

39

DEANS GATE, MANCHESTER

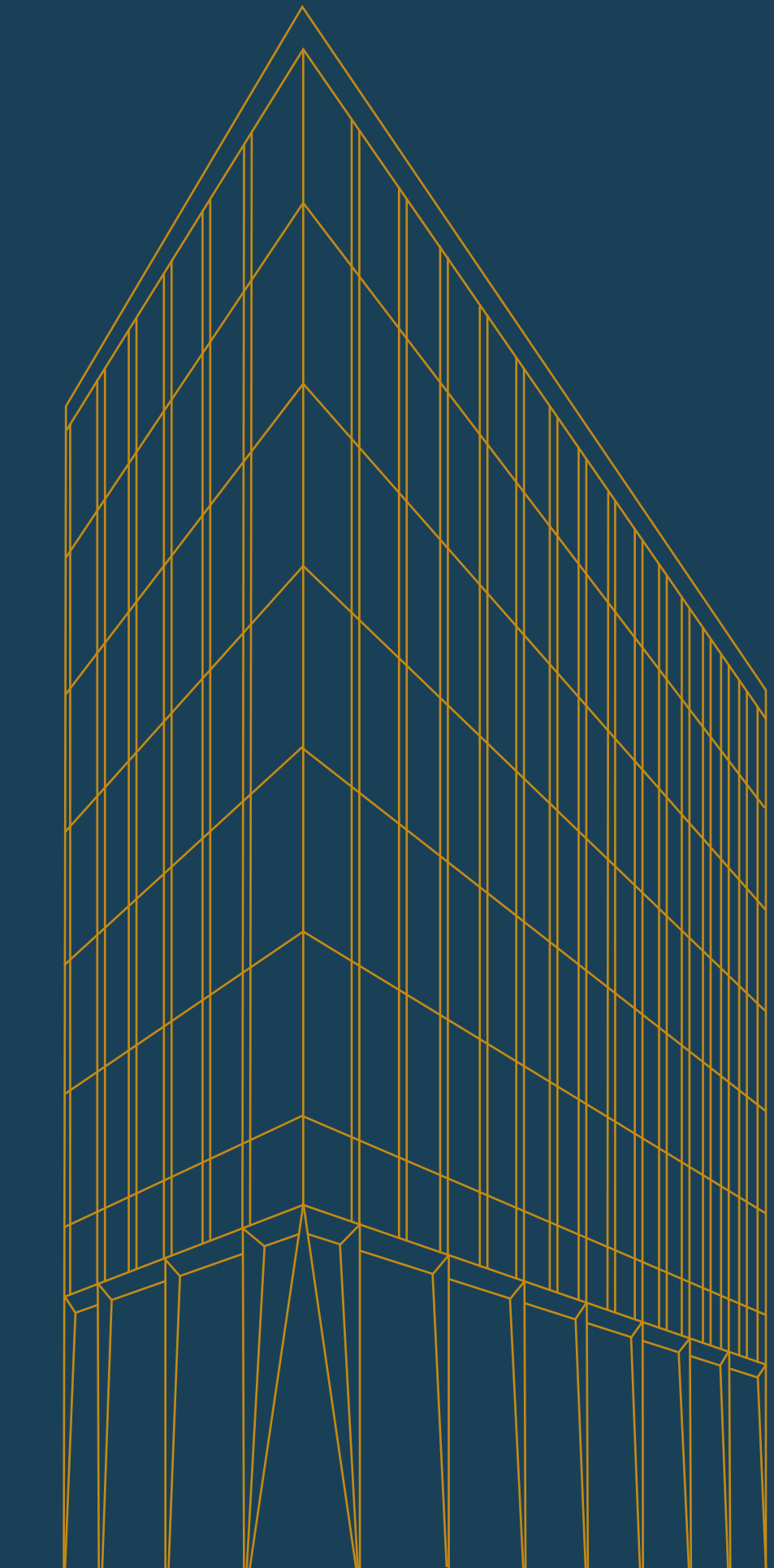
DOCUMENT

ALTERNATIVES AND DESIGN
EVOLUTION STATEMENT

FOR KAMES PROPERTY INCOME FUND

JULY.2021

SHEPPARD ROBSON



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1.0 SITE ANALYSIS AND CONTEXT APPRAISAL

1.1 Site Location

The site is located at a prominent intersection within Manchester City Centre at the junction of Deansgate and St Mary's Gate.

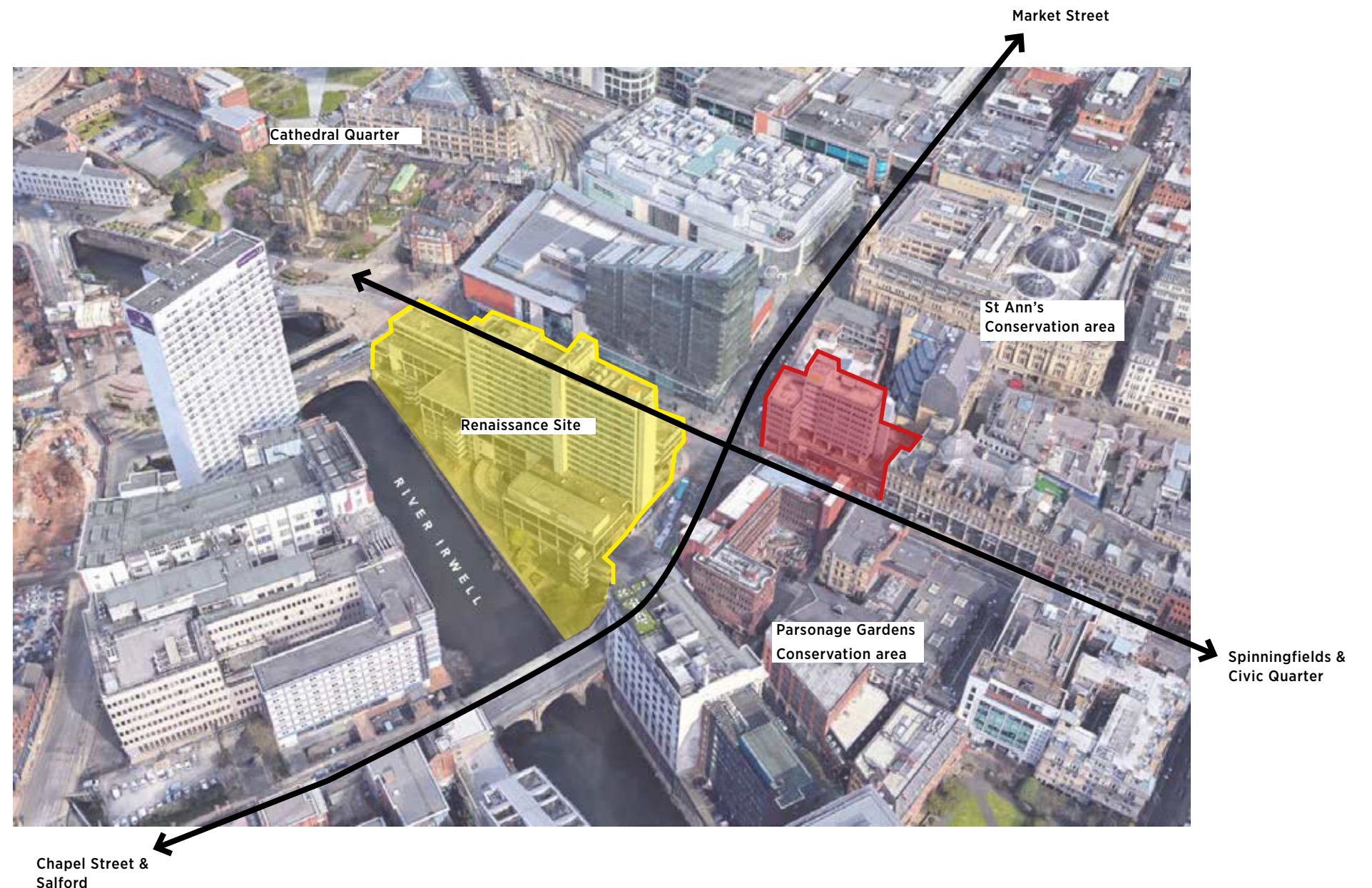
It forms a strong axis that links the lively commercial activity of Deansgate with the popular retail shopping area of Market Street to the East.

The immediate area comprises a historic network of streets, offering a dynamic mix of retail, commercial leisure and cultural activities.

The site sits on the North-West boundary of the St Ann's Square Conservation Area and is directly adjacent to the Parsonage Gardens Conservation Area. The Cathedral Quarter is located directly to the North and the River Irwell with the Burgeoning development along Chapel Street to the West.

A short walk to the South is the city's Civic Quarter, one of the UK's finest collection of historic and modern civic, cultural and commercial buildings, including Manchester Town Hall and Central Library.

Also within a short walking distance is Spinningfields which has become Manchester's principal financial and professional services district, with its vibrant mix of commercial space, fine restaurants, independent bars, and residential uses combined with some of the best public spaces in the City.



1.0 SITE ANALYSIS AND CONTEXT APPRAISAL

1.2 Ramada Complex Strategic Regeneration Framework

Taking a Strategic Approach

The site falls within the Ramada Complex Strategic Regeneration Framework (SRF) area which was endorsed by MCC in May 2018 and represents the latest expression of the Council's vision for the area. The Ramada Complex has been a longstanding strategic regeneration priority for MCC as it represents a significant component of the last remaining area within the 1999 City Centre Renewal Area Masterplan which has not been redeveloped, following two decades of substantial investment by the public and private sector.

The development principles established in the SRF have therefore provided a key framework for guiding and developing the scheme proposals at the site. The vision for the Ramada Complex SRF area is to create:

“A distinctive new City Centre destination focused around a best in class landscaped public square, which positively interfaces with Deansgate and the River Irwell, connecting the site into the surrounding City Centre context, alongside high-quality buildings to accommodate high value residential units, a full service internationally branded hotel offer and complementary ground floor uses, to create a real sense of place”.

As identified at paragraph 2.2 of the SRF, this vision, “aligns with and supports Manchester’s economic objectives, quality of life and community objectives and complements the City Council’s wider regeneration initiatives throughout the Regional Centre and beyond”.

In terms of 39 Deansgate paragraphs 6.72 to 6.74 of the guidance states that (emphasis in bold):

“The current mix commercial and retail uses represent the preferred ongoing uses for this site given its location within Manchester City Centre’s commercial core. Any proposals that safeguard or further enhance this function of the site will be favoured. Proposals for uses that move either wholly or partly away from the existing commercial offer would not be accepted on this site unless it can be demonstrated that the continued function of the site for commercial retail uses is unviable, or that an alternative use would, on balance, deliver greater public benefit to the City than the existing uses when considered against Manchester’s overall strategic policy requirements and vision. Should appropriate proposals come forward for the redevelopment of 39 Deansgate, height will need to be determined through contextual appraisals and townscape analysis of the site and following further consultation with the Local Planning Authority”.

This guidance, endorsed by Members, is clear that proposals for high quality offices over retail/commercial uses which enhances the current offer will be supported by the Council in principle. The detailed design of the proposals in respect to height will need to be informed by a clear understanding of local context and townscape analysis.

The Ramada Complex SRF comprises the most up-to-date strategic guidance for the site and has formed the backbone of design development alongside engagement with the Local Planning Authority (LPA).



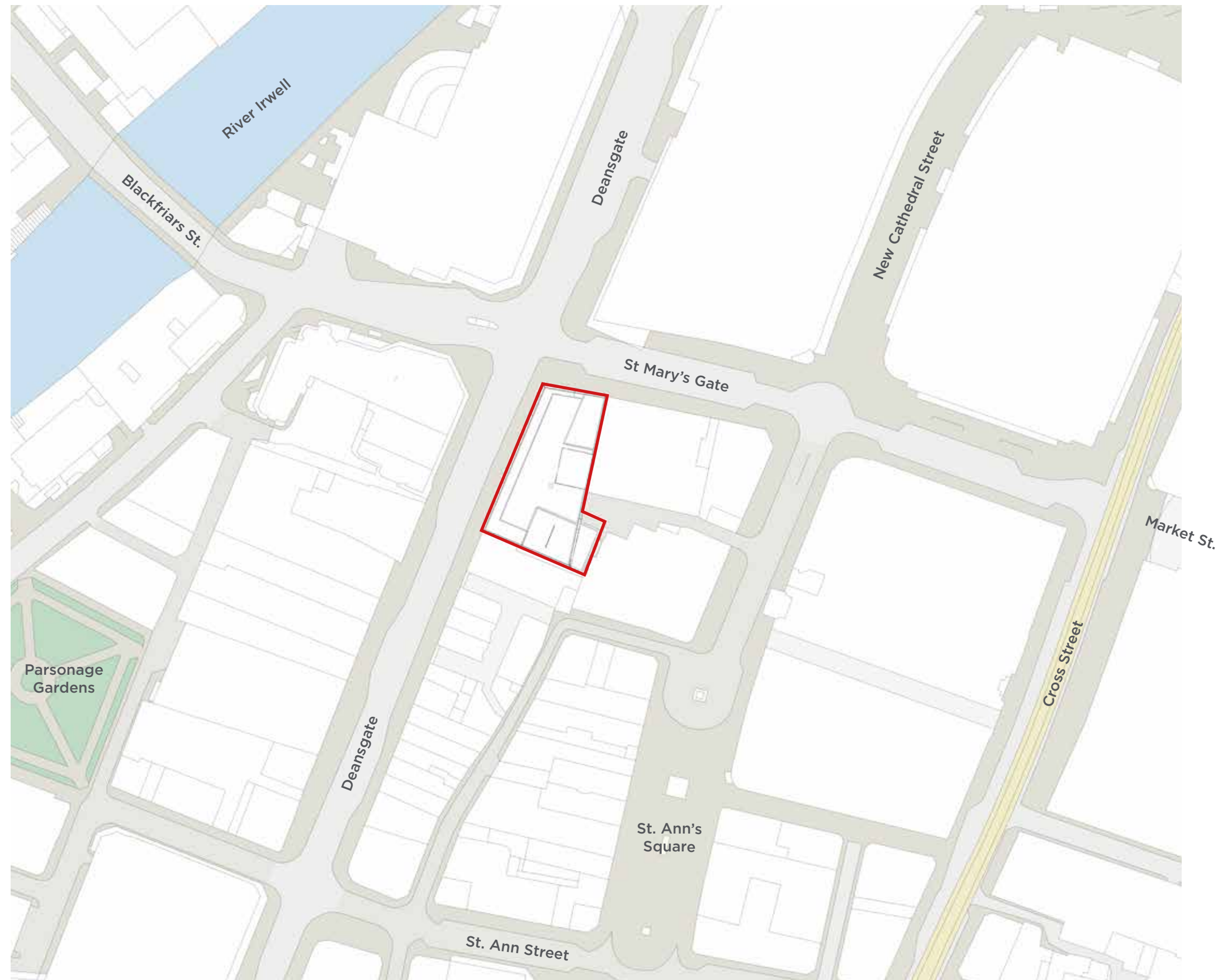
Images and plan taken from SRF document revision 03 by Urban & Civic

1.0 SITE ANALYSIS AND CONTEXT APPRAISAL

1.3 The Site

From the outset it has been fully acknowledged that 39 Deansgate represents an important and challenging site that demands a high quality design response. It is irregular in shape and extends to 0.12 hectares (1,227m²) in area. The Site is located to the northern end of Deansgate and is bound by the Grade II* listed Bartons Building including Barton Arcade to the south; to the west by Deansgate ('A56'); to the north by St. Mary's Gate and to the east by Bank House at 12 - 14 St. Mary's Gate. The Site is generally level with the existing building ground floor level varying from circa 36.5m AOD to 37.0m AOD.

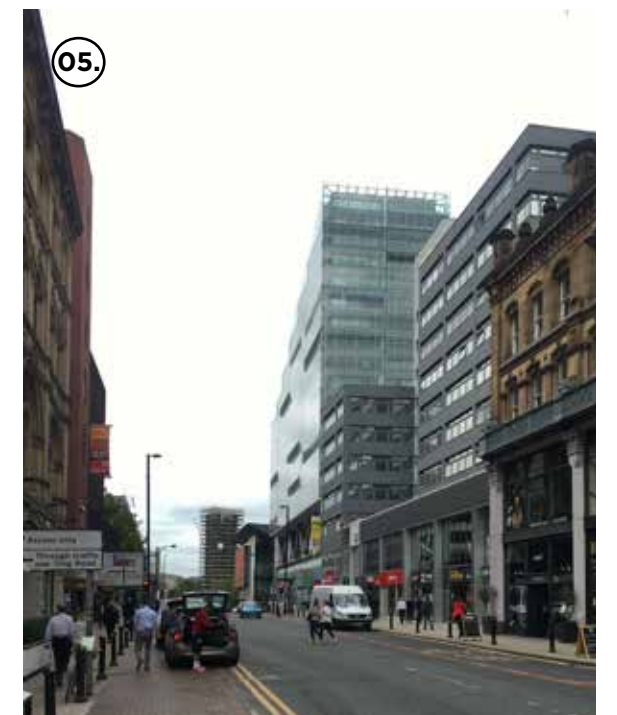
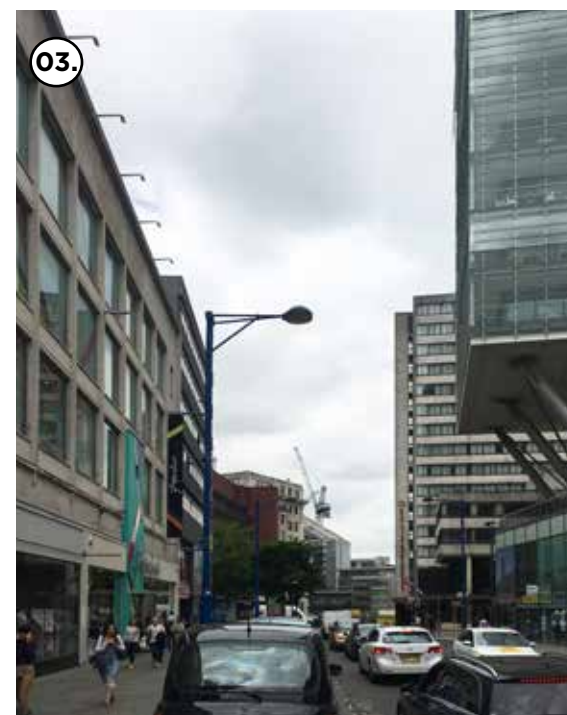
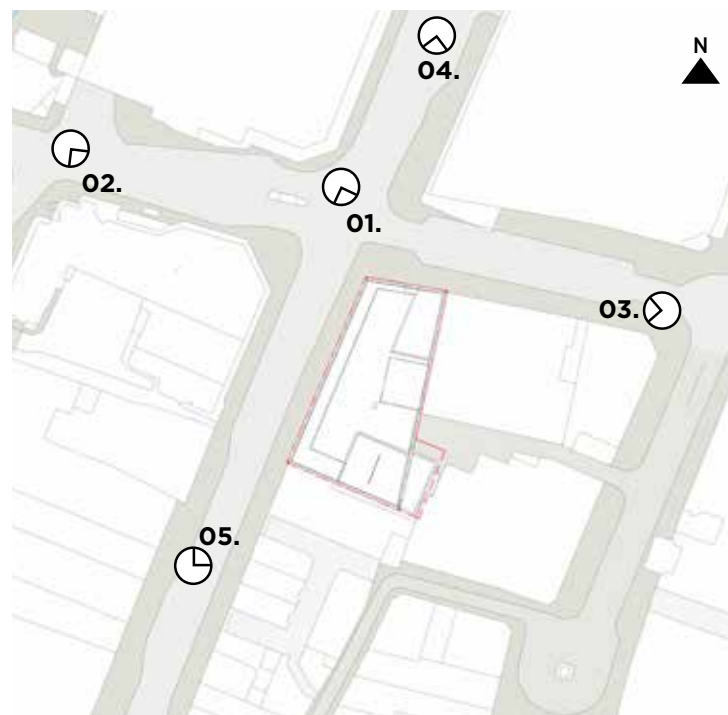
39 Deansgate was built in 1963 and designed by the architectural practice of Douglas Stephen & Partners. It has been refurbished numerous times over the years, most recently in 2013 when new cladding was added to the main shop front façades. It is described as a "concrete framed building of seven-storeys over a two-storey coarse aggregate and brick podium". The brick podium has since been re-clad but, it remains an unashamedly modernist building which displays many of the deferential architectural characteristics of the time, but does little to 'fit-in' contextually to the surrounding area...



1.0 SITE ANALYSIS AND CONTEXT APPRAISAL

...For example, it is thought the reason the building steps back along Deansgate is to reveal views of the grand glazed dome of neighbouring Barton Arcade, as illustrated in the adjacent Image 1. It was a view never visible nor intended during the Victorian period when an Arcade of similar scale sat alongside Barton Arcade. Furthermore, it forms an uncomfortable juxtaposition that does not tie-in nor reinforce the strong prevalent urban grain of Deansgate.

Another strange quirk of the original design is a podium level parking deck which separates the tower element. The resulting gap in the building reveals the blank gable to Barton Arcade. This exacerbates the incongruity and with only the limited benefit of oblique views to the glass dome which is far better observed from within Barton Arcade itself.



1.0 SITE ANALYSIS AND CONTEXT APPRAISAL

1.4 Existing Building

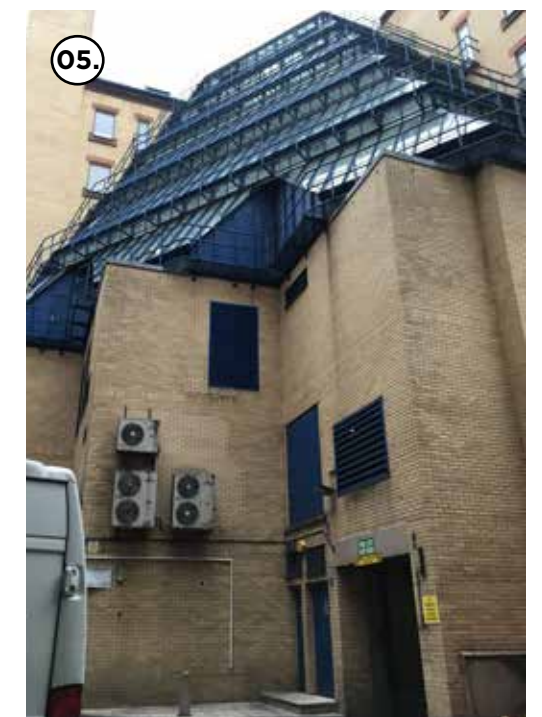
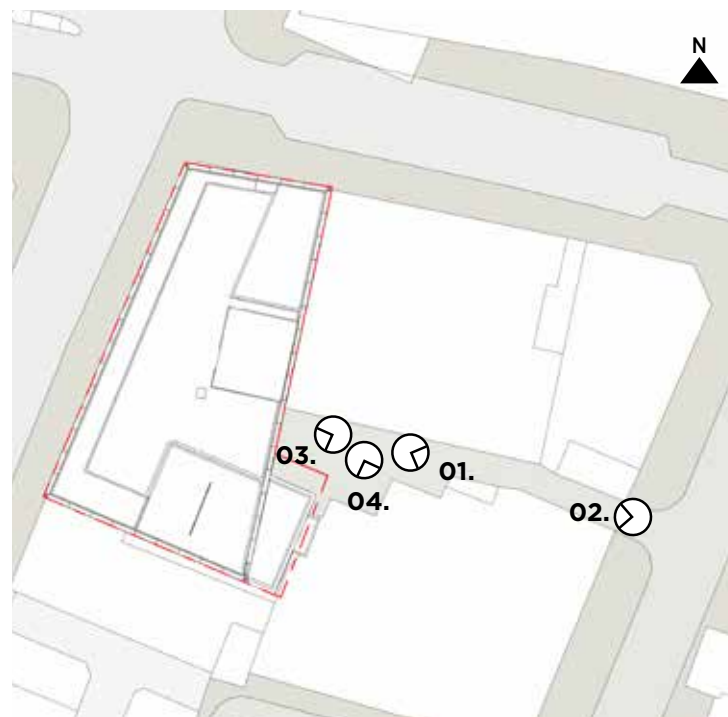
The site is occupied by an existing 9 storey office led mixed use building known as Speakers House. It includes retail units at 8 St Mary's Gate, 10/12 St Mary's Gate, 41- 49 Deansgate (odd numbers) together with an area of Council Highway land which forms a footpath to the west along Deansgate. The highest point of the existing building measures 72.84m AOD.

The existing building has a net area in the region of 3,754 sq. m (40,408 sq.ft) with accommodation arranged over ground, mezzanine, and eight upper floors.

In terms of configuration, the current upper floors are split by a central core comprising 2 no. lifts, stair core and WC's creating two separate 'wings'. The existing upper floors have low floor to ceiling heights (circa. 2.3m, with limited space above the suspended ceilings, which creates an oppressive environment.

As it stands, tenants choose whether to fit blinds to windows for privacy/ shading. It is understood that there is a mixed take up with some occupiers fitting blinds and others not.

Due to internal configuration constraints there is very limited opportunity to provide level access across the floors. A platform lift is provided in the reception area facilitating disabled access over a small set of steps to the central lifts.



1.0 SITE ANALYSIS AND CONTEXT APPRAISAL

1.5 Building Condition

39 Deansgate was originally built in 1963 and is increasingly in poor condition despite an relatively recent refurbishment of the building in 2013. Key issues highlighted in a recent building inspectors that contribute to poor condition of the building include:

- The windows to the office areas are in poor condition with corrosion to the frames and leaks being evident in places causing damage to surrounding finishes. In addition, being single glazed thermal performance is poor and evidence of condensation is apparent.
- The condition and quality of the finishes to the office areas varies. Some are good and remain serviceable whilst others are heavily worn.
- Not all floors have accessible WCs.
- The fire escape staircase to the rear left hand corner of the property, serving the north wing is heavily soiled and weathered.
- The common yard area at ground floor level is subject to debris and pigeon droppings.
- An identified potential for asbestos in the building.

Energy Efficiency

The latest Energy Performance Certificate (EPC) indicates that the building has a rating of D.

Access

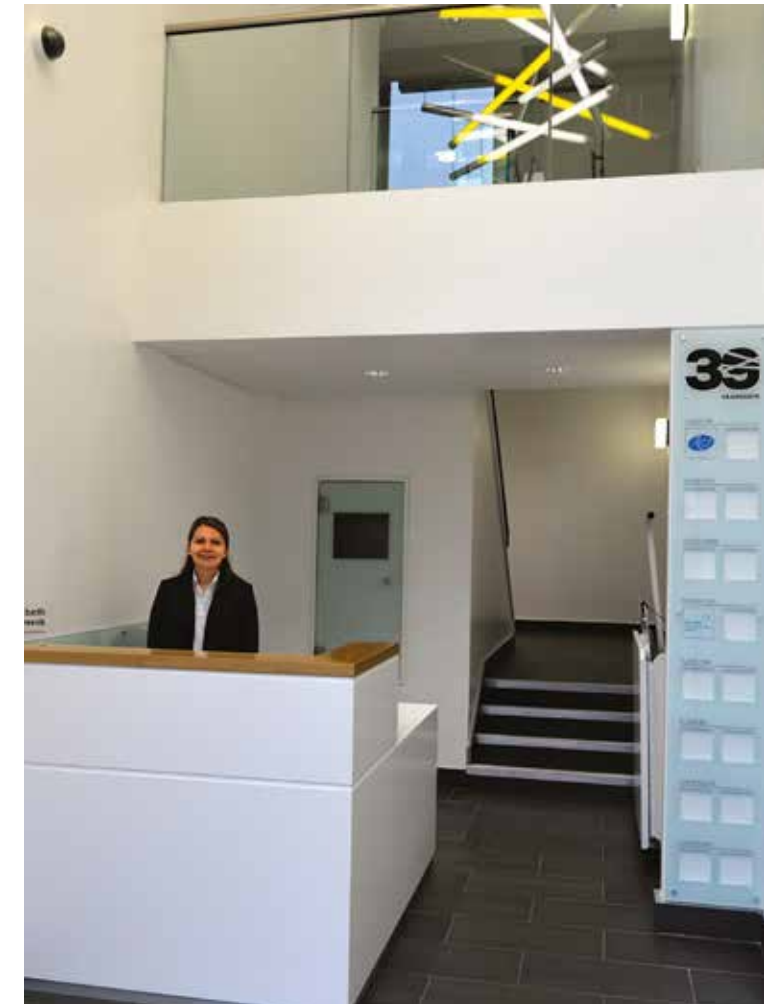
There is a single existing vehicular access into the building, located to the east via Exchange Street, which is a designated pedestrian zone. Vehicular access to Exchange Street is therefore limited and controlled by droppable bollards. There is currently provision for 13no. car parking spaces on a raised deck to the rear of the existing building. Limited cycle stands are also provided on the car deck.

Servicing and Deliveries

Service vehicles utilise the loading area to the rear of the building, which is accessed off Exchange Street. Access time to this loading area is limited to a four-hour time window in the morning, from 7am to 11am, where the bollards controlling the access to Exchange Street are lowered.

Operational Management

The office building has an on-site manager present between 8am and 6pm Monday to Friday. Outside of these hours 24hr access is available to occupiers 7 days per week using a security fob or intercom system linked to the management company. This arrangement has been in place for a significant period of time (5 years +) and allows occupiers flexibility as to when they can utilise their office space, notwithstanding the fact the most occupiers keep traditional office hours (8am-6pm).



1.0 SITE ANALYSIS AND CONTEXT APPRAISAL

1.6 Heritage Analysis

The Site falls within the St Ann's Conservation Area and is surrounded by a number of Listed Buildings including the Grade II* Listed Barton's Building including inter alia Barton Arcade (immediately adjoining the Site to the south); Grade II Listed Haywards Building; Grade II Former Royal Exchange Royal Exchange; Grade II No.16, St Ann's Square; Grade II Nos. 18 and 20, St Ann's Square; Grade II No. 22, St Ann's Square, and Grade I Church of St Ann. It also adjoins the Parsonage Road Conservation Area.

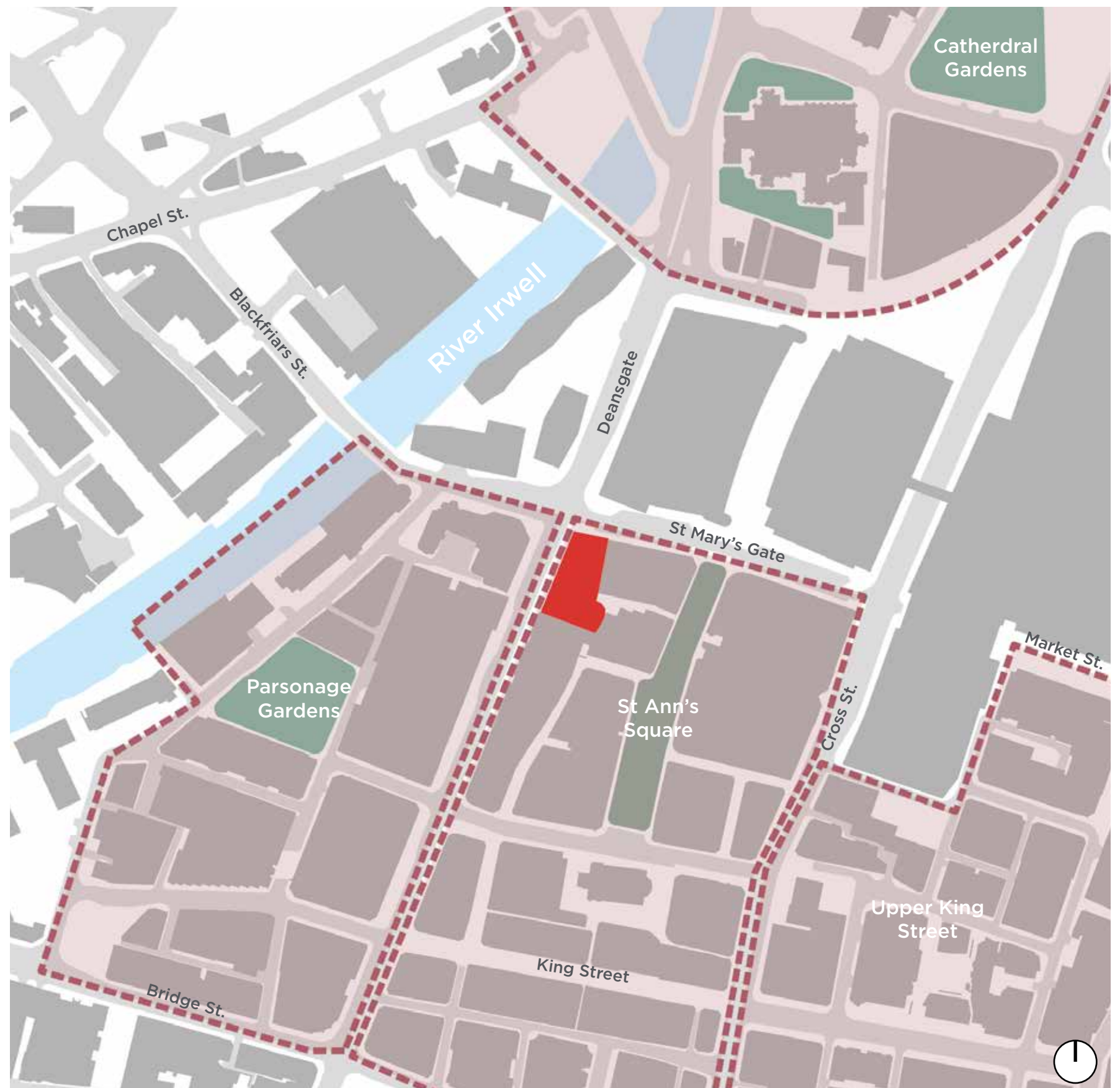
Consequently, the site is of considerable importance when considering matters of Heritage. A full Heritage Statement was prepared by Stephen Levrant Heritage Architecture in support of the original planning application (ref. 126328/FO/2020) to help inform design and to evaluate and determine the Heritage Impact of the proposals. The design has also been subject to an independent heritage and design audit by Montagu-Evans and a Heritage Statement Addendum has been prepared providing additional clarity around heritage matters following the refusal of the original application in January 2021.

The design process was also informed by MCC's St Ann's Square Conservation Area appraisal which highlights the 'rich tapestry' of buildings that have been constructed at different times and in varied styles with regard and respect for the existing context. The Council's adopted Planning Policy does not define any specifically protected views of particular building groups and, although there are many other fine individual buildings, it is their relationship to each other as components in a coherent streetscape that defines the Conservation Area.

From a development perspective, the Council promotes high quality modern design, taking cues from the remaining historic buildings rather than pastiche solutions. This provides the opportunity to propose a unique and appropriate building, taking subtle references from the rich surroundings, whilst making a dynamic new addition.

Architecturally, the area is characterised by a number of unifying features, which will be referenced in the proposal moving forward:

- Active retail frontages at ground floor level
- A tripartite subdivision of elevations
- Vertical window proportions and deep reveals
- Articulated chamfered corner conditions that alleviate pressure at busy junctions and frame entrances.



1.0 SITE ANALYSIS AND CONTEXT APPRAISAL



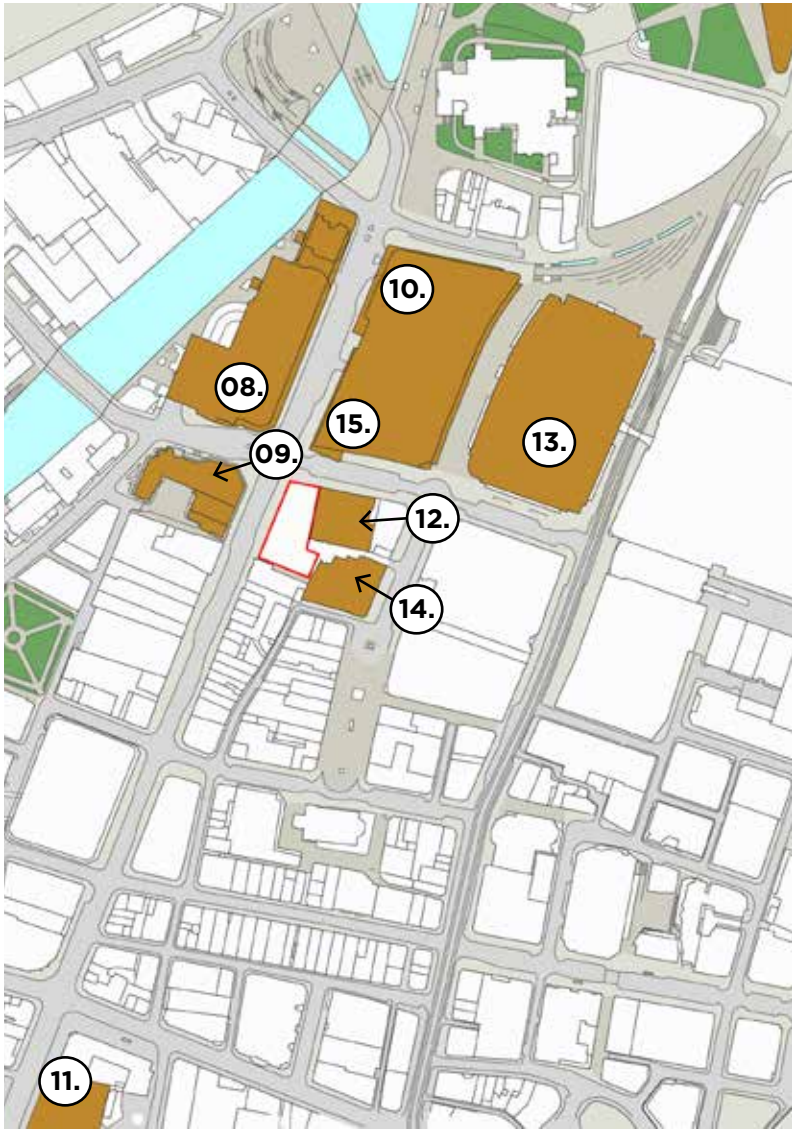
1.0 SITE ANALYSIS AND CONTEXT APPRAISAL

1.7 Historical Character and Materials



- 01. Church of St. Ann (Grade I)
- 02. Mansfield Chambers (Grade II)
- 03. Haywards Building (Grade II)
- 04. Royal Exchange (Grade II)
- 05. Kendals (Grade II)
- 06. Barton Arcade (Grade II*)
- 07. Arkwright House (Grade II)

1.0 SITE ANALYSIS AND CONTEXT APPRAISAL



1.8 Site Surroundings

Surrounding Uses

The surrounding area is typified by a mix of uses including retail (E(a)), food and drink (E(b)) office (E(g)(i)), residential (C3), hotels (C1) and a multi-storey car park (sui generis). This area of the City is transforming to become a high-quality mixed-use area increasingly typified by tall buildings, some ranging in height, which in turn is altering the character of the surrounding area.

Statutory Designations

Other than the aforementioned heritage designations, the site is not subject to any other statutory or non-statutory nature conservation or landscape/townscape designations and according to the EA's flood map is located within Flood Zone 1 (low probability).

Neighbouring Properties

In terms of the site's immediate context, both No.1 Deansgate and Grade II* listed Barton's Building have been key considerations which have informed the design process.

- | | |
|-----------------------|---------------------------|
| 08. Renaissance Hotel | 12. 12-14 St. Mary's Gate |
| 09. Maybrook House | 13. Marks & Spencer |
| 10. Harvey Nichols | 14. The Garden Building |
| 11. 123 Deansgate | 15. No.1 Deansgate |

1.0 SITE ANALYSIS AND CONTEXT APPRAISAL

1.9 No.1 Deansgate

No.1 Deansgate, situated directly to the north of the site across St Marys Gate, is a 17 storey residential building designed by Ian Simpson Architects and completed in 2002. It comprises 84 no. apartments across 14 floors which are supported by steel columns above a two storey retail podium, at street level.

As illustrated below, at its narrowest point, the two building are 16.3m apart. At its widest, the separation distance increases 18.75m due to the angle of No. 1 Deansgates southern facade



1.0 SITE ANALYSIS AND CONTEXT APPRAISAL

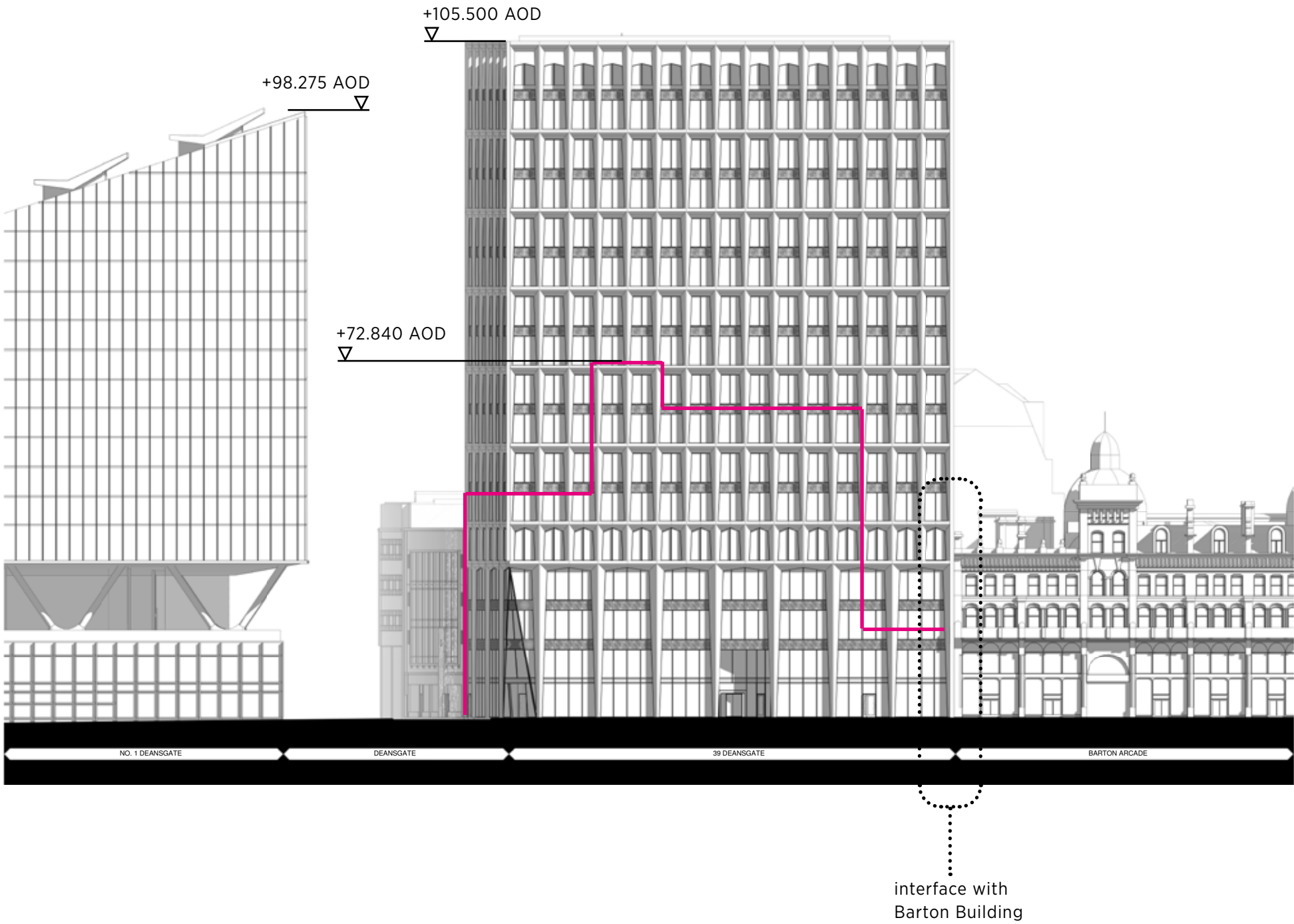
The external façade to the building incorporates a Glastec louver system. The louvres are a double skin solution and each apartment can manually open their louvres. The individual units have a motor with control unit linked to the Wind/Rain sensor and the Fire alarm louvred ventilation system.

The façade encloses a series of winter gardens which provide circa 2m of external space for residents to use, albeit that they do not comprise habitable space.

The southern elevation of the building faces directly on to the existing 39 Deansgate which comprises of 12 apartments together with the double height retail units on the ground floor.

The height of No.1 Deansgate at its apex is circa 98m AOD. 39 Deansgate is several metres higher at 105m AOD.

Currently, 6 floors have direct views into the existing offices, and visa versa, occupiers to No.1 Deansgate.



1.0 SITE ANALYSIS AND CONTEXT APPRAISAL

1.10 Barton Buildings

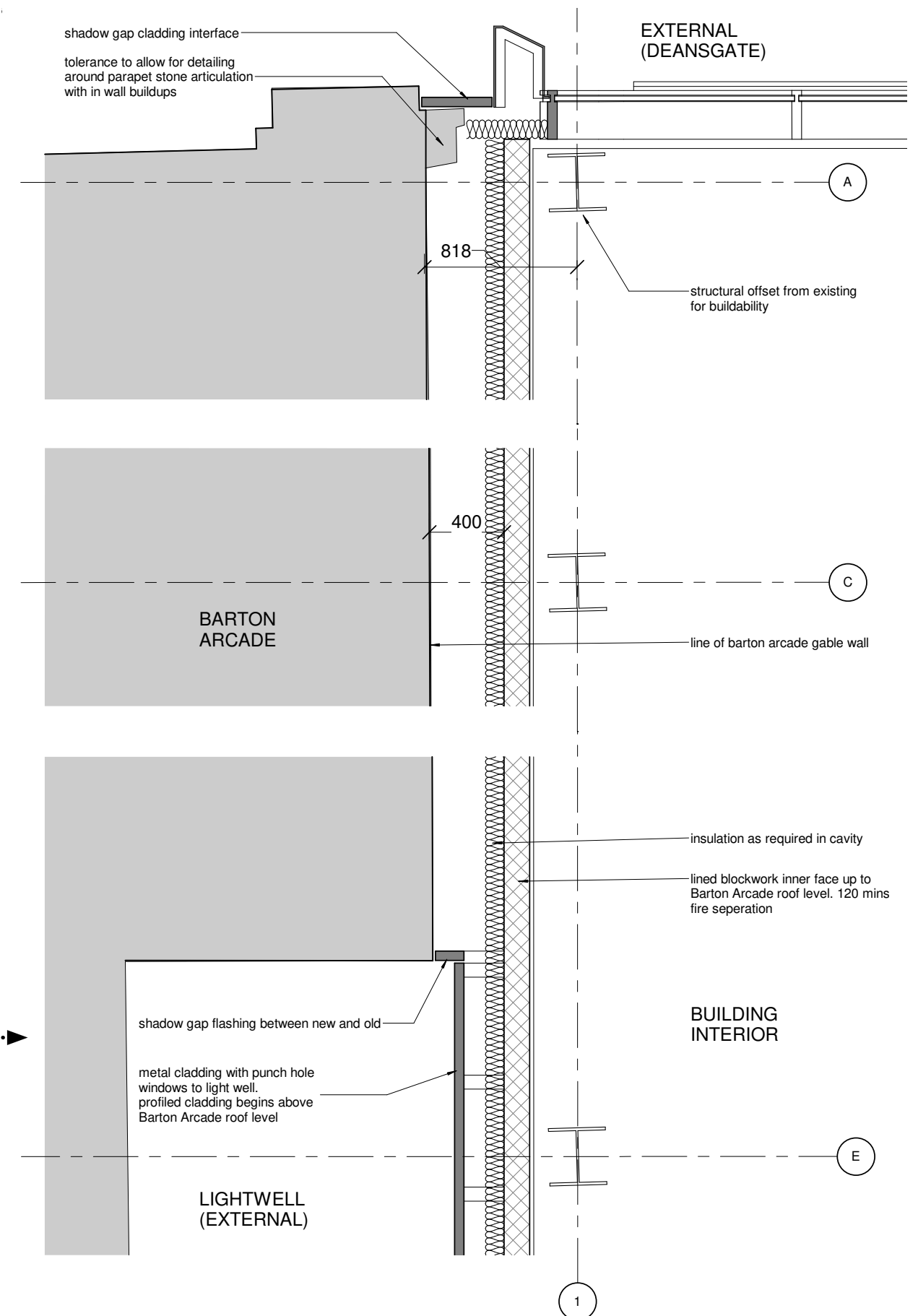
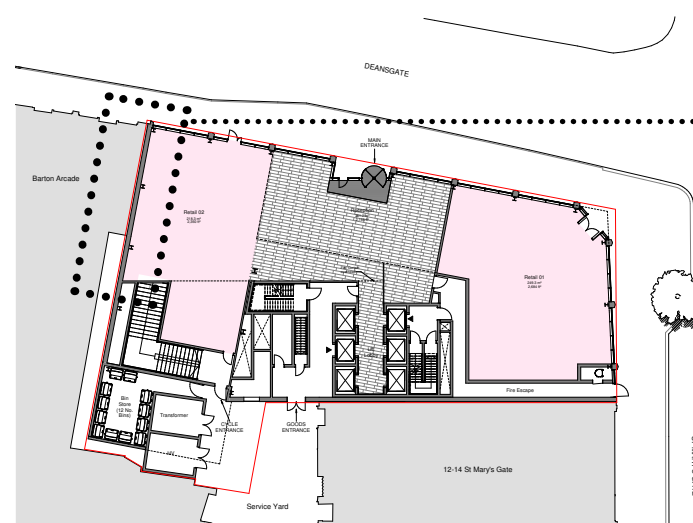
The Grade II* Listed Bartons Building is situated directly to the south and adjoins 39 Deansgate.

As can be seen in the photos on the previous page, much of the Barton Buildings gable wall is exposed due to the recessed retail podium of the existing building.

The proposed scheme seeks to reconcile this by building back up to the same line as Barton Buildings reinforcing the urban grain which is explored further later on in this document.

This will no doubt represent challenges that will need to be addressed through a Part Wall Agreement post planning stage. However, some thought has been given to how the interfaces with Barton Buildings will be addressed as illustrated on the sketch plan detail adjacent.

Principally, primary structure is offset to allow tolerance and build zones. Beyond this, nominal wall build-ups also allow for a healthy tolerance zone during which any protrusions and capping around the parapet of Barton Buildings can be accommodated.



1.0 SITE ANALYSIS AND CONTEXT APPRAISAL

1.11 Policy and Regeneration Context

The statutory Development Plan for Manchester currently consists of 'saved' Policies of the Unitary Development Plan for the City of Manchester (July 1995) and Manchester Core Strategy Development Plan Document 2012-2027 (July 2012). Alongside this, the endorsed Ramada Complex SRF comprises a key material consideration.

39 Deansgate represents previously development land within a key regeneration area in the City Centre. The proposals seek to provide high quality office space over flexible ground floor commercial units in a highly accessible City Centre. The principle of the proposed mix of uses is already established at the site.

Focusing economic and commercial development toward the Regional Centre is a key spatial strategy established by Core Strategy Policy SP1. To this end, the site is situated within the Regional Centre (Core Strategy Policy EC3) which encourages the development of employment generating uses including offices and other commercial development.

Within the Regional Centre, Manchester City Centre is a strategic economic location and focus of employment growth which is expected to accommodate 33ha of office or similar employment development (Core Strategy Policy CC1). The Council seeks to boost investment by local, national and international business through the provision of a variety of high-quality accommodation types, sizes and footplates with the City Centre seen as a suitable location for the consideration of high-density buildings and commercially led mixed use schemes.

The Council's priorities for continued economic growth, as set out in Core Strategy Policy EC1, include priorities for ensuring continued economic growth including improving the portfolio of employment premises, by providing a range of employment sites and premises for small, medium and large businesses and ensuring the continued social, economic and environmental regeneration of the City. The Policy also seeks to ensure that developments contribute positively to the experience of all at street level.

In terms of mixed-use developments, Core Strategy Policy CC7 acknowledges that the City Centre represents the most viable opportunities for mixed-use development. Active ground floor uses (shops, food and drink and leisure) will be appropriate in locations which have an established public function, or as part of a development which will create such an environment.

Core Strategy Policy CC 8 encourages developers to have regard to the Council's vision for the City Centre with development which reflects elements of this generally be supported. The approach to development, and redevelopment, in the City Centre will welcome large-scale schemes, especially those that make significant contributions to the City Centre's role in terms of employment and retail growth, subject to the proposal's impact on key aspects of the City's heritage and character. Within areas identified for large-scale redevelopment proposals will be expected to be prepared within an approved development framework.

Policy EN2 'Tall Building' is clear that the fundamental design objective is to ensure that tall buildings complement the City's key existing building assets and make a positive contribution to the evolution of a "unique, attractive and distinctive Manchester" including its key approaches and skyline. The City Centre is considered to be a suitable location for tall buildings, especially those easily accessible by public transport.

1.12 Site Analysis – Evaluation

Having reflected on the site analysis the project team had no doubt that this site requires a building of outstanding architecture to mark this key intersection along Deansgate, notwithstanding its adjacent context, the Grade II* listed Barton Arcade.

This needed to be achieved whilst meeting the client brief and commercial aspirations for a Grade 'A' office space in the heart of the City. Through engagement with key stakeholders, including MCC Officers and Historic England, it was clear that there was a desire for a building of significant mass to present a confident frontage onto Deansgate.

The analysis of the local context clearly justifies a taller building is appropriate, as a smaller building would not be confident enough in the streetscape, and would not present a significant driver for regeneration in the area.

Materiality and detailing were seen of being critical to the success of this building given its sensitive location and prominence on Deansgate, and the design needed to demonstrate a high level of consideration from large to small scale.

In developing the scheme proposals, rigorous technical baseline and viability testing has been undertaken. This comprehensive approach to technical analysis and understanding the strategic context has led to the evolution of the final design concept is described in the following section.

2.0 DESIGN EVOLUTION PROCESS

2.1 Design Competition

In spring/ summer 2018, a design competition was held by CBRE, on behalf of Kames Property Income Fund, to identify a preferred Architect to lead the design process at 39 Deansgate. At this stage, Kames Property Income Fund sought to investigate the potential for office, residential or hotel use. A series of leading Architects were short-listed including:

- Sheppard Robson,
- Simpson Haugh,
- Feilden Clegg Bradley,
- TP Bennett and,
- Oculus

Each design team was invited to present their visions for the site. Examples of the concepts presented are shown below with each of the Architects recognising the importance of this gateway site and the need for a landmark building.

Following the comprehensive competition selection process, Sheppard Robson were named as the Architect to take the project forward.

The entry adjacent mirrors the main urban design drivers reflected in the Ramada SRF and proposes a building of considerable height. There is similarly acknowledged desire to re-establish the podium base as part of the urban grain.

This scheme represents a residential typology and thus, the plan form is angled away from neighbouring No.1 Deansgate where perhaps apartment to apartment overlooking is more of an issue.



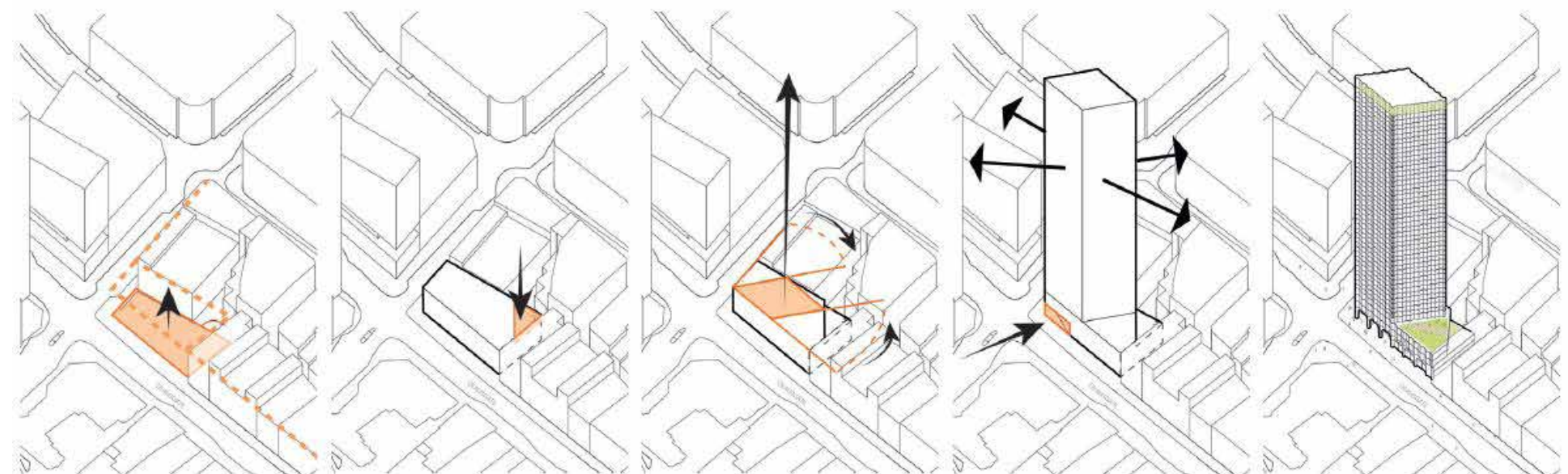
Site area extruded to datum found within the neighbouring buildings creating a podium level for the proposal

Step down to respect rights to light and outlook of neighbouring buildings

Twist & Extrude the plan to set away from neighbouring buildings to draw height to the main corner

Set Back to define entrance and key corner. The towers' orientation provides 360 views across the city

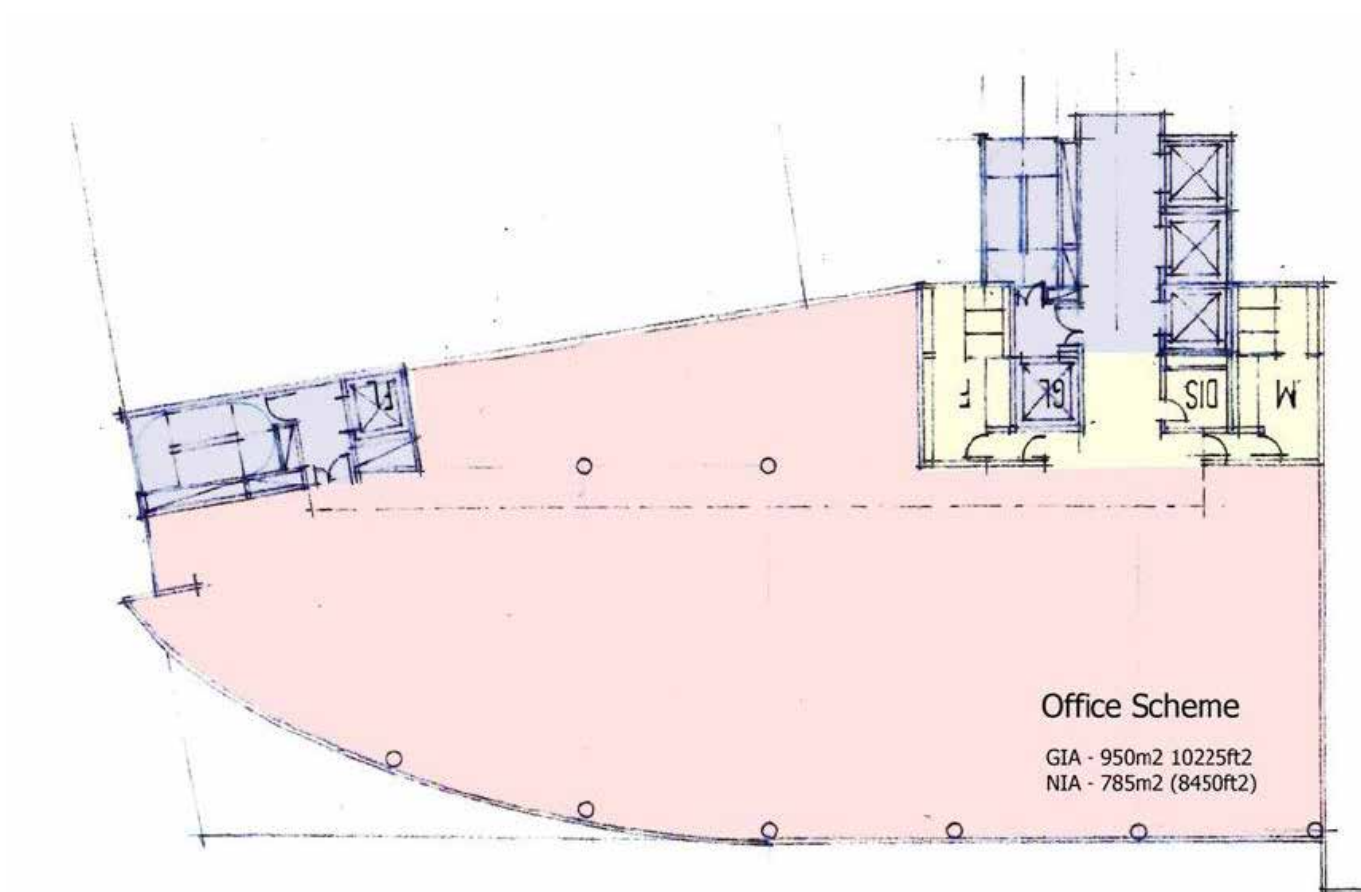
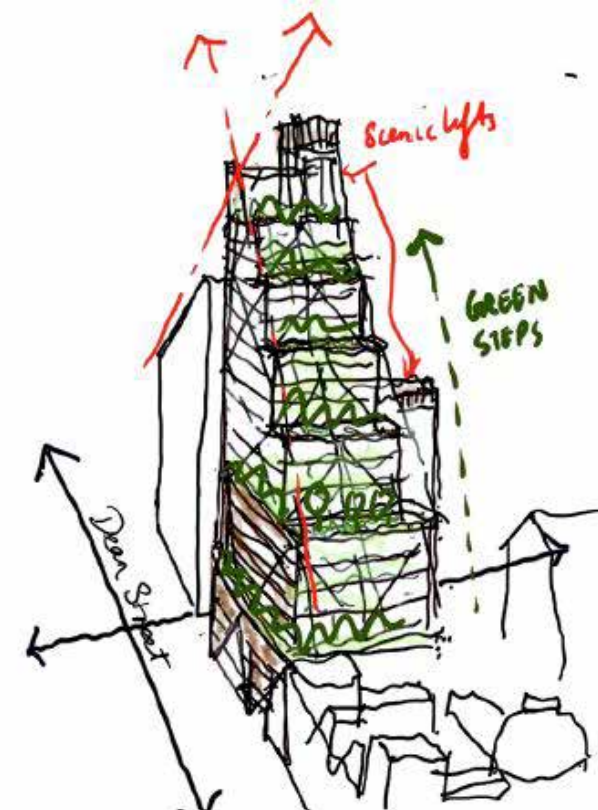
Winter & Roof Garden provides valuable amenity space for residents and the city



2.0 DESIGN EVOLUTION PROCESS

This entry again shows a building of considerable height where the massing is stepped incrementally to give emphasis and prominence to the corner.

The plan form achieves similar areas to submitted proposals but, with a separate escape core to the northern corner arguably given over to potential prime lettable space.



2.0 DESIGN EVOLUTION PROCESS

The scheme below appriases various options and typologies that commonly establish the podium base and notably, steps the upper part of the massing away from the northern corner. This goes against a theme in other entries that otherwise seek to give prominence to the corner plot by making it the focus of the building height.

Articulation of massing in such a way would arguably reduce the floorplate efficiency of the upper levels in an office typology.



OPTION A - OFFICE

Option A1
Total Office NIA - 7,558 m² / 81,354 ft²
Total Office GIA - 9,630m² / 103,656 ft²

Total Retail GIA - 1,265 m² / 13,616 ft²

Overall Total NIA - 8,658m² / 93,194 ft²
Overall Total GIA - 11,186m² / 120,405 ft²

Option A2 (Additional floor space)
Total Office NIA - 7,924 m² / 8593 ft²
Total Office GIA - 10,002m² / 107,661 ft²



OPTION B - RESIDENTIAL

Total Residential NIA - 6,929 m² / 74,583 ft²
Total Residential GIA* - 9,251m² / 99,577 ft²

Total Retail GIA - 1,115 m² / 12,002 ft²

Overall Total NIA - 7,859m² / 84,593 ft²
Overall Total GIA - 11,595m² / 124,807 ft²

Apartment Mix
1 Bed - 32 (30.2%)
2 Bed - 74 (69.8%)
Total - 106



OPTION C - HOTEL

Total Hotel NIA - 6,365 m² / 68,512 ft²
Total Hotel GIA* - 9,716m² / 104,582 ft²

Total Retail GIA - 554 m² / 5,963 ft²

Overall Total NIA - 7,396m² / 79,610 ft²
Overall Total GIA - 12,388m² / 133,343 ft²

Hotel Rooms
Total - 259



OPTION D - RESIDENTIAL

Total Residential NIA - 14,282 m² / 153,730 ft²
Total Residential GIA* - 17,637m² / 189,843 ft²

Total Retail GIA - 436 m² / 4,693 ft²

Overall Total NIA - 14,690 m² / 158,122 ft²
Overall Total GIA - 20,263 m² / 218,001 ft²

Apartment Mix
1 Bed - 74 (33.3%)
2 Bed - 148 (66.7%)
Total - 222



OPTION E - OFFICE AND SERVICED APARTMENTS

Total Office NIA - 8,290 m² / 89,233 ft²
Total Office GIA* - 9,983 m² / 107,456 ft²

Total Residential NIA - 4,200 m² / 45,208 ft²
Total Residential GIA* - 5,394 m² / 58,060 ft²

Total Retail GIA - 314 m² / 3,380 ft²

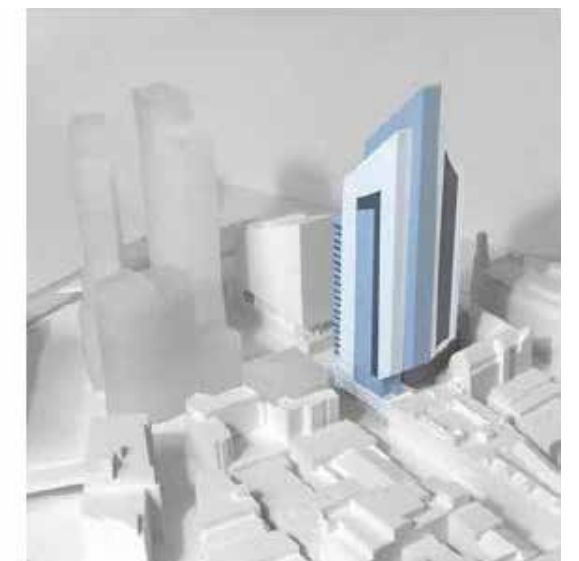
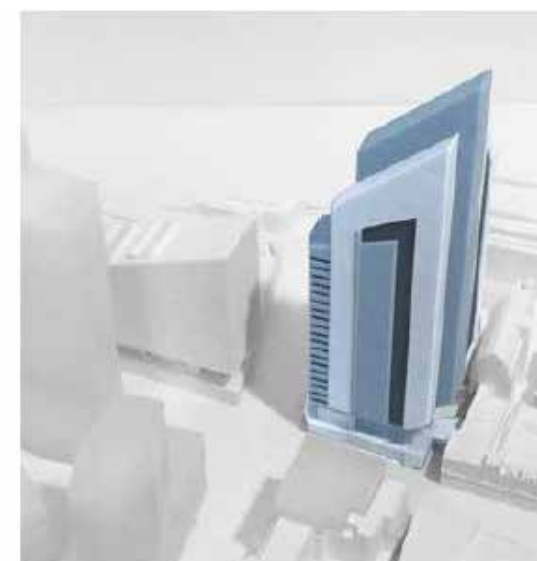
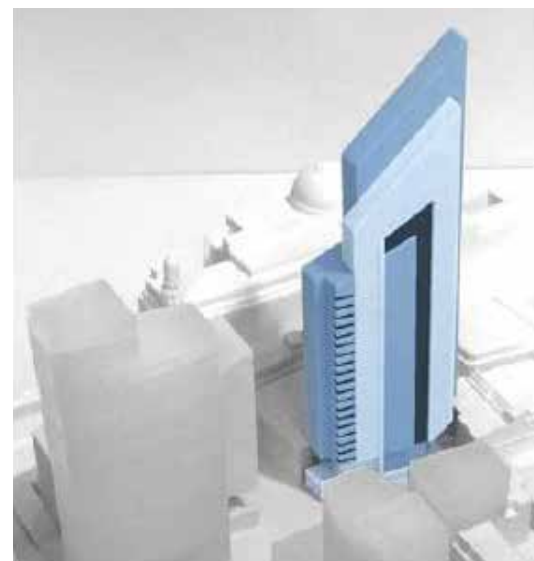
Overall Total NIA - 12,790 m² / 137,670 ft²
Overall Total GIA - 17,525 m² / 188,637 ft²

Apartments
2 Bed Total - 60

2.0 DESIGN EVOLUTION PROCESS

The final entry to the right is a highly conceptual scheme that once again seeks to establish a base tied into surrounding datums.

the tower element is striking in its form and look to continue an upward curve presented by the angled profile of No. 1 Deansgate.



2.0 DESIGN EVOLUTION PROCESS

2.2 Proposed Use

Detailed analysis was undertaken early in the scheme’s development to test the viability of the site for a range alternative uses. Ultimately, an Office use was chosen, supported by a robust business case, agency advice and, by the constraints of the site, such as the high levels of servicing required for Hotels.

The adjacent diagrams show Sheppard Robsons competition entry and the test floor plates for the alternative Residential and Hotel uses:

The residential configuration could provide circa 10 units across a double banked central corridor. A similar arrangement occurs to the hotel option however, in this instance the two wings of 3* accommodation provide approximately 20 rooms per floor.

Initial massing was worked up based on a 20 storey tower with a rational double banked floorplate which angled away from Deansgate, as illustrated on the images overleaf.



Baseline Proposal - Test Fit Residential



Baseline Proposal - Test Fit Hotel

2.0 DESIGN EVOLUTION PROCESS



Views of 20 storey scheme in a Resi/Hotel configuration



2.0 DESIGN EVOLUTION PROCESS

2.3 Technical Team

In addition to Sheppard Robson Architects, a highly experienced project team with experience of delivering schemes in Manchester was instructed to develop the scheme proposals. The team included:

Planning and Development	CBRE
Transport and Waste Management	Curtins
Project Management	CBRE
Noise and Air Quality	BWB
Cost Consulting	G&T
Flood Risk and Drainage/ UXO	IGE Consulting
Structural Engineer/ Phase I SI	Renaissance
BREEAM	Mainer Associates
M&E Consultant	EDPI
TV and Radio Reception Impact Assessment	GTech Surveys Limited
Fire Consultant	Omega Fire
Archaeology	Orion Heritage
Heritage	Stephen Levrant Heritage Architecture
Ecology	Tyler Grange
Townscape and Visual Impact	Planit-ie
Crime Impact	GMP Design for Security
Wind Microclimate	GIA
Sunlight/ Daylight	GIA

2.4 Office Market Context

CBRE’s Office Agency Team has provided detailed advice to the design team in order to provide a product which is designed with the occupier in mind, providing much needed office stock to satisfy current and future occupier demand.

2.5 The Brief

Following the successful design competition process and the selection of Sheppard Robson Architects to lead the design team, a focussed brief was established for the site informed by contextual and commercial considerations.

The brief sought to demolish the existing 39 Deansgate and replace it with a single building which would provide in excess of 130,000 sq ft of ‘Grade A’ office space and 5,000 sq ft of flexible retail space at ground floor.

From the outset the client, Kames Property, were clear that the new building needed to meet the demands of the target occupiers whilst respecting and complimenting the immediate historic context through its massing, the use of high-quality materials and attention to detailing. The site is situated in a prime location and marks a key intersection on Deansgate and St Mary’s Gate forming a gateway into the city’s retail core. As such, it should reinforce and enhance the local street scene through active frontages and complementary retail uses.

Additional key requirements of the Brief included:

- British Council for Office (BCO) compliance for all core elements;
- BREEAM Excellent target (office space only);
- Flexible and sub-divisible office space;
- Maximum floorplate efficiency;
- Extensive cyclist facilities; and
- Facilitating and responding to the aspirations set out in the endorsed SRF.

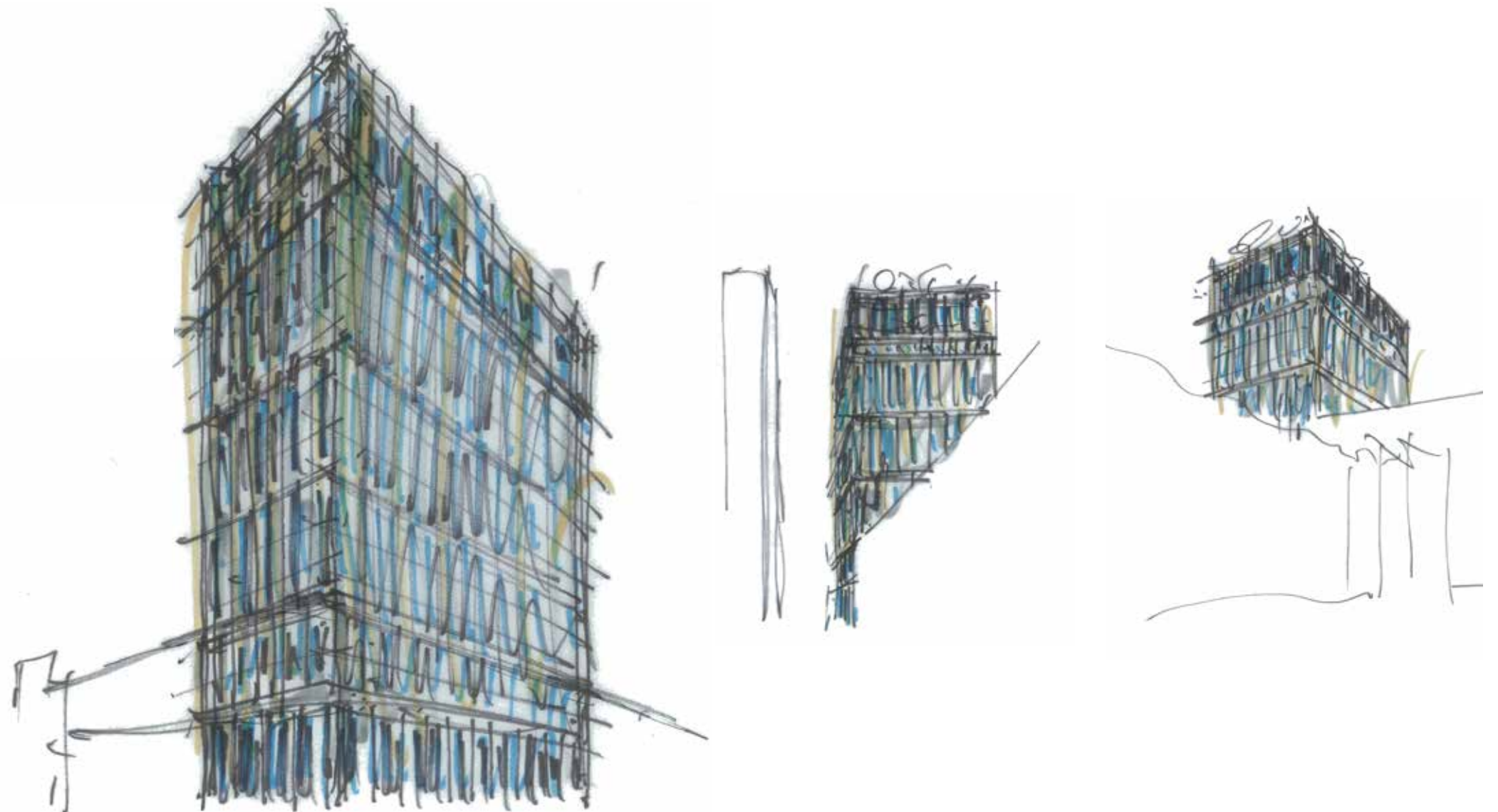
2.0 DESIGN EVOLUTION PROCESS

2.6 Design Feasibility and Testing

In developing the design significant consideration has been given to the deliverability and viability of the scheme proposals.

As noted previously, CBRE's Manchester Office Agency Team are market leaders in the City and have been actively involved in developing the scheme to create a new 'best in class' office building in the City Centre. The team has provided detailed advice to the Applicant and the design team throughout the process to ensure that the speculative proposals are designed with future occupiers in mind and meet market aspirations.

The Applicant is committed to bringing this high-quality landmark building forward and has worked closely with CBRE's development team and Gardiner & Theobald Cost Consultants to establish the viability of the scheme throughout the process to ensure that they are deliverable. Whilst Viability Appraisals were not submitted in support of the original application, due to it not being required by MCC Officers, the final development has been fully costed and represents the only truly viable solution to this challenging site without increasing the scale and massing further.



2.0 DESIGN EVOLUTION PROCESS

2.7 Proposed Massing

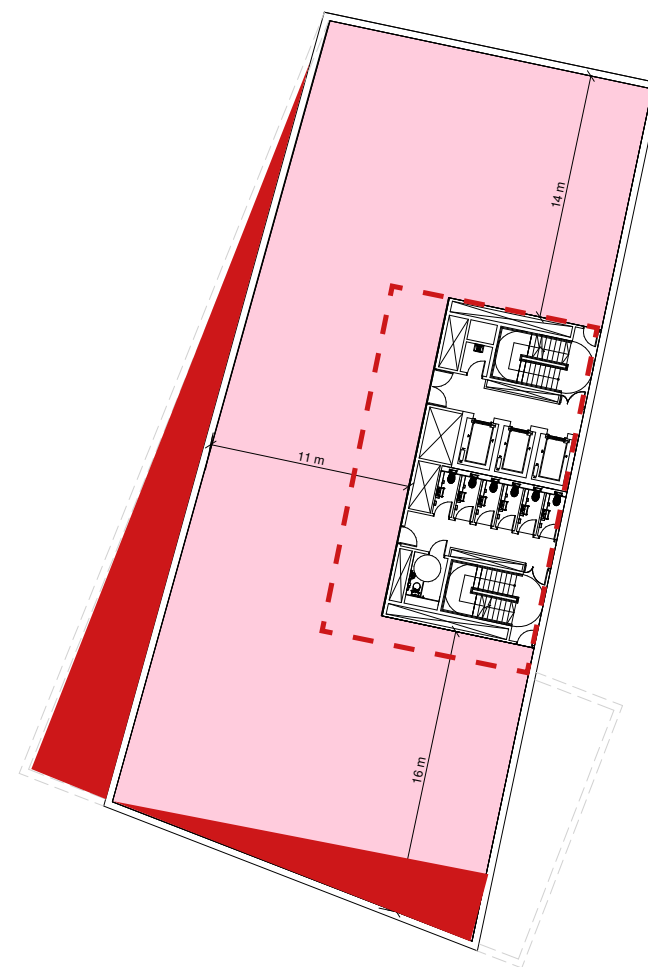
Once the decision had been made to proceed as office use, it was clear that an orthogonal plan configuration would not achieve the areas required to make the floorplates viable.

The Design Team set about exploring and appraising various options that sought to increase the area whilst mitigating any impact of the massing. Some examples of which can be seen on the adjacent page.

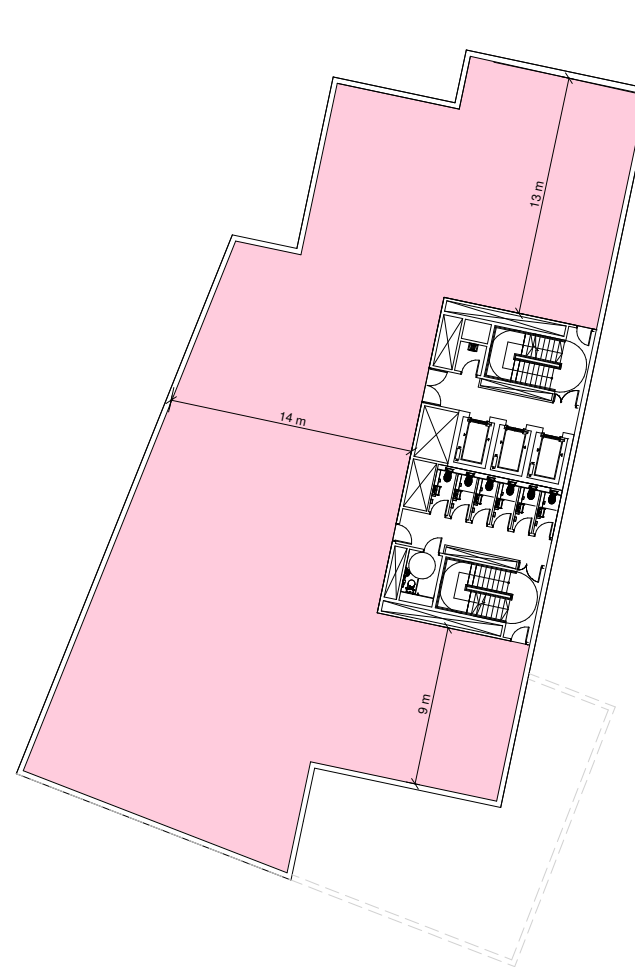
A matrix was compiled to assess each of the options against basic criteria:

- Area
- Buildability/Complexity
- Plannable as an office
- Technical consideration

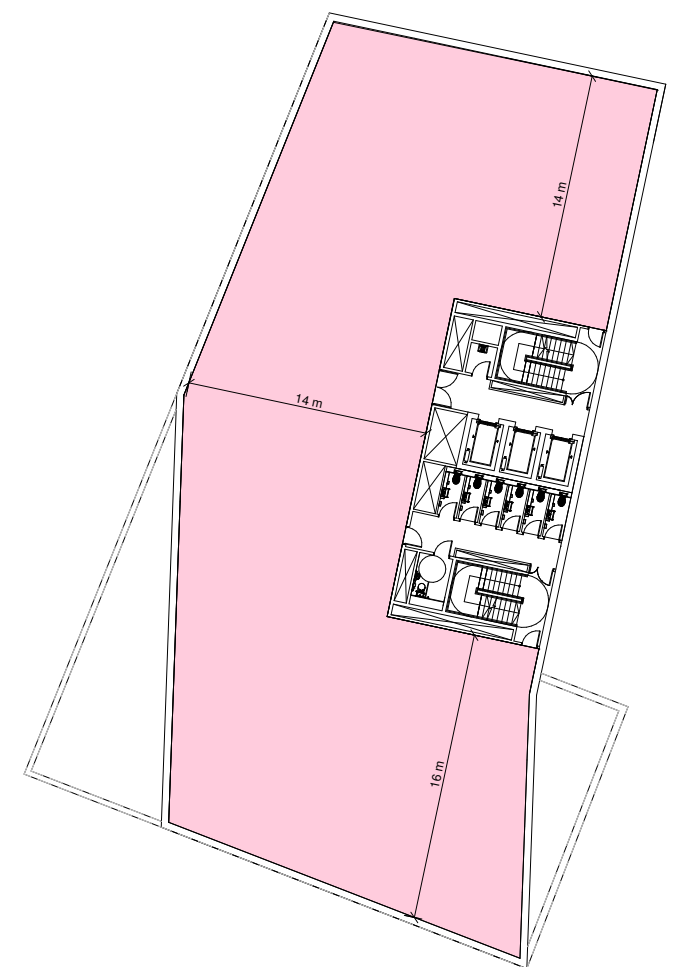
The matrix can be seen overleaf and ultimately informed the decision to proceed with a simple, efficient floorplate extrusion. This was mitigated by reducing the overall height of the proposed development from 20 to 15 storeys. This approach, in turn, also heavily influenced the development of the façades, which is explained later in this section.



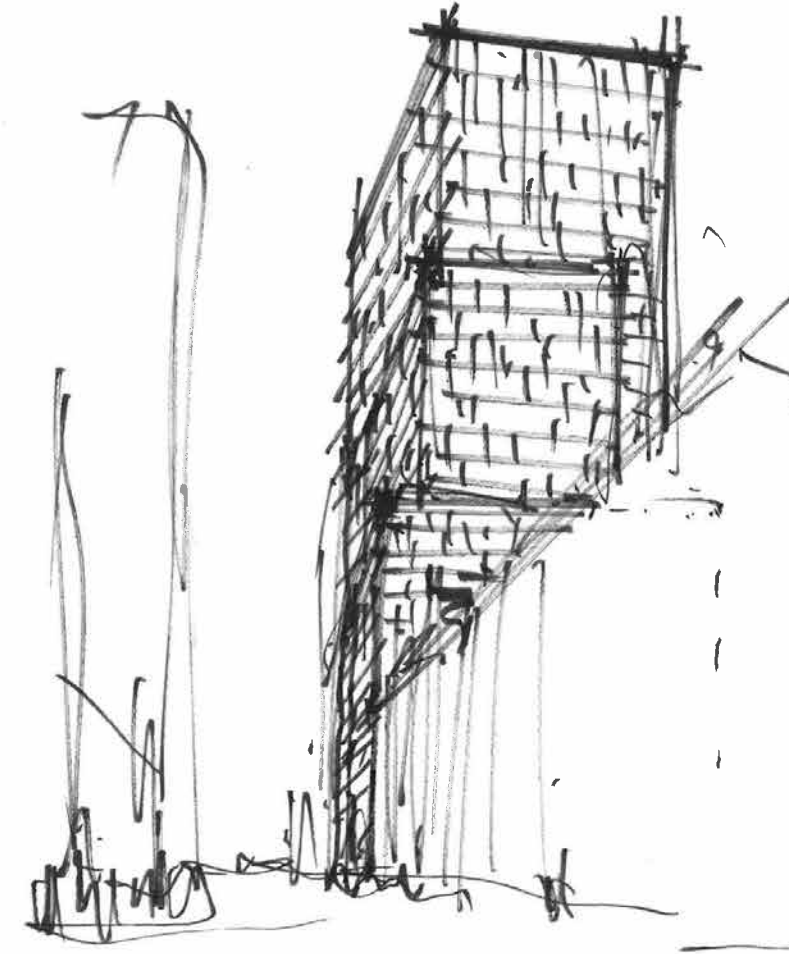
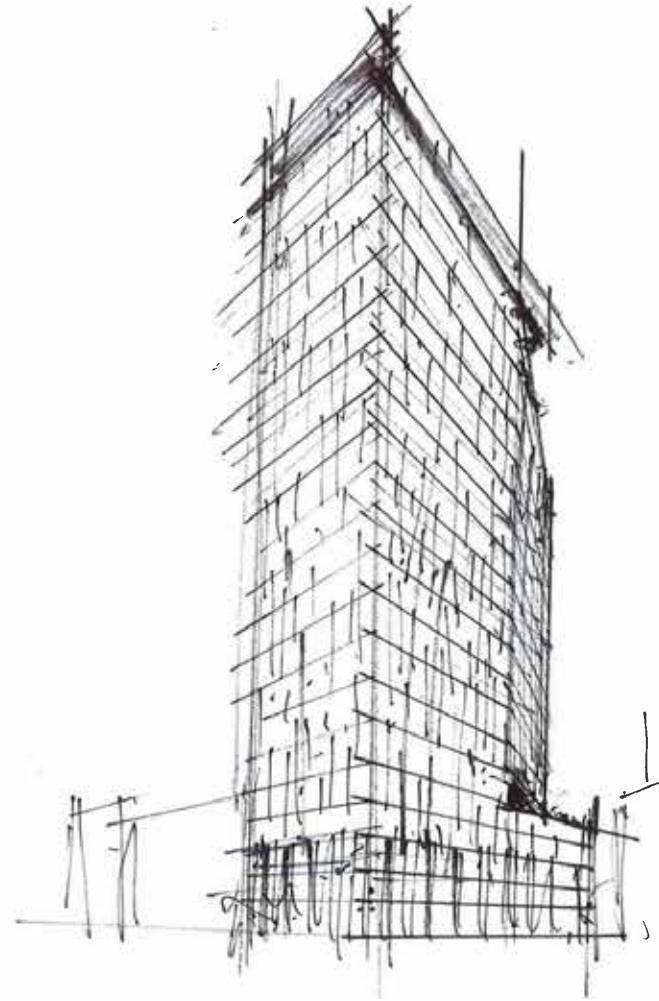
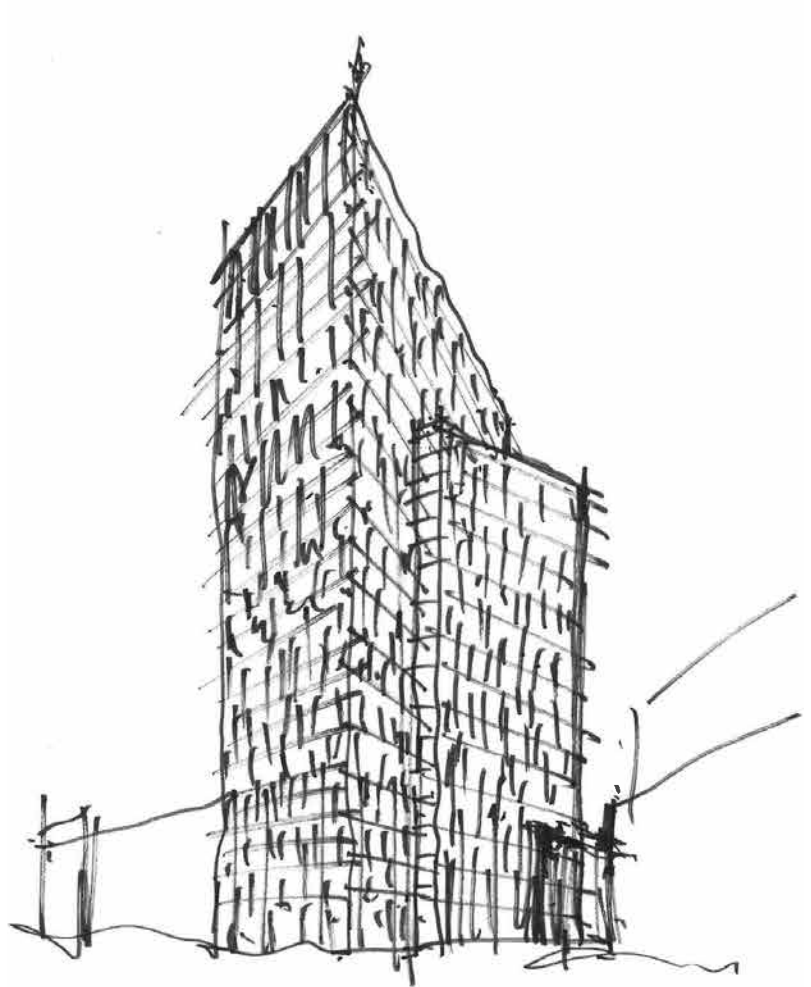
01. Illustration of area lost by creating a parallel plan form



02. Alternative plot configurations shown massed up on adjacent page

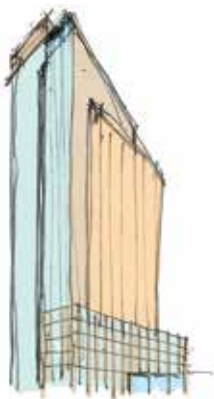
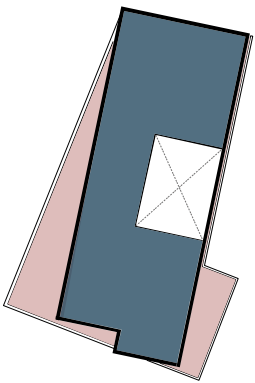
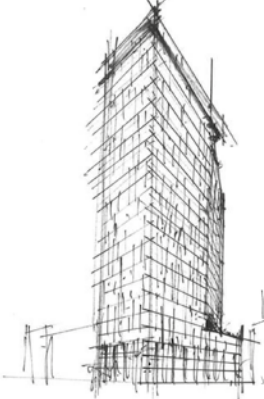
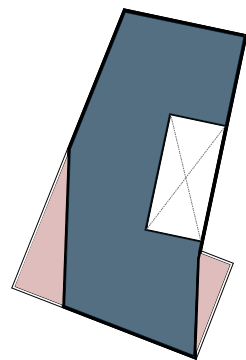
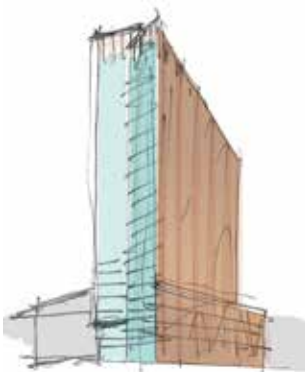
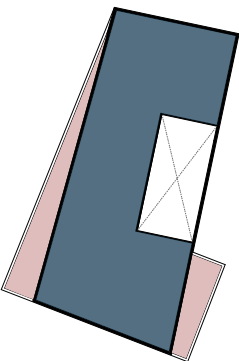
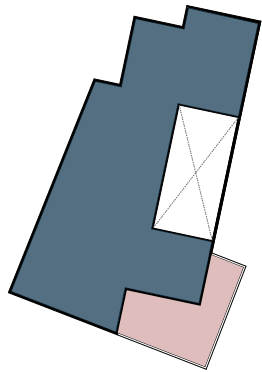
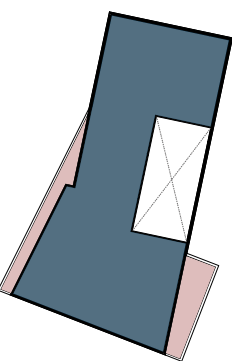
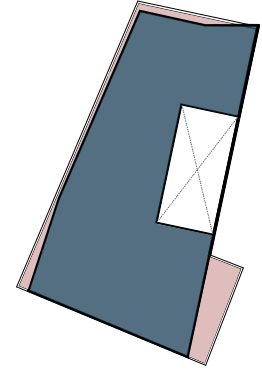


2.0 DESIGN EVOLUTION PROCESS



2.0 DESIGN EVOLUTION PROCESS

2.7.1 Design Option Matrix

BASELINE X	• Rotated tower addresses Deansgate • Typical floor low on NIA • Core sized for Resi/Hotel layout	 	OPTION 3 X	• Strong tower geometry • Terrace maintained at podium level • Potential inefficient internal space planning • Awkward shape doesn't plan well for offices	 
OPTION 1 X	• Rotated tower element retained • Terrace at podium level could be restaurant or bar • Strong datum maintained with adjoining buildings • Typical NIA too low for office floorplate	 	OPTION 4 X	• Dynamic building form created from multiple tiers • Complex facade geometry on every floor could difficult to let space • Stepping floor plates may be expensive construction cost	 
OPTION 2 X	• Tower form addresses corner of plot • Stepping geometry breaks down scale of building • Multiple typical floor plans for each set-back • Buildability issues	 	OPTION 5 X	• Unique crystalline building created • Floors reduce in area and are unique and they ascend • Potential inefficiency from unique levels • High construction cost, • Too many bespoke elements to be efficient for an office building	 

2.0 DESIGN EVOLUTION PROCESS

2.8 Plot Configuration

Diagram 01 adjacent shows the figure ground plan for the existing building with car park ramp to the rear. Notably, the side facing Deansgate next to Barton Arcade is stepped back from the predominant building line along Deansgate.

Diagram 02 shows the proposed plot configuration as a rational extrusion aligning with the two adjacent buildings. It also shows a chamfered North-West corner to ease pedestrian movement at the intersection.

OPTION 6



- Strong tower geometry
- Efficient internal space planning and potential for future adaptability
- Responds to and strengthens the existing street line
- Potential for easily constructible repetitive facade design

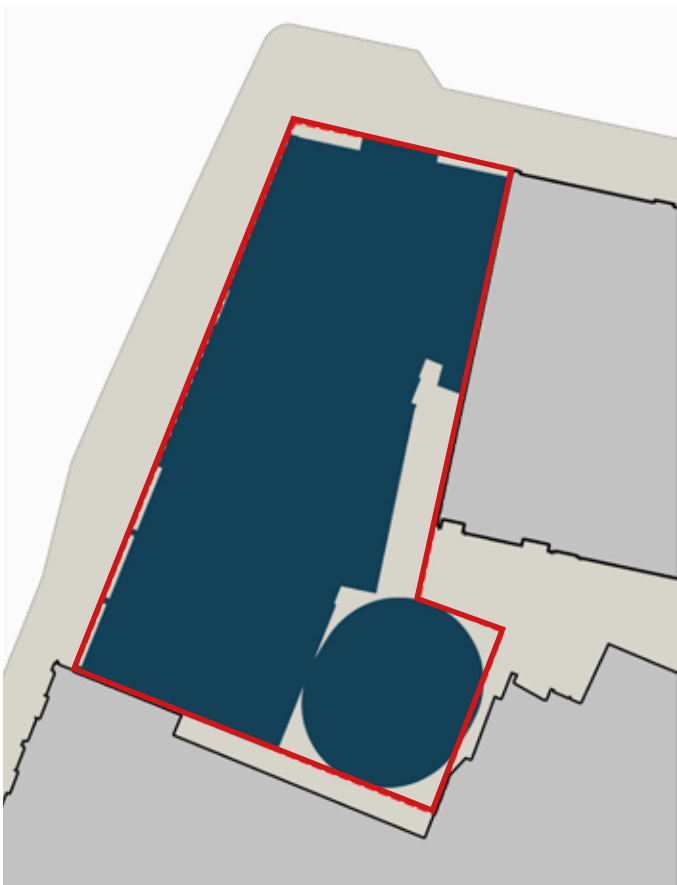


Fig 01.



Fig 02.

2.0 DESIGN EVOLUTION PROCESS

2.9 Proposed Scale



01. 20 Storeys [view from Deansgate looking North]

Having established that the building footprint needs to maximise the site in order to achieve the floorspace required, the first step was to extrude this footprint to the appropriate height.

A number of massing tests were carried out early on to get feedback from MCC and, subsequently, Historic England. Given the site's pivotal location on Deansgate and the opportunity it presents to act as an important catalyst for the regeneration of the area, the proposed scale needs to strike a balance that both sets a new precedent for the area whilst sitting comfortably within the local context and, more importantly, does not adversely affect the conservation setting.

This was coupled with the ongoing viability analysis of the scheme and the supporting business case for development. A low-rise building, put simply, would not give the return required to facilitate redevelopment. In this regard, testing was about mitigating the scale against what could be considered appropriate.



02. 15 Storeys [view from Deansgate looking North]

The original baseline scheme was set at 20 storeys but, this was seen as too high in terms of the buildings impact, particularly when viewed from St Anne's Square. A reduced scheme of 15 storeys was, therefore, considered the optimal height going forward for the following reasons:

- As illustrated in Figure 02, 15 storeys generally follows an upward curve based on the similar height of neighbouring No.1 Deansgate
- As illustrated in Figure 06, the proposed massing of the Ramada complex is just visible above the 15 storey datum. As such, a 15 storey massing was deemed appropriate within Manchester's emerging skyline, having a comparable impact on the townscape views from St Anne's Square as the MCC endorsed Ramada complex.



03. 15 Storeys with rationalised upper floor plan [view from Deansgate looking North]

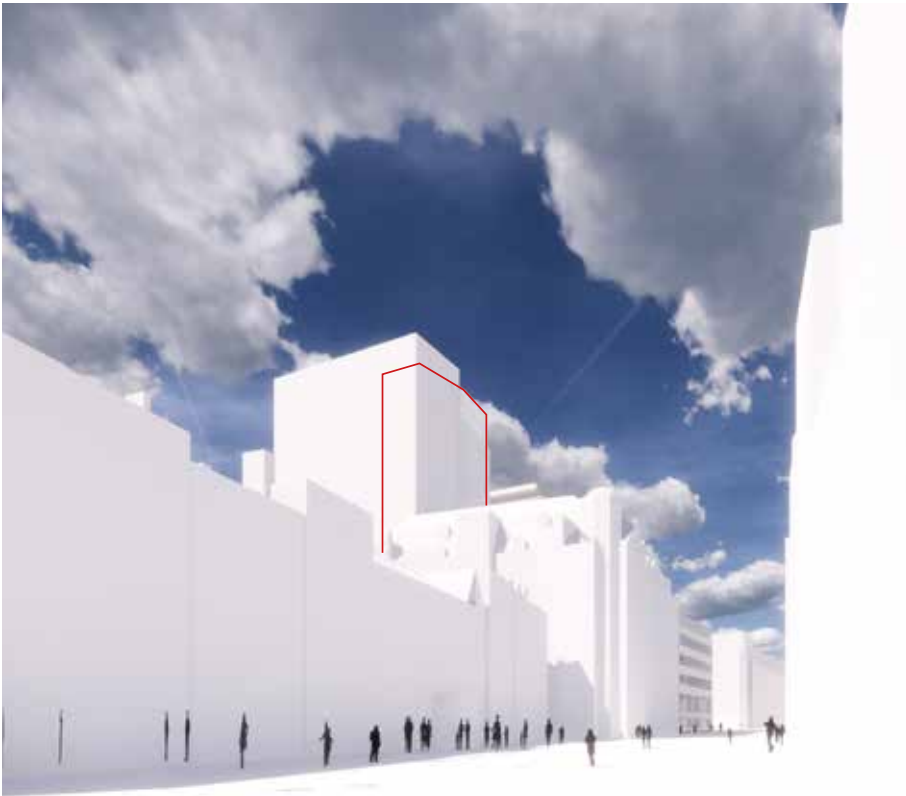


04. 15 Storeys proposed [view from Deansgate looking North]

2.0 DESIGN EVOLUTION PROCESS



05. 20 Storeys [view from St Anne’s Square]



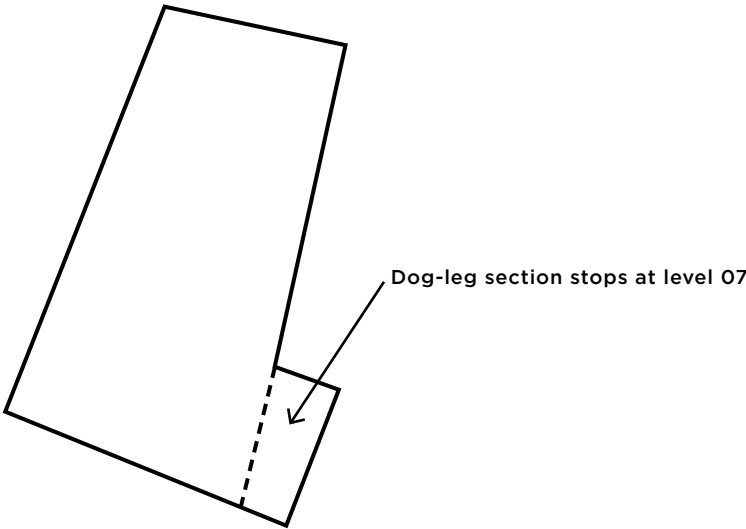
06. 15 Storeys [view from St Anne’s Square]



07. 15 Storeys with rationalised upper floor plan [view from St Anne’s Square]

Other steps were taken to mitigate the massing including stopping the dog-leg section at Level 07 so that it does not appear on any sight lines. The result is a rationalised rhomboid shape with a more elegant proportion and slender Southern elevation, as can be seen in Figures 03 and 07.

Ultimately, proposals for 39 Deansgate alongside No.1 Deansgate and the Ramada Complex, notwithstanding the redevelopment potential of Maybrook House opposite, will create a node of taller buildings around the key axis between St Mary’s Gate, Deansgate and Blackfriars Street.



08. 15 Storeys proposed [view from St Anne’s Square]

2.0 DESIGN EVOLUTION PROCESS

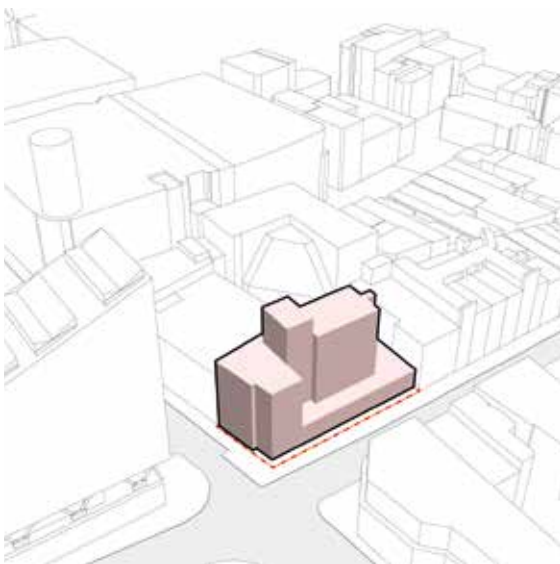
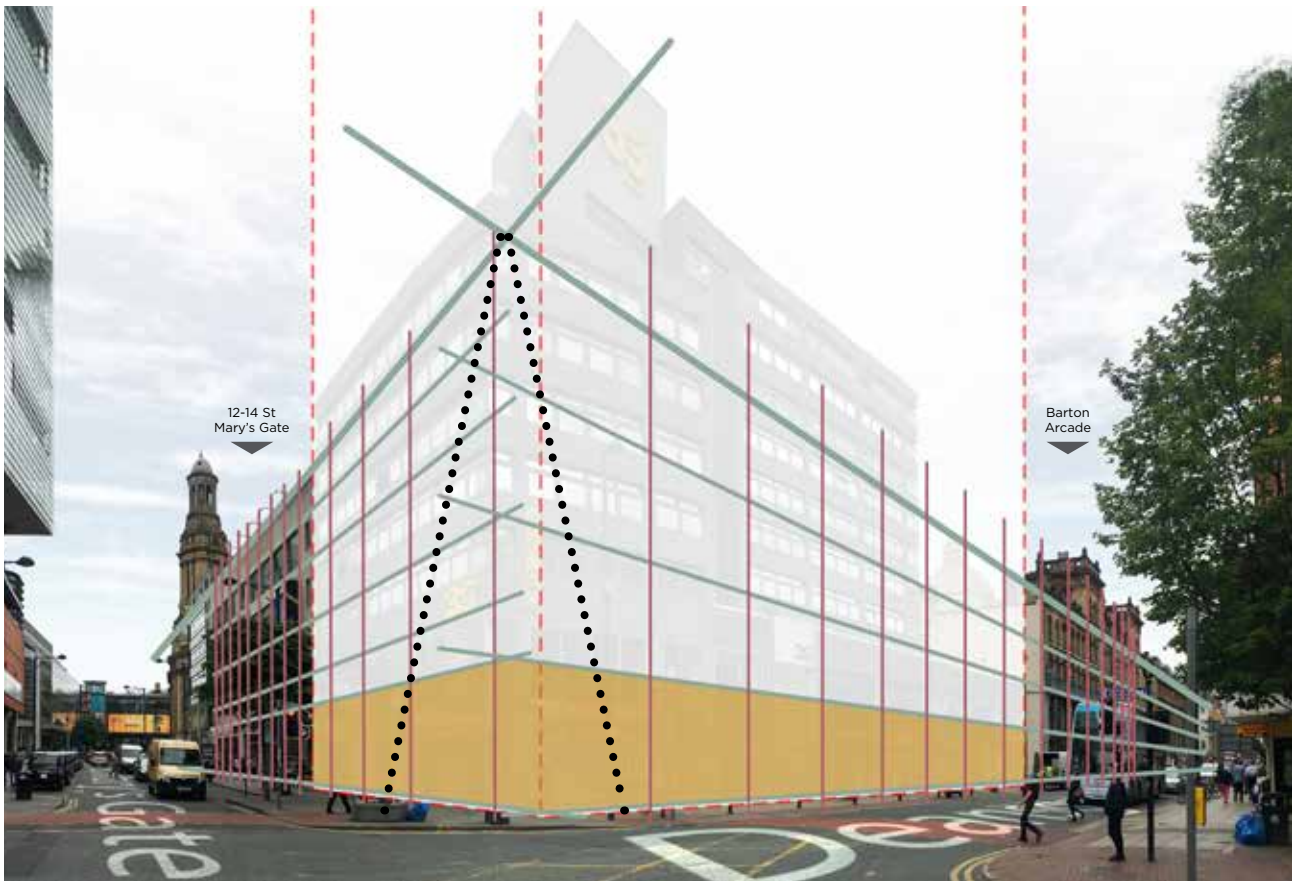
2.10 Facade Design Concept

The proposal completes the urban block and creates a hard edge and confident form which will hold the corner of this important intersection. In order to break up the massing and create visual interest to the skyline and facade, a number of interventions were explored within the massing of the block.

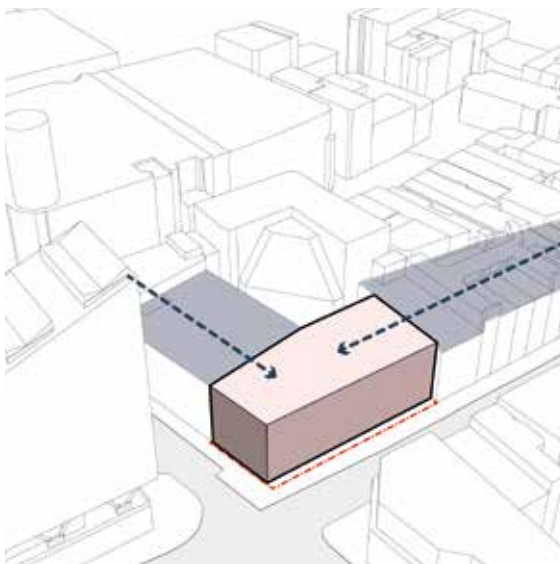
The base proportion responds to the pre-dominant four-five storey eaves datum in order to tie into the existing street scene. The proposed plan also steps out beyond the existing building line on Speaker's House in order to re-establish the continuous frontage along Deansgate. This re-emphasises the strong urban grain which is characteristic of the area.

At street level, chamfering the corner of the Northern retail unit will alleviate any potential bottle necking to the intersection of Deansgate and St Mary's Gate. This is a common device utilised by many historic buildings throughout the city but, treated in a contemporary way, it also adds a dynamic articulation to the building which will act as a defining feature of the proposed.

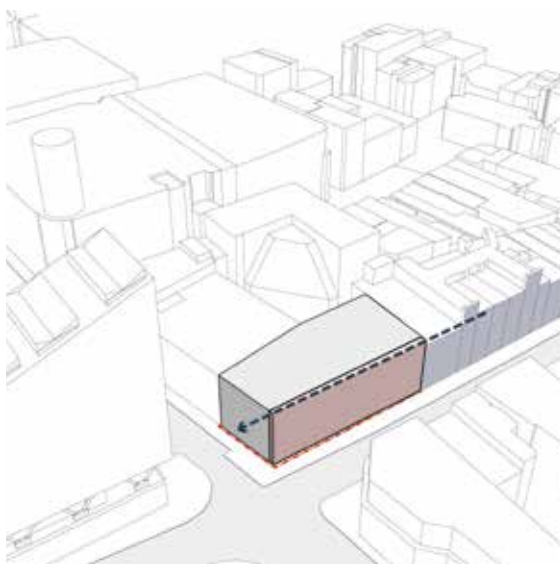
The final step was to develop a facade approach and test options for the elevational treatment, which is described throughout this section.



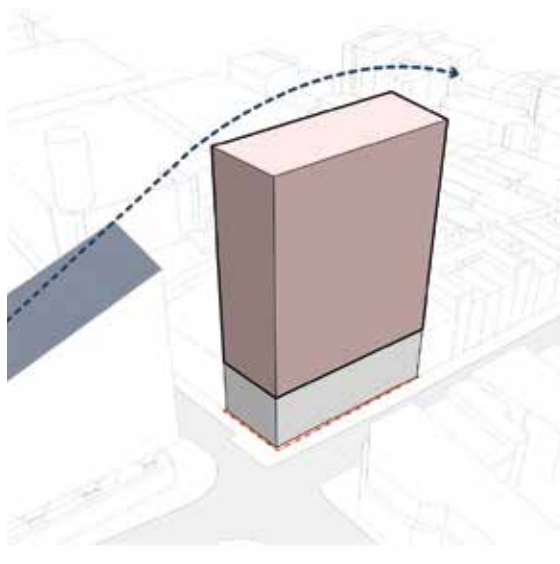
01: Existing property to be demolished



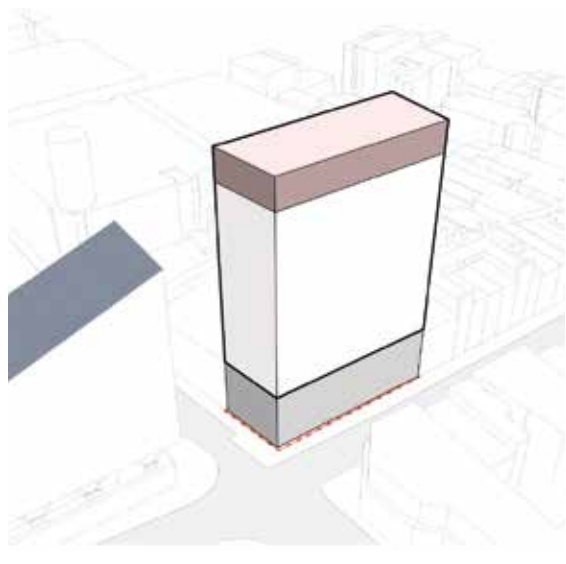
02: Infill of base to match surrounding properties



03: Base line adjusted to follow Deansgate building frontages



04: Tower massing to complement surrounding scale



05: Expressing a tripartite building proportion scale

2.0 DESIGN EVOLUTION PROCESS

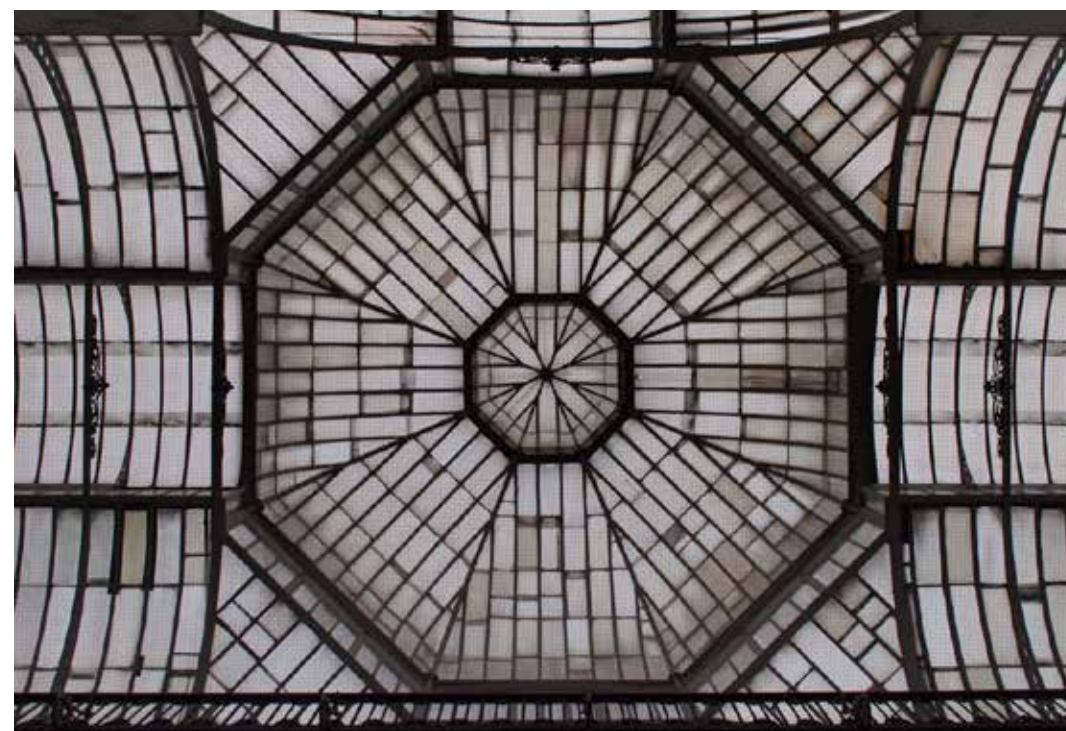
2.11 Contextual Analysis

The strength of the local area comes from the rich and varied mix of development, which has evolved steadily over time. The most successful new buildings are designed with consideration for and reference to their neighbours, whilst remaining reflective of contemporary design.

The intention is to compose the facade of crafted components, clearly reflective of the intended high-level of build quality. Furthermore, it should convey a sense of robustness and solidity typical of the historical context although, this should balance the need to maximise daylight within a modern Grade A office space.

Concept development for the facade, therefore, aims to subtly interpret the surrounding Victorian context, notably Barton Arcade as illustrated overleaf.

The Grade II* listed Barton Arcade was designed by Corbett Raby and Sawyer in 1871. With ironwork from the Saracen Foundry in Glasgow and two glass domes, the result is described in the Pevsner Architectural Guide as “gorgeous”.and is considered one of the finest examples of Victorian arcades in the country.



2.0 DESIGN EVOLUTION PROCESS

Contextual Analysis Continued



01. Slender, Well Proportioned Bays

Barton Arcade features double-height shop-fronts broken down into three slim bays. This is reflective of openings more generally within the St Ann's Square Conservation Area, which tend to be taller than they are wide.

02. Hierarchy & Layering

Primary, secondary and tertiary elements are used to compose a rich elevation with a clear hierarchy and balance of textures. The figure ground diagrams overleaf describe how this has been applied to the grid of the proposed scheme.

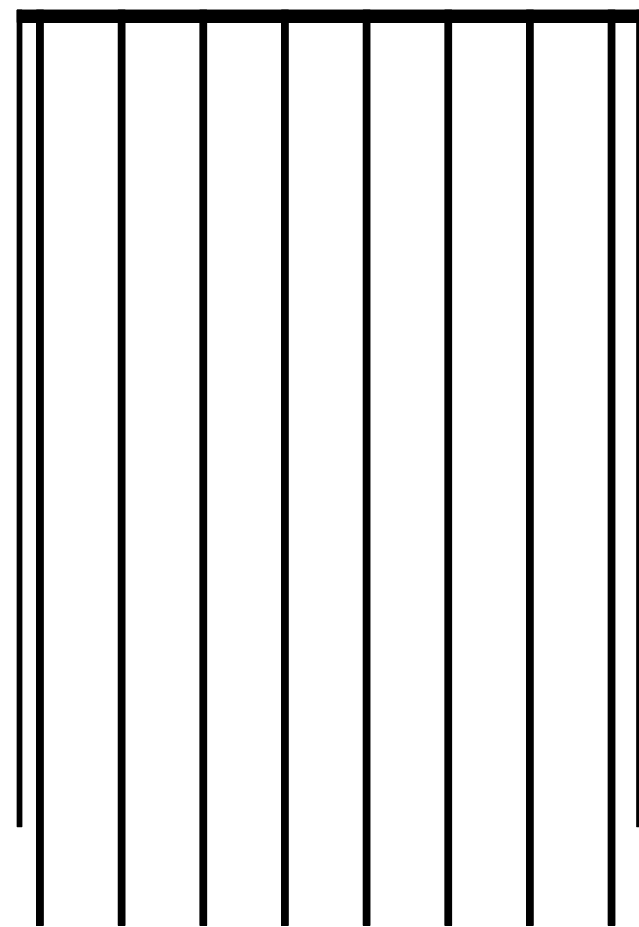
03. Profiled Piers

Profiled piers feature across the front Deansgate elevation of Barton Arcade and give the impression that they appear slimmer than they are and thus, help to express the intended modernity of the original architecture.

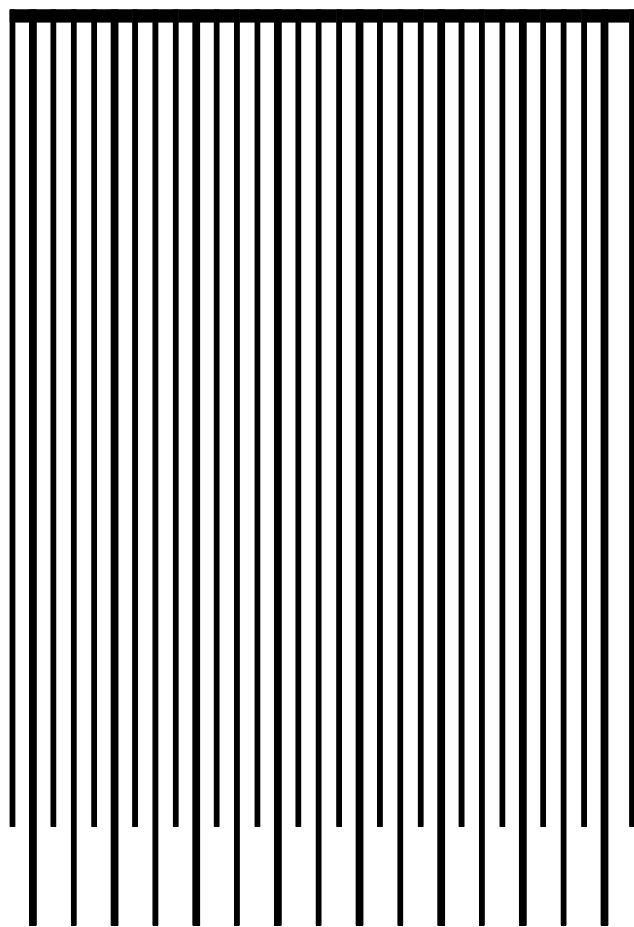
04. Delicate Ironwork

Intricate ironwork is a predominant feature of Barton Arcade, giving a sense of layering and producing beautiful reflections where it sits forward of glazing.

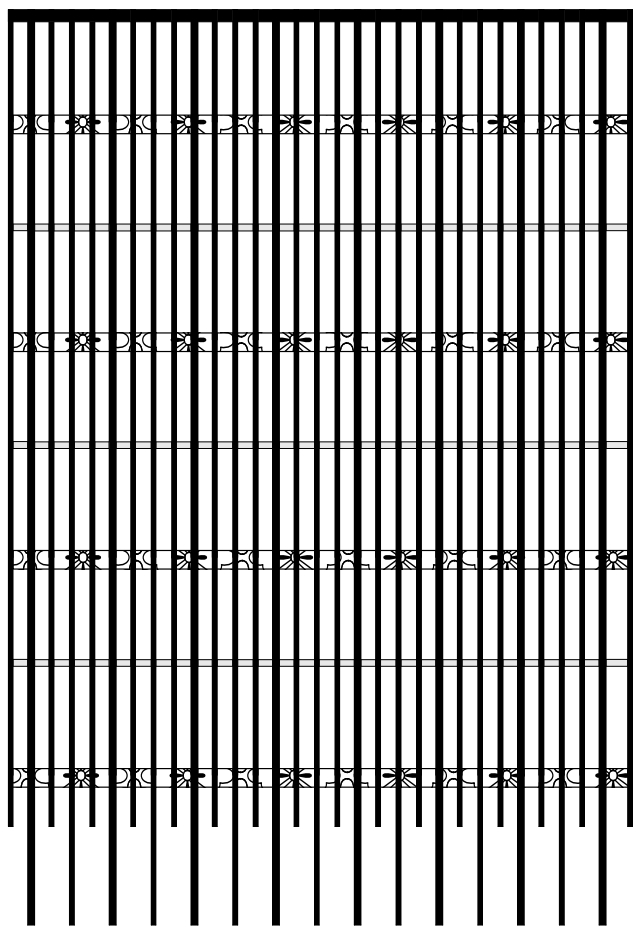
2.0 DESIGN EVOLUTION PROCESS



01. Primary Hierarchy Structural Grid



02. Secondary Fenestration Detail

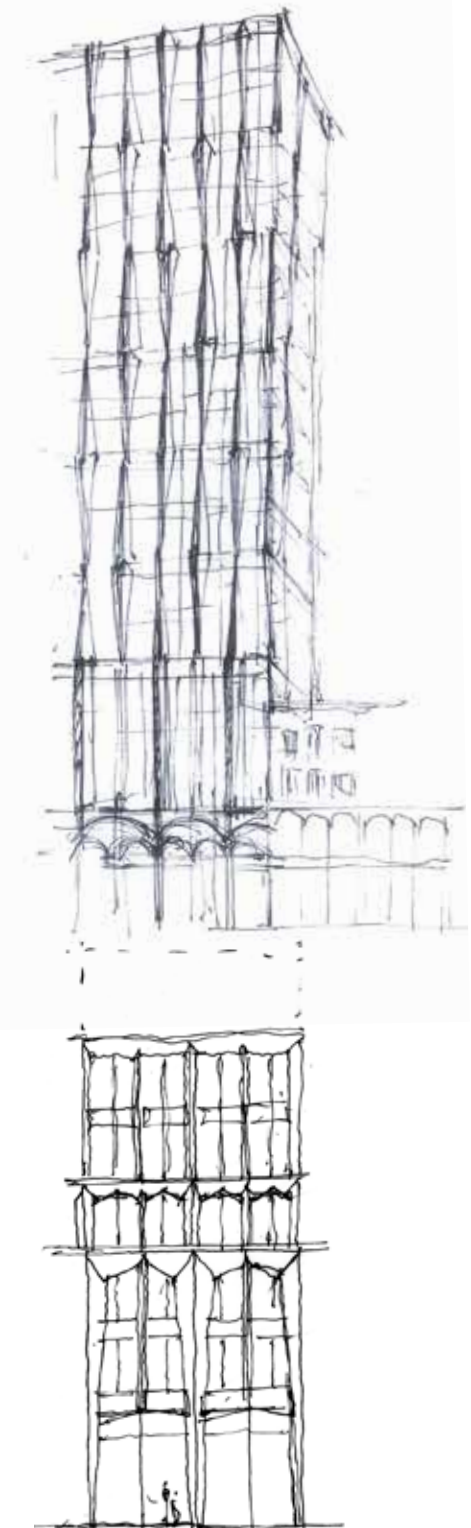
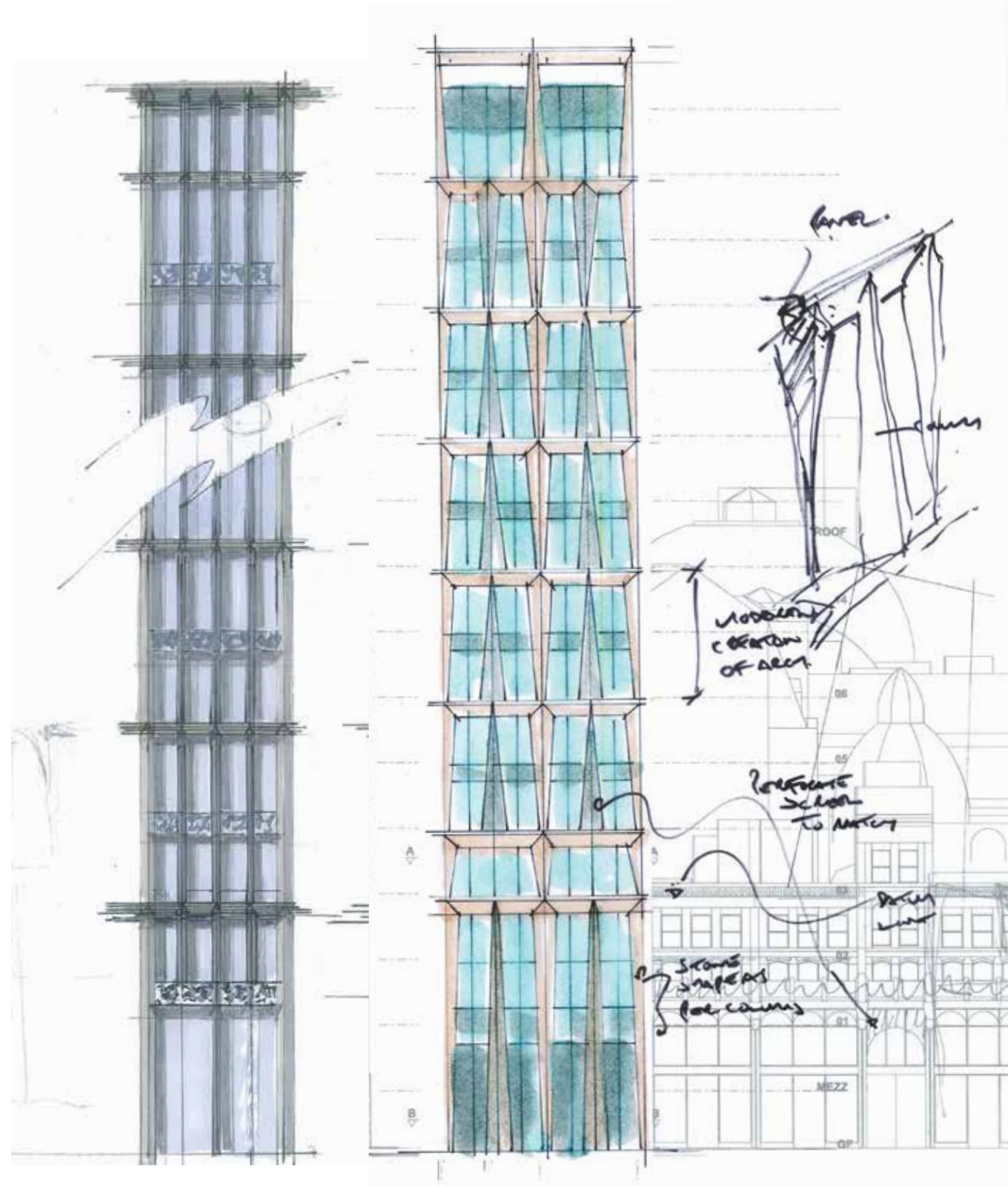
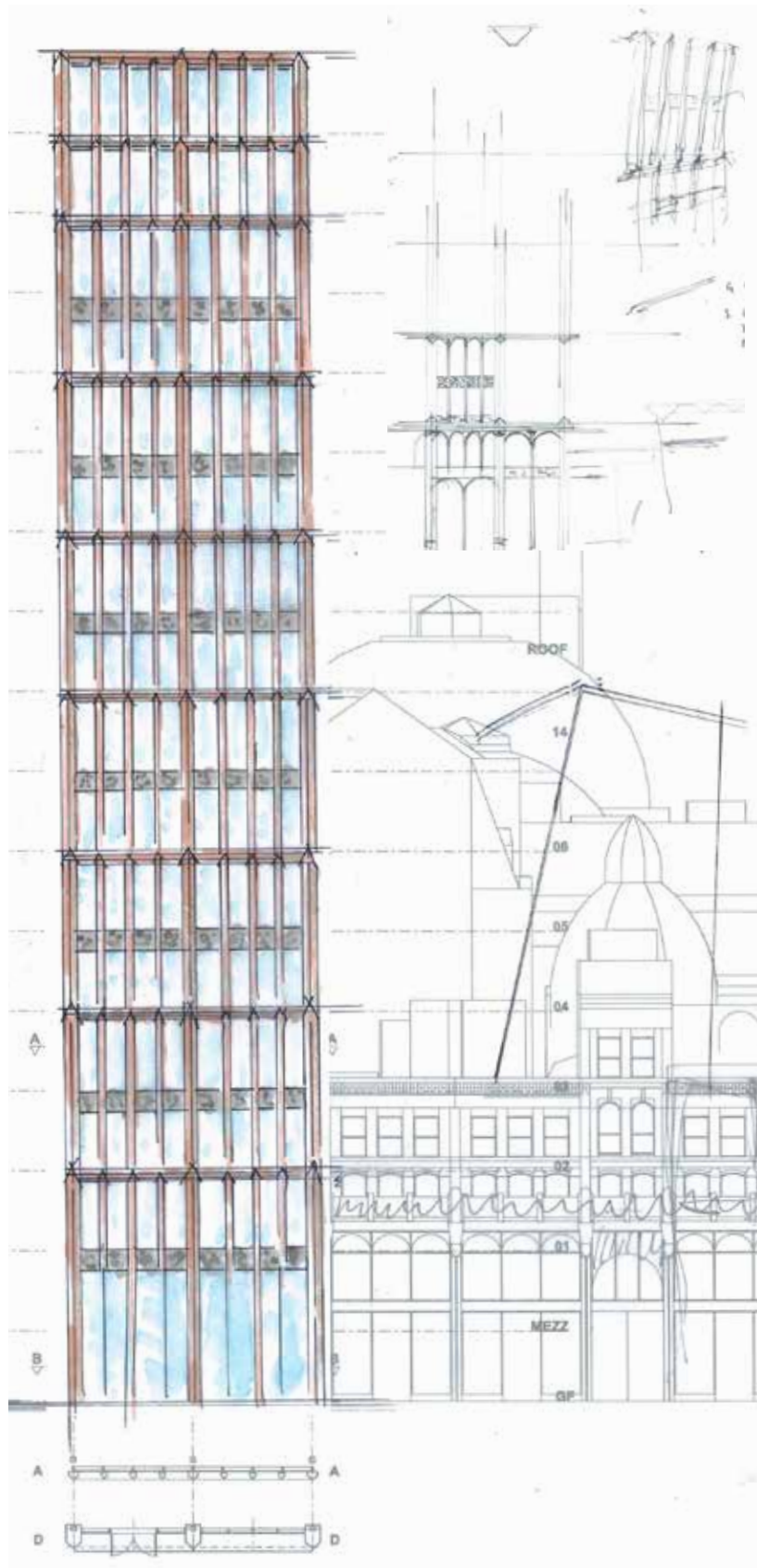


03. Tertiary Horizontal Elements

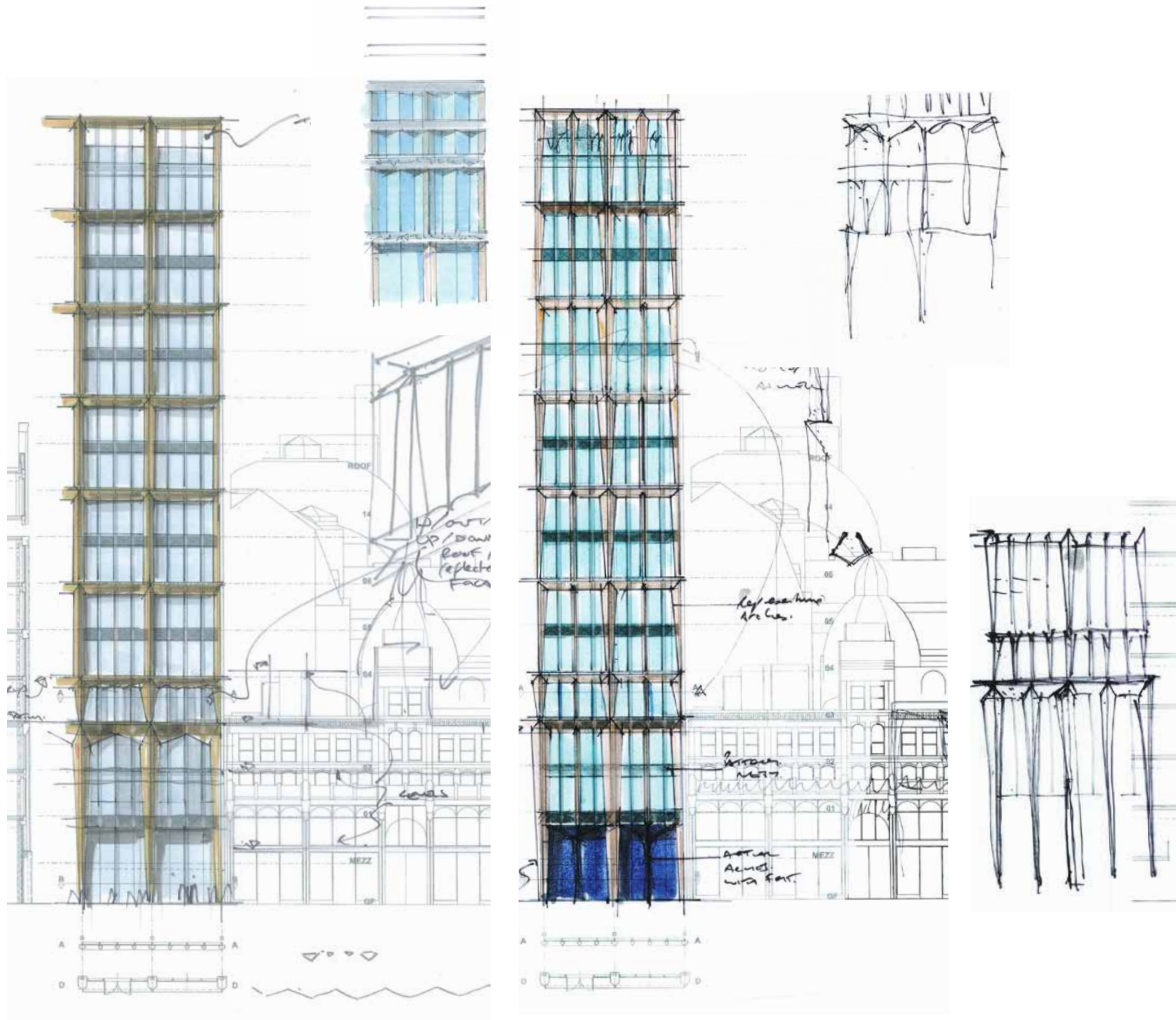
2.11.1 Figure Ground Studies

The building elevations can be split into bays that also work with the 6m structural grid. Proportion and hierarchy can then be explored as illustrated by the adjacent figure ground studies. These proportions and hierarchies are represented by solid and glass, by vertical columns and horizontal banding and, by subtle fins or reveals and expressed framing.

2.0 DESIGN EVOLUTION PROCESS



2.0 DESIGN EVOLUTION PROCESS



2.12 Concept Development

Following initial analysis and a series of sketch studies, facade concept options were explored iteratively and figuratively to represent opposing ends of a scale, varying from simple, rational approaches to more abstract interpretations.

These options were presented during the second Pre-Application Consultation during which, a 'favoured' approach was discussed and an appropriate way forward was chosen to develop further.

This scale can be seen overleaf.

2.0 DESIGN EVOLUTION PROCESS



Option 01



Option 02



Option 03



Option 04

2.13 Bay Studies - Upper

With the building footprint and basic massing established, a series of bay studies were developed to analyse the repetitive components of the facade in more detail. This included:

- Testing a variety of profile shapes for the vertical piers and horizontal banding.
- Creating profiles and depths across the facade to create a richness and interplay of light and shade
- Response to the local context, subtly referencing and reinterpreting details on neighbouring buildings
- Predominant vertical emphasis with secondary and tertiary horizontal banding
- Expressed window framing to make the building look 'crafted' and not monolithic as curtain walling can sometimes be.
- Performance of the building envelope with consideration for the construction techniques and window detailing

Testing was based on a 6 metre structural grid and options were subdivided in a number of ways to coordinate with the 1.5m space planning grid. Optimum levels of light and solid were also tested to ensure balanced levels of natural light.

After testing the profiles through models and CGIs, a 'tapering' profile (Option 4) was chosen. This profile references the piers of neighbouring Barton Arcade and offers a subtle change in light and shade as it falls across the 'folded' face, whilst not being overly ornate or decorative.

2.0 DESIGN EVOLUTION PROCESS

2.14 Bay Studies - Base

Both 3 and 6 metre spacing was tested for the Base condition and, it was concluded that a larger proportion at ground level was more appropriate in order to reflect a more civic appearance and to balance with the commercial demands of retail tenants, who require maximum visibility and glazing to their shop fronts.

The incorporation of a splayed corner to St Mary's Gate and Deansgate can be seen overleaf and is intended to benefit the public realm by alleviating any potential bottleneck and congestion around the intersection. It will also encourage footfall and improve the visual connection between the two streets.



Option 01

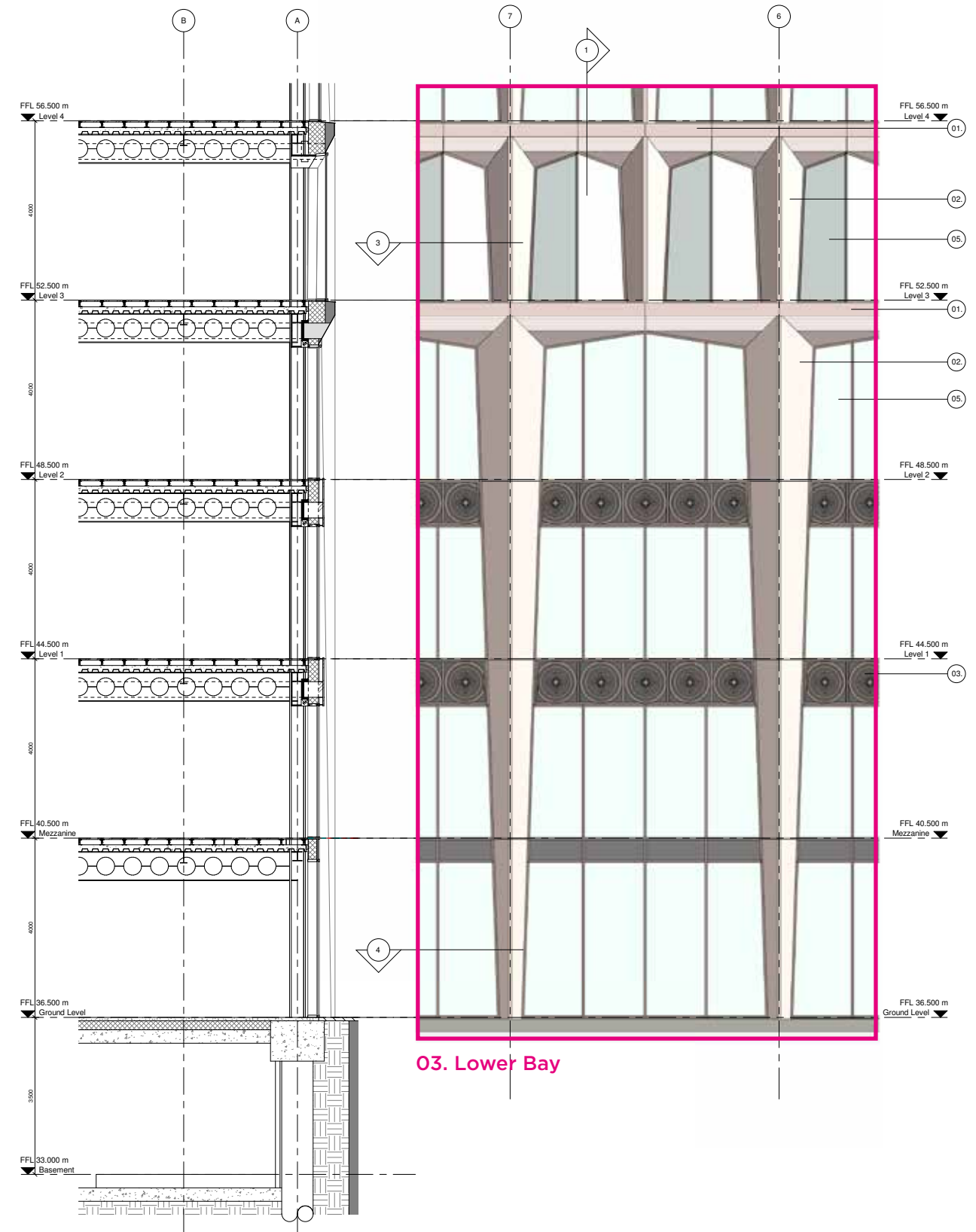
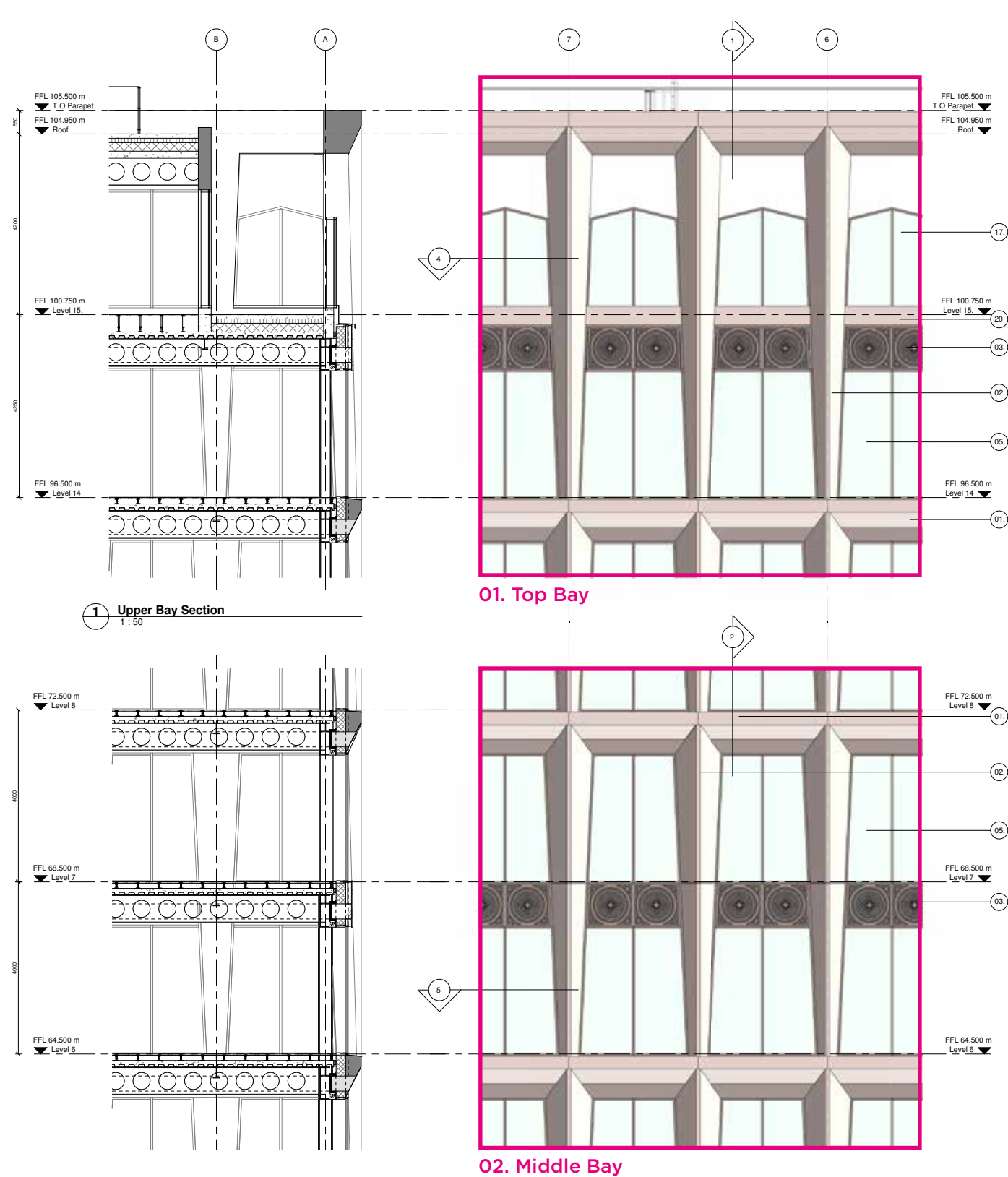


Option 02



Option 03

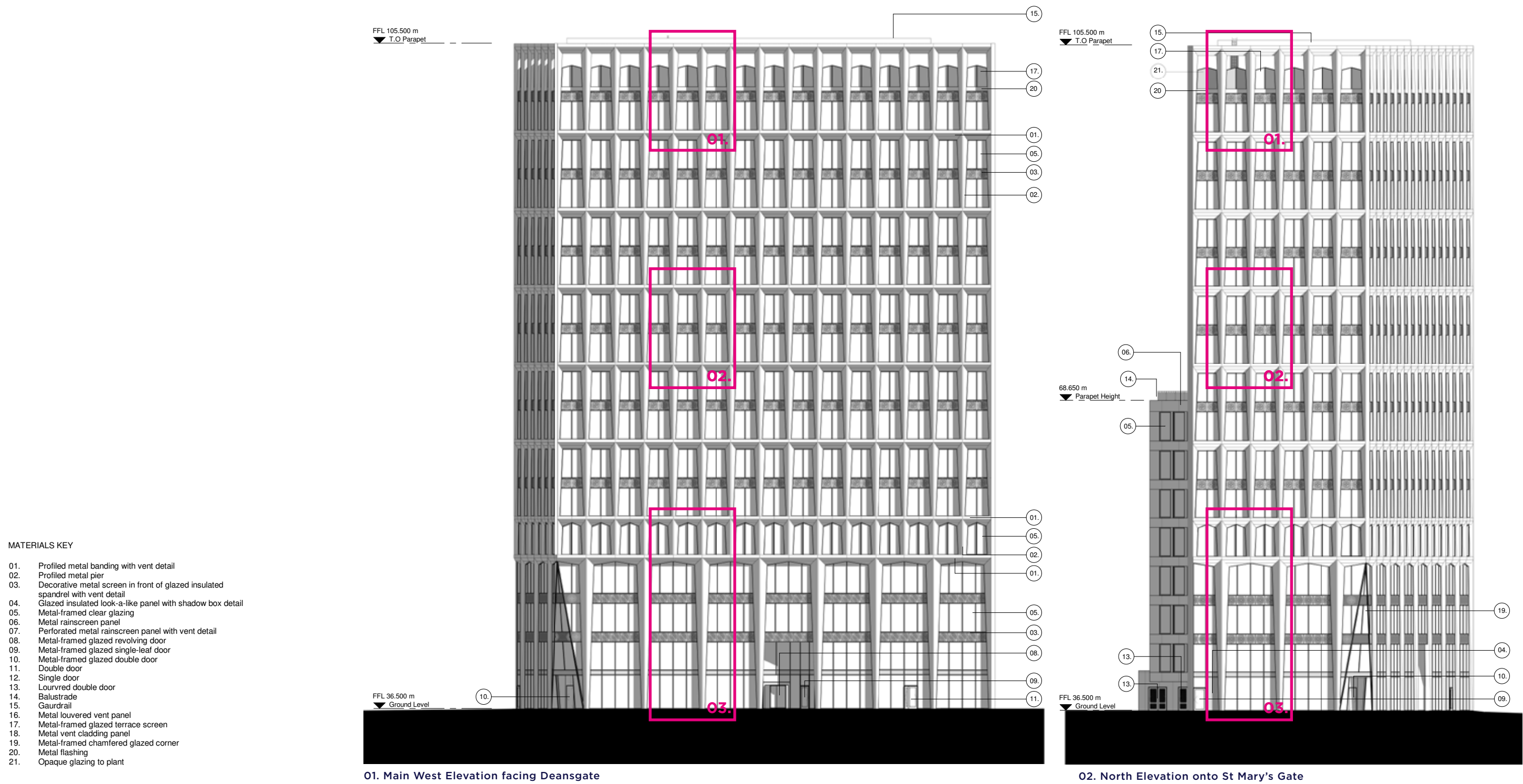
2.0 DESIGN EVOLUTION PROCESS



2.0 DESIGN EVOLUTION PROCESS

2.15 Proposed Elevations

Bay studies were used to develop the technical detail behind the facade as can be seen on the previous page. This, in turn, developed the technical Bay Elevations, which ultimately helped to compose the main facades of the building shown adjacent.



2.0 DESIGN EVOLUTION PROCESS

2.16 Proposed

The adjacent images show the final proposals including the articulated corner to the junction of Deansgate and St Mary's Gate.

Though the main facade is primarily composed of slender, repeating elements, the base condition breaks this rhythm with the horizontal members subtly referencing the arch form common to Barton Arcade.

At third floor level, angled glazing picks-up on the character of the surrounding roofscape.



2.0 DESIGN EVOLUTION PROCESS



2.0 DESIGN EVOLUTION PROCESS



2.0 DESIGN EVOLUTION PROCESS



2.0 DESIGN EVOLUTION PROCESS

2.17 Materials and Finishes

Material choice is one of the most important elements and, with Manchester's rich masonry and terracotta history, the use of stone would directly reflect the materiality of local landmarks like Barton Arcade and the Royal Exchange. Furthermore, it is important that the facade responds to the surrounding heritage, but also, that it is interpreted in a modern contemporary way so as to avoid the pastiche.

The intention to use historic and contextual references in the facade design, therefore, facilitates a modern and contemporary interpretation of materiality. It should be noted that Barton Arcade itself was considered modern and, very much at the forefront of advanced construction methods at the time of its construction.

For this reason, a tonal aluminium would give a crisp, clean finish, reflective of contemporary construction techniques and modernity. It would also give a sharp contrast in light and shade across the subtly folded profiled piers and banding.

Anodised aluminium is not considered appropriate in this application due to the angles and folds in the facade elements, however, there are many anodised effect PPC metals that provide a distinctive sheen and depth, whilst giving a more consistent surface finish.

Two benchmark studies of recently completed Sheppard Robson projects can be seen adjacent. Both show a metallic finish but are constructed in different ways.

01. Hounslow Civic Centre | Sheppard Robson

Hounslow Civic Centre was completed in 2019. The distinctive civic building was completed using punch hole windows and a cladding system. The crisp finish is created through this use of aluminium rainscreen panels.

02. Hammersmith Road | Sheppard Robson

A similar effect is created on the Hammersmith Road project (Right). Completed in 2019, the project also uses angled aluminium panels however, this project is constructed using a unitized curtain walling system.



01. Hounslow Civic Centre



02. Hammersmith Road



2.0 DESIGN EVOLUTION PROCESS

...Materiality Continued

As part of the decentralised ventilation strategy, 'look-a-like' insulated spandrel panels with concealed vents at intermediate floor junctions will be overlaid with decorative metal screens. They are envisaged to reflect the layering effect of the delicate ironwork on Barton Arcade.

A final pattern is yet to be determined and as such, is expected to be conditioned in any subsequent approval.

A perforated metal vent panel will also need to be incorporated within the profiled metal banding as illustrated in the adjacent images.



Typical upper floor bay study

Typical Lower Floor Bay Study

3.0 CONSULTATION AND ENGAGEMENT

3.1 Pre-Application Engagement

As part of the Applicant’s commitment to consultation, the development proposals have been subject to formal and informal discussions with a number of consultees. As detailed in the Statement of Consultation (February 2020) including:

- Local Planning Authority (LPA);
- Local Elected Representatives;
- Historic England (HE);
- Places Matter! Design Panel;
- Greater Manchester Police - Design for Security (GMP);
- Electricity North West (ENW); and
- Local Businesses and Residents.

Key design changes arising as a result of the pre-application consultation included:

- Reduction in height from 20 storeys to 15 storeys over ground and mezzanine (1 storeys in total) based on viability and townscape considerations;
- Removal of car parking spaces from the basement and addition of cycle storage facilities accessed via a dedicated ramp in line with the Council’s net zero carbon ambitions;
- Choice of a tonal aluminium façade treatment instead of stone cladding to ensure that the proposed development better responds to the adjacent Barton Arcade;
- Creation of a blue/ green roof to enhance biodiversity and manage surface water drainage;
- Enhancements to the surrounding public realm (to be agreed by s278 Agreement); and
- Restriction of hours of use of roof terrace to limit potential impacts on surrounding residential amenity.

3.2 Application Determination

Throughout the determination of the planning application the Applicant sought to positively engage with Officers and provide additional clarifications and responses to statutory and non-statutory representations received in relation to the scheme. This process did not necessitate any design changes to the proposed building other than the addition of manifestations to windows within the lightwell between 39 Deansgate and Barton Arcade in response to a specific request.

3.3 Independant Design and Hertitage Audit

In the interest of robustness, following the refusal of the planning application by Planning Committee, an independent heritage and design audit was commissioned to the review the proposed scheme and supporting information. Chris Miele, Partner at Montagu-Evans, is a tall building specialised and was instructed to provide his professional view.

In summary it advises that:

“The proposals represent very high quality architectural and urban design, and overall I think the scheme would deliver significant townscape enhancements including to the townscape of the CA and the setting of the arcade. This outweighs any harm, in my opinion, and as a matter of judgment”

In light of this view and our convictions as to the quality of the proposed scheme, no additional alterations have been made to the proposed design. However, cognisant of, and taking full account of comments raised by Members at Planning Committee, further supporting information has been supplied to provide additional justification for the scheme proposals.

4.0 SUMMARY AND CONCLUSION

The proposed design is a result of a thorough contextual analysis and comprehensive design process and will be a confident, welcome addition to Deansgate. The considered proportioning, attentive detailing to the external facade, combined with the flexible office space and prime retail units will together combine to become a building of outstanding architectural value that will serve as a catalyst for the regeneration of the area and will help to reinforce the links between Deansgate, Market St, the Cathedral Quarter and wider area.

