

Our ref: Planning / Lloyds Pharmacy/107181

Your ref: PP-04040766



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11 March 2015

Havant Borough Council  
Development Control  
Civic Offices  
Havant  
Hampshire  
PO9 2AX

**For attention of Planning Department**

**Application for Consent to Display an Advertisement at the premises of:  
Lloyds Pharmacy 9-11 Mengham Road Hayling Island  
Hampshire PO11 9BG**

**Planning Statement**

Lloyds Pharmacy is a national company with in excess of 1500 stores and as such has a Corporate Identity with regard to signage and merchandising of their stores.

In arriving at the scheme we take into consideration the style of the building, the area in which it is situated and how visible the property is, and then look at how best we can apply corporate guidelines in order to be sympathetic to the property whilst retaining the identity of our client.

We are applying for planning permission for

- 2 x Internally illuminated folded aluminium fascia's
- 2 x non-illuminated flat aluminium panels

In support of its appearance the design principles within this submission are there are merely to apply the new corporate image for some of our Lloyds Pharmacies. In doing this we have maintained the styled but applied our client's new corporate colour

We would welcome any comments you have with regard to the scheme and should you wish to discuss it further or require any additional information then please do not hesitate to contact me.

Yours faithfully,

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