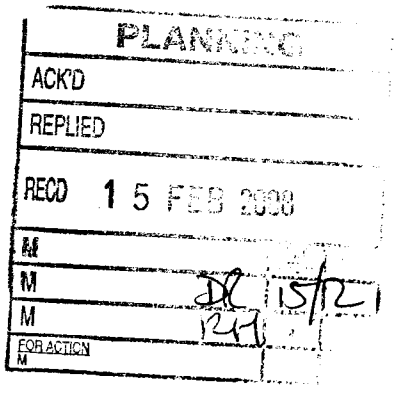
LEACH RHODES WALKER
ARCHITECTS

SA/MC//6312/C
13 February 2008

Manchester City Planning
Planning Dept
PO Box 463
Town Hall
Manchester
M60 3NY

For the attention of Mr T Mitchell



Dear Sirs

CROWNE PLAZA HOTEL, SHUDEHILL, MANCHESTER
Advertisement Application Lozenge Signs

Further to our meeting on site prior to Christmas where we discussed your preference for a different type of Crowne Plaza logo sign referred to as the "lozenge sign" and the subsequent telephone conversation at your suggestion between the developer, Mike Payton, and Dave Roscoe of the Planning Department, we have now commissioned alternative proposals for the lozenge from our signage manufacturer.

There are three lozenge signs located at high level on different elevations and the criticism was that the signs were only in a single plane and lacked depth. The preferred proposal responds to this criticism by forming the surround and the three banner elements of the logo in 'relief'. The oval surround to the signs are manufactured in stove enamelled stainless steel making the main elements of the sign 120mm deep above the background surround to the sign.

These individual elements, the oval and three banners are then faced in matching translucent material and lit internally illuminated. The overall colour of these elements will be gold and the back plate to the sign will be a burgundy stove enamelled. In essence, the lozenge will mimic the manufacturing methods of the individual Crowne Plaza lettering – which we believe you already consider to be acceptable.

This proposal meets the criteria we discussed and responds to your aspirations for city centre quality.

Our client has requested that manufacture should not commence until we receive your approval and as handover is imminent, I should be grateful if you would confirm whether this is acceptable to you as soon as possible.

Yours faithfully
For Leach Rhodes Walker

S ALDRED

cc John Millward
Mike Payton

Riverside
Manchester M3 5AA
t: +44 (0)161 833 0211
f: +44 (0)161 832 7757
e: info@lrw.co.uk
www.lrw.co.uk