



# Illuminated Signs

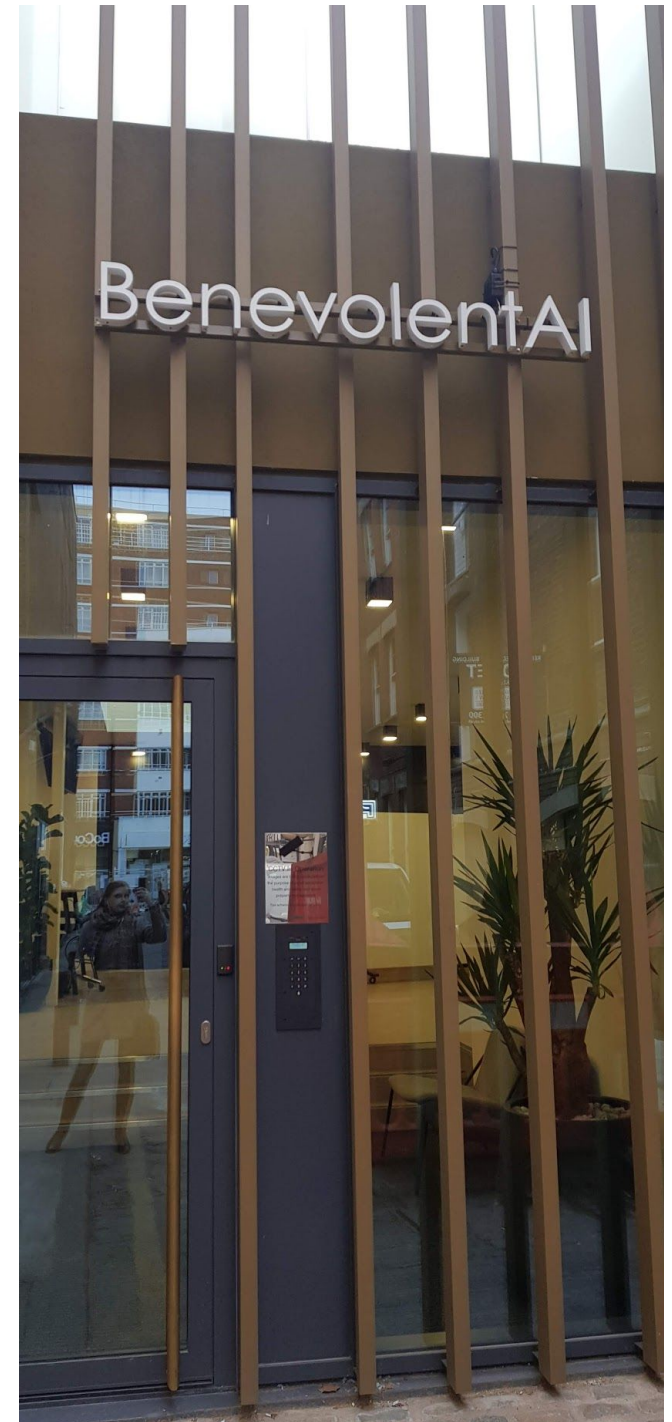
## Planning Statement

4-8 Maple Street and 6 Midford Place, W1T  
5HD, Bloomsbury, London.

BenevolentAI

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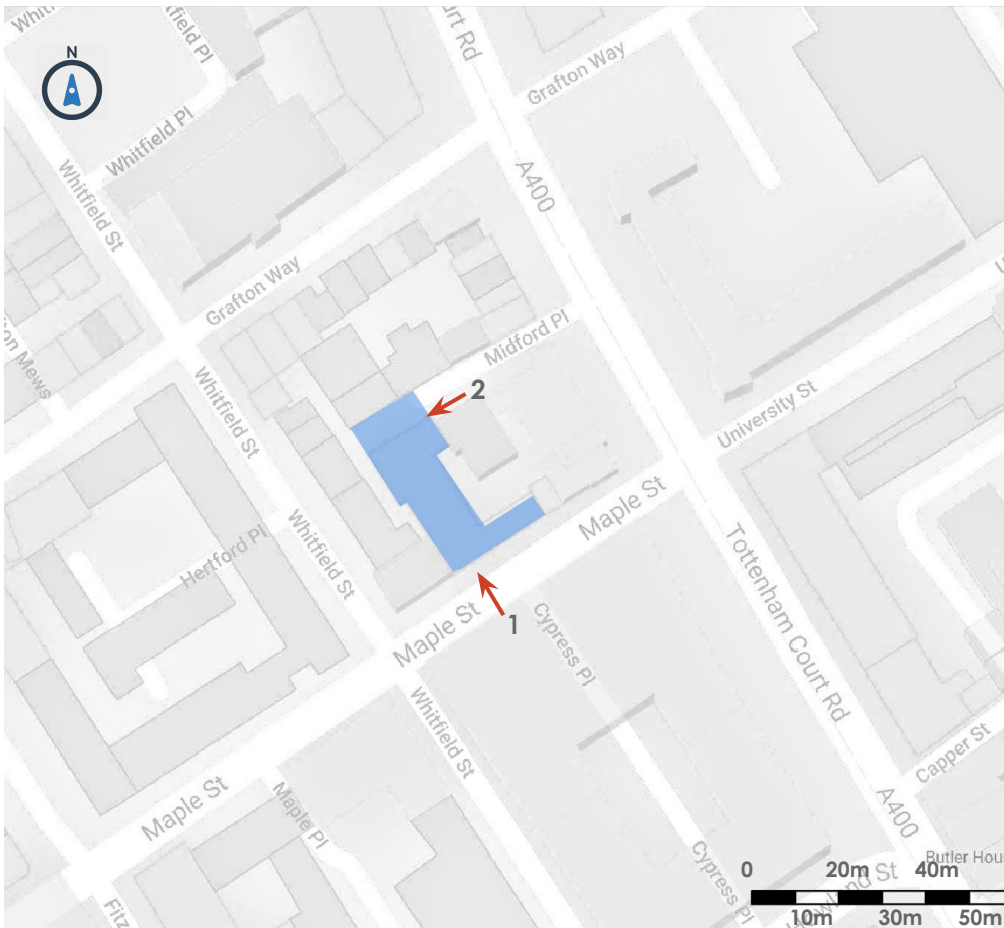


# Introduction and Location

- Location 1: 4-8 Maple Street, Bloomsbury, London W1T5HD
- Location 2: Midford Place, Bloomsbury, London, W1T 5BG

**Location and Building:** The four storey office building is located on Maple Street in Bloomsbury. The building is singularly B1 use as offices for BenevolentAI, while the neighbouring properties at ground level are both A3 use and B1 use. The proposed illuminated signs will feature outside the main reception entrance on Maple Street, and at the back entrance on Midford Place. Both are on the ground floor.

**Business Background:** BenevolentAI is applying artificial intelligence to develop new medicines for hard to treat diseases. Our technology aims to lower the cost, decrease failure rates and increase the speed at which medicines are delivered to patients. We are headquartered in London with further offices in New York and Belgium. BenevolentAI's research facility is located in Babraham Science Park, Cambridge (UK).



Location Map



Location 1: 4-8 Maple Street, Bloomsbury, London W1T5HD



Location 2: Midford Place, Bloomsbury, London, W1T 5BG



# Characteristics of the Location

The location is a commercial area and features a host of modern shops, bars, cafes and offices, most of which are glass fronted. Many feature internally and externally mounted illuminated signs, as depicted below.



101-106 Tottenham Court Rd, Bloomsbury, London W1T 4EZ



100 Tottenham Court Rd, Fitzrovia, W1T 4TT



22 Torrington Pl, Bloomsbury, London WC1E 7HJ



114-115 Tottenham Court Rd, Kings Cross, London W1T 5AH

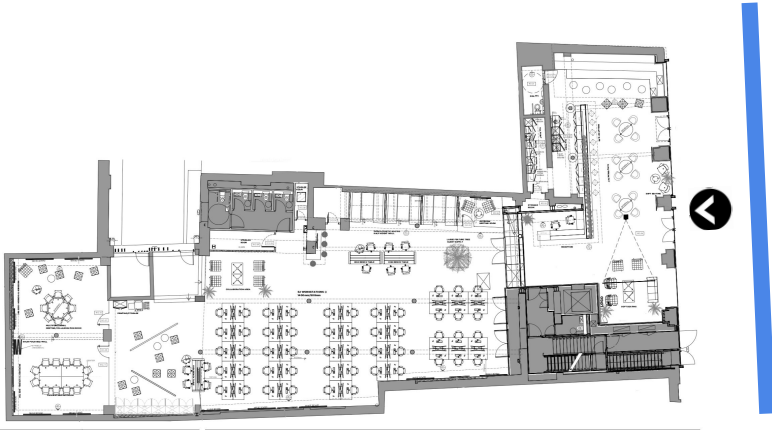


# Existing Features of the Building

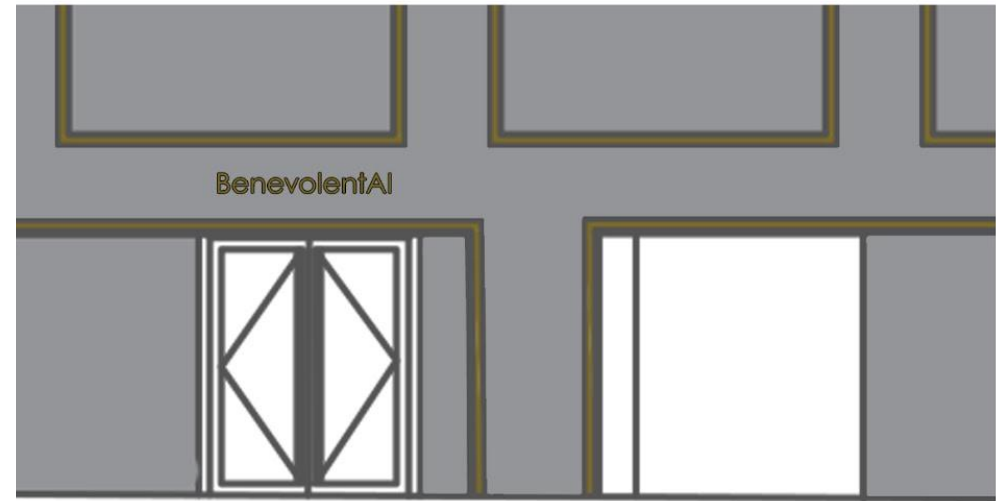
The building is coloured an industrial-style dark grey and lined by vertical golden brown detailing. These exceptional bespoke design features culminate to create an impressive and elegant exterior.



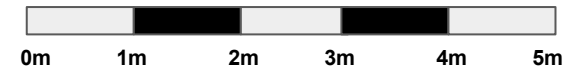
# Existing Features of the Building - Maple Street



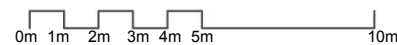
Ground Floor Plan



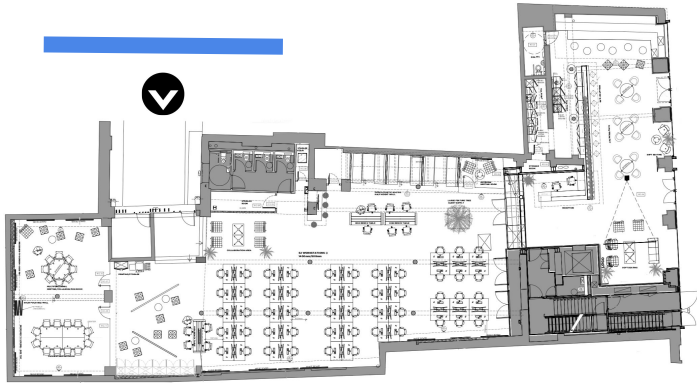
Existing Elevation - Detail



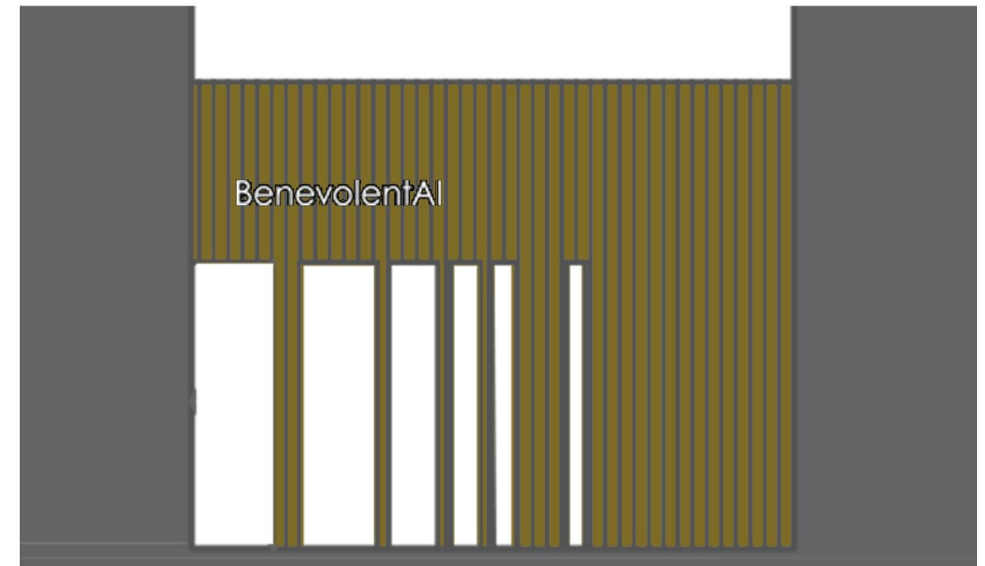
Existing Elevation



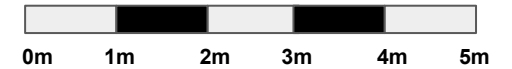
# Existing Features of the Building - Midford Place



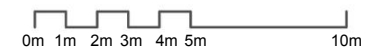
Ground Floor Plan



Existing Elevation - Detail



Existing Elevation







Visual Illustration of the Illuminated Effect

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1655mm

Maple Street Entrance Sign

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1655mm

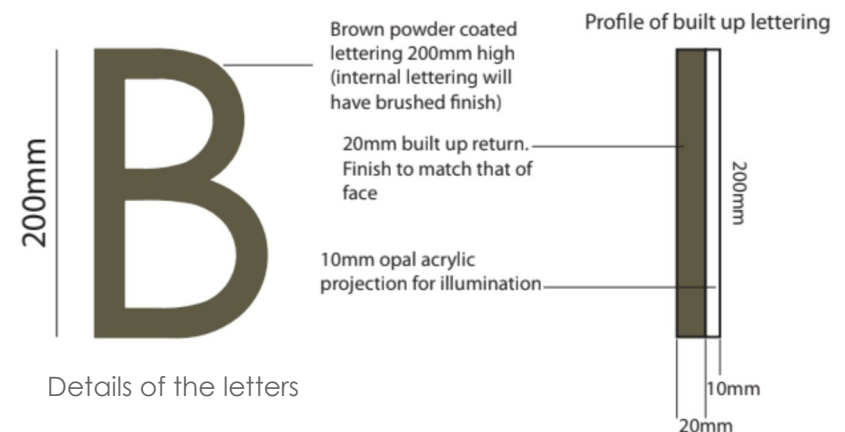
Midford Place Entrance Sign

# Proposed Sign

**Proposal (Maple St):** Proposed is an above entrance *halo illuminated sign*. It has been designed to echo the existing bespoke architectural detailing of the building's exterior; both the material and brown / gold colour used in the sign is already present throughout the four story building. The sign is mounted above the main entrance and will be illuminated in a discreet and subdued manner using halo illumination, which will light up only the lettering with a gold hue. It has been both well designed and well executed; there are no overly dominant fittings or cables. It stands over 3 meters high from its lowest point, and extends less than 0.2 metres from the wall.

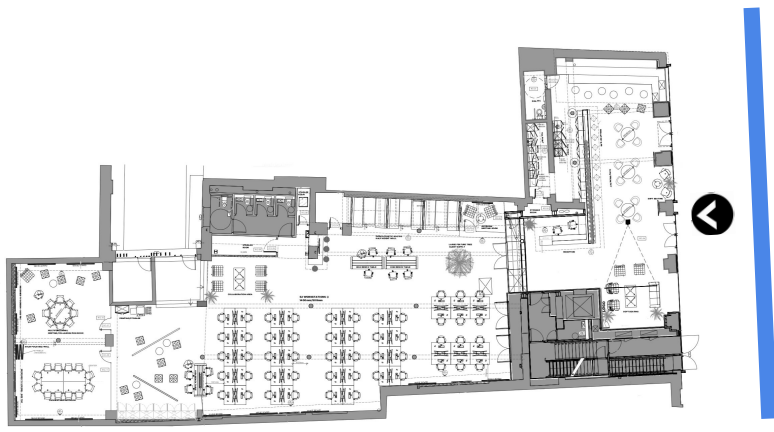
**Proposal (location 2):** The secondary proposal is also a *halo illuminated sign*, in the same architectural style as the building's exterior. The sign is white in colour and will be lit in a discreet manner using halo illumination. It stands over 3.5 meters high from its lowest point, and extends less than 0.2 metres from the wall.

**Hours of Illumination:** 24 hours a day, 7 days a week.

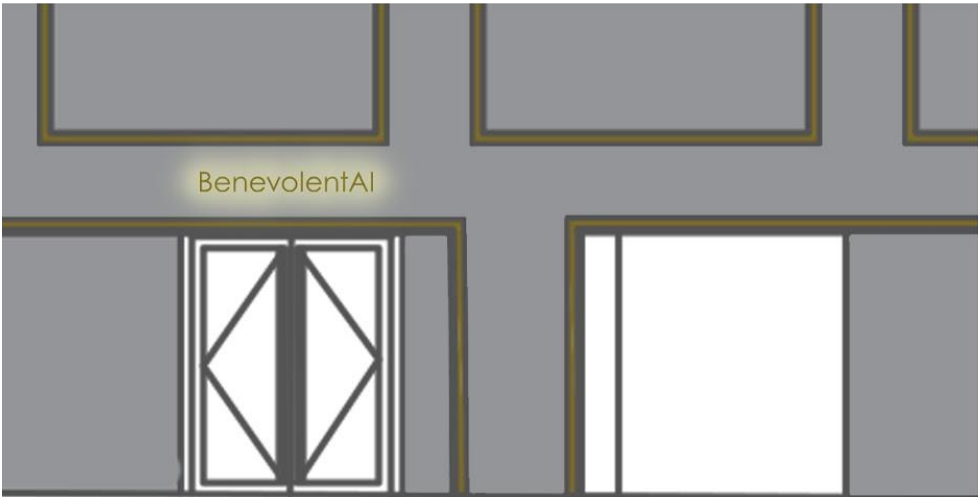




# Proposed Elevation - Maple St



Ground Floor Plan



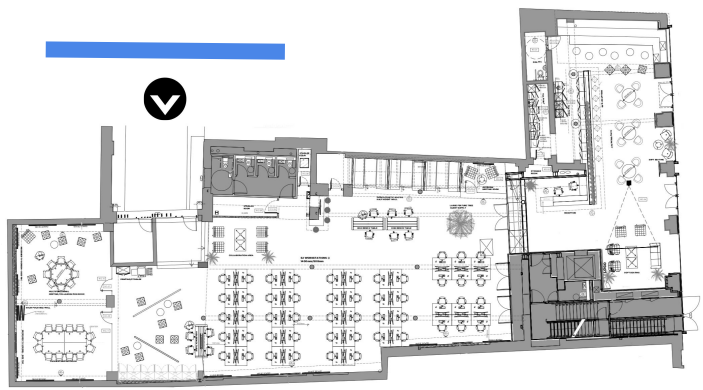
Elevation - Illuminated Sign



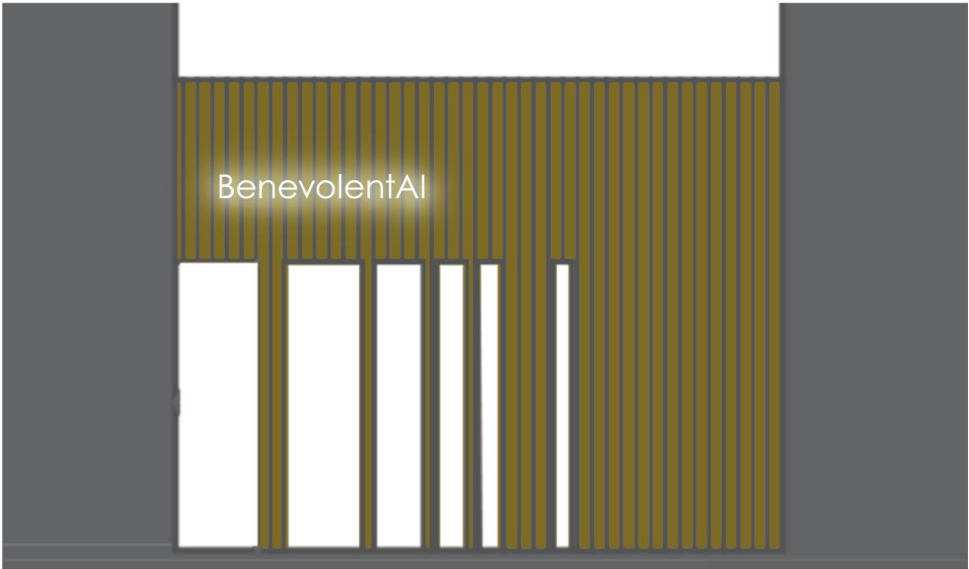
Elevation - Illuminated Sign



# Proposed Elevation - Midford Pl



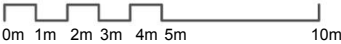
Ground Floor Plan



Elevation - Illuminated Sign



Elevation - Illuminated Sign







## Conclusion

The elegance and style of the proposed sign effectively echoes the quality of this commercial area. It assimilates into the building's existing design elements in aesthetics and scale, subtly adding to the impressive architectural features of the building. It's lights will only highlight these amazing details without disturbing or affecting in any negative way the pedestrians nor the residents of the neighbourhood.

Overall, the sign conveys the excellence and high standards which define London as a burgeoning technology centre.