

TOWN AND COUNTRY PLANNING ACT 1947

TOWN AND COUNTRY PLANNING (CONTROL  
OF ADVERTISEMENTS) REGULATIONS, 1948

BOROUGH OF HOLBORN,  
HOUSING & PLANNING  
DEPT

23 AUG 1956

Application for consent to display an advertisement

CA 724

1. Name, address and telephone number of applicant (IN BLOCK LETTERS)  
CLEMSON & MERCER.  
71 HIGH HOLBORN.  
W.C.1.  
CHA.6651
2. Application made on behalf of: (If different from 1. Name and address to be given)  
MULLEN & LUMSDEN LTD.,  
41 EAGLE STREET,  
W.C.1.
3. Particulars of interest of applicant (or his client) in the site to which advertisement is to be attached (e.g. freeholder, lessee, monthly tenant, prospective purchaser, etc)  
FREEHOLDERS.
4. Where applicant or his client has not 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  
39/40 EAGLE STREET.
  - (b) Nature of the Advertisement, (whether a hoarding, shop sign, overhanging sign)  
Agents board relating to new building.  
Dimension of the advertisement, whether illuminated; height above ground, extent of projection, etc.  
6' x 8" not illuminated.

6. Particulars of Proposed Advertisement (continued)

(c) If illuminated, state type of illumination and colour (i.e. whether discharge tube (neon), floodlighting, reflecting, intermittent, etc.)

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(d) In the case of a building state the position to be occupied by the advertisement.

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7. Does the application relate to any business, profession, trade or other activity carried on in the building or on the land.

YES In connection with letting the building.

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8. Period for which consent is required.

2 years.

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9. Particulars of Drawings and Plans submitted with the application.

Drawing of proposed board.

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10. Has application been made to the London County Council

NO.

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11. Any additional information to which the applicant may wish to refer.

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Signed .....

Date .....