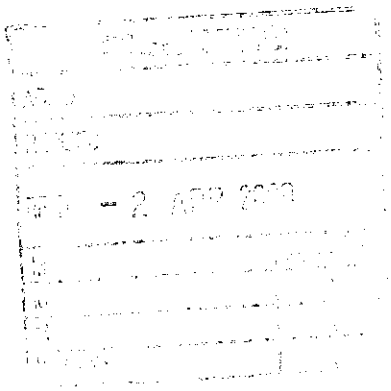
cityco

bringing the city together

The Head of Planning
Planning Department
Manchester City Council
Town Hall Extension
PO Box 563
Manchester
M60 3NY



25th March 2008

Dear Sir

Advertisement Hoarding, Ramada Renaissance Hotel, Deansgate

You are aware that Cityco is an independent not-for-profit company working on behalf of our members and city centre stakeholders. We have a mandate to represent the people and the businesses that are shaping the future of Manchester City Centre.

I consider the site at Ramada Renaissance Hotel, Deansgate to be a high-profile fulcrum to the retail offer for the city centre. It is a prominent and important retail footfall location. We know that the landowners are progressing pre-application discussions with you for the site's comprehensive redevelopment, and would warmly welcome the replacement of the existing un-flattering building.

In the interim, I welcome the proposals by Marketing Manchester and the land owner to shroud the vacant and derelict elevations with advertisement space cross-funding Marketing Manchester space. This will both improve the street environment at this popular end of Deansgate, and promote and publicise city events.

I therefore offer Cityco's support for this proposal.

Yours faithfully

Gordon Reid
Chief Executive