

Planning Statement

The Subject of the Application, Property at 23/25 Elm Grove, Hayling Island, Hampshire
PO11 9EA

Part of National, External, Corporate Re-signing Programme.

The building in question is currently trading as a Lloyds TSB Bank and has done so for a number of years. The building is currently displaying old style part non-illuminated and part internally illuminated fascia which is drab in appearance.

The proposal is to install replacement part non illuminated and part internally illuminated signage as part of a national re-signing programme following the Applicants Corporate Re-Branding. The replacement signage is as the existing. The requirement for the change is the new trading style of the Applicant.

The replacement fascia is part non illuminated and part internally illuminated, only the Brand Logos will be illuminated on the fascia. These will be lit by L.E.D's and give of a 'Halo' effect, with exception of the fascia with the 'Buckle' on which non-illuminated. The 'Buckle' itself is non-illuminated, but the lettering 'TSB' is to be face lit with 'HALO' effect also lit by L.E.D's (Please refer to scheme drawing).

The Vinyl Overlays both Internal and External are all non-illuminated.

The result of the above is likely to ensure the economic development of the Bank and its contribution to the local community in particular and to the public in general. It brings a sympathetic but fresh new look to the main street shopping area.

The proposed new signage will be installed with the minimum of fixings in order to respect the fabric of the building.

During the installation, the elevation will be cordoned off by barriers while safely leaving pedestrian access.

It is felt that the proposal would enhance the appearance of the building being a direct replacement for a unit in poor condition and would not be of detriment to this building.