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Development Management
Camden Town Hall Extension
Argyle Street
London WC1H 8EQ

Application for consent to display an advertisement(s).

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Publication of applications on planning authority websites.

Please note that the information provided on this application form and in supporting documents may be published on the Authority's website. If you require any further clarification, please contact the Authority's planning department.

1. Site Address

Number	<input type="text"/>
Suffix	<input type="text"/>
Property name	<input type="text" value="4-8"/>
Address line 1	<input type="text" value="Maple Street"/>
Address line 2	<input type="text" value="6 Midford Place"/>
Address line 3	<input type="text"/>
Town/city	<input type="text" value="London"/>
Postcode	<input type="text" value="W1T 5HD"/>
Description of site location must be completed if postcode is not known:	
Easting (x)	<input type="text" value="529321"/>
Northing (y)	<input type="text" value="182087"/>
Description	<input type="text"/>

2. Applicant Details

Title	<input type="text" value="Mrs"/>
First name	<input type="text" value="Raquel"/>
Surname	<input type="text" value="Trentini"/>
Company name	<input type="text" value="Benevolent AI"/>
Address line 1	<input type="text" value="4-8"/>
Address line 2	<input type="text" value="Maple Street"/>
Address line 3	<input type="text"/>
Town/city	<input type="text" value="London"/>

2. Applicant Details

Country

Postcode

W1T 5HD

Primary number

Secondary number

Fax number

Email address

Are you an agent acting on behalf of the applicant? ☐ Yes ☒ No

3. Agent Details

No Agent details were submitted for this application

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Proposed is two Metal 3D LED Halo Illuminated letters 200mm high cap height reading BenevolentAI (the name of our company), Flat Face, RAL paint finish. One in each entrance of our office building.

Location 1 - The proposal has been designed to echo the existing bespoke architectural detailing of the building's exterior; both the material and gold / brown 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 low LED 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 2.5 meters high from its lowest point, and extends less than 0.2 metres from the wall.

Location 2: The secondary 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.

Please select the sign types you wish to propose

- ☐ Fascia sign
- ☐ Hanging sign
- ☐ Hoarding sign
- ☒ Other sign

Other Sign

Other sign: 1	
What is the height from the ground to the base of the advertisement?	2.7 metre(s)
What is the maximum projection of the advertisement from face of building?	0.07 metre(s)
Dimension:	Height: 0.2 x Width: 1655 x Depth: 0.02 metre(s)
What materials will the sign be made of? Metal and RAL painted	
What is the maximum height of any of the individual letters and symbols?	0 cm
The colour of text and background Metal 3D LED Halo Illuminated letters 220mm high cap height reading BenevolentAI, Flat Face, RAL paint finish	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	250 cd/m2
Will the illumination be static or intermittent?	Static

4. Type of Proposed Advertisement(s)

Other sign: 2	
What is the height from the ground to the base of the advertisement?	3.8 metre(s)
What is the maximum projection of the advertisement from face of building?	0.05 metre(s)
Dimension:	Height: 0.2 x Width: 1.655 x Depth: 0.02 metre(s)
What materials will the sign be made of? Metal 3D LED Halo Illuminated letters 200mm high cap height reading BenevolentAI, Flat Face, RAL paint finish	
What is the maximum height of any of the individual letters and symbols?	20 cm
The colour of text and background Text: White ; Background: Brown	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	250 cd/m2
Will the illumination be static or intermittent?	Static

If you have selected Other, please describe

Metal 3D LED Halo Illuminated letters 200mm high cap height reading BenevolentAI - See details attached in the supporting documents section.

5. Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place? ☒ Yes ☐ No

If yes, please provide details

The lettering is already in the building and it has been done under the building regulation. Our planning application for the illumination of the existing sign.

SITE 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 and will be displayed above 2.5m from the floor.

Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal? ☐ Yes ☒ No ☐ Not Applicable

If Yes to either or both the questions above, please show the existing sign(s) on an elevation drawing or photograph which can be uploaded to the Supporting Documents section of this application. Please state the references or filenames of the drawing(s) or photograph(s) in this text box

Please find the location of the building, existing photos, plans, existing elevations and existing details included on the file: Site and other plans.
And find the full proposal on the file: Planning Statement

Will the proposed advertisement(s) project over a footpath or other public highway? ☐ Yes ☒ No

6. Advertisement(s) Period

Please state the period of time for which consent is sought for the advertisement

From	28/01/2019
To	28/01/2024

7. Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal? ☐ Yes ☒ No

8. Site Visit

Can the site be seen from a public road, public footpath, bridleway or other public land?

☒ Yes ☐ No

If the planning authority needs to make an appointment to carry out a site visit, whom should they contact? (Please select only one)

- ☐ The agent
☒ The applicant
☐ Other person

9. Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?

☐ Yes ☒ No

10. Interest In the Land

Does the applicant own the land or buildings where the adverts are to be placed?

☒ Yes ☐ No

11. Authority Employee/Member

With respect to the Authority, is the applicant and/or agent one of the following:

- (a) a member of staff
(b) an elected member
(c) related to a member of staff
(d) related to an elected member

It is an important principle of decision-making that the process is open and transparent.

☐ Yes ☒ No

For the purposes of this question, "related to" means related, by birth or otherwise, closely enough that a fair-minded and informed observer, having considered the facts, would conclude that there was bias on the part of the decision-maker in the Local Planning Authority.

Do any of the above statements apply?

12. Declaration

I/we hereby apply for planning permission/consent as described in this form and the accompanying plans/drawings and additional information. I/we confirm that, to the best of my/our knowledge, any facts stated are true and accurate and any opinions given are the genuine opinions of the person(s) giving them. ☒

Date (cannot be pre-application)

30/01/2019