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Our Ref: JPW0874
Your Ref: PP-07275579

E-mail: tookeyc@rpsgroup.com
Date: 14th September 2018

Havant Borough Council
Planning and Development
Public Service Plaza
Civic Centre Road
Havant
Hampshire
PO9 2AX

Via Planning Portal

Dear Sirs

Lidl UK
Advertisement Consent Application
Lidl, Land South of Manor Road, Hayling Island
Planning Portal Reference: PP-07275579

On behalf of my client, Lidl UK, I enclose an application seeking advertisement consent for a double-sided internally illuminated flag style sign at their proposed new store now under construction off Manor Road in Hayling Island.

The enclosed application documents comprise:

- Application form;
- Sign Location Plan (Ref JPW0874-001)
- Site Block Plan (Ref 3671/12)
- Site Elevations (Ref JPW0874-002)
- Cheque for £132 in payment of the required application fee (sent separately via Royal Mail).

This proposed sign is an alternative to the totem sign that was included in Lidl's first advertisement consent application ref APP/18/00457, which was refused consent and is now the subject of an appeal. It is proposed at the same location as the totem and is intended to serve the same function, but is a new style of sign that Lidl are just starting to roll out for their new stores. It is similar to older style flag type signs that Lidl used to use, but with the addition of several panels below the Lidl logo that can provide information on opening times and in-store facilities. In terms of height and massing the new style sign is smaller than the refused totem and will allow views under the sign (unlike the totems which are solid right down to ground level).

I look forward to receiving confirmation that you have received and validated this application.

Yours faithfully



CHRIS TOOKEY
Associate Director
For RPS

Encs