

# Delegated Report

Expiry Date:

20/09/2013

## Officer

John Nicholls

## Application Number(s)

2013/4336/A

## Application Address

13 The Mansion Group  
Mansion Lock House  
Hawley Crescent  
London  
NW1 8NP

## Application Type

Advertisement Consent

## 1<sup>st</sup> Signature

## 2<sup>nd</sup> Signature (If refusal)

## Conservation

## Recommendation(s)

Grant Advertisement Consent

## Proposal(s)

Non-illuminated signage at ground floor level of the front elevation

## Consultations

Summary of consultation responses:

## Site Description

The property is a large five storey block of recently completed housing located on the southern side of Hawley Crescent.

The property is not within a conservation area nor is it listed.

## Relevant History

None

## Relevant policies

### LDF Core Strategy and Development Policies

CS5 – Managing the impact of growth

CS14 – Promoting high quality places and conserving our heritage

DP24 – Securing high quality design

DP25 – Conserving Camden's Heritage

DP26 – Managing the impact of development on occupiers and neighbours

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Camden Planning Guidance 2011 (as amended)

NPPF 2012

## **Assessment**

### **Proposal**

The application relates to a sign at ground floor fascia level with non-internally illuminated black letters attached to the building over the main entrance to advertise the name of the building.

The Town and Country Planning (Control of Advertisements) Regulations 2007 permits the Council to only consider amenity and public safety matters in determining advertisement consent applications.

### **Amenity**

The sign measures 1m high and 4m (split at 1m and 3m intervals) wide and does not obscure any architectural features of the building and are considered acceptable in terms of proportions and design.

It is not considered that the sign would be unduly obtrusive in the street scene or disturb residents or occupiers.

### **Public Safety**

The location of the signage is not considered harmful to either pedestrian or vehicle traffic. The proposal therefore raises no public safety concerns.

### **Recommendation:**

The proposed advert is in general compliance with policies CS14, DP24 and DP25 of the Local Development Framework the application is therefore recommended for approval.