

2013/605/1000

MURDOCH ASSOCIATES

CHARTERED TOWN PLANNERS

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Development Control.
Planning Services.
London Borough of Camden.
Town Hall,
Argyle Street,
London.
WC1H 8ND.

28th June 2013

Our Ref 4024/AP1

Dear Sir,

RECEIVED
- 1 JUL 2013
Culture & Environment

TOWN AND COUNTRY PLANNING CONTROL OF ADVERTISEMENT
REGULATIONS 2007.
GROSVENOR CASINO, 61/66 RUSSELL SQUARE, BLOOMSBURY, LONDON
WC1B 5SJ.

I am instructed by Grosvenor Casinos Ltd to submit an application seeking advertisement consent for a replacement signage scheme at this casino. This application comprises the following documents:-

1. Advertisement application forms.
2. This covering letter.
3. Site plan and Ashleigh Signs drawing pack.
4. Advertisement application fee of £110.

My clients have recently purchased a number of casinos that were previously owned and operated by Gala Casinos, of which this is one. As a result they have to replace the signage on the casinos partly because of their contractual obligations arising from the sale agreement but more importantly since they require the signage to reflect their ownership and operation of the casino rather than Gala's.

In order to ensure that this exercise can be undertaken as quickly as possible, my clients are simply proposing to retain and adapt the existing signage at the casino to reflect their own brand style and colour ways. The details of these new signs are shown on the application plans.

Since there are already existing signs in each of these locations, I trust that this simple replacement exercise will be acceptable to the Council and that the requested advertisement consent can be granted. While I believe that you have all the information necessary to determine this application, please do not hesitate to contact me if you have any questions or if you feel it would be helpful to visit the site again.

Yours faithfully,

[Redacted signature]