

TOWN AND COUNTRY PLANNING ACT 1947

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

Application for consent to display an advertisement CA 865

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1. Name, address and telephone number of applicant (IN BLOCK LETTERS) DESIGN RESEARCH UNIT,
37 PARK STREET,
LONDON, W.1.

MAYfair 9255
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2. Application made on behalf of: (If different from 1. Name and address to be given) BRITISH OLIVETTI LIMITED
10 BERKELEY SQUARE,
LONDON, W.1.
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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
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4. Where applicant or his client has not interest in the site, give the ~~owner's~~ landlord's name and address and the nature of the owner's interest in the site. KELIHER, HUDSON & KEARNS LTD
HATFIELDS,
LONDON, S.E.1.
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5. Has the permission of the landlord ~~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, ALSO THE HEAD LANDLORDS THROUGH THEM.
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6. Particulars of Proposed advertisement:-
- (a) Site of Advertisement 115 KINGSWAY, LONDON, W.C.1.
- (b) Nature of the Advertisement, (whether a hoarding, shop sign, overhanging sign) OVERHANGING SIGN
Dimension of the advertisement, whether illuminated; height above ground, extent of projection, etc. 3'6" x 1'2" x 6"
ILLUMINATED
8'6" ABOVE GROUND
3'10" PROJECTION

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.)

GREEN NEON BACKGROUND LIGHT WITH BLACK LETTERS

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

AT GROUND FLOOR SHOP FASCIA LEVEL

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.

INFINITE PERIOD

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

1205/1 SHOWING SITE LOCATION AND POSITION ON WALL

1205/2 SIGN DETAILS

10. Has application been made to the London County Council

NO

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

Signed

Alu Lubson

Date

8th. October. 1957.....