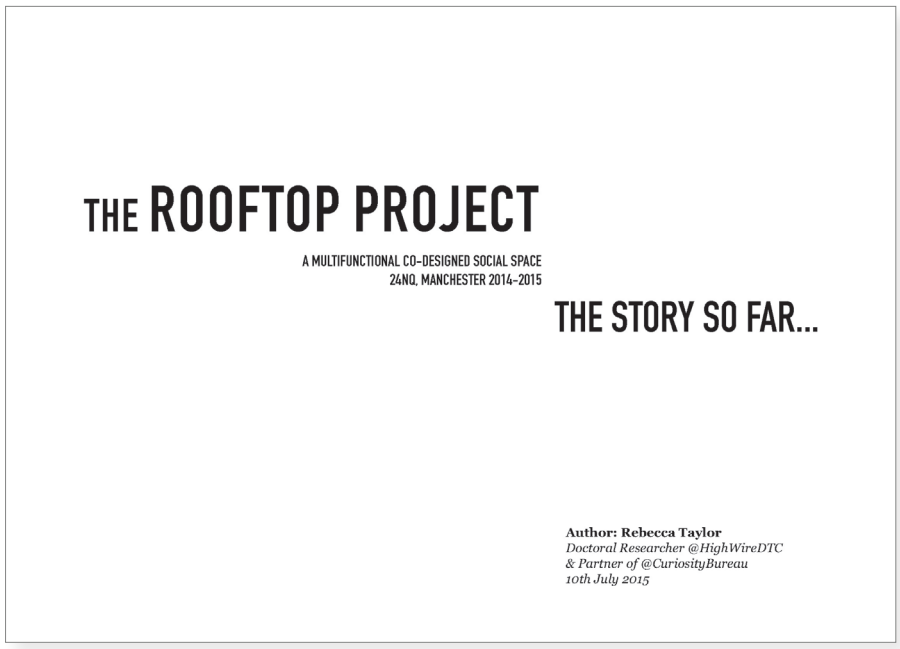
3 .0 The Brief

3 .1 The Rooftop ‘Garden’ Project

‘The rooftop is a private space. It is with the approval of The Rooftop Project Tenants Committee that the rooftop becomes a space open to public programming. The public programming consists of content partnerships that will endeavour to invite a truly collaborative mix of people. These people live, work and are curious about making space for people to connect in Manchester’s City Centre. The content will vary from film nights to star gazing, yoga sessions to urban gardening workshops, discussions and creative installations to kite making sessions. The Rooftop Project is a multi-functional, co-designed social space for people from across the Northern Quarter to come together to design events, collaborate and see their city from a different perspective.’ - ‘The Rooftop Project: The Story So Far’

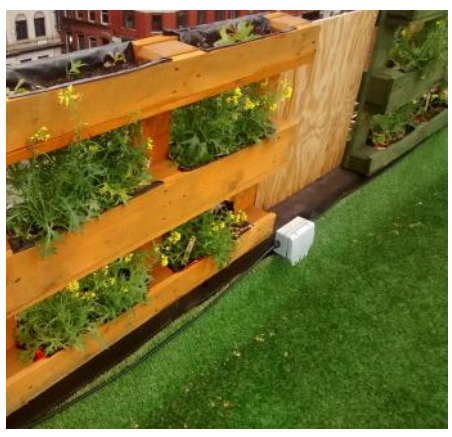
The proposal should build on the great success of the current Rooftop ‘Garden’ Project that has brought this previously underused space to life with a varied programme of events, engaging a wide cross section of people. The expansion should give the community access to amenities such as an outdoor screen, power lighting, water supply, as well as shelter in inclement weather. It should also allow for more inclusive access through provision of level access to any upper stories. The provision of these amenities will allow for improved management of the space and any events held there as well as providing secure access to the Rooftop space and facilities. This will be vital for the continuation of this much-loved and unique community asset.



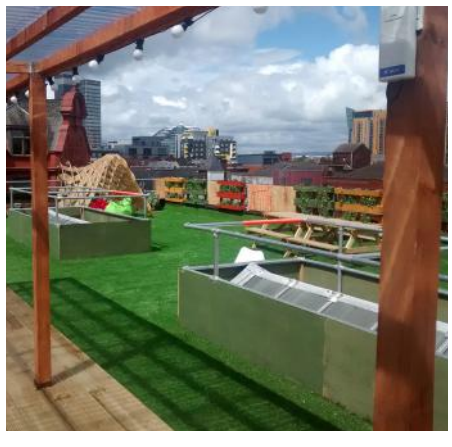












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3 .2 ‘The Neighbourhood’

‘The Neighbourhood’ are a creative communications agency currently based within 24 Lever Street. They have undergone recent substantial growth and are projecting future growth of up to 60 staff, and as such have outgrown their existing space.

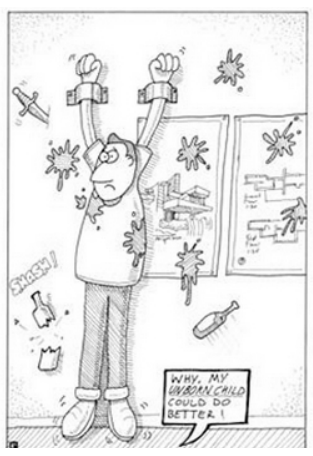
They have a long history in the building as the first tenant to take occupance following the fire in 2007, they have formed great associations and ties to the building and the local community. In short, they want to stay! However their recent growth places their home in the Northern Quarter in danger, as no other space in the building is suitable and without realisation of this scheme, they would face relocation, possible outside the Northern Quarter.

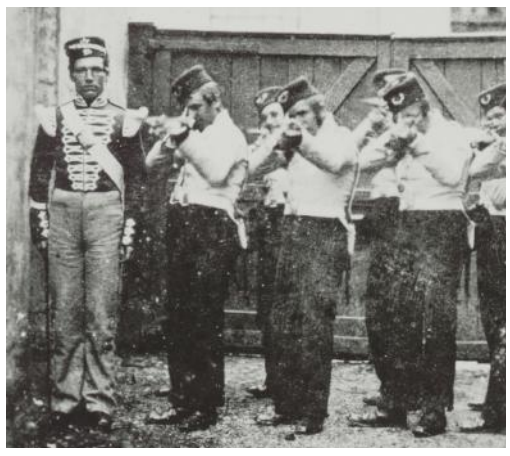
The Rooftop Project would provide expansion space for The Neighbourhood to deal with their projected growth trajectory, while allowing them to continue their commitment to the building and the Northern Quarter. Provision of circa 360m^2/ 3,875sqft new commercial floorspace includes the social hub of the office, collaborative workspace, meeting areas and extended supporting services.

The extended space will provide ‘The Neighbourhood’ with good lateral floorspace, the ability to remain in the building amongst the existing strong creative community and provide inspiration for others to grow around them.

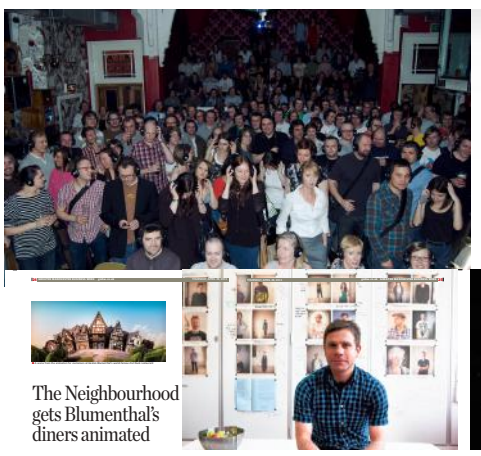
The History of ‘The Neighbourhood’

The 1990’s Architecture School





2006-2009 Making a splash - MEN Young Business of the Year 2009





A project is conceived to bring a historic gem back to life for 21st century creatives



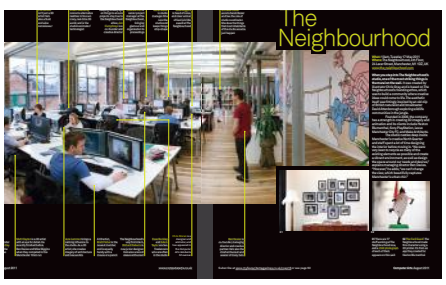
2006 Looking for an inspiring start-up office in the Northern Quarter



Meanwhile Out of adversity comes opportunity



2010-2015 A creative destination & community











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Design Considerations

- The proposal will seek to provide new commercial floorspace to include the social hub of the office, collaborative workspace, meeting areas and extended, supporting services.
- The new floorspace should demonstrate flexibility in the way it can be used and sub-divided to ensure a future proof design.
- The proposal should be tested for viability across technical parameters - structure, services, fire and other building regulations as well as being viable in terms of cost and buildability.
- External space should be incorporated to allow amenity for The Neighbourhood as well as allowing continued shared amenity provision as is enjoyed as part of the current, temporary Rooftop 'Garden' Project, for a wider cross section of people.
- Connection to the existing rear building (the listed no. 24 Lever Street) should be made where possible through sensitive adjustment to existing apertures.
- Access, circulation and means of escape should be developed and designed as a logical, well engineered extension to existing.
- Options for form, massing and materials should be tested as part of design development.

Other Considerations

Reuse and Adaptation of Existing Buildings

Use of the rooftop at No. 26 Lever Street demonstrates a sustainable approach to development and adaptation to the existing building, to allow it to realise its full potential as a creative powerhouse.

Amenity Value

The proposal would allow for the continuation of 'The Rooftop Garden Project' which has become an important local resource, improve accessibility and facilities providing a long-term event space for community members and visitors.

Uses and Economic Drivers

The extension would provide The Neighbourhood with sufficient space to address their long term business needs. It would allow them to remain in the building, to breathe new life into their home, to explore new ways of working and to give something back to the wider/local community.

Design Themes

All examples are taken from previous Hawkins\Brown projects



Community Space



Working with Industrial Heritage



Design Quality



Sensitive Intervention



Planning and Consultation



Working with Existing Buildings



On the Roof...



The Life inside....

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3 .3 Spatial Brief

Existing Space at The Neighbourhood
Total approx. Existing Area: 360m² (Net lettable)

Spatial Brief for Extension (all areas are approximate)
Total approx. Extension Area: 360m² (Gross Internal Area)

Enclosed Meetings Rooms

+



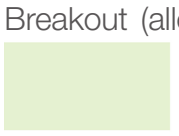
(Expansion for Third Floor Tenants)

General Desking

+



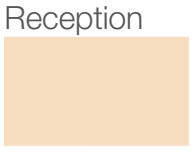
Breakout (allows 1 breakout area per 12 staff)



+



Reception



+



Kitchen

+



WC's

+



Circulation

+

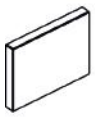


Server Room

Additional Amenities for the Rooftop Project



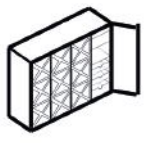
Disabled Access Toilet



Outdoor Screen



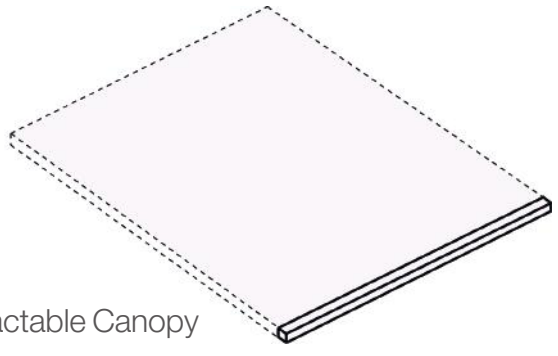
Planters



Storage for fold up furniture



Sheltered Water / Power point



Retractable Canopy

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4 .0 Involvement

4 .1 Statutory Consultation

Manchester City Council

1. Meeting with David Roscoe at Manchester City Council: 16th July 2015

The emerging scheme was well received, especially in light of allowing The Neighbourhood to maintain and expand their studio in the Northern Quarter, the current commitment to and pledge to retain, the Garden Rooftop Project and the overarching design quality. David Roscoe encouraged early dialogue with Historic England to seek their support also.

2. Meeting with Anna Boxer at Historic England: 13th August 2015

Present:Anna Boxer, Historic England
Atul Bansa, Shelia Bird Group
Ben Davies The Neighbourhood
Katie Tonkinson Hawkins\Brown
Patrick Drewello Hawkins\Brown

Atul, The Neighbourhood and Hawkins\Brown explained how the project had come about, their existing roles, experience and working relationship, the success of the Rooftop Project, their analysis of the context and the brief and the emerging design proposals.

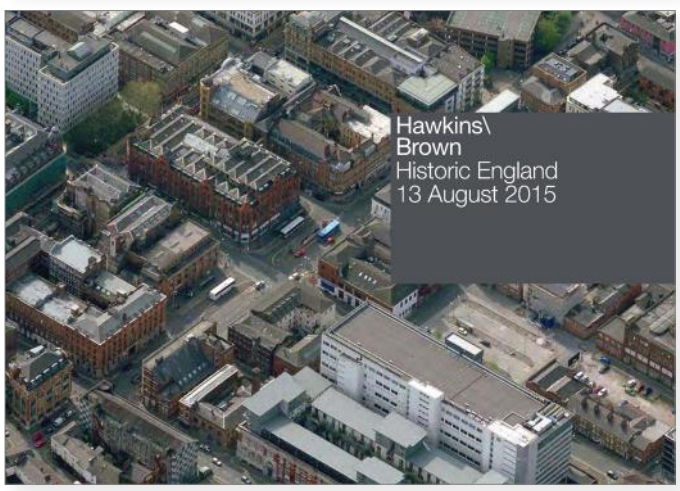
Anna noted that Historic England's strategic remit is fairly limited as the proposals do not affect the setting of a Grade 1 or 2* listed building. The works proposed here would be regarded as minor amendments to the Grade 2 Listed building. Anna noted that as advisor to the Government and Local Authority, HE would be consulted on an application for the site.

Anna commented that any application should evolve to include information to describe and analyse the character of the Conservation Area. Anna referenced her current work in Ancoats, where the character is much more drastic and the mill typology predominates. Anna sees greater flexibility in the Northern Quarter, where the existing buildings are much more mixed in their character. Anna supports the evolution of Conservation Areas and recognises that they cannot stop in one historic layer.

Anna recommended that the team prepare further information and analysis on the character of the Conservation Area, to ensure any application demonstrates a full awareness of character as well as to help show how the proposal would enhance that setting. Anna offered her opinion, that the character of the Northern Quarter was strongly defined by the people that inhabit it.

Anna was supportive and encouraging with regards the emerging proposals. Anna noted that whilst she ordinarily





would resist rooftop extensions, she thought that the emerging proposal represented something more unique and an interesting concept that she could support.

The emerging proposal was positively received in terms of the suggested setback of the rooftop, the overall proportions, the suggested material palette and the balance of solid and transparent façade elements which were seen to complement the character of the existing 'solid, industrial' building (26 Lever Street). To Note: Anna noted that she would ordinarily discourage more heavily glazed roof top extensions.

3. Pre-application Consultation (by email) with Manchester City Council (5th November 2015)

This captures the main points of an email sent from Hawkins\Brown to MCC on 05.11.15

We have been appointed as Architect to work with The Neighbourhood to develop a scheme for The Rooftop Project (atop 26 Lever Street), to allow expansion space for The Neighbourhood's studio (currently housed on the fourth floor of the listed 24 Lever Street) and to build on the success of their current initiative that offers a varied programme of semi-public events on the rooftop of 26 Lever Street, where the new expansion will be built, as well as reflecting The Neighbourhood's personality and

creative energy. The extension would create additional commercial floorspace (B1 use class) of circa 463sqm, sat on top of 26 Lever Street – one full floor (4th) and one part floor (5th), connected by an internal accommodation stair. The Rooftop Project will sensitively connect back into the existing fourth floor at 24 Lever Street through existing apertures. External shared and private amenity space will also be created at fifth floor level.

24-26 Lever Street lies within the Stevenson Square Conservation Area. 24 Lever Street was given Grade II listing in 1994, although 26 Lever Street to which it is connected is not listed.

We met with David Roscoe in July 2015 and on his advice, we subsequently met with Anna Boxer of Historic England in August 2015. We had a very positive and engaging discussion about the project. I am attaching a copy of the document that we shared and a note from that meeting for your information.

We have continued to develop the scheme since this date, the principals of which are consistent with those presented to David and Anna but are keen now to continue and hopefully conclude that pre-application discussion with a view to making a submission this side of Christmas. In particular, we are keen to talk to the Planning Officer and Conservation Officer who would be assigned to the case, to have the opportunity to present the scheme as appropriate and agree a list of submission deliverables.

Response (by email) from MCC:

This captures the main points of an email sent from MCC to Hawkins\Brown on 13.11.15

We have the reviewed the information that you have submitted in the context of the existing height of the building (including an existing roof top extension) the Conservation Area setting and the fact that the building is surrounded by a number of grade II listed buildings. In doing so we have been mindful that under the requirements of The National Planning Policy Framework (NPPF) any development with an impact on a recognised heritage asset (in this case the adjacent listed building and the Stevenson Square Conservation Area) must be accompanied by a Heritage Statement. This must include a description of the significance of the heritage assets affected and the contribution of their setting to that significance an a full justification for the works in line with Government guidance outlined in Section 12 of the NPPF. You should assess the existing historical, technical and architectural significance of the building and explain how your proposal may impact on the architectural and historical character and appearance of the building and how in the context of this the extension would be consistent with its the above setting and the wider City Centre context. We appreciate that the proposals are a work in progress and you are probably still in the process of undertaking this analysis in the context of your emerging proposals.

In the context of our own initial contextual analysis of your proposals whilst we do feel that there may be some scope for a level of further rooftop intervention, given the adjacent context, the existing building height and the potential for the building to be seen in long views of the Square and beyond we feel that a 2 storey extension would be excessive and as a result have an adverse impact on the character of the conservation area and the setting of the adjacent listed buildings and feel that in the context of the above your own visual rendering would bring you to this same conclusion. We are however happy to work with you to consider something at a reduced scale but this must be of the highest quality in design terms, utilising robust materials that are again appropriate to context.

4. Meeting scheduled for (19th January 2016) with MCC and HE

A meeting was arranged with MCC and HE to discuss the latest proposal, which had been modified and adjusted to take on board comments from late 2015. The following email summaries the content of that meeting and direction of travel thereafter:

I think you can see how committed we all collectively are to the project and to realising what we think could be a really wonderful scheme. It was great to receive positive feedback on the work that has been undertaken so far at the building and on the existing rooftop garden project. It was also an encouraging discussion in terms of the latest design that has been developed for the rooftop.

We realise that we are trying to achieve something quite unique and by its nature therefore, quite difficult. It was wonderful to have all the parties together in the room yesterday, to be able to explain what we are trying to do and the realities of who we are doing this for - that includes The Neighbourhood and all those people who use and will continue to be able to use an amazing, new rooftop garden.

We honestly think that in delivering a project of this nature, we can realise something wonderfully unique for the city. We have been working on this project now for nearly 2 years. It's so modest and yet so special and so very important to us all. We have all put in huge amounts of time, effort and creative thinking to get the scheme to where it is today and we really are determined to help you to find the evidence you need to fully support us and a project that we can all be proud of. In the first instance, David, you mentioned that you would be speaking with a few more people in your organisation and that following that you would come back to us with further feedback. If you were able to do that in the next week or so, it would

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be hugely appreciated. We would be happy to come and meet you in person again, in a much smaller forum to hear your further feedback if that helps.
In the meantime, we are also looking at the scheme carefully to see what we can do to help. Your key concern seemed to be that at two stories, the extension would set a precedent for other similar extensions in the locale. We do think that there is evidence of other high quality two storey extensions that could support our cause. Critically though, we think we can help to build an argument rooted in exceptional design quality. Should you be in agreement, we can jointly seek further critical review and endorsement from another third party such as the Design Council (CABE as was) as well as evidencing criteria of distinctiveness such as the shared rooftop terrace, which occupies over half of the rooftop and that would enable you to ring fence this scheme as unique.

5. Meeting with Manchester City Council (David Roscoe and Angela Leckie) 2nd March 2016

A meeting was arranged with MCC to discuss the latest proposal, which had been modified and adjusted to take on board comments from the meeting on the 19th January 2016. The following email summaries the content of that meeting:

Revised proposals were well received, with indication that MCC would now look to support the application, recognising the scheme as something special and quite distinct and now at an acceptable massing, having been reduced from two storeys to a single storey.

Roscoe suggested that it would also pay to re consult with Historic England to make sure that they are on side. Roscoe also suggested that we should try to summon as much support from the community in advance of the application – letters of support and such that when local neighbours are notified by the authority, further support can be evidenced. In addition, he suggested that we may want to meet with local Ward Councillors to seek their support – the site is within the City Centre ward but it may also pay to approach representatives of Ancoats & Clayton Ward.

6. Pre-application Consultation (by email) with Historic England (4th April 2015)

This captures the main points of an email sent from Hawkins\Brown to HE on 04.04.16

The revised proposal is based upon the idea of a one storey extension, this has been enabled by the 3rd floor (below the rooftop level) becoming available and we've been able to relocate the accommodation that was at fifth floor into that space, keeping the fourth very similar to what we were showing last time, thus creating a one storey extension at fourth floor. The rooftop garden will nestle within the roofscape of this extension still accessible via a new circulation core, and will create a 'hidden garden' within the roof that will be hinted at from the street level. This will enable the continuation of the much loved Rooftop Garden Project . Much of the alterations / connections to 24 Lever Street will remain as they were, as will the principles of the design for the extension.

The Stevenson Square elevation shows a mannered, formal side to the historic Stevenson Square, referring to the bays and window proportions of the context. While the Lever Street Elevation will create new crown to 26 Lever Street, again referring to the bays and window proportions of the neighbouring buildings. The materiality is derived from the grey tones seen in the rooftop conditions of the context. The basic material palette will be enriched to provide unique detail to the proposal taking inspiration from the historic, creative, social and industrial context of the area. The most notable of these being found within the Lever Street elevation which will incorporate openable panels detailed with metal latticework that will be able the building to play host to artwork created by the community and refer to the historic use of metal latticework within Stevenson Square. While a light chimney will refer to the industrial past of the area, and could possible play host to an artwork made in collaboration with a local artist.

We had a meeting earlier this week with David Roscoe and Angela Leckie demonstrating the revised design based on the comments we received from yourself, David and Angela. We are pleased to report that the revised proposals were well received.

We wanted to share this information with yourself to gather any comments or queries you have, in the hopes of delivering a scheme that all parties can be proud of and we believe would be a fantastic addition to us here in the Northern Quarter.

Response (by email) from Historic England:

This captures the main points of an email sent from HE to Hawkins\Brown on 13.04.16

From a heritage point of view we consider the proposal in design, materials and height as having an acceptable impact on the character and appearance of the conservation area. The varying architectural styles, heights and mass within the area contributes to its character and by lowering the extension with a floor as now proposed the impact would not be harmful to the significance of the conservation area.

The project is an interesting concept which we understand is already successful in contributing to the social aspects of this part of Manchester.

Also see full email in Appendix A.

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4 .2 Wider Engagement

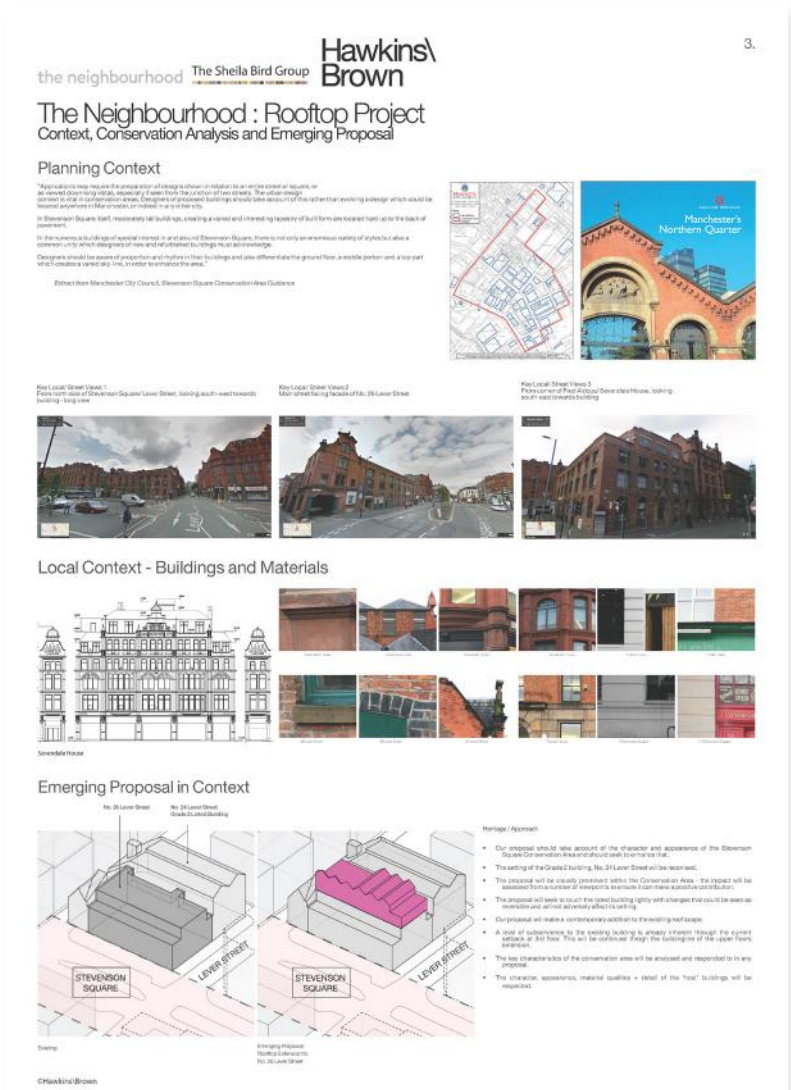
We have undertaken a series of detailed consultation with existing businesses and tenants of both 24 and 26 Lever Street as well as others who occupy neighbouring buildings.

These include:

1. Matt Haworth – Reason Digital
2. Matt Beardsell – Music
3. Tony Foggett (MD at Code Computer Love, approx 100 people moving into the top floor of Sevendale House)
4. Lucy Goddard and Leanne Wookey; Directors at NoChintz, offices overlooking Stevenson Square, and co-owners of Foundation Coffee House.
5. David McCall – Hyper Island
6. Victoria Russell – I Works
7. Russell Davis – Workspace
8. Ady Bibby – True North
9. Arian Kalantari – Lad Bible
10. Mark Whyte – Guilty by Association
11. Steve Pilling – Damson Group
12. Nick Rhind (MD) – CTI Digital, 31 Dale Street
13. Paul Chorlton (FD) – Love, 31 Dale Street
14. Colin Sinclair – Executive Director of the Knowledge Quarter Liverpool
15. Kiera Lawlor – Head of happiness at Social Chain
16. Ken Swain – Chairman of Eon Reality Europe
17. Ben Tolhurst – Hermes Real Estate
18. Nitin Passi – CEO Missguided
19. Rod Hyde – Regional Chair of RSA Northwest
20. Andrew Tims – Partner Edwards and co
21. Adrian Armstrong – CEO of Access to Music
22. Aisling McNulty – Bruntwood
23. Sam Crothers – (MD) Our Studio, Sevendale House
24. Mark Beaumont, ECD of Dinosaur
25. Sarah Chalmers-Page (resident/mother)
26. Stef Moore (ex-local resident/mum)
27. Edward Newland-Pratt (local resident)
28. Greg Dwyer (local resident & rooftop conductor)
29. Anca Mictariu (local resident)
30. Phil Hannaway (Takk)
31. Michelle Collier (ex-occupant of 24NQ/frequenter of NQ)
32. Tash Willcocks (local resident & occupant of 24NQ)
33. Drew Forsyth (local resident & occupant of 24NQ)
34. Claire Foster (occupant of 24NQ)
35. Alice Toomer-McAlpine (community organiser/reporter)
36. Doug Ward (occupant of 24NQ)
37. Cat Ellis (Sheild Yourself - neighbours to 24NQ on Little Lever St)
38. Harriet Andrews (local resident & youth leader/facilitator)
39. Kate Egan (MMU lecturer + students)
40. NQ Greening/NQ Growboxes
41. Mel Smith
42. Catherine Elliott
43. Alessandra Mostyn
44. Alice Wharton
45. Dorothy Thomas
46. James Field
47. Christopher Boyko

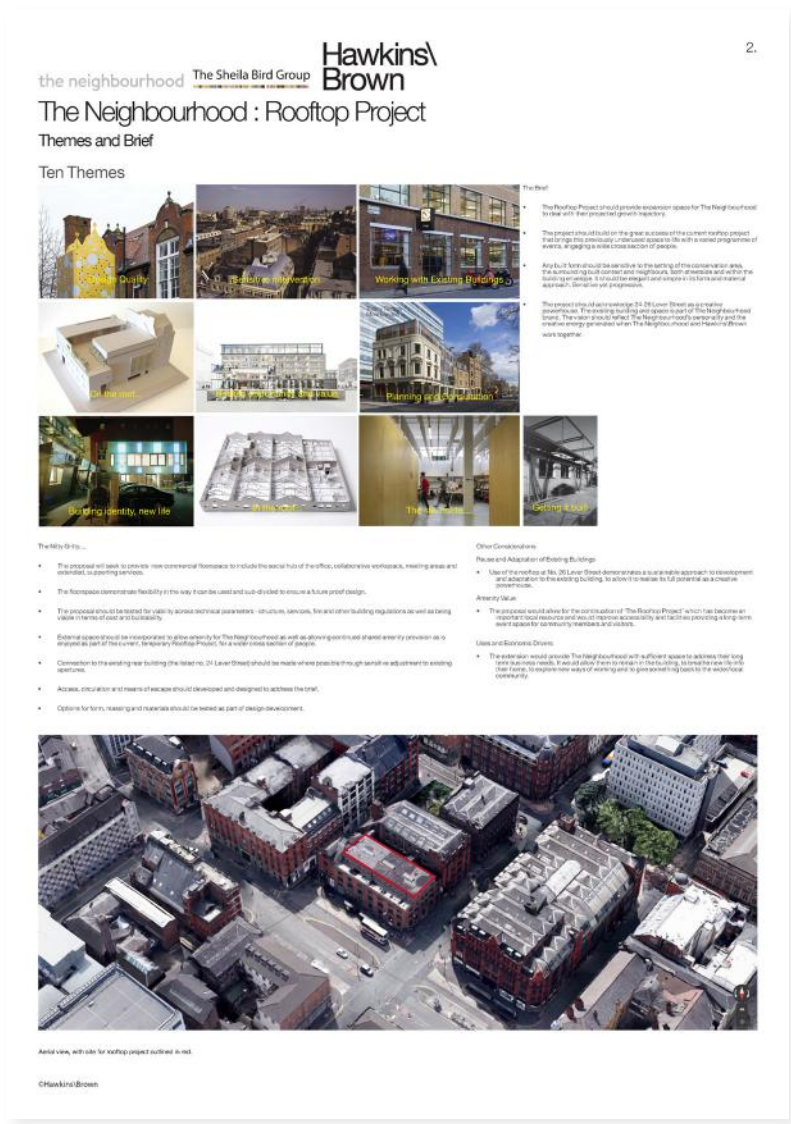
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In order to engage neighbouring tenants and businesses, we shared a range of information via presentation boards and PDFs (see below). These were updated as the scheme progressed.









Consultation Boards shared with Neighbours October - April 2015

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5 .0 Evaluation

5 .1 Massing Options

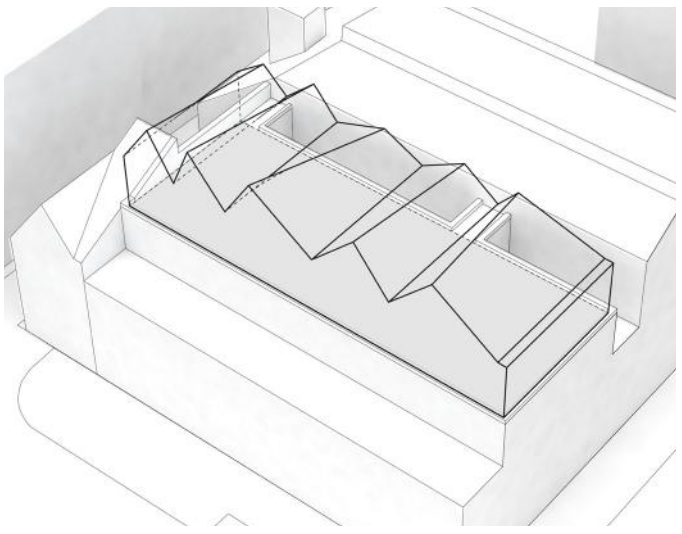
A number of options were tested to evaluate a preferred approach to extending the building massing. Each variant looked to achieve growth potential to satisfy 'The Neighbourhood's' core floorspace requirement as well as allowing for extended areas of internal circulation to connect the floor plate and provide access to the preserved and enhanced rooftop 'garden' project through shared / landlord areas. The forms were evaluated in terms of :

An **appropriate** massing that balances its impact on the listed building at 24 Lever Street, impact on the conservation area and other nearby listed buildings.

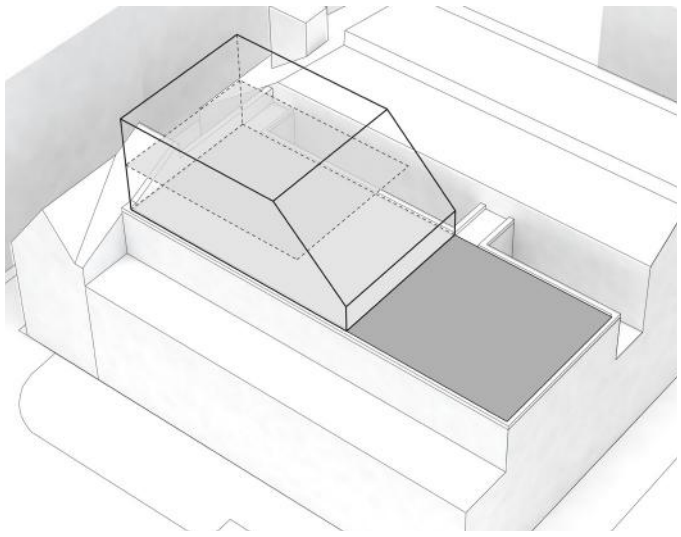
A modern yet **characterful** approach that respects the historic building 'host' and context.

Provision of sufficient and **high quality open space** to suit the new rooftop 'garden' project.

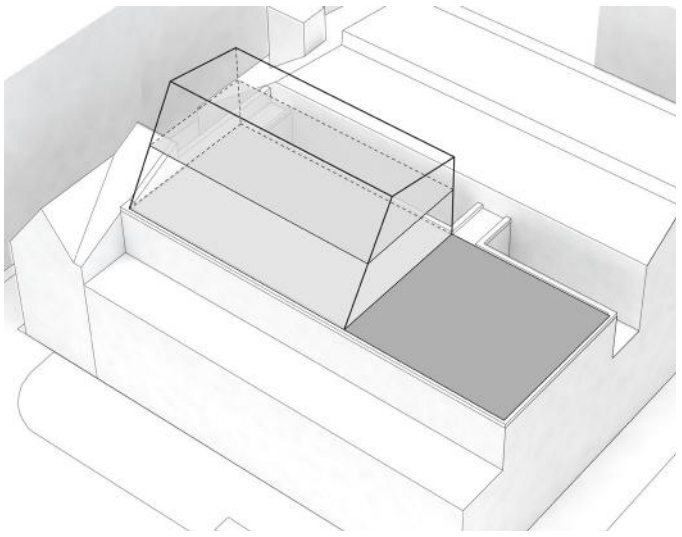
Accommodation of the needs of '**The Neighbourhood'** in terms of floorspace, quantum and configuration.



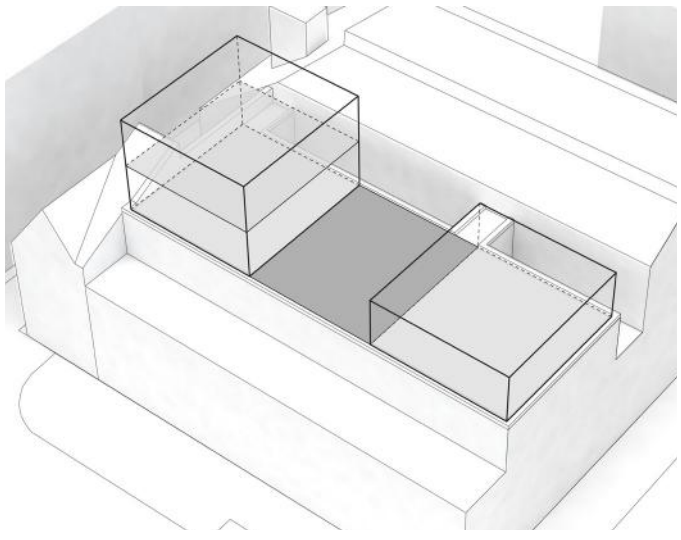
Option 1: Terraced Street



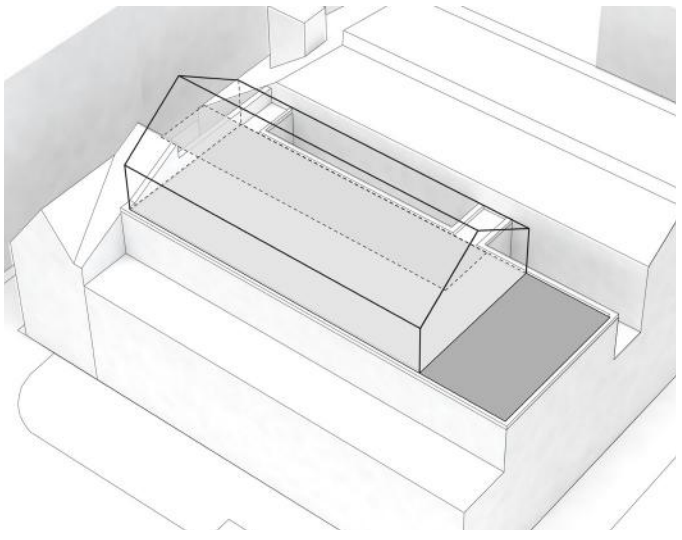
Option 2: Desk Drawers



Option 3: Wedding Cake



Option 4: Yin and yang



Option 5: The Barn

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Initial Design Responses to Option One

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5 .2 Development of Massing and Articulation of Roofscape

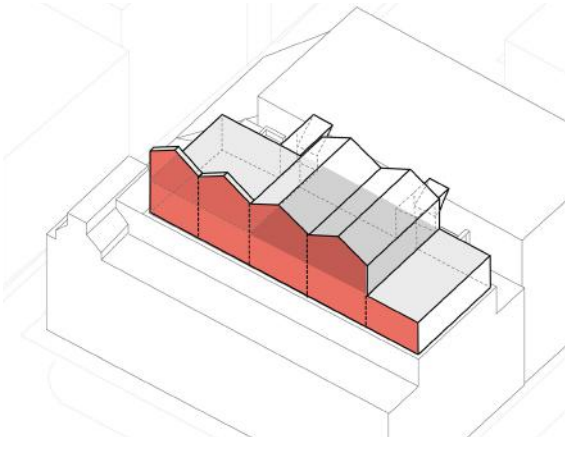
Having explored several massing options, the ‘Terraced Street’ was determined to be the preferred approach: creating a strong and coherent form whilst respecting the existing roof conditions of the area. The proposed form is reminiscent of the historic ‘crown’ of the building (no longer evident) and presents the opportunity to reintroduce and re-imagine these architectural features. This modern interpretation of a historic roof form will incorporate traditional materials and detailing.

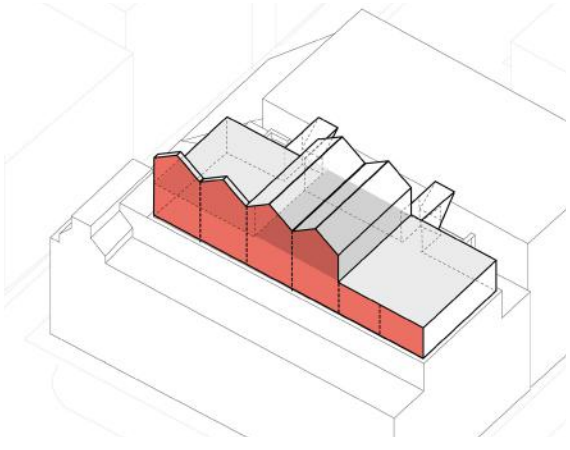
Massing Development

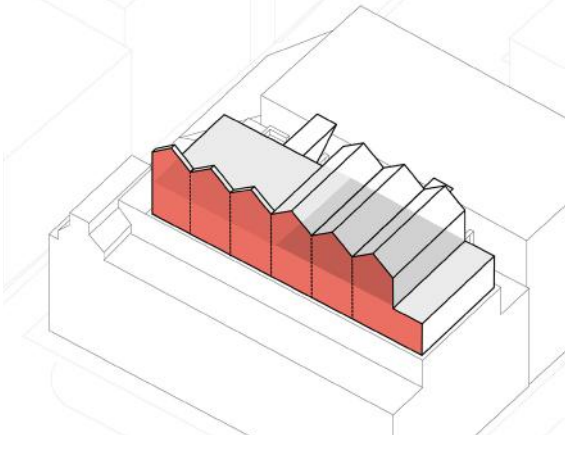
Repeating bays are deployed to create a regular rhythm to the elevation, helping break down the massing. The scale and proportion of the bays have been carefully considered, with iterations of five, six, and seven bays having been tested. Each iteration responded to different patterns within the existing elevation or fabric of 26 Lever Street . Ultimately the seven bay option was chosen to due to its deference to the existing structural grid and the aesthetic and rhythm of the windows of 26 Lever Street.



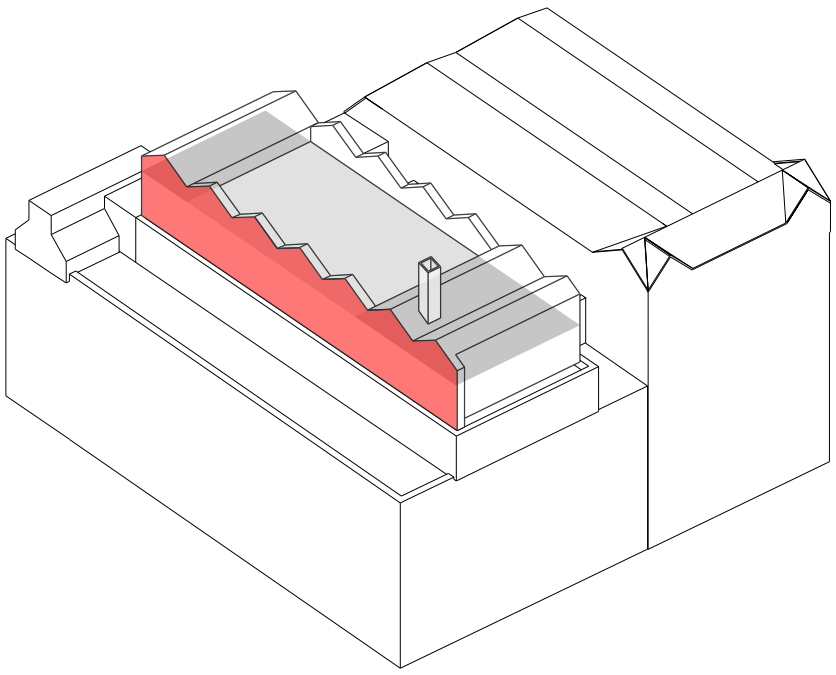
26 Lever Street in 1940 with repeating bays and pitched roof forms


Five Bay Option


Six Bay Option


Seven Bay Option - using existing structural grid, picking up window pattern from original facade of 26 Lever Street

The final iteration of the massing shows the rooftop garden space sitting within the ‘seven bay’ roofscape, protected by ‘bookends’ of full height bays. This allows the garden to occupy a larger space, and recreate a sense of being set within a ‘far away’ / magical rooftop space.



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Height

The use of the pitched roof form allows for greater management of the appearance of height and therefore control to minimise its impact. The height of the building was first calculated taking into account height datums of Sevendale House and buildings on Little Lever Street. We created elevational and perspective views of the proposal, to interrogate the height in context. An exercise was then undertaken to lower the height of the proposal to an appropriate level for its context while still creating a spacious feeling interior.

Early iterations of the scheme showed a two storey extension to the rooftop. In early 2016 the 3rd floor became available allowing some accommodation to be provided for 'The Neighbourhood' at that level and thus reducing the requirement to a one storey extension. The height of the proposed is then dramatically decreased, responding to pre-application consultation and advice.



Original Height of Proposal (2015)



Reduced Height of Proposal (December 2015)



Revised Height of Proposal (March 2016)