

To whom it may concern

We are reaching out in relation to the proposed construction of the plaza at College Green. As tenants with our Irish flagship retail store in this area, we continue to be particularly adversely affected during the ongoing Luas works in the area. Two of the main tourist attractions (namely Bank of Ireland and Trinity College) have been surrounded by cage barriers, resulting in the area as a whole, suffering a dramatic decline in foot flow. Apart from the effect on lingering footfall in the area the whole area has looked very poorly in aesthetic terms.

Given that construction of the plaza is expected to take 18-24 months to complete, we would like to see Dublin City Council take corrective action in order to avoid the situation outlined above. We would like to suggest the placement of aesthetically attractive decorative hoardings in this area. These hoardings might visually document both the history of the College Green area and maybe show some visuals of what the finished project will look like.

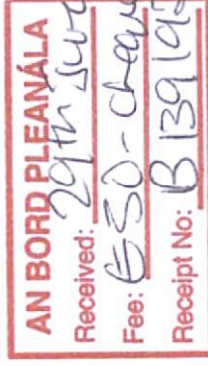
We would be interested to hear/see details of your plans in this regard.

Regards,



Michael Walsh

Marketing Director



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