

Delegated Report		Analysis sheet		Expiry Date:		27/05/2009	
(Members Briefing)		N/A		Consultation Expiry Date:		-	
Officer				Application Number(s)			
Elizabeth Beaumont				2009/1046/A			
Application Address				Drawing Numbers			
Bloomsbury Square Gardens Bloomsbury Square London WC1A 2RJ				Please refer to decision notice			
PO 3/4		Area Team Signature		C&UD		Authorised Officer Signature	
Proposal(s)							
Retention of a flag pole adjacent to the playground area.							
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 Bloomsbury Square – no comments received.					
Site Description							
The site is located in between Bloomsbury Square, Bloomsbury Place and Vernon Square known as the Bloomsbury Square Gardens. The Gardens are located in the Bloomsbury Conservation Area.							
Relevant History							
04/11/2002 – Councils Own permission approved (PSX0204584) for restoration, refurbishment and enhancement of Bloomsbury Square Gardens, including new site furniture, alterations to perimeter railings, re-surfacing works, planting and up-lighters to trees.							

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

B6 – Listed Buildings

B7 – Conservation Areas

Camden Planning Guidance 2006

Bloomsbury Conservation Area Statement

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 located in the North West corner of the park adjacent to the playground area. 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 is 790mm.

The flag is visible from the streets adjacent to the Gardens. However the green flag and pole are considered to be of an appropriate scale and would not be a dominant feature in the park. The flag will blend with the environment of the open space and constitute a positive feature for the park and the wider area.

Recommendation: Grant advertisement consent