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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 recommendations 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 Ground Floor

Address Line 1

Monmouth Street

Address Line 2

Address Line 3

Camden

Town/city

London

Postcode

WC2H 9EP

Description of site location must be completed if postcode is not known:

Easting (x)

530047

Northing (y)

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?

☒ Yes

☐ No

### Contact Details

Primary number

Secondary number

Fax number

Email address

## Agent Details

Name/Company

Title

First name

Surname

Company Name

## Address

Address line 1

Address line 2

Address line 3

Town/City

County

Country

Postcode

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:**

Hoarding

**Height:**

3.5 metres

**Width:**

8.08 metres

**Depth:**

1.2 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 materials will the advertisement be made of?:**

Vinyl

**The colour of text and background:**

black Pierre Herme brand logo on a light grey background with colourful macarons and creams with 'reopening soon' text on it.

**Will the advertisement be illuminated?:****Advertisement Type:**

Hoarding

**Height:**

3.5 metres

**Width:**

4.875 metres

**Depth:**

1.2 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 materials will the advertisement be made of?:**

Vinyl

**The colour of text and background:**

black Pierre Herme brand logo on a white background with colourful macarons and creams with 'reopening soon' text on it.

**Will the advertisement be illuminated?:****Location of Advertisement(s)**

Is the advertisement(s) you are applying for already in place?

☐ Yes

☒ No

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

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  
☒ No

## Interest In the Land

Does the applicant own the land or buildings where the adverts are to be placed?

- ☐ Yes  
☒ No

If No, has the permission of the owner or any other person entitled to give permission for the display of an advertisement been obtained?

☒ Yes

☐ 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