

# Treehouse Hotel

Blackfriars Street  
Manchester M3 2EQ

## Proposed External Signage to Hotel Building Design & Access Statement



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## 1.0- Introduction

The former Marriott Renaissance Hotel on Blackfriars Street, Manchester, is undergoing a major refurbishment and transformation into a market leading upscale destination hotel under the Treehouse Hotels brand.

This received planning permission under Application Number 130446/FO/2021, dated 26<sup>th</sup> August 2021.

This Design & Access Statement is in support of the proposed planning application for advertising consent, detailing the desired signage and artwork to be mounted on the façade of the building to support and promote the hotel's re-branding as a Treehouse Hotel.



## 2.0- Hotel Proposals

The hotel proposal is the first of three new redevelopments forming part of the wider masterplan for the Renaissance Hotel site. It seeks to revitalise the existing building and contribute to the vibrant commercial district in which it sits.

The intent of the proposals seek to fully modernise and transform the hotel internally and externally into something that gives back to the community and meets the needs of modern guests and hotel operators.

A separate planning application has been granted to fully replace and modernise the glazing throughout the hotel under application number: 129468/FO/2021, dated 22<sup>nd</sup> April 2021.

These external signage proposals are mix of individual letters making up the 'treehouse hotel' name, and back-lit graphic icons mounted to the façade.

Details of these are included on the Signage Schedule included within the application, as well as manufacturers proposals indicating their size, construction, materials and fixings.



### 3.0- Treehouse Hotels

The retention and refurbishment of this building serves to repurpose and reuse it in an inherently sustainable but commercially viable way to revitalise the unused and derelict block that has been a blight to the Deansgate streetscape.

The mindset of repurposing and reuse are fully aligned to the brand identity of Treehouse Hotels and the refurbishment proposals have been developed in line with their underlying ideologies. To better understand the design narrative it is therefore important to understand the brand and how their values have informed it.

Treehouse Hotels is a 4\* brand and opened its first hotel in London in 2019, in acknowledgement of a market demand for hotels that are less corporate in their outlook and seek to preserve and enhance rather than replace. At the heart of Treehouse Hotels is the drive for a more sustainable environment. Underpinned by all the trappings expected of a modern hotel, their design ethos promotes sustainable development and seeks to create playful and stimulating destination hotels.

The approach of Treehouse Hotels is anything but a formula driven standardised approach, with each hotel being a bespoke offering; designed to respond to the environment in which it sits, preserving and enhancing whilst providing playful yet relatable designs. Strongly believed to be the UK's second city due to the vibrant culture and diverse economy, Manchester and the Renaissance Hotel site are seen as a great fit for the brand.

The Treehouse approach is all about materiality and allows the richness of finishes to be celebrated. It seeks to strip back unnecessary elements and for the building fabric to be on show. This honesty is softened with moments of playfulness with homely details introduced to stimulate a sense of calm.

Careful selection of natural materials, biophilia and moments of fun are proposed to create a cosy yet engaging aesthetic to offset the stark brutalist exterior. The vision of the proposed design, in line with the sustainable approach of retaining the existing building fabric, is that of a brutalist urban oasis.

The proposed external signage follows this ethos, in line with carefully curated brand standards that are universal but also flexible in their application to a specific site and building.

The primary Treehouse logo is comprised of 5 elements: the tree, the plus sign, the house, the brand name, and the word “hotel”. The tree, plus sign, and house are original illustrations and the logo type is custom-designed. The connection and proportions between them are carefully considered.

As the brand grows, a Treehouse Hotel will be referred to by its location, and this venue will quickly be referred to as ‘Treehouse Manchester’.



A recognisable colour palette for the treehouse hotels brand is essential for Brand identity and consistency. Consistent use of colour enhances the strength of this identity.



Chosen CMYK, HEX and Pantone colour values lend a recognisable tone, and Are used throughout the hotel.

The external signs primarily use a rich brown walnut wood texture to the face of Iconography, with several set-in powder coated metal frames to create a 3D effect. These metal frames use the ‘Forest Green’ colour from the approved pallet.



FOREST GREEN

HEX# 1A5252  
C 88 M 50 Y 59 K 33  
PMS 322 U/C

## 4.0 Access strategy

### 4.1 Access to the site

The application site is in a highly sustainable location within the Deansgate area of the City Centre. It is easily accessible by sustainable transport modes with good access via walking, cycling and public transport.

### 4.2 Building access

The hotel entrance is located off Blackfriars Street approximately 30mtrs west of the Deansgate junction. The existing pedestrian connections at ground level are provided via a well-lit pavement with accessible crossing point at the Deansgate junction. Car parking is provided by the existing car park located on the below ground levels running down to the Riverside. An access stair from the carpark is provided at the west end of the mezzanine conference suite linking parking facilities back to Blackfriars Street.

### 4.3 Security & Crime prevention;

The proposed signs are building mounted at high level, and out of reach of the general public. New CCTV and door access controls will be replaced and modernised, and the reception will be manned 24/7.

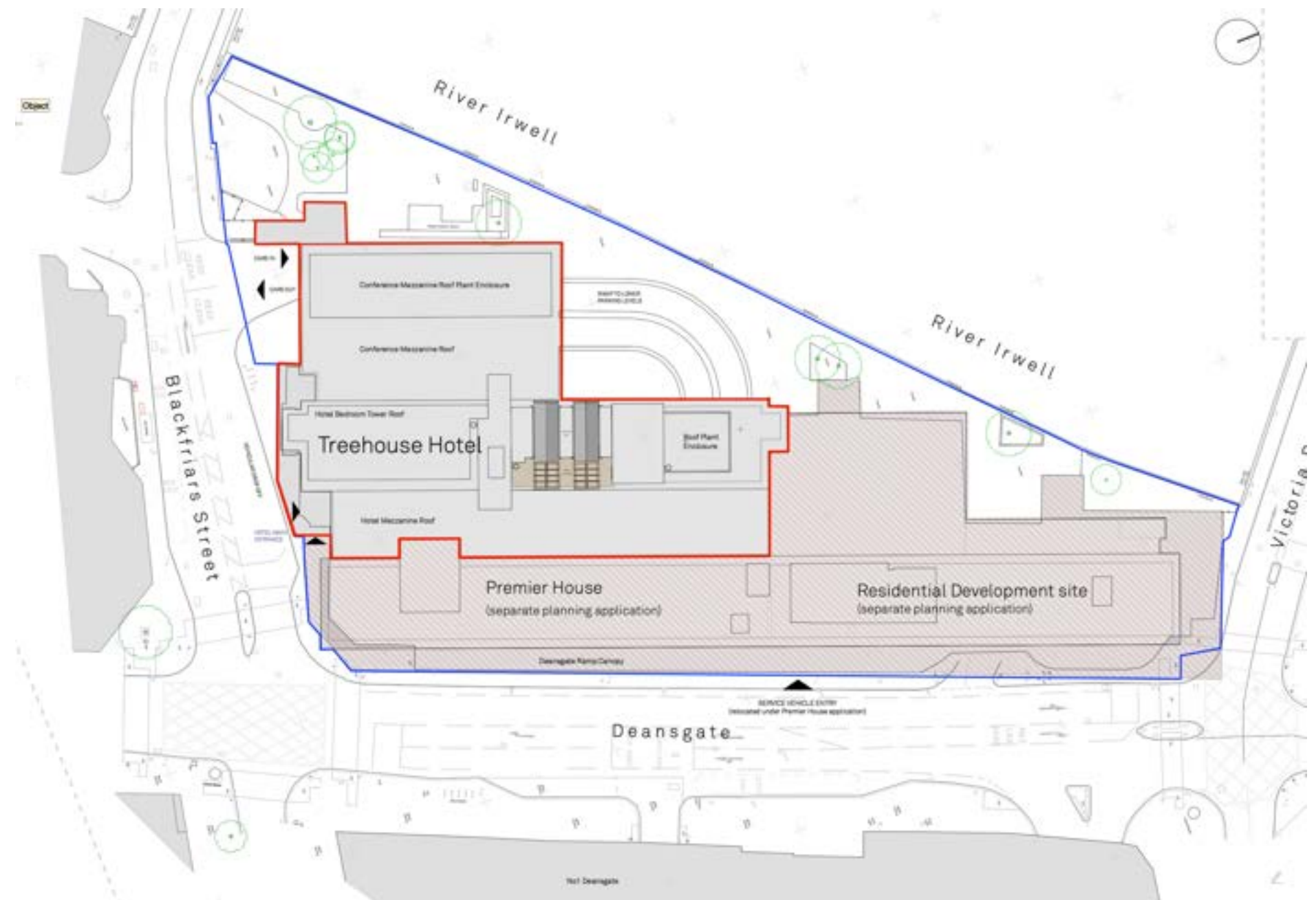
Staff and servicing access will continue to be provided via the secure service yard which is provided with barrier access and CCTV coverage. Staff and delivery entry points will be provided with new electronic access control.

Fire stairs discharging to the street level are egress only and fitted with panic hardware from the internal face only.

The design will include:

- Internal access control via use of a restricted electronic key or fob
- Doors and windows rated PAS 24 2016 where accessible to the public
- Security alarm system is linked to all back of house door entry points.
- CCTV with appropriate lighting at entrance areas and throughout the service yard and carpark entry ramps.
- Secure staff bicycle storage within the service yard footprint

Building Access Plan  
NTS



#### 4.4 Signage Installation & Maintenance

The existing building and its retained format largely dictate the maintenance and access strategy.

Currently high level access to the facade for maintenance and cleaning is all achieved via fixing eyes and abseil access. High level roof plant is accessed directly from the adjacent roofs and staircases.

The addition of high level signage will require installation of additional man safe lines where roof edge access is proposed for regular maintenance and improvements to the existing abseil strategy are also proposed. Limited MEWP access to reach lower elements of the facade from the Riverside level will be provided. MEWPs can be driven down the car park ramps and onto the Riverside level for access.

Water feeds are proposed to the mezzanine roof levels to allow pole fed window cleaning equipment to be used to minimise abseil requirements and time spent working at height.

Below images show the installation & maintenance strategy proposed

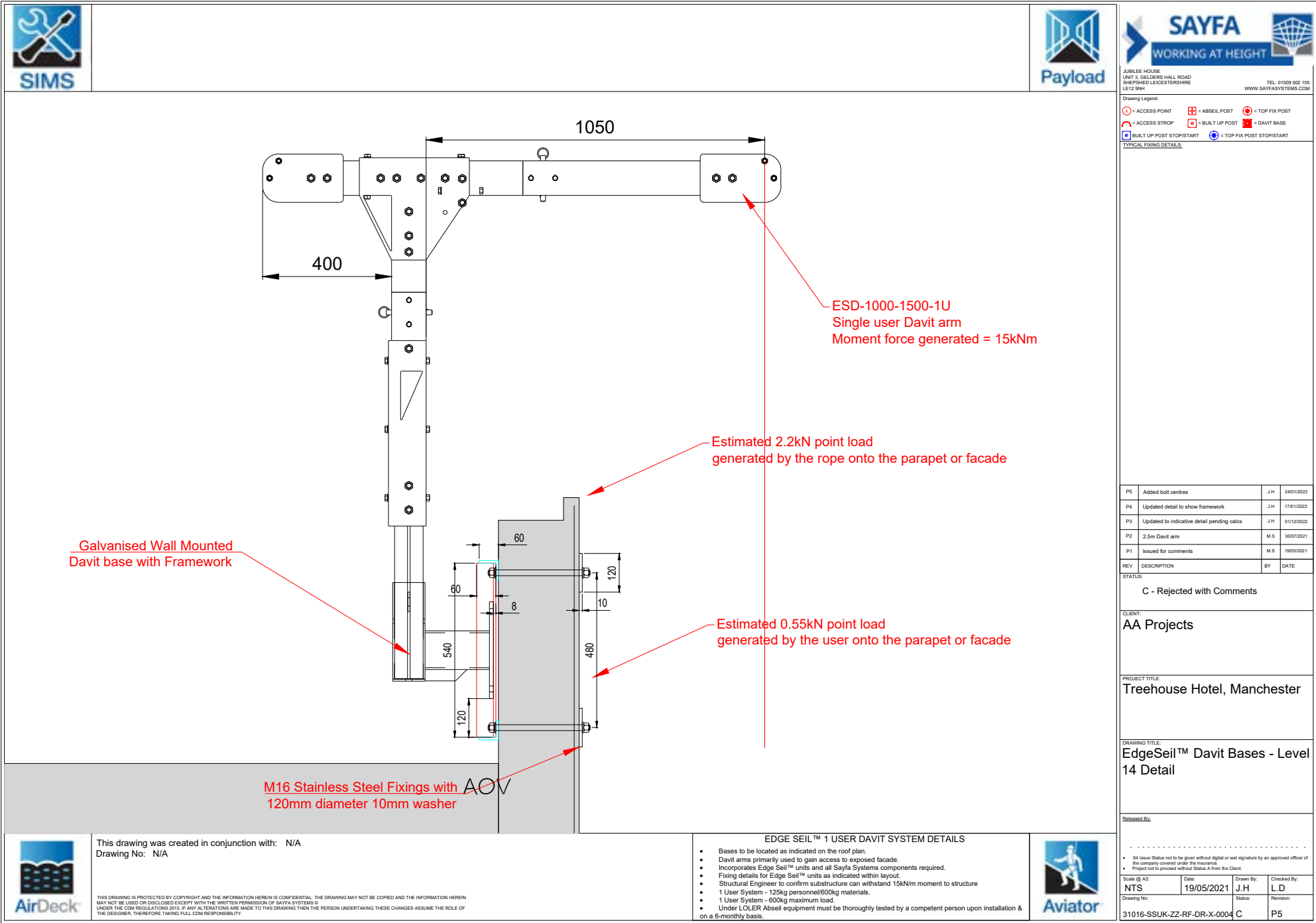
##### Maintenance Access and Cleaning strategy;

-  Abseil with raptor rails supported from eyebolts and removable davits set in parapet sockets
-  Direct rooftop or ground level access with fixing eyes and fall arrest system installed as required
-  MEWP access. Opening to be formed in the carpark wall to provide riverside access.
-  MEWP access from riverside level combined with direct access from carpark ramps.



High level Rope and Davit Access  
Removable davit systems along with Raptor rails or equivalent supported from the parapet are proposed in addition to the existing abseil eyes. Davit sockets are proposed along the external perimeter and Davits will require storage at roof level for infrequent maintenance access.

The davits will be installed and used for both the installation and regular maintenance of the signs.





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Drawing Legend:

|                                                                                     |                            |                                                                                     |                           |                                                                                     |                |
|-------------------------------------------------------------------------------------|----------------------------|-------------------------------------------------------------------------------------|---------------------------|-------------------------------------------------------------------------------------|----------------|
|  | = ACCESS POINT             |  | = ABSEIL POST             |  | = TOP FIX POST |
|  | = ACCESS STROP             |  | = BUILT UP POST           |  | = DAVIT BASE   |
|  | = BUILT UP POST STOP/START |  | = TOP FIX POST STOP/START |                                                                                     |                |

TYPICAL FIXING DETAILS:

Architectural floor plan of the Fourteenth Floor Rooftop Bar. The plan shows a large rooftop area with various rooms and equipment. Key areas include an 'Existing Plant Enclosure' on the left, a 'Lifts' area in the center, and a 'Plant Room' on the right. The plan is annotated with dimensions, room numbers, and notes. A large note at the bottom right states 'Plant area tbc' (To Be Confirmed). The plan is oriented with North (N) at the top and includes a grid system with letters A through Z and numbers 1 through 25. A note at the bottom center says 'add safety line'. The plan is labeled 'FOURTEENTH FLOOR - ROOFTOP BAR' and 'DEANS GATE ELEVATION'.

## Roof Plan Davit Detail Drawing 0004

## RAPTOR RAIL™ SYSTEM DETAILS

- Rail to be located as indicated on the roof plan.
- Rail primarily used to gain access to required facades.
- Incorporates Raptor Rail™ units and all Safely Systems components required.
- Finding details for Raptor Rail™ units can be withheld until final layout.
- Under LOLER Absell equipment must be thoroughly tested by a competent person upon installation & on a 6-monthly basis.
- Structural Engineer to confirm substructure can withstand point loading of 21kN from each bracket (2 users).
- Aluminium finish as standard (PPC available at additional cost).
- Raptor Rail™ designed for 2 users as standard unless otherwise stated.
- All M12 T-Nut fixings must be torqued to 25Nm.

## EDGE SEIL™ 1 USER DAVIT SYSTEM DETAILS

- Bases to be located as indicated on the roof plan.
- Davit arms primarily used to gain access to exposed facade.
- Incorporates Edge Seal™ units and all Safya Systems components required.
- Fixing details for Edge Seal™ units as indicated within layout.
- Structural Engineer to confirm substructure can withstand 15kN/m moment to structure
- 1 User System - 125kg personnel/600kg materials.
- 1 User System - 600kg maximum load.
- Under LOLER Aseel equipment must be thoroughly tested by a competent person upon installation & on a 6-monthly basis.



This drawing was created in conjunction with: Synergy Architects  
Drawing No: 2.16

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- S4 Issue Status not to be given without digital or wet signature by an approved officer of the company covered under the insurance.
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|-------------------------------------------|---------------------|------------------|--------------------|
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| Drawing No:<br>31016-SSUK-ZZ-RF-DR-X-0001 |                     | Status:<br>C     | Revision:<br>P6    |

## 5.0 Summary

The proposed revitalisation of the building as a 4\* destination hotel creates a positive statement to the community and brings the building back to life.

Similarly positive external signage mounted to the building to each of the four elevations will promote Treehouse Manchester, make it identifiable and easy to locate within the city centre.

The high-level back-lit icons are symbolic and clearly represent the brand, enlivening the street scene without being garish, distracting or quickly dating.

The signage will supplement the external treatment proposed by the recent approved upgrade and help change the poor public perception of the building. These proposals soften, enliven, and add character to the brutalist exterior by the introduction of vibrant visuals, urban planting and use of natural materials.

The Treehouse Hotel will transform this tired old building and provide an asset for Manchester.