

Delegated Report (Members Briefing)		Analysis sheet		Expiry Date:		26/03/2010	
		N/A		Consultation Expiry Date:		n/a	
Officer				Application Number(s)			
Amanda Peck				2010/0716/A			
Application Address				Drawing Numbers			
Brunswick Square Gardens Brunswick Square London WC1				Refer to decision notice			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
Display of flag on 4.5m flag pole (the green flag is an industry standard recognition of a quality and well maintained park) at the Hunter Street entrance to Brunswick Square Gardens							
Recommendation(s):		Grant permission					
Application Type:		Advertisement Consent					
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:	No. notified	00	No. of responses	00	No. of objections	00	
			No. electronic	00			
Summary of consultation responses:		n/a					
CAAC/Local groups comments:		Kings Cross CAAC, 17 March 2010 = The committee considered that while recognition of the improvement to the garden should be made - not in this form. It is suggested at a modest plaque similar to the Civic Trust ones fixed to the railings near one of the entrances would suffice.					

Site Description

Brunswick Gardens is a public open space listed in the London Squares Preservation Act 1931 and designated a garden of special interest by English Heritage. It is within the Bloomsbury Conservation Area and there is a Grade II listed telephone box adjacent to the Garden railings, approximately 31m from the flag location. The Brunswick Centre opposite the site is also Grade II listed.

Relevant History

No relevant history for Brunswick Gardens but following history for Green Flags elsewhere in the borough:

- 2008/2327 – 14 July 2008 - Advertisement consent granted for 1 year in Russell Square (within Bloomsbury Conservation Area and a Grade II listed Square)

- 2008/2328 – 14 July 2008 - Advertisement consent granted for 1 year in St. Martin's Gardens (not within a conservation area)
- 2009/1050 – 15 April 2008 - Advertisement consent granted for 5 years in Talacre Gardens (not within a conservation area)
- 2009/1046 – 19 May 2009 - Advertisement consent granted for 5 years in Bloomsbury Square (within Bloomsbury Conservation Area)

Relevant policies

Camden Replacement UDP June 2006

B1 – General design principles

B7 – Conservation Areas

B4(B) – Advertisements and signs

N2 – Protecting open space

N3 – Protecting open space designations

Camden Planning Guidance

Bloomsbury Conservation Area Statement

Assessment

Proposal

The green flag has been awarded to Brunswick Square Gardens as part of a scheme that acknowledges quality parks and green spaces.

The proposed flag will be located close to the Hunter Street entrance to the park within a planted area adjacent to an existing semi circular hard landscaped entrance area. There are a number of benches around the edge of this semi circular area close to the flag location

The proposed flag is 0.87m x 1.77m and will be mounted on a 4.5m white powder coated metal flagpole (with the bottom of the flag being 3.63m above ground level). The white letters ("Green Flag") and tree logo will be on a green background, with the letters being 120mm in height and the tree being 750mm in height.

Assessment

The flag will be visible from Hunter Street and the three roads surrounding the Gardens (Brunswick Square) as well as from within the gardens themselves. The proposed flag and pole are considered to be of an appropriate scale and would not be an unduly dominant feature in the gardens. It is considered that the flag will blend with the environment of the open space and will be a positive feature for the park and wider area installing pride amongst the local community.

The applicant has requested that advertisement consent be issued for display of the green flag for 5 years. It is not considered for it to be appropriate for the advert to be displayed for this length of time. The introduction of adverts and other clutter within the gardens is not generally supported. Whilst the flag and pole are modest in size their permanent or long term introduction would not be supported. As the 'green flag' is an annual award it is recommended that they be granted for 1 year only.

Overall it is considered that the proposed green flag is acceptable and would have no detrimental impact on the visual amenity of Brunswick Square Gardens, the conservation area generally or nearby listed buildings.

The proposed flag is not considered to have any significant impact on flora or fauna within the gardens.

Recommendation

Grant conditional advertisement consent.

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