

# 04/ Regeneration Context

## Ramada Complex Strategic Regeneration Framework (May 2018)

In May 2018, the Council Executive endorsed, a Strategic Regeneration Framework (SRF) for the Ramada Complex, including 39 Deansgate. This represents the last parcel to be regenerated, completing the post- 1999 vision for the City Centre Renewal Area Masterplan.

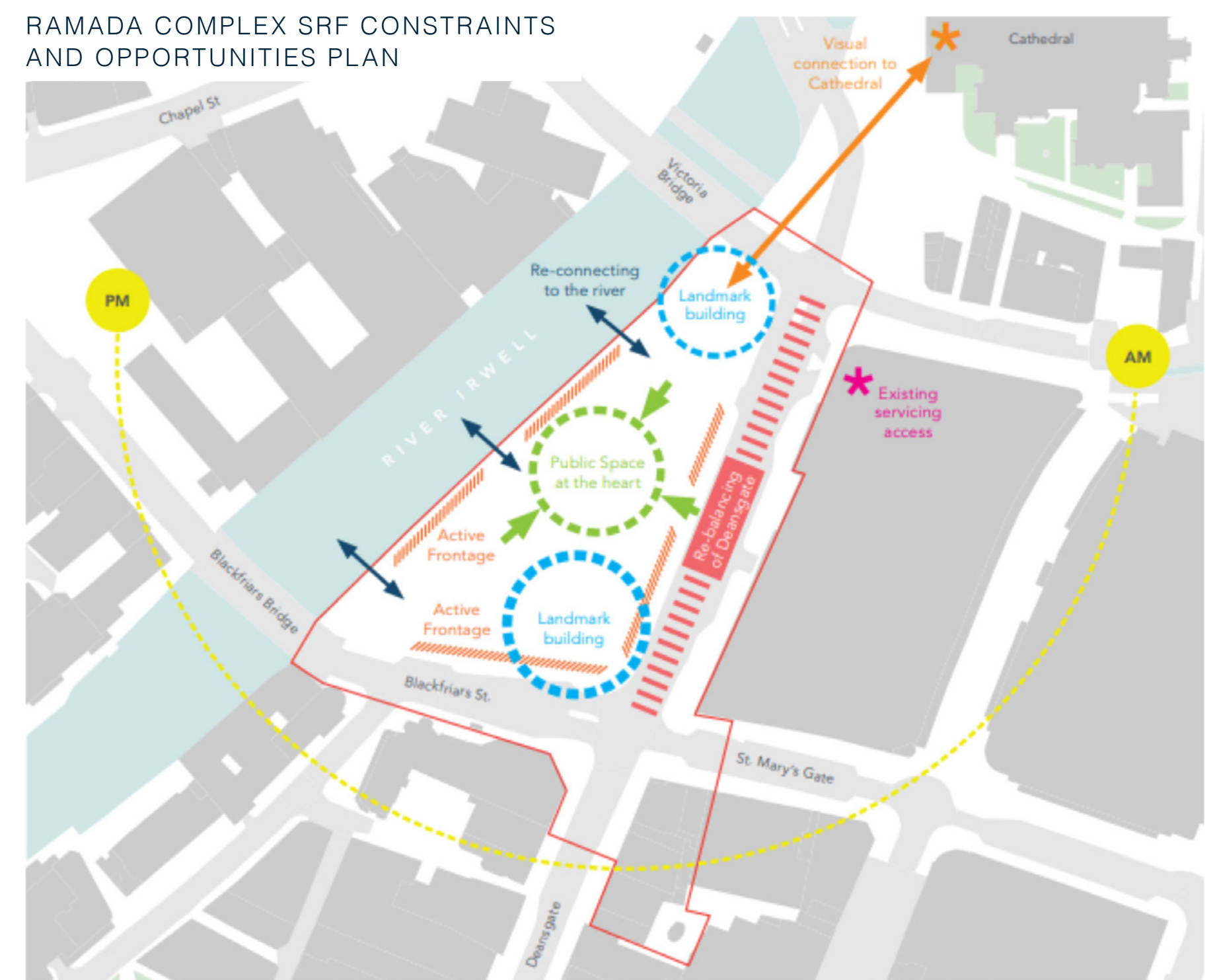
The key development parameters for 39 Deansgate as set out in the SRF are summarised below:

- Preference for current mix of commercial and retail uses with proposals that safeguard these uses being favoured
- Height to be determined through contextual appraisals and townscape analysis

## What is a Strategic Regeneration Framework?

The Ramada Complex SRF provides guidelines for the future comprehensive regeneration of land adjoining Blackfriars/Deansgate and the River Irwell in Manchester City Centre. It will form a material consideration in the determination of future planning applications by Manchester City Council.

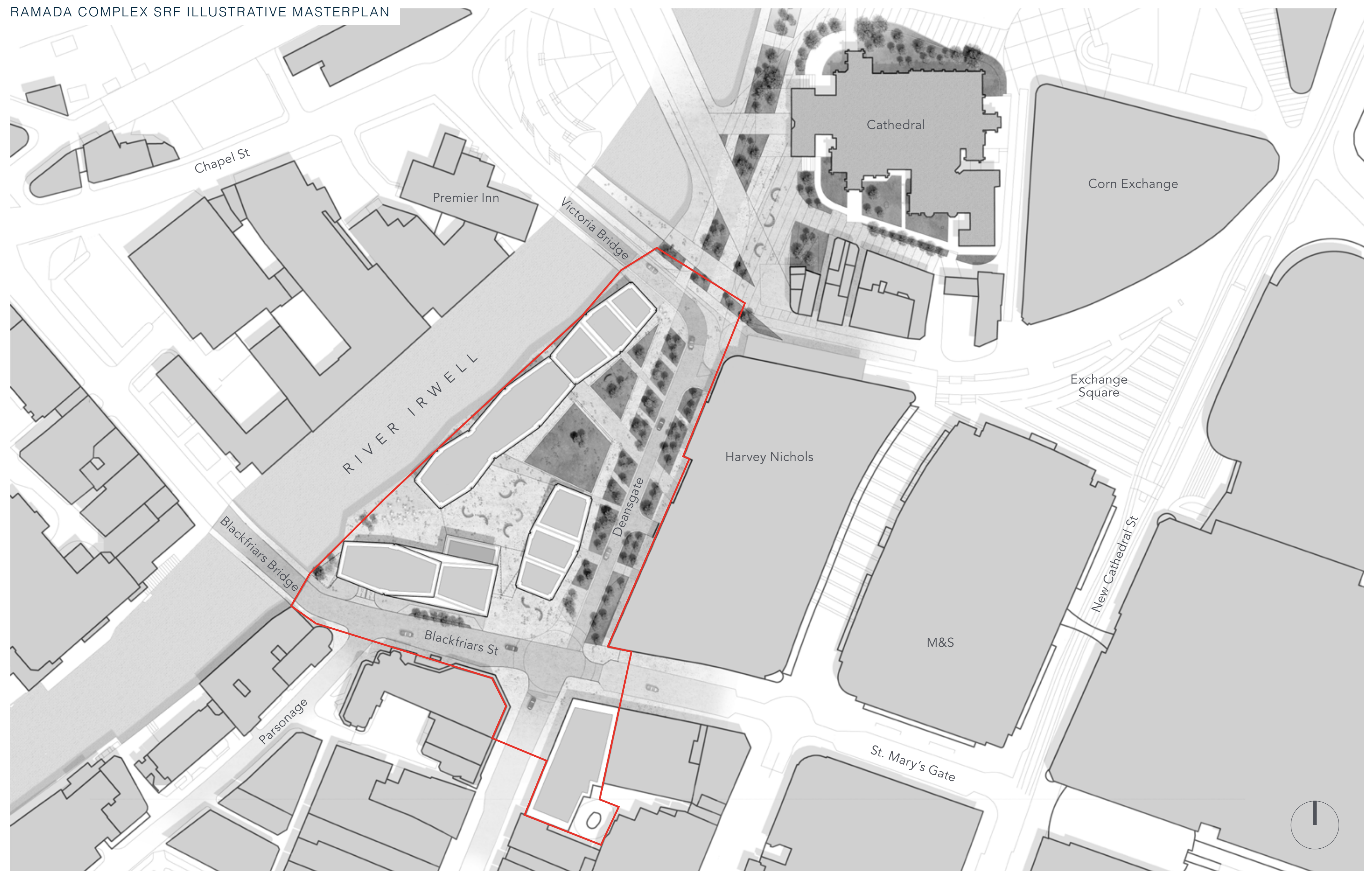
RAMADA COMPLEX SRF CONSTRAINTS AND OPPORTUNITIES PLAN



RAMADA COMPLEX SRF ILLUSTRATIVE VISUAL



RAMADA COMPLEX SRF ILLUSTRATIVE MASTERPLAN



# 05/ Concept Design

## Scale and Massing

The proposal aims to complete the urban block, creating a strong corner to define the prominent site. Massing responds to the existing four to five storey eaves datum by establishing a strong base to tie into the existing street scene.

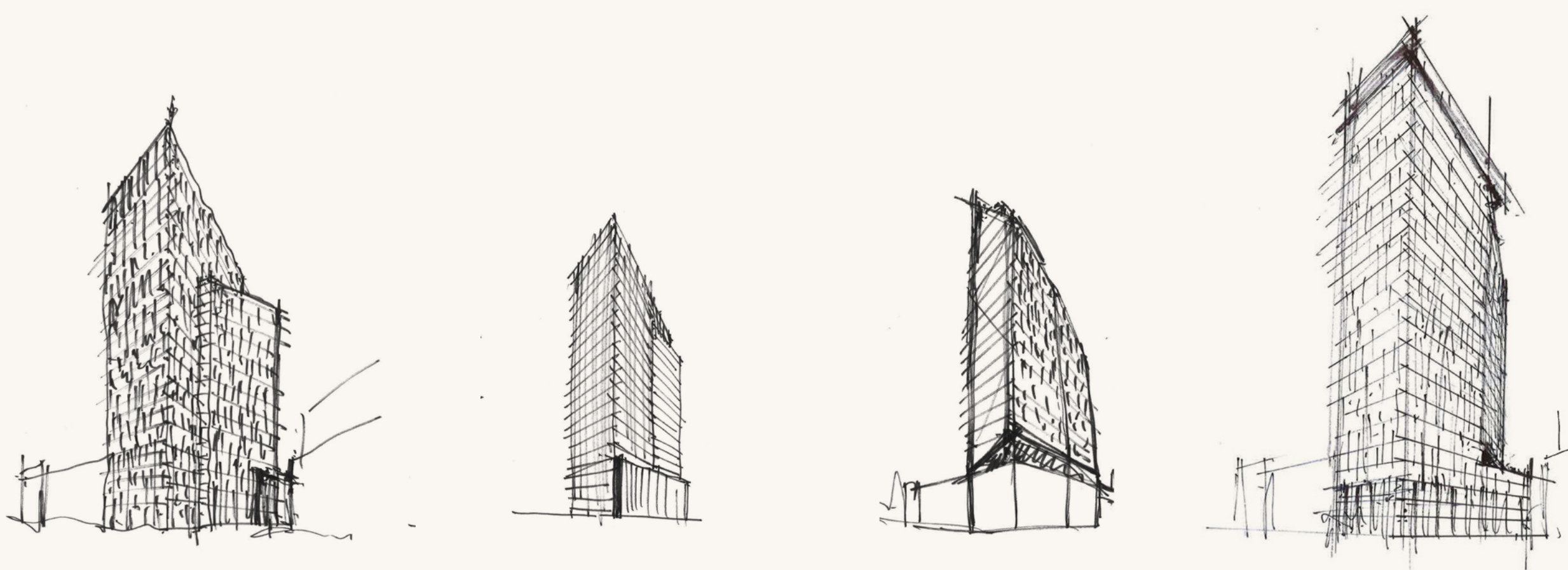
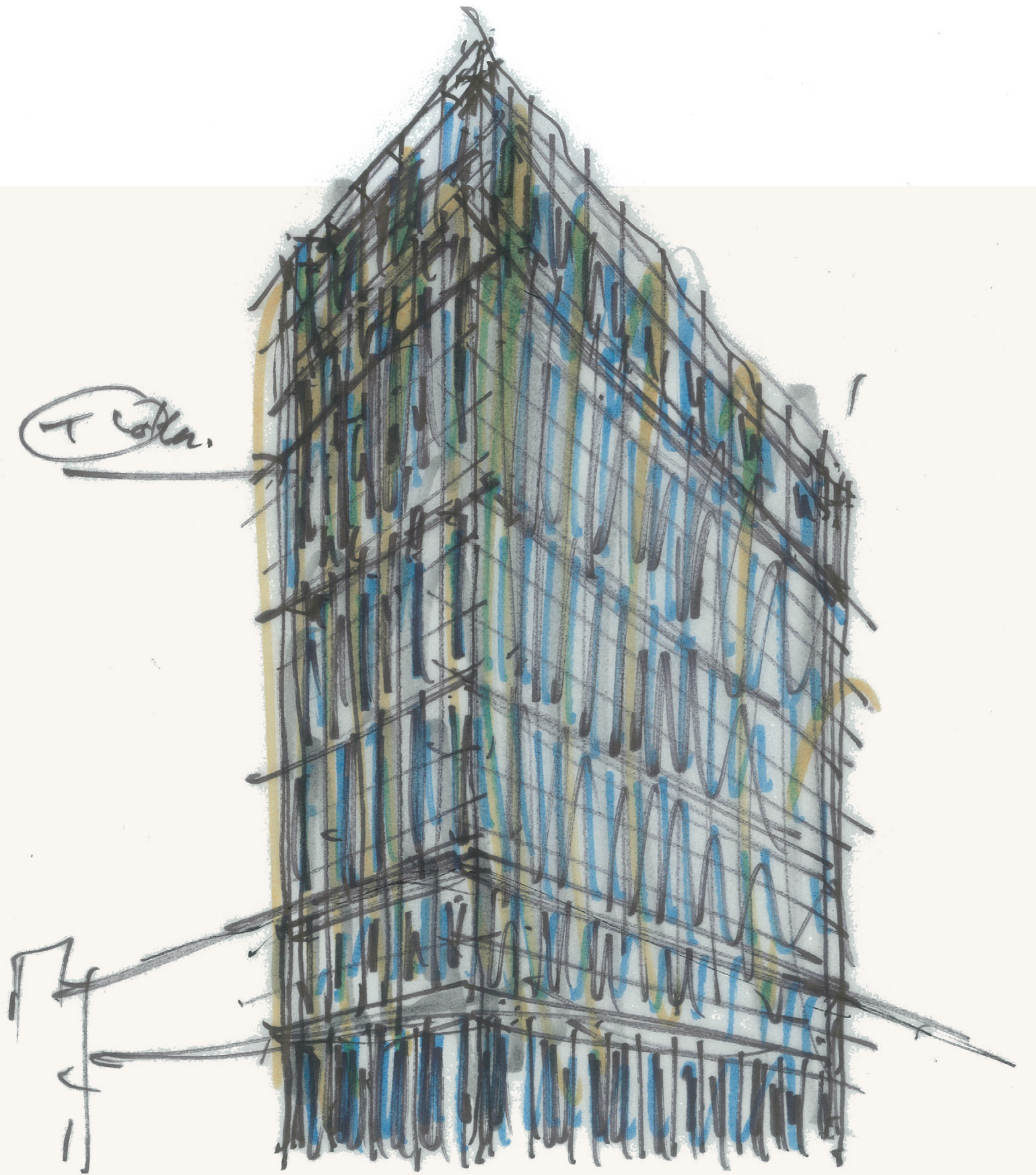
The proposal re-establishes the continuous building frontage along Deansgate, aligning with the predominant datum. This re-emphasises the strong urban grain which is characteristic of the area.

The local area is interspersed by taller buildings, particularly around the junction. The proposed Ramada Complex SRF, alongside No.1 Deansgate and the proposal for 39 Deansgate will create a node of taller buildings around the key axis between St Mary's Gate, Deansgate and Blackfriars Street.

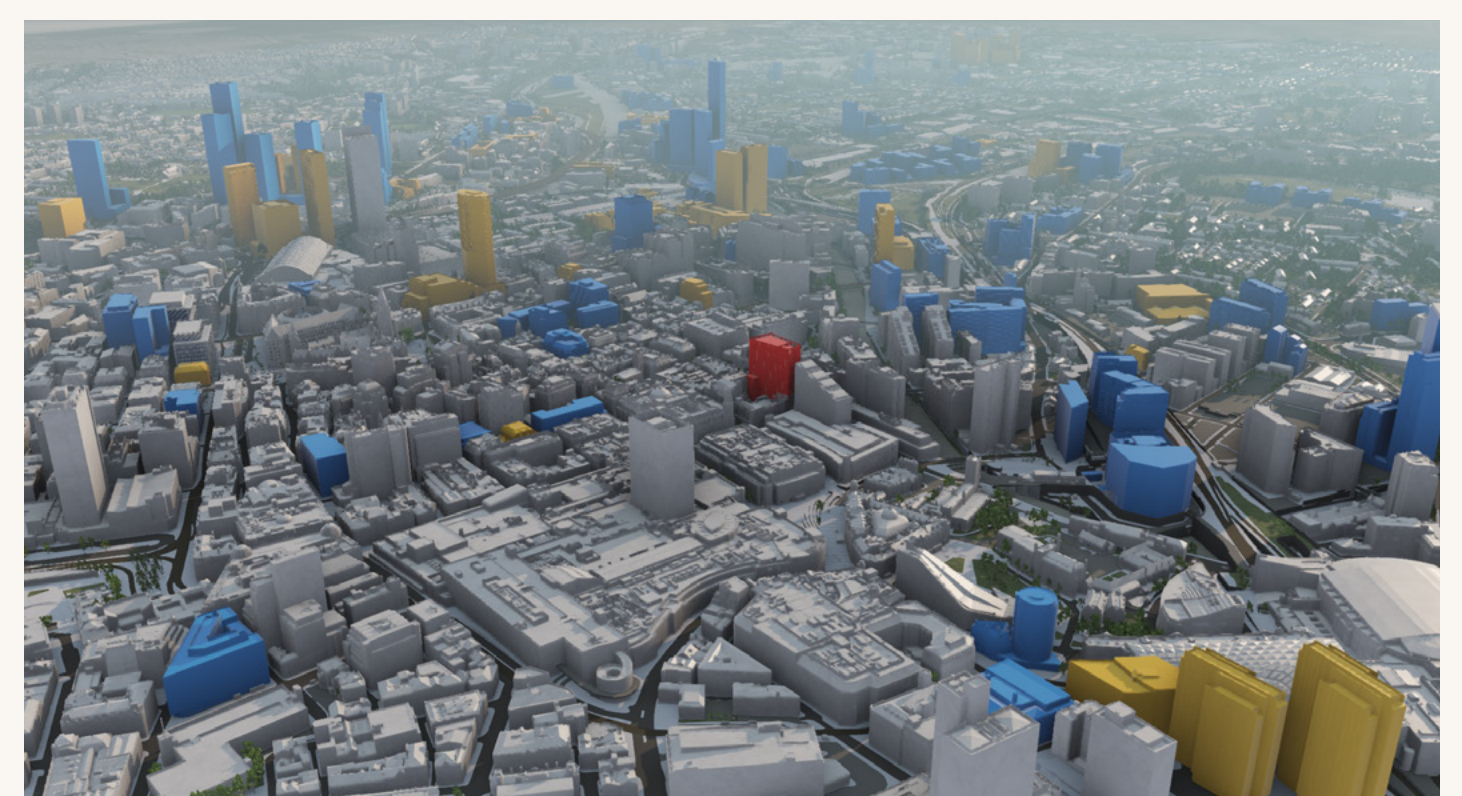
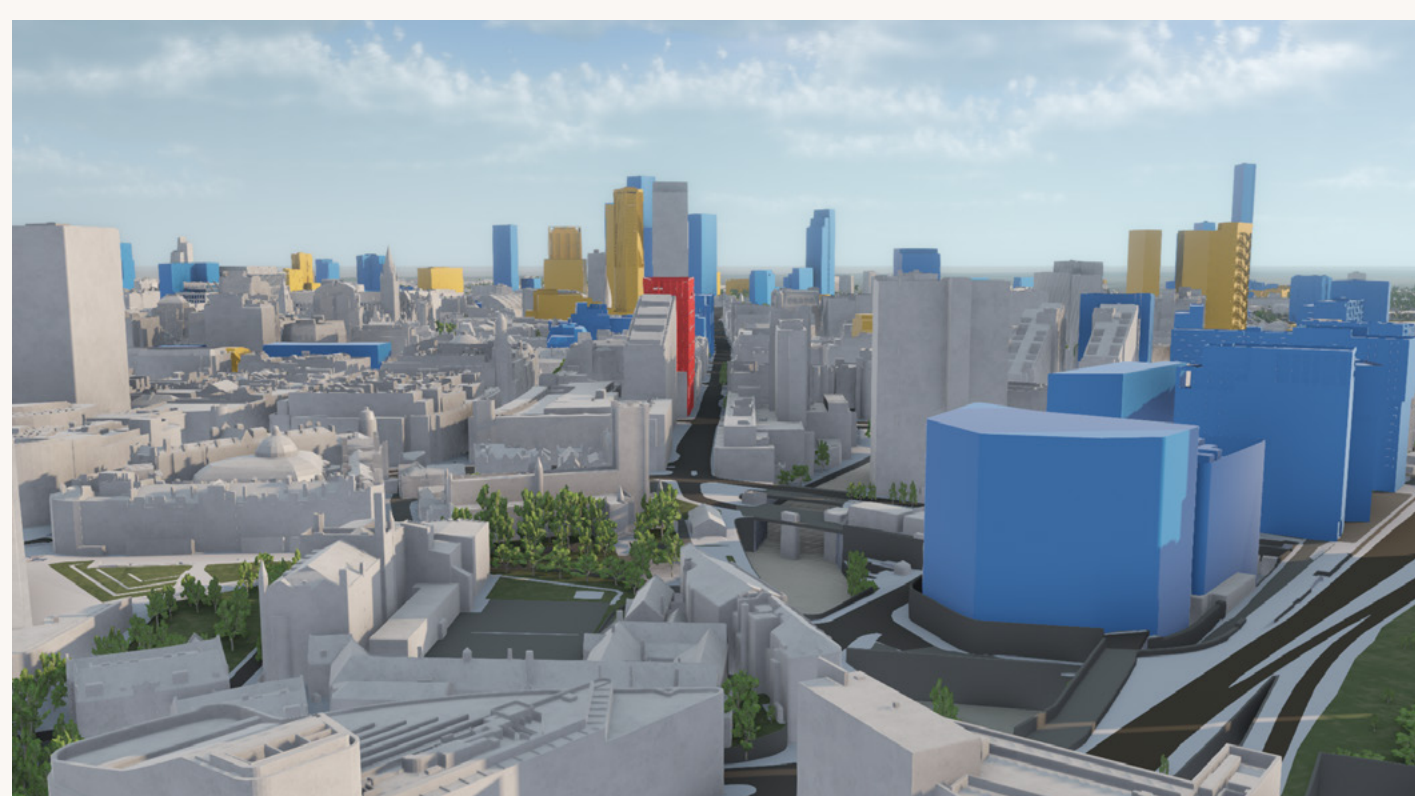
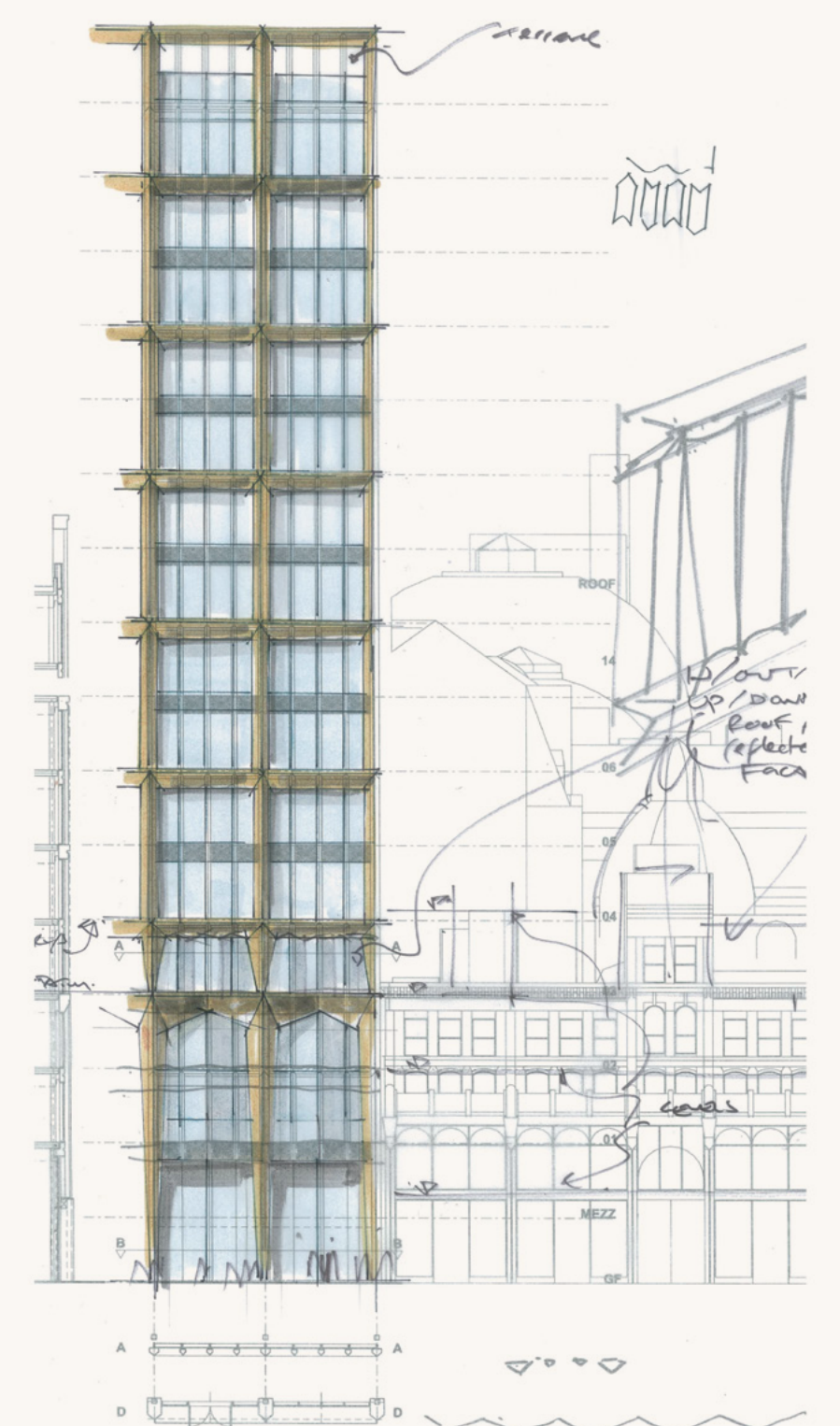
The proposals seek to reference the historic context, creating a commonality between many of the surrounding buildings. Key features include:

- A larger ground floor with civic proportions, chamfered corners and framed entrances.
- A unified and repeatable mid-section of regularly proportioned windows within bays that establish hierarchical elements to tie the sections together.
- An articulated top-section that adds visual interest and animates the skyline.

A number of concept designs have been tested by the project team in arriving at the preferred option.



INDICATIVE VU.CITY VIEWS



# 06/ The Proposals

**The Proposed Development**  
**Kames Capital is currently in the process of preparing a detailed planning application with a view to submitting in early 2020 following consultation. The key features of the proposed scheme comprise:**

- Demolition of the existing building
- Construction of a new high quality landmark 17 storey office building
- Creation of 135,000 sqft of prime office space set over 5,000 sqft of active ground floor commercial units
- Provision of 96 cycle spaces and associated facilities
- Introduction of a feature cycle ramp
- BREEAM 'Excellent' design
- Biodiversity enhancements through the incorporation of a blue/ brown roof

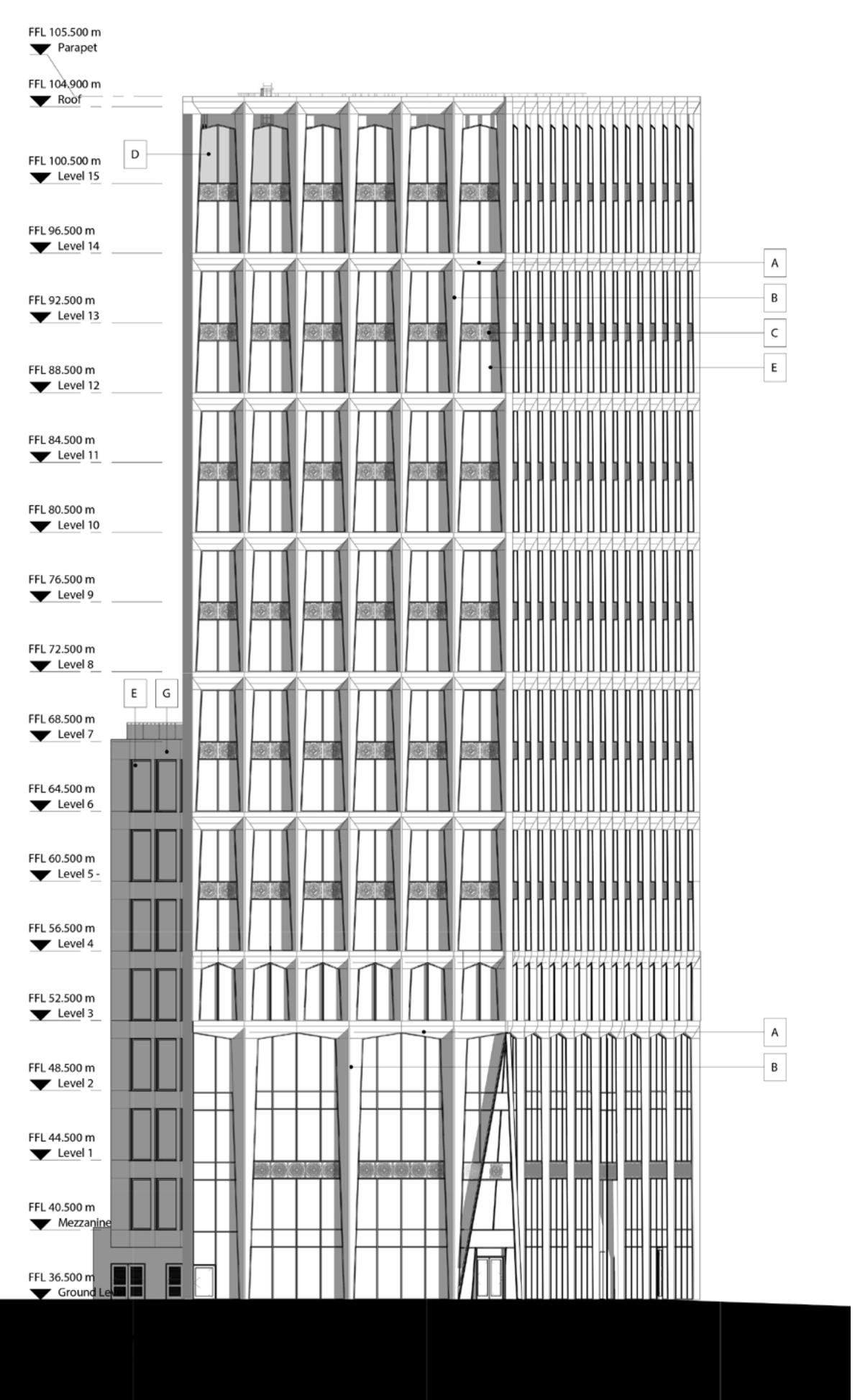
ILLUSTRATIVE VISUAL SW CORNER



INDICATIVE SECTION



INDICATIVE ELEVATION

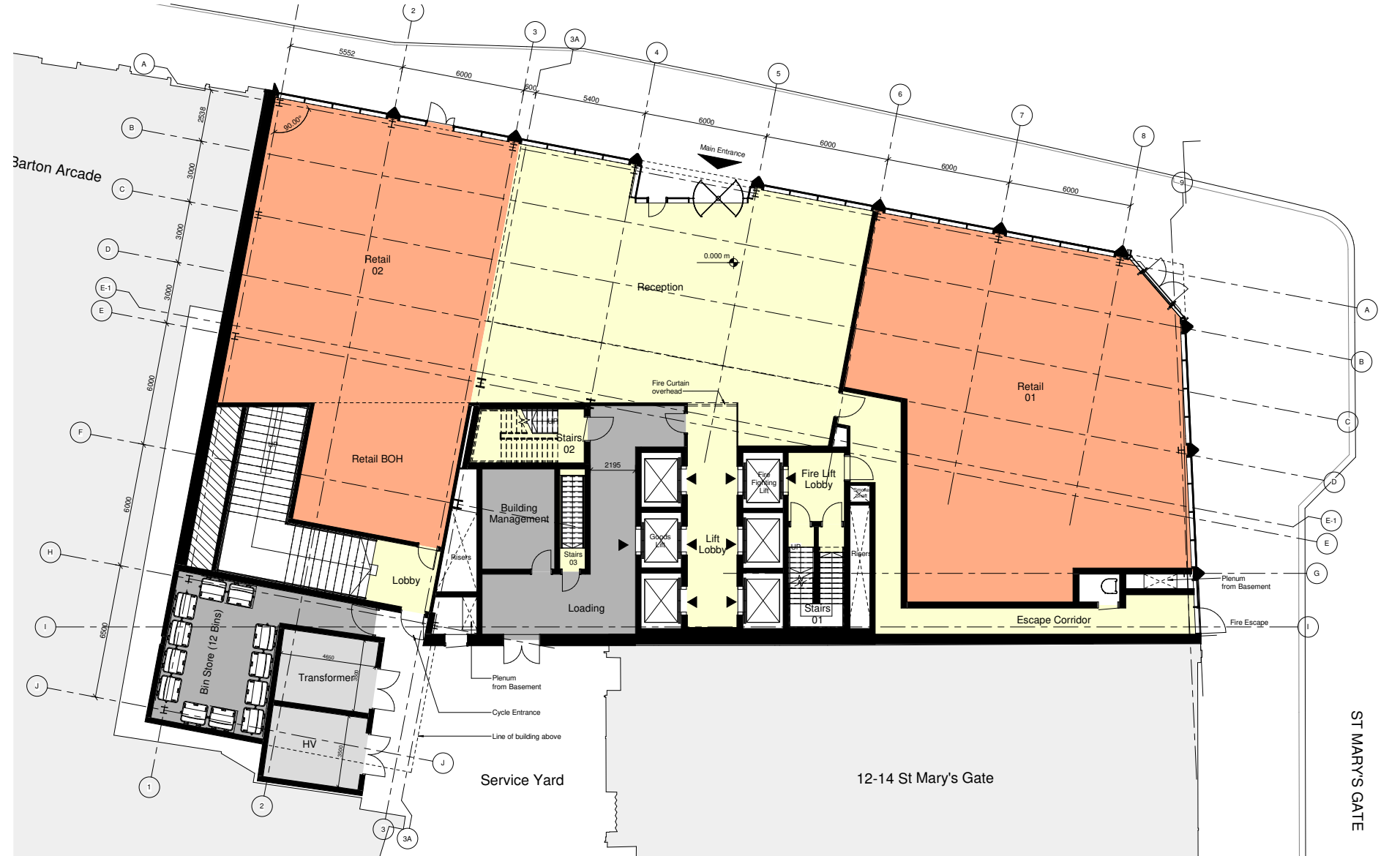


# 07/ The Proposals Indicative Plans

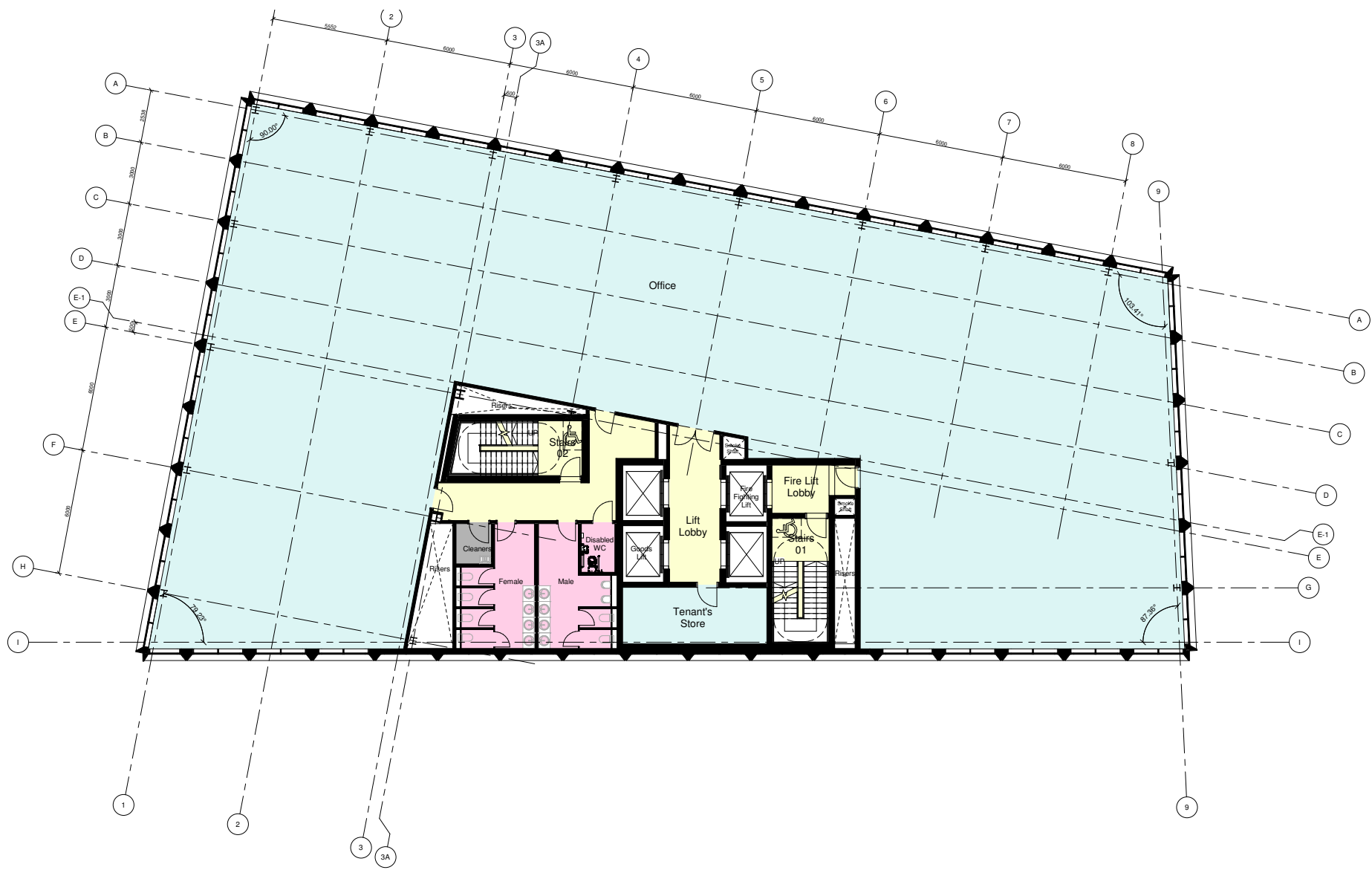
INDICATIVE BASEMENT PLAN



INDICATIVE GROUND FLOOR PLAN



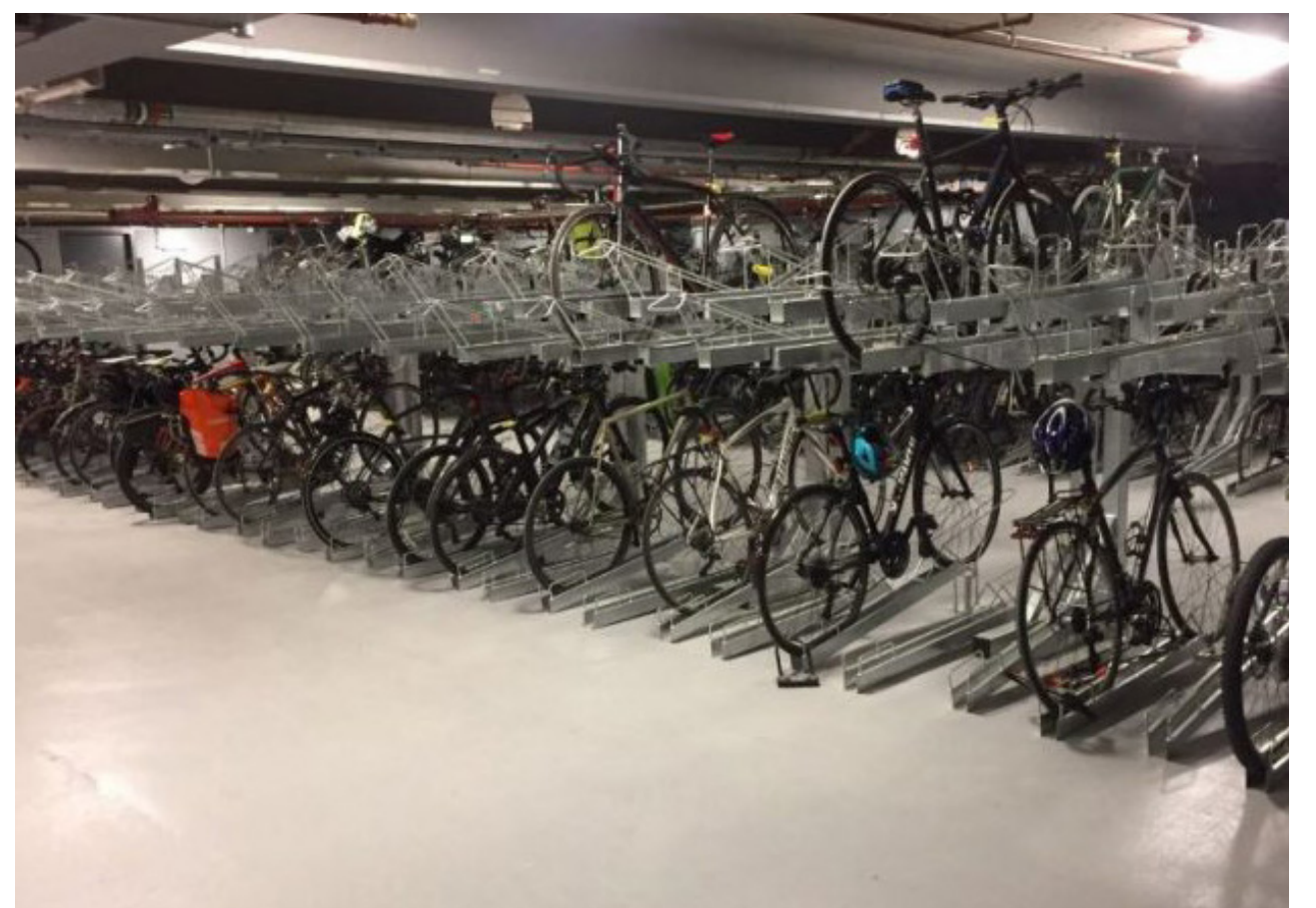
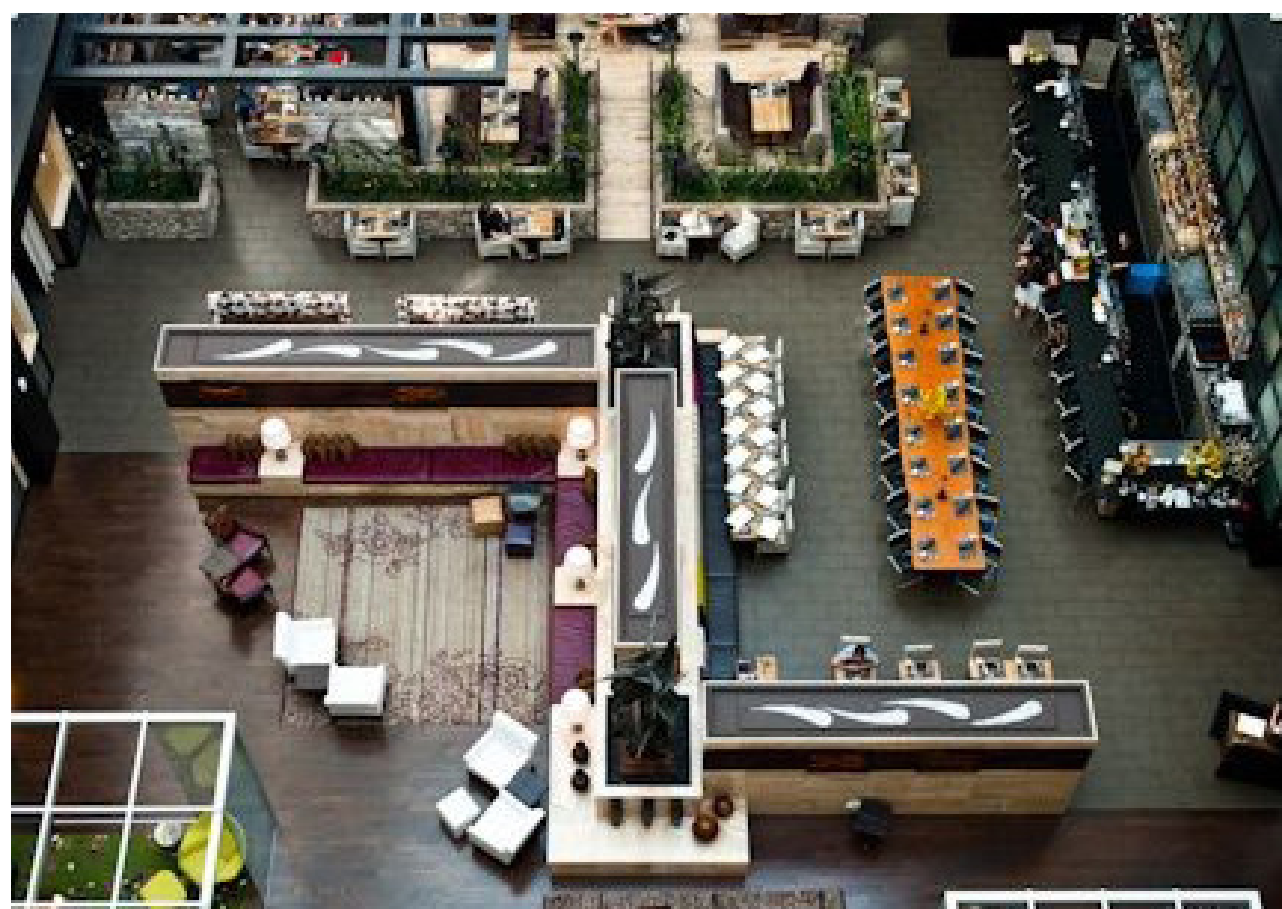
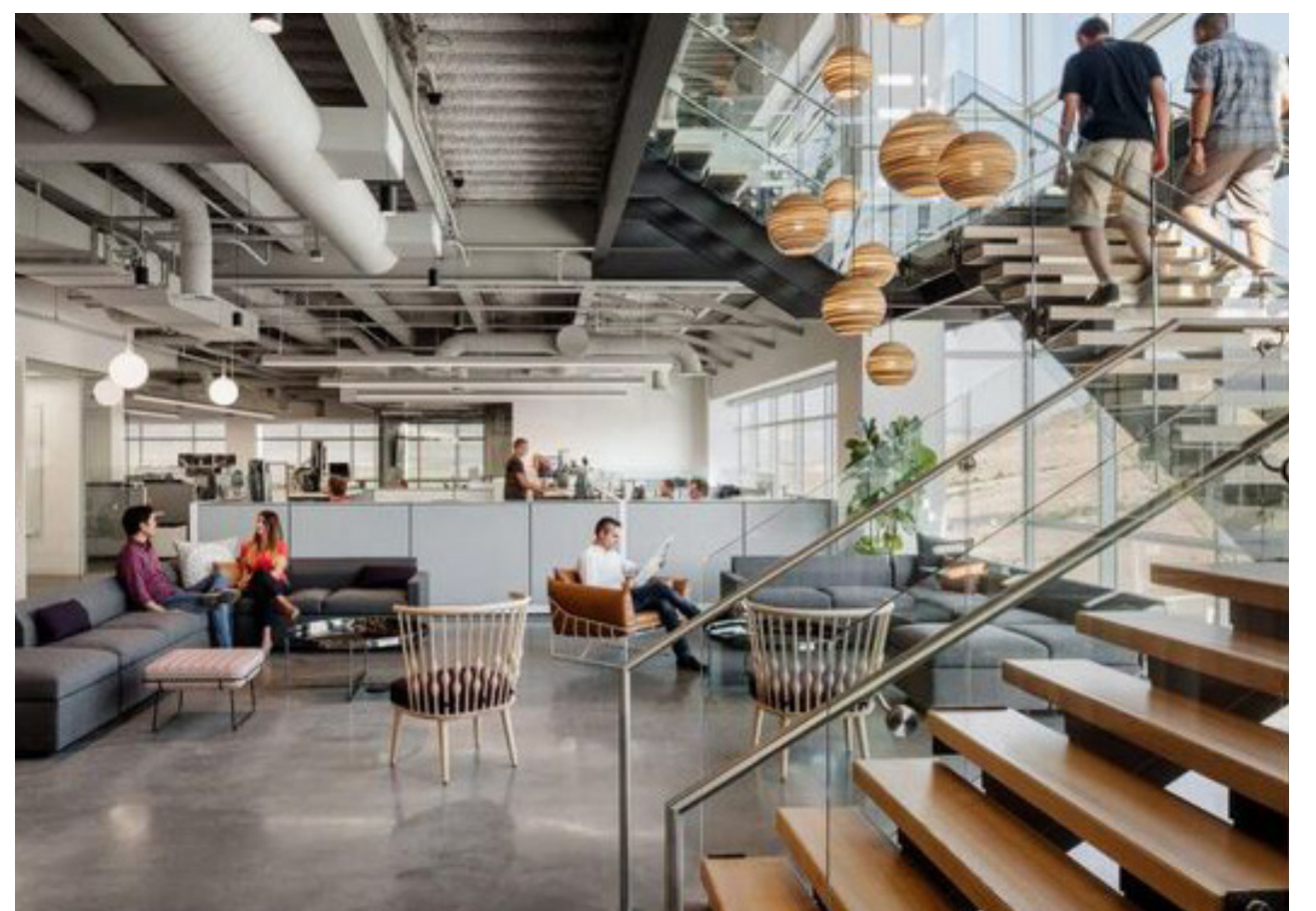
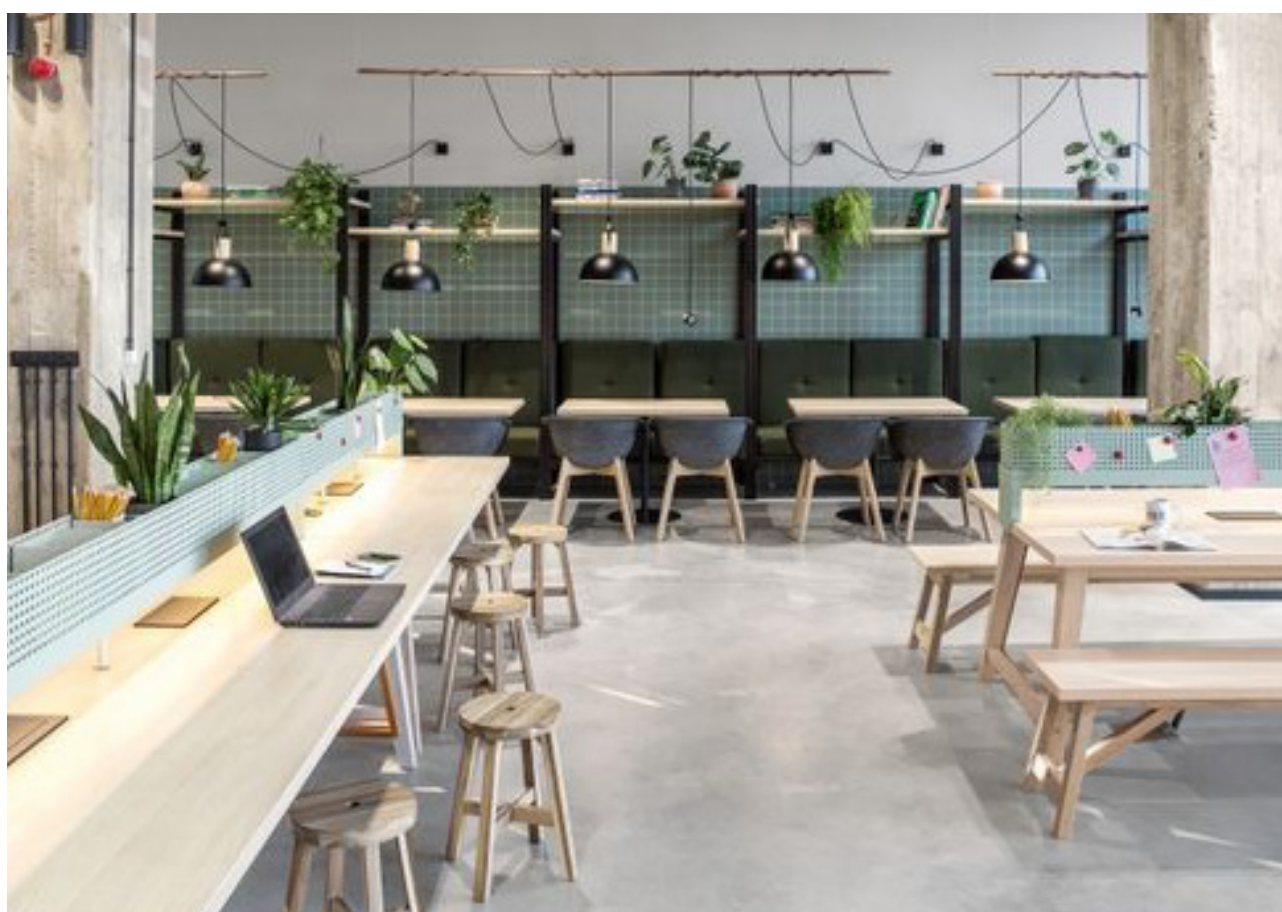
INDICATIVE TYPICAL FLOOR PLAN



INDICATIVE LEVEL 15 PLAN

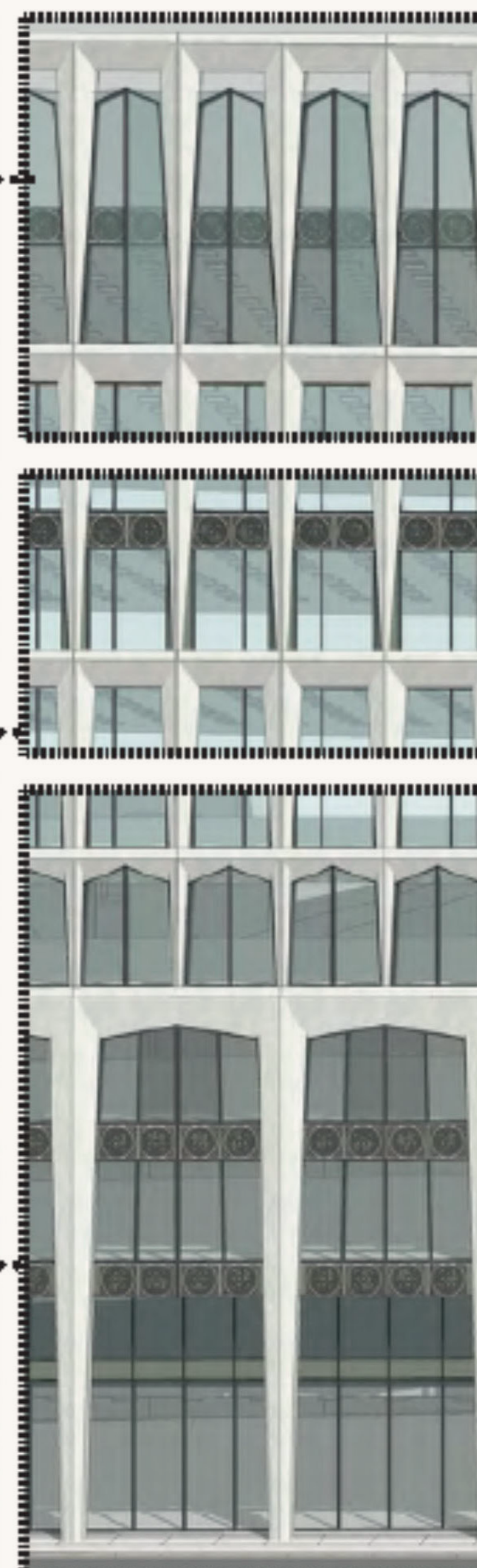
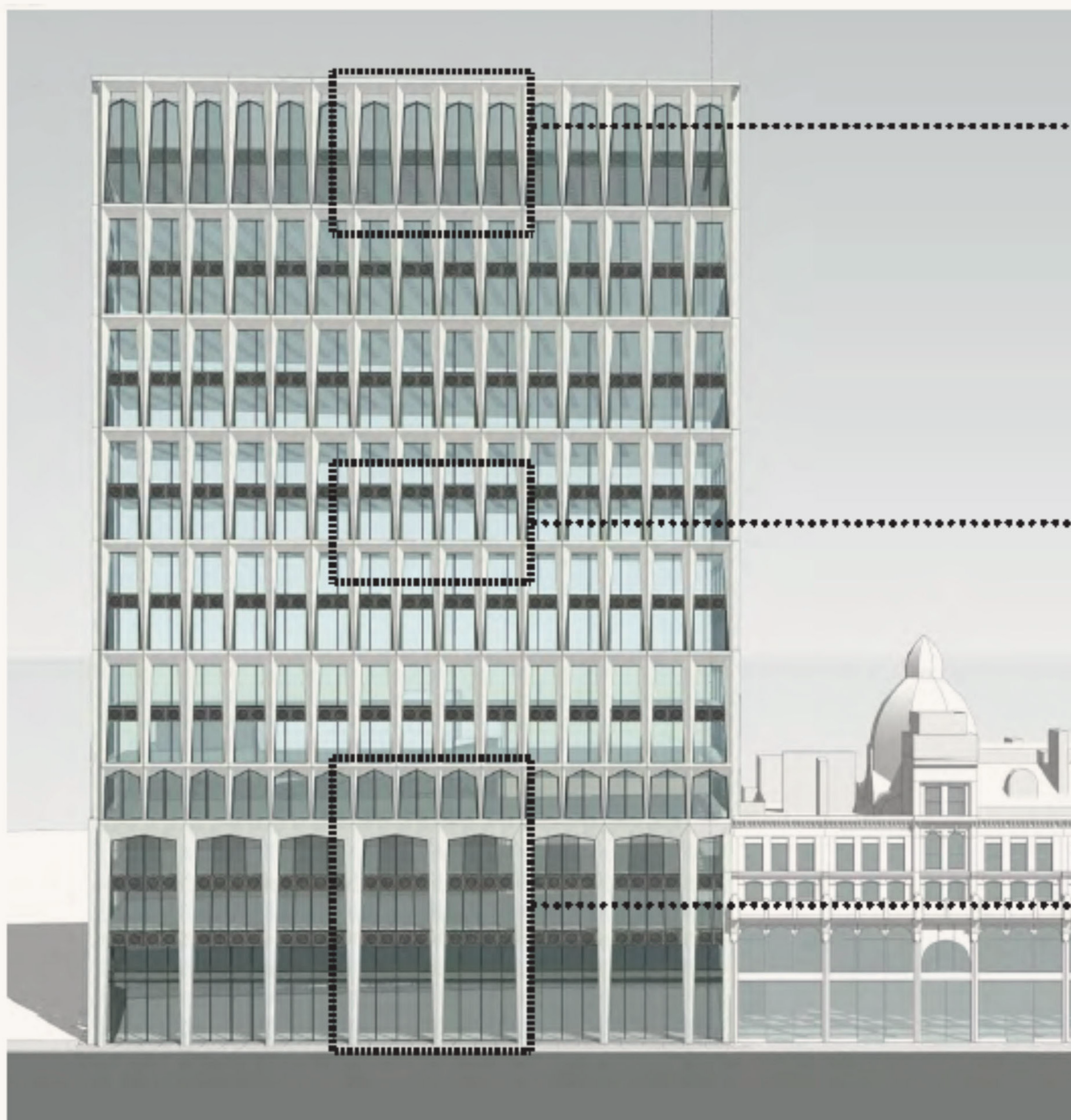
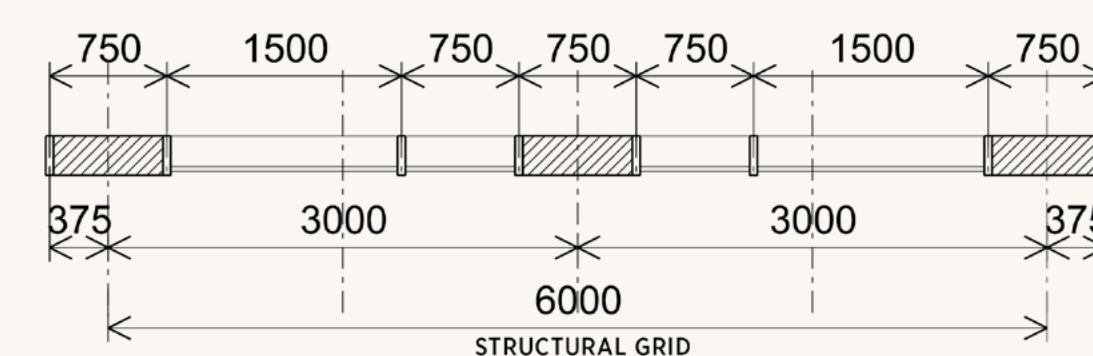
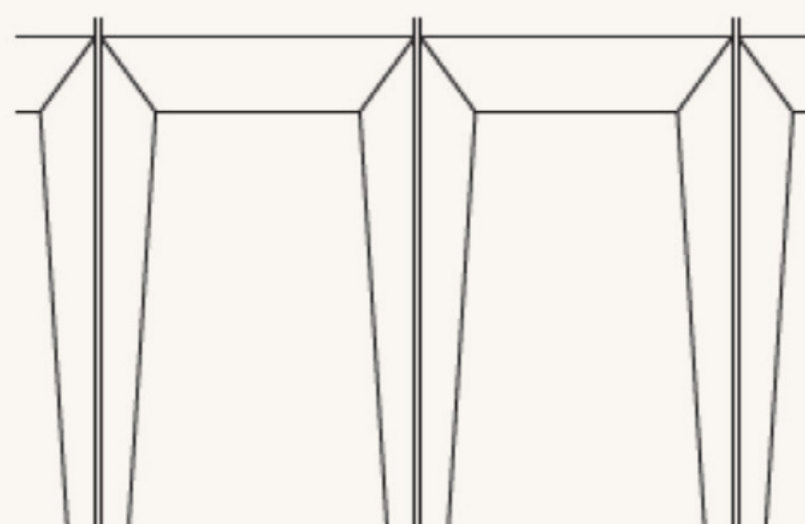
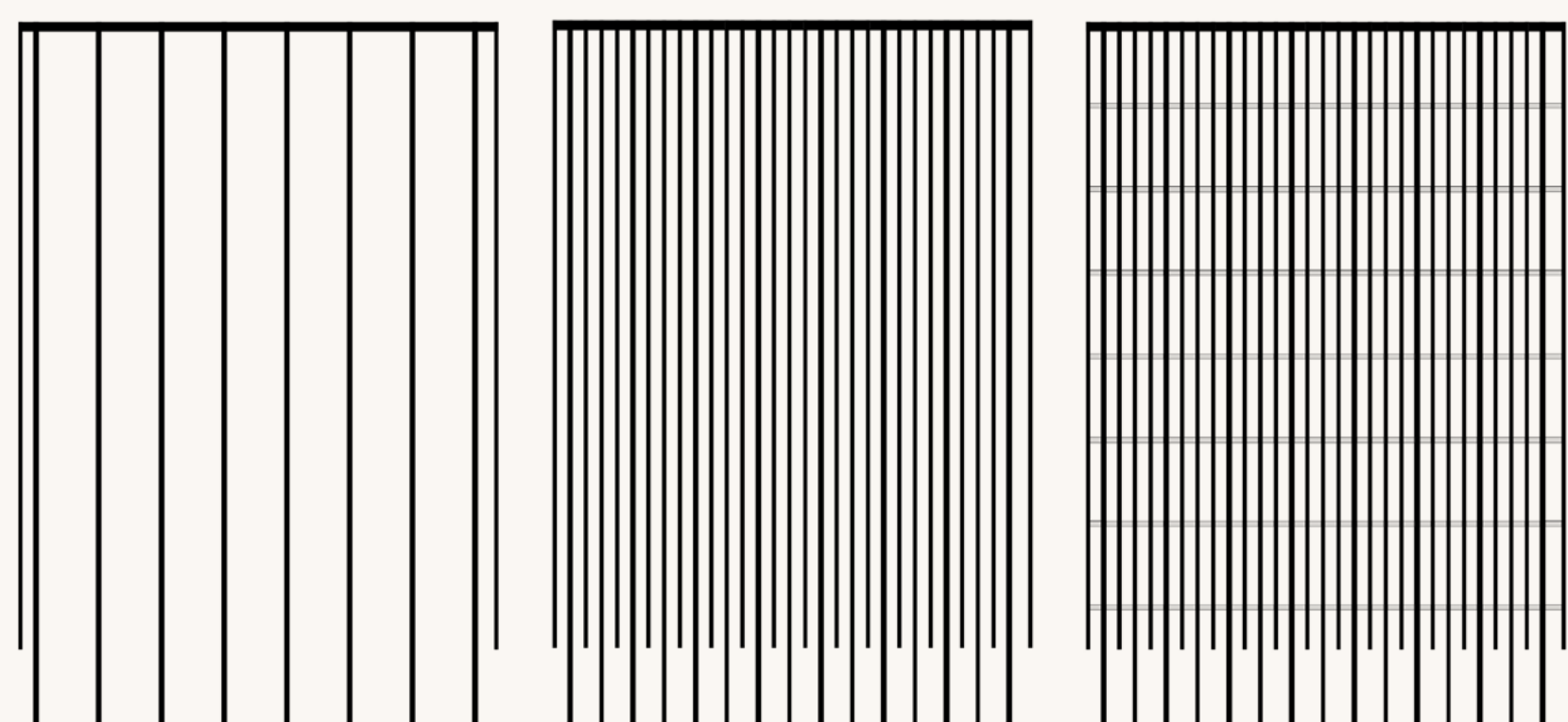


PRECEDENT IMAGES



# 08/ The Proposals Concept façade

The design evolution has involved a contextual approach that takes reference from surrounding buildings, in particular Barton Arcade focussing on the proportions and rhythm in order to establish a unique crafted façade that works for a modern office building.



# 09/ The Proposals Materiality

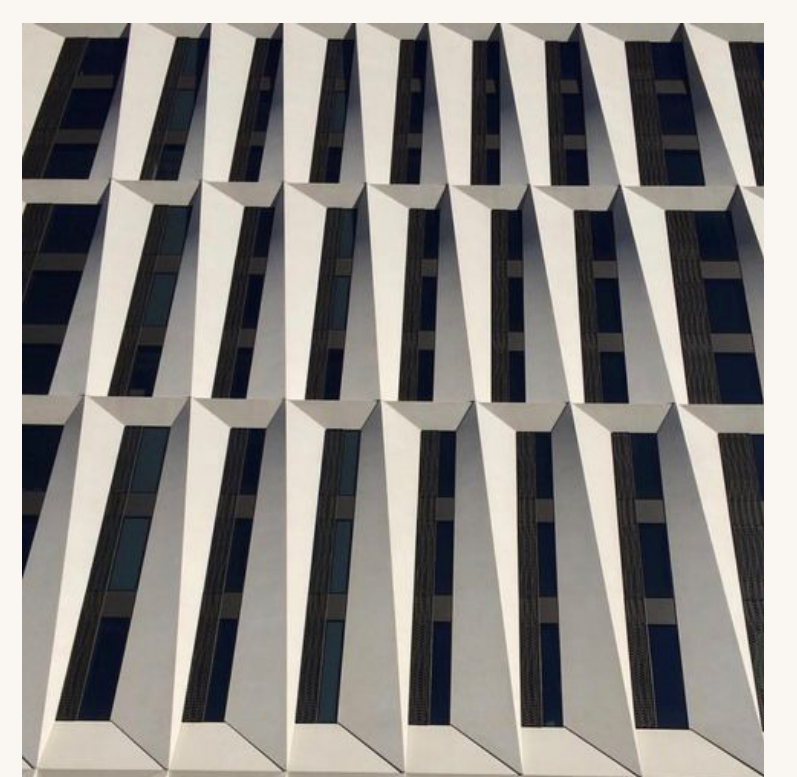
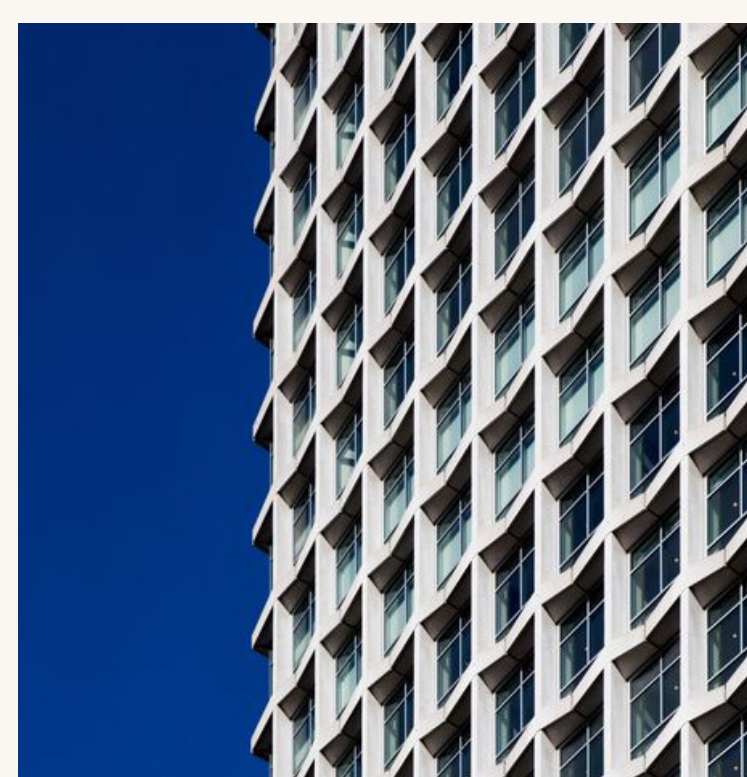
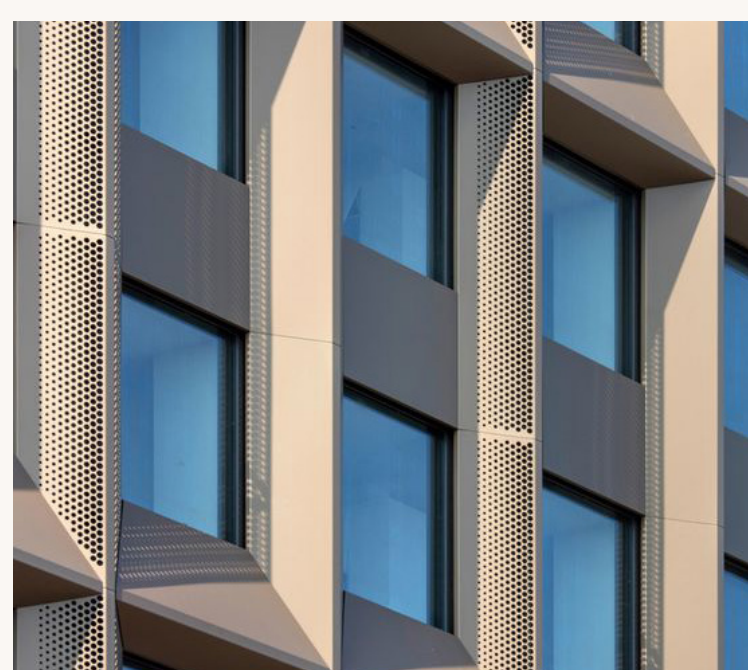
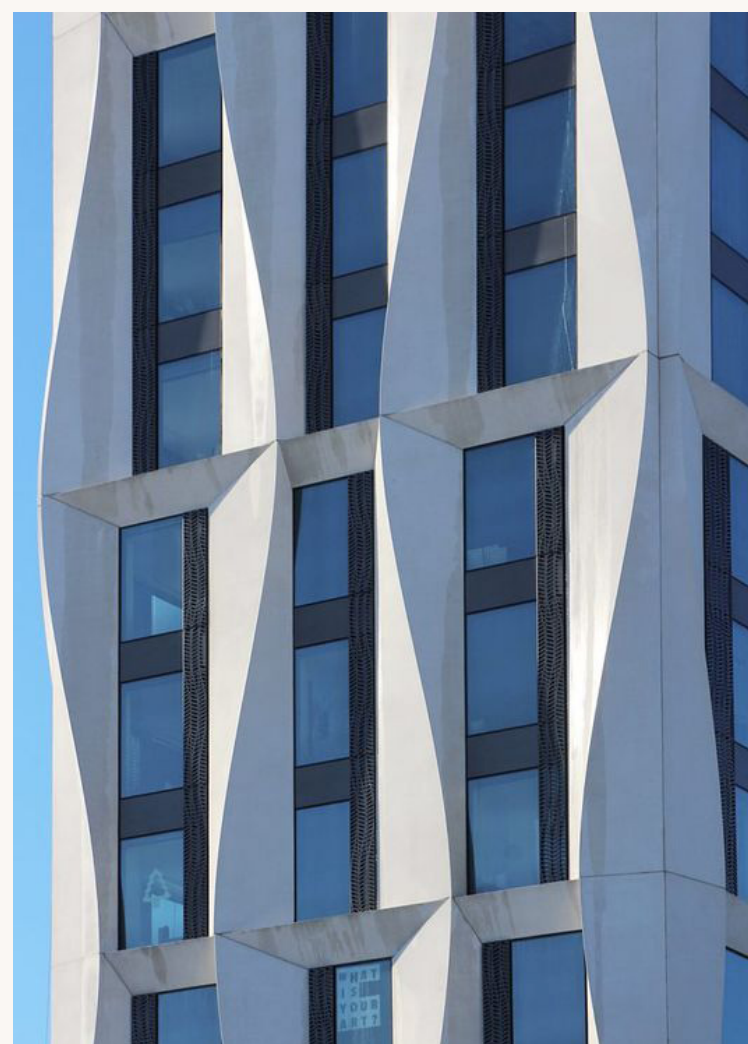
TYPICAL UPPER FLOOR STUDY



TYPICAL LOWER FLOOR STUDY



PRECEDENT IMAGES

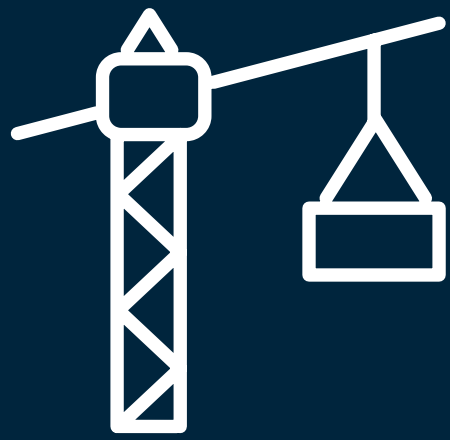


# 10/ Scheme Benefits

The proposed development  
will generate the following  
scheme benefits

Create

91



FTE Construction Jobs

Accommodate circa.

1,025



workers once operational

Support circa.

200



additional jobs in the local  
area once operational

Generate

£2.4m



in Business Rate  
Contributions per annum

Additional  
employee spend of

£2.1m



per annum

Creation of

96



secure cycle spaces

High Quality  
Regeneration of a  
prominent gateway  
Brownfield Site in  
the City Centre



Biodiversity  
Enhancements



BREEAM®

Excellent

# 11/ Your Feedback

**Kames Capital is currently preparing a planning application for a new landmark office development at 39 Deansgate. Ahead of a proposed submission in early 2020 we want to hear from you.**

There are a variety of ways you can let us know your thoughts on the proposals including:

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## **Feedback form**

Please complete a feedback form and hand to a member of the project team



## **Website**

Visit our website and complete the form online at [www.cbre.co.uk/39deansgate](http://www.cbre.co.uk/39deansgate)



## **Email**

Or email us at [39deansgate@cbre.com](mailto:39deansgate@cbre.com)

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Your views on our proposed scheme are important to us and we value your contribution. In order that we can take your comments into consideration please respond by the deadline on Thursday 12th December 2019.

**Thank you for your time today.**