



Planning Statement – Office Redevelopment

Premier House, Deansgate

August 2022

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Prepared By: NL/EH/LN

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For and on behalf of Avison Young (UK) Limited

1. Introduction

1.1 This Planning Statement has been prepared by Avison Young ('AY') on behalf of the Applicant, Deansgate SOF Alliance LeaseCo Limited, a joint venture between Property Alliance Group (PAG) and an affiliate of Starwood Capital (SCG), in support of a full planning application submitted to Manchester City Council ('the Council') for the redevelopment of the former Premier House office site into an office-led mixed use development. The previous Premier House office building has been long term vacant and the remaining structure is set to be demolished in its entirety (under separate prior approval application Ref: 134208/DEM/2022 which is due for determination in August 2022) to make way for a new high quality workspace with retail/ food and beverage uses at ground floor level, fronting Deansgate.

1.2 The full description of development as stated on the application form is:

"Full planning application for erection of 5-storey office-led mixed use development at site of former Premier House office building (following demolition of the existing structure with the exception of structural elements that tie in with the Renaissance Hotel) comprising new office space (Use Class E) (floors 1-4) with ground floor reception area and commercial units x 4 (retail/ food and beverage floorspace (Class E/ Sui Generis Drinking Establishment Use), amendments to existing servicing arrangements including new service yard entrance, new rooftop amenity space for use of occupiers of floors 1-4, new roof top plant, new public realm and landscaping and supporting infrastructure and ancillary facilities including changing and shower facilities, refuse store, plant areas, cycle store and other ancillary facilities within lower ground floor."

1.3 The site forms part of the wider Renaissance Hotel complex that is the last remaining undeveloped site within the 1999 City Centre Masterplan and has long been a strategic regeneration objective of Manchester City Council (MCC). SCG and PAG propose the comprehensive transformation of this wider site into a high-quality mixed use destination, with various planning applications having been approved by MCC pursuant to an overall illustrative masterplan (discussed further below).

1.4 The Premier House proposals subject to this particular application are crucial to ensuring the deliverability of this strategically important site and form the second phase of development proposed to be delivered as part of the wider masterplan proposals. This application comprises a revised scheme for Premier House following approval of a very similar scheme (Ref: 130935/FO/2021), albeit which was one storey lower than the current proposals, in October 2021 (discussed in following sections).

- 1.5 The application site extends to approximately 0.19 hectares and forms part of the Renaissance complex, which is located at the northern end of Deansgate in Manchester City Centre. The wider site fronts onto Deansgate, Blackfriars Street, and Victoria Bridge Streets, and the River Irwell. The extent of the application site is shown on the Location Plan enclosed at **Appendix I**.
- 1.6 The Renaissance complex currently comprises a vacant 15-storey, 203 bedroom hotel building which is currently being refurbished to deliver a new 4* hotel under permission ref: 130446/FO/2021, an operational multi-storey car park, and a dilapidated former office building (Premier House) which has been vacant for a significant number of years and has now been partly demolished under prior approval ref: 130049/DEM/2021.
- 1.7 SCG and PAG are like-minded partners that share a vision and commitment to deliver a stand-out development at the site of the Renaissance complex. The complementary skill sets and combined real estate experience, including Starwood Capital's unique track record and Property Alliance Group's City Centre development pedigree, means the team is very well positioned to deliver a landmark scheme that will regenerate this key site in Manchester.

Holistic Masterplan Proposals

- 1.8 The joint venture (JV) is proposing a transformational, high-quality and deliverable scheme that will finally realise the potential of the wider Renaissance Complex site through redevelopment of existing buildings and new build development to deliver a new destination hotel, a flagship office building, and a landmark residential development, together with a new activated frontage to Deansgate including new retail units, engagement with the river, and new public realm.
- 1.9 A holistic illustrative masterplan for the wider site has been developed alongside key stakeholders for hotel, office and residential uses. Whilst the masterplan proposes the comprehensive redevelopment of the whole Renaissance Complex site, it is being brought forward under separate planning applications pursuant to the different areas of the masterplan site. This approach has been informed by comprehensive pre-application discussions with MCC as local planning authority (LPA).
- 1.10 The wider holistic masterplan for the site aims to transform and regenerate the final piece of the City Council's City Centre Masterplan in a deliverable manner following several previous failed attempts. Most recently, this was in the form of a mixed use scheme in 2008, comprising 4 new buildings, the tallest at 35 storeys and a 2018 Strategic Regeneration Framework by MCC and Urban & Civic. Despite the efforts of well-respected developers, MCC officers, and Sir Howard Bernstein, the lack of activity over the last 20 years illustrates the complexities associated with bringing forward the meaningful

regeneration of the site and all previous proposals for wholesale demolition and redevelopment have ultimately proven undeliverable.

- 1.11 The current masterplan proposals have taken a slightly different approach to those that have failed in the past focusing on the part-retention and part-redevelopment of the wider site – one that the Applicants believe is the only way that this site can be realistically brought forward – and ultimately represents a deliverable scheme. Various planning applications have been submitted to MCC for approval pursuant to the overall illustrative masterplan, including a previous scheme consented in 2021 (ref: 130935/FO/2021) for office-led development at the application site, and the revised scheme for high quality offices and retail/leisure floorspace subject to this particular application are a crucial and fundamental part of ensuring the delivery of this strategically important site.
- 1.12 As well as ensuring deliverability, sustainability is also at the heart of the JV's approach to regenerating the site. In the UK, the construction industry accounts for 60% of all materials used, creates a third of all waste and generates 40% of all CO2 emissions. It is resource hungry and with reuse and repurposing forming only a small proportion of construction, the problem is perpetuated. According to DEFRA, of the 200 million tonnes of waste generated in Britain annually, 63% is construction debris, with 32% of construction waste being deemed unrecyclable and ending its life in landfill. The UK currently demolishes more than 50k buildings every year.
- 1.13 To help alleviate the climate emergency, it is important that buildings and development are now conceived in a very different way. The JV and its design team embrace the ethos of the Architects Journal "Retro First" initiative strapline "The greenest building is one that already exists". They are committed to sustainably responsible construction and believe these proposals are fully aligned to Manchester City Council's ambitious targets to become a zero carbon city by 2038. One of the key sustainability benefits of the masterplan is the approach to retention and re-use of some of the existing buildings on site, where appropriate, including the new hotel and parts of the existing Premier House development. This will result in significant savings in embodied carbon versus demolition, for example, the retention and refurbishment of the hotel alone will result in a 39% saving in embodied carbon versus demolition and new build which is the equivalent of 462 + new residential homes, and this is before the application of other sustainability measures and a design that will include the use of modern construction techniques and materials throughout, to create a high quality and energy efficient development.
- 1.14 The vision for the transformation of the wider Renaissance complex (including the redevelopment of Premier House) can be summarised as follows, and it has been agreed that each component of the

masterplan would be submitted as separate planning applications but under the umbrella of the wider illustrative vision:

1. Undertake the high quality redevelopment of the existing hotel building to reposition this as a market leading up-scale destination hotel. Working with Treehouse Hotels (the proposed operator), a high quality design has been prepared in line with their brand identity and their strong commitment to promoting sustainability. Planning permission has now been granted for this element of the masterplan (Ref: 130446/FO/2021).
2. Redevelopment of Premier House site (following demolition) into a revitalised high quality commercial workspace. Premier House has been vacant for a number of years, is an eyesore and detracts from the character of this part of the City Centre. The new building will deliver high quality workspace, will make an important contribution to the local economy, creating jobs and bringing new life to the area. Planning permission was originally granted for this element of the masterplan in October 2021 (Ref: 130935/FO/2021) but a revised scheme has been worked up by the Applicant and it is this element of the wider masterplan that the JV is seeking permission for as part of this application. Further details are contained in the following pages of this report.
3. The northern area of the site will be cleared (through part-demolition of Premier House) to make way for an exciting and high quality residential development appropriate to its location. The joint venture is proposing a landmark residential building of real quality, with the introduction of active ground floor uses alongside new public realm and a new destination new riverside attraction. This application is currently pending (Ref: 132088/FO/2021) with an August 2022 target determination date.
4. As well as providing substantial new public realm within its land ownership, the JV also has ambitious public realm aspirations for the surrounding roads and is currently working with key stakeholders including MCC and TfGM to define the extent and form of the works and how it could be delivered. One of the key drivers for the masterplan is to completely transform the use of Deansgate from a 100+m dark and inactive frontage to a new pedestrian-focused public realm area with active frontages, spill out space, and generous circulation space and routes to the Cathedral and south down Deansgate. These illustrative proposals have been fully considered, however, they need the full buy-in of various stakeholders and so do not form part of this planning application. Approval for this element of the masterplan will come forward separately in the near future.

- 1.15 The joint venture is committed to changing the perceptions of this key site and its surroundings to breathe new life into this part of the City Centre. The JV has already submitted initial enabling works

applications to MCC to help facilitate the delivery of the wider masterplan. These include two prior approval applications for the demolition of Premier House. The first (Ref: 130049/DEM/2021) having already been approved for partial demolition of Premier House in connection with the overall vision for the revamp of the site and clearing land for the residential development (Ref: 132088/FO/2021) to the north. The second (Ref: 134208/DEM/2022), currently under determination (at the time of writing), for the demolition of the remaining structure of Premier House (save for those elements connected to the hotel) which will facilitate the proposals the JV are seeking permission for under this application.

Premier House Proposals

- 1.16 This application focuses on the second stage (as listed above) of the holistic masterplan proposals which is the redevelopment of the Premier House site into a revitalised high quality commercial workspace.
- 1.17 This application proposes a revised scheme to that previously consented (Ref: 130935/FO/2021) for the Premier House site. This previous application was approved in October 2021 and permitted the following development:

“Refurbishment of retained structure comprising stripping building back to its core, external alterations including new facades and extension of floorplate on Deansgate elevation (circa 3m) to create new office space (Use Class E) (floors 1-3) with new ground floor reception area and commercial units x 4 (retail/ food and beverage floorspace (Class E/ Sui Generis Drinking Establishment Use), amendments to existing servicing arrangements including new service yard entrance, new rooftop amenity space for use of occupiers of floors 1-3, new roof top plant, new public realm and landscaping and supporting infrastructure and ancillary facilities including gym, refuse store, plant areas cycle store and other ancillary facilities within lower ground floor.”

- 1.18 The new proposals do not deviate far from the previously consented Premier House scheme. Therefore the revised proposals will not drastically change the design and ethos of the previous scheme but will instead provide a betterment to it. The main changes to the scheme can be summarised as follows:
- Demolition of the remaining structure of the existing Premier House building/ core (save for elements connected to the hotel) to allow for a new steel core structure and erection of new facades on all 4 elevations; and,
 - Addition of 1 extra storey to deliver a 5-storey office-led mixed use development.

- 1.19 The proposals sought under this application will continue to deliver the entirely reimagined Premier House building, both internally and externally as per the previous application, alongside the amendments listed above, which represent a further significant financial investment by the Applicant.
- 1.20 The amendments to the previous scheme have been carefully considered and have been based upon the opportunity to:
- Improve the energy efficiency of the floorplates;
 - Rectify the previously compromised structure in terms of floor to ceiling heights that did not meet industry standards through the demolition of the existing structure and the provision of a new steel structure; and,
 - Increase the proposed quantum of employment floorspace of the development.
- 1.21 As an overview, in addition to the amendments outlined above (demolition as per a separate prior approval application), the proposals put forward by this planning application for the redevelopment of the Premier House site include;
- Extension of floorplate towards Deansgate (circa 3m);
 - A new improved entrance proposed on the corner of Deansgate and Blackfriars Street;
 - New office floorspace;
 - New retail/food & beverage floorspace at ground floor level creating a new active frontage;
 - New roof space to include new landscaping and dwell space;
 - New fire escape stair to the retained car park; and,
 - Relocation of existing service yard access relocated along Deansgate, adjacent to the Premier House fire escape stair.
- 1.22 The redevelopment of this site is key to the wider masterplan as it has lain vacant for a number of years and currently detracts from the character of this area of the City Centre and the important surrounding heritage assets. The proposals will revitalise the site and represent the key next step in building on the objectives enshrined in the approved strategic regeneration framework (SRF) that covers the redevelopment of the site (entitled the Ramada Complex SRF).
- 1.23 Whilst the purpose of this report is to cover the proposed redevelopment of Premier House, its contents should be read in the context of the developing masterplan and the overall aspirations for the site.

Structure of Statement

1.24 The Planning Statement considers a range of principal matters to enable a thorough evaluation of the proposals against the relevant local and national planning policy framework. The statement is structured as follows:

- **Chapter 2** – describes the application site and the surrounding area, including any known environmental constraints and relevant planning history;
- **Chapter 3** – outlines the planning history at the site;
- **Chapter 4** – considers the regeneration context including any relevant Strategic Regeneration Frameworks;
- **Chapter 5** – describes the proposed development;
- **Chapter 6** – describes the community and stakeholder engagement exercise undertaken by the Applicant;
- **Chapter 7** – sets out the relevant planning policy framework and any material planning considerations;
- **Chapter 8** – appraises the development proposals more widely against the statutory Development Plan and other material considerations;
- **Chapter 9** – outlines the environmental and technical considerations present at the site;
- **Chapter 10** – summarises the scheme benefits;
- **Chapter 11** – sets out the main conclusions of this Planning Statement.

Supporting Material

1.25 The application is accompanied by a comprehensive suite of supporting technical reports, which has been prior agreed with the LPA:

Documents

- Covering Letter;
- Application forms and certificates;
- Air Quality Assessment;
- Archaeology Assessment;

- Construction Management Plan;
- Crime Impact Statement;
- Design and Access Statement, including:
 - Servicing Strategy;
 - Ventilation and Extraction Details;
- Drainage Strategy (including SuDS Strategy);
- Ecology Appraisal, including:
 - Bat Activity Survey Report
- Environmental Standards Statement, including:
 - Sustainability and Circular Economy Statement;
- Fire Statement;
- Heritage Statement;
- Local Labour Agreement;
- Noise and Vibration Assessment;
- Planning Statement, including:
 - Statement of Community Involvement;
 - Blue and Green Infrastructure Statement (included in Section 8);
- Roof Terrace Strategy
- Site Investigation Reports including:
 - Phase I Geoenvironmental Site Assessment;
 - Phase II Geoenvironmental Site Assessment
- Transport Statement;
- Travel Plan; and
- Utility Statement.

Drawings

- 1.26 The planning application is accompanied by a full suite of drawings in accordance with Manchester's validation criteria. A drawing schedule is provided at **Appendix II**.

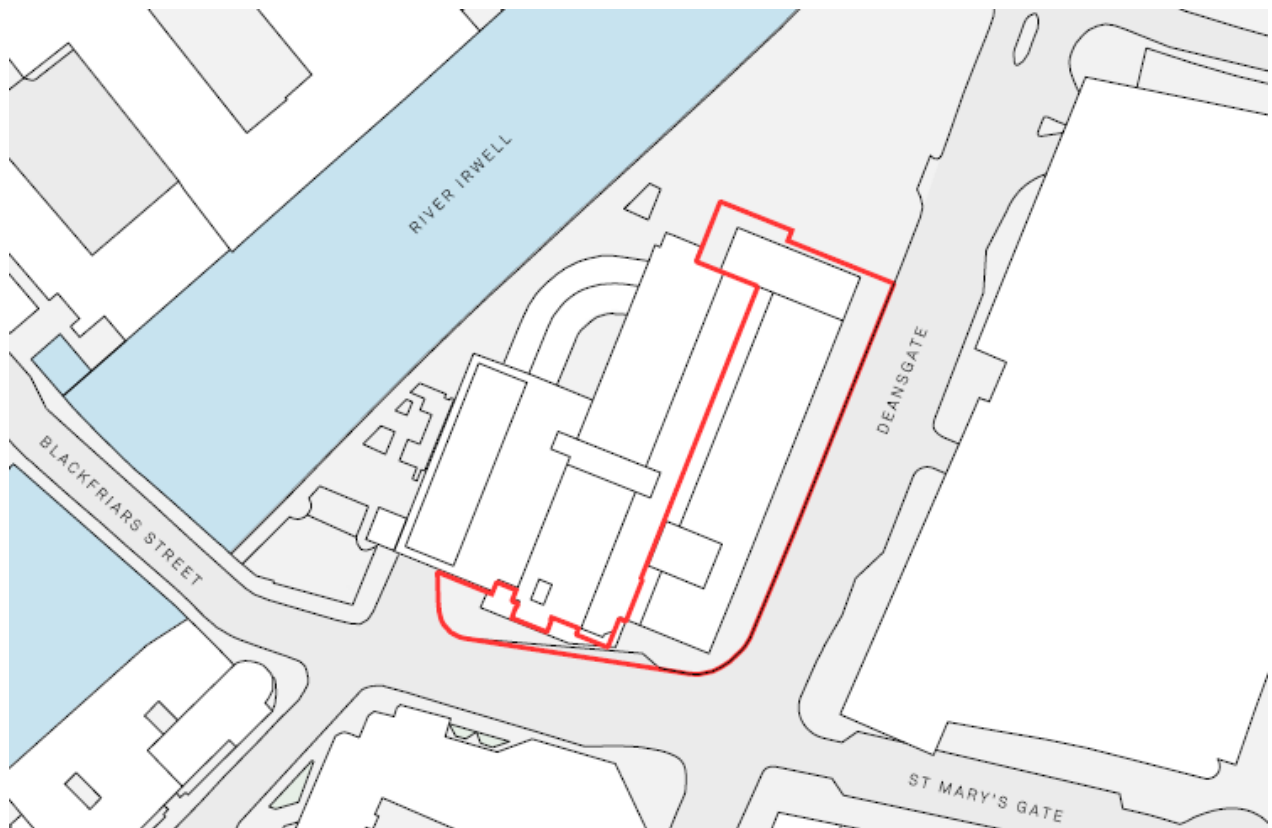
Summary

- 1.27 The application has been the subject of formal and comprehensive pre-application discussions with the City Council. The scope of supporting material was agreed with the LPA prior to submission of the application. Discussions with officers also highlighted key matters to be addressed as part of the planning process. All such matters have been duly considered and assessed as part of the application submission.

2. Site and Surrounding Area

The Application Site

- 2.1 The site extends to approximately 0.19 hectares and forms part of the wider Renaissance hotel complex site, within Manchester City Centre. The application site comprises the southern area of the Premier House site, which has comprised the vacant former office building which has been unused for over 20 years.
- 2.2 Part of the former Premier House building has already been demolished in accordance with prior approval ref: 130049/DEM/2021, in line with development proposals for the north of the masterplan area. The site therefore currently comprises the remaining part of the former Premier House building which is the subject of a separate prior approval application for demolition, which is currently with MCC for determination (Ref: 130049/DEM/2021) in August 2022. The remaining elements of the Premier House building face onto Deansgate (A56) to the east. It is bound by the cleared residential plot to the north, Blackfriars Street to the south and by the existing hotel building to the west. A Location Plan showing the extent of the application site boundary is enclosed at **Appendix I**.



Location Plan extract

Wider Renaissance Complex Site

- 2.3 The wider Renaissance complex site currently comprises a vacant 15-storey, 203 bedroom hotel building which is currently being refurbished to deliver a new 4* hotel, a multi-storey car park, and the remains of a dilapidated former office building (Premier House) which is the subject of this planning application and has been vacant for a significant number of years.
- 2.4 A satellite map extract showing the site location within the City Centre is provided below.



Site of wider Renaissance complex edged in red

- 2.5 It occupies a prominent location in the City Centre, situated at the northern tip of Deansgate and at a key intersection between Blackfriars Street, Deansgate and St Mary's Gate, which leads Market Street. The site formed part of the post-1999 City Centre Renewal Area Masterplan but is the only area of the Masterplan that has not undergone regeneration.
- 2.6 The site is in very poor condition presently and, visually and physically, represents a significant blight on this part of the City Centre. The scale of problem is emphasised by the length of its frontage onto Deansgate at 123 metres. As a comparator, Piccadilly Plaza is 167 metres in length. There is a clear and pressing need to transform the existing, poor quality physical environment of this highly prominent City Centre site.



Views of the former Premier House building along Deansgate



View of Premier House from corner of Deansgate and Blackfriars Street (left) and view from Victoria Bridge Street (right)

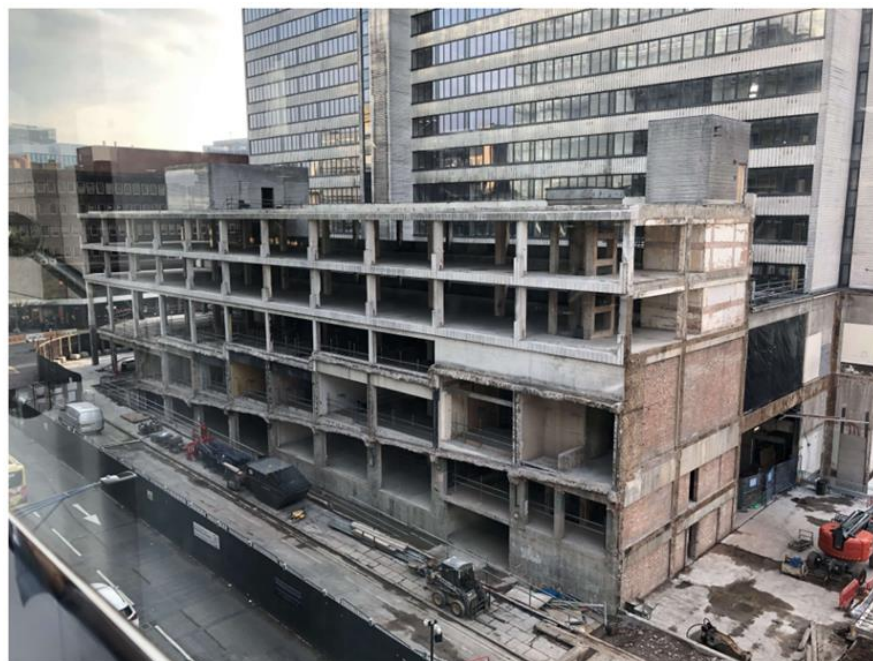


Image of remaining Premier House core

The dilapidated appearance of the existing and former buildings on site are detrimental to the area. These buildings date from 1972 and are the last remnant of the wider concrete landscape that once connected Cross Street to Blackfriars (prior to the 1996 bomb). The buildings fronting onto Deansgate are part derelict/part vacant, presenting a dead frontage to the street and the site as a whole turns its back on the River Irwell. The riverside walkway has poor accessibility with little permeability. It has no activity or natural surveillance and fails to promote views of the Grade I listed Cathedral or the Grade II listed Blackfriars and Victoria Bridges.

- 2.7 The site occupies a prominent position on the northern end of Deansgate, a principal thoroughfare through the north and south of the City Centre. Over the last 10-15 years, Deansgate has been transformed into a welcoming, vibrant street with a variety of multi-national and independent retailers and leisure occupiers. The site acts as a blight to this otherwise vibrant area, with unattractive frontages along the back of Harvey Nichols.
- 2.8 Manchester's Medieval Quarter is located to the north-east of the site, containing several listed buildings including Manchester Cathedral. A number of retail units are located within close proximity to the site, adjacent to Deansgate, Blackfriars Street and St Mary's Gate. The western boundary of the site, which is significant in length (c. 125sq m), borders the River Irwell.

Statutory Designations

- 2.9 Considering statutory designations:
- **Listed Buildings** – The property itself is not listed however there are a number of listed buildings located near to the site, particularly to the north-east and south. The Grade II listed Victoria Bridge is approximately 85m to the north of the site (from its centre). Approximately 75m to the south-west of the site is the Grade II listed Blackfriars Bridge (List UID: 1279490). The Grade II listed Haywards Building (List UID: 1210025) also lies to the south of the site (circa 120m).
 - Further listed buildings line Cateaton Street to the north-east, including:
 - Grade I listed Cathedral Church of St Mary
 - Grade II listed Mynshulls House (List UID: 1197779)
 - Grade II listed Mitre Hotel (List UID: 1197780)
 - Grade II listed The Old Wellington Inn (List UID: 1270698)
 - Grade II listed Sinclair's Oyster Bar (List UID: 1254647)
 - Grade II listed Former Corn and Produce Exchange (List UID: 1282970)

- **Conservation Areas** – The site is not located within a Conservation Area. However, the Parsonage Gardens Conservation Area borders the site to the south and the City of Manchester (Cathedral) Conservation Area is located to the north of the site.
- **Flooding** – The majority of the site is located in Flood Zone 1 where there is a low risk of flooding. The site bounds the River Irwell to the west.
- **Air Quality** – the site is within the Greater Manchester Air Quality Management Area (AQMA), which covers the whole of the City Centre core.

Surrounding Area

- 2.10 The City Centre Primary Shopping Area (PSA) extends to the east and south-east of the site. A number of high end retailers line New Cathedral Street to the east, such as Harvey Nichols and Selfridges. Further east of the site is the main shopping area extending to Market Street, including the Arndale Shopping Centre.
- 2.11 The surrounding area has seen significant levels of regeneration in recent years including various residential-led developments such as:
- **No.1 Deansgate** – a 14 storey residential mixed used development comprising 84 apartments at the upper 14 floors above retail floorspace and basement car parking.
 - **Citysuits** – a 17 storey aparthotel comprising 263 apartments, with a restaurant and bar at the ground floor.
 - **One Greengate** – a 31 storey residential building comprising 497 apartments and commercial floor space at street level and 248 basement car park spaces.
 - **Exchange Court (now known as Anaconda Cut)** – a 44 storey residential tower consisting of 349 apartments and 83 basement car park spaces.
 - **Norton Court (The Residence)** – a mixed use development comprising two buildings ranging from 15 to 34 storeys accommodating 300 apartments and 31 basement car park spaces.
- 2.12 There are also a number of offices near to the site, which include but are not limited to Maybrook House (Deansgate), Speakers House (39 Deansgate), Blackfriars House (Blackfriars Street), The Offices (Barton Square), Arkwright House (Parsonage Gardens), Halifax House (Bridge Street) and Norfolk House (Norfolk Street).

Accessibility

- 2.13 The site has exceptional accessibility in terms of immediate access to a variety of public transport modes, as well as the road network. Spatially, the site is located within easy walking and cycling distance of key services and facilities provided in the City Centre, including Victoria and Piccadilly train station, Market Street shopping precinct and the business district. Market Street, within approximately 650 metres of the site, is one of the main shopping areas in Manchester and is home to Marks and Spencer's, as well as the Arndale Centre which contains a multitude of high street shops and services.
- 2.14 Exchange Square Metrolink is located 400 metres to the north west of the site and provides access to the Tram network. The Metrolink offers high-frequency services across Greater Manchester, connecting Manchester Airport in the south with Rochdale and Bury in the north, Ashton-under-Lyne and Oldham in the east to Eccles in the West and Altrincham and East Didsbury in the south with the City Centre.
- 2.15 There are also a number of bus stops along Deansgate providing services to destinations across Manchester, including the surrounding suburbs as well as the wider Greater Manchester area, providing excellent local and regional connectivity. Manchester Victoria Train Station is located 550 metres to the north of the site. This station provides direct, regular services across the country, including Leeds, Liverpool and Newcastle.
- 2.16 Manchester City Centre is currently benefiting from major investment in public transport infrastructure which will serve to further enhance the accessibility of the site as well as accelerating economic growth across Greater Manchester. The vast transport transformation occurring in and around the City Centre and across Greater Manchester will provide many benefits not only to passengers, but to the city's sustainability, access to employment and the wider economy.

Summary

- 2.17 The application site, which is currently long term vacant and previously developed, represents a major brownfield regeneration opportunity in a highly sustainable location. The site has been earmarked for comprehensive redevelopment for a significant number of years and is identified for development including new employment generating uses, by the adopted Ramada Complex SRF. The proposed development site is within walking distance of existing public transport connections, as well as a wide range of shops, services and facilities, and is well served by high standard local walking connections.

3. Planning History

The Site

- 3.1 The site has been subject to a number of previous planning applications which are summarised in the table below.
- 3.2 The most recent applications (Ref: 134208/DEM/2022, 132088/FO/2021, 130935/FO/2021, 130446/FO/2021, 130049/DEM/2021 and 129468/FO/2021) have all been submitted by the current Applicant and relate to the overall vision to redevelop the former Renaissance Hotel complex. Those relating directly to the application site include the prior approval application for the partial demolition of Premier House, the previously approved full application for the refurbishment of Premier House into an office development (to which this application represents a revision of) and the latest prior approval application which seeks permission for demolition of the remaining structure of Premier House, which will help facilitate the works applied for under this specific application.

LPA ref	Description	Decision
Applications by JV relating to Redevelopment of Renaissance		
134208/DEM/2022	Prior approval application submitted in June 2022 for: "Prior Notification for demolition of remaining structure of Premier House (following previous approval for partial demolition under application ref no 130049/DEM/2021)"	Target Determination August 2022
132088/FO/2021	Full application submitted in October 2021 for: "Erection of a part ground and 26 storey, part ground and 13 storey building to form 300 no. residential apartments (Class C3) and ground floor retail/ leisure floorspace (Class E/ Sui Generis (drinking establishments), together with private amenity space for residents (gym, cinema room and external terraces), new public realm to include riverside walkway and leisure/ food and beverage space (Class E/ Sui Generis (drinking establishments/ drinking establishments with food provision/ hot food takeaways), new landscaping, parking (36 spaces level -1), 300 cycle parking spaces, servicing, supporting infrastructure and associated works."	Target Determination August 2022
130935/FO/2021	Full application submitted in July 2021 for: "Refurbishment of retained structure comprising stripping building back to its core, external alterations including new facades and extension of floorplate on Deansgate elevation (circa 3m) to create new office space (Use Class E) (floors 1-3) with new ground floor reception area and commercial units x 4 (retail/ food and beverage floorspace (Class E/ Sui Generis Drinking Establishment Use), amendments to existing servicing arrangements including new service yard	Approved 13/10/21

LPA ref	Description	Decision
	<i>entrance, new rooftop amenity space for use of occupiers of floors 1-3, new roof top plant, new public realm and landscaping and supporting infrastructure and ancillary facilities including gym, refuse store, plant areas cycle store and other ancillary facilities within lower ground floor."</i>	
130446/FO/2021	Full application submitted May 2021 for: <i>"Development comprising external alterations to the existing hotel building including new building entrance, creation of a rooftop bar and outdoor terrace, modifications to the conference suite mezzanine block, creation of a rooftop kitchen garden, modifications to the building facades, public art installations and other works."</i>	Approved 26/08/21
130049/DEM/2021	Prior approval application submitting in April 2021 for: <i>"Prior Notification for part-demolition of Premier House (which forms part of the Renaissance hotel complex)."</i>	Approved 08/07/21
129468/FO/2021	Full application submitted February 2021 for: <i>'Replacement windows to existing hotel building.'</i>	Approved 22/04/2021
Applications by Others		
125207/FO/2019	Full application submitted October 2019 for: <i>'Elevational alterations to allow for modifications to existing entrance to hotel on Blackfriars Street'</i>	Approved 18/02/2020
124755/AOH/2019	Full application submitted October 2019 by Urban & Civic for: <i>'2no. externally illuminated, static advertisement banners for a temporary period of 12 months only.'</i>	Temporarily approved 20/11/2019
101119/REP/2012/C1	Extension of time application submitted by 'Deansgate Cronus Limited' for: <i>'Extension of time limit on planning permission 088133/FO/2008/C1 for demolition of existing buildings and re-development of site to construct four buildings varying in height from: ground plus 10 storeys; to ground plus 35 storeys incorporating 248 residential units (Class C3) : a hotel (Class C1); offices (Class B1); retail (Class A1); financial and professional (Class A2); restaurant and cafe (Class A3); drinking establishment (Class A4); hot food take away (Class A5); and 599 basement car parking spaces set within fully accessible public realm including new public open spaces; new pedestrian connections and new riverside walkways and spaces: together with related highways, access and servicing works, landscaping and associated works.'</i> The planning permission was never implemented / has now expired.	Approved 03/04/2013
088133/FO/2008/C1	Full application submitted by Burdett Properties Limited for: <i>'Demolition of existing buildings and re-development of site</i>	Approved 10/06/2009

LPA ref	Description	Decision
	<i>to construct four buildings varying in height from: ground plus 10 storeys; to ground plus 35 storeys incorporating 248 residential units (Class C3) : a hotel (Class C1); offices (Class B1); retail (Class A1); financial and professional (Class A2); restaurant and cafe (Class A3); drinking establishment (Class A4); hot food take away (Class A5); and 599 basement car parking spaces set within fully accessible public realm including new public open spaces; new pedestrian connections and new riverside walkways and spaces: together with related highways, access and servicing works, landscaping and associated works.'</i> Some images of the scheme taken from the approved Design and Access Statement are provided below:  The first image is a site plan showing the layout of the four buildings, with one building highlighted in pink and another in blue. The second image is a perspective view of the buildings, showing their modern, glass-clad facades and varying heights. The third image is a riverside view of the buildings, showing their proximity to the water and the surrounding public realm.	

LPA ref	Description	Decision
	 We understand that this planning permission was never implemented / has now expired.	
088257/LO/2008/C1	Application for listed building consent in conjunction with the above application submitted by Burdett Properties Limited in November 2008 for: <i>'LISTED BUILDING CONSENT The placing of a new wall and balustrade against the structure and balustrade of Victoria Bridge to create a new at grade physical connection between Blackfriars Street and Victoria Bridge Street via a section of new riverside walkway associated with the concurrent application for redevelopment of land bounded by Blackfriars Street, Victoria Bridge Street, Deansgate and the River Irwell (Application No. 088133/FO/2008/C1)'</i>	Approved 11/06/2009
088132/LO/2008/C1	Application for listed building consent in conjunction with the above application submitted by Burdett Properties Limited in November 2008 for: <i>'LISTED BUILDING CONSENT Removal of brick structure concealing part of Blackfriars Bridge facade, removal of two 1.8 metre sections of balustrade and making good remaining stonework in connection with the creation of a new at grade physical connection between Blackfriars Street and Victoria Bridge Street via a section of new riverside walkway associated with the concurrent application for redevelopment of land bounded by Blackfriars Street, Victoria Bridge Street, Deansgate and the River Irwell (Application No. 088133/FO/2008/C1)'</i>	Approved 11/06/2009

Surrounding Area

- 3.3 Below is also a summary of recent (within the last five years) applications of relevance in the surrounding area. As the site is within close proximity to the administrative boundary of Salford City

Council, recent major planning applications within this Local Planning Authority are also detailed below:

Address	LPA ref	Description	Decision
Manchester City Council			
Speakers House, 39 Deansgate, Manchester, M3 2BA	131314/FO/2 021	Erection of a 17 storey building comprising office use (Use Class E(g)(i)) and flexible ground floor commercial units (Use Classes E(a),(b),(c) and sui generis 'drinking establishment'), new electricity sub-station, basement cycle parking and rooftop plant enclosure, together with access, servicing and associated works following demolition of the existing building	Approved 21/01/22
Speakers House, 39 Deansgate, Manchester, M3 2BA	126328/FO/2 020	Full application submitted in February 2020 by Kames Property Income Fund for: 'Erection of a 17 storey building comprising office use (Use Class B1a) and flexible ground floor commercial units (Use Classes A1 shop, A2 financial and professional services, A3 restaurant/cafe and A4 drinking establishment), new electricity sub-station, basement cycle parking and rooftop plant enclosure, together with access, servicing and associated works following demolition of the existing building.' This application, which is in close proximity to the site, was refused for the following two reasons: 1) <i>The proposed development would be unacceptable due to the resultant loss of amenity for the residents of No. 1 Deansgate and therefore contrary to guidance within the National Planning Policy Framework and inconsistent with policies SP1 and DM1 of the Core Strategy.</i> 2) <i>The proposed development would represent overdevelopment of the site and would be unacceptable due to the negative impact on the heritage assets of St. Ann's Church, the Royal Exchange and the St. Ann's Square Conservation Area. Furthermore, the negative impact of the development on surrounding heritage assets would not be outweighed by the public benefits of the proposal. The proposed development would therefore be contrary to guidance within the National Planning Policy Framework and inconsistent with policies SP1, EN3, CC9 and DM1 of the Core Strategy and saved policies DC18.1 and DC19.1 of the Unitary Development Plan for</i>	Refused 28/01/2021

Address	LPA ref	Description	Decision
		<i>the City of Manchester.</i>	
New Victoria Land at Corporation Street Manchester M3 1NX	111777/FO/2 016/C1	Full application submitted by Muse Developments Ltd and Network Rail for: <i>'Erection of two residential buildings of a maximum 21 and 26 storeys to accommodate 520 apartments (178 x 1 bed, 286 x 2 bed and 56 x 3 bed apartments) (Use Class C3). Erection of one office building of maximum eight storeys comprising up to 11,647 sq. m (GIA) of office accommodation. Ground floor commercial space (Use Class A1, A2, A3 and B1), lower ground level car parking, access and servicing arrangements, alterations to Corporation Street, new public realm and other associated works.'</i>	Approved 29/09/2016
The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR	109267/FO/2 015/C1	Change of Use application submitted by Deloitte LLP in July 2015 for: <i>Change of use of the part lower ground floor, part ground floor and second to fifth floors of the building from office (Class B1) to hotel (Class C1), plant alterations to fifth floor and internal elevations, glazing to the fifth floor turret and associated works.</i>	Approved 13/10/2015
Address	LPA ref	Description	Decision
Salford City Council			
Land Corner New Bridge Street and Greengate Salford	19/74205/FU LEIA	<i>Erection of a mixed use development comprising a single building with two blocks (14 and 55 storeys) to include: 545 residential apartments, associated residents' facilities and basement parking; and 3 no. commercial units (use classes A1, A2, A3, B1 & D1) with associated landscaping and public realm works.</i>	Awaiting decision
Embankment West Off Salford Approach and New Kings Head Yard Chapel Street Salford	17/70626/FU L	<i>Erection of one 18 storey residential building (Block A, Use Class C3); one 16 storey residential building (Block B, Use Class C3); one 18 storey building providing a mix of residential and serviced apartment accommodation and amenity facilities including lounge, swimming pool and gym (Block C, Use Class Sui Generis); 536sqm of commercial floorspace (Use Classes A1, A2, A3, A4); new access from Greengate; car and cycle parking; public realm and landscaping; and other associated works.</i>	Approved 21/11/2017
Embankment 100 Greengate Salford	16/68132/FU L	<i>Erection of a 9 storey office building (Use Class B1) and associated works.</i>	Approved 24/02/2017

Address	LPA ref	Description	Decision
M3 1RJ			
Greengate Salford M3 7NG	16/67809/FU L	<i>Erection of a residential development consisting of a single building (44 Storeys) to include 349 residential apartments, associated residents facilities and basement parking.</i>	Approved 15/12/2016
Embankment West Off Salford Approach and New Kings Head Yard Chapel Street Salford	15/66621/FU LEIA	<i>Demolition of existing structures and erection of three-interconnected residential buildings at ground plus 12 storeys, 25 storeys and 33 storeys, with ancillary commercial units at ground floor level (use classes A1, A2, A3 and A4), residents amenity spaces and associated works, including access and landscaping</i>	Approved 02/12/2016
Norton Court Greengate Salford M3 7NS	15/66806/FU L	<i>Demolition of existing factory walls and river walk way to provide mixed use development comprising of 2 blocks ranging from 15 to 34 storeys in height total of 300 residential units with associated off street parking, together two commercial units comprising of 474sqm of floor space (A1, A2, A3 and B1) at ground floor level.</i>	Approved 04/03/2016

Summary

- 3.4 The site and surrounding area have been the subject of various significant planning applications in recent years. As set out above, whilst the site was the subject of a major application in 2009 comprising four new buildings, the tallest at 35 storeys, development has never been brought forward and delivered. As a result, the site is the last undeveloped site within the 1999 City Centre Renewal Masterplan, which was prepared following the 1996 bombing, and therefore remains a longstanding strategic regeneration priority for the City Council.

4. Strategic and Regeneration Context

- 4.1 This chapter discusses the strategic and regeneration context which has influenced the development proposals at the site.

Contribution to Regeneration

- 4.2 The site has been earmarked for a major comprehensive regeneration for over 20 years. It is the last undeveloped site within the 1999 City Centre Renewal Masterplan, which was prepared following the 1996 bombing, and a long-standing strategic regeneration priority for the City Council. It is located on a key gateway site at the northern end of Deansgate, in close proximity to Manchester Cathedral, Chethams School of Music, Greengate, the Medieval Quarter and Victoria Station, but currently makes no positive contribution to the visual appearance or vitality of the area.
- 4.3 Regeneration is an important planning consideration. Over the past fifteen years the City Council has successfully regenerated areas such as Piccadilly, Spinningfields, the commercial core around Manchester Central, the Northern Quarter, the Civic Quarter and Castlefield. This is an ongoing process, and much remains to be done if the City Centre is to continue being competitive. Manchester City Centre is the primary economic driver in the City Region and is crucial to its longer term economic success. It is essential therefore that the City Centre and surrounding areas continue to grow and provide new development that is supportive of regeneration principles, including providing new commercial and officer facilities as part of a mixed used neighbourhood.
- 4.4 The site has been earmarked for a major comprehensive regeneration scheme since 1999 with a previous planning application first approved in 2008 (now lapsed) and a Strategic Regeneration Framework (SRF) subsequently prepared for the site in 2018. However, despite two decades of substantial investment in the surrounding area through the public and private sectors, the site remains undeveloped. The City Council acknowledges within the Ramada Complex SRF, under which the site is covered, that it *'visually and physically represents a significant blight on this part of the City Centre'* and has the potential to be a landmark development with best-in-class hotel, commercial and residential uses, buildings of scale, and facilitate the rebalancing of Deansgate.
- 4.5 The site forms the start of one of the City's busiest retail thoroughfares. During the last 20 years, various attempts have been made to bring forward its redevelopment. Most recently, this was in the form of a mixed use scheme in 2008, comprising 4 new buildings, the tallest at 35 storeys. The lack of activity over the last 20 years by well-respected developers, MCC officers, and Sir Howard Bernstein illustrates the complexities associated with bringing forward the meaningful regeneration of the site

and all previous proposals for wholesale demolition and redevelopment have ultimately proven undeliverable. The current proposals have taken a different approach to the part-retention and part-redevelopment of the wider site – one that the Applicants believe is the only way that this site can be meaningfully brought forward – and ultimately represents a deliverable scheme that will regenerate this key site and deliver on the broad principles of the SRF, which recognises that the impact of its regeneration would be genuinely transformational.

- 4.6 The proposals outlined within this application have been developed in accordance with the key principles included in SRF and details on how the proposals align with the SRF objectives are set out in the paragraphs below.

The Ramada Complex Manchester SRF

- 4.7 The site of the former Renaissance hotel is the subject of a Strategic Regeneration Framework (SRF), which was developed alongside MCC by the former owners of the site, and was adopted by the City Council in 2018. The Ramada Complex Manchester SRF, which is a material consideration in determining planning applications for the area, was prepared with the intention to guide the comprehensive regeneration of the site. The document recognises that the site *'has been a longstanding strategic regeneration priority for Manchester City Council'*.



Image showing boundary of SRF area

- 4.8 The SRF recognises that there has been significant investment in the surrounding area including Greengate and around Victoria station. As such the site represents *'a missing piece of the regeneration*

jigsaw' and 'its regeneration would be genuinely transformational'. The SRF acknowledges that various attempts to bring the site forward have been made over the past twenty years. However, the fact a scheme has yet to come forward illustrates the complexities associated with the site and its redevelopment. This point is further exacerbated by the fact that the illustrative scheme suggested within the 2008 SRF also failed to come forward despite the adoption of that document.

Development Principles

- 4.9 The SRF sets a number of development principles for the site, intended to act as planning guidance in the determination of future planning applications, alongside an illustrative scheme suggested by the previous landowner. The key overarching themes include:
- **New Landmark Destination** – the SRF area will deliver a series of significant regeneration benefits, which in turn will help drive wider economic growth objectives.
 - **Vibrant Street Environment** – ground floor uses should provide animated frontages along key routes including Deansgate and Blackfriars, as well as activating the new public realm, to secure the area's vitality during weekdays, weekends and evenings.
 - **Best in Class Uses** – development is required to be high quality, distinctive and add value to the City Centre's current offer, including delivering a premium residential product alongside non-residential uses such as commercial floorspace.
 - **Scale and Density** – high density development is needed, commensurate with other recent regeneration initiatives such as Spinningfields.
 - **Place Making** – public realm treatments should be of the highest quality and the spaces will provide the setting for a mix of high quality City Centre uses.
 - **Heritage** – development should complement the setting of nearby listed buildings and structures.
 - **Rebalancing Deansgate** – the SRF promotes improvement of the pedestrian environment to 'encourage footfall along this neglected part of Deansgate towards Victoria Station.
- 4.10 Property Alliance Group and Starwood Capital are very aware of the site's history, the strategic regeneration context and of its strategic importance to the regeneration of this area of the City Centre. Accordingly, the project team is currently working hard to prepare a holistic and deliverable illustrative masterplan, alongside the detailed designs for its different elements, which is being developed alongside key stakeholders to build on the key design principles established in the SRF.

Endorsed SRF Illustrative Masterplan

- 4.11 The SRF sets out an assumption for high density development that maximises the potential of the land, without overdeveloping. The SRF lists a number of appropriate uses at the site and integrated into this list is commercial, retail and leisure use which will complement the vision of providing a premium residential product and a full service business and lifestyle hotel at this location.
- 4.12 It is recognised that Manchester's economy is rapidly diversifying and that the workplace offer too needs to be diversified through the creation of opportunities for workplace provision to be integrated into mixed-use neighbourhoods.
- 4.13 The SRF goes on to state that the key ingredients of successful place-making include high-quality, well connected public spaces which are active throughout the daytime and evenings, supported by complementary uses including residential, leisure and commercial.
- 4.14 The vision for the SRF is therefore to create a significant piece of public realm which is surrounded by a mixture of uses, each of which will marry well together and draw people to the site to dwell and contribute to the space. Commercial, leisure and retail uses are thus encouraged within the SRF, particularly at ground floor level, and are intended to create active frontages onto key areas of public realm to help drive footfall in this area.



Extract from endorsed SRF Masterplan showing Illustrative Masterplan

- 4.16 Key routes for which the SRF is keen to activate include Deansgate and Blackfriars, with uses proposed to do so including restaurants and cafes, as well as amenity facilities associated with the residential and hotel use, such as a residents' lounge, gym, café or flexible working space.
- 4.17 The SRF states that active ground floor uses provide an opportunity to create an area of public realm that enhances the understanding and appreciation of not just the Cathedral, but also the surrounding heritage assets and the riverside.
- 4.18 Considering the public realm concept, the SRF states the vision is to deliver a best in class landscape that draws upon the green setting of Manchester Cathedral and extends the open character of Cathedral Gardens. Accessibility through the site, connecting to the Cathedral and to Blackfriars, is also supported.
- 4.19 In terms of the form and density of the development, the SRF sets out an assumption for high density development that maximises the potential of land without overdeveloping. Regarding heights, the SRF states that consideration should be given to levels of sunlight and daylight into dwellings, amenity spaces and public open spaces, in addition to creating views through the site.



RF Illustrative visual: Aerial view

- 4.20 The tallest element of the illustrative SRF scheme extends to approximately 40 storeys with the previous planning permission granted in 2009 (and subsequently extended in 2013) for up to 36 storeys.

5. Proposed Development

5.1 This section sets out a summary of the proposed development and should be read in conjunction with the Design and Access Statement submitted in support of the planning application.

5.2 This application focuses on the second stage of the holistic masterplan proposals which is the redevelopment of the Premier House site to provide high quality business space with new retail/ food and beverage floorspace at ground floor level fronting Deansgate. The application represents a revision to the previously consented scheme (Ref: 130935/FO/2021) for the Premier House site which permitted the following development:

“Refurbishment of retained structure comprising stripping building back to its core, external alterations including new facades and extension of floorplate on Deansgate elevation (circa 3m) to create new office space (Use Class E) (floors 1-3) with new ground floor reception area and commercial units x 4 (retail/ food and beverage floorspace (Class E/ Sui Generis Drinking Establishment Use), amendments to existing servicing arrangements including new service yard entrance, new rooftop amenity space for use of occupiers of floors 1-3, new roof top plant, new public realm and landscaping and supporting infrastructure and ancillary facilities including gym, refuse store, plant areas cycle store and other ancillary facilities within lower ground floor.”

5.3 Unlike the previously consented scheme, this revised scheme proposes to redevelop the site following the demolition of the remaining structure of Premier House building to allow for a full rebuild and new steel structure from ground level up (albeit retaining the foundations of the previous development), along with the addition of an additional storey to deliver a 5-storey office-led mixed use development.

5.4 The redevelopment of this site is key to the wider masterplan as the building (now partly demolished) has been vacant for a significant period of time (20+ years) and detracts from the overall vision for the site, the character of the area, and the long uninviting building frontage offers very little engagement to Deansgate, one of the City Centre’s busiest thoroughfares. The proposals will revitalise the site, following demolition of the remaining structure, and form the key next step in building on the objectives enshrined in the approved SRF that covers the redevelopment of the site.

5.5 The revised scheme for Premier House is proposed via the submission of a full (detailed) planning application. The description of development as stated on the application form is:

“Full planning application for erection of 5-storey office-led mixed use development at site of former Premier House office building (following demolition of the existing structure with the exception of structural elements that tie in with the Renaissance Hotel) comprising new office space (Use Class E) (floors 1-4) with ground floor reception area and commercial units x 4 (retail/ food and beverage floorspace (Class E/ Sui Generis Drinking Establishment Use), amendments to existing servicing arrangements including new service yard entrance, new rooftop amenity space for use of occupiers of floors 1-4, new roof top plant, new public realm and landscaping and supporting infrastructure and ancillary facilities including changing and shower facilities, refuse store, plant areas, cycle store and other ancillary facilities within lower ground floor.”

Overview of Premier House Proposals

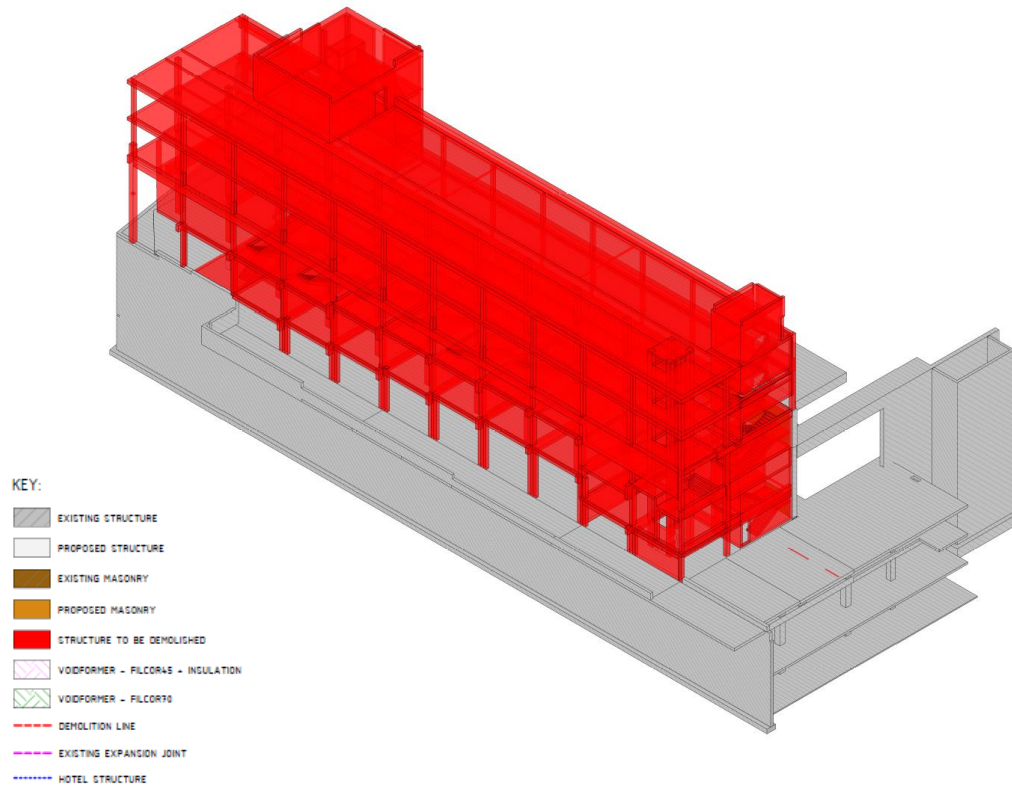
5.6 As an overview, the proposals put forward by this planning application include;

- Full demolition of existing Premier House building (partly demolished already and demolition of the remaining structure the subject of a separate prior approval application);
- New facades across all elevations to modernise and enliven the appearance of the building;
- Extension of floorplate towards Deansgate (circa 3m);
- A new improved entrance proposed on the corner of Deansgate and Blackfriars Street;
- New office floorspace;
- New retail/leisure floorspace at ground floor level creating a new active frontage;
- New roof space to include new landscaping and dwell space;
- New fire escape stair to the retained car park; and,
- Relocation of existing service yard access relocated along Deansgate, adjacent to the Premier House fire escape stair.

Demolition

5.7 To facilitate the proposals applied for under this application, a separate prior approval application (Ref: 134208/DEM/2022) has been submitted to MCC, expected to be determined in August 2022, which will demolish the remaining structure of Premier House. This follows on from a previous prior approval application (Ref: 130049/DEM/2021) which permitted part of Premier House to facilitate development to the north and remove the existing canopy and ramp which wrapped around the building.

- 5.8 It was originally envisioned, as per the previously consented scheme (Ref: 130935/FO/2021), that only part of Premier House would be demolished and the core structure of the existing building would be re-used and refurbished as part of the redevelopment of the Premier House site. However, it is now proposed that the entire structure of Premier House, from L00 upwards, will be demolished to allow for a new 5 storey BREEAM Very Good steel frame structure to be erected.
- 5.9 The proposed development will contribute to the reduction of embodied carbon through the proposed demolition of the upper floors of the remaining structure and the retention of the existing foundations and structural slabs which adjoin the hotel at L00 and below. The proposed demolition will allow for energy efficient floorplates to be installed which were otherwise restricted by the existing foundation constraints.
- 5.10 The original core structure was also found to have compromised floor to ceiling heights which would have been far lower than industry standards. The demolition of the existing core and the erection of a new steel structure will therefore allow the opportunity to rectify this issue, making way for Grade A office floorspace that meets industry standards and will attract high-quality businesses.
- 5.11 An overview of the demolition at each floor level has been provided below:
- Service yard level – Demolishing all structure (above) with the exception of the columns on GL 01 – 02, the shared core with the hotel and the party wall/ structure with the hotel;
 - Ground Floor – Full demolition with the exception of the elements structurally shared with the hotel and the GF slab between GL 01 – 02;
 - 1st Floor – Full demolition with the exception to the structural elements shared with the hotel; and,
 - 2nd and above – Full demolition.



Premier House Demolition Axonometric

- 5.12 The condition of the building has been deteriorating for a number of years and it has become an eyesore. The removal of the structure of the building will therefore facilitate the provision of entirely new facades as proposed under this application, alongside a new steel structure, which will allow for a high-quality commercial workspace to be delivered with level access and animated frontages to Deansgate.
- 5.13 The proposed works focus on improving the overall experience of the building and its environmental impact. Part of the demolition is also necessary to make way for a new high quality residential development which will be accommodated on the northern most area of the site, as per application Ref: 132088/FO/2021.

Proposed Use, Layout and Quantum of Development

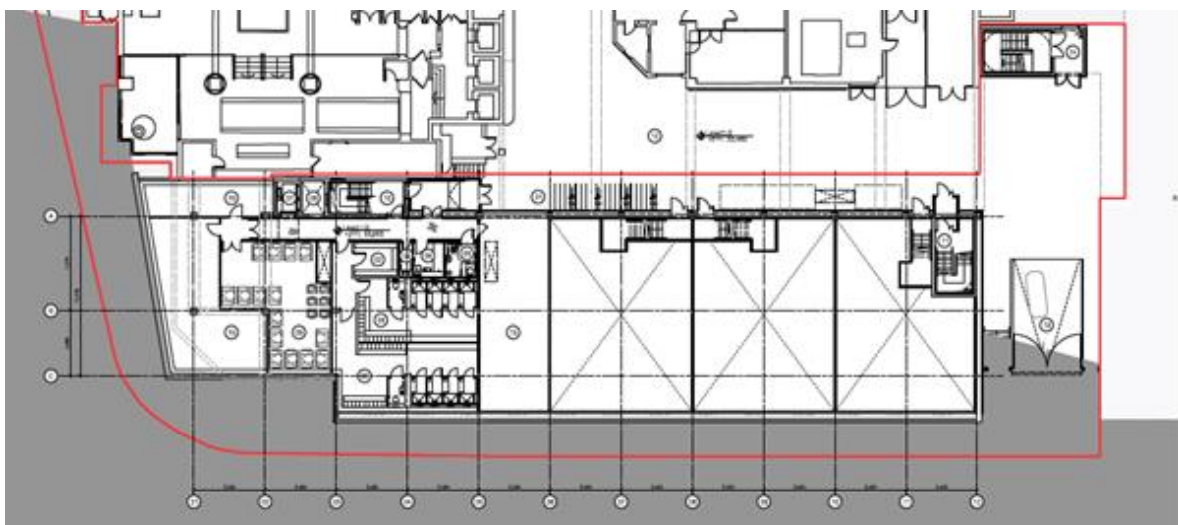
- 5.14 The use of the site as offices with ground floor retail/ food & beverage units is already established, albeit the building is currently vacant and has been left to fall into disrepair. The proposals are being brought forward as part of a wider redevelopment and will deliver a new high quality building to

facilitate the transformation of the site back into high-quality office space with new retail/ food and beverage floorspace (Class / Sui Generis) at ground floor level.

- 5.15 The proposals seek to fully re-envisage the building on site, providing brand new facades and internal layout which will create a re-imagined space in a way that champions the use of sustainable building practises to create new high-quality Grade A office accommodation.
- 5.16 In total the proposals will deliver 3,995sq.m (GIA) of commercial office floorspace, alongside 729sq.m (GIA) of retail/ food and beverage floorspace. Further details of the proposed development are contained with the submitted Design and Access Statement, however, a high level overview of the modifications and layout of the proposals is also provided below:

Lower Ground Floor

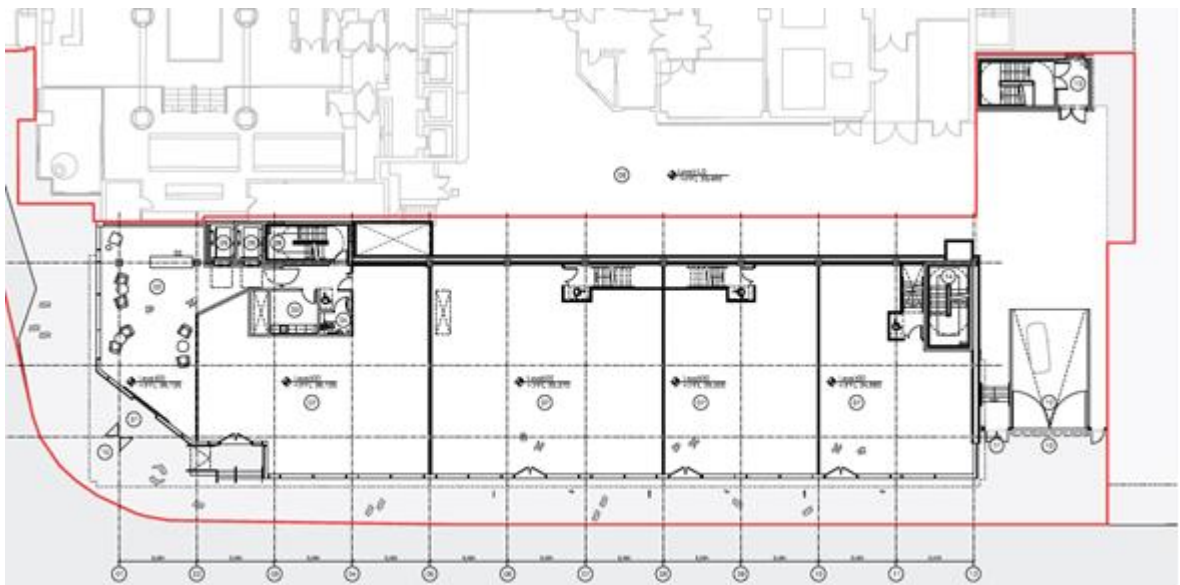
- The lower ground floor is occupied by the cycle store, shower and changing facilities along with plant and refuse areas.
- The cycle store is accessed via a relocated entrance to the existing service yard.
- Secondary means of entrance through the service yard is retained for the access to the amenity spaces and the back of the retail units situated along Deansgate.
- A new lift has been introduced and serves all levels, as the existing lift terminates at ground floor.
- The existing lower ground floor slabs to the retail units will be retained with a new screed provided to enable level access off Deansgate to the ground floor retail units.
- The vehicular access via Deansgate to the service yard will be retained but will become a one-way vehicle movement with entry via Deansgate and exit onto Blackfriars Street.



Lower ground floor plan

Ground Floor

- The footprint on the ground floor will be extended by circa 3 meters towards Deansgate in place of the existing ramp and reanimated with the provision of the new retail units. The internal slabs will be modified to provide level access off Deansgate.
- New glazed retail frontages are provided to Blackfriars Street and Deansgate, reengaging the building with the street and encouraging interaction with people.
- The existing service yard entrance will be relocated along Deansgate, adjacent to the Premier House fire escape stair.
- To the north-east a new access gate to the existing service yard will be provided serving as a one-way entrance from Deansgate for service vehicles to access.
- The existing lift shaft and escape stairs will be retained as part of the building's sustainable strategy.
- To the north-west the proposal includes a new escape staircase retained with an additional lift provided.

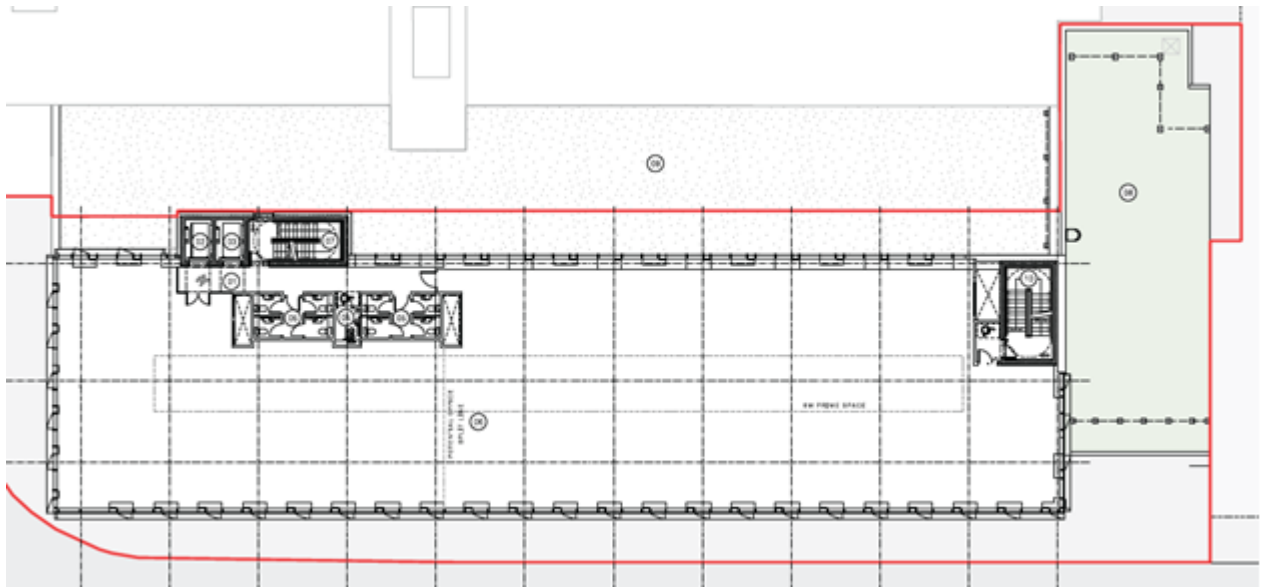


Ground floor plan

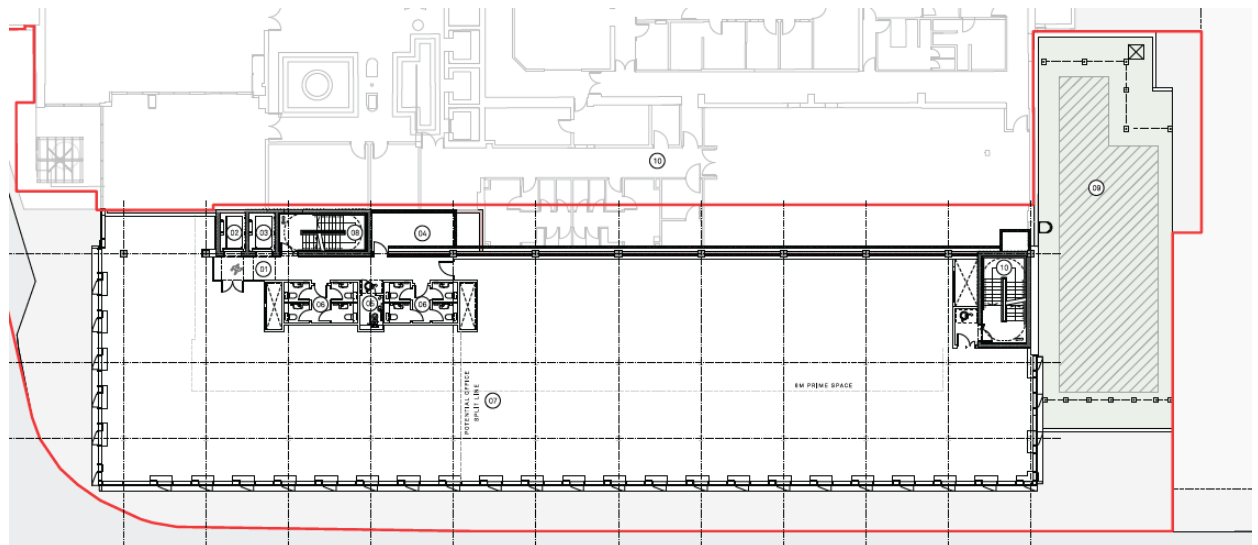
Upper Floors

- The upper floor plates will be extended towards Deansgate by circa 3 meters creating larger floorplates. The design can also accommodate 2 way split with separate access points from the building core.
- The existing lift shaft and fire escape staircase will be retained as part of the ambition to re-use as much of the existing fabric as possible.

- The mezzanine level of Premier House shares a party wall with the existing hotel which is part of the overall masterplan scheme of the redevelopment of the Renaissance site.
- An open plan workspace is proposed, accessed off the main core. Dual access from the core is provided to enable tenancy split.
- The proposal includes a green roof zone & screen allowing for visual separation between the hotel and the office. A direct access is provided from both stair cores for cleaning and maintenance.



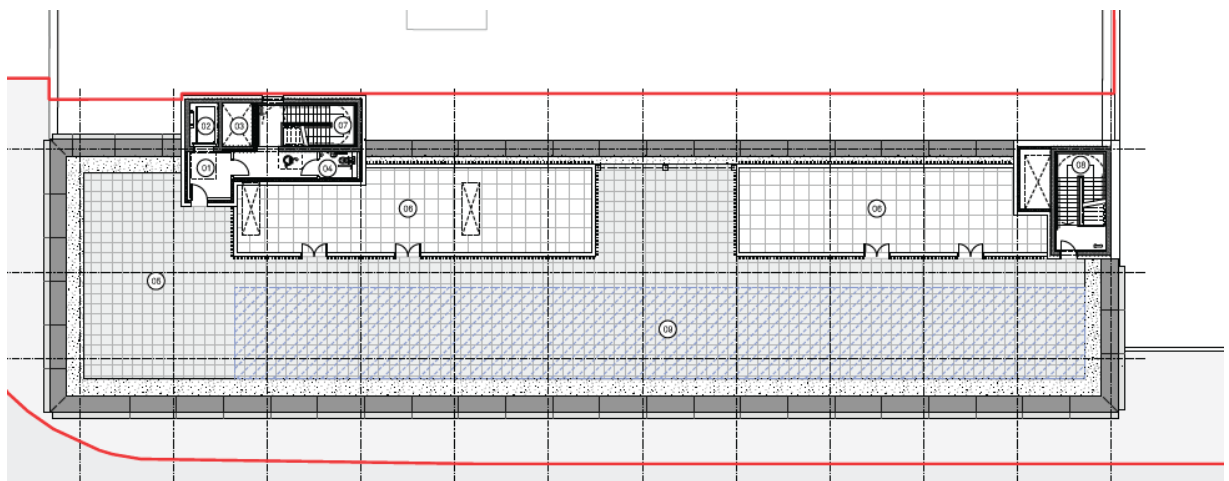
Level 01 Plan



Typical upper floor plan

Rooftop Terrace

- A rooftop communal terrace is provided allowing occupiers of the new office building to benefit from a southerly aspect and 180 degree views towards Manchester City Centre. A dedicated gender neutral accessible WC is provided within the core to support any amenity activities taking place on the roof.
- The new lift will serve all levels, as the existing one terminates at Level 02.
- The existing concrete enclosure to the roof is retained and reclad. Two new mechanical plant enclosures are included which sit adjacent to the main core and fire escape stair.
- Due to the tall nature of the surrounding buildings all roof zones will be partially concealed with a light weight roof structure.



Roof terrace plan

Building Appearance

- 5.17 As detailed in the submitted Design and Access Statement (DAS), the new building and high quality facades will help create a sustainable and high-quality office development in Manchester as well as address a series of issues and missed opportunities associated with the previous building design and condition.
- 5.18 Providing entirely new, high-quality floorplates and facades will have significant sustainability and carbon saving benefits and the proposed elevations of the building will seek to completely transform the outward appearance and poor public perception of the site. The brutalist style of architecture is no longer popular and is largely seen as unapproachable and austere. The building fronts onto Deansgate, a key route through the centre of Manchester, and is currently largely inactive, with the

existing ramp hiding an opportunity to create a truly inviting and interactive frontage along this prominent façade.

- 5.19 The development is relatively closed off and does little to create a visually appealing space that is akin to the surrounding area and developments. The overall building is therefore severely out-dated in its nature and the façade in its current form is tired, uninviting, dirty, and does not engage potential visitors.



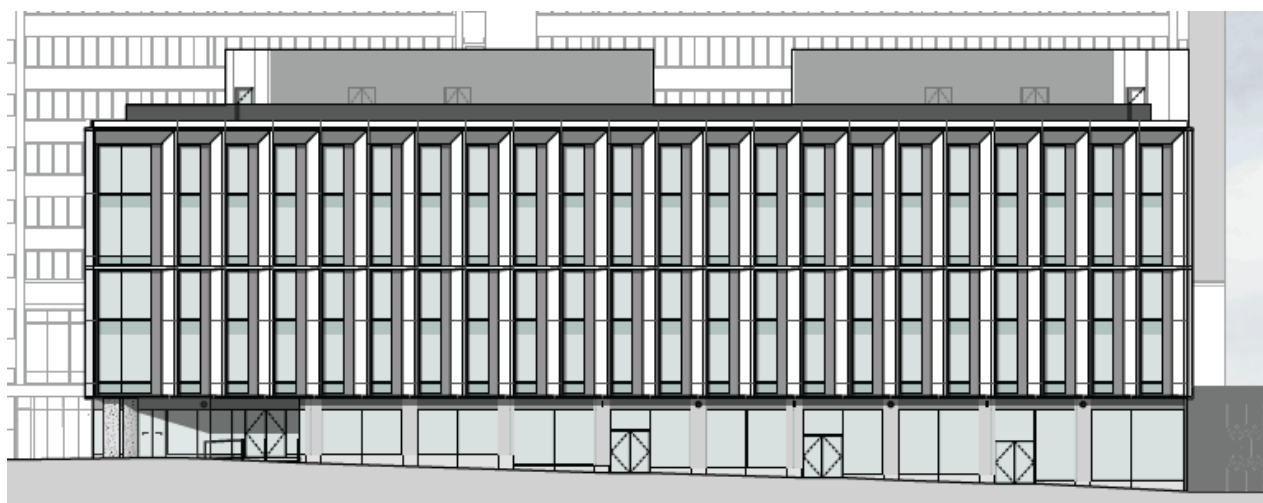
Photographs of previous Premier House elevations

- 5.20 The site is seen as an unused asset given its prominent location and it is considered that delivery of a new building including high quality facades and appearance will make an important contribution to

improving the visual appeal of this area of the City Centre. Full details the new elevations are set out within the submitted DAS, however, some of the key changes proposed are summarised below:

East Elevation

- The Deansgate elevation will be completely transformed from the existing inactive brick clad frontage, into a continuous glazed retail frontage, along with the new office entrance.
- The facade line to the east/ southern corner of the building is set back to follow the legal demise line and creating an opportunity for a dual aspect and better articulation to the office reception area.
- To the north, a new access gate to the existing service yard is provided as part of the proposed scheme.
- The upper floor facade composition is made up from full height glazing with tapered profiled metal cladding. The tapered profile is a deliberate move and intended to open up views towards Manchester Cathedral.
- The core and rooftop plant equipment will be re-clad in a metal rainscreen/ louvred cladding.



East elevation (Deansgate)

South Elevation

- The southern Blackfriars Street elevation continues the language of the previous elevation with the rooftop terrace to the top and entrance to the corner retail unit.
- The ground floor glazed facade is tapered at the corner allowing for a natural flow towards Deansgate and the entrance to the office.

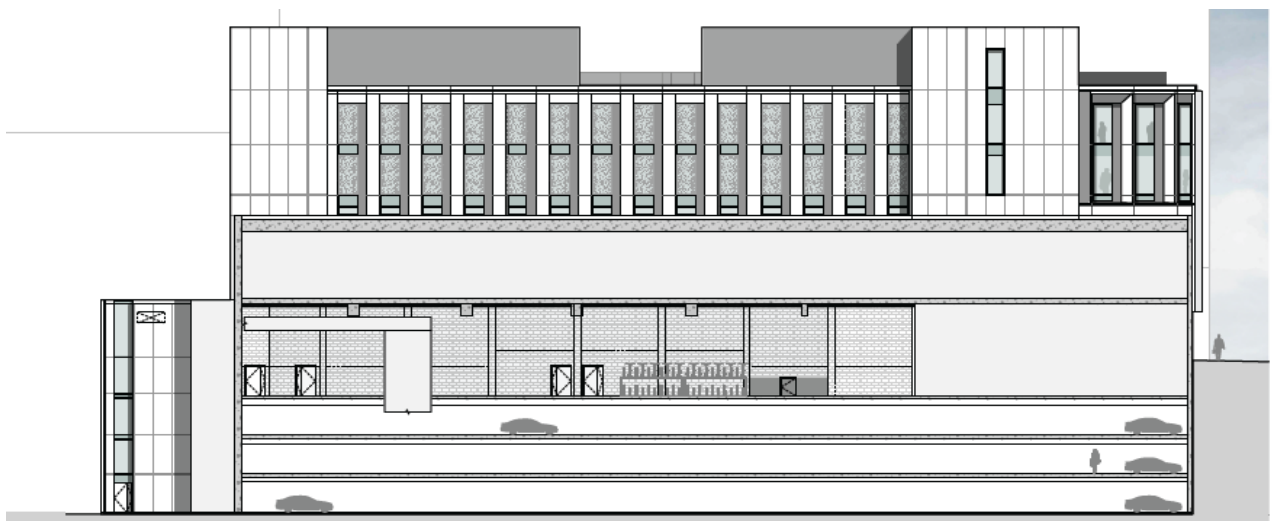
- The building interfaces with the main entrance to the hotel. The hotel proposal formed part of an earlier application submitted in May 2021 (Ref: 130446/FO/2021) and subsequently approved.



Southern elevation (Blackfriars Street)

West Elevation

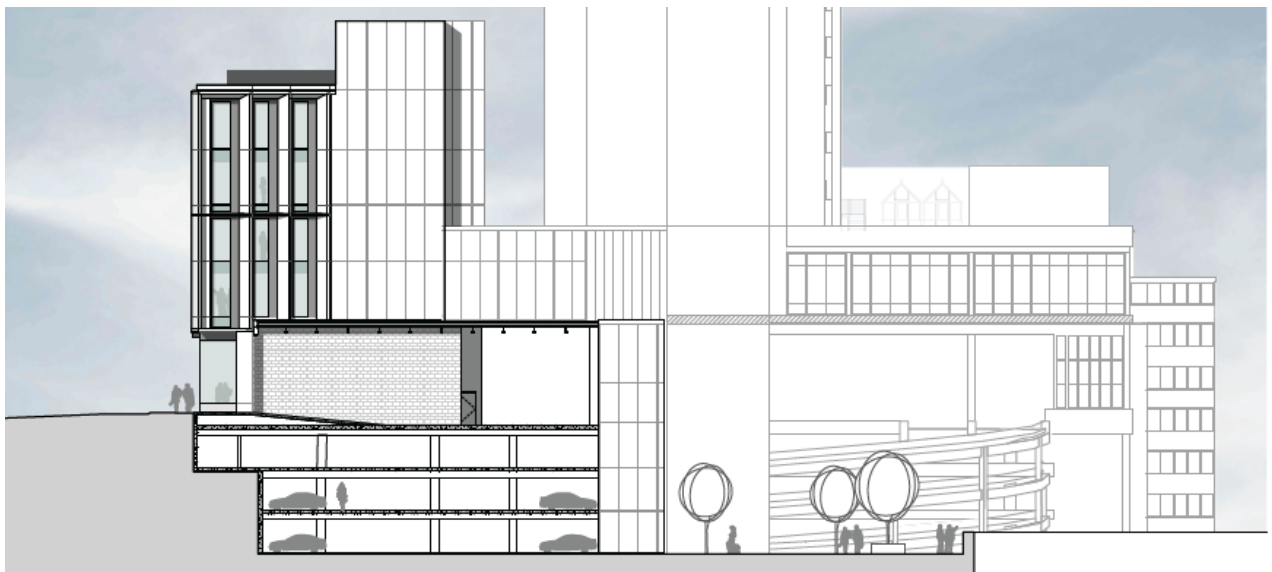
- Following demolition, elements of the south core would be retained and extended to include a new lift. The proposed facade will wrap around the corner where visible from Blackfriars Street.
- The building interfaces with the main entrance to the hotel. The hotel proposal formed part of an earlier application submitted in May 2021 and subsequently approved by MCC. Planning Ref: 130446/ FO/2021.



Western elevation

North Elevation

- The tapered profile facade will wrap around the north facade.
- The existing fire escape stair will be re-clad with metal rainscreen cladding.
- The relocated service yard entrance will have a security gate and roof to enhance it from any overlooking.
- The new car park escape stair is visible on this elevation, alongside the river. The stair will serve all 3 levels of car park with egress via the service yard.
- The new Service Yard stair will be clad with metal rainscreen cladding.



North elevation

Materiality and Colour

- 5.21 The current building is of an all concrete construction with mismatched poorly maintained glazing systems inset. The building offers no visual interest in its current state and is considered to be poorly designed, with no architectural merit or design credentials.
- 5.22 The process of demolishing the existing structure and allowing the opportunity to deliver new façades to the building will enable truly creative and well designed frontages to be brought forward that reflect the high-quality nature of the development proposed.
- 5.23 The new façades have been through an extensive development process alongside MCC and key stakeholders (as set out in the DAS), and seek to re-vitalise the building in a modern manner whilst taking inspiration from the local context, including the Manchester Cathedral.

- 5.24 Profiled window reveals are a prominent feature of the Grade I listed Manchester Cathedral, and this design is sought to be reflected by the introduction of interpreted profile window reveals which will form the upper floors of the proposal. The articulation of the façade through these panels will provide depth and are tapered in form to open up and guide views to the Cathedral from the office floorplate. The ground floor comprising of curtain glazing which will wrap around the site at this level.
- 5.25 The façade will be composed of high quality durable materials appropriate for this significant site and its historic context and colours will complement the adjacent buildings, using metal cladding to give a modern feel. A summary of the material palette to be used in the key elements of the proposals is provided below:
- GRO column gladding – dark grey;
 - Clear SG curtain walling system;
 - Granite finish to SG curtain wall upstand;
 - Anodised tapered metal rainscreen cladding – champagne colour;
 - Metallic silver capped curtain wall system.



Visualisation from the junction between Deansgate, St Mary's Gate and Blackfriars Street looking north



Visualisation from Blackfriars Street looking east

Landscaping and Public Realm

- 5.26 A key feature of the building will be a new roof garden as communal amenity space for occupants of the building. The wider vision for the masterplan is to improve the landscaping to Deansgate and this south facing terrace is intended to provide users with 180 degree views towards Manchester City Centre.
- 5.27 The current public realm surrounding the site is heavily car dominated and has been run down over the years. The aim is therefore to re-invigorate the space with new pavement (including feature entrance paving) and tactile crossings which will create a more pedestrian-focused public realm area that marries well with the active frontages to be provided along the key elevations of the development.
- 5.28 Two way vehicular movement is maintained to Blackfriars Street and existing access to the car park. The existing bus stop is also retained.
- 5.29 A proposed crossing to the Deansgate junction will be signal controlled but allow for multi-directional pedestrian movement.

- 5.30 In addition to the above, the wider masterplan vision includes exploring, alongside Manchester City Council and other stakeholders, the potential for the narrowing of part of Deansgate and Blackfriars Street to increase the space given back to the public realm associated with the office, retail and other wider masterplan uses. These wider public realm proposals will be covered under a separate planning application.

Access and Servicing

- 5.31 Pedestrian access will be provided into the building through multiple entrances to reflect the split in tenancy. The main pedestrian access to the proposed Premier House scheme is directly off Deansgate and Blackfriars Street. The new proposal will provide new fully accessible entrances from street level complete with automated doors. Once inside pedestrians will pass through a reception area before accessing the upper floors.
- 5.32 Separate accesses will be created along Deansgate and Blackfriars Street in accordance with the split of the individual retail/ food and beverage units to be located along these elevations at ground floor level.
- 5.33 Internally 2 lifts are provided within the central core with a clear landing directly outside the lifts on each floor level to comply with Approved Document M. All stairs will be provided with refuge points with communications in line with current regulations.
- 5.34 Signage and navigation proposals will be developed as part of the interiors proposals to be simple and intuitive.
- 5.35 The back-of-house areas on the lower ground floor will be accessed off the main corridor which has direct access off the existing service yard.
- 5.36 The occupiers will be able to use the existing car parking located below the lower ground level. The parking will be accessed off Blackfriars Street. The cycle store is accessed via a relocated entrance to the existing service yard.
- 5.37 A new access gate to the existing service yard will be provided serving as a one-way entrance from Deansgate for service vehicles to access. The relocated service yard entrance will have a security gate and roof to enhance it from any overlooking.

Parking

- 5.38 No changes will be made to the below ground parking provision which already exists on site. A simple priority junction with right turn pocket and 'Keep Clear' markings on Blackfriars Street provides the entrance / exit to the underground multistorey car park.
- 5.39 The car park is not included as part of this planning application. It currently accommodates 360 spaces over three underground levels and is operated by Manchester City Council on a 'pay on arrival' basis for parking up to 24 hours. Annual season tickets are also available for this car park.
- 5.40 The parking available will therefore remain accessible by members of the public and will not become solely associated with the development of Premier House or any part of the wider masterplan. This application does, however, include for the provision of a new fire escape stair to the car park.
- 5.41 The redevelopment of Premier House is therefore effectively being promoted as a car free development. This is considered entirely appropriate due to the highly accessible location of the application site, which provides excellent opportunities for access by sustainable modes of travel. Any car parking demand associated with staff or visitor car trips to the application site could be accommodated by existing local long-stay public / contract multi-storey car parking provision, as per the historic use of Premier House.
- 5.42 Cycle parking will, nonetheless, be provided in the form of a secure cycle store located on the lower ground floor. This will allow for floor-mounted double stacked bike racks accommodating for 40 bikes. This is in line with Manchester City Council guideline parking standards for office development (1 cycle space per 200sqm) and demonstrates the developer's commitment to promoting sustainable travel for journeys to / from the site. Shower and changing facilities are also incorporated in the site plan to further support cycle access to the site.
- 5.43 The cycle store entrance off the service yard will be access-controlled so that the area can only be accessed by authorised staff members. To mitigate risk of tailgating and unauthorised access the internal entrances taken off the cycle stores will be security certified and access controlled. All areas and entrance will be covered by CCTV.

Sustainability Measures

- 5.44 Sustainability is a major consideration to the Applicants who share a common vision to champion sustainable construction practices and minimise their environmental impact.

5.45 Key sustainability issues covered by these proposals include;

- The proposed demolition of Premier House to allow for energy efficient floorplates which were otherwise restricted by the existing foundation's constraints.
- Consideration of a reduction of CO2 emissions during the use of a much more efficient building.
- Replacement of old and inefficient systems with full new MEP proposals to provide greatly improved energy efficiency in use.
- Reduced waste generation for buildings operational use.
- The extent of glazing is carefully balanced to minimise solar gain and therefore overheating and access to daylight to minimise lighting and promote wellbeing.
- The proposed new fabric of the building is designed to limit energy loss and reduce energy consumption by good u-values, good air-tightness, and simple and elegant design which promotes modular construction reducing waste and improving construction methods.

5.46 The proposals target the key principles of Reduce, Reuse and Recycle:

- Reduce; energy and material in use and in production.
- Reuse materials and building fabric where possible.
- Recycle obsolete building components where they have passed their useful life. Promote the use of recycled products in the changes where they are proposed.

5.47 The proposed sustainability measures are covered in full within the submitted DAS and Environmental Standards Statement. However, in summary the key sustainability headlines include:

- The provision of a BREEAM Very Good building through the demolition of the existing structure and the erection of a new 5-storey steel frame structure.
- Reduced energy in use; the proposals include significant upgrade to both the building services and building fabric.
- Existing thermally inefficient glazing is replaced with new to meet current standards reducing current heat loss.
- Existing HVAC and life expired internal services are all proposed to be stripped and replaced with modern energy efficient units.
- New lighting design will utilise 100% low energy light fittings and an active system of lighting control to reduce use of lighting when not required.

- Removing the need for new foundations through innovative engineering, saving approximately 20t CO2 emissions
- An aim to divert 95% of waste from landfill.
- A waste generation target of less than 13.3m3 or 11.1 tonnes of waste produced per 100m2 of gross internal area.
- A BREEAM target of 62.12% has been deemed possible for Premier House, which provides an ample contingency over the 55% required for Very Good.

Summary

- 5.48 This chapter has described the proposed redevelopment of Premier House, which is intended to be brought forward as the second of three phases of development which will, taken together, deliver the comprehensive redevelopment of the Renaissance site with high quality mixed-use development.
- 5.49 Demolition and redevelopment of the remaining elements of the existing building to create a new 5-storey office-led mixed use development is a crucial and fundamental part of the wider masterplan to ensure a deliverable development which will finally realise the longstanding strategic aspirations for the site. This will include the delivery of a high-quality business offering with active ground floor uses akin to the surrounding area and context in this part of the City.

6. Statement of Community Involvement

- 6.1 This Section provides an overview of the pre-application consultation process with the Council, other statutory bodies and the local community prior to the submission of the planning application.
- 6.2 It should be noted the wider masterplan proposals were subject to a two stage public consultation process undertaken during 2021 which introduced the JV's vision for the wider site and the emerging proposals for the hotel redevelopment and the redevelopment of Premier House, with the second stage consultation focusing on the residential proposals which are currently pending determination.
- 6.3 This section is structured into a number of sub-sections and aims to:
- Provide an overview of national and local policy that is relevant to pre-application community engagement in Manchester;
 - Summarise the public consultation for the proposed development undertaken; and
 - Outline the comments received during the pre-application consultation and how these have informed the final proposals.

Planning Policy and Legislative Context

National Planning Policy Framework (2019)

- 6.4 The NPPF sets out that the purpose of the planning system is to help deliver sustainable development and in doing so should be a collective enterprise. The NPPF specifically promotes pre-application engagement and the frontloading of consultation, the purpose being to identify issues that can be resolved at the pre-application stage enabling the planning system to function more effectively and efficiently.
- 6.5 As set out in this section, comprehensive stakeholder and community consultation has taken place prior to the submission of the planning application in full accordance with guidance set out within the NPPF.

Localism Act (2011)

- 6.6 The Localism Act provides the context within which the planning system operates. The Localism Act was given Royal Assent on 15 November 2011, setting out the Government's intention of shifting power from central Government back into the hands of individuals, communities and councils. The Localism Act introduced a number of changes to government policy including:

- Decentralisation and strengthening local democracy;
- Community empowerment; and
- Re-booting of the planning system including neighbourhood planning.
- This Act places a responsibility on applicants to:
 - Consult communities, having regard to any advice that their local planning authority may provide;
 - Consider any responses before they finalise proposals and submit their applications; and
 - Account for how they have consulted the local community, what comments they have received and how they have taken those comments into account.

Manchester City Council's Pre-Application Engagement Expectations

- 6.7 On 11 June 2018 the Council adopted a refreshed Manchester Statement of Community Involvement ("MSCI") which sets out how residents and other stakeholders can get involved in the preparation of planning policies, frameworks and neighbourhood planning processes in Manchester.
- 6.8 For significant development proposals the MSCI encourages developers to involve the community prior to the submission of the planning application. The responsibility is placed upon the developer to ensure that appropriate pre-application consultation is carried out.
- 6.9 The Applicant's approach to pre-application consultation was underpinned by the general principles set out within the MSCI. A summary of consultation activities undertaken by the Applicants is set out in the remainder of this section of the Planning Statement.

Engagement with Manchester City Council

- 6.10 Pre-application discussions have been held with the LPA on the evolving scheme throughout 2020, 2021 and now 2022. These meetings have had particular regard to the masterplan strategy, the phasing of separate planning applications, the detailed design of the individual elements of the overall masterplan including the office proposals and most recently the amendments to the previously approved scheme which are being brought forward in this application.
- 6.11 A high level summary of key themes discussed with MCC to date that are pertinent to this application is provided below:
- The principle of the masterplan proposals, the proposed uses, the layout, relationship to existing buildings and initial massing options;

- The principle of part-demolition of Premier House to create a residential development plot to the north of the masterplan area;
- The principle of the Premier House proposals including the previous intention to retain and refurbish the existing core structure and most recently, the amended scheme to fully demolish the existing structure to allow for a new steel structure to be erected with new floorplates and facades. The Applicants consider that the design of the building is in line with the Council's desire to address the climate emergency, and that the development will actively support its ambitious target to become a carbon neutral city by 2038;
- The track record of Starwood and PAG as a JV, and the high quality of developments delivered by these parties in the past;
- Agreement of the planning application strategy, the intention to bring forward planning applications for the different masterplan development blocks in phases;
- The design development, massing, materiality and layouts of the proposed office building;
- The latest plans as well as approach to highways around the site and proposals for wider public realm; and
- Information requirements to support the Premier House application submission.

6.12 The information that was discussed at these meetings was met positively by officers at the City Council. There is a recognition by MCC that the proposed masterplan strategy is necessary for the comprehensive redevelopment of the Renaissance complex to be deliverable.

Community Consultation

6.13 As the current proposals for Premier House are of the same character as the consented scheme, which was subject to community consultation in 2021, it was not deemed necessary to undertake further public engagement to inform this planning application. This section of the statement is therefore based on the feedback received as part of the 2021 consultation exercise.

6.14 A comprehensive two stage public consultation process was undertaken on the masterplan proposals during 2021 which comprised:

- Pre-application engagement with officers including agreement of the consultation strategy/approach;
- Preparation of a comprehensive consultation brochure outlining the JV's vision for the wider site and the masterplan proposals, with a focus on the hotel and office redevelopment proposals;

- Preparation of a comprehensive brochure detailed the residential scheme proposals to the northernmost plot of the Renaissance site;
- Setting up a consultation website outlining the proposals for each phase, providing the consultation brochure, and inviting comments using a dedicated consultation feedback form;
- Undertaking a letter drop to the local community (residents and businesses) for each phase, within a consultation area prior agreed with officers, notifying them on the proposals and directing them to the dedicated consultation website;
- Sending letters to local ward councillors inviting comments;
- Engagement with key stakeholders with the offer of virtual meetings, including Manchester Cathedral, Chethams School of Music, and Historic England. Meetings have taken place with each of the Cathedral and Historic England.

6.15 Community responses to the emerging scheme were overall supportive. Of the 59 consultation responses received from the local community, 33 (56%) said that they were either supportive or partially supportive of the overall redevelopment of the wider Renaissance Complex site. 25 (42%) said they were not supportive of the proposals. 1 respondent (2%) said they were undecided.

6.16 During the second stage of consultation, of the 8 consultation responses received from the local community, 6 (75%) said that they were partially supportive of the overall redevelopment of the wider Renaissance Complex site. 2 (25%) said they were not supportive of the proposals.

6.17 Of those respondents that were supportive of the plans, some of the comments include:

- *This project proposal will be a major change for this part of Deansgate and the city (which is very needed).*
- *I live in No.1 Deansgate and am fed up of looking at an ugly building that is no longer used.*
- *The office proposal improves the current situation and looks good.*
- *The main building is thoroughly usable with plenty of life left in it. By demolishing the parts that have had it and retaining the main tower, I think this site can see regeneration and new use.*
- *I like the retaining and reclad/reimagining of Premier House.*
- *As a local resident the brutalist building is most definitely an eyesore and detracts from the good regeneration work done elsewhere in the city centre. The proposal is a significant improvement and will attract people to the area.*

- *I like the plans for Premier House, and active frontages are definitely required on Deansgate, bringing life back to a neglected part of the city.*
- *The site has blighted Manchester for years and definitely needs sorting out.*
- *The proposals look like a great addition to the site which is currently unappealing due to the aesthetic and is not in keeping with the aspirations of the city.*
- *Deansgate frontages excellent. Public space excellent - will this happen? Premier House plans excellent.*
- *The plans look superb and will transform an area that desperately needs it.*
- *The redevelopment of Premier House is considered and successfully re-activates the Deansgate frontage.*

6.18 Of those respondents that were partially supportive of the plans, comments include:

- *I live in the Edge, I overlook the current renaissance hotel. I have been fearful that the whole thing would be knocked down so it is good that the proposals are to mainly redevelop.*
- *Desperately needs redevelopment. Ideally would prefer demolition but this is an improvement on what is there at the moment and appreciate demolition is environmentally destructive.*
- *Very supportive of you bringing back to life some 60's architecture rather than destroying it completely.*
- *Overall, I am for the redevelopment and particularly support reuse over total demolition. There are elements missing and some I disagree with but overall seems to be a good scheme.*
- *General ideas to smarten the area up are positive but please consider doing more to open up the riverside for pedestrian/public access.*
- *The existing buildings on site should not be retained.*

6.19 Some of the key themes from those respondents that were not supportive of the plans include:

- *Desire to see the site redeveloped but not in this way.*
- *Proposal is aesthetically displeasing.*
- *The site should be cleared and redeveloped properly.*
- *The proposals should be more radical and contemporary.*
- *Not enough interaction with the river.*

6.20 Feedback from the consultation was presented to Manchester City Council during the pre-application meetings. The feedback from the public consultation has been fully considered by the design team to

understand people's aspirations and requirements for the site and has influenced the final design of the Premier House proposals leading up to submission including:

- Further enhancement of the façade to ensure it is of a high quality and responds to the surrounding heritage context;
- Further consideration of street frontages to Deansgate and liaison with stakeholders around wider aspirations for public realm improvements; and,
- Refinement of roof top amenity space.

6.21 A number of the comments received from the public consultation events related to elements of the wider emerging illustrative masterplan for the site, including the public realm, hotel and residential buildings, and the relationship to surrounding streets and the River Irwell. The Applicants have considered these responses in preparing the various other applications that have been submitted for the separate elements of the masterplan.

7. Planning Policy Framework

- 7.1 This chapter of the Planning Statement summarises relevant local and national planning policies which are relevant to the application proposals.

Statutory Development Plan

- 7.2 Section 38 (6) of the Planning and Compulsory Purchase Act 2004 states that decisions should be made in accordance with the Development Plan unless material considerations indicate otherwise. For the purpose of this application the Development Plan comprises of:

- The 'saved' policies of the Manchester Unitary Development Plan (adopted July 1995); and
- Manchester's Core Strategy 2012 – 2027 (adopted July 2012).

- 7.3 The Manchester Interactive Proposals Map illustrates that the site falls within the City Centre (Policies CC1 – CC10) and the Regional Centre (Policy EC3). The site is also covered by the Ramada Complex Strategic Regeneration Framework (SRF).

- 7.4 Key policies within the Development Plan are considered below. Other planning policy documents relevant to the proposal which could be deemed “material considerations” will also be taken into account in this Planning Statement, including any relevant Supplementary Planning Documents (SPDs) and guidance (SPGs).

Core Strategy

- 7.5 The Core Strategy Development Plan Document 2012 -2027 ("the Core Strategy") was adopted by the City Council on 11 July 2012. It is the key document in Manchester's Local Development Framework. The Core Strategy sets out the long term strategic planning policies for Manchester's future development. A number of UDP policies have been saved until replaced by further development plan documents to accompany the Core Strategy. Planning applications in Manchester must be decided in accordance with the Core Strategy, saved UDP policies and other Local Development Documents.

- 7.6 **CS Policy SP1 (Spatial Principles)** provides the key spatial principles that will guide the strategic development of Manchester to 2027. The policy encourages the centre to be a focus for economic and commercial development, retail, leisure and cultural activity. Policy SP1 also states that the City Centre is covered by regeneration areas and development should have regard to the character, issues and strategies set out in the prospective plans. This policy also encourages development to minimise

emissions, and to reduce the need to travel by locating development close to jobs, services, education and open space.

- 7.7 **Policy CC 1 (Primary Economic Development Focus: City Centre and Fringe)** states that the City Centre is a strategic economic location and focus of employment growth in the City and City Region. The City Centre is expected to accommodate 33ha and the City Centre Fringe 25ha of office or similar employment development and these locations are considered suitable for the considerations of high density buildings and commercially led mixed use schemes. The focus for employment growth will be in B1a high density offices and the Council will give particular encouragement and support for such development.
- 7.8 **Policy CC 2 (Retail)** states that the Council will promote the growth and improvement of retail provision in the City Centre. Approximately 70,000 square metres net of new comparison retail floorspace will be provided in the City Centre over the plan period. Within the City Centre comparison retail development will be concentrated within the Primary Shopping Area (PSA), followed by accessible locations on the edge of the PSA.
- 7.9 **Policy CC 7 (Mixed Use Development)** emphasises that the City Centre presents the most viable opportunities for mixed-use development and, in general, these will be promoted as a means of using land as efficiently as possible. Active ground floor uses are stated to be appropriate in locations which have an established public function or as part of a development that will create such an environment.
- 7.10 **Policy CC 8 (Change and Renewal)** states that the approach to development, and redevelopment, in the City Centre will welcome large-scale schemes. The policy emphasises that developments which make significant contributions to the City Centre's role in terms of employment and retail growth or which improve the accessibility and legibility of the Centre will be supported, subject to the proposal's impact on key aspects of the City's heritage and character. Within areas identified for large-scale redevelopment proposals, they will be expected to be prepared within an approved development framework.
- 7.11 **Policy CC9 (Design and Heritage)** expects the design of new buildings to be of the highest standard in terms of appearance and function. It states:

"Development in Manchester City Centre should preserve and enhance the heritage assets that have been identified, including list buildings, conservation areas and scheduled ancient monuments".

- 7.12 Furthermore, the policy states that the Council will support high density development in the City Centre but developers must recognise the specific design challenges that must be overcome to

ensure complementarity of function and form. The 14 Conservation Areas and numerous listed buildings in the City Centre are essential to the City's sense of place, providing aesthetic quality and strong references to the City's past. Developments will need to enhance the appearance and use of the City Centre and not compromise its environmental quality.

- 7.13 **Policy CC10 (A Place for Everyone)** states the City Centre will develop as a location which appeals to a wide range of residents and visitors. Development which promotes this objective will be supported, particularly through uses which increase the diversity of activity in the city centre and high standards of accessibility to buildings and across spaces in the city centre.
- 7.14 **Policy EC 1 (Employment and Economic Growth in Manchester)** states that in addition to the employment land allocated within the Strategy, the Council will support other significant contributors to economic growth and productivity including health, education, retailing, cultural and tourism facilities and other employment generating uses.
- 7.15 **Policy EC 2 (Existing Employment Space)** states that the Council will seek to retain and enhance existing employment space and sites.
- 7.16 **CS Policy EN 1 (Design Principles and Strategic Character Areas)** states that all development in Manchester will be expected to follow the seven principles of urban design, as identified in national planning guidance and listed above and have regard to the strategic character area in which the development is located. In terms of the City Centre Character Area, developers will be expected to consider the City's heritage and continue the rich pattern of activity in the core area.
- 7.17 **Policy EN 3 (Heritage)** relates to heritage and states that the Council will encourage development that complements and takes advantage of the distinct historic and heritage features of the City Centre. The policy requires new developments to be designed so that they preserve, or enhance the historic environment, character, setting and accessibility of listed buildings and conservation areas. It is expected that an appropriate appraisal will be carried out by developers of issues relating to heritage assets.
- 7.18 **Policy EN 4 – (Reducing CO2 Emissions)** this policy targets the reducing of CO2 emissions through the following of the energy hierarchy, firstly reducing the need for energy through efficient design measures, followed by clean energy and lastly, the application of renewable or LZC technologies. In addition to this point, MCC state within this policy all new development is required to use building materials that have low embodied carbon.

7.19 **Policy EN9 (Green Infrastructure)** states that new development will be expected to maintain existing green infrastructure in terms of its quantity, quality and multiple function. Where the opportunity arises the Council also encourages developers to enhance the quality and quantity of green infrastructure, improve the performance of its functions and create and improve linkages to and between areas of green infrastructure.

7.20 **CS Policy DM 1 (Development Management)** states that all development should have regard to the stated specific issues, including appropriate siting, layout, scale, form, massing, materials and detail; impact on the surrounding areas in terms of design, scale and appearance of the proposed development; community safety and crime prevention; and refuse storage and collection.

Other Relevant Core Strategy Policies

7.21 The following additional Core Strategy policies are relevant to this planning application:

- Policy CC5 – Transport
- Policy T1 – Sustainable Transport
- Policy T2 – Accessible areas of opportunity and need
- Policy EN6 – Target Framework for CO2 reductions from low or zero carbon energy supplies
- Policy EN8 – Adaptation to Climate Change
- Policy EN16 – Air Quality
- Policy EN19 – Waste

Saved UDP Policies (2004)

7.22 **Policy 19.1 (Listed Buildings)** – seeks to preserve and enhance the settings of listed buildings by appropriate control over the design of new development in their vicinity, control over the use of adjacent land, and where appropriate, by the preservation of trees and landscape features.

7.23 **Policy RC20 (City Centre)** – the site lies in Area 3 (Arndale Centre/Market Place) where the Council intends to safeguard the predominantly retail character of the main shopping streets, whilst also encouraging the limited introduction of public houses, cafés and further residential uses.

National Planning Policy Framework (NPPF)

7.24 The newly updated NPPF was published in 2021 and contains the Government's most up-to-date planning guidance. The NPPF sets out the Government's planning policies for England and how these

are expected to be applied. The NPPF is a significant material consideration in the determination of this application. The overall emphasis of the NPPF is to reiterate the Government's key objectives of facilitating economic growth and securing sustainable development.

The Presumption in Favour of Sustainable Development

- 7.25 Central to the NPPF is the presumption in favour of sustainable development and the need for the planning system to support economic growth. Paragraph 11 of the 2019 Framework sets out the presumption in favour of sustainable development and the application of the policy for decision making states:

"Plans and decisions should apply a presumption in favour of sustainable development.

For decision-taking this means:

c) approving development proposals that accord with an up-to-date development plan without delay; or

d) where there are no relevant development plan policies, of the policies which are most important for determining the application are out-of-date, granting permission unless:

i. the application of policies in this Framework that protect areas or assets of particular importance provides a clear reason for refusing the development proposed; or

*ii. any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole."*¹

Building a Strong and Competitive Economy

- 7.26 The Framework confirms that planning policies and decisions should help create the conditions in which businesses can invest, expand and adapt. Paragraph 81 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"*.

Ensuring the Vitality of Town Centres

- 7.27 Town centre policies are dealt with at section 7 of the NPPF under the title "ensuring the vitality of town centres.

¹ NPPF, page 6, paragraph 11

7.28 Paragraph 86 of the national policy document explains that:

7.29 “Planning policies should define a network and hierarchy of town centres and promote their long-term vitality and viability – by allowing them to grow and diversify in a way that can respond to rapid changes in the retail and leisure industries, allows a suitable mix of uses (including housing) and reflects their distinctive characters”.

7.30 Paragraph 87 of the national policy document goes on to state that:

“Main town centre uses should be located in town centres, then in edge of centre locations; and only if suitable sites are not available (or expected to become available within a reasonable period) should out of centre sites be considered”.

7.31 Main town centre uses are defined within Annex 2 of the NPPF as: retail development, leisure, entertainment facilities, more intensive sport and recreation uses (including restaurants), offices, arts, culture and tourism development (including hotels).

Promoting Sustainable Transport

7.32 The NPPF at Paragraph 105 sets out that *“significant development should be focused on locations which are or can be made sustainable, through limiting the need to travel and offering a genuine choice of transport modes. This can help to reduce congestion and emissions, and improve air quality and public health. However, opportunities to maximise sustainable transport solutions will vary between urban and rural areas, and this should be taken into account in both plan-making and decision-making.”*

Making Effective Use of Land

7.33 Paragraph 119 sets out that decisions should promote an effective use of land in meeting the need for homes and other uses, while safeguarding and improving the environment and ensuring safe and healthy living conditions.

Achieving Well Designed Places

7.34 Paragraph 126 sets out that good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities. At paragraph 134, the NPPF states that:

7.35 *“Development that is not well designed should be refused, especially where it fails to reflect local design policies and government guidance on design, taking into account any local design guidance and supplementary planning documents such as design guides and codes. Conversely, significant weight should be given to:*

- 7.36 *a) development which reflects local design policies and government guidance on design, taking into account any local design guidance and supplementary planning documents such as design guides and codes; and/or*
- b) outstanding or innovative designs which promote high levels of sustainability, or help raise the standard of design more generally in an area, so long as they fit in with the overall form and layout of their surroundings."*

Conserving and enhancing the historic environment

7.37 Paragraph 190 confirms that:

- 7.38 *"Plans should set out a positive strategy for the conservation and enjoyment of the historic environment, including heritage assets most at risk through neglect, decay or other threats"*
- 7.39 *Paragraph 194 goes on to state that in determining applications, local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the assets importance and no more than is sufficient to understand the potential impact of the proposal on their significance.*

Other Material Considerations

7.40 There are a series of Supplementary Planning Guidance which are relevant to the determination of this application. They are addressed in turn below.

Supplementary Planning Guidance

Guide to Development in Manchester SPD and Planning Guidance (2007)

7.41 Part 1 of the SPD sets out the design principles and standards that the City Council expects new development to achieve, such as high quality developments that are safe, secure and accessible to all. The document summarises the main development principles in Manchester and encourages developers and investors to apply these consistently. The document also provides details regarding the delivery of achievable and financially viable approaches to all aspects of sustainability.

The Manchester Strategy

7.42 The Manchester Strategy sets out a long-term vision for the city following a period of consultation in 2015. The vision includes the objective to 'be a beacon for sustainable design' in order to be a thriving

and sustainable city. The planning process is identified as being a facilitator in delivering these objectives. The proposed development of the Site will clearly align with the overarching programmes being promoted by the Manchester Strategy and has being designed alongside the principles contained within this strategy.

Manchester Climate Change Strategy 2017-50

- 7.43 This document represents the most up to date Climate Change Strategy for Manchester which sits as a key part of the overarching policy framework 'Our Manchester', the city's strategy for 2016-25.
- 7.44 This document provides a strong vision for 2050 with Manchester playing a full part in limiting the impacts of climate change, locally and globally. It sets out key objectives for achieving the targets set out within local, national and global policy, relating to key areas such as transport, education and engagement, waste, green spaces, energy efficiency and buildings, and provides implementation, monitoring and reporting guidelines to ensure that progression is made.
- 7.45 The proposals have been considered fully in line with Manchester's climate change targets, taking into account the latest Climate Change Emergency motion approved by the Council, and throughout the design process ways to enhance energy efficiency and sustainable design have been implemented. Further details of this is provided within the Environmental Standards Statement which has been submitted in support of this application.

Green and Blue Infrastructure

- 7.46 The Manchester Green and Blue Infrastructure Strategy and Action Plan aims to build on investment to date and create a high quality, well maintained green and blue spaces which are integral part of neighbourhoods. The objectives of the Strategy include using appropriate infrastructure to create successful neighbourhoods and support the city's growth.

City Centre Strategic Plan (2015-2018)

- 7.47 The Economy Scrutiny Committee on 24 February 2016 and the Executive Committee on 2 March 2016 both agreed to approve the publication of the final City Centre Strategic Plan 2015-2018.
- 7.48 The Strategic Plan seeks to update the vision for the City Centre within the current economic and strategic context, outline the direction of travel and key priorities over the next few years in each of the City Centre neighbourhoods, and describe the partnerships in place to deliver those priorities.

National Planning Practice Guidance

- 7.49 The National Planning Practice Guidance (NPPG) was introduced in March 2014 and replaced a significant amount of former guidance, in the form of Planning Policy Guidance Notes and Planning Policy Statements. The NPPG provides further detail regarding a range of issues, building upon the principles of the NPPF.

Summary

This chapter has identified a series of Development Plan Documents and other material considerations to be taken in to account in the determination of this application. The planning policy framework is fully supportive of the proposed development on this site, which will deliver a high-quality new office development in accordance with the statutory Development Plan and the economic objectives set out by national planning policy.

8. Planning Assessment

8.1 This chapter of the Planning Statement assesses the proposed development against the most relevant local planning policies and in light of other material planning considerations. It demonstrates that the proposed development accords with the Development Plan and supports the Council's aspirations for the regeneration of the site.

8.2 Please note this section does not provide assessment of the application proposals against every Development Plan policy. Compliance against environmental and technical-based planning policies is provided in the individual technical reports submitted in support of the application, which are also summarised in the next chapter.

8.3 Based on the nature of the proposed development, having regard to the statutory Development Plan for Manchester and other material considerations, we consider the key matters in assessing the scheme are as follows:

- *Catalyst for Regeneration;*
- *Principle of Development;*
- *Amendments to Previously Consented Scheme;*
- *The Need for New Office Accommodation;*
- *Improvement of Established Office and Retail/ Leisure Space;*
- *Economic Benefits and Job Creation;*
- *High Quality Design;*
- *Heritage;*
- *Sustainability Benefits; and,*
- *Blue and Green Infrastructure.*

Catalyst for Regeneration

8.4 Regeneration is an important planning consideration. Over the past fifteen years MCC has successfully regenerated areas such as Piccadilly, Spinningfields, the commercial core, around Manchester Central, the Northern Quarter, the Civic Quarter and Castlefield. This is an ongoing process and much remains to be done if the City Centre is to remain competitive.

- 8.5 Manchester City Centre is the primary economic driver in the City Region and is crucial to its longer term economic success. It is essential therefore that the City Centre and surrounding areas continue to grow and provide new development that is supportive of regeneration principles, in particular existing employment and retail uses which can be revitalised through re-development.
- 8.6 The site is located within the Regional and City Centre, which has and continues to be a focus for major public and private investment. This building has been identified in the Ramada Complex SRF as visually and physically representing a significant blight on this part of the City Centre which is a prominent location. As such the site represents 'a missing piece of the regeneration jigsaw' and 'its regeneration would be genuinely transformational'.
- 8.7 The wider Renaissance site has been earmarked for regeneration for over twenty years. It is the last undeveloped site within the 1999 City Centre Renewal Masterplan, which was prepared following the 1996 bombing, and a long-standing strategic regeneration priority for the City Council. It is located on a key gateway site at the northern end of Deansgate, but currently makes no positive contribution to the visual appearance or vitality of the area.
- 8.8 As shown in the planning history section of this statement the site has been subject to previous plans for redevelopment. This includes a previous planning application first approved in 2008 (now lapsed) and a Strategic Regeneration Framework (SRF) subsequently prepared for the site in 2018. However, despite two decades of substantial investment in the surrounding area through the public and private sectors, the renaissance site remains undeveloped.
- 8.9 The redeveloped Premier House represents a critical and fundamental part of the Applicants' holistic masterplan proposals for the site. The vision is to deliver a comprehensive mixed-use regeneration scheme comprising a market-leading hotel, offices and new residential development at the site which will come forward on different development blocks. Whilst these elements are being proposed under separate planning applications, in agreement with the City Council's planning officers, each element is critical to the deliverability of the overall scheme. As such, the redevelopment of Premier House is critical to this vision and will help to finally realise the redevelopment of the Renaissance complex in accordance with the aspirations of the City Council and the endorsed SRF for the site.
- 8.10 The City Council acknowledges within the Ramada Complex SRF that the site '*visually and physically represents a significant blight on this part of the City Centre*' and has the potential to be a landmark development with best-in-class hotel, commercial and residential uses, buildings of scale, and facilitate the rebalancing of Deansgate. This document is a material consideration in the determination of this application; and clearly the proposals to deliver a redeveloped high quality

office building with ground floor uses will make an important contribution in the short term to delivering this vision.

- 8.11 Moreover, the wider planning applications which have been approved alongside the Premier House plans further realise the site's potential for redevelopment as they propose new residential elements which will partially sit on the northern part of the former Premier House footprint, which was approved for demolition under prior approval application (Ref: 130049/DEM/2021). The redevelopment of Premier House will therefore fully transform this part of the site into a thriving commercial development which will add to the offer within the local area, whilst creating space for further redevelopment and regeneration to occur on the adjacent plot within the masterplan area.

Principle of Development

- 8.12 Whilst the Premier House building has been vacant for over twenty years, its previous (and established) use is for offices with ground floor retail space. The proposed development will, therefore, result in the high quality redevelopment of an existing established office site to create high quality new Grade A workspace in this area of the City Centre, and will increase the retail and food and beverage offer at this important juncture of Deansgate.
- 8.13 The principle of the proposed uses is therefore already clearly established in this location by virtue of the previous use for the site and this is supported further by the approval of the most recent full planning application for the site which permits a very similar scheme to the one proposed by this application, comprising new office floorspace alongside retail/ food & beverage uses on the ground floor.
- 8.14 The provision of a high quality mix of uses in the City Centre is also supported by the adopted Core Strategy Policies CC1, CC2 and CC7 and furthermore, the adopted Ramada Complex SRF identifies the redevelopment of the wider Renaissance site as being appropriate to accommodate mixed-use development including high quality commercial space which will marry well with the ambition to create high class residential and hotel developments at this location.
- 8.15 Accordingly, the principle of an office-led mixed use development as part of the masterplan proposals for the Renaissance site is clearly acceptable in principle and supported by local planning policy.

Amendments to Previously Consented Scheme

As referred to in the previous paragraphs, and throughout this Statement, the site currently benefits from an extant permission (Ref: 130935/FO/2021) which was also submitted by the JV. This application was approved in October 2021 and permitted a 4 storey office-led development mixed-use development at the site comprising refurbishment of the part-retained structure of Premier House and deliver of new commercial floorspace to the upper floors, and retail and leisure uses to ground floor.

- 8.16 This previous permission not only establishes the principle of development for this application but also paves the way in terms of the appropriateness of the scheme as proposed. Whilst the current proposals include an additional storey in order to create more employment floorspace, the scheme does not deviate greatly from the previously permitted proposals in so far as they are still underpinned by the same design ethos and principles, and will deliver a high-quality office led development with new façades and an enlivened ground floor. The main changes in comparison to the previous scheme therefore lie within the proposals to deliver a new steel structure following demolition of the remaining structure, alongside the delivery of an extra storey of development.
- 8.17 The proposals therefore do not undermine the previous approval but instead seek to create a betterment to the scheme through the provision of more energy efficient floorplates, office space that now meets industry standards and an uplift in the quantum of employment floorspace to be created. The revised scheme proposed by this new application should therefore only be seen positively.

The Need for New Office Accommodation

- 8.18 As set out by the Manchester Economy and Employment Space Study which was used to inform the Core Strategy for Manchester, the City Centre, located at the heart of the Regional Centre, is crucial to the prosperity of the local economy. The City Centre is known for containing significant amounts of office development, including strong concentrations of high value industries such as financial and professional services and media and creative industries, all of which drive economic activity and produce economic benefits for the City.
- 8.19 MCC recognise within the Core Strategy that the City Centre is the key economic driver largely due to the location of key assets within the City Centre including good road accessibility and access to a skilled labour force. It provides the highest proportion of jobs in Greater Manchester and forecasts indicate that during the life of the Core Strategy, growth will be disproportionately higher in

Manchester than in other Greater Manchester authorities, with The Greater Manchester Forecasting Model indicating that the City will have the greatest increase in job numbers in Greater Manchester over the Core Strategy period.

- 8.20 Clearly, the need to provide additional office floorspace within Manchester City Centre will therefore be crucial to the continued growth of the employment sector throughout the City and the realisation of trends set for job numbers. There is a clear need to further expand and diversify the City's office stock to help compete with other major cities and greater levels of floorspace will allow for greater levels of inward investment from businesses.
- 8.21 The requirement for new employment floorspace within the City Centre is addressed by Policy EC 1 (Employment and Economic Growth in Manchester) of the Core Strategy, which recognises that providing a portfolio of employments premises, across a range of employment sites, will be important to the continued economic growth of Manchester. This Policy, alongside Policy EC 2 (Existing Employment Space) seeks to protect and enhance employment floorspace within the City Centre and particularly focuses on the growth of office floorspace whereby it is noted that there has considerable increase in this type of employment space over the years which is anticipated to continue in this manner over the Core Strategy period.
- 8.22 These policies are supported by Policies EC 3 (The Regional Centre) and CC1 (Primary Economic Development Focus: City Centre and Fringe) which further substantiate that the City Centre will remain the focus for office development. These policies identify the need for employment growth within the form of B1a high density offices, for which the Council state there is particular encouragement for, and explain that the City Centre is the most suitable location for regional and sub-regional office growth in terms of agglomeration and ability to attract inward investment.
- 8.23 The proposals comprise the high quality redevelopment of the Premier House site into a high end office development in place of the previous building which has been long term vacant and currently makes no contribution to the local economy and vitality of the City Centre. The provision of increased office floorspace as a result of the proposed development (including the extended floorplates and the addition storeys), would not only bring the site back into economic use but would also result in an increased quantum of high quality workspace at the site, therefore contributing positively towards meeting the objectives of Core Strategy Policies EC 1, EC 2, EC 3 and CC1.
- 8.24 The proposals would build upon the existing employment floorspace within the City Centre, adding to the offer that already exists and would re-vitalise the Premier House site back into an active use, re-activating its input into the economic growth of Manchester City Centre.

- 8.25 It is noted by MCC that planning for City Centre employment growth is challenging and therefore the re-use of an existing employment site is considered the perfect opportunity to be taken forward in order to deliver additional employment floorspace, as this removes some of the greatest issues associated with new employment sites. The site is therefore already established as an office development and the Applicant will thus be re-developing the site back into its former use in an efficient and coherent manner.
- 8.26 The design incorporates a striking new aesthetic that balances the re-use of the site with the requirements of a high-end office development. The building will offer facilities including a new reception lobby and rooftop terrace alongside, new ground floor retail/ food and beverage uses which will increase the attractiveness of the site and draw in businesses.
- 8.27 The proposals will therefore clearly support and improve the City Centre employment offer, offering a unique office experience for the City Centre which is akin to the high-end and recently developed employment areas within the City such as Spinningfields.
- 8.28 In summary, the proposed delivery of a high-end office development at the site accords with the City Council's regeneration aspirations for the site including the development principles set out within the endorsed SRF. The principle of an employment use at the site is clearly embedded in both planning and strategic policy and Manchester's wider regeneration objectives. Furthermore, the proposed redevelopment of Premier House is a critical part of the Applicants' holistic masterplan for the site and is crucial to ensure a deliverable scheme which will ultimately realise the redevelopment of the Renaissance complex.

Improvement of Established Office and Retail/ Leisure Space

- 8.29 The proposed redevelopment of the Premier House site will create new high-quality Grade A office accommodation that will meet modern day standards, the needs of occupiers and will completely transform and re-activate this established employment site. The proposed design will provide high grade office floorspace in the heart of the City Centre with ground floor retail floorspace that will complement the existing offer surrounding the Site.
- 8.30 The Site's location within the City Centre means it benefits from being in close proximity to Manchester's central shopping and business district, a key pedestrian area for those accessing the City Centre from Salford to the west, and also from Victoria to the north. The site is clearly well suited therefore to the uses proposed given its location, visibility and prominence on Deansgate, a key network through Manchester, and will add to the existing offer within the area.

- 8.31 The proposal will greatly enhance the street scene by providing a high-quality new building at the site. The scheme will improve and enhance the appearance of the site through the high quality provision of new facades and structure in line with the uses proposed and the sustainability measures set to be employed.
- 8.32 The building in its current form and condition detracts from the quality of the built environment in this area of the City Centre. The proposal will therefore improve visitor's perceptions of the site and this important part of the City Centre by improving the frontages and quality of uses along Deansgate which is a key pedestrian route.
- 8.33 As acknowledged through the Ramada Complex Manchester SRF, this site requires a complete transformation to positively contribute to the streetscape and the ongoing regeneration of Manchester City Centre, and the proposed scheme will achieve this. The existing building (now partially demolished) currently offers little contribution to the urban space, which has an adverse impact on the area given the low-quality appearance of each elevation.
- 8.34 The proposed delivery of a high end office building will complement the neighbouring developments and provides an opportunity to visually strengthen the streetscape through good design and completely re-imagined façade treatments. The building will add activity back at ground floor level and will remove the failings of the existing building (now partially demolished) which currently block out visitors and creates an unfriendly environment.
- 8.35 The previous core structure of Premier House was also comprised in terms of floor to ceiling heights, which did not meet industry standards. The full demolition of the existing structure, along with the proposals outlined in this application to deliver a new steel structure, will therefore allow the opportunity to rectify this issue and deliver Grade A office floorspace that will now meet industry standards and attract high-quality businesses.
- 8.36 The uses at ground floor level will also draw people and businesses to this location and the office development will create footfall for both the uses at ground floor level as well as other local retail, restaurants and leisure uses within the local area. The proposals will therefore not only be beneficial for the site itself but will create wider benefits which will seep into the surrounding area.

Economic Benefits and Job Creation

- 8.37 The NPPF states that 'significant weight should be placed on the need to support economic growth and productivity', taking into account the national business needs and wider opportunities for development. It also places substantial weight on the value of using suitable brownfield land.

- 8.38 The site in its current form is long term vacant and an under-utilised land resource within an important City Centre location. The proposed development will contribute towards building a strong, responsive and competitive economic in accordance with the economic objective of 'sustainable development' (NPPF Paragraph 8), through the efficient redevelopment of an important, previously developed site with good quality modern office floorspace and new retail/ leisure units.
- 8.39 The proposed development will have direct regeneration benefits through the creation of employment opportunities associated with the operation of the new office and retail/ leisure premises, the construction of the proposed development, and also spin-off additional employment opportunities e.g. materials/ services suppliers and end-use service providers (i.e. maintenance, window cleaning etc.).
- 8.40 The site in its current form does not support any jobs, and makes no contribution to the economic, social and environmental interests of the area. The proposed development is anticipated to have a range of economic benefits associated with direct and indirect job creation and the establishment of additional businesses in the area.
- 8.41 Guidance from the Homes & Communities Agency Employment Density Guide (3rd Edition, 2015) provides indicative job densities for (among others) Use Class B1a, A1 and A3 developments (as was, prior to the legislative changes to the Use Class Order). These densities have been applied to the proposed floorspace at the application site to provide an indication of the potential number of jobs which could be created:

Use Class	Floorspace Basis	Floorspace	Density (Jobs per sqm)	Gross Jobs (FTE)
B1a offices	NIA	3,257sqm	15-20	163 - 217
A1 retail / A3 F+B	NIA	683sqm	13	53
TOTAL				216 – 270 jobs

- 8.42 The above table shows that the proposed development could give rise to between 216 no. and 270 no. full time (FTE) jobs, dependent on the ultimate occupiers. The potential occupiers are not yet confirmed therefore the range presented is indicative only at this stage.
- 8.43 In addition to direct job creation, it is envisaged that further economic benefits will be generated through indirect job creation e.g. as a result of supply chain linkages and employee expenditure in the area. Furthermore, the location of businesses in the area will generate additional Business Rates revenue and Gross Value Added (GVA) benefits for the local economy.

- 8.44 The construction stage is also anticipated to have a range of economic impacts, including direct job creation, additional GVA creation and indirect job creation through the multiplier effect.
- 8.45 In accordance with the NPPF, the economic benefits of the proposed development as detailed above, such as the creation of jobs and additional Business Rates income, should be considered when assessing the sustainability of the proposal.
- 8.46 Premier House has been vacant for over 20 years and currently makes no contribution towards the local economy of Manchester. Job creation would clearly be a significant public benefit in times of economic uncertainty, in particular with the uplift in jobs creation which will be realised through the additional employment floorspace proposed under this new application, and this should be afforded due weight in the Council's assessment of the planning application.

High Quality Design

- 8.47 Core Strategy policies CC9 (Design and Heritage) and EN1 (Design Principles and Strategic Character Areas) expect the design of new buildings to be of the highest standard in terms of appearance and function. In particular, the policies state that attention should be given to the City Centre context and character.
- 8.48 The proposed development is being purposefully designed to create a high quality office development which will attract businesses to this location and the Applicant has sought a collaborative approach to the architecture for the external appearance that relates to the surrounding context, including the historical context of the site. The internal layouts have therefore been designed to suit the end users of the site, to provide well-functioning office floorspace that makes sense to potential businesses and companies. The external façades will be completely re-imagined through the new elevations which have been designed to a very high standard to ensure that they provide an exciting and innovative design that aids in the revitalisation of this area.
- 8.49 The proposed materials marry well with the local area and have been developed in conjunction with feedback from planning officers during the pre-application process. The proposed elevational treatment including the interpreted profile window reveals, make a nod to the nearby Manchester Cathedral and will result in a truly transformational piece of architecture which will be unrecognisable from the building that currently stands. The proposed external treatments will open up the building, in particular along Deansgate and will create a truly inviting space with active frontages that will draw people into the building and the area. The proposed redevelopment has in addition been designed

with the other applications of the JV's holistic masterplan redevelopment proposals in mind and will sit comfortably adjacent to these developments with a complementary material palette.

- 8.50 The external facades have been designed to change the poor public perception of the site. The proposals soften, enliven and add character to the site in replace of the brutalist exterior of the existing building (now partially demolished) and in addition will provide greater transparency to give views into the building which will better engage the public realm and surrounding streets.
- 8.51 The massing of the development follows the same principles of the previous development whilst adding additional storeys to uplift the floorspace offer and maximise the use the site in line with both national and local planning policy. The additional storey proposed as part of this new application is in keeping with the design ethos of the former scheme and is appropriate in height in terms of the surrounding development and in particular the development proposed as part of the wider masterplan area. The height of the scheme remains in accordance with the height parameters as set out within the Ramada Complex SRF and will create a building of importance at this key junction along Deansgate which will not impact upon amenity or character in the local area.
- 8.52 The retention of the foundations of the existing building (already partially demolished) and demolition of the upper floors to provide a new BREEAM Very Good structure is key to ensuring a deliverable and sustainable scheme for the wider site and building on the objectives In the Ramada Complex SRF. The proposals will revitalise the site to provide a building which creates a positive statement to the community and brings the location back to life. Sustainably conscious development is proposed to champion the need for more a more sustainable future.
- 8.53 The existing public realm is car dominated, and currently adds little to the surrounding walking environment. The improvements to the public realm comprising of re-invigorated paving (including contrasting entrance paving) and tactile crossings will create a high-quality street environment that is more pedestrian focused with spill out space marrying well with the active frontages to be provided along the key elevations of the development.
- 8.54 The building as a whole has been developed in consultation with MCC. The external appearance crafted so as to visually engage with the neighbouring historic properties and the diverse architectural vocabulary of the neighbourhood and the design reflects its strategic location within the City Centre in close proximity to a number of heritage assets. The internal layouts reflect operational requirements and the need to provide the necessary ancillary services and back of house facilities required for modern day commercial uses.

- 8.55 The proposed redevelopment of Premier House thus represents a well-designed, highly sustainable, credible and deliverable development, which has been influenced by meetings with officers and key stakeholders during the design development / prior to the application's submission. The proposals are consequently demonstrated to be in full accordance with Core Strategy Policies CC9, EN1 and EN2. The scheme represents an innovative and high quality design which accords with local planning guidance, in line with the design quality aspirations set out in the NPPF and the Ramada Complex SRF.

Heritage Impact

- 8.56 There are no heritage assets within the site, but it is close to conservation areas and a number of listed buildings. Therefore, in determining the submitted full planning application, Manchester City Council (MCC) has a statutory duty to have special regard to the desirability of preserving the special interest and setting of listed buildings.
- 8.57 A review of the history and development of the Application Site and surrounding area has therefore been undertaken within the Heritage Statement prepared by Turley's in support of this application. The report outlines the significance and setting of heritage assets surrounding the site and the potential for these to be affected by the Proposed Development.
- 8.58 This report sets out that in its current vacant and deteriorated state and due to the blank elevations it presents to surrounding streets, the existing Renaissance complex detracts from the significance of Manchester Cathedral and the character and appearance of the associated conservation area. It is negative in its relationship with Deansgate, Blackfriars Street, the River Irwell and the Grade II listed bridge crossings. The length of inactive frontage presented to Deansgate creates a weak transition between the St Ann's Square and Parsonage Gardens Conservation Areas in the south and the Cathedral Conservation Area to the north.
- 8.59 With the exception of those that are currently restricted or screened, in views from the identified conservation areas and listed buildings, the appearance of the Renaissance complex will be enhanced through a combination of the creation of simple glazed retail units at ground floor with integrated signage, the profiled metal façade of the upper floors and the creation of a roof amenity space. The improvements to the Renaissance complex will be particularly pronounced in key views north and south on Deansgate. Although taller than the consented scheme, it is not considered that the revised proposals would harm the significance of heritage assets.

- 8.60 For the reasons set out above and further expanded on in the Heritage Statement, it is concluded that the requirement of S66 (1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 can be satisfied if MCC grants planning permission.
- 8.61 In accordance with Paragraphs 197 and 198 of the National Planning Policy Framework (NPPF), the proposed development will also sustain the significance of the heritage assets identified in this Statement and will make a positive contribution to local character and distinctiveness. The heritage statement concludes it will preserve those aspects of setting that make a positive contribution to the identified assets. The proposals will therefore be in accordance with Paragraph 206 of the NPPF and key Policies CC9 and DC19.1 of the Core Strategy.

Sustainability Benefits

- 8.62 In the UK, the construction industry accounts for 60% of all materials used, creates a third of all waste and generates 40% of all CO2 emissions. It is resource hungry and with reuse and repurposing forming only a small proportion of construction, the problem is perpetuated. According to DEFRA, of the 200 million tonnes of waste generated in Britain annually, 63% is construction debris, with 32% of construction waste being deemed unrecyclable and ending its life in landfill. The UK currently demolishes more than 50k buildings every year.
- 8.63 The design team embrace the ethos of the Architects Journal "Retro First" initiative strapline "The greenest building is one that already exists". They are committed to sustainably responsible construction and believe these proposals are fully aligned to Manchester City Council's ambitious targets to become a zero carbon city by 2038 and MCC's UDP Part 1 Policy E1.6 which states, "Opportunities for reuse of existing structures should be explored."
- 8.64 One of the key sustainability benefits of the masterplan is the approach to retention and re-use as much as the elements already on site, where appropriate, including the new hotel and parts of the existing the Premier House development. This will result in significant savings in embodied carbon versus demolition, for example, the retention and refurbishment of the hotel alone will result in a 39% saving in embodied carbon versus demolition and new build which is the equivalent of 462 + new residential homes, and this is before the application of other sustainability measures and a design that will include the use of modern construction techniques and materials throughout, to create a high quality and energy efficient development.
- 8.65 Embodied energy and CO2 emissions are however just one of many assessment criteria for sustainable development. The problem is complex and is not just about adding solar panels, efficient

boilers, and other bolt-on technologies to meet the current green assessment criteria. The Applicants wish to demonstrate a deeper social responsibility to sustainability and to oppose unnecessary and wasteful demolition of buildings by promoting a low-carbon retrofit alternative.

- 8.66 The proposed scheme is measured against and designed according local and national environmental policies. The development aims to reduce energy consumption and carbon emissions in accordance with the energy hierarchy and anticipated future energy and carbon standards.
- 8.67 The Environmental Standards Statement ('ESS') states the proposals will give rise to a series of energy efficiency improvements and benefits, including:
- Reduced energy in use; the proposals include significant upgrade to both the building services and building fabric.
 - Existing thermally inefficient glazing is replaced with new to meet current standards reducing current heat loss.
 - New lighting design will utilise 100% low energy light fittings and an active system of lighting control to reduce use of lighting when not required.
 - A flexible building design which is adaptable to climate change and future occupant needs.
 - The structural strategy and adaptable floor plates allow for future flexibility so that walls between units and internal partitions can be moved without significant structural alteration.
 - Removing the need for new foundations through innovative engineering, saving approximately 20t CO2 emissions.
 - An aim to divert 95% of waste from landfill.
 - Materials will be specified to be robust and long lasting and based on standard fabric sizes.
 - Production of a sustainable procurement plan to specify the use of sustainable, responsibly sourced, low carbon materials.
 - A waste generation target of less than 13.3m3 or 11.1 tonnes of waste produced per 100m2 of gross internal area.
 - A BREEAM target of 62.12% has been deemed possible for Premier House, which provides an ample contingency over the 55% required for Very Good.
 - Specification of thermal insulation and air permeability standards to exceed the minimum standards contained within Part L 2013;

- Consideration of 'smart controls' on heating systems to reduce usage when occupants not present;
- Use of a Building Energy Management System (BEMS) to monitor energy usage and reduce the performance gap through detection of high energy usage; and,
- ASHPs are proposed as part of the all-electric building services strategy and will contribute to a reduction in operational carbon emissions.

8.68 The ESS also sets at that it is anticipated that Premier House will achieve a 20% reduction in carbon emissions from Part L 2013 requirements through building fabric improvements and implementation of ASHPs. This reduction exceeds the requirements of Policy EN6.

8.69 The 'true' carbon reduction achieved will be higher given that Part L 2013 compliance is calculated using outdated SAP2012 carbon factors. These carbon factors do not reflect the decarbonisation of national grid and SAP10 carbon factors which significantly reduces the carbon impact of electric based space heating and hot water systems.

8.70 The proposed energy strategy is further future proofed by being 'all electric' and will benefit from the significant further decarbonisation of the UK electricity grid that is forecast by Government. Therefore, the development will contribute to Manchester City Council's ambition to become carbon neutral by 2038.

8.71 In addition to the low carbon energy strategy, the location of the site provides an opportunity to maximise sustainable travel options including walking / cycling and public transport in preference to the private car. This approach will deliver further carbon emission reductions whilst promoting the health and wellbeing of building occupants. The development does not propose any changes to the existing underground car park, with the car park to continue operation by Manchester City Council. Therefore, the office can effectively be promoted as a car free development.

8.72 The sustainability and energy efficiency measures as set out above, which will be delivered as a result of the redevelopment of the site, are important scheme benefits, particularly in light of the City Council's Climate Change Emergency and local policy aspirations for more sustainable development.

Blue and Green Infrastructure

8.73 The Manchester Green and Blue Infrastructure Strategy and Action Plan aims to build on investment to date and create a high quality, well maintained green and blue spaces which are integral part of neighbourhoods.

- 8.74 The Strategy identifies a number of actions, including embedding green infrastructure as part of residential development and within city centre developments. The Strategy recommends that Developers should consider how green and open space can work best to achieve this and form an integrated part of the overall scheme.
- 8.75 The proposals have taken all available opportunities to maximise green infrastructure on the site. However, due to the retention of some existing elements on site including the existing car park, the application site is somewhat restricted due to technicalities, which has prevented the level to which landscaping has been able to be incorporated into the scheme.

Summary

- 8.76 The proposed redevelopment of the Premier House site proposed by this application, to deliver a new high quality 5-storey office-led mixed use development, accords with the relevant policies of the Development Plan and guidance contained within the Ramada Complex Manchester SRF.
- 8.77 Local planning policy and guidance supports a high-quality regeneration scheme in this location including the delivery of a high quality office development which will contribute to the offering within the City Centre. It has been demonstrated that the scheme proposals are acceptable in planning terms having regard to the site's established use, the significant aesthetic improvements the new scheme will deliver, substantial scheme benefits, contribution to sustainability and carbon reduction, and accordance with MCC's regeneration aspirations.

9. Environmental and Technical Considerations

- 9.1 The compliance of the proposals against environmental and technical-based planning policies is considered within the comprehensive suite of individual technical reports undertaken and submitted in support of the planning application. A number of technical matters have been robustly assessed and the acceptability of the proposals in this regard is summarised below.

Air Quality

- 9.2 An Air Quality Assessment has been prepared in support of this application by Redmore Environmental which assesses the potential for the development to cause air quality impacts as a result of both the construction and operational phase of development.
- 9.3 Potential construction phase air quality impacts from fugitive dust emissions were assessed as a result of earthworks, construction and trackout activities and it is considered that the use of good practice control measures would provide suitable mitigation for a development of this size and nature and reduce potential impacts to an acceptable level.
- 9.4 During the operational phase of the development there is the potential for air quality impacts as a result of traffic exhaust emissions associated with vehicles travelling to and from the site. These were assessed using standard screening criteria. This indicated that impacts are not predicted to be significant as there is no additional car parking proposed as part of the redevelopment.
- 9.5 Based on the assessment results, air quality issues are not considered a constraint to planning consent for the proposals.

Archaeology

- 9.6 An Archaeological Desk-Based Assessment has been prepared in support of this application by Salford Archaeology (The University of Salford). The report is intended to establish the nature and significance of the sub-surface archaeological resource in order to enable informed recommendations to be made for the designs of the proposed scheme.
- 9.7 The assessment concludes that extensive development took place across the proposed development area from the medieval period through to the twentieth century. The construction of the various buildings in the nineteenth century likely removed archaeological remains dating to earlier periods, as many of these are shown on the historic maps to have had basements. Archaeological remains, if present, are likely to be limited to the area within the south-west corner of the proposed

development site and the construction and demolition of the Grosvenor Hotel would have removed archaeological remains within the northern area of the application site.

- 9.8 No works are proposed in the area of archaeological potential and therefore the development will have no impact on archaeological remains.

Crime Impact Statement

- 9.9 A Crime Impact Statement has been prepared in support of this application by the Greater Manchester Police Architectural Liaison Unit.
- 9.10 This Statement supports the planning application but in addition, makes a series of recommendations regarding measures that could be undertaken in order to minimise the risk of crime.
- 9.11 These recommendations have been given due consideration by the design team and will be taken forward in finalising the security design proposals for the scheme.

Drainage

- 9.12 A Sustainable Drainage Strategy has been prepared by BG&E in support of this application which sets out the proposed drainage for the development proposals.
- 9.13 In summary, it is proposed that the existing structure and drainage is retained for re-use. The flow rates and volumes will therefore remain as existing and although flow rates and volumes are not reduced within this application boundary, a reduction in the wider masterplan will reduce flood risk at the site location.
- 9.14 A UU buildover application will be submitted for the public sewer overflow crosses the site. When the additional CCTV drainage survey is completed, discussions will be concluded with UU regarding foul water public sewer within the site boundary and the combined sewer that is close to the site, along Deansgate.
- 9.15 This report demonstrates that the flood risk to the site is low and will remain low following the development proposals. Flood risk elsewhere is not increased by the proposed development.
- 9.16 This report has not identified any significant risks that should prevent the re-development of the site. Therefore, the report concludes that the proposed redevelopment has an acceptable flood risk within the terms and requirements of the NPPF.

Ecology

- 9.17 An Extended Phase 1 Habitat Survey and Bat Activity Report have been prepared in support of this application by Penny Anderson Associates Limited.
- 9.18 The habitat survey highlighted no features of significant nature conservation interest within the site. The plant species list was limited to species that are common and typical of early successional communities of urban sites and no INNS plants were noted.
- 9.19 It was found however, that some breeding birds nest on the built structure during the active nesting season and there is also some limited potential for breeding birds to nest in the semi-mature trees in the western area of the site. Therefore, recommendations for work to occur outside of the key nesting period has been provided along with some general biodiversity enhancement opportunities.
- 9.20 It was also found that there were records that the immediate urban landscape has been used by bats historically, albeit the habitats within the site were of low to moderate value and overall, the building inspection survey identified low potential to support roosting bats.
- 9.21 A separate bat survey was nevertheless undertaken which concluded that the survey picked up low to moderate level of common pipistrelle foraging and commuting activity within the site boundary, with most calls and observations associated with the adjacent River Irwell to the west and off-site.
- 9.22 No bats were however, seen to emerging from the building during this survey and no incidental or sightings of black redstart (*Phoenicurus ochruros*) or peregrine falcon (*Falco peregrinus*) were observed during the visit (these are Schedule 1 bird species that are afforded protection and known to be present in central Manchester). As such no further recommendations have been made in respect of roosting bats at this time.

Environmental Standards

- 9.23 An Environmental Standards and Circular Economy Statement has been prepared in support of this application by Turley. This Statement provides detail of the various measures incorporated in to the redevelopment proposals to ensure suitable levels of sustainability performance in accordance with local and national planning policy.
- 9.24 Specific details on the sustainability measures to be employed on site have been provided in Section 8 of this Planning Statement.

- 9.25 In summary, the development will incorporate a range of measures to reduce carbon emissions, mitigate the effects of climate change, and to ensure the long term resilience of the development to the effects of climate change.

Ground Conditions

- 9.26 A Phase I and Phase II Geoenvironmental Site Assessment has been prepared in support of this application by E3P. The objectives of these reports assess the implications of any potential environmental risks, liabilities and development constraints associated with the site in relation to the future use of the site and in relation to offsite receptors. The reports also assess the geotechnical information and provide preliminary recommendations in relation to foundations, pavement construction and floor slabs along with any future works required.
- 9.27 Based on the findings of the latest geoenvironmental site assessment, the following additional works are recommended to be completed in due course:
- Further investigation of inaccessible areas and extensive post demolition ground investigation.
 - An additional round of groundwater and surface water analysis.
 - Further geotechnical testing to determine the settlement characteristics for ground bearing floor slab (upon completion of the reduced level dig) and pavement design.
 - Foundations to be designed by suitably qualified Structural Engineer.
 - Geotechnical earthworks strategy (infrastructure).
 - Remediation and enabling works strategy.
 - Construction phase Surface Water Management Plan.

Noise

- 9.28 An Environmental Noise Study has been prepared in support of this application by Fisher Acoustics.
- 9.29 The recommended acoustic performance of facade elements to achieve the recommended internal noise levels within the proposed offices has been determined. In particular, it has been determined that double glazed units within a curtain wall that achieve a specific acoustic performance would be acoustically suitable.

- 9.30 Overall environmental noise limits have also been recommended for building services plant serving the Development and internal activity noise limits are given for the proposed commercial units on the ground floor of the development.

Transport

- 9.31 A Transport Statement and Travel Plan has been prepared in support of this application by Focus.
- 9.32 The Statement concludes that it is considered that the Application Scheme represents a suitable and sustainable location for redevelopment and would not result in any material detrimental effects on the immediate local transport network. Furthermore, the location of the site offers excellent opportunities to encourage travel by sustainable, alternative travel modes to the private car, which would be supported by the implementation of the Travel Plan submitted with the application.
- 9.33 Based on the review of issues set out in this report, Focus therefore state they would have no hesitation in commending the scheme to the Council with respect to highways and transport considerations.

Summary

- 9.34 The proposed development is supported by a comprehensive suite of technical reports which assess the environmental and technical issues relevant to the site and proposed development. In summary, there are no environmental or technical considerations which either give rise to unacceptable impacts, or which cannot be suitably addressed/ managed through appropriate mitigation measures or regulated by way of planning condition.

10. Scheme Benefits

- 10.1 Section 38(6) of the Planning and Compulsory Planning Act 2004 states that decisions should be made in accordance with the Development Plan unless material considerations indicate otherwise. As demonstrated in this Statement the application proposals accord with the relevant policies of the Development Plan when read as a whole and should therefore be approved without delay in accordance with the NPPF.
- 10.2 Notwithstanding the above, if the Council does identify conflict with any policies of the Development Plan, the potential harm is clearly outweighed by the substantial economic, social and environmental benefits, as set out below:

Economic Benefits

- The Renaissance complex is the last remaining development site within the 1999 City Centre Masterplan and has long been a strategic regeneration objective of MCC. The proposals for the redevelopment of the Premier House site are a crucial and fundamental part of the masterplan scheme, that will ensure the deliverability of this strategically important site.
- The generation of both temporary and full time equivalent construction jobs, including higher skilled professions and lower skilled jobs and associated indirect job creation in the local economy;
- The generation of approximately 216 no. and 270 no. full time equivalent jobs through the operation of the proposed office and retail/ leisure uses following completion;
- Assist in further expanding and diversifying the employment offer within the City Centre, enabling the continued growth of the economic sector in Manchester and attracting inward investment;
- Adding to the retail/ food and beverage offer within the City Centre, increasing choice and competition and driving footfall in this area. This will have economic benefits for both the site and the wider surrounding area through direct and indirect customer consumption and spending;
- Support for a number of other off-site employment opportunities in the building trade;
- Provide a significant investment into the local area through the construction process which will act as a catalyst for future regeneration;
- A significant investment by the developers into the local area;
- Generate increased spending in the local area which will subsequently support job creation;

- Additional employment floorspace proposed in the additional storey added as part of this application which will increase employment floorspace available to business's and thereby increase job production;
- Demolition of the existing core structure and erection of a new steel structure to allow the opportunity to rectify the previously comprised floor to ceiling heights that did not meet industry standards. The new structure will deliver Grade A office floorspace that meets industry standards and will attract high-quality businesses.

Social Benefits

- The proposal will give rise to a substantial influx of new visitors to this part of the City Centre, who would undoubtedly increase expenditure in the local economy, and in particular, in the independent cafes, bars, restaurants and shops located close to the site;
- Deliver a sustainable development which has good access to shops, services and transport links. The proposed development is very well located in relation to the Metrolink and Victoria Train Station and bus links;
- The proposals would support the creation of strong, vibrant and healthy communities by providing a significant employment boost to the local area;
- Stimulate the transformation of a development plot which has been earmarked for regeneration of several decades;
- The proposed development is of high quality which is appropriate for the site and would be compatible with the surrounding area;
- The resulting high quality built and landscaped environment would have a positive social impact on users of the development and people travelling through this area of the City Centre; and,
- The development will provide a high-quality office space for which staff members will be provided with outdoor amenity space alongside, high-quality internal facilities which will improve their work environment.

Environmental Benefits

- Provision of new areas of new public open space throughout the site which will be accessible to users of the building and the wider public;
- Deliver the regeneration of a valuable brownfield site which is currently vacant;

- Redevelopment of a site which has previously housed a significant building which turned derelict and an eyesore for the community, thereby significantly enhancing the physical appearance of the local area;
- Deliver a scheme which ensures efficient use of land by maximising its development whilst taking into account key site opportunities;
- Meeting Climate Change objectives by delivering the aspirations of a more sustainable building design and reusing and repurposing the existing foundations on site to create a high quality and energy efficient development which is also visually attractive and breathes new life to this part of the City Centre.
- The proposed redevelopment of the building will have significant energy, carbon and waste reduction benefits including:
 - Reduce; energy and material in use and in production.
 - Reuse materials and building fabric where possible.
 - Recycle obsolete building components where they have passed their useful life. Promote the use of recycled products in the changes where they are proposed.
 - The provision of a BREEAM Very Good building through the demolition of the existing structure and the erection of a new 5-storey steel frame structure.
 - Reduced energy in use; the proposals include significant upgrade to both the building services and building fabric.
 - Existing thermally inefficient glazing is replaced with new to meet current standards reducing current heat loss.
 - Existing HVAC and life expired internal services are all proposed to be stripped and replaced with modern energy efficient units.
 - New lighting design will utilise 100% low energy light fittings and an active system of lighting control to reduce use of lighting when not required.
 - Removing the need for new foundations through innovative engineering, saving approximately 20t CO2 emissions
 - An aim to divert 95% of waste from landfill.
 - A waste generation target of less than 13.3m3 or 11.1 tonnes of waste produced per 100m2 of gross internal area.

- A BREEAM target of 62.12% has been deemed possible for Premier House, which provides an ample contingency over the 55% required for Very Good.

Summary

In summary, the proposed development represents a highly sustainable form of development on a brownfield site which will deliver a high quality, visually attractive development. The scheme proposals fully accord with the Development Plan and associated supporting planning guidance and is a fundamental component in delivering the long overdue regeneration of this strategically important site in Manchester City Centre.

11. Conclusion

- 11.1 This Planning Statement has been prepared by Avison Young ('AY') on behalf of the Applicant, Deansgate SOF Alliance LeaseCo Limited, a joint venture between Property Alliance Group (PAG) and an affiliate of Starwood Capital (SCG), in support of a full planning application submitted to Manchester City Council ('the Council') for the redevelopment of the former Premier House office site into an office-led mixed use development. The previous Premier House office building has been long term vacant and the remaining structure is set to be demolished in its entirety (under separate prior approval application Ref:134208/DEM/2022 which is due for determination in August 2022) to make way for a new high quality workspace with retail/ food and beverage uses at ground floor level, fronting Deansgate.
- 11.2 This application focuses on the second stage of the holistic masterplan proposals which is the redevelopment of Premier House (following full demolition) into a revitalised high quality commercial workspace.
- 11.3 This application proposes a revised scheme to that previously consented (Ref: 130935/FO/2021) for the Premier House site, which also permitted an office-led development with ground floor retail/ food & beverage uses. The new scheme does not deviate far from the previous consent, the changes predominantly comprising of a new steel structure (following full demolition of existing) and an additional storey of office floorspace being provided. The amendments will create a betterment to the scheme and will allow the opportunity to provide more energy efficient floorplates, a rectified core structure which meets industry standards and will attract high-quality business and an uplift in economically active floorspace.
- 11.4 The redevelopment of this site is key to the wider masterplan as it has lain vacant for a number of years and currently detracts from the character of this area of the City Centre and the important surrounding heritage assets. The proposals will deliver a new high quality 5 storey office-led mixed use development which is the key next step in building on the objectives enshrined in the approved strategic regeneration framework that covers the redevelopment of the site
- 11.5 The design incorporates a striking new aesthetic that balances the re-use of the site with the requirements of a high-end office development. The building will offer facilities including a new reception lobby and rooftop terrace alongside, new ground floor retail/ food and beverage uses which will increase the attractiveness of the site and draw in businesses. The proposals will therefore

clearly support and improve the City Centre employment offer, offering a unique office experience for the City Centre.

- 11.6 The proposals have been designed with due regard to the technical assessments undertaken by the Applicant's project team and as a result of consultation with MCC, key stakeholders, and the public. The new office building and ground floor commercial units will completely transform this part of Deansgate creating new active frontages to the street and a outstanding new building on this important thoroughfare to and from the Cathedral and will provide significant economic benefits.
- 11.7 The report has identified a series of Development Plan Documents and other material considerations to be taken into account in the determination of this application. It has been clearly demonstrated that the principle of an office development in the location can be robustly justified. The proposals will result in a new high end, office floorspace which will add to the offer within the City Centre of Manchester and will be supported by ground floor commercial uses, both of which are in line with the adopted SRF aspirations for the site, as well as all other relevant local and national planning policies.
- 11.8 Furthermore, the proposed development constitutes sustainable development in accordance with the NPPF when taken as a whole. The development will deliver significant positive economic, social and environmental benefits which should be afforded considerable weight in the determination of the planning application. Significantly, the development will deliver a landmark scheme that will contribute to the regeneration of this key site in Manchester which has been a long standing regeneration priority for the City Council.
- 11.9 To summarise, the proposed development represents a 'Plan led', high quality, sustainable form of development which will realise the potential of this site through the delivery of a new employment destination in the centre of Manchester. The scheme proposals accord with the Development Plan and in line with national planning policy, it is respectfully requested that planning permission is granted.

Appendix I

Site Location Plan

Appendix II

Schedule of Supporting Plans

Contact Details

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