

Appendix C: The Team page of the consultation website



**BEROL
YARD**

THE TEAM **THE SITE** **PROPOSALS** **HAVE YOUR SAY**

THE TEAM

ABOUT BERKELEY SQUARE DEVELOPMENTS

Berkeley Square Developments have been working in Tottenham Hale since 2013, and has constructed over 700 new homes in Tottenham Hale, delivering over 35% affordable homes, including the new Rosa Luxemburg social housing building, providing homes for Haringey residents. We have also contributed over £1.5million towards the future improvements in Down Lane Park and £3million of Community Infrastructure Contributions. In partnership with Haringey Council we have secured employment opportunities for local residents in both the construction and long term operation of our buildings.

FIND OUT MORE HERE

 **BERKELEY SQUARE
DEVELOPMENTS**

Appendix C: The site page of the consultation website



THE SITE



SET AROUND THE HISTORIC PENCIL FACTORY AND ADJACENT TO DOWN LANE PARK AND THE LEA VALLEY REGIONAL WATER PARK, IT OFFERS A UNIQUE OPPORTUNITY TO BE PART OF LONDON'S HISTORY AND ENJOY ITS EXCITING FUTURE.

THE CURRENT SITE





BEROL HOUSE

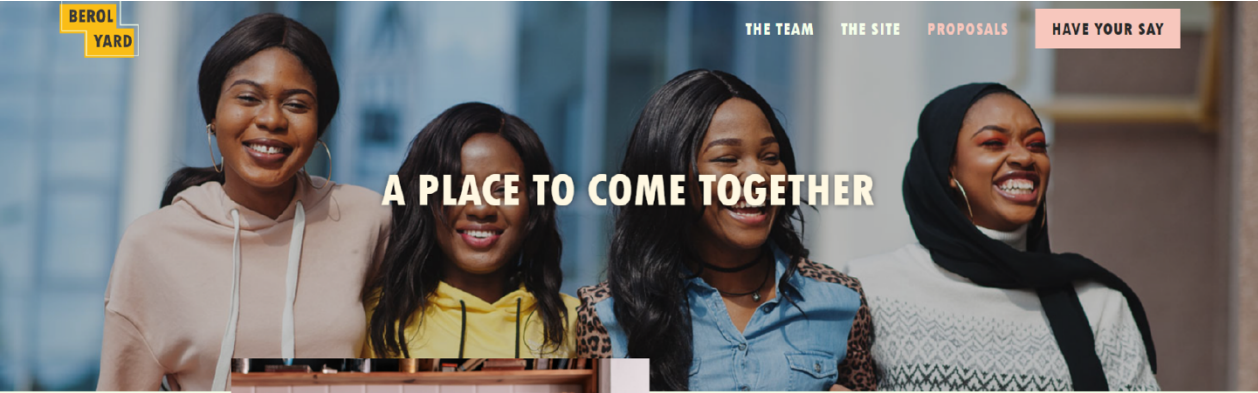
The distinctive yellow Berol Pencil is a true icon, and was developed at the Berol Pencil Factory in Tottenham Hale, opening in 1907. The outbreak of World War II in 1939 saw the factory pause pencil manufacture and instead produce secret military equipment. Pencil manufacture recommenced in 1946 and, in 1990s, the factory was converted to provide managed workspace. The historic former factory provides 30,000 sqft of managed workspace



2 BEROL YARD

Previously granted planning permission to be redeveloped as part of the wider Berol Yard scheme, the site has remained vacant for five years. With the increasing demand for new homes, commercial and employment space, the previous plans for the site have been reimagined and it will now come forward as a vibrant mixed use development delivering new homes, retail and commercial space.

Appendix C: Our Proposals page of the consultation website



THE TEAM THE SITE PROPOSALS HAVE YOUR SAY

A PLACE TO COME TOGETHER



CONNECTING BEROL QUARTER TOGETHER IN AN EXCITING, WELCOMING NEW COMMUNITY

A VISION FOR THE FUTURE OF BEROL YARD AND BEROL HOUSE, CREATING A VIBRANT, BETTER-CONNECTED COMMUNITY IN THE HEART OF TOTTENHAM HALE

AN ACTIVE AND VIBRANT NEW DESTINATION

New retail and commercial spaces will be delivered to create a vibrant and attractive place for residents, visitors makers and creators to come together. Supporting new and existing businesses. This will become an inspiration hub for existing and future businesses and add to Tottenham Hale's creative offerings and identity.

In total we will provide:

- c. 3,800sqm refurbished commercial/retail space in Berol House
- c. 2,000sqm additional commercial space in Berol House



Appendix C: Our Proposals page of the consultation website



SUSTAINABILITY

The development has sustainability at its core with a focus on providing urban greening and additional diverse planting.

The design approach also follows sustainable principles including:

- Energy efficient buildings
- Sustainable building materials
- Waste Reduction
- Water Conservation

HIGH-QUALITY AND SENSITIVE DESIGN

BEROL HOUSE

The renovation of Berol House will protect and respond to its heritage and existing character, whilst reclaiming the building at the heart of the neighbourhood. It will provide new spaces for retail and creative traders at the ground floor, along with numerous opportunities for pedestrians to pass through the building to Ashley Road and beyond. The upper floors and rooftop extension will be designed for local businesses, with open plan workspace to increase the amount of employment space, along with large new roof gardens.

2 BEROL YARD

Our proposals are inspired by the context and character of the area, whilst at the same time deliver new iconic architecture. The design approach for the new buildings celebrates the tones of Tottenham Hale with a colour palette that complements the area. The height of the new development responds to the surrounding buildings and will be ranging from five stories to c.33 stories.



BEROL QUARTER AT THE HEART OF THE NEW EXCITING NEIGHBOURHOOD IN TOTTENHAM HALE