

PLANNING STATEMENT

Planning and Borough Development

London Borough of Camden 2nd Floor, 5 Pancras Square

c/o Town Hall, Judd Street

London

WC1H 9JE

Strictly Private and Confidential

Project: 38 Monmouth Street, London, WC2H 9EP

RE: Consent to Display Advertisement

SENT: Via online Planning Portal upload

Date: May 2025

This proposal is aimed at seeking consent to display advertisements on the hoarding which will be installed during the refurbishment of the ground floor shop no. 38 Monmouth Street, London, WC2H 9EP.

1. Background:

The existing shop is located at ground floor and basement of a four-storey building. The property forms part of a wider parade of buildings fronting Monmouth Street and Tower Court. It is located within the Seven Dials (Covent Garden) conservation area, but the property is not individually listed.

2. Proposal:

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.

The drawing for your consideration to explain the proposal in greater detail are:

Drawing no.	Drawing Title	Scale @ A3
A-0.00	Cover	
A-0.10	Existing Shopfront	1:75
A-1.00	Proposed Hoarding Graphic	1:75

3. Signage details:

The proposal is to install 2 Hoarding Advert:

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.

4. Benefits to the Area

The proposed advert will improve the appearance of the hoardings that are being installed at 38 Monmouth Street and Tower Court, during the refurbishment works at the shop.

5. Precedents

The entire street is part of the commercial street and many of the neighbouring shops have a done similar hoarding with advertisement during refurbishment works.

Taking in consideration the proposed design, precedents, and the above analysis, we therefore request that the Council grant consent to display this advertisement.

Kind regards,

Ivan Lazzaroni

Director Omnide

Architect ARB, OAPB