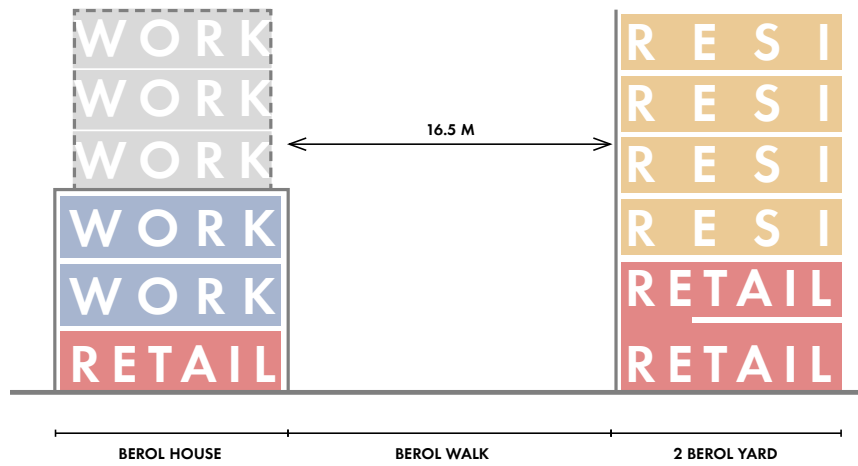
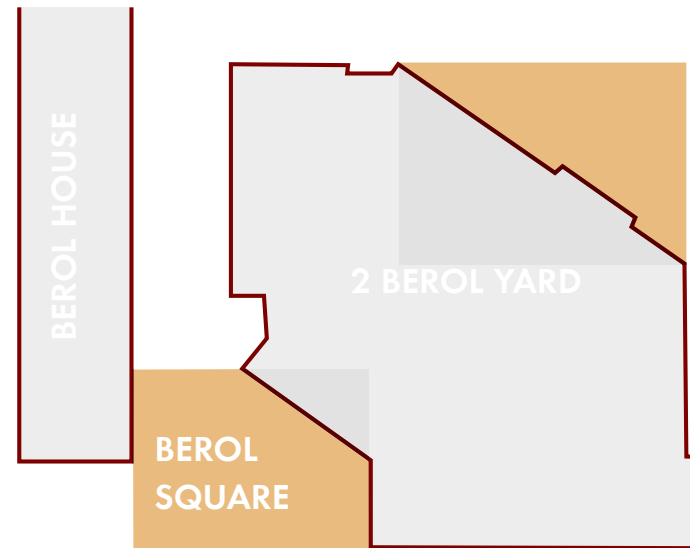
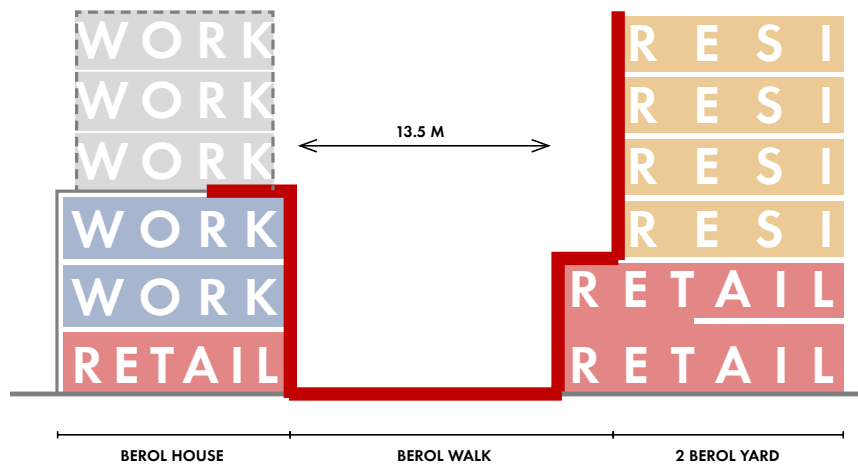




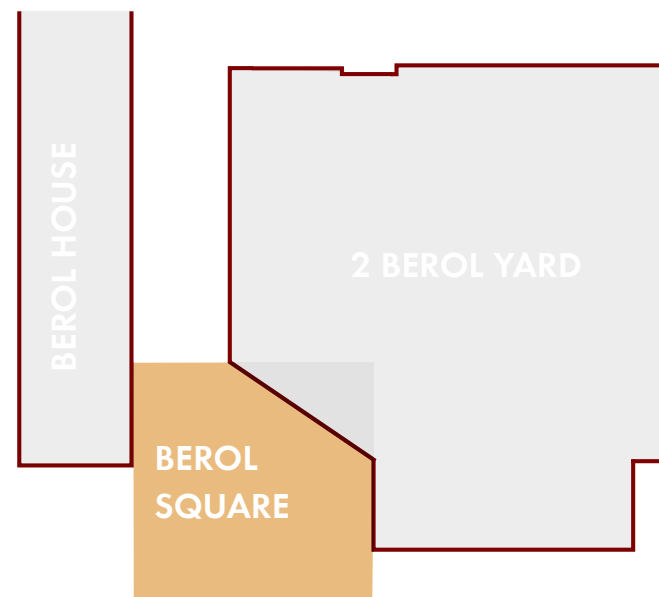
Previous - Berol Walk



Previous - Public Realm



Proposed - Berol Walk



Proposed - Public Realm



## Berol Square and Berol Walk

The proportions of Berol Square and Berol Walk, two spaces shared between the two buildings, were studied by drawing on successful precedents of good, friendly neighbourhood streets and flexible-use squares. For Berol Walk, the base of buildings were developed together to ensure the scale and width encouraged visitors and residents to dwell, occupy and make it their own. For Berol Square, the public realm and articulation of the buildings was developed to encourage footfall, wayfinding and multiple uses.

## Hierarchy of spaces

The bases of both buildings were developed to support local desire lines, to ensure the design encourages safe use and passive surveillance whilst concentrating footfall in areas where animation was best located. This required clear, legible edges to spaces and routes and an order to the spaces. The bases of the buildings were enlarged to define small tertiary routes whilst the main space, Berol Square is more prominent where it has the best southerly exposure.

## Activating frontages & informing spaces

Careful study of the day to day activities of potential families, children, elderly, workers and visitors, informed the design of the different edges and frontages of the network of spaces. Generous landings for the stairs, a prominent lift for the community centre for ease of access and a future bridge landing, were developed alongside tall canopied shopfronts complete with catenary lighting to create a pleasant welcoming local space where people and cycles are encouraged up from the Green Link.

# 4.4 Targeted benefits

The proposed development will deliver wide ranging public benefits for the local area and Tottenham more widely, making a significant contribution to delivering the vision and objectives of the development plan, as summarised below:

1. New active commercial quarter and centre for Tottenham Hale. The proposed development will create new space for independents, makers and craft studios and will create a new sense of place. There will be a mix of retail, restaurants and café spaces.
2. New community space occupied by Made By Tottenham to showcase the best of local businesses and to bring local business and the public together.
3. New public realm and a new public square. The proposed development will include the provision of a new public square which can be used for meeting and dwell time as well as for temporary events and pop ups. The new public realm will connect the Site to the public realm started by Berol Quarter Limited to the north of the Site as well as the wider area including the Green Link.
4. New connections and permeability. The proposed development will result in new openings within Berol House, providing improved permeability and connection to Ashley Road. The proposed development will include a new bridge head to assist the delivery of the Watermead Way Bridge



**View of Berol Walk, new public realm between 2 Berol Yard and Berol House**

- to enable the Green Link connection.
5. The creation of 210 new high-quality build to rent homes. The new homes will be of exceptional quality and finished to a similar standard to the Gessner.
6. The creation of 202 new affordable habitable rooms equating to 60 new affordable homes.
7. New improved landscape and biodiversity. The proposed development will result in an increase in landscaping including biodiversity enhancing species.
8. Reuse, refurbishment and repurposing of a historic asset. The proposed development will celebrate the history of Berol House.
9. The creation of new iconic architecture across both Berol House and 2 Berol Yard. The proposed designs are of exceptional quality and will



**View of Berol Square and Berol House with the Green Link beyond**

- enhance this part of Tottenham Hale.
- 10.The provision of over £3 million in CIL costs towards LBH to assist with the provision of local infrastructure.
- 11.Contribution of over £1 million in S106 costs towards community improvements and public art.
- 12.Highly sustainable development which will be BREEAM Very Good and which exceeds the London Plan recommended levels of carbon emission reduction by 32%.
- 13.The provision of high-quality communal amenity space for residents to enjoy at podium and various roof levels within 2 Berol Yard.
- 14.Unlocks the delivery of the Site to enable the ARSM masterplan to be fully built out and complete the masterplan.



Image of a model showing propsal and the Green Link across Watermead Way marking this significant route.

# 5 Design Proposal: Berol House



“Our approach to adaptive reuse projects always aims to incorporate designed interventions that address the building’s functionality in new ways. We always ask, how can these interventions be kept to a minimum and still maximize outcomes? Conversely, when is it appropriate to introduce new architectural elements that are complimentary to the original building to create new possibilities?

Adaptive reuse is about continuity in the transient churn of 21st century consumption, data and imagery. It combines practicality and invention and demands the tightest focus on existing structures, contexts, and materials. A specific kind of architectural imagination and intent is needed for these projects, which, in our work, falls into three categories: Repurposing, Repair and Renewal, and turning Old into New.”

John McAslan



View of Berol House from Berol Square

# 5.1 Context

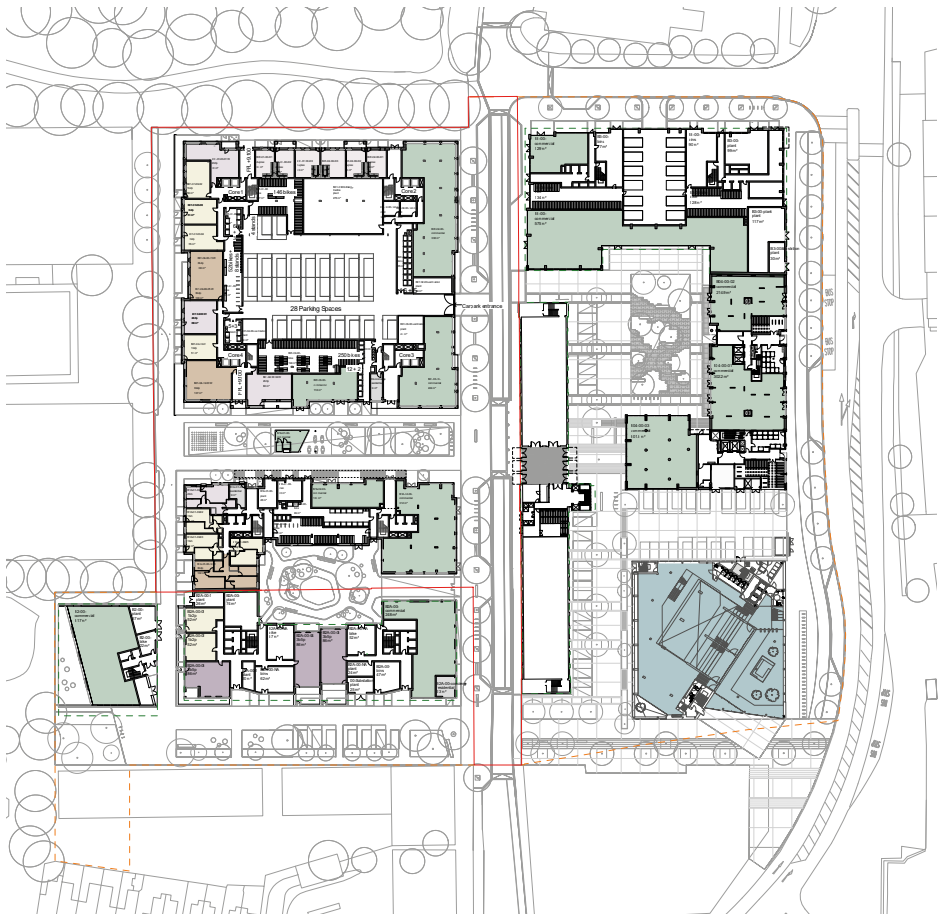
These successive images show the role of Berol House as the defining centre piece of the Ashley Road Masterplan and Berol Quarter, from its original historic status and scale through to its position in the District Centre Framework prepared by Haringey and finally in its latest form as the “ beating heart” of the Ashley Road Masterplan designed by John McAslan+Partners.



Early 1900s aerial photograph of Ashley Road South



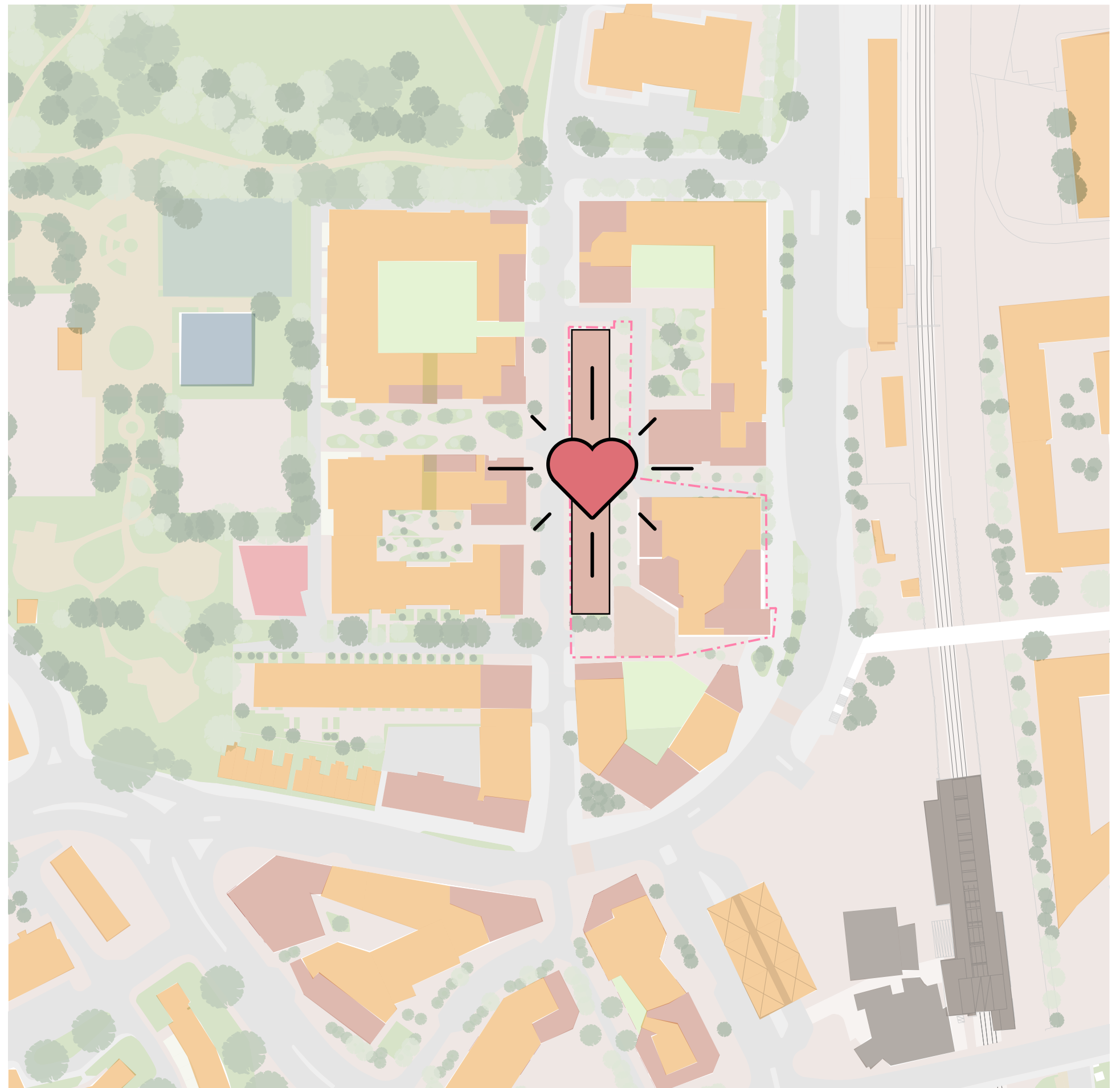
Tottenham Hale District Centre Framework Masterplan



Ashley Road South Masterplan in 2020 Hybrid Application

Legend of uses

- Residential
- Commercial
- Educative
- Transport
- Sport



**Berol House at the heart of the Ashley Road Masterplan**

### 5.1.1 The Existing building history + organisation

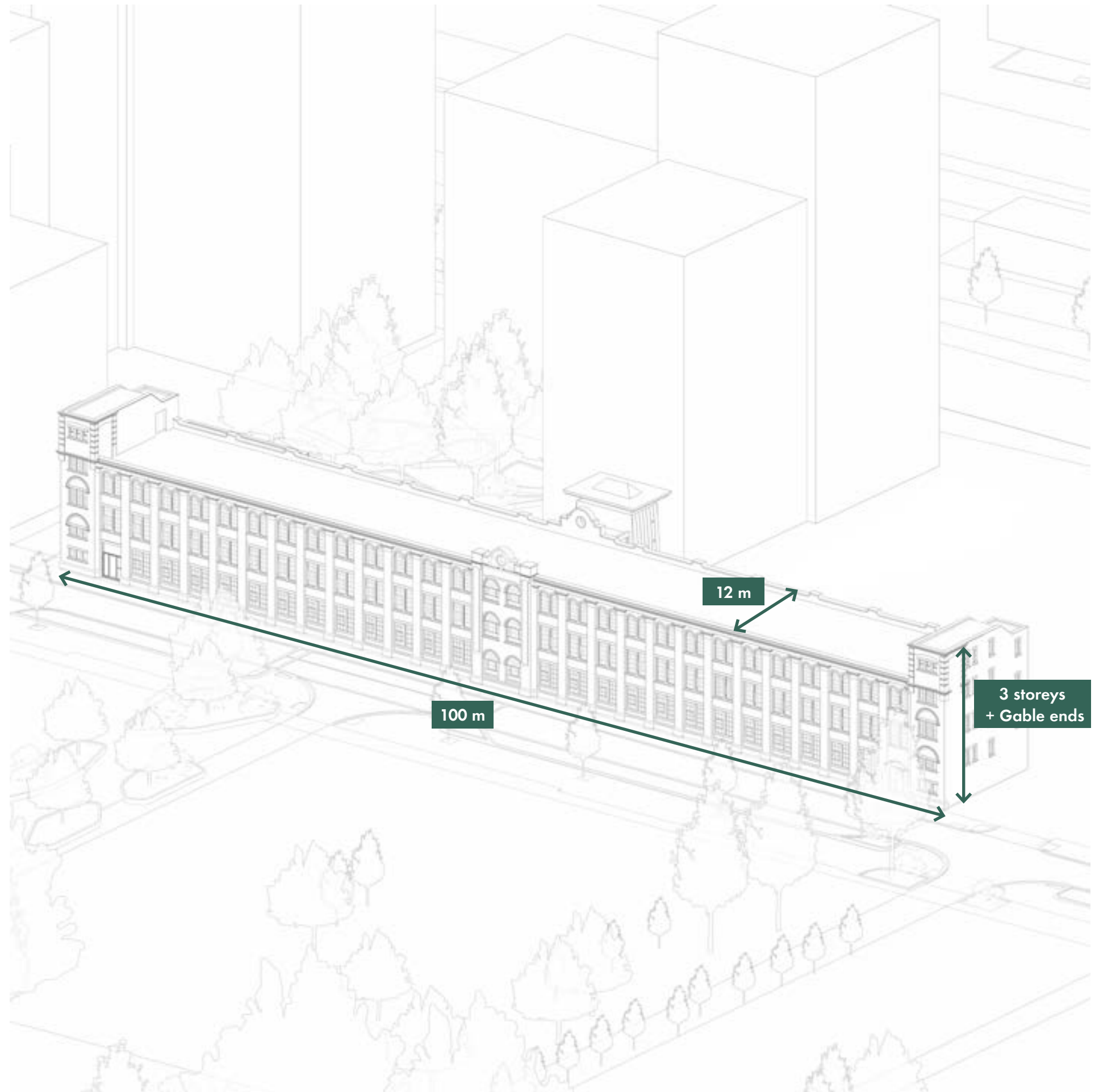
Locally listed Berol House is one of the few remaining historic buildings in what was once an industrial hub.

The building has aesthetic value for its rhythmic, simply decorated façade and community values as an historically important place of employment for local residents. It is considered a key building for retention both for its architectural quality and its contribution to the masterplan's employment floorspace, which is very adaptable to contemporary needs.

The 27 bay building comprises of three storeys with corner stair towers rising above the main façade. The central bay projects forward slightly with a rounded pediment. It is built of stock brick with red brick panels and detailing with large windows to allow light into the factory. The building was probably constructed in the early 1900s, having been built by 1907.

The building has undergone refurbishment in recent years and the addition of a vertical circulation core centrally located at its rear is of limited aesthetic value. The large windows are not original and detract from the quality of the historic building.

Berol House is located on Ashley Road, on the eastern side of the road.





Photograph of the existing building

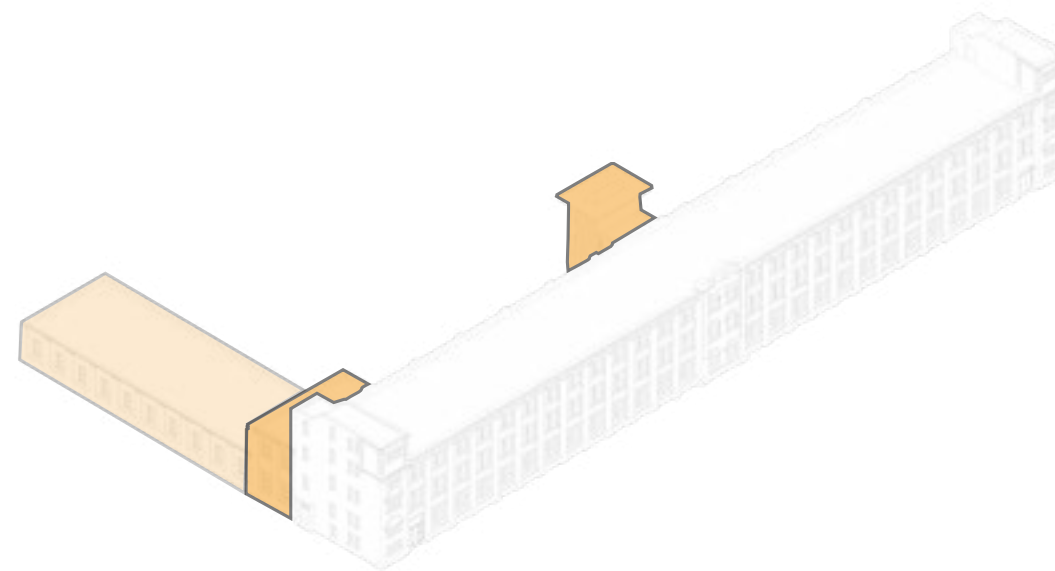
## 5.1.2 The existing building key architectural features

These diagrams illustrate the character and organisational form of the existing historic building.

Its simple repetitive structural and elevational grid and the clarity of its served and servant functions are key attributes that form the basis for the language and expression of the new elements of construction.

The elegance and simplicity of the existing buildings essential 'parts' is the very basis of the design approach and expression of the new elements of construction as it can be found later in the report.

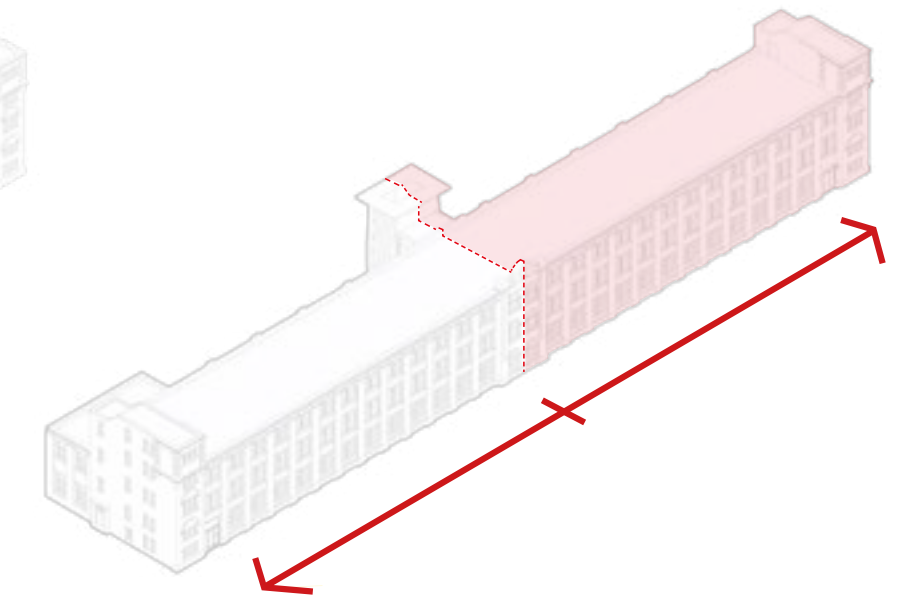
Simplicity and clarity are in the buildings functional DNA and our design proposal respects and amplifies these principles and hierarchy as the basis of its own expression.



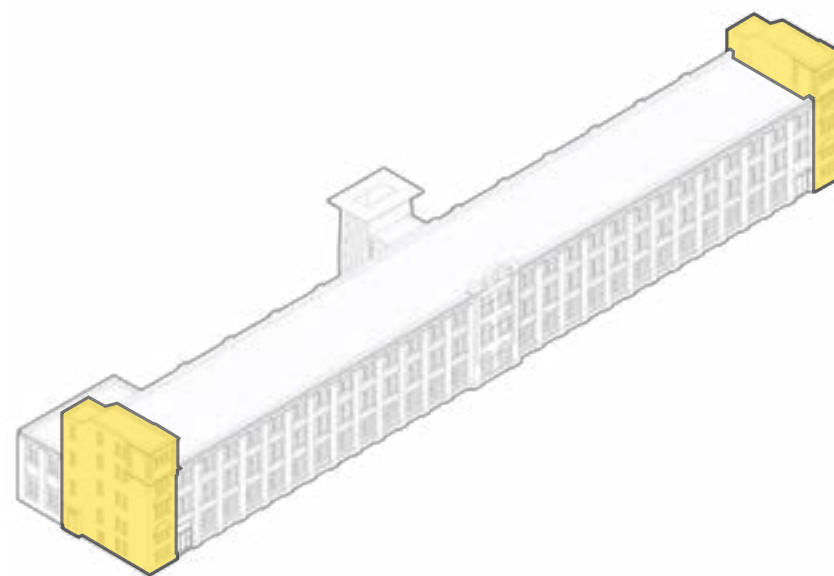
### Elements demolished

demolished in 2020  
(under application ref.  
HGY/2020/0080, granted  
31 March 2020)

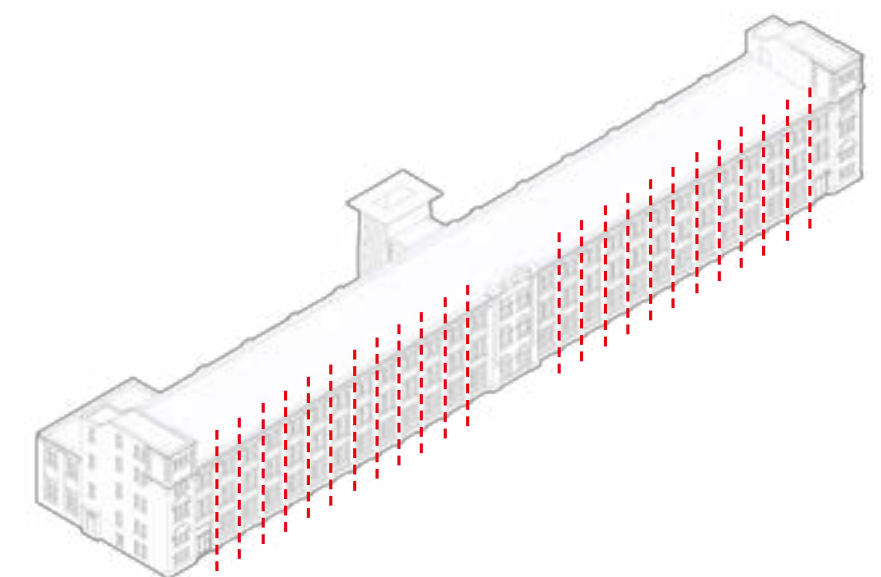
proposed for demolition



### Symmetry

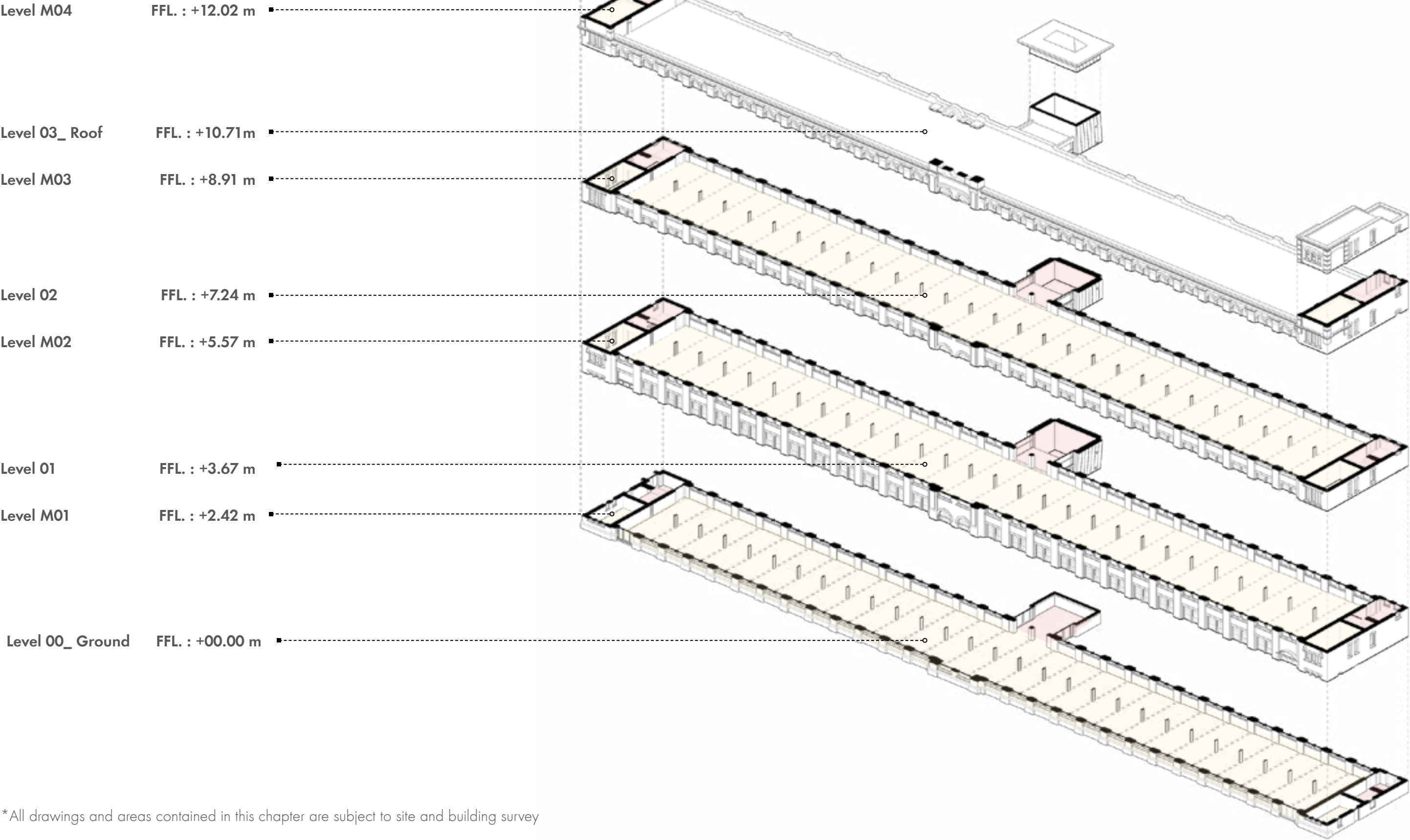


### Distinct gables



### Façade language

5.1.3 Existing building levels



\*All drawings and areas contained in this chapter are subject to site and building survey

## 5.1.4 Existing building condition



View of Berol House from the north part of Ashley Road



View of Berol House from the south part of Ashley Road



View of the rear elevation



View of the south gable staircase exit



View of the interior of the external staircase lobby



View of the second floor corridor



View of a typical office on the first floor



View of the top of the external staircase

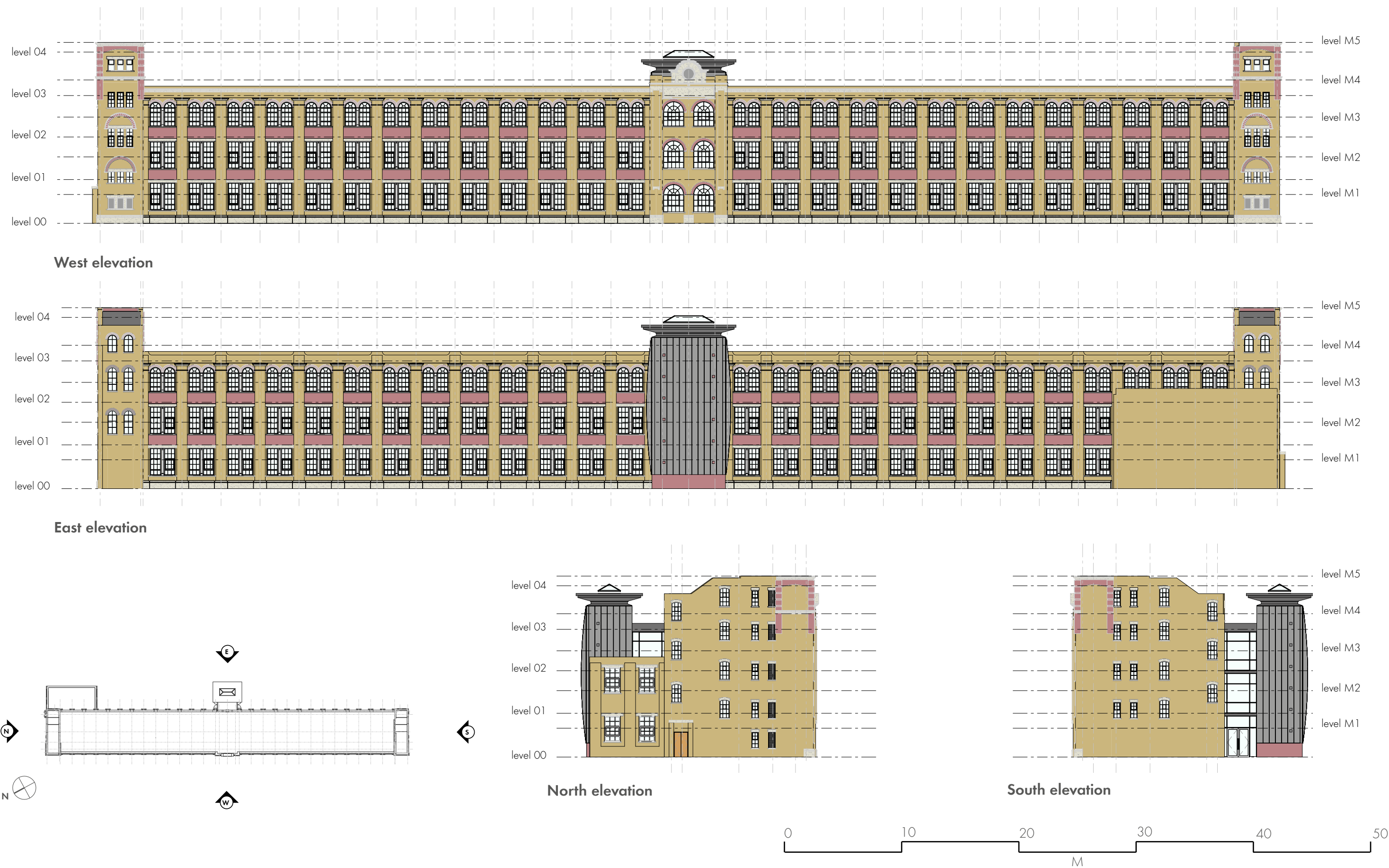


View of a ground floor empty office



View of the interior the second floor office space

# 5.1.5 Existing building elevations





## 5.2 The proposal

### 5.2.1 Design concept

“Old buildings need new ideas ”

Jane Jacobs

The retention, repair and regeneration of the locally listed Berol House factory was a key part of the original hybrid Planning Application (HGY/2017/2044) for the Ashley Road South designed by JMP (submitted by the Applicant) and approved by Haringey in November 2017.

This important historic building (built in 1907), is located at the very heart of the Ashley Road South Masterplan and Berol Quarter, has always been identified as a key heritage asset in the evolving masterplan vision for the site, offering valuable spaces for existing and future businesses in the transformation of the wider area. In the 2017 planning permission and 2020 Reserved Matters, however, three new additional upper floors offered new residential accommodation independent to the refurbished offices located within the existing lower levels of the building. It was a mixed-use Office and Residential proposal.

The revised proposals for Berol House that follow

remain true to the original development principles described above but now confidently propose flexible offices and retail as the primary uses. Berol House can become a truly exceptional prototype of flexible modern office accommodation supported by a carefully curated array of contemporary retail uses to truly anchor the building into this new dynamic living and working quarter for Tottenham. The aim of this three-storey addition over the retained existing facade is to become an exemplar of sustainable adaptive reuse in the local area.

The modifications to the ground floor of the existing building to support the ambitious programme of new retail uses and the reconfigured office entry also make a profound improvement to the buildings relationship to its context. The sensitive adaptations to the existing building’s historic façades offer new active frontages to both sides of the existing building and introduce public accessible links through the street level of the building to improve permeability and access to all parts and all

sides of the masterplan.

The following pages describe the core organisational principles of the revised design for Berol House and also the significant care and dialogue the team has committed to in the design development of the proposals in consultation with Haringey and the GLA. Every effort has been made to confidently express the new architectural identity of the building whilst at all times respecting the status and setting of its existing historic envelope. Retaining all buildings wherever possible has become a pressing environmental imperative for all future developments in our cities in order to minimise loss of embodied carbon, and reduce waste and energy and we believe Berol House’s unique flexibility offers a bold new future to this wonderful servant to Tottenham and the local community.



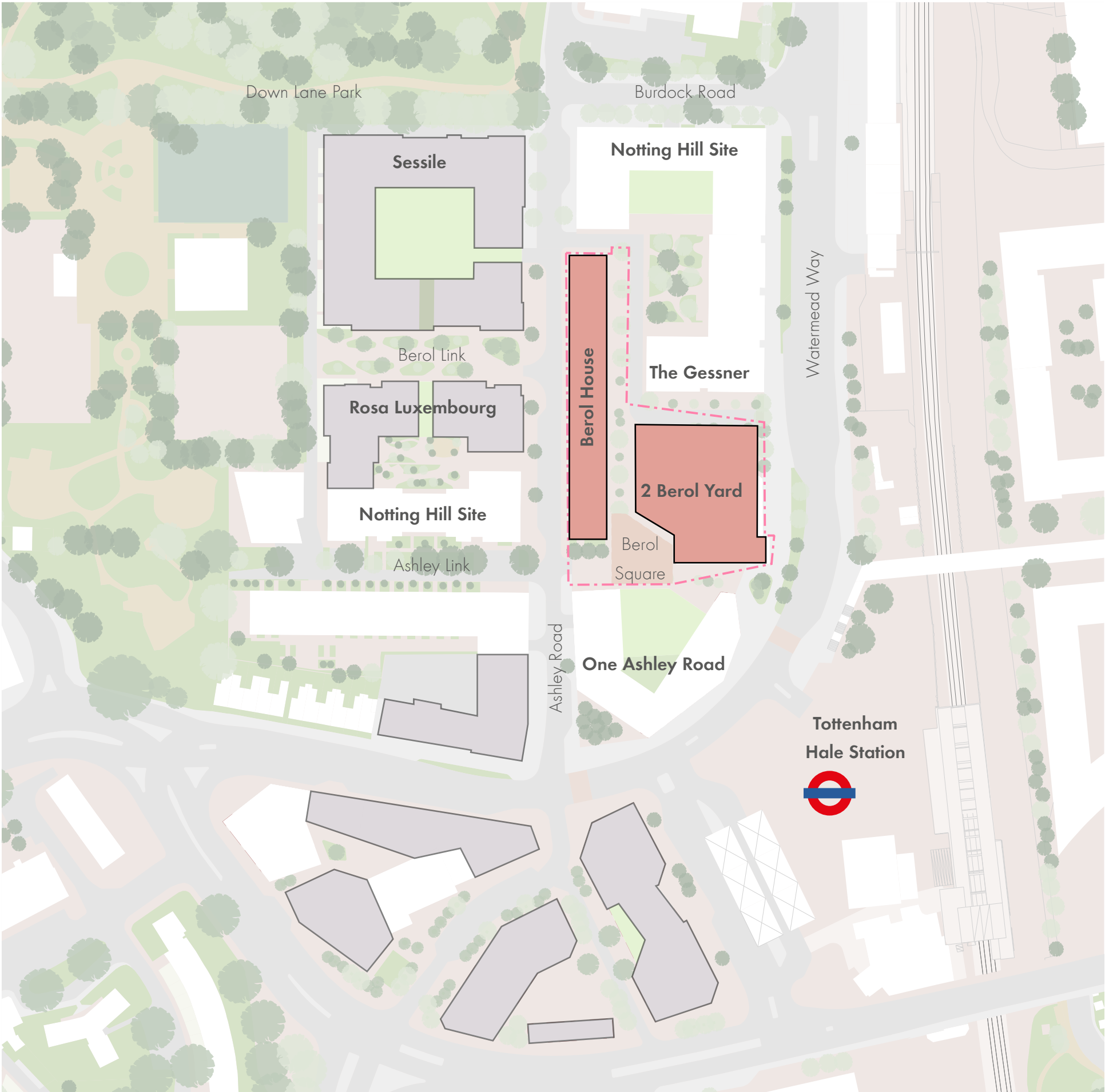
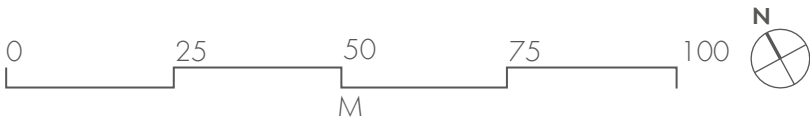
View of the main entrance to Berol House from Berol Link

### 5.2.2 The importance of Berol House as the heart of the masterplan

This important historic building is located at the very heart of the new neighbourhood that is being delivered. The fundamental intention of the revised proposals for the repair and renewal of this building aim to reinforce its centrality and fundamentally exploit its delightful character and flexibility to make it a vivid and animated retail hub and an iconic new business centre.

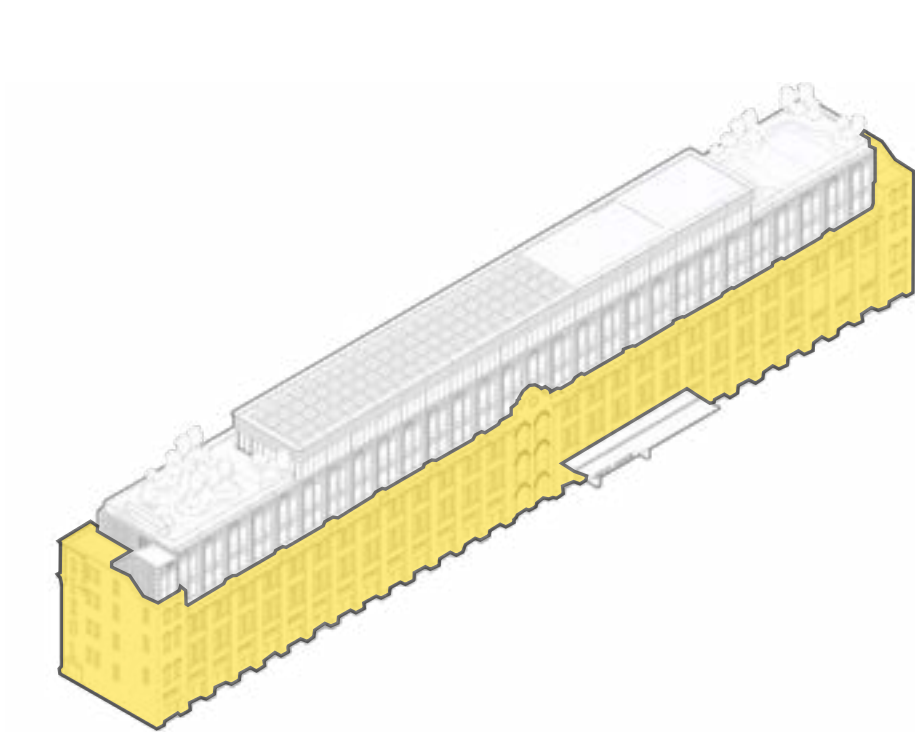
The confident but sympathetic extension of the building will give its new tenants a profound visibility from all points of approach and make it a real destination and icon in the locale.

- Existing Buildings
- Under construction buildings
- Proposed development

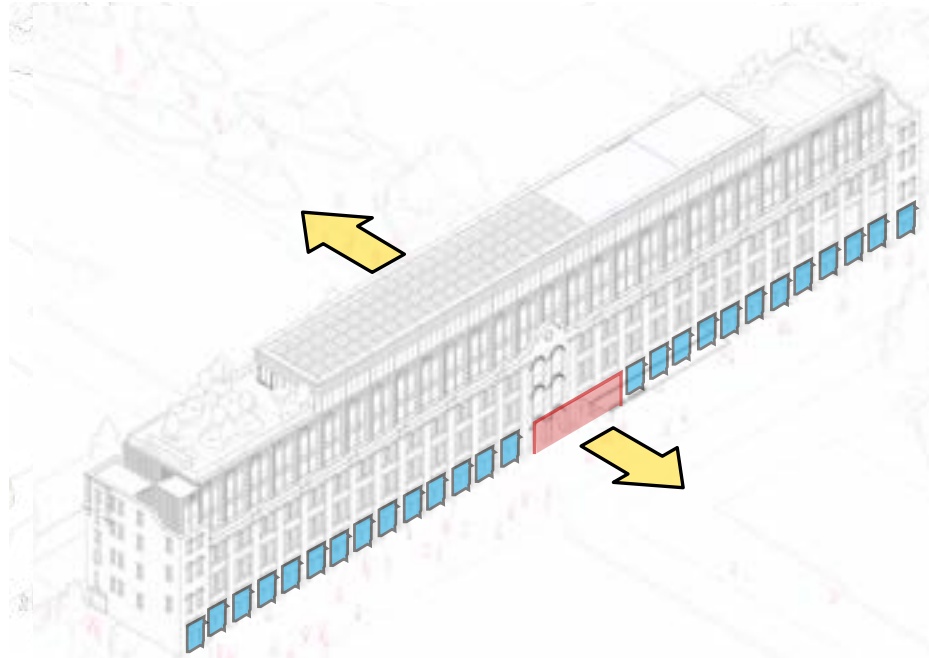


Berol Quarter site plan

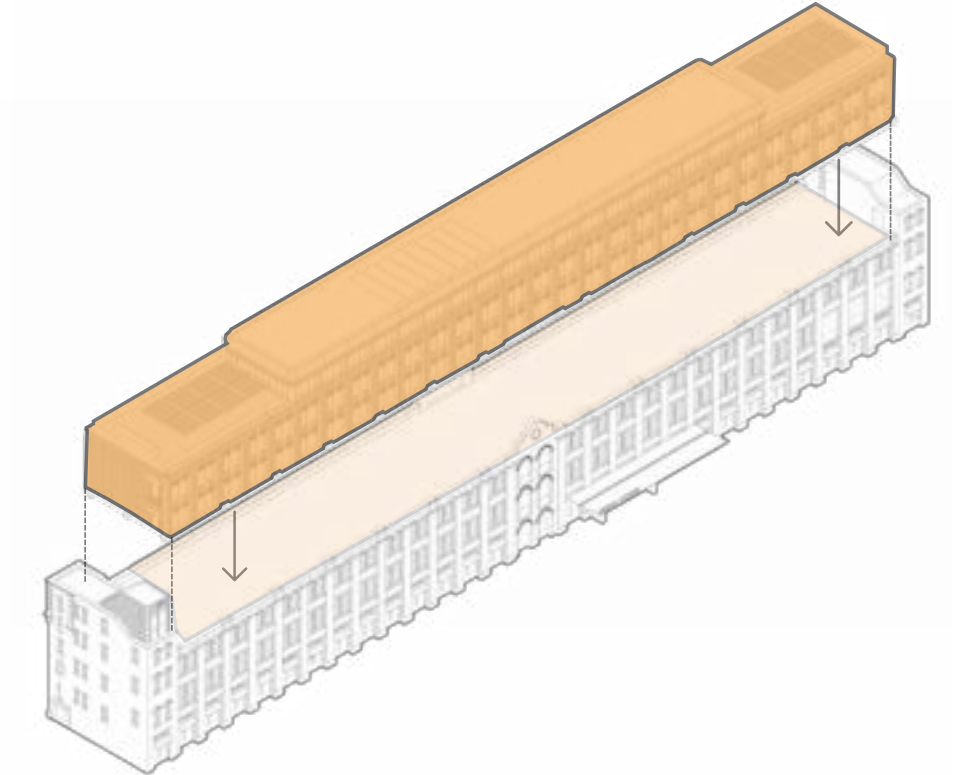
5.2.3 **Design principles**



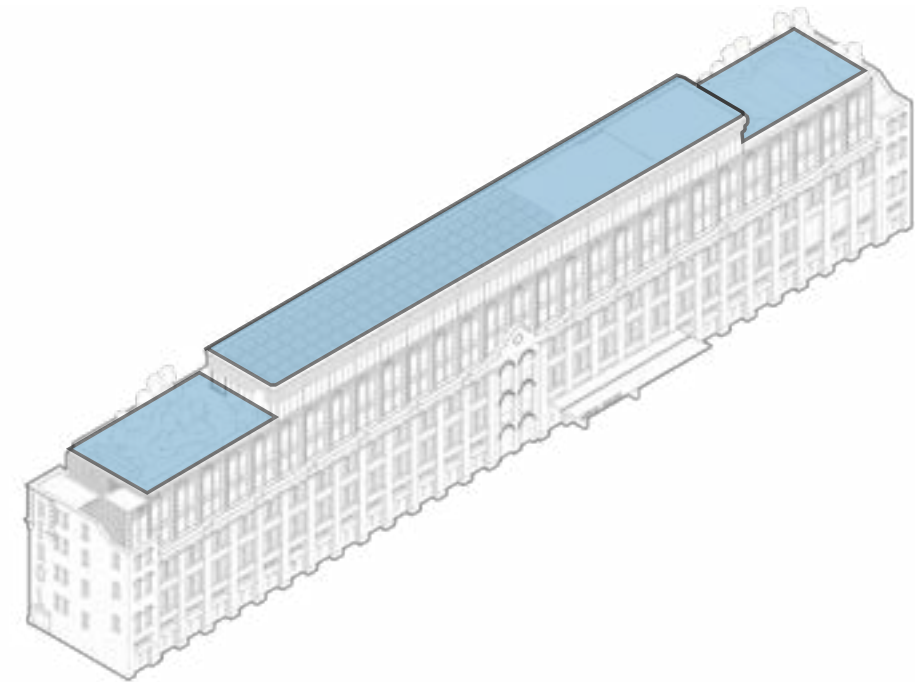
01. **Retain, respect existing factory**



01. **Activation of the ground floor façade**



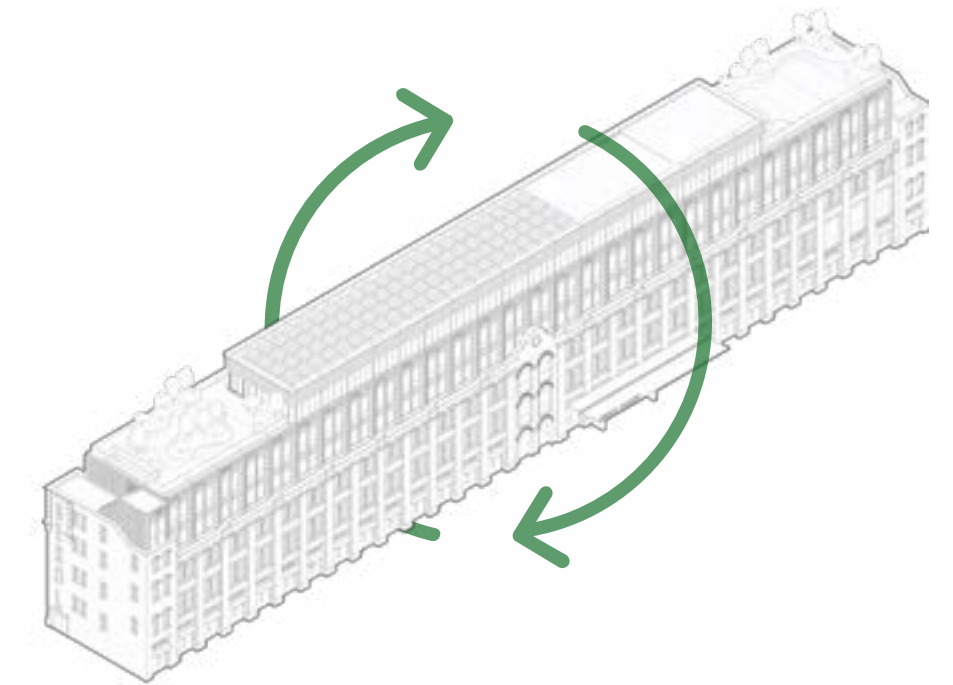
03. **Confident but sympathetic addition**



05. **Visibility of the fifth elevation**



05. **Iconic 6-floor destination**

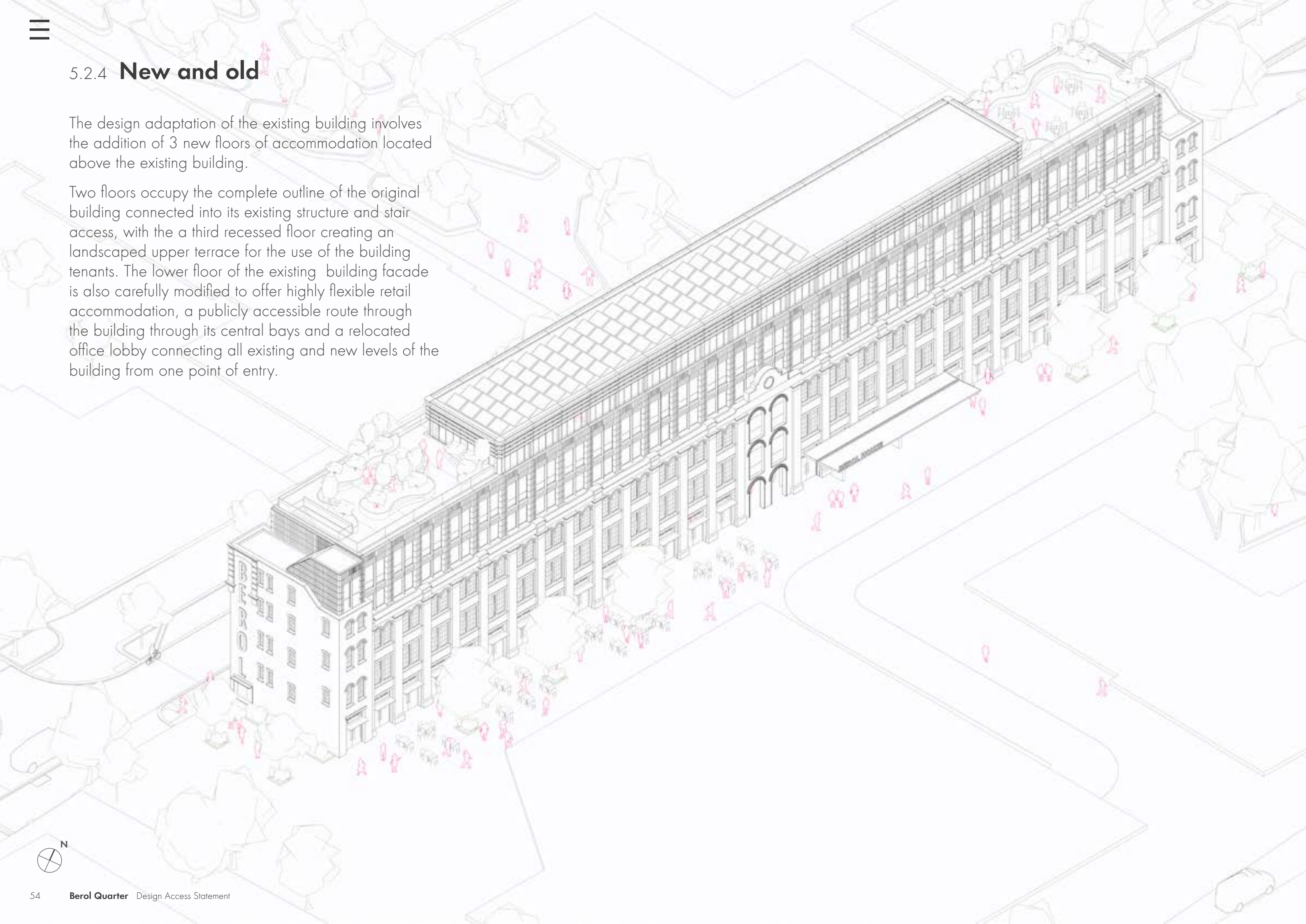


06. **Responsible sustainability performance target**

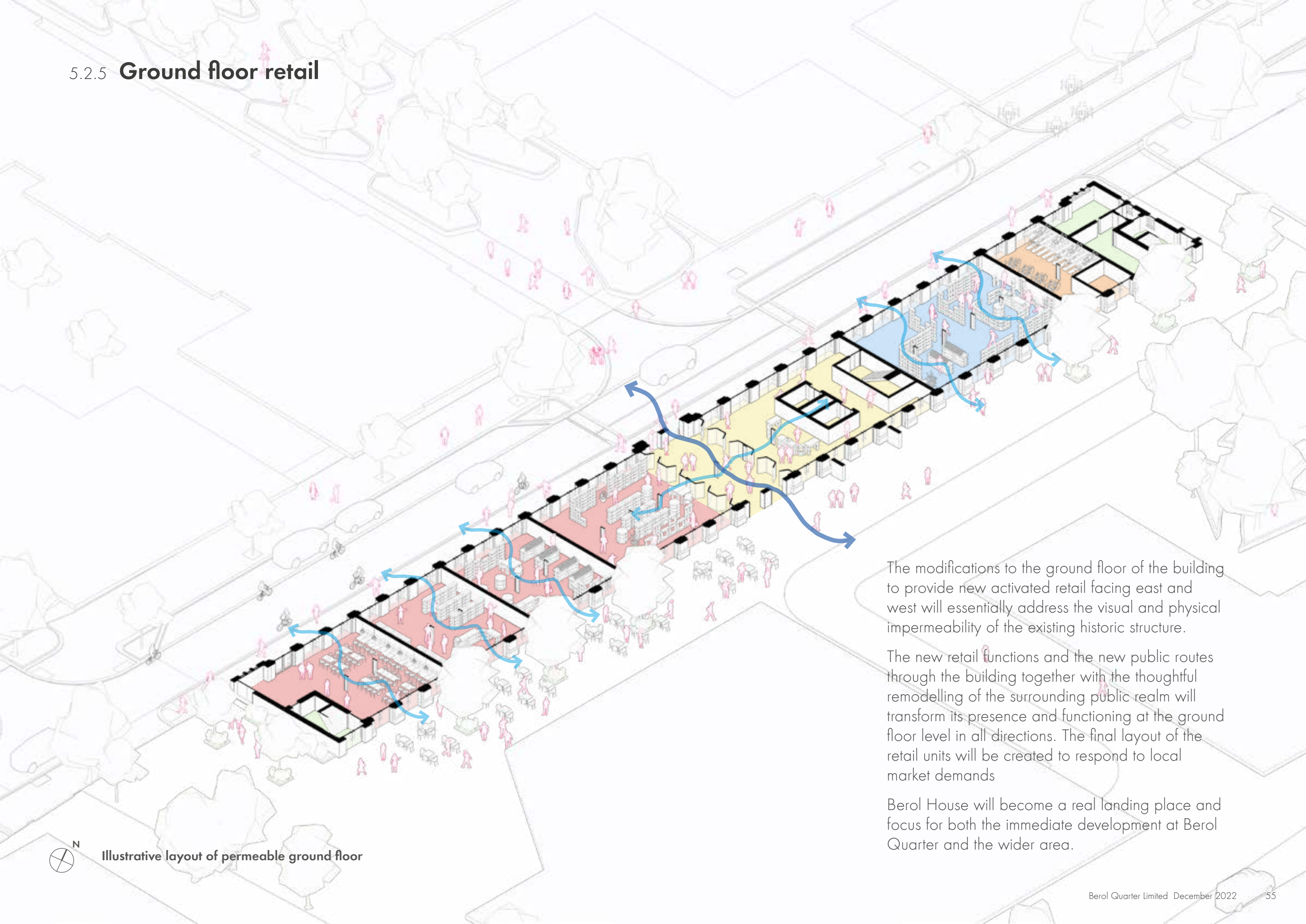
## 5.2.4 New and old

The design adaptation of the existing building involves the addition of 3 new floors of accommodation located above the existing building.

Two floors occupy the complete outline of the original building connected into its existing structure and stair access, with the a third recessed floor creating an landscaped upper terrace for the use of the building tenants. The lower floor of the existing building facade is also carefully modified to offer highly flexible retail accommodation, a publicly accessible route through the building through its central bays and a relocated office lobby connecting all existing and new levels of the building from one point of entry.



### 5.2.5 Ground floor retail



The modifications to the ground floor of the building to provide new activated retail facing east and west will essentially address the visual and physical impermeability of the existing historic structure.

The new retail functions and the new public routes through the building together with the thoughtful remodelling of the surrounding public realm will transform its presence and functioning at the ground floor level in all directions. The final layout of the retail units will be created to respond to local market demands

Berol House will become a real landing place and focus for both the immediate development at Berol Quarter and the wider area.



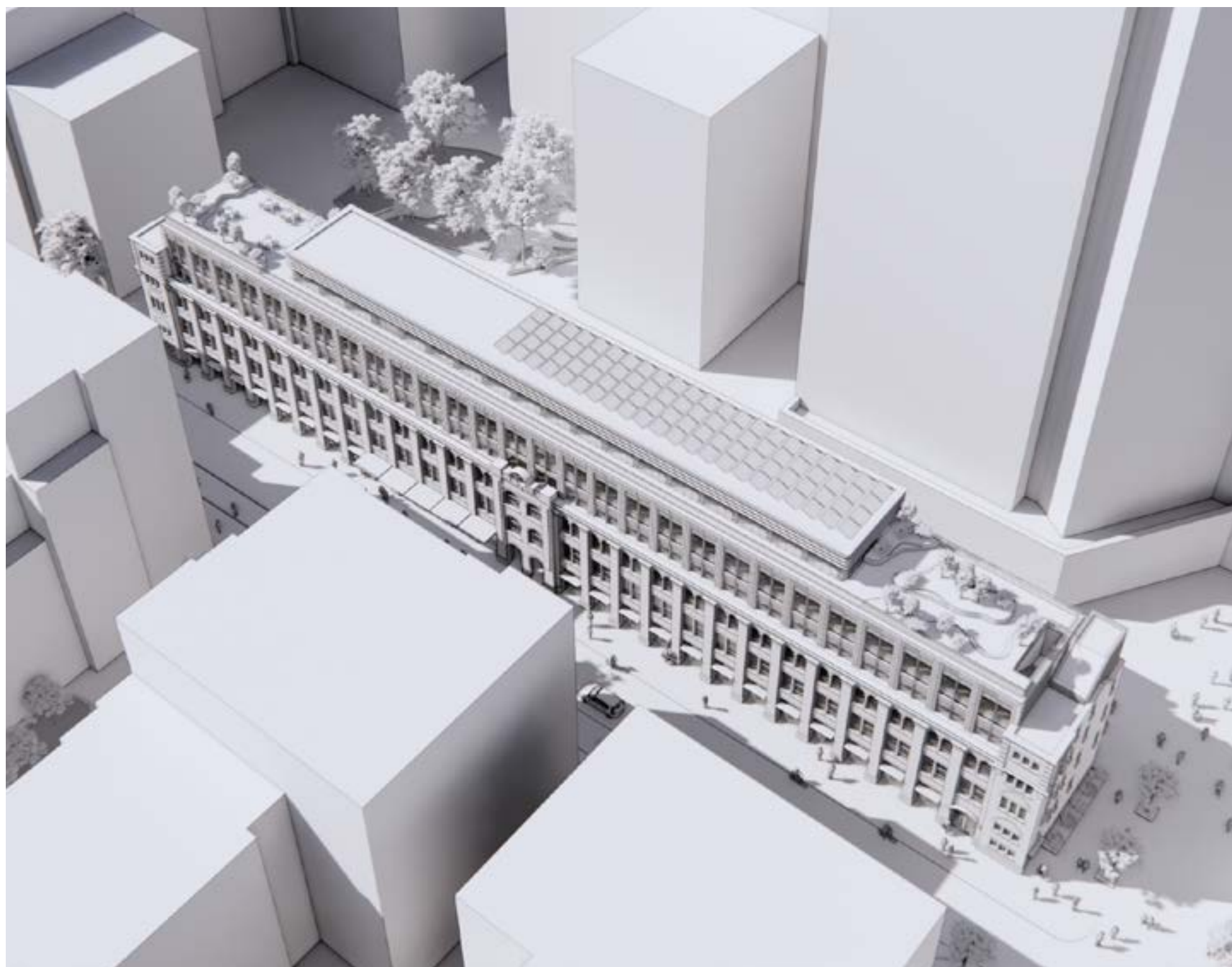
Illustrative layout of permeable ground floor

## 5.2.6 Massing & scale

The extension on top of the existing building is a positive response to the uplift in height in the local context.

The proposed increase of 3 floors to Berol House will improve the relationship with the neighbouring developments and help readdress its status as the centre of Berol Quarter.

Its new elevated roof terrace will also provide an attractive landscape feature when looked down upon from adjacent new residential accommodation giving the building a fifth elevation and exploiting its position in the masterplan, offering its tenants and visitors a precious amenity.



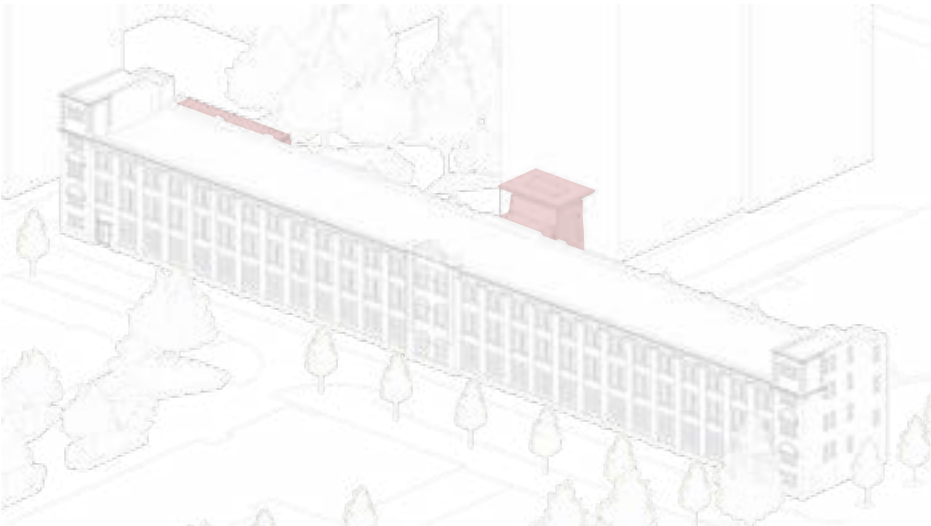
Aerial view of Berol House from the west



Aerial view of Berol House from the east

### 5.2.7 Lean design appraisal

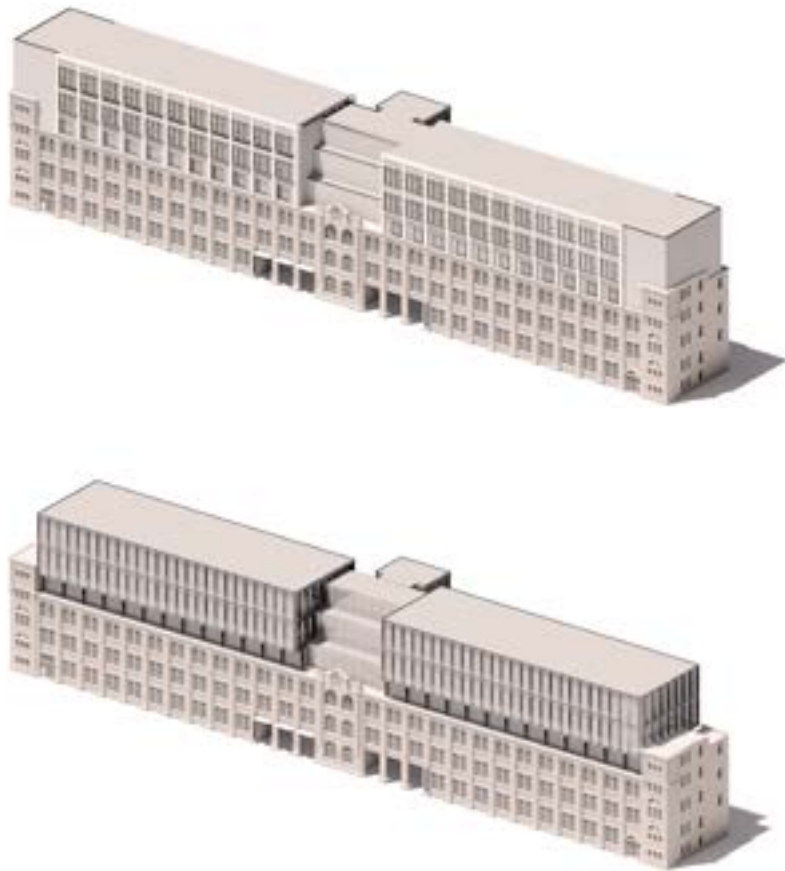
The following section describes the design process iterations that have led to the final concept design, the options that have been evaluated and taken or left behind with the intention of producing an efficient, sustainable and logic design for Berol House.



**26/05/2022**

Retention of the existing locally listed building

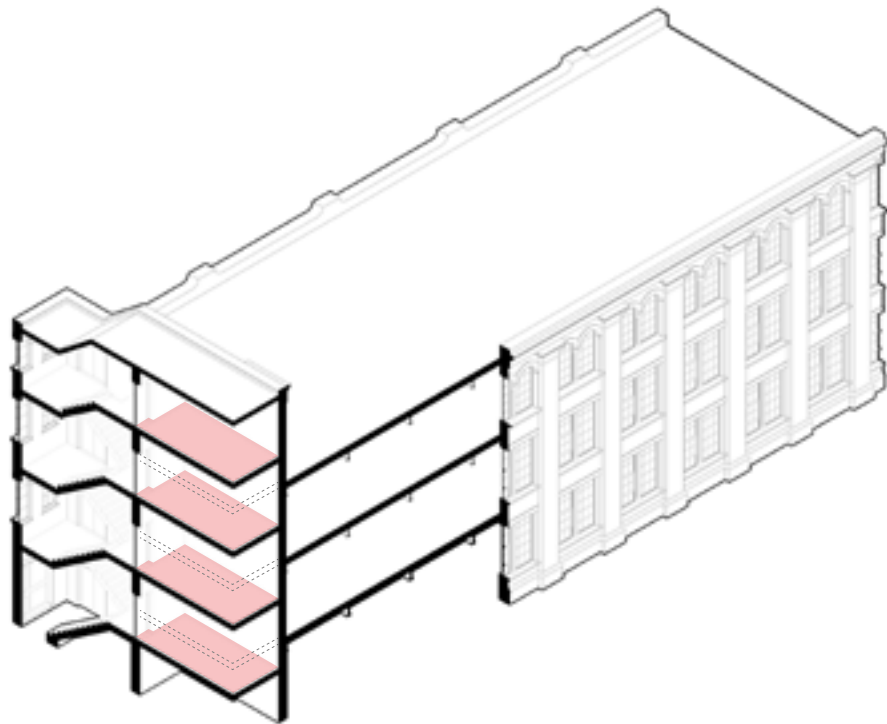
The main adaptive reuse strategy adopted for the intervention in the iconic industrial factory of Berol House is the maximum retention of the existing building. It is proposed to maintain the structure, the façade and other constructive elements, seeking to recover the original aesthetics through the restoration and minimal demolitions, like the later added staircase on the rear facade, in order to enhance the historic character of the building.



**01/06/2022**

Massing

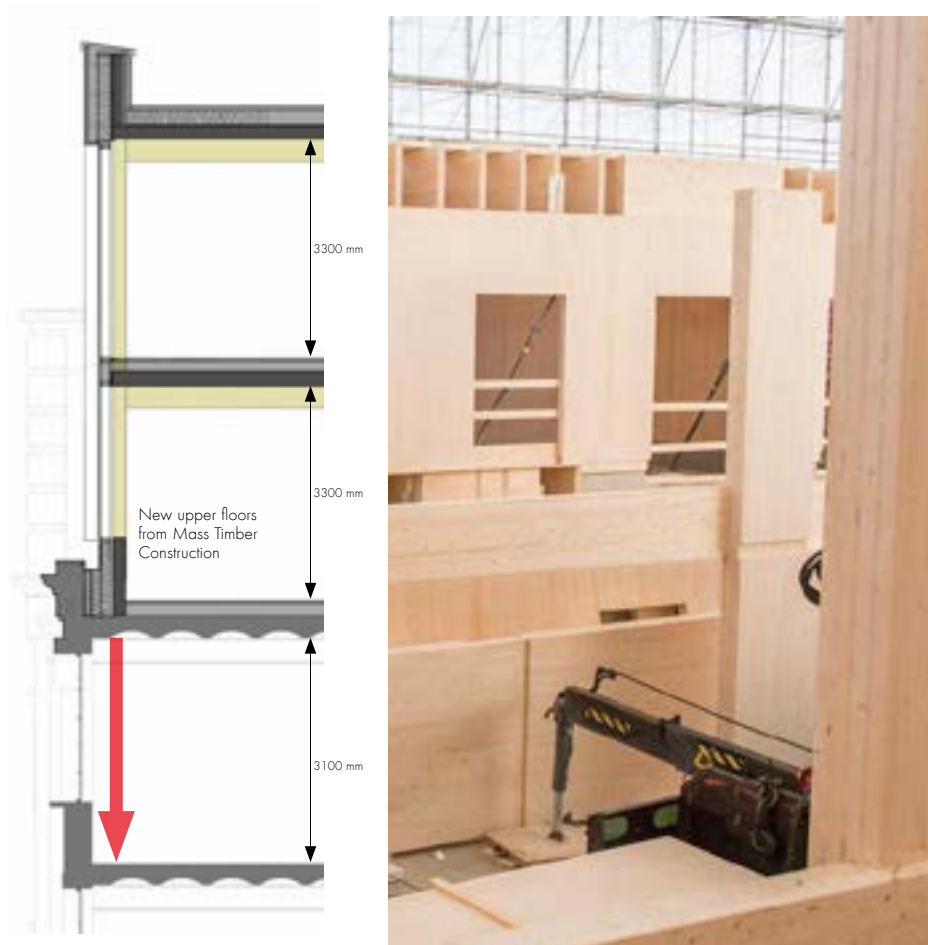
Different strategies were explored for the massing of the extension over Berol House, seeking to maximise the uplift while sensitively creating a balance between the existing building and its historical and architectural value, and the new intervention.



**14/06/2022**

Retaining the existing stairs in the gables ends.

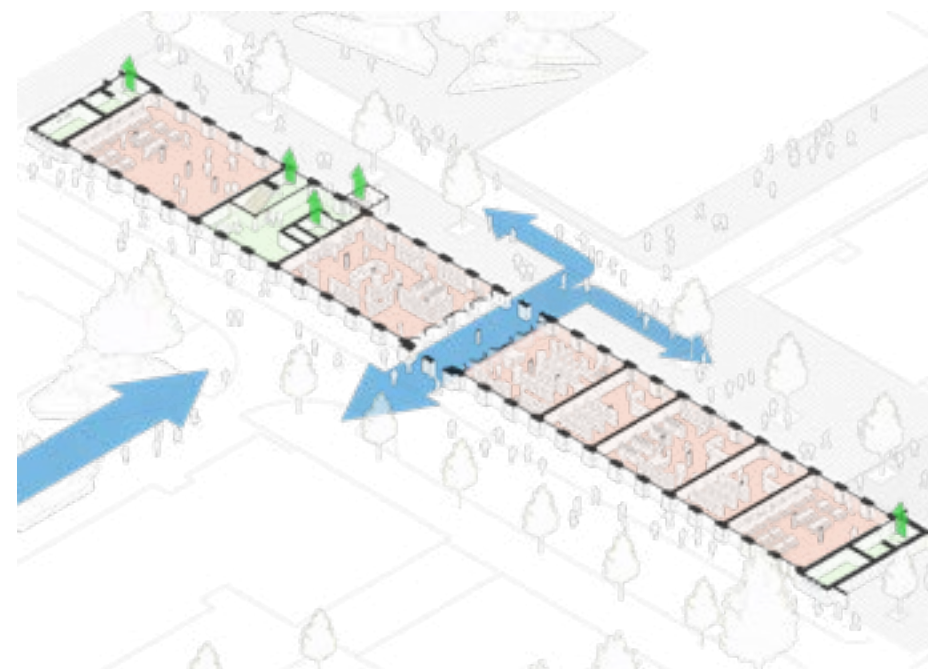
The existing stairs and levels in the gable ends were proposed to be kept. This was due to the major impact on the existing building to realign the intermediate floors, as well the desire to retain as much of the existing building as possible in the creation of a highly flexible commercial building at the heart of the new residential neighbourhood. They will be utilised as ancillary spaces for the building to support the office functions.



**21/06/2022**

Mass timber structural strategy proposed

Mass timber was proposed for its numerous benefits and sustainable credentials. It can allow quicker, cleaner assembly, as well as being lighter and less carbon-intensive than traditional construction materials.



**21/07/2022**

Ground floor layouts

The design of the ground floor seeks to activate the building within its immediate public realm. It is proposed to connect Ashley road with Berol Square through a permeable ground floor dedicated to retail and commercial spaces. The final layout seeks to link both sides of the building through active frontages and a public passage.



**01/08/2022**

Façade studies

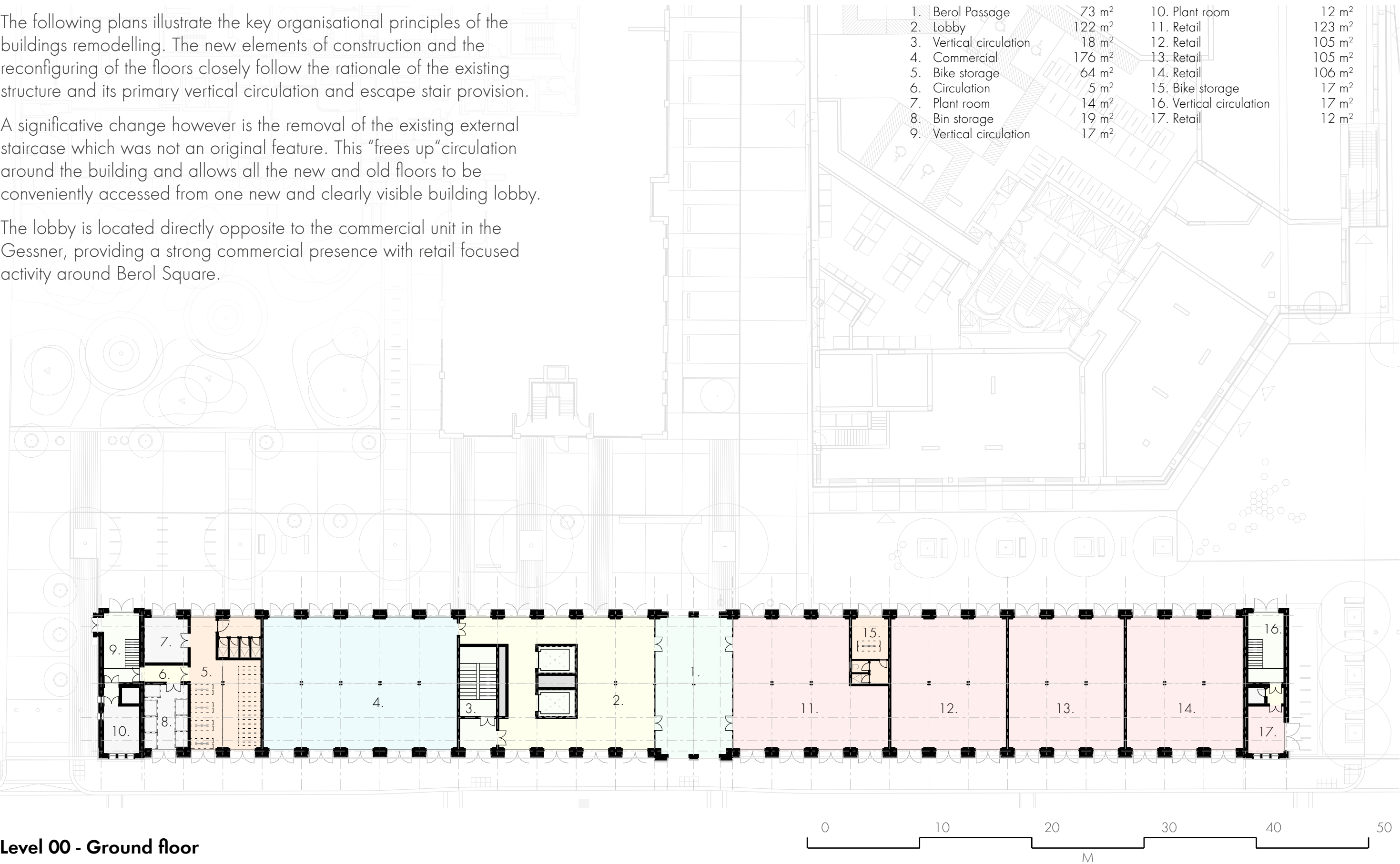
The design of the façade has undergone various iterations throughout the design process. This is hugely impacted by the rhythm and seriality of the existing building. Daylight/sunlight studies have been carried out which have informed the amendments to the proportions and size of the glazed openings. The final design takes into account an efficient overheating strategy and the use of natural light and ventilation.

### 5.2.8 General arrangement plans

The following plans illustrate the key organisational principles of the buildings remodelling. The new elements of construction and the reconfiguring of the floors closely follow the rationale of the existing structure and its primary vertical circulation and escape stair provision.

A significant change however is the removal of the existing external staircase which was not an original feature. This “frees up” circulation around the building and allows all the new and old floors to be conveniently accessed from one new and clearly visible building lobby.

The lobby is located directly opposite to the commercial unit in the Gessner, providing a strong commercial presence with retail focused activity around Berol Square.



5.2.9 Program areas

Gross External Areas:

|           |                      |
|-----------|----------------------|
| Office    | 5,209 m <sup>2</sup> |
| Retail    | 714 m <sup>2</sup>   |
| Public    | 79 m <sup>2</sup>    |
| Total GEA | 6,002 m <sup>2</sup> |

Gross Internal Areas:

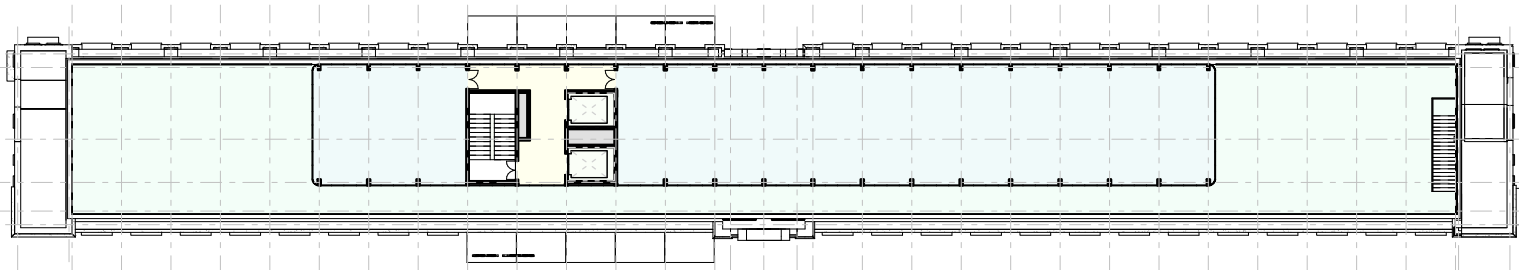
|           |                      |
|-----------|----------------------|
| Office    | 4,765 m <sup>2</sup> |
| Retail    | 654 m <sup>2</sup>   |
| Public    | 73 m <sup>2</sup>    |
| Total GIA | 5,492 m <sup>2</sup> |

Net Internal Areas by use:

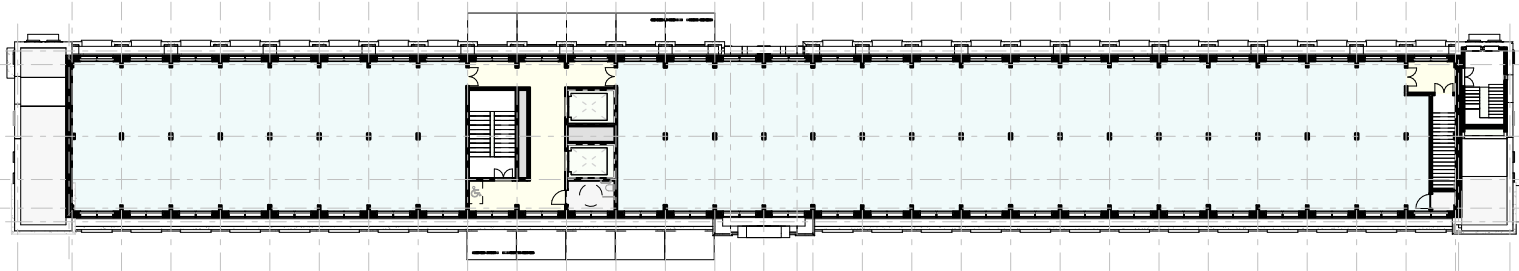
|                      |                      |
|----------------------|----------------------|
| Office               | 3,717 m <sup>2</sup> |
| Retail               | 450 m <sup>2</sup>   |
| Commercial           | 176 m <sup>2</sup>   |
| Circulation          | 106 m <sup>2</sup>   |
| Lobby                | 301 m <sup>2</sup>   |
| Vertical circulation | 180 m <sup>2</sup>   |
| Bike store           | 81 m <sup>2</sup>    |
| BOH/Plant            | 189 m <sup>2</sup>   |
| Total NIA            | 5,199 m <sup>2</sup> |



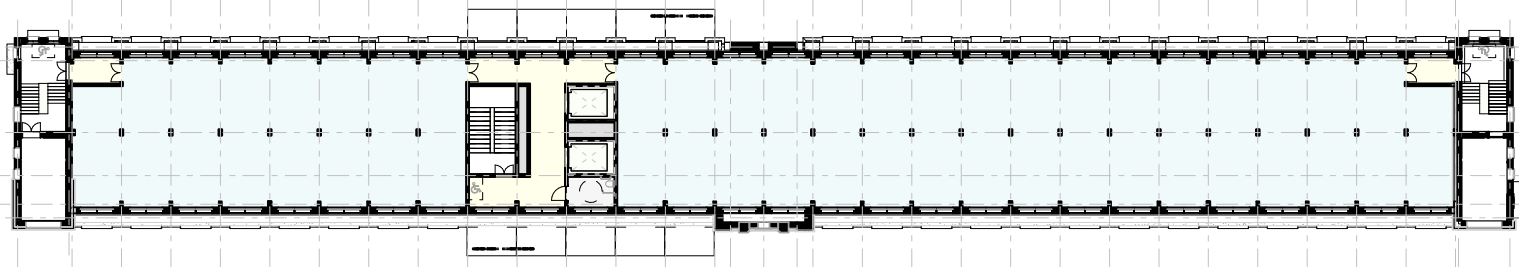
Level 05



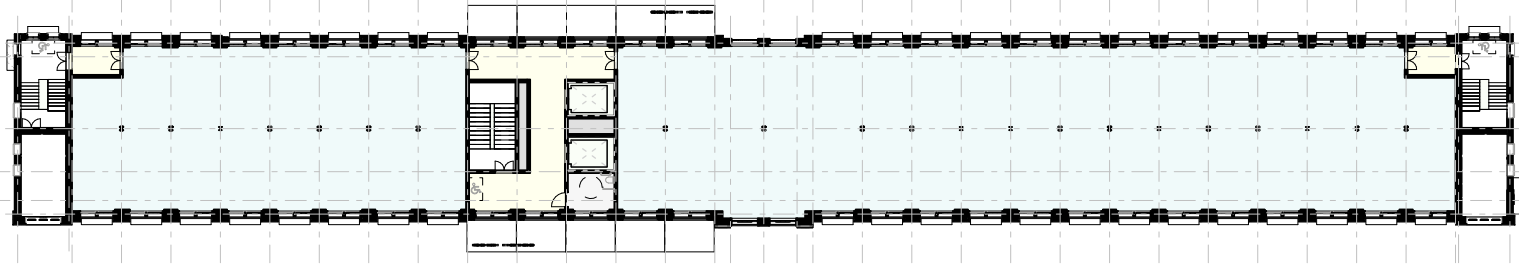
Level 04



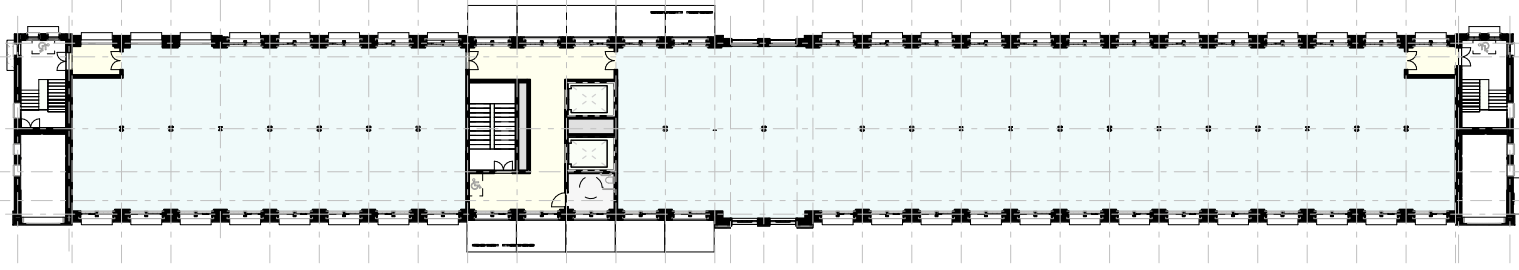
Level 03



Level 02



Level 01



\*All drawings and areas contained in this chapter are subject to site and building survey