



Metropolitan Borough of Saint Pancras.

C. S. BAINBRIDGE,
M.I.C.E., F.R.I.C.S., M.I.MUN.E.
(Chartered Civil Engineer & Surveyor)
BOROUGH ENGINEER & SURVEYOR.

TO WHOM ALL COMMUNICATIONS
SHOULD BE ADDRESSED.

Our Ref: 7D/PG
AC.699/A

Engineer & Surveyor's Department,
Saint Pancras Town Hall,
Euston Road, London, N.W.1.

13th January, 1961.

Dear Sir,

TOWN AND COUNTRY PLANNING ACT, 1947.
The Town and Country Planning (Control of Advertisements)
Regulations, 1960.
Refusal of consent to display of Advertisement.

153, Kentish Town Road.

The Borough Council, in pursuance of powers under the above-mentioned Regulations delegated to it by the London County Council hereby refuses consent to the advertisement referred to in the undermentioned schedule (as shown on the plans submitted).

Where applicable.

SCHEDULE

Date of Application: 25th November, 1960.

Plans submitted No: AC.699/A/P1

Site of advertisement and description thereof:

An advertisement panel, lettered "WHOLESALE - POTTS - WHOLESALE" in white on a light blue ground and "PLAYERS TIPPED" in light blue "BACHELOR" in dark blue on a white ground, non-illuminated, to be erected at first floor level. Height 9'6", length 14'0" and overall height 20'6".

Reasons for refusal:

On the grounds that it is considered that there is already sufficient advertising matter upon these premises and that any addition thereto would be prejudicial to the appearance of the building and thereby detrimental to the amenities of the neighbourhood.

Yours faithfully,

Borough Engineer and Surveyor

Note:

An applicant aggrieved by the refusal of consent to display an advertisement may appeal to the Minister of Housing and Local Government under Regulation 20 of the above-mentioned Regulations 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.

The Secretary,
Willing Lumi-Neon Ltd.,
2, Hertford Road,
N.1.