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Phone: 020 7974 4444 Fax: 020 7974 1680 Development Management Camden Town Hall Extension Argyle Street London WC1H 8EQ

## Application for Consent to Display an Advertisement(s)

Town and Country Planning (Control of Advertisement) (England) Regulations 2007 (as amended)

## Publication of applications on planning authority websites

Please note that the information provided on this application form and in supporting documents may be published on the Authority's website. If you require any further clarification, please contact the Authority's planning department.

Site Location					
Disclaimer: We can only make recommendation	ons based on the answers given in the questions.				
If you cannot provide a postcode, the description of site location must be completed. Please provide the most accurate site description you can, to help locate the site - for example "field to the North of the Post Office".					
Number					
Suffix					
Property Name					
38 Shop And Premises At Basement And Gro	ound Floor				
Address Line 1					
Monmouth Street					
Address Line 2					
Address Line 3					
Camden					
Town/city					
London					
Postcode					
WC2H 9EP					
Description of site location must	t be completed if postcode is not known:				
Easting (x)	Northing (y)				
530047	181049				
Description					

Applicant Details
Name/Company
Title
Mr
First name
Olivier
Surname
Lacoste
Company Name
Pierre Herme
Address
Address line 1
100 Bd Malesherbes
Address line 2
Address line 3
Town/City
Paris
County
Country
France
Postcode
75017
Are you an agent acting on behalf of the applicant?
○ No
Contact Details
Primary number

Secondary number
Fax number
Email address
Agent Details
Name/Company
Title
Mr
First name
Ivan
Surname
Lazzaroni
Company Name
Omnide
Address
Address line 1
96
Address line 2
Belsize Lane
Address line 3
Town/City
London
County
Country
Postcode
NW3 5BE

Contact Details		
Primary number		
***** REDACTED *****		
Secondary number		
Fax number		
Email address		
**** REDACTED *****		

## Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

The proposal is to install 2 hoarding adverts with logos and graphics for Pierre Herme, a French pastry shop which will refurbish their existing shop at 38 Monmouth Street.

Since this Pierre Herme shop is corner of at Monmouth Street and Tower Court. The proposed graphic advert will be installed on both side's shop front hoarding.

Monmouth Street side: The proposed graphic advert will be made of an overall printed vinyl with black Pierre Herme brand logo on a light grey background with colourful macarons and creams. The sign will have an overall dimension of 3500mm high and by 8080mm wide. It will be 1200mm deep.

Tower Court side: The proposed graphic advert will be made of an overall printed vinyl with black Pierre Herme brand logo on a white background with colourful macarons and creams. The sign will have an overall dimension of 3500mm high and by 4875mm wide. It will be 1200mm deep.

 $The \ hoarding \ licence \ BL-61451 \ and \ BL-61452 \ for \ this \ proposal \ have \ been \ granted \ for \ installation \ from \ May \ 26th \ to \ July \ 27th.$ 

Advertisement Type: Height: 3.5 metres What is the height from the ground to the base of the advertisement?: 0 metres What is the maximum projection of the advertisement from the face of the building?: 1.2 metres What is the maximum height of any of the individual letters and symbols?: 20 centimetres What is the maximum height of any of the individual letters and symbols?: 40 centimetres What materials will the advertisement be made of?: 40 five colour of text and background: 40 black Pierre Herme brand logo on a light grey background with colourful mecarons and creams with 'reopening soon' text on it. 40 will the advertisement be illuminated?: 40 devertisement Type: 40 centimetres 40 black Pierre Herme brand logo on a light grey background with colourful mecarons and creams with 'reopening soon' text on it. 40 black Pierre Herme brand logo on a while background with colourful mecarons and creams with 'reopening soon' text on it. 40 black Pierre Herme brand logo on a while background with colourful macarons and creams with 'reopening soon' text on it. 40 black Pierre Herme brand logo on a while background with colourful macarons and creams with 'reopening soon' text on it. 40 black Pierre Herme brand logo on a while background with colourful macarons and creams with 'reopening soon' text on it. 40 black Pierre Herme brand logo on a while background with colourful macarons and creams with 'reopening soon' text on it. 40 black Pierre Herme brand logo on a while background with colourful macarons and creams with 'reopening soon' text on it. 40 black Pierre Herme brand logo on a while background with colourful macarons and creams with 'reopening soon' text on it. 40 black Pierre Herme brand logo on a while background with colourful macarons and creams with 'reopening soon' text on it. 40 black Pierre Herme brand logo on a while background with colourful macarons and creams with 'reopening soon' text on it. 50 black Pierre Herme brand logo on a while background with colourful macarons and creams with 'reopening soon		
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he advertisement(s) you are applying for already in place?  Yes		
he advertisement(s) you are applying for already in place?  Yes		
Yes		
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	Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal?  Yes  No  Not Applicable  Will the proposed advertisement(s) project over a footpath or other public highway?  Yes	
	○ No	
	Advertisement(s) Period  Please state the period of time for which consent is sought for the advertisement	
	From Date	
	26/05/2025	
	To Date	
	27/07/2025	
_		=
	Neighbour and Community Consultation	
	Have you consulted your neighbours or the local community about the proposal?  ○ Yes  ⊙ No	
_		_
	Site Visit	
	Site Visit  Can the site be seen from a public road, public footpath, bridleway or other public land?	
	Can the site be seen from a public road, public footpath, bridleway or other public land?    Yes	
	Can the site be seen from a public road, public footpath, bridleway or other public land?  Yes  No  If the planning authority needs to make an appointment to carry out a site visit, whom should they contact?  The agent  The applicant	
	Can the site be seen from a public road, public footpath, bridleway or other public land?  Yes  No  If the planning authority needs to make an appointment to carry out a site visit, whom should they contact?  The agent  The applicant	
	Can the site be seen from a public road, public footpath, bridleway or other public land?  ② Yes  ○ No  If the planning authority needs to make an appointment to carry out a site visit, whom should they contact?  ③ The agent  ○ The applicant  ○ Other person   Pre-application Advice  Has assistance or prior advice been sought from the local authority about this application?  ○ Yes  ④ No	
	Can the site be seen from a public road, public footpath, bridleway or other public land?  Yes  No  If the planning authority needs to make an appointment to carry out a site visit, whom should they contact?  The agent  The applicant  Other person  Pre-application Advice  Has assistance or prior advice been sought from the local authority about this application?  Yes	

If No, has the permission of the owner or any other person entitled to give permission for the display of an advertisement been obtained?
○No
Authority Employee/Member  With respect to the Authority, is the applicant and/or agent one of the following: (a) a member of staff (b) an elected member (c) related to a member of staff (d) related to an elected member  It is an important principle of decision-making that the process is open and transparent.  For the purposes of this question, "related to" means related, by birth or otherwise, closely enough that a fair-minded and informed observer, having considered the facts, would conclude that there was bias on the part of the decision-maker in the Local Planning Authority.  Do any of the above statements apply?  Yes No
Declaration
I/We hereby apply for Consent to display an advertisement as described in the questions answered, details provided, and the accompanying plans/drawings and additional information.  I/We confirm that, to the best of my/our knowledge, any facts stated are true and accurate and any opinions given are the genuine opinions of the person(s) giving them.  I/We also accept that, in accordance with the Planning Portal's terms and conditions:  - Once submitted, this information will be made available to the Local Planning Authority and, once validated by them, be published as part of a public register and on the authority's website;  - Our system will automatically generate and send you emails in regard to the submission of this application.
✓ I / We agree to the outlined declaration
Signed
Ivan Lazzaroni
Date
23/05/2025