

Our ref: Planning / Lloydspharmacy /104149

Your ref: PP-02786431



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24 July 2013

Havant Borough Council,
Development Control
Civic Centre Road,
Havant,
Hampshire
PO9 2AX

Planning Service

Dear Sirs

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.

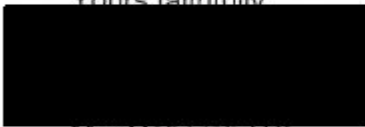
In arriving at the scheme we take into consideration the style of the building, the area in which it is situated and how visible the property is, and then look at how best we can apply corporate guidelines in order to be sympathetic to the property whilst retaining the identity of our client.

We are applying for planning permission for

- 3 X INTERNALLY ILLUMINATED FOLDED ALUMINIUM FASCIA'S
- 1 X NON ILLUMINATED FOLDED ALUMINIUM FASCIA
- 2 X INTERNALLY ILLUMINATED FOLDED ALUMINIUM PROJECTING SIGN
- 2 X DIGITALLY WINDOW GRAPHICS. " These will be in New Lloyds Pharmacy corporate colours

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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ISO Approved