots that range in height from 6 to 14 stories.

A strong diagonal responds to the complicated site levels and solar orientation to establish dramatic nodes at key corner locations.

Comprising 487 apartments, the PRS plot to the north features a bigger residents' courtyard and more amenities to maximise tenant appeal, with smaller units to achieve greater density. The southern plot features slightly larger units to increase buyer appeal and long-term value.





A STRONG DIAGONAL
RESPONDS TO THE
COMPLICATED SITE
LEVELS AND SOLAR
ORIENTATION TO
ESTABLISH DRAMATIC
NODES AT KEY
CORNER LOCATIONS.



11-13 THAMES STREET, KINGSTON

11-13 Thames Street is the redevelopment of an existing listed building that added little architectural quality to Kingston town centre.

Kingston planning authorities were heavily involved in the scheme and stringent about projects that received approval. We achieved consent for a design that retains the existing listed building and adjoining historic building at No 11 and No 13, respectively.

The scheme contains 27 new apartments in a location where views towards All Saints Church from Hampton Court Palace had to be retained. As the existing site was also orientated north/south, a key challenge was the inclusion of dual-aspect and south-facing units that met the London Housing Design Guidelines.







A SPOTLIGHT ON

PLACEMAKING



CITY LIVING
DEVELOPMENTS
DON'T EXIST
IN ISOLATION...

...Occupancy and return on investment are closely linked to the building's context.

We look at the wider environment, helping design buildings that foster communities within the development itself and with the surrounding area.

This emphasis on placemaking helps maximise investor interest and minimise tenant turnover, while making a tangible contribution to the public realm.





THE CO-OPERATIVE, COVENTRY

The old Co-Operative department store building is a Coventry landmark. We were selected to convert it into a desirable residential scheme to revitalise the street while retaining the store's iconic features.

Working in collaboration with a range of stakeholders, we created 62 new 1 and 2-bed apartments, along with retail and leisure on the ground and basement floors. The retail deep plan didn't very work well for residential, and to overcome the design challenge, we cut out a large central section of the building to create an internal residents' garden with a ventilated glazed roof.

This is the heart of the community-led scheme and has set a design trend when it comes to use of light.

WE CUT OUT A LARGE
CENTRAL SECTION
OF THE BUILDING TO
CREATE AN INTERNAL
RESIDENTS' GARDEN
WITH A VENTILATED
GLAZED ROOF.



The internal garden also provides access to resident exercise and recreation areas, together with a private shared lounge space and roof terrace behind the retained historic Co-Operative signage.

These amenities create life for the apartments around the perimeter.

We helped with a sales launch featuring Coventry councillors and representatives from the City of Culture. Units have been selling rapidly – the first 10 apartments sold the night they went on sale.

The project is currently on site and will finish in 2019, before Coventry has its year as the UK City of Culture in 2021.





"We knew ahead of the launch that there was very strong interest, but to reserve the first release within days of the event is testament to what we are aiming to achieve."

Neil Edginton,
Managing Director of EDG Property



XEROX, WELWYN GARDEN CITY



ONCE THE PERMITTED DEVELOPMENT WAS SECURED, CONSENT WAS ACHIEVED FOR DEVELOPMENT OF 2 ADDITIONAL STORIES TO CREATE 44 NEW DUPLEX APARTMENTS ON TOP OF THE EXISTING 3 STORIES.

The development site is the former Rank Xerox Business Park in Welwyn Garden City. The site was opened in 1980 as a technical centre with both design and technical engineering facilities across 3 main buildings. Rank Xerox now only occupy just 1 smaller building.

Corstorphine + Wright was appointed to create a masterplan for the site, converting the offices into a new residential park with 510 apartments and landscaped gardens – all through permitted development consent.

The concept of the existing buildings uses the office space deep plan, with an attractive communal atrium.

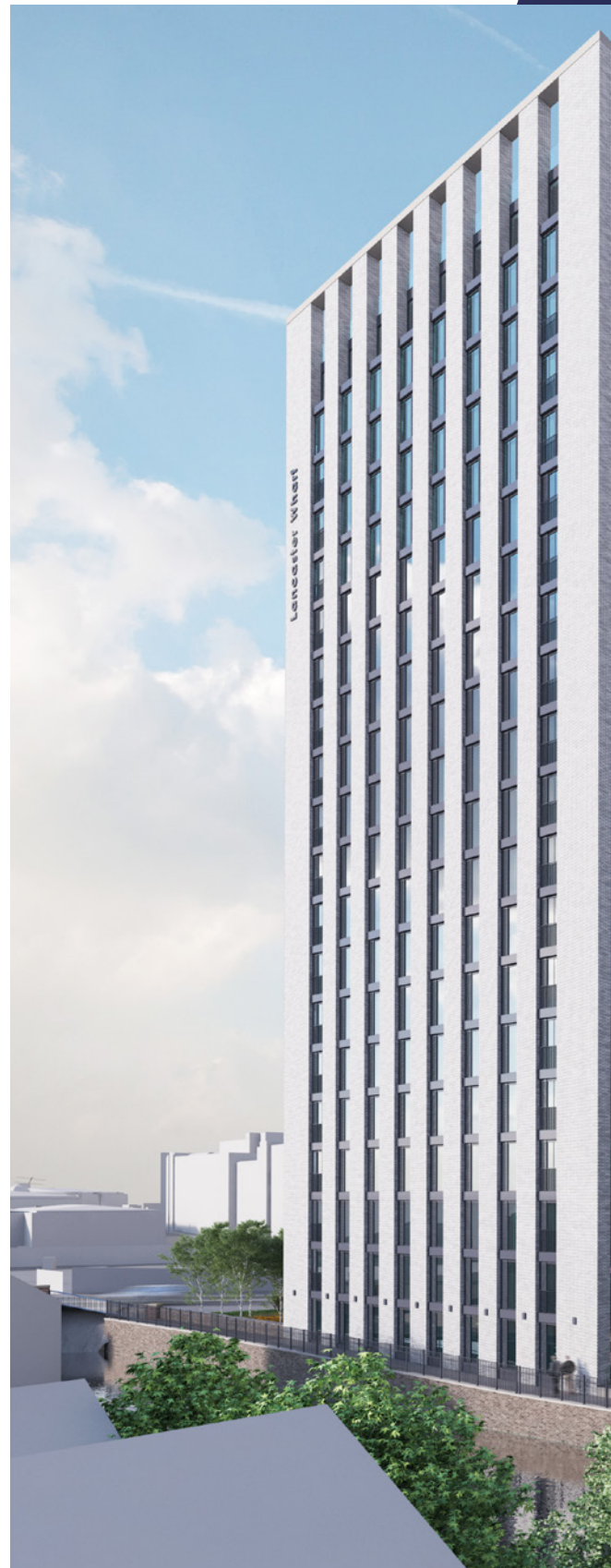
Dual-aspect apartments are then accessed from the atrium, so it's an inviting space that gets a great deal of use.

LANCASTER GATE, BIRMINGHAM

Lancaster Wharf is a new PRS residential development located at a significant gateway to Birmingham City Centre next to the Fazeley Canal. The scheme provides early redevelopment of Birmingham's historic Gun Quarter revitalising a neglected, industrial part of the city acting as a catalyst for the wider area's redevelopment.

The 18 storey tower provides 1,2 and 3 bed apartments with garden terraces provided for the rooftop units. Use of materials across the scheme has been purposely selected to reflect and harmonise with the history and character of the immediate context.

The tower creates a new focal point for the Gun Quarter with a distinct and unique building articulated at the corners to emphasise the site's key status, whilst positively contributing to the existing cityscape of tall buildings.







11-13 THAMES STREET, KINGSTON
for: Telson Capital
27 Units / £6.4m / Completion 2020

Noteworthy Elements:

- > Facade retention. Planning achieved in an area stringent about approval.



ARDEN GATE, BIRMINGHAM
for: Court Collaboration & Top Capital Group, Hong Kong
214 units / £24m / Completion 2019

Noteworthy Elements:

- > New York City loft-inspired brand
- > Pioneering open-plan design.



LANCASTER GATE, BIRMINGHAM
for: Taylor Grange & Court Collaboration
295 Units

Noteworthy Elements:

- > The 18 storey tower provides 1,2 and 3 bed apartments with garden terraces provided for the rooftop units.



HOLLOWAY HEAD, BIRMINGHAM
for: Panther Securities
487 Units / £62.5m / Completion 2021

Noteworthy Elements:

- > Underwent a CABE review.
- > Targeting 50% owner, 50% tenant.



PALACE WHARF, LONDON
for: Chase New Homes
27 Units / £10m / Completion 2017

Noteworthy Elements:

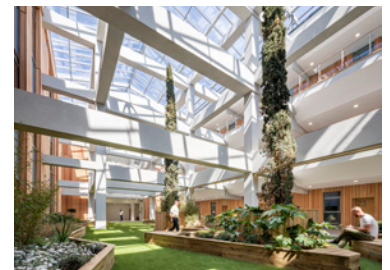
- > Listed building at desirable riverside location.



HIGH STREET DIGBETH, BIRMINGHAM
for: PGC Capital
517 Units / £75m / Completion 2021

Noteworthy Elements:

- > Chinese-influenced brand seeded throughout the design of the 25-storey building – Birmingham's tallest dedicated residential development
- > Achieved 40% more units than the original plans
- > Avoided a transfer structure thanks to a grid design that includes parking, retail and commercial space at ground level.



THE OLD CO-OPERATIVE, COVENTRY
for: EDG Properties
62 Units / £9m / Completion 2019

Noteworthy Elements:

- > Iconic Coventry city centre department store redevelopment with listed elements.
- > Design challenges associated with adapting the deep plan for residential.



XEROX, WELWYN GARDEN CITY
for: Chase New Homes
510 Units / £20m / Completion 2017

Noteworthy Elements:

- > POffice conversion leveraging the existing deep plan. Innovative use of atrium space.



DANDARA, ARENA CENTRAL, BIRMINGHAM
for: Dandara Group
250 Units / £30m / Completion 2019

Noteworthy Elements:

- > Adjacent to Birmingham's tallest office building
- > Regenerating a vacant site in a prime location.



S&K, BIRMINGHAM
for: Taylor Grange
500 Units / £60m / Completed

Noteworthy Elements:

- > Conversion of a historic Victorian building used as a storage warehouse. Restaurant, bar and gym will be included on the waterside, opening up a previously inaccessible area of the River Rea.



THE ORION, BIRMINGHAM
for: Crosby Lend Lease
346 Units / £45m

Noteworthy Elements:

- > 26-storey tower. Worked in collaboration with interior and fashion designer John Rocha.

SIRIUS BUILDING, BIRMINGHAM
182 Units / £25m / Completed 2018

Noteworthy Elements:

- > 15-storey building and multi-story basement parking. Mixture of traditional brickwork, rendered panels and glass. Challenging site constraints, including incorporating existing historic buildings into the development.



PERSHORE ROAD, BIRMINGHAM
for: Hallmark-By Developments Ltd
330 Units / £36m / Completed 2018

Noteworthy Elements:

- > First and largest Birmingham PRS scheme
- > Maximised efficiency through repetition and stacking of apartments.

THIS BROCHURE GIVES A TASTE OF THE CITY LIVING SCHEMES WE'VE WORKED ON, HERE WE GIVE FURTHER INFORMATION ABOUT EACH DEVELOPMENT WE'VE MENTIONED AND INCLUDES OTHER CITY LIVING SCHEMES COMPLETED AND IN PROGRESS.

FURTHER PROJECT INFORMATION



As placemakers Corstorphine + Wright know that architecture is about more than an individual building and we work collaboratively with our clients to understand and develop the spaces around and between structures.

170+

strong team of **experienced professionals** who share learnings from across the practice

10

studios across the UK & Ireland

40

years' of industry experience

100+

leading UK property PLCs and developers have worked with us

15,000

units successfully designed

85%

of projects have been for repeat clients over the past 3 years

CORSTORPHINE+WRIGHT
IN NUMBERS


CORSTORPHINE
+WRIGHT
ARCHITECTS


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