



RESIDENTIAL
PORTFOLIO

SGP

Architects + Masterplanners



+

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INTRODUCTION

Stephen George + Partners has been designing for the residential sector since our foundation in 1970. From award-winning individual homes to large scale housing developments, student accommodation to entire eco-towns, we have applied our practical experience and creativity to deliver beautiful, sustainable renovations and new builds for housing associations, private companies, and local and national developers.

SGP is passionate about placemaking; creating places where the owners or tenants are proud to live – not just their own homes but the spaces in between. Working with our clients, new and old, we create legible, character-filled developments that are welcoming, safe and connected to their locality.

We listen and we challenge, interrogating the client's brief, clarifying what they want to achieve and suggesting alternatives to improve the final design. Our designs are always pitched at the right commercial level for the client, without compromising the overall feel of the scheme.

SGP is an ardent believer in inclusive design. Our larger-scale developments often combine a variety of residential house designs and tenures with alternative uses, such as work/live units or small start-up units to encourage local employment.

Our developments are “tenure blind”.

Sustainability and resilience have been, and will continue to be, key themes in residential design. SGP's technical know-how allows us to develop strategies that are both cost-effective and easy for our clients to implement and maintain in the long-term.

SGP is collaborative; we work with other designers, specialists and engineers to create the design innovations and fresh thinking needed to future-proof new developments, be that climate-related such as flood mitigation measures or long-term changes in consumer.

We embrace technology and can offer in-house expertise where it benefits our clients. We are well-versed in modern methods of construction, modular housing and off-site production techniques. Our use of Revit allows us to present sketches and layouts early in the process, showing how the house or houses will look and physically fit together on site. 3D renders of surrounding streets and buildings give an accurate impression of how a scheme will look and our in-house virtual reality technology allows us to walk our clients through the development.

SGP is a multidisciplinary practice and we bring additional cross-sector expertise to our residential designs. In a large-scale residential development, SGP can bring in other SGP experts to design the footprint and massing of a school or an elder care facility, suggesting a layout and positioning based on their knowledge of how that type of amenity is used and how that use defines its relationship and interaction with the streets and buildings around it.

+
we care
we challenge
we deliver





RESIDENTIAL
MASTERPLANNING



UFFINGTON ROAD STAMFORD

PROJECT OVERVIEW

CLIENT Vistry Partnership Ltd

FORM OF CONTRACT JCT Design & Build
with Contractor Design

SIZE 200 dwellings (170,283ft² total)

YEAR OF COMPLETION 2024

- SGP engaged with key stakeholders at the start of the design process to develop an overall Design Code for land allocated as part of a wider residential offering.
- Submitted a full planning application for the north-west half of the site.
- The application included a mix of 37% private, 30% affordable rent, and 34% Shared Ownership homes.
- The housing mix consists of apartments and houses ranging from 1-bedroom to 4-bedroom properties.
- The Full Application implemented established design principles and demonstrated a compliant BHL assessment.
- Following successful planning approval, site-specific construction information was produced.





GILTBROOK NOTTINGHAM



PROJECT OVERVIEW

CLIENT Peter James Homes Ltd

FORM OF CONTRACT Design & Build

VALUE £11.5 million

YEAR OF COMPLETION 2019

- 90 new build private housing units.
- Mixture of private state and 'tenure blind' affordable properties.
- Steeply sloping site.







COVENTRY ROAD BROUGHTON ASTLEY

PROJECT OVERVIEW

CLIENT William Davis Ltd

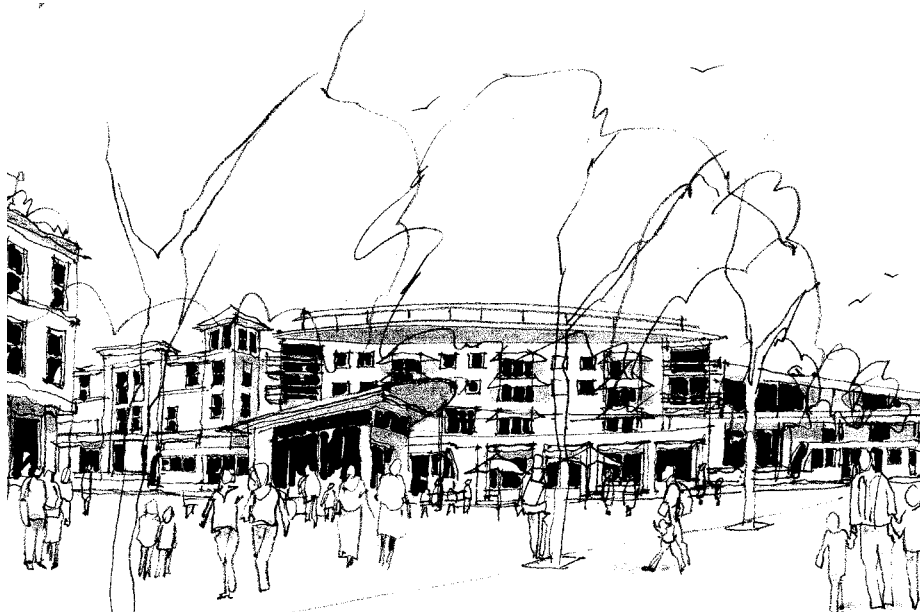
FORM OF CONTRACT Design & Build

VALUE £24 million

YEAR OF COMPLETION 2020

- 196 new build private housing units.
- Mature existing trees to be retained.
- Public right of way diagonally across the site.





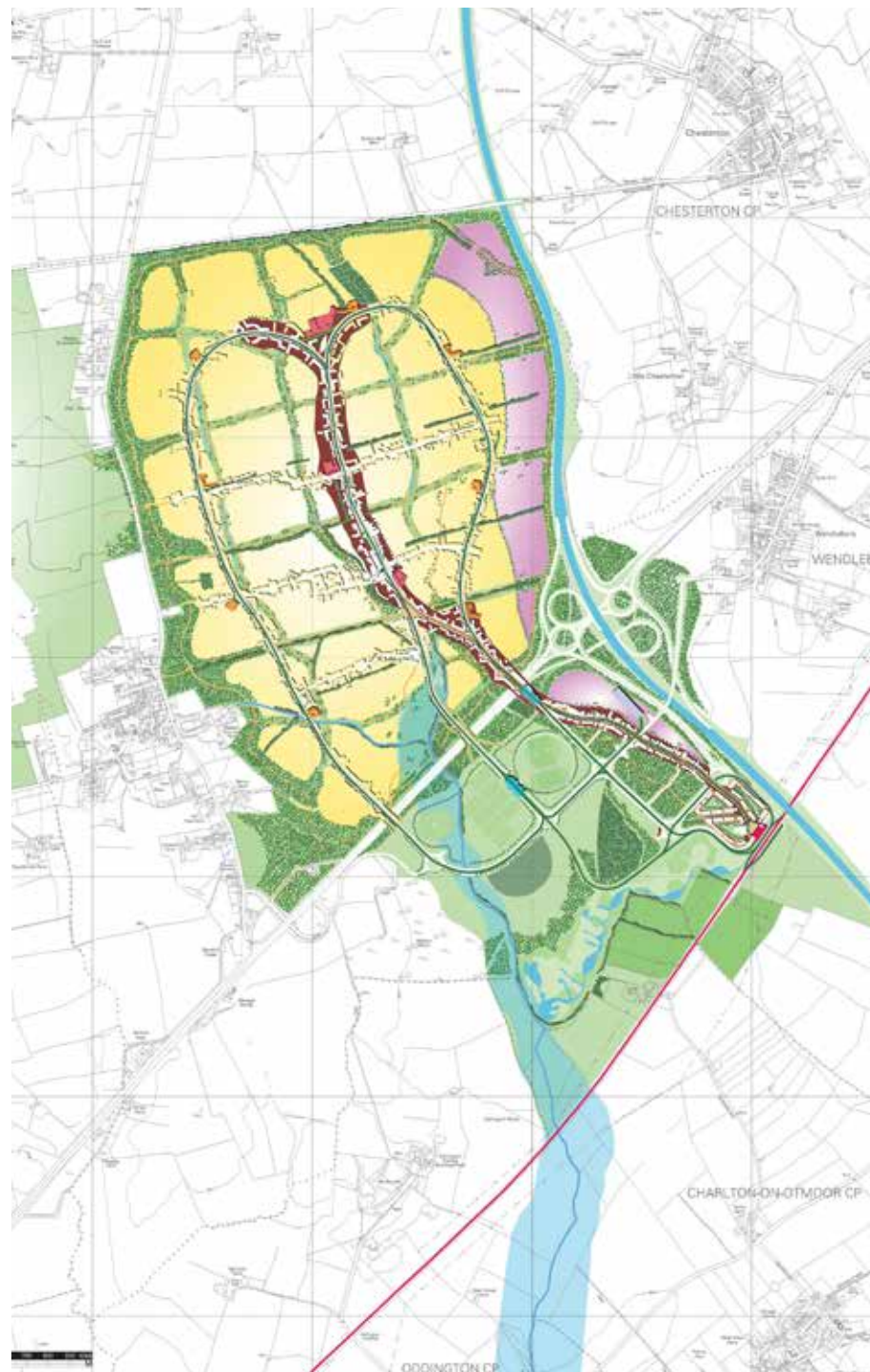
ECO-TOWN WESTON OTMOOR BICESTER

PROJECT OVERVIEW

CLIENT Parkridge Developments

FORM OF CONTRACT Competition

- New town for 15-20,000 homes.
- Short-listed to final 10 national proposals as part of the Government's Eco-Town programme.
- Macrobiotic power generation linked to greenhouse horticulture. A by-product of this process is organic fertiliser which can be used in market garden enterprise.
- Comprehensive integrated approach to minimising carbon footprint.





DICKENS HEATH SOLIHULL



PROJECT OVERVIEW

CLIENT Parkridge Developments

FORM OF CONTRACT Design & Build

SIZE 8,686m² (93,500 ft²)

VALUE £95 million

YEAR OF COMPLETION 2009

- Birmingham Post & Mail House Design Awards 2006 (Best Luxury Home; Overall winner).
- Daily Mail National Property Awards 2007 (Best Apartment and Five Star Award for the Midlands Region).
- UK Property Awards 2009 (Best Mixed-Use Development).







GLAN LLYN LLANWERN NEWPORT

PROJECT OVERVIEW

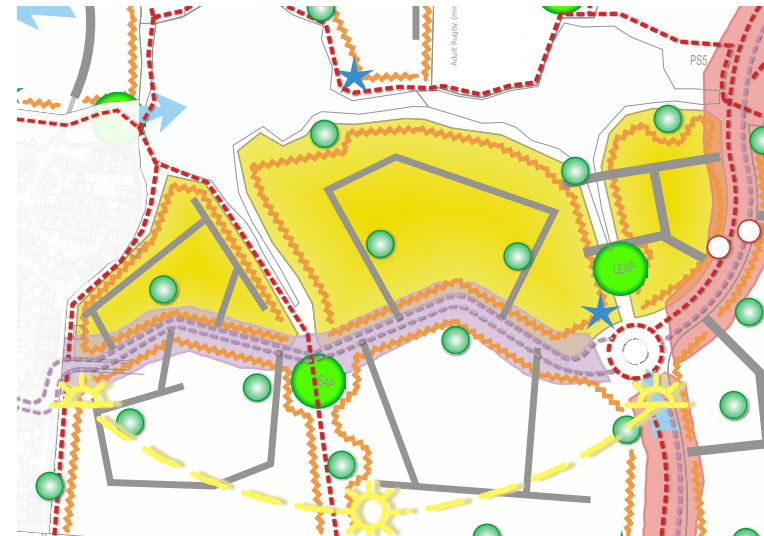
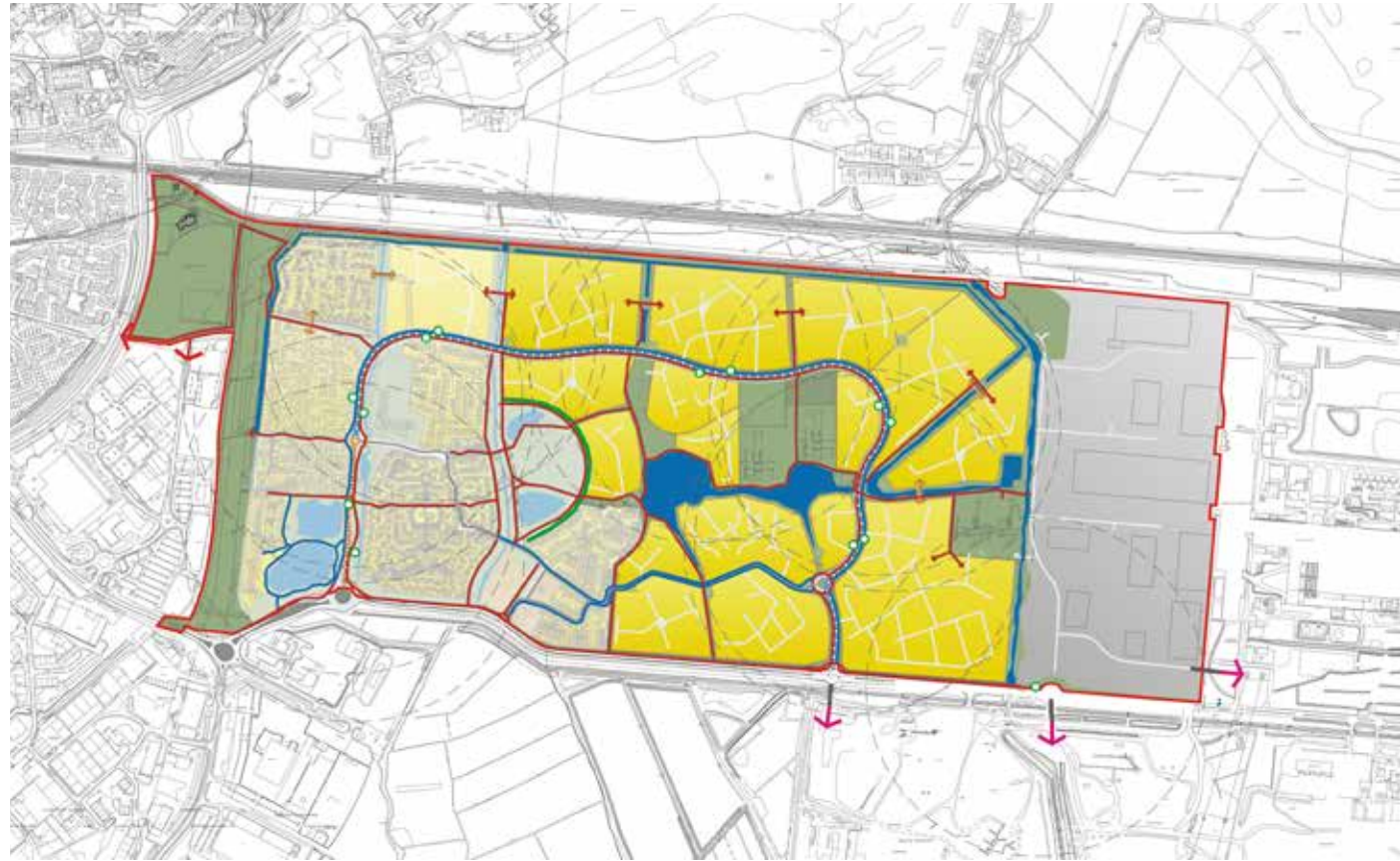
CLIENT St Modwen Developments Ltd

FORM OF CONTRACT Design & Build

SIZE 147,000m² (1,581,111ft²)

VALUE £1 billion

- 4,000 dwellings including a district centre and employment land on a former steelworks site.
- Brownfield redevelopment site.
- Masterplan developed to solve complex flood issues.
- Code for Sustainable Homes Level 3 as a base line, increasing in line with changing legislation.





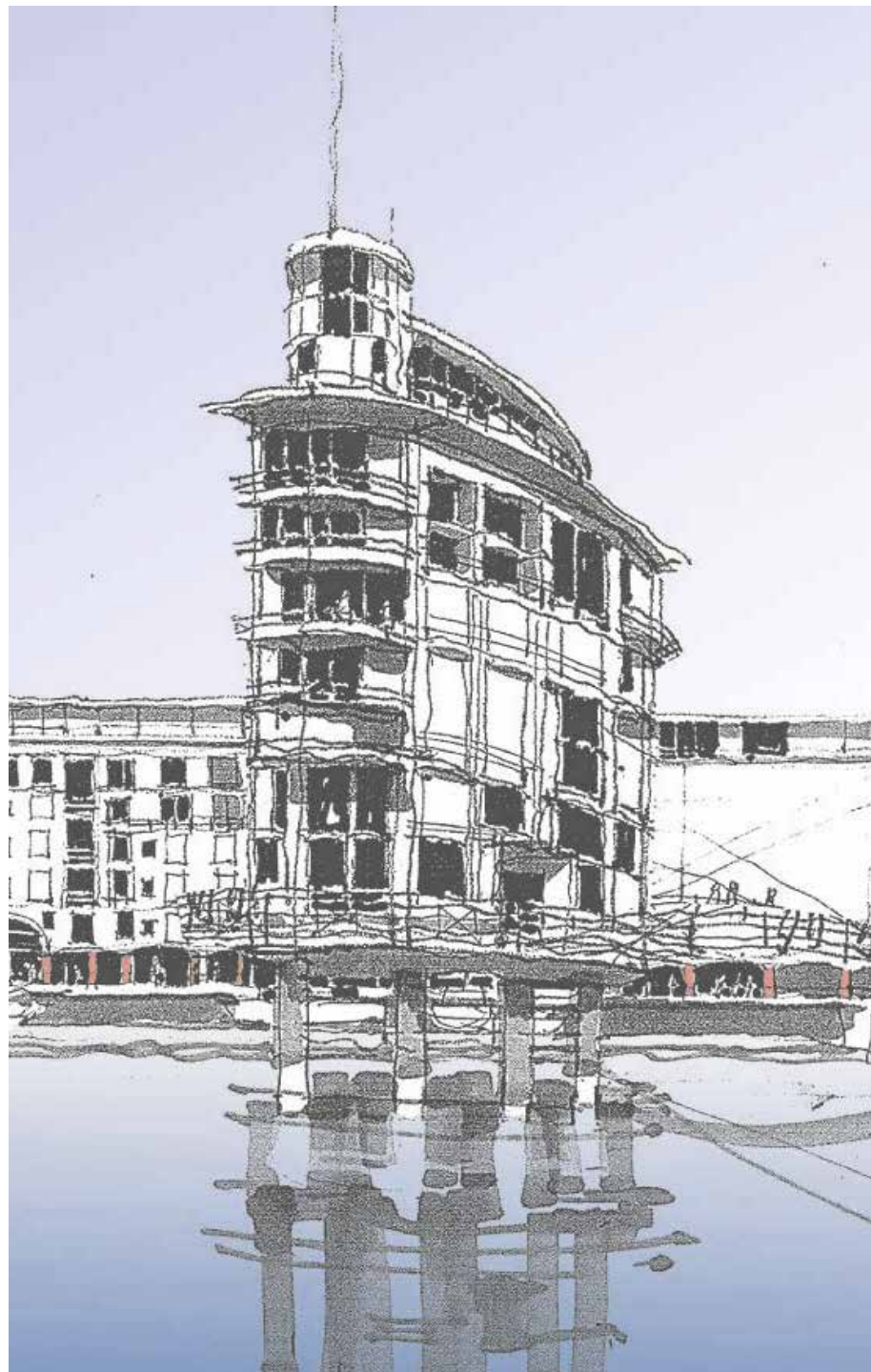
WATERFRONT CITY MERSEYSIDE

PROJECT OVERVIEW

CLIENT Astral / Parkridge

FORM OF CONTRACT Competition

- Winning submission for Mersey Docks Harbour Board competition.
- 55Ha (136 Acre) of major mixed-use urban village in Liverpool's Victoria Docks including residential, leisure and retail.
- Part of a World Heritage Site including the Three Graces.
- Car parking problem solved by concealing beneath one of the docks. Roof tanked and covered with shallow lid of water to retain dock appearance.





RESIDENTIAL
HOUSING





CRANBROOK LOCAL CENTRE

PROJECT OVERVIEW

CLIENT Henry Davidson Developments

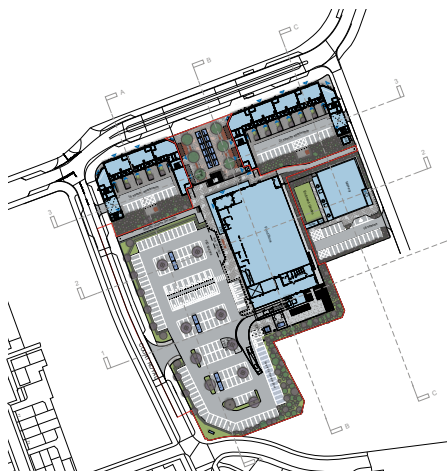
FORM OF CONTRACT Design & Build

SIZE 6,967m² (75,000 ft²)

VALUE £15 million

YEAR OF COMPLETION 2022

- A vibrant new town square including a Morrison's supermarket and car park.
- The southern side of the High Street with ground floor retail units with apartments on upper floors; and a children's nursery.





Street Elevation - North

1 : 200



Street Elevation - West

1 : 200



Street Elevation - East

1 : 200



WILFORD LANE WEST BRIDGFORD

PROJECT OVERVIEW

CLIENT Peter James Homes

FORM OF CONTRACT Design & Build

SIZE 34 Apartments

YEAR OF COMPLETION 2023

- Two buildings of four and six storeys contain apartments ranging from one to three-bedrooms, with every apartment in the main block having views overlooking the River Trent and the grand landscaped Victoria Embankment opposite.
- Stephen George + Partners took the original planning permission and reworked the internal layouts and external finishes to uplift the consented scheme in terms of design and quality of materials.
- Stephen George + Partners redesigned the main apartment block so every apartment had a river view and chose materials to complement the neighbourhood and settle the development into its context. Contrasting black and cream brick for the main storeys is topped by elegant penthouses clad in dark grey finished steel rainscreen with a simple standing seam. Stylish balconies complement the generous internal spaces.







WESTON BY WELLAND



PROJECT OVERVIEW

CLIENT Langton Homes

FORM OF CONTRACT Design & Build

SIZE 10

VALUE £ Confidential

YEAR OF COMPLETION 2022

- Ten timber framed homes on a 0.7 hectare ex-farmyard
- The development is made up of two- to five- bedroom homes and includes an expansive Northamptonshire stone farmhouse style detached property which acts a gateway for the development. Four of the homes are affordable housing whilst the rest are for private sale.
- Working closely with developer Langton Homes, SGP designed a well-mannered group of houses that sits seamlessly within the rural / village patchwork of the landscape, taking inspiration from the local vernacular and paying tribute to the site's farming heritage.
- Sustainability was a key driver for the development and, in addition to the highly insulated timber frame construction enabling high air tightness and high thermal performance, the houses will be using air source heat pumps as renewable heating and all the garages will incorporate a socket or charging point for electric cars.







PERSHORE ROAD BIRMINGHAM

PROJECT OVERVIEW

CLIENT Tricas Construction Ltd

FORM OF CONTRACT Design & Build

SIZE 738m² (commercial) + 1890m² (residential)

VALUE £9.5 million

YEAR OF COMPLETION 2025

- SGP was commissioned to design the new residential complex along the active and prominent Pershore Road, Birmingham.
- We were instructed to design a development plan to provide 3 storeys building that

comprises 39 units of apartments combination of 1bed, 2bed, 3bed above the retail units on the ground floor level. The residential unit will be all Affordable rental units that will be managed by Stirchley Co-operative Development. The ground floor level will be occupied by three business.

- The proposed development has a clear and high aspiration to delivering a sustainable development in this location to create an energy efficient, ecological and affordable design of high architectural quality that would contribute to a regeneration of Stirchley.



SPRINGVALE 2 BILSTON



PROJECT OVERVIEW

CLIENT GreenSqaureAccord

FORM OF CONTRACT Design & Build

SIZE 57 Affordable Homes

YEAR OF COMPLETION 2024

- The scheme comprises three blocks containing a mix of one and two-bedroom apartments, plus car parking, drainage and external works.
- With good public transport and cycle links, SGP's design was able to deliver on Wolverhampton District Council's aims to improve sustainability and reduce noise and air pollution by developing a strong sustainable transport ethos on site, particularly installing EV charging points to support the move to electric cars.
- The designs use a modular timber frame construction to be supplied by LoCal Homes and manufactured off-site at the LoCal Homes factory in Walsall. Using the 'Fabric First' philosophy, the modular approach will deliver reduced embodied carbon, improve thermal performance and air tightness. The design aims for a minimum U value of 0.15, complying with new Part L regulations and helping tenants save money on their heating bills. Environmentally friendly materials are used throughout, most particularly timber as an inherently sustainable resource.



MORLEDGE MATLOCK

PROJECT OVERVIEW

CLIENT William Davis Ltd

FORM OF CONTRACT Design & Build

SIZE 192 houses

AWARDS Daily Mail Best Derbyshire
Residential Development Award

- Total development consisted of 192 semi-detached, detached and terraced houses for the private market.
- Wonderful elevated position with spectacular views across Derbyshire Peak National Park.









GRANGE PARK LOUGHBOROUGH

PROJECT OVERVIEW

CLIENT William Davis Ltd

FORM OF CONTRACT Design & Build

SIZE 700 dwellings

-
- 700 dwellings including social housing.
 - Includes a linear park and local centre.





SIX HOUSES TUR LANGTON

PROJECT OVERVIEW

CLIENT Langton Homes

FORM OF CONTRACT Design & Build

VALUE £2.5 million

YEAR OF COMPLETION 2016

AWARD ProCon Large Residential
Scheme of the Year Award

- Sited in a Conservation Area and partially outside of the Tur Langton Village.
- All homes individually detailed to create their own character while sitting as a coherent whole within the village.
- All buildings timber frame construction with brick outer skin





TORRS CLOSE REDDITCH

PROJECT OVERVIEW

CLIENT Millstream Group

FORM OF CONTRACT Design & Build

SIZE 0.5 Acres

DURATION 18 months

YEAR OF COMPLETION 2016

- Bespoke residential design.
- Contemporary family living.
- Positioned on a steeply sloping site.



WHEATSHEAF WORKS LEICESTER

PROJECT OVERVIEW

CLIENT Urban Rhythm

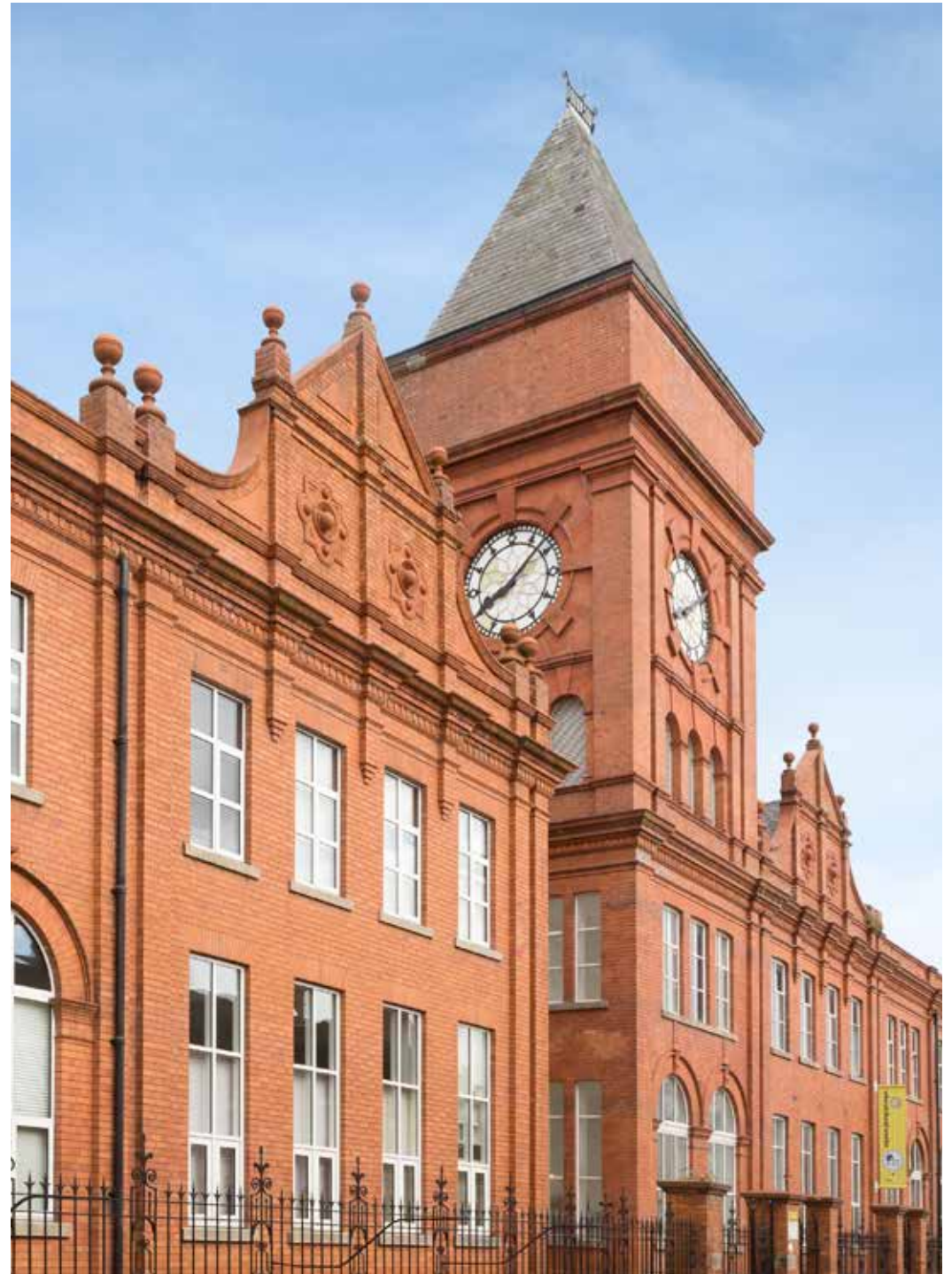
FORM OF CONTRACT Management

SIZE 172 homes

VALUE £15.3 million

YEAR OF COMPLETION 2018

- The former Co-op shoe factory was constructed in 1892 and has undergone many evolutions through its life.
- The project involved extensive negotiations with the Local Authority because of its listed status, to resolve issues of scale and potential loss of an employment site.
- Planning was secured on the basis of the creation of high quality housing focused around a highly landscaped courtyard and ranging in scale from studio apartments to four-bed family homes.







ROTHLEY GRANGE LOUGHBOROUGH

PROJECT OVERVIEW

CLIENT William Davis Ltd

FORM OF CONTRACT Design & Build

SIZE 41 apartments

AWARD National Joint Consultative Committee (for the Building Industry) Craftmanship Award



- Combination of new-build and conversion.
- High quality, medium density development delivered on a sensitive site within a Conservation Area.
- Traditional construction including detailing in the local vernacular.







UNIVERSITY ROAD LEICESTER



PROJECT OVERVIEW

CLIENT Eastern Range Ltd

SIZE 17 apartments

- Apartments within converted buildings and within a new-build link block.
- Two large Victorian town houses (one listed), converted into offices in the 1960s and adjoining the New Walk Conservation Area.



DALBY AVENUE LEICESTER

PROJECT OVERVIEW

CLIENT Private

FORM OF CONTRACT Traditional

VALUE £1.125 million

YEAR OF COMPLETION 2013



- Site with protracted past planning history
- Planning consent finally achieved through the planning appeal process.
- Sympathetic re-modelling of an existing home with the addition of contemporary extensions.
- Flexible interior spaces for modern family living.
- New detached leisure facilities building with 'Permitted Development' approval.







WESTHILL ROAD LEICESTER



PROJECT OVERVIEW

CLIENT Confidential

FORM OF CONTRACT Traditional

SIZE 125m² (1,345ft²)

YEAR OF COMPLETION 2016

AWARD RIBA East Midlands Awards
2017 Winner; ProCon Small Residential
Scheme of the Year Award 2017

- Glazed-walled extension providing new living space for the client's growing family.
- Flat roof extension designed to contrast and complement the existing 'locally listed' period property.
- Existing maple tree retained and incorporated within the design.





CHURCH LANE STOUGHTON

PROJECT OVERVIEW

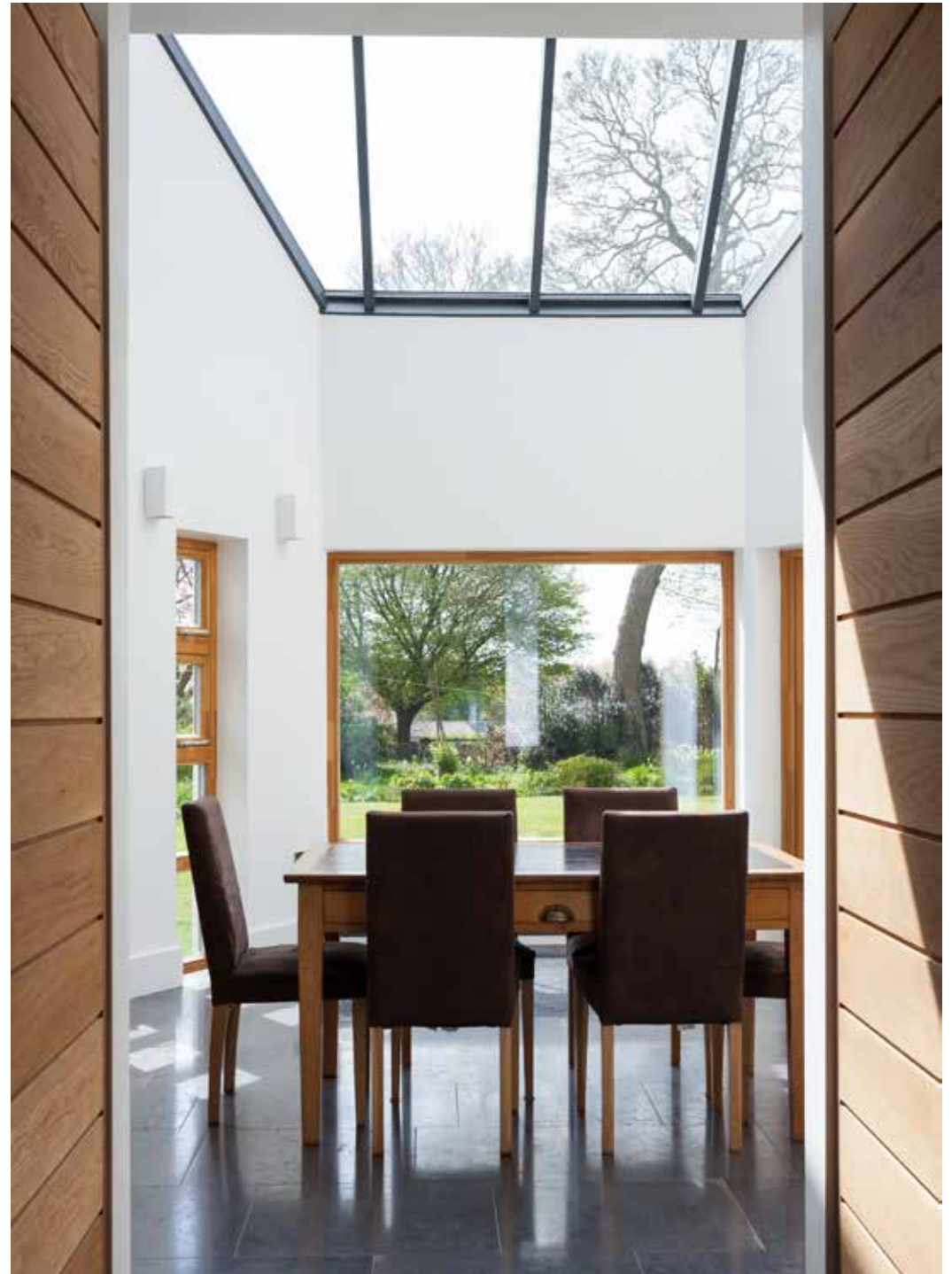
CLIENT Private

FORM OF CONTRACT Traditional

VALUE £550,000

YEAR OF COMPLETION 2014

- Design response to client's ideals of sustainable design.
- Siting of building optimised for passive technologies and views.
- Central 'sunspace' with stack ventilation controls.
- Promotion of solar gain and thermal mass storage.
- Whole house ventilation system with heat redistribution.
- Log batch boiler as heat source.
- Solar generation of energy with roof mounted photovoltaic array and solar thermal water collector.
- Grey water storage tank.
- Highly insulated external envelope that exceeds minimum statutory requirements.









CHS LEVEL 6 HOUSE MOUNTSORREL



PROJECT OVERVIEW

CLIENT Will Antill / Clegg Developments

FORM OF CONTRACT Design & Build

CSH Level 6

- Six town houses designed to recreate the village scene from the early 18th Century based on historic documents and photos prior to demolition.
- Very tight village centre site in a Conservation Area.
- One of the first Code for Sustainable Homes (CSH) Level 6 houses to be built in the UK, constructed from a super-insulated timber frame.
- Rainwater harvesting combined with ultra efficient appliances to minimise water demand.
- Ground source heat pump provides heating.
- Photovoltaic solar cells provide 100% of the electrical demand.





TETTENHALL ROAD HALFWAY HOUSE WOLVERHAMPTON

PROJECT OVERVIEW

CLIENT Millstream Group

FORM OF CONTRACT Design & Build

SIZE 22 Units

DURATION 24 months

YEAR OF COMPLETION 2020

- Former public house site redesigned to accommodate commercial units and 22 new build apartments.





RESIDENTIAL
SUPPORTED LIVING





SMILE HOMES MODULAR HOUSING

PROJECT OVERVIEW

CLIENT ADS Independent Living Solutions Ltd

FORM OF CONTRACT Design & Build

SIZE 70m²



- Installation of ADS Independent Living Solutions' (ADS) Smile Homes® personalised modular homes at Portland College near Mansfield.
- Co-funded by Innovate UK, the UK's research and innovation agency, the home delivers a new standard in sustainable, intelligent buildings for independent living, supporting people with complex needs to live a full and active life.
- Smile Homes® are constructed off-site and delivered as a fully completed personalised home. The building comes pre-fitted with a technology backbone and can be programmed to function as the user needs, creating a person-centred system to support routines and sensory needs.
- A 15m x 5m external dimension was chosen to balance the need for a spacious home with a compact structure that could be installed virtually anywhere.





ALL SAINTS VIEW BEDFORDSHIRE



PROJECT OVERVIEW

CLIENT Vistry Partnership

VALUE £38 million

YEAR OF COMPLETION 2020

- Mixed-use retirement living development, for Vistry Partnerships, on behalf of Central Bedfordshire Council.
- The development is one of the cornerstones of the council's regeneration scheme. Comprising 168 apartments over 5 floors, bar and restaurant, 6 retail units with undercroft servicing and car parking.
- A Grade II listed building is also incorporated into the development, together with new public realm to the High Street. The construction is traditional build over a first floor concrete frame and transfer structure.
- Stephen George + Partners are delivering this in two phases, in order to accommodate residents in an existing retirement apartment complex in the first phase. The second phase will see the demolition of the existing accommodation and completion of the new complex.







MAYFIELD RAOD RETIREMENT LIVING WEST YORKSHIRE

PROJECT OVERVIEW

CLIENT McCarthy & Stone

FORM OF CONTRACT Design & Build

SIZE 4,250m² (45,745ft²)

YEAR OF COMPLETION 2018

Regeneration development comprising:

- Retirement living — 44 apartments (25 one-bed and 19 two-bed).
- Assisted living accommodation - 56 apartments (32 one-bed and 24 two-bed).
- Care home.
- 2,900m² office building.
- 376m² children's nursery.







LAWLEY EXTRACARE TELFORD

PROJECT OVERVIEW

CLIENT Henry Davidson

FORM OF CONTRACT Design & Build

SIZE 60 apartments

YEAR OF COMPLETION 2014

- Extracare facility forms part of a major urban expansion providing a new community with 3,000 new homes and a new school.
- Sitting on a one acre site the extra care development consists of 60 units brought forward with Sanctuary Housing working together with The HCA and Telford & Wrekin Council.
- Common parts include retail accommodation at ground floor level.









BEACON CENTRE FOR THE BLIND WOLVERHAMPTON

PROJECT OVERVIEW

CLIENT William Davis Ltd / Bromford Housing Group

FORM OF CONTRACT Design & Build

SIZE 71 apartments

Value £14 million

BREEAM Very Good

Eco-Homes Very Good

- Extracare Day Centre and Headquarters for the Beacon Centre Organisation.
- Recreation and training services for people with sight loss.
- 71 Extracare apartments designed specifically for people with sight problems.



RESIDENTIAL
STUDENT
ACCOMMODATION





CALEDONIAN ROAD ISLINGTON

PROJECT OVERVIEW

CLIENT Mortar Developments Group

FORM OF CONTRACT Design & Build

SIZE 1,858m² (20,000ft²)

VALUE £19 million

YEAR OF COMPLETION 2013

- Located close to Hornsey Road, this scheme contributes towards the 'gateway' development into the City of London.
- The scheme comprises retail space at ground level, office space on the first, second and third floors and 350 student bedrooms above, ranging from studio flats to three-, four- and five-bed cluster flats.
- Retains a locally listed building facade within the design.
- Includes a green roof at fifth floor level with views across London, a green wall and a landscaped central courtyard area.









NEWARKE POINT LEICESTER

PROJECT OVERVIEW

CLIENT William Davis Ltd / Unite Group

FORM OF CONTRACT Design & Build

SIZE 656 apartments

YEAR OF COMPLETION 2001

- Neon artwork dedicated to the 'Unknown Student'.





FAR GOSFORD STREET COVENTRY

PROJECT OVERVIEW

CLIENT William Davis Ltd / Unite Group

FORM OF CONTRACT Design & Build

SIZE 685 beds



- Volumetric modules designed by Stephen George + Partners.
- Situated close to the former medieval city walls and at a key river crossing point that was of considerable archaeological interest.
- Retention and conversion of former car manufacturing offices as an important part of Coventry's history.



+ IQ STUDENT RESIDENTIAL

- Stephen George + Partners have been appointed by iQ for two multi-storey, student accommodation refurbishment projects at Aldgate and Clerkenwell in London.
 - Stephen George + Partners have been tasked to provide layout designs, co-ordination and technical services to deliver internal remodelling and refurbishment proposals to the main welfare and social spaces.
 - These include the reception and waiting areas, offices, new gym facilities, breakout areas, group and individual study spaces, games areas, cinema, 'private dining' facilities, lounge areas, roof terraces and garden courtyards.
 - Additional bedrooms are also being created where space has become available on upper floors due to the relocation of former facilities.
- Stephen George + Partner's Interior Design team have worked in close conjunction with the clients' interior designers to create a comprehensive design and tender information which included finishes, lighting and loose and bespoke furniture proposals working closely with iQ's branding and concept designers, site facility managers, internal project managers and the whole consultant team.





RESIDENTIAL
REFURBISHMENT /
RECLADDING





RIALTO COURT



PROJECT OVERVIEW

CLIENT L1 Capital UK Property

FORM OF CONTRACT Design & Build

SIZE Block 4: 3500m²

VALUE Phase One £1.3 million (All Phases approximately £11 million)

START ON SITE October 2021

COMPLETION May 2022

- The five student residential buildings including comprehensive replacement of the external render and combustible insulation cladding system.
- A number of internal fire stopping details needed to be rectified or installed.
- A planning consent was granted for the whole development to be re-clad using a proprietary self-finish, resin bonded stone, panel system with non-combustible insulation. All the existing dilapidated upvc, study bedroom windows were also to be replaced with aluminium framed double glazed units.
- Internally, replacement of ceilings was undertaken to allow the extension of the corridor walls to the underside of the concrete slabs, new fire doors and ironmongery throughout, and firestopping to services penetrations to provide suitable fire compartmentation and also repair works to AOV's and smoke vents.



ST GEORGE'S TOWER LEICESTER

PROJECT OVERVIEW

CLIENT Infrastructure Investments Ltd
(London)

- Part re-working of the building for Bellerbys College as the end-user, who provide further education.
- It comprises teaching spaces on lower floors together with student accommodation on the upper tower levels. This had to work around an existing hotel in operation.
- The project had to be delivered within an ambitious time programme to suit academic calendars. This was to negotiate the necessary planning consents by reference to a series of separate previous consents on the building.
- High level meetings with the planning department were successful with this approach, allowing the programme to be reduced and enabling the project to be delivered on time.





FURTHER INFORMATION
KEY CONTACTS





KEY CONTACTS



NICOLA PETTMAN

BA(Hons) MSc MA MArch(Hons) Dip Arch RIBA
STUDIO DIRECTOR

PERSONAL PROFILE

Nicola joined Stephen George + Partners in 2013. She is Studio Director for our Residential sector and manages a team of Architects and Technicians. She is based in the Leicester office and has been responsible for designing and delivering projects for a range of uses, including distribution, commercial, retail, residential and mixed-use schemes throughout her career.

Nicola's role includes supporting the residential team, developing our residential expertise with associated sector specialisms working with new and existing clients. Having worked across many building types, Nicola brings an understanding of the benefits of good design, the planning process and technical delivery, and management of the design process from inception to completion.



JAMES NICHOLLS

BA(Hons) Dip Arch Dip AP RIBA
MANAGING PARTNER

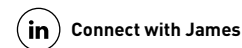
PERSONAL PROFILE

Having worked predominantly in the commercial sector for several well-known UK practices, James joined Stephen George + Partners in 1998. He established our Solihull office in 2002 and became a Partner in 2010.

A dedicated strategist, James has designed and delivered many complex industrial, commercial and retail schemes. In addition, James is Partner responsible for the Residential sector.

His understanding of clients' commercial requirements and ability to build strong relationships has generated new opportunities for SGP in the UK and overseas.

James chairs our Business Development Group, a key forum in developing our strategy for growth.





KEY CONTACTS



ALAN SOPER

BA(Hons) Dip Arch (Dist) RIBA
STUDIO DIRECTOR

PERSONAL PROFILE

Alan Soper joined Stephen George + Partners in 2016 as a Director based in the Leeds office bringing over 25 years' experience in the commercial, industrial, education, healthcare, residential, retail and leisure sectors. He has a track record of designing and delivering award-winning projects and, having practised in London, the UK Regions and Internationally, has developed a broad knowledge of planning and urban design, construction and sustainability issues.

As an award winning Chartered architect with a strong design focus, Alan's portfolio includes many award-winning projects.

Equally Alan's expertise gives him an informed approach with the ability to listen to and understand the client's requirements, provide an innovative solution, and consider a wide range of constraints and project specific issues, whilst optimising flexibility, efficiency and cost awareness and meeting the client's aspirations with an overriding concern for design quality, sustainability, buildability and health and safety.



Connect with Alan



CLAIRE ANDERTON

BA(Hons) BArch PG Dip AP RIBA
ASSOCIATE

PERSONAL PROFILE

Claire joined Stephen George + Partners in 2005 as an Architectural Assistant and qualified as an Architect in 2007. Since then, Claire has been promoted to an Associate in 2021.

Claire is an essential part of a team of Architects and Technicians based in the Leicester office and is primarily responsible for masterplanning, design and delivery of residential projects.



Connect with Claire



FURTHER INFORMATION
SUPPORT SERVICES +
SECTORS





VIRTUAL REALITY AND 3D

We have used Revit in designing award-winning residential developments for many years, applying strong 3D modelling and rendering functions to produce images and plans for planning submissions and site drawings, as well as to help developers visualise how the individual homes fit together in the scheme. More recently, we have been asked by developer clients to expand the use of Revit models into producing detailed and accurate virtual reality marketing materials to show to potential purchasers.

Renders and fly-throughs are not new in themselves. They have been done by specialist creatives, where buying off plan was a key part of the marketing strategy. Because of our use of Revit modelling at the design stage, we are able to create renders of yet-to-be built homes or 360 degree photo views of show homes, in any type or scale of development.

SGP can make 3D representations of the various house-types, accurate internally and externally down to the texture and shade of brick and roof tile or a vase of fresh flowers, as well as placing them in a similarly detailed virtual development. Here we can show how the different house types fit together, plan out views and give an interactive indication of how the whole scheme feels and works as a whole. A potential customer can walk the streets, take in the surroundings from different pre-set viewpoints, before viewing individual rooms in individual house types. Our next step will be to make it a seamless process, walking directly from the street, through the front door of the house to roam about within.

The finished presentation has an expanded reach, being hosted on a range of platforms; on agents' websites, on flat screen TVs in on-site sales offices or be mobile on tablets or smart phones. Our introduction of business cards with a QR code also extends the dwell time for our clients product, allowing potential customers to take away links to consider at their leisure or show friends and family their prospective new home from the luxury of their own sofa or over the dinner table.

At the on-site sales office, a 3D presentation, particularly if the client decides to add in a Virtual Reality (VR) headset to completely immerse the potential buyer in the home of their choice, can be especially useful. Whereas previously a developer would only be able to build a small selection of the most popular house types, with a 3D visual, the customer can mix hands-on judgement of the feel and quality of a pre-built show home with the opportunity to appreciate layouts and features of house types not currently built on site. Whether working with renders or photographs, the detailed views offer an engaging alternative to asking customers to imagine a room from a floor plan and brochure pictures.

Some developers have taken the plunge into 3D models, albeit choosing their featured developments carefully, whilst others remain happy with the more traditional format of floor plan and brochure. With SGP, there's no need for a third party creative to be involved. We can offer a complete in-house service, using Revit for everything from masterplanning the site to sketching out alternative layouts and mixes of house types and other facilities, to creating detailed and accurate 3D representations of the finished houses, inside and out, down to the style of window and the colour of the walls. We can use CGIs or take 360 photos from our clients existing show homes, which can increase the access to new homes on a development, in addition to a limited number of physically built show homes. And if changes are needed, from replacing the brick stock to swapping whole house types, we can update and refine the existing model quickly and efficiently, time and again if needed. Even for schemes SGP has not designed, or developments rendered in 2D software, it is possible, though more time-consuming, to convert them into a 3D model and add all the necessary detailing to produce a full walk-through.

Expanding or introducing online, remote channels through which the developer or their agent can maintain engagement with existing and potential customers, and quickly get themselves back in the game once the threat has passed, has become a key focus.



At SGP, we use Revit as architects and designers to work collaboratively with our clients. In this increasingly digital age, it's a natural progression to use the powerful programmes and the skills needed to use them fully to step beyond the traditional finish to the architect's role and embrace the opportunities these 3D visuals offer for the agent and ultimately the buyer.





OUR PORTFOLIOS

Our portfolios are available, conveying our areas of expertise in many sectors.

Visit our website and download an electronic version from the relevant section www.stephengeorge.co.uk

Or email us at:
enquiries@stephengeorge.co.uk

Should you be interested in receiving hard copies of one or more of these, please contact any of our offices.

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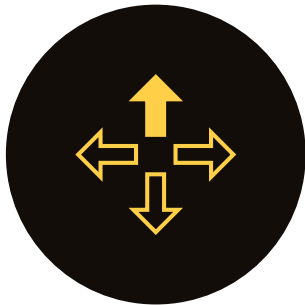
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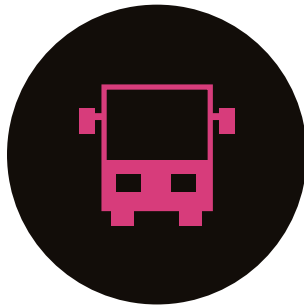


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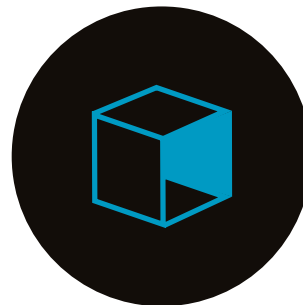
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