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Deansgate Ventures Ltd
Maybrook House
Design and Access Statement

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Proximity

Neighbourly matters

DESIGN FIRE CONSULTANTS

Fire engineers

Sign Off

Signed

Name

Position

For and on behalf of

Date



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1.0 Development Context

1.1 Introduction

This document has been prepared on behalf of Deansgate Ventures Ltd in support of a full planning application for the development of Maybrook House.

The Brief

To refurbish and repurpose a 1970's commercial building in central Manchester into a hotel whilst retaining the ground floor tenants. The proposals are to:

- Reduce energy in use by changing the single glazed windows to double glazed windows with good air tightness, adding insulation to improve thermal performance and upgrade to modern efficient ventilation systems.
- Reduce embodied energy by retaining as much of the original building as possible.
- Reposition the building by improving its visual appearance.

The Manchester Market

Manchester has strong cultural, sport and business sectors which attracts a high number of visitors catered for by Manchester's hotel offering which have a high occupancy rate.

The demand for workplaces in Manchester remains strong but Maybrook House can no longer cater for modern occupier needs,

The Site

The site is bounded by Deansgate to the east, Blackfriars Street to the north, Parsonage to the west and Parsonage Lane to the south.

The site is 0.21 hectares and is occupied by a single building with five floors above ground floor. It was constructed in 1973. There are leisure and retail offers at the lower ground, ground and first floor. The workspaces above are unoccupied. The building provides 6,333m² of NIA in a 7,796m² GIA building.

The site benefits from a very central city plot allowing easy public transport access from Exchange Square and Victoria train station.

Description of Development

The proposed description of development is as follows:

· Change of use of part basement, part ground and all upper floors from gymnasium, restaurant and office use (Use Class E) to hotel (Use Class C1) together with a two storey vertical extension, external alterations and other associated works.

Other Documents

This Design and Access Statement is to be read in conjunction with the Supporting Planning Statement by Asteer, Heritage Statement by Turley and Review of Commercial Workplace and Refurbishment Viability Report prepared by OBI.



Location Plan, 1:2500@A3

1.2 Existing Building

Maybrook House sits in a key location situated on a main junction of Deansgate and Blackfriars Street with both axis being key thoroughfares, both pedestrian and vehicular.

The building was built in 1973 to provide office space at the upper floors and retail space at the lower floors.

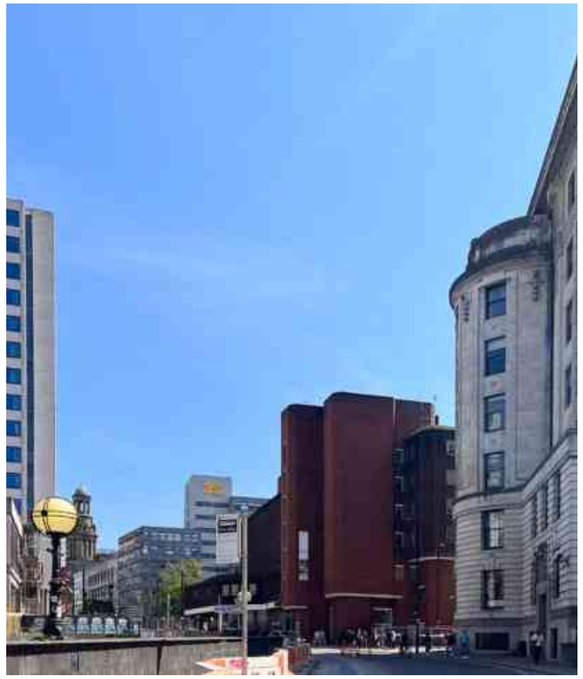
The building has a ground floor, lower ground floor and basement to address the level change across the site with 5 storeys above with a C-shape plan. It is clad in textured pre cast concrete with the base and the vertical circulation clad in red brick. There is an extensive service area in the centre of the plan.

The surrounding area ranges in scale from 5 storeys buildings to buildings of scale with Number One Deansgate opposite and the Renaissance Site (currently under re-development) adjacent both reaching above 20 storeys. Architectural styles in the local area range from traditional neo-classical buildings to contemporary buildings.

The building's current appearance is utilitarian and contrasts with the conservation area. Refer to the accompanying Heritage Statement.



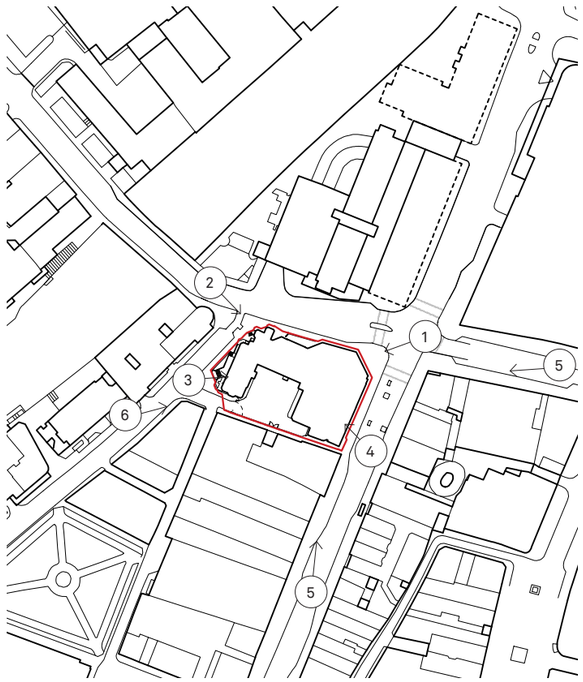
1



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Key Plan



4



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1.3 Historic Context

Site History

19th Century
By 1848 the principal road network recognisable today had been laid out. The site is defined as a single city block of individual buildings including a cotton finishing works, multiple pubic houses and offices, The site sits on the intersection of Blackfriars Street and Bridge and Deansgate creating its prominence on this main crossroad.

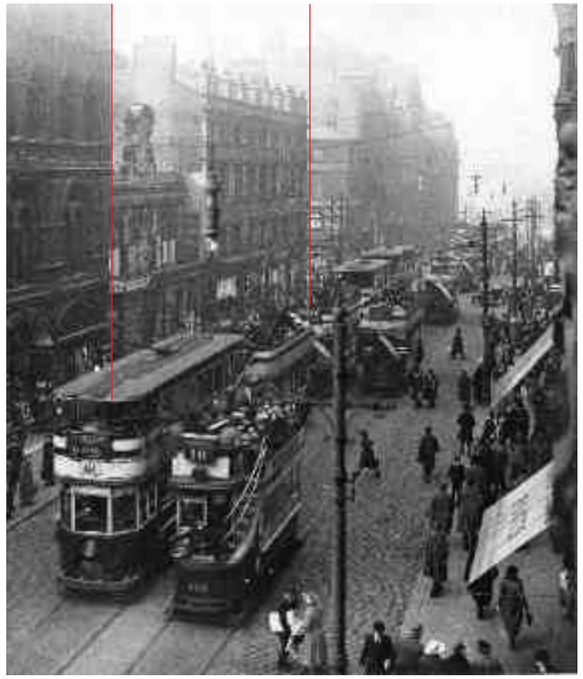
20th Century
By the early 1920s the site is firmly established as a commercial address, occupied by businesses that including insurance brokers, accountants, engineering firms, tailors, manufacturers. It also housed a cafe, bike manufacturer, a photographic company, two architect's office (Hacking N. Hartley, J.P & Hollingwood Alfred R), a linguist, estate agents, bank, opticians and smaller businesses.

World War II
World War Two bombing in December 1940 resulted in significant damage in the city centre: Victoria Building (now No. 1 Deansgate and Selfridges) and Speakers House (now 39 Deansgate) were destroyed and gap sites for many years.

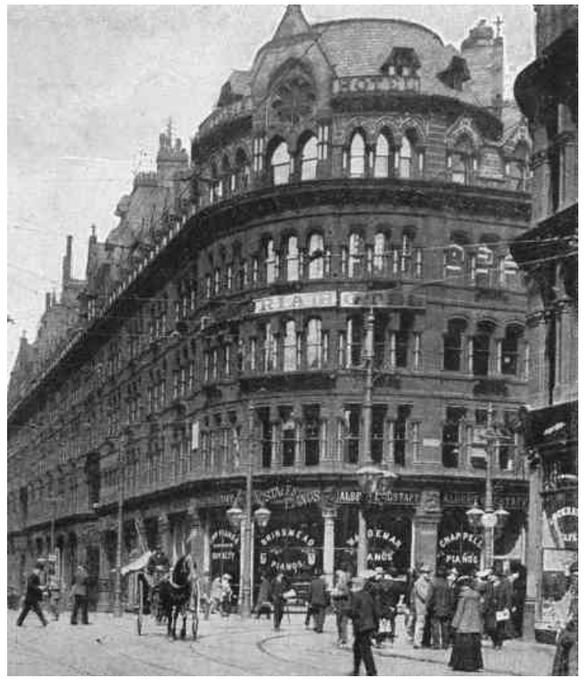
Late 20th Century
A number of street level retail outlets were combined to create a large Burton's store. These buildings were demolished in 1973 to make way for the current building. Please refer to the Heritage Statement by Turley Heritage.



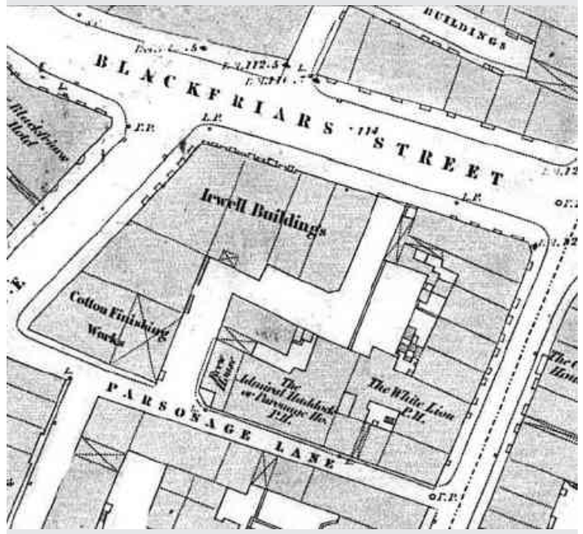
1894 Map



Deansgate 1921



The buildings previously occupying the No1 Deansgate site opposite.



1886 Map



The site pre 1973



Bomb damage to the area in 1940

1.4 Site Analysis

Environmental

As shown below, the site's main source of noise comes from the traffic on Blackfriars Street and Deansgate, and the close proximity to the rail transport infrastructure.

Prevailing wind is from the south-west. The River Irwell sits to the west of the site.

Please refer to the accompanying technical reports for detailed information.

Key

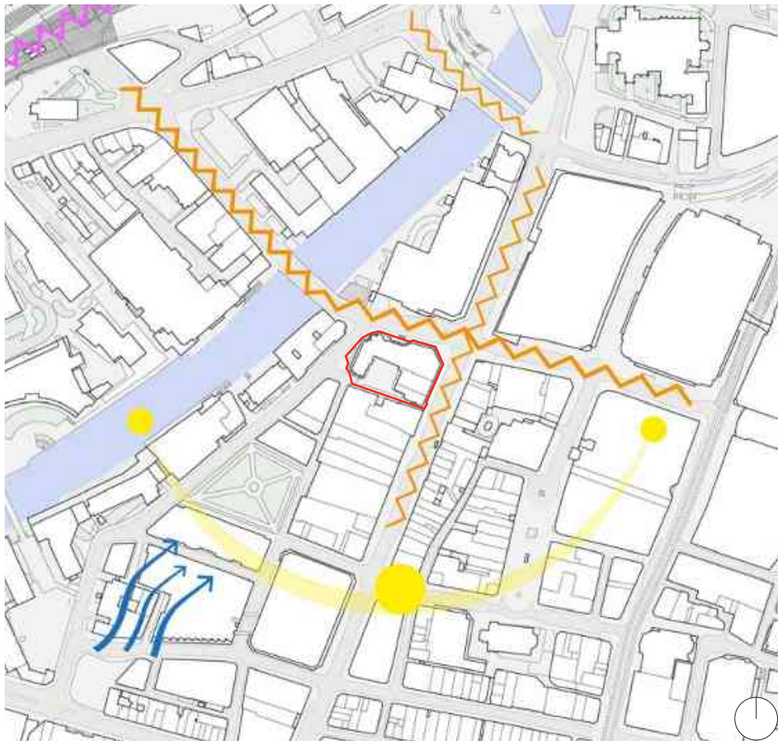
Site Boundary

Prevailing Wind

Sun Path

Noise Source

Railway Noise Source



Heritage

The site sits in the Parsonage Gardens Conservation area which borders with three other conservation areas: St Ann's, Deansgate and Flat Iron Conservation Areas.

There are numerous Grade II listed buildings in the surrounding area in addition to the Grade I listed Manchester Cathedral.

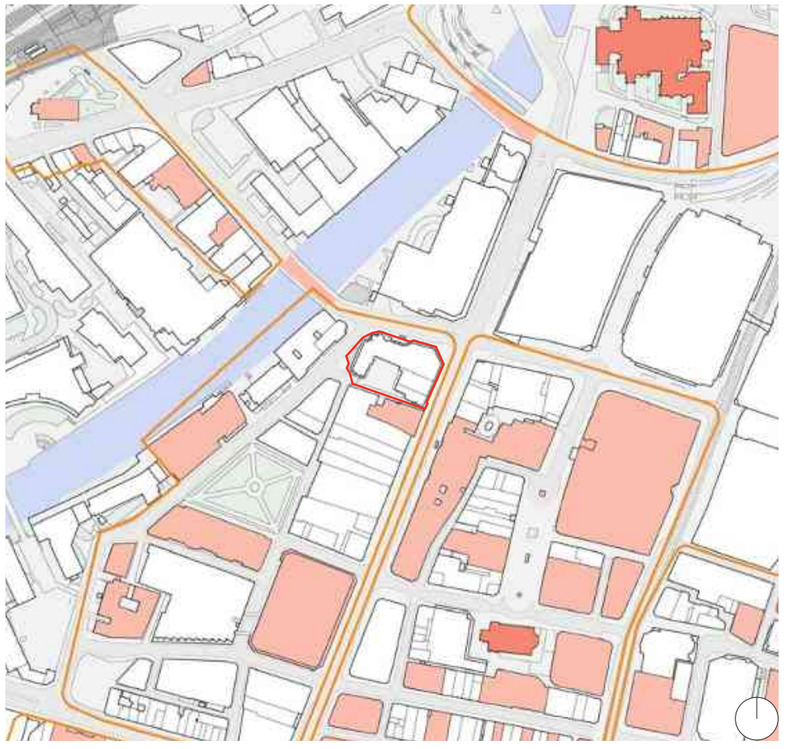
Key

Site Boundary

Grade I Listed Building

Conservation Area

Grade II Listed Building/ Bridge



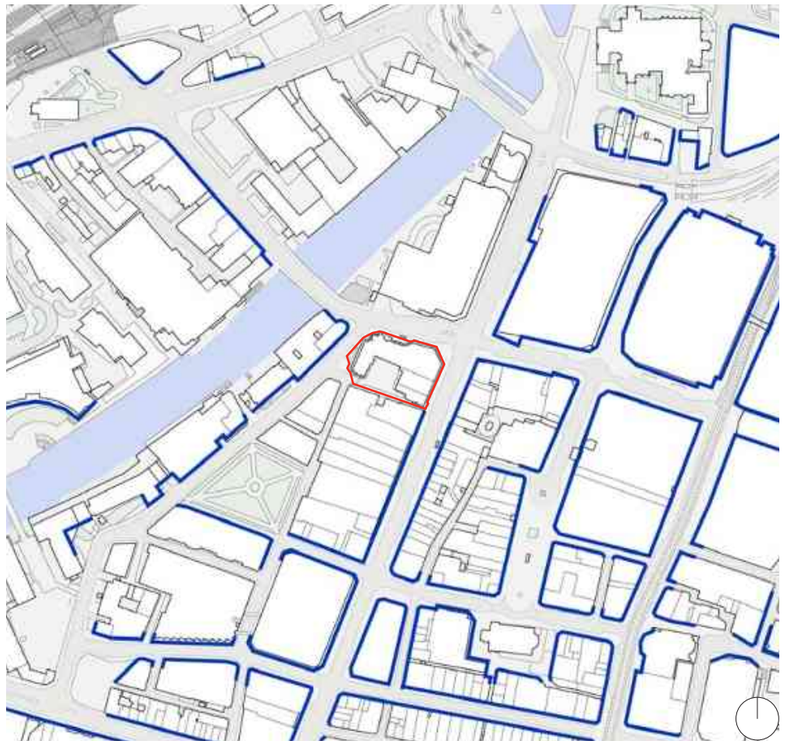
Active Frontages

The site sits in a busy city centre location with heavy footfall and active frontages along the key commercial address of Deansgate.

Key

Site Boundary

Building Frontages



1.4 Site Analysis

Movement

The sites primary frontage is to Deansgate & Blackfriars Street which currently has two-way traffic movements. There have been recent upgrades to Deansgate to change it to a one way system and prioritise sustainable modes of travel.

The service yard is accessed from Parsonage in the west, the north end of which has recently been blocked off.

The site fronts a key junction between Deansgate and Blackfriars Street

The Deansgate frontage of the site sees a large amount of pedestrian footfall due to the other active frontages on the street

The railway line which connects through to Victoria Station is situated west of the site.

Key

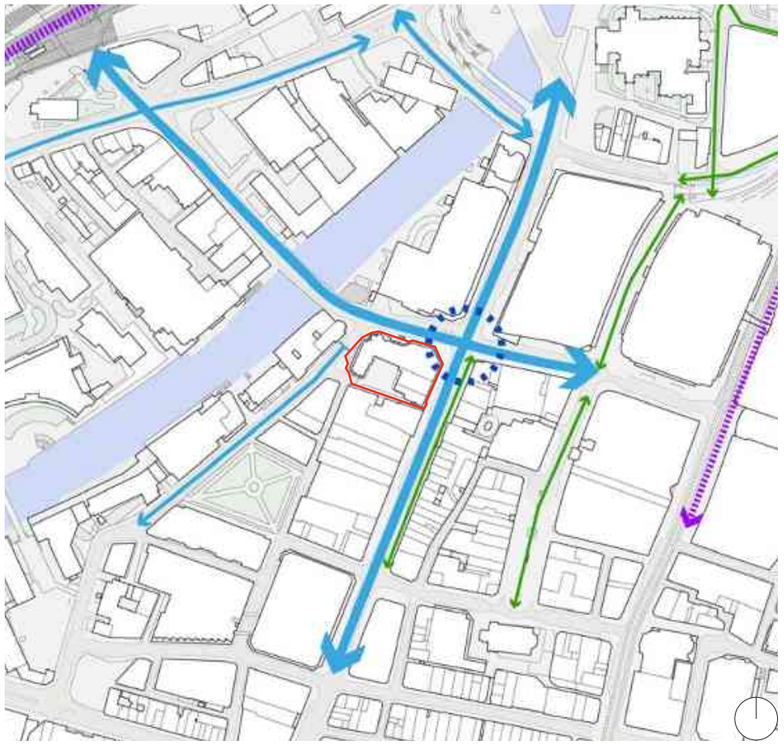
Site Boundary

Vehicular Movement

Rail Movement

Pedestrian Movement

Junction



Building Heights

There are a mix of building heights within and surrounding the site area ranging from 3-4 storeys within the urban block to the south rising to 15-17 storeys directly to the north (Treehouse hotel and No.1 Deansgate). Buildings of significant mid rise scale (8-12 storeys) line the River Irwell to the west.

Key

Site Boundary

1-2 Storeys

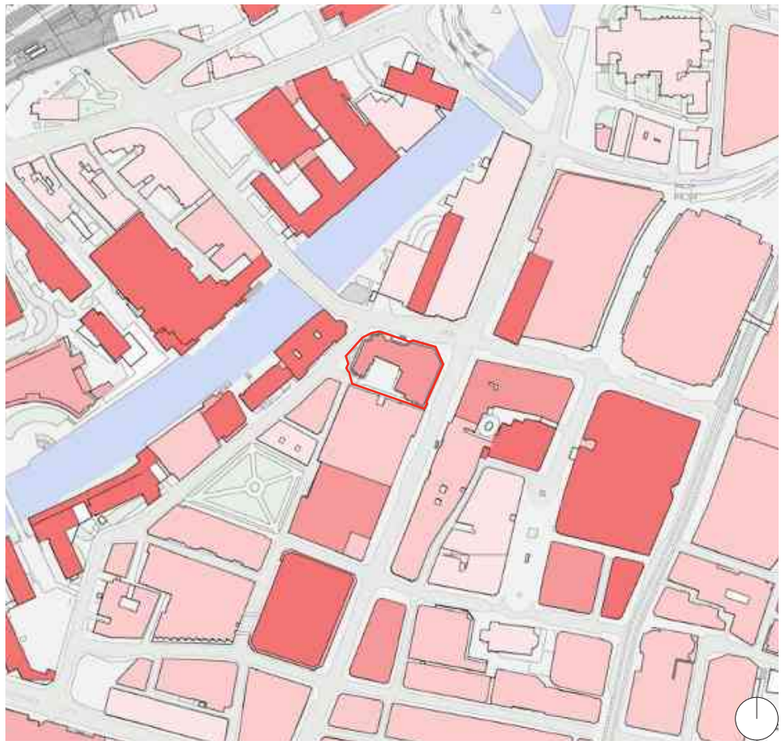
3-4 Storeys

5-6 Storeys

7-8 Storeys

9-10 Storeys

11+ Storeys



Ground Floor Building Uses

The context is city centre providing a genuine mix of uses with retail, leisure, night time economy to the south and east as expected from being in close proximity to the city core and as well as office uses to the west. There are number of other hotel offerings in the location demonstrating it as a viable location for hotel offering and Manchester Cathedral to the north which hosts a very wide range of events.

Key

Site Boundary

Retail

Leisure

Hotel

Residential

Office

Religious

Transport



1.5 Planning Context

St Mary's Parsonage SRF

Pertinent matters identified in the SRF are:

- Lack of streetscape identity – lack of active frontages, poor streetscape and disconnection and unwelcoming views.
- Poor waste and servicing management leading to storage of refuse bins on the street.
- Car parking arrangement that is narrowing down the streets within the SRF creating car dominated environment and constraining opportunities for strengthening pedestrian and cycle routes.

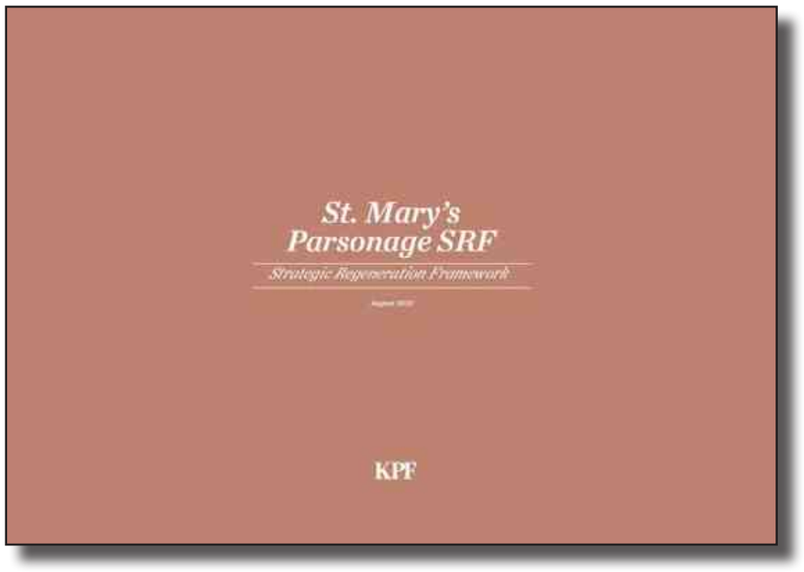
The SRF identifies the following overarching design and development principles:

1. Environmental

- The new developments are expected to exceed the policy standards and look at the best ways to minimise the climate change impact.
- Promote behavioural changes and achieve efficient and sustainable solutions to reduce carbon emissions.
- Maintain and enhance the quality of the environment.

2. Design

- Promote active frontages at street level and encourage movement through the area emphasizing on connectivity, walkability and limiting vehicular movement improving the wayfinding.
- Create a holistic streetscape character and language by contributing to the enhancement and animation of the area's special qualities and assets.
- Celebrate the rich heritage of listed buildings whilst promoting new architecture.
- The architectural style of any new development should be clearly contemporary, although taking influence in terms of proportions, materiality and elevational rhythms from the adjoining building styles (i.e clear verticality).
- The fenestration pattern should emphasize the verticality of the elevations and create texture in the facade by means of deep reveals...
- Corner emphasis should be a key design focus, to express verticality.
- The design, rhythm of fenestrations and openings, choice of finishes and materials of the proposed development should reflect the predominant vertical styles of the area.



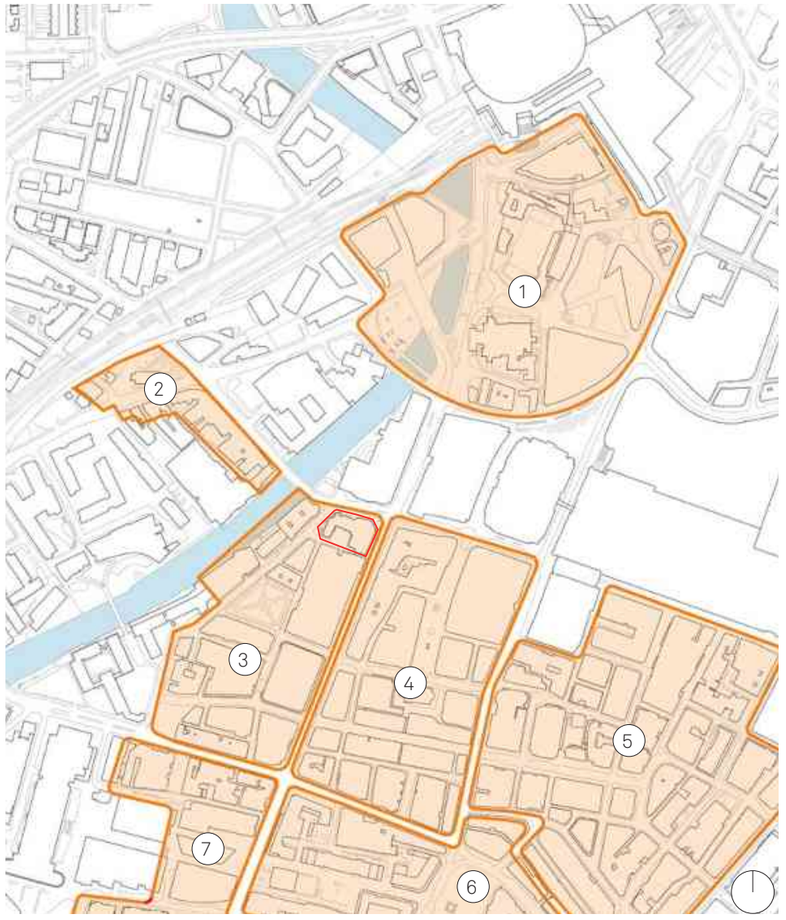
The site is within the Parsonage Road Conservation area, which is enclosed by three other conservation areas.

Key

1. Cathedral Conservation Area
2. Flat Iron Conservation Area
3. Parsonage Road Conservation Area
4. St. Anne's Conservation Area
5. Upper King Street Conservation Area
6. Albert Square Conservation Area
7. Deansgate Conservation Area

Site Boundary

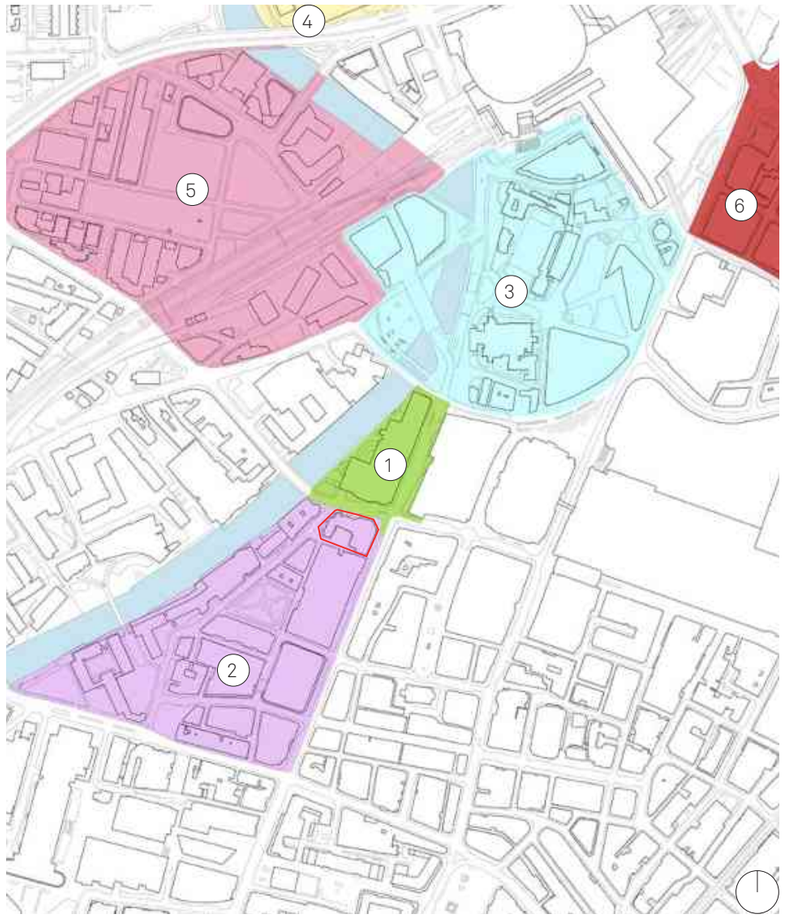
Conservation Areas



The site is located within the St Mary's Parsonage SRF, which is bordered north and south by two other SRF areas.

Key

1. Ramada Complex SRF
2. St Mary's Parsonage SRF
3. Medieval Quarter SRF
4. Great Ducie Street SRF
5. Greengate SRF
6. NOMA SRF



1.6 Emerging Context



1. Albert Bridge House - Studio Egret West
Submitted for Planning
Residential and Commercial - G + 13, 37 + 49 storeys



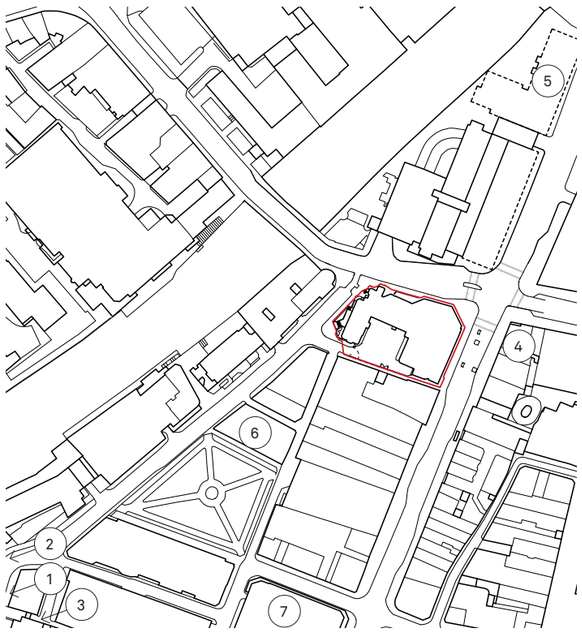
2. The Alberton - EPR Architects
Planning Approved
Commercial - G + 19 storeys



3. Reedham House - Jon Matthews Architects
Planning Approved
Commercial - G + 14 storeys



4 . Speakers House - Sheppard Robson
Planning Approved
Commercial - G + 16 storeys



Key Plan



5. Renaissance Site - Jon Matthews Architects
Planning Approved
Residential and Commercial - G + 26 & G + 5 storeys



6. 1 North Parade - Squire and Partners
Planning Submitted
Commercial - G + 13 storeys



7. Kendal Milne & Multistorey Carpark - Sheppard Robson
Commercial and Carpark - Additional 3 storeys & Carpark
G + 14 Storeys

1.7 Heritage Context

The site is in close proximity of the Manchester Cathedral and St Anne's Square, two very prominent heritage assets in the city.

The site is diagonally opposite the Barton Arcade and one block along from Kendalls and Arkwright House. It is directly adjacent to a Grade II listed building 62-66 Deansgate (T.Hayward & Co. building) and Blackfriars House which is not listed but a fine example of interwar Architecture.

The design proposal therefore explore options to maintain and respect the street order.

The following guiding design principles have been established to guide the design:

1. The new development should maintain the active frontage at street level enlivening the public realm along Deansgate and Parsonage with any proposals to meet Manchester's Shop Front Strategy.
2. The new development should respect and relate to the context. It should provide a unique and contemporary approach and avoid pastiche architecture.
3. Care will need to be taken that the proposal does not feel disjointed from the surrounding. Considerations should also be given to improving the visual appearance of the current building particularly in relation to its context.
4. Additional height and massing will be developed through visual impact assessments from the identified key views to understand and minimise impacts on the conservation Area and adjacent listed buildings.



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Images
1. Manchester Cathedral
2. 62-66 Deansgate
3. Barton Arcade
4. Arkwright House
5. Blackfriars House
6. Kendals

1.8 Reuse

The existing building consists of retail area on the ground floor, a restaurant on the 1st floor and unoccupied offices space above.

The building does not make best use of it's city centre location. It is therefore under utilised and there is a responsibility to maximise its location for the benefits of the city.

The existing office accommodation is at the end of its economic life. Refurbishment options and retaining the office use have been explored and discounted for the following reasons:

- The existing floor to floor heights are the equivalent of modern residential developments at 3m whereas modern workplaces are at c.4m to meet office occupier needs and expectations.
- The entrance is not located in the correct place to create an address. This cannot be corrected as the vertical circulation is associated with the current entrance.
- The reception does not meet occupier demand and cannot be easily modified.
- There are too many columns on the floorplate.

The office market and occupier demand is rapidly changing and has been accelerated by Covid-19

- Occupiers require large open floor plates for amenity including outdoor spaces such as terraces and winter gardens.
- Occupiers are now requiring more sustainable and smart buildings.

Feasibility studies conclude retaining the building as an office offer is not viable.

The floor to floor heights, depth of the plan and structural capacity suitably allow the building to be converted to short stay use such a hotel.

Please refer to Review of Commercial Workplace and Refurbishment Viability Report prepared by OBI.



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Photos

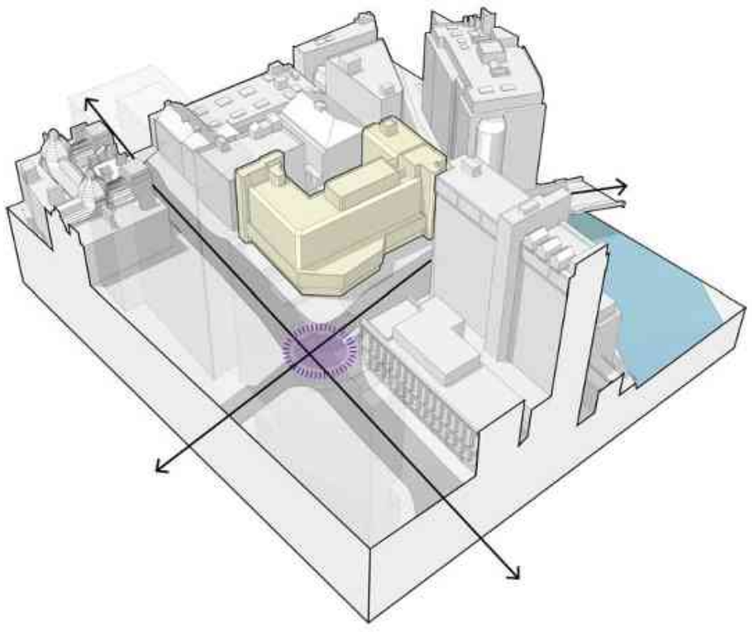
1. Ground floor entrance foyer for the restaurant on the first floor
2. Disused restaurant on the second floor
3. View of office floor WC block
4. Office floor plate
5. Internal view looking down into the service yard that is accessed by Maybrook House and the neighbouring development
6. View from roof

2.0 Design Principles

2.1 Concept Diagrams
Design Principles

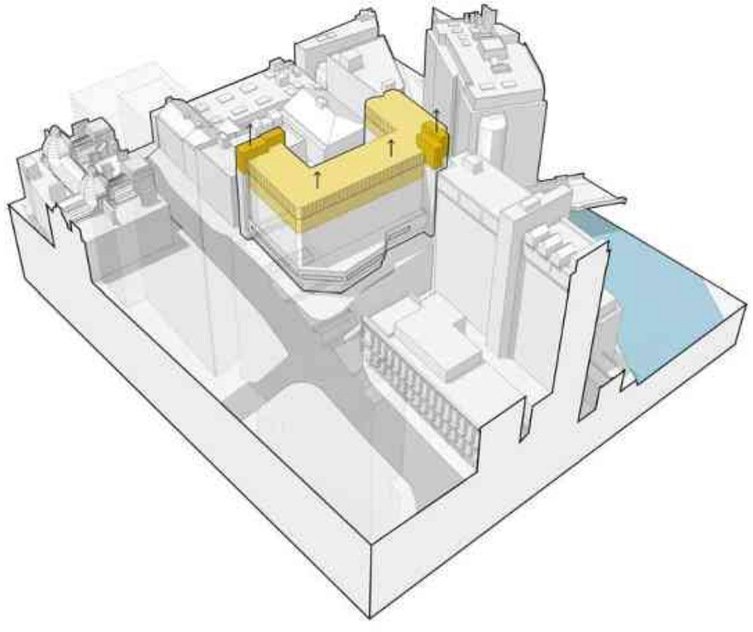
Design Principle 1

- Retain the building
- Opportunity to reposition the building
- Retain retail at ground level
- Low embodied carbon option



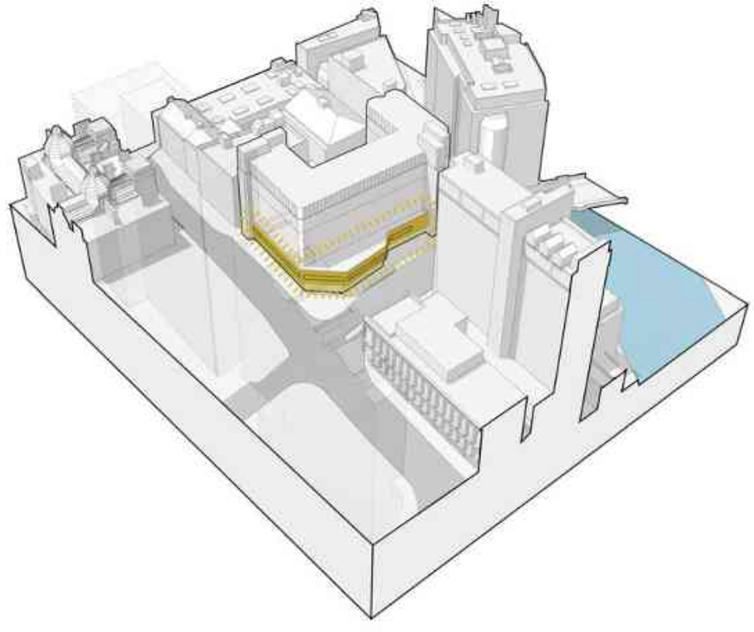
Design Principle 2

- New hotel offer
- Use of Mancunian typology with chamfered corner
- 2 storey extension with one floor of solid panel system and one floor simple glass box.



Design Principle 3

- Screen at first floor to unify, simplify and improve the visual aspect
- Redesign entrance and improve ground floor presence.



2.2 Amount & Use

The retail units currently occupied by Tesco, Trailfinders, La Vie Cafe and The Liquor Store will remain intact and unaffected. The corner entrance for the world buffet will become a standalone commercial unit.

Full planning permission is sought for refurbishment and two storey extension of a 238 bed hotel over parts of the basement, lower ground floor and ground floor and for the full floors of first floor and above.

To support this planning application there is a proposed change of use for part of the building currently occupied by the office and its ancillary spaces, the restaurant at first floor and its assocaited back of house facilities facing the service yard and the gym in the basement from Use Class E (Commercial, Business and Service) to Use Class C1 (hotel).

The quantity of development is detailed in the schedules on the right. This schedule details the hotel use only.

The ground floor will accommodate a distinct entrance for the hotel and a shop front design to unify the ground floor. On site servicing will happen within the existing open servicing yard.

Areas

Floor	Proposed Extension GEA		Hotel GIA		Keys	
	m²	ft²	m²	ft²	Standard	Accessible
Basement			547	5,888		
Lower Ground			67	723		
Ground			230	2,476		
1st			1,196	12,874	5	
2nd			989	10,646	37	1
3rd			989	10,646	37	2
4th			989	10,646	37	2
5th			989	10,646	37	2
6th	1,105	11,894	989	10,646	37	2
7th	1,105	11,894	998	10,742	36	3
8th	180	1,938	139	1,496		
TOTAL	2,390	25,726	8,122	87,427	226	12
					95%	5%
					238	

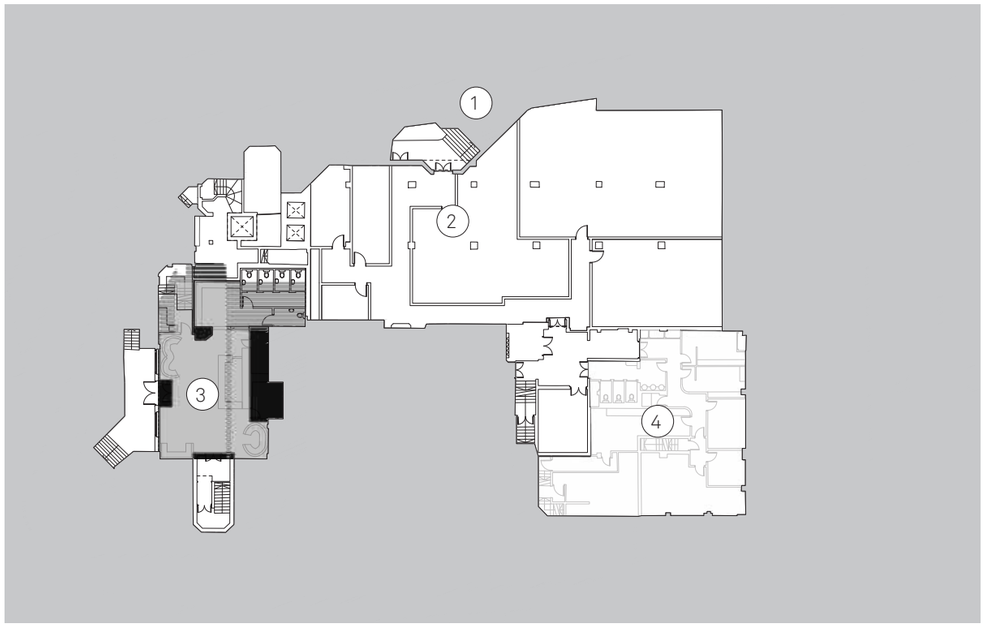
2.3 Layout
Plans

There are significant level differences across from the site from the high point along Deansgate, sloping down Blackfriars St to the River Irwell.

This level difference presents opportunities to locate heavy plant in the basement (previously a gym) and maintain the active frontage to all the outward facing spaces at street level.

The main entrance to the hotel will be from Blackfriars St where the current office entrance is as this is where the main vertical circulation core is located. The lifts will take guests up to the first floor reception.

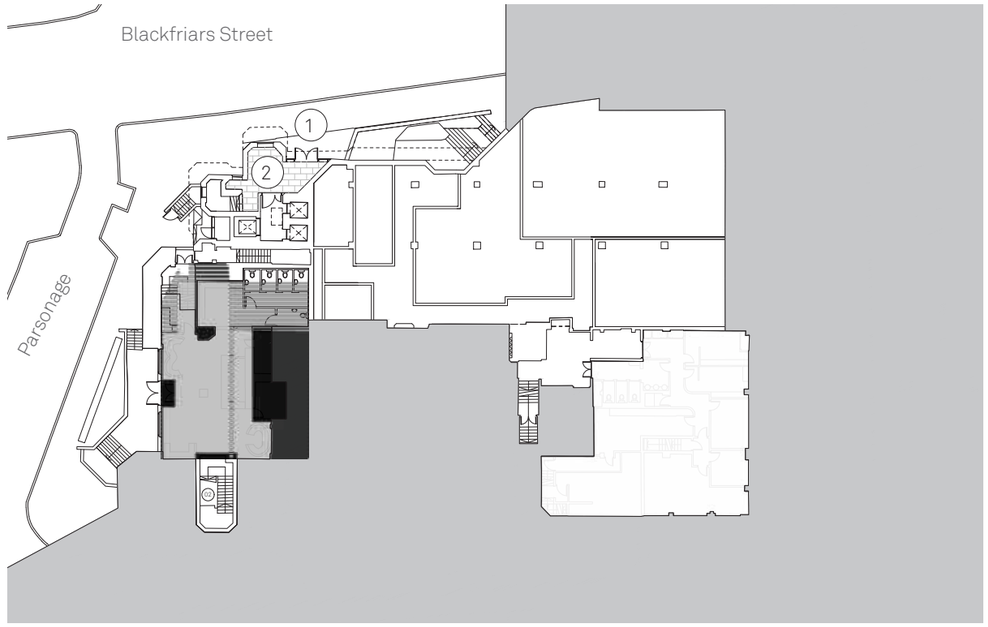
Basement Floor



1:500@A3

Key
1. External access from Blackfriars St
2. Hotel plant
3. Liquor Store
4. Trailfinders

Lower Ground Floor



1:500@A3

Key
1. Hotel entrance
2. Hotel lift lobby

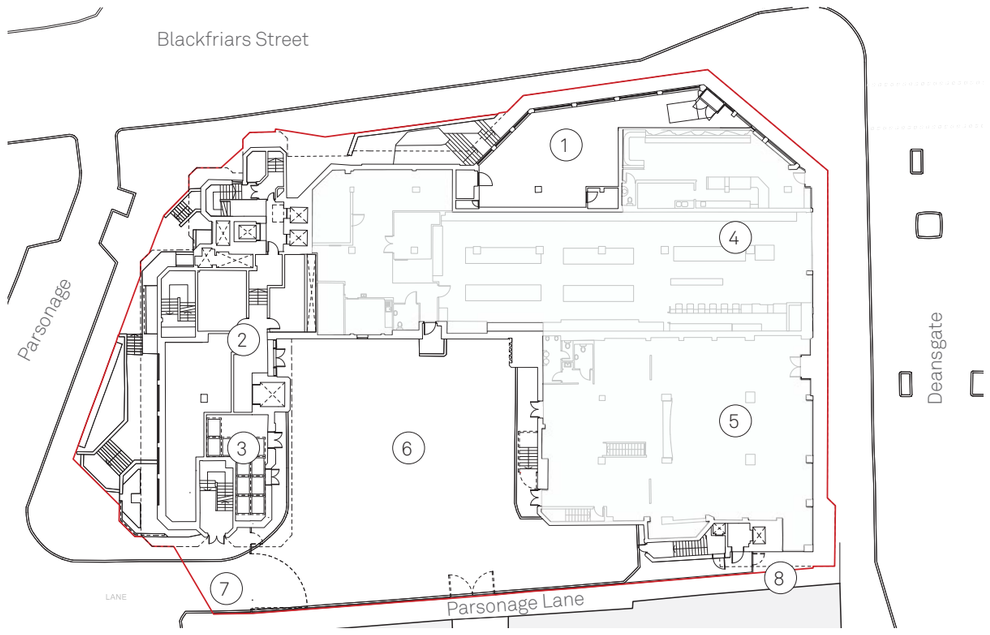
2.3 Layout
Plans

The existing basement and upper ground floor ground floor tenants: Tesco, Trailfinders, The Liquor Store and La Vie Cafe will remain.

The entrance to Cosmo (who will vacate) at the ground floor will remain as a self contained retail unit whilst the first floor will be the hotel's front of house, back of house and a few hotel rooms.

The remainder of the hotel's back of house provision will be at the ground floor opening into the service yard.

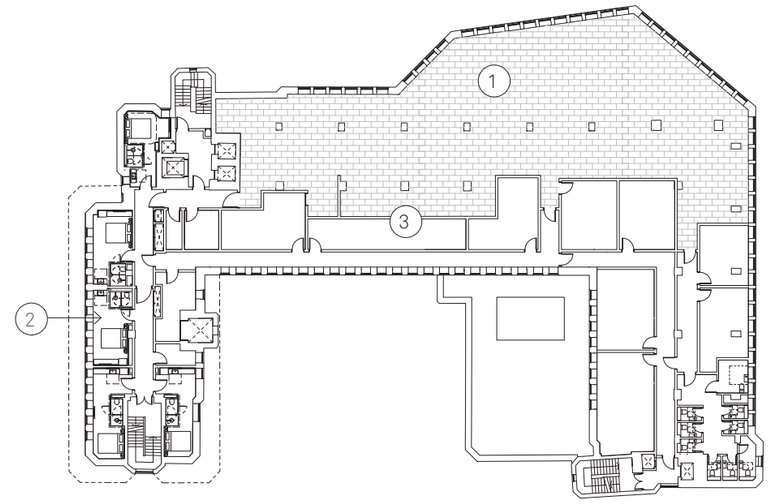
Ground Floor



1:500@A3

Key
1. Reconfigured retail unit
2. Hotel back of house
3. Hotel refuse
4. Tesco
5. Trailfinders
6. Service yard
7. Access to service yard
8. Extended fence and gate

1st Floor



1:500@A3

Key
1. Hotel reception, bar, lounges, breakfast, front of house spaces etc
2. Hotel rooms
3. Hotel back of house

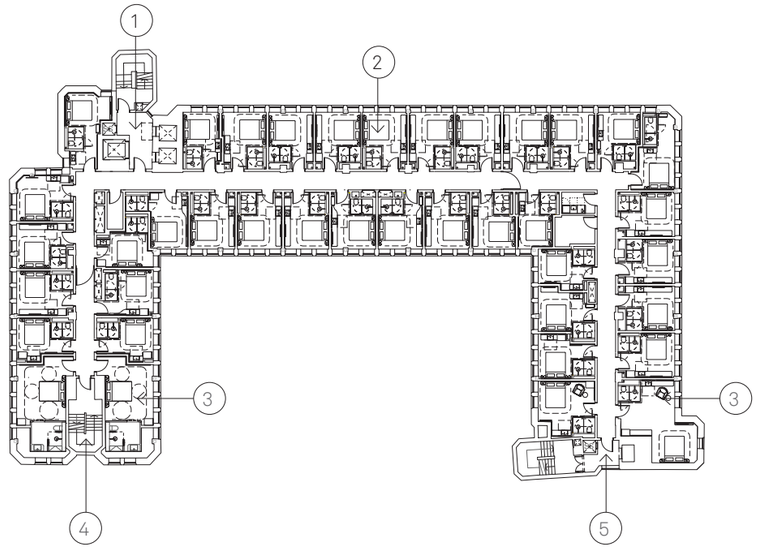
2.3 Layout
Plans

The rooms are arranged to follow the existing building's form with a central corridor and rooms facing onto the street or inwards.

Great care has been taken to co ordinate the layout and services with the existing internal structure to ensure that the proposals are deliverable. An additional lift is being provided to improve the guest's experience.

The remaining plant is located on the roof. Internal plant rooms have been located within the 'lantern's - the vertical extensions of the stair towers to assist with architectural expression. The external plant that is to be screened is located on the service yard sides of the building to reduce and avoid its visual impact from street level.

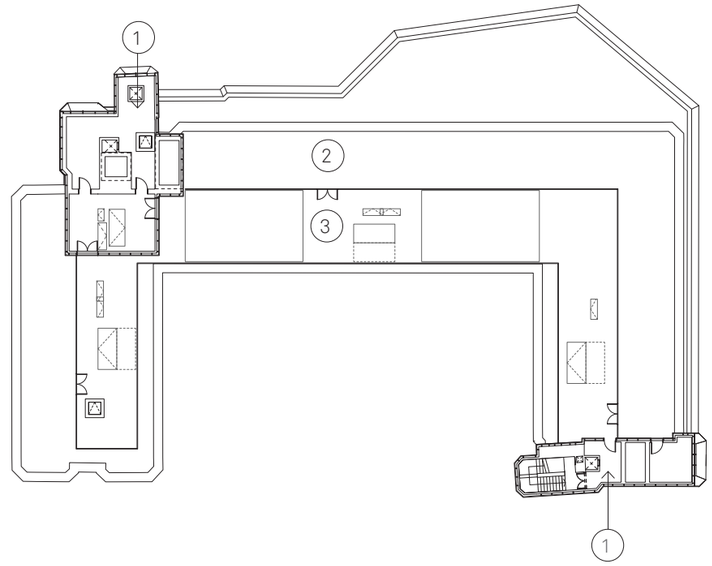
Typical Floor



1:500@A3

Key
1. Main hotel core and fire escape / FF core
2. Standard hotel room
3. Accessible hotel room
4. Hotel fire escape
5. Hotel fire escape and FF / service lift

Roof



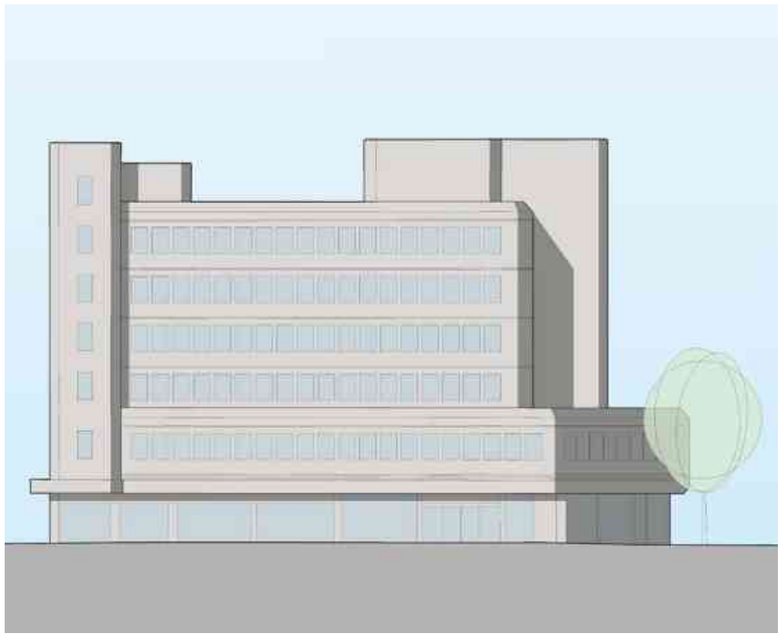
1:500@A3

Key
1. Enclosed hotel plant within 'lanterns'
2. PV locations
3. Screened external hotel plant

2.4 Appearance
Design Principles

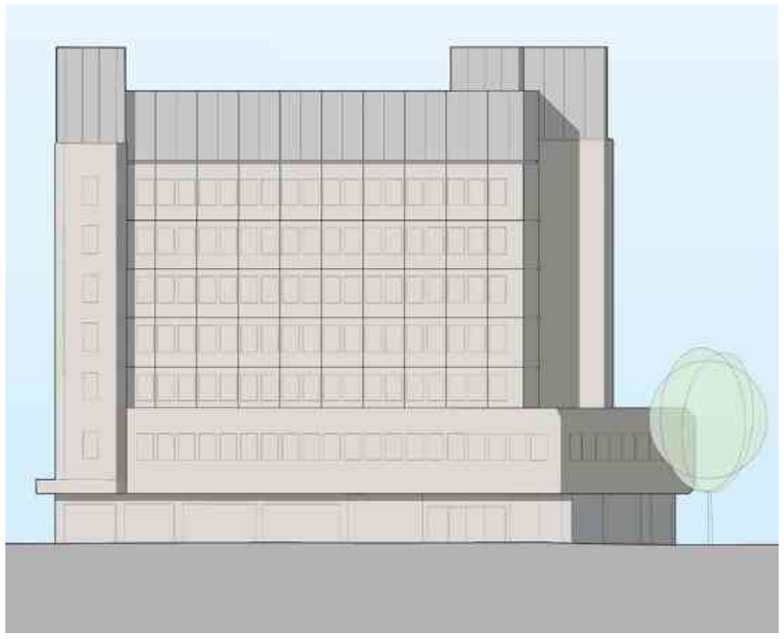
Design Principle 01

- The development has shown that the building can be retained by retrofitting it but that it must be repositioned by improving its visual appearance.
- The existing facade is load bearing i.e it is part of the structure and supports the floors around the perimeter. This means that the facade cannot be removed without demolishing the building.
- The concrete and brickwork are to be painted a warm light grey to improve its appearance particularly in relation to its immediate historic context of Portland stone and sandstone.



Design Principle 02

- Two storeys are to be added to increase the accommodation capacity of the building to improve the viability of the proposal
- The additional height reflects the market need, the increasing scale of the city and the need to increase density to best use our land.
- The top floor is to be a simple glazed curtain walling system. The simplicity of the design is meant to further aid the design concept to calm the busy complexity of the existing building. The rhythm of the grid works with and follows the existing facade and structural grid.
- The sixth floor will be a pre cast concrete facade to match the existing lower floors and the provide a well proportioned crown. See design development page.

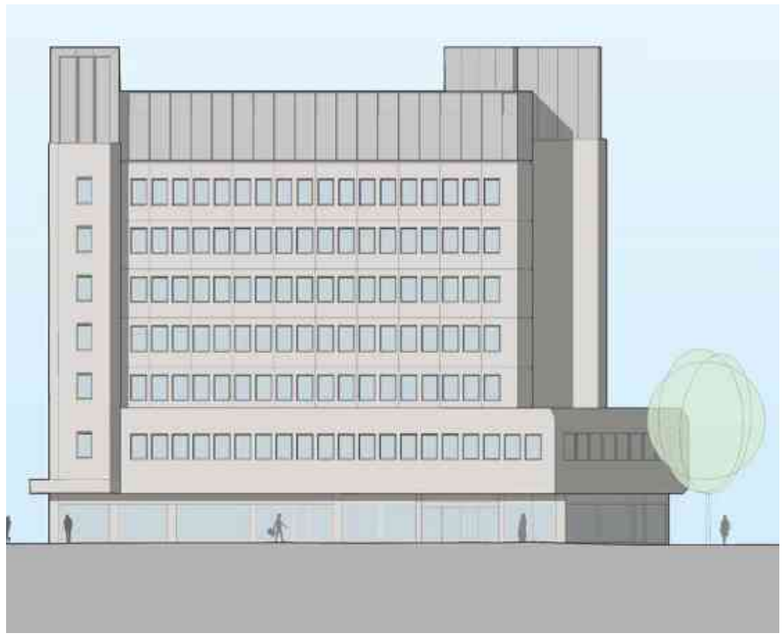


Design Principle 03

- The projecting first floor is the visually dominant element. The proposal to further improve the visual appearance of the building is to provide an architectural treatment to:

1. Reduce the geometric complexity of the form and
2. To unify the chamfered pre cast concrete cladding, the windows and the white painted timber service zone.

- The street experience of the building will be improved by adopting MCC's shopfront and strategy guide. See following pages.
- The extensions to the brick stair towers will be crowned by 'lanterns' which will have depth and detail facing outward to give direction.



2.4 Appearance
Concept

Existing



Proposed



The design principle is to improve the building's visual appearance. The proposed works enhance its context, simplify its form and reposition the perception of the building.

2.4 Appearance
Materials

Concrete & brick paint
The current colour of the building is red pre cast concrete and red brick. The existing mass of the building is broken up into disparate elements of floating vertical solid stair towers, projecting chamfered horizontal element and a utilitarian recessed block all with plain punched hole windows. The effect is not in keeping with its immediate heritage context described in section 1.7. To improve the visual appearance of the building and its context the concrete and brick is to be painted a neutral with a warm tone and light colour to reference the Portland stone. The brick base is to be painted a dark grey to ground the building and reference the historic buildings distinct base. The brick is hand painted with a variety of tones to retain its appearance as brick work. The paint will be by Keim or equivalent which has15-20 year warranty & lifespan. There is a wide variety of choice with any RAL colour achievable.

Terracotta
The screen around the first floor is intended to be a primary element that combines, abstracts and simplifies the chamfered concrete, the white timber service zone and the punched windows. The terracotta will be individual curved profiles of 75mm deep x 125mm wide and fixed back to bracket system that will be painted a dark grey to match the dark grey painted concrete and service run behind. The curves will soften its appearance whilst the glaze will reflect light in different ways and keep the screen clean. It will be a thin glaze so the terracotta can still be read as a natural material.

Metal and curtain walling system.
The top floor will be a simple capless curtain walling system with neutral tinted clear glass into the rooms and in front of a 'shadow box'. The shadow box is a system that has an air gap between clear glass and a solid panel behind which gives the system a visual depth. Solid panels are required to hide the walls behind and to reduce reduce overheating. The top floors of the stair towers will be clad in an anodised metal panel to continue the solidity of the brick elements below.

Repositioning a building through extension and change of use.
The Standard, London.



Improving the visual appearance by painting concrete.
11 Chorlton Street and Manchester One



Improving the visual appearance by painting bricks.
Manhattan Apartments, Manchester.



High Quality New Materials
Anodised metal, glazed terracotta, capless curtain walling system with clear glass and shadowbox.







2.4 Appearance
Proposed Works

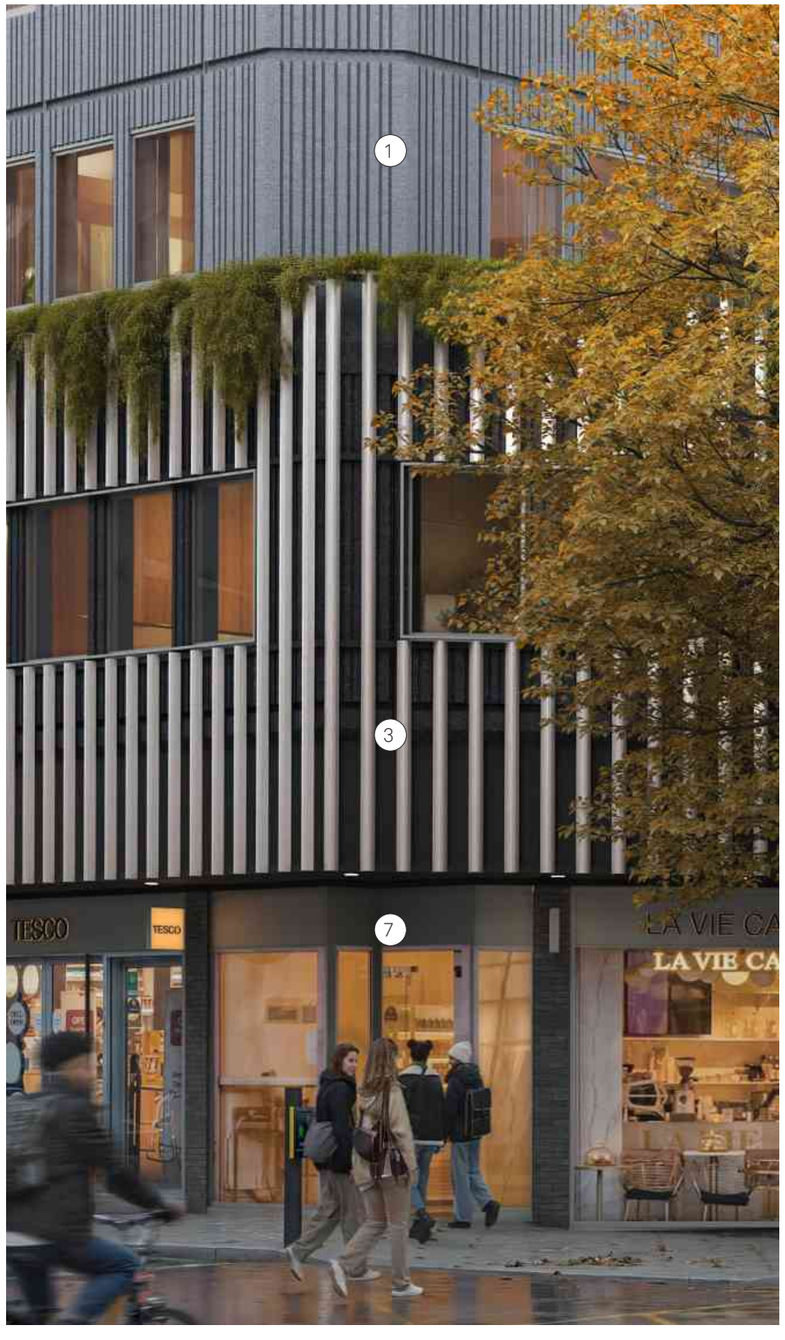
Top / Crown



Corner



Base



Key to the proposed works:

1. Painted new and existing concrete panels
2. Painted brick work
3. Glazed terracotta screen
4. Capless curtain walling system with neutral tinted clear glazing and shadowbox
5. Anodised metal
6. New slimline fixed window system
7. Shopfront and signage strategy - see next pages.

Final choices of colour of all materials should be agreed through sampling on site.

2.4 Appearance
Signage Strategy

Manchester City Council's Shopfront and Signage Guide will be followed as separate applications come forward for the building.

MCC have identified the following problems with existing signage (some of which can be seen at the existing Maybrook House) in the Manchester Shopfront & Signage Design Guide:

- Convoluted and disjointed approach to signage and fascias
- Lack of consistent materiality and response to surrounding streetscape.
- Consideration of heritage contexts
- Consideration of accessibility requirements
- Overuse and inappropriate use of signage

The document identifies the following overarching design and development principles:

1. Signage
- Cohesive, sensitive design
- Located suitably, without obstructing architectural features
- Shopfronts should relate to one another, utilising the same sizing, proportion and location of signage.

2. Context
- Traditional approach to shopfront design should be utilised only within heritage contexts and should be historically accurate
- Overall design and detailing to respond appropriately to local character and context

3. Materials/Colour
- Preference for lettering, rather that one sign fixed to fascia
- Suitable colour choice, taking into account local context and, where necessary, heritage assets.
- Limited material/colour palette
- High-quality materials - either traditional or modern
- Low-quality materials, such as plastic, would not be acceptable



The hotel as the primary tenant in the building will follow the strategy, the details of which are to be agreed in a separate application with MCC.

The proposed signage zones (which acts as the key to the drawigns on this page) and shopfront design are to consist of the following types:

1. The painted brickwork, the metal vertical fascia panel, the anodised metal soffit, the terracotta facade and planting will match the shopfront strategy described on the next page.
2. The projecting illuminated signage will match the design principles as shown in the shopfront strategy on the next page but will be larger and a vertical format similar to Mollies on Quay Street. See precedent 1 below.
3. High level illuminated signage fixed to the brick facade consisting of individual letters describing the operator's name and providing clear direction to the hotel entrance door for guests. The signage will be white. See precedent 2 below.
4. Low level illuminated signage fixed to the brick facade consisting of individual letters describing the operator's name to enliven the otherwise blank brick wall. See precedent 3 below.
5. Illuminated signage either as a totem behind the glass facade in the entrance or as part of the entrance screen.



Precedent 1

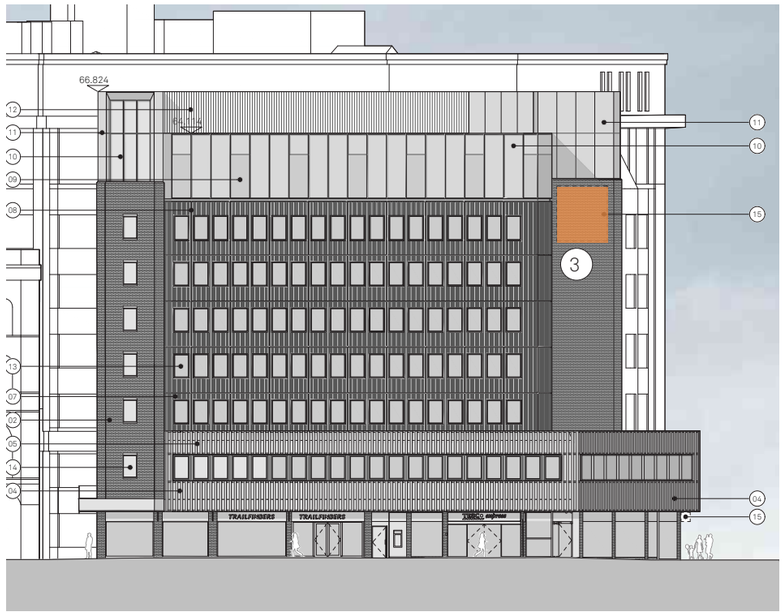


Precedent 3

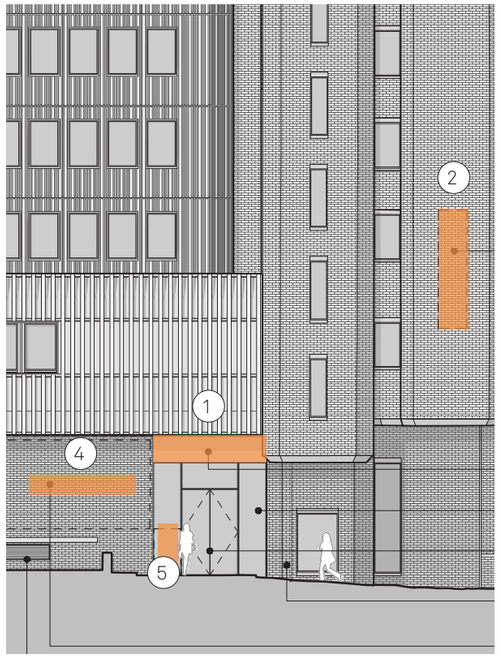


Precedent 2

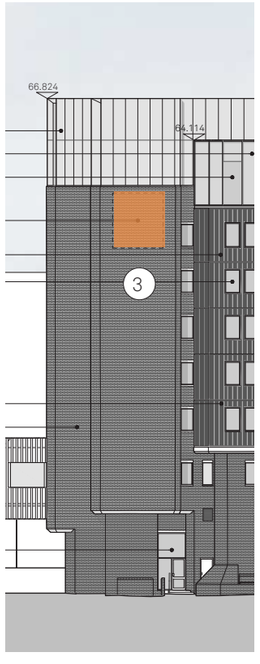
Deansgate Elevation



Blackfriars Elevation



Parsonage Elevation



2.4 Appearance
Shopfront Strategy

The proposals on this page describe the design strategy for the shopfronts to Deansgate and Blackfriars Street to provide a coherent and high quality environment.

The soffit to the first floor that overhangs the street and terracotta screen above are works that will be delivered as part of the hotel works in this planning permission. Development of the shop fronts will be done in collaboration and with the permission of the tenants and individual applications confirming further details will come forward in line the strategy on this page in the future. The new unit which is currently occupied by Cosmo at the ground floor wrapping round to the hotel entrance will follow this strategy and be part of the hotel phase of works.

The proposed works, subject to agreement from existing tenants are as follows:

1. The brick work a dark grey to describe the base of the building in contrast to the light grey of the cantilevering brick and pre cast concrete above.
2. The vertical fascia panels will be an anodised metal and the signage will be black individual letters and in line with MCC's Shopfront and Signage Design guide. the anodised metal will match the anodised metal of the stair extensions to the hotel above. All lettering will be the same size but in a font to suit the company's brand standards. The glazing frames where visible externally will be anodised or in a PPC to match the metal fascia.
3. Projecting illuminated white signage flags with a thin black frame and black individual letters will be mounted at a consistent height and the same design. All lettering will be the same size but in a font to suit the company's brand standards. See precedent 2 below.
4. An anodised soffit panel with geometric panel joints and discrete recessed circular downlighting will illuminate the overhang above and serve as the canopy to the shopfronts and hotel entrance. See precedent 1 below.
5. The terracotta facade screen above will be a curved profile of individual members width min 125mm and max 75mm depth at spacing of c. 320mm to match the spacing of the pre cast panels and windows. The terracotta will be glazed a light warm grey colour and the existing concrete and metal brackets behind sill be painted a dark grey.
6. Planting from above to be achieved wherever possible and will be developed with a specialist designer.



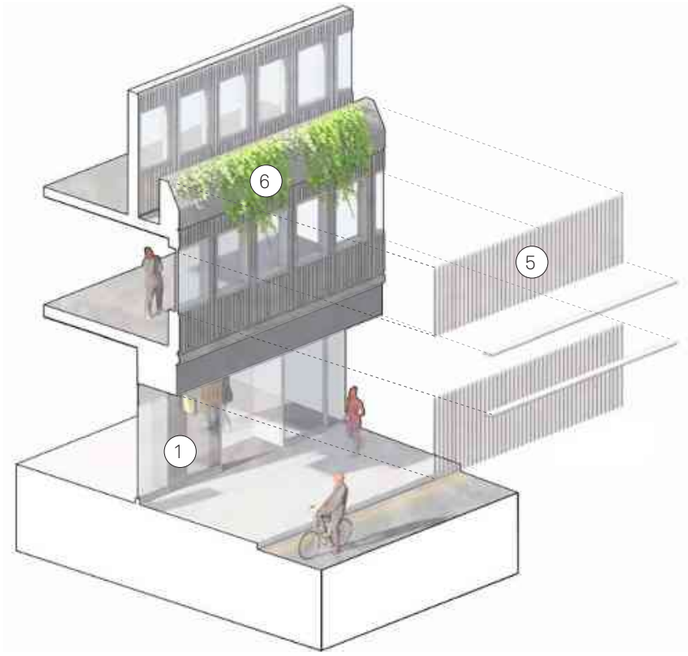
Precedent 1



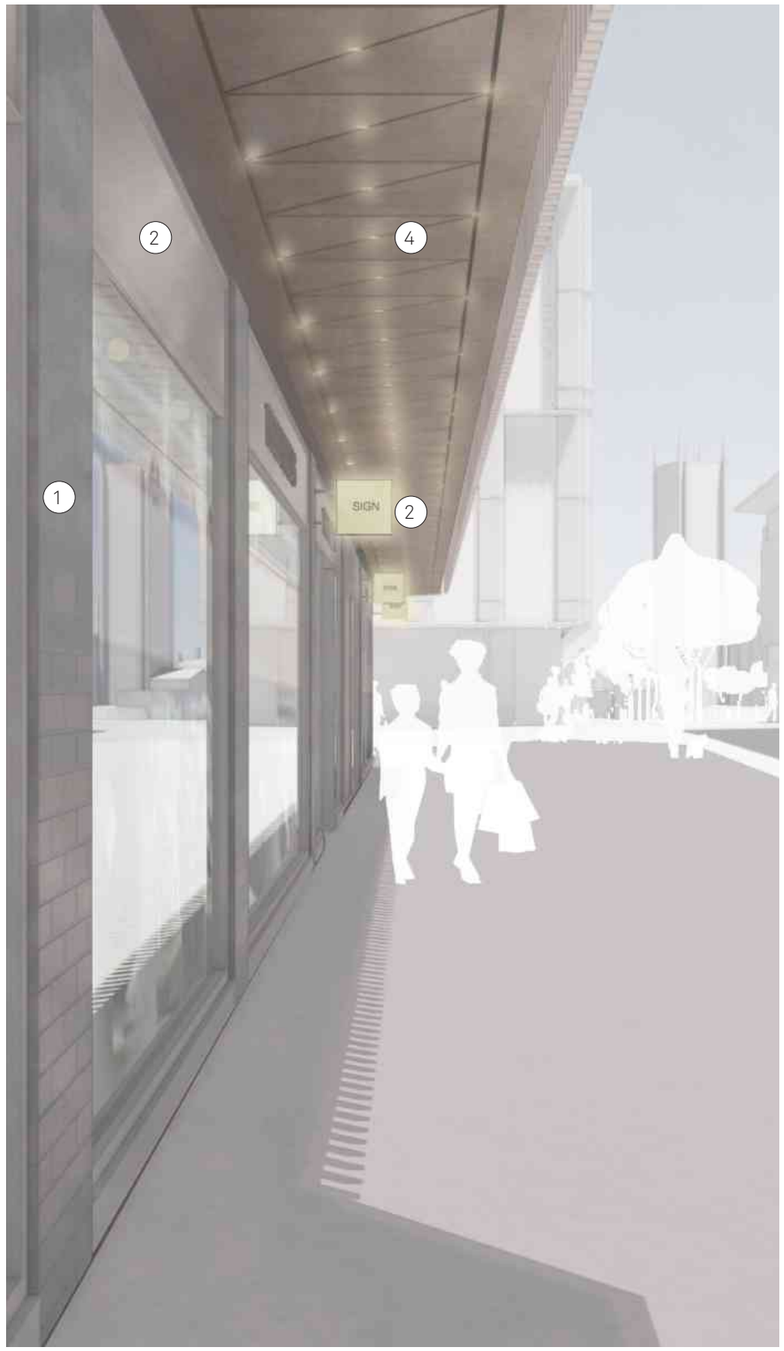
Precedent 2

Elevation and Isometric View





Oblique View



2.4 Appearance
Design Development

Proportion of Crown

These images describe a number of alternative options that were produced to study the proportion and materiality of the two storey extension. The top images shows both storeys clad in glass curtain walling. The bottom image again shows both storeys clad in glazed curtain walling but engineered to be lower. The conclusion is that the first storey extension should be clad in pre cast concrete to match the floors below and the top storey only should be glazed curtain walling to provide a crown of appropriate proportion.





Colour

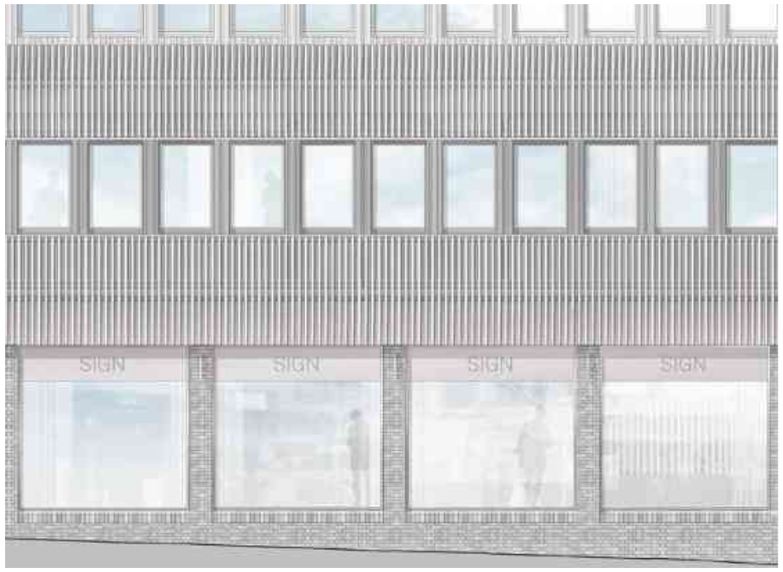
These images describe a small number of the colour studies for the proposal. The conclusion is that to provide a coherent visual appearance to the building and its context a neutral light colour palette should be used to reference the white and yellow hues of Portland stone and sandstone.

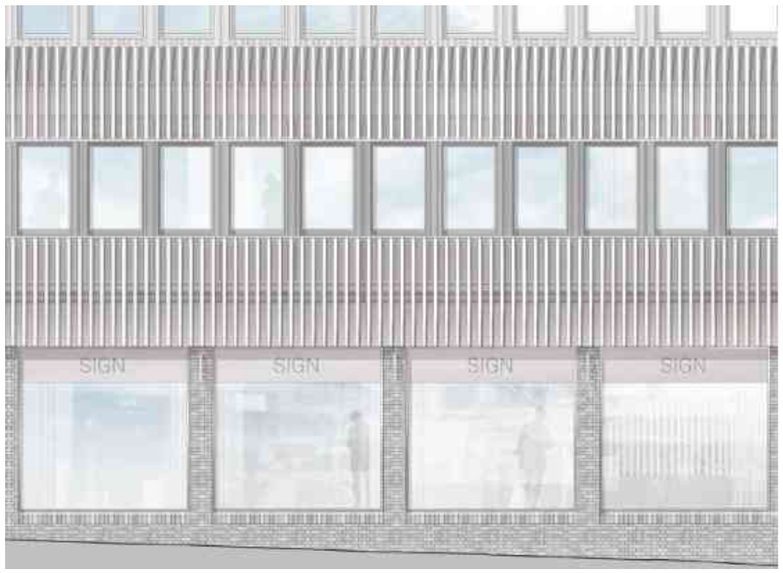




Terracotta Screen

The terracotta screen design has been extensively studied to look at the rhythm, profile, size, colour, spacing and buildability.





2.4 Appearance
Consultation

Consultation Image
The image below shows the proposal issued for the public consultation.

Comments included:

1. The design being dull, grey, and lacking imagination or architectural interest. A number of comments stated that the proposals are unsympathetic to the surrounding area and do not reflect the significance of the site.

2. Some respondents considered the proposals to be outdated, referencing 60s/70s architecture. Some respondents also suggested that the designs look cheap, and prioritises cost-saving over quality.



Proposed Image
The image below shows the proposal submitted for planning.

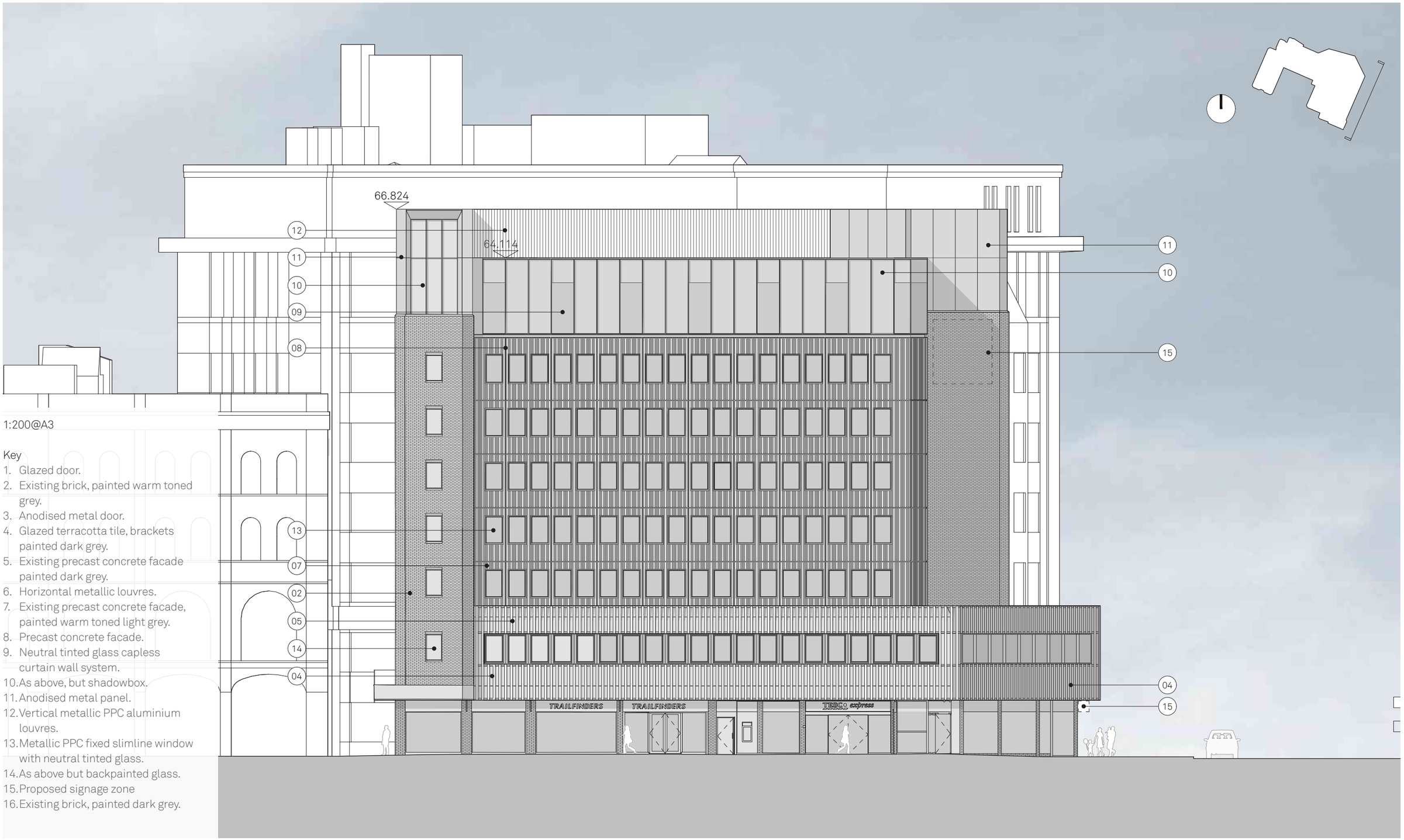
The response to the comments are as follows:

1. In response to the 'dull, grey' comments and that the proposals are 'unsympathetic to the surrounding area' further studies were produced which concluded that the proposals should be a lighter colour; a lot less grey, as can be seen below and closer to the Portland Stone with a warmth to reflect the sandstone to reflect the surrounding context and its conservation setting. The existing building is not an exemplary piece of architecture from that period and there are a number of elements that compete for attention and feel unresolved. The proposals respond to this visual complexity by unifying the existing elements through colour and the architectural screen and the new elements being simple and elegant and working with the existing building's grid as documented on the previous pages.

2. In response to the comments that the 'proposals are outdated.. referencing 60s/70s architecture' and 'the designs look cheap' we assume that the proposals at consultation have been misunderstood as a full new build rather than as the reuse of a 1970s building. The extension can be clearly read as different to the existing architectural language and uses a simple contemporary architectural expression.



2.4 Appearance
Deansgate Elevation



1:200@A3

Key

1. Glazed door.
2. Existing brick, painted warm toned grey.
3. Anodised metal door.
4. Glazed terracotta tile, brackets painted dark grey.
5. Existing precast concrete facade painted dark grey.
6. Horizontal metallic louvres.
7. Existing precast concrete facade, painted warm toned light grey.
8. Precast concrete facade.
9. Neutral tinted glass capless curtain wall system.
10. As above, but shadowbox.
11. Anodised metal panel.
12. Vertical metallic PPC aluminium louvres.
13. Metallic PPC fixed slimline window with neutral tinted glass.
14. As above but backpainted glass.
15. Proposed signage zone
16. Existing brick, painted dark grey.

2.4 Appearance
Blackfriars Street Elevation

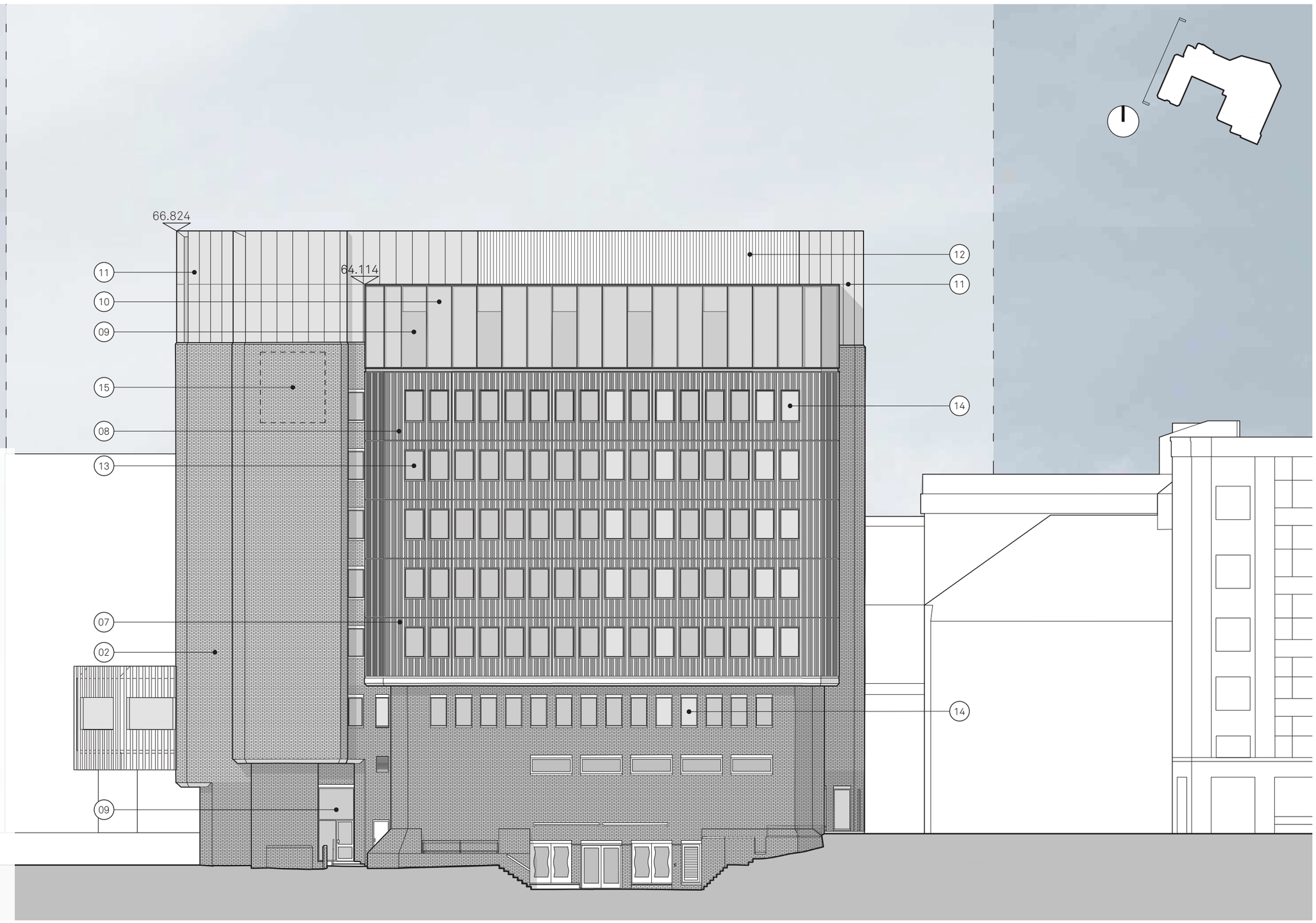


1:200@A3

Key

1. Glazed door.
2. Existing brick, painted warm toned grey.
3. Anodised metal door.
4. Glazed terracotta tile, brackets painted dark grey.
5. Existing precast concrete facade painted dark grey.
6. Horizontal metallic louvres.
7. Existing precast concrete facade, painted warm toned light grey.
8. Precast concrete facade.
9. Neutral tinted glass capless curtain wall system.
10. As above, but shadowbox.
11. Anodised metal panel.
12. Vertical metallic PPC aluminium louvres.
13. Metallic PPC fixed slimline window with neutral tinted glass.
14. As above but backpainted glass.
15. Proposed signage zone
16. Existing brick, painted dark grey.

2.4 Appearance
Parsonage Elevation



1:200@A3

Key

1. Glazed door.
2. Existing brick, painted warm toned grey.
3. Anodised metal door.
4. Glazed terracotta tile, brackets painted dark grey.
5. Existing precast concrete facade painted dark grey.
6. Horizontal metallic louvres.
7. Existing precast concrete facade, painted warm toned light grey.
8. Precast concrete facade.
9. Neutral tinted glass capless curtain wall system.
10. As above, but shadowbox.
11. Anodised metal panel.
12. Vertical metallic PPC aluminium louvres.
13. Metallic PPC fixed slimline window with neutral tinted glass.
14. As above but backpainted glass.
15. Proposed signage zone
16. Existing brick, painted dark grey.

2.4 Appearance
Parsonage Lane Elevation



2.4 Appearance
Bay Study For Additional Storeys

Elevation

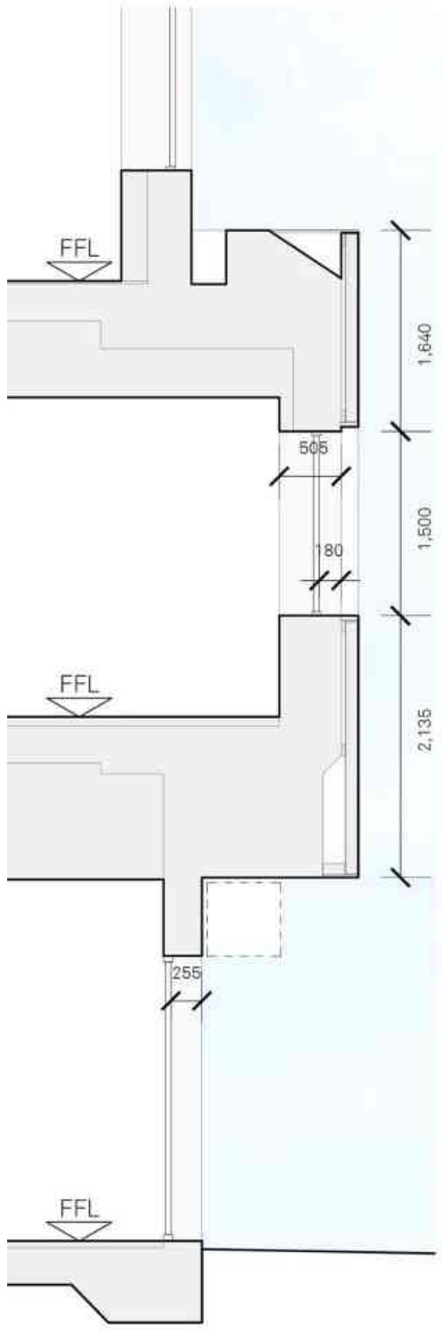


1:50@A3

Key

1. Existing brick, painted warm toned light grey.
2. Glazed terracotta tile, brackets painted dark grey.
3. Existing precast concrete facade painted dark grey.
4. Existing precast concrete facade painted warm toned light grey.
5. New precast facade to match the painted light grey existing facade.
6. Neutral coloured glass in a capless curtain walling system.
7. As above but with shadowbox behind.
8. Anodised metal panel.
9. Vertical metallic PPC plant louvres.
10. Metallic PPC fixed aluminium window with neutral colour glass.
11. As above but backpainted.
12. Proposed signage zone.
13. Existing brickwork painted dark grey.

Section

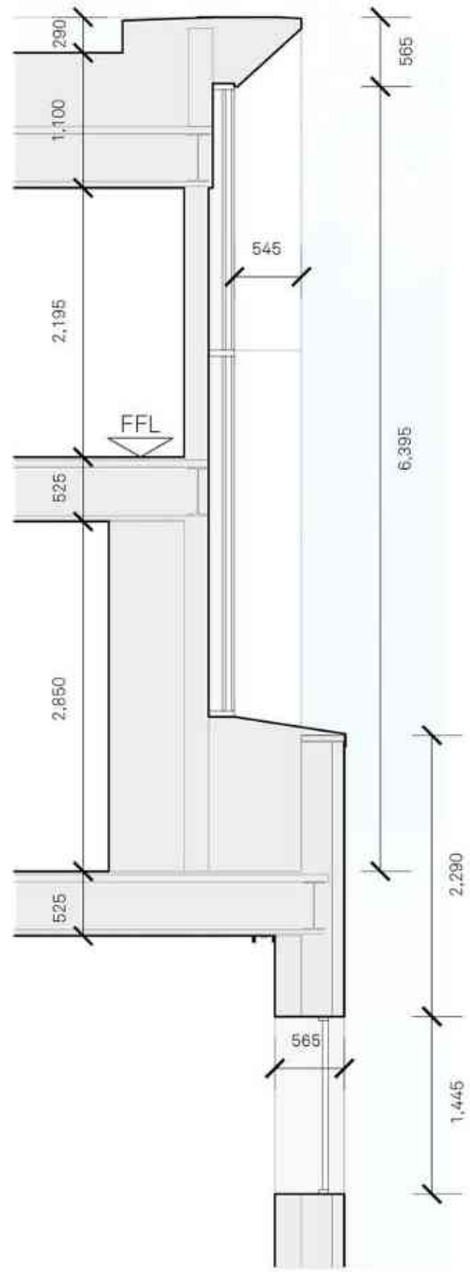


2.4 Appearance
Bay Study For Terracotta Screen

Elevation



Section



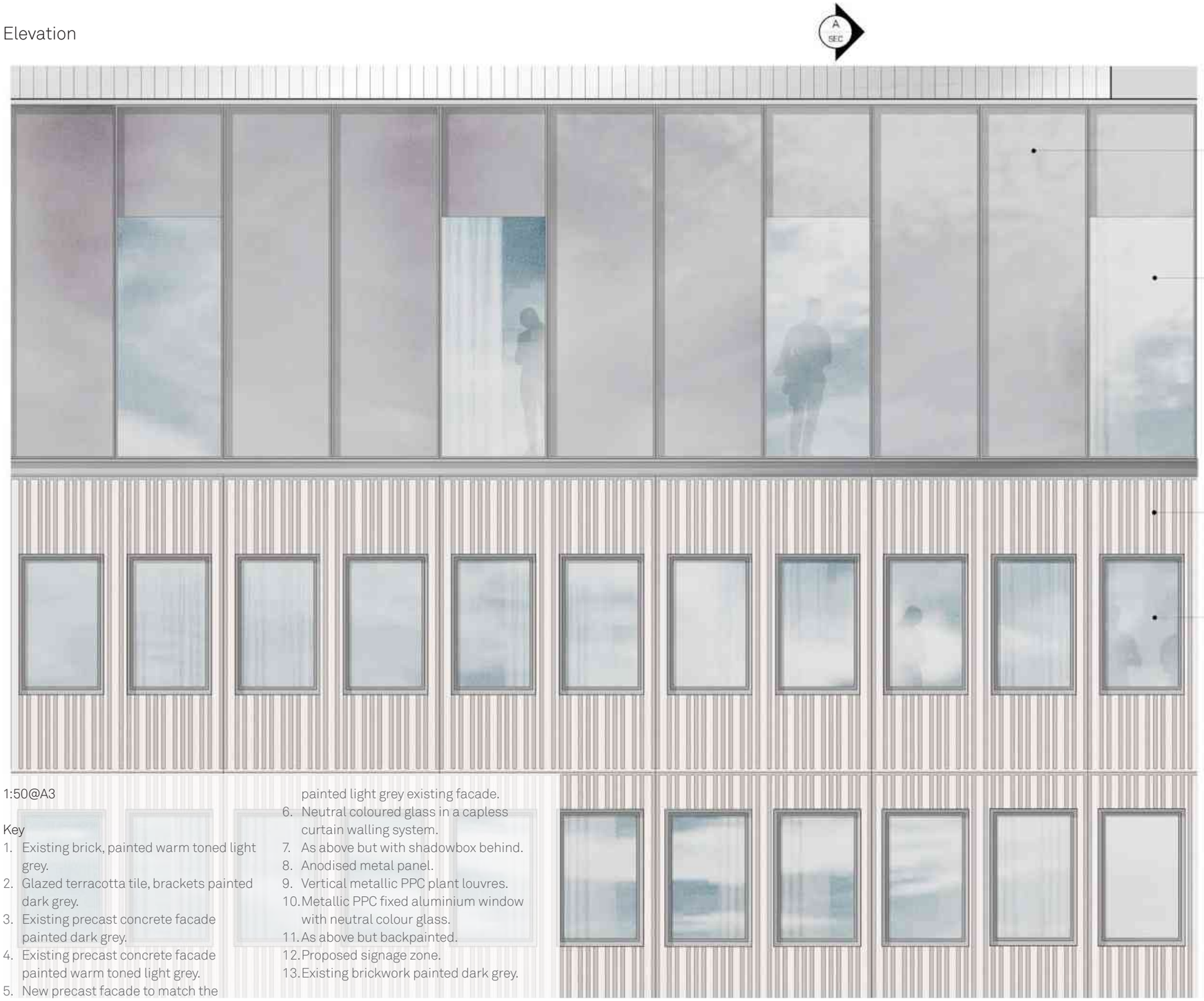
1:50@A3

Key

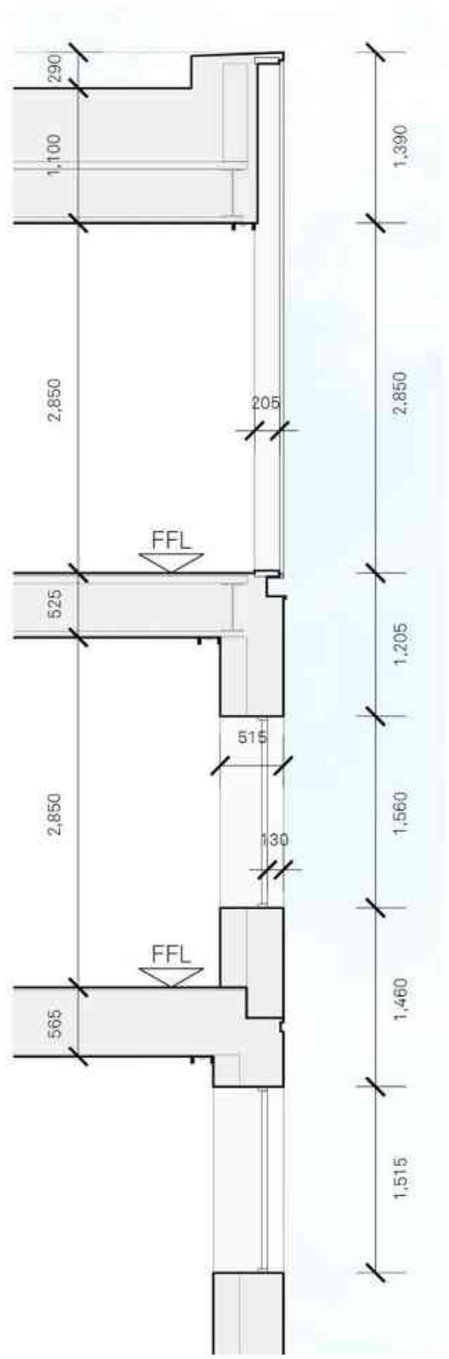
1. Existing brick, painted warm toned light grey.
2. Glazed terracotta tile, brackets painted dark grey.
3. Existing precast concrete facade painted dark grey.
4. Existing precast concrete facade painted warm toned light grey.
5. New precast facade to match the painted light grey existing facade.
6. Neutral coloured glass in a capless curtain walling system.
7. As above but with shadowbox behind.
8. Anodised metal panel.
9. Vertical metallic PPC plant louvres.
10. Metallic PPC fixed aluminium window with neutral colour glass.
11. As above but backpainted.
12. Proposed signage zone.
13. Existing brickwork painted dark grey.

2.4 Appearance
Bay Study For Lanterns

Elevation



Section



1:50@A3

Key

1. Existing brick, painted warm toned light grey.
2. Glazed terracotta tile, brackets painted dark grey.
3. Existing precast concrete facade painted dark grey.
4. Existing precast concrete facade painted warm toned light grey.
5. New precast facade to match the painted light grey existing facade.
6. Neutral coloured glass in a capless curtain walling system.
7. As above but with shadowbox behind.
8. Anodised metal panel.
9. Vertical metallic PPC plant louvres.
10. Metallic PPC fixed aluminium window with neutral colour glass.
11. As above but backpainted.
12. Proposed signage zone.
13. Existing brickwork painted dark grey.

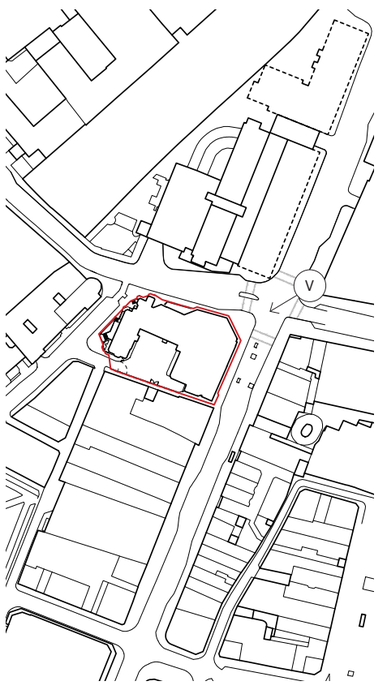
2.5 Scale
Looking Southeast along Deansgate & Blackfriars

This close range view is looking at the corner of the building from the corner of St Mary's Gate and Deansgate.

The image shows the first level of the extension in the same zone as the solid, balustraded crown of the T.Hayward & Co building creating a datum that takes the eye down to the taller buildings of 86 Deansgate and Kendalls.

Above this datum is the new glazed floor and the metal 'lanterns' of the stair towers which are read as a lighter horizontal layer above which crowns the building.

To the right is Blackfriars House which aligns in this view with the painted brickwork of the stair towers again creating a consistent warm light grey tone above which floats the glass and anodised metal.



Key Plan



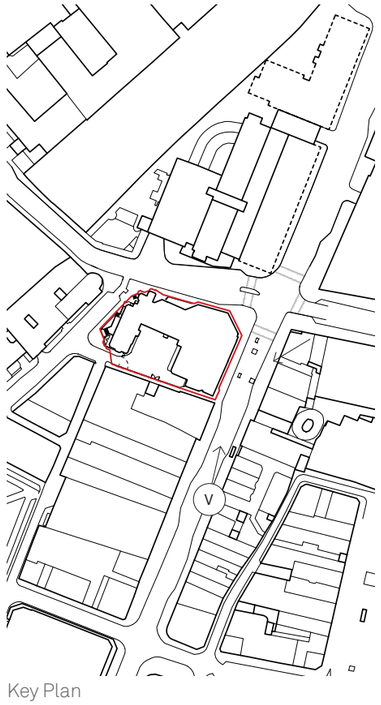
2.5 Scale
Looking north along Deansgate

This mid range view is an oblique view of the building from outside Barton Arcade, north along Deansgate.

This image again shows the first level of the extension in the same zone as the solid, balustraded crown of the T.Hayward & Co building creating a datum. The tone of both buildings are working together.

Above this datum is the new glazed floor and the metal 'lanterns' of the stair towers which are read as a lighter horizontal layer above which crowns the building.

To the right is Barton Arcade whose scale is not impacted by the development. Beyond this the residential block on the Renaissance site can be seen outlined in red. The blue outline on the right is the consented proposal for Speakers House.



Key Plan



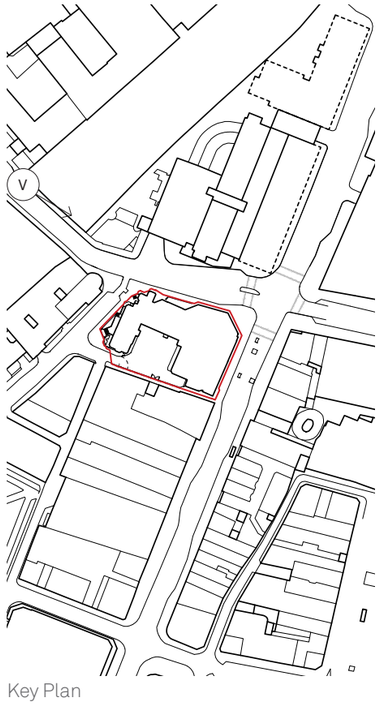
2.5 Scale
From Blackfriars Bridge

This mid range view is looking at the brick stair towers and the facade to Blackfriars from Blackfriars Bridge.

The image shows how the colour and tone of the proposal works with Blackfriars House, the concrete of the Renaissance (now Treehouse) Hotel and the existing 39 Deansgate and beyond along St Mary's Gate. The proposed massing of the building from this view is consistent with these buildings.

The consented proposal shown as a wireline beyond and above in blue is Speakers House which is similar in height to No.1 Deansgate.





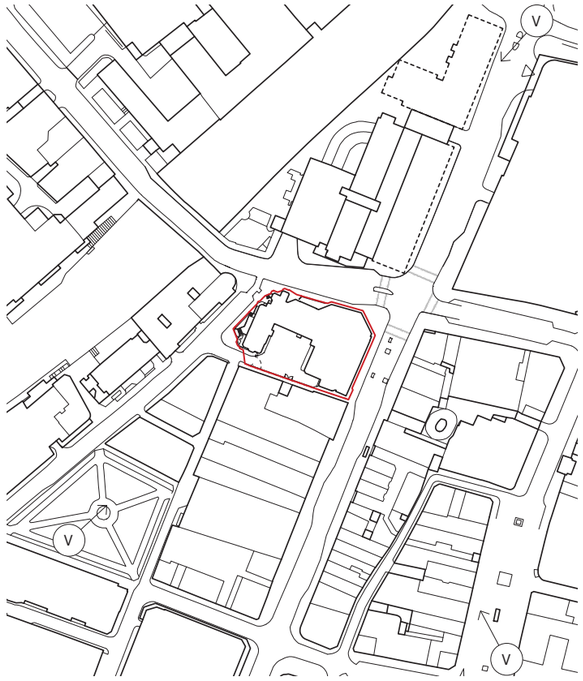
Key Plan

2.5 Scale
From Parsonage Gardens

These longer range views are from the open spaces in the conservation areas of Parsonage Gardens, St Ann's Square and outside of the Cathedral.

The image from viewpoints in St Ann's Square and Parsonage Gardens show that the proposals can't be seen and will not impact views from these spaces.

The view from outside of the Cathedral shows that the two top storeys extension along Deansgate are just visible. The proposed office block on the Renaissance site obscures a good proportion of the proposal. The impact of the extension is minimal from this location.



Key Plan



View from St Anne's Sq



View from Parsonage Gardens



View from Cathedral

2.5 Scale
Wider Context

Proposal in Existing Context

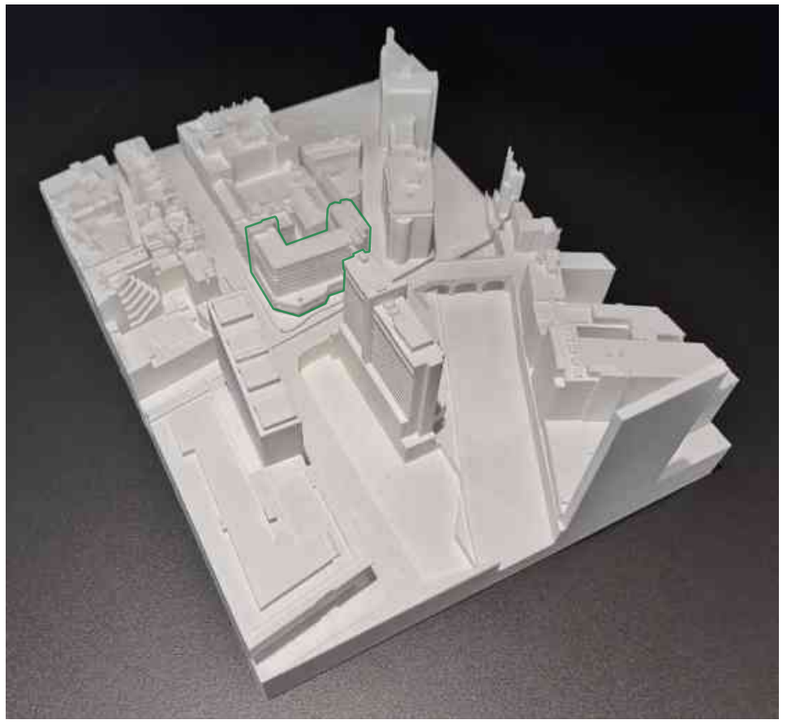
The existing Maybrook house building is 6 storeys tall when looking from Deansgate. Due to the fall across the site there is an additional storey onto Parsonage. The proposed development is an additional two storeys taking the development to 8 storeys when viewed from Deansgate.

The site sits at a key junction within the city, The junction has two tall buildings on two corners:

- No1 Deansgate is a 17 storey building completed in 2002.
- The Renaissance hotel completed in 1972 and recently refurbished is 15 storeys. The remaining Renaissance site is awaiting construction.

39 Deansgate, opposite is 7 storeys to 10 storeys. Blackfriars House adjacent is 9 storeys from street level plus a recessed extension and basement / river floor. Barton Arcade adjacent to 39 Deansgate is 4-5 storeys. The neighbouring Hayward Building is 4 storeys which steps down to the neighbouring building at 3 storeys

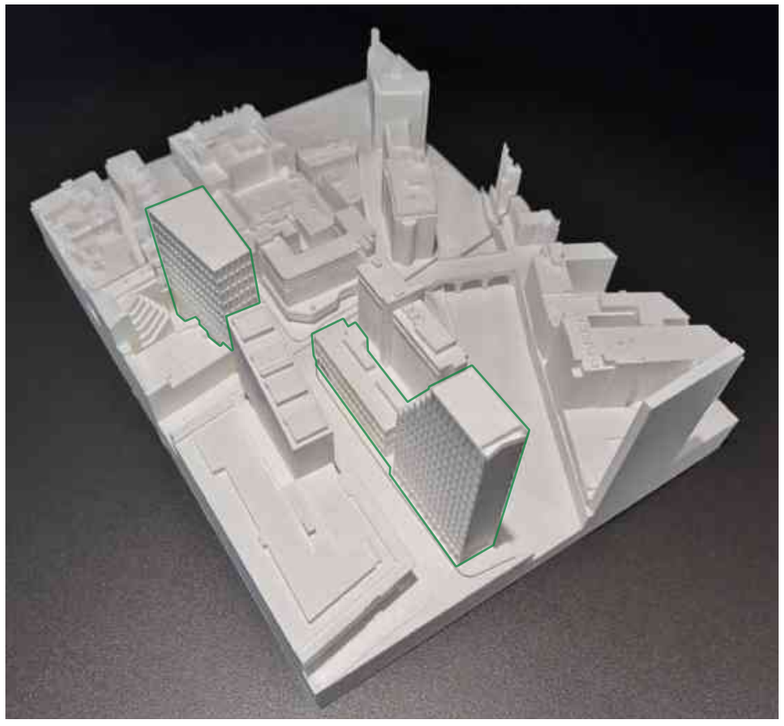
Beyond the immediate context typical buildings range between 5-8 storeys with 14 Parsonage at 12 storeys.



Proposal in Consented Context

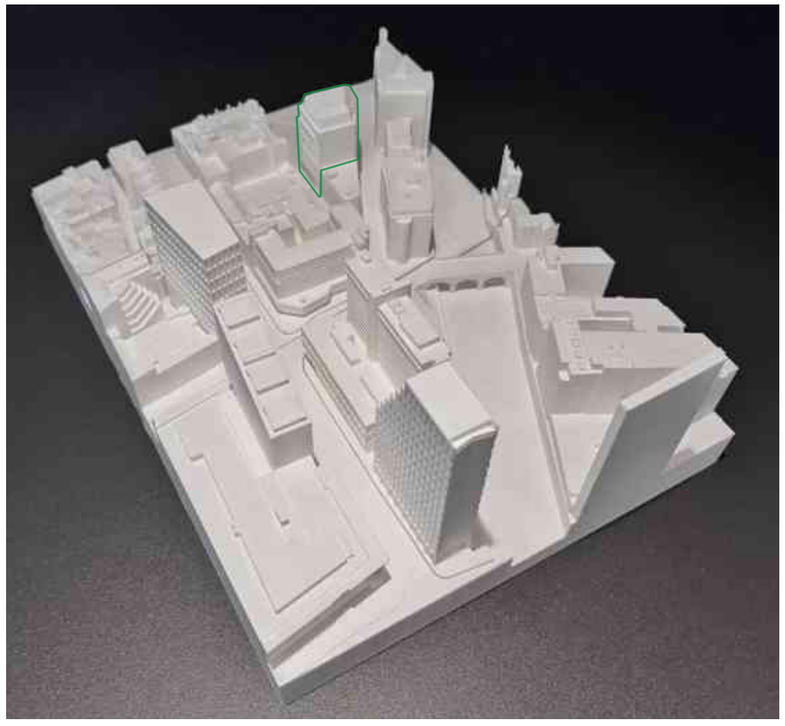
There are a number of tall buildings consented for the wider area - refer to emerging context chapter. The photo of the physical model below shows:

- Speakers House to replace 39 Deansgate - a 17 storey office building.
- Renaissance residential block - a 27 storey building opposite the Cathedral and an office block at 5 storeys.



Proposal in Proposed Context

A proposal has been submitted for One North Parade a new 14 storey office building onto Parsonage gardens.



Conclusion

The proposed massing in all contexts remains comfortably within the range of existing building heights. It is at the upper end of typical building heights and remains significantly below the heights for consented new buildings.

The proposals' location at the corner of Deansgate and Blackfriars St as a corner plot at a significant crossroads supports the proposal being at the upper end of the typical range.

The conclusion is that the proposals are of an appropriate scale within the wider context.

2.6 Sustainability

The proposals seek to reuse the existing building. This is the most important pathway in providing a sustainable development.

Reusing buildings reduces the total carbon demand of a project by reducing the embodied carbon (the amount of carbon it takes to construct a project).

Due to improvements in the building regulations and the corresponding improvement in a fabric first response and modern plant efficiency means embodied carbon can account for almost 50% of the carbon use in a building's life span.

In addition the proposals will enhance the sustainability of the existing building by:

- Improving the air permeability of the facade.
- Improving the thermal efficiency by increasing the insulation zone between; the ground floor and basement, the external wall and the roof.
- Improve thermal efficiency by replacing the single glazed windows and doors with thermally broken double glazed windows.
- Provide renewable energy solutions: photovoltaics are to be provided on the roof.
- There will be efficient new central heating, ventilation and cooling solutions for the hotel on the roof.
- All the services such as lighting will be replaced with modern energy efficiency fittings.
- Using thermodynamic refrigeration cycle to generate hot water using air as a heat sink.

Further information can be found in Atelier10's Energy & Carbon Statement.

BREEAM

The project has been designed with BREEAM 'Very Good' certification as a Hotel Building for the vertical extension, and BREEAM Excellent for the BREEAM Refurbishment and Fit-Out for the existing portion of the development. Please refer to Atelier 10 BREEAM Preassessment report.

Summary

The proposals will bring a new lease of life to an obsolete and outdated building in the city centre.

Its location is inherently sustainable through proximity to Manchester's excellent transport links by tram and train. It will bring new jobs to the site and provide a sustainable location for guests to explore Manchester on foot and public transport.



3.0 Access

3.1 Inclusive Access

The proposals provide step free access from the main entrance on Blackfriars Street to all amenity, back of house space and rooms on the upper floors for guests and staff.

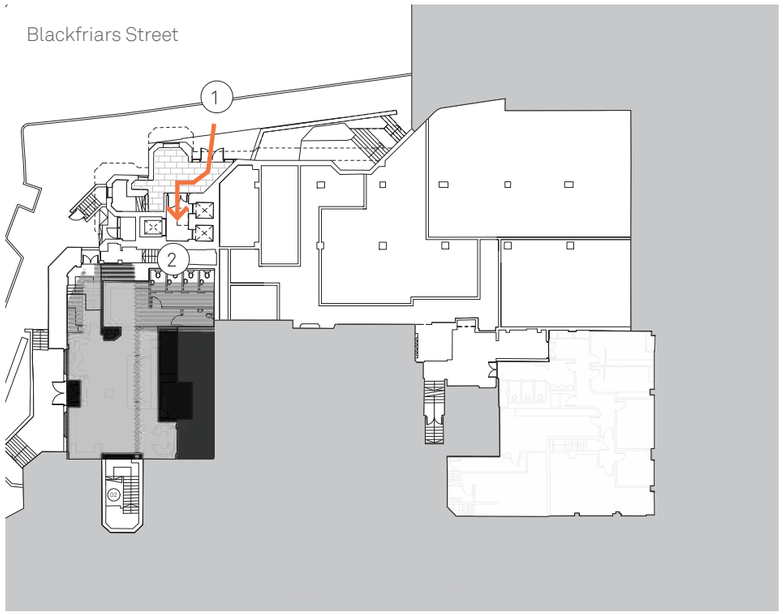
Twelve accessible rooms with wheelchair accessible bathrooms will be provided, this meets the requirement of Approved Document Part M at 5%.

Should the operator find additional rooms over the statutory requirement are needed there are rooms that can be converted.

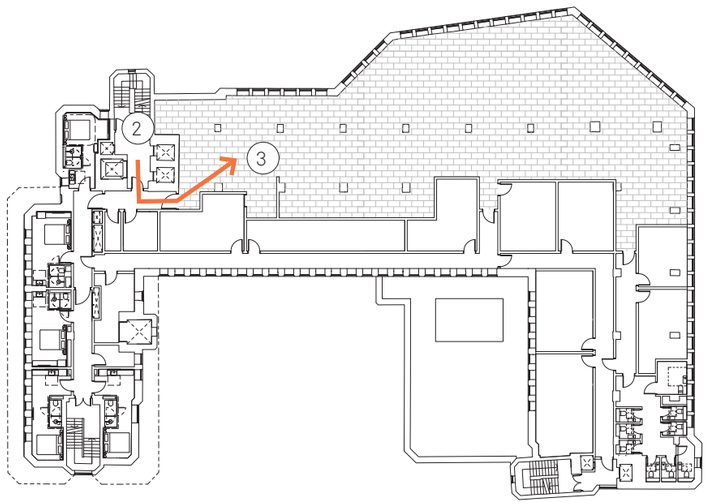
As part of this Part M assessment, the proposals are considered to be in line with DfA2:

- All main entrances within the development fully comply with DfA2.
- Fixtures and fittings, including ironmongery and controls are to visually contrast with their surrounds, be usable by people with limited dexterity and reachable by those who are seated or standing.
- All passenger lifts are to be specified to meet BS 8300 and BS EN 81-70
- Visually contrasting nosings (the protruding edge of a stair) are to be included on all stepped routes, to meet the recommendations of BS 8300
- Sanitary accommodation within each location will be designed to be inclusive and to the same specification rather than wheelchair user accessible provision being designed to be 'clinical' or institutional.
- Access to all common areas has sought to minimise barriers and doors.
- The common corridors are typically 1.5m wide which expand outside the lift core to provide at least 1.8m passing places.
- Lifts will be provided over the minimum standard set out in the Approved Document M. The provision of multiple lifts, will provide resilience, should one of the lifts fail and require servicing. Lift lobbies incorporate more than the minimum 1500mm x 1500mm unobstructed clear space in front of the lifts.

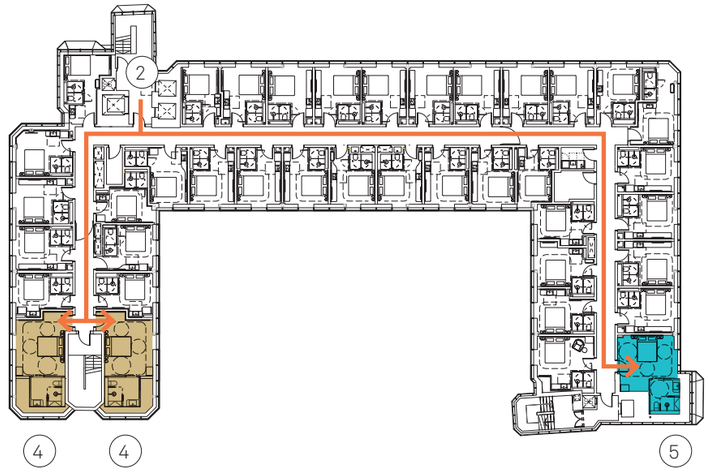
Entrance Level



Amenity Level



Rooms



1:500@A3

Key

1. Main entrance
2. 3 lifts providing step free access to all floors.
3. Bar, lounges and buffet.
4. Accessible rooms on levels 3-7.
5. Accessible rooms on levels 2 & 7.

3.2 Servicing

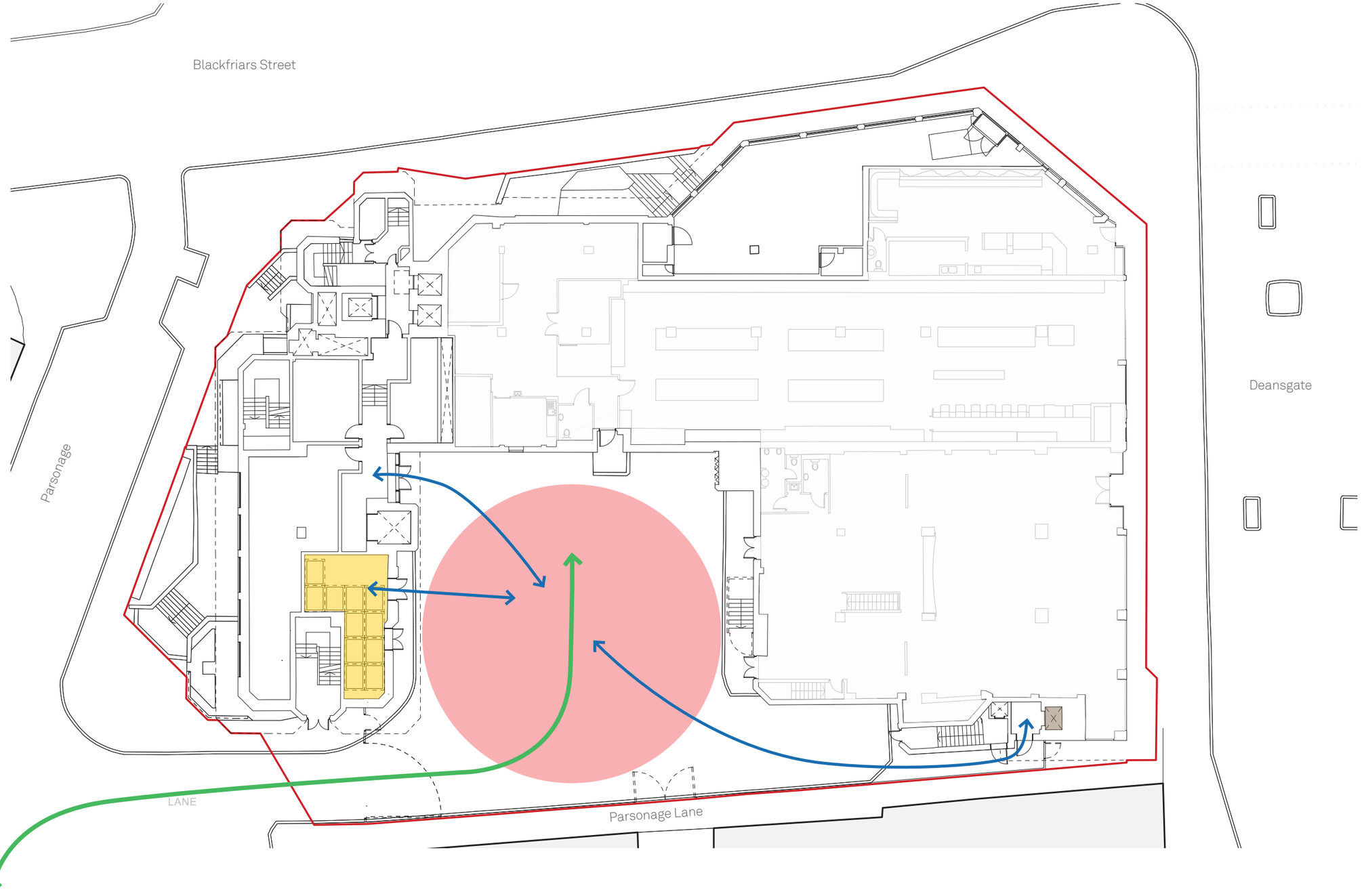
All servicing arrangements for existing tenants will not be affected and the use of the service yard will remain a shared facility.

Vehicle Access
Vehicle access to the site is from Parsonage with level access into a clear service yard.

Waste Store
The building will house a recycling and refuse store for the hotel at ground floor level. For details regarding recycling and refuse provision, collection and servicing can be found within the Servicing and Waste Management Statement.

The refuse store is located within the service area and a goods lift on each floor will bring waste down to the store. Refuse collection can be handled on site and within the service yard. No bins will need to be brought or stored at the road side. The service yard can accommodate the turning circle described in GD04.

Hotel Deliveries
Linen and other supplies will be delivered and handled on site with a dedicated access via the service yard and service lift to the upper floors. For this reason the fence boundary will be extended to encompass the service entrance onto Parsonage Lane.



Key

Service vehicle entry/exit

Refuse & recycling store

Trolley access to back of house space on ground or to service lift to upper floor providing access to upper floors.

Service lift

19m Turning circle

3.3 Cleaning and Maintenance

A number of options have been explored and considered to provide a clear and logical strategy for cleaning, accessing and maintaining each section of the building facade.

The solutions proposed are deemed to be the safest, simplest, most practical and quickest, with the least disruption to the building occupants and the general public.

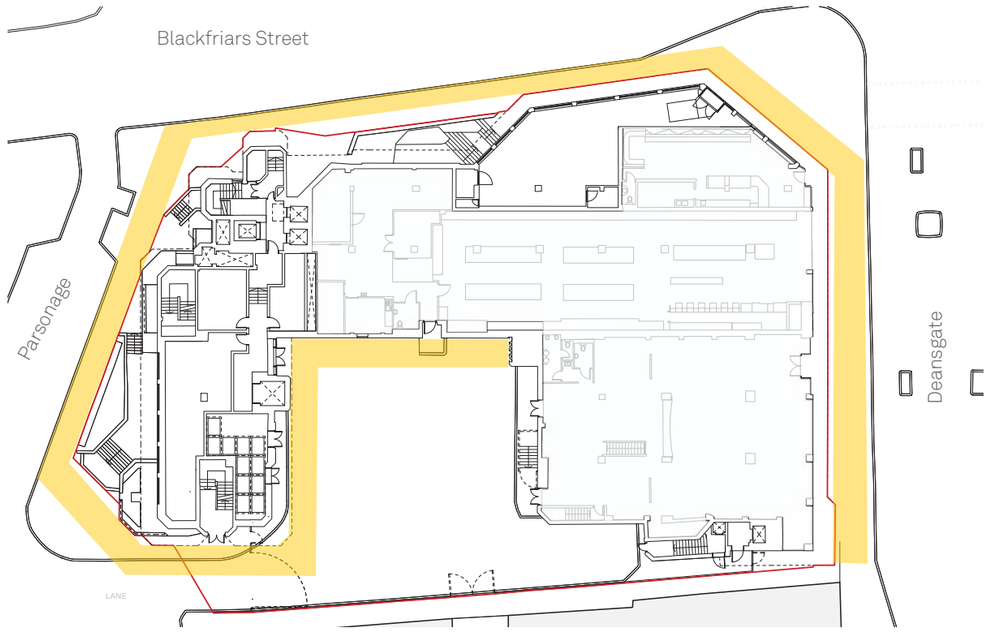
Reach & Wash (Lower Floors)
The lower levels (ground & first floor) of the building facade will be cleaned, accessed and maintained from ground level, using generic window cleaning methods. Cleaning will be done with the use of a Water Fed-Pole system, or 'Reach and Wash'.

Typically, this kind of system is comfortable of reaching heights up to 18m. Suitable Water-Fed Pole Systems and providers will be identified at a later stage.

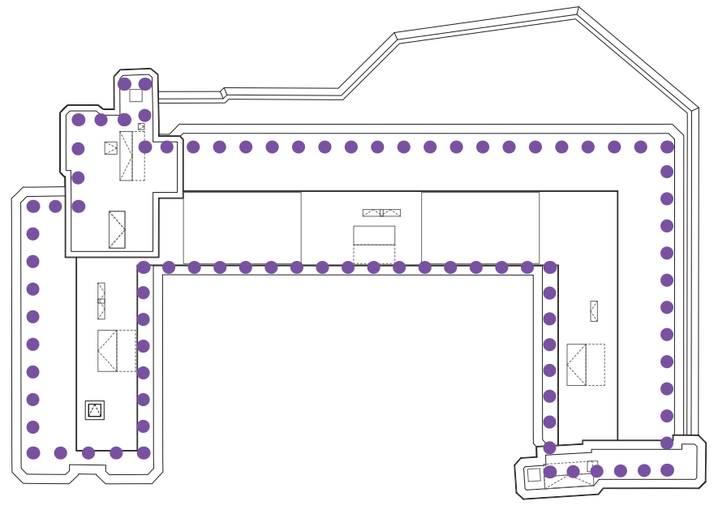
It is likely that pedestrian access routes will need to be temporarily disrupted with bollards used to redirect pedestrians during periods of cleaning and maintenance. This is to ensure that a safe and adequate amount of room is created to handle and manoeuvre the Water-Fed Pole System when cleaning is in operation.

Abseiling (upper floors)
The upper levels of the building will be cleaned, accessed and maintained via an abseiling system.

Ground Floor



Roof



1:500@A3

Key

Reach and wash zone.

Abseiling

Simple, elegant design.