

BOROUGHS ARCHITECT'S
 DEPARTMENT.
 14 MAR 1957
 TOWN AND COUNTRY PLANNING ACT, 1947
 TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS)
 REGULATIONS, 1948

KMP

Application for consent to display an advertisement.

CA.791

P.1628

1. Name, address and telephone number of applicant (IN BLOCK LETTERS)

THE FRANCO-BRITISH ELECTRICAL CO., LTD.,
 25/27, Oxford Street,
 LONDON, W. 1.
 Gerrard 5112

2. Application made on behalf of: (if different from (1) (Name and address to be given).

The Sun Electrical Co. Ltd.,
 118 - 124, Charing Cross Road,
 LONDON, W. C. 2.

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.)

Lessee

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).

Our customers are submitting drawings to the freeholders.

6. Particulars of Proposed advertisement:-

(a) Site of Advertisement, The Sun Electrical Co., Ltd., 118-124, Charing Cross Road, London, W. C. 2.

(b) Nature of the Advertisement, (whether a hoarding, shop sign, overhanging sign), Illuminated fascia sign "120 The Sun Electrical Co Ltd 118" and two single sided box signs "Trade Counter" and "Showrooms and Offices", see drawings attached.

Dimension of the advertisement; whether illuminated; height above ground, extent of projection, etc.

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.).

Fascia sign, letters internally illuminated, lime green.

Two single sided box signs above entrances, white illumination.

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

Fascia, and entrance doorways.

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).

Three years

9. Particulars of Drawings and Plans submitted with the application (See Note 7).

Elevation, section, details of box signs and block plan.

10. Has application been made to the London County Council (See Note 6).

NO

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

THE FRANCO-BRITISH ELECTRICAL CO., LTD.,

Signed *W.L. Ellis* O. J. ELLIS, Chief Engineer.

Date 12th March, 1957.