



FIGURE 144. Elevation view of Entrances to the Hotel, Residential and Amenity from Park Lane

5.5 BASE OF BUILDING: STREET AND PODIUM LEVEL

5.5.1 OVERVIEW

The solid pre-cast concrete materiality of the lower portion of the building has been carefully considered and selected. It is tactile, durable and approachable, softening the human experience of the building, whilst integrating into its surroundings.

The solid base of the hotel responds to the historic masonry building context of Tottenham and the High Road and creates a human scale to the base of the tower with that of the adjacent streetscape. The solid pre-cast concrete panels creates a complementary contrast to the tall glazed entrances at the street and podium levels as well as the higher levels.

The design of the base of the tower serves to mitigate microclimate conditions on street level at the entrance point to the Hotel and residential accommodation. It also serves as a deterrent to potential security and safety risks, as well as anti-social behaviour.

The glazed Hotel entrance acts as a lantern underneath the portico formed by a protecting 'folding blade' above. The glazing acts to provide passive way finding to the main front door of the building with a view to the activity within. The entrance to the apartments is also glazed and framed within the same facade, with good visibility from Park Lane / High Road. However it intentionally projects less than that of the Hotel lantern, recognising the hierarchy of entrances.

The base of the building on the northern elevation interfaces with the southern podium of the stadium. Following the same design strategy, the application of pre-cast concrete in this area creates an approachable and softer human experience while maintaining the continuity of the southern elevation, wrapping around the entire base of the building. It also provides views into the activation from the Hotel F&B activity taking place within the building.

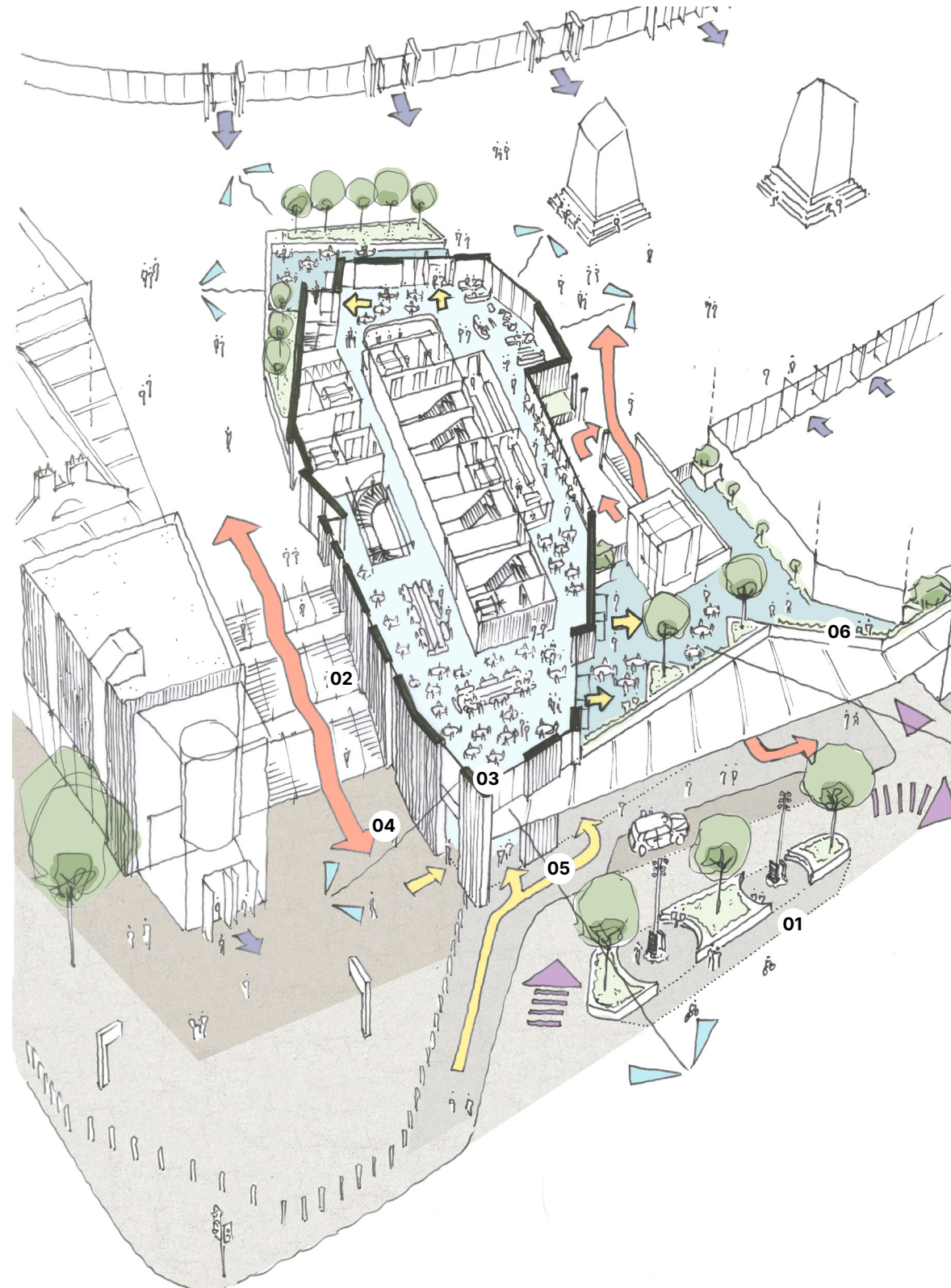
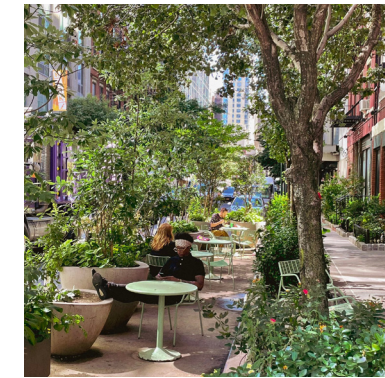
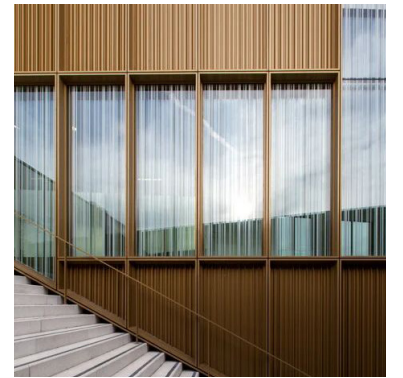


FIGURE 145. Concept Sketch - Tower Base at Ground and Podium



01 Integrated Seating and Planting



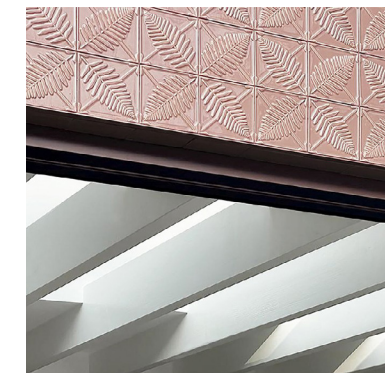
02 Materiality Reflecting Cast Iron Cladding



03 Daylight and Sunlight Permeability



04 Textured Pre-Cast Concrete Panels



05 Embossed Art Material at Ground Level



06 Perimeter Planting to Canopy

KEY

-  Public Route
-  Entertainment
-  Hotel Users
-  Parking Access
-  Vehicular Access

-  Views Out
-  Hotel Floorplate
-  Hotel Podium



FIGURE 146. Street level view of the glazed lantern Hotel lobby

5.5 BASE OF BUILDING: STREET AND PODIUM LEVEL (CONTINUED)

5.5.2 CREATIVE INTERVENTION / PUBLIC ART

The importance of public art is recognised and the design includes indicative areas where art installations can complement the design of the building and open space.

Through the articulation of the base of building, opportunities for creative interventions can be implemented at various areas around the building, including:-

- Free standing sculptures in Park Lane Plaza.
- Designs or relief patterns on the pre-cast facade panels at the base of the building
- Art work in the lobby of the hotel, further complementing the idea of creating a 'lantern' at the base of the building.
- Murals or public art work on the north-west facade of the podium level.

The Applicant's Business and Community Liaison Group (BCLG), will consult with the Haringey Culture Network, a group convened by Haringey Council, which consists of local arts and culture organisations within the borough.

The Applicant has also expressed the importance that the artwork should speak to and reflect the culture of the local Tottenham community. The Applicant will engage with Made By Tottenham, a local creative business directory featuring artists, designers, makers, and other creatives based locally.

Made by Tottenham and artists will be invited to submit their ideas on creative interventions that showcase works of local artists and create pieces of art of sculpture inspired by the area of Tottenham.

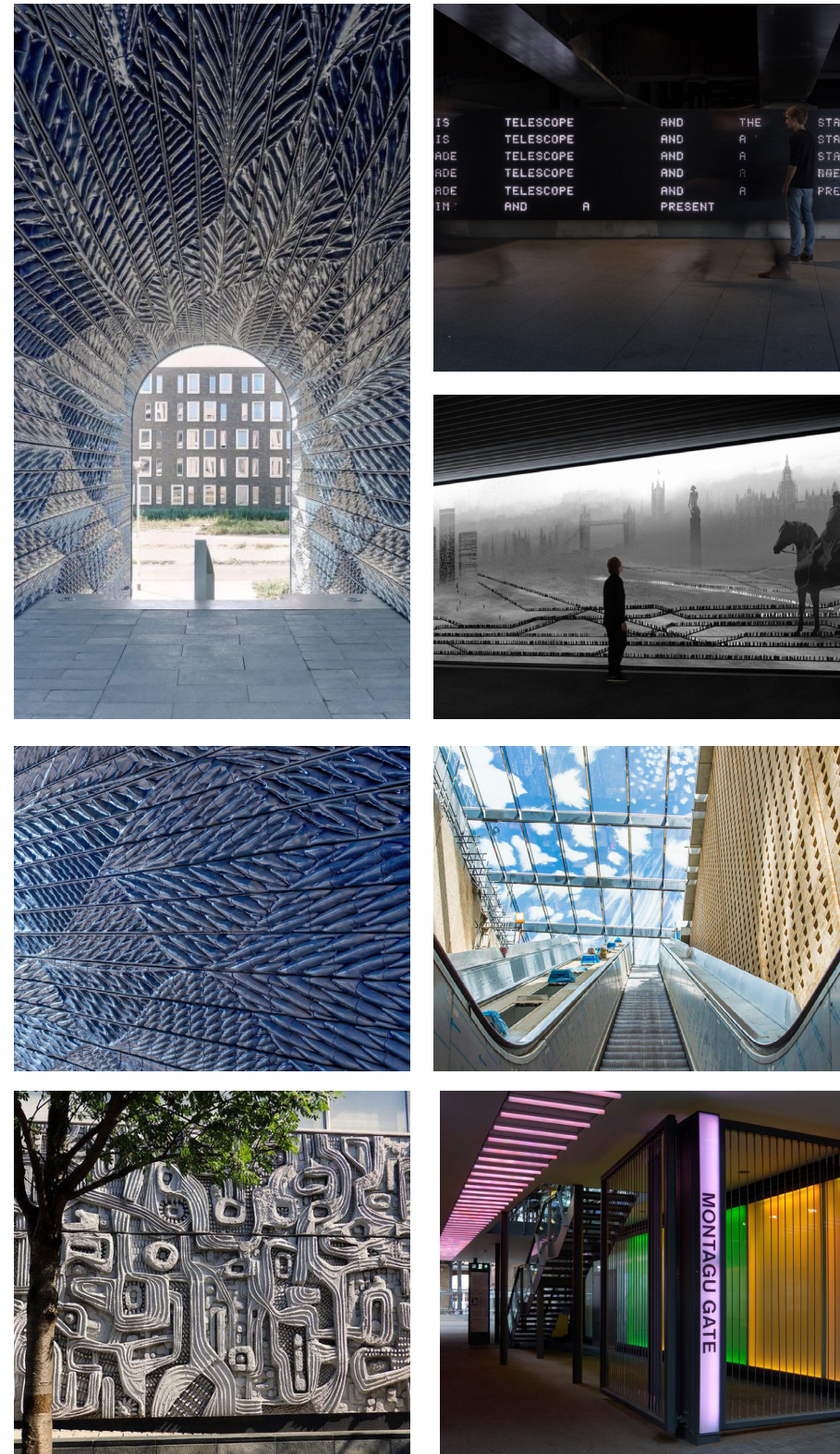


FIGURE 147. Public Art Precedents

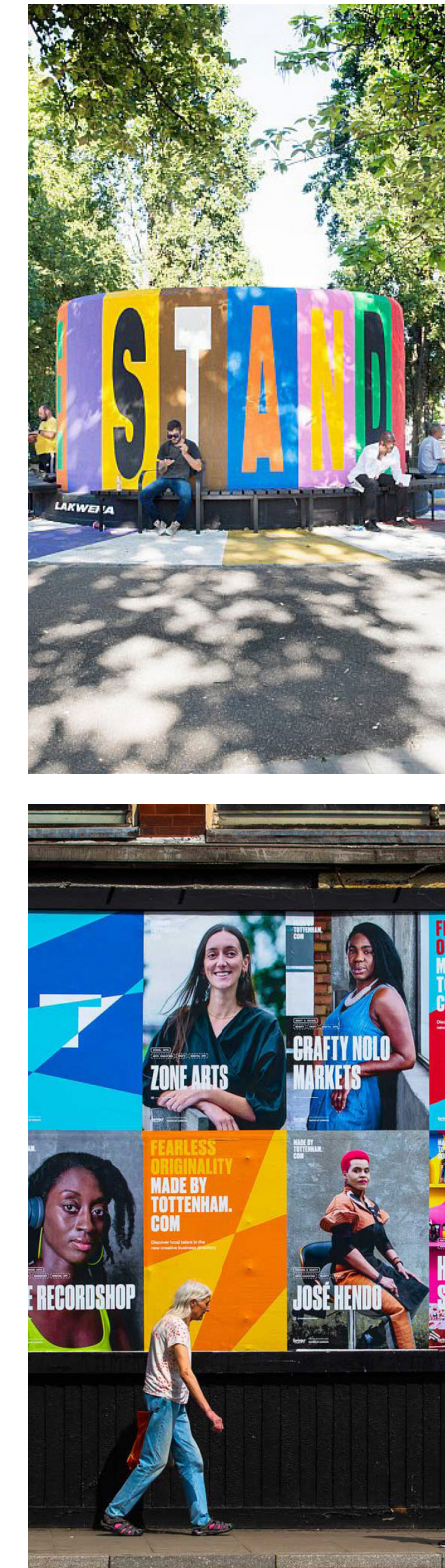


FIGURE 148. Made By Tottenham

MADE BY TOTTENHAM

- ALL CRAFT & MAKING
- MEDIA, FILM & PHOTOGRAPHY
- VISUAL ARTS FASHION & BEAUTY
- MUSIC & PERFORMING ARTS
- FESTIVALS
- ARCHITECTURE & DESIGN
- TECHNOLOGY BUSINESS

By Category

- ANIMATION ARCHITECTURE ART
- ARTS EDUCATION BEAUTY
- BLACK WOMEN BROADCAST
- CIRCUS CO-WORKING SPACE
- COMEDY CONTENT CRAFT
- CRAFT MAKING FESTIVALS DANCE
- DESIGN DIGITAL ART
- DIGITAL DESIGN DIRECTORY
- EVENT EXPERIENTIAL DESIGN
- FASHION FESTIVAL FILM
- FINE ART FURNITURE
- GRAPHIC DESIGN HISTORY
- ILLUSTRATION INTERIOR DESIGN
- IT JOBS
- LITERATURE AND WRITING
- LIVE MUSIC MAKER
- MANUFACTURING MARKET
- MARKETING MEDIA MIXED MEDIA
- MUSIC PERFORMANCE
- PERFORMING ARTS PHOTOGRAPHY
- PRINT PRODUCT
- PRODUCT DESIGN PUBLISHING
- SOCIAL MEDIA SOFTWARE
- STUDIO STUDIOS SURVEY
- VENUE WORKSPACE WRITING