

Philip Elliott

From: Philip Elliott
Sent: 05 May 2023 16:40
To: Philip Elliott
Subject: FW: HGY/2023/0261_Berol Quarter, Ashley Road, London N17 9LJ

From: Elisabetta Tonazzi
Sent: Wednesday, May 3, 2023
To: Philip Elliott
Subject: HGY/2023/0261_Berol Quarter, Ashley Road, London N17 9LJ

Dear Phil,

the proposed development comprising the refurbishment and extension of locally listed Berol House and the erection of an adjacent new building at 2 Berol Yard, sits in the south-eastern corner of the Ashley Road South Master Plan.

The Hale has been over the last years a fast-changing part of the borough defined to the east by the River Lea valley with its open landscape, walkways, recreation spaces and wetland, and is bound to the west by Markfield park and the historic urban corridor of Tottenham High Road.

The townscape character of the Hale has been so far very fragmented and has been defined by surviving Victorian and Edwardian residential streets, post-war estates, later infill developments, industrial and business buildings, railway line, now gradually complemented by emerging new high-rise developments that, together with their new private and public spaces and landscape design, are progressively reconfiguring this eastern part of the borough. Compatibly with the local interest of Berol House as industrial heritage, and its low susceptibility to change, alterations to the locally listed building and fundamental change to its setting have been accepted in principle as part of the much needed regeneration of the area, and accordingly, a two storey extension to Berol House, as well as redevelopment of the site at 2 Berol Yard, were previously consented together with the recently completed Gessner development and other emerging tall buildings which are contributing to the new, contemporary and more enclosed character of the area.

Within this frame, the proposed refurbishment and three storey roof extension to Berol House, to provide office uses and an external terrace, constitutes an opportunity to sustainably retain, enhance and put into beneficial use the locally listed building while carefully reconfiguring it within its emerging new context. The building will be provided with new entrances and new internal route at ground level to improve permeability and will host retail and commercial uses at ground and first floor thus offering a more active frontage to Ashley Road.

The proposed additional two storeys will be sympathetically clad in terracotta tiles with dark power coated frames and detailing and will be crowned by a further, setback, top floor with double glazed curtain walling that will positively complement and improve the design of the host building and will sustain its use.

The extended Berol House will be adjoined to the east, where there is currently a car park, by the new 30 storey development at 2 Berol Yard which includes residential uses, community and indoor amenity space with a podium garden, retail ground level to the south and west sides, whereas car and cycle parking and landscaping will complement the north and east sides of the site.

The urban regeneration of this area will rest on a careful and integrated reconfiguration of buildings and places, such as the new pedestrian link 'Berol Walk' with trees connecting Berol House and 2 Berol Yard with The Gessner and One Ashley Road, or the new 'Gessner Lane' to the north, or the new public space designed to the south of Berol House and 2 Berol Yard that will host a winter garden until when it will connect in the future to a bridge link across Watermead Way as part of the masterplan aspiration to connect the Lea valley and Tottenham High Road.

The mass and forms of 2 Berol Yard have been carefully articulated and will gradually step up in height in such a way to address its local and wider context and while including a podium garden fronting Watermead Way and Gessner Lane, plus further amenity space on the upper floors and roof level.

The proposed scheme will altogether contribute to define the new urban character of the area through both the creation of a tall building on the existing car park backing Berol House and by conserving the built memory of the historic industrial use of the area as exemplified by Berol house. The re-design and extension of Berol House

respects and complements the industrial heritage character of the host building while providing distinctive and well-composed improvements to the host building. The new building at 2 Berol Yard building would successfully complement both the existing and emerging context through its articulated elevations, materials and variations in height that would help to break up the scale and form of the building and would frame, together with Berol House, new public spaces, and pedestrian routes.

The new public realm would benefit from high quality finishes and hard and soft landscaping. The new frontages and uses proposed to ground floor will provide increased activity and visual interest with an overall positive effect on the townscape character of the development site and on the setting of the locally listed Berol House.

The comprehensive townscape visual assessment supporting the application provides a clear understanding of the changing character of The Hale as experienced in the background of views across and out of Alexandra Palace Park, South Tottenham CA and Markfield park. The visual impact views include the cumulative schemes located within Tottenham Hale East as will be seen, among others, in views taken from various viewpoints along the Bruce Grove and Tottenham Green conservation areas along the Tottenham historic corridor. It is evident that there is already an ongoing high degree of change in scale and built form in the background of those views taken across the Tottenham Conservation areas and looking towards the Tottenham Hale station, and the transformation of this area is due to continue.

However, the proposed development would only be visible in the far background of the views across and out of the conservation areas and related heritage assets as part of a group of tall new elements of various heights and taller built forms such as the Millstream Tower, will be more prominent than the proposed development in some of these views, and particularly in the winter.

In views along Bruce Grove, where taller buildings are already characteristic of the wider townscape, the proposed development would be seen without harm in the context of historic townscape elements in the foreground.

In the long range views the new development would have a slender profile, stepping form and varied materials it would create a coherent cluster of tall buildings and a clear focal point in the townscape thus reinforcing the location of Tottenham Hale station.

The 2 Berol Yard building would signpost, in conjunction with an emerging townscape of taller buildings around Tottenham Hale, the new urban character and spatial hierarchy of the area, where the proposed development would become part of a new, varied skyline that will define Tottenham Hale town centre through a 'wave' skyline profile as envisaged in the council vision for the area.

The proposed development would very positively retain the locally listed Berol House, would conserve, and unveil its heritage significance and would improve the urban quality of its setting, without any negative impact on the legibility, primacy, and significance of other heritage assets in the borough, and while delivering much needed improvements to the urban character of its locality. The proposed development is supported from the conservation perspective.

Kind Regards,

Elisabetta Tonazzi ARB RIBA Conservation Architect
Principal Conservation Officer
Placemaking and Housing | Haringey Council