

M.R. Partnership,
Architects and Urban Designers,
2 Wimpole Street,
London W1M 7AA

(Ref: SAR/slp/622)

Our Reference: CA/8480126/R1

Case File No: CA4346

Tel. Inqu: Ms. A. Hossein ext. 2870

Date:

8 SEP 1984

Dear Sir(s)/Madam,

Town and Country Planning Act 1971 (as amended)
Town and Country Planning (Control of Advertisements) Regulations 1984

Consent to Display Advertisement(s)

The Borough Council, in pursuance of powers under the above-mentioned Regulations, hereby consents to the display of the advertisement(s) referred to in the schedule below (in accordance with the plan(s) 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 Greater London Council under Part IV of the London Building Acts (Amendment) Act 1939 and Petroleum (Regulations) Acts 1928 and 1936 and in relation to the powers of the Council as a 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 Greater London Council thereunder. No action will be taken under the Lamp and Sign By-Laws during the currency of this consent.

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. Your attention is particularly drawn to the need to comply with the requirements of the London Electricity Board.

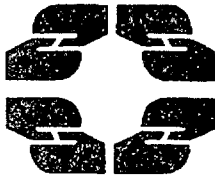
An applicant aggrieved by consent to display an advertisement granted subject to conditions may appeal to the Secretary of State, Department of the Environment, Tollgate House, Houlton Street, Bristol BS2 9DJ under Regulation 22 of the above mentioned Regulations by notice in writing to the Secretary of State within two months from the receipt of this decision. Notice of such appeal must also be sent to the Borough Council.

SCHEDULE

Date of Original Application : 12th June 1984

Address : 114/116 Charing Cross Road, WC2

Proposal : The display of 1) an internally illuminated fascia sign in two parts measuring 8.8m by 1.10m on the Charing Cross Road frontage and 2.5m by 1.10m on the splay corner 2) one internally illuminated projecting box



(114/116 Charing Cross Road, WC2 - CA4346/8480126/R1) Continued.

sign measuring 900mm by 600mm, 3.30m above street level.
To be located on Charing Cross Road frontage above the
column at the splay corner. (As shown on drawing
no.622/6C, revised 4th July 1984). Period of
consent: 1st October 1984 - 30th September 1989.

Standard Conditions:

1. All advertisements displayed, and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the 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.
3. Where any advertisement is required under these regulations to be removed, the removal thereof shall be carried out to the reasonable satisfaction of the Council.

Reasons for Standard Condition:

1-3. As required by the Town and Country Planning (Control of Advertisements) Regulations 1984 (Reg 7) and to safeguard amenity and safety in the area.

Informative(s):

- 01 The applicant is informed that this consent only applies to the proposed advertisements. A separate application for planning permission is required for the installation of a new shopfront.

Yours faithfully

JEM

Director of Planning and Communications
(Duly authorised by the Council
to sign this document)