7th October 2026

Jack Naven
Development Management - Central Team
Manchester City Council
P.O. Box 532
Town Hall
Manchester
M60 2LA

Dear Jack

Forthcoming Asda Express, Victoria House, Great Ancoats Street, Manchester, M4 7AB
Application for Advertisement Consent - Installation of 6 no. internal hanging signs and 2 no. projecting signs

On behalf of our clients, ASDA Stores Limited, we are instructed to submit an application for Advertisement Consent in relation to Asda's forthcoming occupation of a unit a Victoria House, Great Ancoats Street.

As you are aware, Advertisement Consent was granted on 16th June 2026 (ref 145399/AO/2026), however the team have now advised of some desired changes to the signage scheme. We are therefore submitting a new application for the following which will supercede the previous Consent:

- North East elevation – change to the format of the main sign and relocation of the projecting sign
- South East elevation – change to the format of the main sign, addition of a projecting sign and addition of three internally hung product line signs
- South West elevation – an additional main sign

As a reminder, the vinyls on the southwest elevation of the unit were granted under the Non-Material Amendment 145398/NMC/2026 issued on 2nd April 2026.

The revised signage scheme reflects Asda's current branding for Express stores and we hope will agree it remains entirely suitable for this type of urban location and it appropriate to the setting of the building and the area.

We trust that the above information assists in the determination of the application. We would be happy to discuss any aspect of the application in further detail as required.

Yours sincerely



Katherine Sneeden MRTPI
Director