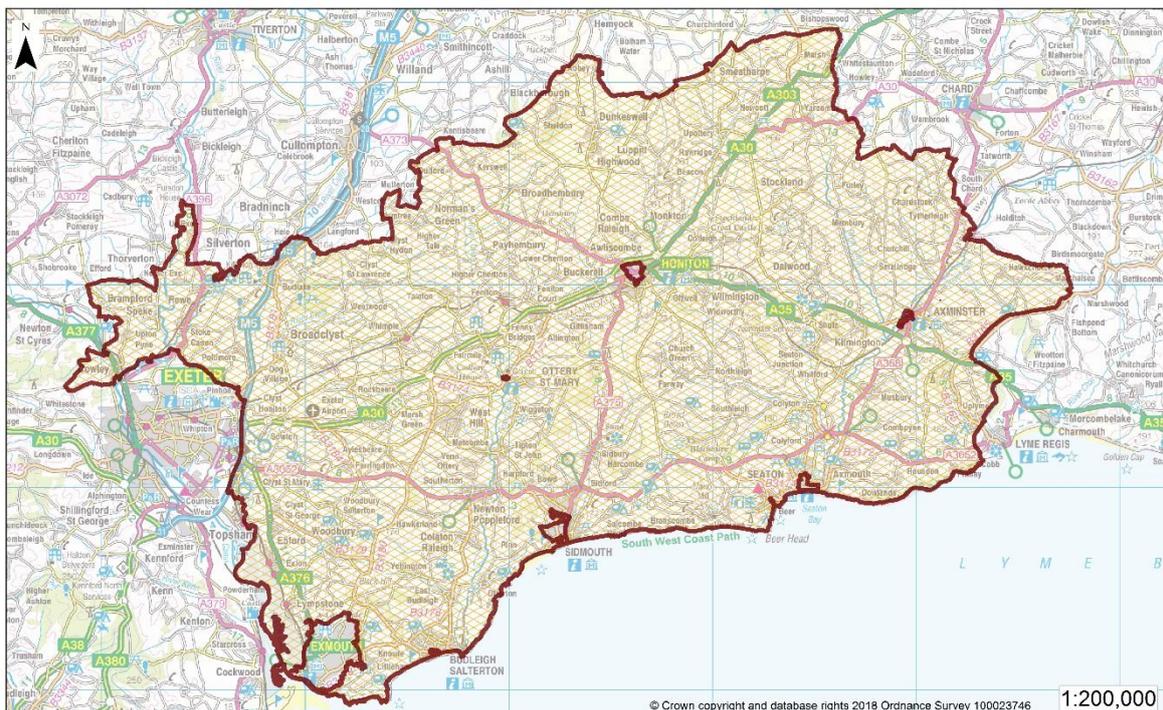


Review of the East Devon Area of Special Control of Advertisements

Planning Policy Briefing Paper



East Devon Area of Special Control of Advertisements

 Adverts in SCA Area of Special Control of Advertisements

September 2018

Purpose of Briefing Paper

The East Devon Area of Special Control of Advertisements (ASCA) covers the whole of East Devon with the exception of most of Exmouth, significant parts of Axminster, Honiton, Seaton and Sidmouth and small parts of Beer, Budleigh Salterton and Ottery St. Mary. Within an ASCA (that is in the vast majority of East Devon) there are additional controls on when advertisements need permission to be displayed.

A review is being undertaken to establish whether changes need to be made to the area covered by the East Devon ASCA. This is likely to result in an overall reduction in the area covered by the ASCA to reflect the growth of our towns and the designation of the Enterprise Zone. The widening of the area not designated as an ASCA would relax some of the controls on the display of advertisements but many restrictions would be unaffected, including those relating to the display of advertisements in conservation areas and areas of outstanding natural beauty.

This briefing paper is being sent to any Parish or Town Council and EDDC Councillor representing areas likely to be affected by proposed changes to the areas covered by the ASCA. The purpose of the briefing paper is to guide informal consultation on the issues raised in the review prior to the consideration of formal public consultation documents by the East Devon Strategic Planning Committee in November 2018.

Contact details

Linda Renshaw

Planning Policy
East Devon District Council
Knowle, Sidmouth, EX10 8HL

Phone: 01395 571683

Email: planningpolicy@eastdevon.gov.uk

Review of the East Devon Area of Special Advertisement Control in a nutshell

Areas of Special Control of Advertisement (ASCA) place additional controls on the display of adverts and should only be imposed in areas that need special protection due to their scenic, historic, architectural or cultural significance. The rural areas of East Devon warrant the additional protection afforded by the ASCA because they are largely undeveloped and non-urbanised areas where more relaxed controls on advertisements could undermine the visual qualities of the environment. Urban areas, and especially commercial centres, are different in character, and advertisements are far more compatible with the nature of these areas and the roles and functions they serve. Businesses in urban areas, particularly town centres, should be able to rely on advertisements to support trade and activity. However, large parts of the main towns of East Devon together with Cranbrook and the Enterprise Zone are currently included in the ASCA, where there are greater restrictions on the display of advertisements. This is difficult to justify and can run counter to objectives of prompting commercial activity. A review is being undertaken to ensure that the ASCA covers the areas that need additional protection without placing unnecessary burdens on local businesses and others in areas where the stricter controls are no longer necessary.

The review is at a very early stage in preparation and work still needs to be undertaken to identify where changes to the boundary are justified; this work will form the basis for a formal consultation on reviewing the ASCA, which is expected to happen early in 2019. A briefing paper was considered by the Strategic Planning committee in July <https://eastdevon.gov.uk/media/2604891/july-2018-spc-asca-briefing-paper.pdf> and Members wanted the Parish/Town Councils and District Councillors for the wards likely to be affected to be involved early in the process: this briefing paper has been prepared to help facilitate this. The guiding principles for the review set out in the July briefing paper have been used by planning officers to identify areas of land for consideration as part of the review. We are seeking your views on the points highlighted before finalising proposals for public consultation that will be considered by the Strategic Planning Committee at its meeting in November.

I would be grateful if you could take a look at the maps provided for the areas for which you are responsible and let me have any comments by 15th October 2018. I will then be able to finalise a report for the Strategic Planning Committee meeting on 27th November (the deadline for completing my report for this is 18th October). I

have included questions with the maps that I would be grateful for your response to, but feel free to make any comments you like.

There will be further opportunities to comment as the review progresses, but it would be helpful to have your initial comments at this early stage. Subject to the agreement of the Strategic Planning Committee, formal consultation on the review is planned for early 2019. The review process follows formal statutory procedures and can include a public inquiry, but it is hoped that a revised boundary for the ASCA will be agreed by the Secretary of State by the end of 2019.

Key Questions

What is an Area of Special Control of Advertisements?

An Area of Special Control of Advertisements (ASCA) places additional controls on what types of advertisement can be displayed and on when it is necessary to apply for consent to display an advertisement. An ASCA may be designated where the scenic, historical, architectural or cultural features are so significant that additional restrictions on advertisements are justified to conserve the visual amenities of that area. Further details are available at [Review of East Devon Area of Special Control of Advertisements - East Devon](#).

Why is the East Devon ASCA being reviewed?

There is a statutory requirement to consider, at least once every five years, whether an ASCA should remain in force unaltered. The East Devon ASCA was last modified in 2002 and there have been significant changes since then, including the building of Cranbrook and the designation of an Enterprise Zone. A comprehensive review is being undertaken which aims to adopt a consistent approach to which areas should be excluded from the ASCA. This is likely to result overall in a reduction in the area covered by the ASCA, thereby simplifying the procedures for displaying advertisements in parts of East Devon.

What are the guiding principles for the review?

- In Axminster, Exmouth, Honiton, Ottery St. Mary, Seaton and Sidmouth land inside the adopted Built-up Area Boundary (BUAB) will be excluded from the ASCA unless it is within an AONB;
- In Budleigh Salterton there will be no major changes to the excluded area because the town is 'washed over' by the East Devon AONB (although minor changes are under consideration);
- In Cranbrook all areas with planning permission for major development will be excluded from the ASCA; and
- Land within the Exeter and East Devon Enterprise Zone will be excluded from the ASCA.

Other considerations

- Where there are areas of large scale development on the edge of towns that lies outside of the adopted BUAB consideration will be given to whether these should also be excluded from the ASCA. Examples of this include land to the south west of Honiton and to the south of Ottery St. Mary;
- In Axminster consideration will be given to whether the mixed use allocation, which is included in the BUAB, should be excluded given uncertainties over the masterplanning of this area;
- In Beer consideration will be given to amending the area excluded from the ASCA so that it mirrors the village centre defined in the Beer Neighbourhood Plan;
- In Colyton, which is currently wholly included in the ASCA, consideration will be given to excluding the area identified as the vitality and shopping area defined in the adopted East Devon Villages Plan; and
- In Cranbrook consideration will be given to removing from the ASCA the areas identified for development in the emerging Cranbrook Development Plan.

Examples of how advertisement consent is different in an ASCA

The regulations that govern what types of permission are needed to display various types of advertisement are extremely complex and there are many factors to be considered when determining which types of consent may be required. The following examples highlight some of the differences being inside an ASCA can make and are intended to illustrate the differences rather than give definitive advice on when consent is required.

Example 1

Businesses can generally display non-illuminated advertisements at their business premises without needing to apply for consent subject to a number of conditions, including that no character or symbol is more than 0.75 metres in height; this is reduced to 0.3 metres in an ASCA.

Example 2

One advertisement may be displayed (without needing to apply for consent) for no more than 10 days a year on a balloon not more than 60 metres above ground level, unless it is in an Area of Outstanding Natural Beauty, a conservation area or an ASCA.

Example 3

A non-illuminated advertisement can be displayed without the need to apply for consent on the forecourt of a business premises, but consent is required if it is more than 4.6 metres above ground level or 3.6 metres in an ASCA.

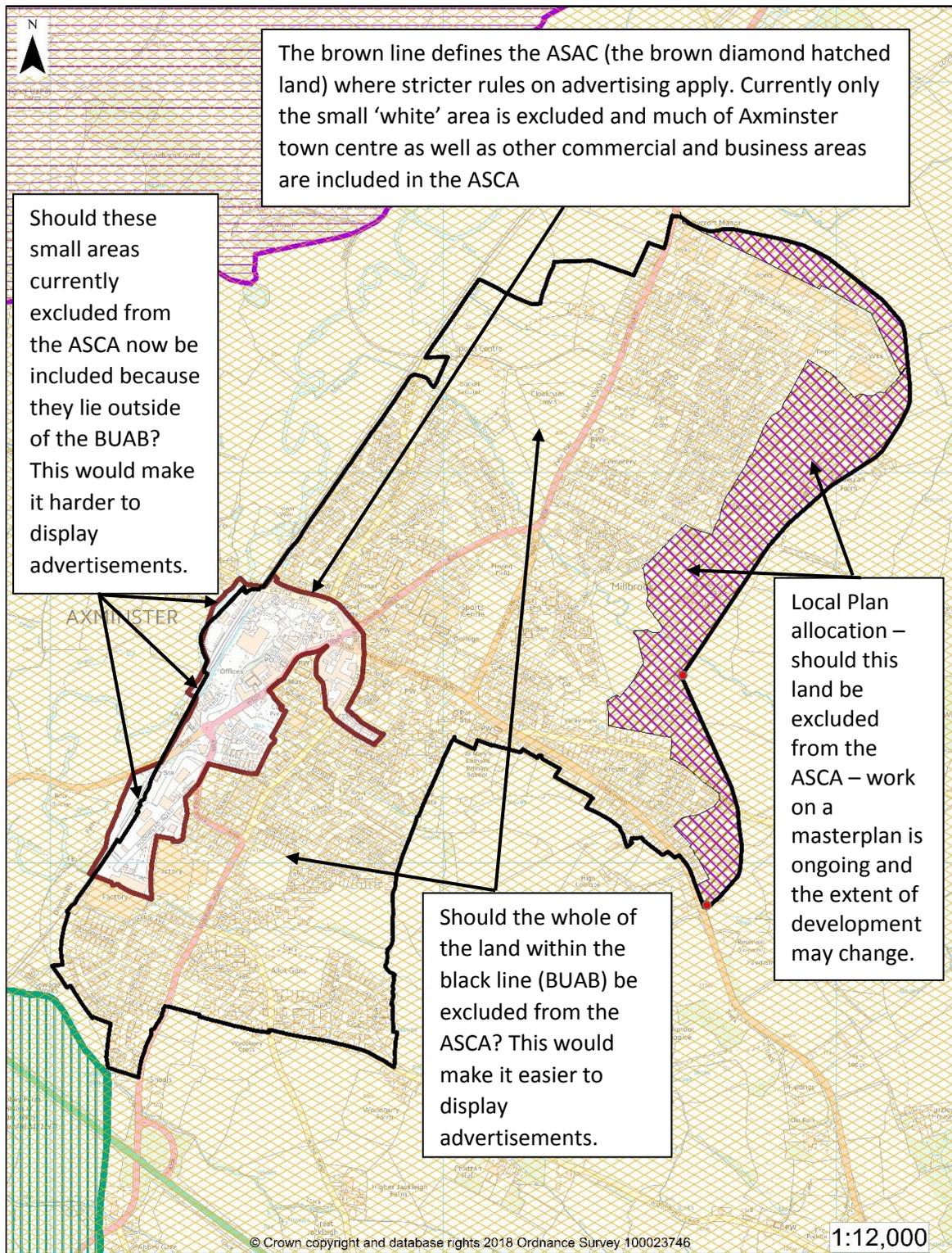
Example 4

Within an ASCA, consent cannot be granted for an illuminated advertisement that provides directions to other buildings or land in the locality.

Example 5

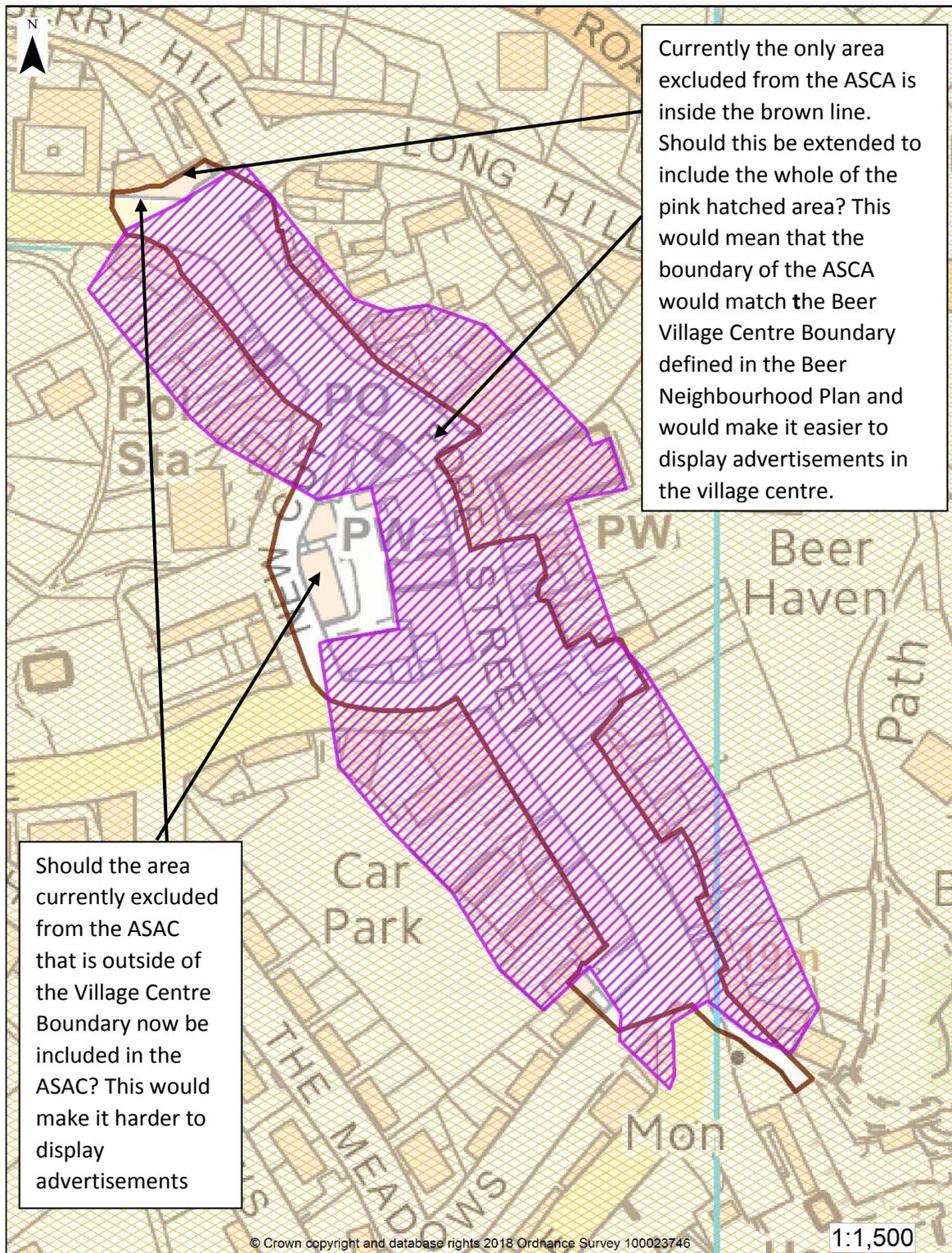
Temporary signs for a travelling circus or fair are often allowed without the need to apply for specific consent subject to a number of conditions, including that the advertisement should be no higher than 4.6 metres above ground level, but this is reduced to 3.6 metres in an ASCA.

Axminster key issues map



- | | |
|---|--|
|  Built-Up Area Boundary (Strategy 6) |  Blackdown Hills AONB |
|  Mixed Use Allocation (Strategic) |  Dorset AONB |
|  Advert in SCA Area of Special Control of Advertisements |  East Devon AONB |

Beer key issues map

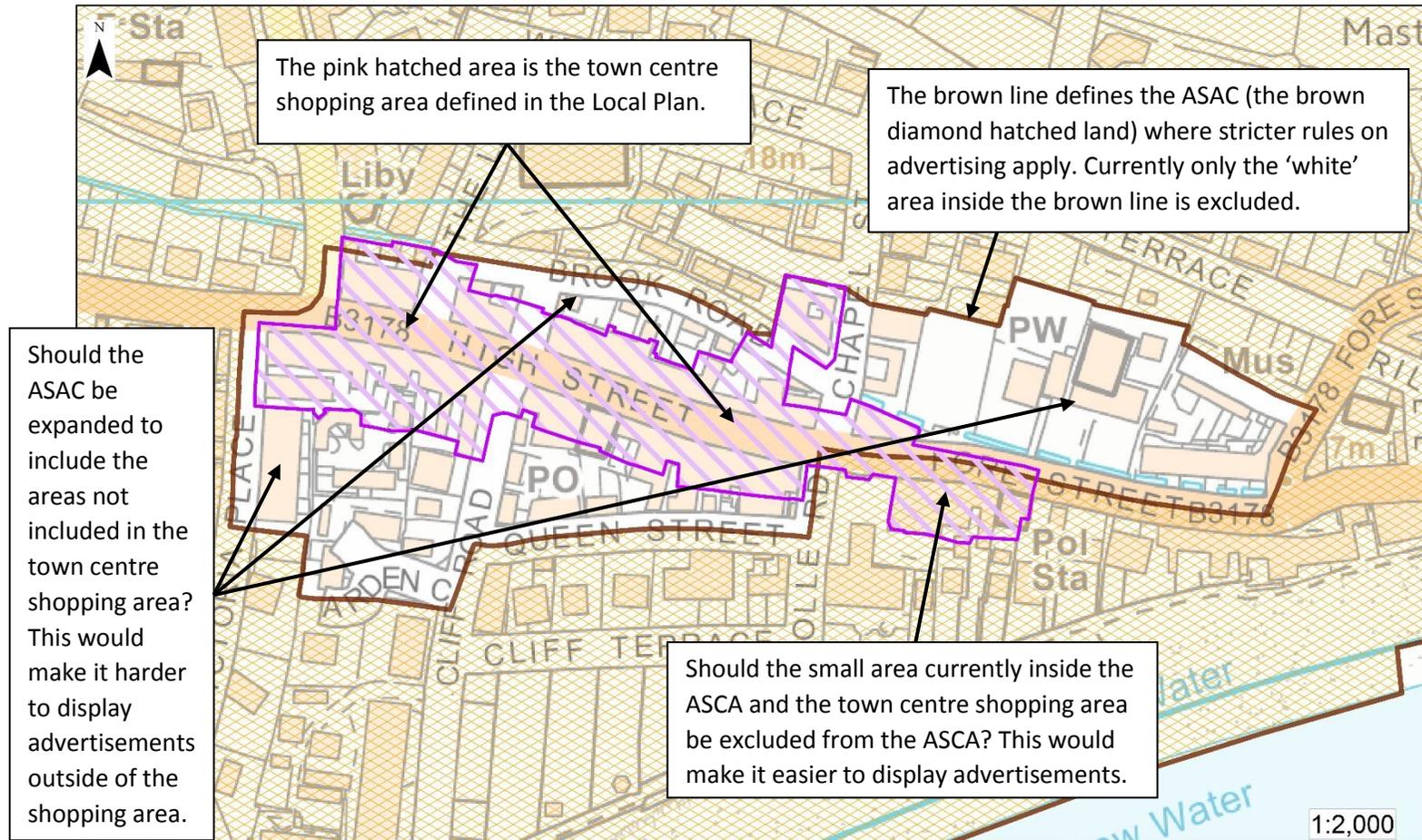


Currently the only area excluded from the ASAC is inside the brown line. Should this be extended to include the whole of the pink hatched area? This would mean that the boundary of the ASAC would match the Beer Village Centre Boundary defined in the Beer Neighbourhood Plan and would make it easier to display advertisements in the village centre.

Should the area currently excluded from the ASAC that is outside of the Village Centre Boundary now be included in the ASAC? This would make it harder to display advertisements

-  Vitality and Shopping Areas
-  Advert in SCA Area of Special Control of Advertisements

Budleigh Salterton key issues map

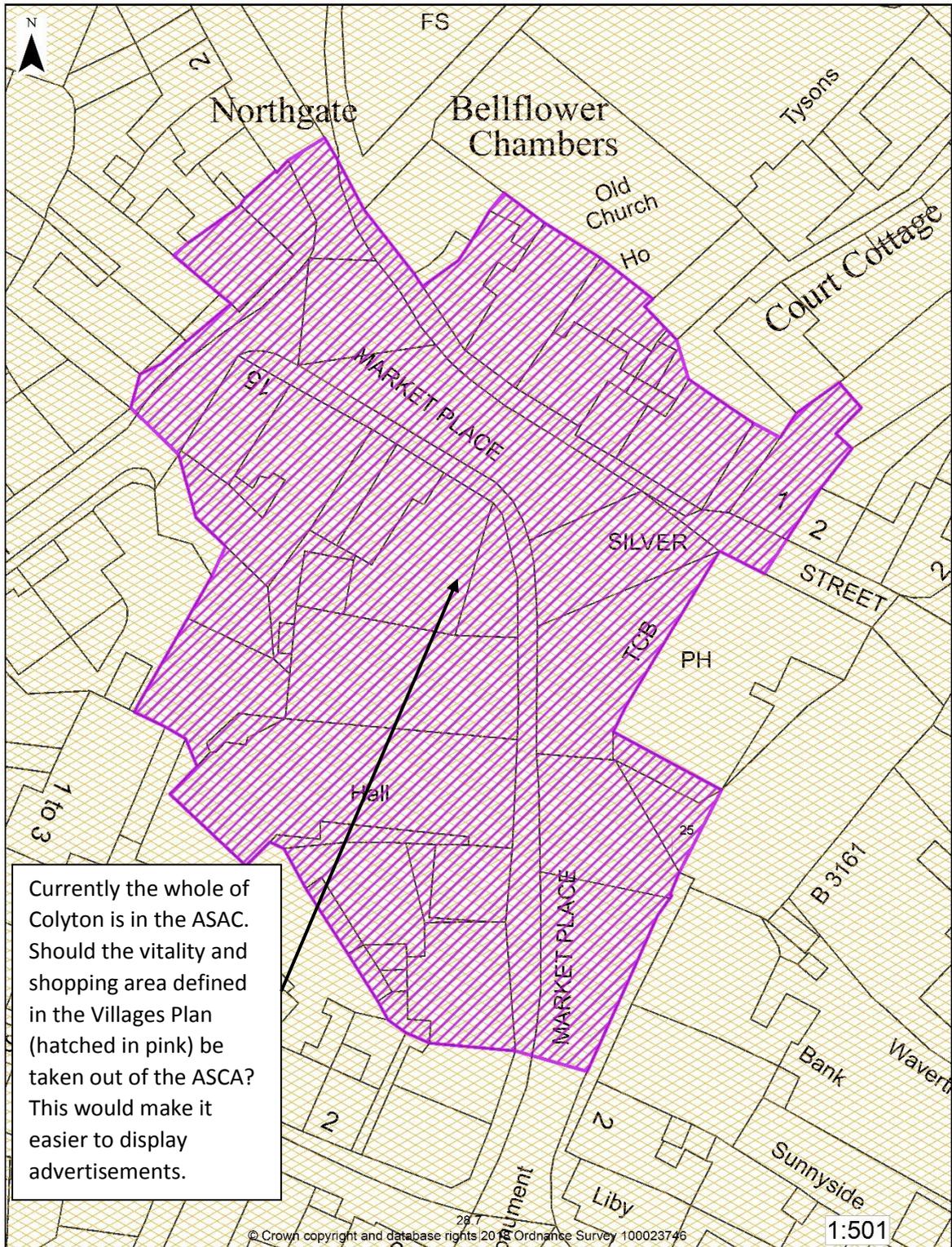


-  Town Centre Area (E9)
-  Advert in SCA Area of Special Control of Advertisements

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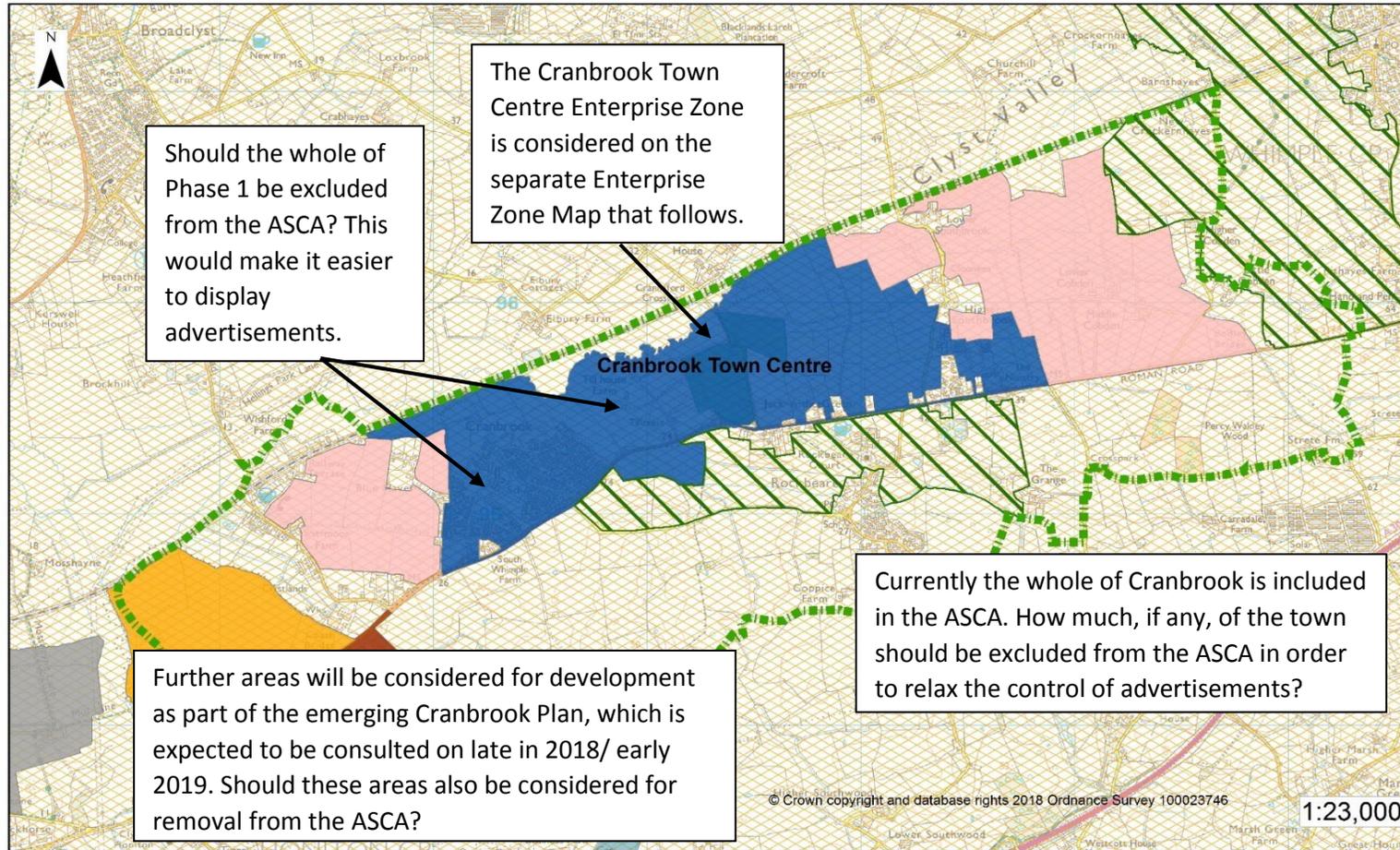
1:2,000

Colyton key issues map



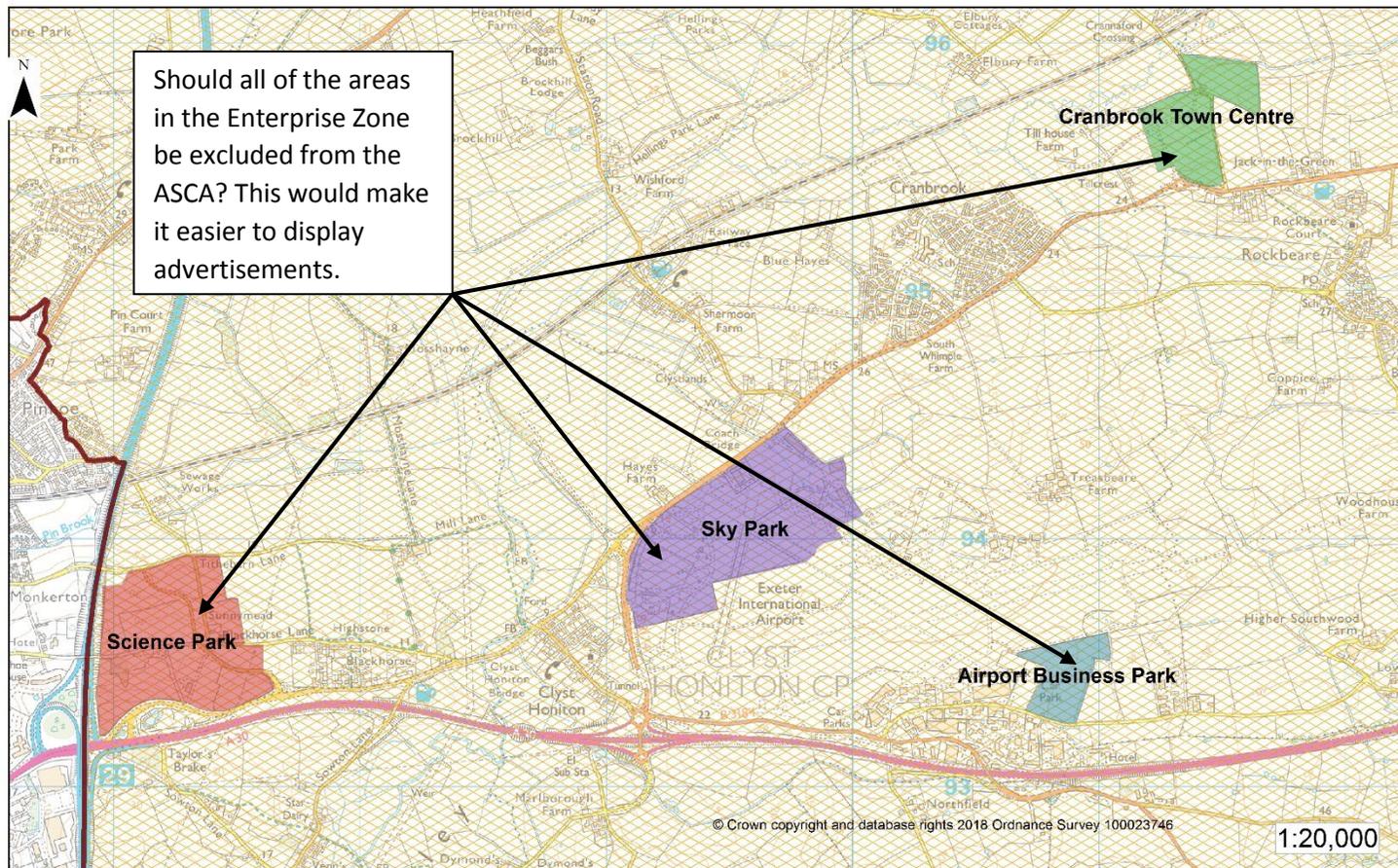
-  Vitality and Shopping Areas
-  Advert in SCA Area of Special Control of Advertisements

Cranbrook key issues map

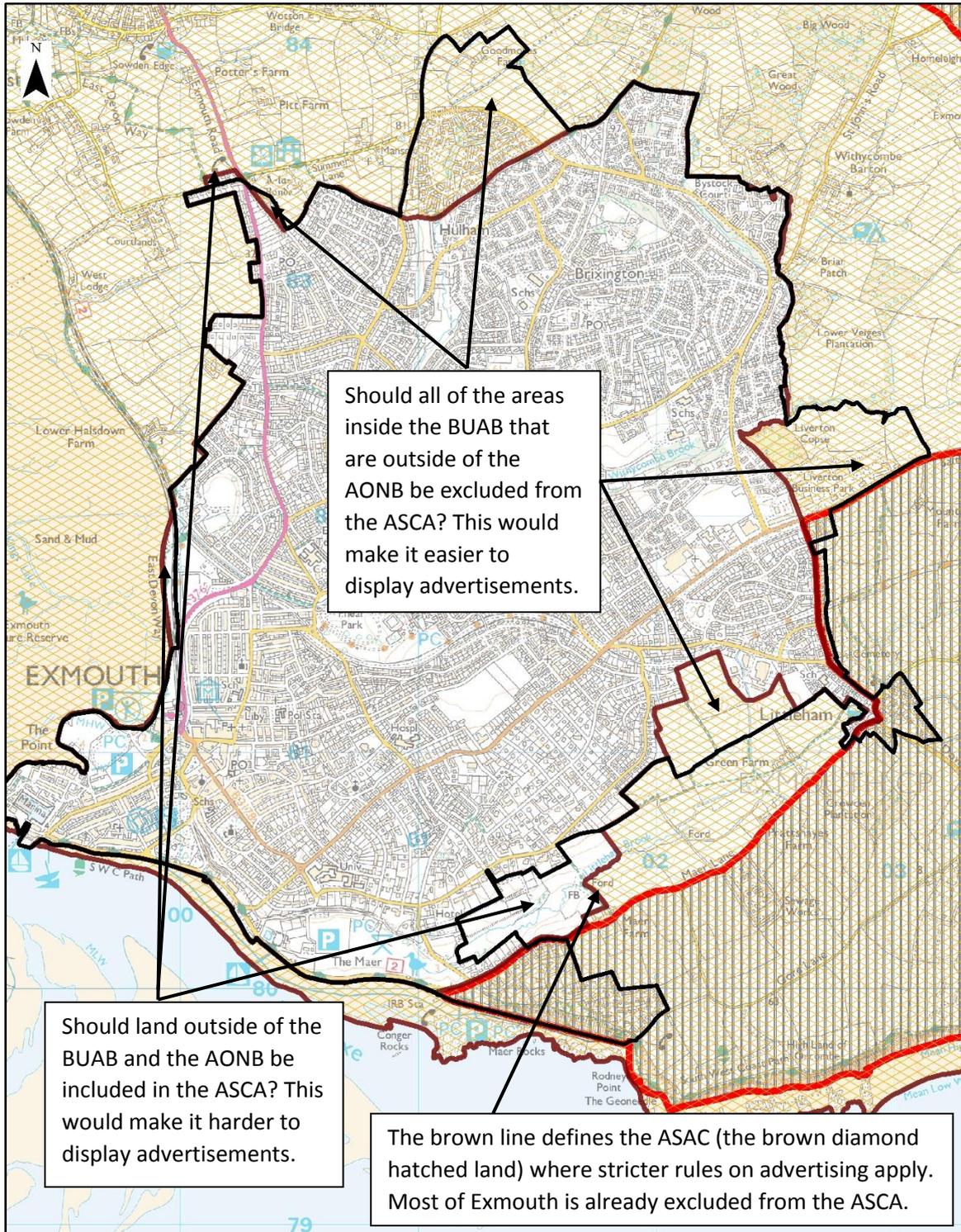


- | | | | |
|---|--|------------------------|--------------|
| Advert in SCA Area of Special Control of Advertisements | West End Developments | Cranbrook Phase 1 | Science Park |
| Built-Up Area Boundary (Strategy 6) | Development | Intermodal Interchange | Skypark |
| Cranbrook Plan Area (Strategy 12) | North of Blackhorse; Blackhorse/ Tithebarn Green | Old Park Farm | Mossbayne |
| Green Wedge (Strategy 8) | Cranbrook Expansion Site; Cranbrook Expansion Site | Pinncourt Farm | |

Enterprise Zone Key Issues Map



Exmouth key issues map



Should all of the areas inside the BUAB that are outside of the AONB be excluded from the ASCA? This would make it easier to display advertisements.

Should land outside of the BUAB and the AONB be included in the ASCA? This would make it harder to display advertisements.

The brown line defines the ASAC (the brown diamond hatched land) where stricter rules on advertising apply. Most of Exmouth is already excluded from the ASCA.

Built-Up Area Boundary (Strategy 6)

Advert in SCA Area of Special Control of Advertisements

Blackdown Hills AONB

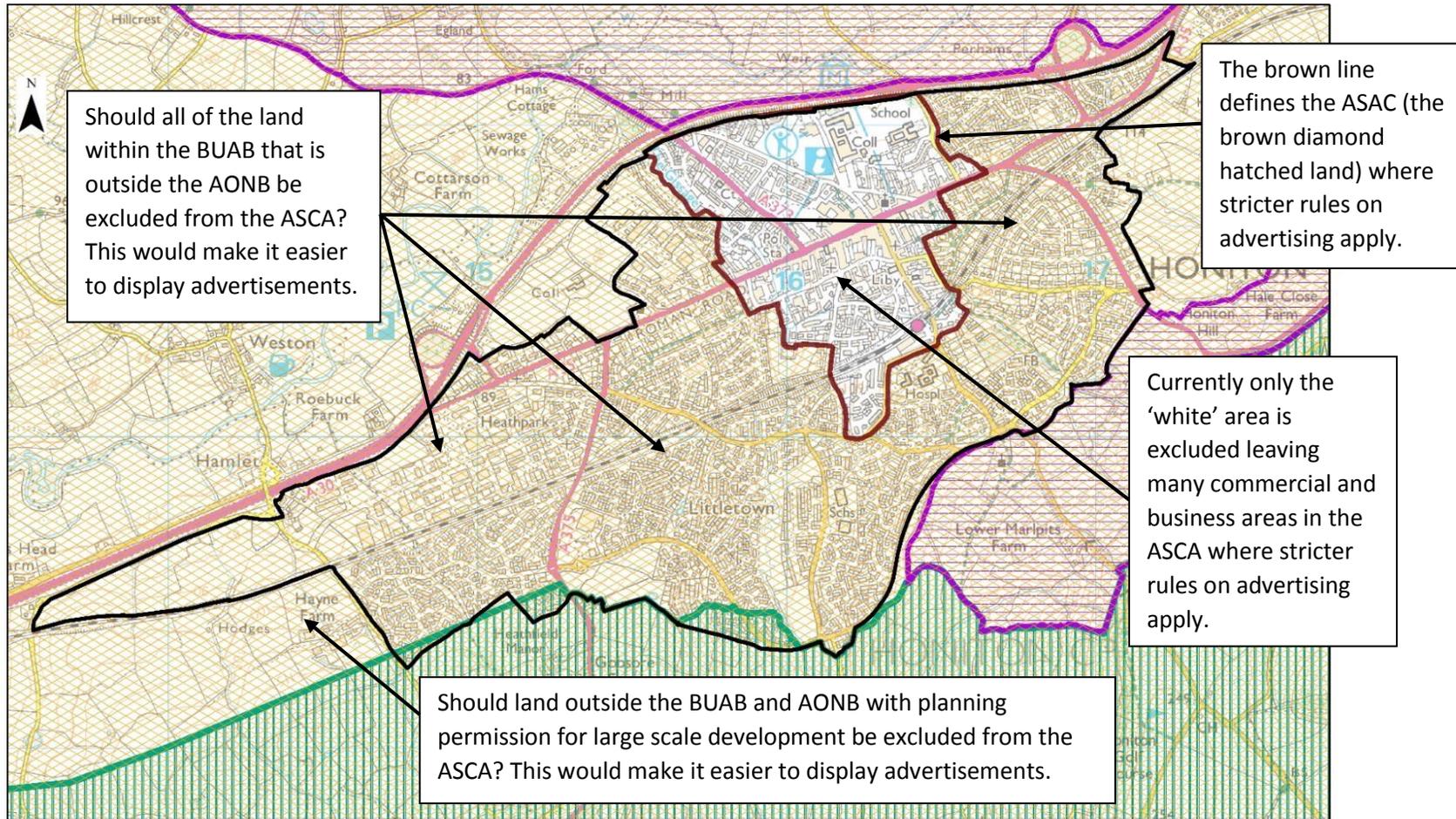
Dorset AONB

East Devon AONB

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The black BUAB line overlays much of the brown ASCA line on this map - see brown diamond hatched land to identify extent of ASCA.

Honiton Key Issues Map



Should all of the land within the BUAB that is outside the AONB be excluded from the ASCA? This would make it easier to display advertisements.

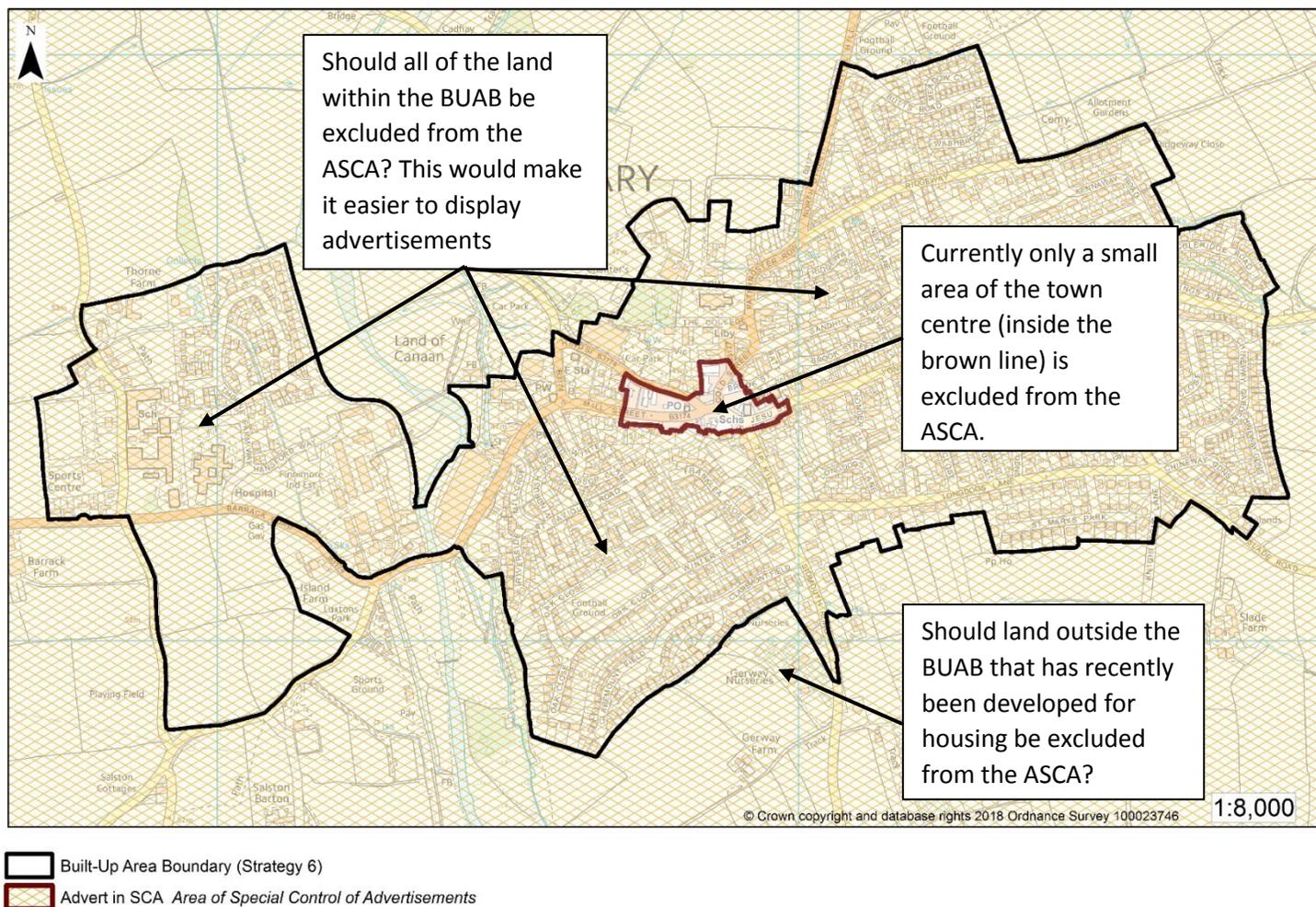
The brown line defines the ASAC (the brown diamond hatched land) where stricter rules on advertising apply.

Currently only the 'white' area is excluded leaving many commercial and business areas in the ASCA where stricter rules on advertising apply.

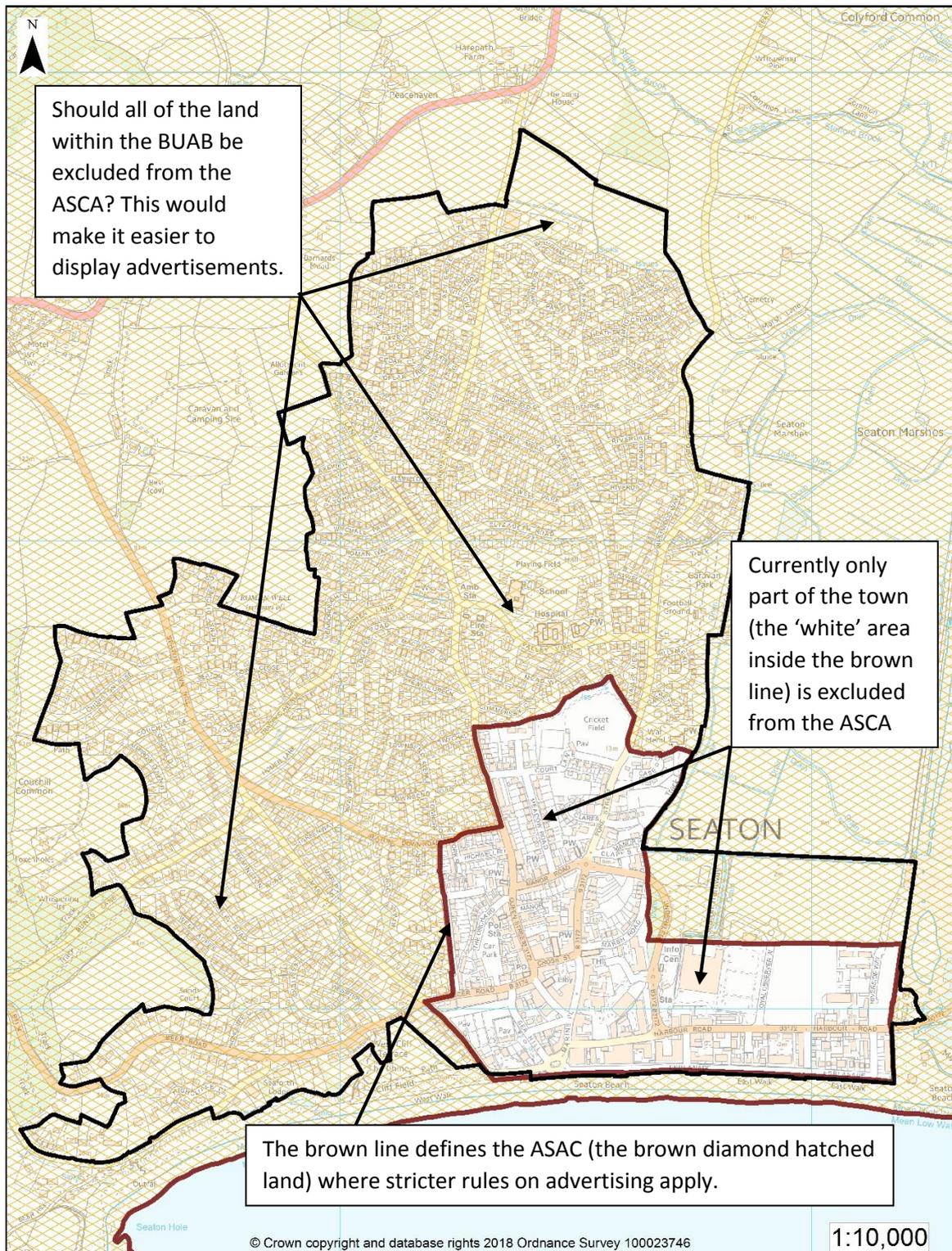
Should land outside the BUAB and AONB with planning permission for large scale development be excluded from the ASCA? This would make it easier to display advertisements.

-  Built-Up Area Boundary (Strategy 6)
-  Advert in SCA Area of Special Control of Advertisements
-  Blackdown Hills AONB
-  Dorset AONB
-  East Devon AONB

Ottery St. Mary Key Issues

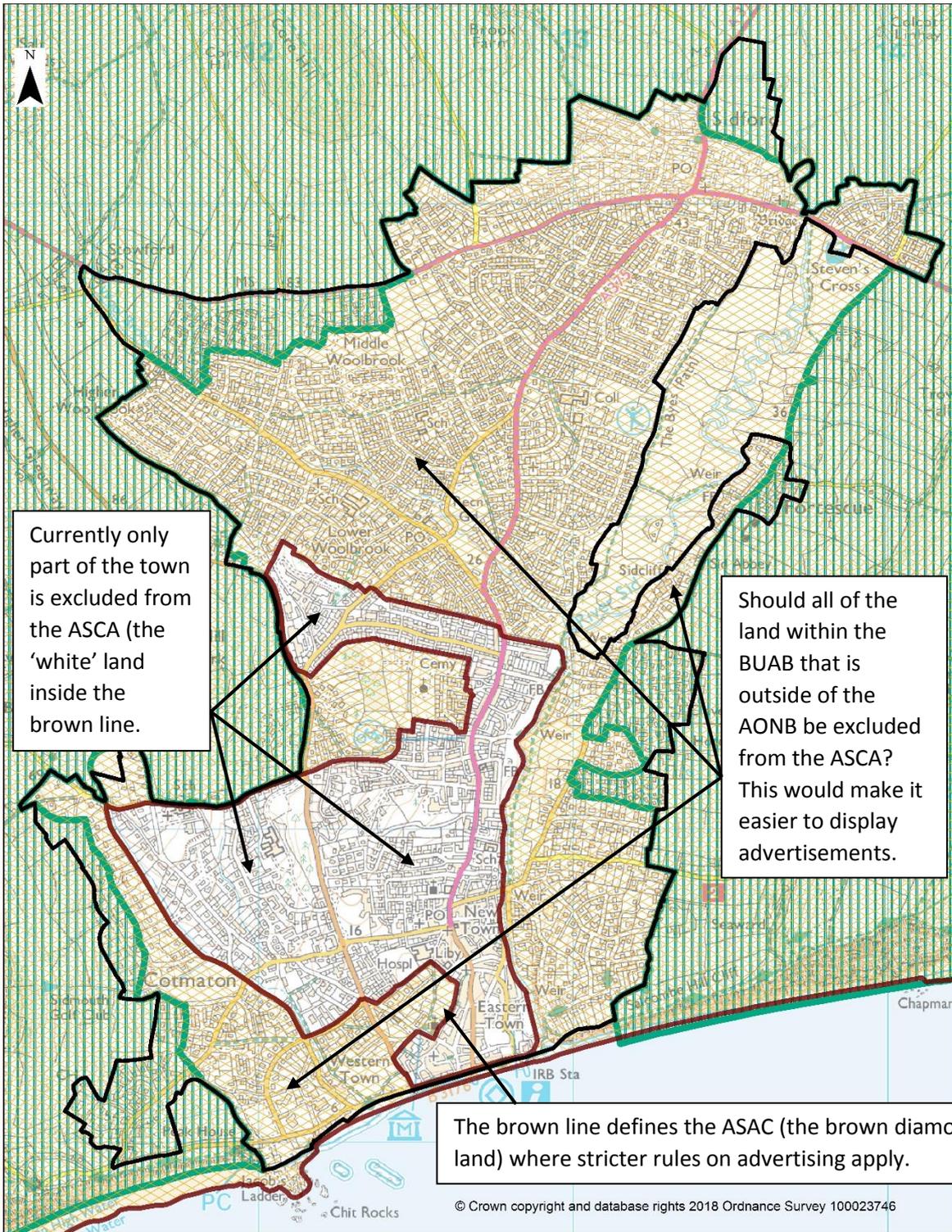


Seaton Key Issues Map



-  Built-Up Area Boundary (Strategy 6)
-  Advert in SCA Area of Special Control of Advertisements

Sidmouth Key Issues



-  Built-Up Area Boundary (Strategy 6)
-  Advert in SCA *Area of Special Control of Advertisements*
-  Blackdown Hills AONB
-  Dorset AONB
-  East Devon AONB

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