

From: Tina Pickup
Sent: 06 June 2014 13:54
To: 'Cowplain Pharmacy'
Subject: RE: Signage at 26 - 30 London Road, Cowplain

Dear Mr Patel,

Thank you for your email. At the size proposed, 4.1m x 0.58m, then this still exceeds the size limitation set out in Class 5 of the Advert Regulations which means you still need to apply for advertisement consent to display the sign. You will therefore need to re-submit another Application with accompanying documents, including a plan or photograph showing the precise location of the sign on the building. Because there are 2 first floor windows with different cill heights, unfortunately I still do not know where you mean to erect it - you state that it will stay below first floor window, but you do not specify which one. You will need to show its position very clearly and accurately on your submitted documents.

You also need to demonstrate clearly the display wording on the sign and show how it is to remain static i.e. you need to prove to us that it will not be capable of scrolling messages. There must be some switch or program that determines the display lettering and we need to be assured that at no time in the future will this be changed or capable of displaying different messages. I suggest you ask Shore Signs to submit some technical information that demonstrates the sign will be one single static sign only.

Please note that you are entitled to one 'free go' for an application for a similar development if submitted within 12 months of the first decision notice, which was dated 11th April 2014. Therefore you will not need to pay a fee for this revised application, if submitted by 10th April 2015.

However, please note that I can still not guarantee the outcome of any revised application. You have not reduced the size of the sign to fit the logical fascia, and from the information supplied it does not appear that you have

considered any alternative illuminated signage. It is still the opinion of the LPA that an LED message board style sign, which, because of its capability to scroll, is not necessarily the ideal design solution.

I trust this information is of use to you at this stage, and I look forward to receiving your revised application, which will be formally considered on its merits.

Tina Pickup

Tina Pickup
Planning Officer - 02392 446461
(Tues 10am - 3pm; Thursday & Friday all day)

Development Control
Havant Borough Council, Public Service Plaza, Civic Centre Road, Havant PO9 2AX
Email: tina.pickup@havant.gov.uk

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From: Cowplain Pharmacy [<mailto:info@cowplainpharmacy.co.uk>]
Sent: 03 June 2014 15:41
To: Tina Pickup
Subject: Re: Signage at 26 - 30 London Road, Cowplain

Dear Tina,

Thank you for your email. It is going to be LED Display board and with specified size mention you earlier or in drawing. It is going to replace black " PHARMACY" Letter and it will be in Metal frame. The LED sign will stay below first Floor window and slight coming outside. The color of frame will be black or brown in line with LED board and it will be metal frame.

I hope above information is sufficient, if you need more details then let me know.

Regards

Vipul Patel

On Tue, Jun 3, 2014 at 2:33 PM, Tina Pickup <Tina.Pickup@havant.gov.uk> wrote:

Dear Mr Patel,

Thank you for the submitted details. I note that the size of the sign shown on the Shore Signs plans is identical to your previous proposal. I am therefore unsure where you are intending to erect this sign as I had thought you were going to reduce its size to fit below the first floor window. To clarify could you please provide a plan showing the currently proposed sign in situ on the elevation? Could you also please provide details of the finish (i.e. materials and colour) and wording - is it still an LED display board? If so, as you are aware, it needs to be static illumination only with no changing display.

Thank you for your time,

Tina Pickup

Tina Pickup

Planning Officer - 02392 446461

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From: Cowplain Pharmacy [mailto:info@cowplainpharmacy.co.uk]
Sent: 02 June 2014 11:18
To: Tina Pickup
Subject: Re: Automatic reply: signage at 26 - 30 London Road, Cowplain

Dear Tina,

Hope you well, as we discussed earlier on phone regarding our revised design of our LED Sign, please find attached drawing from Local sign company i.e. ShoreSigns of Portsmouth.

Revised design fulfill all requirements as you can see in attached drawing. If you need more clarification you can contact me or Shoresigns.

We are proving you in writing our plan and its follow your requirements i.e remove existing Pharmacy Sign and keep below first floor window.

Hope that we will get planning permission from Havant Council as soon as possible on this plan, so we can organize order of our LED sign.

Regards,

Vipul Patel

Cowplain Pharmacy

ENCL: Tech Drawing of LED Sign

On Thu, May 15, 2014 at 3:01 PM, Tina Pickup <Tina.Pickup@havant.gov.uk> wrote:

Dear Mr Patel,

Thank you for your letter received by email on 13 May 2014.

You are entitled to submit an appeal against the refusal of advertisement consent 14/00218 and it is entirely your decision whether to do so or not. However the Inspector will only consider that proposal as it was submitted, and will not be able to comment on any alternative proposals.

However, I think you have mis-understood my last letter. The LED sign you proposed measures 4.1m by 0.58m which gives it a total area of 2.37 sqm. This exceeds the limit in Class 5 which stipulates that signs must not exceed 1.55 sqm.

Therefore you CANNOT erect this LED sign under Deemed Consent anywhere at the site - at this size it will always require advertisement consent, wherever it is placed.

In order to erect any signs at the site without the need for advertisement consent they need to comply with ALL the criteria within Class 5, details previously provided. You would therefore need to substantially reduce the size of the sign - should you propose a sign that is only 1.55 sq m or less, and positioned it in lieu of the existing 'PHARMACY' sign, with only static illumination, then it is likely that that option would meet the criteria of Class 5 and be Deemed Consent. To verify that you would be advised to prepare some plans and submit them to us to check that this alternative met the necessary criteria to be considered Deemed Consent.

I trust this information is of use to you at this time.

Tina Pickup

Tina Pickup

Planning Officer - 02392 446461

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From: Cowplain Pharmacy [mailto:info@cowplainpharmacy.co.uk]

Sent: 13 May 2014 23:25

To: Tina Pickup

Subject: Re: Automatic reply: signage at 26 - 30 London Road, Cowplain

Dear Tina,

Thank you for your detail reply and i got same in post yesterday.

With regards to our LED Signage at 26-30 London Road, Cowplain, we have tried our best to corporate with Havant Borough Council to comply with regulations and we are adhering all requirements in our revised documents & plan submitted.

Havant Borough Council is considering small elevation window in the corner as main window but not considering all windows located in same side of building and its unfair to ask to reduce height of our display sing. The LED Sign is not going to locate immediately below elevation window on first floor which make to enhanced look of building.

With this regards, we are not happy with Havant Borough Council's decision and we are going to appeal council's decision to Secretary of State. We are going to post our appeal on Monday 19th May 2014 with all our proposal. I assume Secretary of State will give his fair decision. I assume there is extra cost to council when involvement of Secretary of State comes, which will increase financial burden to Havant Borough Council.

I assume that with our proposed LED Signage application at 20-30 London Road, Cowplain in replacement of "PHARMACY" black letter sign facing London Road having no objection from Havant Borough Council and we can place LED sign at said location without any prior approval from council as we have communication from council and council advice to place LED Sign by replacing existing black latter "PHARMACY" sign.

We are going to appeal to Secretary of State as we think our proposed location in our application is appropriate but if we withdraw our appeal then we can place LED Sign by replacing existing black latter "PHARMACY" sign.

Please, let me know your opinion by Monday 19/05/2014, so we can decide to proceed with appeal.

Thanking for all your correspond in this matter.

Regards,

Vipul Patel

Cowplain Pharmacy

02392255777

NB: We are paying very big amount of Business rates every month and we getting no support from Havant Borough Council with our business progress and prospect that discourage us to enterprise new business in Havant Council.

On Thu, May 8, 2014 at 2:55 PM, Tina Pickup <Tina.Pickup@havant.gov.uk> wrote:

Dear Mr Patel,

I apologise for the delay in responding but please find attached my response to your query about signage at 26-30 London Road, Cowplain. I will put the original in the post today.

thank you,

Tina Pickup

Tina Pickup

Planning Officer - 02392 446461

(Tues 10am - 3pm; Thursday & Friday all day)

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From: Cowplain Pharmacy [mailto:info@cowplainpharmacy.co.uk]

Sent: 29 April 2014 16:22

To: Tina Pickup

Subject: Re: Automatic reply: signage at 26 - 30 London Road, Cowplain

Dear Tina,

Thank you for your reply, we will wait for your respond.

Regards

Vipul Patel

On Tue, Apr 29, 2014 at 12:37 PM, Tina Pickup <Tina.Pickup@havant.gov.uk> wrote:

Dear Mr Patel,

Thank you for your emails, I can confirm that I did receive your response dated 23rd April 2014. I need to carefully consider its contents and speak to colleagues before being in a position to respond. I will endeavour to get back to you within the next week.

Thank you

Tina Pickup

Tina Pickup

Planning Officer - 02392 446461

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From: Cowplain Pharmacy [mailto:info@cowplainpharmacy.co.uk]
Sent: 28 April 2014 10:05
To: Tina Pickup
Subject: Re: Automatic reply: signage at 26 - 30 London Road, Cowplain

Dear Tina,

We have send you our reply regarding our revised plan for LED Display board, so is there any update from your side or have me make any decision with our revised plan. Please let me know, so we can proceed ahead accordingly.

Regards

Vipul Patel

Cowplain Pharmacy

On Wed, Apr 23, 2014 at 5:37 PM, Tina Pickup <Tina.Pickup@havant.gov.uk> wrote:

Thank you for your email.

I am currently out of the office until Thursday 24th April and will endeavour to respond upon my return. My normal working hours are Tuesday 10am - 3pm; Thursday and Friday all day.

Should your message require a more immediate response, please contact Stephen Cantwell on (023) 92446509 stephen.cantwell@havant.gov.uk who may be able to assist you. Thank you.

Information in this message is confidential and may be privileged. It is intended solely for the person to whom it is addressed. If you are not the intended recipient, please notify the sender and delete the message from your system immediately.

Disclaimer ID=HVTSTDDisclaimer

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Regards,

Cowplain Pharmacy,

26-30 London Road,

Cowplain. PO8 8DL

Ph/Fax: 02392255777

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