

30 June 2023
Cover Letter



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FAO Mr Michael Pearson

Dear Mr Pearson,

Royal Buildings, 2 Mosley Street, Manchester, M2 3AN

Full application for the change of use of upper floors from offices (Use Class E) to hotel (Use Class C1), including limited infilling of lightwells

Introduction

On behalf of our client Criterion Capital, please find enclosed a full application for the change of use of upper floors from offices (Use Class E) to hotel (Use Class C1), including limited infilling of lightwells.

The application site is located in Piccadilly Gardens (within the Deansgate Ward), and measures approximately 0.1087 ha. Due to its location at the corner of Market Street and Mosley Street, it occupies as pivotal location fronting Piccadilly Gardens (Piccadilly Gateway), which most visitors to the city via train will walk through on their way to the mainstream Primary Shopping Area (otherwise known as the Retail Core) focused on Market Street & the Manchester Arndale.

The Site's prominent location and proximity to major transport links presents significant potential to greatly enhance the building and to make a more impactful positive contribution to the area by delivering and promoting a unique hotel offer to the Manchester hotel market.

The Applicant & Hotel Brand

Criterion Capital Ltd (Criterion) is the applicant and has full ownership of Royal Buildings.

Criterion presently have a hospitality portfolio comprising 4 hotels with a total 1,100 rooms and 29 apartments, with a further three additional hotels currently under construction, which will deliver a further 1,222 rooms to their portfolio.

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.

The hotel at Royal Buildings will be bought forward under Criterion's Zedwell Hotel brand. Zedwell is a hotel lifestyle concept designed to promote sleep, positive health & wellbeing. Zedwell seeks to provide its customers a private sanctuary located within busy city locations, transporting its guests into a calm & balanced state of mind. 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.

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

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Criterion operate two successful Zedwell Hotels in London (Piccadilly and Tottenham Court Road). The Zedwell Hotel proposed for Royal Buildings will be the first outside of London.

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.

The proposed development will provide for the opportunity to improve the hotel offering in Manchester with the provision of 187 hotel rooms in line with the current demand spurred by the burgeoning tourist industry in Manchester. The development proposes:

- 187 hotel rooms including 10 accessible rooms (5% provision)
- Three types of room: standard, family and accessible
- Partial infilling of lightwells

Application Documents

The application has been submitted online via the Planning Portal and contains the following documents:

- Planning Application Forms and Certificates (Savills);
- Location Plan (ref. 9609-BA-XX-00-DR-A-(01)050- Existing Location Plan) (Buttress);
- Existing and Proposed Plan/Drawings (Buttress), to include the following:
 - 9609-BA-XX-05-DR-A-(01)051 - Existing Site Plan
 - 9609-BA-XX-05-DR-A-(04)051 - Proposed Site Plan
 - 9609-BA-XX-B1-DR-A-(01)000 - Existing Basement Floor
 - 9609-BA-XX-B1-DR-A-(04)000 - Proposed Basement Floor
 - 9609-BA-XX-00-DR-A-(01)001 - Existing Ground Floor
 - 9609-BA-XX-00-DR-A-(04)001 - Proposed Ground Floor
 - 9609-BA-XX-01-DR-A-(01)002 - Existing First Floor
 - 9609-BA-XX-01-DR-A-(04)002 - Proposed First Floor
 - 9609-BA-XX-02-DR-A-(01)003 - Existing Second Floor
 - 9609-BA-XX-02-DR-A-(04)003 - Proposed Second Floor
 - 9609-BA-XX-03-DR-A-(01)004 - Existing Third Floor
 - 9609-BA-XX-03-DR-A-(04)004 - Proposed Third Floor
 - 9609-BA-XX-04-DR-A-(01)005 - Existing Fourth Floor
 - 9609-BA-XX-04-DR-A-(04)005 - Proposed Fourth Floor
 - 9609-BA-XX-05-DR-A-(01)006 - Existing Roof Plan
 - 9609-BA-XX-05-DR-A-(04)006 - Proposed Roof Plan
 - 9609-BA-XX-ZZ-DR-A-(02)001 - Existing South East Elevation
 - 9609-BA-XX-ZZ-DR-A-(02)002 - Existing North East Elevation
 - 9609-BA-XX-ZZ-DR-A-(02)003 - Existing North West Elevation
 - 9609-BA-XX-ZZ-DR-A-(02)004 - Existing South West Elevation
 - 9609-BA-XX-ZZ-DR-A-(03)001 - Existing Sections (Sheet 1 of 2)
 - 9609-BA-XX-ZZ-DR-A-(03)002 - Existing Sections (Sheet 2 of 2)
 - 9609-BA-XX-ZZ-DR-A-(05)001 - Proposed South East Elevation
 - 9609-BA-XX-ZZ-DR-A-(05)002 - Proposed North East Elevation
 - 9609-BA-XX-ZZ-DR-A-(05)003 - Proposed North West Elevation
 - 9609-BA-XX-ZZ-DR-A-(05)004 - Proposed South West Elevation
 - 9609-BA-XX-ZZ-DR-A-(06)001 - Proposed Sections (Sheet 1 of 2)
 - 9609-BA-XX-ZZ-DR-A-(06)002 - Proposed Sections (Sheet 2 of 2)
- Planning Statement (Savills)
- Economics Impact Assessment (Savills Economics);
- Design and Access Statement, (including Operational Management Strategy) (Buttress);

- Heritage Statement (Buttress);
- Noise Impact Assessment (Savills Acoustics);
- Crime Impact Statement (Greater Manchester Police);
- Servicing and Waste Management Strategy (Vectos);
- M&E & Ventilation Strategy (Ridge);
- Transport Statement (Vectos);
- Framework Travel Plan (Vectos);
- Waste Management Statement (Vectos);
- Air Quality Assessment (Redmore);
- Ecology Statement (Collington Winter);
- Environmental Standards Statement / BREEAM Pre-Assessment (Ridge); and
- Blue and Green Infrastructure Assessment (Ridge).

An application fee of £526 (inclusive of the Planning Portal fee) has been paid in full via the Planning Portal.

Planning Benefits

A high quality hotel at Royal Buildings will bring a number of significant benefits, as follows:

- Boost to Piccadilly Gardens – a high quality apart hotel will have synergies with the adjoining land uses and be complementary to the leisure, shopping and entertainment offer in the area, adding vibrancy and activity to the area, both throughout the day and into the evening. This increased activity will add to the safety and security of the area.
- Choice and new offer – Manchester is much celebrated for its high-quality cultural offer, and its many museums, galleries, theatres, events and heritage assets play a key role in attracting visitors and contributing to wider inward investment, as well as helping to realise the community and place agendas at the heart of the city. Responding to the increasing demand for hotel use in the City Centre, through creating an additional 187 hotel rooms. Creating a hotel offer in this location will offer a distinctive product that complements the operator's existing provision within the City Centre. The new aparthotel would assist in meeting current and future demand for hotel accommodation within Manchester and assist in diversifying the offer for tourists and visitors, in accordance with Core Strategy Policy CC4.
- Vitality - It will bring a largely vacant building back to life, providing economic benefits to the City, and also contributing to the ongoing regeneration and reinvention of Piccadilly Gardens. The hotel use will complement the existing commercial and leisure uses within the area, in accordance with the City Centre Strategic Plan 2015-2018.
- Job Creation – The development will would create 30 FTE jobs. This would include a mix of full and part-time positions. The proposals will also lead to job creation during the construction phase. This will accord with the provisions of Policy EC1 and paragraph 81 of the NPPF which states that *“Significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development.”*

The creation of additional hotel rooms in a City Centre location which is known for leisure and recreation will clearly contribute towards the Core Strategy's goal focusing culture and leisure in the City Centre and increasing its accessibility as well as contributing towards meeting the targets for growth in the tourism economy for the City and wider region.

The Site is located with Manchester City Centre, as defined by the City Centre Strategic Plan 2015-2018, and as such the development of hotel use is in accordance with Core Strategy CC4 and Section 2 of the NPPF.

The proposed hotel will contribute towards the quality of the City Centre hotel offer, in accordance with Core Strategy CC4. Zedwell is confirmed as the operator of the proposed hotel, and is fully committed to this Site, ensuring a viable and deliverable scheme.

In keeping with Zedwell's brand positioning, they propose to create a high quality and affordable hotel at Royal Buildings, which will make a noteworthy addition to the Manchester accommodation offer.

The benefits associated with hotel significantly outweigh the loss of the existing employment space within the building. The proposed development will contribute to the economic, social and environmental improvement of the city.

The proposals accord with the relevant policies of the Core Strategy, the City Centre Strategic Plan for Manchester City. In terms of national planning policy, the scheme is consistent with the objectives outlined in the NPPF, in particular the need to provide sustainable development in the right locations.

I trust the above is satisfactory however if you have any questions please do not hesitate to get in touch with myself or Mollie Arif at the above address.

Yours sincerely

A handwritten signature in blue ink, appearing to read "J. Patel".

Jay Patel
Director