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Metropolitan Borough of Holborn

CA945

TOWN AND COUNTRY PLANNING ACT 1947

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

Application for consent to display an advertisement

1. Name, address and telephone number of applicant
(IN BLOCK LETTERS)

BUSH SIGNS LTD.
61 BEACONSFIELD RD.
BRIGHTON, SX.

2. Application made on behalf of:
(if different from 1, name and address to be given)

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.)

Agent for Owner

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)

6. Particulars of proposed advertisement:—

- (a) Site of advertisement

Ambassadors Theatre, West St, Cambridge Circus.

- (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.

Title panel 12' x 9'

Fluorescent tube illumination

Fixed within the existing confines of the existing canopy
16'0" above ground

6. Particulars of proposed advertisement (continued)

(c) If illuminated, state type of illumination and colour (e.g., whether discharge tube (neon), floodlighting, reflecting, intermittent, etc.)

hot cathode tubes

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

Corner site - first to second floor.

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

Max.

9. Particulars of Drawings and Plans submitted with the application

Drawing showing sign detail - site position - block plan

Note :—2 copies required

10. Has application been made to the London County Council?

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

This sign is proposed to replace existing neon installation.

Signed

J. H. B. R. P. M. R. R. R.

Date15/4/58.....

NOTES.

1(a). Where, on application being made for consent under the Town and Country Planning (Control of Advertisements) Regulations, 1948, consent is refused by the local planning authority or is granted by them subject to conditions, the applicant may appeal to the Minister:

Provided that the Minister shall not be required to entertain an appeal under Regulation 20 if it appears to him, having regard to the provisions of the aforesaid Regulations, that consent for the display of advertisements in respect of which application was made could not have been granted by the local planning authority, or could not have been granted otherwise than subject to the conditions imposed by them.

1(b). Any person who desires to appeal under Regulation 20 of the Town and Country Planning (Control of Advertisements) Regulations, 1948, shall give notice of appeal in writing to the Minister within one month from the receipt of notification of the local planning authority's decision, or such longer period as the Minister may allow and shall furnish to the Minister a copy of the following documents:—

- (i) the application made to the local planning authority;
- (ii) all relevant plans and particulars submitted to them;
- (iii) the notice of the decision, if any;
- (iv) all other relevant correspondence with the authority.

1(c). The Minister may, if he thinks fit, require the applicant or the local planning authority to submit within a specified period a further statement in writing in respect of any of the matters to which the appeal relates, and if, after considering the grounds of the appeal and any such further statement, the Minister is satisfied that he is sufficiently informed for the purpose of reaching a decision as to the matters to which the appeal relates, he may decide the appeal without further investigation; but otherwise the Minister shall, if either party so desire, afford to each of them an opportunity of appearing before and being heard by a person appointed by the Minister for the purpose.

1(d). Where an appeal is brought under the aforesaid Regulation from a decision of the local planning authority the Minister may allow or dismiss the appeal or may reverse or vary any part of the decision of the local planning authority, whether or not the appeal relates to that part, and deal with the application as if it had been made to him in the first instance.

1(e). The decision of the Minister on an appeal under the above-mentioned Regulation shall be final, and shall otherwise have effect as if it were a decision of the local planning authority.

2(a). Any person who is required under the Town and Country Planning (Control of Advertisements) Regulations, 1948, to remove an existing advertisement which was also being displayed on the seventh day of January, 1947, or to discontinue the use for the display of advertisements of any site being used for that purpose on the 1st August, 1948, and who desires to claim compensation under subsection (2) of Section 32 of the Town and Country Planning Act, 1947, in respect of any expenses reasonably incurred by him in carrying out works in compliance with such a requirement, shall submit a claim in writing to the local planning authority within six months after the completion of such works; and such a claim shall contain sufficient information to enable the local planning authority to give proper consideration thereto, including, in the case of a claim in respect of the removal of an advertisement which was being displayed on the seventh day of January, 1947, and on the 1st August, 1948, a statement that such advertisement was being displayed on both those dates.

2(b). If the local planning authority consider that the information furnished by any claimant under Regulation 30 is insufficient to enable them properly to determine the claim, they may call for such further particulars as they require for that purpose.

3. Save only as excepted, by the Regulations it shall be a condition of every consent given by or under the Town and Country Planning (Control of Advertisements) Regulations, 1948 (whether expressly imposed or not) that before any advertisement is displayed on land in pursuance of the consent the permission of the owner of that land or of a person entitled to grant permission in relation thereto shall be obtained.

4(a). The amount of the fine to which a person who displays an advertisement in contravention of the Town and Country Planning (Control of Advertisements) Regulations, 1948, is liable on summary conviction under subsection (3) of Section 32 of the Town and Country Planning Act, 1947, is fifty pounds and, in the case of a continuing offence, forty shillings for each day during which the offence continues after conviction.

4(b). Failure to observe any condition relating to the maintenance of an advertisement or of the site used for the display thereof, or to the satisfactory removal of an advertisement, shall not be a contravention of the aforesaid Regulations for the purpose of subsection (3) of Section 32 of the Act in so far as concerns any person who is only deemed, by virtue of subsection (4) of that Section to display such advertisement, unless within the time allowed for complying with an enforcement notice served on such person under Regulation 23 of the aforementioned Regulations steps required by the notice to be taken to remedy such failure are not taken.

5. Further correspondence regarding this application should bear the reference number quoted in the top right hand corner of this form.