

FLAT IRON

200 DEANSGATE MANCHESTER



200 DEANSGATE

I.0 FEATURES OF THE EXISTING SITE

THE BUILDING

The unit is part of Royal London House located within the Deansgate / Peter Street Conservation Area in Manchester's commercial city centre. The unit over two floors comprises of Ground Floor measuring 286sqm & the Basement measuring 197sqm.

First constructed in 1904 for The Royal London Friendly Society by architect Charles Heathcote, the building gained Grade II listed status in October 1974 and is a classic example of architecture from the Edwardian Baroque period.

The site situated on the corner of Deansgate and Quay Street is currently occupied by Blacks, the outdoor apparel and equipment retailer and is immediately adjacent to Pieminster on Deansgate. To the right at ground floor is the entrance to 196 Deansgate reception. The First Floor is currently occupied by designated office space.



LOCATION PLAN



200 DEANSGATE

2.0 DESIGN DEVELOPMENT

2.1 DESIGN PROCESS

THE BRIEF

To explore the conversion of the existing Blacks unit into a steak restaurant over two floors for Flat Iron.

The 200 Deansgate unit will occupy the Ground Floor & Basement Floor within corner position of the building bounded by Deansgate & Quay Street with Little Quay Street to the rear.

The aim is to uncover and display as much of the original building fabric as possible, highlighting any heritage assets & celebrating the architectural features. To achieve this, the existing fit-out will be stripped back to expose the original structure of the building.

Sketches and computer generated visualisations have been prepared to test, develop and evaluate the design in response to the building's physical characteristics and constraints. A robust scheme has been established with a clear narrative to the design of guest facing spaces, clear organisation and layout for both function and use.

CONCEPT DESIGN

The concept design has been explored with input from Flat Iron (the tenant). A London based independent steak brand restaurant which is establishing their first location outside the capital. The internal & external fit-out of the unit is required to reflect the Flat Iron's brand aesthetic but also work sympathetically with the existing listed building and compliment the historic building fabric.

PRECEDENTS

Inspiration for the design has been drawn from other Flat Iron projects completed within Listed Buildings and the Flat Iron brand aesthetic as a whole. Particular attention has been focused on the language achieved by the retention and use of reclaimed pieces throughout. Display of existing historic building fabric and how that will form a 'back drop' to the new elements fittings and finishes.



Proposed Elevation - Deansgate, External View

A heritage statement has been prepared and submitted in support of this application which will address the impact of the development on the Listed Building, the design of the proposed fit-out and specific elements and how they interact with the Listed Building are described within this document

2.3 STRIP-OUT AND SHELL WORKS

The current retail unit and all the existing fit-out elements will be carefully stripped out by the applicant. To avoid any damage to the historic building fabric and features.

Once the soft strip out is complete, a full survey will be undertaken to establish the extent and condition of the existing historic building fabric and heritage assets. The Landlord is proposing to undertake works to install a extract ventilation and dedicated utility service connections.



Proposed Elevation - Quay Street, External View



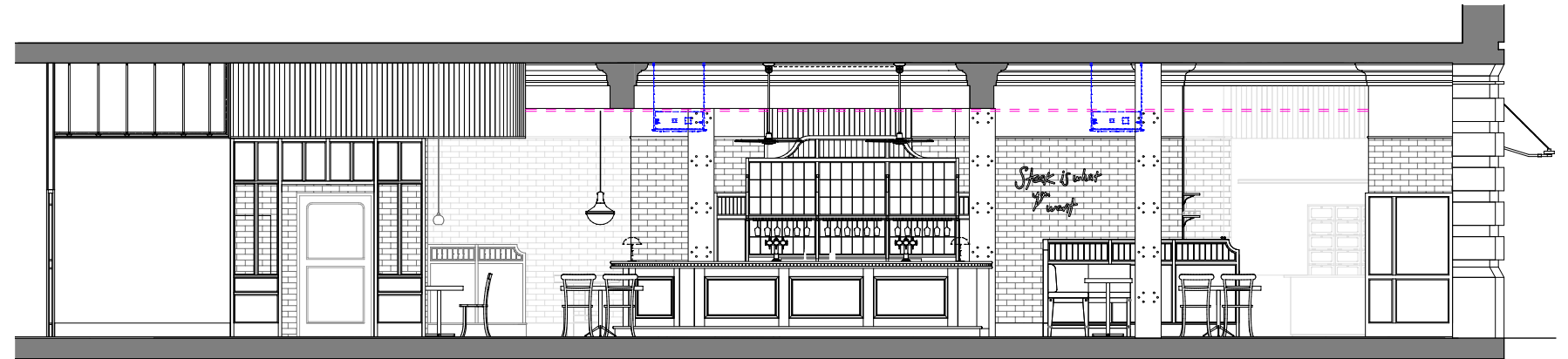
200 DEANS GATE

2.4 DESIGN DEVELOPMENT

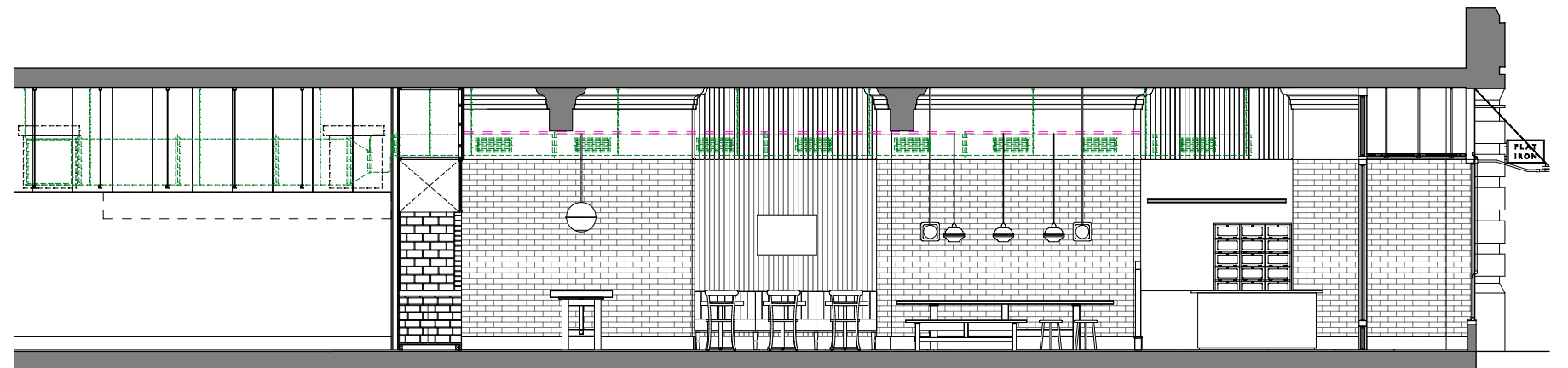
The proposed layout of the unit has been developed through consultation with the Landlord and Flat Iron and is reflective of operating practices of Flat Iron and the constraints presented by the existing architectural arrangements.

The redevelopment aims to take full advantage of the original historic architectural features and fully integrate them into the design of the restaurant.

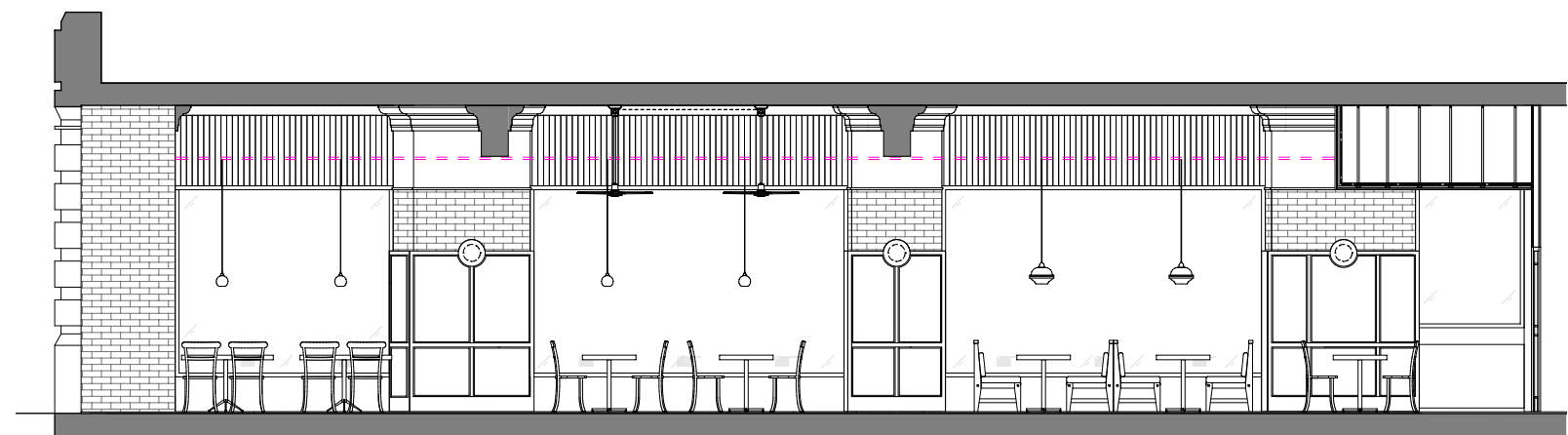
The intention is not to restore or renovate any historic assets but to preserve in its current form, repairing only to stabilise or maintain.



PROPOSED GROUND FLOOR SECTION AA



PROPOSED GROUND FLOOR SECTION BB



PROPOSED GROUND FLOOR SECTION CC

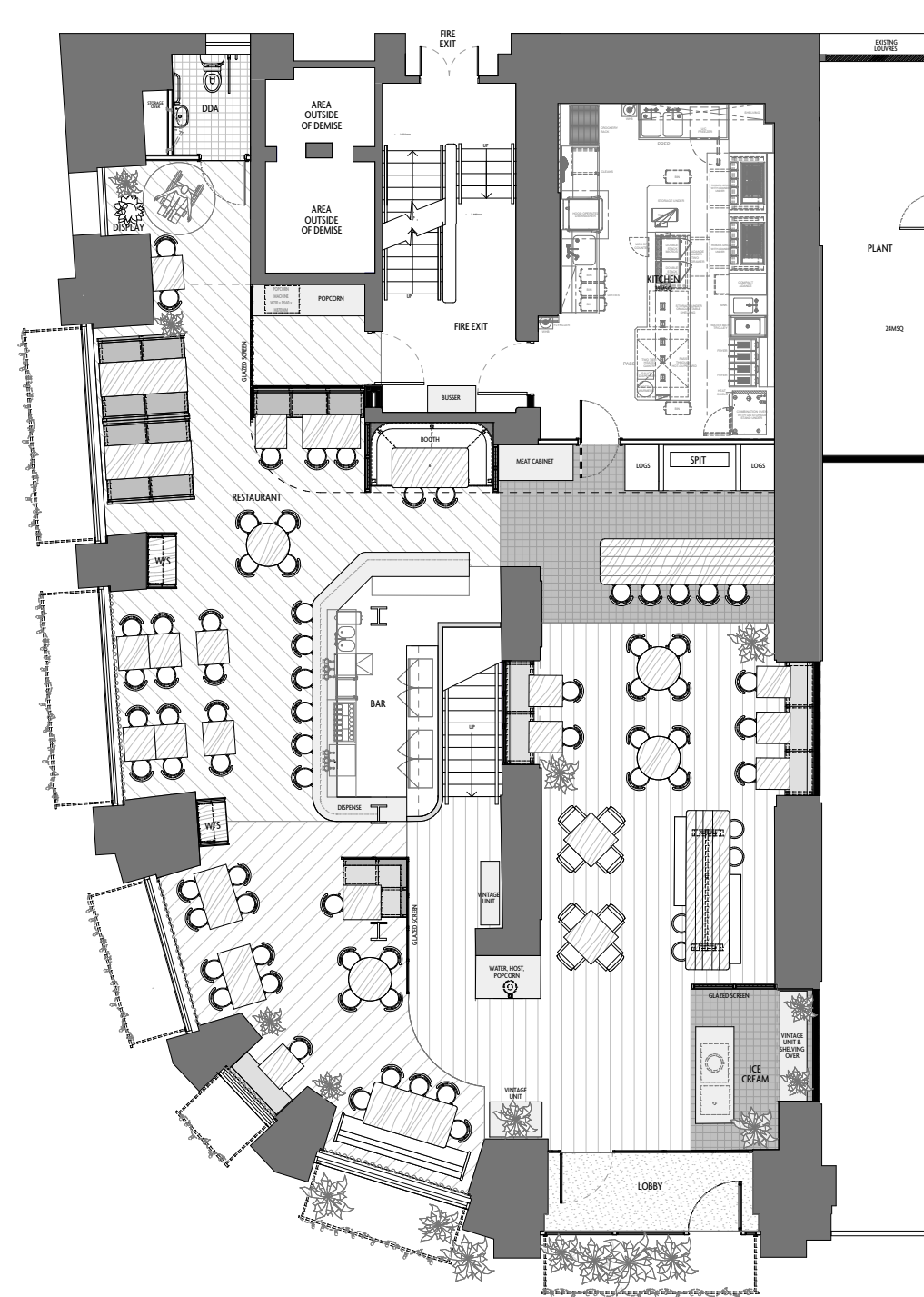


3.0

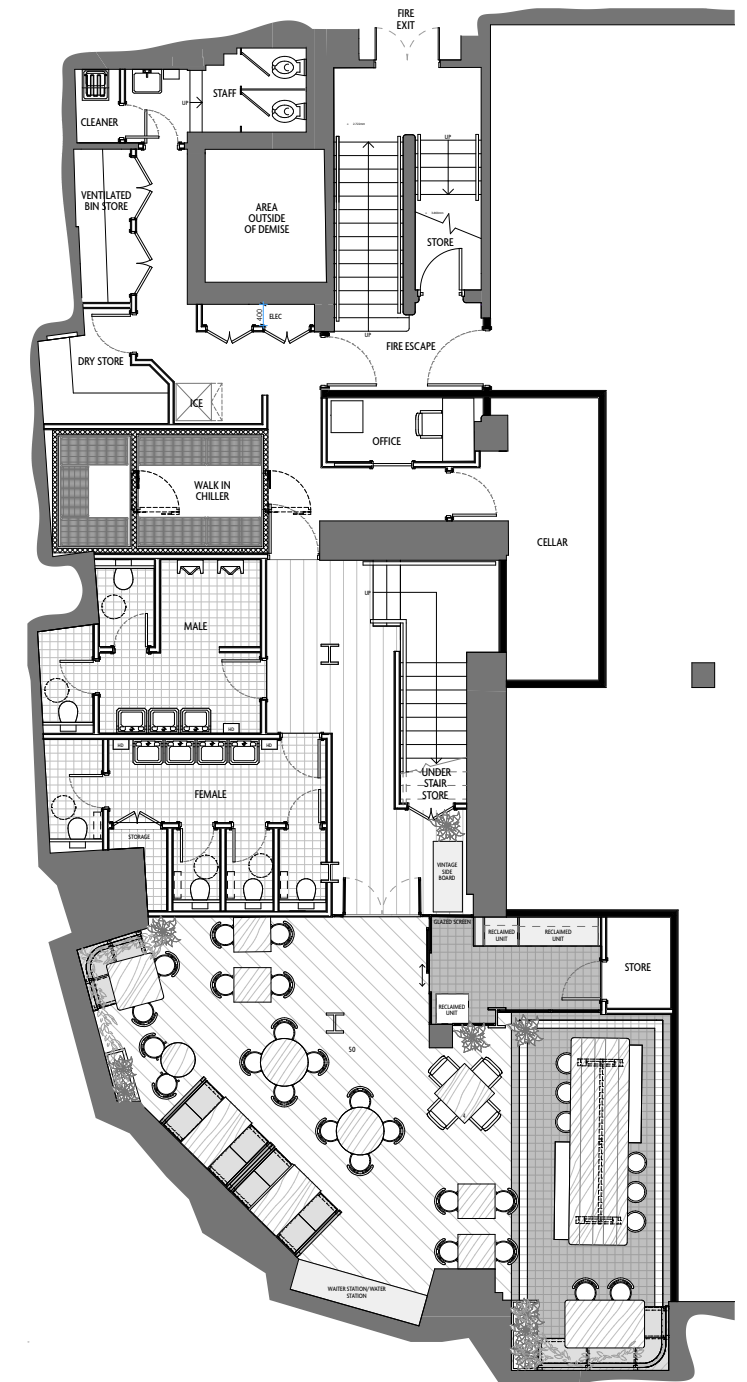
3.1 INTERNAL LAYOUTS

From the guest arrival point via a new entrance and lobby arrangement, the restaurant is subdivided along its length by existing masonry structure which runs front to back. Each space has visual function highlights synonymous with Flat Iron. Ice-cream counter, live cooking spit, bar server and the pop-corn machine. A mix of furniture types and screens divide the space and tables in the windows activate the frontage to Deansgate / Quay Street and draw views in from the street. A new stair located in the proposed reduced existing stair opening leads guests to the basement dining space and toilets.

The proposed reduction of the accommodation and opening allows for a narrower stair and the removal of an existing masonry block wall - built as part of the Black's remodelling affords a more open stair lobby arrangement from which the guest toilets are accessed. Back of house spaces are to the rear of the unit in order to interact with the ground floor back of house areas and provide direct access to Little Quay Street for servicing. The dining space is positioned to benefit from the aesthetic of glazed brick walls and other heritage assets.



PROPOSED GROUND FLOOR GA



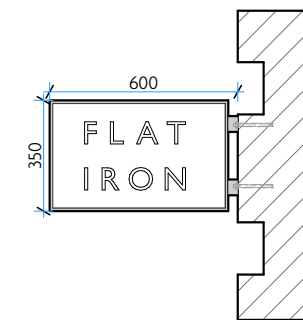
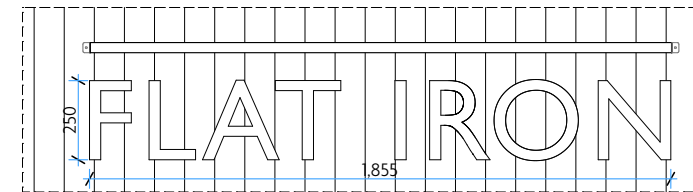
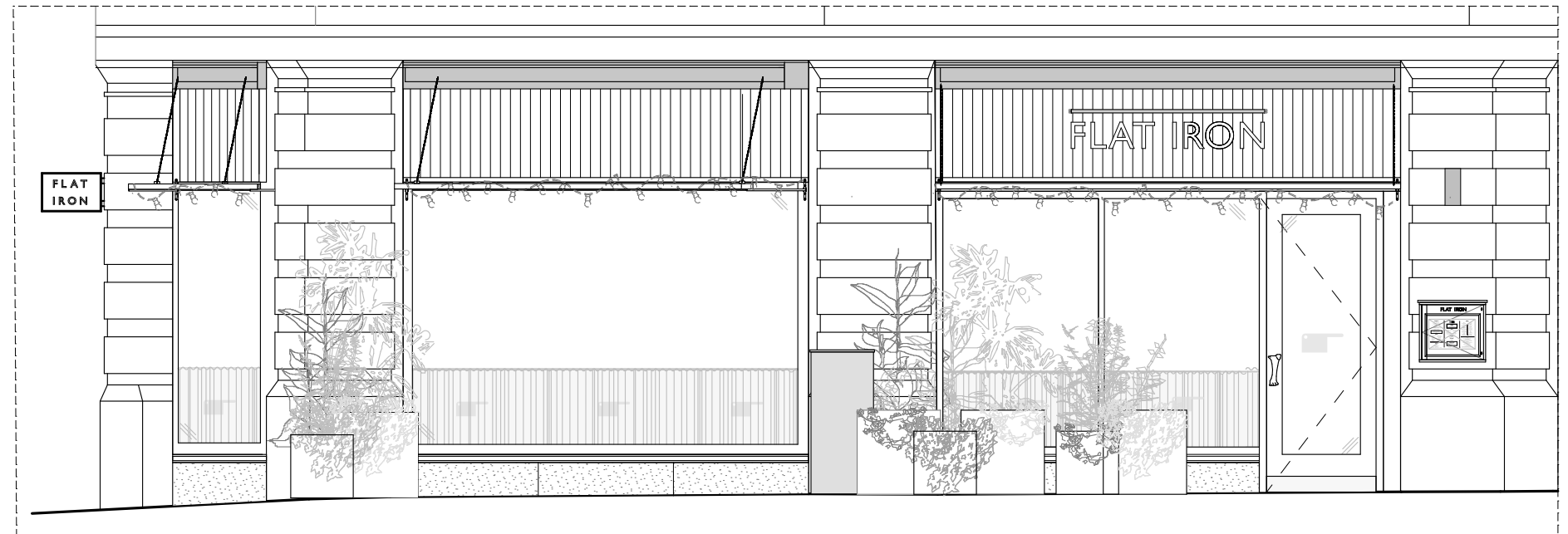
PROPOSED BASEMENT FLOOR GA



3.2 EXTERNAL ALTERATIONS

This proposal includes alterations and modifications to shopfronts and frontage of the unit to Deansgate & Quay Street. Detailed drawing information with specifications is submitted in support of the application. A new section of paint finished shopfront is proposed with new entrance door and granite stall riser to match. Above the section of shopfront is a fascia formed in T&G boarding set within a perimeter frame, all to be gloss paint finished. The existing aluminum powder coated shopfront glazing is to be retained and refinished with the fascia treatment described above replicated on each shopfront opening.

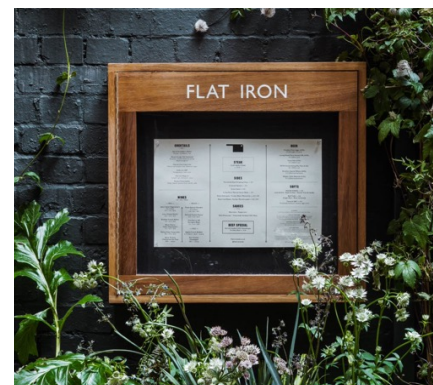
Synonymous with Flat Iron is its trademark awning frames with warm white led festoon lighting, simple internally illuminated projecting signs, hand applied 'Flat Iron' wordmark signage and hardwood menu case. These elements have been designed and sized to fit with the proportions and constraints of the existed listed building.



A photograph of the site in 1905, showing original fabric awnings inserted within the window openings to the ground floor

EXTERNAL ALTERATIONS
Proposed Deansgate Elevation, hand applied 'Flat Iron' wordmark and projecting sign

From L-R Flat Iron Clink Street & Kensington



PROPOSED MENU BOX



PROPOSED PROJECTING SIGN



PROPOSED AWNING FRAMES
& FESTOON LIGHTING



3.3 MATERIALS & APPEARANCE

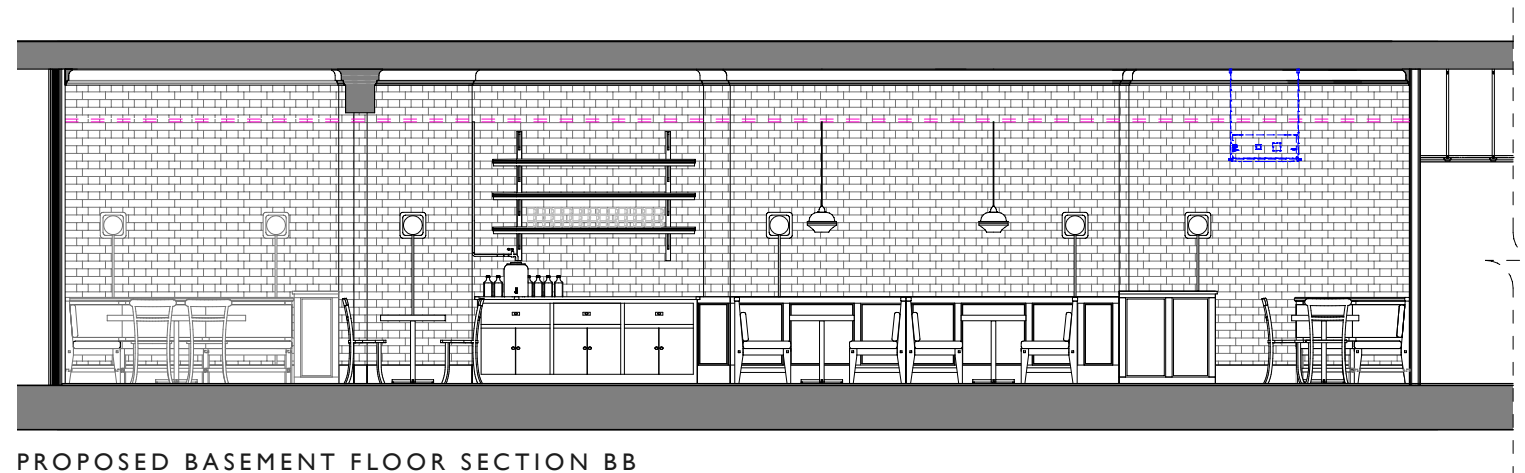
An outline schedule of works and materials specification is included to support this application, giving full details of the proposed finishes.

The graphic sections show the simplicity and organisational clarity of the Flat Iron design. The palette of predominantly natural materials is paired back and restricted.

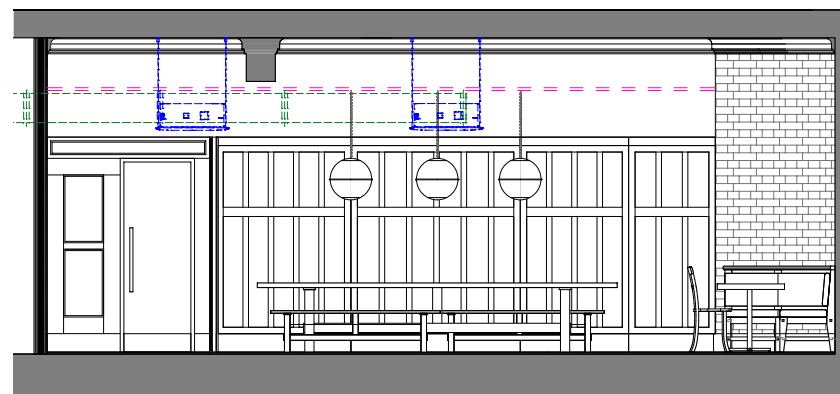
With an emphasis of hand made, traditional crafts, reclaimed materials and vintage objects.



PROPOSED BASEMENT FLOOR SECTION AA



PROPOSED BASEMENT FLOOR SECTION BB



PROPOSED GROUND FLOOR SECTION CC



3.4 HERITAGE ASSETS

Based on evidence of existing historic building fabric in other premises at ground floor and basement in other premises in Royal London House such as Manahatta and Pieminster, we have presumed a similar arrangement.

All in-situ cornicing and decorative plaster details will be protected and preserved. No fixings will be made to these nor penetrations made through these. The cornicing will receive a dark green gloss paint finish.

Any missing sections of picture rail will be replaced with a joinery moulding to match and the plaster panels over repaired and receive paint finish.

The existing steel columns that showcase the buildings' primary structure will receive an intumescent paint system then finished with dark gloss paint.

Any existing exposed brickwork to be brushed to remove plaster residue and receive a brush applied stabilising solution.



Proposed GF ice-cream Station, Internal View



Proposed GF Bar, Internal View



Proposed GF Spit, Internal View



Proposed Internal View



Proposed GF Bar, Internal View



Proposed Basement, Internal View



3.5 MECHANICAL & ELECTRICAL INSTALLATION

Included as part of this application are drawings demonstrating the ventilation and lighting installation. All wiring will be installed in surface fixed containment. Containment tray for electrics and small air conditioning pipework will be suspended from the ceiling, run below the existing corniced down stand beams.

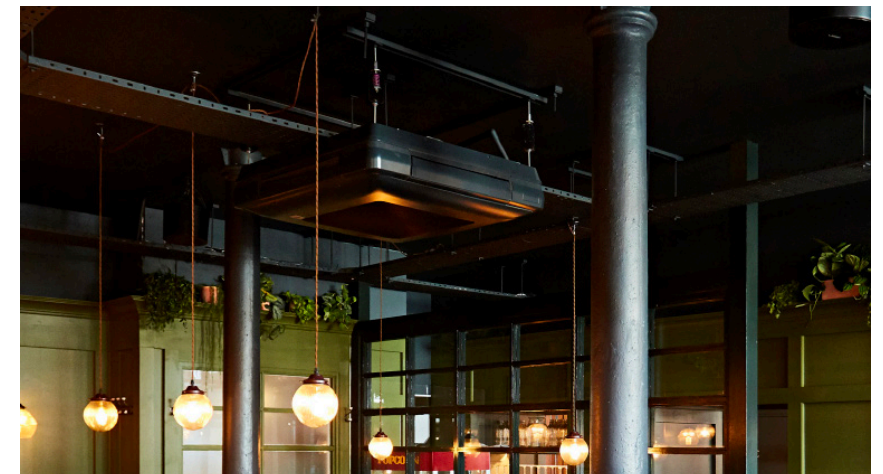
Individual light fittings and any surface fixed small power sockets will be cabled through galvanised conduit. All containment at ceiling level will receive paint finish in Hague Blue by Farrow & Ball and low level in Studio Green by Farrow & Ball.

Ventilation will be provided by air conditioning units suspended on Unistrut from the ceiling and ducted through the unit. Supply & extract air is proposed to be via the existing louvres. Ductwork will be suspended below the existing down stand beams and receive a decorative finish to match the ceiling in Hague Blue by Farrow & Ball.

Example photos of other Flat Iron sites showing this approach & examples of the proposed lighting, mechanical and electrical installation.



From L - R, Flat Iron Westfield White City, Waterloo & Spitalfields





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4.0 PUBLIC ACCESS

Level access into the Flat Iron unit is to be located on Deansgate via one customer fully glazed opening inward door close to the junction of Quay Street. The pavement is wide with good visibility.

The unit is well connected to 3no. Bus stops within 100m including: Deansgate (Stop WK), Deansgate / Peter Street (Stop WM) & Edwardian Hotel (Stop SJ).

Two car parks are located within the same distance including T35 Bootle Street Parking & JustPark located on Peter Street. Additional there is a loading lay-by to the right of the unit directly outside the adjacent unit at 198 Deansgate with a dropped kerb directly outside unit of the corner of Deansgate & Quay Street.

The site is well connected to public transport with the site located less than 500m from Deansgate train station and numerous tram stops including Deansgate – Castlefield & St Peters Square.

Vertical circulation and the layout arrangements on each floor are straightforward with a clear division to front of house and back of house areas with a level transition between floor finishes.

The customer and back of house floor coverings will be none slip reclaimed Staffordshire quarry tiles, engineered character oak timber planks & anti slip safety flooring. In addition, there will be a good contrast in colour between all floor coverings, the fixed and flexible furniture and wall finishes.

There will be plenty of natural light during the daylight hours in the majority of the ground floor space. This will be enhanced and supplemented with artificial light in the unit throughout. In addition to the level access at the front of the unit, an additional method of fire escape will be located to the rear of the unit, there is also a fire escape at basement level, both leading to Little Quay Street up a flight of stairs.

4.2 WHEELCHAIR ADAPTABILITY

The main entrance into the unit allows for step free access with a Accessible WC located towards the rear of the unit.

4.3 VEHICULAR ACCESS

The existing vehicle servicing strategy is to be retained. For incoming deliveries, the lay-by to the front of the unit can be utilised for vehicles to pull in and out and goods brought into the unit via the main entrance.

Details will be confirmed with the relevant providers as part of the supply contracts for Flat Iron.



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4.4 WASTE MANAGEMENT

Flat Iron are committed to operating in a responsible and sustainable manner in regard to reducing volumes of waste, recycling and procurement initiatives will be utilised.

Waste and recycling will be stored within the existing back of house areas in the restaurant. A dedicated ventilated refuse store has been included in the layout.

Bins are provided throughout the restaurant for use during operational hours, typically behind the bar and within waiter stations. We also have a designated drop off 'Busser' area for food waste so that this separated, for collection and to be disposed of sustainably.

Waste and recycling will be collected on a schedule by a contractor and disposed of accordingly. Flat Iron work with a UK leader in waste management Veolia to dispose of waste from all their restaurants and have collections 7 days a week.

Estimated Volumes and Bin Capacity

Our waste is split out into General, Glass, Recycling and Food Waste. Each Flat Iron has varying volume of waste created in accordance with their sales level, however we have used our London Bridge restaurant as a guide to estimate the volume of waste for Deansgate as they have similar capacity.

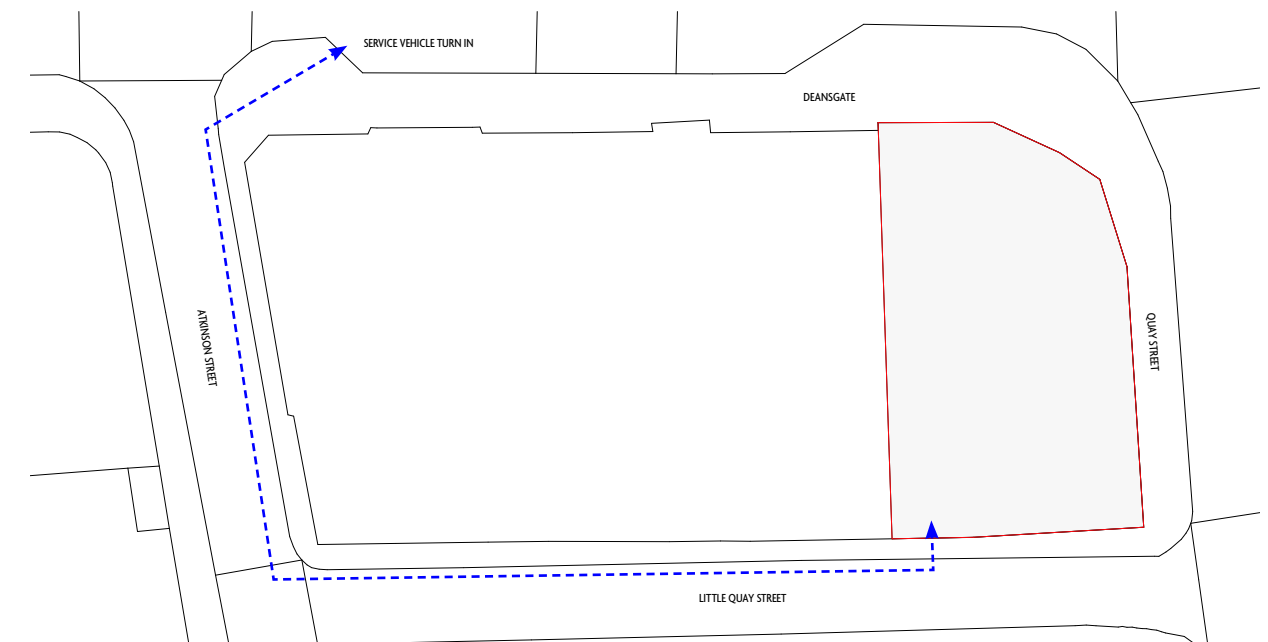
Expected daily volumes:

Glass x3 bags

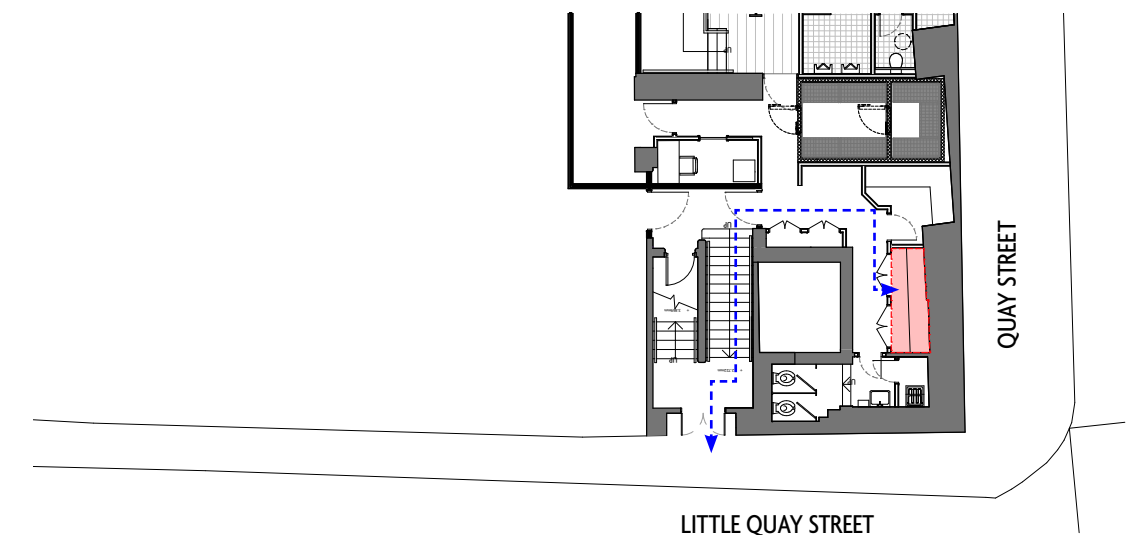
Recycling x6 bags

General x8 bags

Food x6 bags



GROUND FLOOR - BIN SERVICE STRATEGY



PART BASEMENT REFUSE LOCATION

Red line denotes site demise
Dashed red line & fill denote ventilated bin store
Bin Service Route





5.0 OPERATION & SECURITY

The company works with statutory authorities to ensure all conditions associated to the attached planning permissions and premises licences are complied with. There have been no negative interactions with any regulatory authorities on any site since Flat Iron's establishment in 2012.

The premises will trade as Flat Iron, at 200 Deansgate Manchester.

All staff working in the unit will go through our training giving them the tools they need to make Flat Iron the best place they have worked. So much so, for the last three years Flat Iron have been voted one of the UK's top 100 Best Companies to work. They will be aware of the needs and requirements of all the our customers. All training is documented and signed off.

Any person who is behaving in a disorderly manner including those who are intoxicated will be removed from the premise in a professional manner.

A comprehensive formal CCTV system will be used and utilised to deter the acts of theft, cash robbery, bogus callers, deliberate damage to the property and attacks on our employees especially during early morning and late evening hours.

All IT equipment will be stored within a secure office located to the rear of the basement floor. To meet the requirements of the insurers all money will be stored within a safe within this office.

All Flat Iron premises have measures to ensure no unwanted noise is emitted from the premises and no vibration is transmitted through the structure of the premises to the adjacent tenants.

Smoking will not be permitted on the premises and all areas will be supervised by staff to ensure smoking is carefully managed and controlled outside the unit. To avoid noise nuisance there will be a gradual dispersal of customers at the end of the evening.



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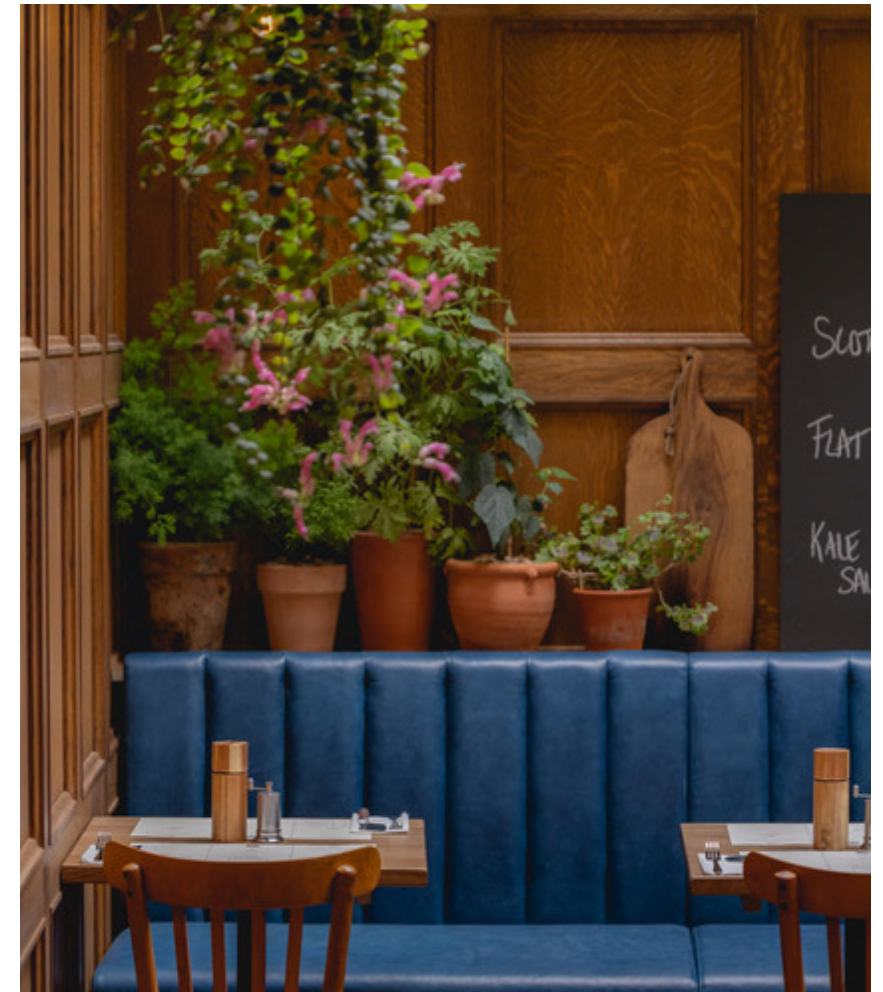
ABOUT FLAT IRON

In 2012, a vision was born of truly remarkable steak, accessible to all, no frills, no fuss. We looked at 38 suppliers, tasted hundreds of samples, and got to know some amazingly passionate people before kicking things off above a pub in Shoreditch.

To do that, we have an amazing team of great people who love what they do and love working at Flat Iron.

We principally serve beef grown in extensive or regenerative systems, typically raised on small family run farms in the UK and Ireland. We favour traditional breeds and longer, slower rearing that yields marbling in the meat and juiciness and flavour in the steak. Like everyone we are conscious of the effect we are having on the planet and the need to tread as lightly as possible. We are learning how cattle can be used as part of a mixed system to regenerate soils and increase carbon content, but we certainly don't have all the answers. What we do know is that eating less, better quality beef, that is fully traceable and has assured welfare standards feels like the right thing to us.

Remarkable steak, accessible to all, passionate people and love. It's where we started, where we are and where we firmly hope to stay.



From L - R, Flat Iron Covent Garden, Westfield White City, Clink Sreet, Tooley Street & Kensington