



Planning Statement – Hotel Redevelopment

Renaissance Hotel, Deansgate

May 2021

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Prepared By: NL/EH/RM

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For and on behalf of Avison Young (UK) Limited

1. Introduction

1.1 This Planning Statement has been prepared by Avison Young ('AY') on behalf of the Applicant, Deansgate SOF Alliance LeaseCo Limited, a joint venture between Property Alliance Group (PAG) and an affiliate of Starwood Capital (SCG), in support of a planning application submitted to Manchester City Council ('the Council') for external alterations to the former Renaissance Hotel, Deansgate, M3 2EQ.

1.2 The full description of development as stated on the application form is:

'Full planning application for external alterations to the existing hotel building including new building entrance, creation of a rooftop bar and outdoor terrace, modifications to the conference suite mezzanine block, creation of a rooftop kitchen garden, modifications to the building facades, public art installations and other works.'

1.3 The site forms part of the wider Renaissance Hotel complex that is the last remaining undeveloped site within the 1999 City Centre Masterplan and has long been a strategic regeneration objective of Manchester City Council (MCC). SCG and PAG propose the comprehensive transformation of this wider site into a high-quality mixed use destination, with various planning applications to be submitted to MCC for approval pursuant to an overall illustrative masterplan. The hotel proposals subject to this particular application are a crucial and fundamental part of ensuring the deliverability of this strategically important site.

1.4 The application site extends to approximately 0.3 hectares (0.74 acres) and forms part of the Renaissance complex, which is located at the northern end of Deansgate in Manchester City Centre. The site fronts onto Deansgate, Blackfriars Street, and Victoria Bridge Streets, and the River Irwell. The extent of the application site is shown on the Location Plan enclosed at **Appendix I**.

1.5 The Renaissance complex currently comprises a vacant 15-storey, 203 bedroom hotel building, a multi-storey car park, a restaurant and a dilapidated former office building (Premier House) which has been vacant for a significant number of years.

1.6 SCG and PAG are like-minded partners that share a vision and commitment to deliver a stand-out development at the site of the Renaissance hotel. The complementary skill sets and combined real estate experience, including Starwood Capital's unique hospitality track record and Property Alliance Group's City Centre development pedigree, means the team is very well positioned to deliver a landmark scheme that will regenerate this key site in Manchester.

Holistic Masterplan Proposals

- 1.7 The joint venture (JV) is proposing a transformational, high-quality and deliverable scheme that will finally realise the potential of the site through redevelopment of existing buildings and new build development to deliver a new destination hotel, a flagship office building, and a landmark residential development, together with a new activated frontage to Deansgate including new retail units, engagement with the river, and new public realm.
- 1.8 A holistic illustrative masterplan for the wider site is currently being developed alongside key stakeholders for hotel, office and residential uses. Whilst the masterplan proposes the comprehensive redevelopment of the whole Renaissance hotel site, it is intended to be brought forward under three separate planning applications. This approach has been informed by comprehensive pre-application discussions with MCC as local planning authority (LPA).
- 1.9 The wider holistic masterplan for the site aims to transform and regenerate the final piece of the City Council's City Centre Masterplan in a deliverable manner following several previous failed attempts. It is considered that the approach taken in the emerging masterplan is the only way to deliver the meaningful and required regeneration of this strategically important site.
- 1.10 As well as ensuring deliverability, sustainability is also at the heart of the JV's approach to regenerating the site. In the UK, the construction industry accounts for 60% of all materials used, creates a third of all waste and generates 40% of all CO2 emissions. It is resource hungry and with reuse and repurposing forming only a small proportion of construction, the problem is perpetuated. According to DEFRA, of the 200 million tonnes of waste generated in Britain annually, 63% is construction debris, with 32% of construction waste being deemed unrecyclable and ending its life in landfill. The UK currently demolishes more than 50k buildings every year.
- 1.11 To help alleviate the climate emergency, it is important that buildings and development are now conceived in a very different way. The JV and its design team embrace the ethos of the Architects Journal "Retro First" initiative strapline "The greenest building is one that already exists". They are committed to sustainably responsible construction and believe these proposals are fully aligned to Manchester City Council's ambitious targets to become a zero carbon city by 2038. One of the key sustainability benefits of the masterplan is the approach to retention and re-use of some of the existing buildings on site, where appropriate, which will result in a 39% saving in embodied carbon versus demolition and new build which is the equivalent of 462 + new residential homes, and this is before the application of other sustainability measures and a design that will include the use of

modern construction techniques and materials throughout to create a high quality and energy efficient development.

1.12 The vision for the transformation of the wider Renaissance complex (including the new Treehouse Hotel) can be summarised as follows, and it has been agreed that each component of the masterplan will be submitted as separate planning applications but under the umbrella of the wider illustrative vision:

1. Undertake the high quality redevelopment of the existing hotel building to reposition this as a market leading up-scale destination hotel. Working with Treehouse Hotels (the proposed operator), a high quality design has been prepared in line with their brand identity and their strong commitment to promoting sustainability. Further details are contained in the following pages of this report.
2. Redevelopment of Premier House (following part demolition) into a revitalised high quality commercial workspace. Premier House has been vacant for a number of years, is an eyesore and detracts from the character of this part of the City Centre. The new building will deliver high quality workspace, will make an important contribution to the local economy, creating jobs and bringing new life to the area. This application is targeted for submission in late spring.
3. The northern area of the site will be cleared (through part-demolition of Premier House) to make way for an exciting and high quality residential development appropriate to its location. The joint venture is proposing a residential building of real quality, with the introduction of active ground floor uses and potential for improvements to the public realm. This will form the third part of the application in summer 2021.
4. The JV has ambitious public realm aspirations for the site. One of the key drivers for the masterplan is to completely transform the use of Deansgate from a 100+m dark and inactive frontage to a new pedestrian-focused public realm area with active frontages, spill out space, and generous circulation space and routes to the Cathedral and south down Deansgate.

1.13 The joint venture is committed to changing the perceptions of this key site and it surrounds and breathe new life into this part of the City Centre.

Hotel Proposals

- 1.14 This is the first of the three major planning applications being brought forward by the JV. It focuses on the first stage of the holistic masterplan proposals which is the redevelopment of the hotel for a best-in-class, 4* Treehouse Hotel. The new hotel building is key to ensuring a deliverable scheme for the wider site and building on the objectives enshrined in the approved strategic regeneration framework (SRF) that covers the redevelopment of the site (entitled the Ramada Complex SRF).
- 1.15 Whilst the purpose of this report is to cover the proposed external alterations to the hotel building to help facilitate the wider significant investment and delivery of the Treehouse Manchester Hotel, its contents should be read in the context of the developing masterplan and the overall aspirations for the site. The intent of the hotel proposals is not to provide a simple fitout to the existing building. It seeks to fully modernise and transform the hotel internally and externally into something that gives back to the community and meets the needs of modern guests and hotel operators. By re-using and enhancing the existing hotel building there are also significant sustainability and carbon saving benefits that will help to meet the aspirations of MCC's ongoing Climate Change Action Plan.
- 1.16 Whilst modifications to the internal layouts do not require planning consent, they represent a significant financial investment of around £25m to provide a new 4*+ destination hotel for Manchester. The JV has already submitted initial enabling works applications to MCC to help facilitate the delivery of the masterplan. A full application has already been approved to fully replace and modernise the glazing throughout the hotel. The advance nature of that application being to ensure that the existing building is safe and to enable an early completion of a watertight façade to facilitate a quicker reopening to bring the unused building back to life.
- 1.17 As an overview, in addition to fully re-envisaged interiors, the proposals put forward by this planning application include;
- A transformed external appearance that enlivens the streetscape.
 - A new entrance lobby that opens up its bar and dining facilities to become visible from the street.
 - A rationalised mezzanine level with modernised and enhanced conference suites, function rooms and fitness suite.
 - A new high quality 13th floor bar and fine dining restaurant offering amazing skyline views over Manchester
 - A new open air bar and dining terrace at roof level.

Structure of Statement

1.18 The Planning Statement considers a range of principal matters to enable a thorough evaluation of the proposals against the relevant local and national planning policy framework. The statement is structured as follows:

- **Chapter 2** – introduces the proposed hotel operator, Treehouse Hotels;
- **Chapter 3** – describes the application site and the surrounding area, including any known environmental constraints and relevant planning history;
- **Chapter 4** – outlines the planning history at the site;
- **Chapter 5** – considers the regeneration context including any relevant Strategic Regeneration Frameworks;
- **Chapter 6** – describes the proposed development;
- **Chapter 7** – describes the community and stakeholder engagement exercise undertaken by the Applicant;
- **Chapter 8** – sets out the relevant planning policy framework and any material planning considerations;
- **Chapter 9** – appraises the development proposals more widely against the statutory Development Plan and other material considerations;
- **Chapter 10** – outlines the environmental and technical considerations present at the site;
- **Chapter 11** – summarises the scheme benefits;
- **Chapter 12** – sets out the main conclusions of this Planning Statement.

Supporting Material

1.19 The application is accompanied by a comprehensive suite of supporting technical reports, which has been prior agreed with the LPA:

Documents

- Covering Letter (dated 11 May 2021);
- Application forms and certificates (dated 11 May 2021);
- Construction Management Plan (dated April 2021);

- Design and Access Statement (dated XX)
- Energy Statement (dated April 2021);
- Fume Extraction Statement (dated 13 April 2021);
- Heritage Statement (dated April 2021);
- Local Labour Agreement (dated April 2021);
- Neighbourhood Management Strategy (dated April 2021);
- Noise Report (dated 21 April 2021);
- Planning Statement (dated May 2021); and
- Sustainability Note (Rev A, dated 12 April 2021).

Drawings

- 1.20 The planning application is accompanied by a full suite of drawings in accordance with Manchester's validation criteria. A drawing schedule is provided at **Appendix II**.

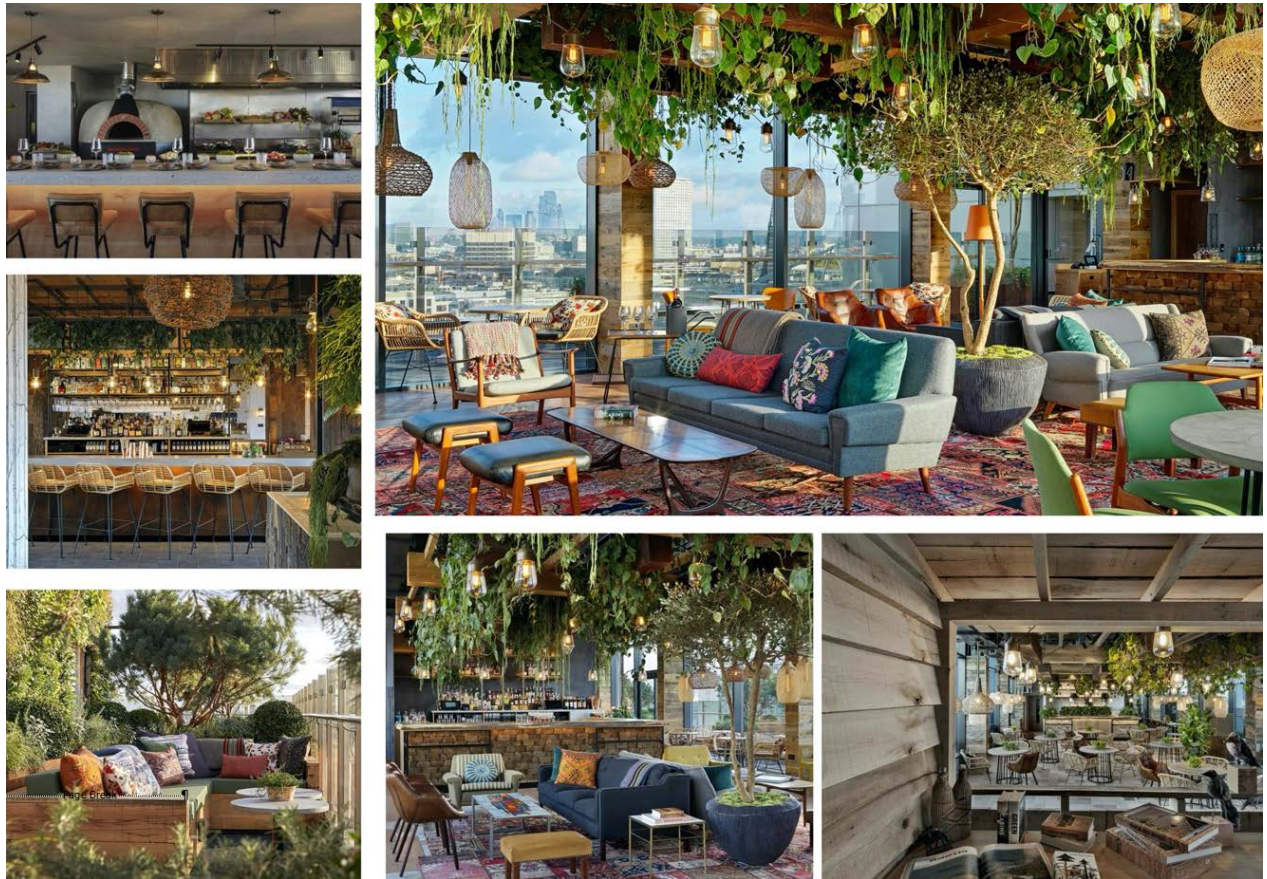
Summary

- 1.21 The application has been the subject of formal and comprehensive pre-application discussions with the Council. The scope of supporting material was agreed with the local planning authority (LPA) prior to submission of the application. Discussions with officers also highlighted key matters to be addressed as part of the planning process. All such matters have been duly considered and assessed as part of the application submission.

2. Hotel Operator: Treehouse Hotels

- 2.1 The site has been earmarked for redevelopment for many years. However, despite previous landowners having obtained planning permission for comprehensive redevelopment schemes, and also the adoption by MCC of a Strategic Regeneration Framework and illustrative masterplan proposals, all previous plans have proven to be undeliverable and the site has deteriorated and become vacant.
- 2.2 The masterplan proposed by the JV understands the need to address the negative impact the site has on its surroundings. However, the proposal differs in its approach by seeking to re-purpose and reuse the existing hotel structure where possible, whilst still providing the positive and meaningful changes required under the principles of the SRF. The proposed masterplan is therefore both Inherently more sustainable than previous proposals for the site but, crucially, is commercially viable and can be delivered. The proposals will serve to revitalise the unused and derelict buildings that are currently a blight to the Deansgate streetscape.
- 2.3 SH Hotels & Resorts, an affiliate of Starwood Capital Group, is a hotel brand management company that operates 1 Hotels, Baccarat Hotels, Treehouse Hotels, and SH Collection properties internationally. Leveraging its marketing, design, operational, and technological expertise, SH is the force behind some of the most ground-breaking and dynamic hotel brands in the world. The hotel proposals for Renaissance have been developed by SCG to trade under its leading Treehouse Hotels brand, which is fully aligned to the repurposing, reuse, and significant upgrade of the existing hotel building and is in full adherence to its sustainability ideologies.
- 2.4 Treehouse Hotel Manchester is the second hotel within the Treehouse brand's expanding portfolio following the opening of Treehouse Hotel London in November 2019. Monopolizing on its central city location, Treehouse Hotel Manchester will position itself as a unique experience-driven destination hotel within the UK's north-west hotel market. Attracting both national and international modern travellers with attentive service, locally inspired fun amenities, thoughtful programming and several food & beverage offerings, Treehouse Hotel Manchester is about playfulness and freedom.
- 2.5 Treehouse Hotel Manchester will introduce a number of unique new dining experiences to the area, including a top floor restaurant and bar with uninterrupted views of the city, and a crowning rooftop venue. The extensive choice of private event rooms will offer inspiring backdrops for private dining, meetings, cocktail parties and large-scale events. Thoughtful design details allow travellers to share ideas, stories, and connect with the local community.

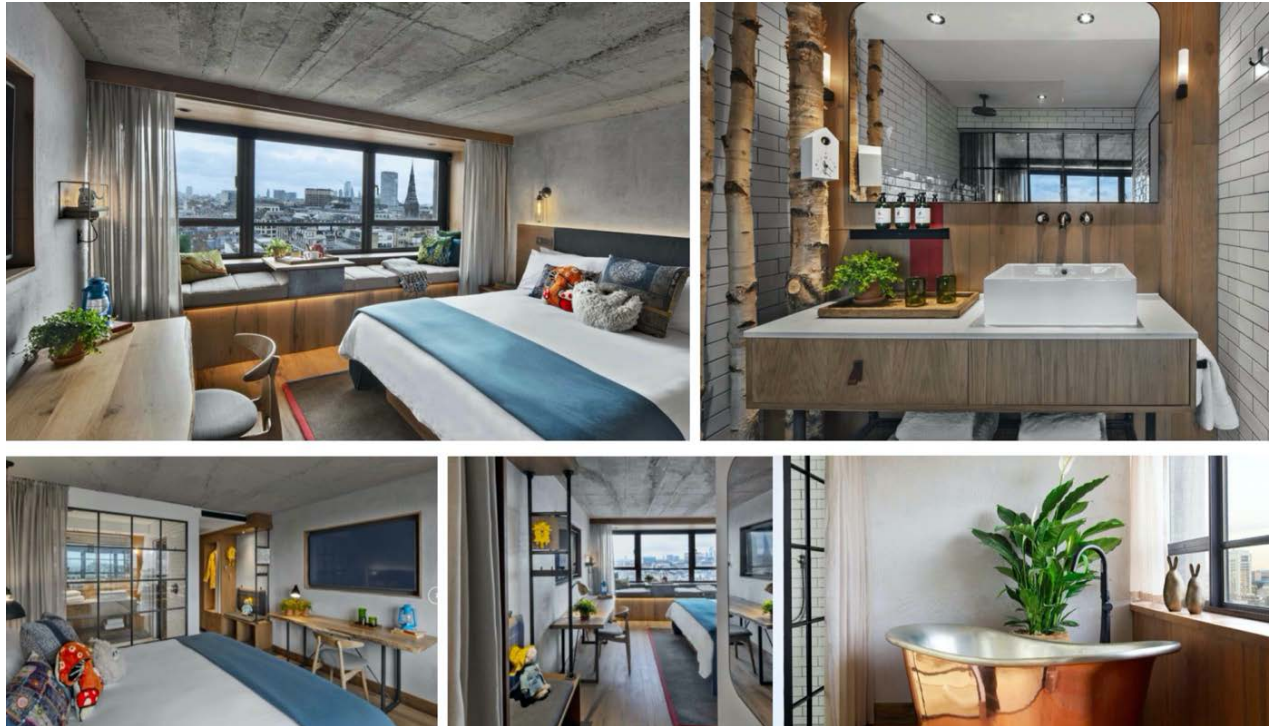
- 2.6 The 216 generously sized guest rooms (starting at 269 square feet), overlooking the River Irwell, will be home away from home retreats. Playful and colourful rooms ranging from cosy 'camp and treetop cabins' to comfy suites encouraging guests to kick back and enjoy. Guests will be able to get out and explore with local attractions and city hotspots close by including Deansgate, St Anne's Square and the Royal Exchange Theatre.



Examples of Treehouse London- Setting the benchmark for the Manchester proposals

- 2.7 Treehouse Hotels opened its first UK hotel in London in 2019, in acknowledgement of a market demand for hotels that are less corporate in their outlook and seek to preserve and enhance rather than replace. At the heart of Treehouse Hotels is the drive for a more sustainable environment. Underpinned by all the trappings expected of a modern hotel, their design ethos promotes sustainable development and seeks to create playful and stimulating destination hotels.
- 2.8 Following hugely positive feedback, the operator has been actively seeking a second UK destination. The existing Renaissance hotel has large rooms and detailing that make it very hard to adapt to the prototype hotel brands and is too large for most boutique hotel operators. The approach of Treehouse is anything but a formula driven standardised approach, with each hotel being a bespoke offering; designed to respond to the environment in which it sits, preserving and enhancing whilst providing playful yet relatable designs. Strongly believed to be the UK's second city due to the vibrant

culture and diverse economy, Manchester and the Renaissance hotel site are seen as a great fit for the brand.



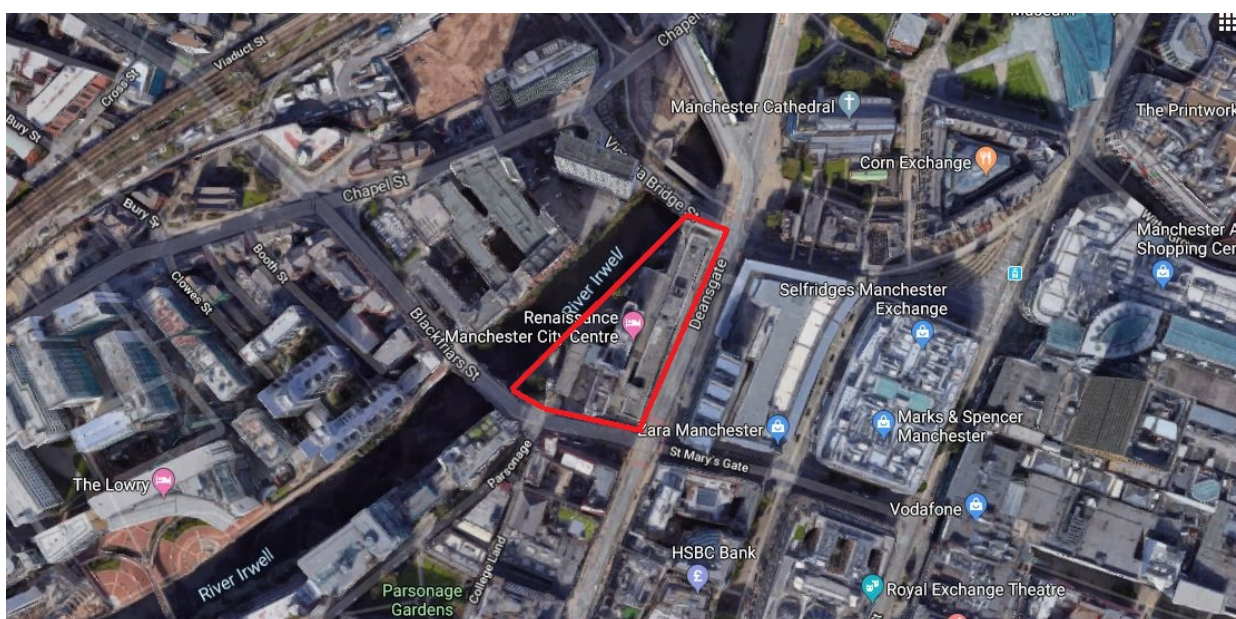
Examples of Treehouse London- High quality design integrates modern facilities to form relaxed and cosy spaces

- 2.9 The Treehouse approach is all about materiality and allows the richness of finishes to be celebrated. It seeks to strip back unnecessary elements and for the building fabric to be on show. This honesty is softened with moments of playfulness with homely details introduced to stimulate a sense of calm. Careful selection of natural materials, biophilia and moments of fun are proposed to create a cosy yet engaging aesthetic to offset the stark brutalist exterior. The vision of the proposed design, in line with the sustainable approach of retaining the existing building fabric, is that of a brutalist urban oasis.

3. Site and Surrounding Area

The Site

- 3.1 The site extends to approximately 0.3 hectares (0.74 acres) and is located within Manchester City Centre (Grid Reference – **E** 383745/ **N** 398621). It is bound by Victoria Bridge Street to the north, Deansgate (A56) to the east, Blackfriars Street to the south and the River Irwell to the west. A Location Plan showing the extent of the site boundary is enclosed at **Appendix I**.
- 3.2 A satellite map extract showing its location within the City Centre is provided below.



Site of wider Renaissance complex edged in red

- 3.3 The wider Renaissance complex site currently comprises a vacant 15-storey, 203 bedroom hotel building (i.e. the subject of this planning application), a multi-storey car park, a restaurant and a dilapidated former office building (Premier House) which has been vacant for a significant number of years.
- 3.4 It occupies a prominent location in the City Centre, situated at the northern tip of Deansgate and at a key intersection between Blackfriars Street, Deansgate and St Mary's Gate, which leads Market Street. The site formed part of the post-1999 City Centre Renewal Area Masterplan but is the only area of the Masterplan that has not undergone regeneration.
- 3.5 The site is in very poor condition presently and, visually and physically, represents a significant blight on this part of the City Centre. The scale of problem is emphasised by the length of its frontage onto Deansgate at 123 metres. As a comparator, Piccadilly Plaza is 167 metres in length. There is a clear

and pressing need to transform the existing, poor quality physical environment of this highly prominent City Centre site.



Views of existing buildings from Deansgate

- 3.6 The dilapidated appearance of the current buildings on site are detrimental to the area. These buildings date from 1972 and are the last remnant of the wider concrete landscape that once connected Cross Street to Blackfriars (prior to the 1996 bomb). The buildings fronting onto Deansgate are part derelict/part vacant, presenting a dead frontage to the street and the site as a whole turns its back on the River Irwell. The riverside walkway has poor accessibility with little permeability. It has no activity or natural surveillance and fails to promote views of the Grade I listed Cathedral or the Grade II listed Blackfriars and Victoria Bridges.



View from Victoria Bridge Street

- 3.7 The site occupies a prominent position on the northern end of Deansgate, a principal thoroughfare through the north and south of the City Centre. Over the last 10-15 years, Deansgate has transformed into a welcoming, vibrant street with a variety of multi-national and independent retailers and leisure occupiers. The site acts as a blight to this otherwise vibrant area, with unattractive frontages along the back of Harvey Nichols.
- 3.8 Manchester's Medieval Quarter is located to the north-east of the site, containing several listed buildings including Manchester Cathedral. A number of retail units are located within close proximity to the site, adjacent to Deansgate, Blackfriars Street and St Mary's Gate. The western boundary of the site, which is significant in length (c. 125sq m), borders the River Irwell.

Statutory Designations

- 3.9 Considering statutory designations:
- **Listed Buildings** – The property itself is not listed however there are a number of listed buildings located near to the site, particularly to the north-east and south. The Grade II Victoria Bridge is approximately 85m to the north of the site (from its centre). Approximately 75m to the south-west of the site is the Grade II listed Blackfriars Bridge (List UID: 1279490). The Grade II listed Haywards Building (List UID: 1210025) also lies to the south of the site (circa 120m).
 - Further listed buildings line Cateaton Street to the north-east, including:
 - Grade I listed Cathedral Church of St Mary
 - Grade II listed Mynshulls House (List UID: 1197779)
 - Grade II listed Mitre Hotel (List UID: 1197780)
 - Grade II listed The Old Wellington Inn (List UID: 1270698)
 - Grade II listed Sinclair's Oyster Bar (List UID: 1254647)
 - Grade II listed Former Corn and Produce Exchange (List UID: 1282970)
 - **Conservation Areas** – The site is not located within a Conservation Area. However, the Parsonage Gardens Conservation Area borders the site to the south and the City of Manchester (Cathedral) Conservation Area is located to the north of the site.
 - **Flooding** – The majority of the site is located in Flood Zone 1 where there is a low risk of flooding. The site bounds the River Irwell to the west.
 - **Air Quality** – the site is within the Greater Manchester Air Quality Management Area (AQMA), which covers the whole of the City Centre core.

Surrounding Area

- 3.10 The City Centre Primary Shopping Area (PSA) extends to the east and south-east of the site. A number of high end retailers line New Cathedral Street to the east, such as Harvey Nichols and Selfridges. Further east of the site is the main shopping area extending to Market Street, including the Arndale Shopping Centre.
- 3.11 The surrounding area has seen significant levels of regeneration in recent years including various residential-led developments such as:
- **No.1 Deansgate** – a 14 storey residential mixed used development comprising 84 apartments at the upper 14 floors above retail floorspace and basement car parking.
 - **Citysuits** – a 17 storey aparthotel comprising 263 apartments, with a restaurant and bar at the ground floor.
 - **One Greengate** – a 31 storey residential building comprising 497 apartments and commercial floor space at street level and 248 basement car park spaces.
 - **Exchange Court (now known as Anaconda Cut)** – a 44 storey residential tower consisting of 349 apartments and 83 basement car park spaces.
 - **Norton Court (The Residence)** – a mixed use development comprising two buildings ranging from 15 to 34 storeys accommodating 300 apartments and 31 basement car park spaces.
- 3.12 There are also a number of hotels near to the site, including Hotel Motel One, Travelodge, Premier Inn, The Mitre Hotel, Roomzzz Manchester, and Hotel Indigo.

Accessibility

- 3.13 The site has exceptional accessibility in terms of immediate access to a variety of public transport modes, as well as the road network. Spatially, the site is located within easy walking and cycling distance of key services and facilities provided in the City Centre, including Victoria and Piccadilly train station, Market Street shopping precinct and the business district. Market Street, within approximately 650 metres of the site, is one of the main shopping areas in Manchester and is home to Marks and Spencer's, as well as the Arndale Centre which contains a multitude of high street shops and services.
- 3.14 Exchange Square Metrolink is located 400 metres to the north west of the site and provides access to the Tram network. The Metrolink offers high-frequency services across Greater Manchester, connecting Manchester Airport in the south with Rochdale and Bury in the north, Ashton-under-Lyne

and Oldham in the east to Eccles in the West and Altrincham and East Didsbury in the south with the City Centre.

- 3.15 There are also a number of bus stops along Deansgate providing services to destinations across Manchester, including the surrounding suburbs as well as the wider Greater Manchester area, providing excellent local and regional connectivity. Manchester Victoria Train Station is located 550 metres to the north of the site. This station provides direct, regular services across the country, including Leeds, Liverpool and Newcastle.
- 3.16 Manchester City Centre is currently benefiting from major investment in public transport infrastructure which will serve to further enhance the accessibility of the site as well as accelerating economic growth across Greater Manchester. The vast transport transformation occurring in and around the City Centre and across Greater Manchester will provide many benefits not only to passengers, but to the city's sustainability, access to employment and the wider economy.

Summary

- 3.17 The application site, which is currently vacant and previously developed, represents a brownfield regeneration opportunity in a highly sustainable location. The site has been earmarked for comprehensive redevelopment for a significant number of years and is identified for development including a leading hotel, by the adopted Ramada Complex SRF. The proposed development site is within walking distance of existing public transport connections, as well as a wide range of shops, services and facilities, and is well served by high standard local walking connections.

4. Planning History

The Site

- 4.1 The site has been subject to a number of previous planning applications which are summarised in the table below.
- 4.2 The most recent application (Ref: 129468/FO/2021) was submitted by the current Applicant for replacement windows to the existing hotel building at the site. The application, which was approved in April 2021, is intended to facilitate early enabling works at the site by replacing the existing window systems to make the building watertight.

LPA ref	Description	Decision
129468/FO/2021	Full application submitted February 2021 for: <i>'Replacement windows to existing hotel building.'</i>	Approved 22/04/2021
125207/FO/2019	Full application submitted October 2019 for: <i>'Elevational alterations to allow for modifications to existing entrance to hotel on Blackfriars Street'</i>	Approved 18/02/2020
124755/AOH/2019	Full application submitted October 2019 by Urban & Civic for: <i>'2no. externally illuminated, static advertisement banners for a temporary period of 12 months only.'</i>	Temporarily approved 20/11/2019
101119/REP/2012/C1	Extension of time application submitted by 'Deansgate Cronus Limited' for: <i>'Extension of time limit on planning permission 088133/FO/2008/C1 for demolition of existing buildings and re-development of site to construct four buildings varying in height from: ground plus 10 storeys; to ground plus 35 storeys incorporating 248 residential units (Class C3) : a hotel (Class C1); offices (Class B1); retail (Class A1); financial and professional (Class A2); restaurant and cafe (Class A3); drinking establishment (Class A4); hot food take away (Class A5); and 599 basement car parking spaces set within fully accessible public realm including new public open spaces; new pedestrian connections and new riverside walkways and spaces: together with related highways, access and servicing works, landscaping and associated works.'</i> The planning permission was never implemented / has now expired.	Approved 03/04/2013
088133/FO/2008/C1	Full application submitted by Burdett Properties Limited for: <i>'Demolition of existing buildings and re-development of site to construct four buildings varying in height from: ground</i>	Approved 10/06/2009

LPA ref	Description	Decision
	<i>plus 10 storeys; to ground plus 35 storeys incorporating 248 residential units (Class C3) : a hotel (Class C1); offices (Class B1); retail (Class A1); financial and professional (Class A2); restaurant and cafe (Class A3); drinking establishment (Class A4); hot food take away (Class A5); and 599 basement car parking spaces set within fully accessible public realm including new public open spaces; new pedestrian connections and new riverside walkways and spaces: together with related highways, access and servicing works, landscaping and associated works.'</i> Some images of the scheme taken from the approved Design and Access Statement are provided below:  The first image is a site plan showing the layout of the development, including the building footprint, parking spaces, and surrounding streets. The second image is a perspective view of the building complex, showing its modern architecture and integration with the surrounding urban environment. The third image is a riverside walkway, showing the proposed pedestrian connections and public open spaces along the river.	

LPA ref	Description	Decision
	 We understand that this planning permission was never implemented / has now expired.	
088257/LO/2008/C1	Application for listed building consent in conjunction with the above application submitted by Burdett Properties Limited in November 2008 for: <i>'LISTED BUILDING CONSENT The placing of a new wall and balustrade against the structure and balustrade of Victoria Bridge to create a new at grade physical connection between Blackfriars Street and Victoria Bridge Street via a section of new riverside walkway associated with the concurrent application for redevelopment of land bounded by Blackfriars Street, Victoria Bridge Street, Deansgate and the River Irwell (Application No. 088133/FO/2008/C1)'</i>	Approved 11/06/2009
088132/LO/2008/C1	Application for listed building consent in conjunction with the above application submitted by Burdett Properties Limited in November 2008 for: <i>'LISTED BUILDING CONSENT Removal of brick structure concealing part of Blackfriars Bridge facade, removal of two 1.8 metre sections of balustrade and making good remaining stonework in connection with the creation of a new at grade physical connection between Blackfriars Street and Victoria Bridge Street via a section of new riverside walkway associated with the concurrent application for redevelopment of land bounded by Blackfriars Street, Victoria Bridge Street, Deansgate and the River Irwell (Application No. 088133/FO/2008/C1)'</i>	Approved 11/06/2009

Surrounding Area

- 4.3 Below is also a summary of recent (within the last five years) applications of relevance in the surrounding area. As the site is within close proximity to the administrative boundary of Salford City

Council, recent major planning applications within this Local Planning Authority are also detailed below:

Address	LPA ref	Description	Decision
Salford City Council			
Land Corner New Bridge Street and Greengate Salford	19/74205/FU LEIA	<i>Erection of a mixed use development comprising a single building with two blocks (14 and 55 storeys) to include: 545 residential apartments, associated residents' facilities and basement parking; and 3 no. commercial units (use classes A1, A2, A3, B1 & D1) with associated landscaping and public realm works.</i>	Awaiting decision
Embankment West Off Salford Approach and New Kings Head Yard Chapel Street Salford	17/70626/FU L	<i>Erection of one 18 storey residential building (Block A, Use Class C3); one 16 storey residential building (Block B, Use Class C3); one 18 storey building providing a mix of residential and serviced apartment accommodation and amenity facilities including lounge, swimming pool and gym (Block C, Use Class Sui Generis); 536sqm of commercial floorspace (Use Classes A1, A2, A3, A4); new access from Greengate; car and cycle parking; public realm and landscaping; and other associated works.</i>	Approved 21/11/2017
Embankment 100 Greengate Salford M3 1RJ	16/68132/FU L	<i>Erection of a 9 storey office building (Use Class B1) and associated works.</i>	Approved 24/02/2017
Greengate Salford M3 7NG	16/67809/FU L	<i>Erection of a residential development consisting of a single building (44 Storeys) to include 349 residential apartments, associated residents facilities and basement parking.</i>	Approved 15/12/2016
Embankment West Off Salford Approach and New Kings Head Yard Chapel Street Salford	15/66621/FU LEIA	<i>Demolition of existing structures and erection of three-interconnected residential buildings at ground plus 12 storeys, 25 storeys and 33 storeys, with ancillary commercial units at ground floor level (use classes A1, A2, A3 and A4), residents amenity spaces and associated works, including access and landscaping</i>	Approved 02/12/2016
Norton Court Greengate Salford M3 7NS	15/66806/FU L	<i>Demolition of existing factory walls and river walk way to provide mixed use development comprising of 2 blocks ranging from 15 to 34 storeys in height total of 300 residential units with associated off street parking, together two commercial units comprising of 474sqm of floor space (A1, A2, A3 and B1) at ground floor level.</i>	Approved 04/03/2016

Address	LPA ref	Description	Decision
Manchester City Council			
Speakers House, 39 Deansgate, Manchester, M3 2BA	126328/FO/2 020	Full application submitted in February 2020 by Kames Property Income Fund for: 'Erection of a 17 storey building comprising office use (Use Class B1a) and flexible ground floor commercial units (Use Classes A1 shop, A2 financial and professional services, A3 restaurant/cafe and A4 drinking establishment), new electricity sub-station, basement cycle parking and rooftop plant enclosure, together with access, servicing and associated works following demolition of the existing building.' This application, which is in close proximity to the site, was refused for the following two reasons: 1) <i>The proposed development would be unacceptable due to the resultant loss of amenity for the residents of No. 1 Deansgate and therefore contrary to guidance within the National Planning Policy Framework and inconsistent with policies SP1 and DM1 of the Core Strategy.</i> 2) <i>The proposed development would represent overdevelopment of the site and would be unacceptable due to the negative impact on the heritage assets of St. Ann's Church, the Royal Exchange and the St. Ann's Square Conservation Area. Furthermore, the negative impact of the development on surrounding heritage assets would not be outweighed by the public benefits of the proposal. The proposed development would therefore be contrary to guidance within the National Planning Policy Framework and inconsistent with policies SP1, EN3, CC9 and DM1 of the Core Strategy and saved policies DC18.1 and DC19.1 of the Unitary Development Plan for the City of Manchester.</i>	Refused 28/01/2021
New Victoria Land at Corporation Street Manchester M3 1NX	111777/FO/2 016/C1	Full application submitted by Muse Developments Ltd and Network Rail for: 'Erection of two residential buildings of a maximum 21 and 26 storeys to accommodate 520 apartments (178 x 1 bed, 286 x 2 bed and 56 x 3 bed apartments) (Use Class C3). Erection of one office building of maximum eight storeys comprising up to 11,647 sq. m (GIA) of office accommodation. Ground floor commercial space (Use Class A1, A2, A3 and B1), lower ground level car parking, access	Approved 29/09/2016

Address	LPA ref	Description	Decision
		<i>and servicing arrangements, alterations to Corporation Street, new public realm and other associated works.'</i>	
The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR	109267/FO/2 015/C1	Change of Use application submitted by Deloitte LLP in July 2015 for: <i>Change of use of the part lower ground floor, part ground floor and second to fifth floors of the building from office (Class B1) to hotel (Class C1), plant alterations to fifth floor and internal elevations, glazing to the fifth floor turret and associated works.</i>	Approved 13/10/2015

Summary

- 4.4 The site and surrounding area have been the subject of various significant planning applications in recent years. As set out above, whilst the site was the subject of a major application in 2009 comprising four new buildings, the tallest at 35 storeys, development has never been brought forward and delivered. As a result, the site is the last undeveloped site within the 1999 City Centre Renewal Masterplan, which was prepared following the 1996 bombing, and therefore remains a longstanding strategic regeneration priority for the City Council.

5. Strategic and Regeneration Context

- 5.1 This chapter discusses the strategic and regeneration context which has influenced the development proposals at the site.

Contribution to Regeneration

- 5.2 The site has been earmarked for a major comprehensive regeneration for over 20 years. It is the last undeveloped site within the 1999 City Centre Renewal Masterplan, which was prepared following the 1996 bombing, and a long-standing strategic regeneration priority for the City Council. It is located on a key gateway site at the northern end of Deansgate, in close proximity to Manchester Cathedral, Chethams School of Music, Greengate, the Medieval Quarter and Victoria Station, but currently makes no positive contribution to the visual appearance or vitality of the area.
- 5.3 Regeneration is an important planning consideration. Over the past fifteen years the City Council has successfully regenerated areas such as Piccadilly, Spinningfields, the commercial core around Manchester Central, the Northern Quarter, the Civic Quarter and Castlefield. This is an ongoing process, and much remains to be done if the City Centre is to continue being competitive. Manchester City Centre is the primary economic driver in the City Region and is crucial to its longer term economic success. It is essential therefore that the City Centre and surrounding areas continue to grow and provide new development that is supportive of regeneration principles, including providing educational facilities as part of a mixed used neighbourhood.
- 5.4 The site has been earmarked for a major comprehensive regeneration scheme since 1999 with a previous planning application first approved in 2008 (now lapsed) and a Strategic Regeneration Framework (SRF) subsequently prepared for the site in 2018. However, despite two decades of substantial investment in the surrounding area through the public and private sectors, the site remains undeveloped. The City Council acknowledges within the Ramada Complex SRF, under which the site is covered, that it *'visually and physically represents a significant blight on this part of the City Centre and has the potential to be a landmark development with best-in-class hotel, office and residential uses, buildings of scale, and facilitate the rebalancing of Deansgate.'*
- 5.5 The site forms the start of one of the City's busiest retail thoroughfares. During the last 20 years, various attempts have been made to bring forward its redevelopment. Most recently, this was in the form of a mixed use scheme in 2008, comprising 4 new buildings, the tallest at 35 storeys. The lack of activity over the last 20 years by well-respected developers, MCC officers, and Sir Howard Bernstein illustrates the complexities associated with bringing forward the meaningful regeneration of the site

and all previous proposals for wholesale demolition and redevelopment have ultimately proven undeliverable. The current proposals have taken a different approach to the part-retention and part-redevelopment of the wider site – one that the Applicants' believe is the only way that this site can be meaningfully brought forward – and ultimately represents a deliverable scheme that will regenerate this key site and deliver on the broad principles of the SRF, which recognises that the impact of its regeneration would be genuinely transformational. The redevelopment of the hotel to provide a best-in-class destination hotel with a 4* branded operator is a critical and fundamental part of this overall strategy.

- 5.6 The proposals outlined within this application have been developed in accordance with the key principles included in SRF and details on how the proposals align with the objectives are set out in the paragraphs below.

The Ramada Complex Manchester SRF

- 5.7 The site of the former Renaissance hotel is the subject of a Strategic Regeneration Framework (SRF), which was developed alongside MCC by the former owners of the site, and was adopted by the City Council in 2018. The Ramada Complex Manchester SRF, which is a material consideration in determining planning applications for the area, was prepared with the intention to guide the comprehensive regeneration of the site. The document recognises that the site *'has been a longstanding strategic regeneration priority for Manchester City Council'*.



Image showing boundary of SRF area

- 5.8 The SRF recognises that there has been significant investment in the surrounding area including Greengate and around Victoria station. As such the site represents *'a missing piece of the regeneration jigsaw' and 'its regeneration would be genuinely transformational'*. The SRF acknowledges that various attempts to bring the site forward have been made over the past twenty years. However, the fact a scheme has yet to come forward illustrates the complexities associated with the site and its redevelopment. This point is further exacerbated by the fact that the illustrative scheme suggested within the 2008 SRF also failed to come forward despite the adoption of that document.

Development Principles

- 5.9 The SRF sets a number of development principles for the site, intended to act as planning guidance in the determination of future planning applications, alongside an illustrative scheme suggested by the previous landowner. The key overarching themes include:
- **New Landmark Destination** – the SRF area will deliver a series of significant regeneration benefits, which in turn will help drive wider economic growth objectives.
 - **Leading Hotel Offering** – the site should accommodate a new business and lifestyle hotel brand from one of the world's leading hotel operators.
 - **Best in Class Uses** – development is required to be high quality, distinctive and add value to the City Centre's current offer, including delivering a premium residential product.
 - **Scale and Density** – high density development is needed, commensurate with other recent regeneration initiatives such as Spinningfields.
 - **Place Making** – public realm treatments should be of the highest quality and the spaces will provide the setting for a mix of high quality City Centre uses.
 - **Heritage** – development should complement the setting of nearby listed buildings and structures.
 - **Rebalancing Deansgate** – the SRF promotes improvement of the pedestrian environment to 'encourage footfall along this neglected part of Deansgate towards Victoria Station.
- 5.10 Property Alliance Group and Starwood Capital are very aware of the site's history, the strategic regeneration context and of its strategic importance to the regeneration of this area of the City Centre. Accordingly, the project team is currently working hard to prepare a holistic and deliverable illustrative masterplan, alongside the detailed designs for its different elements, which is being developed alongside key stakeholders to build on the key design principles established in the SRF.

Endorsed SRF Illustrative Masterplan

- 5.11 The SRF sets out an assumption for high density development that maximises the potential of the land, without overdeveloping. The SRF lists a number of appropriate uses at the site, including delivering a premium residential product which supports the diversification and balancing of the City Centre's housing offer. In addition, the SRF states that the site should accommodate a full service business and lifestyle hotel brand from one of the world's leading hotel operators, providing circa 250 bedrooms with conferencing and leisure facilities.



Extract from endorsed SRF Masterplan

- 5.12 The SRF scheme includes active ground floor uses which it states should provide animated frontages along key routes including Deansgate and Blackfriars, as well as activating the new public realm, to secure the area's vitality during weekdays, weekends and evenings. Such uses could include restaurants and cafes, as well as amenity facilities associated with the residential and hotel use, such as a residents' lounge, gym, café or flexible working space.
- 5.13 The provision of ground floor uses is linked to the SRF vision to provide high quality public realm. The SRF states that active ground floor uses provide an opportunity to create an area of public realm that enhances the understanding and appreciation of not just the Cathedral, but also the surrounding heritage assets and the riverside.
- 5.14 Considering the public realm concept, The SRF states the vision is to deliver a best in class landscape that draws upon the green setting of Manchester Cathedral and extends the open character of

Cathedral Gardens. Accessibility through the site, connecting to the Cathedral and to Blackfriars, is also supported.

- 5.15 In terms of the form and density of the development, the SRF sets out an assumption for high density development that maximises the potential of land without overdeveloping. Regarding heights, the SRF states that consideration should be given to levels of sunlight and daylight into dwellings, amenity spaces and public open spaces, in addition to creating views through the site.



- 5.16 The tallest element of the illustrative SRF scheme extends to approximately 40 storeys with the previous planning permission granted in 2009 (and subsequently extended in 2013) for up to 36 storeys.

6. Proposed Development

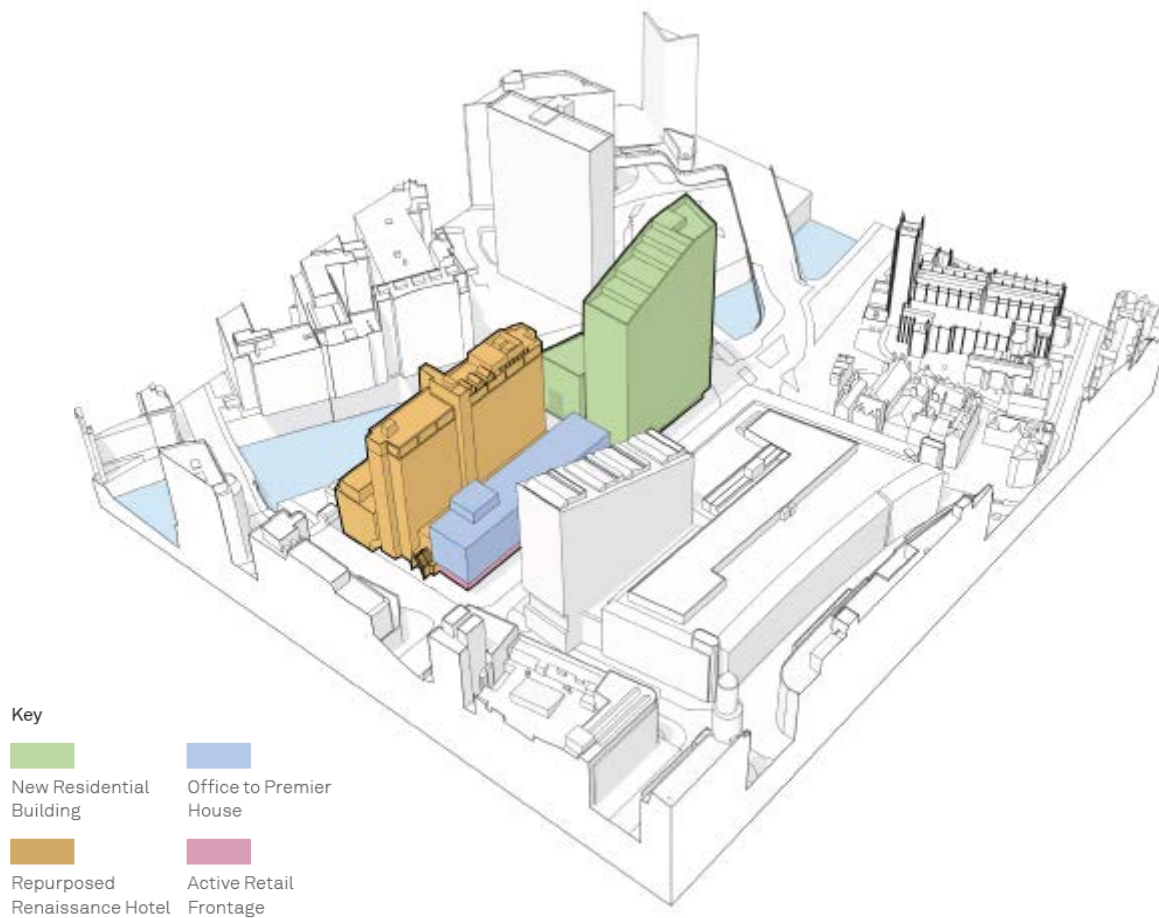
- 6.1 This section sets out a summary of the proposed development and should be read in conjunction with the Design and Access Statement submitted in support of the planning application.
- 6.2 This application is the first of the three major planning applications being brought forward by the JV as part of the overall regeneration of the former Renaissance Hotel and Premier House complex, and pursuant to an illustrative masterplan and the broad development principles in the Ramada Complex SRF. It focuses on the first stage of the holistic masterplan proposals which is the redevelopment of the existing hotel building, which in itself, represents an investment of £25m to bring a leading 4* destination hotel to Manchester and is a fundamental and integral part of the overall masterplan to ensure the holistic and deliverable regeneration of the overall site.
- 6.3 The intent of the hotel proposals is not to provide a simple fitout to the existing building. It seeks to fully modernise and radically transform the hotel internally and externally into Treehouse Manchester: an international standard destination hotel, completely changing the perception of the building and driving footfall and activity to the site. The proposals will completely modernise the existing building both internally and externally to bring it up to the relevant standards and, whilst modifications to the internal layouts of the existing hotel building do not require planning consent, these are included in this application illustratively to give an indication of the changes and their quality. This application therefore applies only for external alterations to the hotel building required to facilitate the creation of the Treehouse Hotel.
- 6.4 The external alterations and improvements to the hotel are proposed via the submission of a full (detailed) planning application. The description of development as stated on the application form is:

'Full planning application for external alterations to the existing hotel building including new building entrance, creation of a rooftop bar and outdoor terrace, modifications to the conference suite mezzanine block, creation of a rooftop kitchen garden, modifications to the building facades, public art installations and other works.'

Summary of Illustrative Masterplan for Renaissance Site

- 6.5 The joint venture (JV) is proposing a transformational, high-quality and deliverable scheme that will finally realise the potential of the site through redevelopment of existing buildings and new build development to deliver a new destination hotel, a flagship office building, and a landmark residential

development, together with a new activated frontage to Deansgate including new retail units, engagement with the river, and new public realm.



Axonometric view of proposed development blocks

- 6.6 Sustainability is also a key component of the overall masterplan, and the JV and its design team embrace the ethos of the Architects Journal “Retro First” initiative strapline “The greenest building is one that already exists”. They are committed to sustainably responsible construction and believe these proposals are fully aligned to Manchester City Council’s ambitious targets to become a zero carbon city by 2038. One of the key sustainability benefits of the scheme is a 39% saving in embodied carbon versus the demolition and new build of the existing buildings, which is the equivalent of the annual carbon footprint of 462 + new residential homes in the UK.



Emerging public realm/ landscape zones

- 6.7 The vision for the transformation of the wider Renaissance complex (including the new Treehouse Hotel) can be summarised as follows, and it has been agreed that each component of the masterplan will be submitted as separate planning applications but under the umbrella of the wider illustrative vision:
1. Undertake the high quality redevelopment of the existing hotel building to reposition this as a market leading up-scale destination hotel. Working with Treehouse Hotels (the proposed operator), a high quality design has been prepared in line with their brand identity and their strong commitment to promoting sustainability. Further details are contained in the following pages of this report.
 2. Redevelopment of Premier House (following part demolition) into a revitalised high quality commercial workspace. Premier House has been vacant for a number of years, is an eyesore and detracts from the character of this part of the City Centre. The new building will deliver high quality workspace, will make an important contribution to the local economy, creating jobs and bringing new life to the area. This application is targeted for submission in late spring.
 3. The northern area of the site will be cleared (through part-demolition of Premier House) to make way for an exciting and high quality residential development appropriate to its location. The joint

venture is proposing a residential building of real quality, with the introduction of active ground floor uses and potential for improvements to the public realm. This will form the third part of the application in summer 2021.

4. The JV has ambitious public realm aspirations for the site. One of the key drivers for the masterplan is to completely transform the use of Deansgate from a 100+m dark and inactive frontage to a new pedestrian-focused public realm area with active frontages, spill out space, and generous circulation space and routes to the Cathedral and south down Deansgate.

- 6.8 The joint venture is committed to helping make Manchester a zero-carbon city by 2038 and that goal has driven the plans for the site. The Applicants have developed a sustainable design including the use of modern construction techniques and materials throughout to create a high quality and energy efficient development which is also visually attractive and breathes new life into this part of the City Centre.

Overview of Hotel Proposals

- 6.9 As an overview, in addition to fully upgrading the interiors of the hotel building, the proposals put forward by this planning application include;

- A transformed external appearance that enlivens the streetscape.
- A new entrance lobby that opens up its bar and dining facilities to become visible from the street.
- A rationalised mezzanine level with modernised and enhanced conference suites, function rooms and fitness suite.
- A new high quality 13th floor bar and fine dining restaurant offering amazing skyline views over Manchester
- A new open air bar and dining terrace at roof level.

- 6.10 All facilities will be open to the general public and not just users of the hotel.

Proposed Use, Internal Modifications (planning permission not required) and Quantum of Development

- 6.11 The proposal includes external alterations and improvements to the existing hotel building. The use of the site as a hotel is established, albeit the building is currently vacant and has been left to fall into disrepair. The proposal is being brought forward as part of a wider redevelopment including wholesale internal changes (for which planning permission is not required) to facilitate the proposed occupation of the site by Treehouse Hotels, a 4*+ leading hotel operator.

- 6.12 Whilst not requiring planning consent, it is important to understand the extent of the internal improvements and modifications proposed to the hotel building to better visualise the holistic approach of creating a new 4* destination hotel at the site. In line with the external modifications, the proposals seek to fully re envisage the hotel interiors and provide a high quality modern hotel that champions the use of sustainable building practises, the design ethos of the Treehouse brand and to address the existing hotels missed opportunities and operational failings.
- 6.13 In total the proposals are likely to constitute a £25 million capital investment. A high level overview of the wholesale internal modifications proposed is provided below:

Ground and Mezzanine Floor

- To create a more visible and welcoming arrival experience and bring daylight and views into the reception, the existing entrance lobby will be fully replaced with a new glazed draft lobby with accessible automatic doors and enhanced features representative of the brand identity.
- Full new decor, lighting, counter and furnishings are proposed to fully reenvisage the reception and public areas. The partitions between the reception and bar/restaurant are to be removed to provide greater visual permeability and more natural daylighting.
- The bar and restaurant are to be revitalised to create a hub and draw for visitors and guests. New glazing to Blackfriars allows better connections to the street.
- Public service areas (toilets, corridors, lifts etc.) will be fully refurbished to refresh and modernise the facilities.
- Back-of-house staff areas (kitchens, offices, stores, changing, plant) will be rationalised and re-planned to suit the updated functionality, branding and management practices required of a modern hotel.
- The function rooms are outdated and ill-equipped for ever demanding events, meetings and activities. These will be fully refurbished and modernised, with state of the art lighting, audio/visual systems, finishes and furnishing. Internal reconfiguration of back of house office areas allows the conference suite to be enlarged to seat 400+ guests.
- An existing zone of under-utilised meeting rooms will be converted to a new fully equipped fitness suite with reception, changing rooms and juice bar, all to be used by hotel guests and open market members.

Upper Floors and Bedrooms

- There are currently 203 bedrooms within the hotel. Internal modifications (requiring no planning consent) are proposed to reposition the hotel offering to provide a range of room sizes and types that better cater to a wider market. All rooms will be fully refurbished to meet the new hotel's operators 4* brand standards.
- Internal alterations will mean that there will be 216 bedrooms in total in the redeveloped Treehouse Hotel, including 9 premium rooms on the 11th floor that will fully exploit the views East and West across Manchester and Salford and will offer incredible vistas of the city and the best facilities within the hotel.
- All bedrooms to the 13th (top) floor are removed to provide a new open plan skyline restaurant to the longer north wing. This will provide breakfast, lunch and dinner service to guests and open market clientele. It's aspect towards Deansgate and the city centre will provide a stunning setting and thrilling dining experience for guests and visitors. The hotel's branding will be carried through the decor, ambiance and menu, and will be an over-arching feature of the space.
- Supporting services, including kitchens, bar cellar & stores, are located close to the lift and stair cores for ease of access and servicing.
- A central zone of guest facilities, including toilets, cloaks and baby change are located for ease of shared use between the bars and restaurant.

Building Appearance/ Modifications to Elevations

- 6.14 As detailed in the submitted Design and Access Statement (DAS), the proposed external alterations/ redevelopment proposed by this planning application are an integral part of the new Treehouse brand, which will help create a sustainable and high-quality new hotel offer in Manchester as well as address a series of issues and missed opportunities associated with the current building design and condition, which is very dated and has suffered from a lack of maintenance over the course of many years.
- 6.15 Whilst retaining the building fabric is required to ensure the scheme is deliverable, and has significant sustainability and carbon saving benefits, the modifications proposed will seek to completely transform the outward appearance and poor public perception of the site. The brutalist style of architecture is no longer popular and is largely seen as unapproachable and austere. To the entrance from Blackfriars Street the building has no glazing and shuts itself off from the streetscape. The inactive nature of the facade is uninviting, dirty, and does not engage potential visitors. The same

applies to the Deansgate elevation, which is very tired in appearance, uniform and harsh with little visual interest.

- 6.16 The height of the building and the amazing views it provides from the rooftops are an unused asset. Despite the assets of the adjacent River Irwell and the two listed historic bridges adjacent to it, the River Irwell elevation of the building has a utilitarian appearance (as has the Deansgate elevation) akin to a service yard or an area not intended to be seen by the public. The view when approaching from Blackfriars Street is a prominent one that needs to be addressed to engage the building to its surroundings.

Elevation Proposals

- 6.17 A series of modifications and improvements are proposed to the building elevations. Full details of these are set out within the submitted DAS, however, some of the key changes proposed are summarised below:

- New entrance formed with Treehouse feature above which passes through a glazed rooflight to the entrance lobby.
- 13th floor skyline restaurant and bar to be added to create bar and fine dining restaurant offering amazing skyline views over Manchester.
- Glazing to all levels to be fully replaced with modern thermally efficient units. It should be noted that planning permission (129468/FO/2021) has already been granted in April 2021 for the replacement of the majority of windows to the hotel building.
- Larger format glazing to be used at mezzanine to help modernise and lighten the feel of the façade.
- Public art installations employed to be mounted to the building with sculptural metalwork to be developed as part of public art vision.
- Public art mural approximately 43m x 13m in size to be developed by commission and agreed with MCC.
- Conference mezzanine level to be extensively planted, re-glazed and painted to add colour and visual interest.
- Car park ramps to be screened with vertical timber and bands of climbing plants.
- Extensive rooftop planting to be used in various different locations.

- Rooftop plant enclosure to be overhauled with colour and planting to form part of the Treehouse aesthetic.

New Hotel Entrance

6.18 It is proposed to redevelop the entrance to the hotel, which is currently low key, unattractive and not fit for purpose for a modern and leading hotel offering. The desired intent is to create an elevation that engages with the street and creates a backdrop in contrast to the stark brutalist detailing of the building. It is designed to help make the building recognisable as a destination hotel and fit in with the Treehouse brand. It also seeks to publicly reinforce the operators' ideologies and sustainability credentials.



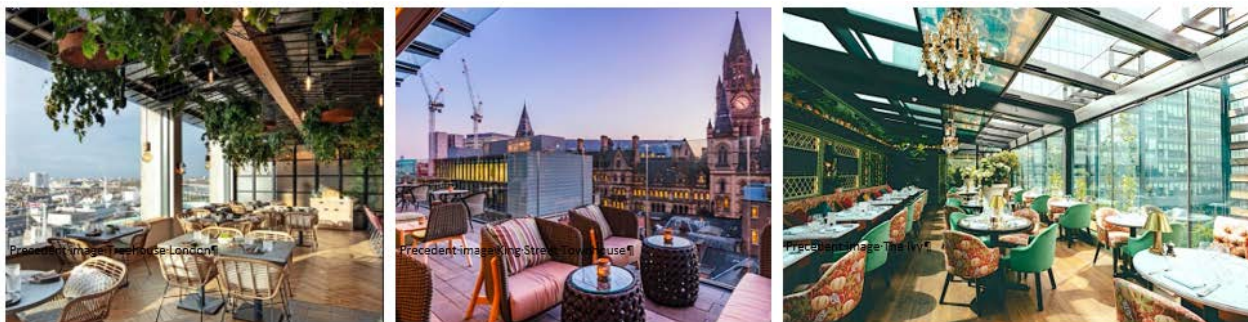
Artist's impression of new entrance viewed from Deansgate

- 6.19 The new entrance lobby proposes substantial amounts of glazing to open up views of the bar and restaurant from the street and to activate the building's frontage. Running through from the glazed entrance lobby is a tree trunk structure that passes through a glazed roof light in the canopy over to support a tree house form that is used to reinforce the brand identity and provide a focal point for pedestrians to locate the entrance from a distance.
- 6.20 It purposefully uses natural materials at this lower level to counter the verticality of the bedroom tower and help the building better relate to a more personal and human scale. Assorted finishes of timber plank are proposed to form the new entrance canopy soffits and fascia, with the roof over being extensively planted with species designed to provide greenery all year around. The roof also now provides a feature onto which the function rooms at mezzanine level look.
- 6.21 Overhanging planting is proposed which provides an opportunity to encourage biodiversity in an urban environment. To the sides of the entrance real wood timber shingles are proposed to help punctuate the glazing and frame the position of the tree house structure above. A living wall is used at the foot of the stair tower to provide a softened backdrop to the street where the pavement narrows and a contrasting background onto which signage is proposed. All planting proposals have been discussed with specialist providers and will be maintained to a high level of upkeep to preserve the long term appearance of this feature.
- 6.22 Stemming from the planted roof of the entrance area the huge public art proposal is seen running full height of the existing concrete wall. The artwork is illustrative for the purpose of this planning application with the detailed to be agreed with MCC moving forward. At the 11th floor a feature window is seen to be introduced to the bedroom suite to provide views from this premium room south along Deansgate. On top of the feature window a metal sculptural bird or similar is proposed as part of the public art proposals for further development.

Rooftop Proposals

- 6.23 The existing rooftop is currently used for maintenance access and underutilised HVAC plant space. It offers amazing views over central Manchester and currently represents an undeveloped opportunity to both create something really special and help define the hotel as true destination to visit. Perched 55m above the streets, the rooftop bar and outdoor terrace will be provided with a dedicated accessible lift and staircase from the restaurant floor below. Due to fire egress limitations the bar will maintain an exclusive feel being limited to approximately 60 occupants.

- 6.24 With an enclosed internal element overlooking the river to the west and an open terrace to Deansgate on the east, the space can be used 365 days a year. Frames using the treehouse form are used to provide articulation from the streetscape below and to help the space feel cosy and in sync with the Treehouse brand. The open treehouse forms are used to generate the rooflines of the enclosed elements and run through to the rear to again present themselves on the Irwell elevation.



Proposed new rooftop bar and restaurant. The photos above are precedents of similar proposals elsewhere

- 6.25 The selection of materials and components within the proposals responds to architectural materiality of the Treehouse brand and the enhancements proposed to the rest of the building. Expressive rooflines and extensive planting combine with the timber framed structures to provide the feel of a skyline tropical urban Oasis.

Modifications to River Irwell Elevation

- 6.26 Significant modifications are proposed to the River Irwell elevation including the incorporation of new windows, the addition of the rooftop bar, public art installations and modifications to the conference suite mezzanine block. Whilst not visible from the street, to the rear of the green plant enclosures a new rooftop kitchen garden is also proposed.
- 6.27 The proposals will re enliven the River Irwell elevation and make it recognisable as a Treehouse hotel. Currently it is of mass concrete construction, which has become dirty and rundown, turns its back on both the river and Blackfriars Street. Reactivating this façade, to present a better aesthetic from the surrounding areas is a key part of scheme. Presenting the mezzanine level conference facilities as a relief to the tower beyond is also critical to the reactivation of this elevation.



*Artists impression viewed from Blackfriars Street**

**please note that improved landscaping proposals that will form part of the wider masterplan (and future planning applications) are not shown in this CGI*

- 6.28 To the top of the tower the tree house forms of the rooftop bar will add a visible relief to the horizontal lines of the existing building and are clearly articulated against the skyline. The introduction of colour and different materials adds interest at the head of the building and will help make it instantly recognisable as the Treehouse Hotel. The bedroom tower is proposed to be fully re-

glazed with spandrel panels in back painted glass to provide a lighter and more modern feel to the façade.

- 6.29 Public art installations (which are illustrative at this stage) are proposed to the gable elevation to Blackfriars Street and will enrich the facade with the addition of colour and further relief of the monotone concrete. The exact form of the gable mural will be determined at a later date in conjunction with local artists, but an illustration is provided in the application of its location and potential striking impact. In addition, sculptural metal birds and butterflies are show illustratively on the Blackfriars Street gable elevation and roof in relief against the skyline. These installations will form part of the overall public art vision and will be developed in conjunction with the mural concept, with the final detailed expected to be conditioned.
- 6.30 At mezzanine level the existing rooftop plant is transformed into an architectural feature that crowns the block and helps to re-engage the street. The addition of colour, signage and extensive planting to this element and the lower concrete bands, softens the hard utilitarian feel. Changing the colour of the horizontal concrete bands to the mezzanine and car park fascia seeks to define these functions as independent of the bedroom block beyond.



Night time view from Blackfriars Street

- 6.31 Glazing to the mezzanine and staircase will revert to a clear glass type to allow visibility into the building and make it interact with the street and the River Irwell for hotel guests, visitors, and passers-by. The glazing format has been increased in size to modernise its feel. The existing car park ramps descending to the lower levels will be screened with vertical timber boarding and bands of vertical climbing plants inset. These hide the current ugly ramps, and through continuity of planting, help reconnect the block back to the Riverside level.
- 6.32 The night-time view above shows the crown of conference suite with its planted form and bold colour highlighted by lighting. Further lighting is also seen over the main entrance feature and to the vertical art installation illustratively rising up the Blackfriars Street gable elevation.

Public Art/ Murals

- 6.33 One of the most prominent features of the new proposal is the huge mural rising the height of the end gable wall facing Blackfriars Street. The Blackfriars Street elevation is of mass concrete construction and does not address the streetscape. Given its highly visible location these proposals seek to form something that gives it back to the wider community in the form of public art, define the Treehouse brand, and will significantly improve the perception of the site as one of a high-quality hotel.
- 6.34 Arts and crafts are intrinsic to the Treehouse brand along with their aspirations for sustainability. The existing blank canvas affords a great opportunity to create something memorable and give the building a unique identity. The artwork will be complimented by sculptural forms integrated into the image.
- 6.35 Manchester has a rich and diverse portfolio of promoting public art with numerous precedents of wall murals already being used to positive effect. This acceptance of public art being best seen in the Northern Quarter and exemplified by the Cities of Hope installations of 2016 which attracted high quality internationally renowned artists.



Local examples of existing art murals

- 6.36 Worldwide there are many examples of amazing building murals that have become cultural reference points within the cities they serve. Growing out of the planted roof of the entrance the mural is 45m high x 13m wide and on completion could be the largest of its kind in Manchester. The proposed artwork and sculptural forms are yet to be commissioned and therefore remain indicative at this stage. Design proposals will be developed via a bespoke commission to an artist (or artists) and will be agreed with MCC as part of the planning process by way of a suitably worded planning condition.
- 6.37 The Applicant and hotel operator believe the fixed public art proposal will provide a unique opportunity to enhance the urban environment and to create a new cultural reference point from the currently blank façade that is highly prominent in views along Deansgate.

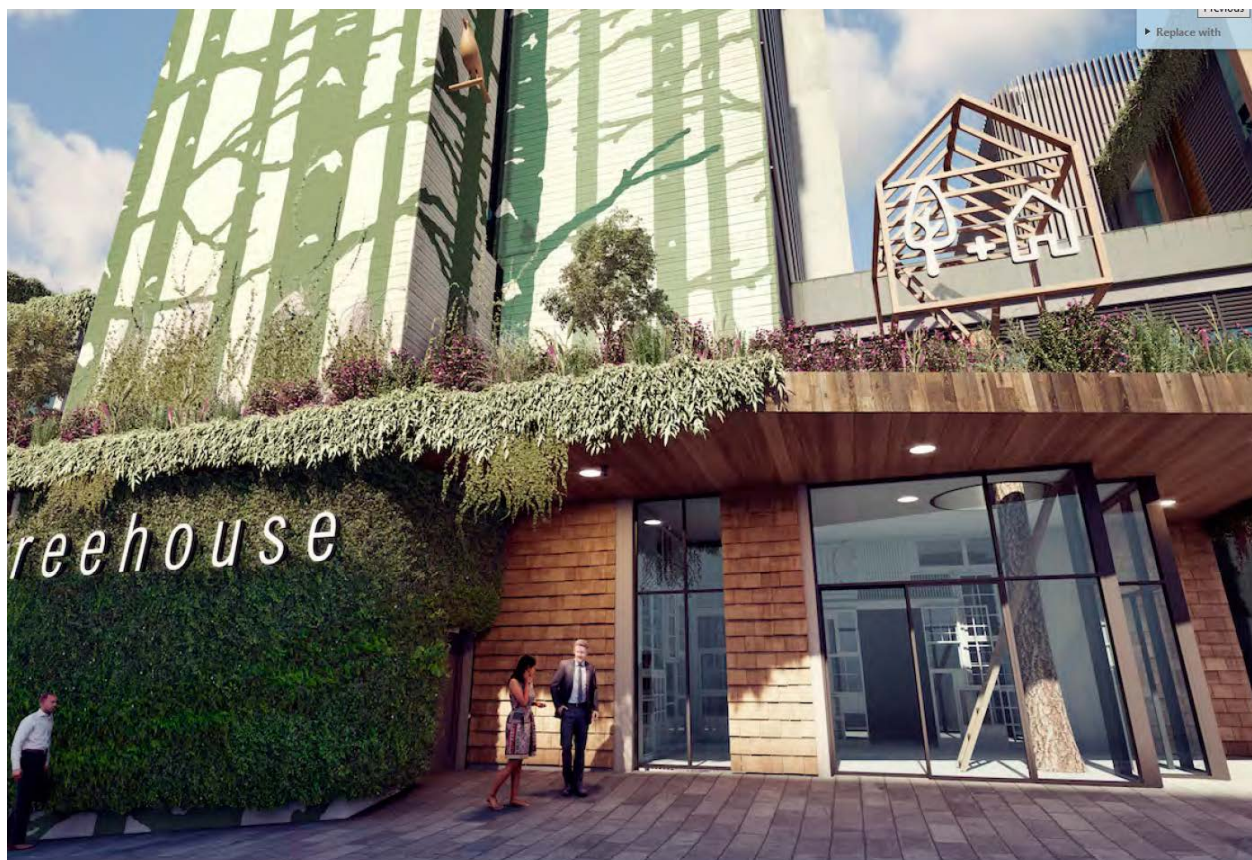
Materiality and Colour

- 6.38 The current building is of all concrete construction with mismatched poorly maintained glazing systems inset. It offers no relief other than through the ribbed profile of the concrete changing to a horizontal format on the vertical cores. The application of contrasting materiality and an injection of colour are seen as crucial to steps to soften the Brutalist details of the existing façade.
- 6.39 To offset the unapproachable feel of the brutalist design and to meet the operators' requirements for a visibly sustainable form, a pallet of both natural and recycled materials has therefore been selected. Principally, these are living planting, timber and aluminium glazing systems. These materials are further supplemented with artwork in the form of the public art mural and sculptural fauna forms to provide bolder colour and 3 dimensional relief to the flat building facades.
- 6.40 Timber is chosen for its sustainable credentials, its warmth and contrasting qualities to that of the manufactured appearance of concrete. In line with Treehouse ideology the timbers chosen are not intended to be perfect and precise but to have variance and personality.
- 6.41 Existing windows differ around the building and have varying glass finishes and films installed. The glazing systems proposed seek to provide a unifying appearance. By glazing the spandrel panels with back painted glass the appearance will appear more continuous across the facades. Frames are proposed in slate grey that will contrast the concrete to give clean modern lines yet still be subservient to the concrete form.
- 6.42 The proportions of the glazing are deliberately altered to punctuate different uses within the building. With the mezzanine glazing format increased in size to allow better interaction between it and the outside world, the 13th floor restaurant space utilises double width glazing units relative to the

bedroom block below. At the head of the building the rooftop terrace glazing form follows the apex roof shapes and is floor to ceiling height to maximise natural light.

Building Planting ('Biophilia') and Landscaping

- 6.43 Live planting is proposed to enrich and enliven the existing building, comprising a living wall, draped planting along rooflines and the creation of a kitchen garden. Not only does its inclusion soften the brutalist appearance of the building in a way that manmade materials cannot, it also relates to the natural affinity that almost all humans have to nature and promotes better health and wellbeing.
- 6.44 Recent increases in urban-living have led to a considerable increase in air pollution and loss of green space. It is strongly believed that bringing nature into our cities is therefore a vital component for a sustainable future where green space is increasingly at a premium. The use of live planting ('biophilia') reinforces the Treehouse identity and with it, its visible commitment to sustainability and to create a positive and stimulating environment.



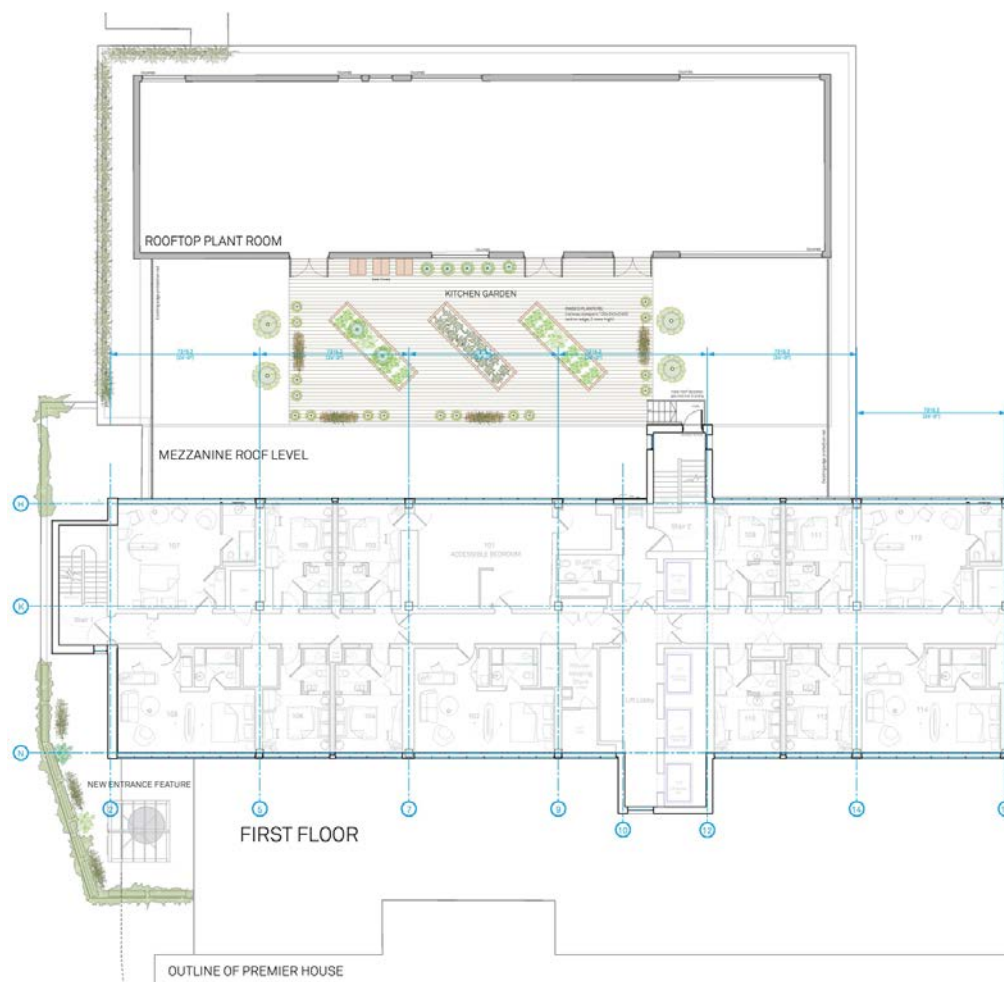
Artist's impression of front entrance proposal with living wall

- 6.45 Biophilia actively promotes good health by:
- acting as a natural air filter removing pollutants & CO2,

- helping to reduce increasing urban temperatures,
- improving bio-diversity,
- reducing noise reverberation at street level; and
- offering an enhanced sense of wellbeing.

6.46 Green infrastructure is therefore targeted to bring plants to where they can add value at a social and community level. In addition to the architectural statement made, biophilic architecture creates positive and inviting environments. The installations proposed will utilise a fully maintained and irrigated system for two reasons. Firstly, it ensures the longevity of the planting to maintain the aesthetic. Secondly, it meets the mitigation measures required for fire safety in high-rise buildings.

6.47 Specialists will be engaged to provide planting specifications for year round impact and ongoing maintenance.



Mezzanine roof level kitchen garden proposals

6.48 In addition to the living planting the proposed kitchen garden (conference wing mezzanine roof) will provide fresh produce such as herbs, salads, vegetables and honey which will both absorb CO2 and

promote use of local produce within the hotel kitchens. This living garden will additionally provide an improved look outlook from the West facing bedrooms that currently overlook the flat roof.

Highways

- 6.49 Existing highways arrangements remain unaltered by these proposals with all existing provisions retained. The existing canopy roof to the entrance is used to define the line of the new proposals so as not to encroach on existing airspace requirements for vehicle access and drop off.
- 6.50 A modified service yard entry point from Deansgate is to be incorporated into the later proposals as part of the emerging site wide masterplan and is not covered by this application, with the Treehouse hotel being capable of operating under the current hotel and highway provisions. In addition, the wider masterplan proposals are exploring alongside Manchester City Council the potential for the narrowing of part of Deansgate and Blackfriars Street to increase the space given back to the public realm associated with the hotel and the wider masterplan uses.
- 6.51 Further details of these proposals will form part of later planning applications pursuant to the overall masterplan vision.

Accessibility (provisions not subject to planning permission)

- 6.52 The existing hotel and its physical form are pre-existing, however in line with its commitment to access for all, the operator proposes internal modifications to better meet the needs for less able guests.
- 6.53 Whilst these do not form part of this planning application, the following illustrative summary of the internal accessibility improvements helps to understand how the commitment to access for all will be delivered alongside the external alterations subject to this application:
- The creation of a new fully accessible entrance lobby from Blackfriars Street complete with automated doors.
 - A full refurbishment of the existing accessible bedrooms and the creation of an additional fully accessible guest room.
 - Refurbishment of the elevator cars running from ground floor through to 13th floor to provide accessible controls and cars in accordance with approved document M
 - Creation of new accessible WCs on the mezzanine, 13th and rooftop levels
 - A new lift from the 13th floor bar and dining area through to the rooftop terrace

- Provision of new disabled refuge points at each floor complete with alarm call and intercom systems in line with current regulations

Sustainability Measures

6.54 Sustainability is a major concern to both the Treehouse brand and the Applicants who share a common vision to champion sustainable construction practices and minimise their environmental impact.

6.55 Key sustainability issues covered by these proposals include;

- The proposed retention of the existing structure in lieu of demolition and new build.
- Consideration of the wider environmental impact of demolition to reduce landfill.
- Use of reclaimed and recycled products in the proposed construction.
- Replacement of old and inefficient systems with full new MEP proposals to provide greatly improved energy efficiency in use.
- To increase biodiversity and provide greenspace in an urban context.
- Reduced waste generation for buildings operational use.

6.56 The proposals target the key principles of Reduce, Reuse and Recycle:

- Reduce; energy and material in use and in production.
- Reuse materials and building fabric where possible.
- Recycle obsolete building components where they have passed their useful life. Promote the use of recycled products in the changes where they are proposed.

6.57 The proposed sustainability measures are covered in full within the submitted DAS and Energy Statement. However, in summary the key sustainability headlines include:

- 39% saving in embodied carbon vs a demolition and new build (the equivalent of 462+ new residential homes).
- Building performance upgrades will realise an anticipated 40% reduction of carbon emissions in use.
- 50% less heat loss through glazing.
- 30% reduction in cooling load through replacement glazing.

- More than 40% less energy consumption by lighting.
- EPG Rating changes from an E to a C.
- Replacement heating and cooling equipment provides 30% reduction in energy consumption in use.
- Avoids the environmental impact of landfill associated with demolition.

Summary

6.58 This chapter has described the proposed hotel redevelopment, which is intended to be brought forward as the first of three phases of development which will, taken together, will deliver the high quality and comprehensive redevelopment of the Renaissance hotel site.

6.59 Retention of the existing hotel structure as part of a comprehensive internal and external redevelopment of the building to the Treehouse Hotel in Manchester: a leading 4*+ international brand, is a crucial and fundamental part of the wider masterplan to ensure a deliverable development which will finally realise the longstanding strategic aspirations for the site, which include the delivery of a market leading hotel offering in this area of the City.

7. Statement of Community Involvement

- 7.1 This Section provides an overview of the pre-application consultation process with the Council, other statutory bodies and the local community prior to the submission of the planning application.
- 7.2 It should be noted the wider masterplan proposals will be subject to a two stage public consultation process. The first stage consultation, whilst introducing the JV's vision for the wider site, also focussed on the hotel redevelopment including proposed external alterations to which this first planning application relates.
- 7.3 This section is structured into a number of sub-sections and aims to:
- Provide an overview of national and local policy that is relevant to pre-application community engagement in Manchester;
 - Summarise the public consultation for the proposed development undertaken; and
 - Outline the comments received during the pre-application consultation and how these have informed the final proposals.

Planning Policy and Legislative Context

National Planning Policy Framework (2019)

- 7.4 The NPPF sets out that the purpose of the planning system is to help deliver sustainable development and in doing so should be a collective enterprise. The NPPF specifically promotes pre-application engagement and the frontloading of consultation, the purpose being to identify issues that can be resolved at the pre-application stage enabling the planning system to function more effectively and efficiently.
- 7.5 As set out in this section, comprehensive stakeholder and community consultation has taken place prior to the submission of the planning application in full accordance with guidance set out within the NPPF.

Localism Act (2011)

- 7.6 The Localism Act provides the context within which the planning system operates. The Localism Act was given Royal Assent on 15 November 2011, setting out the Government's intention of shifting power from central Government back into the hands of individuals, communities and councils. The Localism Act introduced a number of changes to government policy including:

- Decentralisation and strengthening local democracy;
- Community empowerment; and
- Re-booting of the planning system including neighbourhood planning.
- This Act places a responsibility on applicants to:
 - Consult communities, having regard to any advice that their local planning authority may provide;
 - Consider any responses before they finalise proposals and submit their applications; and
 - Account for how they have consulted the local community, what comments they have received and how they have taken those comments into account.

Manchester City Council's Pre-Application Engagement Expectations

- 7.7 On 11 June 2018 the Council adopted a refreshed Manchester Statement of Community Involvement ("MSCI") which sets out how residents and other stakeholders can get involved in the preparation of planning policies, frameworks and neighbourhood planning processes in Manchester.
- 7.8 For significant development proposals the MSCI encourages developers to involve the community prior to the submission of the planning application. The responsibility is placed upon the developer to ensure that appropriate pre-application consultation is carried out.
- 7.9 The Applicant's approach to pre-application consultation was underpinned by the general principles set out within the MSCI. A summary of consultation activities undertaken by the Applicants is set out in the remainder of this section of the Planning Statement.

Engagement with Manchester City Council

- 7.10 Pre-application discussions have been held with the LPA on the evolving scheme throughout 2020 and 2021 and, in particular, with regard to the masterplan strategy, the phasing of separate planning applications, and the detailed design of the hotel proposals.
- 7.11 The office and residential proposals are still being developed by the JV with planning applications for these elements intended for submission during Q2 and Q3 of this year. Accordingly, further to officer feedback regarding the general masterplan vision and delivery strategy, officer feedback related to detailed design matters has been focused on the current hotel proposals.
- 7.12 A high level summary of key themes discussed with MCC to date is provided below:

- The principle of the masterplan proposals, the proposed uses, the layout, relationship to existing buildings and initial massing options;
- The principle of the hotel proposals including retention and redevelopment of the existing structure. MCC acknowledge that this approach is required if delivery of the site is to finally be realised and will offer significant sustainability and carbon-saving in line with the Council's desire to address the climate emergency, and will actively support its ambitious target to become a carbon neutral city by 2038;
- The track record of Starwood and PAG as a JV, and the high quality of the proposed hotel operator, Treehouse Hotels;
- Agreement of the planning application strategy, the intention to bring forward planning applications for the different masterplan development blocks in phases;
- The design development, massing, materiality and layouts;
- The sustainability and carbon reduction credentials that will be delivered as a result of the hotel redevelopment;
- The latest plans as well as approach to highways around the site and proposals for wider public realm; and
- Information requirements to support the initial hotel submission.

7.13 The information that was discussed at these meetings was met positively by officers at the City Council. There is a recognition by MCC that the proposed redevelopment and reuse of the hotel building (as opposed to demolition and rebuild) is necessary for the wider redevelopment/masterplan proposals at the site to be deliverable, and that there is a legal obligation for the Applicants' to also develop out the rest of the masterplan.

Community Consultation

7.14 The JV has been proactive in its approach to pre-application consultation to maximise the generation of meaningful feedback from the local community and key stakeholders. The Applicants sought to agree the approach to community consultation with officers at a very early stage. The community consultation exercise provided community members with an opportunity to find out more about the proposed development, to see the emerging plans and to ask questions and engage with the project team should they wish to.

7.15 As the first stage of a two stage public consultation process, the community engagement undertaken to date has comprised:

- Pre-application engagement with officers including agreement of the consultation strategy/ approach;
- Preparation of a comprehensive consultation brochure outlining the JV's vision for the wider site and the masterplan proposals, albeit with a focus on the hotel redevelopment which is the subject of this planning application;
- Setting up a consultation website outlining the proposals, providing the consultation brochure, and inviting comments using a dedicated consultation feedback form;
- Undertaking a letter drop to the local community (residents and businesses) within a consultation area prior agreed with officers, notifying them on the proposals and directing them to the dedicated consultation website;
- Sending letters to local ward councillors inviting comments;
- Engagement with key stakeholders with the offer of virtual meetings, including Manchester Cathedral, Chethams School of Music, and Historic England. Meetings have taken place with each of the Cathedral and Historic England.

7.16 Community responses to the emerging were overall supportive. Of the 59 consultation responses received the local community, 33 (56%) said that they were either supportive or partially supportive of the redevelopment of the site. 25 (42%) said they were not supportive of the proposals. 1 respondent (2%) said they were undecided.

7.17 Of those respondents that were supportive of the plans, some of the comments include:

- *This project proposal will be a major change for this part of Deansgate and the city (which is very needed).*
- *I live in No.1 Deansgate and am fed up of looking at an ugly building that is no longer used.*
- *The main building is thoroughly usable with plenty of life left in it. By demolishing the parts that have had it and retaining the main tower, I think this site can see regeneration and new use.*
- *As a local resident the brutalist building is most definitely an eyesore and detracts from the good regeneration work done elsewhere in the city centre. The proposal is a significant improvement and will attract people to the area.*
- *The site has blighted Manchester for years and definitely needs sorting out.*
- *The proposals look like a great addition to the site which is currently unappealing due to the aesthetic and is not in keeping with the aspirations of the city.*

- *The plans look superb and will transform an area that desperately needs it.*

7.18 Of those respondents that were partially supportive of the plans, comments include:

- *While green (recycling existing buildings), trying to hide the ugly hotel behind a version of The Ivy (Spinningfields) will I suspect not be successful.*
- *This is the most prominent site in the city centre still undeveloped and being on the city's most high profile street we shouldn't accept this.*
- *I live in the Edge, I overlook the current renaissance hotel. I have been fearful that the whole thing would be knocked down so it is good that the proposals are to mainly redevelop.*
- *Desperately needs redevelopment. Ideally would prefer demolition but this is an improvement on what is there at the moment and appreciate demolition is environmentally destructive.*
- *Very supportive of you bringing back to life some 60's architecture rather than destroying it completely.*
- *Overall, I am for the redevelopment and particularly support reuse over total demolition. There are elements missing and some I disagree with but overall seems to be a good scheme.*
- *General ideas to smarten the area up are positive but please consider doing more to open up the riverside for pedestrian/public access.*

7.19 Some of the key themes from those respondents that were not supportive of the plans include:

- Desire to see the site redeveloped but not in this way.
- Proposal is aesthetically displeasing.
- The site should be cleared and redeveloped properly.
- The proposals should be more radical and contemporary.
- Not enough interaction with the river.
- The existing buildings on site should not be retained.

7.20 The majority of respondents to this first stage consultation are supportive of the proposed masterplan vision and approach to redevelop the hotel. There are others who have concerns about the masterplan vision, the relationship of the proposals with its surroundings or who would prefer none of the existing buildings to be retained, however these were a minority. It should be noted that at the time of the first public consultation event it was not possible to name either Starwood Capital or its Treehouse Hotel brand as the proposed operator of the hotel and, thus, the relationship between the proposed aesthetics of the proposals and that brand, nor the standards of the final hotel offer, was not clear.

- 7.21 Feedback from the consultation was presented to Manchester City Council during the pre-application meetings. The feedback from the public consultation has been fully considered by the design team to understand people's aspirations and requirements for the site.
- 7.22 A number of the comments received from the first public consultation event related to elements of the wider emerging illustrative masterplan for the site, including the public realm, office and residential buildings, and the relationship to surrounding streets and the River Irwell. The Applicants are considering these responses as part of the emerging designs for those elements of the masterplan and will seek to address those in future planning applications.

8. Planning Policy Framework

- 8.1 This chapter of the Planning Statement summarises relevant local and national planning policies which are relevant to the application proposals.

Statutory Development Plan

- 8.2 Section 38 (6) of the Planning and Compulsory Purchase Act 2004 states that decisions should be made in accordance with the Development Plan unless material considerations indicate otherwise. For the purpose of this application the Development Plan comprises of:
- The 'saved' policies of the Manchester Unitary Development Plan (adopted July 1995); and
 - Manchester's Core Strategy 2012 – 2027 (adopted July 2012).
- 8.3 The Manchester Interactive Proposals Map illustrates that the site falls within the City Centre (Policies CC1 – CC10) and the Regional Centre (Policy EC3). The site is also covered by the Ramada Complex Strategic Regeneration Framework (SRF).
- 8.4 Key policies within the Development Plan are considered below. Other planning policy documents relevant to the proposal which could be deemed “material considerations” will also be taken into account in this Planning Statement, including any relevant Supplementary Planning Documents (SPDs) and guidance (SPGs).

Core Strategy

- 8.5 The Core Strategy Development Plan Document 2012 -2027 ("the Core Strategy") was adopted by the City Council on 11 July 2012. It is the key document in Manchester's Local Development Framework. The Core Strategy sets out the long term strategic planning policies for Manchester's future development. A number of UDP policies have been saved until replaced by further development plan documents to accompany the Core Strategy. Planning applications in Manchester must be decided in accordance with the Core Strategy, saved UDP policies and other Local Development Documents.
- 8.6 **CS Policy SP1 (Spatial Principles)** provides the key spatial principles that will guide the strategic development of Manchester to 2027. The policy encourages the centre to be a focus for economic and commercial development, retail, leisure and cultural activity. Policy SP1 also states that the City Centre is covered by regeneration areas and development should have regard to the character, issues and strategies set out in the prospective plans. This policy also encourages development to minimise

emissions, and to reduce the need to travel by locating development close to jobs, services, education and open space.

- 8.7 **Policy CC4 (Visitors – Tourism, Culture and Leisure)** states that the City Centre will be the focus for culture and leisure in the City Region. The policy also notes that hotels have become an increasingly important use across the City, and these are particularly important in the City Centre. New hotel developments which contribute to the quality of the City Centre hotel offer and proposals to improve the facilities for business visitors will be supported.
- 8.8 **Policy CC 7 (Mixed Use Development)** emphasises that the City Centre presents the most viable opportunities for mixed-use development and, in general, these will be promoted as a means of using land as efficiently as possible. Active ground floor uses are stated to be appropriate in locations which have an established public function or as part of a development that will create such an environment.
- 8.9 **Policy CC 8 (Change and Renewal)** states that the approach to development, and redevelopment, in the City Centre will welcome large-scale schemes. The policy emphasises that developments which make significant contributions to the City Centre's role in terms of employment and retail growth or which improve the accessibility and legibility of the Centre will be supported, subject to the proposal's impact on key aspects of the City's heritage and character. Within areas identified for large-scale redevelopment proposals, they will be expected to be prepared within an approved development framework.
- 8.10 **Policy CC9 (Design and Heritage)** expects the design of new buildings to be of the highest standard in terms of appearance and function. It states:
- “Development in Manchester City Centre should preserve and enhance the heritage assets that have been identified, including list buildings, conservation areas and scheduled ancient monuments”.*
- 8.11 Furthermore, the policy states that the Council will support high density development in the City Centre but developers must recognise the specific design challenges that must be overcome to ensure complementarity of function and form. The 14 Conservation Areas and numerous listed buildings in the City Centre are essential to the City's sense of place, providing aesthetic quality and strong references to the City's past. Developments will need to enhance the appearance and use of the City Centre and not compromise its environmental quality.
- 8.12 **Policy CC10 (A Place for Everyone)** states the City Centre will develop as a location which appeals to a wide range of residents and visitors. Development which promotes this objective will be supported,

particularly through uses which increase the diversity of activity in the city centre and high standards of accessibility to buildings and across spaces in the city centre.

- 8.13 **Policy EC 1 (Employment and Economic Growth in Manchester)** states that in addition to the employment land allocated within the Strategy, the Council will support other significant contributors to economic growth and productivity including health, education, retailing, cultural and tourism facilities and other employment generating uses.
- 8.14 **CS Policy EN 1 (Design Principles and Strategic Character Areas)** states that all development in Manchester will be expected to follow the seven principles of urban design, as identified in national planning guidance and listed above and have regard to the strategic character area in which the development is located. In terms of the City Centre Character Area, developers will be expected to consider the City's heritage and continue the rich pattern of activity in the core area.
- 8.15 **Policy EN3 (Heritage)** relates to heritage and states that the Council will encourage development that complements and takes advantage of the distinct historic and heritage features of the City Centre. The policy requires new developments to be designed so that they preserve, or enhance the historic environment, character, setting and accessibility of listed buildings and conservation areas. It is expected that an appropriate appraisal will be carried out by developers of issues relating to heritage assets.
- 8.16 **Policy EN 4 – (Reducing CO2 Emissions)** this policy targets the reducing of CO2 emissions through the following of the energy hierarchy, firstly reducing the need for energy through efficient design measures, followed by clean energy and lastly, the application of renewable or LZC technologies. In addition to this point, MCC state within this policy all new development is required to use building materials that have low embodied carbon.
- 8.17 **Policy EN9 (Green Infrastructure)** states that new development will be expected to maintain existing green infrastructure in terms of its quantity, quality and multiple function. Where the opportunity arises the Council also encourages developers to enhance the quality and quantity of green infrastructure, improve the performance of its functions and create and improve linkages to and between areas of green infrastructure.
- 8.18 **CS Policy DM 1 (Development Management)** states that all development should have regard to the stated specific issues, including appropriate siting, layout, scale, form, massing, materials and detail; impact on the surrounding areas in terms of design, scale and appearance of the proposed development; community safety and crime prevention; and refuse storage and collection.

Other Relevant Core Strategy Policies

8.19 The following additional Core Strategy policies are relevant to this planning application:

- Policy CC5 – Transport
- Policy T1 – Sustainable Transport
- Policy T2 – Accessible areas of opportunity and need
- Policy EN6 – Target Framework for CO2 reductions from low or zero carbon energy supplies
- Policy EN8 – Adaptation to Climate Change
- Policy EN16 – Air Quality
- Policy EN19 – Waste

Saved UDP Policies (2004)

8.20 **Policy 19.1 (Listed Buildings)** – seeks to preserve and enhance the settings of listed buildings by appropriate control over the design of new development in their vicinity, control over the use of adjacent land, and where appropriate, by the preservation of trees and landscape features.

8.21 **Policy RC20 (City Centre)** – the site lies in Area 3 (Arndale Centre/Market Place) where the Council intends to safeguard the predominantly retail character of the main shopping streets, whilst also encouraging the limited introduction of public houses, cafés and further residential uses.

National Planning Policy Framework (NPPF)

8.22 The newly updated NPPF was published in February 2019 and contains the Government's most up-to-date planning guidance. The NPPF sets out the Government's planning policies for England and how these are expected to be applied. The NPPF is a significant material consideration in the determination of this application. The overall emphasis of the NPPF is to reiterate the Government's key objectives of facilitating economic growth and securing sustainable development.

The Presumption in Favour of Sustainable Development

8.23 Central to the NPPF is the presumption in favour of sustainable development and the need for the planning system to support economic growth. Paragraph 11 of the 2019 Framework sets out the presumption in favour of sustainable development and the application of the policy for decision making states:

"Plans and decisions should apply a presumption in favour of sustainable development."

For decision-taking this means:

c) approving development proposals that accord with an up-to-date development plan without delay; or

d) where there are no relevant development plan policies, of the policies which are most important for determining the application are out-of-date, granting permission unless:

i. the application of policies in this Framework that protect areas or assets of particular importance provides a clear reason for refusing the development proposed; or

ii. any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole.”¹

Building a Strong and Competitive Economy

8.24 The 2019 Framework confirms that planning policies and decisions should help create the conditions in which businesses can invest, expand and adapt. Paragraph 80 states that *“significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development”*.

8.25 In addition, paragraph 84 states that previously developed land (PDL) *“and sites that are physically well related to existing settlements, should be encouraged where suitable opportunities exist”*.²

Ensuring the Vitality of Town Centres

8.26 Town centre policies are dealt with at section 7 of the NPPF under the title “ensuring the vitality of town centres”. Paragraph 86 of the national policy document explains that:

“Main town centre uses should be located in town centres, then in edge of centre locations; and only if suitable sites are not available (or expected to become available within a reasonable period) should out of centre sites be considered”.

8.27 Main town centre uses are defined within Annex 2 of the NPPF as: retail development, leisure, entertainment facilities, more intensive sport and recreation uses (including restaurants), offices, arts, culture and tourism development (including hotels).

Promoting Sustainable Transport

8.28 The NPPF sets out that significant development should be focused on locations which are or can be made sustainable, through limiting the need to travel and offering a genuine choice of transport

¹ NPPF, page 6, paragraph 11

² NPPF, page 24, paragraph 84

modes. This can help to reduce congestion and emissions and improve air quality and public health. However, opportunities to maximise sustainable transport solutions will vary between urban and rural areas, and this should be taken into account in both plan-making and decision-making.

8.29 In line with NPPF policy, the location and design of the scheme maximises opportunities for the use of sustainable transport modes. The location of the site is within walking distance of bus stops, national rail and Metrolink stations and maximises the opportunity for users, employees and visitors to utilise existing sustainable transport infrastructure.

8.30 As set out in chapter two, the Site is in a highly accessible location. The Site is very conveniently located for leisure facilities and employment due to its location in Manchester City Centre. It is also highly accessible for pedestrians and cyclists.

Making Effective Use of Land

8.31 Paragraph 117 sets out that decisions should promote an effective use of land in meeting the need for homes and other uses, while safeguarding and improving the environment and ensuring safe and healthy living conditions.

Achieving Well Designed Places

8.32 Paragraph 124 sets out that good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities. At paragraph 130, the NPPF states that:

"Permission should be refused for development of poor design that fails to take the opportunities available for improving the character and quality of an area and the way it functions, taking into account any local design standards or style guidance in plans or supplementary planning documents. Conversely, where the design of a development accords with clear expectations in plan policies, design should not be used by the decision maker as a valid reason to object to development".³

8.33 In determining applications, paragraph 131 assigns:

"great weight to outstanding or innovative designs which promote high levels of sustainability or help raise the standard of design more generally in an area, so long as they fit in with the overall form and layout of their surroundings".⁴

³ NPPF, page 38, paragraph 124

⁴ NPPF, page 39, paragraph 131

Conserving and enhancing the historic environment

8.34 Paragraph 190 confirms that:

“Local planning authorities should identify and assess the particular significance of any heritage asset that may be affected by a proposal (including by development affecting the setting of a heritage asset) taking account of the available evidence and any necessary expertise. They should take this into account when considering the impact of a proposal on a heritage asset, to avoid or minimise any conflict between the heritage asset’s conservation and any aspect of the proposal”.

8.35 At paragraph 200, the NPPF states that proposals that preserve those elements of the setting that make a positive contribution to the asset, should be treated favourably.

Other Material Considerations

8.36 There are a series of Supplementary Planning Guidance which are relevant to the determination of this application. They are addressed in turn below.

Supplementary Planning Guidance

Guide to Development in Manchester SPD and Planning Guidance (2007)

8.37 Part 1 of the SPD sets out the design principles and standards that the City Council expects new development to achieve, such as high quality developments that are safe, secure and accessible to all. The document summarises the main development principles in Manchester and encourages developers and investors to apply these consistently. The document also provides details regarding the delivery of achievable and financially viable approaches to all aspects of sustainability.

The Manchester Strategy

8.38 The Manchester Strategy sets out a long-term vision for the city following a period of consultation in 2015. The vision includes the objective to ‘be a beacon for sustainable design’ in order to be a thriving and sustainable city. The planning process is identified as being a facilitator in delivering these objectives. The proposed development of the Site will clearly align with the overarching programmes being promoted by the Manchester Strategy and has being designed alongside the principles contained within this strategy.

Manchester Climate Change Strategy 2017-50

- 8.39 This document represents the most up to date Climate Change Strategy for Manchester which sits as a key part of the overarching policy framework 'Our Manchester', the city's strategy for 2016-25.
- 8.40 This document provides a strong vision for 2050 with Manchester playing a full part in limiting the impacts of climate change, locally and globally. It sets out key objectives for achieving the targets set out within local, national and global policy, relating to key areas such as transport, education and engagement, waste, green spaces, energy efficiency and buildings, and provides implementation, monitoring and reporting guidelines to ensure that progression is made.
- 8.41 The proposals have been considered fully in line with Manchester's climate change targets, taking into account the latest Climate Change Emergency motion approved by the Council, and throughout the design process ways to enhance energy efficiency and sustainable design have been implemented. Further details of this is provided within the Environmental Standards Statement which has been submitted in support of this application.

Green and Blue Infrastructure

- 8.42 The Manchester Green and Blue Infrastructure Strategy and Action Plan aims to build on investment to date and create a high quality, well maintained green and blue spaces which are integral part of neighbourhoods. The objectives of the Strategy include using appropriate infrastructure to create successful neighbourhoods and support the city's growth.

City Centre Strategic Plan (2015-2018)

- 8.43 The Economy Scrutiny Committee on 24 February 2016 and the Executive Committee on 2 March 2016 both agreed to approve the publication of the final City Centre Strategic Plan 2015-2018.
- 8.44 The Strategic Plan seeks to update the vision for the City Centre within the current economic and strategic context, outline the direction of travel and key priorities over the next few years in each of the City Centre neighbourhoods, and describe the partnerships in place to deliver those priorities.

Summary

This chapter has identified a series of Development Plan Documents and other material considerations to be taken in to account in the determination of this application. The planning policy framework is fully supportive of the proposed development on this site, which will deliver a high-

quality educational development in accordance with the statutory Development Plan and the aspirations of national planning policy.

9. Planning Assessment

- 9.1 This chapter of the Planning Statement assesses the proposed development against the most relevant local planning policies and in light of other material planning considerations. It demonstrates that the proposed development accords with the Development Plan and supports the Council's aspirations for the regeneration of the site.
- 9.2 Please note this section does not provide assessment of the application proposals against every Development Plan policy. Compliance against environmental and technical-based planning policies is provided in the individual technical reports submitted in support of the application, which are also summarised in the next chapter.
- 9.3 Based on the nature of the proposed development, having regard to the statutory Development Plan for Manchester and other material considerations, we consider the key matters in assessing the scheme are as follows:
- *Improvement of Established Hotel Use;*
 - *Catalyst for Regeneration;*
 - *Delivering a Leading Hotel;*
 - *High Quality Design; and*
 - *Sustainability Benefits.*

Improvement of Established Hotel Use

- 9.4 The hotel proposals, which have a development value of c. £25m, will result in the high quality redevelopment of an existing hotel building. Clearly the principle of development is already established, and this assessment relates to the proposed external alterations and improvements to the property only. Nevertheless, the proposals are being brought forward as the first stage of a holistic masterplan for the entire Renaissance site, therefore the wider scheme benefits arising from the redevelopment of the hotel as a whole should be considered as part of this assessment.
- 9.5 The proposed hotel development is of a high-end design for a specified end user, Treehouse Hotels (part of the wider Starwood hotel portfolio), who have a track record of delivering 4*+ hotels. It is located close to Manchester's central shopping and business district, a key pedestrian area for those accessing Manchester's City Centre from Salford to the west, and also from Victoria to the north. The

site is clearly well suited to a hotel use given its location, visibility and prominence on Deansgate, a key network through Manchester. The proposed hotel, in terms of its market positioning and distinctive offer, will act as a high end complementary addition to the existing hotels in the area with an aspiration to be the leading hotel in Manchester. The new hotel will make an important contribution to the business, leisure and tourism offer in this part of the City Centre. It is currently anticipated that the new hotel would accommodate in the region of 275,000 visitors a year through hotel stays and also visitor to the proposed new food and beverage offer.

- 9.6 The proposed redevelopment of the existing hotel use at the site will greatly enhance the street scene by providing a high-quality redeveloped building. The scheme will improve and enhance the appearance of the site through the high quality alterations to the existing building in line with the proposed Treehouse brand and its sustainability credentials, which in its current form and condition detracts from the quality of the built environment in this area of the City Centre. The proposal will also improve visitor's perceptions of the site and this important part of the City Centre by improving the frontages and quality of uses along Deansgate which is a key pedestrian route.
- 9.7 As acknowledged through the Ramada Complex Manchester SRF, this site requires a makeover to positively contribute to the streetscape and the ongoing regeneration of Manchester City Centre, and the proposed scheme will achieve this. The existing building currently offers little contribution to the urban space, which has an adverse impact on the area given the low-quality appearance of each elevation.
- 9.8 The proposed delivery of a leading 4* hotel will complement the neighbouring developments and provides an opportunity to visually strengthen the streetscape through good design, including through the creation of a new entrance at ground floor level and by reimaging the building facades with art murals and biophilia to create a truly unique, high end hotel for Manchester.
- 9.9 The development of a high-quality hotel will provide a complementary addition to the wider mix of uses in the area. Furthermore, the additional visitors and footfall the hotel would bring can support local retail, restaurants, leisure, education uses and the Applicants and hotel operator are exploring potential opportunities for partnership working with key local landowners including Manchester Cathedral. The existence of a defined end user has enabled the scheme to be designed to a high quality whilst also guaranteeing deliverability.

Catalyst for Regeneration

- 9.10 Regeneration is an important planning consideration. Over the past fifteen years MCC has successfully regenerated areas such as Piccadilly, Spinningfields, the commercial core, around Manchester Central, the Northern Quarter, the Civic Quarter and Castlefield. This is an ongoing process and much remains to be done if the City Centre is to remain competitive.
- 9.11 Manchester City Centre is the primary economic driver in the City Region and is crucial to its longer term economic success. It is essential therefore that the City Centre and surrounding areas continue to grow and provide new development that is supportive of regeneration principles, including providing hotel development as part of the City Centre leisure and tourism offering.
- 9.12 The site is located within the Regional and City Centre, which has and continues to be a focus for major public and private investment. This building has been identified in the Ramada Complex SRF as visually and physically representing a significant blight on this part of the City Centre which is a prominent location. As such the site represents 'a missing piece of the regeneration jigsaw' and 'its regeneration would be genuinely transformational'.
- 9.13 The wider Renaissance site has been earmarked for regeneration for over twenty years. It is the last undeveloped site within the 1999 City Centre Renewal Masterplan, which was prepared following the 1996 bombing, and a long-standing strategic regeneration priority for the City Council. It is located on a key gateway site at the northern end of Deansgate, but currently makes no positive contribution to the visual appearance or vitality of the area.
- 9.14 As shown in the planning history section of this statement the site has been subject to previous plans for redevelopment. This includes a previous planning application first approved in 2008 (now lapsed) and a Strategic Regeneration Framework (SRF) subsequently prepared for the site in 2018. However, despite two decades of substantial investment in the surrounding area through the public and private sectors, the renaissance site remains undeveloped.
- 9.15 The redeveloped hotel represents a critical and fundamental part of the Applicants' holistic masterplan proposals for the site. The vision is to deliver a comprehensive mixed-use regeneration scheme comprising a market-leading hotel, offices and new residential development at the site which will come forward on different development blocks. Whilst these elements are being proposed under separate planning applications, in agreement with the City Council's planning officers, each element including the first phase hotel is critical to the deliverability of the overall scheme. As such, the hotel redevelopment is critical to this vision and will act as a catalyst to finally realise the redevelopment of

the renaissance complex in accordance with the aspirations of the City Council and the endorsed SRF for the site.

- 9.16 The City Council acknowledges within the Ramada Complex SRF that the site *'visually and physically represents a significant blight on this part of the City Centre and has the potential to be a landmark development with best-in-class hotel, office and residential uses, buildings of scale, and facilitate the rebalancing of Deansgate.'* This document is a material consideration in the determination of this application; and clearly the proposals to deliver a redeveloped leading hotel will make an important contribution in the short term to delivering this vision.
- 9.17 Moreover, subsequent planning applications later this year will further realise the site's potential for redevelopment by proposing the new commercial floorspace and residential elements. The redevelopment of the hotel will support the size, range and quality of the hotel offer in Manchester City Centre. This in turn will support opportunities to develop the range and volume of visitor products and services, which will increase staying visitor numbers and improve the economic impact of business tourism to Greater Manchester.

Delivering a Leading Hotel

- 9.18 Tourism is a critical part of the economy for the Greater Manchester city region. Recent estimates indicate that tourism in Greater Manchester generates in the order of £6.6 billion a year for the local economy and supports nearly 84,000 full time jobs⁵. The growth of tourism has been underpinned by new developments in the conurbation including sporting facilities (e.g. Sportcity and the redeveloped Emirates Old Trafford), cultural attractions (e.g. HOME, the National Football Museum, the People's History Museum and the Imperial War Museum), a thriving media sector (e.g. MEDIACITYUK) and improvements in the City Centre's retail offer (Manchester Arndale is now the UK's largest inner city shopping mall), which have all strengthened Manchester's reputation. The growth of tourism in the City is reflected in that Manchester Airport is now considered the 20th busiest airport in Europe.
- 9.19 Clearly, the availability of hotel rooms within Manchester City Centre will be critical to ensuring the continued growth of the tourism sector throughout the City. There is a clear need to further expand and diversify the City's hotel room stock to help it compete for tourism on a global stage in the future. Notwithstanding this increase in the supply of hotel bedrooms within the City Centre, there is a clear need to further expand and diversify stock to keep pace with the future growth of the tourism industry in Manchester which is anticipated, including additional high end operators, and help the city to compete for tourism on an international stage.

⁵ The Greater Manchester Strategy for the Visitor Economy 2014 – 2020

- 9.20 The requirement for new hotels within the City Centre is addressed by Policy CC4 (Visitors - Tourism, Culture and Leisure) of the Core Strategy, which recognises that hotels have become an increasingly important use across the City, and these will be particularly important in the City Centre. The proposals comprise high quality redevelopment of the existing hotel building and repositioning this as a market leading up-scale hotel which would contribute positively towards meeting the objectives of Policy CC4, which states that the City Centre will be the focus for culture and leisure in the City Region and explains that, in order to ensure that the existing visitor attractions can reach their potential, it will be important that the City Centre has the infrastructure to accommodate the necessary volume of visitors.
- 9.21 More specifically, the Policy states that *"new hotel development which contributes to the quality of the City Centre hotel offer will be supported"*. The Treehouse Hotel will offer a best-in-class 4*+ hotel offer for Manchester. The design incorporates a striking new aesthetic that balances the re-use and up-cycling of the existing building with the requirements of a high-end modern hotel. The hotel will offer facilities including a new reception lobby with a food and beverage area, a mezzanine level with suites, function rooms and a gym, a bar and restaurant at the top floor, and an open roof terrace with overhanging private dining rooms (treehouses) which will clearly support and improve the City Centre hotel offer, offering a unique experience for the City Centre.
- 9.22 In summary, the proposed delivery of a leading 4* hotel at the site accords with the City Council's regeneration aspirations for the site including the development principles set out within the endorsed SRF. The principle of hotel development at the site is clearly embedded in both planning and strategic policy and Manchester's wider regeneration objectives. Furthermore, the proposed redevelopment of the hotel is a critical part of the Applicants' holistic masterplan for the site and is crucial to ensure a deliverable scheme which will ultimately realise the redevelopment of the Renaissance complex.

High Quality Design

- 9.23 Core Strategy policies CC9 (Design and Heritage) and EN1 (Design Principles and Strategic Character Areas) expect the design of new buildings to be of the highest standard in terms of appearance and function. In particular, the policies state that attention should be given to the City Centre context and character. Whilst the proposal is for external alterations to an existing building, as a comprehensive redevelopment of the building it is acknowledged that the same principles apply and developers should recognise the specific design challenges to be overcome to ensure that new development is complimentary in terms of form and function.

- 9.24 The proposed development is being purposefully designed as a hotel for a defined end-user, with a collaborative approach to the architecture for the external appearance that relates to the surrounding context, and the internal layouts that will provide a well-designed environment for the future guests and management of the hotel. As stated previously, the internal alterations proposed within the envelope of the current hotel building, whilst significant and representing a major capital investment, do not require planning permission. The external alterations and improvements proposed by this application are intrinsically linked to the overall redevelopment of the hotel, including the internal improvements, and have been designed to a very high standard to ensure that it provides an exciting and innovative design that aids in the revitalisation of this area.
- 9.25 The proposed materials marry well with the local area and have been developed in conjunction with feedback from planning officers during the pre-application process. The proposed elevational treatment including extensive biophilia will provide an attractive and dramatic appearance. The proposed redevelopment will result in a bold architectural piece within this key gateway location to produce a vastly improved piece of architecture that would enliven this space and will sit comfortably as part of the JV's holistic masterplan redevelopment proposals for the wider renaissance complex including new commercial floorspace and a residential tower.
- 9.26 The retention and transformation of the hotel building is key to ensuring a deliverable and sustainable scheme for the wider site and building on the objectives in the Ramada Complex SRF. The proposals will revitalise the building internally and externally to provide a 4* destination hotel which creates a positive statement to the community and brings the building back to life. Sustainably conscious redevelopment is proposed to champion the need for more a more sustainable future and to meet the operator's brand and sustainability credentials.
- 9.27 The external treatment is reenvisioned to change the poor public perception of the building. The proposals soften, enliven and add character to the brutalist exterior by the introduction of vibrant public art, urban planting and use of natural materials. In addition to providing greater transparency to give views into the building and to better engage the public realm, street fronts are activated by adding purposefully playful features designed to be appreciated by all.
- 9.28 The design has been developed in consultation with MCC. The external appearance has been crafted so as to visually engage with the neighbouring historic properties and the diverse architectural vocabulary of the neighbourhood and reflects its strategic location within the City Centre in close proximity to a number of heritage assets. The internal layouts reflect operational requirements and the need to provide the necessary ancillary services and back of house facilities required for modern day hotel use.

- 9.29 The proposed redevelopment of the hotel represents a well-designed, highly sustainable, credible and deliverable development, which has been influenced by meetings with officers and key stakeholders during the design development / prior to the application's submission. The proposals are consequently demonstrated to be in full accordance with Core Strategy Policy CC9, EN1 and EN2. The scheme represents an innovative and high quality design which accords with local planning guidance, in line with the design quality aspirations set out in the NPPF.

Sustainability Benefits

- 9.30 In the UK, the construction industry accounts for 60% of all materials used, creates a third of all waste and generates 40% of all CO2 emissions. It is resource hungry and with reuse and repurposing forming only a small proportion of construction, the problem is perpetuated. According to DEFRA, of the 200 million tonnes of waste generated in Britain annually, 63% is construction debris, with 32% of construction waste being deemed unrecyclable and ending its life in landfill. The UK currently demolishes more than 50k buildings every year.
- 9.31 Demolition and new build development have long been a symbol of urban progress and is often a political vehicle to demonstrate the delivery of change. To help alleviate the climate emergency, it is important that buildings and development are now conceived in a very different way. As emissions are a symptom of consumption, without reducing consumption, we will not reduce emissions. This requires a fundamental shift in attitudes to materials and to better promote reuse and repurposing rather than newbuild.
- 9.32 The design team embrace the ethos of the Architects Journal "Retro First" initiative strapline "The greenest building is one that already exists". They are committed to sustainably responsible construction and believe these proposals are fully aligned to Manchester City Council's ambitious targets to become a zero carbon city by 2038 and MCC's UDP Part 1 Policy E1.6 which states "Opportunities for reuse of existing structures should be explored."
- 9.33 The key sustainability benefit of the scheme highlighted in the DAS is a 39% saving in embodied carbon versus a demolition and new build which is the equivalent of 462 + new residential homes.
- 9.34 Embodied energy and CO2 emissions are however just one of many assessment criteria for sustainable development. The problem is complex and is not just about adding solar panels, efficient boilers, and other bolt-on technologies to meet the current green assessment criteria. The Applicants wish to demonstrate a deeper social responsibility to sustainability and to oppose unnecessary and wasteful demolition of buildings by promoting a low-carbon retrofit alternative.

- 9.35 With regard to carbon emissions, retrofit makes sense because of the embodied energy savings made in repurposing existing buildings compared with the high embodied energy of demolition and rebuild. The construction industry however remains skewed towards energy-intensive new build. The RICS has reported that, by practical completion stage, 35% of the whole-life carbon of a typical office development will already have been emitted rising to 51% for residential.
- 9.36 The retention of the existing building also avoids the requirement for large volumes of waste to go to landfill. Whilst concrete frames can be recycled the process to do so is complex due to the requirement to remove reinforcement bar content. The process of crushing and extraction again has a high embodied energy, thus further worsening the CO2 footprint of demolition. Landfill is also seen as an unsustainable solution due to its every growing space requirement and has its own social issues and stigmas.
- 9.37 The Energy Statement states that the new Treehouse Hotel (including the internal and external amendments proposed and not all covered by this planning application) will give rise to a series of energy efficiency Improvements, including:
- Reduced energy in use; the proposals include significant upgrade to both the building services and building fabric.
 - Existing thermally inefficient glazing is replaced with new to meet current standards reducing current heat loss by at least 50%. Cooling loads are further reduced by the introduction of solar control glazing.
 - Existing HVAC and life expired internal services are all proposed to be stripped and replaced with modern energy efficient units.
 - New lighting design will utilise 100% low energy light fittings and an active system of lighting control to reduce use of lighting when not required.
 - Whilst the existing energy rating of the building is unknown it is believed the improvements will change the current energy performance certificate from an F to a C rating and will provide circa 40% reduced carbon emissions in use.
- 9.38 The sustainability and energy efficiency measures which will be delivered as a result of the hotel redevelopment are important scheme benefits, particularly in light of the City Council's Climate Change Emergency and local policy aspirations for more sustainable development.
- 9.39 Living planting forms an intrinsic part of the proposal which will contribute towards the development's sustainability credentials. In addition to the living planting the proposed kitchen

garden (conference wing mezzanine roof) will provide fresh produce such as salads, vegetables and honey which will both absorb CO2 and promote local produce.

- 9.40 To further add to the scheme's sustainability credentials, it should be noted that the full hotel redevelopment including internal refurbishment and modifications is targeting a BREEAM 'Very Good' rating, with particular focus on Transport, Materials, Waste, and Land Use and Ecology sections. However, given this is reliant on much more than the external fabric of the building, to which this application relates, it is not a planning requirement and is not included as part of this submission.

Summary

- 9.41 The proposed hotel redevelopment including the external alterations and improvements proposed by this application accords with the relevant policies of the Development Plan and guidance contained within the Ramada Complex Manchester SRF.
- 9.42 Local planning policy and guidance supports a high-quality regeneration scheme in this location including the delivery of a market leading hotel offering. It has been demonstrated that the scheme proposals are acceptable in planning terms having regard to the site's established use, significant aesthetic improvement to the existing building, substantial scheme benefits, contribution to sustainability and carbon reduction, and contribution to MCC's regeneration aspirations.

10. Environmental and Technical Considerations

- 10.1 The compliance of the proposals against environmental and technical-based planning policies is considered within the comprehensive suite of individual technical reports undertaken and submitted in support of the planning application. A number of technical matters have been robustly assessed and the acceptability of the proposals in this regard is summarised below.

Construction Management Plan

- 10.2 A Construction Management Plan has been prepared in support of this application by AA Projects. The purpose of this document is to outline the construction, logistical and environmental management processes required to be implemented on site by the appointed Principal Contractor engaged for the redevelopment of the hotel demise.
- 10.3 Exact measures implemented may be subject to slight alteration subject to consultation with the Principal Contractor, Manchester City Council, Client team, and any other relevant stakeholders, however all provisions implemented on site will achieve as a minimum legislative compliance.
- 10.4 The Strategy details the proposed works, working hours, site security measures, measures to control dust and noise, details of site facilities, deliveries, site logistics, transport management and pedestrian safety measures to be adhered to by the Principal Contractor.
- 10.5 It also sets out waste minimisation and management procedures to be adhered to. This procedure applies to the minimisation, storage and disposal of all wastes generated during the construction works. It is also concerned with the establishment of procedures for complying with statutory and good practice requirements for waste management.
- 10.6 The Principal Contractor is responsible for ensuring that the relevant documentation is completed and held on site. In addition, all operatives are responsible for adhering to the requirements of the procedure.
- 10.7 The proposal has therefore considered the impacts of the construction stage and will be actively managing this to minimise any impact. The proposals are in accordance with Core Strategy Policy DM1.

Energy Statement

- 10.8 An Energy Statement has been prepared by McKee Associates to accompany the application. The purpose of the statement is to set out how the proposals (alongside the significant internal alterations proposed to the existing hotel that do not form part of this planning application) will deliver significant performance upgrades to the building which will realise substantial embodied carbon reductions in line with local and national policy aspirations.
- 10.9 The statement identifies that the proposed redevelopment of the hotel will include significant performance upgrades to both the fabric and building services elements which will realise an expected carbon reduction currently envisaged to be between 30% and 40%, albeit the exact reduction will be confirmed in the latter stages of the design process.
- 10.10 It is anticipated and targeted that the carbon reduction will be achieved as a result of various upgrades including passive and active measures, including (among others):
- Improved thermal performance of glazing, thus reducing heat loss from the windows by at least 50%;
 - Improved solar control of glazing, thus reducing cooling loads by circa 30%;
 - A new modern lighting design using 100% Low Energy Light fittings in place of the existing lamps, which is expected to reduce lighting energy consumption by at least 40% and will also help to reduce summer time cooling loads by circa 5%
 - Modern split system fan coil units, which will typically reduce energy consumption over the current system by 30%
 - Mechanical ventilation with heat recovery, which will improve heating and cooling energy consumption by an estimated 10%
 - Modern, high efficiency domestic hot water generators and improved storage and distribution insulation which will reduce hot water energy consumption by between 20 and 30%.
 - New mechanical services building management system which will integrate the use of the mechanical services plant in accordance with the occupancy demand which will reduce energy consumption by up to 15%.
- 10.11 It is also proposed to install PV panels on the roof to maximise the potential for renewable electricity generation on site and reduce the reliance on the grid.

Fume Extraction Statement

- 10.12 A Fume Extraction Statement has been prepared by McKee Associates which considers the existing fume extraction systems which formerly served the previous hotel use. It also provides details of the new extraction systems intended to serve the redeveloped hotel to be operated by Treehouse.
- 10.13 The statement sets out a number of measures to be employed as part of the redevelopment of the hotel. Active measures will be employed to improve on existing including (among others):
- Roof level gas fired mechanical services plant has been reduced in capacity and in turn the Nox levels have been considerably reduced.
 - Extract air from the kitchen will be filtered to reduce grease, odours and smoke, the existing ventilation plant is currently unfiltered.

Heritage Statement

- 10.14 The application is accompanied by a Heritage Statement prepared by Turley Heritage. There are no heritage assets within the site, but it is close to Conservation Areas and a number of listed buildings. Therefore, in determining the submitted full planning application, Manchester City Council (MCC) has a statutory duty to have special regard to the desirability of preserving the special interest and setting of listed buildings.
- 10.15 A review of the history and development of the Application Site and surrounding area has been undertaken and the significance and setting of heritage assets with potential to be affected by the Proposed Development has been undertaken.
- 10.16 In its current vacant and deteriorated state and due to the blank elevations it presents to surrounding streets, the existing Renaissance complex is an influential presence within the setting of Manchester Cathedral and detracts from its significance and the character and appearance of the associated Conservation Area. It is negative in its relationship with Deansgate, Blackfriars Street, the River Irwell and the Grade II listed bridge crossings to the north and south.
- 10.17 With the exception of those that are currently restricted or screened, in views from the identified listed buildings and Conservation Areas the appearance of the existing building will be enhanced through a combination of the application of painted murals, the improvement and simplification of the horizontal window bands, articulation of the roof and planting.

- 10.18 The improvements to the building will be particularly pronounced in the vicinity of Blackfriars Bridge and Victoria Bridge and from Blackfriars Street where the enhancements to the lower stages of the building and the hotel entrance to the south of the complex will be appreciable and improve engagement with the street and River Irwell.
- 10.19 For the reasons set out in the Heritage Statement, it is concluded that the requirement of S66 (1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 can be satisfied if MCC grants planning permission.
- 10.20 In accordance with Paragraphs 192 and 193 of the National Planning Policy Framework (NPPF), the Proposed Development will sustain the significance of the heritage assets identified in the Heritage Statement and will make a positive contribution to local character and distinctiveness. It will preserve those aspects of setting that make a positive contribution to the identified assets in accordance with Paragraph 200 of the NPPF.

Neighbourhood Management Strategy

- 10.21 A Neighbourhood Management Strategy has been prepared by the proposed hotel operator, Treehouse Hotels, identifying the management measures that will be employed to ensure that operation of the hotel will not have an unacceptable impact on the amenity of the local community around the site.
- 10.22 The measures outlined by the strategy focus on the management of issues such as music and acoustic levels including within the hotel and also as part of the proposed open air rooftop terrace. It considers the management of departing visitors and guest, traffic noise, local relations, noise monitoring, communication and smoking area management.
- 10.23 Furthermore, in accordance with good practice, it also includes measures for the monitoring and updating of the strategy as necessary.

Noise Report

- 10.24 A Noise Report has been prepared by Sandy Brown in support of the application. The study provides an assessment of noise in relation to the proposed redevelopment of the hotel, but focused on plant noise arising from the new equipment on the hotel, and also potential activity and music noise arising from the proposed rooftop bar and open air terrace.

- 10.25 An environmental noise survey has been carried out at the site. The noise survey was carried out between Friday 19 March 2021 and Tuesday 23 March 2021. Assessment of representative background noise levels has been carried out based on a statistical analysis of the background noise levels and also in accordance with the calculation method provided within Manchester City Council's (MCC) Planning and Noise Technical Guidance document dated December 2015.
- 10.26 Based on the requirements of the MCC and on the results of the noise survey, all plant will be designed such that the cumulative noise level at 1 m from the worst affected windows of the nearby noise sensitive premises does not exceed LAeq 43 dB during the daytime and LAeq 38 dB during the night. A scheme of mitigation has been developed to ensure these limits are achieved with the proposed plant.
- 10.27 Furthermore, activity noise will need to be sufficiently controlled such that the noise level at the nearest noise sensitive premises does not exceed the limits discussed herein. Limiting noise levels for music have been determined for both internal and external areas of the proposed rooftop bar/terrace.

Summary

- 10.28 The proposed development is supported by a comprehensive suite of technical reports which assess the environmental and technical issues relevant to the site and proposed development. In summary, there are no environmental or technical considerations which either give rise to unacceptable impacts, or which cannot be suitably addressed/ managed through appropriate mitigation measures or regulated by way of planning condition.

11. Scheme Benefits

- 11.1 Section 38(6) of the Planning and Compulsory Planning Act 2004 states that decisions should be made in accordance with the Development Plan unless material considerations indicate otherwise. As demonstrated in this Statement the application proposals accord with the relevant policies of the Development Plan when read as a whole and should therefore be approved without delay in accordance with the NPPF.
- 11.2 Notwithstanding the above, if the Council does identify conflict with any policies of the Development Plan, the potential harm is clearly outweighed by the substantial economic, social and environmental benefits, as set out below:

Economic Benefits

- The Renaissance Hotel complex is the last remaining development site within the 1999 City Centre Masterplan and has long been a strategic regeneration objective of MCC. The hotel proposals are a crucial and fundamental part of the masterplan scheme, that will ensure the deliverability of this strategically important site.
- The generation of both temporary and full time equivalent construction jobs, including higher skilled professions and lower skilled jobs and associated indirect job creation in the local economy;
- The generation of approximately 220 full time equivalent jobs through the operation of the proposed hotel use following completion;
- Assist in further expanding and diversifying the supply of hotel rooms within the City Centre, enabling the continued growth of tourism and business sectors in Manchester. It is currently estimated the new hotel could accommodate in the region of c.275,000 visitors through hotel stays and also visitors to the proposed new food and beverage offer.
- Support for a number of other off-site employment opportunities in the building trade;
- Provide a significant investment into the local area through the construction process which will act as a catalyst for future regeneration;
- A significant investment by the developers and hotel operator into the local area, the development value of the project being approximately £25m; and
- Generate increased spending in the local area which will subsequently support job creation.

Social Benefits

- The proposal will give risk to a substantial influx of new visitors to this part of the City Centre, who would undoubtedly increase expenditure in the local economy, and in particular, in the independent cafes, bars, restaurants and shops located close to the site;
- Deliver a sustainable development which has good access to shops, services and transport links. The proposed development is very well located in relation to the Metrolink and Victoria Train Station and bus links;
- The proposals would support the creation of strong, vibrant and healthy communities by providing a significant employment boost to the local area;
- Stimulate the transformation of a development plot which has been earmarked for regeneration of several decades;
- The proposed development is of high quality which is appropriate for the site and would be compatible with the surrounding area; and
- The resulting high quality built and landscaped environment would have a positive social impact on users of the development and people travelling through this area of the City Centre.

Environmental Benefits

- Provision of substantial areas of new public open space throughout the site which will be accessible to hotel guests;
- Deliver the regeneration of a valuable brownfield site which is currently vacant;
- Redevelopment of a significant building which is dated and in poor conditions after years of little maintenance, thereby significantly enhancing the physical appearance of the local area;
- Deliver a scheme which ensures efficient use of land by maximising its development whilst taking into account key site opportunities;
- Meeting Climate Change objectives by delivering the aspirations of a more sustainable building design through reusing and repurposing large amounts of the existing structure to create a high quality and energy efficient development which is also visually attractive and breathes new life to this part of the City Centre.
- The proposed redevelopment of the hotel will have significant carbon reduction benefits. A key benefit of the proposals will be a 39% saving in embodied carbon versus a demolition and new build, which is the equivalent of 462 + new residential homes.

Summary

In summary, the proposed development represents a highly sustainable form of development on a brownfield site which will deliver a high quality, visually attractive development. The scheme proposals fully accord with the Development Plan and associated supporting planning guidance and is a fundamental component in delivering the long overdue regeneration of this strategically important site in Manchester City Centre.

12. Conclusion

- 12.1 This Planning Statement has been prepared by Avison Young ('AY') on behalf of the Applicant, Deansgate SOF Alliance LeaseCo Limited, a joint venture between Property Alliance Group (PAG) and an affiliate of Starwood Capital (SCG), in support of a planning application for external alterations and improvements to the existing hotel building at the Renaissance complex, as part of a wider comprehensive redevelopment to create a leading 4* hotel for a leading operator, Treehouse Hotels.
- 12.2 The proposals have been designed with due regard to the technical assessments undertaken by the Applicant's project team. The proposals have been sensitively designed to transform a longstanding brownfield site in need of regeneration to provide a market leading hotel, which represents the critical first phase of the Applicant's wider vision for the site, intended to come forward across three development blocks, with the other phases providing high quality commercial and residential uses.
- 12.3 The report has identified a series of Development Plan Documents and other material considerations to be taken into account in the determination of this application. It has been clearly demonstrated that the principle of a hotel development in the location can be robustly justified. A market leading hotel operator is on board and the proposals will result in a new high quality, distinctive hotel offering in line with the adopted SRF aspirations for the site, as well as all other relevant local and national planning policies.
- 12.4 Furthermore, the proposed development constitutes sustainable development in accordance with the NPPF when taken as a whole. The development will deliver significant positive economic, social and environmental benefits which should be afforded considerable weight in the determination of the planning application. Significantly, the development will deliver a landmark scheme that will kick start the regeneration of this key site in Manchester which has been a long standing regeneration priority for the City Council.
- 12.5 To summarise, the proposed development represents a 'Plan led', high quality, sustainable form of development which will realise the potential of this site through redevelopment of existing buildings to deliver a new hotel destination in the centre of Manchester. The scheme proposals accord with the Development Plan and in line with national planning policy it is respectfully requested that planning permission is granted.

Appendix I

Site Location Plan



Notes:
 Site Application Boundary



Project Name: Renaissance		Title: Existing Site Location Plan		Scale: 1:1250@ A1	
Drawn: FM	Checked: JC	Status: Planning	Project: 150	Drawing No: MP_00_1000	Rev: -
Details: - 29.01.21		Issued for Information			

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Appendix II

Schedule of Supporting Plans

Drawing Schedule (10 May 2021)

Drawing Title	Drawing No
Location Plan	150_MP_00_1000
Site Plan	150_MP_00_1001
Existing Ground Floor Plan	B3_02_1200
Existing Mezzanine Plan	B3_02_1202
Existing 1st Floor Plan	B3_02_1203
Existing 11th Floor Plan	B3_02_1213
Existing 13th Floor Plan	B3_02_1215
Existing Roof plan	B3_02_1216
Proposed Ground Floor Plan	B3_02_2200
Proposed Mezzanine Plan	B3_02_2202
Proposed 1st Floor Plan	B3_02_2203
Proposed 11th Floor Plan	B3_02_2213
Proposed 13th Floor Plan	B3_02_2215
Proposed Roof Bar Plan	B3_02_2216
Proposed Roof Plan	B3_02_2217
Existing Elevation Deansgate	B3_04_1210
Existing Elevation Blackfriars Street	B3_04_1211
Existing Elevation River Irwell	B3_04_1212
Existing Elevation Victoria Bridge Street	B3_04_1213
Proposed Elevation Deansgate	B3_04_2210
Proposed Elevation Blackfriars Street	B3_04_2211
Proposed Elevation River Irwell	B3_04_2212
Proposed Elevation Victoria Bridge Street	B3_04_2213
Proposed Elevations: Glazing Replacement Key	B3_04_2214
Proposed Elevation Blackfriars Street- Public Art	B3_04_2215
New Roof Terrace Sections	B3_08_2200
Section AA Detailed	B3_08_2201
Proposed Roof Terrace Elevation	B3_10_2200
Proposed Entrance Elevations	B3_10_2201

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