

METROPOLITAN BOROUGH OF HOLBORN

HOUSING AND PLANNING DEPARTMENT

Town Hall, High Holborn, W.C.1.

S.A.G. Cook, A.R.I.B.A.  
Borough Architect

Our Ref: WHP/PMB  
Your Ref: 1205/AG/E1

The Secretary,  
Design Research Unit,  
37, Park Street,  
W.1.

8th November, 1957.

Dear Sir,

Town and Country Planning Act, 1947  
Town and Country Planning (Control of  
Advertisements) Regulations, 1948.

Consent to Display Advertisements

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 overleaf (in accordance with the plans submitted) for the period and subject to the conditions specified in the undermentioned schedule.

This consent is given subject also to due compliance with any local Acts, regulations, building by-laws 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 Acts, 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 of any person entitled to the benefit thereof.

P.T.O.

S C H E D U L E

Date of application:- 8th October, 1957

Plans submitted No:- Two

Applicant's No: C.A.865

Particulars of advertisement:- Internally illuminated projecting sign at 115, Kingsway, W.C.2.

Period of Consent From:- 8th Nov. 1957 To:- 7th Nov. 1960

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 & 3 or period of  
consent (if less than  
full period))

Yours faithfully,

Borough Architect

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. Notice of such appeal must also be sent to the Borough Council.

