



ALEXANDRA STEED URBAN

Phone

604-862-8041 (Vancouver)
783-320-6398 (London)

Head Office Address

27-31 Clerkenwell Close
London, UK
EC1R 0AT

Web

www.alexandrasteedurban.com

Dear Valued Clients,

I am thrilled to reintroduce myself and my company, URBAN, to the vibrant city of Vancouver. Born and raised in this beautiful city, I have always held a deep connection to its landscapes and communities. After completing my education at the University of British Columbia, my career took me on an incredible journey across the globe, shaping and refining my approach to landscape architecture.

For the past 20 years, I have been immersed in the dynamic landscape of London. During this time, I had the privilege of running the renowned Martha Schwartz Partners practice and later leading the talented design team at AECOM in London. These experiences have been instrumental in honing my skills and vision, leading me to establish my own practice in 2013.

Returning to Vancouver brings a renewed sense of excitement and passion. I am eager to bring a fresh perspective to landscape architecture in our city, blending my artistic background with expertise in place-making and sustainability. Our goal at URBAN is to listen intently to the land and community, uncovering the most contextual and meaningful responses. We collaborate closely with our clients to explore possibilities and transform them into elegant and purposeful realities.

At URBAN, we are committed to creating spaces that are not only functional and ecologically rich but also inspire and elevate everyday experiences. We look forward to partnering with you to bring joy and beauty to the landscapes of Vancouver.



Alexandra Steed
Founding Director URBAN

Welcome



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About

“URBAN’s work is always completed on time, with creativity and to an excellent standard.”

- Paul Cook
Managing Director Dukelease

Our team is dedicated to understanding and realising your vision, ensuring that every project reflects your unique aspirations and values.

We ensure that each project is not only highly functional and ecologically rich but also an artwork in its own right.

Leaders in Sustainable Design

We prioritise eco-friendly practices and sustainable solutions, creating adaptable landscapes that address flooding, biodiversity loss, climate change, and benefit communities.

Collaborative and Cost-Effective Delivery

We work closely with clients and design teams, ensuring our designs reflect their vision and needs. Our approach guarantees timely delivery and budget adherence, optimizing resources for long-term value.



Landscape Architecture

Urban Design

Landscape Masterplanning

Team



Alexandra Steed

Alexandra Steed, FLI and FRSA, is a dedicated landscape architect committed to enriching lives through the transformative power of landscapes. Starting her career in Vancouver's Greenways department, she pioneered city-wide green routes and innovative green and blue infrastructure solutions. In 2013, she founded the studio URBAN. Steed actively advises organizations such as the Design Council UK and the Government's Office for Place. As a lecturer at The Bartlett, UCL, she shares knowledge, and advocates for inclusive public spaces. Steed's exceptional contributions have earned prestigious awards, including the WAFX Award and shortlisted for the Sir David Attenborough Award. She is the author of the ground-breaking book "Portrait to Landscape: A Landscape Strategy to Reframe Our Future."

Warren Osborne

Warren Osborne, an accomplished chartered landscape architect from the UK, boasts over 25 years of experience. His expertise spans diverse masterplanning endeavours and a proven track record of guiding projects from initiation through design and construction on a global scale. Notably, his contributions have earned Landscape Institute and RIBA design awards, reflecting his commitment to excellence. Focusing on urban revitalisation, Warren enhances connectivity, preserves habitats, and reflects local culture in his designs. His work impacts the UK, Middle East, Europe, China, and the USA, optimising the interplay between human well-being and environmental sustainability, and shaping landscapes that stand as enduring testaments to his passion and skill.

“We were impressed with URBAN’s ability to listen and come back to us with a beautiful and creative response.”

- John Nicholson OBE
Development Director SKY TV



Projects



SKY TV Campus

Sky TV is a place of imagination, creation, and connection. To support these lofty pursuits, the 5-hectare landscape was designed to provide a strong grounding, embracing and nurturing both buildings and people. This project involved extensive redevelopment to create a campus that consolidates Sky UK's operations and creates a vibrant community.

Collaboration and Vision

Working closely with Sky UK, we developed a vision for a world-class campus landscape with a brief to create a contemporary English garden. This vision included a variety of garden typologies, such as perennial gardens, a great lawn with a single oak, meadows, and woodlands. Each area was thoughtfully designed to offer spaces for contemplation, socialisation, and inspiration.

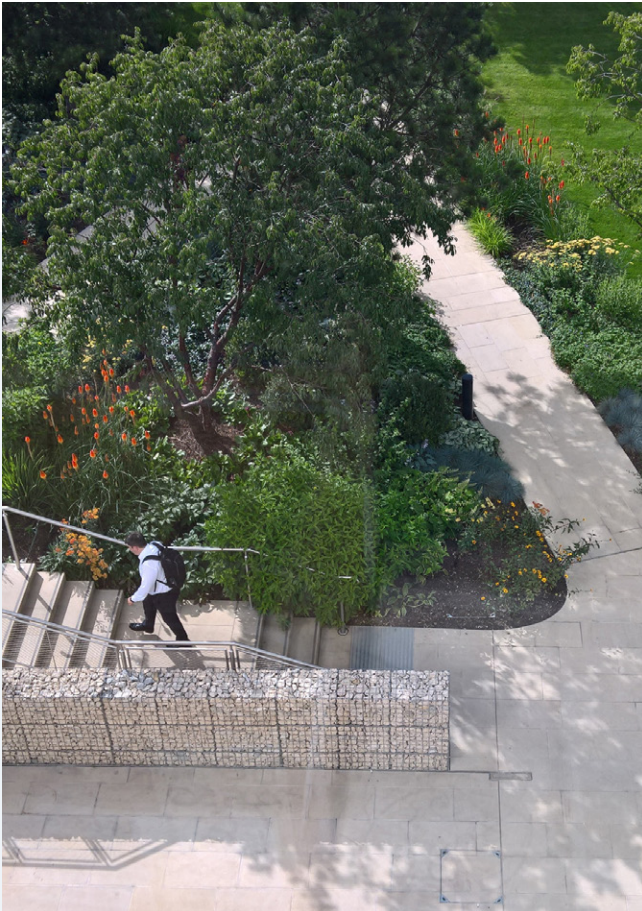
Achieving Excellence on Time

The Sky UK campus redevelopment aimed to consolidate operations in a short timeframe. The campus includes office spaces, studios, production facilities, and more. Despite the project's complexity, we successfully delivered the landscape on time. The positive feedback from Sky staff, describing the landscape as 'spectacular' and 'breath-taking' highlights the project's success.



Sustainability and Ecological Health

Sustainability was a key focus in the Sky TV campus landscape. We planted 100,000 diverse plants, including a 250m long ecological corridor, 120m of continuous native hedgerows, and 2,500 sqm of meadows designed to attract butterflies and bees. Additionally, 264 new trees were planted to create outdoor rooms, frame special views, and serve as focal points, while also obstructing views of a landfill beyond. This approach not only enhances ecological health but also creates a vibrant, rich environment.



“It’s the beautiful landscape, in every season, that makes SKY campus so special.”

- Sir Jeremy Darroch
CEO SKY TV

Recognition and Impact

The Sky TV landscape has won numerous awards, including Best Corporate Workplace and Excellence in Horticulture. It has been featured in various publications, including books and magazines, as a world-class example of creating a corporate campus that enriches lives, enhances ecological health, and promotes connectivity. The most rewarding feedback comes from SKY staff, who describe the landscape as their favourite spaces on the campus.

sky

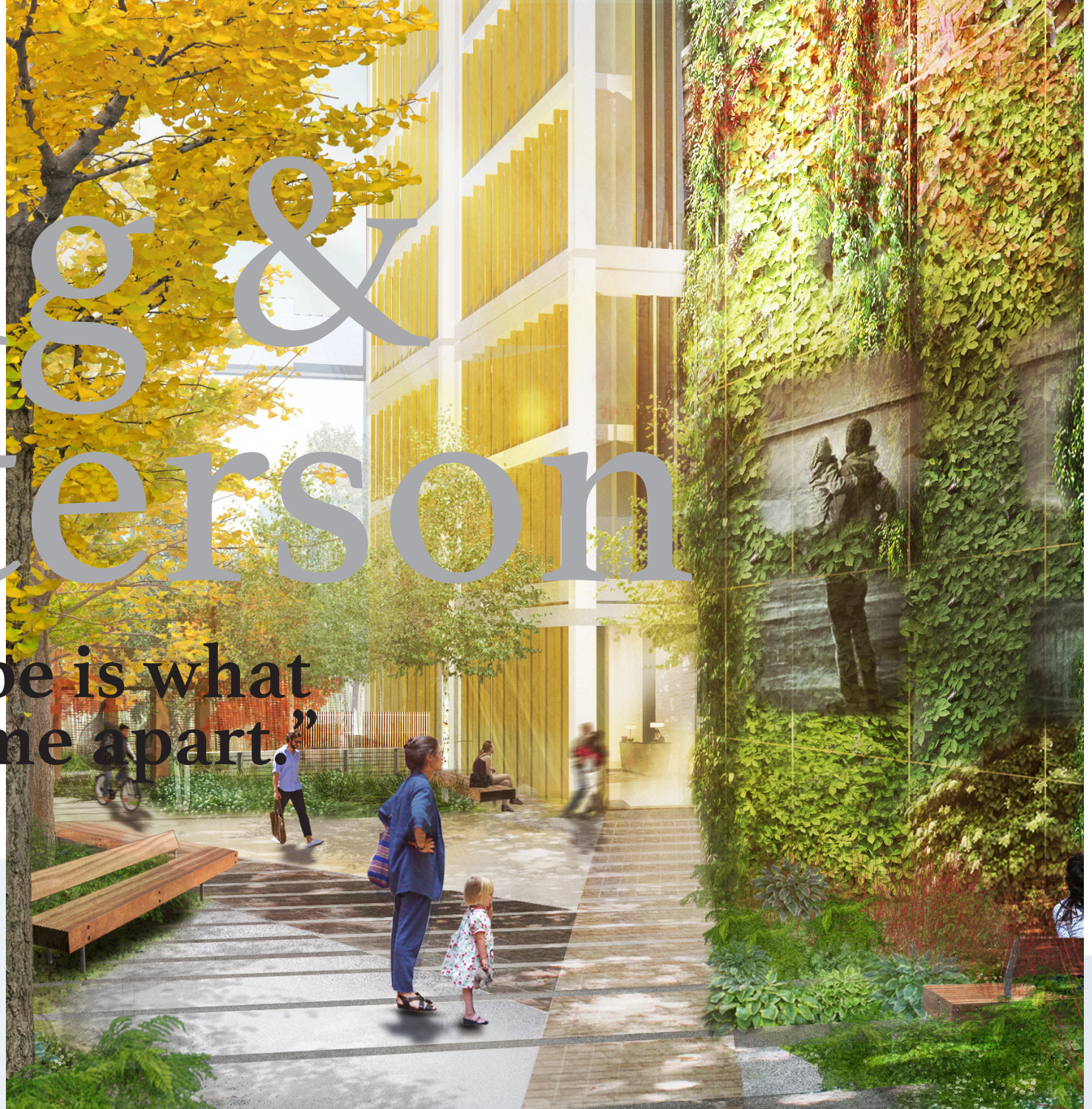
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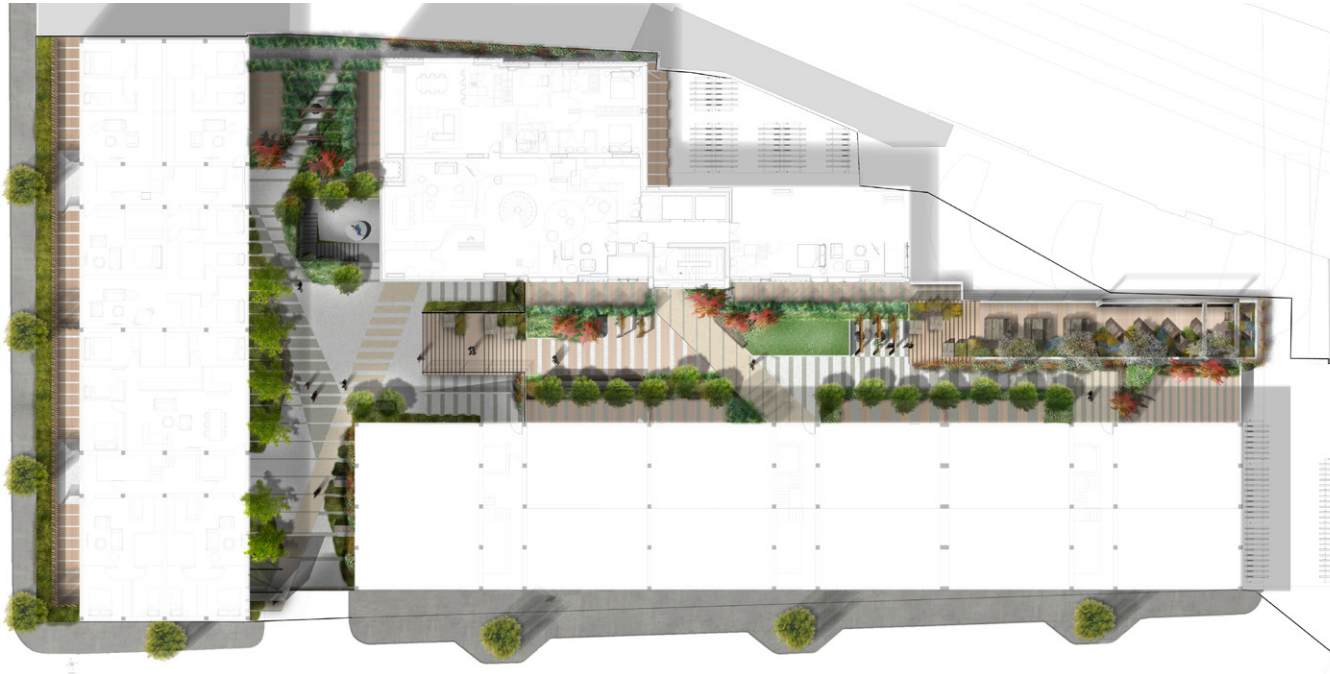
Long & Waterson

**“The landscape is what
sets this scheme apart.”**

- Amitai Amir
Design Director Izaki Group

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INVESTMENTS





Long & Waterson

A Green Retreat in Shoreditch

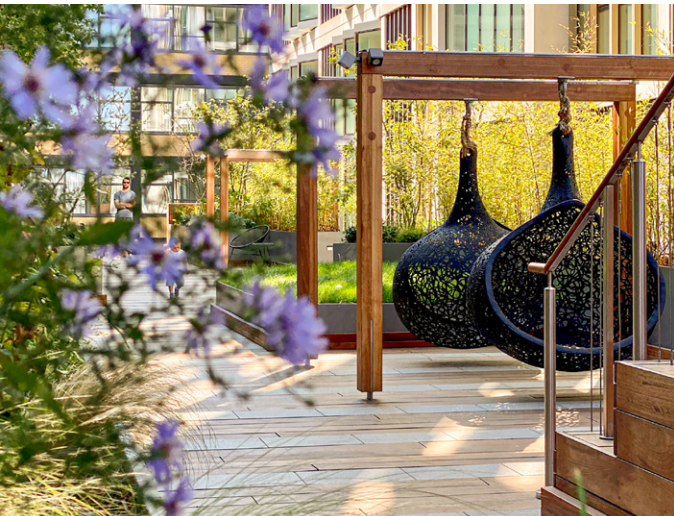
In the edgy and gritty Shoreditch area of London, the Long & Waterson design by URBAN offers a calm, green retreat that embodies the area's contrasting characteristics. Our design blends comfort and edginess, creating an effortlessly cool and urban space that reflects Shoreditch's unique aesthetic with renewed urban chic.

Collaboration and Design

Working closely with the client, who recognised the significant value a refreshed landscape would bring to this former asphalt car park, we designed a new green wall framing the entry view, introducing lush foliage and a secluded retreat. Inside, multi-level gardens create distinct urban spaces, enhancing the beauty and ecological value of the area. This green, high-quality landscape attracts residents seeking a premium living environment.

Recognition and Impact

The Long & Waterson project has garnered significant acclaim, winning the British Association of Landscape Industries Award. This recognition underscores our commitment to creating spaces that not only enhance the aesthetic appeal but also promote sustainability and ecological health. The project has been celebrated for its innovative design and its ability to provide a tranquil, green oasis in the heart of a bustling urban area, elevating property values and embodying the spirit of Shoreditch while offering a refreshing retreat for the community.





“Creating a beautiful neighbourhood where people and nature flourish together in harmony.”

-The Duchy of Cornwall

South East Faversham

URBAN is collaborating with the Duchy of Cornwall, Landscape Strategist Kim Wilkie, and Architect Ben Pentreath on the South East Faversham Masterplan. Our approach is rooted in a deep respect for the site's history and the invaluable role of soil, aiming to create a sustainable and vibrant community that reflects the natural beauty of the North Kent Plain and Kent Downs Area of Outstanding Natural Beauty (AONB).

Vision and Design Approach

Our vision centres on creating large areas of species-rich grasslands, orchards for sustainable food production, and rolling landscapes for recreation. Thoughtfully placed trees enhance streets and parks, promoting active transportation, local food production, mental well-being, and resilience to climate change. The design principles are deeply rooted in the site's topography, healthy soils, and historical connection with agriculture. Traditional orchards are integrated into active travel routes, honouring the Faversham Fruit Belt heritage. The urban layout reflects the gridded field pattern, creating diverse urban and rural open spaces, from naturalistic meadows to formal squares and play areas.



South East Faversham

Environmental Responsibility and Community Benefits

Environmental responsibility guides our design, with extensive native tree and shrub planting, and hydrology and grassland planting to maximize biodiversity. Tree planting contributes to the project's Net Zero Carbon goal. Prioritizing active travel reduces car use, with pedestrian- and cycle-friendly routes enhanced by greenery and connectivity to amenities. Our landscape design also addresses climate adaptation, providing urban cooling through tree-lined streets and green spaces. Surface water management is integrated into the site-wide Sustainable Drainage System (SuDS), directing water to dew ponds. This approach benefits future residents and the cherished Faversham community by creating a resilient, beautiful, and sustainable environment.

S1 Handyside Kings Cross

Located in the prestigious Kings Cross development, the S1 building features three stepped terraces designed to attract high-quality tenants, including Nike and Google. Each terrace, stepping down from the 11th, 10th, to the 7th floor, emits a golden glow with yellow-tinged leaves, warm timber furniture, and ambient lighting. These terraces maintain unique identities while being linked through a cohesive design language, utilizing paving stones and timber surfaces for a consistent expression.



“Peaceful modern roof terraces with chic landscaped gardens overlooking the capital’s skyline.”

- Related Argent



Cohesive Design

URBAN collaborated closely with Mossessian Architecture and Weedon to ensure each terrace offers unique experiences while forming a balanced composition. This approach not only enhances the market perception of the development but also aligns with sustainability and ESG principles, creating high-quality environments that appeal to prestigious tenants.

Sustainable and Attractive Spaces

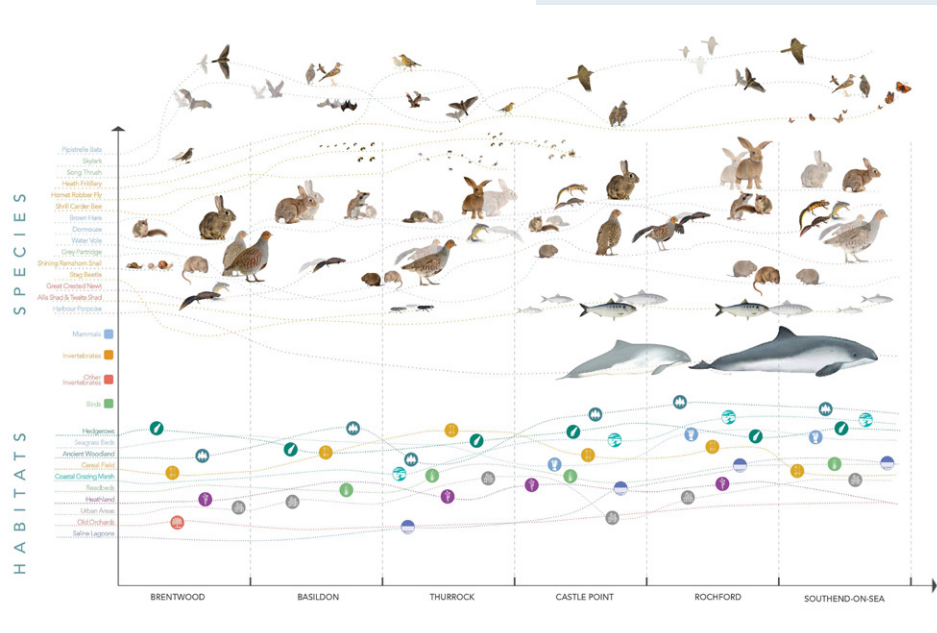
The terraces at Handyside Kings Cross demonstrate URBAN's expertise in designing sustainable and cohesive environments. Designed to meet BREEAM 'Outstanding', the terraces utilize native planting and pollinator-attractive species, enhancing biodiversity and ecological health. We created spaces that are both visually appealing and functionally effective.



“SEEPARK is much more than a park. It is a game-changer for South Essex.

It is probably the greatest environmental initiative that will drive effective place-shaping, and ensure levelling-up for the most deprived communities, while also delivering carbon offsetting for business, eco-tourism, biodiversity and natural flood alleviation.”

- Lyn Carpenter, CEO Thurrock Council



South Essex Green and Blue Infrastructure Study: SEEPark

The SEEPARK plan provides a radical vision to transform South Essex into a single parkland system encompassing 70,000 hectares. This ambitious project addresses climate change, ecological collapse, and social inequity by creatively utilizing green and blue infrastructure at a regional scale. Located within the Thames Estuary, SEEPARK tackles significant environmental challenges such as high temperatures, sea-level rise, flooding, and habitat loss, aiming to create an adaptable, resilient infrastructure where human life is integrated with nature.



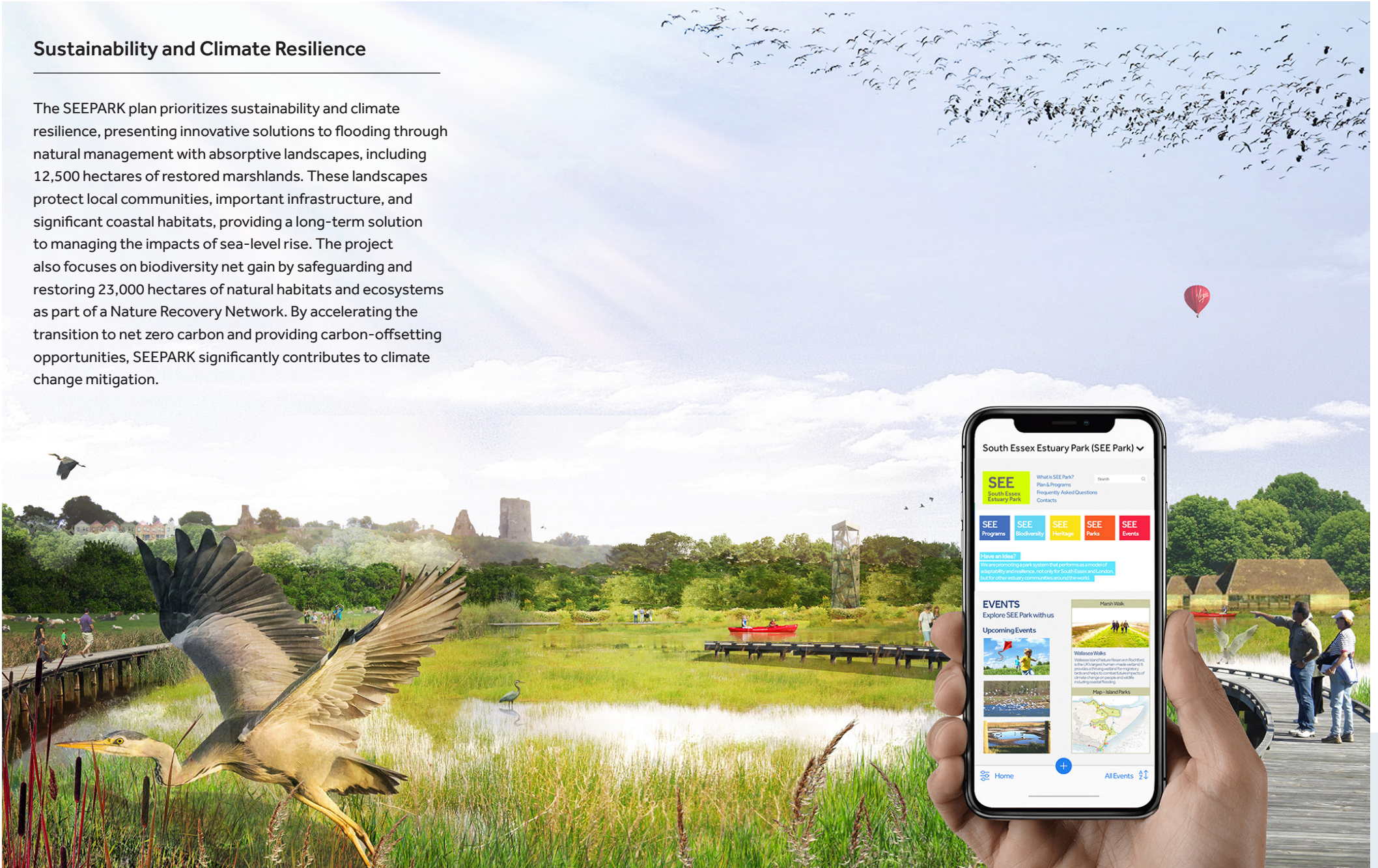
SEEPARK

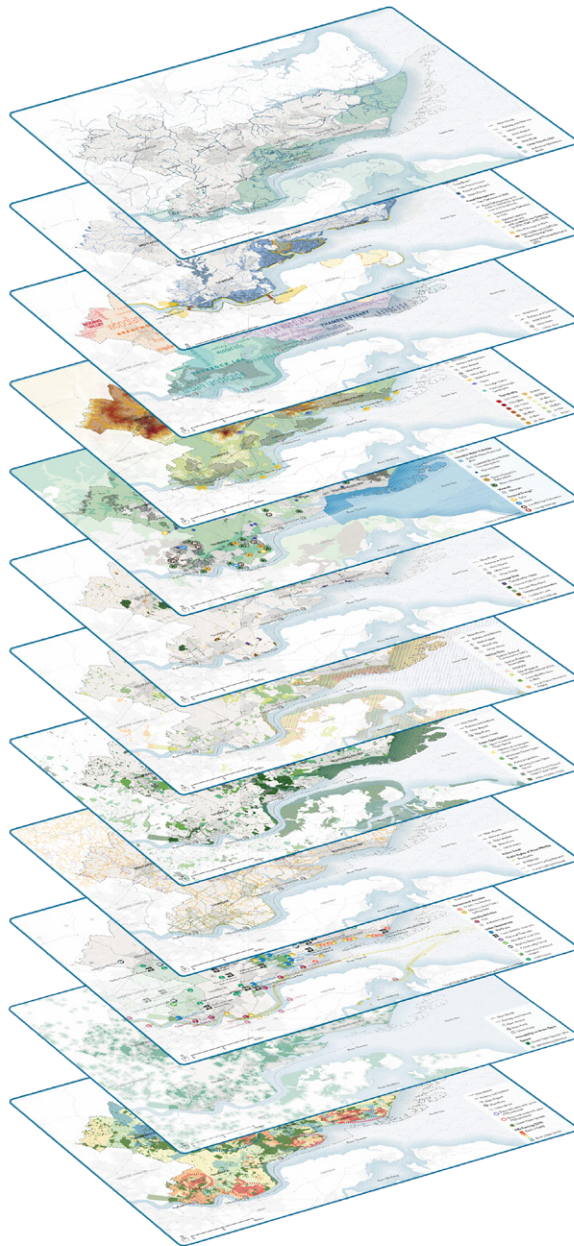
Benefits to the Community

SEEPARK offers immense benefits to the local community by providing high-quality green spaces within 300m of every home, supporting health and well-being through an efficient network of active travel routes, including 200km of continuous waterfront paths and 550km of greenways. Facilities within nature areas and links to schools support green learning opportunities for children, while the transformation of sensitive industrial sites and heritage assets into thriving recreation and visitor destinations enhances the quality of life for residents. The project also promotes eco-tourism, green job creation, and economic recovery, making South Essex an attractive place for modern living.

Sustainability and Climate Resilience

The SEEPARK plan prioritizes sustainability and climate resilience, presenting innovative solutions to flooding through natural management with absorptive landscapes, including 12,500 hectares of restored marshlands. These landscapes protect local communities, important infrastructure, and significant coastal habitats, providing a long-term solution to managing the impacts of sea-level rise. The project also focuses on biodiversity net gain by safeguarding and restoring 23,000 hectares of natural habitats and ecosystems as part of a Nature Recovery Network. By accelerating the transition to net zero carbon and providing carbon-offsetting opportunities, SEEPARK significantly contributes to climate change mitigation.





CLIMATE CHANGE

- Adaptation
- Mitigation

WATER MANAGEMENT

- Waterbodies
- Flood Risk

LANDSCAPE IDENTITY

- Landscape Character Areas
- Views and Vistas
- Heritage

NATURAL RESOURCES

- Productive Landscapes

CONNECTIVITY

- Active Travel
- Ecological Connectivity

CONSERVATION

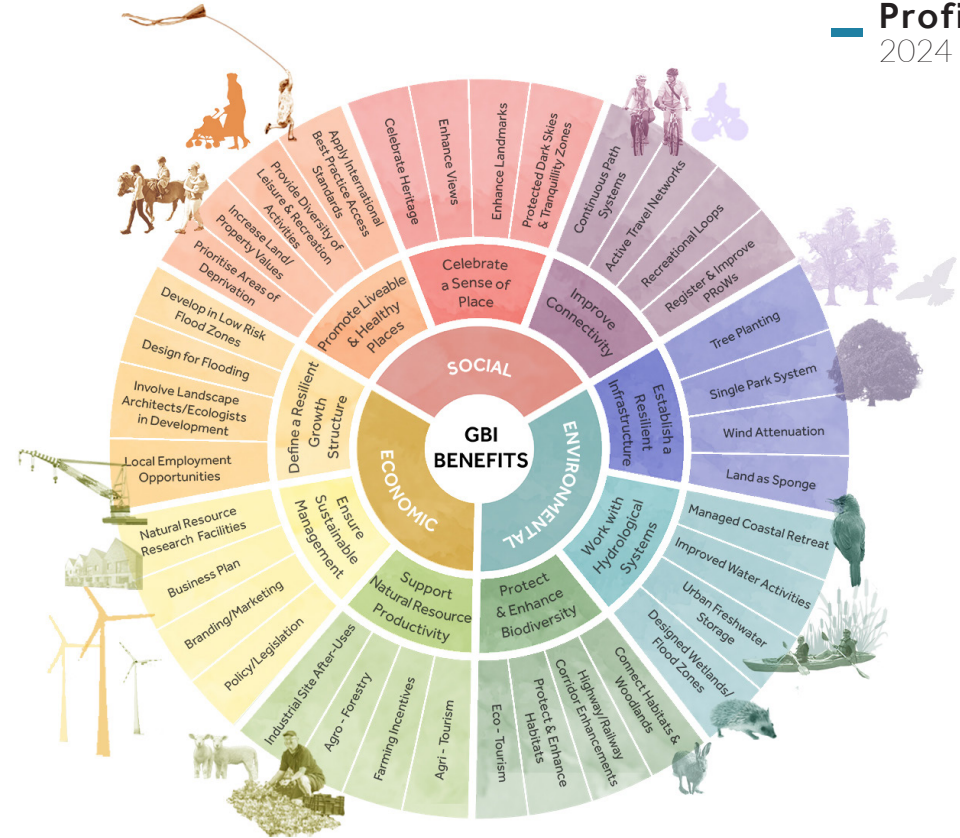
- Habitat Sites
- Biodiversity

HEALTH AND WELLBEING

- Open Space
- Recreational Activities
- Access to Green Open Space
- Access for All

GROWTH AND DEVELOPMENT

SUSTAINABILITY



Cross-Boundary Approach

SEEPARK exemplifies a cross-boundary approach, coordinating efforts across six local authorities and linking with other initiatives such as the Thames Estuary Growth Board, Creative Estuary, and Thames Chase Forest. This collaborative effort ensures a comprehensive and unified strategy that enhances the resilience and sustainability of the entire region. The project also presents a scalable and replicable green investment model, with a preliminary natural capital account estimating a total value of £7.2 billion, making it an attractive investment proposition for stakeholders.

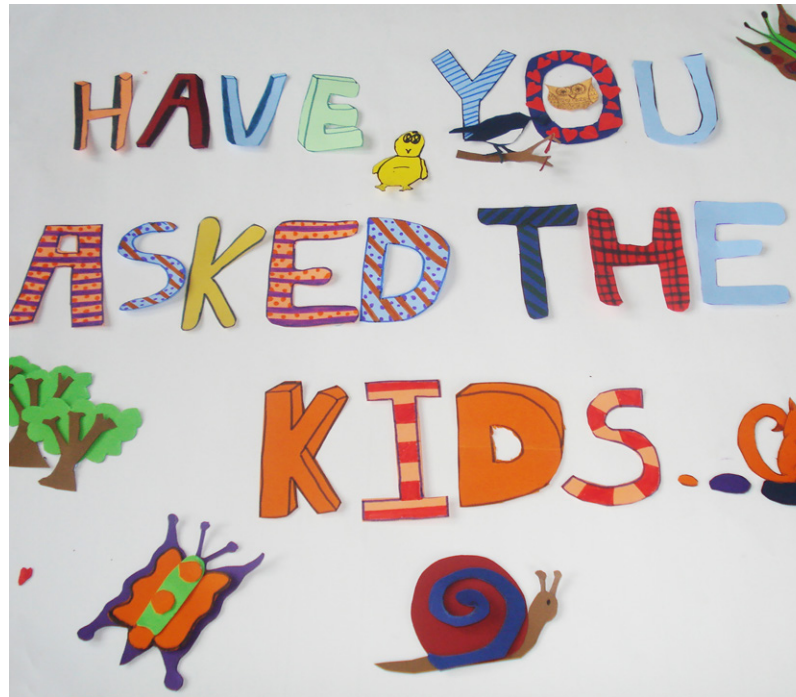
Innovative Design and Planning

SEEPARK pioneers innovative practices in planning, integrating natural systems, the built environment, and social equity to create an extraordinary and resilient place. The project sets exemplary urban open space standards and strategies for sustainable growth and development. By promoting active travel, sustainable development, and high-quality green spaces, SEEPARK serves as a model for strategic planning within estuary environments, benefiting the local, regional, national, and international scales.

Mount Pleasant

Mount Pleasant Neighbourhood Plan

The Mount Pleasant Neighbourhood Plan emerged from a community-driven desire to create a redevelopment proposal that truly reflects the needs and aspirations of local residents. The Mount Pleasant Association, along with URBAN and a multidisciplinary team of built environment experts, dedicated four years to developing an alternative proposal that emphasizes community values over commercial interests. Funded by the Greater London Authority through a Community Right to Build Order, this project represents the largest initiative of its kind in British history.



**“Britain’s largest ever
Community Right to Build
Order. Receiving huge support
from the local community.”**

- INTBAU Jury



Community Co-Design

Key to the success of the Mount Pleasant Neighbourhood Plan was the extensive community consultation that guided the design process. Over three years, URBAN engaged in two focused rounds of consultation, numerous public meetings, debates, and workshops. This inclusive approach included working closely with local primary school children, conducting site surveys, and teaching them plan and model-making skills to present their ideas for the site. Workshops and site visits with residents fostered a sense of ownership and pride, resulting in a redevelopment plan that includes more homes, affordable housing, public spaces, and better-planned streets that enhance connectivity.

Social Impact

The innovative and inclusive approach to the Mount Pleasant Neighbourhood Plan earned the project the INTBAU Excellence Award for Community Engagement. This accolade highlights the project's success in fostering a collaborative and participatory design process that prioritizes the community's needs and aspirations. The alternative scheme developed is not only better connected and higher in density but also more valuable and popular locally, with community support consistently between 95-99%. The vision for Mount Pleasant promises a more enjoyable, liveable, and attractive neighbourhood for current and future residents, setting a new standard for urban redevelopment projects.

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Ripple Greenway

“Now we feel far more relaxed and walk to school here every day.”

- Resident of Thames Ward, East London





Ripple Greenway

A New Lease of Life

The Ripple Greenway has given “a new lease of life” to this formerly run-down and forgotten green space. Situated within the London Borough of Barking and Dagenham, this 1.3km greenway provides a beautiful, safe, and healthy route through Thames Ward. URBAN worked with the London Borough of Barking and Dagenham, the walking and cycling charity Sustrans, and Trees for Cities to transform this forgotten greenspace into a lovely and playful route to school and work, offering an alternative to the busy and polluted Thames Road south of it.

Community Engagement and Participation

Community participation was at the heart of the Ripple Greenway project. Local schools played a significant role in tree planting workshops, and young people were considered at every step of the project. Features such as play-on-the-way elements, bug hotels, and an art trail were developed from this engagement, ensuring that the greenway is not only a route for commuting but also a vibrant and interactive space for the community to enjoy.

Connectivity and Environmental Benefits

Complementing a backdrop of 1,000 new homes and a new Overground station, the Ripple Greenway links the River Thames at Barking Riverside to Barking town centre, creating a beautiful route for everyone who wants to cycle, walk, relax, or play in the area. The greenway also provides wider links to the Ripple Nature Reserve and River Thames Footpath, enhancing connectivity and promoting healthier lifestyles. This project exemplifies how urban green spaces can be revitalized to benefit both the environment and the local community, creating a safe and attractive space that encourages sustainable travel and outdoor activities.

At URBAN, innovation is the cornerstone of our approach to landscape architecture. Founded by Alexandra Steed, our company builds on her pioneering work in Vancouver's Greenways department, where she developed city-wide green routes and innovative green and blue infrastructure solutions. This spirit of innovation has guided our growth and success, enabling us to create healthy urban landscapes that bring joy, enhance well-being, and foster meaningful connections between people and nature.

Sustainable and Cutting Edge Design

By integrating cutting-edge techniques and materials, and meeting stringent sustainability standards like BREEAM 'Outstanding,' we ensure our designs are not only visually stunning but also environmentally responsible. At URBAN, we strive to connect communities, combat climate change, and inspire others to appreciate and engage

with the natural world through our innovative landscape architecture solutions. Our commitment to innovation drives us to continually push the boundaries of what is possible, creating dynamic, resilient, and beautiful landscapes that stand the test of time.

Recognition for Innovation

Our contributions to landscape architecture have earned URBAN prestigious awards, including the WAFX Award for innovative solutions to global challenges, The LI Award for Excellence in Tackling Climate Change, and the Best Landscape Architecture Project in the UK. Additionally, we were shortlisted for the Sir David Attenborough Award, highlighting our commitment to preserving and enhancing biodiversity and ecosystems. Our projects, such as the SKY TV Campus and South Essex Green and Blue Infrastructure Study, exemplify our innovative approach.



Innovation

Awards

Recognition and Awards

- BCO Awards: ESG Award. Winner 2024
- World Architecture Festival: X Award. Winner 2023
- UK Property Awards: Best Landscape Architecture Project, UK. Winner 2022
- Landscape Institute Awards: Excellence in Tackling Climate Change. Winner 2020
- Landscape Institute Awards: Excellence in Landscape Planning and Assessment. Winner 2020
- Landscape Institute Awards: Sir David Attenborough Award for Enhancing Biodiversity. Finalist 2020
- BALI Awards: Hard Landscaping Construction. Winner 2020
- BCO Awards: Best of the Best. Winner 2017
- BCO Awards: Best Corporate Workplace. Winner 2017
- INTBAU Excellence Award: Community Engagement. Winner 2016

“The judges felt strongly there was one completely outstanding finalist. A brilliant study... It presents new practices for landscape planning.”

- Landscape Institute Judges

Clients



Lewisham



FULHAM FC



الهيئة الملكية لمحافظة العلا
Royal Commission for AlUla



DUCHY of CORNWALL



A person is walking away from the camera on a cobblestone path. The scene is heavily blue-tinted, creating a serene and somewhat ethereal atmosphere. The path leads into the distance, flanked by what appears to be a wall or fence on the left and some foliage or structures on the right. The overall mood is one of quiet reflection and journey.

Thank You

Alexandra Steed URBAN

email: info@alexandrasteedurban.com

www.alexandrasteedurban.com