

We are proactively engaging with Salford City Council to develop the best design solution for the Site

DESIGN PROCESS

The building form has been carefully considered following an assessment of the site constraints in conjunction with the spatial requirements of the Hotel Operator. We have undergone a proactive design development process to ensure the final proposal is the most suitable solution for the site.

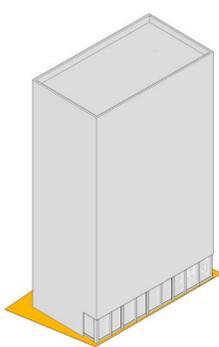
Our Team has engaged proactively with Salford City Council to develop a design that meets their aspirations for Chapel Street and the wider Greengate regeneration area. We believe that their input has led to a positive design evolution, and ultimately a much more successful and integrated design for the hotel.

A summary of the key design moves developed through ongoing discussion to reach our preferred design solution include:

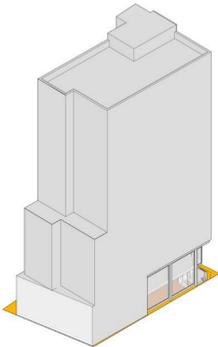
- a) **Setting the frontage back from Chapel Street**, creating a generous footway opening up the views along Chapel Street from the narrower pavement at the Listed former Police Station, which becomes progressively wider towards Greengate Square.
- b) **Bringing New Kings Head Yard into the public realm**, through the inclusion of a 2-storey external entrance void and continuation of the glazing wrap to activate and animate the streetscape. Alongside this the public realm materials will be continued and a new continuous footway along New Kings Head Yard will be delivered to enhance permeability and integration with Embankment West.
- c) **Relationship with existing and emerging development**, particularly Embankment West to the rear, through the introduction of privacy measures and natural surveillance along Salford Approach.
- d) **Relationship with CitySuites**, with our main entrance helping to activate its western elevation.
- e) **Council's aspiration of "stepping down" the building form**, from the height of CitySuites to the east towards the Listed former Police Station to the west, considering the relationship to the existing and future use of the adjacent site.
- f) **Delivering a building of architectural quality** due to its important and highly visible location, ensuring visual interest to all elevations and façade materials that integrate to form a component part of the family of buildings at Embankment West, referencing the colour palette of the surrounding context.

BUILDING MASSING

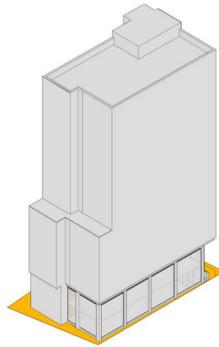
The massing of the proposal has developed significantly since the first concept design. An initial feasibility study proposed a simple form structure, following which a series of studies were undertaken to explore the building form to engage better with its surroundings.



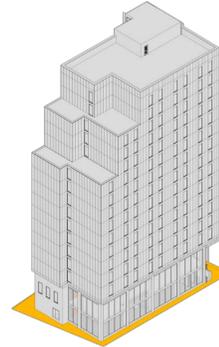
Initial concept model developed to demonstrate potential massing and key spatial arrangements. Simple form does not respond sufficiently to the surroundings. Front building line up to pavement creating narrow public realm to the front of the building



Second design iteration considered the site context and operator requirements in greater detail, introducing a step to the west elevation and a staggered building form front to back. Massing was considered to fill too much of the site and lacking in live frontage



Third iteration, still with one step but with significant improvement to the lower levels, providing increased engagement with the public realm. Additional set back still required and stepped form needed further exploration to engage better with adjacent site



Current iteration, introducing a second step to the building form. Front elevation pushed back further into site to create larger pavement and significantly improved public realm. Staggered form further emphasised by introduction of vertical glazing strip

