



Planning and Communications Department
Old Town Hall
197 High Holborn
London WC1V 7BG
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B. Schlaffenberg Dr Arch (Rome), Dip T P, M T P I
Director of Planning and Communications

R. Davidson Ltd
101-105 Plough Road
S.W.11.

Date **17 FEB 1972**

Your reference **JRW/SR**

Our reference **CA/1831/C(R)**

Telephone inquiries to: **Mr. Jones**

Ext. **143**

Dear Sir(s) or Madam,

TOWN AND COUNTRY PLANNING ACTS, 1962/68

The Town and Country Planning (Control of Advertisements) Regulations, 1969

Consent to display advertisements

The Borough Council, in pursuance of powers under the above-mentioned Regulations, hereby consents to the advertisement referred to in the schedule below (in accordance with the plans submitted), for the period and subject to the conditions specified in the undermentioned schedule.

This consent is given subject also to due compliance with any local Acts, Regulations, Building Byelaws and general Statutory Provisions in force in the area and is without prejudice to the rights of the Greater London Council under Part IV of the London Building Acts (Amendment) Act, 1939, and Petroleum (Regulations) Acts, 1928 and 1936, and in relation to the powers of the Council as licensing authority for theatres and places of public entertainment. Nothing herein shall be regarded as dispensing with such compliance or be deemed to be a consent by the Greater London Council thereunder. No action will be taken under the Lamp and Sign Bye-laws during the currency of this consent.

This consent does not modify or affect any personal or restrictive covenants applying to the land or the rights or any person entitled to the benefit thereof. Your attention is particularly drawn to the need to comply with the requirements of the London Electricity Board.

Schedule

Date of Application: **25th November 1971**

Plans submitted; Reg. No. **1831C(R)**

Your No. **17117 11. A**

Particulars of advertisement: **Bloomsbury Cinema, Brunswick Centre, W.C.1.**

Two identical illuminated display units width 9'0" (2.74m) height 7'6" (2.29m) overall height 8'9" (2.67m) to read "BLOOMSBURY CINEMA" and a directional arrow in metal face panel fret-cut to show opal letters above panel for display of film posters.

Period of consent: **1st March 1972** to **28th February 1977**

Standard conditions:

- (1) All advertisements displayed, and any land used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the local planning authority.
- (2) Any hoarding or similar structure, or any sign, placard, board or device erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition to the reasonable satisfaction of the local planning authority.
- (3) Where any advertisement is required under these regulations to be removed, the removal thereof shall be carried out to the reasonable satisfaction of the local planning authority.

Additional conditions:

- (4) The installation shall comply with the regulations governing high-voltage electric discharge lamps contained in the current edition of the Regulations for the Electrical Equipment of Buildings issued by the Institute of Electrical Engineers.

No intermittent lighting to be used.

The installation shall be designed, installed and maintained on conformity with the British Standard Code of Practice C.P. 1006: 1955, General Aspects of Radio Interference Suppression.

- (5) **The lettering to be used on the display units shall be of similar style to that to be used on the Bloomsbury Cinema entrance.**

Reasons for conditions (other than conditions 1, 2 and 3), or period of consent (if less than full period).

- (4) In order to preserve amenity.
- (5) **It is considered that the use of conflicting lettering styles would tend to detract from visual amenity in the vicinity.**

Yours faithfully,

Planning Officer

NOTE: An applicant aggrieved by any conditions imposed by the Borough Council other than the Standard Conditions 1, 2 and 3, may appeal to the Minister of Local Government and Development under Regulation 22 of the Town and Country Planning (Control of Advertisements) Regulations, 1969, by notice in writing to the Minister within one month from the receipt of this decision.