



**LONDON BOROUGH OF CAMDEN**  
**APPLICATION FOR CONSENT TO DISPLAY**  
**ADVERTISEMENTS**  
**Town & Country Planning**  
**(Control of Advertisements)**  
**Regulations 1989 (as amended)**

FOR OFFICE USE

Case File C/A

Reg. No. CA/ 94 80098

Date Rec'd 28-6-94

Please read notes overleaf before filling in this form. Complete all sections in BLOCK CAPITALS, and answer every question. (Completed forms (four copies, one of which must be originally signed), plus fee and drawings, should be sent to the address overleaf).

I apply for consent to display an advertisement and declare that to the best of my knowledge all the information contained in this form is correct.

SIGNED [Signature] Applicant/Agent.

Date 28<sup>th</sup> JUNE 1994

I enclose the appropriate fee of £ N/A by cheque/P.O. No. \_\_\_\_\_

For Finance Section Use:

Receipt No. \_\_\_\_\_

Date \_\_\_\_\_

Payee \_\_\_\_\_

Area: S NW NE

Cheque/PO £ \_\_\_\_\_

**1. Applicant**

Name: ALLIED OUTDOOR ADVERTISING LTD

Address: ALLIED HOUSE, 47/49 ABERAVON RD

LONDON Post Code: E3 5AR

Tel. No: 081 981 3788

**Agent** (if any) to whom all correspondence will be sent.

Name: N/A

Address: \_\_\_\_\_

Post Code: \_\_\_\_\_

Tel. No: \_\_\_\_\_ Ref: \_\_\_\_\_

**2. Address of Application Site**

146/148 CHARING CROSS ROAD

Post Code: WC2H 0LB

**3. Description of Proposed Advertisement(s)** Tick one or more boxes

☐ FASCIA SIGN(S) ☐ PROJECTING SIGN(S) ☒ HOARDING(S) ☐ OTHER SIGN(S)

If other please specify: \_\_\_\_\_ Period for which consent is sought: FIVE YEARS

**4. Details of Proposed Advertisement(s)**

a. Will the advertisement(s) be illuminated?

YES ☒ NO ☐

b. If yes, please state the type and location of illumination and degree of luminance (e.g. internally, externally, floodlighting etc.):

EXTERNAL OVERHEAD FLOODLIGHTING CONSISTING  
OF 240W TUBES GIVING MAX. LUMINANCE OF  
284 CD/M/SQ (BST) NORM. CD/M/SQ I.E. 100FT  
LAMBERT

c. Will the illumination be static?

YES ☒ NO ☐

If no, please give details of intermittent illuminations:

PRISMATIC DISPLAY (ULTRAVISION UNIT)

d. What are the dimensions of the advertisement(s) (including height above ground, extent of projection etc.):

TWO 6.405 x 3.35M ULTRAVISION POSTER  
PANELS DISPLAYED 4.5m ABOVE GROUND LEVEL.  
INCORPORATED WITHIN INFORMATION PANEL SCHEME AND ANTI-GRAFFITI FENCING.

e. In the case of a building, state the position to be occupied by the advertisement(s):

POSITIONED CENTRALLY EXPOSED FLANK WALL

f. Specify materials and colours of proposed sign(s):

g. List all plans and drawings submitted:

PL/ 265/P.A.

Enclose photographs of the existing building if possible. ENCLOSED

**5. Site Ownership and Use**

a. Does the applicant own the land or buildings concerned?

YES ☐ NO ☒

b. If no, has the permission of the owner or any other person entitled to give permission for the display of the advertisement been obtained?

YES ☒ NO ☐

c. What is the purpose for which the land or buildings is now used? VACANT OFFICES UNDER THREAT OF C.P.O. WITH  
RESPECT TO CROSSRATIL PROPOSAL.