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**From:** [REDACTED]  
**Sent:** 05 July 2023 08:15  
**To:** Miriam Baptist  
**Cc:** [REDACTED]  
**Subject:** RE: Pavements and 'Gorilla marketing' (applications ref. 2023/1991/P and 2023/1997/P).

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Hi Miriam.

I am sorry to press you, because I know that you only got back yesterday, but I am conscious that the deadline for online comments on 2023/1991/P and 2023/1997/P (the Shaftesbury gorilla models) is almost upon us.

Because we were waiting for a plan showing pavement measurements, we have not circulated anyone locally about this except some of the community located in Neal's Yard. You can see from 3 comments that have already been submitted there that, although people like the idea of some public art, they are very worried about the constrained space and access to their homes in the crowded space. There is already an awful lot of stuff consented there, and crowds can be very heavy in good weather.

As well as pavement measurements, which we feel are essential for the consultation, it would also be good to know what colours or patterns the models are likely to have on their surfaces, since they are proposed to be placed in key positions in our prime Seven Dials conservation area.

Could you let us know how you want to proceed, please?

Please note, however, that, notwithstanding any obstruction that there may be on the highway, Covent Garden Community Association does object to the time period that is proposed. On this point we would withdraw our objection if the time period were reduced to one month.

Many thanks,  
Amanda.

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**From:** [REDACTED]  
**Sent:** Sunday, July 2, 2023 10:01 PM  
**To:** 'Miriam.Baptist@Camden.gov.uk' <[Miriam.Baptist@Camden.gov.uk](mailto:Miriam.Baptist@Camden.gov.uk)>  
**Cc:** [REDACTED]  
**Subject:** Pavements and 'Gorilla marketing' (applications ref. 2023/1991/P and 2023/1997/P).

Dear Miriam,

We see that you are the case officer on applications ref. 2023/1991/P and 2023/1997/P; these request 6 large gorilla models to be placed in the Seven Dials area, 5 of them in the public realm.

We have been waiting to make comments on these applications, pending seeing plans with pavement measurements. However, they are not showing on the portal yet, so I thought that we should ask you for them. Usually applications for temporary fixtures on the public highway have to submit plans with full measurements prior to being validated. Otherwise we (and your colleagues in Highways) can't comment on the adequacy of the remaining space for free passage for pedestrians.

Of the 6 proposed sites for these models on 1.2m x 1.2m plinths, we are particularly concerned about these two locations:

1. The junction of Shaftesbury Avenue and Neal Street.
2. The junction of Shelton Street and Monmouth Street.

They carry very heavy pedestrian traffic, right next to the two roads that carry the heaviest and fastest vehicular traffic in the area. It is essential that a large width of pavement is left, after taking into account other things in these locations such as tables and chairs outside restaurants and lampposts / bike racks / trees.

The same may be true of places like Neal's Yard, where residents of more than 20 flats at Seven Dials Court rely on access to their front door, and there are already consents for many tables & chairs in the available space.

Could you ask the applicant to provide plan drawings that show all these items, please, in all the locations – with measurements to show the available space that is left?

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We should also flag that, as the amenity society for the area, we have no objection to the principle of these models for a short time, even in the conservation area as long as they are sensitively designed.

However, we do object to the length of time requested for use of the public realm for what are essentially promotional materials, albeit partly charitable in nature. 3 months is far too long. We ask that, for the sites where there is found to be adequate space, they are permitted for no more than a month. Previous installations of this type have been for this sort of period and have worked well without becoming too boring and dirty. Rhinos were on display in the West End during the period 20/08/-22/09/18, and Lions 10/08-24/09/2021.

Many thanks,  
Amanda.

*Amanda Rigby  
(Voluntary) Vice Chair and Exec. Member for Seven Dials area  
Covent Garden Community Association*



*Established in 1971 to save Covent Garden - working ever since to keep a thriving community at its heart.*

*Charity number 274468*