

METROPOLITAN BOROUGH OF ST. PANCRAS
TOWN AND COUNTRY PLANNING ACT, 1947.
TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS)
REGULATIONS, 1948.

BOROUGH OF ST. PANCRAS
Engineer & Surveyors Dept.
REC'D 27 MAR 1954

Application for consent to display an advertisement.

1. Name, address and telephone number of Applicant (IN BLOCK LETTERS).	ALPHA NEON SIGNS LTD 148 BOLLO BRIDGE RD ACTON W3
2. Application made on behalf of: (if different from (1) Name and address to be given).	GALA CINEMAS LTD 30 TOTTENHAM COURT RD
3. Particulars of interest of applicant (or his client) in the site to which advertisement is to be attached (e.g. free-holder, lessee, monthly tenant, prospective purchaser, etc.).	OWNERS
4. Where applicant or his client 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).	/
6. Particulars of Proposed Advertisement. (a) Site of Advertisement. (b) Nature of 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 discharge tube (neon), floodlighting, reflecting, intermittent, etc.). (d) In the case of a building state the position to be occupied by the advertisement.	BERKELEY CINEMA. 30. TOTTENHAM COURT RD UPRIGHT V SIGN 10'0" x 2'0" LOWEST POINT 15'0" FROM GROUND NEON GLASS LETTERS F/BLUE OR PINK POSITION OF SIGN LEFT OF ENTRANCE MAX PROJECTION 20"
7. Does the application relate to any business, profession, trade or other activity carried on in the building or on the land.	YES
8. Period for which consent is required. (See Note 5).	3 YEARS
9. Particulars of Drawings and Plans submitted with the application. (See Note 7).	2 COPIES FRONT ELEVATION & BLOCK
10. Has application been made to the London County Council. (See Note 6).	NOT NECESSARY
11. Any additional information to which the applicant may wish to refer.	EXISTING SIGN. SHOWN

DATE

26. 3. 54

SIGNED

David Little