

2.6 Site opportunities

The Berol Quarter scheme is an opportunity to evolve the masterplan and provide more homes, higher quality workspaces and community uses but also better legibility of the network of streets and spaces which culminates at a new local pedestrian square, Berol Square. This space is located on the Green Link, a key landscaped active route established in the District Centre Vision for Tottenham Hale.

Important links and spaces at the heart of Berol Quarter will provide an opportunity to strengthen the Green Link and connect Ashley Road South into the wider urban fabric of Tottenham by extending the green spaces to the east and good quality active routes from the station to Down Lane Park.

The Ashley Road South masterplan established the site of 2 Berol Yard as a location for a key focal building marking its prominence on the Green Link with good visibility from the station. With Berol House as a key piece of Tottenham’s heritage, it frames Berol Square at the community heart of the area.

Opportunities include:

- 1. Good location, well connected for transport links, on an intersection of principle routes, with opportunity to reinforce these, create a new square and a new community orientated hub.
- 2. Retain and refurbish Berol House, one of the few remaining historic buildings in this area, giving it a new

- life and providing new flexible workspace and retail.
- 3. Create a well located and designed new building, whilst defining a grain of local pedestrian routes.
- 4. High quality design, considered massing and form for the new building to sit comfortably within the emerging context.

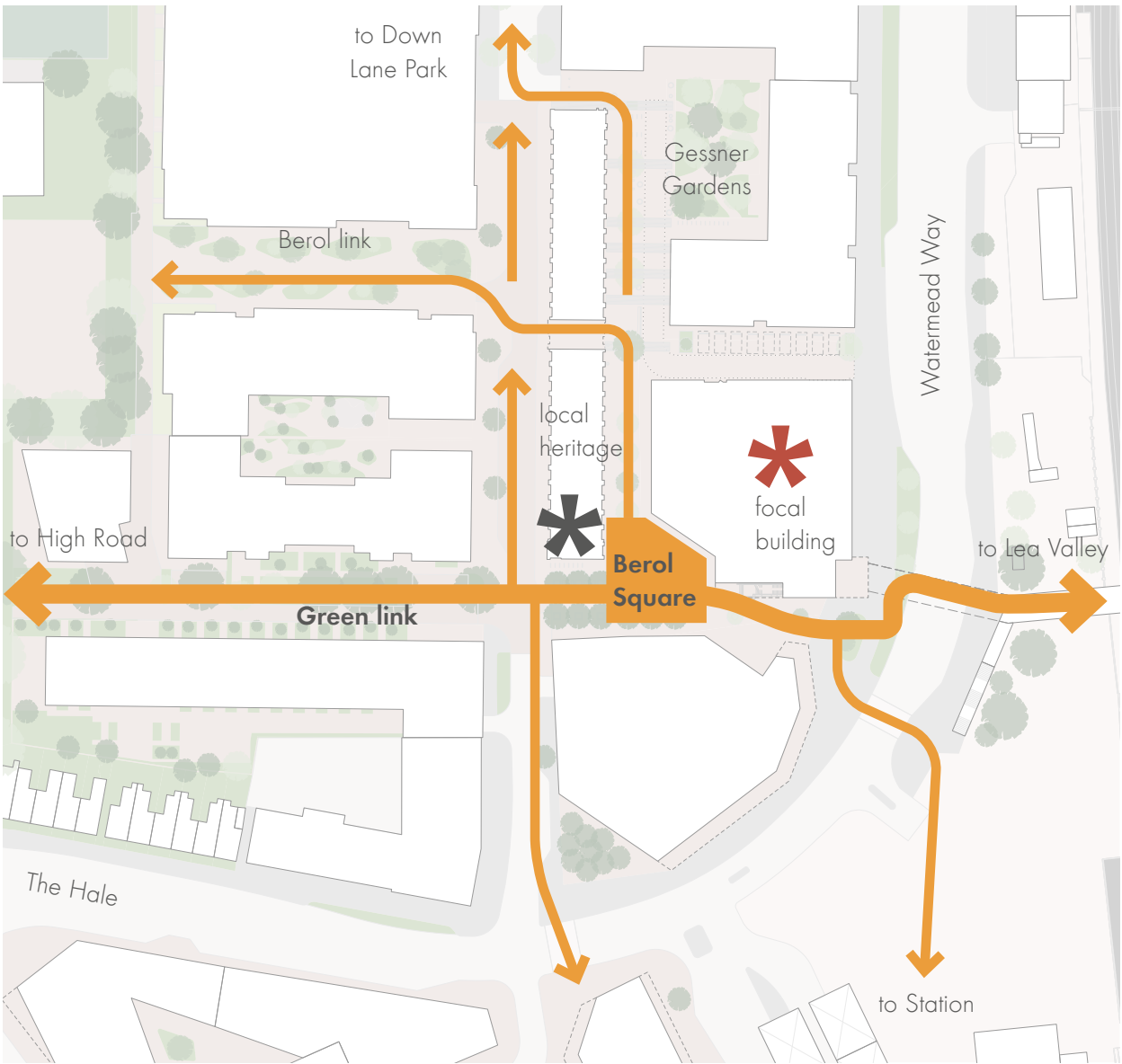
- 5. New well designed homes with a good percentage of dual aspect, with indoor and outdoor amenity space.
- 6. Enable a future bridge over Watermead Way as part of the Green Link east/west route.



Examples of good intimate street spaces that inspire the design of the spaces in Berol Quarter.

Key:

- principal pedestrian & cycle route
- key secondary pedestrian route
- existing historic building
- new focal building



Hierarchy of key routes and spaces in Berol Quarter with local heritage and designated focal building in line with Ashley Road Masterplan.

2.7 Overview of proposed development

Berol Quarter

Located in the southeast portion of the Ashley Road South Masterplan, the site is locally significant and lies at crossroads between the Green Link running west to east from the High Road to Lea Valley and Ashley Road, a street connecting the station in the south to Down Lane Park to the north.

The proposed development is comprised of three parts;

1. Berol House, refurbishment and enhancement of a historic Victorian warehouse formerly the Berol Pencil Factory
2. 2 Berol Yard, a new residential apartment building with a community space and new retail areas
3. The public spaces shared between the two which will become Berol Square, Berol Walk and a new bridge approach with stairs and lift for the future Watermead Way bridge.

Berol House

With the repair and refurbishment of Berol House, it is possible to bring this local asset into animated and active use to once again become the heart of the Tottenham Hale community. The ground floors would be opened up to allow through flow for local creative and cultural retail with added high-quality workspace above, bringing much needed footfall to the area. The architectural interventions are proposed to be sympathetic to its former glory as a productive factory for Berol pencils.

2 Berol Yard

This new part of the site presents an exciting opportunity to bring 210 new homes to the area and to add further community and retail space to the ground and first floor to complement the activation around Berol House. The proposed scheme is in keeping with the area's emerging context of concentrating homes in slender buildings to alleviate the ground plane for well-designed high quality landscaped and biodiverse spaces improving connectivity to the neighbourhood.

Public Spaces

Both buildings will share a new local square, to be known as Berol Square, and an improved pedestrian street, Berol Walk, that enhances the quality of experience of the Green Link. The proposal will contribute to the definition of this active route with enhanced planting running west to east from Tottenham High Road to the expansive green of the Lea Valley marshes. In addition, 2 Berol Yard has the potential to facilitate the bridge approach on the west side of the future Watermead Way Bridge providing a prominent stair and lift at the foot of the new local community hall proposed within the building.



Route to Green Link, Berol House in the foreground with 2 Berol Yard



Watermead Way Bridge landing in 2 Berol Yard, the proposed scheme.

2.8 Scheme Summary

The adjacent table is a summary of the accomodation and attributes of the proposed scheme for this application.



View of the proposed Berol Quarter development

Site Area	0.5 ha			
BEROL HOUSE				
Floorspace	Non-residential GEA 6100 sqm; GIA 5500 sqm; NIA 5300 sqm			
Heights	6 storeys / 21.5 m			
Parking	1 blue badge space			
Cycle	37 long stay within building 28 short stay in public realm			
2 BEROL YARD				
Floorspace	GEA 30,147 sqm Non-residential GIA Ground Floor 706 sqm retail; 161 sqm community Residential GIA 24,016 sqm; NIA 21,810 sqm			
Housing Mix	Studio	39 sqm	21	10%
	1b2p	50 sqm	47	22%
	2b3p	61 sqm	24	11%
	2b4p	70 sqm	90	43%
	3b5p	86 sqm	17	8%
	3b6p	95 sqm	11	5%
	Total		210	
			569 hr	
Dual Aspect %	67%			
Accessible %	10%			
Affordable %	35% by Habitable room at 199 hr (DMR, 30% of which LLR)			
Heights	30 storeys /113 m			
Parking	7 accessible parking spaces (1 retail, 6 residential) Safeguarding for 15 blue badge spaces			
Cycle	379 long stay within building 18 short stay in public realm			
Outdoor space	Shared for residents - 809 sqm Private for residents - 1535 sqm Community balcony & winter garden - 70 sqm			
Playspace	365 sqms for 0 -11 year olds			
UGF	0.314			



3 Consultation



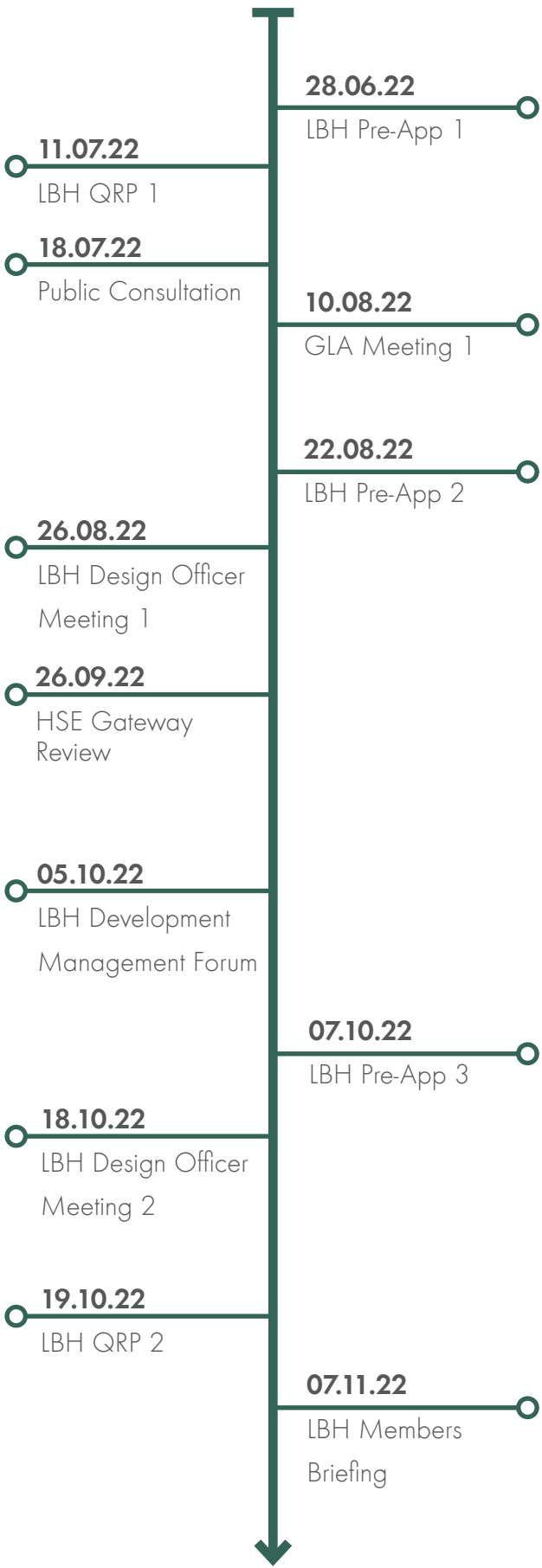


Detailed model in context



Massing models testing tones, form and spaces between buildings

CONSULTATION TIMELINE



3.1 Consultation overview

3.1.1 LBH Pre-Application Meetings

Working closely with the officers at London Borough of Haringey (LBH), the applicant had a number of pre-application meetings with the planning and regeneration teams where constructive feedback was given and positively informed the development of the scheme from June to October 2022. Items discussed at these meetings were:

- Quality of the public spaces and its legibility and connectivity to the wider network of spaces;
- Orientation and environmental comfort of the buildings;
- Height and form of the massing, and;
- Articulation of the façades and refinement of the architectural details.

3.1.2 GLA

The Applicant met the GLA at a Level 2 pre-application meeting on 10 August 2022 and received pre-application advice on 22 August 2022. The Applicant discussed the principle of the proposed development as well as the emerging design.

The GLA supported the principle of the proposed development and welcomed the uplift in residential use as well as the proposed tenure of build to rent. The GLA also welcomed the provision of 35% affordable housing by habitable room and supported the provision of discount market rent.

The GLA confirmed that further assessments were required to support the proposed height and massing. It also sought adjustments to layouts to improve the quality of accommodation in connection to privacy, aspect, acoustic mitigation, and access to daylight. There were some concerns were raised about the narrowness of the 'green link' route and about inactive frontages and the quality of the public realm to the north and the east of 2 Berol Yard.

In response to comments from the GLA a number of studies and design amendments were carried out. The height and massing was addressed by reducing the overall height of the building and increasing the distance between stepping the bars. By rotating bar C the quality of the layouts was improved, eliminating north facing units, increasing privacy with neighbours and improving daylight levels. The fragmented nature of the building form allows for optimising the amount of dual aspect units with the living spaces being

allocated to the corners of the bars where possible to benefit from increased daylight and outlook.

The ground floor and public realm was amended to increase active frontages along Berol Square and Berol Walk. The footprint of the podium building was increased to the north east to give a clear hierarchy to the public realm by giving Berol Square more significance.

3.1.3 Development Management Forum

The Applicant presented the emerging proposed development to the LBH Development Management Forum on 5 October 2022. Attendees included Councillors and members of the public. There were a number of questions in relation to height, unit mix, costs associated with rents for commercial and residential, the pendant on Berol House, cycling provision and cycling access onto the proposed bridge head and mitigation in relation to noise and pollution on Watermead Way.

In response to concerns about the height of the proposal, to arrive at the best scheme for the site, a number of massing options were previously explored. The resulting environmental conditions were compared and assessed. It was found that additional height had very little impact on ground comfort and daylight to neighbouring properties. The proposed option offers more homes with better access to views and light, with a more dynamic silhouette than other schemes tested.

2 Berol Yard presents an exciting opportunity to bring 210 new homes to the area, with 35% affordable homes with 202 habitable rooms, and to add further community and retail spaces. The proposed scheme is in keeping with the area's emerging context of concentrating homes in slender buildings to alleviate the ground plane for well-designed high quality landscaped and biodiverse spaces improving connectivity to the neighbourhood.

The proposal provides a diverse unit mix. As is market demand, the mix includes smaller units such as studios and 1 beds, and larger units such as 2 bed and 3 bed apartments, with a mix of each on each floor.

Cycle access to the Green Link bridge is provided by means of a public lift located adjacent to the public stair. Berol House provided 37 long stay cycle spaces, 2 Berol Yard provides 379 cycle spaces and the two buildings provided a combined number of 45 short term cycle spaces in the public realm.

The proposed development has moved the location of Berol Square away from Watermead Way to create a more pleasant environment and mitigate noise and traffic pollution. The new position allows for the square to be activated by retail frontages and to become a destination point. The square will be an intimate space with public art and events.

3.1.4 Quality Review Panel

Along with the pre-application meetings, the Haringey Quality Review Panel (QRP) were consulted to inform the design direction of the scheme. The first QRP meeting was held on the 13 July 2022 where the panel members were approached early for thoughts on the strategic principles of the site. The design team was encouraged to study the environmental conditions, public realm connections and the massing in light of the emerging context. The design direction of Berol House was well received and the fragmented massing approach for 2 Berol Yard. Further exploration was encouraged particularly in view of access of light to the Gessner Building to the north. The connection to the future bridge was also raised.

The second QRP panel was held on the 23 October 2022. The panel members were shown the design development of the schemes with further details of Berol House and the modifications of 2 Berol Yard. In respect to comments, 2 Berol Yard was rotated to improve distance to Gessner Yard, the details of the building were refined with the incorporation of the bridge approach for the road bridge. The panel was pleased to see the changes and design evolution. In principle the overall height was accepted and the design of the architecture and public spaces were well received. Further refinement on the details of the landscaping were to be developed.

3.1.5 HSE Gateway 1

On 26 September 2022, AESG, the fire consultant for the design team, led the presentation to the HSE Gateway 1 Panel for 2 Berol Yard. The core design with two stairs, two evacuation lifts and two fire fighting lifts were in principle acceptable with the scheme subject to CFD analysis to support the design at the next stage. The scheme included a system of photovoltaic panels on the southerly exposed core walls as part of a sustainable energy approach, HSE requested that these be removed as emerging legislation does not permit them.

3.1.6 Planning Committee Briefing

The Applicant presented the emerging proposed development to the LBH planning committee on 7 November 2022. Key questions related to the restoration of the windows at Berol House, the management of built to rent, the loss of the college, and the colours of the proposed materiality across the development. There was a comment of the need to maximise the amount of accessible housing, wellness and the creation of green spaces and the amount of single aspect homes verses dual aspect homes.

The refurbishment and enhancement of Berol House includes replacement of the current windows. The proposed windows will not only be more sympathetic to the original industrial style windows but they will also improve performance of the building fabric with low U-values.

The viability of the previous proposal for the site was briefly discussed in the meeting. The current proposal is in keeping with the area's target for delivering homes as well as completing the final piece to the Ashley Road South Masterplan.

The proposed materials for 2 Berol Yard are brick façades with metal windows. Material studies of the surrounding context have been carried out and each bar of the proposed building has been given an identity with a brick tone that is chosen from a palette of materials informed by the existing context. The bars alternate between cool and warm tones to offer contrast between the interconnecting bars. As the building steps in height the saturation of the brick

colour reduces to the lightest brick tones.

The nature of the building massing, interlocking slender bars, provides a variety of outlooks and aspect for each of the five bars. The corners of the bars provide dual aspect units. Where dual aspect is not possible all single aspect apartments are 'enhanced' with glazing located on a second facade to the balcony.

Aspect of proposed units:

- 0% north facing single aspect
- 33% single aspect (100% enhanced)
- 65% dual aspect
- 2 % triple aspect



3.2 Public consultation & feedback

The plans for Berol Quarter were presented to the public through two consultation events; one online and one drop-in event. Notice was given through letters to neighbours, residents, community stakeholders and local councillors.

The plans for Berol Quarter exhibited included:

- Enhanced workspace through sensitive renovation of the historic Berol House;
- New homes at 2 Berol Yard
- Commercial and retail space for makers and creators
- New Public Square
- Better connections to the wider public realm

Drop-in event

An in-person public exhibition was held to view the emerging proposals and provide feedback on 18 July on site. 5836 consultees received flyers. 25 people attended and overall comments were supportive.

Online Consultation

In parallel, a consultation website was available for consultee feedback. There were 764 visitors to the site with 45 surveys completed. Comments recieved were also very positive.

Community Feedback

Respondents have shown support for homes including affordable homes and for new community spaces in the proposed scheme. Support for

Please refer to the Statement of Community Involmnet for further details.

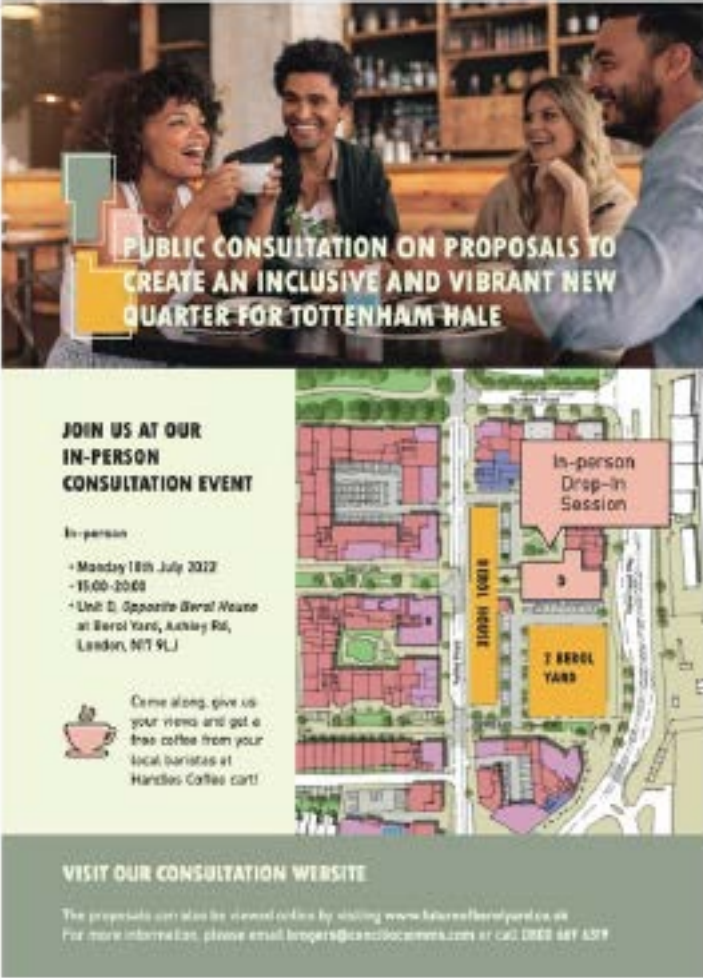
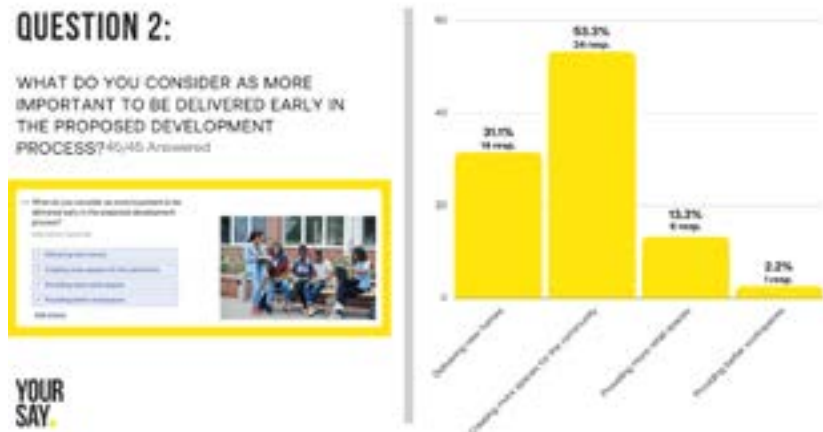


Image of consultation event leaflet to local residents, community stakeholders and local councillors.



An example of questions on consultation website confirm new homes and community space a priority for local consultees.



4 Design Vision



4.1 Vision for Berol Quarter

Completing the Masterplan

The site is the last piece of the puzzle that completes the Ashley Road South Masterplan. Its location marks two significant aspects; one, the location of Berol House, an intact Victorian warehouse that represents Tottenham’s industrial past and two; the junction of two active local routes in the neighbourhood between Ashley Road that stretches from Tottenham Hale Station to Down Lane Park and the Green Link that stretches between Tottenham High Road to the Lea Valley Marshes.

Retention of local heritage

Berol House is one of a few existing historic buildings in this area. Its retention and careful refurbishment brings new life to the building and forms a key piece of the proposal, contributing a unique character to Berol Quarter and public spaces within it.

Tottenham focused

Through our consultation feedback and speaking to planners and various community stakeholders, the need for more homes and community space is clear. The proposed scheme provides for this future whilst embracing local creative talent through providing suitable spaces for makers and resident entrepreneurs. A new building is proposed alongside

the refurbishment of the existing Berol House, it will provide 210 new homes and a new community space.

Putting the Green Link on the map

As the final part of development, Berol Quarter will strengthen the legibility and heighten the quality of the Green Link, a key local route, with well designed landscaping and selection of planting making it welcome for pedestrians and cyclists. A key node of this route is the new Berol Square, home to local art and community events at the foot of the new community hall. These uses will provide a clear, safe and well designed east-west route connecting as intended in the District Centre Framework (DCF) vision. The added public stair, lift and landing also facilitates the future bridge connection across Watermead Way towards the Hale Wharf and the Lea Valley hinterland.

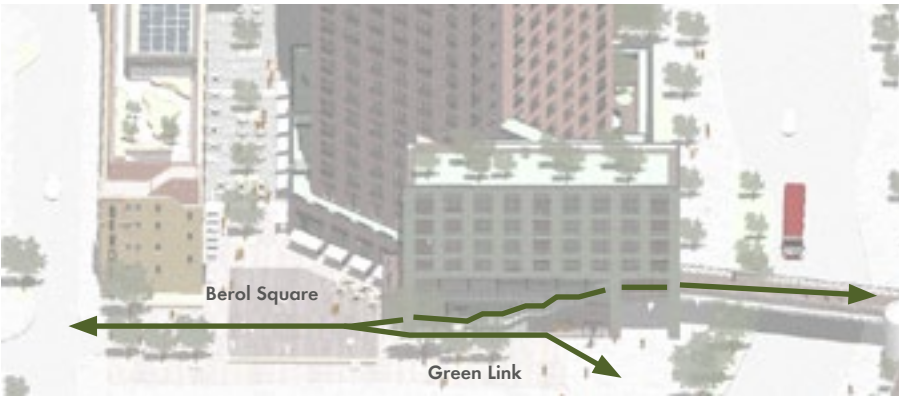


Image of Green Link and Berol Square marking this significant route.

Marking a locally significant place

In keeping with the aspiration of the DCF, it is evident that tall buildings have marked the area around Tottenham Hale Station as a strong strategic district centre. Its good transport connections and proximity to the natural assets of the Lea Valley positions it as an ideal location for more homes, workspaces and community spaces to benefit from the balance of these two attributes and enabling and invigorating heritage assets to be brought into renewed life for future generations.

High quality design

A good team of designers and specialists has been put together to produce a scheme which makes the most of the site, of its challenges and opportunities. High quality design has been at the forefront of the design process from the start. From bigger scale to finer detail thinking, from architecture, landscaping, servicing to a considered retail strategy and long term thinking, all of these will ensure high quality homes and placemaking.

4.2 Community strategy

Community Commerce at Berol Quarter

As the urban village at the heart of Tottenham Hale emerges at pace, Berol Quarter becomes a pivotal centrepiece in the creation of a new, vibrant community, its population growing in numbers and diversity. The emergent village reaches to the Haringey Council Depot regeneration, east toward the Paddock Preserve and with confident density, all about the Tottenham Hale transport interchange.

Resting at the heart of the Ashley Road Regeneration Campus – a masterplan drawing together development enablers – is the soul of this new village. Berol Quarter, a finely crafted, scaled and well-formed collection of pedestrianised public realm that wrap the historic Berol building.

Berol House is an elegant building, whose future is proposed as an expanded and renewed home for the creative industries in the provision of uses like offices, workspaces and ideation labs – a vibrant setting for new and progressive jobs supporting the growth of Tottenham Hale. The base of Berol House will be a setting for Community Commerce, commercial occupiers from the community serving the community woven into a permeable and accessible fabric of shops, restaurants, services and leisure. The outer boundaries of Berol Quarter are defined by a

collection of larger commercial occupancies set in the ground floor of the residential buildings framing the space. Whilst the perimeter buildings are being delivered by three different entities, they come to this space as a collective, adopting a shared interest in the creation of a vibrant, enlivened and exciting new place to live, work and play.

Social campus

The synergy between Berol House and 2 Berol Yard can enliven an exciting home for small and medium creative and local enterprises. With the community hall as anchor to Berol Square, the heart of the scheme will provide incubator spaces that activate the public realm around Berol House and 2 Berol Yard, animating the smaller local grain of local pedestrian walks.



Conceptual diagram showing Berol House and Berol Square as the heart of Berol Quarter.

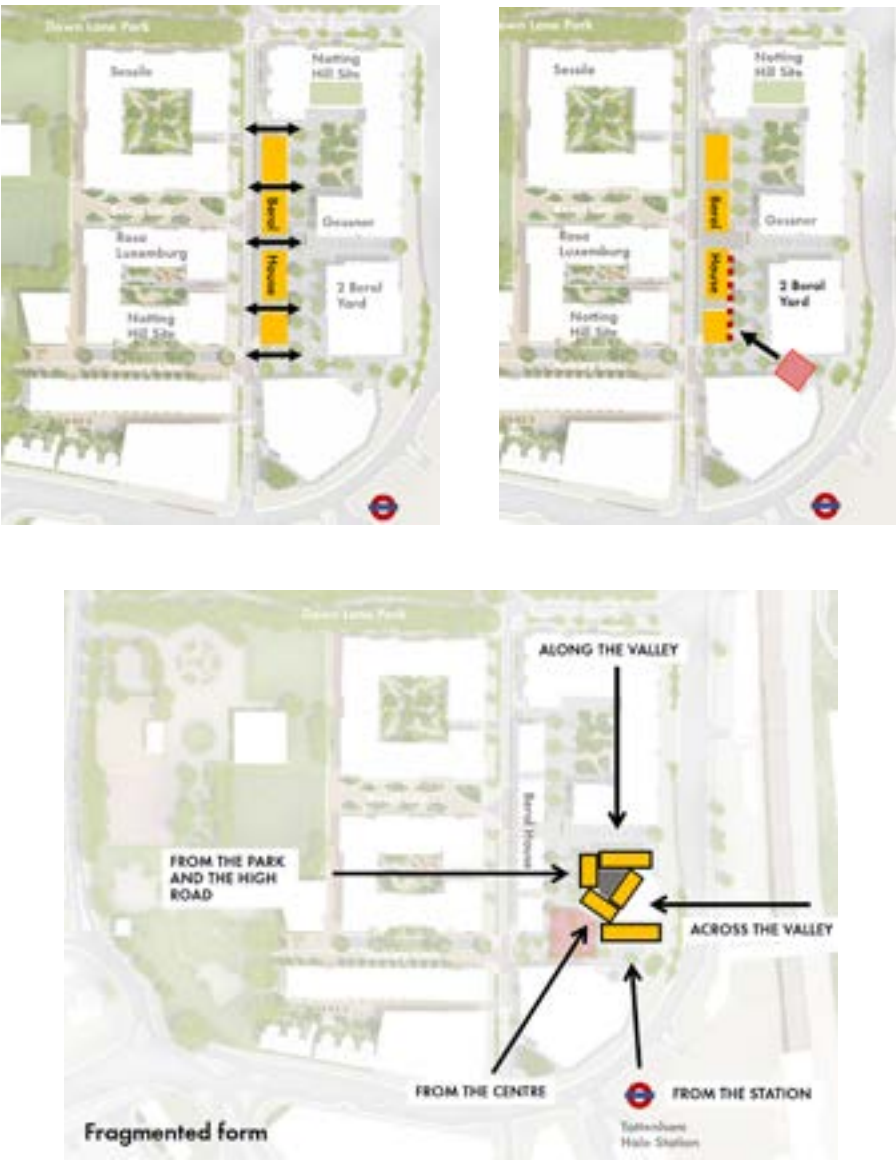
4.3 Design evolution

The design of Berol Quarter was positively informed through client and consultant workshops and feedback from pre-application meetings with London Borough of Haringey (LBH), the Development Management Forum (DMF), Haringey Quality Review Panel (QRP), the Greater London Authority (GLA) and the Haringey Planning Committee (HPC).

To arrive at the best scheme for the site, a number of alternative massing options were tested for their enviromental conditions. It was found that additional height had very little impact on ground comfort and daylight to neighbouring properties. The preferred option offers more homes with better access to views and light, with a more dynamic silhouette than other schemes tested.

The design evolved to address the following:

- Permeability
- Successful width of streets
- Hierarchy of spaces
- Active fontages



Evolving the masterplan

At the pre-application meeting with LBH, the opening up of Berol House and the use of 2 Berol Yard to define key public spaces was well received. Moving the square to Berol House was also welcomed—. The reuse of Berol House as creative workspace was accepted. The fragmented form for 2 Berol Yard was also discussed a good plan typology for dual aspect units. It's height and orientation in respect to neighbouring light in particular the Gessner was raised.