0/L. A.

ST. PANCRAS BORGE

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENT REGULATIONS 1960

2. Application made on behalf of: (if different from (i)) (sees and address to be given)  3. Particulars of interest of applicant (of his client) in the site to which advertisement is to be attached (o.g. freeholder, leases, nonthly teamst, prospective purchaser, etc.)  4. Where applicant or his client has me interest in the site of the current persons entitled to give permission, bean obtained to the catalbition of the owner, or of any other persons entitled to give permission, bean obtained to the catalbition of the owner is name and address should be given.  5. Has the permission of the owner, or of any other persons entitled to give permission, bean obtained to the catalbition of the owner's interest. (Name and address should be given.)  6. Particulars of Proposed Advertisement. (Whether a hoarding, shops sign, overhanging sign plansations of the advertisement. (Whether a hoarding, shops sign, overhanging sign projection, etc.):  (a) Nature of the Advertisement. (Whether a hoarding, shops sign, overhanging sign projection, etc.):  (b) Nature of the Advertisement. (Whether a hoarding, shops sign, overhanging sign projection, etc.):  (c) If illustancied, state type of fillusination and colour (i.e., whether neon, floodlishting, reflecting, intermittent, etc.):  (d) In the case of a building state the position to be occupied by the Advertisement.  7. Does the application relate to any business, profession, trade or other activity carried on in the building or on the land.  8. Period for which consent is required. See Note 5.)  Three years.  9. Particulars of Drawings and Plans submitted with the application. (See Note 6.)  No.  10. Has application been made to the London County Council (See Note 6.)  We see to remove two ensmelled iron plates and one bracket.	1	Name, address and telephone number of Applicant.	Willing Lumi-Neon Ltd.,
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Date 25th November, 1960.

Lumi-Neon Ltd.

# **EXPLANATORY NOTES**

#### (1) GENERAL

Under the Town and Country Planning (Control of Advertisements) Regulations, 1960, made under Sections 31, 32 and 111 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, 1960, 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 (excluding any such thing employed wholly as a memorial or as a railway signal), 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 five 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, Westminister 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 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 indentified. Other plans to the scale of  $\frac{1}{8}$ th or  $\frac{1}{16}$ th 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.