



Case Study



Heart of Hale - Ashley Road
West, Tottenham Hale



Heart of Hale – Ashley Road West, Tottenham Hale



Aspiration: seamless façade and elevated placemaking

Part of the broader Heart of Hale regeneration led by Related Argent in partnership with Galliford Try, Ashley Road West sits at a busy junction just steps from Tottenham Hale station, providing excellent connectivity to central London. Completed in early 2022, this seven-building masterplan offers over 1,000 homes, alongside retail and civic space, unfolding around new public squares beneath improved transport infrastructure.



Façade, contracting and architectural context

Galliford Try was appointed in 2020 to deliver two of the residential towers at the gateway to the masterplan on Ashley Road West, within a development designed by architects including Alison Brooks Architects (One Ashley Road) and others cooperating across the wider scheme. The brick-clad mid-rise scheme features distinct horizontal banding—creating layered visual lines across each floor to emphasise movement and continuity around the façades.





Streamlined by Sapphire

Façade coordination & balcony innovation

To meet the aspiration for visual continuity and cost-effective installation, Sapphire designed projecting cassette balconies in dark grey RAL 7016, matching façade banding and window/door trims. Rather than stub brackets, one-piece arms were used to simplify installation and reduce cost. This was especially beneficial where scaffold lifts operated around the site, making the arms less intrusive during build works.

To create a flowing, unified façade across each level, Sapphire introduced a “comb fascia”—an external fascia applied to the vertical bar balustrades that visually merges the Cassette and façade band. This means the balcony massing reads as a continuous horizontal ribbon, even though individual cassettes sit discreetly behind it.

Balustrade and fascia detailing

The balconies were designed with 40 × 12 mm vertical bar balustrades paired with a flat 60 × 30 mm handrail. Both elements were finished in RAL 7015 to match the window frames and door trims. A bespoke comb fascia was applied seamlessly around the base of the bars, giving the illusion that the balustrades were rising directly from the balcony deck. This attention to detail supported a clean, modern aesthetic while concealing the structural interface.

Installation flexibility & logistical benefit

The choice of one-piece arms eliminated the need for separate brackets, allowing scaffold lifts to operate unimpeded and reducing scaffold complexity. Balconies could be installed quickly once scaffold was down, enabling better coordination between trades and schedule adherence.

Specification highlights

- Projecting cassette balconies in RAL 7016 dark grey
- Vertical-bar balustrades (40 × 12 mm extrusions) with inclined handrail
- Custom comb fascia aligned with façade banding for continuity
- One-piece arm fixings to streamline logistics and reduce installation cost
- Full colour and material consistency with building principles

Glide-On benefits tailored to this project

- Sapphire’s Glide-On™ cassette system delivered clear value in this large-scale, multi-story regeneration:
- Off-site premanufacture ensured quality control and reduced on-site time.
- Fast installation minimised labour demand and scaffold time.
- High tolerances and consistency supported alignment with brick façade banding.
- Aesthetic flexibility allowed the integration of comb fascia for seamless continuity.

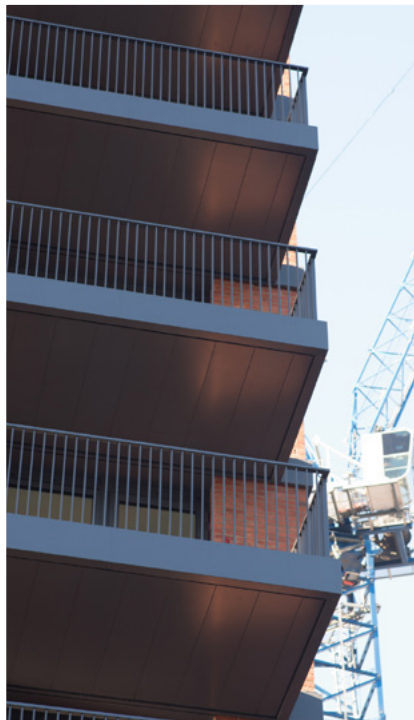
These benefits aligned precisely with the masterplan's demands for efficient delivery, rigorous build quality and strong civic design narrative.



Challenges, Outcome & Value Delivered

- Ensuring balcony geometry and colour matched horizontal banding consistently across floors
- Installing balconies without interfering with scaffold lifts and façade sequencing
- Delivering visual continuity via comb fascia while accommodating structural cassette forms

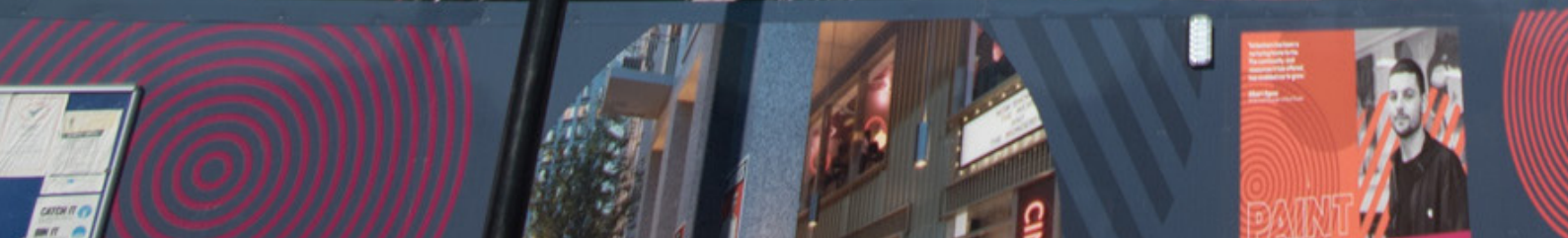
Heart of Hale's Ashley Road West achieved streamlined installation, cost efficiency and elevated architectural cohesion. Sapphire's solution delivered balconies that not only performed technically but enhanced façade unity—supporting the identity of the emerging Tottenham Hale urban centre.





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visitors to enjoy.

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 0044 844 8800 553
 www.balconies.global
 support@balconies.global

Sapphire Balconies
11 Arkwright Road, Reading, RG2 0LU, UK

6700 Century Ave 3rd Floor, Mississauga,
ON L5N 6A4, Canada

