

22 September 2025
Cover Letter



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Planning Portal Ref: PP-14336507

FAO Mr James Bridgman

Dear James,

Church House, 90 Deansgate, Manchester M3 2GP

Change of use of upper floors from offices (Use Class E) to hotel (Use Class C1) and associated works.

Introduction

On behalf of our client, Criterion Capital Ltd ('Criterion'), please find enclosed a full application for the change of use of upper floors from offices (Use Class E) to hotel (Use Class C1) of the building known as 'Church House' located at the above address.

Church House is located in the heart of Manchester City Centre. It's prominent location and proximity to major transport links presents significant potential to greatly enhance the building and make a positive contribution to the area by supporting a unique hotel offer.

The Applicant & Hotel Brand

Criterion is the applicant and has full ownership of Church House. Criterion retain ownership of their hotels and provide ongoing management of each operation in-house to ensure that all of their assets are operated effectively and with the highest level of care and quality.

This application at Church House follows a previous conversion by Criterion of the Royal Buildings in Piccadilly Gardens, Manchester. Planning permission was granted by the Council for the conversion of Royal Buildings to a hotel on 14th December 2023 (application reference: 137450/FO/2023) and work is currently underway to complete the change of use.

The hotel at Church House will be operated under Criterion's Zedwell Hotel brand. Zedwell is a hotel lifestyle concept designed to promote sleep, positive health & wellbeing. The Zedwell concept seeks to deliver its concept for a good night's sleep at an affordable level and always in a great urban location. Criterion operate two successful Zedwell Hotels in London (Piccadilly and Tottenham Court Road). The new hotel at Church House will be the second outside of London, after Royal Buildings, Manchester.

Zedwell Hotels incorporate sustainable development principles into all of their developments through prioritising the re-use of existing buildings, and through the incorporation of considered design and initiatives relating to the management of the building. This is all underpinned in Zedwell's ESG Strategy, which includes but is not limited to climate change mitigation and adaptation; water management, and diversity and inclusion.

Offices and associates throughout the Americas, Europe, Asia Pacific, Africa and the Middle East.

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The proposed development will provide for the opportunity to improve the hotel offering in Manchester with the provision of 157 hotel rooms in line with the current demand spurred by the burgeoning tourist industry in Manchester. The development proposes:

- 157 hotel rooms in total, comprising:
 - 118 Crib Rooms
 - 32 Capsules
 - 7 Accessible DDA Rooms

Application Documents

The application has been submitted online via the Planning Portal (ref: PP-14336507) and contains the following documents:

- Design and Access Statement (*Buttress*)
- Heritage Impact Assessment (*Buttress*)
- Economic Impact Assessment (*Savills*)
- Transport Statement (*Astute*)
- Framework Travel Plan (*Astute*)
- Waste Management and Servicing Strategy (*Astute*)
- Blue and Green Infrastructure Statement (*Ensphere*)
- Environmental Standards and BREEAM Pre-Assessment (*Ensphere*)
- Crime Impact Statement (*Greater Manchester Police*)
- Bat and Nesting Bird Assessment Report (*Redstone*)
- Air Quality Assessment (*Redmore*)
- Noise Impact Assessment (*Hann Tucker*)
- Ventilation Strategy (*McKee Associates*)
- Shopfront Design Guide (*Buttress*)

The application is also supported by a full suite of plans and drawings prepared by Buttress. The full list of the submitted plans is attached to this cover letter.

An application fee of £673 (inclusive of the Planning Portal fee) has been paid in full via the Planning Portal.

Planning Benefits

The application seeks to bring into effective use an important building in a prominent location in Manchester. The re-use of the building by a high-quality hotel operator will bring a range of direct benefits.

The new Zedwell hotel will make a significant contribution to Manchester's hotel offer and would contribute to meeting current and future demand for hotel accommodation.

The comprehensive refurbishment of Church House will bring an important building that has been vacant for many years back into productive use. The refurbishment would improve the sustainability credentials and physical appearance of the building.

The application is supported by an economic impact assessment, which outlines the significant and diverse range of direct and indirect economic benefits of the scheme, both during its construction and when the building is operational.

The Shopfront Design Guide submitted with the application supports the applicant's long term ambitions for the building. The guide details how future shopfront applications will come forward in a consistent and

considered way (noting that these proposals will be subject to a separate planning application for the shop frontages / advertisement consent and as and when new tenants are brought into the building).

Summary

This planning application is submitted following a series of positive pre-application meetings with the Council. The feedback of the Council has been taken on board and is reflected in the submission. The application is supported by a range of technical information, which sets out the benefits of the proposals.

The proposal is a high-quality refurbishment and change of use that would bring a significant building back into effective use and improve the general quality of this strategic part of the City Centre.

If you have any queries, please do not hesitate to contact Jay Patel (jay.patel@savills.com) and Joel Austin (joel.austin@savills.com).

Yours sincerely



List of Submitted Plans

Existing Plans

10036-BUT-XX-00-DR-A-01001-Existing Ground Floor Plan
10036-BUT-XX-01-DR-A-01002-Existing First Floor Plan
10036-BUT-XX-02-DR-A-01003-Existing Second Floor Plan
10036-BUT-XX-03-DR-A-01004-Existing Third Floor Plan
10036-BUT-XX-04-DR-A-01005-Existing Fourth Floor Plan
10036-BUT-XX-05-DR-A-01006-Existing Fifth Floor Plan
10036-BUT-XX-06-DR-A-01007-Existing Roof Plan
10036-BUT-XX-B1-DR-A-01000-Existing Basement Plan
10036-BUT-XX-XX-DR-A-01050-Existing Site Location Plan
10036-BUT-XX-XX-DR-A-01051-Existing Site Plan

Existing Elevations

10036-BUT-ZZ-ZZ-DR-A-02001-Existing Elevations_Sheet 1
10036-BUT-ZZ-ZZ-DR-A-02002-Existing Elevations_Sheet 2

Existing Sections

10036-BUT-ZZ-ZZ-DR-A-03001-Existing Sections_Sheet 1
10036-BUT-ZZ-ZZ-DR-A-03002-Existing Sections_Sheet 2

Proposed Plans

10036-BUT-XX-00-DR-A-04001-Proposed Ground Floor Plan
10036-BUT-XX-01-DR-A-04002-Proposed First Floor Plan
10036-BUT-XX-02-DR-A-04003-Proposed Second Floor Plan
10036-BUT-XX-03-DR-A-04004-Proposed Third Floor Plan
10036-BUT-XX-04-DR-A-04005-Proposed Fourth Floor Plan
10036-BUT-XX-05-DR-A-04006-Proposed Fifth Floor Plan
10036-BUT-XX-06-DR-A-04007-Proposed Roof Plan
10036-BUT-XX-B1-DR-A-04000-Proposed Basement Plan
10036-BUT-XX-XX-DR-A-04050-Proposed Site Plan

Proposed Elevations

10036-BUT-ZZ-ZZ-DR-A-05001-Proposed Elevations_Sheet 1
10036-BUT-ZZ-ZZ-DR-A-05002-Proposed Elevations_Sheet 2

Proposed Sections

10036-BUT-ZZ-ZZ-DR-A-06001-Proposed Sections_Sheet 1
10036-BUT-ZZ-ZZ-DR-A-06002-Proposed Sections_Sheet 2

Door Details

10036-BUT-ZZ-ZZ-DR-A-32001-External Door Details