

59
75



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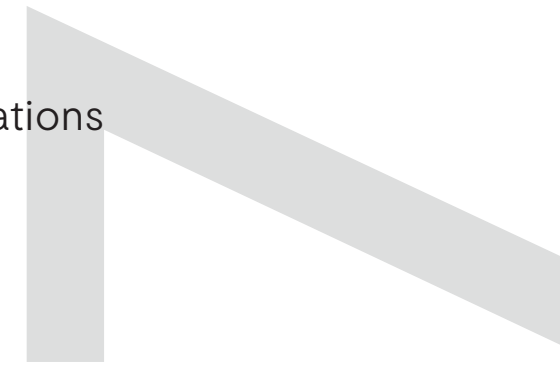


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About us

Allies first began as a team of Development Directors, delivering a variety of exceptional projects including the East Village in Stratford, London. Following the success of such projects, they embarked upon their first direct investment project, supported by their funding partner Urban High Developments, and led by Ceyhun Cingi. The strong, passionate project team behind 59 75 were encouraged to make it their own, thinking outside the box regardless of commercial constraints.

EAA – Emre Arolat Architects and Andreas Krause Architects worked alongside each other, with Wilder Associates designing the courtyard and public realm. The sales and marketing team, Evolve, Haslams and Romans, completed the team to bring this concept to life.

L to R
Alper Gokhan Erdem
Mario Luca Balducci
Ceyhun Cingi



Aspirational Living by Design

59 75 started as a vision to create a vibrant, sustainable and design-led addition in one of Reading’s central neighbourhoods. This project stands at the centre of one of the fastest growing towns in the UK and with a young, dynamic and aspirational workforce who value their lifestyle, it offers incredible accessibility, community and tranquil living.

The development will strengthen the unique local identity of the area by complimenting the urban block and responding to Reading’s character and heritage with high quality architecture, landscaped frontages and a courtyard, maximising green space. And with its exceptional location at just over 20 minutes from London, plus the arrival of Crossrail in 2019, Allies believes Reading will become even more accessible, and the perfect place when it comes to choosing a home and community.

Coupled with many well-known leisure and shopping centres, boutique artisan retailers, and the natural landscape along the river, Reading is an ideal location to live, work and enjoy.



The Building

59 75 Reading offers a mixed-tenure residential development, building 93 new apartments, including penthouse lofts, mews houses and multi-aspects homes, all design-led and with high quality interiors.

The development will sit on 2.2 hectares of land, the generous size allowing a mixed use of the space, including a courtyard, car and bike parking, and shared amenity spaces.

The development consists of two individual addresses: 59 and 75. 59 is the existing 1980's Clarendon House, comprising six storey loft style boutique apartments coupled with a very high specification and smart home technologies. 75, also known as the 'tower building', offers larger New York style apartments and penthouses, set across nine storeys.

Completing the development is the 'base building' and the 'link building' creating a dialogue between the old and the new, and encouraging different audiences to live together in a community. A small cluster of mews houses is also set within the courtyard, offering tranquil living in a green secluded setting at the centre of the development, complemented by further green space on the rooftops.

Design Philosophy

59 75 is not just another modern tower block, but one that has been designed to co-exist with its surroundings through a coherent and sensitive architectural response.

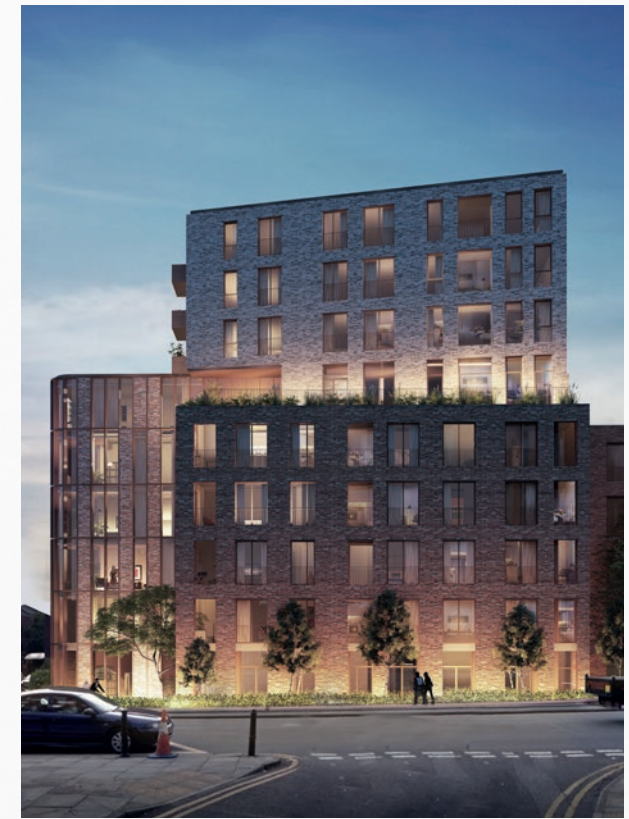
Different types of housing work together in different heights and forms, complimenting the current, varied skyline to create an ensemble of buildings and apartments each with their own unique character, and people are able to choose the right apartment to fit their specific lifestyle.

Rich textured materials pay homage to the history of the area and the contemporary finishes are an interpretation of the qualities seen within the conservation surroundings.





01

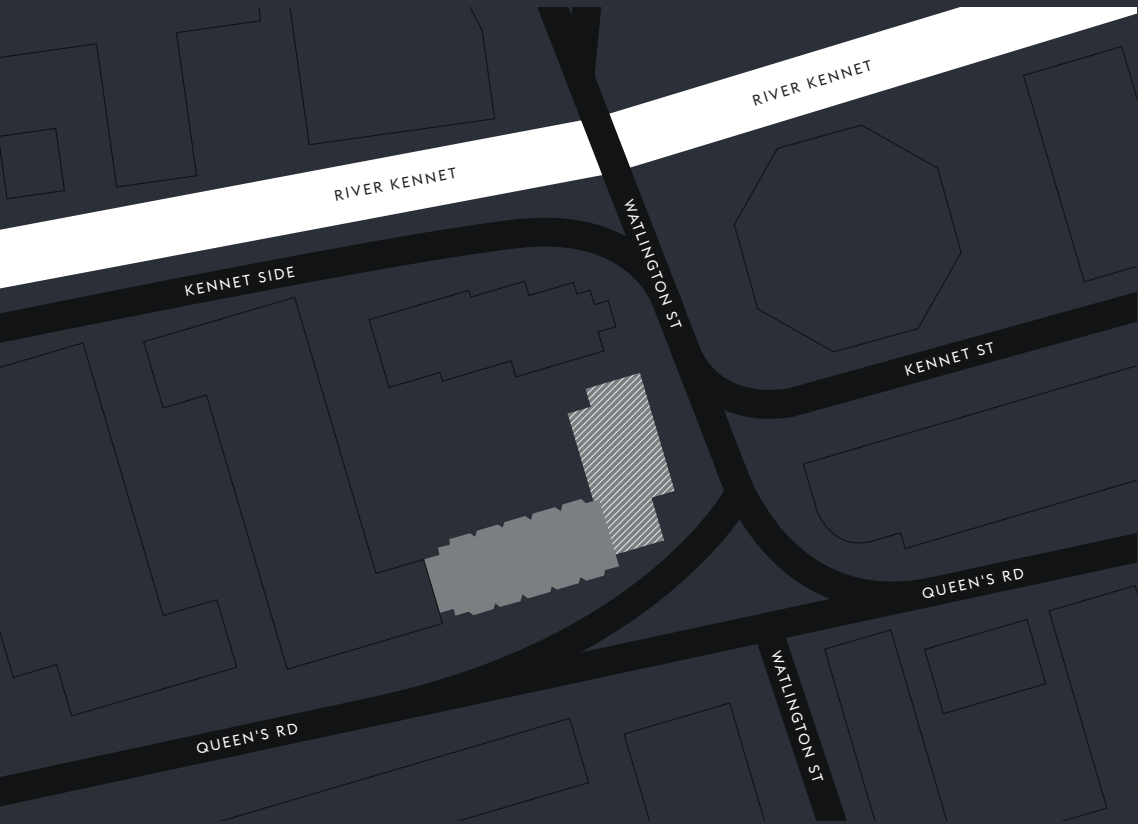


02

- 01
Existing Clarendon House view
from Queen's Rd
- 02
New building view from
Watlington St

Location

Conveniently located only 5 minutes' walk from the Town Centre, 59 75 is within easy access to everything you desire, yet sits on the edge of the River Kennet, offering a tranquil lifestyle removed from the hustle and bustle of town.



Siteplan and Landscaping

The development converges around a high-quality landscaped courtyard, designed by award winning Wilder Associates who were behind the recently completed National History Museum in London. The quiet inner courtyard provides a calm atmosphere, enhanced by pockets of green and vertical planting elements such as large columnar trees, corridors of hedges and shrubs.

Above, green roof areas utilise space, feature flowering succulent species, British native wildflowers and increase rainwater retention, while brown roof space will provide greater biodiversity. Materials such as porcelain, pre-cast concrete and composite decking will be used, with accents of natural stone, completing this oasis of greenery.

Plans are shown for illustrative purposes only. Not to scale.

Emre Arolat Interview

EAA - Emre Arolat Architecture have designed 59 75 as a sensitive architectural response to the conservation area and local surroundings. We sat down and interviewed Emre Arolat and lead designer Uygar Yüksel to discuss their process.

SKETCHES
DAN HOGMAN



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THE CONCEPT

Q. What factors drove the design and concept of 59 75?

A. The project has been driven by urban, environmental and heritage considerations, such as the character of the urban block, impact on the public realm and a response to the Conservation Area: notably the relationship with the Wesley Church immediately to the south of the development site.

The overall vision is to complete the urban block with a well-defined new building, holding the eastern edge of the site. The massing has then been conceived as an ensemble of building elements stepping away from the church to create a varied skyline and sensitive architectural response to its surroundings.

Q. How did the surrounding streetscape influence the design?

A. The site is centred on an existing building from the 1980's, which was retained as part of the development. The building is located on a corner site, along two distribution roads; the initial reaction was therefore to define the streetscape with an equal counterpoint between the site and the surrounding streetscape.

In order to create a dialogue between the old and new elements a 'link' building was added, stepping back from the corner in response to the church spire immediately opposite and wrapping around the new

and old buildings. The area is surrounded by buildings with varying facades and slightly different characters, so a taller building was added and set-back into the site to create a complementary composition of stepping blocks: an ensemble of buildings. The project can therefore be best explained through three building elements, 'the link', 'the base' and 'the tower'.

THE DESIGN

Q. *What materials have been used and how did the local area influence this?*

A. The proposals pay homage to the history of the area, borrowing materials from the Conservation Area and offering a contemporary interpretation of traditional materials. The design takes the soft red brick from the Wesley Church and the grey stone used throughout the Conservation Area; combining them in different proportions to create a variety of brick blends within the same family.

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Watlington Street is predominantly red, the Link Building predominantly grey and the taller building an equal combination of the two. The building connecting the two brick buildings has been expressed with a lightweight second materiality: more open and permeable, negotiating between the two brick structures.

Q. *How will green spaces be integrated into the site?*

A. A large, disused car park will be transformed into a quiet inner courtyard, improving both the quality of the streetscape and the amenities of the residential setting. Similarly, to the 'link building', the courtyard also connects different parts of the development itself and its surroundings: the entrance lobby links with the Kennet River side, and the mews houses with the overall development.

The design reduces hard standing, with green spaces for residents to use, ultimately creating a beautiful view from each apartment.

In addition, soft landscape has been introduced to soften the street frontage which also helps with privacy and reduction in street noise.

Green roofs will not only help improve on the local biodiversity but also provide visual foreground to most of the apartments.

Q. *How do the main entrances connect the exterior with the interior?*

A. The entrance lobbies for both 59 and 75 are located at the junction of Watlington Street and Queens Road, and engages directly with the public realm. The open and transparent entrance visually connects Watlington Street and the courtyard space inside the development. Additionally, interior design features and artworks create a prestigious entrance experience for the residents.

The location of the main entrance point for the existing Clarendon House has been retained and redesigned with a strong framing canopy to define the entrance. This has been extended to form a small-framed tunnel like form, which cuts into the building to create a deep recess. The colour and materiality have been designed to match typical windows and also relate to the bush hammered granite paving which is used in the front of the entrance and continues into the entrance lobby. Even though the interiors of 59 were designed as apartments, the materials and details pay homage to its commercial and industrial characteristics.

Q. *What was the main objective in the design of the apartments?*

A. The most important feature set out for the apartments was to create a spacious, bright and transparent experience as soon as residents stepped inside. In order to achieve this, most of the apartments have been designed to create small welcoming niches, which are open and directly connected with the living area. By creating these fluid spaces, we were also able to make larger living areas that exceed the market standards.

Q. *What are the key features of the apartments?*

A. Most other habitual spaces are designed without questioning the user's requirements. In the case of 59 75 each apartment has been designed individually by considering the residents' expectations and daily needs.

Q. *What considerations were taken to develop the community aspect of the site?*

A. A courtyard has been designed as an interactive and community-centred space for the residents. Four small mews houses sit alongside one edge of the square, with neighbouring 59 and 75 overlooking and interacting with the space also. This creates an active, yet comfortable community square.

As well as the linkage to the landscaped courtyard, the large main entrance lobbies also provides an opportunity for residents to interact.

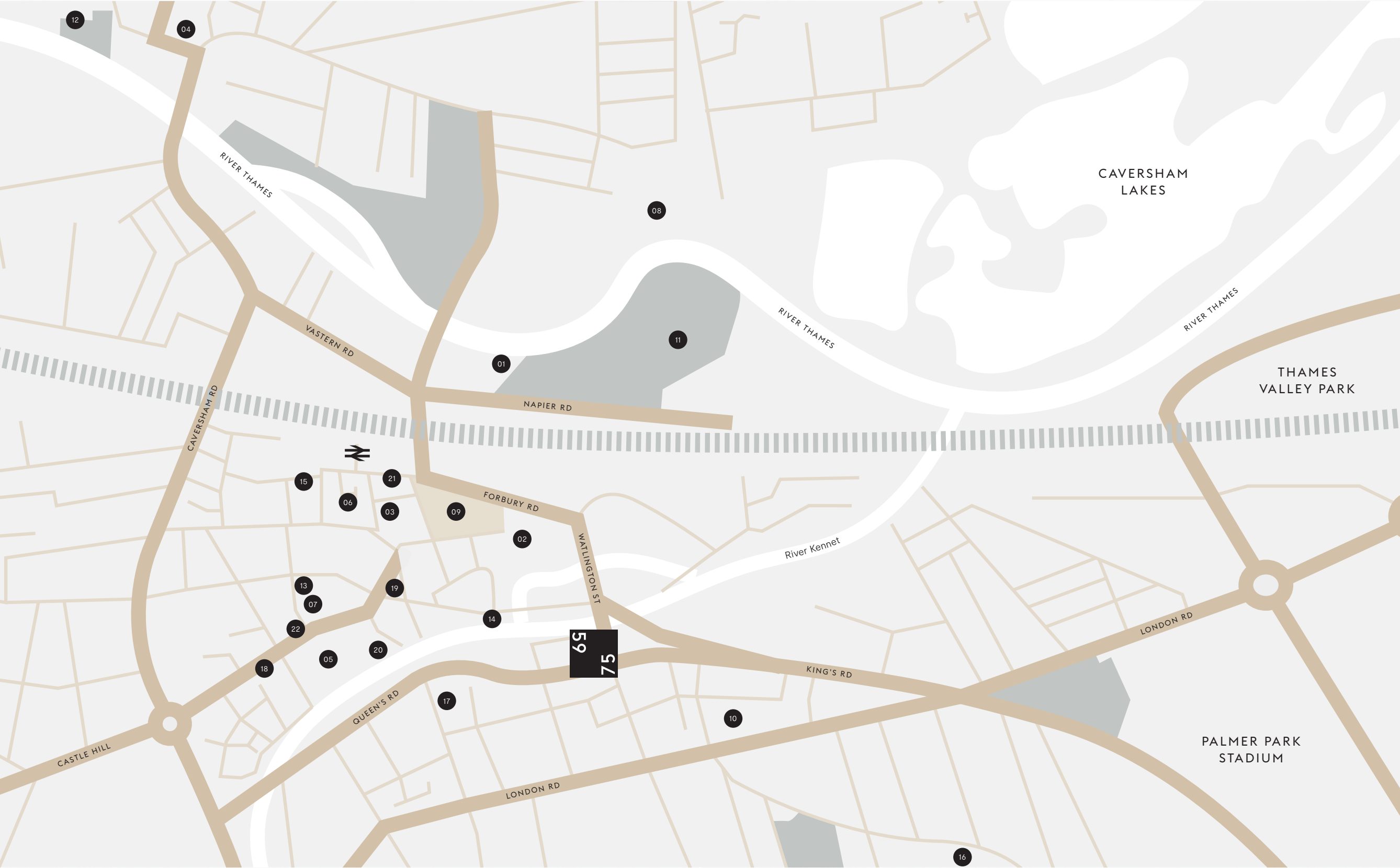
Local Area

With quick and easy access to Reading Town Centre, the local area is burgeoning with leisurely pursuits to enjoy, from shopping at The Oracle Shopping Centre, to a Sunday swim at the Thames Lido.

PHOTOGRAPHY
EMMA CROMAN

For foodies, the area offers a plethora of options: Clay's Hyderabad Kitchen is an irresistibly delicious Indian restaurant, and, a little further down the river is the independent Fidget & Bob's for your all-day coffee needs. And for those yearning for some greenery, there are plenty of lush outdoor spaces. Begin along the nearby river and make your way to View Island, the perfect spot for a scenic walk and some wildlife spotting.

Reading offers the best of both worlds, with easy access to the capital and global destinations. London Paddington is only a 24-minute train journey, or 33 minutes on the M25. Heathrow is only a quick 40-minute train trip and with the arrival of Crossrail in 2018, access to this budding city becomes even easier. This is an exciting chapter in Reading's transformation into a smart and sustainable city.





02

03

- 01
Broad Street Bar & Kitchen
- 02
The Tasting House
- 03
Honest Burgers



Anonymous Coffee



01

01
Flower market, Broad St

02
River Thames



02



01



02



03

- 01
Brewdog
- 02
John Lewis
- 03
The Sound Machine

Interiors

59 75 Reading delivers inspiring, design-led apartments, centred on luxurious living spaces. All apartments are fitted to the highest of standards with Italian-made kitchens, Siemens appliances and smart technologies.

Interior design company, David Phillips, have been commissioned to bring this design vision to life and will be showcasing their work through two unique showrooms.

A contemporary and sleek concept was developed to complement these unique interiors; two designs with their own distinct personalities. One apartment, home to a fashionista that loves chic furniture with the latest Tribal trend. The other with its monochromatic styling is residence to two sports enthusiasts with their interior that reflects their passions. The result is an eclectic backdrop for modern living.



59 is located in the existing 1980's Clarendon House, and features loft style, boutique apartments comprised over six storeys. Featuring chrome light fittings, woven rugs and plush sofas in earthen tones, the modern kitchen entails counter seating, maximizing space and creating a dialogue between living areas. Sliding doors from the bedroom creates a dynamic and flexible space, and expansive windows enhance the natural light.



Kitchen and living area

Loft style, boutique apartments comprised over six storeys, a dynamic and flexible space, with expansive windows enhancing natural light.



01



02

01
Kitchen and living area

02
Bathroom



01

01
Kitchen and living area

02
Bathroom

Interiors: 75

75, or the 'upper' building, offers large New York style apartments and penthouses, set across nine storeys. Floor to ceiling windows adorn much of the wall space, enhancing light and opening out onto the balcony that features a variety of local flora, further emphasizing the indoor/outdoor lifestyle. Living spaces flow into one another, perfect for entertaining and amplifying space, finished with timber flooring, sleek styling and muted, classic tones.

02





01

01
Penthouse terrace

02
Living area

Large New York style apartments and penthouses set across nine storeys, with living spaces that flow into one another perfect for entertaining.



02



Specifications



Contemporary design, an abundance of natural light, and a lush landscaped courtyard are the essence of 59 75. Each stunning apartment is exquisitely designed and features contemporary finishes, high ceilings maximizing space, and premium fittings.

With plenty of bike parking, solar power, and a rain water collection system for the gardens, 59 75 is committed to being Carbon Neutral. This is flexible, open living, with immaculate attention to detail. Designed to fit the life you want to lead, this is a place you can truly unwind.

KITCHENS

- High gloss Italian branded cabinets
- Integrated LED mood lighting
- Blum soft closing doors and drawers
- Compartmentalised pull out waste storage
- Stone worktops
- Under mounted stainless steel sink and single lever mixer with swivel spout
- Breakfast bar (where shown on plans)
- Porcelanosa premium tiled splashback
- Siemens induction hob, single oven, dishwasher, fridge freezer and extractor hood
- Siemens free standing washer dryer

BATHROOMS

- Vitra acrylic bath with tiled panel
- 3 way controlled thermostatic shower
- Porcelanosa wall tiles and Vitra floor tiles
- Vitra ceramic basin and mixer tap
- White ceramic wall hung WC pan with soft closing seat and premium glass dual flush
- Italian branded mirror cabinet with feature lighting
- Underfloor Heating

WALLS AND FLOOR FINISHES

- 2.7m walls and ceilings with recessed mood lighting
- European made premium engineered timber flooring throughout

JOINERY

- Reynaers aluminium window and door systems
- 2.4m high furniture grade lacquered doors throughout
- Hafele ironmongery to all doors
- Italian branded wardrobes
- Pocket doors to bedrooms

COMMUNAL

- Secure cycle storage
- Concierge service and CCTV throughout
- 2.4m high furniture grade lacquered communal doors
- LED light fittings throughout
- Feature lighting to communal corridors
- Landscaped courtyard
- Smart access control
- Desso carpet in corridors and granite flooring in lobbies
- Lift access to all levels

ELECTRONICS & ENTERTAINMENT

- Google Home Speaker
- Smart video and smartphone access control
- Fibre optic cabling into each apartment
- Underfloor heating throughout with smart control system
- Ceiling mounted smoke detectors and residential sprinklers
- Combined ventilation system
- Free Wi-Fi service and router with an optional upgrade to speeds of up to 1Gb/sec
- Communal entertainment connection enabled
- Free VoIP calls
- Communal energy centre with projected 5% savings to all residents on their energy bills
- Smart Estate Management platform
- Smart meters to all services
- Media plate to all TV points with telephone and router connections

OTHER

- Full 10 years Building Warranty
- New 125 Years lease
- Residents' Right to Manage Company (RTM) established

Where your new journey begins

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