28 October 2026

VIA PLANNING PORTAL

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Dear Sir / Madam,

APPLICATION FOR EXPRESS ADVERTISEMENT CONSENT FOR THE INSTALLATION OF 2 NO. FASCIA SIGN AND 2 NO. PROJECTING SIGN ON MARKET STREET AND FOUNTAIN STREET FRONTAGES.

102 MARKET STREET, MANCHESTER, M1 1PB

PLANNING PORTAL REF. PP-15308184

On behalf of our client, Wasabi Co. Ltd ("Wasabi"), Savills is instructed to submit an application for express advertisement consent at 102 Market Street, Manchester, M1 1PB ("the site").

Accordingly, please find enclosed:

- Application form;
- Site Location Plan;
  Various drawings including;
  - Block Plan, prepared by Tanner Design (ref. TD25/WAS05/LP01);
  - Proposed Shopfront 1, prepared by Tanner Design (ref. TD25/WAS05/02.1);
  - Proposed Shopfront 2, prepared by Tanner Design (ref. TD25/WAS05/02.2);
  - Existing Shopfront 1, prepared by Tanner Design (ref. TD25/WAS05/EX02.1); and
  - Existing Shopfront 2, prepared by Tanner Design (ref. TD25/WAS05/EX02.2).

Payment of the appropriate fee of £174.00 has been made via the Planning Portal.

Site
This application relates to the proposed Wasabi Store, situated on the corner plot of Market Street and Fountain Street, Manchester. The premises to which this application relates comprises of the retail unit located within the basement and ground floor of the building. The unit comprises of flush shopfront glazing extending from the Market Street elevation, along the corner facade, to the Fountain Street elevation of the premises. Access to the retail unit is taken from the pedestrianised frontage at Market Street.

Market Street is predominantly characterised by commercial frontages and falls within the allocated City Centre Shopping Area. The store's neighbouring occupiers include Mango and PureGym to the east and a Primark store to the west, all of which comprise of similar advertisement along their commercial frontage.

An application was submitted and formally approved by Manchester City Council in August 2026 for the installation of two louvres at the premises which allowed for food preparation to be carried out at the Site, supporting retail purposes at this location (application ref. PLA-2026-000906). This application subsequently follows by providing the appropriate signage to support the occupation of the store by Wasabi.

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

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Proposal

The proposal seeks express advertisement consent for the installation of two internally illuminated facia signs (Signs A & B), and two internally illuminated double sided projecting signs (Signs C).

The proposed signage, as illustrated on the submitted drawings and described within the application form, seek to provide an improved shopfront appearance to allow for the beneficial conversion of the existing vacant commercial unit to an operating Wasabi store.

Policies

The development plan for the site comprises the Manchester Core Strategy 2012 - 2027 (Adopted 11 July 2012) and the Places for Everyone: Joint Local Development Plan 2022 – 2039 (Adopted 21 March 2024). The Unitary Development Plan was superseded by the Core Strategy, following its adoption in 2012, however certain policies are still considered of relevance to this proposal.

The Manchester Core Strategy: Development Plan Document 2012-2027 ("the Core Strategy") was adopted by Manchester City Council on the 11 July 2012. The following policies of the Core Strategy are considered of relevance to the proposal:

- **Policy EN3 (Heritage)** encourages new development to enhance and complement the distinct historic and heritage features within the City Centre.
- **Policy CC9 (Design and Heritage)** states that development in Manchester City Centre should preserve and enhance the nature and character of any designated conservation areas.

The Manchester UDP was superseded by the Core Strategy, following its adoption in 2012. However, the following policies have been carried over and remain of relevance to this proposal:

- **Policy 14 (Shopfronts and Related Signs)** states that applications for shop signs be considered only in the interests of amenity and public safety, and that any applications relating to advertisement signs should remain in keeping with the character of the building and the adjoining buildings, and the area to which the proposed advertisement is located.
- **Policy 15 (Advertisements Hoardings and Posters)** requires advertisement proposals to take account of the design, location and placement of the sign, and to consider the proposal in relation to the shopfronts surroundings.

Manchester City Council have adopted a Shopfront and Signage design guide which supports the Local Development Plan. This Supplementary Planning Guidance ("SPG") document is a material consideration relevant to the assessment of this application. This SPG refers specifically to fascia and projecting signage, stating the below:

- Signage must be proportionate to the building façade and should relate well toto the character, scale and architectural features of the building and the surrounding context.
- Any new signage should be limited to one fascia sign per elevation and should not conceal or obscure or damage any elements or detailing of a shopfront that positively contributes the surrounding area.

Assessment

Amenity

The proposal involves the installation of new signage positioned appropriately on the contemporary shopfront. The proposal would therefore not negatively interfere with architectural details of the building and is considered consistent with good design principles and the aforementioned policies.

The signage is well scaled and located on an area of the unit designed to accommodate such signage. The signage will remain consistent with the size, scale and placement of the projecting and fascia signs of neighbouring properties such as Mango and Pure Gym. The nature of the proposed signage is therefore considered to be sensitive to the character of the building and within the wider area along Market Street.

In summary, the proposed signage maintains a high standard of design, in keeping with the character and appearance of the building and its setting along Market Street. The signage has been sensitively designed to fit within appearance of the host building's contemporary shopfront and is not considered to be excessive or obstructive. The materials and form of illumination used are respectful, in keeping with, and complementary to the host building and its setting. The signage is an important improvement to the design of the current vacant unit to facilitate Wasabi's beneficial occupation. The signage accords with the relevant policy as set out above and is found acceptable in respect of amenity.

Public safety

The location of the signage is not considered harmful to pedestrians and vehicles, given the subtle appearance and illumination of the signage. The proposed signages will not interfere or obscure the general road usage for vehicles or any road signs and visibility splays. The proposed signage will replace the existing and is considered an appropriate location which will not interfere with the free flow of pedestrians outside the unit. The proposal therefore raises no public safety concerns.

Summary

The proposal is for the installation of signage to allow the beneficial occupation of the vacant unit by Wasabi. As noted above, the proposed fascia and projecting signs are not detrimental to the visual amenity of the building or wider area and will not impose any harm on public safety. The proposal is therefore considered compliant with the necessary regulations, national and local planning policy and it follows that there is full justification for approval of the application and the grant of advertisement consent.

I look forward to receiving confirmation that the application has been registered in due course and I would welcome the opportunity to discuss the details of the application with the appointed Case Officer at the earliest opportunity.

Should you require any further information, please do not hesitate to contact me.

Yours faithfully,

Savills

Thomas Quille
Senior Planner

Enc. As above