



Metropolitan Borough of Saint Pancras,

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DISA

C. S. BAINBRIDGE,
M.I.C.E., F.R.I.C.S., M.I.MUN.E.
(Chartered Civil Engineer & Surveyor)
BOROUGH ENGINEER & SURVEYOR.

*Engineer & Surveyor's Department,
Saint Pancras Town Hall,
Euston Road, London, N.W.1.*

TO WHOM ALL COMMUNICATIONS
SHOULD BE ADDRESSED.

7a/WB
AG.596

18th May, 1954

Dear Sir,

Town and Country Planning Act, 1947.

The Town & Country Planning (Control of Advertisements)
Regulations, 1948.

Consent to Display Advertisements.

Berkeley Cinema, 30 Tottenham Court Road, W.1.

The Borough Council, in pursuance of powers under the above-mentioned Regulations delegated to it by the London County Council 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 under-mentioned schedule.

(where applicable)

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 London County Council under Section 22 of the London Building Act, 1930, and Part IV of the London Building Acts (Amendment) Act, 1939, the Petroleum (Regulation) Acts, 1928 and 1936, and in relation to the powers of that 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 London County Council thereunder.

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: 26.3.54

Plans submitted No: 596/P.1

Applicant's No: -

Particulars of
advertisement:

A vertical sign consisting of two conjoined panels lettered to read "BERKELEY" and illuminated with neon tube to glow blue. Height 10', projection 1'6", overall height 25'0".

The Alpha Neon Signs Ltd.,
148, Bollo Bridge Road,
W.3.

Period of consent: From 1st June, 1954 TO 31st May, 1957

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 Borough Council.
- (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 Borough Council.
- (3) Where any advertisement is required under the Regulations to be removed, the removal thereof shall be carried out to the reasonable satisfaction of the Borough Council.

Additional Conditions:-

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

Yours faithfully,

BOROUGH ENGINEER AND SURVEYOR.

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 Town and Country Planning under Regulation 20 of the Town and Country Planning (Control of Advertisements) Regulations, 1948, by notice in writing to the Minister within one month from the receipt of this decision.