

OFFICE USE

Appln. No. CA1831/cAckd. 26-11-71

O/L.A. _____

LONDON BOROUGH OF CAMDEN

TOWN AND COUNTRY PLANNING ACT, 1962

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS)
REGULATIONS, 1960

APPLICATION FOR CONSENT TO DISPLAY AN ADVERTISEMENT

1. Name, address and telephone number of applicant. (IN BLOCK LETTERS)	The Walter Reade Organisation (UK)Limited, 18, Tavistock Place, London, W.C.1 01-837 6323
2. If applicable, name and address of applicant's agent, to whom notices or other documents in respect of this application should be sent.	R. Davidson Limited, 101-105, Plough Road, S.W.11. 01-228 6511
3. Particulars of interest of applicant in the site to which advertisement is to be attached (e.g. freeholder, lessee, monthly tenant, prospective purchaser, etc.).	Lessee
4. Where applicant has no interest in the site, give the owner's name and address and the nature of the owner's interest in the site.	
5. Has the permission of the owner, or of any other person entitled to give permission, been obtained to the exhibition of the advertisement. (Name and address should be given.)	YES
6. Particulars of proposed advertisement - (a) Site of advertisement. (b) Nature of the advertisement. (Whether a hoarding, shop sign, overhanging sign. Dimensions of the advertisement; whether illuminated; height above ground, extent of projection, etc.). (c) If illuminated, state type of illumination and colour (i.e., whether neon, floodlighting, reflecting, intermittent, etc.). (d) In the case of a building state the position to be occupied by the advertisement.	(a) Pedestrian Concourse Foundling Estate Bloomsbury (b) 9ft wide x 7ft6ins high advertising stations. Bottom of display 1ft 3ins above ground level. Internally illuminated (c) Back lit by white fluorescent lamps. Constant (d) Shopwindow level at main entrance to Pedestrian concourse.
7. Does the application relate to any business, profession, trade or other activity carried on in the building or on the land.	Yes. The signs will bear the name of the adjacent Bloomsbury Cinema together with poster boxes advertising performances.
8. Period for which consent is required. (See Note 4.)	5 YEARS
9. Particulars of drawings and plans submitted with the application. (See Note 6.)	Copies of our drawing No.1711/711 showing block plan, position and lay-out of the proposed displays
10. Has application been made to the Greater London Council. (See Note 5.)	NO
11. Any additional information to which the applicant may wish to refer.	The two sites, which are to be identical, have been specifically set aside for advertising purposes.

Signed

Date

25/11/71

EXPLANATORY NOTES

(1) GENERAL

Under the Town and Country Planning (Control of Advertisements) Regulations, 1960, made under Sections 34, 35, 44, 63, 126 and 217 of the Town and Country Planning Act, 1962, all advertisements within the scope of the Regulations require consent before they can be lawfully displayed.

Applicants are referred to the Regulations themselves and to the Explanatory Memorandum thereon (Copies of which, together with the Town and Country Planning Act, 1962, may be obtained from H.M. Stationery Office) for information as to advertisements that do not come within the scope of the Regulations and as to other classes of advertisements which are deemed to receive consent under the Regulations themselves. In all cases application must be made to the Council for express consent and addressed to the Planning Officer at the undermentioned address. It is a condition of consent that permission must be obtained from the owner or occupier of the land or buildings where the advertisement is to be displayed.

(2) DEFINITION

"Advertisement" means any word, letter, model, sign, placard, board, notice, device or representation, whether illuminated or not, in the nature of, and employed, wholly or in part, for the purposes of advertisement, announcement or direction (excluding any such thing employed wholly as a memorial or as a railway signal), and without prejudice to the foregoing provision includes any hoarding or similar structure used, or adapted for use for the display of advertisements, and references to the display of advertisements shall be construed accordingly.

(3) ADVERTISEMENT FORMING PART OF THE FABRIC OF A BUILDING

When buildings are being erected, of which an advertisement forms an integral part, e.g. the name of a new cinema incorporated in the stonework of a building, or where alterations are being carried out involving the incorporation of an advertisement in the fabric of a building, these Regulations do not apply. Application for permission to display the advertisement should, in these cases, be included in the planning application for the development, and details should be clearly shown on the plans. The application in this case should also be made to the Council and addressed to the Planning Officer.

(4) PERIOD FOR WHICH ADVERTISEMENT IS REQUIRED

If consent for the display of an advertisement is required for a specific period only, this should be clearly stated on the application form. Attention is drawn to Regulation 18, which states that consent will not be granted for a period exceeding five years, and to Regulation 8, which enables the Council to require application to be made for express consent to the continued display of advertisements.

(5) THE LONDON BUILDING ACTS, 1930 TO 1939, PETROLEUM ACT, ETC.

The consent of the Greater London Council or the Borough Council may also be necessary in certain circumstances under other Acts and/or byelaws, e.g. London Building Acts, 1930 to 1939, Highways Act, 1959, Petroleum Consolidation Act, 1928. Examples of such cases are advertisements at theatres and other places licensed for public entertainment; buildings exceeding 250,000 cubic feet in extent used for purposes of trade, manufacture and for warehouse purposes; large garages and petrol service stations; from the structural aspect, in certain cases under the London Building Acts, or in respect of structures proposed in advance of the General Line of Buildings. Any consent granted under these Regulations will not relieve an applicant from his obligation to comply with the requirements of any other statute. On all questions arising under the London Building Acts, applicants are advised to consult the District Surveyor. Advice regarding advertisements involving structural alterations, lighting installations, etc. at places of public entertainments may be obtained from the Greater London Council, The County Hall, S.E.1.

(6) PLANS REQUIRED

Plans and drawings, in triplicate, are to be submitted with this application in sufficient detail to enable the Council to consider the application. If further information is required, the applicant will be informed. Plans should include a block plan showing the position of the advertisement, sign or hoarding, and its relation to the building and the nearest street with sufficient detail to enable the site to be identified. Other plans to an appropriate scale should show full dimensions, the nature of construction and, in the case of a sign, the height above the footway and the extent of projection from the building in addition to the position, size, type and wording of all existing advertisements.

THIS APPLICATION FORM, WHEN COMPLETED, SHOULD BE SENT TO -

The Planning Officer,
London Borough of Camden,
The Old Town Hall,
197, High Holborn, W.C.1.