

Appendix D: In-Person Event Boards

BEROL QUARTER

OUR PROPOSED PLANS FOR BEROL QUARTER INCLUDES:

SENSITIVE RENOVATION OF THE HISTORIC BEROL HOUSE TO PROVIDE ENHANCED WORKSPACE AND CREATE LOCAL JOBS

COMMERCIAL AND RETAIL SPACE FOR MAKERS AND CREATORS

A NEW WELCOMING PUBLIC REALM THAT CAN BECOME A MEETING PLACE FOR TOTTENHAM HALE

DEVELOPMENT AT TWO BEROL YARD TO DELIVER NEW HOMES AND CREATE WORKSPACE

OPENING-UP OF THE AREA IN A VIBRANT AND EXCITING ENVIRONMENT FOR THE COMMUNITY TO ENJOY

BERKELEY SQUARE DEVELOPMENTS HAVE CONTRIBUTED £1.5MILLION TOWARDS THE FUTURE IMPROVEMENTS IN DOWN LANE PARK AND £3MILLION OF COMMUNITY INFRASTRUCTURE CONTRIBUTIONS



ABOUT THE TEAM

BERKELEY SQUARE DEVELOPMENTS

Berkeley Square Developments has a long track record of investing in Tottenham Hale and delivering for the local community. From affordable homes to new hotels, Berkeley Square Developments has established itself a trusted and reliable partner, creating high-quality and exciting places for people to live, work and enjoy.

Working with local partners including Notting Hill Housing and Haringey Council, Berkeley Square Developments has helped create the Ashley Road South Masterplan. It is a vision for the future of Tottenham Hale that will deliver new homes, office and workspace, as well exciting retail and shopping opportunities, new public squares and better connections across the neighbourhood.

Berkeley Square Developments has delivered a range of developments across Tottenham Hale, including:

- Ashley Gardens
- The Gessner
- Gessner Garden
- Tottenham Hale Premier Inn
- Station Square West
- Contributions to local facilities including Down Lane Park, schools and nurseries



ASHLEY GARDENS



THE GESSNER



THE MILLSTREAM TOWER

JOHN McASLAN + PARTNERS

BEROL HOUSE ARCHITECTS

Allies and Morrison

2 BEROL YARD ARCHITECTS

**Churchman
Thornhill
Finch**

PUBLIC REALM AND LANDSCAPING
ARCHITECTS

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THE SITE

The distinctive yellow Berol Pencil is a true icon, and was developed at the Berol Pencil Factory in Tottenham Hale, opening in 1907. The outbreak of World War II in 1939 saw the factory pause pencil manufacture and instead produce secret military equipment. Pencil manufacture recommenced in 1946 and, in 1990s, the factory was converted to provide managed workspace. The historic former factory provides 30,000sqft of managed workspace in the heart of the Berol Quarter. Existing tenants include a range of technology, finance and property firms. The property is locally listed, with subsequent renovations reflecting the history and heritage of the building.



BEROL HOUSE

2 Berol Yard is located adjacent to Berol House and opposite Tottenham Hale Station. Previously granted approval for the creation of the National College for Digital Skills in 2017, the site has remained vacant for five years. Despite attempts to secure an educational occupier, a lack of interest meant the proposals were never brought forward. Increasing demand for new homes, commercial and employment space means a mixed-use development is best suited to meeting local requirements.



2 BEROL YARD



OUR KEY PRINCIPLES



Connecting new and existing neighbourhoods



Creating an active, inclusive place to live, work and relax in Tottenham Hale



Providing new workspace for makers and creators



Protecting and enhancing the history and heritage of Berol House



Putting sustainability at the core



Delivering a new square with green spaces and water features



200+ new high-quality homes, including around 35% affordable



Mix of 1, 2 and 3-bedroom homes to meet local demand



Improved connections to surrounding green spaces



High-quality design and materials that complement the existing character