Signage and Lighting Assessment: BenevolentAl

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.

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).

Proposal (Location 1): 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 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 2.5 meters high from its lowest point, and extends less than 0.5 metres from the wall.

Proposal (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 0.5 metres from the wall.

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

Luminescence: 250 cd/m2