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Motel One, Manchester

Strategic Positioning and Economic Benefits Statement

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1 Introduction

1.1 This Statement accompanies an application for Planning Permission submitted on behalf of Livia Ltd for the redevelopment of land bounded by London Road and Whitworth Street to provide a new 330 bed hotel for Motel One, a new operator to the UK offering high quality design at an affordable price.

1.2 Its primary purpose is to consider the extent to which the proposals align with planning policy and to identify the economic, regenerative, social and environmental benefits associated with the proposals. It concludes by considering the case for the grant of Planning Permission taking into account the necessary removal of the existing buildings on the site which are considered to be non designated heritage assets.

1.3 This document should be read in conjunction with the Heritage Statement prepared by Stephen Levrant Heritage Architecture. This provides a detailed character appraisal, significance assessment and visual impact assessment of the site and surrounding area.

1.4 Taking into account the analysis provided in this Statement the Heritage Report concludes that:

"The impact assessment has demonstrated that there is no "substantial harm" caused to the setting of the Grade II listed Fire Station.*

The total loss of the existing buildings within the subject site, which are considered to be non-designated heritage assets, will be outweighed by the public benefits of the proposed scheme in promoting sustainable economic growth and by advancing understanding of the buildings within the subject site through undertaking a detailed historic building survey (suggested Level 3) and making this information publicly available."

Site Location and Surroundings

1.5 The site is located within the Piccadilly area of Manchester City Centre and covers an area of 0.15 ha. The site acts as a Gateway from Piccadilly Station into the City Centre and has a frontage onto London Road which is a key arterial route into the City from the east.

1.6 The site is bound by London Road and Monroe's Public House to the East, Whitworth Street to the South, an 8 storey residential building to the West (14-16 Whitworth Street) and 3 Piccadilly Place to the North (See Figure 1 overleaf).

1.7 The site takes the form of an 'L' shape on plan and wraps around Monroe's Public House which does not form part of the proposals.

1.8 The site sits within Piccadilly Place, in the immediate vicinity resides 5 Piccadilly Place (an 11 storey building) and 3 Piccadilly Place (a 12 storey building). These buildings, in addition to the wider Piccadilly Place redevelopment have significantly changed the urban context and scale in this part of the City.

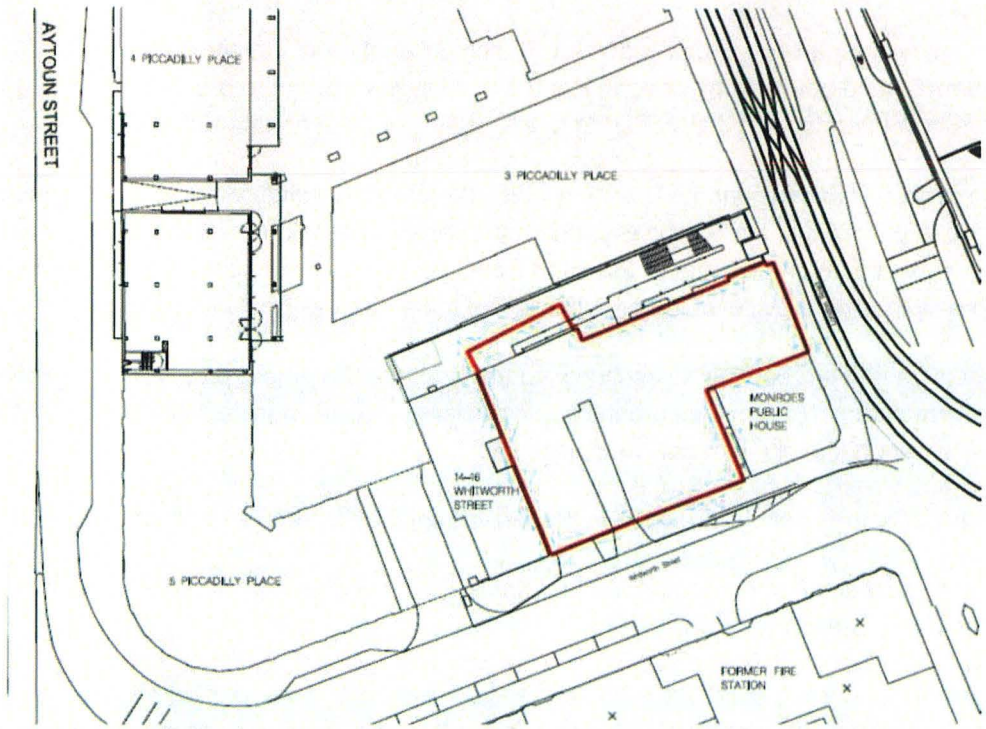
1.9 The London Road Fire Station is also on the opposite side on Whitworth Street which is a vacant Grade II* Listed Building with an extant Planning Permission for a hotel. The restoration and refurbishment of this building has been identified as a regeneration priority by the Council.

1.10 A residential building exists immediately to the west of the site and the small shops, cafes and NHS Walk-in Centre located along Station Approach are easily accessible from the site.

1.11 The variety of different uses in the immediate surroundings would be complemented by the construction of a new hotel. The development of the hotel and the level of investment injected into the local economy would

also compliment and build on the wider regeneration initiatives in place at Mayfield, Corridor Manchester and the Piccadilly area (further details are contained within Section 4).

Figure 1 – Application Site Plan and Location



1.12 The site is extremely well located in terms of public transport linkages. Manchester Piccadilly, the city's main rail station offers high speed connections to London and is adjacent to the site. The Metrolink (tram) also offers services to surrounding districts from Piccadilly Station and the free "Metro shuttle" service which connects Piccadilly Station to key destinations around the City by bus operates from the top of Station Approach.

1.13 In addition, Salford Central, Deansgate, Oxford Road and Victoria Stations are all within 20 minutes walk or less of the site. Victoria Station will benefit from millions of pounds worth of planning investment and improvement as part of Network Rail's Northern Hub project. This initiative seeks to implement a package of measures to reduce congestion and the number of infrastructure constraints. In addition to Victoria Station, the project includes expanding the track and station capacity at Piccadilly Station.

Site Description

1.14 The existing site is underutilised and together with the vacant former London Road Fire Station is in urgent need of revitalisation and improvement. This fact is emphasised by the site's adjacency to the regional transport hub (Piccadilly Station) and its role therefore as a 'front door' to the city centre as well as in forming first impressions of the city. Currently, it is considered that the condition and quality of uses on the the site detract from visitors perceptions of the City Centre.

1.15 5 buildings occupy the site which are outlined below:

- No. 34 London Road – This is a four storey building that was built in the late 19th Century and originally used as offices for the Manchester, Sheffield and Lincolnshire Railway Company. The first four floors are occupied by the Hotel International which provides a budget offer (approximately 40 bedrooms). The Legend's night club also resides in the two storey basement below street level and Manchester Cars taxis base occupies part of the ground floor facing onto Whitworth Street.

- Mill Building - At the back of the site in the north west corner, away from both London Road and Whitworth Street, is a mid-19th Century mill building. The lower three storeys of the building are used as part of the night club and the upper three storeys are partially used as a storage facility for the hotel.
- No. 2 Whitworth Street - A four storey building that is linked internally to 34 London Road. The building currently contains 18 hotel bedrooms and administrative offices. The basement of the building is used as a nightclub and is connected to the basements of 34 london Road and 4 Whitworth Street.
- No. 4 Whitworth Street - Linked internally to no.2 Whitworth Street, no.4 contains 7 hotel bedrooms and a separately accessed taxi office at ground floor. The basement of 4 Whitworth Street contains a night club that is connected to the basements of no's. 2 and 6 Whitworth Street.
- No 6 Whitworth Street - To the west of the site is a three-storey warehouse block with a gabled façade that dates to the late 19th Century. The upper floors are currently disused. The basement of this building currently houses a night club linked to the basements of the mill building and no. 4 Whitworth Street. Formerly this night club was the venue for the Twisted Wheel club night when it moved from Brazennose Street to Whitworth Street for a period between 1965 and 1971. The cultural / heritage significance of the site's association with the Twisted Wheel and Northern Soul music scene is considered at length within Stephen Levrant Heritage Architecture's Heritage Statement.

1.16 The existing businesses occupying the building will be vacated and the building will be demolished to enable redevelopment for the new hotel.

The Proposals

1.17 The description of development as contained in the planning application form is as follows:

"The proposal is for a part seven, part fourteen storey, 330 bed hotel with bar and breakfast facilities for Motel One. The proposals will partially incorporate an existing basement on the site and will replace existing buildings at 34 London Road and 2-6 Whitworth Street."

1.18 The remainder of this Statement is structured as follows:

- Section 2 - asseses the benefits and added value to the city centre and its hotel market associated with the secured hotel operator, Motel One.
- Section 3 - considers the alternative development options that have been considered and factors that are essential to the deliverability of the proposed scheme.
- Section 4 - assess the extent to which the proposals will complement and add value to the City's main economic and regeneration policy drivers.
- Section 5 – concludes by summarising the environmental, social and economic benefits of the proposals.

2 Hotel Market Context

A Secured End User – Motel One

Ethos

2.1 Motel One is a Munich-based hotel chain, new to the UK, whose slogan, "great design for little money" epitomises its philosophy of developing high-quality hotels at a favourable price. They have a considerable track record across top continental European locations of delivering hotels that offer excellent design in first-class city centre locations.

2.2 Motel One is equivalent to a three-star product in the UK, comparable in price to Premier Inn or Holiday Inn Express; but with a an emphasis on design in particular which makes it quite distinct from the existing products in the Manchester market.

Current Coverage & Plans for Expansion

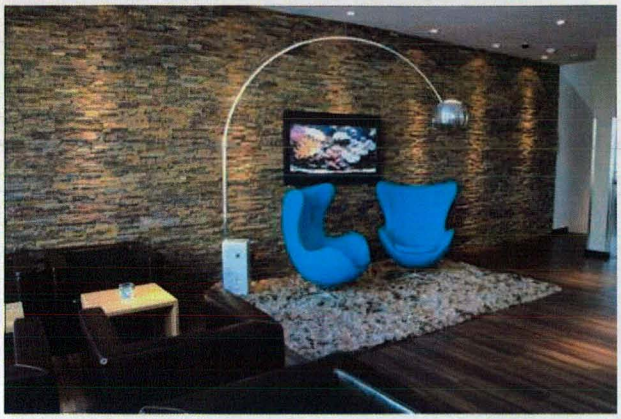
2.3 The company has 40 hotels trading in their portfolio and approximately 8,500 rooms. The majority of the hotels are in Germany but the company has a medium-term strategy for aggressive growth into other European countries. With an average occupancy of 70% across all of its hotels, the company generated 90.9 million euros in turnover in financial year, 2010. This positive trend continued in the first half of 2011, with occupancy stable at 69% and 60.8 million euros in turnover.

2.4 In 2011, Motel One opened five hotels with a capacity of 1,406 total rooms. In 2012 it is planned to open five more – in Magdenburg, Salzburg, Dresden, Cologne and Edinburgh. With fifteen hotels and over 4,400 rooms currently in the pipeline, continued growth is also assured in 2012 and beyond, with a growing number of hotels now in the pipeline in the key capital and top-tier major European cities, such as Paris, Milan, Amsterdam and Barcelona.

2.5 Manchester has been identified as a priority UK location for a new Motel One. This follows Edinburgh where two projects are on site and London where two sites have been secured.

Design Characteristics

2.6 Motel One hotels are uniquely defined by high standards of service, quality materials and good design. The consistent interior design concept across all of the hotels is based on true designer classics, such as the *Arne Jacobsen* turquoise-coloured egg chairs or the ARCO arc-light by *Achille Castiglioni*, combined with modern elements such as leather armchairs and natural stone walls. The rooms are designed with a fresh, functional look, and have a comfortable double bed, a mobile workstation with WiFi access, an armchair and an air conditioner.





2.7 Motel One places great emphasis on the quality of products, materials and finishes throughout their hotels. Rooms are typically fitted with a LOEWE flat-screen television with iPod/MP3 dock and lights from award-winning manufacturer ARTEMIDE, together with quality materials and textiles in all areas. Washbasin fittings from the designer brand *Dornbracht* and a "Raindance" shower from *Hansgrohe* complete the fully-equipped bathrooms, which are decorated in white tones and dark granite.

2.8 The centrepiece of the hotel is the generous "One Lounge", an all-in-one lobby, breakfast room and bar, where guests can use the hotel's free WiFi access at any time of the day or night.

Target Clientele

2.9 Motel One is able to cater for a variety of different clientele, focussed principally on the short-stay corporate business traveller but also providing an attractive product for leisure travellers at weekends. The quality of design and décor of each hotel does not reflect its relative affordability and for that reason Motel One has remained popular across the broad spectrum of business traveller and tourist.

2.10 The One Lounge lobbies are commonly a hub of business activity during the day and social activities at night; not only from guests but from outsiders who visit.





Commendations and Feedback

2.11 In October 2010 Motel One received the "Most Wanted Investment Partner" award from the TREUGAST Solutions Group for the second time, and in a recent study by the German Institute for Service Quality was awarded the "German Service Prize 2011 in the Tourism Category".

2.12 Online hotel reservation service www.hotel.de confirmed that Motel One was the favourite budget hotel chain for business travellers, with eight of its hotels in the Top 10, and leisure travellers have also been won over by the low budget design concept: the members of the world's largest travel website, TripAdvisor, recently voted the Motel One Hamburg-Alster the "trendiest hotel" in Germany.

2.13 It is anticipated that Motel One's success and popularity in Germany will encourage new trips to their hotels around Europe including Manchester. A percentage of the visitors would be derived via the company's booking system – these are brand loyal customers who will be attracted to Manchester through the presence of Motel One there and who may not necessarily otherwise come to the City.

2.14 In Edinburgh, Motel One has assisted the City Council's Economic Development team who we understand have successfully campaigned for additional flights and routes from Germany into Edinburgh Airport. Whilst Manchester is already well connected to Germany with direct flights to a range of destinations – Hamburg, Munich, Frankfurt, Stuttgart, Berlin, Cologne, Dusseldorf, Bremen and Hanover - Motel One has contacted Lufthansa and is lobbying them to provide additional flights and routes into Manchester.

2.15 Motel One hotels in Germany benefit from excellent staff loyalty which reflects positively on the company's commitment to high standards of training and employee welfare. This approach ensures that spin-off benefits into the local economy are maximised.

Functional Requirements

2.16 For this particular site, Motel One requires 330 rooms, which has been calculated as the demand for their product in Manchester City Centre. Judging by their experience in Germany, Motel One understands that this is also the number of rooms where the relevant economies of scale take effect in the context of operational efficiency.

2.17 Motel One standard room sizes are smaller than their competitors, which means that the building can accommodate a greater number of rooms in the same space; therefore working the proposed building more efficiently. This approach is one of the unique brand recognition points and has proved to be popular with clients; reflected in the outstanding feedback and awards that the company has received.

2.18 Motel One's approach is one of local sourcing in terms of supply chain e.g. linen, food, laundry and recruitment of construction and operational staff.

Locational Requirements

2.19 Motel One actively requires the following locational characteristics for any of its new hotel sites.

- a city centre location;
- good visibility;
- excellent accessibility; and,
- a good reputation for its location.

2.20 The proposed site has an unparalleled level of fit with these requirements and is an appropriate location for this hotel.

Manchester City Centre Hotel Market

Destination Manchester – Drivers of Demand

2.21 Manchester has undergone considerable regeneration over the last ten years and is now the largest regional economic centre outside of London. The city has been "transformed into a major business and leisure destination", attracting over 100.2 million visitors to Greater Manchester in 2010 with overnight visitors accounting for 8.7% of this, equating to 8.8 million people[1].

2.22 The hospitality and tourism sector is a significant contributor to Manchester's economy, generating up to £1.6 billion in GVA annually and supporting 76,965 FTE jobs. In recent years, Manchester's profile in terms

[1] Marketing Manchester (STEAM – Greater Manchester)

of catering for business travellers and tourists has improved significantly and this is expected to continue to meet the growing demand for Manchester as a destination. Manchester has become the third most popular destination in the UK with the tourism industry contributing £5.8 billion to the Manchester economy[2].

2.23 Manchester is a leading destination for retail, sports, and conference and exhibitions due to the draw of Manchester Central and the M.E.N Arena. Manchester also features a number of other key tourist attractions, including The Lowry Museum, The Trafford Centre, the Museum of Science and Industry and the Manchester United and Manchester City Football Clubs. In addition, the BBC has relocated a range of services from London to MediaCityUK, a £3 billion scheme covering 200 acres, located in Salford Quays.

2.24 The development of cultural attractions such as the Manchester International Festival and a rejuvenated Palace Theatre has built on established international attractions such as the Imperial War Museum and the Opera House. The hosting of the 2002 Commonwealth Games ignited the development of Sportcity and has added to Manchester's international reputation for sporting excellence along with Manchester United and Manchester City Football Clubs which, as noted above, are major tourist attractions in their own rights, and who both regularly compete in European competitions – a significant source of visitors from travelling fans.

2.25 The recent strides to improve the City Centre's retail offer have also played a major role in attracting visitors, as has the City's role as a major conferencing destination, hosting both the Labour and Conservative Party Conferences and British Council for Shopping Centres Conference in recent years. The Manchester conference market was valued at £573 million in 2010, generating significant levels of demand for hotels, generating 4.2 million delegates of which approximately 2 million stayed overnight, and 6.9 million delegate days.

2.26 All of the attractions mentioned above are supported by excellent transportation links, including Piccadilly and Victoria Stations, which are national and sub-regional rail hubs, respectively. Manchester Airport, which is the UK's fourth largest airport, provides superb international connections and further fuels the need for quality hotel provision in Manchester City Centre. The International Passenger Survey conducted in 2010 estimated that there were 811,000 international visitors to Manchester and 1,016,000 international visitors to Greater Manchester.

Occupancy Rates

2.27 The economic downturn had a negative effect on Manchester City Centre hotel occupancy rates with many hotel operators witnessing a fall in demand; however, the sector is recovering and the latest figures from STR Global indicates that occupancy levels in Manchester have risen from a six year low of 70% in 2009 increasing to 75% in 2011. At the national level, Manchester's occupancy rates are currently outperforming the regional UK average as well the UK's key cities of Birmingham and Leeds[3].

2.28 In the last 12 months, the revenue per available room (RevPAR) for Manchester has increased by 5.2% which compares favourably to the Regional UK increase of 2.5%. Furthermore, the RevPAR in the Manchester market remains 23% above the Regional UK market at approximately £54.57, further exemplifying Manchester's strong commercial profile[4].

Manchester Hotel Offer

2.29 Our research has confirmed that there are 42 hotels in Manchester City Centre, which are broken down by rating as indicated overleaf:

[2] Marketing Manchester (STEAM – Greater Manchester)
[3] Drivers Jonas Deloitte Manchester Crane Survey 2011
[4] STA Global UK Hotel Review July 2011

Rating (stars)	Number of Hotels	Number of Rooms	% of Supply
5	1[5]	273	4
4	15	2,820	44
3	15	2,717	39
2 / Limited	9	538	12
Total	40	6,348	100

2.30 The five and four-star supply in Manchester accounts for 49% of the total market room supply (increasing if The Lowry Hotel is included), whilst the three-star offer accounts for 39%.

2.31 There is a reasonable spread of three star products in relation to higher star rated products but within this range there is a shortfall and demand for more affordable accommodation which delivers a design quality that would be more typically associated with a more expensive hotel product – Motel One will fill this gap in the market.

2.32 Motel One would provide a truly distinct product for the City that would improve choice in terms of quality and affordability in the market.

Summary – Hotel Market Context

This section presents the Motel One brand and its philosophy, and analyses the current performance of the Manchester City Centre hotel market. In summary:

- Motel One is a truly distinctive offer in the hotel market with an active, priority requirement in Manchester, with specific locational criteria which this site meets.
- The hotel will generate an estimated 125,000 business and leisure visitors per annum and will deliver significant spin-off benefits to the local economy.
- The addition of the Motel One brand in the city centre will enhance Manchester's standing and presence as a top-tier European city and help service the considerable demand from business and leisure visitors, and provide balance to the overall Manchester offer.
- There is shortfall and demand for more affordable accommodation which delivers a design quality. Motel One will fill this gap in the market.

[5] This does not include The Lowry Hotel in Salford, which in reality does add to the five-star offer for the City Centre, providing 165 rooms.

3 Development Options and Deliverability

3.1 This section outlines the main alternative approaches to the development that have been considered and the rationale for the preferred option. Throughout the design process, a number of options have been assessed in order to arrive at a proposal that is sustainable and deliverable and will lead to the successful regeneration of the site, and the associated public benefits.

3.2 The final scheme has also been informed by contextual appraisals (including a heritage assessment) and pre-application consultation, as well as the business model and funding requirements of the proposed development and hotel operator.

Do Nothing

3.3 The existing building is underutilised and does not currently contain any uses of real quality befitting of one of the main points of entry into the City Centre. To 'do nothing' would not be an option, and would be a missed opportunity to deliver a high quality building that would effectively complete the regeneration of this City Centre block, continuing the successful developments at Piccadilly Place in recent years, and providing further impetus to the regeneration of strategic sites adjacent, including London Road Fire Station and Manchester Metropolitan University's Aytoun Campus. Without redevelopment, it will not be possible to accommodate the proposed end user or indeed any material uplift in the quality of uses over and above those that currently exist on the site. Without this end user, the opportunity would be lost to secure $25-£30 million of direct investment and multiple spin off economic, social and community benefits.

3.4 The wider Piccadilly area is subject to significant levels of antisocial behaviour, much of which is alcohol related. There are also many rough sleepers in the area. Between 1st January 2011 and 1st January 2012 the volume of crime in the local area has been very high which reflects the site's location close to the City Centre. Improving the urban environment and appearance of the public realm in the locality through the construction of a new hotel will assist with improving security in the area. A new 330 bed hotel will also generate footfall during the day and night providing natural surveillance, which will also help to deter crime.

Adaptation and Refurbishment

3.5 The buildings on the site have previously been adapted to accommodate Hotel International which contains approximately 40 bedrooms of differing sizes both with and without en-suite facilities. To understand the feasibility of various development options, the design team looked at adapting the existing Hotel International to suit the Motel One brief as well as extending it into no. 6 Whitworth Street and the former Mill Building. Whilst the existing structures present some challenges that would need to be overcome in consolidating the group of buildings into a single entity, it would be possible to potentially increase the number of bedrooms to 88.

3.6 For this particular site, Motel One requires 330 rooms, which has been calculated as the demand for their product in Manchester City Centre. Judging by their experience in Germany, Motel One understands that this is also the number of rooms where the relevant economies of scale take effect in the context of operational efficiency. The option to convert the existing building does not meet the commercial requirements of the hotel operator and must therefore be disregarded as a feasible option for this project.

3.7 In addition, refurbishing the building would not in any case deliver anything like the economic and social benefits of a redevelopment. In particular it would miss the opportunity to develop a high quality sustainable

building that is contextually responsive and will leave a lasting impression of quality to visitors and those entering the City Centre at this location. Also, direct and indirect employment construction and operational employment opportunities would be lost, and, we do not consider that a refurbishment option would deliver anything like the same level of stimuli to future regeneration of this part of the Piccadilly, Corridor and Mayfield regeneration areas.

3.8 The option of a façade retention proposal has been considered but quickly dismissed. It would do little in terms of preserving the integrity of non-designated heritage assets on the site and would ultimately compromise the success of this aspect of the design.

Options Appraisal: Alternative Designs for a New Build Scheme

3.9 This Section should be read in conjunction with the Design and Access Statement prepared by Hodder and Partners, which has analysed alternative designs for the scheme.

3.10 A number of massing arrangements for the new-build option were investigated as a result of both the comments that were raised during the pre-application consultation process and the commercial requirements of the operator. It was apparent that English Heritage (EH) in particular were keen to ensure that the scale of the proposed building respected the setting of the London Road Fire Station and the character and appearance of the Whitworth Street Conservation Area.

3.11 One option which was considered and subsequently discounted, retained the Mill and 34 London Road and replaced the buildings on Whitworth Street with a taller new build element that would accommodate the remainder of the 330 rooms required to make the site viable. It is expected that 42 rooms could be accommodated within the retained Mill and 34 London Road. To accommodate the remaining 288 rooms, an 18 storey block along Whitworth Street would need to be developed. It was considered that the scale of this arrangement would be too great and would have a detrimental impact on the setting of the Grade II* London Road Fire Station (which is approximately 13 storeys lower). This arrangement would also be out of scale with the existing Monroe's Public House (approximately 14 storeys lower) and 5 Piccadilly Place (7 storeys lower in height).

3.12 The preferred option that was eventually selected reduced the lower block in height by one storey and simplified the geometry of the taller block.

3.13 The overall impact of the amendments is a scheme, with a cleaner geometry and which better reconciles the differing scales of the adjacent buildings. This option also best respects the setting of the Grade II* Listed Fire Station.

3.14 The supporting Heritage Statement assesses the potential visual impact of the proposed development on the individual heritage assets identified. Due to the high significance of the Grade II* Listed Fire Station, the criteria for assessing the value of the heritage assets within a view states that this should be high. However, the impact assessment has demonstrated that there is no "substantial harm" caused to the setting of the Grade II* listed Fire Station and that the total loss of the buildings will be outweighed by the public benefits.

Deliverability

3.15 The site is wholly owned by Livia Ltd and a hotel operator is on board. Livia Ltd and Motel One have negotiated, agreed and executed a 25 year FRI style Agreement to lease for the occupation, management and operation of the hotel once constructed.

3.16 Funding is in place and can be finalised once the scheme has secured Planning Permission.

3.17 Both Livia Ltd and Motel One are keen to commence on site as soon as possible during Quarter 4 of 2012.

3.18 Discussions have commenced with regionally based building contractors and a preferred contractor will be selected once Planning Permission is secured.

Summary – Development Options and Deliverability

- The appraisal has demonstrated that the refurbishment of the existing buildings is not a viable or deliverable option as refurbishment does not meet the commercial requirements of the operator.
- A part redevelopment / part refurbishment option which retains the former Mill and 34 London Road and removes the buildings on Whitworth Street has been discounted due to the height of the new building that would be necessary to accommodate the number of rooms required. This form of development is not considered to be the most appropriate for the site.
- A number of new build massing arrangements have been considered, resulting in preferred options that are contextually responsive and best respect the setting of the adjacent Fire Station. In addition, the elevational treatment has been designed to act as a 'foil' which emphasises the prominence of the Fire Station.
- The proposed scheme based on the adopted parameters is deliverable and will deliver a range of public benefits. A hotel operator is on board and a funding strategy is in place.

4 Economic and Regeneration Policy Drivers

Key Economic Drivers

National Planning Policy Framework

4.1 The main thrust behind the Government's approach to Planning, as identified in the NPPF, is to deliver sustainable development. Indeed, the document introduces a new 'presumption' in favour of sustainable development and supports proposals that are in accordance with policies in an up to date Development Plan. Sustainable development is about positive growth – making economic, environmental and social progress for this and future generations.

4.2 To achieve sustainable development, economic, social and environmental gains should be sought jointly and simultaneously through the planning system.

4.3 Pursuing sustainable development involves seeking positive improvements in the quality of the built, natural and historic environment, as well as in people's quality of life, including (but not limited to):

- making it easier for jobs to be created in cities, towns and villages;
- moving from a net loss of bio-diversity to achieving net gains for nature;
- replacing poor design with better design;
- improving the conditions in which people live, work, travel and take leisure; and
- widening the choice of high quality homes.

4.4 The Government is committed to ensuring that the planning system does everything it can to support sustainable economic growth. Planning should operate to encourage and not act as an impediment to sustainable growth. Therefore significant weight should be placed on the need to support economic growth through the planning system.

4.5 In summary, the NPPF is about understanding the balance of economic, social and environmental issues relevant to a project. In this case, it has been identified by Heritage Architecture that there will be a loss of non designated heritage assets, however, the resultant benefits of the scheme in terms of employment outputs, training, use of local supply chains, spin-off economic growth, benefits to tourism and business and the introduction of a contextually responsive and high quality replacement building, weigh in favour of an appropriate development that can be described as sustainable.

Manchester City Region

The Manchester Independent Economic Review (MIER)

4.6 The MIER highlighted financial and professional services industries including banking, insurance, legal services, real estate, management consultancy and architectural and engineering services as accounting for around one sixth of Manchester's employees. The MIER notes that this reflects the City Region's role as one of the largest centres for such services outside London, and that particularly high growth concentrations are found within Manchester City Centre. The document recognises Manchester has significant untapped opportunities to build on the successes to date to increase productivity and growth. Attracting new business,

investment and enhancing the City Centre as a place to visit are important aspects to achieving growth – the scheme will assist in that regard.

4.7 The MIER makes the following key observations.

- Increasing productivity in Manchester will translate into increased living standards for people who live in the region, and will also boost UK growth.
- One way of increasing GDP and productivity is to make it more attractive for businesses to invest and people to move into Manchester.
- Outside London, Manchester is the City Region which, given its scale and potential for improving productivity, is best placed to take advantage of the benefits of agglomeration and increase its growth.
- Planning policies certainly need to be well integrated but also need to respond to market signals to avoid empty sites and wasted money in some areas while costs are driven up by shortages of appropriate homes and business premises elsewhere.
- Overall, there is evidence that growth in Manchester is the most realistic way to raise overall economic growth in the North.

Prosperity for All: The Greater Manchester Strategy (August 2009)

4.8 The Greater Manchester Strategy is the high-level response to the fundamental policy challenge set out in the MIER:

"There are two dimensions to the challenge of raising long term growth: One is the need to boost productivity so that the growth rate increases; the other is to ensure that all parts of the City Region and all its people enjoy improved opportunities as a result of a stronger economy"

4.9 Key principles contained within the Strategy include:

- To secure a place as one of Europe's premier City Regions, synonymous with creativity, culture, sport and the commercial exploitation of a world class knowledge base.
- To compete on the international stage for talent, investment, trade and ideas.
- To be seen and experienced as a City Region where all people are valued and have the opportunity to contribute and succeed in life.
- To be known for our good quality of life, our low carbon economy and our commitment to sustainable development.
- To continue to grow into a fairer healthier, safer and more inclusive place to live, known for excellent, efficient, value for money services and transport choices.

4.10 The Motel One brand in the city centre will enhance Manchester's standing and presence as a top-tier European city and will make a significant contribution towards the realisation of objectives for the City Region.

4.11 Two of the strategic objectives of the document are to increase the level of international business, imports and the rate of international business travel of the city region's firms and increase the level of foreign direct investment (FDI), from all possible destinations, into the city region.

4.12 The proposed development chose to bring Motel One, a valued brand, successful in Germany to Manchester ahead of other competing regional centres. The hotel will be Motel One's first 'new build' hotel in the UK providing direct investment into the City Region. Given the strong brand in Germany, the hotel is likely to encourage increased business / leisure travel from Germany to Manchester on the strength of the brand and its reputation. In the case of Edinburgh, the soon to open Motel One has been used successfully as part of the case advocated by the City Council's Economic Development team for extending the number of

destinations and frequency of flights from Germany. In Manchester, Motel One is lobbying Lufthansa directly to extend their connections from Germany into Manchester.

4.13 A further strategic objective is to continue the development and improvement of the Regional Centre. The strategy states that, whilst there has already been a genuine renaissance across the Regional Centre, a specific programme of development, investment and improvement should be implemented in order to remain competitive.

4.14 The direct investment which is in the region of £25-30 million will only served to strengthen the local economy and provide confidence to other developers in the market both nationally and internationally. The strategy is also conscious of the importance of "perception", stating:

"Perception is everything. The experience of the Manchester City Region and how that experience cascades through to what people say about us, at home and abroad builds that perception".

4.15 The site is located on Whitworth Street, a key connection between Piccadilly Station and the excellent education and health institutions located within the Corridor. More could be done to improve this route to reflect an image of Manchester that is likely to enhance visitors' perception. The proposed development provides an opportunity to improve such perceptions by providing a well designed high quality building at the start of this important connective route.

City Centre Policy Drivers

4.16 The Core Strategy acknowledges that the City Centre is, and will remain, the largest driver of employment growth in the North West and the most significant focus for cultural activity and creativity in the North of England, this is reiterated in Policy SP1 (Spatial Principles). Motel One have confirmed that they would expect approximately 23 full time and 7 part time contract staff once operational. A further 54 jobs (approx.) will also be generated during the construction and demolition phase. The scheme will therefore provide local employment opportunities that are easily accessible.

4.17 The Central Business District is recognised in the document as the focus for the largest regional concentration of financial and professional services in the UK and, along with areas such as Spinningfields and Central Spine, is crucial to providing a diverse commercial product. Developments such as Spinningfields, Victoria, Piccadilly, Eastern Gateway and the Central Spine exemplify how the capacity for business growth is being facilitated.

4.18 The Core Strategy acknowledges that Manchester has a growing tourism industry and has developed an international reputation as a conference location. It is emphasised that this is an important area to build on in the future.

4.19 In this regard, the Core Strategy states that the availability of hotel rooms is important to support conference events, as well as other visitor-oriented activities. The Council consider it vital that the quality of hotel provision enhances the reputation of the City to visitors.

4.20 This view is reiterated in Policy CC4 (Visitors – Tourism, Culture and Leisure) which notes that "*hotels have become an increasingly important use across the city, and these will be particularly important in the City Centre. New hotel development which contributes to the quality of the City Centre hotel offer will be supported.*"

4.21 The proposed scheme has an excellent fit with these policy objectives and supports the City Council's Core Strategy. Motel One will provide a truly distinctive offer in the Manchester hotel market, and will add further value to Manchester's standing and presence as a top-tier European City. It will service the considerable demand from business and leisure visitors for high quality accommodation with a strong design ethos that does not require customers to pay a significant premium, and add considerable value to the overall Manchester hotel offer.

Key Regeneration Initiatives

4.22 The site is located at a pivotal location at a main point of entry into the City Centre and in relation to a number of priority regeneration initiatives for the City Council. These areas have been subject to a considerable amount of investment in recent years and have been identified as important opportunities for delivering the next stages of sustainable development for the City and wider renaissance.

4.23 This section therefore considers how the proposals will compliment and add value to those initiatives.

Piccadilly Gateway

4.24 The Strategic Plan for Manchester City Centre acknowledges the role of Piccadilly as a major gateway to the city and also a regional transport hub. The Plan notes that the area is critical not only to the city's functionality but also in forging perceptions about Manchester and the City-Region.

4.25 From Piccadilly Station, London is just over 2 hours away and Manchester Airport is a short journey by train. Manchester Piccadilly currently handles 22 million passengers per year with this figure set to increase. The Station has plans to increase capacity at the station to accommodate the projected increase in passenger numbers. The increasing numbers of visitors will require a range of accommodation options to meet the growing demand for bed spaces in the City. The proposed hotel will be able to help accommodate the increase in visitors looking to stay in the City Centre.

4.26 The strategy for the on-going regeneration of this area focuses on further improving connectivity, building on the completed developments around Piccadilly Basin, Piccadilly Place and the future development of the former Fire Station on London Road. The Plan states that the key to this will be improving the current transport facilities and maximising the potential of the area's transport assets – particularly given that Piccadilly has strong links to the capital and to other regional centres. In terms of internal movements within the area, it is recognised that Piccadilly/ London Road will become an increasingly important corridor.

4.27 The wider area has experienced a significant level of investment in regeneration and infrastructure in recent years including the refurbishment of the Station, major office led schemes including Piccadilly Place, the refurbishment of Piccadilly Gardens, development in and around Piccadilly Basin and the Piccadilly Gate office scheme. The area has also received significant investment in public realm, transforming the entry sequence and improving connections between Piccadilly and core city centre destinations.

4.28 Despite the redevelopment, there are still due to their appearance and lack of activity areas of blight which imprint a negative impression of the City for visitors arriving at Piccadilly Station – the subject site is one such site. This is reflected in the Strategic Plan which identifies that more needs to be done to change the perception of Piccadilly, and the security and appearance of the public realm. The proposed hotel scheme will create the right first impression for visitors arriving to Manchester from Piccadilly Station. It is a high quality design and will accommodate an internationally successful operator that is representative of a successful European City. Importantly it will inject life and vitality into this part of the City and that will have positive spin-off benefits for adjoining regeneration areas.

4.29 The scheme will compliment the regeneration that has already taken place in the area and is one of the remaining pieces of the jigsaw to complete the regeneration of Piccadilly Place. The scheme will also provide approx. 84 job opportunities during both the construction and operational phase and subsequently help build a stronger economy in the Piccadilly Gateway area of the City.

4.30 Piccadilly Gateway is recognised as an important business destination in its own right; the proposed hotel will provide high quality accommodation to meet current demand from business users / visitors as well as the projected future demand for bed spaces in the City.

4.31 The Piccadilly area is developing into a hospitality hub to serve the City Centre and the proposed hotel will compliment existing hotels in the area such as the Malmaison, City Inn, Macdonald and Abode. There are

opportunities for growth in this sector in the Piccadilly area to support the excellent conferencing facilities in the City, business and the leisure and tourism offer.

4.32 Overall, the scheme will compliment and enhance the regeneration of Piccadilly Place which is a key priority within the City Centre Strategic Plan.

Corridor, Manchester

4.33 Corridor Manchester is a Partnership between the City Council, The University of Manchester, Manchester Metropolitan University, and the Central Manchester University Hospitals NHS Foundation Trust. The vision and objectives for the Corridor is set out within *Corridor Manchester – Strategic Vision to 2020*. The ultimate goal of the Partnership as set out in the Strategic Vision is to drive forward economic growth and investment in the area.

4.34 The vision incudes objectives to:

- Improve connections with the communities to the east and west.
- Turn the main Oxford Road / Oxford Street boulevard into a green boulevard linked the city.
- Provide landscaped routes for pedestrians and cyclists.
- Be a place of quality employment, skills training and education at all levels.

4.35 The Corridor covers an area of 243 ha and incorporates part of the area between Upper Brook Street and London Road which includes London Road Fire Station.

4.36 The Corridor is home to a wealth of knowledge-intensive organisations and businesses. These operate in the areas of health, education, creative industries, financial services and information communication technologies. It is recognised that The Corridor is one of the areas in the City Region with the greatest potential for accelerated economic growth. It has a current workforce of 55,000 and generates £2.8bn GVA – 22.5% of the total GVA of the City: 43% of this activity is within knowledge based sectors, much higher than the national average of 22%.

4.37 Over the next 10 years it is anticipated that the Corridor will attract £2.5bn private investment and increase GVA to £4.7bn.

4.38 The document also specifically recognises the need to progress a number of major projects identified as key to delivering the vision for The Corridor, including the London Road Fire Station, the Aytoun Street Campus (soon to be vacated by Manchester Metropolitan University) and the Mayfield Depot to help achieve the vision.

4.39 The scheme will contribute to furthering some of the identified aims set out in the Strategic Vision. The proposals have the potential to deliver a transformational project that is not only to the benefit of the land contained within the application site area, but will also act as a catalyst that will instigate the regeneration of its surrounding area such as the Mayfield area and the London Road Fire Station.

4.40 The development of this site will undoubtedly complement and act as a positive stimulus to the future re-use and restoration of the magnificent former London Road Fire Station taking into account that the building has been earmarked for hotel development and has an extant Planning Permission and Listed Building Consent for conversion accordingly. Due to the cost premiums associated with the sensitive conservation led conversion of a Listed Building such as the former Fire Station, it is inevitable that the end use will need to be high value i.e. at the upper end of the hotel market spectrum in terms of pricing and value in order to support a viable proposition. Motel One, whilst very high quality, is positioned as an affordable product in terms of pricing. It will provide a complementary product that will deliver a replacement building that is of high quality and which is contextually responsive. It will significantly enhance the vitality and levels activity at a strategic gateway location into the city and will reinforce the continuing extension of quality of uses into this

area from beyond the city core. It will support the continuing focus of the area on hospitality fuelled by the continuing strength of the Manchester hotel market together with the prominence of this a location and its excellent transport connections.

4.41 The proposal will complement the significant level of investment that has already been invested in regeneration and infrastructure in this area through schemes such as Piccadilly Place and the development in and around Piccadilly Place. This combined investment will only serve to have a knock on effect for the City Centre economy and areas such as The Corridor.

4.42 The site is located on Whitworth Street, a key connection between Piccadilly Station and the renowned education and health institutions located within the Corridor. The introduction of a new high quality, well designed hotel combined with the public realm works that have improved the entry sequence and connections between Piccadilly Station and core city centre destinations will only serve to improve the quality of the pedestrian environment between these two important areas.

4.43 The introduction of a new hotel will also help serve the growth in business and leisure visitors to The Corridor in close proximity to the regional transport hub.

Mayfield

4.44 Mayfield occupies a 20 acre site adjacent to Piccadilly Station, and sits within the Eastern Gateway area of the city. The area is bounded by the Inner Relief Road (Mancunian Way) to the south, Fairfield Street to the north and London Road to the west. This area has for many years been derelict and suffered from a lack of activity and investment.

4.45 The vision for Mayfield is to create a new commercially-led, mixed-use urban quarter of local, regional and national importance.

4.46 The majority of the site in the northern section is in the ownership of British Rail Board (Residuary) (BRBR), although the Council and Transport for Greater Manchester (TfGM) as well as other landowners also have interests in the area. Land south of the river is privately owned.

4.47 The Strategic Regeneration Framework sets out proposals for a predominantly commercial new mixed use quarter, which included: a new civil service campus development on the BRBR site, providing around 50,000 square metres of high quality, sustainable office accommodation; a new public park in the centre of the site, established around a rejuvenated River Medlock, with high quality interconnecting streets and spaces to create a sense of place and provide a venue for sporting and cultural uses. It also includes an effective link between the north of the site and Piccadilly Station and a mixed use development to the south of the site, bordering the Mancunian Way, which will potentially consist of residential, commercial and retail use.

4.48 At the time the SRF was completed, it had been envisaged that the campus development would be required by the Civil Service. This would enable public investment in the development and act as a catalyst for regeneration of the wider site. The change of Government and policy initiatives that have followed mean that this is no longer the case and so civil service involvement cannot be assumed as a key driver in the development at least at this time.

4.49 The Council have confirmed that a partnership is currently being created to include the Council, BRBR, London and Continental Railways and TfGM to bring forward a development strategy for Mayfield during 2012.

4.50 Construction of the proposed development will reinforce Piccadilly as an attractive gateway into the City Centre and will continue the provision of a critical mass of appropriate City Centre uses building on an area that has already seen significant amounts of investment and regeneration in recent years but which now needs to capitalise on and continue its transformation.

Summary – Economic and Regeneration Policy Drivers

- The site is in a sustainable location with excellent public transport connections providing easy accessibility both for visitors and future employees.
- BREEAM pre-assessment work has been undertaken to ensure that the proposed design would achieve a 'Very Good' rating.
- The project will secure £25-30 million of direct investment into the local economy. This investment will also deliver approx. 84 new jobs during both the construction and operational phases of the hotel.
- An estimated 125,000 stays per year some of which will be new visits to the city as a consequence of the introduction of this hotel chain. This will create additional spending in the local economy which will result in further spin-off economic benefits.
- The proposed development is essential to improve the first impressions and perceptions of the City. It will provide a well designed and contextually responsive building opposite a principal entrance to Piccadilly Station (the Regional Transport Hub).
- The proposals will result in a transformational project that will not only address a series of underutilised buildings but will also act as a catalyst to the regeneration of the adjoining regeneration priority sites including London Road Fire Station, the former Mayfield station and the Aytoun campus.
- The site is located on Whitworth Street, a key connection between Piccadilly Station and the renowned education, research and health institutions located within the Corridor. The introduction of a new high quality, well designed hotel combined with the public realm works that have improved the entry sequence and connections between Piccadilly Station and core city centre destinations will only serve to improve the quality of the pedestrian environment between these two important areas.
- The scheme will compliment and reinforce the regeneration that has already taken place at Piccadilly Place.
- The proposed use will generate a significant amount of activity in this area and add to its vitality. In addition to the activity generated by 330 bedrooms in their own right, the semi public "one lounge" will act as a hive of activity throughout the day and into the evening. This space has proved to be very popular and extremely well used in Motel One's established hotels across Europe.
- The scheme supports strategic planning policy objectives identified within the Strategic Plan for Manchester, the Core Strategy and the relevant regeneration frameworks.

5 Conclusions

5.1 A summary of the key headlines are provided below:

- Motel One, a new to Manchester and award winning hotel operator has been secured and a funding strategy is in place to deliver the development.
- The scheme is deliverable based on the adopted development parameters. Subject to Planning Permission being granted, work is expected to commence on site in Autumn 2012 with completion expected in Spring 2014.
- The site is in an attractive location for a hotel operator, particularly given its proximity to Piccadilly Station. The Piccadilly area is also developing into a hospitality hub to serve the City Centre and the proposed hotel will compliment existing hotels in the area such as the Malmaison, City Inn, Macdonald and Abode. In addition, the new hotel will support the excellent conferencing facilities in the City, business and the leisure and tourism offer.
- The site acts as a Gateway from Piccadilly Station into the City Centre and has a frontage onto London Road which is a key arterial route into the City from the east.
- The design appraisal has demonstrated that the retention and refurbishment of the existing buildings is not a viable or deliverable option as refurbishment does not meet the commercial requirements of the operator.
- A number of new build massing arrangements have been considered, resulting in preferred options that fully respect the setting of the adjacent Fire Station. In addition, the elevational treatment has been designed to provide a calming subservience to act as a 'foil' to the more elaborate Fire Station design, to ensure that it retains prominence.
- The proposed scheme is of strategic importance and its redevelopment will make a vital contribution towards the City Centre regeneration objectives. In particular the proposals will result in a transformational project that will not only address a series of underutilised buildings but will also act as a catalyst to the regeneration of the adjoining regeneration priority sites including London Road Fire Station, the former Mayfield station and the Aytoun campus.
- The development of this site will complement and act as a positive stimulus to the future re-use and restoration of the magnificent former London Road Fire Station taking into account that the building has been earmarked for hotel development and has an extant Planning Permission and Listed Building Consent for conversion accordingly. Due to the cost premiums associated with the sensitive conservation led conversion of a Listed Building such as the former Fire Station, it is inevitable that the end use will need to be high value i.e. at the upper end of the hotel market spectrum in terms of pricing and value in order to support a viable proposition. Motel One, as a high quality yet affordable product in terms of pricing, will provide a complementary offer. It will significantly enhance the vitality and levels activity at a strategic gateway location into the city and will reinforce the continuing extension of quality of uses into this area from beyond the city core.
- Due to their appearance and lack of activity there remain areas of blight in the Piccadilly area which imprint a negative impression of the City for visitors arriving at Piccadilly Station – the subject site is one such site. The proposed hotel scheme will create the right first impression for visitors arriving to Manchester from Piccadilly Station. It is a high quality design and will accommodate an internationally successful operator that is representative of a successful European City.

- The hotel will inject life and vitality into this part of the City and that will have positive spin-off benefits for adjoining regeneration areas. The level of investment and quality of the product will act as a stimulus to further regeneration in this part of the City Centre

- Motel One (the operator) is a truly distinctive product and will add value to Manchester's existing offer. It delivers an affordable 3* product but with a design ethos more akin to a high end operator. Motel One's existing operations across Europe are extremely successful and popular with both business and leisure travellers and achieve consistently high occupancy rates.

- The additional hotel numbers will service forecast economic growth and increased anticipated visitor numbers within Manchester and which will be particularly focussed on the City Centre which is the main economic driver for the City Region as a whole.

- The scheme will provide a high quality building which will accommodate an international occupier that is new to the City – staying ahead of other regional centres in the UK. This is in line with the Coalition Government's priority to promote sustainable economic growth and jobs.

- This investment will secure a significant number of new jobs during both the construction and operational phases of the hotel both directly and indirectly i.e. as a consequence of a commitment to use local supply chains.

- It has been estimated that the hotel will generate 125,000 visits / annum including brand loyal customer, particularly originating from Germany. In Edinburgh, the scheduled opening of Motel one has assisted in the City Council's campaigns to secure additional flights and destinations into Edinburgh Airport. In the context of Manchester, Motel One is already in discussions with Lufthansa to promote additional flights/routes.

- The scheme supports strategic planning policy objectives identified within the Strategic Plan for Manchester, the Core Strategy and the relevant regeneration frameworks.

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Project No:	4385
Issue:	1
Date:	29/03/2012

Utilities Statement

Motel One, Manchester

Olympian Homes

Prepared by
David John
..... (Signature) 29.03.2012 (Date)
Mechanical Engineer

Authorised by
Geraint Harris
..... (Signature) 29.03.2012 (Date)
Director

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Electrical

- Initial contacts with the statutory authorities have been carried out based on initial load estimates performed by Vitec.
- The Initial discussions with the statutory authority have indicated that the proposed site can be either accommodated by the existing local infrastructure or through a provisional new substation linked to the existing network with limited impact.
- Given the nature of the site and its location, electrical utility works associated with the development will not impact existing ecological features.

Telecommunications

- New infrastructure will be utilised by the development as enhanced data connections are inevitable and the local networks will accommodate this.
- Given the nature of the site and its location, telecommunication works associated with the development will not impact existing ecological features.

Gas

- Initial contacts with the statutory authorities have been carried out based on initial gas load estimates performed by Vitec.
- The current proposal is to provide a new gas connection into the basement plant room from the local infrastructure.
- Given the nature of the site and its location, gas utility works associated with the development will not impact existing ecological features.

Water

- Initial contacts with the statutory authorities have been carried out based on initial water consumption estimates performed by Vitec.
- The site will be provided with new water connections in to the existing local network.
- Given the nature of the site and its location, water utility works associated with the development will not impact existing ecological features.

astbury Digital
Unit 6 Charlestown Industrial Estate
Robinson Street
Ashton-under-Lyne
Lancashire
OL6 8NS

Phone: 0161 330 5700
service@astbury.co.uk
www.astbury.co.uk

TV RECEPTION SURVEY

THIS TELEVISION RECEPTION SURVEY HAS BEEN CARRIED OUT ON BEHALF OF:

Hodder & Partners

As instructed by Tom Goldthorpe - Architect

NAME OF THE PROPOSED DEVELOPMENT:

Motel One
34 London Road
Manchester
M1 2PF

THIS TV RECEPTION SURVEY (RE-TEST) WAS CARRIED OUT BY:

Astbury Digital
Unit 6 Charlestown Industrial Estate
Robinson Street
Ashton-under-Lyne
Lancashire
OL6 8NS

DATE OF SURVEY:

16th February 2012

SURVEY METHODOLOGY

- Signal measurements have been taken at a selection of locations in the area surrounding the proposed development.
- Results have been recorded regarding television reception strength and quality from the digital broadcasts.
- Where an alternative transmitters signals are receivable, they are tested for, and where receivable at an acceptable quality and strength, the results are recorded.

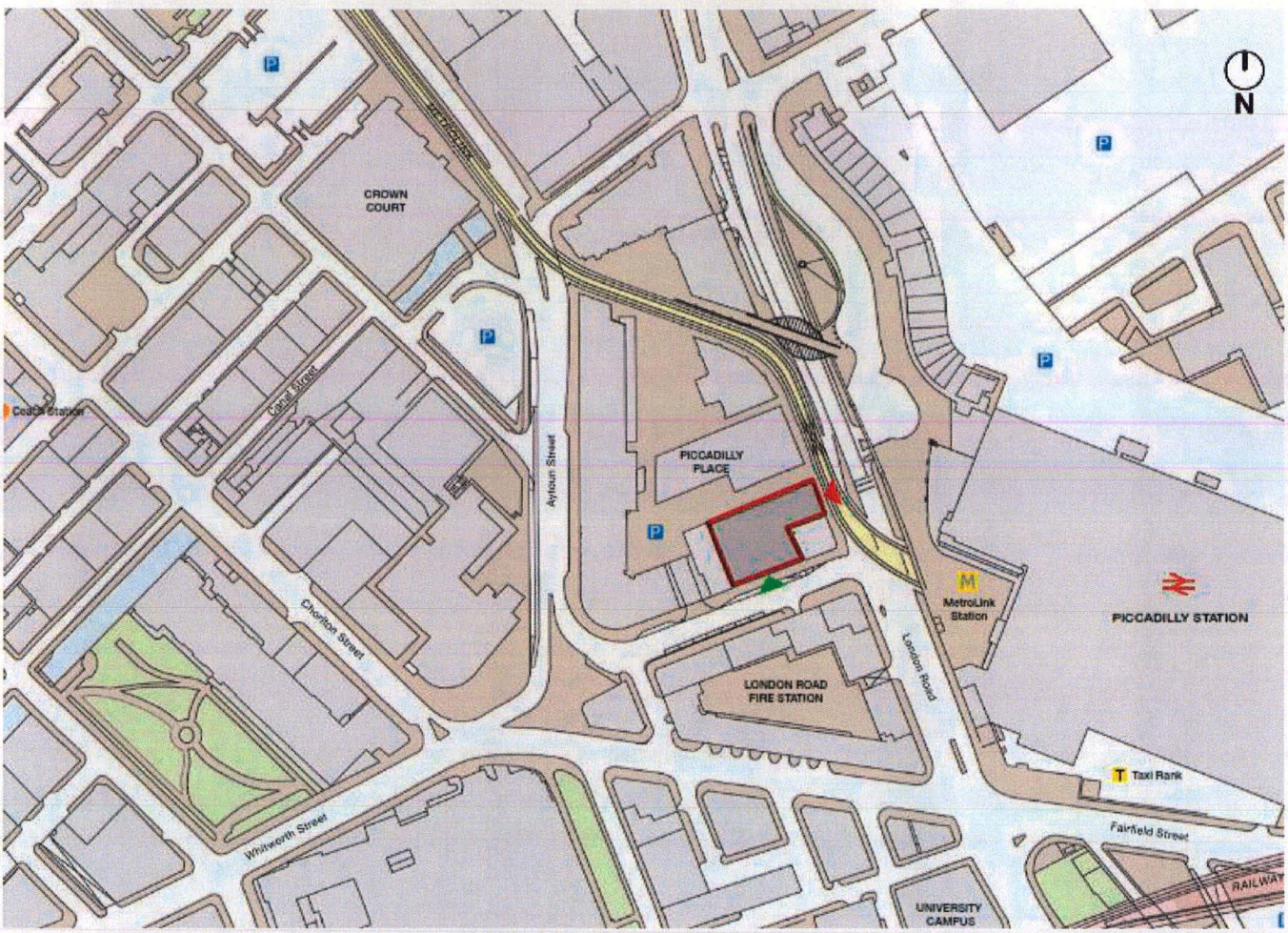
The survey is carried out using the following equipment:-

- Blake SR10 10 Element Wideband UHF Antenna (CAI Approved / Benchmarked)
- 15m x WF100 Twin Screened Coaxial Cable (CAI Approved / Benchmarked)
- Promax Explorer Digital Spectrum Analyser with monitor for both Sound and Vision
- 6m Fibreglass Telescopic Mast

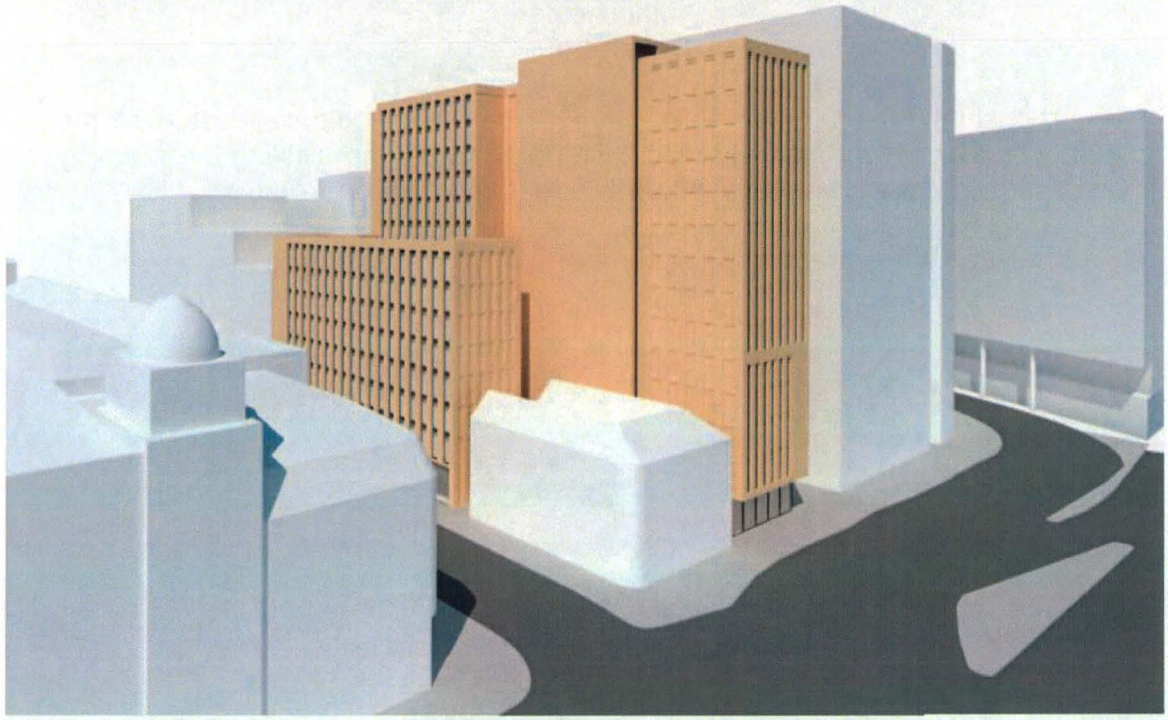
PROPOSED 'MOTEL ONE' DEVELOPMENT LOCATION

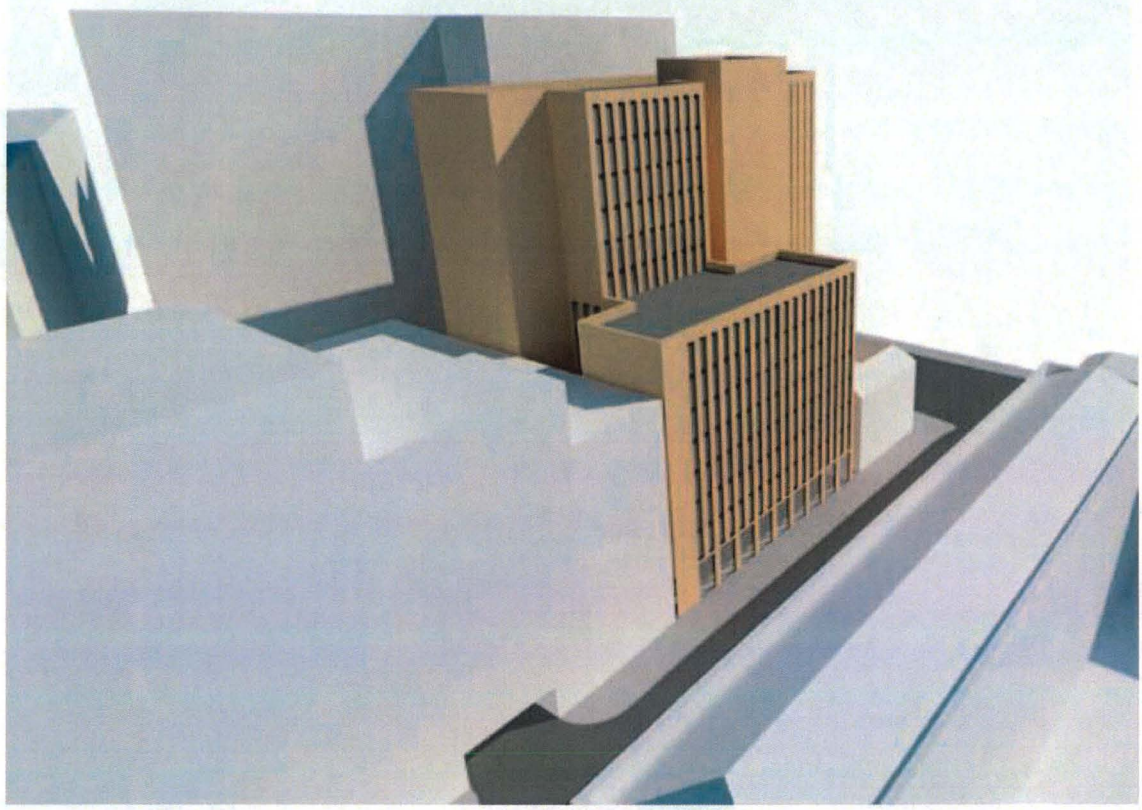
Motel One
34 London Road
Manchester
M1 2PF

The proposal is for a 330 room, 13 storey, Hotel that would be located on the South East corner of Piccadilly Place, wrapping round the existing three-storey public house on the corner of Whitworth Street and London Road.



Although the proposed structure would stand 13 storey's, the existing surrounding building are, in fact, taller that this structure minimizing the effect the new structure would have on propogated TV and Radio Signals.





TELEVISION TRANSMITTER SERVING THIS AREA

WINTER HILL TRANSMITTER

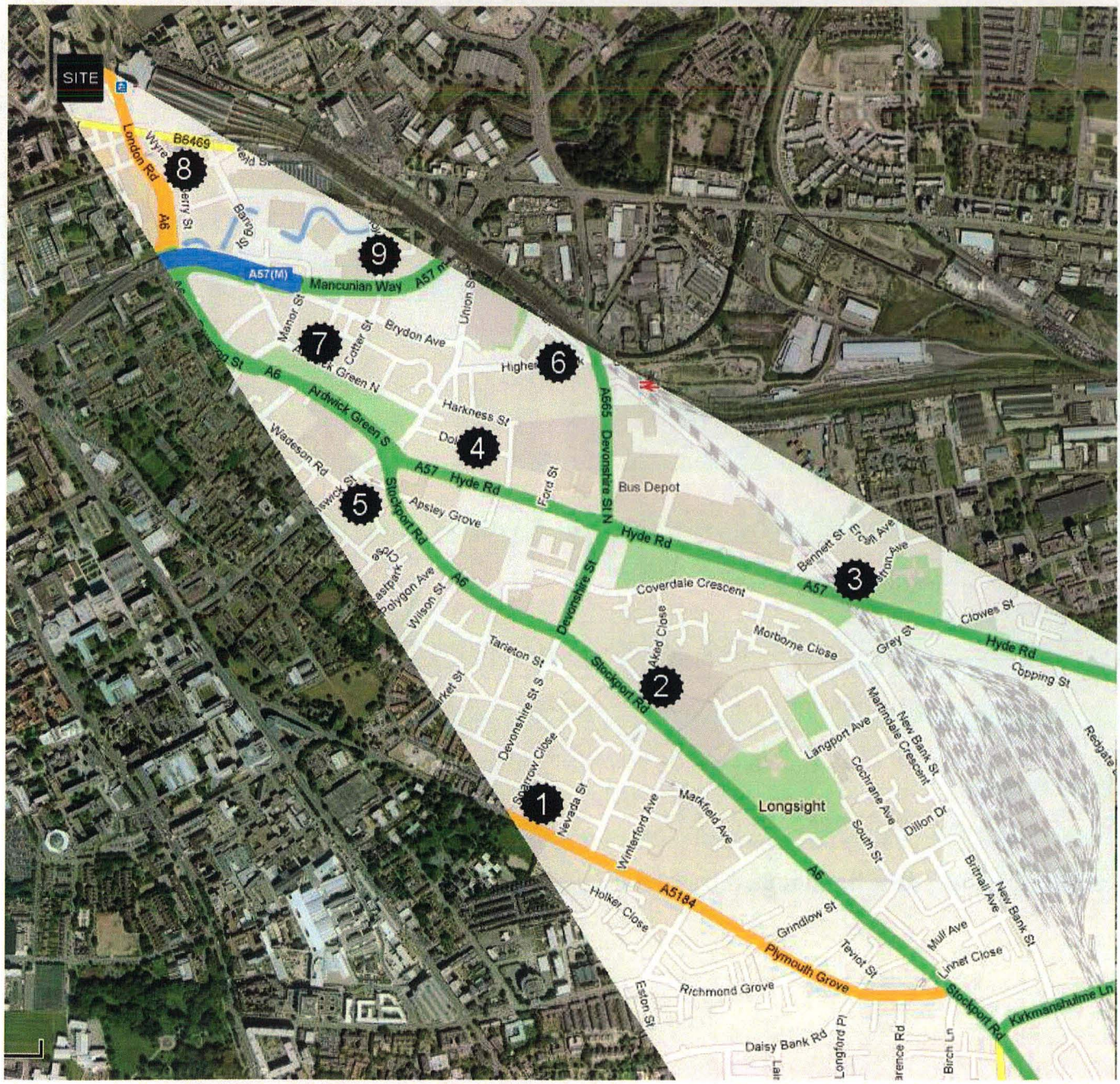
- TRANSMITTER No: 103.00
- NGR: SD 660144
- AERIAL HEIGHT: 718m AOD
- Approximate bearing from the Proposed Development: 311.5 Degrees
- Approximate distance from the Proposed Development: 24.9 Kilometers

TELEVISION BROADCASTS FROM THE WINTER HILL TRANSMITTER

Digital Multiplexes tested:

- **RF Channel 55** (746.00 MHZ) – Transmission Power @ 100,000 Watts
- **RF Channel 58** (770.00 MHZ) – Transmission Power @ 100,000 Watts
- **RF Channel 59** (778.00 MHZ) – Transmission Power @ 100,000 Watts
- **RF Channel 61** (793.80 MHZ) – Transmission Power @ 100,000 Watts
- **RF Channel 62** (801.80 MHZ) – Transmission Power @ 100,000 Watts

SIGNAL SURVEY LOCATIONS



UHF RECEPTION SYSTEM SIGNAL RECORDS

ADDRESS & POSTCODE	LANDLORD / COMPANY	ASTBURY SITE REFERENCE NUMBER
Motel One Development, Manchester	Hodder Associates	115

SIGNAL FREQUENCIES & READINGS

	POINT 1	POINT 2	POINT 3	POINT 4	POINT 5	POINT 6	POINT 7	POINT 8	POINT 9
Digital Multiplex 1 - RF Channel 55									
Signal Level	66.7db	64.5db	58.8db	46.4db	52.7db	44.7db	53.1db	50.1db	57.4db
MER	32.9db	27.4db	31.8db	24.0db	32.6db	19.5db	26.7db	25.1db	26.1db
CBER	2.1E-4	1.6E-3	3.5e-4	3.7E-3	4.3E-4	1.6E-2	3.8E-3	3.1E-3	2.7E-4
VBER	1.0E-7	1.0E-7	3.5E-6	1.0E-7	1.0E-7	1.3E-6	1.0E-7	5.6E-7	1.0E-7
Digital Multiplex 2 - RF Channel 58									
Signal Level	75.2db	69.8db	66.6db	51.0db	62.2db	48.6db	51.3db	51.4db	47.6db
MER	32.9db	32.9db	33.0db	29.4db	32.9db	23.6db	24.4db	27.2db	19.6db
CBER	1.9E-4	1.0E-4	1.8E-4	5.3E-4	1.4E-4	5.1E-3	3.1E-3	1.4E-3	3.2E-2
VBER	1.9E-6	1.0E-7	1.0E-7	1.9E-7	1.0E-7	1.0E-7	5.6E-7	1.0E-7	3.3E-4
Digital Multiplex 3 - RF Channel 59									
Signal Level	76.5db	71.7db	67.2db	54.1db	63.5db	43.0db	50.1db	53.0db	50.4db
MER	32.9db	32.9db	32.9db	32.9db	32.0db	24.3db	27.0db	25.6db	20.6db
CBER	1.3E-4	8.3E-5	1.2E-4	2.7E-4	8.1E-5	2.1E-2	7.3E-3	2.7E-3	2.8E-2
VBER	1.8E-6	1.0E-7	1.0E-7	1.0E-7	1.0E-7	5.2E-7	1.0E-7	1.0E-7	7.4E-6
Digital Multiplex 4 - RF Channel 61									
Signal Level	74.2db	71.9db	67.2db	52.7db	61.9db	49.4db	51.0db	52.2db	51.3db
MER	32.9db	32.9db	32.9db	32.6db	33.0db	23.2db	20.8db	25.1db	24.3db
CBER	1.1E-4	1.4E-4	7.1E-5	3.6E-4	3.4E-5	6.0E-3	2.5E-2	4.5E-3	1.2E-2
VBER	1.0E-7	1.0E-7	1.0E-7	1.7E-6	1.0E-6	4.4E-6	9.8E-5	7.9E-7	9.9E-5
Digital Multiplex 5 - RF Channel 62									
Signal Level	75.8db	74.0db	67.7db	52.7db	63.1db	51.4db	49.9db	50.1db	53.2db
MER	32.9db	32.9db	32.9db	32.5db	32.9db	27.3db	23.4db	23.5db	26.8db
CBER	2.2E-4	1.6E-4	9.1E-5	5.0E-4	1.7E-4	9.7E-3	3.2E-2	5.3E-3	2.1E-3
VBER	1.0E-7	1.0E-7	1.0E-7	2.1E-6	1.0E-7	1.0E-7	7.7E-5	7.1E-7	1.0E-7

TEST EQUIPMENT USED / ASSET NUMBER	COMMISIONING ENGINEER FOR ASTBURY	SIGNATURE	DATE
Promax Digital Explorer	Chris Edwards	C Edwards	16th Feb 2012

OBSERVATIONS

In our considered opinion, with regard to the existing properties that are sited adjacent to the development and in the local area, signal degradation would be negligible. Satellite signals are also not likely to be affected at all.

While we cannot say if any other reception issues will be created, we can say that in similar situations an effective and satisfactory work-round solution can be found in the majority of cases.

It is also worth noting that experience tells us that the use of tall building cranes and other objects may affect signals during the construction phase, often to a varying degree as work progresses. This effect may be exacerbated particularly during the day whilst the construction site is 'active'

Chris Threadgold

Chris Threadgold
Astbury Digital

Project No:	4385
Issue:	2
Date:	23/03/2012

PLANNING AND
BUILDING CONTROL
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Mechanical Ventilation Strategy

Motel One, Manchester

Olympian Homes

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Bedrooms and En-Suites

Mechanical Extract Ventilation to the en-suites shall be achieved via central twin extract fan, providing 'constant' extract from all en-suites. An Auto-Changeover facility shall be included to the fan to provide a 50% 'shared' duty on each fan & motor. This will extend the life expectancy of the unit as a Twin Fan installation.

The 'constant' extract system will have a 2 hour boost in the morning and a 2 hour boost in the evening to comply with Part L of the building regulations.

Outside of these boost periods, the twin fans will ramp down via locally fitted speed inverters to provide a trickle extract ventilation facility. This trickle ventilation will provide the minimum air change rate as set out in the CIBSE guide.

Extract ventilation ductwork shall be located in the ceiling voids above each en-suite and corridor, and in to a local central extract duct running through the building to the plant room.

Suitable fire dampers shall be fitted (where the ductwork passes through fire walls and floors). Access doors are to be fitted alongside all fire dampers for manual re-setting of the dampers.

Whilst it is anticipated that all windows shall be openable, this cannot be relied upon to provide fresh air 'make-up' to the bedroom and en-suite.

Window trickle vents or fresh air vents shall be fitted to particular bedroom window/ wall to ensure that natural make-up air is provided should the window be closed.

Due to the fact that 'constant' extract air is provided, acoustic trickle vents or fresh air vents can be limited to 2500mm^2 units.

The 'make up' air into the en-suite shall be achieved by under-cutting the en-suite door.

Further to the published noise report at the site carried out by Sandy Brown associated LLP, it is confirmed that the installation of acoustic trickle vents will not be sufficient to achieve the correct noise levels to certain bedrooms described above.

Therefore, mechanical tempered / summer fresh air shall be introduced into bedrooms where noise levels cannot be achieved by trickle vents above.

This mechanical ventilation system shall provide sufficient constant supply air into central supply air into each bedroom (based upon litres/second/person occupancy).

The system shall provide constant air, with no boost facility, from a central supply air handling unit.

Supply air ductwork shall be located in riser ducts and ceiling voids on each level. Suitable attenuators shall be fitted to guarantee the required noise rating in the bedroom. Fire dampers and access doors shall be fitted where required.

Refer to Illustrations 1.1 & 1.2 (Appendix), to identify where acoustic trickle vents or mechanical supply air are required.

Public Toilet Area's and Staff Change/ WC (Ground Floor)

Mechanical extract ventilation to these areas shall be achieved via a dedicated central twin fan ducted system to each area. Each twin fan shall have an auto-changeover facility to provide a 50% 'shared' duty on each fan and motor. This will extend the life expectancy of the unit acting as a twin fan installation. The extract fan shall be located in the plant room.

Operation of the ventilation systems shall be via locally wall or ceiling mounted PIRs in each area, with run-on-facility for 15-20 minutes. Make-up air to these areas shall be achieved by intumescent door grilles (1 hour fire rated).

Dirty Laundry

A central in-line extract fan located in the plant room, shall serve the two ground floor dirty laundry rooms.

The extract system shall operate in conjunction with the preferred laundry equipment manufacturer. Secondary controls shall be installed, these being PIR, CO_2 and temperature detectors. This will reduce the effect of any stale air or overheating of the room as caused by the laundry equipment.

Make-up air to the dirty laundry shall be achieved by intumescent door/ wall grilles (1 hour fire rated) located between the laundry and the main 'back-of-house' corridor.

Alternatively, the dirty laundry extract could operate via the 24hour extract system, in conjunction with motorised on/off dampers controlled by the local controllers, laundry equipment requirements, together with suitable backdraught dampers.

Kitchen

It is anticipated that a fully operational commercial kitchen shall be installed.

Mechanical ventilation shall comprise of a central island canopy with a dedicated extract system and 'tempered' air supply system. The extract fan (with motor external to the unit) and supply air handling unit shall be located in the main plant room.

All ductwork to be suitably fire rated where required, and any supplementary fire dampers shall be fitted.

The kitchen ventilation system shall also be inter-linked with the gas and fire alarm systems, so that the kitchen services can be isolated in the event of a fire alarm activation or gas leak detection.

Main Bar and Reception Area

The main form of heating and cooling to: both entrances; reception; bar; and restaurant areas, shall be achieved by concealed ducted heat pump units.

A tempered supply air handling unit shall be located in the plant room. This unit shall serve the heat pump units located internally from the two entrance doors and windows (i.e. reception and bar areas).

This will provide 12 litres/s^{-1}/person tempered fresh air supply to all internal areas, ducted locally, terminating at each heat pump. This will work in conjunction with ceiling mounted egg-crate grilles throughout the whole ground floor public area as a plenum.

Ducted supply air from each heat pump will terminate at ceiling mounted supply diffusers. Control of the air-conditioning and ventilation heat pumps shall be stored for each area, for individual area temperature control.

Zones to be:

- Restaurant.
- Bar and Reception Areas.
- Main Entrance.

An extract system from the bar and bar store areas shall be installed, this could be incorporated into the 24hour extract system, in conjunction with suitable backdraught dampers.

Appendix

Illustration 1.1

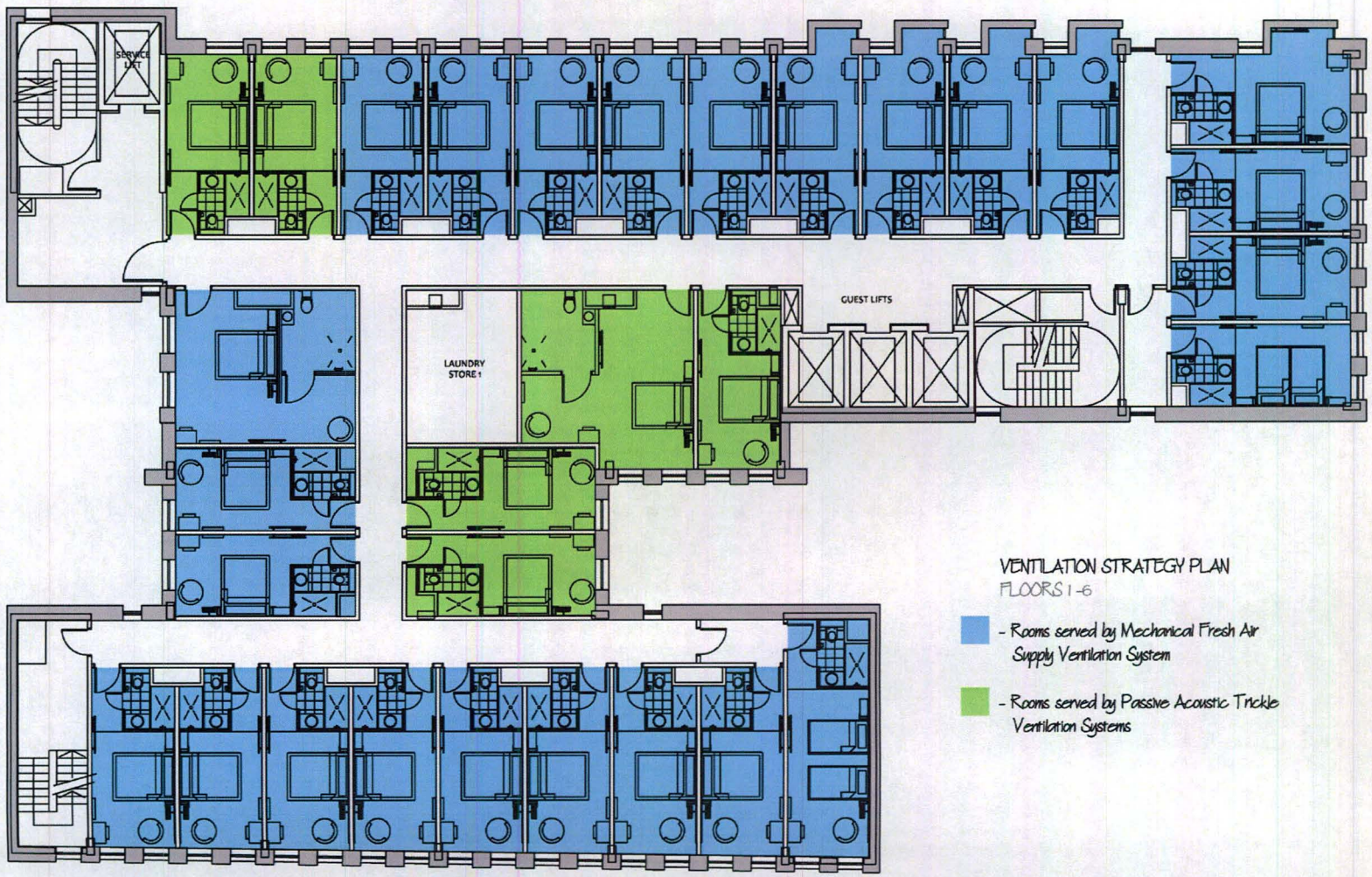

Illustration 1.2

