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VIA PLANNING PORTAL

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Dear Sir/Madam,

FULL PLANNING APPLICATION FOR THE INSTALLATION OF LOUVRES TO THE SHOPFRONT AND ASSOCIATED WORKS

102 MARKET STREET, MANCHESTER, M1 1PB

PLANNING PORTAL REF. PP-14738708

Savills is instructed by Wasabi Co Limited ("Wasabi") to submit a full planning application to Manchester City Council ("the Council") for the installation of louvres to the shopfront and associated works ("proposed development") at 102 Market Street, Manchester, M1 1PB ("the Site").

Accordingly, please find enclosed:

- Application form and Ownership certificate;
- Site location plan;
- Various drawings including:
 - Existing Elevation;
 - Existing Sections;
 - Proposed Elevation and Sections;
 - Acoustic Assessment (prepared by ACA Acoustics); and
 - Odour Control & Ventilation Assessment (prepared by Spiritus).

Payment of the appropriate fee of £588.00 has been made via the Planning Portal.

Site Description

The proposal relates to an existing vacant unit positioned on the corner of Market Street and Fountain Street. Access is taken from the pedestrianised section of Market Street, and the premises include the ground floor and basement. The building is understood to have residential uses located on the upper floors. Although situated within the Upper King Street Conservation Area, the property itself is not listed. It does, however, sit immediately adjacent to the Grade II listed Rylands Building at 109–127 Market Street.

Market Street is considered one of Manchester's key retail streets, with neighbouring occupiers including Mango and PureGym to the east and a Primark store to the west. The street falls within the allocated City Centre Primary Shopping Area. Market Street is pedestrianised whilst Fountain Street allows through traffic, with a signal controlled pedestrian crossing.

The Site was formally occupied by EE as a mobile phone shop, however it has been vacant since at least early 2025, following the opening of their replacement shop at 33 Market Street in June 2024. The Site has been vacant since and is currently boarded up.

Proposed Development

Offices and associates throughout the Americas, Europe, Asia Pacific, Africa and the Middle East.

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The application seeks planning permission for the installation of louvres to the shopfront on Fountain Street and its associated works, to facilitate the occupation of the unit as a Wasabi store.

The proposed development comprises the replacement of an existing glazed panel on the Fountain Street elevation with high-level louvred grilles and with powder-coated infill panels positioned below, in order to accommodate the required mechanical ventilation and extraction equipment serving the unit. The louvres are required to ensure appropriate ventilation of the premises, as there is no feasible internal route to the roof level due to the configuration of the building and its attachment to neighbouring properties on adjoining elevations. Consequently, the Market Street and Fountain Street elevations represent the only viable locations for ventilation infrastructure.

Planning Policy

This section of the letter details the most relevant national and local planning policy context for the Site and proposed development. It identifies relevant planning and land use documents which have informed and guided the proposed development from the outset to ensure compliance and against which it will be assessed. This section does not attempt to be exhaustive, and inclusion or omission does not necessarily indicate the importance or weight to be applied in the planning balance.

National Planning Policy

National Planning Policy Framework (December 2024)

The National Planning Policy Framework (NPPF) was revised in December (2024) and is the framework for the Government's planning policies for England. Section 2 of the NPPF (Achieving Sustainable Development) states that the "*purpose of the planning system is to contribute to the achievement of sustainable development*". Economic, social and environmental objectives must be delivered through the preparation and implementation of plans.

The NPPF includes a presumption in favour of sustainable development where applications either accord with an up-to-date development plan or where the benefits of the proposal outweigh any adverse effects.

Section 6 (Building a strong, competitive economy), para 85 opens with an important introductory statement:

"Planning policies and decisions should help create the conditions in which businesses can invest, expand and adapt. 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. The approach taken should allow each area to build on its strengths, counter any weaknesses and address the challenges of the future".

Section 15 (Conserving and enhancing the natural environment), para 187(e) speaks of preventing new and existing development from unacceptable levels of pollution, including from noise. It states that "development should, wherever possible, help to improve local environmental".

Section 16 (Conserving and enhancing the historic environment) notes design should be sustainable and should conserve heritage assets. The NPPF provides general advice on design and the conservation of heritage assets, to be read alongside the presumption in favour of sustainable development. Paragraph 202 of the NPPF, amongst other matters, seeks the conservation of heritage assets in a manner "appropriate to their significance". Paragraph 214 notes:

"Where a proposed development will lead to substantial harm to (or total loss of significance of) a designated heritage asset, local planning authorities should refuse consent, unless it can be demonstrated that the

substantial harm or total loss is necessary to achieve substantial public benefits that outweigh that harm or loss."

Local Planning Policy

Manchester's Local Development Framework – Core Strategy (July 2012)

In accordance with Section 38(6) of the Planning and Compulsory Purchase Act (2004) (as amended), applications should be determined in accordance with the development plan unless other material considerations indicate otherwise. The development plan relevant to the application site is the Manchester Local Plan – Core Strategy (July 2012) and the most pertinent policies are listed below:

- **Policy CC 1 (Primary Economic Development Focus: City Centre and Fringe)** notes that the provision of a range of economic development uses, such as retail, will be encouraged in the City Centre in line with Policy C1, to support the development of a vibrant employment location attractive to businesses, employees and visitors to the City Centre.
- **Policy CC 9 (Design and Heritage)** requires buildings to be of the highest standards in terms of appearance and function, with particular attention to be given to the City Centre context and character, and heritage assets should be preserved or enhanced.
- **Policy EN 3 (Heritage)** states proposals will be encouraged where the distinct historic and heritage features of its districts and neighbourhoods, are complemented and used to the advantage of the development.
- **Policy EN 16 (Air Quality)** required the Council to assess the appropriateness of new developments by taking into consideration the impacts on air quality.
- **Policy DM 1 (Development Management)** states all development proposals should have regard to the effects on amenity, including noise, air quality, and odours.

Shopfront and Signage Design Guide

The Council have adopted a Shopfront and Signage Design Guide, which is a material consideration relevant to the assessment of this application. The most relevant points are summarised below:

Ventilation

- The design, size, location and appearance of new equipment should avoid adverse impacts on the streetscene or the character of the shopfront.
- Ventilation louvres, grilles and other M&E equipment that materially alter a shopfront's appearance will generally not be supported, particularly where alternative locations (such as the rear elevation, roof or internal risers) are available. Where installation on a shopfront is unavoidable, it should be discreet and well integrated into the overall elevation.
- Within listed buildings, non-designated heritage assets and conservation areas, such installations will only be supported in exceptional circumstances.

Assessment

This section assesses the proposed development in light of the national and local planning policy context set out above.

Design

In design terms, the approach has been to minimise visual impact and ensure that the louvres are integrated within the existing shopfront layout. The louvres are proposed to be positioned at a high level within the double-height glazed elevation to Fountain Street, thereby maintaining transparency and active frontage at street level. Powder-coated infill panels are proposed beneath the louvres to create a cohesive and high-quality finish. The installation of the louvres is therefore designed to read as part of the overall architectural framing of the shopfront, rather than as exposed plant equipment.

Given the building's configuration, there is no feasible alternative location to the rear or roof, and the Market Street and Fountain Street elevations represent the only viable options. The design response has therefore focused on ensuring integration into the shopfront's existing layout. The louvres are contained within a defined glazed bay, aligned with the shopfront framing and finished in materials that complement the wider composition. As a result, although forming part of the shopfront, the installation remains visually discrete and compliant with the principles of the Council's shopfront guidance.

Heritage

The proposed development would not result in the loss of historic fabric, nor would they disrupt any architectural features or key views within the conservation area. The louvres are modest in scale, sensitively positioned and contained within the existing modern shopfront. As such, the scheme will preserve the character and appearance of the conservation area by avoiding harm to its significance. Furthermore, the reoccupation of a currently vacant and boarded unit within a key retail frontage will enhance the vitality and visual amenity of the area. The proposal therefore accords with Core Strategy Policies CC9 and EN3.

Amenity

The submitted Acoustic Assessment and Odour Control & Ventilation Assessment demonstrate that the proposed extraction system can operate without giving rise to unacceptable impacts in respect of noise, odour or air quality, consistent with Policies DM1 and EN16 and paragraph 187 of the NPPF. The proposed development will not adversely affect neighbouring residential occupiers located on the upper floors of the building.

Overall, the proposed development is proportionate and has been carefully considered, making it operationally necessary, design-led, and policy compliant. The development preserves the character and appearance of the conservation area, raises no unacceptable amenity impacts, and delivers clear benefits to the City Centre Primary Shopping Area.

Summary

In summary, the proposed development is considered acceptable in respect of amenity and design principles, representing an appropriate intervention that sits comfortably within the building, the surrounding street scene, and the local character and setting. The scheme will enable Wasabi to meet their operational requirements within the unit while bringing a vacant premises back into productive use. In doing so, it will contribute positively to the vibrancy of this part of the high street, supporting a more active and appealing environment for businesses, employees, and visitors. The proposal accords with the relevant policies of the development plan and the NPPF, insofar as they are material, and should therefore be supported.

I trust that the enclosed is in order and I look forward to receiving confirmation of registration in due course. Should you require any further information to support the application, please do not hesitate to contact me.



Yours sincerely,

Savills

Anisha Ahmed
Graduate Planner

Enc. As above