EXECUTIVE MEMBER – DESIGN OF THE YEAR 2026

SHEER ASSETS LTD – OVERVIEW

Executive Member: Deepika Duddukuri

Property Name: 3 Mardol

Address: 3 Mardol, Shrewsbury, SY1 1PY

How many units was the project? 3X One bed apartments, 1x Three bed HMO, Commercial

What was the total GDV of the project? £3,600,000

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Please share why you feel this project qualifies for design of the year?

Situated in one of the town's most vibrant and bustling squares, this Grade II listed building presented a unique design challenge: transforming a historic space into a contemporary, inviting environment while respecting its architectural heritage and the constraints of its listed status.

Despite these limitations, we have maximised the potential of every space, creating an efficient and thoughtfully planned layout that allows natural light to flow throughout the building, with almost every room benefiting from beautiful views.

Our design vision was to capture the lively energy of the surrounding square and bring that same vibrant atmosphere into the interiors. To achieve this, we embraced an industrial-inspired design concept, blending contemporary aesthetics with the building's historic character.

Original architectural features, including traditional fireplaces and exposed iron beams running across the rooms, have been carefully preserved and celebrated as integral elements of the design. We complemented these heritage features with contemporary rustic wall tiles, creating striking feature walls around the fireplaces that add texture, warmth and visual interest.

The result is a harmonious fusion of old and new — a dynamic, characterful interior that celebrates the building's history while introducing a fresh, modern and energetic atmosphere.

SHEER ASSETS LTD - OVERVIEW

Please provide additional information about the design?

Design Challenges & Creative Solutions

1. Working Within Heritage Constraints

One of the primary challenges was the building's Grade II listed status, which placed significant restrictions on structural alterations, internal modifications and the treatment of original architectural elements. Rather than viewing these constraints as obstacles, we embraced them as opportunities to develop a more distinctive design.

The existing fireplaces, exposed iron beams and other historic details became defining features of the interiors. By incorporating these elements into the contemporary design scheme, we established a strong dialogue between the building's past and its new identity

2. Creating a Cohesive Material Palette

A key consideration was selecting materials that would introduce a contemporary identity without overpowering the building's original character. The industrial-inspired palette draws upon raw textures, rustic finishes and understated contemporary detailing to create a balanced and visually engaging environment. The contrast between historic features and modern materials introduces layers of visual interest, allowing the building's age and character to remain evident while giving the interiors a refreshed identity.

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3. Bringing the Energy of the Town Square Indoors

The building's prominent location was a major influence on the overall design concept. Situated within a lively town square, the surrounding environment is defined by movement, activity and a strong sense of community. Our objective was to reflect this atmosphere internally, creating spaces that feel vibrant and contemporary while retaining the warmth and authenticity associated with the historic building. The industrial aesthetic provided an ideal design direction, offering a balance of urban sophistication, raw character and inviting textures.

Design Outcome

The completed design demonstrates how a heritage building can be thoughtfully adapted to contemporary needs without losing the architectural qualities that make it distinctive. Through intelligent spatial planning, careful integration of original features and a considered selection of materials, the project achieves a balance between functionality, visual appeal and historic character. The result is a contemporary industrial-inspired interior that celebrates the past while embracing the present — a space that reflects the energy of its urban setting, maximises natural light and views, and transforms the limitations of a Grade II listed building into defining design opportunities.

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SHEER ASSETS LTD – BEFORE



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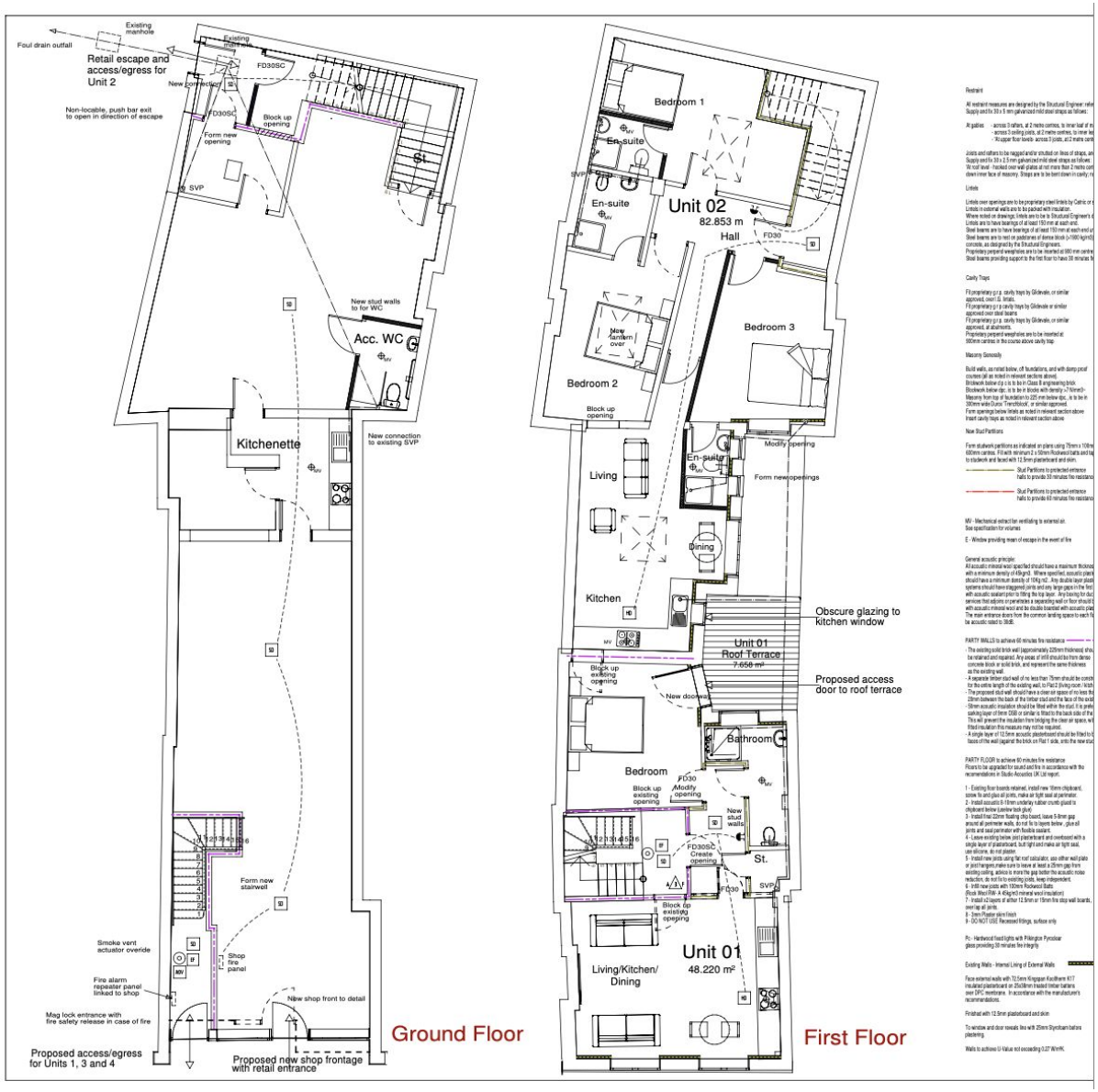
EXECUTIVE MEMBER - DESIGN OF THE YEAR 2026

SHEER ASSETS LTD - AFTER



EXECUTIVE MEMBER – DESIGN OF THE YEAR 2026

SHEER ASSETS LTD – FLOOR PLAN



EXECUTIVE MEMBER – DESIGN OF THE YEAR 2026

SHEER ASSETS LTD – FLOOR PLAN

