



The proposal will contribute positively to Salford city centre, offering a range of significant benefits

KEY BENEFITS



Encouraging sustainable transport on a key route in the city centre



Enhanced public realm to Chapel Street and New Kings Head Yard



Delivery of an exciting quality architectural solution to an under-utilised site



Creation of 186 hotel bedrooms, with a cafe and high-end restaurant open to the public



Creation of new local jobs through the construction and hotel operation

- **Integrating the scheme within the wider area and connections throughout Salford and Manchester**

The Site is well placed to provide a high quality, well designed building that complements the regeneration aspirations for this part of the City. The proposed design includes an active ground floor area ensuring a safe and vibrant pedestrian experience along Chapel Street, including ground and first floor uses open to the public, such as the café and bar and restaurant.

The proposals will bring a range of economic benefits such as the job creation and investment into this part of the city.

It aligns with Salford City Council's priority to make public realm improvements to Chapel Street.

- **Need for a Hotel in the area and supporting regeneration**

Greater Manchester is the third most popular UK destination after London and Edinburgh by number of overnight stays. Hotel bed occupancy in both Manchester and Salford remains high and an increased spend on experiences in the city indicate visitors are still accessing the city. Events such as Manchester International Festival, Warehouse Project, and the forthcoming Factory proposals will continue this trend. Salford Quays is also a huge attraction for visitors from across the country.

The well known Maldron hotel brand will contribute positively to the improved vibrancy of Chapel Street and complement the existing hotel offer in the area.

- **Improvements to the public footpath and inclusion of a cycle way**

The proposal takes into consideration Salford City Council's aspirations to improve the connections throughout Salford and Manchester, connecting Salford Central and Manchester Victoria - two major transport hubs. Designs have been developed with the planning team at Salford City Council to demonstrate that the redevelopment can integrate with the wider master plan to deliver improvements to the public realm – incorporating improved footpaths and a cycle way. In addition these designs explore how the addition of localized planting around the building can improve the street scene and biodiversity on Chapel Street.

- **Architecture and public realm enhancement**

There has been a strong focus from both the designers and the hotelier to achieve a high quality piece of signature architecture that responds to the aspirations of Salford City Council and the Maldron brand alike. This design process has extended beyond the constraints of the proposed hotel itself - into the wider public realm to deliver a building that is a response not only to its immediate site – but also the wider regeneration within the Greengate area and associated public realm.

- **Job creation**

Medium term jobs will be created through the construction phase and will be subject to a Local Labour Agreement to ensure that the people of Salford and Greater Manchester area have the opportunity to benefit from these.

Long term jobs will also be created within the completed hotel within a range of opportunities to include hotel managers, front of house, bar, restaurant, kitchen and cleaning etc.

There will also be a wider positive impact on the local economy and job opportunities through the wider supply chain and support network for the hotel.

- **Sustainability**

- o **Car and cycle parking position**

The hotel benefits from close proximity to a number of public car parks and as such it is not proposed to include dedicated on site provision – this is also a response to the highly sustainable city centre location and proximity to public transport. Cycle parking will be provided for the use of staff and guests in line with Salford City planning policy

- o **Commitment to maximises energy efficient measures**

The proposals have been designed with measures to reduce energy consumption throughout the building both in terms of embodied energy in the construction process and the energy used in its day to day operation. Materials have been selected to minimise pollution and toxicity

- o **Sustainable development near public transport**

The development is located within walking distance of both Salford Central and Manchester Victoria for rail and tram links, as well as several bus routes down Chapel Street into the city centres and further afield

- o **Aligned with Greater Manchester's Climate Change Agenda.**

The Greater Manchester Combined Authority declared a Climate Emergency in July 2019. The proposals upon a brown field city centre site – with carefully specified materials with sustainability and longevity in mind will make a positive contribution to the success of the agenda in Salford City