

CIRCULATED PRIOR  
TO THE MEETING



**REPORT of  
ASSISTANT DIRECTOR: PLANNING AND IMPLEMENTATION**

to  
**SOUTH EASTERN AREA PLANNING COMMITTEE**  
24 May 2024

**MEMBERS' UPDATE**

**AGENDA ITEM NO. 5**

<b>Application Number</b>	<b>24/00328/ADV</b>
<b>Location</b>	Land North West Of 2 Maldon Road Burnham-On-Crouch
<b>Proposal</b>	Erect 2no. non-illuminated entrance signs
<b>Applicant</b>	Mr Ian Holloway
<b>Agent</b>	Mr Stewart Rowe – The Planning and Design Bureau
<b>Target Decision Date</b>	03.06.2024
<b>Case Officer</b>	Fiona Bradley
<b>Parish</b>	<b>BURNHAM-ON-CROUCH</b>
<b>Reason for Referral to the Committee / Council</b>	Called in by Councillor W Stamp – Policy D6

**7 CONSULTATIONS AND REPRESENTATIONS RECEIVED (PAGES 21 – 22)**

**7.3 Representations from Interested Parties**

Members are advised that since the report was drafted a further letter from an interested party as follows:

<b>Objection comment</b>	<b>Officer Response</b>
Previous application was refused as it was to be illuminated. This application is described as back lit, which is illuminated, so is misleading.	As confirmed in section 3.1.5 of the report, the advertisements would not be illuminated.
The signage needs to be in keeping with what's already in the town and sympathetic to it's surroundings.	The impact on visual amenity is considered by officers to be acceptable, as discussed in 5.3 of the report.
Contrary to policy D6, unnecessary light pollution, out of keeping with the existing street scene and excessive for a single site.	The advertisements would not be illuminated. Visual amenity is discussed in section 5.3 of the report. The proposal is for two advertisements and a condition to ensure the removal of two previously approved advertisements is proposed to ensure signage is not excessive at this location.