

16 North Street, Reading
Design and Access Statement
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Prepared on behalf of:

Atlas Controls

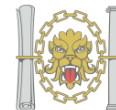
and

atamate

Building Intelligence

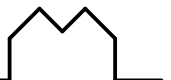


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Cutting-edge UK technology companies Atlas Controls and Atamate present: a proposal to locate their growing enterprises in a new office and apartment building in Central Reading

Manufacturers, researchers, and developers in building monitoring, control, and environmental optimisation, Atamate Ltd. and Atlas Controls Ltd. are currently operating in a small office on the outskirts of Oxford. The core development team are geographically distributed and use video conferencing for their meetings. With products now on the market, and partnerships forming with some of the largest building companies in the UK, the businesses are expanding rapidly and will require new staff and more centralised management.

Oxford is extremely limited as a proposition for business expansion - local property is very costly and limited in availability, making recruitment a significant challenge. A simple commute by train from Oxford and London, Reading is a thriving town with opportunities for investment and growth. CEO Joe Miles has acquired 16 North Street, an end-of-life building in a central location markedly in need of investment.

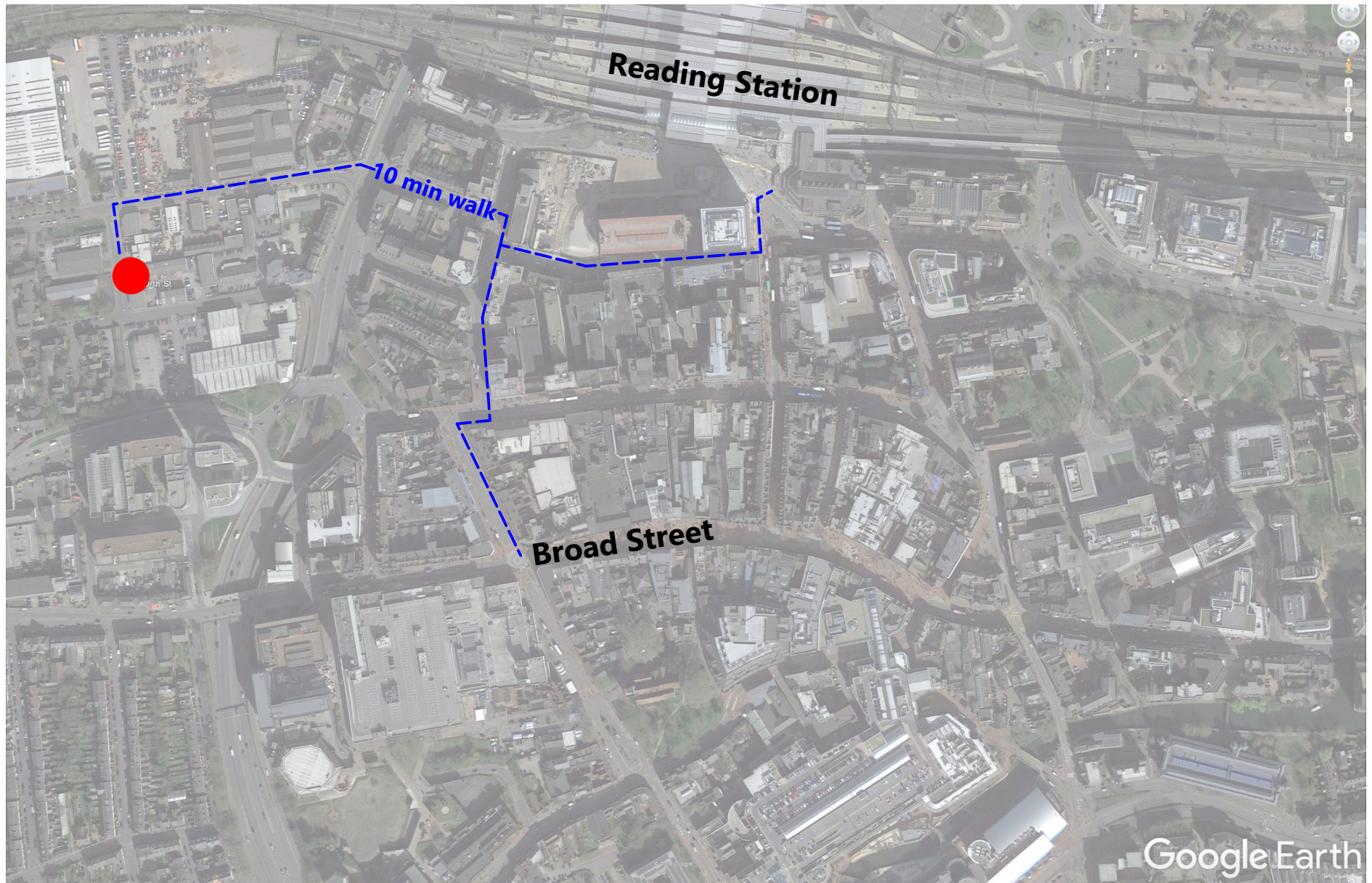
Proposed, is a building integrated in structure, heating, ventilation, and control, to provide security, comfort and health, at zero fossil energy cost in use

This proposal is the culmination of years of individual study and research by both the Atamate and Atlas Controls founder, Joe Miles BEng CEng, and the environmental building designer, Mark 'Markitect' Wright BSc MCIAT

This project builds on learnings from their recent collaborative project to replace a pair of dilapidated mid-terrace houses with six very low-energy healthy apartments for students, which are now being evaluated in occupation

Joe Miles: Founder and CEO of Atamate Ltd, a specialist building control business and, Atlas Controls Ltd a sustainable building consultancy, Joe is a Chartered Engineer with degree in environmental engineering and 25 years' experience in the build to rent market. He owns several development, investment and construction companies, and specialises in low energy buildings, as these offer tenants increased comfort and certainty on utility bills, make good business sense with low running and construction costs, and are less harmful to the environment in construction and use

Mark Wright: 'Markitect' has developed his architectural design practice having served a construction apprenticeship. He is a graduate of Construction Management (Building), has been running a solo 3D architectural practice since 2010, and is now qualified as a Chartered Architectural Technologist (2015), and Certified Passivhaus Designer (2016). Mark has focussed on environmentally conscious building and 3D collaborative design in his training and practice



Location

Analysis

Reading has become characterised by new high-rise development around the historic central area. Buildings are contemporary, often with quirky profiles. With the imminent arrival of the Elizabeth Line, and existing transport links, Reading is a highly sustainable location for significant new development.

The area of land bounded by Gt. Knollys Street, Weldale Street and North Street

An area of Victorian terraces cleared in the 1980s, the land parcel ownerships and arrangement of streets are such that redevelopment of the area is overwhelmingly likely to be both piecemeal, and to replicate the original 'doughnut' form; buildings lining the streets, with open space in the centre.

It is reported, that at a recent Reading Borough Council Planning Committee meeting, councillors described the area as a 'slum area' and an 'eye sore'. A consented development of the Iceland site on Weldale Street is of 5 - 13 storeys, adjacent developments on Chatham Street are of 10 - 19 storeys.

The Reading Central Area Action Plan policy for the area:

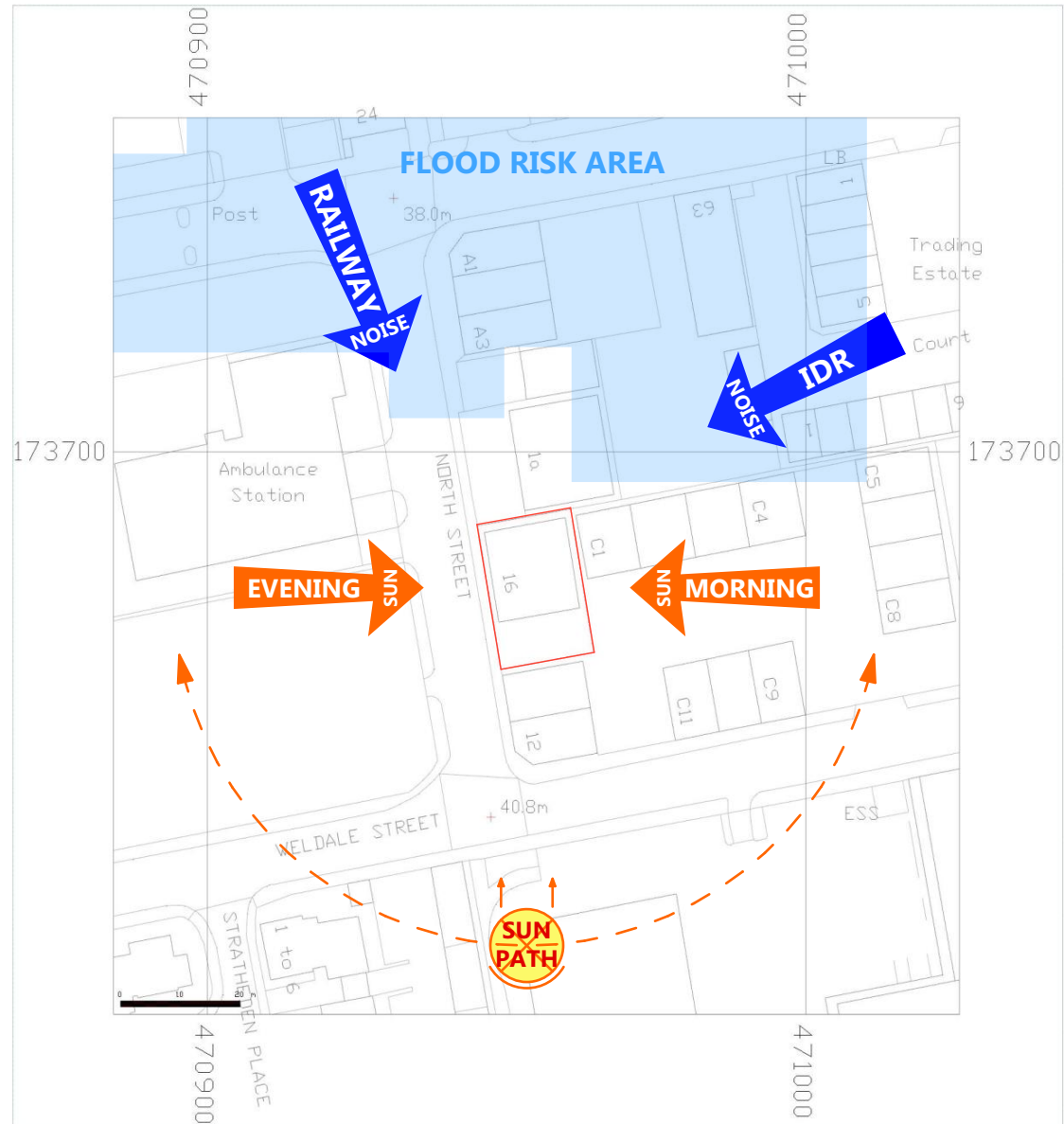
"This area will be developed primarily for residential, although development resulting in the loss of small business units should seek to replace some of those units, preferably on site. Residential development should be located on the parts of the site at lower flood risk."

16 North Street

The land at 16 North Street is not in the flood risk zone and currently accommodates an office building which does not make full use of the site.

The current tenants (Reading Borough Council) are set to terminate their lease, and will leave a building that has been highly customised for their use.

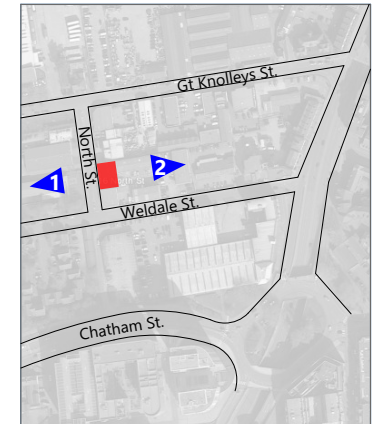
The building does not meet the Minimum Energy Efficiency Standards, and is partially of asbestos construction. It is beyond economic renovation.



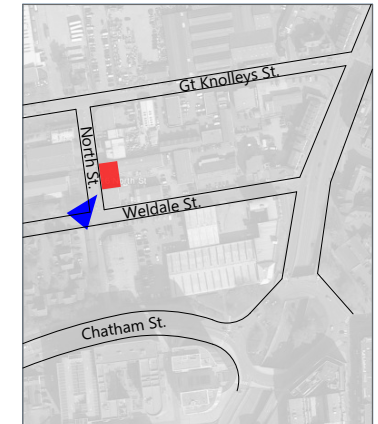
Reading is the metropolitan outlook
to the East, with views to the West
following the Thames as it flows
through the Chilterns at Whitchurch



View Map

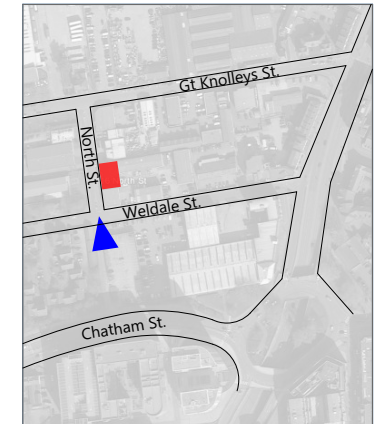


Views will be enhanced by
sunsets and sunrises due to
the orientation of the site



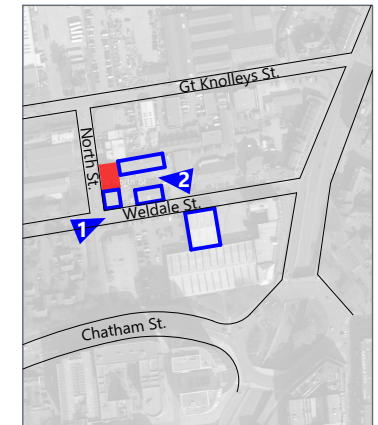
16 North Street is a two-storey building in brick, concrete, and asbestos

It is in poor condition, highly customised, and insufficiently energy efficient to meet current regulations



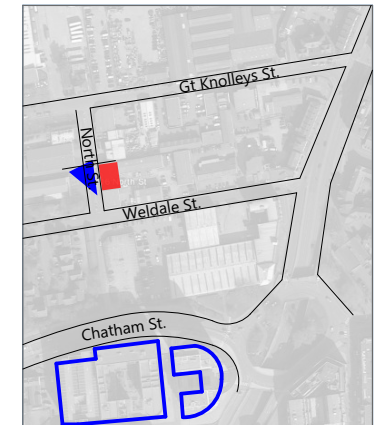
North Street is generally of two-storey buildings, has a pub and is the site of an ambulance station, and a temporary building used as a school

There is a gradient, with Gt Knolleys Street somewhat lower than Weldale Street

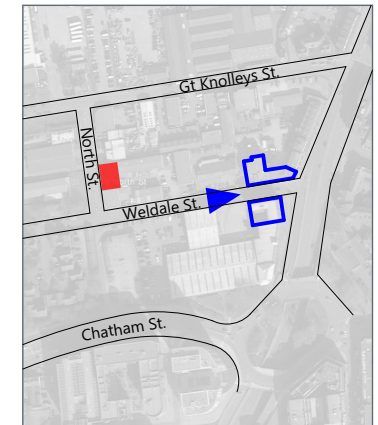


16 North Street is adjacent to other two-storey buildings in brick and metal sheeting

Occupiers are mostly small businesses engaged in trade sales and vehicle repair



16 North Street is overlooked by the nineteen-storey Chatham Place

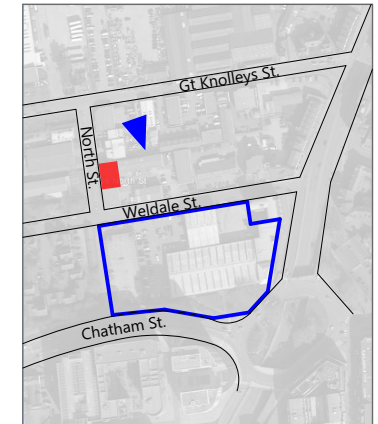


Developments at the junction of Weldale Street and the IDR are of four to six storeys



Image courtesy of AWW

16 North Street



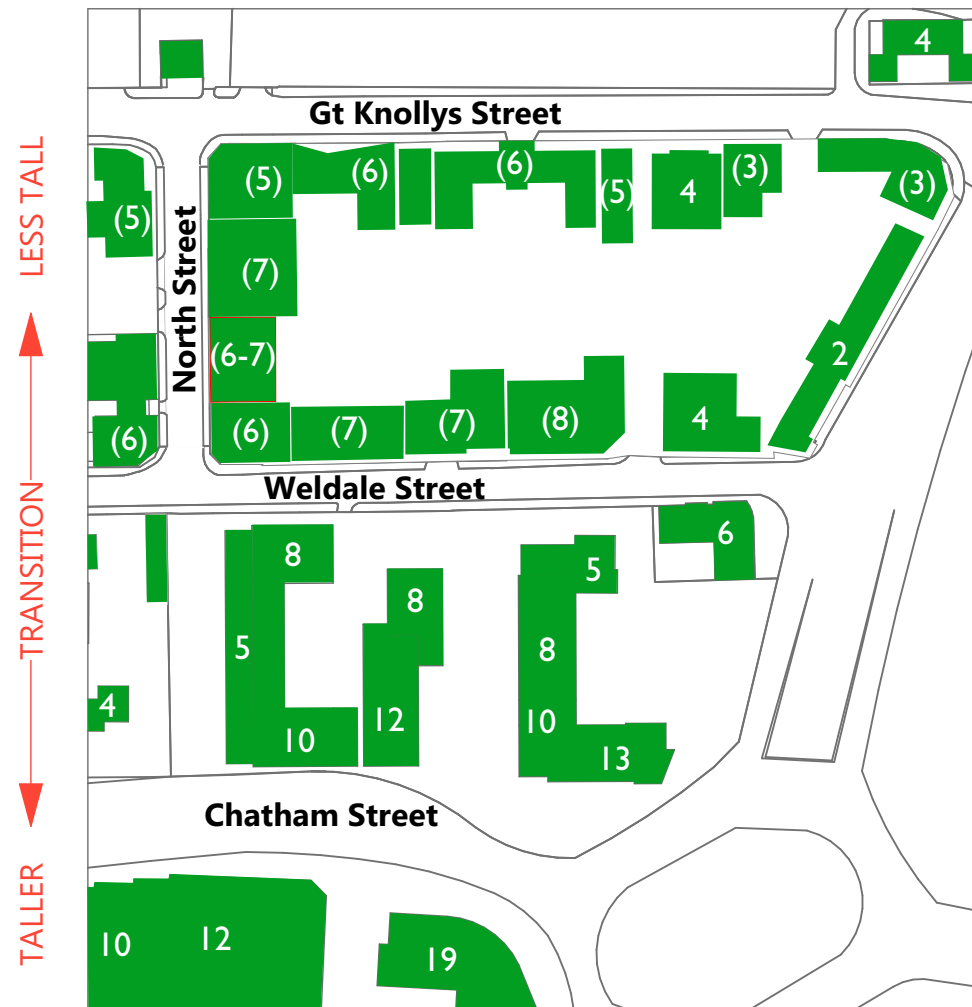
Adjacent to 16 North Street
is 'Foundry Quarter', a
consented development of
thirteen storeys

Foundry Quarter



An area of three-storey housing is adjacent to the North Street junction with Weldale Street

This map shows the heights of buildings by number of storeys (existing and consented) adjacent to North Street, and suggests heights appropriate for new development proposals (in brackets):



Sustainability

This location is highly sustainable with transport nodes and local amenities nearby

Appropriate Height

Although 16 North Street is part of a two-storey light industrial development, adjacent new developments are considerably taller

To be a suitable neighbour to future taller buildings, this development should be of at least six or seven storeys

Massing

Mass should be concentrated in the lower storeys to accord with adjoining buildings. The building should respond to transition with taller parts to the South

Development Form

With new developments likely to come forward along the bounding streets, amenity will be able to be enjoyed to the front and rear of new buildings only

Security

Buildings should avoid the creation of alleys and deter loitering on the footway, they should therefore fill the width of their site, and front the pavement

Solar Gain

A building at this location, facing East - West, needs to manage solar gains from early and late sun. An external shutter should be considered for each window

Amenity

This site is surrounded by industrial buildings and is small. No part of the ground, if left undeveloped, would constitute reasonably enjoyable amenity space

With limited local public amenity space, balconies and a roof garden should be provided commensurate with the location in Zone One of the urban area