

OFFICE USE

Appln. No.

Ackd.

O/L.A.

ST. PANCRAS BOROUGH COUNCIL

TOWN AND COUNTRY PLANNING ACT, 1947

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS)
REGULATIONS, 1948, AND AMENDMENT REGULATIONS, 1949 AND 1951

APPLICATION FOR CONSENT TO DISPLAY AN ADVERTISEMENT

1. Name, address and telephone number of Applicant. (IN BLOCK LETTERS)	MESSRS. GALLAHER LTD. VIRGINIA HOUSE, PULTON PLACE, S.W.6.
2. Application made on behalf of: (if different from (1)) (Name and address to be given)	MR. G.B. ARCARI 36, PANCRAS ROAD, N.W.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.)	Lessee
4. Where applicant or his client has no 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.)	THE IMPROVED INDUSTRIAL DWELLINGS CO. LTD. COBURG HOUSE GREENCOAT PLACE, S.W.1.
6. Particulars of Proposed Advertisement. (a) Site of Advertisement. (b) Nature of the Advertisement. (Whether a hoarding, shop sign, overhanging sign. Dimensions of the advertisement; whether illuminated; height above ground, extent of projection, etc.) (c) If illuminated, state type of illumination and colour (i.e., whether neon, floodlighting, reflecting, intermittent, etc.) (d) In the case of a building state the position to be occupied by the Advertisement.	36, PANCRAS ROAD, N.W.1. Illuminated Projecting Sign Height above ground - 8ft. 6 ins. Projecting - 31½ ins. Height 21ins. Width 7 ins. Internal Static Illumination Left hand side of shop front below fascia
7. Does the application relate to any business, profession, trade or other activity carried on in the building or on the land.	Tobacconist
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.)	Two site plans. Two elevations of shop Two drawings of sign.
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.	

Signed

Walter John Gallaher Ltd.

Date 18.4.58.

EXPLANATORY NOTES

(1) GENERAL

Under the Town and Country Planning (Control of Advertisements) Regulations, 1948, and Amendment Regulations, 1949-1951, made under Section 31 of the Town and Country Planning Act, 1947, all advertisements within the scope of the Regulations require consent before they can be lawfully displayed.

Applicants are referred to the Regulations themselves and to the Explanatory Memorandum thereon (Copies of which together with the Town and Country Planning Act, 1947, may be obtained from H.M. Stationery Office) for information as to advertisements that do not come within the scope of the Regulations and as to other classes of advertisements which are deemed to receive consent under the Regulations themselves. *In all other cases application must be made to the local planning authority for express consent.* (See Note 2.) It is a condition of consent that permission must be obtained from the owner or occupier of the land or buildings where the advertisement is to be displayed.

(2) ADMINISTRATION

In accordance with its powers under Section 114 of the Town and Country Planning Act, 1947, the London County Council being the Local Planning Authority for the Administrative County of London has delegated its functions under the Town and Country Planning (Control of Advertisements) Regulations, 1948, to the Metropolitan Borough Councils and to the Common Council of the City of London.

(3) DEFINITION

"Advertisement" means any word, letter, model, sign, placard, board, notice, device or representation, whether illuminated or not, in the nature of, and employed, wholly or in part, for the purposes of advertisement, announcement or direction, and without prejudice to the foregoing provision includes any hoarding or similar structure used, or adapted for use for the display of advertisements, and references to the display of advertisements shall be construed accordingly.

(4) ADVERTISEMENT FORMING PART OF THE FABRIC OF A BUILDING

When buildings are being erected, of which an advertisement forms an integral part, e.g., the name of a new cinema incorporated in the stonework of a building, or where alterations are being carried out involving the incorporation of an advertisement in the fabric of a building, these Regulations do not apply. Application for permission to display the advertisement should, in these cases, be included in the planning application for the development, and details should be clearly shown on the plans. The application in this case should be made to the London County Council, or in the case of buildings in the City of London, to the Corporation of London.

(5) PERIOD FOR WHICH ADVERTISEMENT IS REQUIRED

If consent for the display of an advertisement is required for a specific period only this should be clearly stated on the application form. Attention is drawn to Regulation 18, which states that consent will not be granted for a period exceeding three years, and to Regulation 8, which enables the Borough Council to require application to be made for express consent to the continued display of advertisements.

(6) THE LONDON BUILDING ACTS, 1930 TO 1939, PETROLEUM ACTS, ETC.

The consent of the London County Council may also be necessary in certain circumstances under other Acts and/or byelaws, e.g., London Building Acts, 1930 to 1939, Metropolis Management and Building Acts (Amendment) Act, 1878, Petroleum (Regulation) Acts, 1928 and 1936. Examples of such cases are, advertisements at theatres and other places licensed for public entertainment; buildings exceeding 250,000 cubic feet in extent used for purposes of trade, manufacture and for warehouse purposes; large garages and petrol service stations; from the structural aspect in certain cases under the London Building Acts, or in respect of structures proposed in advance of the General Line of Buildings. Any consent granted under these Regulations will not relieve an applicant from his obligations to comply with the requirements of any other statute. On all questions arising under the London Building Acts, applicants are advised to consult the District Surveyor whose name and address may be obtained from the Borough Council. Advice regarding advertisements involving structural alterations, lighting installations, etc. at places of public entertainments may be obtained from the London County Council, County Hall, Westminster Bridge, S.E.1.

(7) PLANS REQUIRED

Plans and drawings, in duplicate, are to be submitted with this application in sufficient detail to enable the Borough Council to consider the application. If further information is required, the applicant will be informed. Plans should include a block plan (on a scale of 88 feet to one inch) showing the position of the advertisement, sign or hoarding, and its relation to the building and the nearest street with sufficient detail to enable the site to be identified. Other plans to the scale of 8th or 16th of an inch to one foot, as appropriate, should show full dimensions, the nature of construction and, in the case of a sign, the height above the footway and the extent of projection from the building in addition to the position, size, type and wording of all existing advertisements.

THIS APPLICATION FORM, WHEN COMPLETED, SHOULD BE SENT TO:-

The Borough Engineer and Surveyor,
St. Pancras Town Hall,
Euston Road, N.W.1.