

Berol Quarter

Community Culture & Commerce Strategy



Berol Quarter

Preamble

Berol Quarter

Developments progress, and as they do there are moments wherein a decision might well transform the development into a very special project. It is at the cusp of that transformance that we rest today.

Barclay Square Developments have reassessed their vision for the final phases of Berol Quarter. The 2 Berol site will become a landmark residential tower with a podium rich in vibrant and necessary commercial and civic activity. Ever more importantly, the strategy for the redevelopment of the legacy Berol House has evolved beyond more residential and into it becoming a home for workspace, studios, entrepreneurs and incubators resting above an enlivened and permeable ground plane of independent retail, food and beverage, makers studios and boutiques.

The ambition is to make Berol House the heart of a new community centre for all of Tottenham Hale, a home for daytime and night time modern lifestyle as it too grows and matures as an important residential community. The moment has come where the regeneration of the heart of Tottenham Hale moves from the building of buildings to the creation of marvellous place.

This document and the high level marketplace assessment shares evidence of a wish to learn of all of the Tottenham community – those who have lived here for their lives to those who are about to arrive – to understand the best manner of place building for them. This is indeed the first step in our ongoing investigation, yet it is evidence that our transformed vision is true and the opportunity for community great.

Berol Quarter

Community Culture & Commerce Strategy

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Berol Quarter

Berol House today

Berol House today owns an important role in the business of Berol Quarter. It is to this day a commercial workhorse.

- Berol House currently provides workspace for a range of businesses on leases varying in length from a few years to 20 years. Most leases and occupiers are short to medium term, which relocate once they outgrow the existing facilities.
- Short term leases: 40% of the total floor area is leased to businesses on leases which expire within the next 3 years.
- Medium term leases: 30% of the total floor area is leased to businesses on leases which expire within the next 5 years, with tenant rights to break after 3 years.
- Longer term leases: 30% of the total floor area is leased to businesses on leases which expire within the next 12 years.
- It is expected that as the short term leases expire, meanwhile uses tenants will be encouraged, or rolling leases provided to existing tenants, to align with those medium term leases.
- Following receipt of the planning permission for the Berol Quarter, discussions will commence with the longer term leaseholders to establish the opportunity to be relocated within 2 Berol Yard – which we expect will be completed around the same time as the expiry of the medium term leases. This would enable the vacant possession of Berol House and enable full refurbishment.

B

Berol Quarter

Social Context

Berkley Square Developments, with two partner developers and Haringey Council, in 2017 set out to craft a master development strategy for a new collection of residential developments along the Ashley Road. They did so with a sense of the creation of an urbane village rich in orthogonal streets and landscaped public realm.

It is with the proposed delivery of the final development in their portfolio that Berkley Square Developments has recognised the opportunity within their gift to evolve approach to the redevelopment of Berol House, which sits at the heart of that master strategy. Previously planned and approved as a residential development they have now the opportunity to bring to reality a home for independent retail and workspace, a public space and a lifestyle experience for the whole community.

Having worked in Tottenham Hale for over 10 years, Berkley Square Developments is aware of many of the social and economic challenges the legacy community face and in this transformation, endeavour to embrace these challenges to deliver an inclusive destination. They are also aware, given the research herein, that there are winds of transformation bringing support for the legacy challenges as well. People are moving into the ward and staying, raising families and finding work in the area – building community. Creative Industries businesses are emerging and growing here, in Tottenham . . and incrementally, the ability for legacy families and new residents are finding that life can get better, be more rewarding, safe and successful in Tottenham Hale.

1

Berol Quarter

Tottenham Hale

The Tottenham Hale area benefits from unique environmental, social and economic assets. The open landscape of the Lee Valley Regional Park is a short walk away from Tottenham Hale station as a major leisure and community resource; there is a diverse and tight-knit local community who are passionate about the future of the area; and Tottenham Hale is emerging as a location of choice for a growing community of creative industries.

The district is represented by the Tottenham Hale ward in the London Borough of Haringey. In the 2011 census the ward counted a population of 17,300.

Statistically:

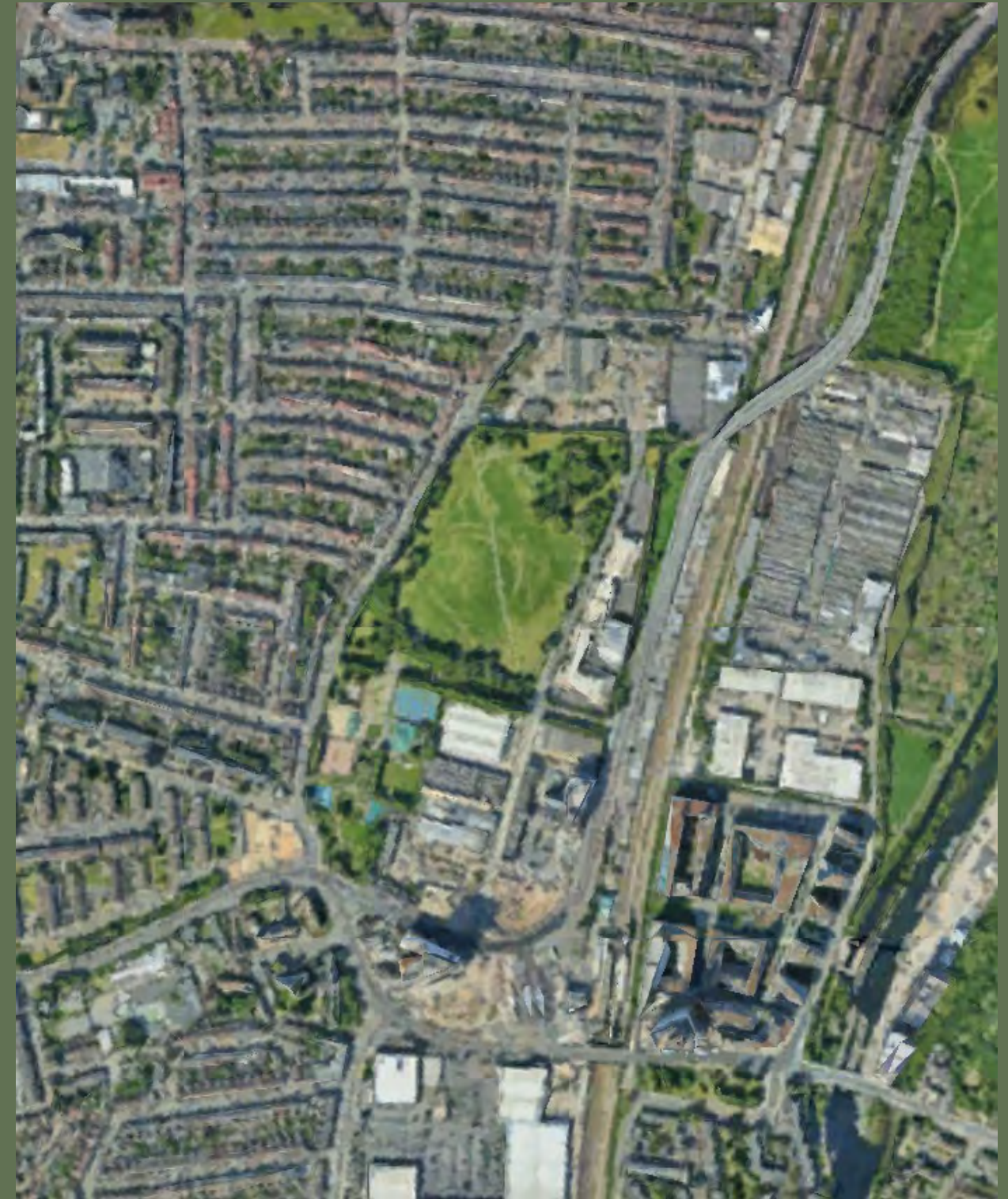
1.9 square kilometres

10,250 persons per sq km

20,000 population

29% open space

Tottenham Hale DCF 2014

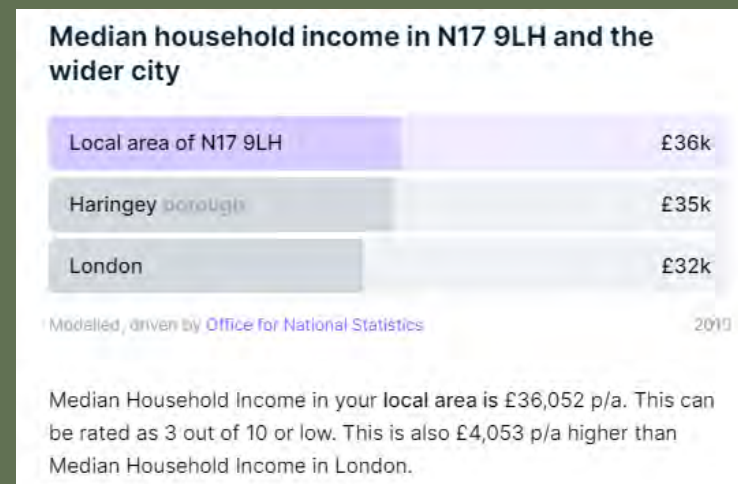


Berol Quarter

Tottenham Hale

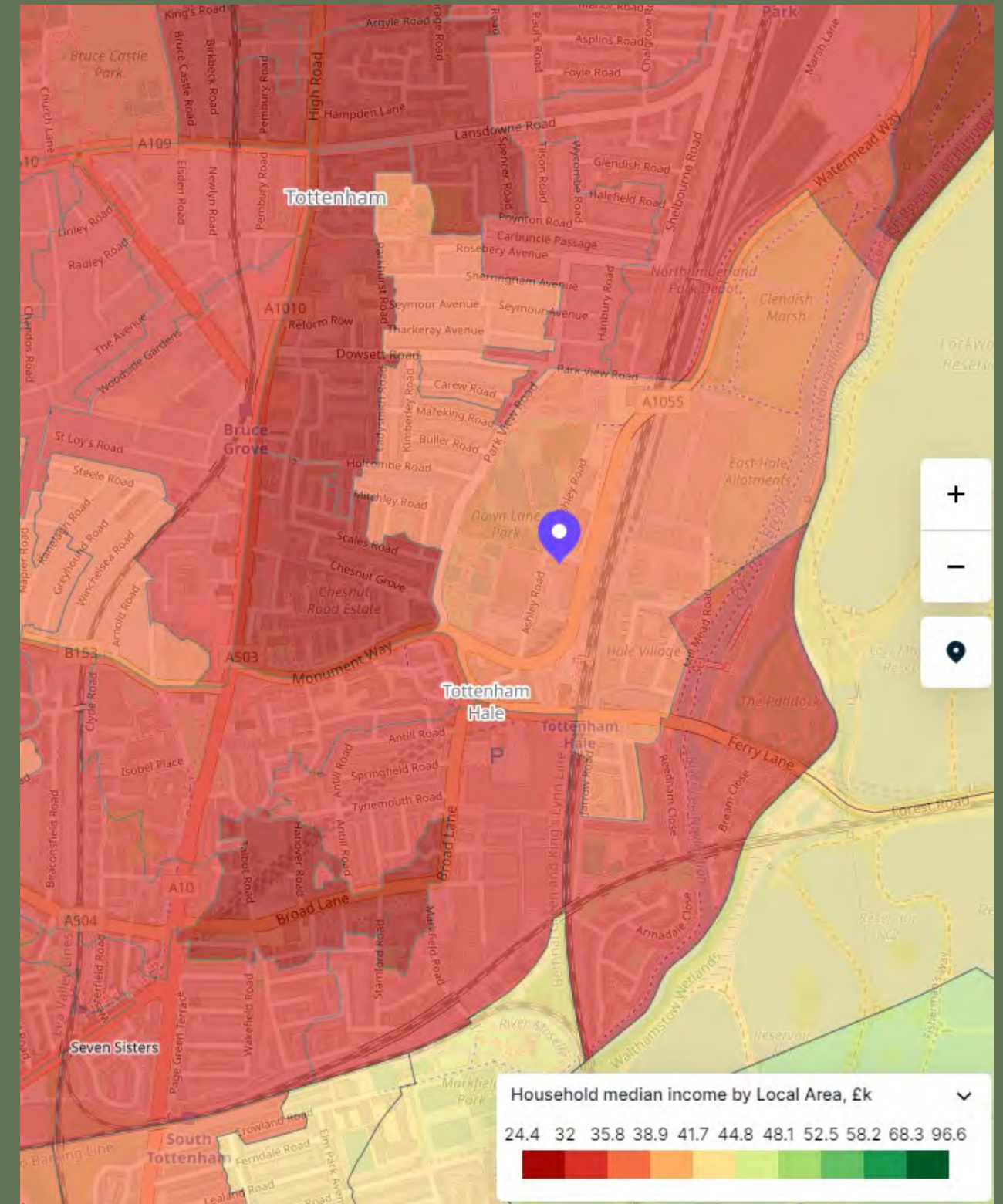
Median Income

In the context of an overall measure, the median household income of the Tottenham Hale Ward is considered, on balance, low. However the median income represented is £4,000+ higher than the London average and the Ashley Road/Heart of Hale developments rest at the heart of a subregion of residential whose median income appears 10% more stable than the environs adjacent.



How this informs?

The community character and commercial strategy of Berol Quarter must find a manner of offer that is accessible, affordable and personal to the broadest levels socioeconomic of the community, whilst also being aspirational. This is a fine balance to attain, yet embracing local success stories and traders and a promise of opportunity for them, we would well be a leading community destination for the whole of Tottenham Hale



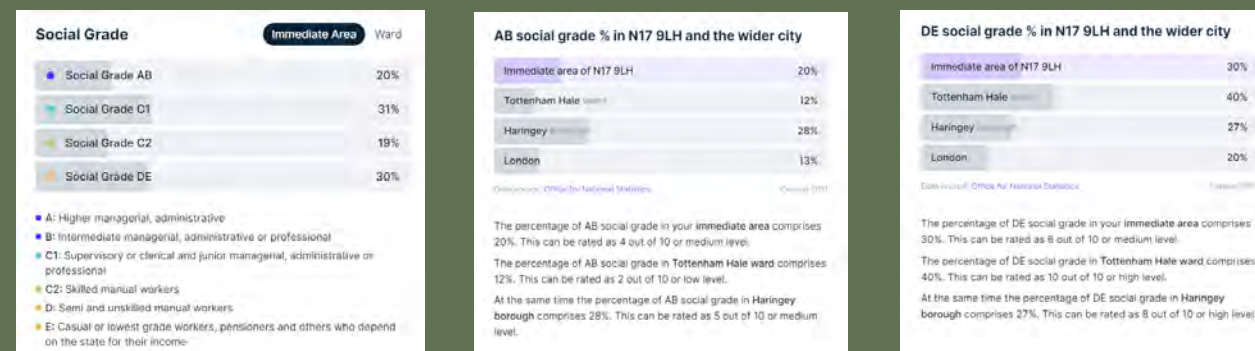
Source: <https://crystalroof.co.uk/>

Berol Quarter

Tottenham Hale

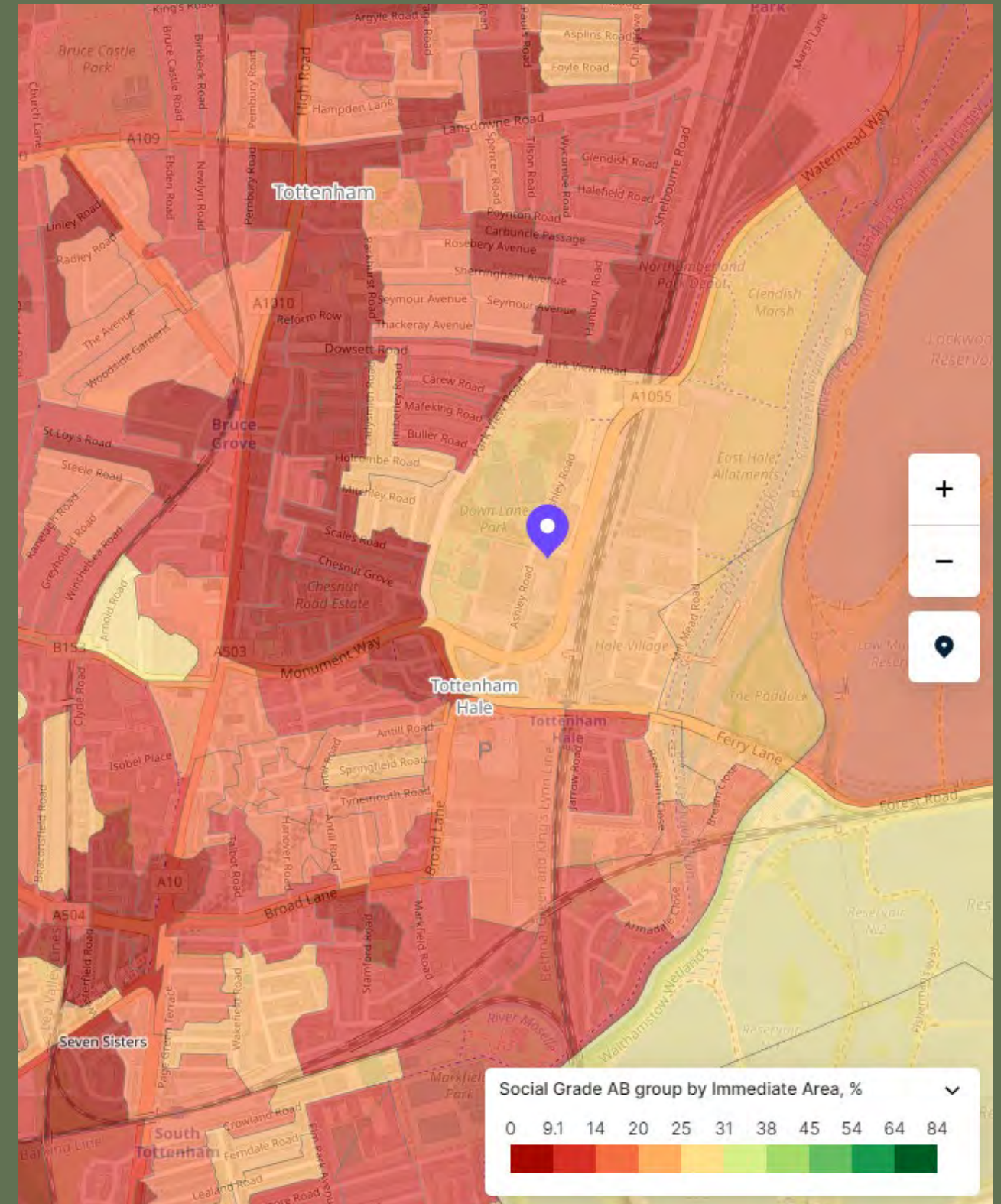
Social Grade

The social construct of the Tottenham Hale community rests firmly in top half of the Social Grades showing over 50% in the A,B,C1 categories. Taking then the C2 Social Grades into consideration the social construct the community the collective exhibits 70% resting in Social Grades fundamental to transformative commercial growth.



How this informs?

The community construct (social grading) shares that there is a broad platform of solid socioeconomic construct; the form of construct that leads to building an ever more thriving sense of community ownership and by Berol Quarter bringing forward community commercial to serve all, offices and workspace within which to grow new businesses and cultural and well being occupiers to embrace we offer a platform for that broad socioeconomic base to convene, converse and create their ideal neighbourhood community. Taken with the many new homes being delivered in Tottenham Hale, we will join in retaining young talent, helping emerging businesses to grow and give reasons for families to settle and stay.



Source: <https://crystalroof.co.uk/>

Berol Quarter

Tottenham Hale

Qualifications

The Tottenham Hale community exhibits over one third of the resident population embrace a single degree or more. Nearly half of the community own successful A levels and above.

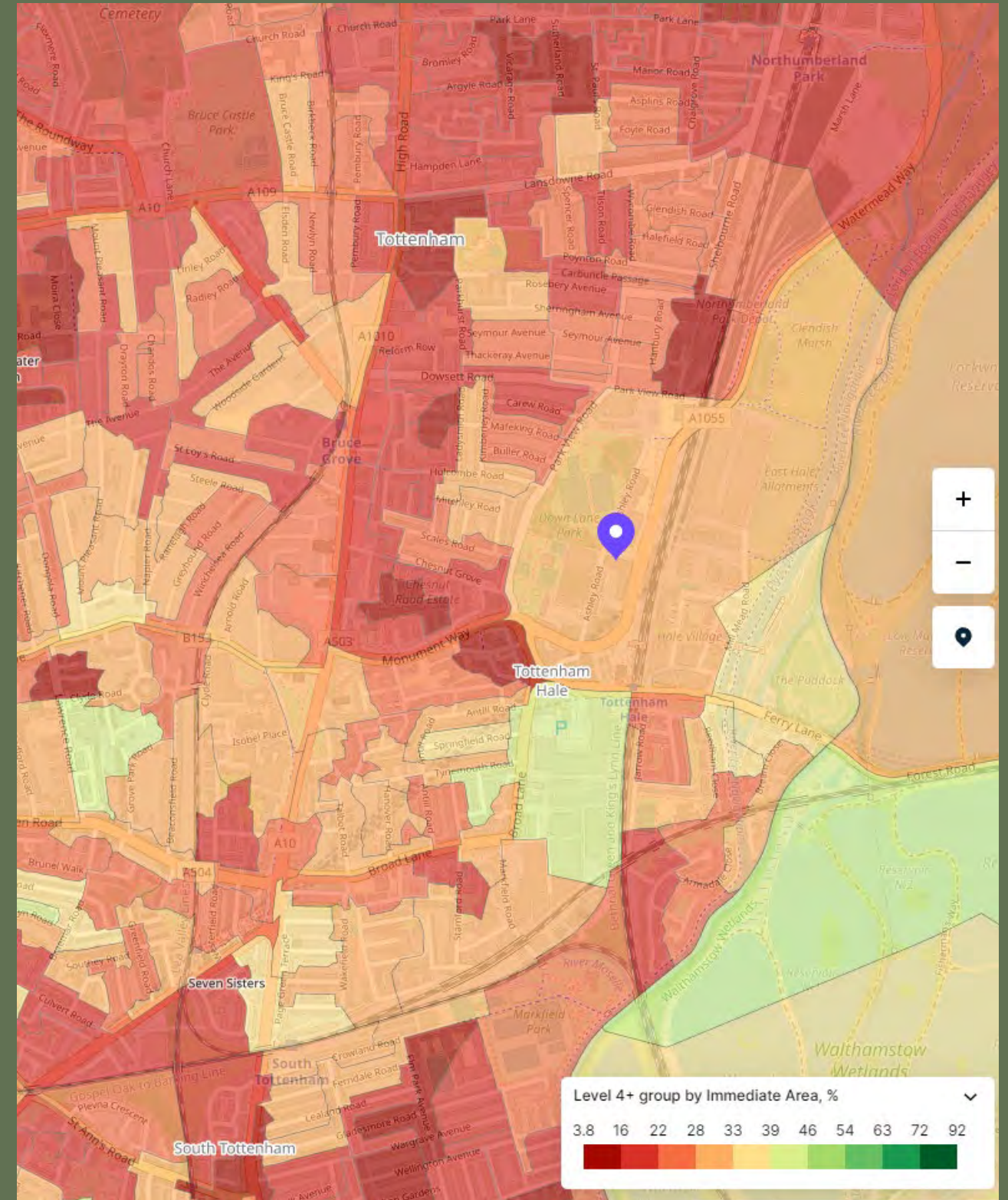


Entrepreneur businesses

The level of new businesses launched in Haringey have been 11,380 and 11,670 in 2018 and 2019 respectively. The qualifications base of the community is well positioned to grow these figures.

How this informs?

There exists the foundation for the growth of an enriched resident knowledge base as well as greater potential to support emerging entrepreneurial businesses. To the degree the commercial strategy can, it should facilitate the growth of opportunity in growing emerging local business and brands – both commercial/retail brands as well as those that are more office based and in need of support.



Source: <https://crystalroof.co.uk/>

Berol Quarter

Tottenham Hale

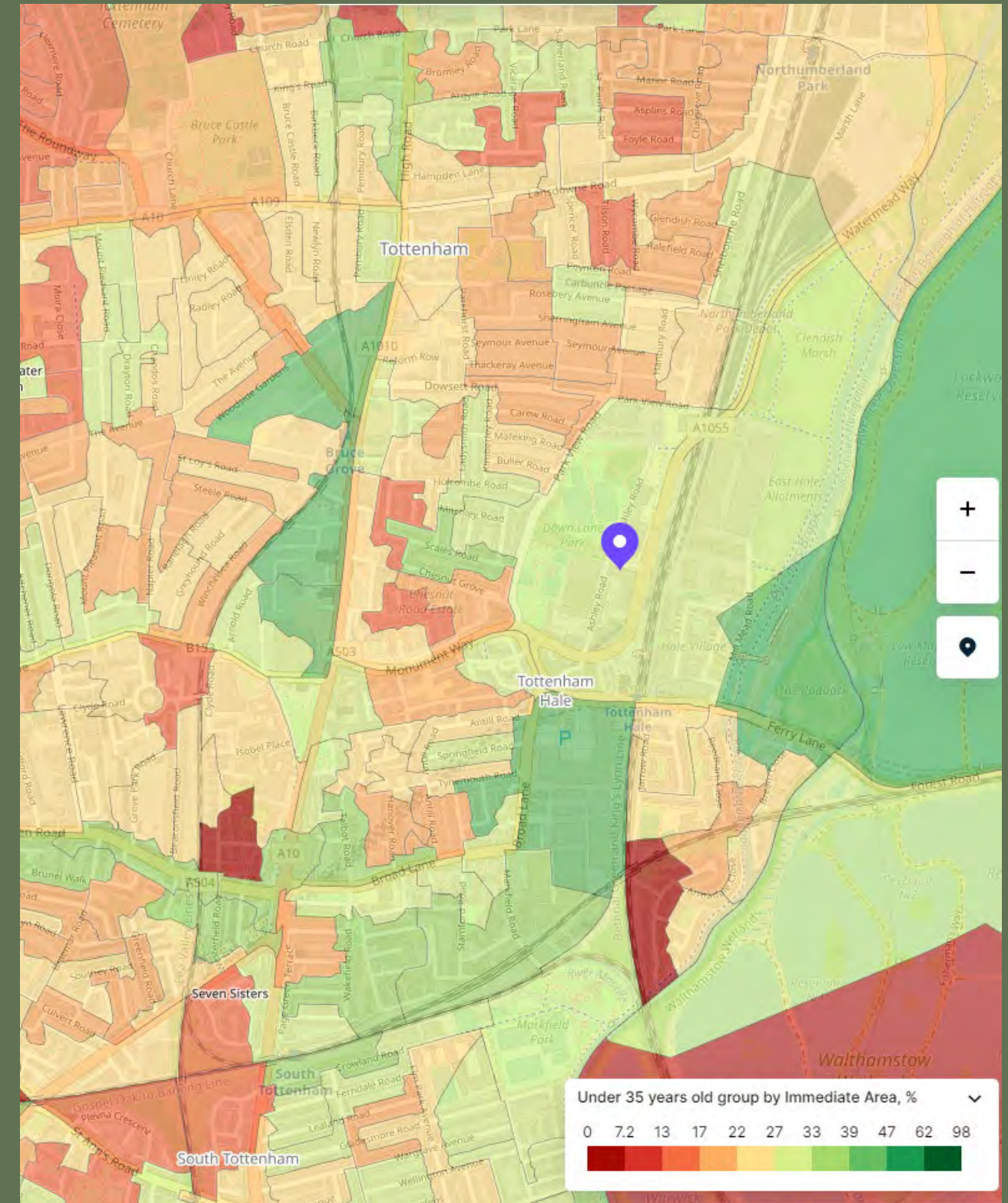
Household Lifestage

The Tottenham Hale community exhibits a lifestage construct that exhibits a stable near half of it's population between 35 and 54 years old suggesting a fundamentally stable, balanced and growing community. Growing in families, growing in career and incremental prosperity. The significant proportion (32%) of resident population under 35 years old suggests a need to provide all things necessary in community opportunity to retain that workforce, talent and community heart in Tottenham Hale



How this informs?

The balance of Lifestage in the Tottenham Hale community would guide the Berol Quarter to deliver a sense of place, a character of place that makes for a positive and upwardly lifestyle. Delivering a liveable and workable community in the heart of the district will retain entrepreneurs and innovators as well as legacy residents through a sense of responsible ownership of their lifestyle, their place, their sense of purpose and enjoyment – we can maybe inaugurate and foster that all important sense of hope and opportunity.

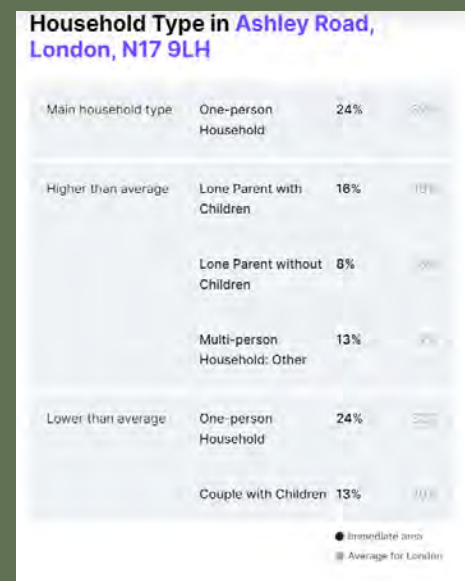


Source: <https://crystalroof.co.uk/>

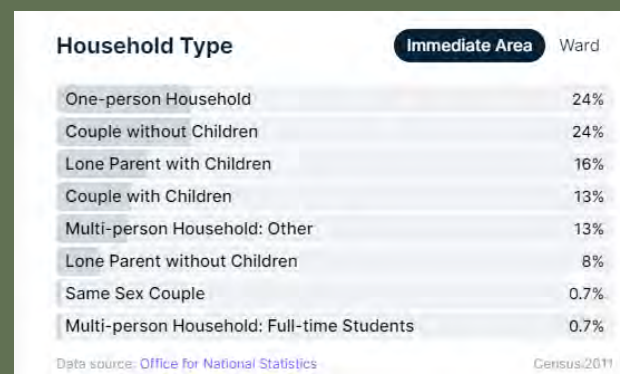
Berol Quarter

Tottenham Hale

Household Type

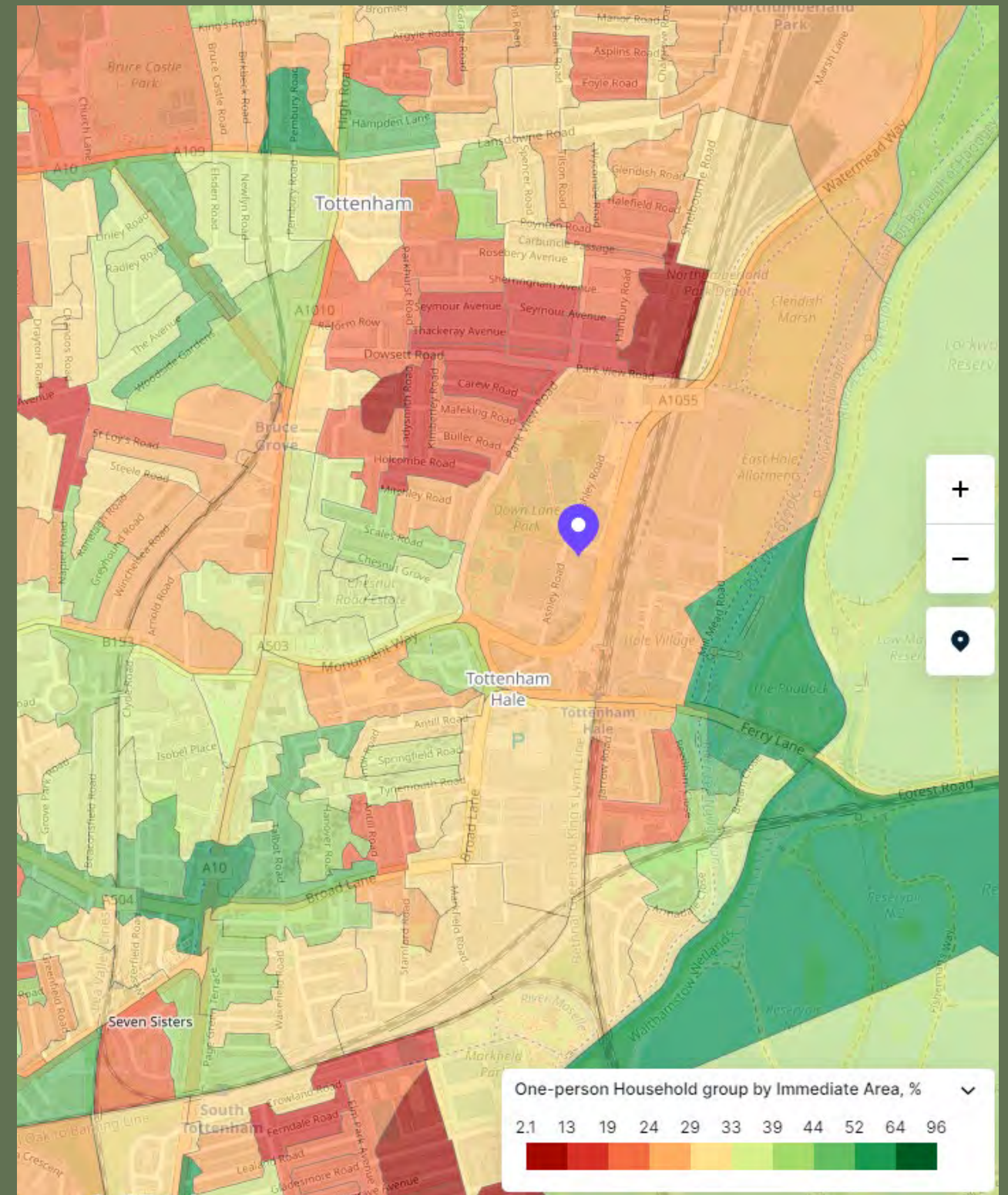


The Tottenham Hale community exhibits a household occupancy type that is remarkably nearly 50% single person/single adult in nature. Considering households without children, the community holds approx. 70% homes with adults, no children and leisure time on their hands.



How this informs?

The notable amount of residences of adult dwelling without children – 70% - suggests there is a massive market opportunity to create a form of lifestyle community that serves this population in terms of needs and necessities, convenience and specialisms, flexible workspace and officing, leisure and entertainment . . . and moreover a wonderful “place” in their neighbourhood to just hang out and socialise.



Source: <https://crystalroof.co.uk/>

Berol Quarter

Tottenham Hale

Transport

The Tottenham Hale community connections to overground, underground and bus transport networks is remarkable.

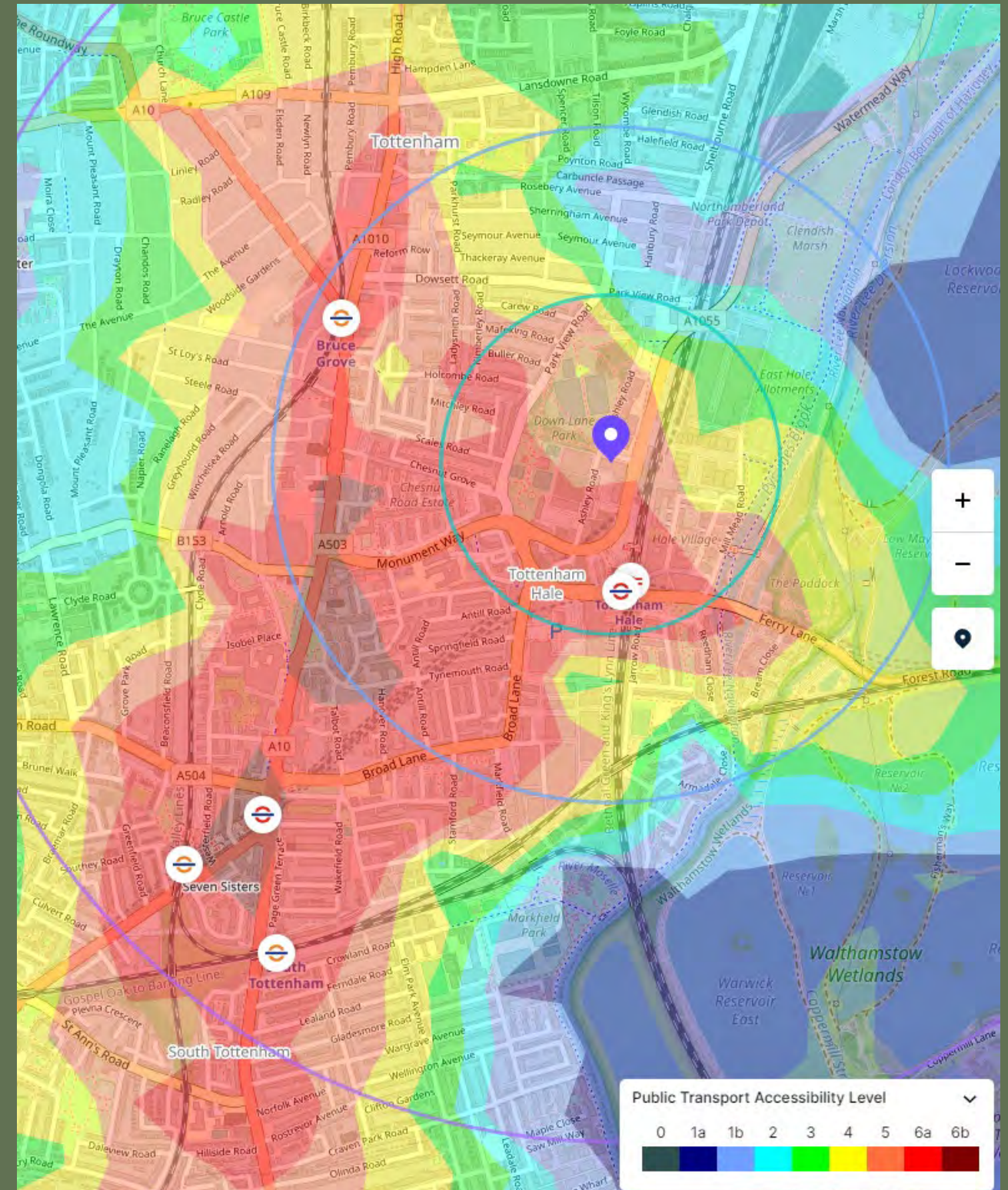
London Underground annual entry and exit	
2017	▼ 12.47 million ^[2]
2018	▲ 17.26 million ^[3]
2019	▼ 14.03 million ^[4]
2020	▼ 7.26 million ^[5]
2021	▼ 7.12 million ^[6]
National Rail annual entry and exit	
2016–17	▲ 7.939 million ^[7]
– interchange	▲ 0.367 million ^[7]
2017–18	▲ 8.171 million ^[7]
– interchange	▼ 0.366 million ^[7]
2018–19	▲ 8.532 million ^[7]
– interchange	▲ 0.396 million ^[7]
2019–20	▲ 9.245 million ^[7]
– interchange	▲ 0.575 million ^[7]
2020–21	▼ 2.652 million ^[7]
– interchange	▼ 0.178 million ^[7]

The transport centre has managed significant underground and overground footfall in years passed and is equally well served by no less than 8 bus routes. The transport service makes Berol Quarter and adjacent developments accessible living for London based jobs.

It is understood that a significant proportion of the transport footfall will be generated by the special events that happen at the White Hart Lane venue, however this footfall is considerable enough to drive trade.

How this informs?

The exceptional transport service provided at the Tottenham Hale station is oft and initially seen to benefit those who need to/wish to leave Tottenham Hale on a regular basis – for work or leisure. However creating a thriving, living and vibrant lifestyle commercial offer in Berol Square, with links to a renewed Down Lane Park and Tottenham High Road suddenly the excellent transport is a fresh way in to Tottenham Hale.



Source: <https://crystalroof.co.uk/>

Berol Quarter

Tottenham Hale

Local Amenities

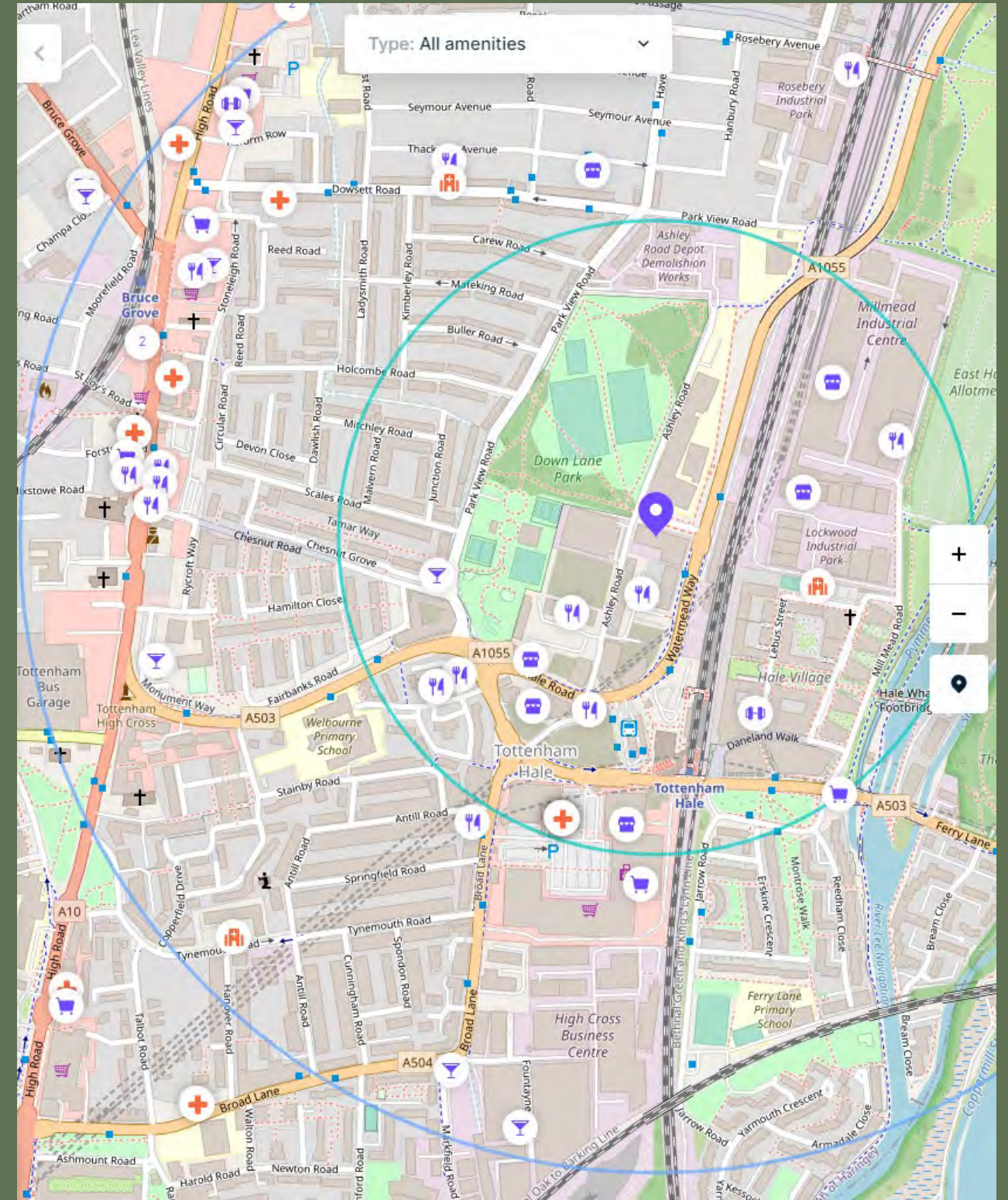
The Tottenham Hale community amenities are currently dispersed, without curation and largely of a convenience and necessary/need nature.

The proximity to the Tottenham Hale retail park serves a destinational retail need but is a largely soulless experience.

The preponderance of the casual, wandering retail commercial offer happens along the Tottenham High Road; a ten minute walk away and longer going north along it

How this informs?

As residential development continues around the Tottenham Hale Transport Hub in both north and easterly directions, the greater the demand for a considered, cohesive and curated commercial offer within the hearts of these emerging neighbourhoods.



Source: <https://crystalroof.co.uk/>

Berol Quarter

Tottenham Hale

Down Lane Park Renewal

Haringey have embarked on a community design process focussed on the redesign and renewal of Down Lane Park.

The park is a significant contributor to the lifestyle within Tottenham Hale and importantly a significant positive aspect of the setting for the Ashley Road campus.



How this informs?

As the final stages of Berol Quarter and the Ashley Road/Heart of Hale campus comes to fruition, a full and complete regeneration of Down Lane Park adds significant lifestyle value to all developments.

A redesigned park with enhanced public service and sports facilities and a most remarkable landscaping redesign will bring better use of the park and greater safety within the park. Taken with the range of new residential coming available, Tottenham Hale will soon become a sought after destination community that many wish to be part of.



Haringey Council

Tottenham Hale

Summary

Median Income

£35K - £4k higher than London

Social Grade

50% in ABC1 . . 75% ABC1,C2

Qualifications

33% a degree, 46% A Level +

New businesses

10,000 pa year on year

Lifestage

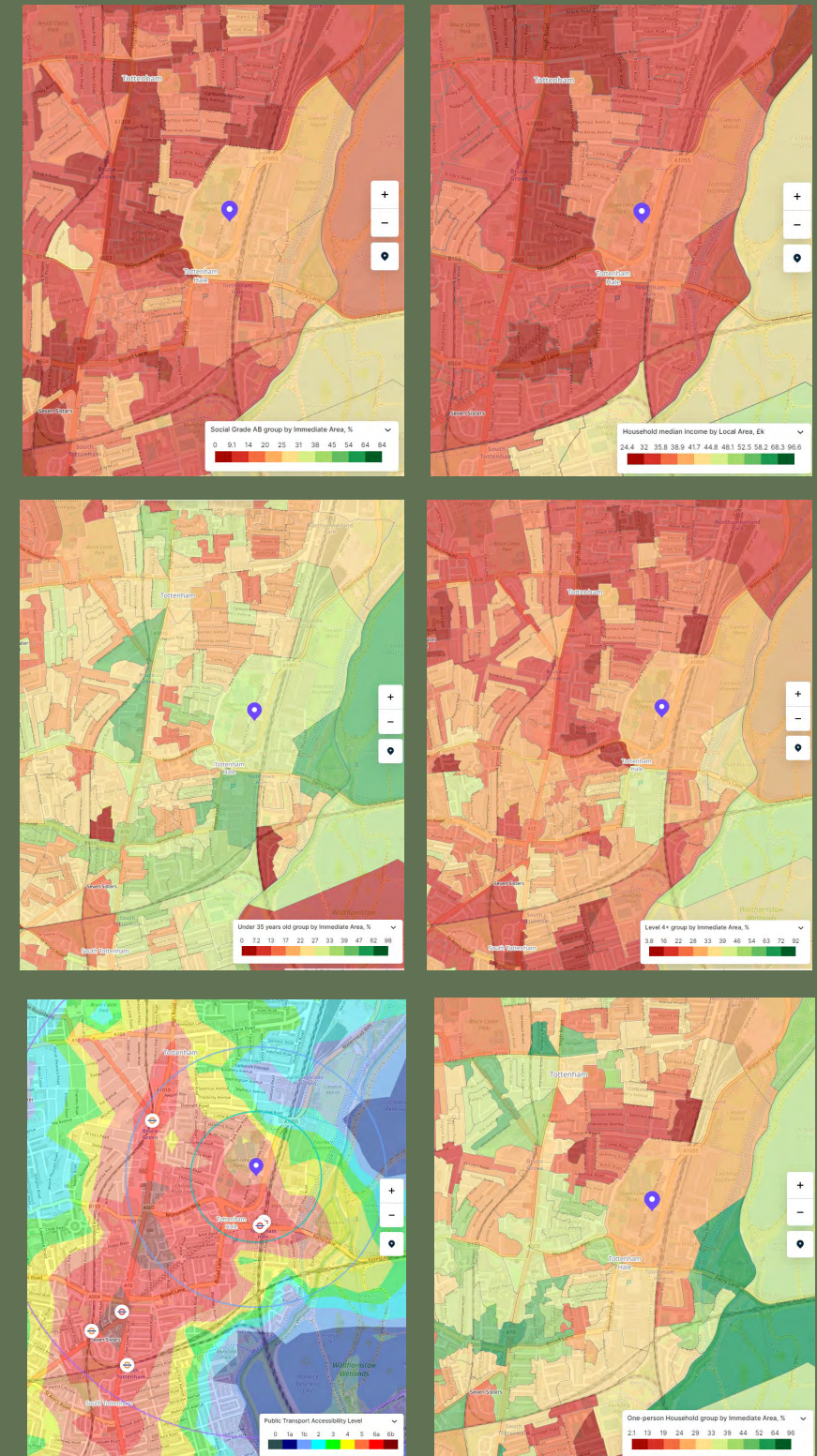
43% between 35 – 54

32% under 35 16% Over 54

Household type

56% one/two people per house no kids

Transport hub – 10 million pa



Tottenham Hale

Summary

So . . .

- we have a borough that requires **1,200 new homes per year** to meet demand (KF 2019)
- a relatively well educated community,
- high percentage of mobile, child free mature patrons – with time on their hands
- a young population growing that needs focus, jobs, training
- a place without sense of destination and limited space for commercial, services, offices, food and beverage or makers/creators
- **in a ward that desires an urban heart and soul**



Berol Quarter

Behavioural Context

The past three years have transformed so many aspects of the way we live. Commercial and retail operations have been challenged deeply bringing on a greater emphasis on integrity and authenticity, personalisation and craft. The word “localism” has become a behaviour, not a description. The manner in which we work has been redefined and reformed. Systems and methods have grown swiftly and are so remarkably embraced by so many. Work from home has taken on a whole new meaning.

These lifestyle transformations have understandably informed and defined the strategy we have taken in reconsidering the heart of Berol Quarter. We design and position for the future as we have no legacy to transform. Crafting the new Berol Quarter into an exciting centre for the new lifestyle serving the daily needs, the workday needs, solving the wishes for wellness and delivering a place where people come together to create a neighbourhood only they can own.

2

Berol Quarter

Tottenham Hale

Changing face of retail

The high street is in utter transformation. The demise of so, so many brands – large and small – is creating great challenge for the retailing marketplace.

The challenges are not solely within the fashion retail and multiple business groups as food and beverage has also been transformed. It seems the bigger, multiple operators whose business had stretched capital resource and agility suffer the most.



How this informs?

The marketplace holes created by the retail collapse are being filled by new and fresh innovations and concepts. The mid stage, emerging growth brands in retail and food and beverage are cleverly moving with an exceptional agility into places and spaces vacated. However they tend to be using much less space, much less fancy installations or fit outs and working within narrow brand interest seams . . . richer narrative, greater quality, better value for money. Berol Quarter can become a new home for the most innovative, provocative and special.



Berol Quarter

Tottenham Hale

Changing face of work

The changing face of work began years ago with the emergence of the Wework type of flexible workspace product. Proliferating throughout the major cities in the world, this new pattern of work was beginning to challenge the traditional corporate definition of the office and workplace behaviour.

The pandemic then has hastened the work from home initiative and it too has now embedded into our definition of “office” and the practicing of it shall proliferate in the Berol Quarter residences.



How this informs?

The predominance of residential within Berol Quarter and the adjoining developments sets forth a knowing that there will be significant numbers of people working day and night in the flats and townhouses above. This is one of the collection of aspects of the new working world that drive the ground plane and first floor uses to being highly socially engaged and enriching uses. The lifestyle mix of commercial plan must foster spaces and activities in the offers that bring these residents down from their workspace flats and into a vibrant society below.



Berol Quarter

Tottenham Hale

Changing face of the street

Once the province of the passers by in a system of movement without pause . . . the street has now become “place” and a vibrant and exciting events venue. The design of these streets to afford the new forms of dining and commerce has become an essential ingredient to the delivery of active and enlivened mixed use developments. The new street requires an operations team that manages and organises the many diverse activities, festival and markets that likely will come to animate the spaces



How this informs?

The fabric of public realm within the Berol Quarter and Ashley Road form an important fabric of space for animation at the heart of this most important community.

The design of this public realm to provide a flexible and agile environment for all manner of activity is an imperative.



Berol Quarter

Tottenham Hale

The Micro Moment

The micro-moment is a personal moment that comes in an instant . . it fuels an insatiable instant, is owned with impunity and fosters a rich localism.

In 2019 Google saw an increase of 500% in “near me” searches

The moment let's us learn something, do something, discover something, watch something, buy something and share something . . . NOW

How this informs?

The Community Commercial mix must share a blend of uses and brands that create a reason to come out, to engage and enjoy – at all times of the day. A leading aspect of that coming out to engage with others has to do with a persons sense of calm, peace and safety.

The diverse commercial mix and business community we will create will be a weave in the fabric of public realm within the Berol Quarter and Ashley Road that will both animate and make safe our public spaces

The creation of that safe space and the animation of them are at the heart of this most important community.

The commercial mix and the design of the public realm both play an important role in manifesting that sense of peace and safety.



Berol Quarter

Tottenham Hale

Trends

Constant Access

1 in 3 people check their phone within 5 minutes of waking

Deloitte

<https://www.deloitte.com/global/en/Industries/tmt/perspectives/gx-global-mobile-consumer-trends.html>

Experience, not objects

85% find that the experience a company provides is as important as its product/service

Gensler

<https://www.gensler.com/uploads/document/552/file/Gensler-Experience-Index-2017.pdf>



Berol Quarter

Tottenham Hale

Trends

Embedded Tech

81% who visited a space with the latest tech rated their experience as a great one

Gensler

<https://www.gensler.com/uploads/document/552/file/Gensler-Experience-Index-2017.pdf>

Design Matters

71% who visited stores without the intention to purchase ultimately made a purchase

Gensler

<https://www.gensler.com/uploads/document/552/file/Gensler-Experience-Index-2017.pdf>



Berol Quarter

Tottenham Hale

Trends

Seamless Access

80% of people research online even when they intend a bricks and mortar purchase

AIGA



Place Matters

85% of people report they visit public spaces to spend time with family and friends

Gensler

<https://www.gensler.com/uploads/document/552/file/Gensler-Experience-Index-2017.pdf>



Berol Quarter

Social Value Assessment

It is important that when one espouses a sense of mission in response to a community need that there are tools available that focus efforts and allow success testing.

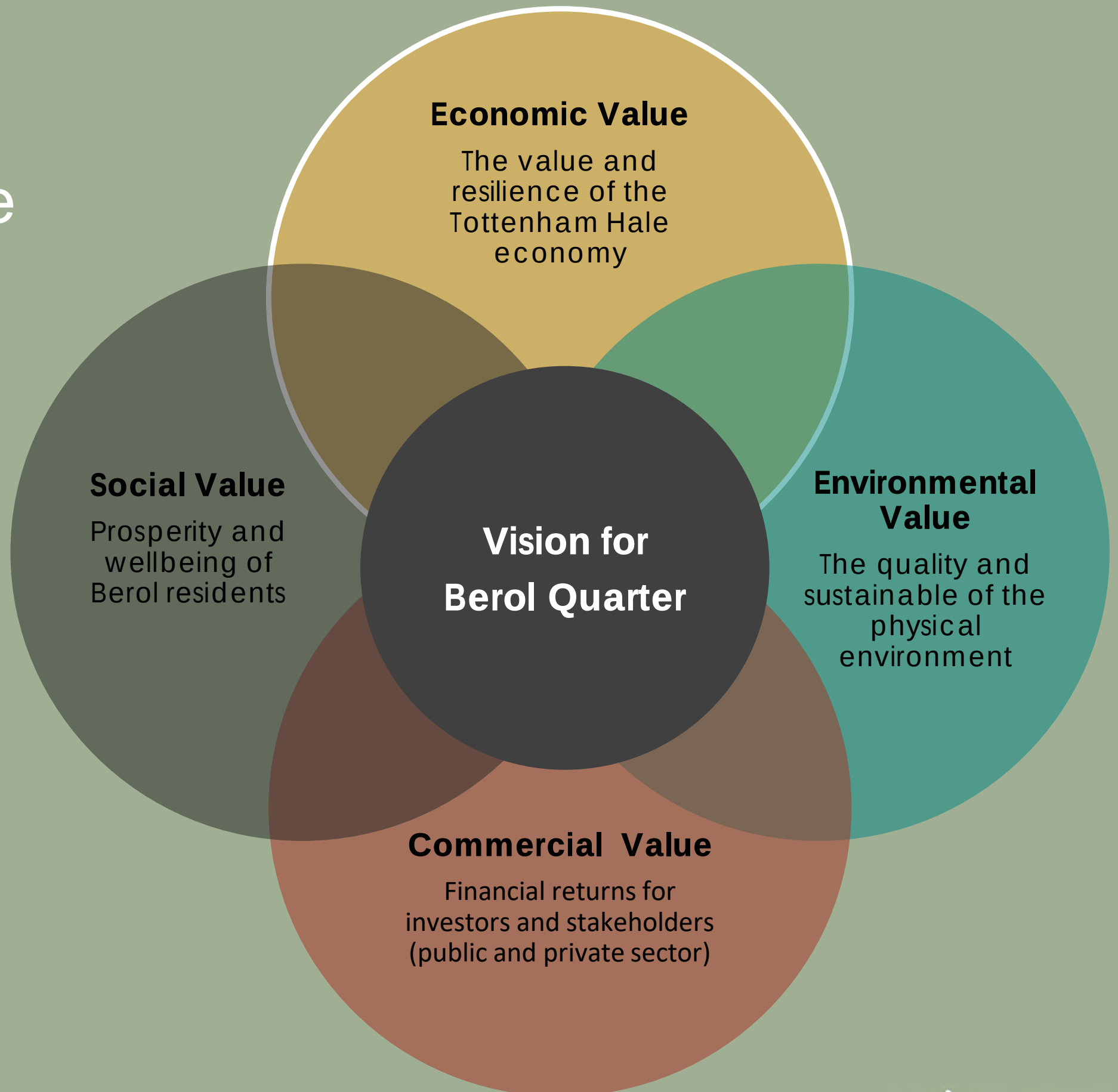
Following is a model of a Social Value Assessment tool that is proposed to be used to measure success in social enterprise endeavours as a part of the regeneration strategy.

It carries as key tenets: Social Value, Environmental Value, Economic Value and Commercial Value. The model proposes that, to the degree possible, each of the value categories attains an equal amount of relative value in the delivery of the endeavour.

3

Berol Quarter

Assessing Social Value



Berol Quarter

Commercial Concept Strategy

.The Commercial Concept Strategy is founded in a series of urbanist perspectives on the forming of space and place. In our analysis of the Ashley Road Campus and the plans for regeneration around the stations we felt that a holistic approach to composing a commercial offer would best suit all. More importantly Berkley Square Properties adopted the view that the wrap of ground floor activation around Berol House became richer and stronger if Berol House itself became the centrepiece, the generator of the commercial energy and the focus of a key mix of commercial occupancies.

The diagrams and strategies that follow document that approach and represent the benefits we feel it brings.

4

The evolution of development at the heart of Tottenham Hale over recent years has brought into focus the importance of the Berol Quarter as the heart of this local community.

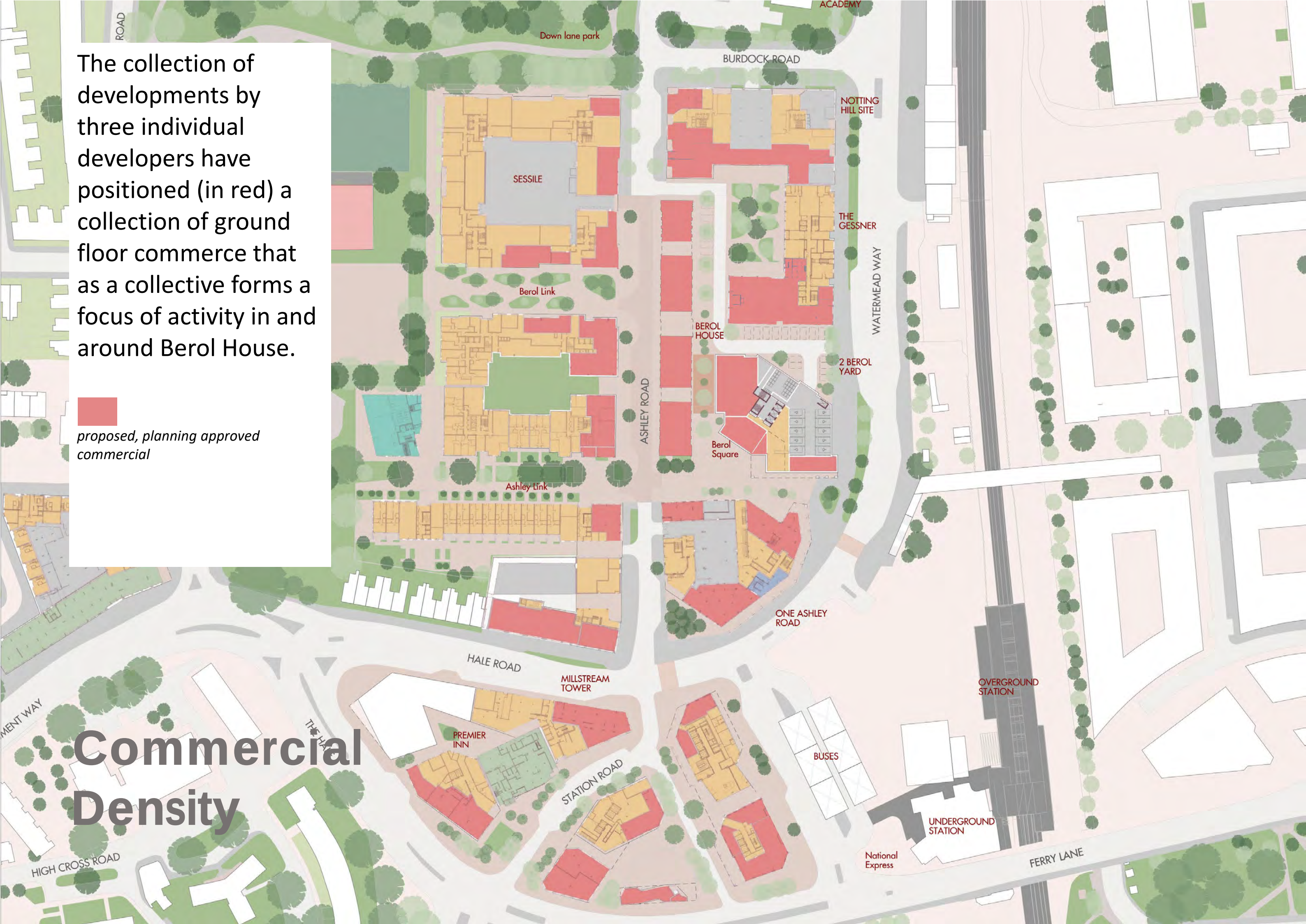
**Commercial
Commerce**



 *proposed, planning approved*
commercial



Commercial Density



275

Within a 6 minute walk of the Tottenham Hale transport hub there are planned over 3,000 new residential units. With existing residents it is a burgeoning new community that needs a heart, a centre, a place for lifestyle to thrive

400m/6 minutes

300m/4 minutes

100m/2 minutes

272

315

162

166

214

210

188

114

183

98

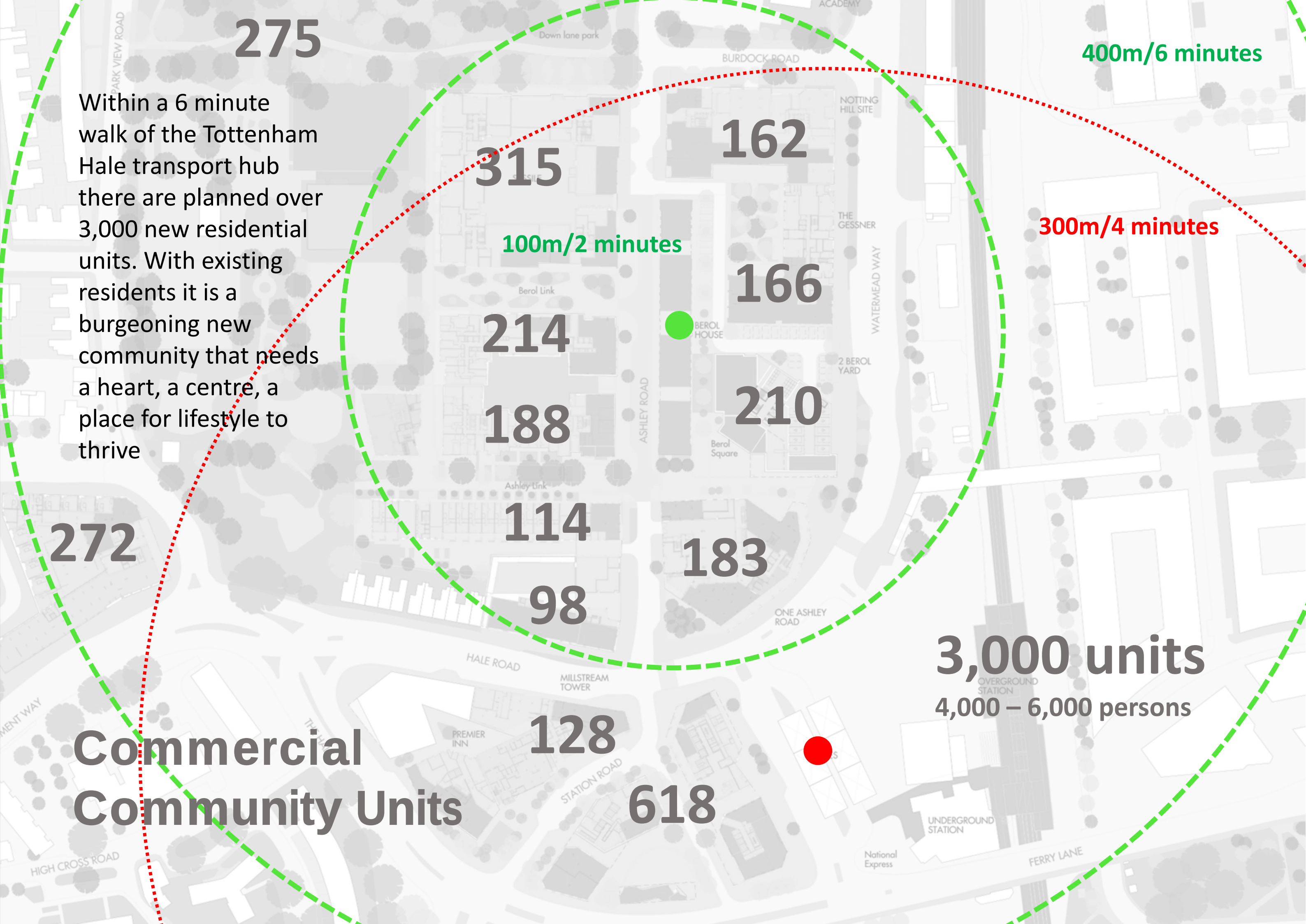
3,000 units

4,000 – 6,000 persons

Commercial
Community Units

128

618



Embracing the urbanists perspective the emerging built form of the campus shares a focus on Berol House as the generator at the heart of the campus. The strategy proposed is to recognise that important role through defining an important civic quality public realm that circumnavigates Berol House, bringing all perimeter commercial into the prominence of the campus



Commercial Community/Social Campus

Indicative mix by type

necessary
servicing
need/wants
convenience

wellness
wellbeing
health
fitness

creating
making
growing
business

lifestyle
living
leisure
learning

Indicative mix by use

necessary

foodstuffs, bakery,
markets, grocery, drinkery,
butchery, vegetables,
harvest, dairy, cleaners,

wellness

yoga, dance, cycling,
beautician, facials,
nutrition, fitness, dancing,
walking, renewing

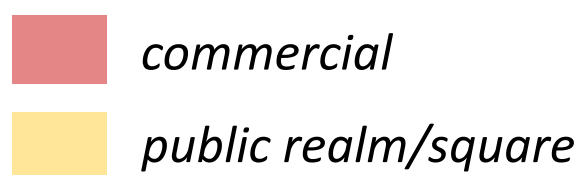
creating

start-ups, incubating,
making & creating,
fashion, art, sculpture,
furniture, technology,
design, craft, jewellery,
re-using, rebuilding

lifestyle

sipping, dining,
conversing, styling,
teaching, learning,
convening, discussing,
debating, styling,
growing

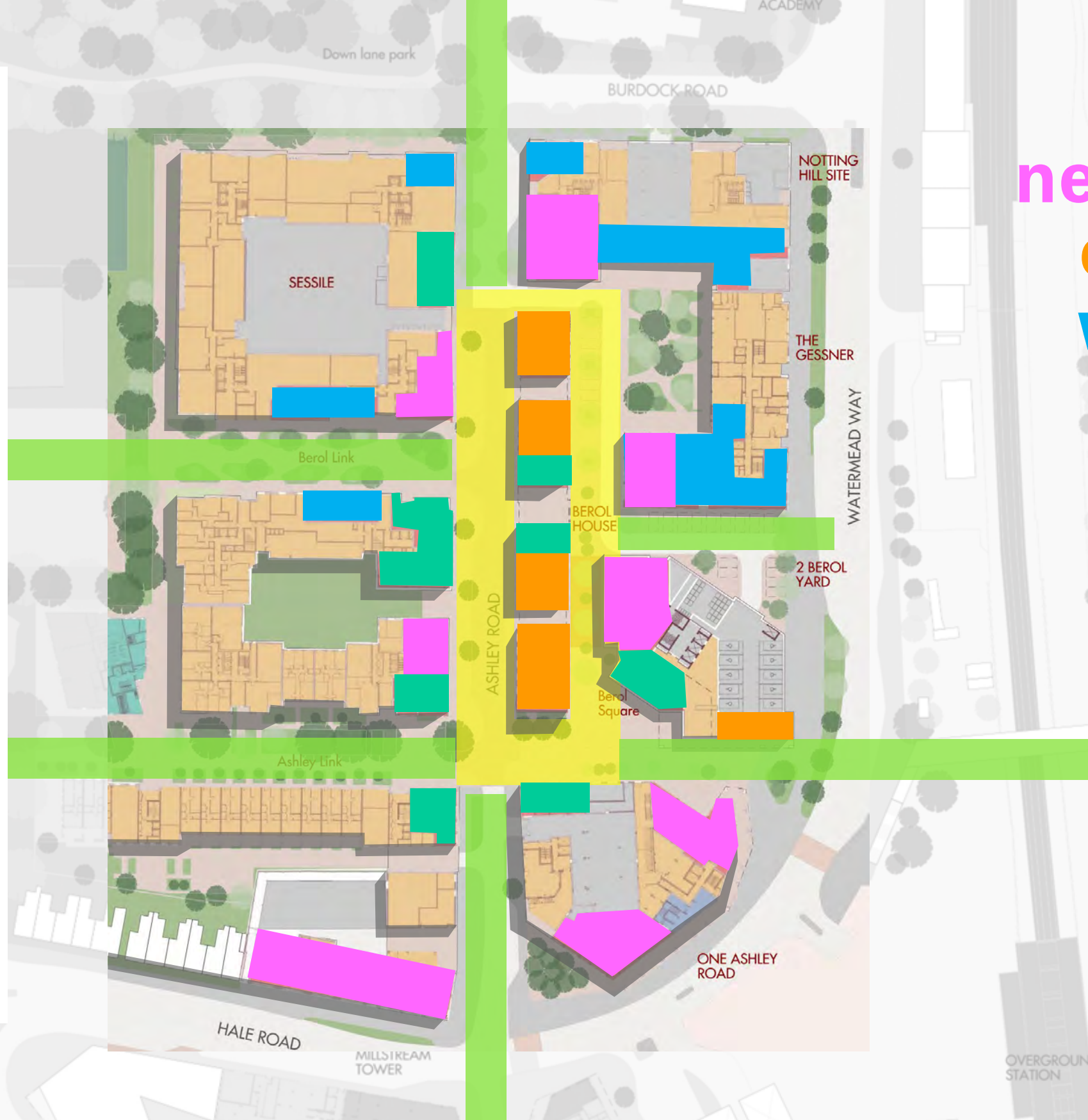
In accentuating the position of Berol House at the heart of the campus we are then able to enhance and promote the access passages from all directions. A key in achieving this intent is the need to take measures to slow traffic along Ashley Road, making the pedestrian character rich. The proposed limiting of Ashley Road to the north will assist the reduction of traffic in this area as well



Commercial Community

Berol is the heart of it all

When one overlays the character type in commerce onto the available space with a curating hand we find that we can anchor the mix with necessary, larger uses with wellness and lifestyle more comfortably positioned in the heart of the scheme and then the vibrant and engaging mix of the creative industries fills and enlivens the soul of the campus in the whole of Berol Hose

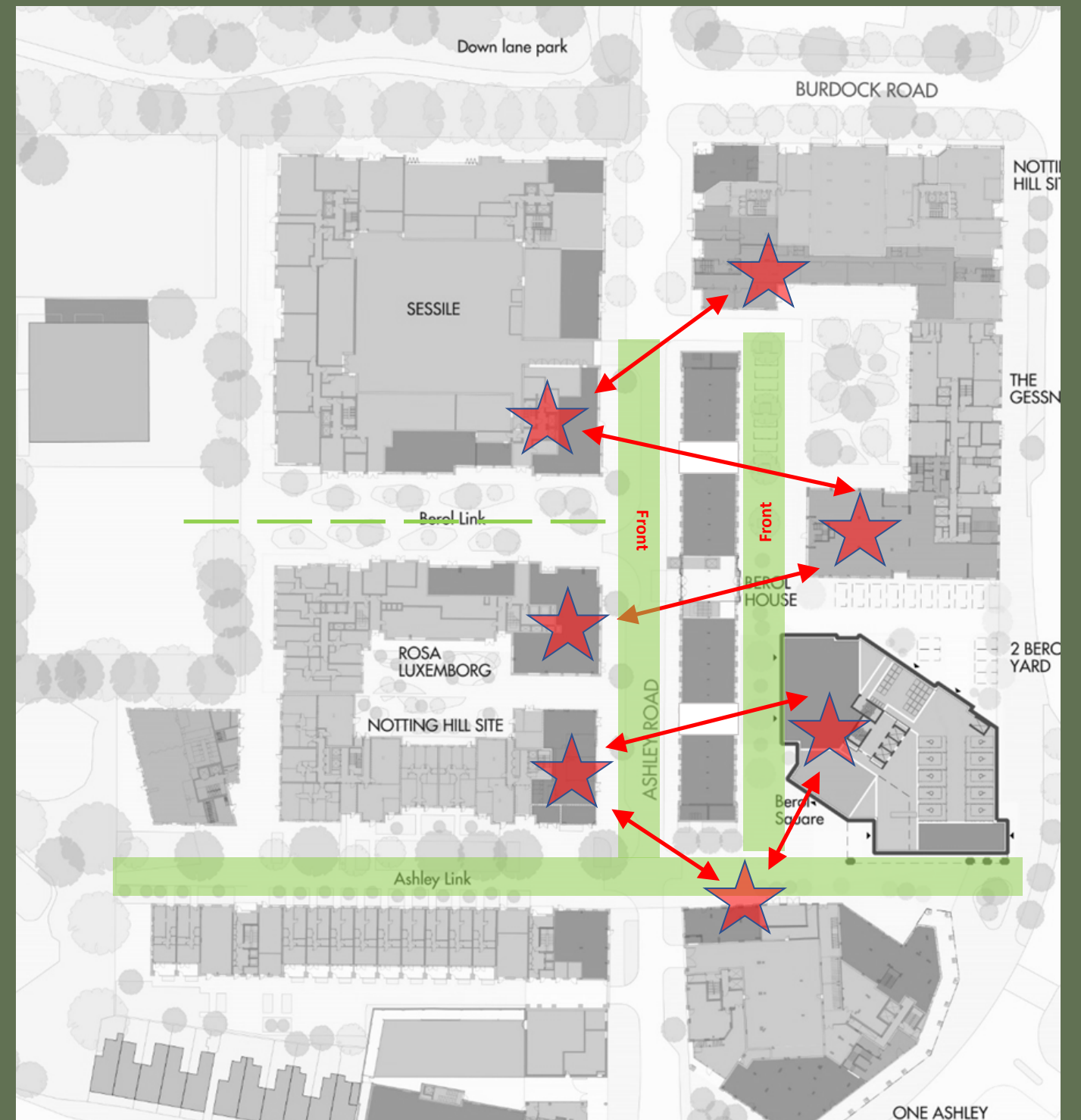


necessary
creating
wellness
lifestyle

Commercial Community Mapping commerce



Import of permeability



The vitality of the heart of the scheme is created by delivering a very and fully permeable ground floor of Berol House affording balanced destination frontage for all commerce around the square.

Base Commercial
Indicative
Berol House GF
with typical larger
format branded
tenants

necessary
creating
wellness
lifestyle

Represents the configuration and form of the Berol House plans as submitted for planning approval



Base Commercial

Indicative Berol House FF with full floor offices.

necessary
creating
wellness
lifestyle

FF Berol House

Represents the configuration and form of the Berol House plans as submitted for planning approval



Makers & Creators

Indicative
Berol House GF
with independents,
makers and craft
studios.

necessary
creating
wellness
lifestyle

GF Berol House

Represents the configuration and form wherein the ground floor of Berol House is made more permeable with a more granular tenancy plan.



Makers & Creators

Indicative Berol House
FF with maker brands &
creative industries studios.

Made by Tottenham
gallery and studio in
2 Berol Quarter

necessary
creating
wellness
lifestyle

FF
Berol House

Represents the configuration and form wherein the ground floor of Berol House is made more permeable with a more granular tenancy plan.

Berol Quarter

Exemplars

We often learn the most when we visit others who have gone before, done before and learned on their journey. We are lucky in London to have available to us, an important collection of exemplar projects that both exhibit aspects of the vision we hold for Berol Quarter as well as allow us to learn lessons from their challenges.

Pavilion Road, Knightsbridge
Maltby Street Market, Bermondsey
Coal Drop Yards, Kings Cross

5

Pavilion Road

Knightsbridge

Pavilion Road is a street in Chelsea in the Royal Borough of Kensington and Chelsea, London. It runs parallel to Sloane Street and is accessed from Sloane Square in the southern end and Basil Street in the northern end.

Following a consultation with the local community in the middle of 2015, Cadogan pledged to create a destination for independent, artisan traders behind the new George House development on Sloane Street. Established fashion and beauty boutiques were joined by new artisan food shops in November 2016.

Pavilion Road is London's longest mews and runs parallel to (and just behind) Sloane Street. It is pedestrianised at the southern end and offers ample al fresco dining.

Pavilion Road has seen a complete transformation over the last few years. Formerly Victorian stable blocks, the road is now a picturesque haven for independent artisans (and five restaurants), and provides a 'village hub' in response to Chelsea residents requesting local amenities.

Pavilion Road was developed by Cadogan, who look to maintain and continually promote Chelsea as one of the UK's leading destinations in which to live, shop, visit and work. Pavilion Road is an important part of the Estate's ongoing stewardship and placemaking plans.



Pavilion Road

Knightsbridge



Maltby Street Market

Southwark

Maltby Street Market opened in 2010. This unlikely south-east London backwater quickly became a popular weekend destination. The Ropewalk bears this name as a reference to a nearby ropewalk owned by notable Bermondsey eccentric Robert Rich in the eighteenth century and marked thus on John Roques' map of 1746. The area was disrupted by the construction of the London to Greenwich railway completed in 1836. The viaduct that carried the railway consisting of 40,000,000 bricks, now provides a home for both Maltby Street Market and many other food and beverage traders in Bermondsey.

Maltby Street Market developed from a group of Borough Market traders who had opened storage facilities in railway arches around Maltby Street, about a mile from the market. In 2009 Monmouth Coffee Company started to open their arch to sell coffee on Saturdays and other traders followed their example. In 2011 seven traders were evicted from Borough Market for trading at a competing venue. In turn the traders criticised poor facilities at the market and a move to selling takeaway food. Initially, nine traders moved the mile from Borough High Street to Maltby Street.

The market has changed and developed since then and now includes up to 30 traders at any one time with a steady cycle of new traders coming and going as decided by the constituted Market authorities. Many of the original 'rogue traders' who first parted ways with Borough Market have subsequently moved yet further down the railway line to Spa Terminus and created a food production and distribution centre on that site.



Maltby Street Southwark



lianna Barnaby

Kings Cross

Coal Drops Yard is London's newest boutique and foodie hotspot where Victorian heritage and contemporary architecture collide in an extraordinary canal-side setting. There are brands you'll know, doing something special in this unique King's Cross location, and brand-new labels from exciting up and coming designers.

Coal Drops Yard invites independent craftspeople and brands both big and small to work alongside each other, and to swap stories, skills and ideas.

The result is a vibrant shopping space where Londoners and visitors will be happy to shop, share good food, enjoy beauty treats, experience art and cultural events, hang out and maybe even discover a new talent, all while being wowed by London's grand, industrial architecture – as beautiful and ambitious today as it was Victorian times, where the Coal Drops Yard story begins.



Coal Drop Yards

Kings Cross



Berol Quarter

Perspectives

There is now, in the ward of Tottenham Hale, a moment to grasp a very special opportunity to collectively craft a new heart to a this legacy community. The planned residential growth fanning out from Tottenham Hale transport hub is rolling on at pace with each new development adding individuals and families to this community – the legacy community of the ward and east Tottenham.

The master development plan for the Ashley Road Campus was crafted in partnership by three independent developers and Haringey Council. The plan shared a delicate order and an overlay of discipline that allowed the public realm to offer a defining character to the plan intent.

In bringing forward the final residential development of it's strategy, Berkley Square Developments embraced the vision of its early master plan and focussed on creating a new heart to this legacy community. Berol House rests at the very soul of the master plan. In transforming Berol House from another residential development into a vibrant centre of commerce and workspace and incubation for the burgeoning creative community in Tottenham Hale, they are sewing the seeds of a new lifestyle setting. A modern and vibrant lifestyle setting that embraces both the legacy community and the new arrivals. Berkley Square Developments are making a direct investment, supporting the renewal of Down Lane Park, transforming former planning permissions and committing to being and author and patron of the new heart of Tottenham Hale. The vision is to bring to life what is today barren and harsh; and more than bring it to life Berkley Square Developments will remain as a vested owner, leader, orchestrator and guide over time to craft something very special for Tottenham Hale.

This is the new Berol Quarter, heart of Tottenham Hale.

Berol Quarter

Community
Culture &
Commerce