

Delegated Report		Analysis sheet		Expiry Date:		27/05/2009	
(Members Briefing)		N/A		Consultation Expiry Date:		-	
Officer				Application Number(s)			
Elizabeth Beaumont				2009/1050/A			
Application Address				Drawing Numbers			
Talacre Open space Talacre Road London NW5				Please refer to decision notice			
PO 3/4		Area Team Signature		C&UD		Authorised Officer Signature	
Proposal(s)							
Retention of a flag pole and flag adjacent to the shed and playground.							
Recommendation(s):		Grant Advertisement Consent					
Application Type:		Advertisement Consent (Council's Own Application)					
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:		-					
Local groups comments:		Friends of Talacre – no response received.					
Site Description							
The site is located in between Talacre Road, Wilkin Street, Dalby Street and Prince of Wales Road known as 'Talacre Open Space'. The open space contains a Sports Centre, Games Court and a playground.							
Relevant History							
None relevant							
Relevant policies							
London Borough of Camden Replacement Unitary Development Plan 2006							
SD6 – Amenity for occupiers and neighbours							
B1 – General design principles							
B4 (B) – Advertisements and signs							
B7 – Conservation Areas							
Camden Planning Guidance 2006							

Assessment

Advertisement consent is sought for the retention of a flag pole and flag as part of a national quality standard for parks, run by The Civic Trust. The flag has been awarded to the park as part of a scheme that acknowledges quality parks and green spaces.

The green flag is to be located in the centre of the open space in the playground area adjacent to a wooden shed. The flag is to advertise the 'Green Flag' status of the park. The flag pole measures approximately 4.5m high. The flag measures 0.87m wide, 1.78m high and 0.05m deep. The flag is green with white text, with a motif of a tree and people. The maximum height of any of the individual letters or symbols will be 790mm.

The green flag would be visible from wider areas of the open space and Prince of Wales Road. The flag would be obscured slightly from Talacre Road by vegetation on the edge of the park. The proposed green flag and pole are considered to be of an appropriate scale and would not be an unduly dominant feature in the park. It is considered the flag will blend with the environment of the open space and constitutes a positive feature for the park and the wider area.

It is considered that the proposed flag is acceptable and would not have a detrimental impact on the visual amenity of the open space or the wider Conservation Area.

Recommendation: Grant advertisement consent.

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