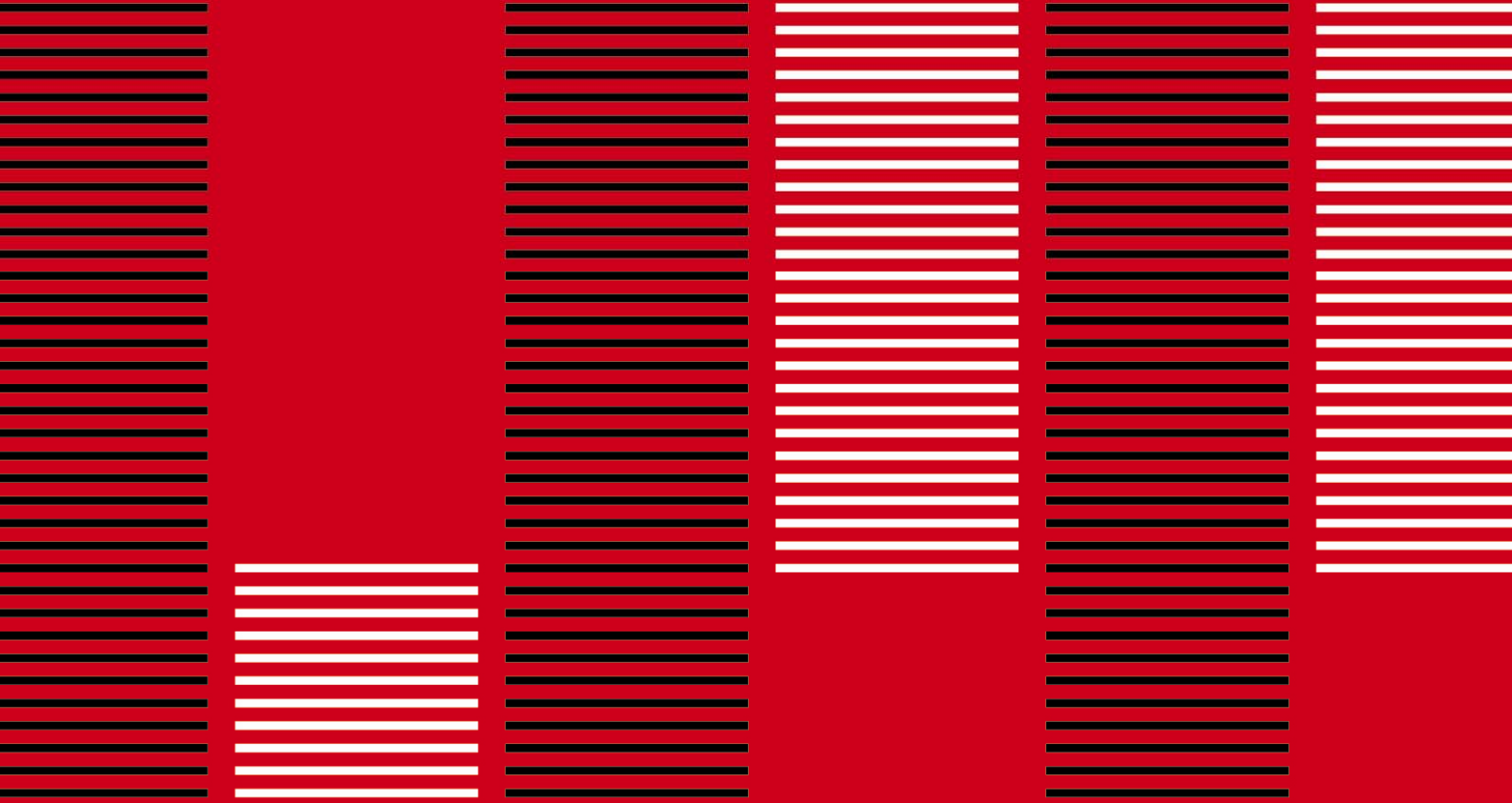


The London Planning Practice LLP

The Elephant Parade

Planning Statement for temporary
public art

March 2010



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1 INTRODUCTION

- 1.1 This statement has been prepared to accompany the planning application for the installation of temporary public art as part of the Elephant Parade London 2010 conservation project. This will be London's biggest ever public art exhibition and is aiming to raise over £2 million for the endangered Asian elephant.
- 1.2 The exhibition is brought to the capital by The Elephant Family, a London based charity and the only UK charity working to save both wild and captive Asian elephants from extinction and abuse.
- 1.3 The exhibition involves the installation of brightly painted life-size model baby elephants throughout central London. Each elephant will be decorated by a different artist, designer or celebrity, and will be erected on a plinth for 3 month period from May to July 2010.
- 1.4 This report has been set out under the following headings:
- Section 2 provides a description of the application site;
 - Section 3 provides an outline of the proposals;
 - Section 4 examines the main planning considerations in relation to the application;
 - Section 6 draws our conclusions in respect of the proposals.

2 SITES

- 2.1 All of the sites proposed for elephant displays are identified on the map and photographs provided in the accompanying Design and Access Statement. The number of elephants displayed at each site will vary.

3 PROPOSALS

Background

- 3.1 The Elephant Family is a charity established 20 years ago with the mission to become one of the world's largest financial support organisations for elephants. It is the only UK charity working to save both wild and captive Asian elephants from extinction and abuse. In the past 100 years, Asian elephant numbers have dropped from 250,000 to 25,000. If current trends continue, they could be extinct by 2050.
- 3.2 The Elephant Family is seeking to install approximately 200 brightly painted life-size baby elephants across central London for 3 months from May to July 2010 in a public art exhibition known as the Elephant Parade. This will be London's biggest ever public art exhibition with an estimated audience of 25 million people. The aim of Elephant Parade is to raise public awareness and support for the cause of elephant preservation, as well as fundraising for the charity.
- 3.3 Following the event, the elephants will be auctioned at Sotheby's to raise funds for the charity. It is estimated that this public art exhibition will raise over £2 million for the endangered Asian elephant.
- 3.4 The event mirrors the popular Cow Parade in London in 2002, which saw brightly coloured cows stationed around the capital before being auctioned for children's charities.
- 3.5 The first Elephant Parade was organised in Rotterdam in 2007 and was a success both financially and in relation to the widespread positive feedback received from the public. Elephant Parade's have also been held in Amsterdam and Antwerp. Future Elephant Parade's are planned for New York and Milan following the London Parade in 2010.



Elephant Parade Rotterdam

- 3.6 The proposals have been endorsed by the Greater London Authority and are supported by celebrities including Joanna Lumley, Stephen Fry and Michael Palin, and by the Mayor of London Boris Johnson who has describes the Elephant Parade as,

“...a brilliantly innovative way of using public art to benefit conservation. Not only would the Parade brighten London’s streets and enhance our public spaces, it would play a vital role in building a new generation of conservationists”.

Details of the proposal

- 3.7 There is a choice of two elephant positions either standing or sitting on a plinth with the following dimensions:

Standing dimensions:

Plinth width: 100cm

Plinth length: 200cm

Height (plinth + sculpture): 55cm + 148cm = 203cm

Sitting dimensions:

Plinth width: 125cm

Plinth length: 200cm

Height (plinth + sculpture): 55cm + 140cm = 195cm

3.8 An example model is shown in the photographs below.



3.9 The elephant models are made of flame-retardant fibreglass and will be treated with an anti-graffiti resin on completion. The models weigh a maximum of 70kg and will be securely weighted down using concrete blocks located inside the plinths and therefore not visible to the public.

3.10 Each of the model elephants will be individually decorated by a different artist, designer or celebrity. Each elephant will be a unique piece of art. Attached to the plinths are plaques measuring 46cm by 80cm which explain information about

the exhibition and the individual artists and sponsors of each of the models. There will be no other advertisements.



- 3.11 The models will be installed over the Bank Holiday weekend of May 1st – 3rd by a team of 150 people and will be in place for 3 months until July 2010.
- 3.12 A team of 20 people will be on hand throughout the exhibition to carryout any maintenance that may be required to any of the sculptures.

4 PLANNING CONSIDERATIONS

- 4.1 The development plan is the London Plan 2008 and the London Borough of Camden Unitary Development Plan (UDP) 2006. Consideration has also been given to the emerging Camden Core Strategy (Submission Version, 2009). The relevant policies from these plans are set out below.
- 4.2 Policy 3D.4 of the London Plan relates to the development and promotion of arts and culture and states that, *“The Mayor will work with strategic partners within the framework of the Mayor’s Cultural Strategy to promote London’s cultural and arts facilities as visitor attractions and foster their contribution to both local regeneration and London’s global economic offer.”*
- 4.3 Chapter 8 of the Camden UDP recognises that the Central London Area part of the Borough acts as a focus for a range of activities which contribute to London’s national and international status and is regarded as a particularly suitable location for leisure uses including museum, art galleries and theatres.
- 4.4 There is no specific policy within the Camden UDP that guides the provision, form or location of public art. Policy B2 requires the design and layout of large developments to include public art as an integral part of the development.
- 4.5 The emerging Core Strategy states that ‘Camden is thriving location for culture and the arts’, and that it houses many of the UK’s leading cultural institutions.
- 4.6 Policy CS10 of the Core Strategy seeks to ensure that a wide range of services and facilities are provided to meet community needs, including the provision of culture and arts based facilities. Such facilities benefit Camden’s residents as well as those who work and visit the Borough. Supporting paragraph 10.15 states that the Council encourages public art installations within the Borough.
- 4.7 As a number of the proposed sites are situated within Conservation Areas and within the vicinity of listed buildings, the relevant policies of the UDP have been considered. Policy B6 states that the Council *‘will not grant planning permission*

for development that it considers would cause harm to the setting of a listed building’. Policy B7 refers to the impact of development on the Borough’s Conservation Areas and states that the Council will only grant consent for development in a conservation area that preserved or enhances the special character or appearance of the area. In addition, where a site is situated outside of a Conservation Area, permission will not be granted where the proposed development would cause harm to the area’s character, appearance or setting.

4.8 This major public art exhibition will bring with it a range of benefits. Whilst its fundamental aim is to raise money and awareness for this endangered species, the exhibition will also attract significant press and public attention and will further raise the profile of London, and Camden, as an important tourism, arts, culture and entertainment centre.

4.9 Taking into account the policies set out above and the overall benefits of the proposals, we believe there is strong support at both the strategic and local levels for the principle of new public art in Camden.

4.10 We believe that the main consideration for this application therefore relates to whether there would be any localised adverse impacts from the temporary public artworks on the environment of Camden, including the character and appearance of conservation areas and the setting of listed buildings. This is assessed in the following section of this report.

Impact on the environment of Camden

4.11 Policies B6 and B7 require the character and appearance of conservation areas to not be detrimentally harmed and the setting of listed buildings to be protected.

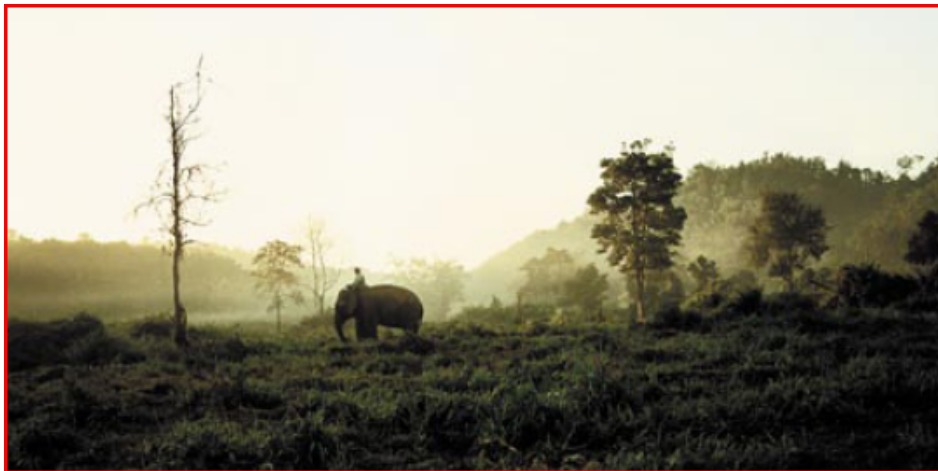
4.12 The proposed elephant artworks represent relatively small scale and short-term features, which although may appear somewhat incongruous in a normal streetscene environment, we believe will be positive and interesting additions to the environment and character of Camden for a temporary period of time. The proposals are very comparable to the cow exhibits that were displayed across London in 2002, which we understand were received very positively by the public. It is considered that the same considerations apply to the Elephant Parade.

- 4.13 Each elephant will be individually decorated by a different established artist, designer or celebrity. Therefore each will be a unique piece of high-quality public art that will provide bright and colourful displays across central London bringing interest and excitement to the streetscene.
- 4.14 The scale of the artworks has been carefully designed to be noticeable, but not to be overly dominant or obtrusive features in the areas where they are located. The impact of the elephants on their surroundings will only be for a short temporary period, 3 months, and will have no permanent impact on the character and appearance of conservation areas or the setting of listed buildings.
- 4.15 The proposed locations for the artworks have been appropriately chosen where they will have maximum impact in terms of footfall and recognition, such as large public open areas, rather than in more restricted spaces where they could be a potential nuisance. All of the proposed locations have been individually visited and assessed to ensure that the displays will not cause any nuisance.
- 4.16 For each location the pavements have been measured to ensure a double buggy or wheelchair can pass with a clearance width of 1.2m in accordance with the Department for Transport guidance.
- 4.17 The installation and removal of the models will take place over a short period of time and without the need for any heavy machinery, meaning that there will be little disruption to the public. In addition a team of 20 people will be on hand throughout the exhibition to carry out any maintenance that may be required or to remove any of the sculptures should they become a nuisance for any reason. Measures are in place to ensure that security of the elephants and to prevent and remove any acts of vandalism.
- 4.18 The sensible locations for the artworks along with their relatively small size and temporary nature of only 3 months will ensure that there are no adverse effects on residential amenities or any other adverse environmental or traffic impacts.
- 4.19 We believe the temporary artworks will add to the attraction of Camden for its visitors, and will be beneficial to residents and workers by adding variation and vibrancy to the parts of Camden that are visited on a daily basis.
- 4.20 Overall we consider that the temporary public artworks will contribute positively to the distinctive streetscape of Camden, and that they are entirely compatible with,

and will only enhance, the character and function of Camden as an important cultural destination and its important contribution to London's role as a World City.

5 CONCLUSIONS

- 5.1 The proposal is part of London's biggest ever public art exhibition and is aiming to raise over £2 million for the endangered Asian elephant.



- 5.2 This exhibition will bring with it a range of benefits and will contribute positively to the character and function of Camden as an important tourism, arts, culture and entertainment centre.
- 5.3 The proposals represent temporary small-scale public artworks in sensible locations that will not result in any adverse effects to the environment, occupiers or visitors to Camden, and which we believe will only enhance the public realm of Camden.

The London Planning Practice
61 Chandos Place
London WC2N 4HG

T +44 (0)20 7557 9990

F +44 (0)20 7240 6176

www.londonpp.co.uk