

**REVIEW OF THE EAST DEVON AREA OF SPECIAL CONTROL OF ADVERTISEMENTS
(ASCA)**

Introduction

East Devon District Council is consulting on changes it wishes to make to the area covered by the East Devon Area of Special Control of Advertisements (ASCA). An ASCA places additional controls on the display of advertisements due to an areas scenic, historic, architectural or cultural significance. It is being reviewed to ensure that it still covers the areas which need additional protection without placing unnecessary burdens on local businesses and others where the stricter controls are no longer necessary. Initial work has identified large parts of the main towns of East Devon, together with the Exeter and East Devon Enterprise Zone, where it is now difficult to justify the ASCA designation.

In September and October 2018 the Town Council was consulted on an initial review of the East Devon ASCA. At the time councillors were in support of the proposed exclusion of most of Cranbrook from the Area of Special Control of Advertisements. However, it was recommended that controls should be established to control the location and content of adverts on aesthetic grounds and, particularly, how they might sit in a Healthy New Town. At the time the Council was advised that the Healthy New Town status could not be taken into account in the current review and the content of advertisements lies outside of the control of the planning system.

Current Consultation

Currently the whole of Cranbrook is inside the ASCA. The current consultation proposes to remove the main areas with planning permission for development to make it easier to display advertisements in the currently consented area of Cranbrook as shown on the map on page 28 of the consultation document.

Cranbrook Town Council's Response

Cranbrook Town Council agrees with the general approach of excluding the built-up areas of the main East Devon towns from the ASCA.

The consultation document recognises that Cranbrook will expand significantly in the future beyond the currently consented area of the town and it references the Cranbrook Development Plan Document. The Town Council is in favour of removing all the areas proposed for development in the Cranbrook Plan as mapped on page 29 and 30 of the consultation document from the ASCA.

The Town Council agrees that this would make it easier to display some advertisements in the areas likely to be developed as Cranbrook grows.

The Town Council further agrees that the surrounding countryside would remain in the ASCA.

In relation to the Enterprise Zone, the Town Council agrees to remove all of the Enterprise Zone from the ASCA in order to reduce the restrictions on the display of advertisements, which are not consistent with the simplified planning regime which applies and which appears counterproductive to the intention of an Enterprise Zone to support businesses and enable local economic growth.