

**Appeal launched to secure planning permission for The Tulip, a unique educational and cultural resource and new symbol of confidence in London and the UK.**

**LONDON, 30 JANUARY, 2020** - The Tulip Project team announces that it has submitted a planning appeal against the decision in July 2019 by the Mayor of London to direct refusal of planning permission for the development of The Tulip, which would be sited next to 30 St Mary Axe, also known as The Gherkin. A Public Inquiry will take place in the middle of 2020, and subsequently the final planning decision will be taken by Central Government.

Jacob J. Safra said: "We are confident in London's role as a global city and in the expertise and dynamism of the people of the UK, and are delighted to offer schoolchildren state-of-the-art classrooms in the sky to appreciate London's history and career opportunities. Our investment in The Tulip offers significant public benefits to residents, workers and visitors, and will generate considerable economic benefits for the country."

***Enhancing public space and unique classrooms in the sky***

The Tulip would be a new public, cultural, and tourist attraction, creating a range of public-focussed indoor and outdoor spaces in the City of London. At the top of the building, there will be the dynamic and innovative education and community facility, free for use by at least 40,000 of London state school children a year and with interactive classroom space to study subjects in line with the national curriculum. Further public space will be provided by way of viewing areas, a sky bridge, and restaurant and bar. At ground floor level of The Tulip, there will be an array of improvements to the public realm that deliver accessibility for all.

***Promoting inclusiveness and vibrancy in the City of London***

In the heart of the financial district, The Tulip would allow 1.2 million people each year to experience the history and culture of London from a unique setting. It will provide inclusive opportunities for school children, families, community groups, workers and visitors to enjoy education, culture, history, and leisure. The City of London Corporation has been encouraging proposals to enliven the Square Mile by creating a [Culture Mile](#) with world-class tourist facilities. The Tulip will support these proposals to transform the City into a 24/7 district by diversifying its night-time and weekend offer to residents and visitors, expanding beyond its workday populations.

***Investing in growth across London and UK***

The Tulip would deliver economic benefits to the City, Greater London, and the UK, worth £1.6 billion to the whole country. It represents a substantial direct investment in London and is a long-term vote of confidence, reinforcing its position as a leading World City. Over 1,000 new jobs and opportunities will be created directly and as part of a wider ripple across London and the country.

***New iconic building by world leading architectural practice***

The Tulip represents a great architectural statement as a new, world-class and iconic landmark tall building, adding to London's already globally recognised and much-loved skyline. The Tulip would be built next to the Gherkin, enhancing one of the capital's most cherished and iconic buildings while respecting its historic setting. The Site, the Gherkin, and

the Tulip together present a unique opportunity to further develop London's world-leading status in architecture, culture, education, and business.

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#### **Notes to Editors: The Appeal and Planning Process**

- The Appeal documents have been validated by the Planning Inspectorate for England and Wales (PINS). A Public Inquiry will be held in the middle of this year, presided over by an appointed Inspector, whose report and recommendation will be sent to Central Government. A final decision will be taken by the Secretary of State of Housing, Communities and Local Government.
- On 19 July 2019, the Mayor of London directed the City of London Corporation to refuse planning permission
- On 02 April 2019 the City of London Corporation resolved to grant planning permission for The Tulip, subject to entering into a Section 106 Planning Agreement and subject to the Mayor of London's consideration of the Corporation's decision at Committee.
- A planning application was submitted to the City of London on 13 November 2018 for The Tulip, a new public cultural attraction which would be sited next to 30 St Mary Axe, also known as The Gherkin. This project is proposed by J. Safra Group and Foster + Partners, owners and architects respectively of 30 St Mary Axe.

#### **Notes to Editors: The Tulip [www.thetulip.com](http://www.thetulip.com)**

- Analysis undertaken by the economic consultancy Deloitte found that the Tulip would boost the Greater London economy by an additional £970 million in total monetised value by 2045. The research showed that the development will provide a total positive impact to the UK economy of £1.6 billion in monetised terms and would create 460 full time jobs per year during construction and 600 additional permanent full-time jobs during 20 years of operations.
  - Seven out of ten Londoners (69%) think that the design of The Tulip would be iconic to London. Two thirds of London adults (65%) agree that The Tulip would be an attractive addition to the London skyline. Eight out of ten (80%) London adults agree that it would provide teachers with a new way to engage their students. Seven out of ten London (72%) adults agree that the view from The Tulip would allow pupils to learn about London and its history in a new way. The representative survey of more than 1,000 London adults aged 18+ online was conducted in May 2019 by ComRes, a leading independent research consultancy.
  - During the planning application process, The Tulip Project team have engaged with a significant number of local stakeholders including heritage bodies, schools, businesses and residents in the City and neighbouring boroughs. These discussions, together with the views of the planning officers, have allowed us to tailor the proposal to meet their needs and concerns, for example regarding the public realm and the expanded educational facility for free use by London state school children and by community groups.
  - Overall since submission of the planning application, there have been 11 public exhibitions between December 2018 and March 2019, attended by 593 people of which 127 provided feedback. 12 educational advisors, including teachers from local schools, attended a round-table discussion on 27 February to discuss the best-use of the education space. Overall, the project team received over 3,000 letters of support for The Tulip.
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#### **Foster + Partners**

Foster + Partners is a global studio for architecture, urbanism and design, rooted in sustainability, which was founded fifty years ago in 1967 by Norman Foster, who is executive chairman. The practice is characterised by its integrated approach to design, bringing together the depth of resources required to

take on some of the most complex projects in the world. Over the past five decades the practice has pioneered a sustainable approach to architecture and ecology through a strikingly wide range of work, from urban masterplans, public infrastructure, airports, civic and cultural buildings, offices and workplaces to private houses and product design. The studio has established an international reputation with buildings in six continents such as, London's 30 St Mary Axe aka The Gherkin and Bloomberg's Headquarters, Hearst Tower in New York, Apple Park in California, Millau Viaduct in France, the German Parliament in the Reichstag, Berlin and Masdar, an eco-city in the Middle East.

### **J. Safra Group**

The J. Safra Group (the "Group"), with total assets under management of over USD 242 billion and aggregate stockholders equity of USD 19.3 billion, is controlled by the Joseph Safra family. The Group consists of privately owned banks under the Safra name and investment holdings in asset based business sectors such as real estate and agribusiness. The Group's banking interests in over 160 locations globally, are: J. Safra Sarasin, headquartered in Basel, Switzerland; Banco Safra, headquartered in Sao Paulo, Brazil; and Safra National Bank of New York, headquartered in New York City, all independent from one another from a consolidated supervision standpoint. The Group's real estate holdings consist of more than 200 premier commercial, residential, retail and farmland properties worldwide, such as New York City's 660 Madison Avenue office complex and London's iconic Gherkin Building. Its investments in other sectors include, among others, agribusiness holdings in Brazil and Chiquita Brands International Inc. With deep relationships in markets worldwide, the Group is able to greatly enhance the value of businesses which are part of it. There are more than 33,000 employees associated with the J. Safra Group.

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