



**GERALDEVE**  
A NEWMARK COMPANY

One Fitzroy, 6 Mortimer Street  
London W1T 3JJ

[geraldev.com](https://www.geraldev.com)

Camden Council  
Planning – Development Control  
Camden Town Hall  
London  
WC1H 8ND

Our ref: NJB/SAI/MCA/U0023490

**PP ref: PP-12156014**

16 May 2023

Dear Sir / Madam,

**Covent Garden Sculpture Trail**  
**Town and Country Planning Act 1990 (as amended)**  
**Town and Country (Control of Advertisements) (England) Regulations 2007**

On behalf of our client, Shaftesbury Capital (applicant name is Capital & Counties CG Limited and Capital & Counties CG Nominee Limited), we write to submit an application for planning permission and advertisement consent for the installation of gorilla sculptures measuring 1.2m length x 1.76m height (including plinth height) x 1.2m width for a temporary period between 14 July 2023 to 14 October 2023 inclusive.

Accordingly, advertisement consent and planning permission is sought for:

**“Display of 2 gorilla sculptures measuring 1.2m length x 1.76m height (including plinth height) x 1.2m width for a temporary period between 14 July 2023 to 14 October 2023 inclusive.”**

**Shaftesbury Capital**

On 6 March 2023, Capital & Counties Properties (Capco) successfully merged with Shaftesbury PLC, resulting in Capital & Counties Properties changing its name to Shaftesbury Capital and the creation of a leading central London mixed use portfolio in the heart of the West End. Shaftesbury Capital PLC is a Real Estate Investment Trust which invests in London’s West End including Covent Garden, Carnaby, Soho, Chinatown and Fitzrovia. Its purpose is to invest and curate vibrant and thriving destinations in the West End where people work, live and visit, delivering long-term social and economic value.

Shaftesbury Capital will continue to act as steward of Covent Garden Market, the surrounding Piazza and other properties throughout the Covent Garden and neighbouring districts including Seven Dials and remains fully committed to investing in the area and its recognised role and function for culture, retail and tourism within the West End and Central London. Shaftesbury Capital will continue to evolve and upgrade the quality of the building uses, function and surrounding public realm to enhance its offer to visitors, office workers and residents.

Gerald Eve LLP is a limited liability partnership registered in England and Wales (registered number OC339470) and is regulated by RICS. The term partner is used to refer to a member of Gerald Eve LLP or an employee or consultant with equivalent standing and qualifications. A list of members and non-members who are designated as partners is open to inspection at our registered office; One Fitzroy, 6 Mortimer Street, London W1T 3JJ and on our website.

## Site and Background

The sculpture trail will span across the Shaftesbury Capital portfolio to include 15 gorilla sculptures in total (albeit separate submissions are being made for small groups of the sculptures). The proposed locations of the sculptures include Seven Dials, Covent Garden and the Opera Quarter (please see site location plans and the enclosed Design Statement for exact locations)

Shaftesbury Capital have partnered with the leading conservation NGO, Tusk Trust, and are funding the delivery of the project. No other commercial partners other than Shaftesbury Capital are involved. The charity Tusk works with governments to reduce the impact of illegal wildlife trade and funds programmes in protecting endangered species. The sculpture is based on the Mountain Gorilla, a subspecies of the eastern gorilla which is currently endangered. The sculptures will help raise awareness and with each gorilla having a QR code will help raise fund for the Tusk Charity in the form of donations.

The gorillas within Covent Garden and the Opera Quarter will be sited within the administration of Westminster City Council (9 gorillas) whilst the sculptures to be placed within Seven Dials are sited within the London Borough of Camden (6 gorillas).

The Gorilla Sculpture trail follows previous successful sculpture trails by the Tusk Trust. These include:

- The Tusk Rhino Trail – August 2018 – September 2018
- The Tusk Lion Trail – August 2021 – September 2021

Each sculpture will collaborate with an artist and partners, providing an authentic design and builds on the success of the previous sculptures. Previous trail collaborators have included Tracey Emin, Harland Miller, Gavin Turk, John Cleese, David Mach, Ian Davenport and Ronnie Wood amongst others.

Curated by Chris Westbrook these sculptures have been placed in a number of global locations including London, Bristol, Edinburgh, the Hamptons (USA), Wellington (New Zealand), Nairobi (Kenya) and Sydney (Australia).

At the end of the temporary display period the sculptures are to be sold via a charity auction.

## Proposals

Advertisement Consent and Planning Permission is sought for:

**“Display of 2 gorilla sculptures measuring 1.2m length x 1.76m height (including plinth height) x 1.2m width for a temporary period between 14 July 2023 to 14 October 2023 inclusive.”**

The sculpture trail will span across the Shaftesbury Capital portfolio to include 15 gorilla sculptures, of which 6 gorilla sculptures are proposed to be located within Camden Council administration. The time period is for a temporary period of 3 months with the gorillas to be placed at the chosen locations from 14 July 2023 to 14 October 2023 inclusive.

The Rhino and Lion trails were a huge success in terms of an exciting and engaging temporary public art display and in terms of donations generated for the charity. The gorilla sculpture trail is therefore proposed for a 3 month period over the summer (and covers the whole school summer holiday) to create further public engagement and enjoyment. We hope that the Council can support this free public attraction which provides a fantastic opportunity to raise donations to the Tusk charity.

Each gorilla sculpture will weigh 60 kg and be painted by a different artist. The gorillas will be placed on a steel plate bolted to a metal plinth frame clad in a steel sheet and weighted by concrete blocks, totalling a maximum of 465kg. Each sculpture will have a QR code providing a link with further information of the project.

The gorilla sculptures follow a similar design pattern to the previous rhino and lion sculptures and each gorilla sculpture will be designed by a mix of artists and partners who can add their own authentic design to the sculpture. None of the sculptures are to be illuminated.

Minor feature branding will be displayed on the plinth. This will be very similar to previous trails and includes an explanation about the trail, information about the artist and logos for Shaftesbury Capital, Tusk and Pickfords.

The sculptures have been designed to avoid antisocial behaviour and each sculpture will have 24 hour security from the Shaftesbury Capital estate security and CCTV cameras.

Further details of the sculptures are provided in the Design Statement and technical drawings.

### Planning History

We have undertaken a review of the planning history for the previous sculpture trails both of which were within Westminster City Council. These details are provided here for reference only. The following advertisement consents were shown in the City Council's online register:

#### Lion Sculptures

- Advertisement Consent 21/04014/ADV – “Display of two sculptures on the public highway outside St Martin-In-The-Fields measuring 2.4m length x 1.6m (including plinth height) x 0.8m width for a temporary period between 9 August 2021 and 27 September 2021” – Permitted on 10 August 2021
- Advertisement Consent 21/04010/ADV – “Display of 3 sculptures measuring 2.4m length x 1.6m (including plinth height) x 0.8m width (two on the pedestrian pavement on the northern side of the Covent Garden Piazza and one on the southern side of the Covent Garden Opera House terrace) for a temporary period between 9 August 2021 to 27 September 2021” – Permitted on 30 July 2021

#### Rhino Sculptures

- Advertisement consent 18/04819/ADV - “Display of 6 black rhino sculptures measuring 1.0m in height with perspex fascia plaques on a plinth measuring 0.45m high and 1.9m x 0.7m at 3 different locations for a temporary period from 17 August to 25 September 2018.” (The National Gallery Trafalgar Square) – permitted on 3 September 2018
- Advertisement consent 18/04827/ADV – “Display of 1 black rhino sculpture measuring 1.0m in height with perspex fascia plaques on a plinth measuring 0.45m high and 1.9m x 0.7m for a temporary period from 17 August 2018 until the 25 September 2018.” (Open Space Berkeley Square) – Permitted on 5 September 2018
- Advertisement consent 18/04822/ADV – “Display of 1 black rhino sculpture measuring 1.0m in height with perspex fascia plaques on a plinth measuring 0.45m high and 1.9m x 0.7m for a temporary period from 17 August 2018 until the 25 September 2018.” (69 Broadwick Street)– permitted on 5 September 2018
- Advertisement consent 18/04821/ADV - “Display of 1 black rhino sculpture measuring 1.0m in height with perspex fascia plaques on a plinth measuring 0.45m high and 1.9m x 0.7m for a temporary period from 17 August 2018 until the 25 September 2018. (17 - 20 New Bond Street)” – Permitted on 5 September 2018

These applications were considered acceptable in design and highway terms for the limited period proposed.

### Consultation

As with the two previous sculpture trails, Shaftesbury Capital have undergone consultation with the community to help raise awareness of the upcoming gorilla sculpture trail and with the local authority Arts Officer, in consultation with the highways team, to discuss and agree the proposed locations in principle prior to submission of the applications.

Members of the Seven Dials Trust have been briefed on the proposals and the proposals have been made public on Shaftesbury Capital's dedicated community consultation website: <http://coventgardenconsultation.co.uk>

### Policy Considerations

Section 38(6) of the Planning and Compulsory Purchase Act (2004) requires planning applications to be determined in accordance with the Statutory Development Plan, unless material considerations indicate otherwise. The Statutory Development Plan comprises:

- London Plan 2021 (March 2021)

- Camden Local Plan (July 2017).

Policy D1 advises that development must integrate well with surrounding streets and contribute positively to the street frontage. The council in Policy D1 will also permit development for artworks where they protect and enhance the local character and historic environment and contribute to a harmonious and balanced landscape design.

Policy D4 states that advertisements must not impact upon public safety. In terms of street furniture the Council aims to reduce the number of objects on the street and rationalise their location. Objects that create a hindrance to movement along the pavement or pedestrian footway will not normally be accepted.

Policy C5 sets out the design of streets and spaces must be accessible, safe and uncluttered. Any sculpture must ensure that they do not obscure public views.

The location of the gorilla sculptures have been carefully chosen to ensure that there is no impact on the public and the use of highways. The majority of locations have large footways and are chosen as popular destinations to allow for public interaction and enjoyment. The sculptures will enliven the street and attracting footfall by providing a number of sculptures each with different artwork.

The gorillas are not illuminated so would not cause any glare or interference with the street or traffic lighting. The sculptures would provide an attraction to pedestrians and help promote the Trust Charity.

Given the social benefits and attraction, it is considered that the proposals for gorillas sculptures are acceptable in line with the policies in Camden's Local Plan. As such, the display of the gorilla sculptures should be granted accordingly on a temporary basis.

#### **Application Documents**

In support of this application, we enclose the following supporting documents:

- Completed Application Form and certificates, prepared by Gerald Eve LLP;
- Proposed Sculpture Location Plan (Gorilla-SLP-No2);
- Technical drawings showing material specification and elevations; and
- Design Statement.

The planning and advertisement consent application fee of £696 (and Planning Portal service charge of £64) has been paid under separate cover via Planning Portal.

We trust that we have provided all of the material required for the purposed of validation and therefore await confirmation of the registration and validation of this application shortly. Should you have any queries or require further information, please contact Max Cartwright [REDACTED] or Samantha Sainsbury [REDACTED]

Yours faithfully,



**Gerald Eve LLP**

