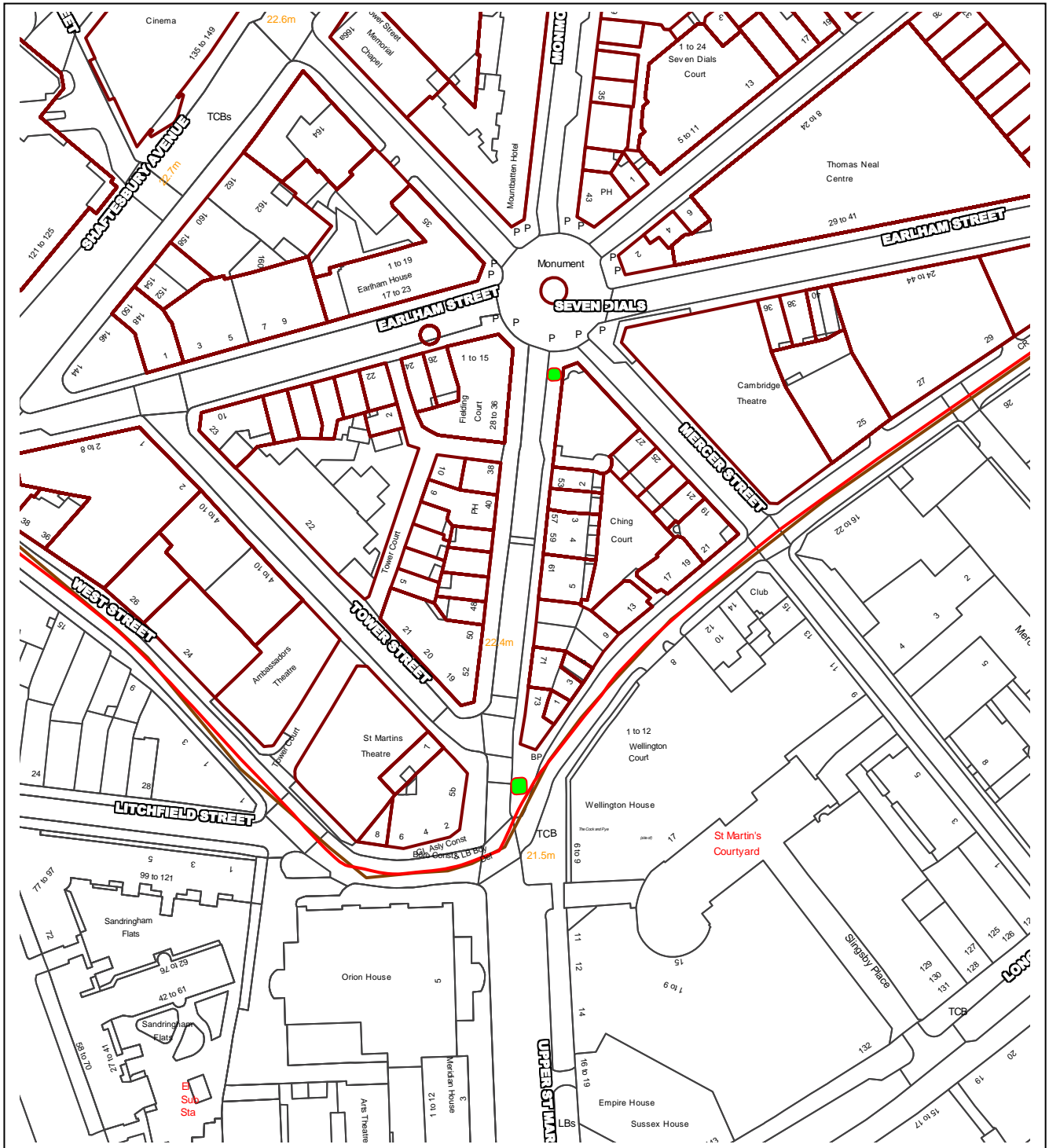


2023/1991/P - Various locations around Covent Garden/Seven Dials



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2023/1997/P - Various locations around Covent Garden/Seven Dials



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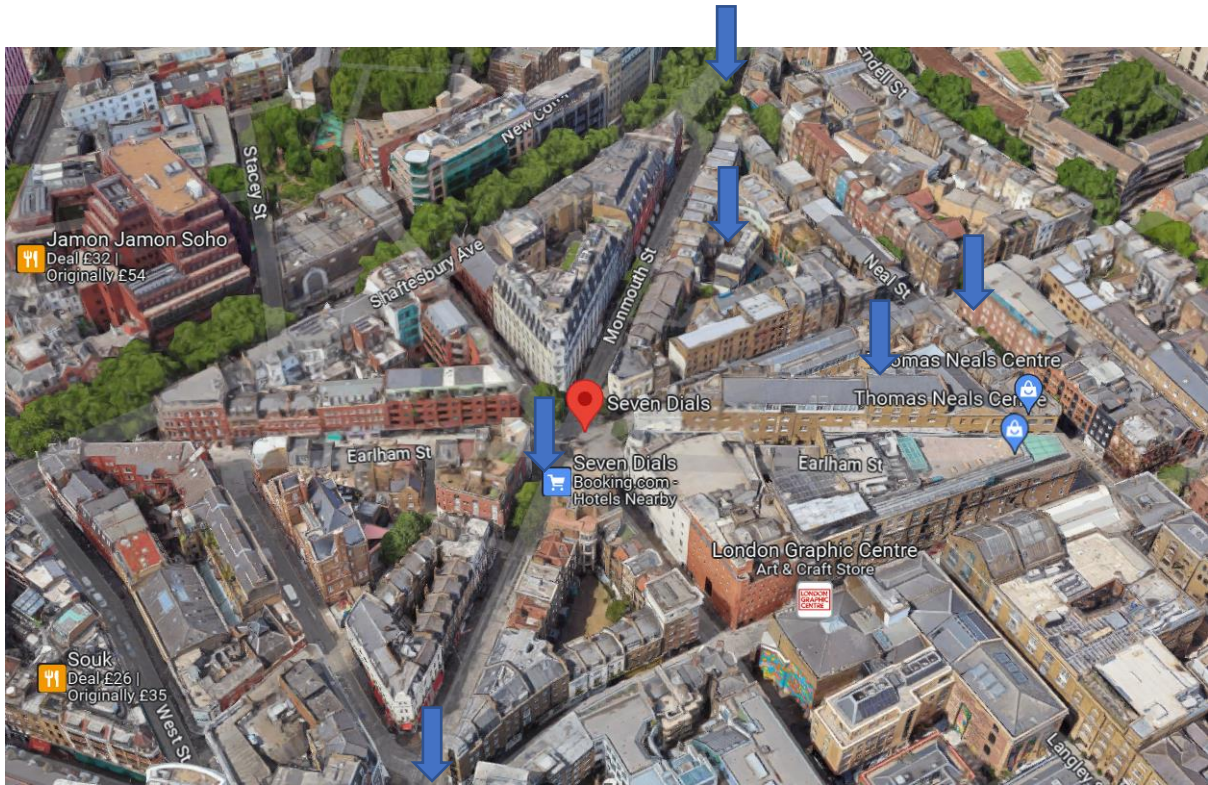


Image 1 (above): Seven Dials area with some arrows showing the approximate location the gorilla sculptures over a 3D aerial view (source Google).

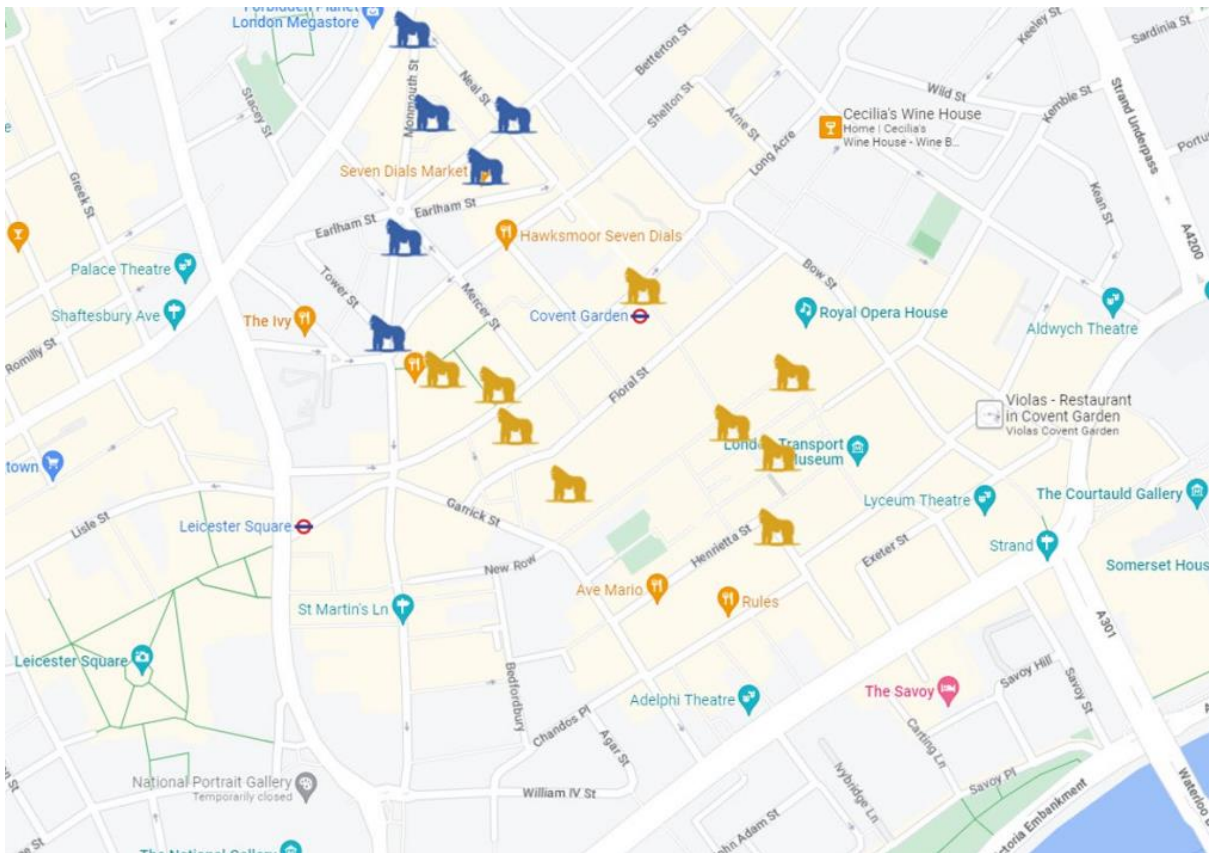


Image 2 (above): Map showing the gorilla sculpture trail (Blue gorillas in London Borough of Camden, gold gorillas in City of Westminster).



Image 3 (above): Gorilla sculpture No 4 in Neals Yard (Officer site visit photo)



Image 4 (above): Gorilla sculpture No 3 at the northern end of Monmouth/Neal Street, south of the junction with Shaftesbury Avenue (Officer site visit photo)



Image 5 (above): Gorilla sculpture No 6 at the junction of Shelton Street and Monmouth Street (Officer site visit photo)

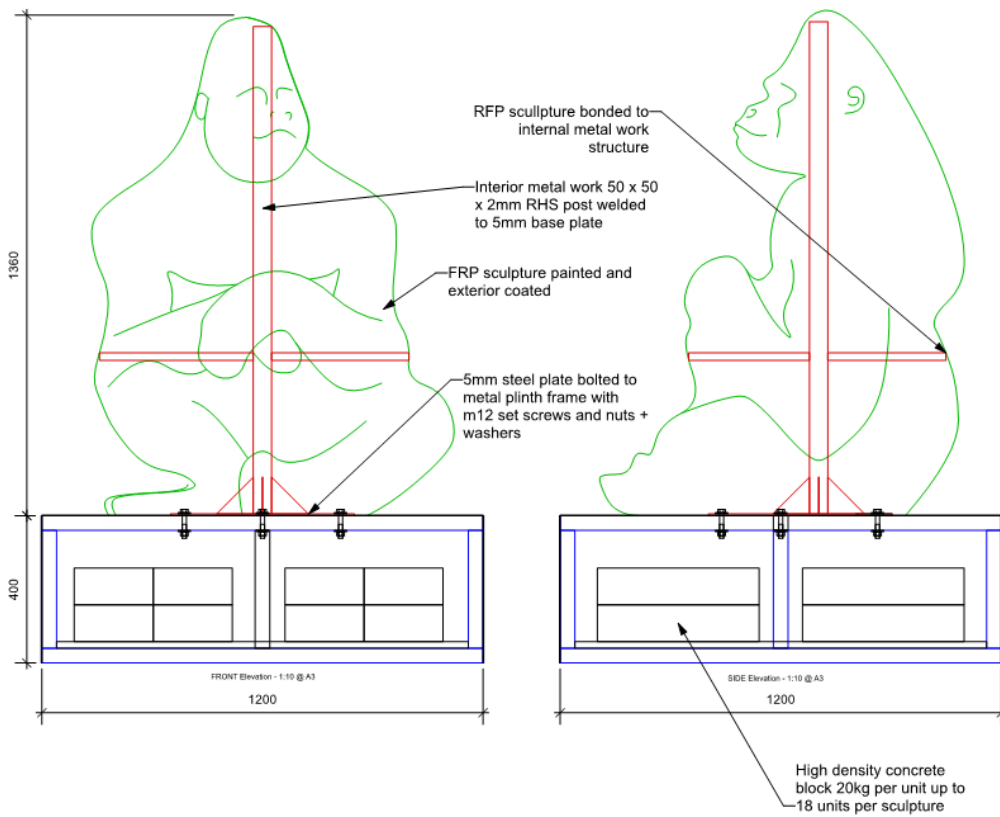


Image 6 (above): Technical drawing of a gorilla sculpture showing materials and design

Delegated Report		Analysis sheet	Expiry Date:	12/07/2023
(Members Briefing)		N/A / attached	Consultation Expiry Date:	14/07/2023
Officer			Application Number(s)	
Miriam Baptist			2023/1991/P 2023/1997/P 2023/2359/A 2023/2357/A	
Application Address			Drawing Numbers	
Various locations around Covent Garden/Seven Dials (See location plan)			See Draft Decision Notice	
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature	
Proposal(s)				
2023/1991/P - Temporary display of 4 gorilla sculptures measuring 1.2m length x 1.76m height (including plinth height) x 1.2m width for the period of 14 July 2023 to 14 October 2023 inclusive (part retrospective).				
2023/1997/P - Temporary display of 2 gorilla sculptures measuring 1.2m length x 1.76m height (including plinth height) x 1.2m width for the period of 14 July 2023 to 14 October 2023 inclusive (part retrospective).				
2023/2359/A - Temporary display of 2 non-illuminated gorilla sculptures advertising the Tusk Trust, each measuring 1.2m length x 1.76m height (including plinth height) x 1.2m width for the period of 14 July 2023 to 14 October 2023 inclusive (part retrospective).				
2023/2357/A - Temporary display of 4 non-illuminated gorilla sculptures advertising the Tusk Trust, each measuring 1.2m length x 1.76m height (including plinth height) x 1.2m width for the period of 14 July 2023 to 14 October 2023 inclusive (part retrospective).				
Recommendation(s):		Grant planning permission		
Application Type:		Full Planning Application		

Conditions or Reasons for Refusal:	Refer to Draft Decision Notice					
Informatives:						
Consultations						
Adjoining Occupiers:	No. notified	00	No. of responses	08	No. of objections	05
Summary of consultation responses:	<p>No. Electronic 08</p> <p>Site notices were displayed from 20/06/2023 until 14/07/2023 at the following locations:</p> <p>2023/1991/P (4 gorillas):</p> <ul style="list-style-type: none"> • 82 Neal Street / 190 Shaftesbury Avenue • In Neal's Yard (internal courtyard area) • Nottingham House (Nos 1-37) Neal Street • Thomas Neal Centre (Seven Dials Market), approx 41 Earlsham Street <p>2023/1997/P (2 gorillas):</p> <ul style="list-style-type: none"> • 49-51 Monmouth Street • Pavement at the apex of intersection of Monmouth Street and Shelton Street (near 73-75 Monmouth Street) <p>Objections were received from neighbouring residents on the following grounds:</p> <ul style="list-style-type: none"> • Aesthetic objection of the nature of the installation – a plastic gorilla, rather than perhaps traditional artwork, may well be a blight rather than an enhancement to the area. Despite this, one objector noted that the elephant in Floral Court does work with the abundance of greenery, although it increases congestion. Concurs with Covent Garden Community Association’s (CGCA) comments. <p><i>Officer’s response: The non-traditional form of artwork is considered to fit with the creative character of Seven Dials. The Management Plan submitted, and surveillance should ensure it does not become a blight but is kept in good condition throughout the period of installation. Response to CGCA comments found below.</i></p> <ul style="list-style-type: none"> • The area is already congested, this sculpture trail will add to congestion. <p><i>Officer’s response: The sculptures have been located in positions which are considered to have sufficient space for pedestrian movement on either side. The council’s Transport/Highways team have reviewed the proposal and deem the proposal acceptable for the limited time period. Should there be any problem, Camden as a highway authority would have powers (Highways Act 1980) to have the sculptures removed or relocated should they prove to cause significant concerns about pedestrian congestion or highway safety.</i></p> <ul style="list-style-type: none"> • Application does not adequately describe <ul style="list-style-type: none"> (a) the prospective benefit (b) how this impact would be achieved (c) the full nature of the installation, or (d) the impact on the space it will occupy. 					

Officer's response:

(a) The purpose of the sculpture trail is to raise awareness and donations for the wildlife charity. The scheme more generally brings public engagement, artwork and visual interest to the area.

(b) This would be achieved via the information on the plinth of each gorilla which will provide additional information on the sculpture trail, the work of the charity and also enable donations. The sculptures will be sold off via auction at the end of the 3 month installation, which will also raise money for the charity.

(c) The full nature of the installation is a trail of 6 sculptures in the borough of Camden (the trail extends into southern Covent Garden - within the borough of Westminster). The installation raises awareness and funds for the wildlife charity.

(d) The locations have been provided, and the size of the sculpture has been provided. The Council's Transport team have reviewed the proposal and do not consider the impact to be harmful in terms of vehicular or pedestrian congestion. The more controversial sites, highlighted by local groups – Neals Yard and the junction of Shelton Street and Monmouth Street) were visited by the officer once the sculpture was in place and they are not considered to be materially harmful.

- Period of installation (3 months) is too long. After one month the novelty will have worn off and public interest for the benefit of the cause is likely to have been maximised.

Officer's reply: A 3 month period is not considered excessive by the Council for temporary structures of the nature proposed. A 3 month duration is considered to provide the right balance between the amenity concerns and the benefits accrued through the opportunity for public interaction. Similar temporary sculpture installations, for example the Cowparade sculptures of 2002, have been allowed for the same timeframe – 3 months.

Seven Dials Conservation Area Committee (object), The Covent Garden Community's Association (comment) & The Seven Dial Trust (comment):

The Seven Dials (Bloomsbury/ Covent Garden) CAAC **object** on the following grounds:

1. The strongest objection is to the length of time (3 months) that is requested because then the negative impact, like street clutter & inappropriate setting (e.g. in front or near Listed Buildings) would outweigh the benefits achieved by their contribution to nature preservation & protection in ways of awareness & charitable donations. One month was considered an acceptable time.

Officer's response: A 3 month duration is considered to provide the right balance between the amenity concerns and the benefits accrued through the opportunity for public interaction. Similar temporary sculpture installations, for example the Cowparade sculptures of 2002, have been allowed for the same timeframe – 3 months.

2. Neals Yard is of particular concern because, though there is room for the sculpture, there is no accounting made for public gathering around it. This small historic conservation spot could be quickly obscured by clutter & overcrowding. In fact, an impact assessment of public gathering around any of the sculptures could be better considered.

Officer's response: The proposal and proposed locations have been assessed by the Council's Transport team and are not considered to be of harm to vehicular or pedestrian congestion for this limited timeframe. The Officer visited the Neals Yard site, and it was not considered to be of harm, please see Image 3 of the accompanying photos.

3. The BCAAC also noticed that materials to be used in the sculptures are not clearly specified. The use of plastics & such the BCAAC would consider to be unacceptable.

Officer's response: The gorillas are to be made of Fibre Reinforced Plastic (FRP), and the plinth of steel and high-density concrete. The materials were selected in terms of being durable, easy to clean and stable/hard to move in terms of extreme weather or any anti-social behaviour. After being displayed in the public realm for 3 months they will be sold via auction and so need to be robust in terms of materiality.

The Covent Garden Community Association (CGCA) have withdrawn their initial objection but wish to **comment** as follows:

- Concern regarding constrained space and access to surrounding residences, pedestrian congestion can be substantial in good weather. More information on the space left around sculptures- widths of pavement etc and other street furniture in the vicinity.

Officer's response: The proposal along with the proposed locations have been assessed by the Council's Transport team and are not considered to be of harm to vehicular or pedestrian congestion for this limited timeframe. More information was provided by the applicant in response to this concern.

- Would like to review the colours and patterns the sculptures are likely

to have since they will be in key positions throughout the conservation area.

Officer's response: Detail on the specific artwork was not put provided before installation regarding each gorilla, but a list of artists was given. The appearance of the sculptures- each painted by a different artist- is considered to align with the vibrant, creative character of Seven Dials, and there is a Management Plan in place to ensure they are kept in good condition, are clean and do not suffer from any anti-social behaviour.

- Objection to the 3 month time period, instead propose a 1 month period.

Officer's response: A 3 month duration is considered to provide the right balance between the amenity concerns and the benefits accrued through the opportunity for public interaction. Similar temporary sculpture installations, for example the Cowparade sculptures of 2002, have been allowed for the same timeframe – 3 months.

The Seven Dials Trust have withdrawn their initial objection but wish to **comment** as follows:

- Period of installation is excessive. The sculptures' appearance and locations will have a harmful effect on the character and appearance of the conservation area. A month long installation may be justified if public benefits outweigh the harm.

Officer's response: A 3 month duration is considered to provide the right balance between the amenity concerns and the benefits accrued through the opportunity for public interaction. Other such installations have been permitted or similar periods of time. The appearance of the sculptures- each painted by a different artist- is considered to align with the vibrant, creative character of Seven Dials, and there is a Management Plan in place to ensure they are kept in good condition, are clean and do not suffer from any anti-social behaviour. For these reasons the sculptures are considered to enhance rather than detract from the Conservation Area.

Site Description

The scheme is for 6 sculptures to be placed in 6 different locations around the Seven Dials area. The locations are all within the Seven Dials Conservation Area, and one location is within a Grade II Listed building, The Craft Centre, which the Seven Dials Market occupies. The surrounding area is both commercial and residential in nature.

Relevant History

Similar past temporary sculpture permissions in the borough:

2016/1838/P - Temporary installation of a Dream Jar Statue measuring 1279mm in height by 800mm in width from 08/07/2016 to 31/08/2016. (Location: Paved area at the junction of Earlam Street/Shelton Street and Neal Street, WC2H 9PS. Duration: **2 months**).

2014/4425/P - Temporary erection of a Paddington Bear statue (1140mm in height) on a plinth (810mm x 810mm) with a total height of 1540mm from 23/10/2014 to 30/12/2014. (Location: Positioned on the pavement, on the bend where Great Russell Street and Montague Street meet,

outside the railings of the British Museum. Duration: **2 months**).

2012/0020/P - *Retention for a temporary period of 2 months of 4 x fibreglass egg sculptures on plinths and 1x fibreglass hanging egg sculpture.* (Location: 1. pavement near 33 Shelton Street; 2. attached to 130-133 Long Acre suspended above entrance to Martins Court Yard; 3. paving area in St Martins Court Yard in front of 'Bill's Cafe Restaurant Store'; 4. pavement in front of Cambridge Theatre; 5. pavement in front of No. 8-10 Neal's Yard, WC2H 9HJ. Duration: **2 months**).

2010/1195/P - *Temporary installation of a fibreglass elephant structure and associated informational plaque on the public highway to the front of 42 Earlham Street for a 3 month period.* – (Location: On the public highway by 42 Earlham Street, Duration: **3 months**).

PSX0204400 - *Temporary installation of four cowparade sculptures for the period between 13/06/02 to 13/09/02.* (Location: Pavement at northern corner of Lincolns Inn Fields, WC2. Duration: **3 months**).

9100306 - *Erection of temporary exhibition sculpture on the public highway as shown on drawing numbers NS/P/01, 02, 03, 04 & 05.* (Duration: Granted 9th August 1991 until 30th November 1991 – **over 3 months**).

Relevant policies

National Planning Policy Framework (2021)

The London Plan (2021)

Camden Local Plan (2017)

- G1 Delivery and location of growth
- A1 Managing the impact of development
- D1 Design
- D2 Heritage
- D4 Advertisements

Camden Planning Guidance (2021)

- CPG Amenity
- CPG Design

Seven Dials (Covent Garden) Conservation Area Statement (1998)

Assessment

1.0 Proposal

- The scheme is part retrospective as the sculpture trail was installed on 14th July 2023. The sculpture trail provides exposure for a leading conservation NGO, Tusk Trust and follows the success of the Rhino Trail in 2018 and the Lion Trail in 2021 which took place in other central London boroughs.

1.1 The applications seek permission for the following:

- Planning permission for the temporary instalment for 6 gorilla sculptures on plinths in various locations around Seven Dials listed as follows:
 - Gorilla 1 – inside the Thomas Neal Centre (not on public highway);
 - Gorilla 2 – on Neal Street, south of the junction with Shorts Gardens on the eastern side of the street
 - Gorilla 3 – at the northern end of Monmouth/Neal Street, south of the junction with

- Shaftesbury Avenue; and
- Gorilla 4 – within Neal's Yard.
- Gorilla 5 – On the eastern side of Monmouth Street where it meets the Seven Dials roundabout
- Gorilla 6 – The junction of Shelton Street and Monmouth Street
- Advert consent for the 6 sculptures which have information on their plinths to raise awareness of a wildlife charity and enable donations.

1.2 Key planning issues are as follows:

- Design & Heritage
- Neighbouring Amenity

2.0 Assessment

2.1 Design & Heritage

2.1.1 The Council's design policies are aimed at achieving the highest standard of design in all developments. The following considerations contained within policy D1 are relevant to the application: development should respect local context and character; comprise details and materials that are of high quality and complement the local character; and respond to natural features. Policy D2 'Heritage' states that in order to maintain the character of Camden's conservation areas, the Council will not permit development within conservation area that fails to preserve or enhance the character and appearance of that conservation area.

2.1.2 The Seven Dials Conservation Area Statement describes the character and appearance of the area: *'The special character of the Conservation Area is found in the range and mix of building types and uses and the street layout. The character is not dominated by one particular period or style of building but rather it is their combination that is of special interest'*. It also notes, *'In this tightly contained streetscape, changes of road width, building form and land-use give dramatic character variation, narrow alleys and hidden yards provide unforeseen interest and the few open spaces provide relief and a chance to pause and take stock of one's surroundings'*.

2.1.3 In terms of detailed design, although all identical in form, each sculpture will be painted by a different artist, enhancing the public realm and generating interest for the wildlife charity. The trail has been curated with a number of well-known and desirable collaborators, including Ronnie and Sally Wood, Rankin, Jemma Powell and Chila Burman, amongst others. The height of each sculpture would be 1.76m (including plinth). The gorillas would 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. The concrete base would be 1.2 square metres.

2.1.4 The sculptures have been designed to mitigate antisocial behaviour and each sculpture will have 24 hour security from the Shaftesbury Capital estate security and would be monitored by CCTV cameras. This will ensure the sculptures are kept in good condition and remain an enhancement to the conservation area rather than detracting from their surroundings. The gorillas themselves will be made of Fibre Reinforced Plastic (FRP) which is considered durable and easy to clean.

2.1.5 One of the gorillas will be positioned inside The Crafts Centre (Thomas Neal Centre on the north side of Earlsham Street), a Grade II Listed building. Due to the temporary nature of the installation Listed Building Consent has not been considered necessary.

2.1.6 The temporary sculptures are considered appropriate to the character of the area, adding visual interest and complementing the varied architectural experience of the conservation area. The design and siting of the sculptures are such that they are considered to contribute positively to the appearance and character of the area.

2.1.7 The sculptures serve to advertise the wildlife charity and therefore need advert consent. Information

will be displayed on each plinth supporting the gorillas, providing a link to further information on the project and an opportunity to learn more and donate. The advert element of each sculpture is considered fairly modest and reasonable, being restricted to the plinth rather than on the gorilla itself. For this reason, at first glance, and in terms of the overall size of the sculpture, the installations would appear as artwork rather than an advertisement. The sculptures would not be illuminated.

2.1.8 Given these factors, it is considered that the proposals would cause no undue harm to the visual amenity of the host building, streetscene and wider area. The sculptures would not harm the amenity of neighbouring occupiers in terms of outlook and the design is in accordance with the Design and Adverts Camden Planning Guidance (CPG) documents.

2.1.9 The proposed sculptures and proposed location have been assessed by the Council's Transport team and are found to be acceptable. Their presence is deemed unlikely to be hazardous to vehicular nor pedestrian traffic for this limited time period.

2.1.10 Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area, under s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

2.1.11 Special regard has been attached to the desirability of preserving the listed building, its setting and its features of special architectural or historic interest, under s.66 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

2.2 Neighbouring Amenity

2.2.1 Local plan policy A1 seeks to protect the amenity of residents by ensuring the impact of development is fully considered. The quality of life of occupiers and neighbours are protected by only granting permission for development that would not harm the amenity of neighbouring residents. This includes factors such as light and privacy. Local plan policy A4 seeks to protect the amenity of residents in terms of noise, vibration and odour.

2.2.2 Due to the nature of the works proposed, no material harm to in terms of loss of light, noise, privacy or outlook to the amenity of surrounding properties is expected.

3.0 Recommendation

3.1 Grant conditional planning permission.

The decision to refer an application to Planning Committee lies with the Director of Regeneration and Planning. Following the Members Briefing panel on Monday 24th July 2023, nominated members will advise whether they consider this application should be reported to the Planning Committee. For further information, please go to www.camden.gov.uk and search for 'Members Briefing'.

Application ref: 2023/1991/P
Contact: Miriam Baptist
Tel: 020 7974 8147
Email: Miriam.Baptist@camden.gov.uk
Date: 18 July 2023

Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

Phone: 020 7974 4444

planning@camden.gov.uk
www.camden.gov.uk

Gerald Eve LLP
One Fitzroy
6 Mortimer Street
London
W1T 3JJ

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)

Full Planning Permission Granted

Address:

Various locations around Covent Garden/Seven Dials (See location plan)

Proposal:

Temporary display of 4 gorilla sculptures measuring 1.2m length x 1.76m height (including plinth height) x 1.2m width for the period of 14 July 2023 to 14 October 2023 inclusive (part retrospective).

Drawing Nos: Streetwise Site Location Plan Gorilla-SLP-No1, Streetwise Site Location Plan Gorilla-SLP-No2, Shaftesbury Capital Sculpture Trail 2023 Covent Garden London Design Document, GeraldEve cover letter to Camden Council ref NJB/SAI/MCA/U0023490 dated 16 May 2023, Covent Garden Art Trail Gorilla tech v3 dated 26 Apr 2023, Sculpture placement relating to the 3 of most concern to the CGCA - Gorillas 3 4 and 6, Operational Maintenance by Shaftesbury Capital.

The Council has considered your application and decided to grant permission subject to the following condition(s):

Condition(s) and Reason(s):

- 1 The sculptures/adverts hereby permitted are for a temporary period of 3 months only between the 14th July 2023 and 14th October 2023 (inclusive), the sculptures/adverts shall be removed before 15th October 2023.

Reason: The type of structure is not such as the local planning authority is prepared to approve, other than for a limited period, in view of its appearance and any potential safety or transport issues that may arise from its long term presence. The retention of the structure beyond the permitted timeframe would be contrary to the requirements of policies D1, D2, D4 and C5 of the London Borough of Camden Local Plan 2017.

- 2 The development hereby permitted shall be carried out in accordance with the following approved plans - Streetwise Site Location Plan Gorilla-SLP-No1, Streetwise Site Location Plan Gorilla-SLP-No2, Shaftesbury Capital Sculpture Trail 2023 Covent Garden London Design Document, GeraldEve cover letter to Camden Council ref NJB/SAI/MCA/U0023490 dated 16 May 2023, Covent Garden Art Trail Gorilla tech v3 dated 26 Apr 2023, Sculpture placement relating to the 3 of most concern to the CGCA - Gorillas 3 4 and 6, Operational Maintenance by Shaftesbury Capital.

Reason: For the avoidance of doubt and in the interest of proper planning.

Informative(s):

- 1 This approval does not authorise the use of the public highway. Any requirement to use the public highway, such as for hoardings, temporary road closures and suspension of parking bays, will be subject to approval of relevant licence from the Council's Streetworks Authorisations & Compliance Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No 020 7974 4444). Licences and authorisations need to be sought in advance of proposed works. Where development is subject to a Construction Management Plan (through a requirement in a S106 agreement), no licence or authorisation will be granted until the Construction Management Plan is approved by the Council.
- 2 All works should be conducted in accordance with the Camden Minimum Requirements - a copy is available on the Council's website (search for 'Camden Minimum Requirements' at www.camden.gov.uk) or contact the Council's Noise and Licensing Enforcement Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No. 020 7974 4444)

Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You must secure the approval of the Council's Noise and Licensing Enforcement Team prior to undertaking such activities outside these hours.

- 3 This consent is without prejudice to, and shall not be construed as derogating from, any of the rights, powers, and duties of the Council pursuant to any of its statutory functions or in any other capacity and, in particular, shall not restrict the Council from exercising any of its powers or duties under the Highways Act 1980 (as amended). In particular your attention is drawn to the need to obtain permission for any part of the structure which overhangs the public highway (including footway). Permission should be sought from the Council's Engineering Service Network Management Team, Town Hall, Argyle Street WC1H 8EQ, (tel: 020 7974 2410) or email highwayengineering@camden.gov.uk.

- 4 Your proposals may be subject to control under the Building Regulations and/or the London Buildings Acts that cover aspects including fire and emergency escape, access and facilities for people with disabilities and sound insulation between dwellings. You are advised to consult the Council's Building Control Service, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (tel: 020-7974 6941).

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2021.

You can find advice about your rights of appeal at:

<https://www.gov.uk/appeal-planning-decision>.

If you submit an appeal against this decision you are now eligible to use the new *submission form* (Before you start - Appeal a planning decision - GOV.UK).

Yours faithfully

Chief Planning Officer

DECISION

Application ref: 2023/2357/A
Contact: Miriam Baptist
Tel: 020 7974 8147
Email: Miriam.Baptist@camden.gov.uk
Date: 18 July 2023

Development Management
Regeneration and Planning
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Phone: 020 7974 4444

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www.camden.gov.uk

Gerald Eve LLP
One Fitzroy
6 Mortimer Street
London
W1T 3JJ

Dear Sir/Madam

DRAFT
DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

Various locations around Covent Garden/Seven Dials (See location plan)

Proposal:

Temporary display of 4 non-illuminated gorilla sculptures advertising the Tusk Trust, each measuring 1.2m length x 1.76m height (including plinth height) x 1.2m width for the period of 14 July 2023 to 14 October 2023 inclusive (part retrospective).

Drawing Nos: Streetwise Site Location Plan Gorilla-SLP-No1, Shaftesbury Capital Sculpture Trail 2023 Covent Garden London Design Document, GeraldEve cover letter to Camden Council ref NJB/SAI/MCA/U0023490 dated 16 May 2023, Covent Garden Art Trail Gorilla tech v3 dated 26 Apr 2023.

The Council has considered your application and decided to grant consent subject to the following condition(s):

Conditions and Reasons:

- 1 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 2 No advertisement shall be sited or displayed so as to
(a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

- (b) obscure, or hinder the ready interpretation of any traffic sign, railway signal or aid to navigation by water or air; or
- (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3 Any advertisement displayed and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 6 The sculptures/adverts hereby permitted are for a temporary period of 3 months only between the 14th July 2023 and 14th October 2023 (inclusive), the sculptures/adverts shall be removed before 15th October 2023.

Reason: The type of structure is not such as the local planning authority is prepared to approve, other than for a limited period, in view of its appearance and any potential street clutter or safety issues that may arise from its long term presence. The retention of the structure beyond the permitted timeframe would be contrary to the requirements of policy D4 of the London Borough of Camden Local Plan 2017.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2021.

You can find advice in regard to your rights of appeal at:
<https://www.gov.uk/appeal-householder-planning-decision>.

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

Yours faithfully
Chief Planning Officer

Application ref: 2023/1997/P
Contact: Miriam Baptist
Tel: 020 7974 8147
Email: Miriam.Baptist@camden.gov.uk
Date: 18 July 2023

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Dear Sir/Madam

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Town and Country Planning Act 1990 (as amended)

Full Planning Permission Granted

Address:

Various locations around Covent Garden/Seven Dials (See location plan)

Proposal:

Temporary display of 2 gorilla sculptures measuring 1.2m length x 1.76m height (including plinth height) x 1.2m width for the period of 14 July 2023 to 14 October 2023 inclusive (part retrospective).

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The Council has considered your application and decided to grant permission subject to the following condition(s):

Condition(s) and Reason(s):

- 1 The development hereby permitted shall be carried out in accordance with the following approved plans [Streetwise Site Location Plan Gorilla-SLP-No1, Streetwise Site Location Plan Gorilla-SLP-No2, Shaftesbury Capital Sculpture Trail 2023 Covent Garden London Design Document, GeraldEve cover letter to Camden Council ref NJB/SAI/MCA/U0023490 dated 16 May 2023, Covent Garden Art Trail Gorilla tech v3 dated 26 Apr 2023, Sculpture placement relating to the 3 of most concern to the CGCA - Gorillas 3 4 and 6, Operational Maintenance by Shaftesbury Capital.

Reason: For the avoidance of doubt and in the interest of proper planning.

- 2 The sculptures/adverts hereby permitted are for a temporary period of 3 months only between the 14th July 2023 and 14th October 2023 (inclusive), the sculptures/adverts shall be removed before 15th October 2023.

Reason: The type of structure is not such as the local planning authority is prepared to approve, other than for a limited period, in view of its appearance and any potential safety or transport issues that may arise from its long term presence. The retention of the structure beyond the permitted timeframe would be contrary to the requirements of policies D1, D2, D4 and C5 of the London Borough of Camden Local Plan 2017.

Informative(s):

- 1 Your proposals may be subject to control under the Building Regulations and/or the London Buildings Acts that cover aspects including fire and emergency escape, access and facilities for people with disabilities and sound insulation between dwellings. You are advised to consult the Council's Building Control Service, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (tel: 020-7974 6941).
- 2 This approval does not authorise the use of the public highway. Any requirement to use the public highway, such as for hoardings, temporary road closures and suspension of parking bays, will be subject to approval of relevant licence from the Council's Streetworks Authorisations & Compliance Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No 020 7974 4444). Licences and authorisations need to be sought in advance of proposed works. Where development is subject to a Construction Management Plan (through a requirement in a S106 agreement), no licence or authorisation will be granted until the Construction Management Plan is approved by the Council.
- 3 All works should be conducted in accordance with the Camden Minimum Requirements - a copy is available on the Council's website (search for 'Camden Minimum Requirements' at www.camden.gov.uk) or contact the Council's Noise and Licensing Enforcement Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No. 020 7974 4444)

Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You must secure the approval of the Council's Noise and Licensing Enforcement Team prior to undertaking such activities outside these hours.

- 4 This consent is without prejudice to, and shall not be construed as derogating from, any of the rights, powers, and duties of the Council pursuant to any of its statutory functions or in any other capacity and, in particular, shall not restrict the Council from exercising any of its powers or duties under the Highways Act 1980 (as amended). In particular your attention is drawn to the need to obtain permission for any part of the structure which overhangs the public highway (including footway). Permission should be sought from the Council's Engineering Service Network Management Team, Town Hall, Argyle Street WC1H 8EQ, (tel: 020 7974 2410) or email highwayengineering@camden.gov.uk.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2021.

You can find advice about your rights of appeal at:

<https://www.gov.uk/appeal-planning-decision>.

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

Yours faithfully

Chief Planning Officer

DECISION

Application ref: 2023/2359/A
Contact: Miriam Baptist
Tel: 020 7974 8147
Email: Miriam.Baptist@camden.gov.uk
Date: 18 July 2023

Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

Phone: 020 7974 4444

planning@camden.gov.uk
www.camden.gov.uk

Gerald Eve LLP
One Fitzroy
6 Mortimer Street
London
W1T 3JJ

Dear Sir/Madam

DRAFT
DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

Various locations around Covent Garden/Seven Dials (See location plan)

Proposal:

Temporary display of 2 non-illuminated gorilla sculptures advertising the Tusk Trust, each measuring 1.2m length x 1.76m height (including plinth height) x 1.2m width for the period of 14 July 2023 to 14 October 2023 inclusive (part retrospective).

Drawing Nos: Streetwise Site Location Plan Gorilla-SLP-No2, Shaftesbury Capital Sculpture Trail 2023 Covent Garden London Design Document, GeraldEve cover letter to Camden Council ref NJB/SAI/MCA/U0023490 dated 16 May 2023, Covent Garden Art Trail Gorilla tech v3 dated 26 Apr 2023.

The Council has considered your application and decided to grant consent subject to the following condition(s):

Conditions and Reasons:

- 1 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 2 No advertisement shall be sited or displayed so as to
(a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

- (b) obscure, or hinder the ready interpretation of any traffic sign, railway signal or aid to navigation by water or air; or
- (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3 Any advertisement displayed and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 6 The sculptures/adverts hereby permitted are for a temporary period of 3 months only between the 14th July 2023 and 14th October 2023 (inclusive), the sculptures/adverts shall be removed before 15th October 2023.

Reason: The type of structure is not such as the local planning authority is prepared to approve, other than for a limited period, in view of its appearance and any potential street clutter or safety issues that may arise from its long term presence. The retention of the structure beyond the permitted timeframe would be contrary to the requirements of policy D4 of the London Borough of Camden Local Plan 2017.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2021.

You can find advice in regard to your rights of appeal at:
<https://www.gov.uk/appeal-householder-planning-decision>.

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

Yours faithfully
Chief Planning Officer