

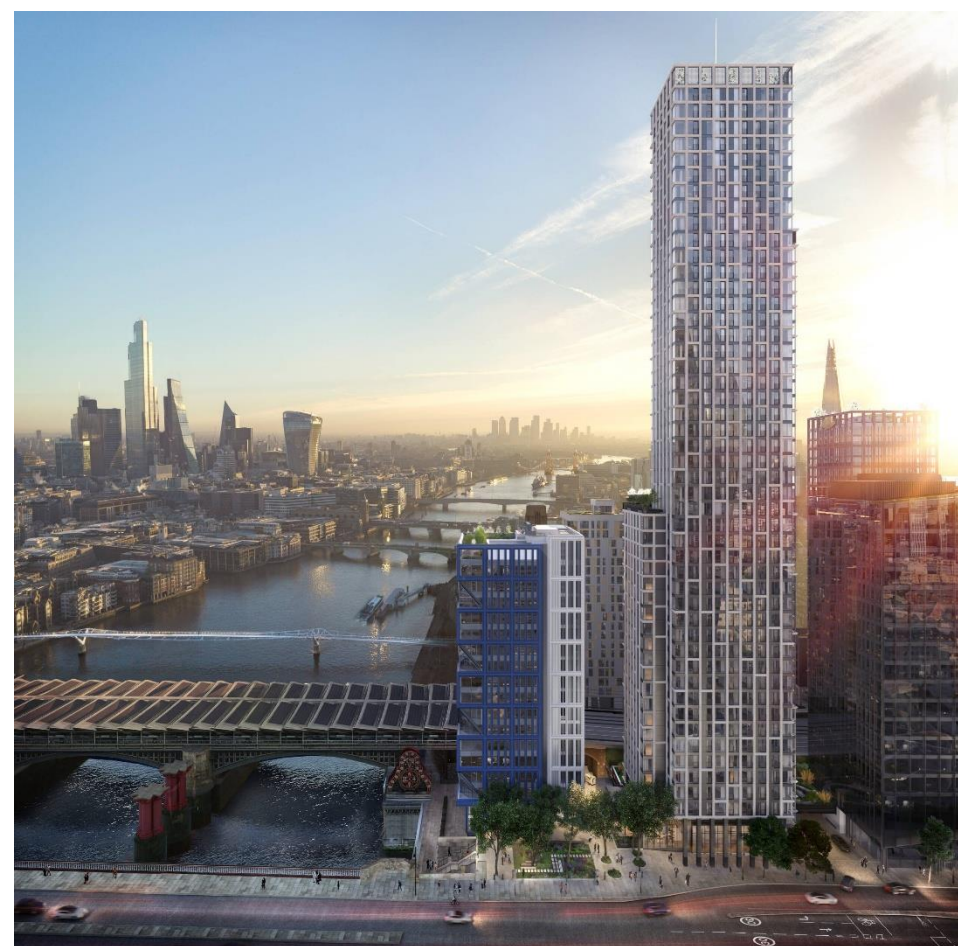
HYPERMIXITY

*THE FUTURE OF MAJOR CITY CENTRE DEVELOPMENT
WHY LARGE SITES MUST BEHAVE MORE LIKE CITIES -
AND LESS LIKE PROJECTS*

JAY SQUIER, MANAGING DIRECTOR, HENLEY IM



GROSVENOR



BANKSIDE YARDS
& OPUS, LONDON SE1



REGENT RETAIL PARK, SALFORD

OUR CITIES HAVE NEVER BEEN UNDER GREATER PRESSURE

MORE HOMES

MORE PRODUCTIVITY

LOW CARBON

ECONOMIC RESILIENCE





AND YET THE PLACES WE'RE BUILDING AREN'T WORKING

TOO MUCH RESIDENTIAL	→	DEAD DAYTIME
TOO MUCH OFFICE	→	DEAD EVENINGS
RETAIL WITHOUT FOOTFALL	→	EMPTY

THIS IS WHAT GREAT CITIES LOOK LIKE



DENSE



MESSY

MIXED

ALIVE

*THIS ISN'T A NEW
PROBLEM TO SOLVE.*

*IT'S AN OLD ANSWER
WE'VE FORGOTTEN.*

WHEN PEOPLE
GATHER,
THEY CREATE
CITIES.

200,000 PEOPLE. A BLANK FIELD.

STREETS. ROUTES. NEIGHBOURHOODS.

NO MASTERPLAN.





CREDIT Prof Yolande Barnes – Bartlett Institute

Jericho 10,000 AD. The first city.

IT'S AN AGE OLD INSTINCT

MOST 21ST CENTURY 'MIXED-USE' IS STILL JUST USE ADJACENCY

ASSET CLASSES

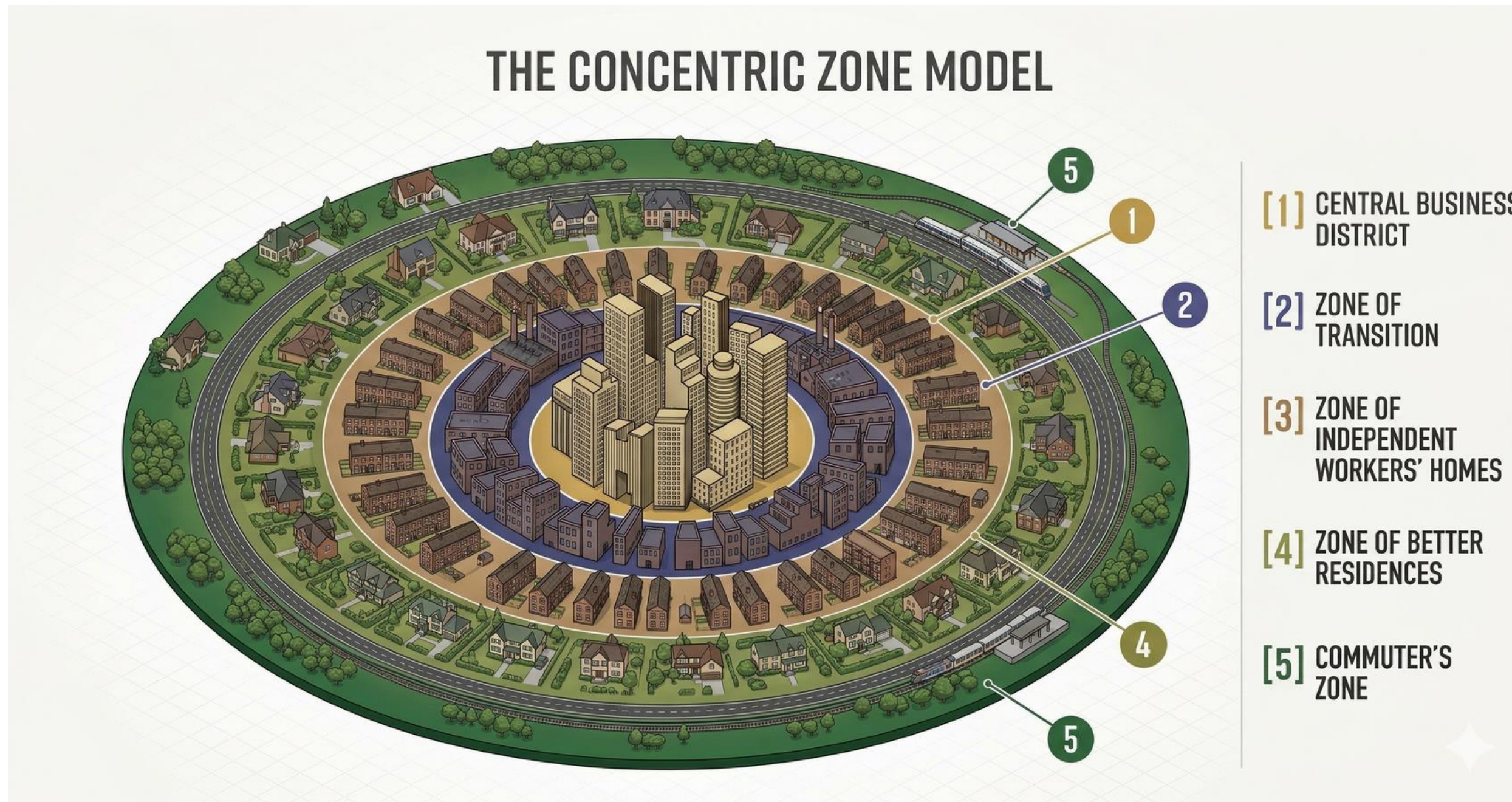


HUMAN ACTIVITY





THE 20TH CENTURY MODEL



THE 20TH CENTURY MODEL NO LONGER WORKS

WHAT WE BUILT FOR

SEGREGATED USES

COMMUTER MONOCULTURES

SINGLE-PRODUCT OPTIMISATION

BUILD, EXIT, REPEAT

WHAT CITIES NEED NOW

OVERLAP

ALL-DAY ACTIVATION

ADAPTABILITY OVER TIME

STEWARDSHIP, NOT DEVELOPMENT

THE CHALLENGE ON REAL SITES

THESE ARE NOT DESIGN PROBLEMS. THEY ARE BEHAVIORAL PROBLEMS.



REGENT RETAIL PARK – 8 ACRES

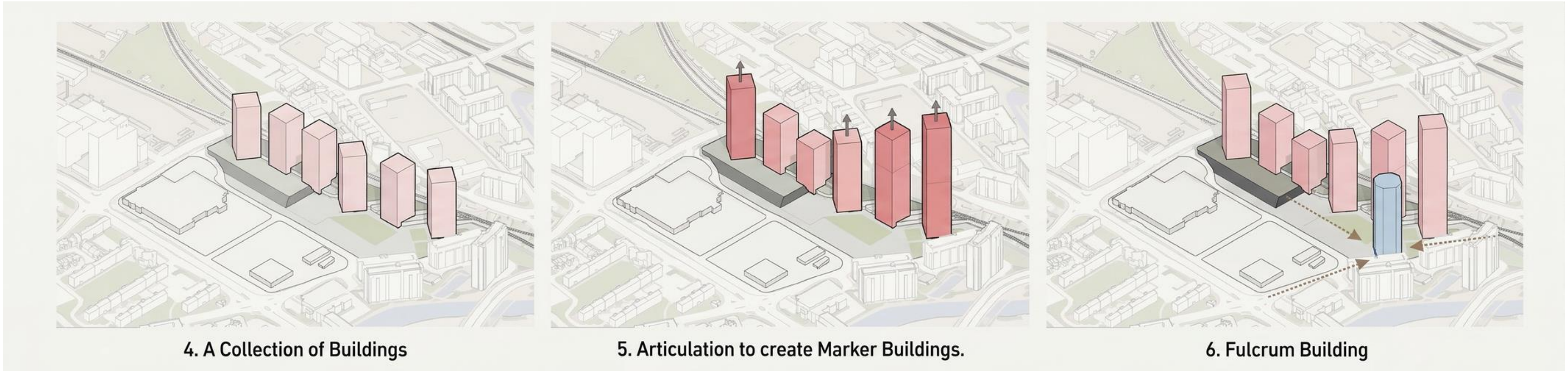
SALFORD



MARTINEAU PLACE – 3 ACRES

BIRMINGHAM CITY CENTRE

REGENT RETAIL PARK- MASTER PLAN





GREEN SPACE AND TOWN SQUARE OPTIONS



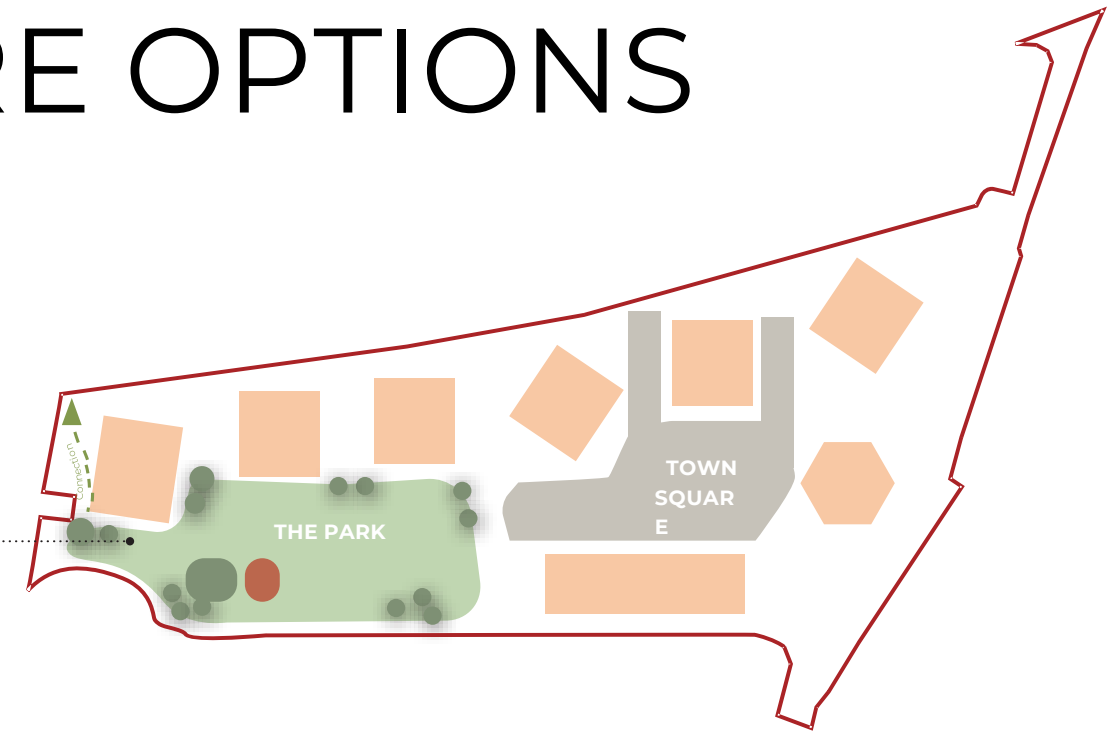
1 Eastern Green Space
A strategically positioned greenspace to the east of the site, serving as a natural extension of the riverside greenery and reinforcing ecological connectivity. The high street is located to the west and the town square centrally positioned.



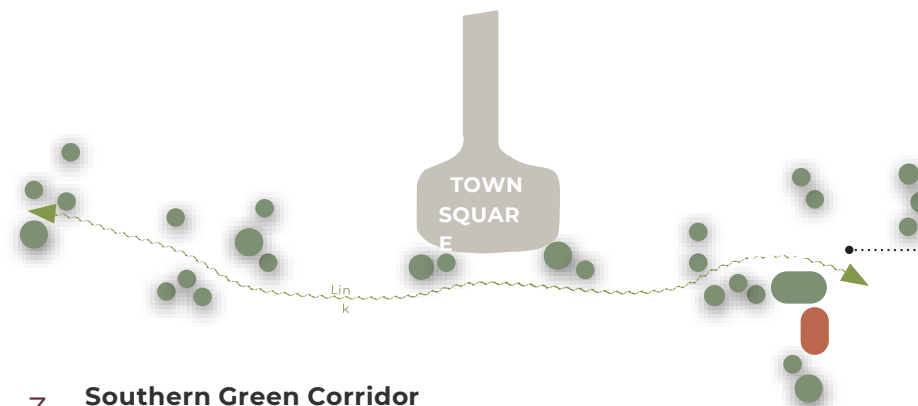
Green Space with a River View



Community Green Space



2 Western Green Space A greenspace to the west serves as a welcoming entrance to the site while connecting to the existing greenspace, further enhancing the biodiversity. This space acts as a natural transition to the existing green space, while also creating a space that enhances community engagement. The town square is located towards the east of the site.



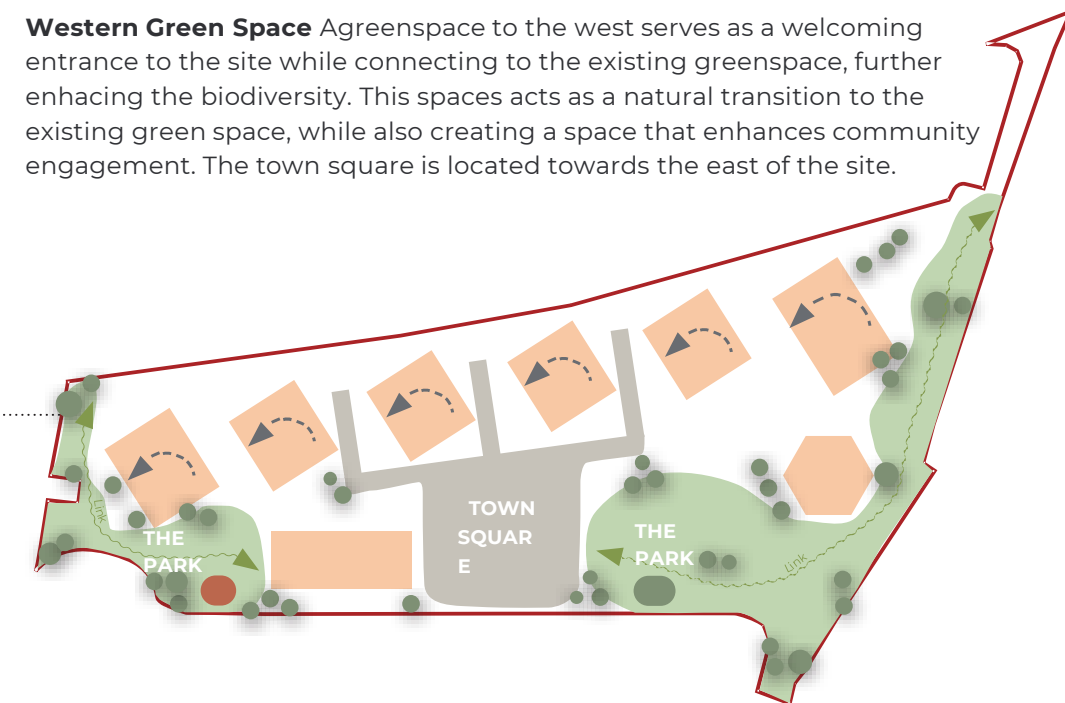
3 Southern Green Corridor
A green link stretches across the site, connecting east and west with a southernly positioned park area. This design enhances pedestrian movement through the site.



Green Corridor through the Site



Green Space and Urban Living



4 Dual Aspect Greenspace Distributing the greenspaces to the west and the east of the site, creates a green welcome on both of the entryways, emphasizing the greenery in this urban setting. This proposal links the existing greenery with the proposed parks. The flat blocks in this option are orientated for better views, better light and better optimisation between tower distances and basement phasing.

CHARACTER IDENTITY AREAS

Health and Wellness - Character



A green space designed to promote physical and mental well-being through green spaces, mindful design, and active lifestyles.

Makers Hub - Character



This is a dynamic hub where makers, artisans, and creators bring ideas to life through craftsmanship, collaboration, and experimentation

Clay - Character



This area envisions using the warm earthy tones, with rich textures and natural palettes, evoking a sense of tradition, craftsmanship, and timeless character.

Creative Essence - Character



An energetic district infused with art, culture, and expression, inspiring imagination and fostering a vibrant creative community.

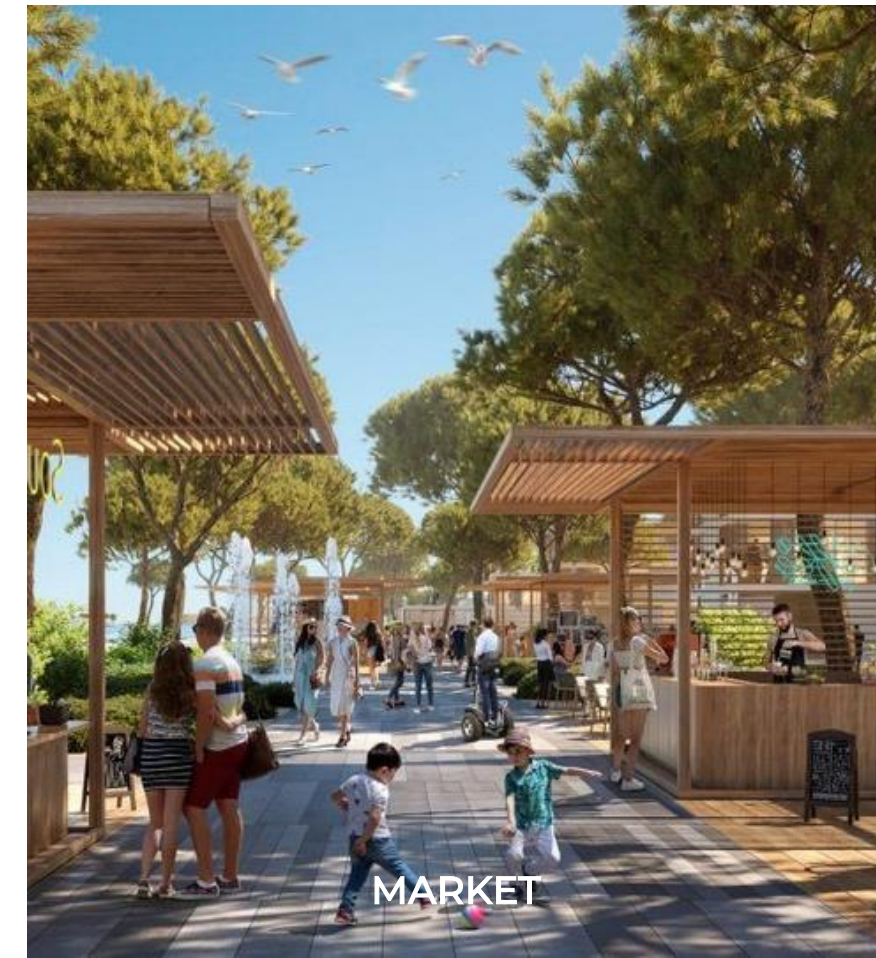
Industrial Area - Character



A robust, functional zone that embraces the industrial heritage and modern industry, offering a fusion of productivity and innovation.



CHARACTER PRECEDENTS



SALFORD



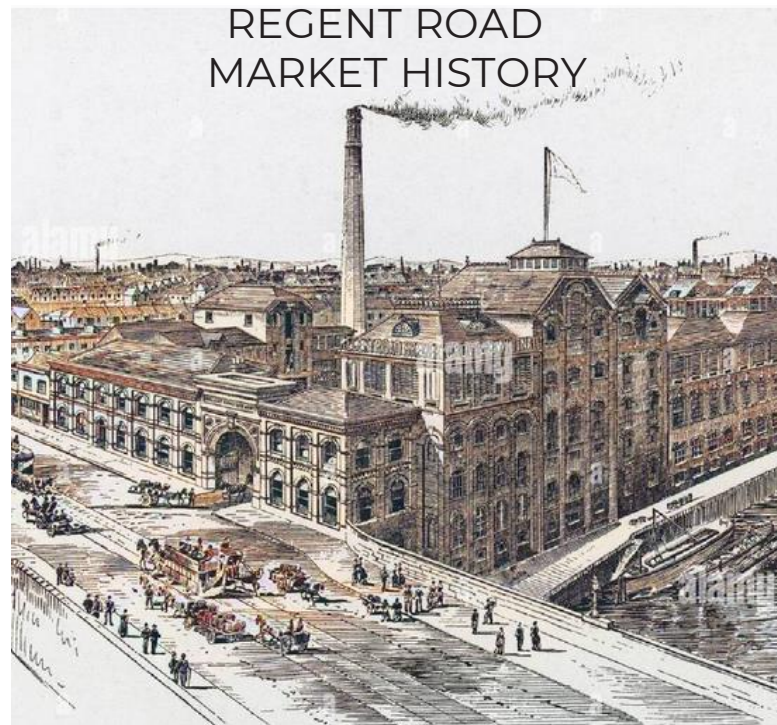
ISLINGTON MILL



LADS CLUB



ORDSALL HALL



REGENT ROAD
MARKET HISTORY



HOUSING



PEEL

LOCAL COLOUR PALLETE



FIVE TESTS FOR A HYPERMIX SITE

01 TEMPORAL

Is it alive all day, every day?

02 SOCIAL

Does it serve more than one type of person?

03 SPATIAL

Is it permeable, fine-grain, many front doors?

04 ECONOMIC

Does it generate multiple income streams?

05 ADAPTABLE

Can it change without being demolished?

MORNING
COFFEE,
LUNCHTIME
MOVEMENT,
EVENING LIFE...



THE REAL TEST ISN'T WHAT'S THERE. IT'S WHEN IT'S ALIVE.

IF THIS IS RIGHT... THEN A FEW THINGS FOLLOW.

01 DESIGN FOR OVERLAP

02 CURATE TIME - NOT JUST SPACE

03 BUILD ADAPTABLE PRODUCT

04 MAKE PUBLIC REALM THE CORE

05 TREAT COMMUNITY AS VALUE

06 THINK IN DISTRICTS, NOT BUILDINGS

THE QUESTION IS NO LONGER:

IS IT MIXED-USE?

IT IS...

*DOES IT BEHAVE
LIKE A CITY?*