

CA 1

**London Borough of Camden  
Planning and Communications Department**

*Borough Ref: CA 2167  
Registered No 8480273  
Date received: 14/12/84*

You are advised to read the accompanying notes before completing any part of this form.

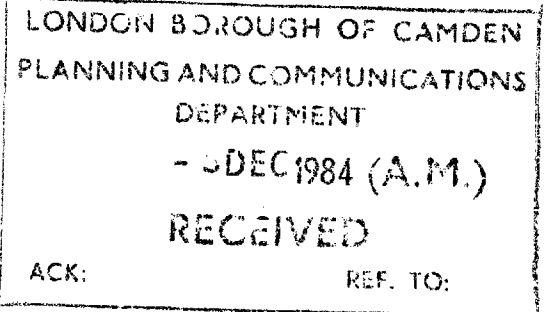
**APPLICATION FOR CONSENT TO DISPLAY AN ADVERTISEMENT**

**Town and Country Planning Act 1971**

The Town and Country Planning (Control of Advertisements) Regulations 1969/1974

One completed copy of this form and three copies of the drawing specified overleaf (see note 3) should be sent to:-

The Director of Planning & Communications  
Camden Town, Argyle Street Entrance,  
Euston Road, London, WC1H 8EQ.



**1. APPLICANT (Block capitals please)**

Full Name **SPENCER INDUSTRIAL INVESTMENTS LIMITED,**  
Address **69 GREAT RUSSELL STREET,  
LONDON W.C.1**  
Tel. No. **430 0411**

**2. AGENT (if any) (Block capitals please)**

Full Name **CHAPMAN TAYLOR PARTNERS,  
CHARTERED ARCHITECTS,**  
Address **145 KENSINGTON CHURCH STREET,  
LONDON W8 7LS**  
Tel. No. **727 8020  
(BUT PLEASE RING 405 8182)**

**3. Full postal address or location of the land on which the advertisement is to be displayed.**

**24-28 BLOOMSBURY WAY,  
LONDON W.C.1**

**4. State the purpose for which the land or building is now used.**

**BUILDING SITE**

**5. (a) Has the applicant an interest in the land?**  
Yes/~~No~~

(b) If not, has the permission of the owner or of any other person entitled to give permission for the display of the advertisement been obtained? (See Note 4).  
Yes/No

**6. State the nature of the advertisement (e.g. hoarding, shop sign, projecting sign, etc.).**

**HOARDING**

**7. (a) Will the advertisement be illuminated?**  
Yes/~~No~~

(b) If so state the type of illumination (e.g. internally, externally, floodlighting, etc.).

**FLOODLIGHTING**

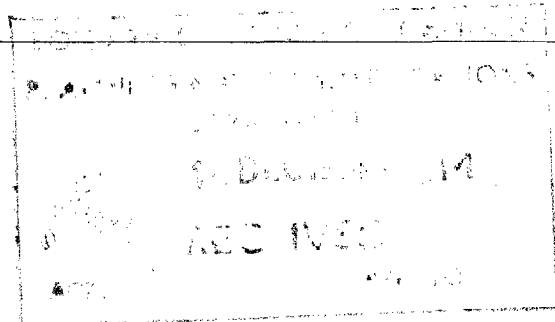
(c) Will the illumination be static or intermittent?

**INTERMITTENT (IE NOT AFTER 10.00PM)**

**8. Period for which consent is sought (See Note 2).**

**JANUARY 1985 - SEPTEMBER 1985 (APPROX.)**

**9. Any additional information which the applicant may wish to supply.**



*Chapman Taylor Partners*  
Signed.....

Date **3rd DECEMBER 1984**

## **NOTES**

### **GENERAL**

1. Under the Town and Country Planning (Control of Advertisements) Regulations 1969/1974 many outdoor advertisements require express consent before they can be lawfully displayed. Applicants should refer to the Regulations for details.

### **PERIOD OF CONSENT**

2. Normally the maximum period for which consent may be granted is 5 years. The Council may not grant consent for a longer period without special approval from the Secretary of State for the Environment. If consent is required for a specific period of less than 5 years this should be stated in reply to question 8.

### **DRAWINGS REQUIRED**

3. The drawing can be in black and white on paper. It should show the size of the advertisement and its position on the land or the building in question. In the case of a sign it should also give the materials to be used, fixings, colours, height above the ground and, where it would project from a building, the amount of the projection. The drawing should include the site location plan which need not be to scale but should have sufficient detail to enable the site to be identified.

### **OWNER'S CONSENT**

4. It is a condition of every consent granted by or under the Regulations that before the advertisement to which the consent relates is displayed, the permission of the owner of the land or other person entitled to grant permission shall be obtained.

### **OTHER CONSENTS**

5. Consent under the Town and Country Planning (Control of Advertisements) Regulations 1969/1974 does not relieve the applicant from obtaining any other consents which may be necessary, eg under the Petroleum Acts, the London Building Acts, etc.