



**REPORT of  
DIRECTOR OF STRATEGY, PERFORMANCE AND GOVERNANCE**

to  
**CENTRAL AREA PLANNING COMMITTEE  
14 NOVEMBER 2018**

**MEMBERS' UPDATE**

**AGENDA ITEM 6.**

<b>Application Number</b>	<b>ADV/MAL/18/01066</b>
<b>Location</b>	Land South Of Wycke Hill And Limebrook Way Maldon Essex
<b>Proposal</b>	Moveable advertisements attached to hoardings, no more than 100m in length in total, to promote the District of Maldon and the South Maldon Garden Suburb.
<b>Applicant</b>	Maldon District Council
<b>Agent</b>	None.
<b>Target Decision Date</b>	19.11.18
<b>Case Officer</b>	Kathryn Mathews
<b>Parish</b>	<b>MALDON NORTH</b>
<b>Reason for Referral to the Committee / Council</b>	Council application Choose an item. Choose an item.

**7.4 Representations received from Interested Parties (summarised)**

7.4.1 One letter was received objecting to the application and the reasons for objection are summarised as set out in the table below:

<b>Objection Comment</b>	<b>Officer Response</b>
Strange that Maldon District Council made application on a hoarding erected and owned by Taylor Wimpey	Noted
Application should have been made by a named person not just a 'member of staff'	This is not a reason to invalidate the application
Existing Taylor Wimpey advertisement an unnecessary and inappropriate intrusion on the visual amenity of the area for a period of two years	The existing Taylor Wimpey advertisements are subject of currently undetermined application ADV/MAL/18/01176
Totally wrong and out of keeping with beautiful and historic town – inappropriate for town and unacceptable	Noted – refer to section 5.4 of report. Maldon District Council is the applicant but Maldon Town Council is not

<b>Objection Comment</b>	<b>Officer Response</b>
that District Town Council appears to be involved	‘involved’ with the application except as a consultee.