

Prior + Partners

City and Regional Planning,
Economics and Design Expertise

We bring together masterplanning, planning and economics to unlock the potential of places and communities around the globe.

About us

Prior + Partners shapes the future of cities, regions and communities, working from strategic growth and transformation to new development and regeneration.

We combine strategic thinking, design expertise and economic insight to turn ambitious ideas into clear, implementable frameworks, plans and places. Our multidisciplinary approach connects strategic ambition with the realities of delivery, bringing together the perspectives needed to create places that work socially, economically and environmentally.

Across the Middle East and North Africa, this includes work spanning regional strategies, city transformation and major development programmes, shaped in close collaboration with clients, partners and stakeholders.

A global place practice

Headquartered in London, with an office in Dubai, Prior + Partners works across the Middle East, North Africa and internationally.



We bring global experience together with deep understanding of the places in which we work, adapting our approach to local culture, environmental conditions, economic priorities and social dynamics. Our work spans regional and city-scale strategies, new communities, major development sites and complex urban regeneration, across a wide range of geographies and development contexts.

Across the Middle East and North Africa region, our experience includes AIUla, Musaffah, Saadiyat Cultural District, Al Madinah and Dhurma and Al-Muzahmiya, alongside international projects including Google Moffett Park and the Thimphu Structure Plan. Our work ranges from long-term regional frameworks and strategic plans to detailed masterplans, urban design and development strategies.

Our contribution to international best practice has been recognised through Middle East Urban Planning Consultant of the Year, the King's Award for Enterprise in International Trade and RTPI Planning Consultancy of the Year, alongside recognition at the Landscape Middle East Awards. These accolades reflect the breadth and impact of our work across different scales and geographies.

Through this international experience, we support governments, development authorities, landowners and investors in shaping ambitious, economically grounded and deliverable places, bringing together strategic planning, masterplanning and place economics to unlock long-term potential.



Purpose



01 Being culturally curious

We approach every project with open and curious minds. Beginning with extensive research, we get on the ground, engage, listen, and collaborate with the people and cultures unique to each place we work.

Whether in Bhutan or Birmingham, California or Colchester, we're always interested in how people live today and how they will thrive in the places and cities of the future. By immersing ourselves in diverse perspectives, traditions, and customs, we learn new and better ways of improving people's lives.



02 Elevating nature and heritage

Our projects begin with understanding the environmental and cultural heritage in a place. We design places for communities, where local history, landscapes, and ecosystems are integral to ensuring biodiversity and human wellbeing.

By safeguarding and integrating culture and heritage, we reinforce a sense of collective identity and memory while unlocking new economic opportunities. By enhancing and conserving nature, we increase resilience against climate change and enable regions to adapt to future environmental challenges.



03 Championing long-term stewardship

We always anticipate the need for long-term place stewardship, recognising that strategies, plans and masterplans unfold over many years, long after our initial role has ended.

Successful places need more than good design. They need policy, investment, and compelling visions that can be owned and carried forward by clients and communities. Through harnessing these tools, our work helps local leaders and custodians to focus delivery well into the future and gives them confidence and flexibility required so they can navigate the journey ahead.



04 Getting things done with tenacity

Everything we do is underpinned by determination to see our projects realised, and in the face of inevitable challenges and constraints, we are fully committed.

The work we do is multidimensional and long-term, often requiring significant investment and commitment from our clients. We match that dedication with our persistence in finding solutions that are deliverable, politically supported, championed locally, and achieve the best possible outcomes for our clients, partners, and communities we work with.

Expertise

We bring together different disciplines, perspectives and scales to understand places, shape their future and turn ambition into delivery.

We start by understanding the forces that shape a place, its people, economy, landscape, heritage and potential. This evidence helps us establish a clear vision and narrative for the future, creating a shared ambition that can guide growth and transformation.

From this foundation, we develop the spatial strategies and masterplans that give that ambition form, integrating land use, movement, nature, heritage, infrastructure and development into coherent places. We test options, understand their implications and refine proposals to ensure that ambition is grounded in the realities of each place.

Throughout the process, digital intelligence strengthens how we work, helping us bring evidence together, explore possibilities, test scenarios and communicate ideas. By connecting these stages rather than treating them in isolation, we create a continuous process from understanding and vision through to strategy, design and delivery, with each layer strengthening the next.



01 Visioning

We help clients and communities to articulate the long term ambitions and story of their place, from their heritage and identity, through to their ambitions for the future. Our visions and narratives shape the identity of places, providing a strategic framework that fosters collaboration, attracts investment, and enables long-term growth.

Working across different cultural and development contexts, we bring together government entities, landowners, investors, local businesses and communities to build a shared, authentic ambition for transformation.

The vision and narrative is an important first stage in the planning and design process, setting out shared intent for transformation. It ensures complex projects remain focused on long-term outcomes, while inspiring leaders and communities to take action to bring the vision to life.

Helping communities and clients to articulate their ambitions for long-term transformation.



02 City and Regional Planning

We work with senior leaders, municipalities, governments and development authorities to shape opportunities for sustainable growth and resilience. As part of this role, we help define the strategic vision and direction of a place, establishing clear parameters for high-quality design, infrastructure delivery, and environmental protection to support long-term prosperity for communities.

Our methodology involves the synthesis of layers of data and qualitative evidence, including social, ecological, and physical conditions. From this, we assess opportunities and constraints, test options, and identify effective spatial strategies.

Working collaboratively with clients, stakeholders, and communities, we refine these strategies into practical implementation and delivery across key sectors, ensuring the creation of enduring, inclusive, and thriving places.

Working at scale to set the direction for cities, regions and nations.



03 Place Economics

We work with city and regional leaders, governments, developers and partnerships to shape strategic direction and ambition at all scales. Our approach integrates economic strategy, appraisal, forecasting, and spatial planning, an approach we call 'Place Economics'.

We combine robust economic and socio-economic analysis with spatial insight and digital modelling to inform policy, strategy, and investment decisions. Through Prior + Partners' Place+ digital platform, this evidence is presented clearly and dynamically, helping clients and communities understand their places and future needs.

Having reached a shared understanding of strategic priorities and potential interventions, we build the case for change through developing business cases, funding strategies, and investment narratives that are persuasive, evidence-led, and grounded in place, helping clients secure investment and deliver achievable outcomes.

Working collaboratively with towns, cities and regions to make a positive difference and drive growth.



03 Masterplanning

From pre-concept through to concept and detailed design, we create imaginative, deliverable, and adaptable destinations, from district to giga-scale, that respond to future change while drawing inspiration from local heritage, culture, and context.

We measure the success of our masterplans by their capacity to connect people to each other and to nature, fostering healthy, resilient, and economically vibrant communities. Rooted in renewal and adaptation, our designs establish distinctive urban forms, mixed-use environments, and high-quality public spaces that enable new opportunities and ways of living.

To ensure the ambition of our masterplans can be realised, we respond to economic and commercial contexts, embedding a robust approach to phasing and early delivery.

Designing inspiring, culturally specific, and environmentally resilient places.



04 Landscape Planning

By thoughtfully integrating landscape and ecological principles into the earliest vision for a place, we shape the strategic intent that guides the protection and enhancement of natural and cultural assets, ensuring their resilience and beauty for generations.

We believe landscapes can be both functional and sustainable, serving as vital natural infrastructure that shapes identity and community well-being, respecting cultural heritage, promoting environmental sustainability, and creating spaces where people can thrive.

Safeguarding natural ecosystems and enriching the built environment they surround.

From advising on public realm inputs to shaping regional strategies and large-scale destinations, our role spans diverse scales, ensuring each project is grounded in local context, and defined by design rationale. As custodians of that vision, we set the principles that guide specialist teams in delivering landscapes that are as enduring as they are inspiring.

Digital intelligence for better places

Place+ is Prior + Partners' digital placemaking platform, comprising integrated tools that support different stages of understanding, analysing, testing and communicating place.

Place+ brings evidence, analysis, design and engagement into a connected digital environment. It can support projects from early-stage site and place analysis through to strategy, masterplanning, development and long-term management, helping teams move more efficiently from evidence to action.

The core Place+ capabilities are:

01 **Place+ Portrait**

02 **Place+ Analysis**

03 **Place+ Composer**

04 **Place+ Storyteller**

The Place+ platform can extend beyond these core tools through bespoke digital tools and tailored functionality developed around specific project requirements. These can draw on client and project datasets, respond to particular workflows and produce tailored digital outputs, from customised spatial models and analytical tools to interactive platforms and other applications.



01 Place+ Portrait

Place+ Portrait establishes a shared evidence base for understanding a site, neighbourhood, town, city or region. It brings together spatial, economic, environmental and social information from national, local, client and project-specific sources, creating an interactive view of how places are performing and changing. Teams can explore themes and scales to support planning, investment, regeneration and engagement.

02 Place+ Analysis

Place+ Analysis combines datasets, spatial layers and criteria to explore complex questions, identify opportunities and constraints, and understand development potential. It allows teams to interrogate evidence, test assumptions, compare scenarios and assess different approaches, drawing on inputs such as accessibility, catchments, demographics, economics, viability and forecasting.

03 Place+ Composer

Place+ Composer provides an interactive environment for developing, testing and comparing spatial options. It brings land uses, development assumptions and project parameters into an interactive model, enabling teams to explore the implications of changes to capacity, movement, infrastructure, land use and phasing, and to iterate designs as ideas evolve. It can also connect spatial options with development schedules, showing how proposals could evolve over time.

04 Place+ Storyteller

Place+ Storyteller creates interactive project websites that bring together plans, mapping, visualisations, evidence and project information. It makes complex proposals accessible to different audiences, supporting stakeholder engagement, public consultation and ongoing communication as projects develop, while bringing outputs from other Place+ tools together in one place.

Selected projects



**King Salman Bin Abdulaziz
Royal Reserve**
KSRNR, KSA

**Protecting nature, supporting
communities**

Spanning 130,000 sqkm in northern Saudi Arabia, the world's largest desert conservation project sets a bold vision to protect and restore the region's diverse landscapes while enabling carefully managed opportunities for sustainable development, research, and eco-tourism. Rooted in nature and shaped by millennia of cultural practices, it is positioned as a global model for conservation-led growth that supports local communities and long-term economic value. Our work translates this vision into a clear, deliverable framework advancing from concept masterplans for catalyst projects to detailed design guidelines, supported by a data-driven approach that brings clarity to a site of exceptional scale and complexity.

For King Salman Bin Abdulaziz Royal
Reserve Development Authority

Expertise: Strategic Planning,
Landscape Planning, Digital Innovation







Thimphu Structure Plan Thimphu, Bhutan

Gross National Happiness within the Doughnut

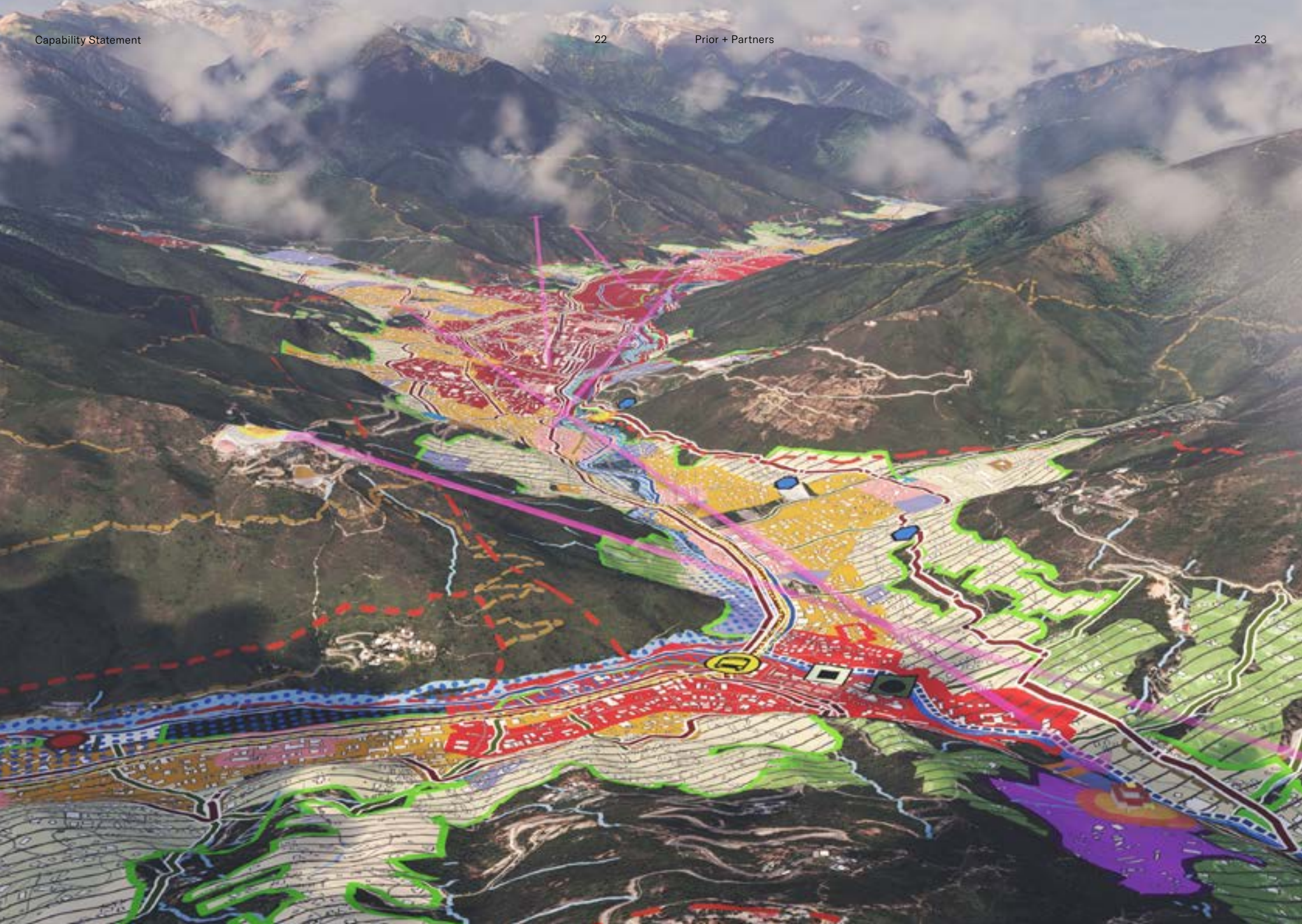
At an elevation of 2,500 metres, the capital city of Thimphu has grown rapidly since 2003, yet the quality of life for the majority of residents is falling short. The newly adopted Thimphu Structure Plan provides a key tool to catalyse a more regenerative and distributive approach to socio-economic development over the next 20+ years, with the goal to invest in creating a place of opportunity for the benefit of the whole community.



For Ministry of Infrastructure & Transport,
Royal Government of Bhutan

Expertise: Visions and Place Narrative,
City and Regional Planning, Community
and Stakeholder Engagement







AIUla (various)
AIUla, KSA

Journey through time: regenerating cultural and natural landscapes

Prior + Partners was commissioned in 2019 to develop the strategic regional Framework Plan for the RCU and produce associated planning policy and guidelines. Since then, our role has expanded to include leading several detailed masterplans within the core heritage area, as well as holding an important Masterplan Guardianship and Design Advisory role to the client.



For Royal Commission of AIUla (RCU)

Expertise: Vision and Place Narratives, City and Regional Planning, Masterplanning, Landscape Planning, Digital Innovation







Cultural Oasis District Masterplan AIUla, KSA

Regenerating AIUla's cultural oasis

A district masterplan was prepared for AIUla's Cultural Oasis and historic Old Town to regenerate this 9 km agricultural landscape into a vibrant, heritage-led destination. The plan reimagines the oasis as the green spine of the Journey Through Time, restoring connections between villages, farming, heritage, and water systems. It introduces cultural projects and agritourism initiatives to support long-term regeneration in alignment with the AIUla Vision and Charter.

Expertise: Visions and Place Narratives, City and Regional Planning, Masterplanning, Landscape Planning, Digital Innovation







Wadi Al Fann District Masterplan AIUla, KSA

Revitalising the Wadi Al Fann

Spanning an 165 sqkm area of canyons and plains, the District Masterplan for Wadi Al Fann creates a vision for a vibrant, culturally rich community at the heart of AIUla. The design focuses on landscape restoration, the introduction of new cultural landmarks, including a major land art installation and an Equestrian Village, and the regeneration of AlMutadil and Qa'a AlHaj villages. It also serves as a coordination framework, aligning development and regeneration initiatives to ensure a cohesive, sustainable, and culturally resonant district.

Expertise: Visions and Place Narratives, City and Regional Planning, Masterplanning, Landscape Planning, Digital Innovation

For Royal Commission of AIUla (RCU)







**Dadan and Jabal Ikmaah
Masterplan**
AIUla, KSA

Protecting heritage and nature

A comprehensive district masterplan was developed to guide tourism and leisure across the region, safeguarding AIUla's unique natural and cultural assets. As part of this, a detailed masterplan and design guidelines for Dadan and Jabal Ikmaah established a coherent vision aligned with the AIUla Charter and the Journey Through Time Masterplan, ensuring sensitive, context-driven development in the area. By defining clear growth parameters and design standards, the design supports Saudi Arabia's Vision 2030 to ensure that all future growth responding positively to the surrounding area, celebrating cultural landscapes.

Expertise: Visions and Place
Narratives, City and Regional Planning,
Masterplanning, Landscape Planning,
Digital Innovation







Al-Ahsa Regional Strategy

Al-Ahsa, KSA

Guiding Al-Ahsa's Growth

Al-Ahsa's 380,000 sqkm governorate and metropolitan area—home to the city and the UNESCO-protected Al-Ahsa Oasis—is being shaped by a comprehensive strategy that provides a clear foundation for sustainable development. The approach combined a Rapid Baseline Assessment, stakeholder engagement, strategic initiatives, and regional strategy mapping to inform long-term planning. Through detailed research, layered data analysis, and on-site verification, our multi-disciplinary team developed evidence-based spatial responses and regeneration proposals, creating a shared vision for the region that balances cultural heritage and urban growth.

Expertise: Strategic Planning,
Masterplanning, Landscape Planning,
Digital Innovation

For Al-Ahsa Development Authority







Dhurma and Al-Muzahmiya Framework Plan and Urban Code Dhurma and Al-Muzahmiya, KSA

Sustainable growth for the Western Riyadh Hinterland

As an area of outstanding natural beauty, the Dhurma and Al Muzahmiya subregion has been guided by a vision and strategic masterplan to strengthen local communities, and safeguard natural and cultural assets. Combining spatial planning, policy development, and detailed urban coding, the strategy shapes land use, infrastructure, and development controls to critically establish its long-term framework until 2040. By integrating economic diversification, nature park-focused tourism, sustainable agriculture, and education, it envisions a resilient, place-led future that balances environmental stewardship with vibrant opportunities for local communities.

For Development Authorities Support
Center (DASC)

Expertise: Strategic Planning,
Masterplanning







North East Riyadh— Urban Extension Framework Masterplan Competition Riyadh, KSA

A global benchmark for community-driven city extensions

The masterplan strategy for Northeast Riyadh guides a 456 sqkm development responding to the city's evolving housing needs while setting a new model for sustainable urban living. Envisioned as a well-connected urban centre, it accommodates a diverse population through a range of housing and lifestyle offerings supported by economic activity. The plan structures a network of distinctive neighbourhoods connected to natural assets and open space systems, establishing a future-proof, culturally grounded community with diverse housing, amenities, and smart, resilient infrastructure for long-term growth and adaptability.

Expertise: Strategic Planning,
Masterplanning







Madinah Pre Concept Masterplan Competition

Al Madinah, KSA

A global hub connecting the East and West

Al Madinah holds profound spiritual significance for millions across the world. A Pre-Concept Masterplan competition was launched to sensitively grow the historic district by weaving together heritage restoration, green infrastructure, and mixed-use facilities without competing with the spiritual prominence of the area. Working alongside a wider technical team, Prior + Partners led the masterplan from strategic vision to a deliverable framework — creating a historically grounded, forward-thinking district for worshippers, residents, and visitors alike.

Expertise: Masterplanning, Place Economics







Saadiyat Cultural District Masterplan Competition Abu Dhabi, UAE

Shaping the cultural heart of Abu Dhabi

Supporting Abu Dhabi's ambition to position itself as a leading global cultural destination, the masterplan competition for the Saadiyat Cultural District builds on existing infrastructure and landmark developments to unlock additional capacity, value, and diversified land uses. Spanning 110 hectares, the design integrates human-scale streets, green pedestrian links, active movement paths, and a local tram loop, framing vibrant neighbourhoods and the waterfront. Through the integration of dynamic public spaces, our work supports a wider cultural programme for the area to establish a welcoming, authentic, and world-class cultural environment.







Mina Zayed Masterplan Competition Abu Dhabi, UAE

A transformative waterfront mixed-use development

Mina Zayed presents a significant opportunity to reimagine a former port precinct as a vibrant, future-facing waterfront district. As part of a competition, Prior + Partners developed a concept masterplan to guide the site's transformation into a dynamic mixed-use destination. Creating an attractive, dynamic environment where residents and visitors can live, work, and thrive, reinforcing the importance of the site's redevelopment in helping shape Abu Dhabi's identity. Building on this vision, Prior + Partners have since been appointed as lead consultant to take the masterplan forward and unlock Mina Zayed as a lively mixed-use development.







Musaffah Revitalisation and Development Plan Abu Dhabi, UAE

Supporting Abu Dhabi's long-term economic competitiveness

The redevelopment of the 40sqm industrial area and port in Abu Dhabi seeks to transform this industrial zone into a vibrant, future-facing network of complementary industrial clusters, playing a critical role in advancing Abu Dhabi's ambition to position itself as a globally competitive hub for industry and innovation. To achieve this, the Plan sets a clear roadmap for Musaffah's long-term role, delivering up to 160,000 Industry 4.0 jobs and enabling up to 9 million sqm of new residential GFA, supported by a framework plan, concept masterplan, and implementation strategy.

For Department of Municipalities and Transport (DMT)

Expertise: Strategic Planning, Masterplanning and Place Economics







Google Moffett Park San Francisco, USA

A pioneering Eco-Innovation District

The regeneration of Moffett Park, one of Google's South Bay campuses, will transform a predominantly monocultural suburban business park into a pioneering Eco-Innovation District that reflects the region's culture of innovation and exceptional natural assets. Anchored by two major transit stations, the masterplan creates a vibrant mixed-use city with walkable neighbourhoods, a 2.5 km regional park, and new workspace. Delivering 10,000 homes and 25,000 jobs alongside social, cultural, and ecological infrastructure, the vision establishes a net-positive, carbon-neutral model for future urban living.







**Garden Community
Masterplan**
Confidential

Shaping a sustainable new community

This Garden Community Masterplan will transform an 850-hectare derelict agricultural landscape into a sustainable mixed-use community set within an extensive network of parks and green spaces. Delivering up to 15,000 homes and 25,000 jobs alongside a new district centre, the vision establishes a destination for this new community. Prepared in close collaboration with the client, the Concept Framework and Phase 1 Detailed Plan establishes the spatial structure, landscape framework and development parameters needed to support delivery and long-term, future-ready growth.

Expertise: Strategic Planning,
Masterplanning







Birmingham Smithfield Birmingham, UK

Celebrating the origin point of a resurgent city

The regeneration of this predominantly vacant site will celebrate its significant rich trading history and create a new urban quarter that expands the city centre, unlocking economic and social opportunities for all who live and work there. With integrated public transport and an extensive network of green streets and open spaces, the masterplan exemplifies a zero-carbon future—delivering 3000 much-needed homes and 9000 jobs through the recreation of the historic Bull Ring markets and new leisure, cultural and commercial spaces. Our Hybrid Planning Application was unanimously approved in 2024.



For Lendlease Smithfield
Development LLP

Expertise: Masterplanning, Community
and Stakeholder Engagement







Silvertown

Newham, London, UK

40 years in the making: A vision founded in industrial heritage

Currently sitting as the largest undeveloped site remaining from the legacy of London's Royal Docks, Silvertown presents an industrial landscape full of potential and opportunity, with our masterplan seeking to deliver around 6,500 homes with 50% affordable housing, circa 10,000 jobs, and space for cultural and community events, all tied together through an extensive public realm that celebrates the waterside location.



For The Silvertown Partnership

Expertise: Place Visions and Narrative, Masterplanning, Community and Stakeholder Engagement





For further information please contact

newbusiness@priorpartners.com

+44 (0)20 3951 0052