

Planning policy consultation

Review of East Devon Area of Special Control of Advertisements

Public Consultation 05/02/2019 – 19/03/2019



February 2019 Consultation Version

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[Review of East Devon Area of Special Control of Advertisements - East Devon](#)

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1 Consultation Details

- 1.1 This consultation seeks your views on proposed changes to the area covered by the East Devon Area of Special Control of Advertisements (ASCA). Following this consultation we will consider all responses received. We will then decide whether to amend our proposals and either re-consult (if any changes are significant) or to amend the ASCA and submit it to the Secretary of State for consideration.
- 1.2 We would like to hear what you think about the changes we are planning to make. We have produced maps for each area where changes are proposed and supported these with specific questions. General questions you might like to consider in your response include:
-) Is the approach of excluding the built-up areas of the main East Devon Towns from the ASCA correct?
 -) Should land within an Area of Outstanding Natural Beauty be kept in the ASCA even if it is within the built-up area of a town?
 -) Are there any other areas that should be considered for removal from the ASCA?
 -) Are there any other areas that should be considered for inclusion in the ASCA?
- 1.3 The period for you to submit your comments runs from 5th February 2019 until 19th March 2019. Comments can be submitted via email to planningpolicy@eastdevon.gov.uk or by post to: Planning Policy Team, East Devon District Council, Blackdown House, Border Road, Heath Park Industrial Estate, HONITON, EX14 1EJ.
- 1.4 All comments must be received by 5pm on 19th March 2019 or they may not be considered. Please note that we usually upload comments to the website including the name of the person commenting, although personal details (signature, address, email and telephone number) are redacted. Where comments are received from an organisation or business, contact details will not usually be redacted. In some cases, for instance where comments are deemed to be offensive or confidential, comments may not be made public or an officer summary may be uploaded instead.
- 1.5 **Data Protection-** Any personal information which you provide will be held and used by East Devon District Council for the purpose of the review of the Area of Special Control of Advertisements and may inform other planning policy work. Your information may also be shared within East Devon District Council for the purposes of carrying out our lawful functions. Otherwise your personal information will not be disclosed to anybody outside East Devon District Council without your permission, unless there is a lawful reason to do so, for example disclosure is necessary for crime prevention or detection purposes. Your information will be held securely and will not be retained for any longer than is necessary. There are a number of rights available to you in relation to our use of your personal information, depending on the reason for processing. Further detail about our use of your personal information can be found in the relevant [Privacy Notice](#).

2 Summary

- 2.1 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.
- 2.2 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.
- 2.3 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 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.
- 2.4 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.


3 Extent of East Devon ASCA

3.1 The vast majority of East Devon is covered by the ASCA as shown on Map 1 below, where only the red areas lie outside of the ASCA. The excluded areas include the majority of Exmouth, large parts of Axminster, Honiton, Seaton and Sidmouth and very small parts of Beer, Budleigh Salterton and Ottery St. Mary.

Map 1 Extent of ASCA in East Devon



 Advert in SCA Area of Special Control of Advertisements

 Areas not in the ASCA

Glossary of Terms

Area of Outstanding Natural Beauty

An area of outstanding natural beauty (AONB) is land protected by the Countryside and Rights of Way Act 2000 (CROW Act). It protects the land to conserve and enhance its natural beauty (Definition taken from [the National Planning Guidance](#)).

Area of Special Control of Advertisements

An Area of Special Control of Advertisements is an area specifically defined by the planning authority because they consider that its scenic, historical, architectural or cultural features are so significant that a stricter degree of advertisement control is justified in order to conserve visual amenity within that area. Legislation requires that Areas of Special Control are to be rural areas or other areas which appear to the Secretary of State to require 'special protection on grounds of amenity'. Before any Area of Special Control defined by a local planning authority can be effective, the Secretary of State must approve it. This approval procedure ensures that nationally applicable standards are used in determining what areas are to have stricter advertisement control. The main consequence for advertisements which can be displayed with deemed consent in an Area of Special Control is that there are stricter limits on permitted height and size of the advertisement than elsewhere (Definition taken from Department of Communities and Local Government [Outdoor advertisements and signs: a guide for advertisers](#)).

Built-up Area Boundaries are defined on the maps in [the East Devon Local Plan](#) and the East Devon Villages Plan. Strategy 6 of the Local Plan effectively says that development will be allowed within defined 'Built-up Area Boundaries' (BUAB's), subject to certain criteria. Strategy 7 sets out the overarching policy of constraint for development outside boundaries (definition taken from paragraph 1.2 of the [East Devon Villages Plan](#)).

4 Key Questions

4.1 Why are we consulting on our proposed changes?

We are planning to change the areas where there are stricter rules on displaying advertisements and need to know whether you support these changes or are against them. Our review must be informed by public consultation and follow specific legal steps. Your views will be taken into account when we make a final decision on where the boundaries should be drawn. Once we have decided on the changes we want to make we will need to submit our plans to the Government and, if there are concerns about what we want to do, there may be a 'Public Examination' (where an independent Inspector will advise the Secretary of State on whether the changes should go ahead).

4.2 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.

4.3 Why are we reviewing the East Devon ASCA?

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.

4.4 How have the planned changes been identified?

A set of guiding principles have been used to identify potential changes. These are that:

-) 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 being considered);
-) 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.

4.5 What other considerations have been taken into account in the review?

The guiding principles have been used to determine most of the changes proposed to the ASCA, but in some cases alternatives have been considered to take account of local circumstances including:

-) 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;
-) 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 master planning 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.

4.6 What difference does being in an ASCA make?

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. It is not the case that within an ASCA there is control over most advertisements but outside of the ASCA there is little control. The main differences relate to the scale of the sign and the letters/characters on it. 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.

Examples of the difference being in the ASCA makes

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.

5 Axminster

- 5.1 Currently only a small part of the town is excluded from the ASCA as shown in Map AX01. This includes Tesco, the station and most of the town centre, but does not include the Co-op supermarket, most of the carpet factory or the industrial estates to the north of the town.

Map AX01 Area currently excluded from ASCA

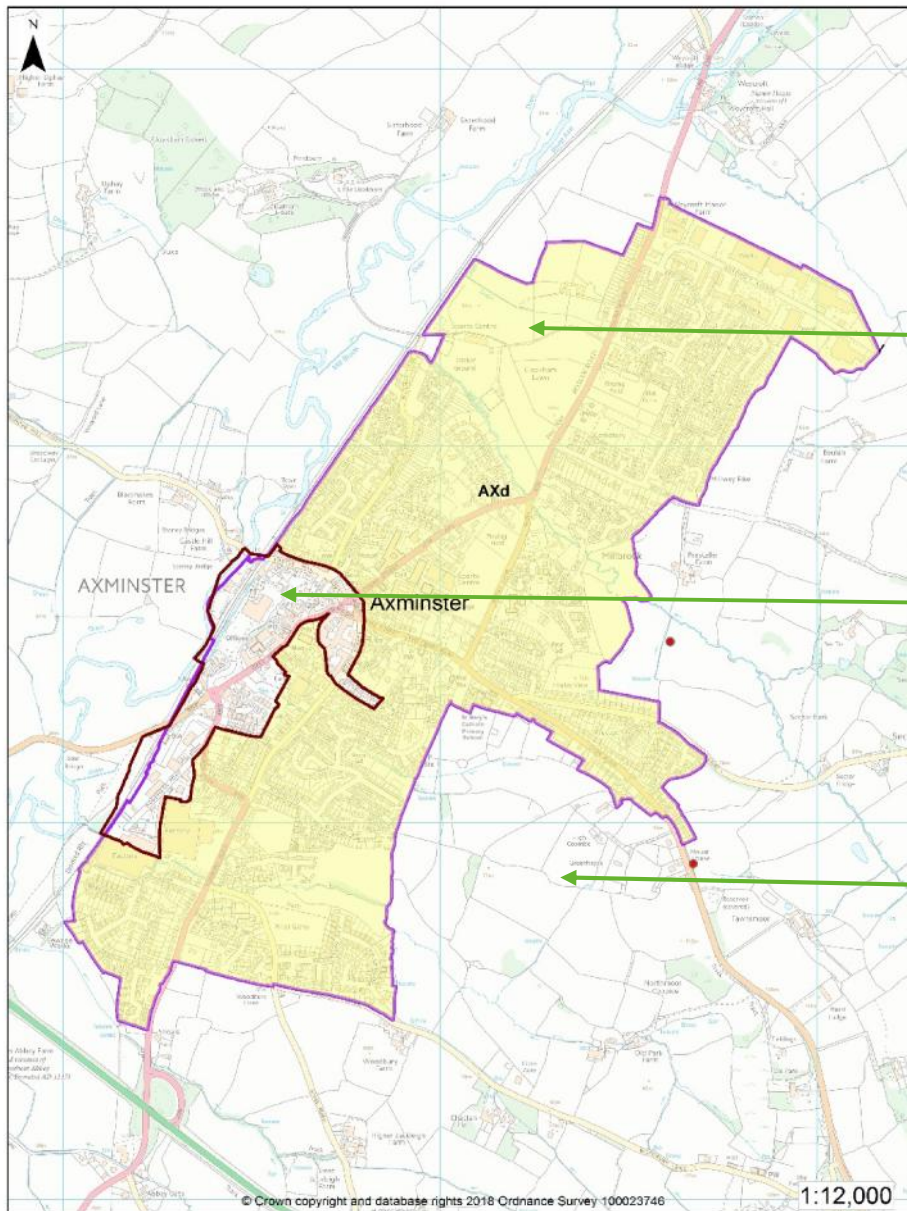


Land inside the brown line is currently not in the ASCA – all of the surrounding land is in the ASCA

 Advert in SCA Area of Special Control of Advertisements

5.2 We are proposing that the area covered by the ASCA is reduced so that all of the existing main built up areas of the town are taken out, as shown in Map AX02. This would make it easier to display some types of advertisement in the town, but many restrictions would remain, including additional rules on what can be displayed in the conservation area.

Map AX02 Area proposed to be excluded from ASCA



We propose to remove the lemon coloured land from the ASCA.

Land inside the brown line is already outside of the ASCA.

Land surrounding the purple line would remain in the ASCA.

- Proposed ASCA boundaries
- Advert in SCA Area of Special Control of Advertisements
- Sites considered for exclusion

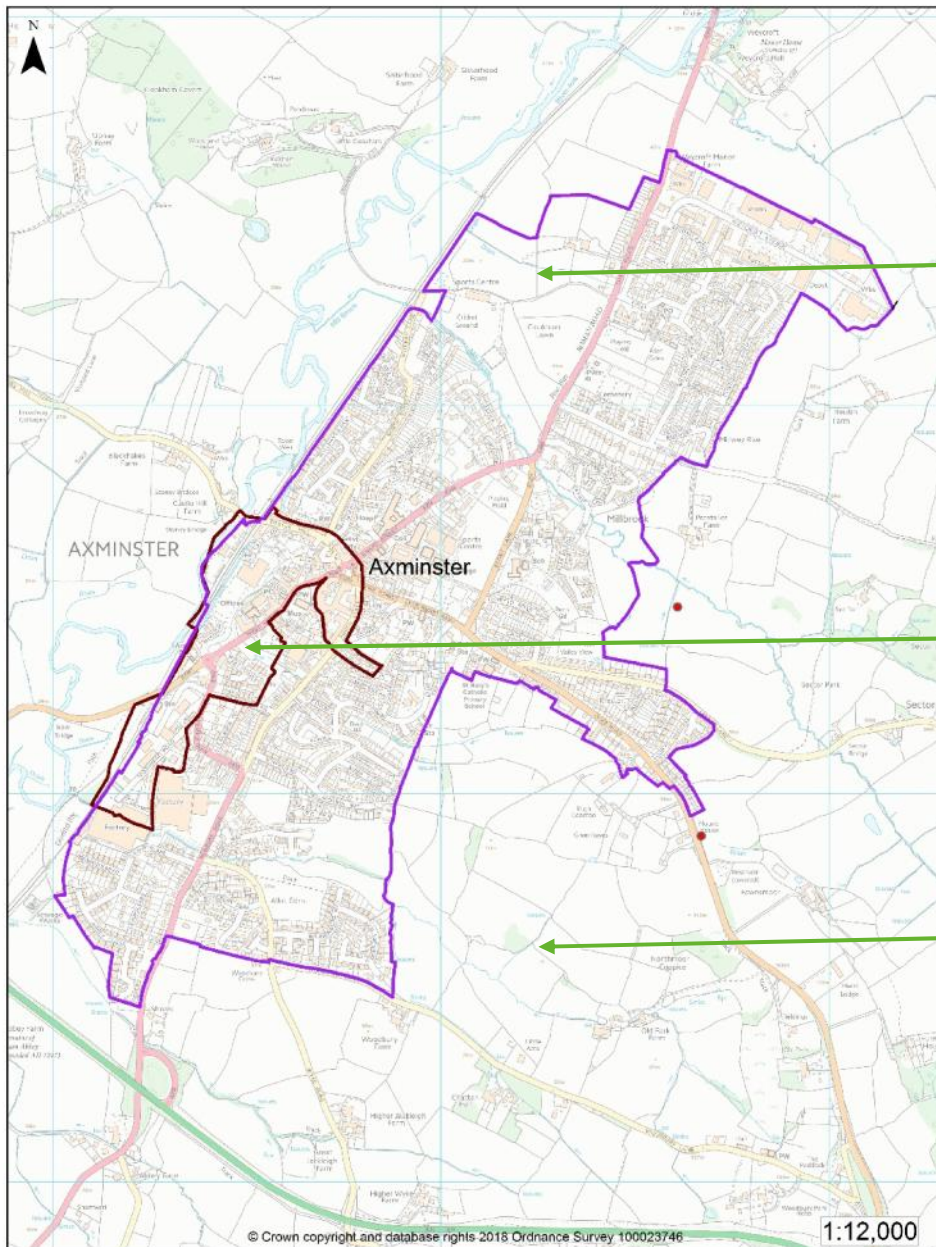
5.3 There are three small areas to the west of the railway that currently lie outside of the ASCA and outside of the built up area of the town shown on Map AX03. Site AXa comprises an overgrown area of land adjacent to a field and part of the railway line and station; AXb is a small vegetated area alongside the railway line and AXc is part of the River Axe. All of the sites form part of the rural setting of the town and are areas where additional controls on the display of advertisements are justified. They also lie outside of the Built-up Area Boundary (BUAB) defined in the adopted local plan. One of the reasons that land within the BUAB is proposed to be taken out of the ASCA is to simplify the system so that there is a rationalisation of boundaries where possible. This adds to the reasons for putting sites AXa/b/c into the ASCA.

Map AX03 Areas proposed to be included in ASCA



5.4 Map AX04 shows both the current area excluded from the ASCA and the larger area we are proposing to remove. The boundary of the proposed area for exclusion follows the Built-up Area Boundary for Axminster defined in the East Devon Local Plan, with the exception of land to the east of the town that is allocated in the local plan for mixed use development.



Map AX04 Proposed ASCA boundary



We propose to take the land inside the purple line and outside of the brown line out of the ASCA.

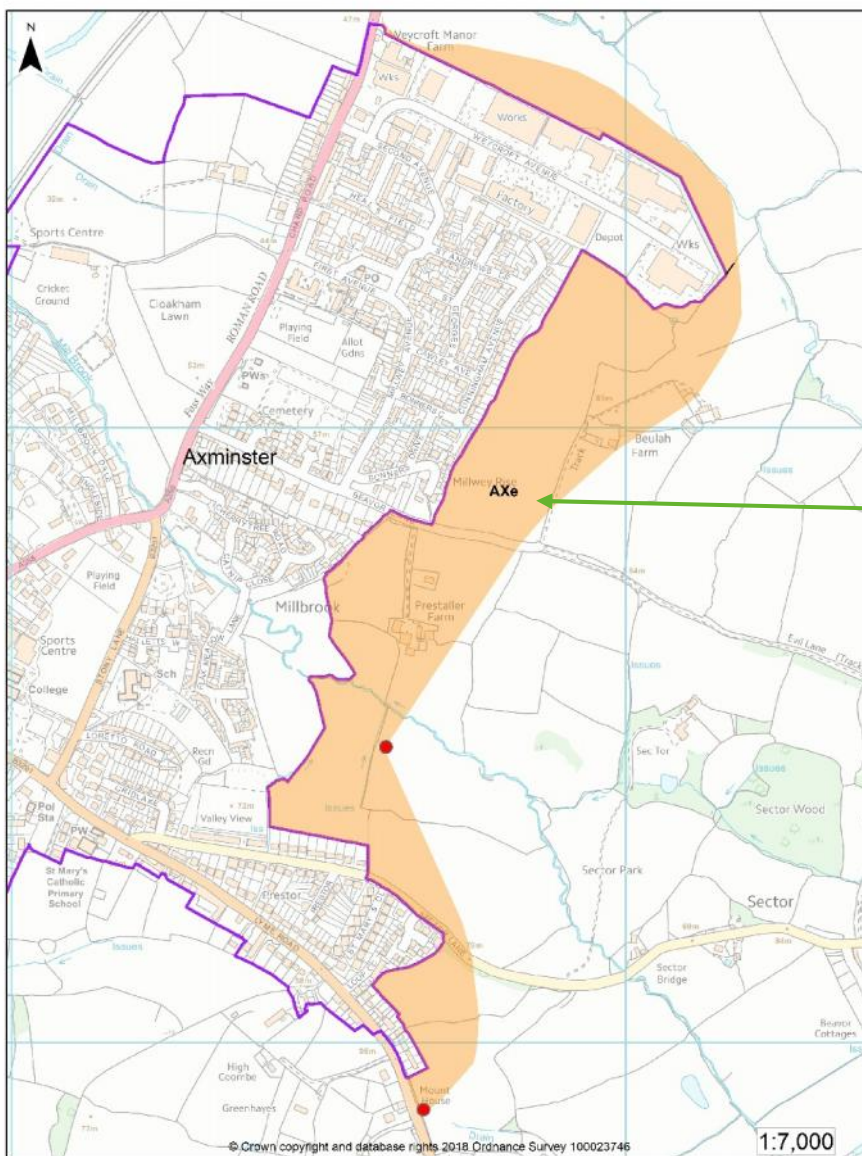
Land inside the brown line is already outside of the ASCA.

Land surrounding the purple line would remain within or be put into the ASCA.

-  Proposed ASCA boundaries
-  Advert in SCA Area of Special Control of Advertisements

- 5.5 The mixed use allocation to the east of the town is shown on Map AX05. An alternative approach where this area is taken out of the ASCA could be followed on the basis that development is planned. However, we are proposing that this area should be kept in the ASCA because there is uncertainty about the extent of development likely to come forward and its timing. This issue could be revisited at a future date when there is more certainty. More information on the master planning of this area is available at [Axminster Masterplan - East Devon](#).

Map AX05 Alternative proposal

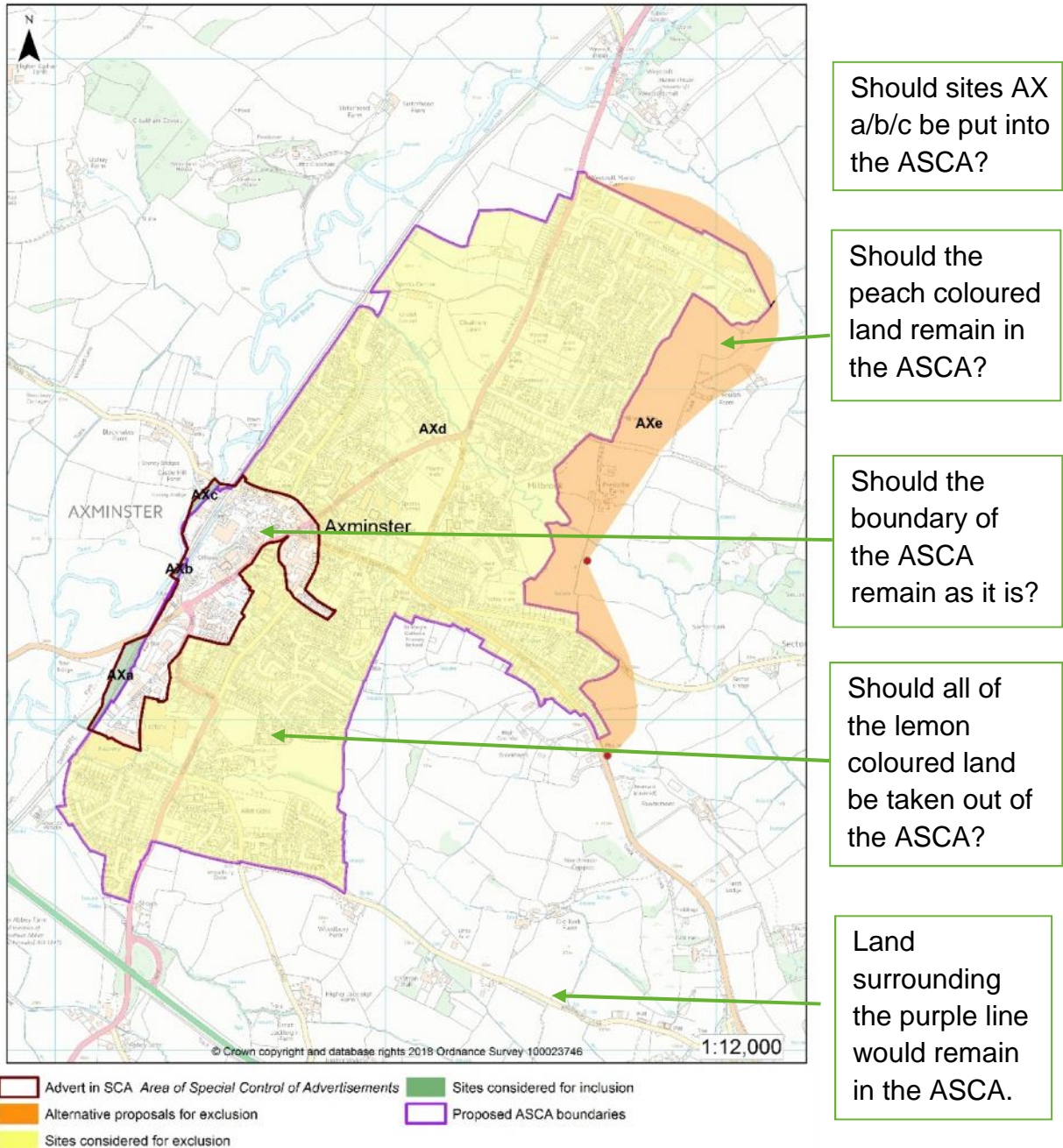


The peach coloured land is allocated for development and could be considered for removal from the ASCA on this basis, but there is uncertainty over this. We are proposing to keep this land in the ASCA and to review the situation when there is more certainty.

Alternative proposals for exclusion Proposed ASCA boundaries

5.6 Map AX06 illustrates the key issues for Axminster.

Map AX06 Key questions for Axminster



6 Beer

6.1 Currently only a small part of the town centre is excluded from the ASCA as shown in Map BE01.

Map BE01 Area currently excluded from ASCA

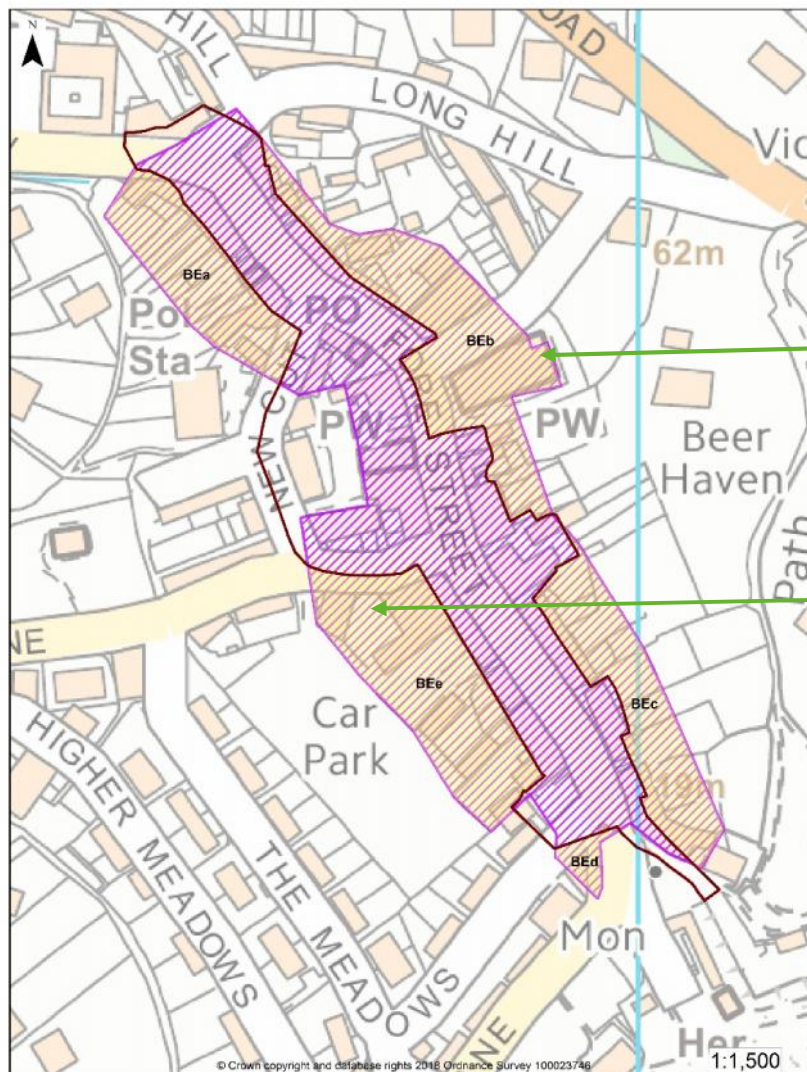


Land inside the brown line is currently not in the ASCA – all of the surrounding land is in the ASCA.

 Advert in SCA *Area of Special Control of Advertisements*

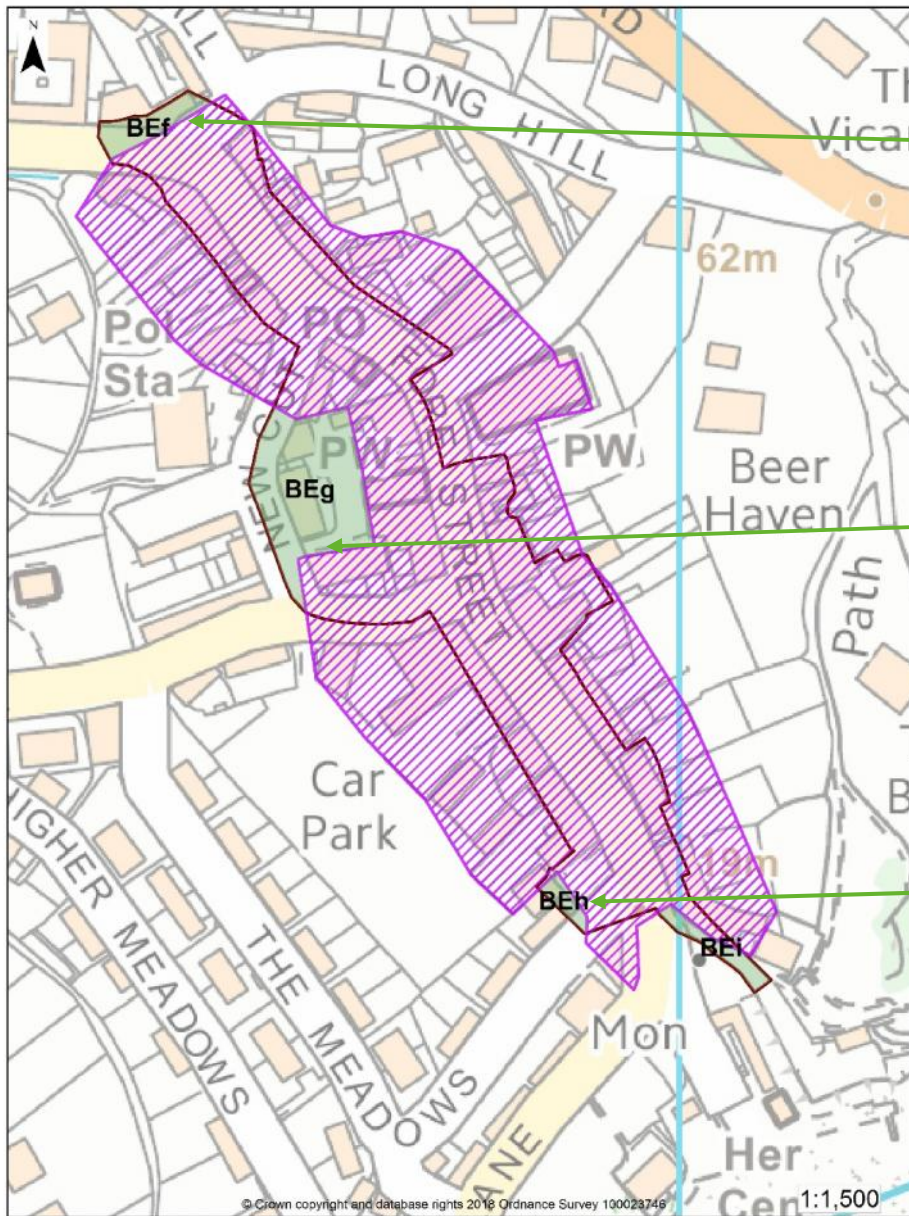
6.2 Unlike the main towns considered in this review we are not proposing that the whole of the built-up area is taken out of the ASCA because the village of Beer is smaller and has a more rural context. However, Beer has a thriving centre, much of which is already outside the ASCA. We are proposing to remove additional land from the ASCA so that the boundary of the ASCA and the Village Centre boundary defined in the Beer Neighbourhood Plan is the same, as shown in Map BE02 (sites Bea/b/c/d/e). This would make it easier to display some types of advertisement in the town, but many restrictions would remain, including additional rules on what can be displayed in the conservation area. The areas proposed to be excluded from the ASCA tend to be at the back of properties that front onto Fore Street where there is little public visibility so there is less likelihood of advertisements being displayed here. However, site BEe includes commercial uses that are separate from Fore Street and site BEb includes the Church.

Map BE02 Area proposed to be excluded from ASCA



6.3 The approach of using the same boundary would also result in four small areas being put into the ASCA as shown on Map BE03. These are not areas that are key to the commercial centre of the village so including them in the ASCA would not have a detrimental impact on local businesses and would have the advantage of aligning the boundary with the designated Village Centre.

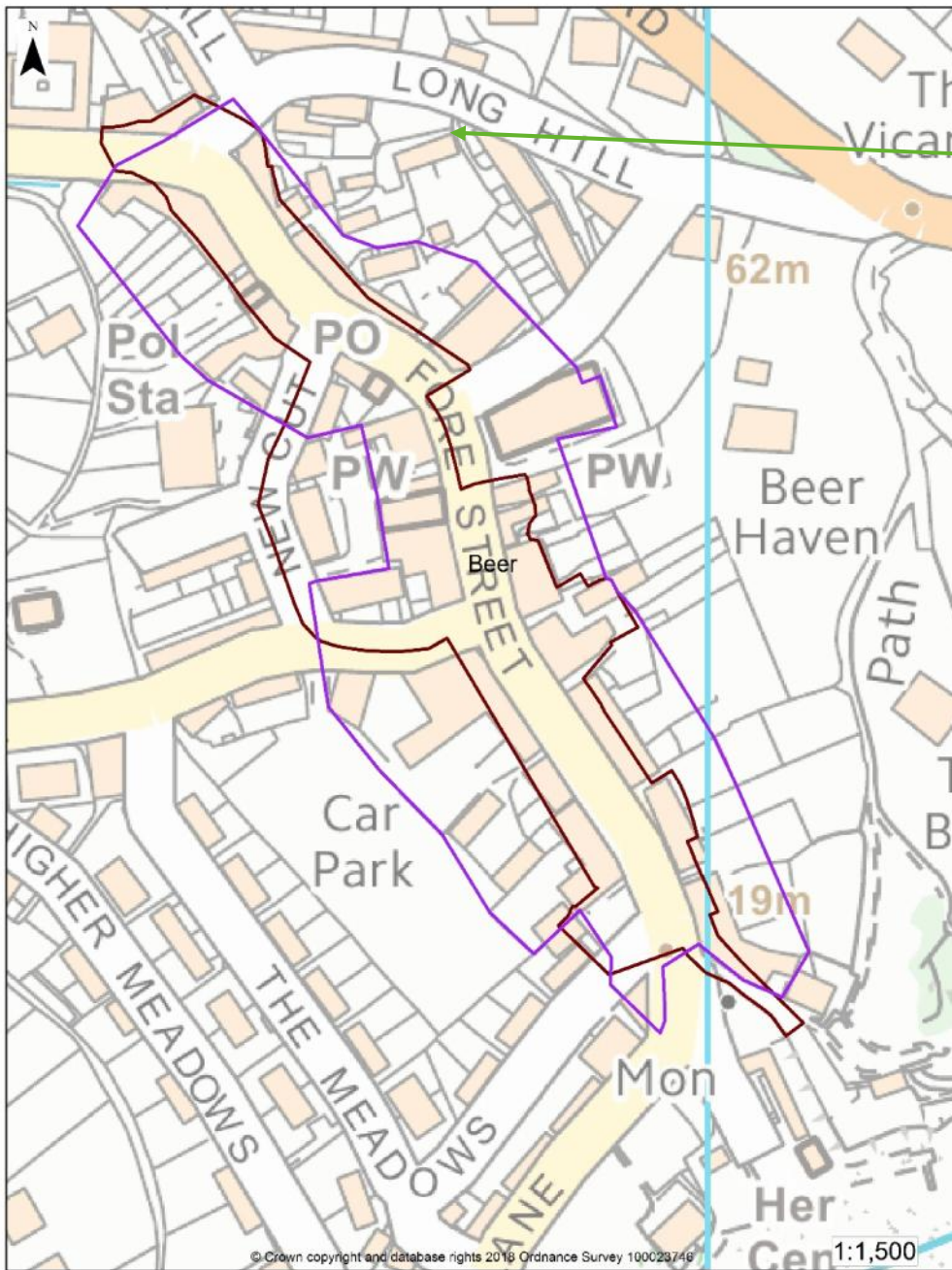
Map BE03 Areas proposed to be included in ASCA



Legend:
Green box: Sites considered for inclusion
Red box: Advert in SCA Area of Special Control of Advertisements
Hatched box: Vitality and Shopping Areas

6.4 Map BE04 shows both the current area excluded from the ASCA and the proposed boundary of the ASCA (which is the same as the village centre boundary defined in the Beer Neighbourhood Plan). There are two alternative proposals for Beer: to take the areas inside of the BUAB out of the ASCA, unless they are in the AONB; or to keep the boundary as it is.

Map BE04 Proposed ASCA boundary

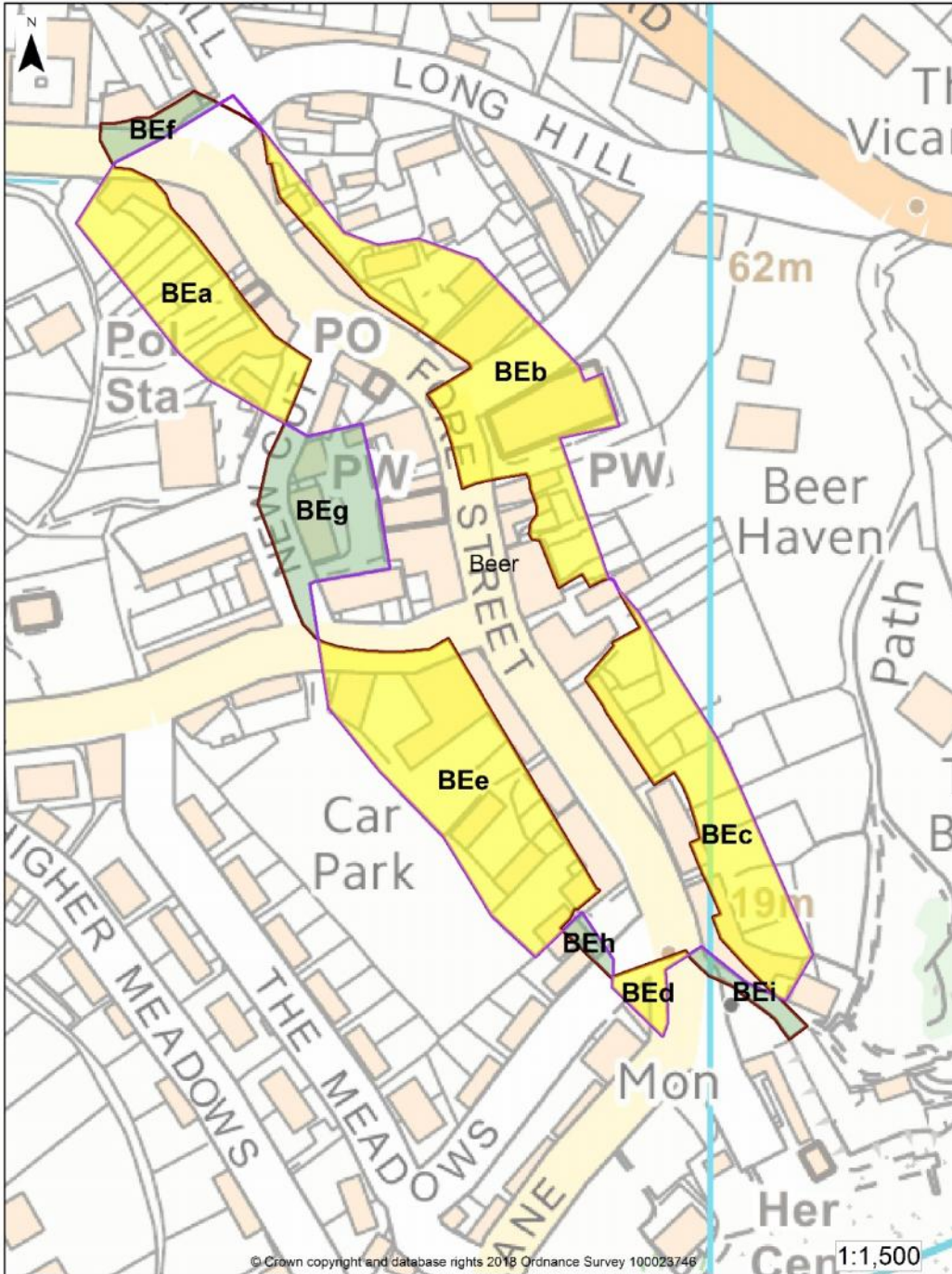


Land surrounding the purple line would remain/be taken into the ASCA.

Proposed ASCA boundaries Advert in SCA Area of Special Control of Advertisements

6.5 Map BE05 illustrates the key issues for Beer.

Map BE05 Key questions for Beer



Sites considered for exclusion
 Proposed ASCA boundaries
 Sites considered for inclusion
 Advert in SCA Area of Special Control of Advertisements

Should sites BE a/b/c/d/e be taken out of the ASCA? This would make it easier to display adverts.

Should sites BE f/g/h/i be put into the ASCA? This would make it harder to display adverts.

Should the boundary of the ASCA be changed to match the village centre as shown by the purple line?

Should more land be taken out of the ASCA or should the boundary remain the same?

7 Budleigh Salterton

7.1 Currently only a small part of the town centre is excluded from the ASCA as shown in Map BS01.

Map BS01 Area currently excluded from ASCA

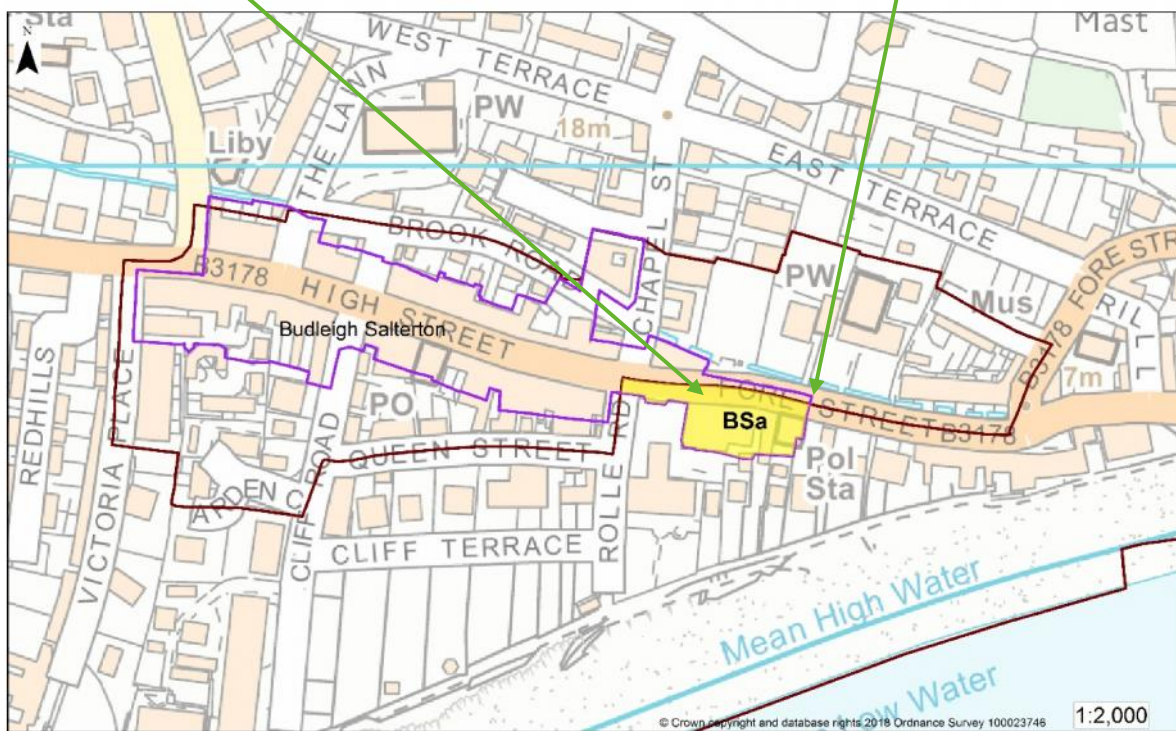


Land inside the brown line is currently not in the ASCA



7.2 The whole of Budleigh Salterton is in the East Devon Area of Outstanding Natural Beauty (AONB) where additional controls on the display of advertisements apply. We are proposing changes to the ASCA boundary so that overall the area outside of the ASCA is reduced to coincide with the boundary of the town centre defined in the East Devon Local Plan as shown on Map BS02. This would generally make it slightly harder to display advertisements in the less commercial parts of the town centre, but it would also result in one area, site BSa on Map BS02, being removed from the ASCA (making it easier to display adverts in this area). Site BSa is primarily retail in character and local businesses could benefit from its removal from the ASCA and the alignment of the town centre shopping boundary and the ASCA.

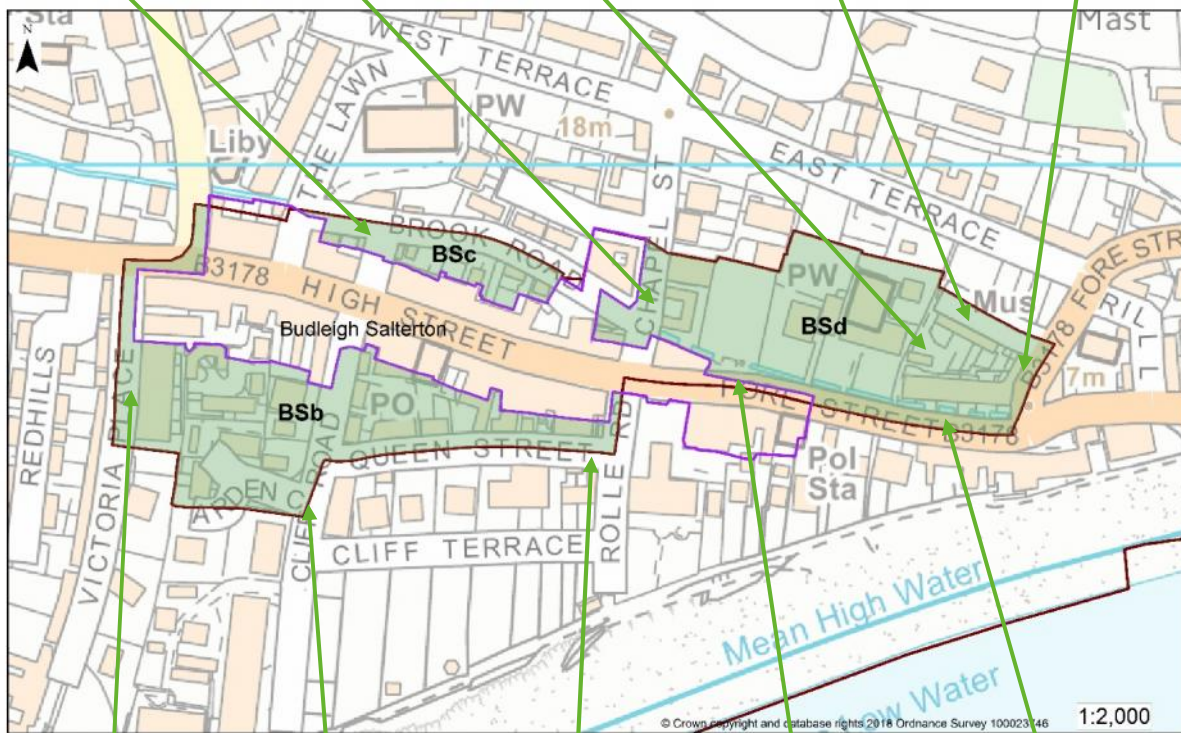
Map BS02 Area proposed to be excluded from ASCA



Sites considered for exclusion
 Advert in SCA Area of Special Control of Advertisements
 Proposed ASCA boundaries

7.3 Our proposal would result in three areas being put into the ASCA. These are areas that have a high proportion of residential and other non-commercial land uses. Given the AONB status of the land it is not considered that their exclusion from the ASCA can be justified. Their inclusion in the ASCA would also have the benefit of aligning the boundaries of the town centre shopping area and the ASCA. These areas are shown on Map BS03 as BSb, BSc and BSd.

Map BS03 Areas proposed to be included in ASCA

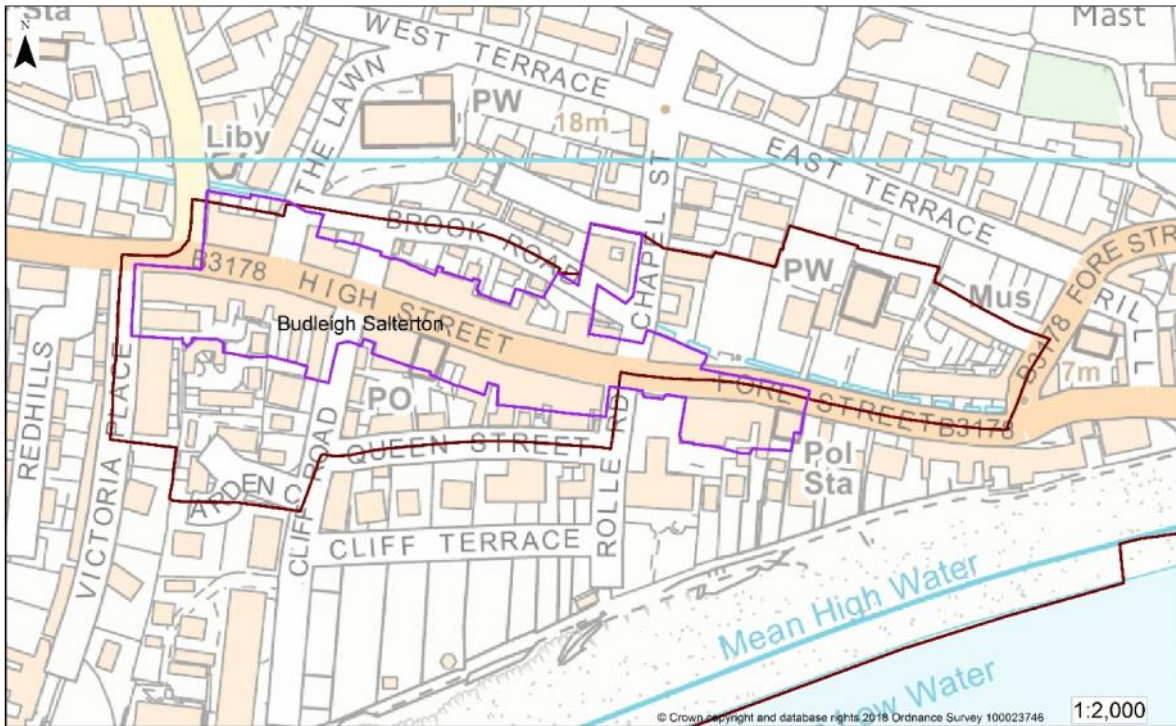


Proposed ASCA boundaries
Advert in SCA Area of Special Control of Advertisements
Sites considered for inclusion



- 7.4 Map BS04 shows both the current area excluded from the ASCA and the proposed boundary of the ASCA (which is the same as Town Centre Area defined in the East Devon Local Plan). An alternative approach would be to keep the ASCA boundary as it is or to make only some of the changes proposed.

Map BS04 Proposed ASCA boundary



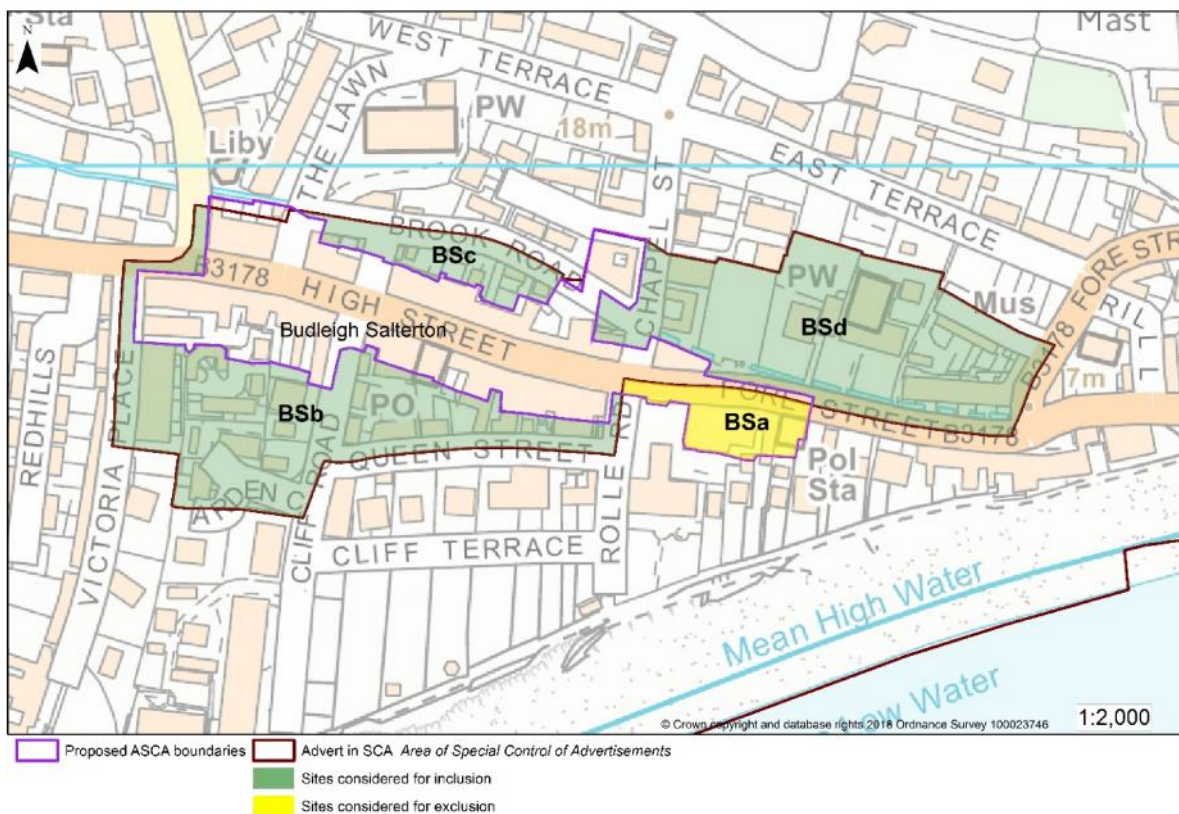
Proposed ASCA boundaries Advert in SCA Area of Special Control of Advertisements

Land surrounding the purple line would remain/be taken into the ASCA.

7.5 Map BS05 illustrates the key issues for Budleigh Salterton.

Map BS05 Key questions for Budleigh Salterton

Should the area outside of the ASCA match the town centre boundary? Overall this would make it harder to display advertisements, which may be justified by the town's location in the East Devon AONB.



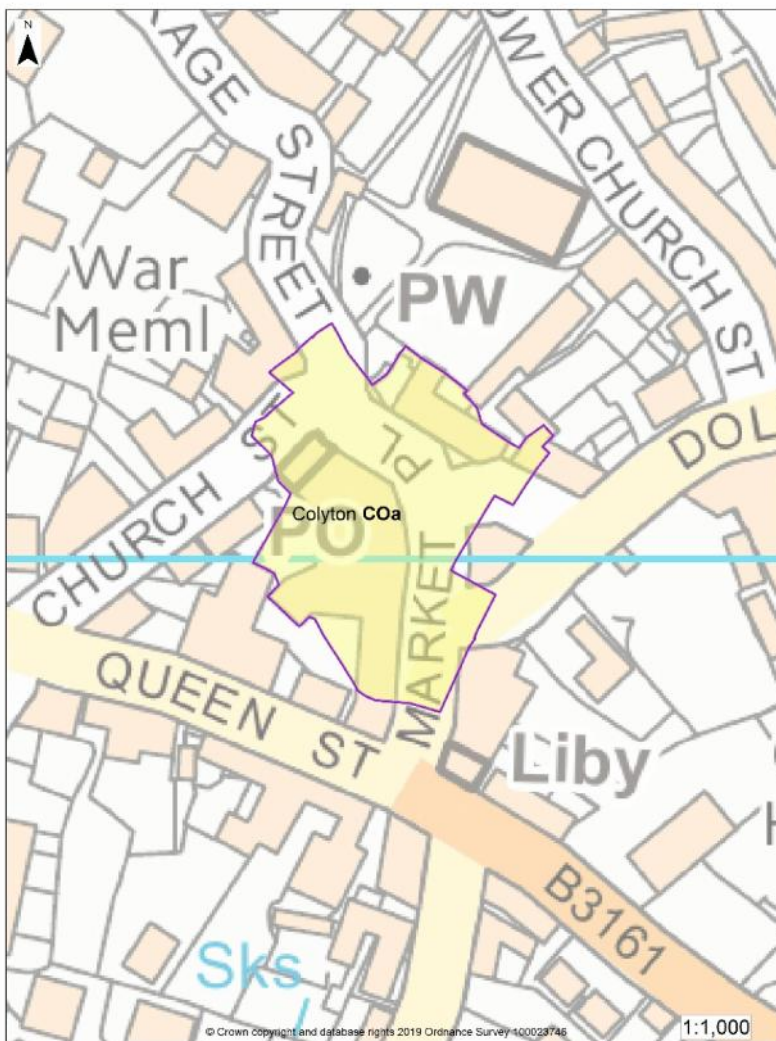
Should sites BSb/c/d be taken out of the ASCA? This would make it harder to display adverts.

Should sites BSa be taken out of the ASCA? This would make it easier to display adverts.

8 Colyton

- 8.1 Although the whole of Colyton is currently in the ASCA, it is being considered in this review because the town centre is an area where commercial developments are encouraged through our planning policies (Policy VP03 of the [Villages Plan](#)). We are proposing that the whole of the Colyton Vitality and Shopping Area defined in the Villages Plan is taken out of the ASCA as shown as site COa on Map CO01. This would enable a greater degree of flexibility for the display of advertisements in the town centre, although the whole of this area would remain in a conservation area where there are additional restrictions on the display of advertisements. An alternative would be to make no changes and retain the whole of Colyton in the ASCA – this approach was supported by Colyton Town Council in initial consultations.

Map CO01 Key questions for Colyton



Sites considered for exclusion
 Proposed ASCA boundaries

Should the yellow land inside the purple line (site COa) be taken out of the ASCA? This would make it easier to display some advertisements in the town centre.

Land surrounding the purple line would remain in the ASCA.

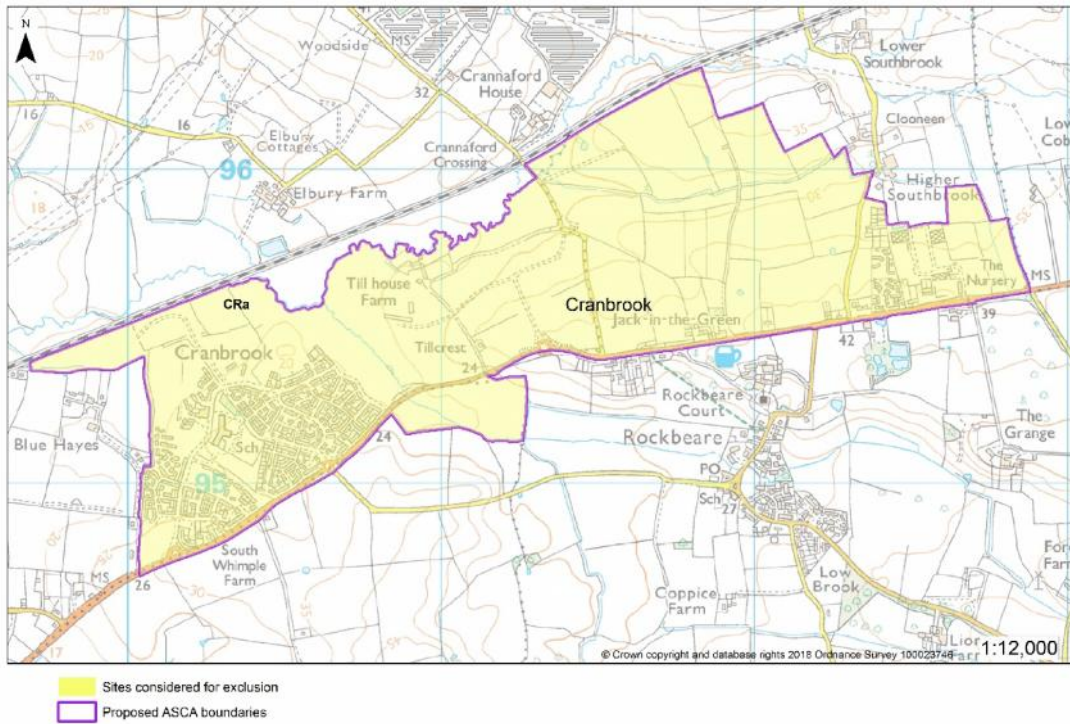
Should the whole town be kept in the ASCA? This would retain the current restrictions imposed by the ASCA.

9 Cranbrook

Currently the whole of Cranbrook is inside the ASCA. We want to remove the main areas with planning permission for development to make it easier to display advertisements in the town as shown on Map CR01.

Map CR01 Proposed area to be excluded from ASCA

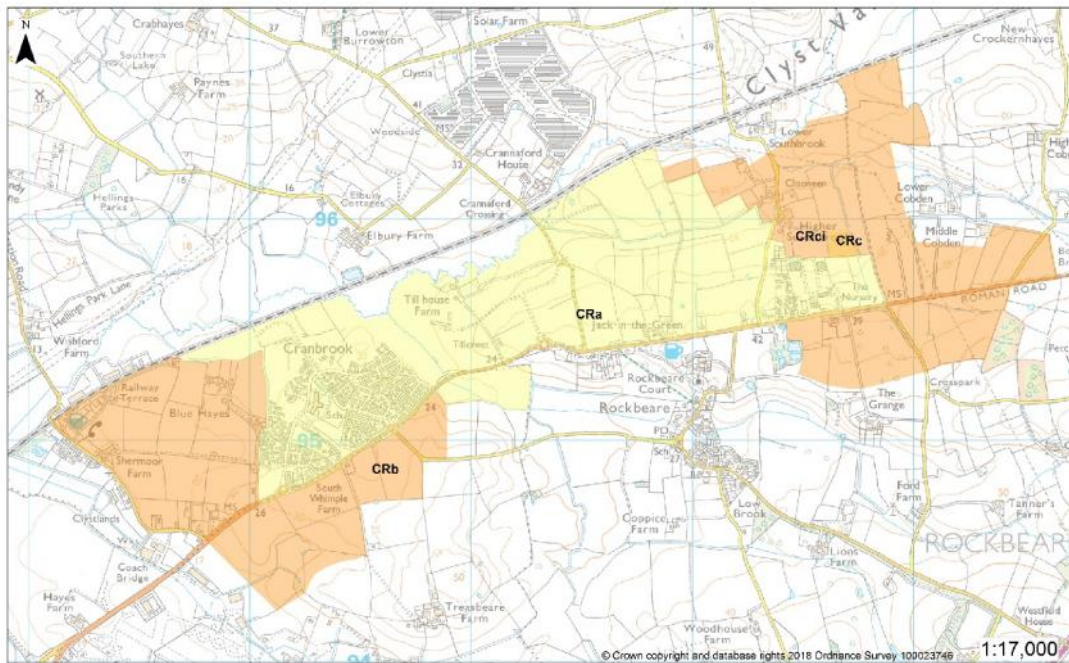
Land surrounding the purple line would remain in the ASCA.



The new town of Cranbrook is planned for significant expansion over the next 20 years. The [Cranbrook Plan](#) will help to shape the future growth of the town. An alternative approach to excluding just the sites with planning permission from the ASCA would be to also include areas proposed for development in the Cranbrook Plan (Map CR02). We are not proposing this because the Cranbrook Plan is not finalised so changes may be made and the timing of some of the proposed development is well into the future. It will be possible to reassess the situation during a future review of the ASCA.

Map CR02 Alternative proposal

Land surrounding the lemon and peach coloured areas would remain in the ASCA.



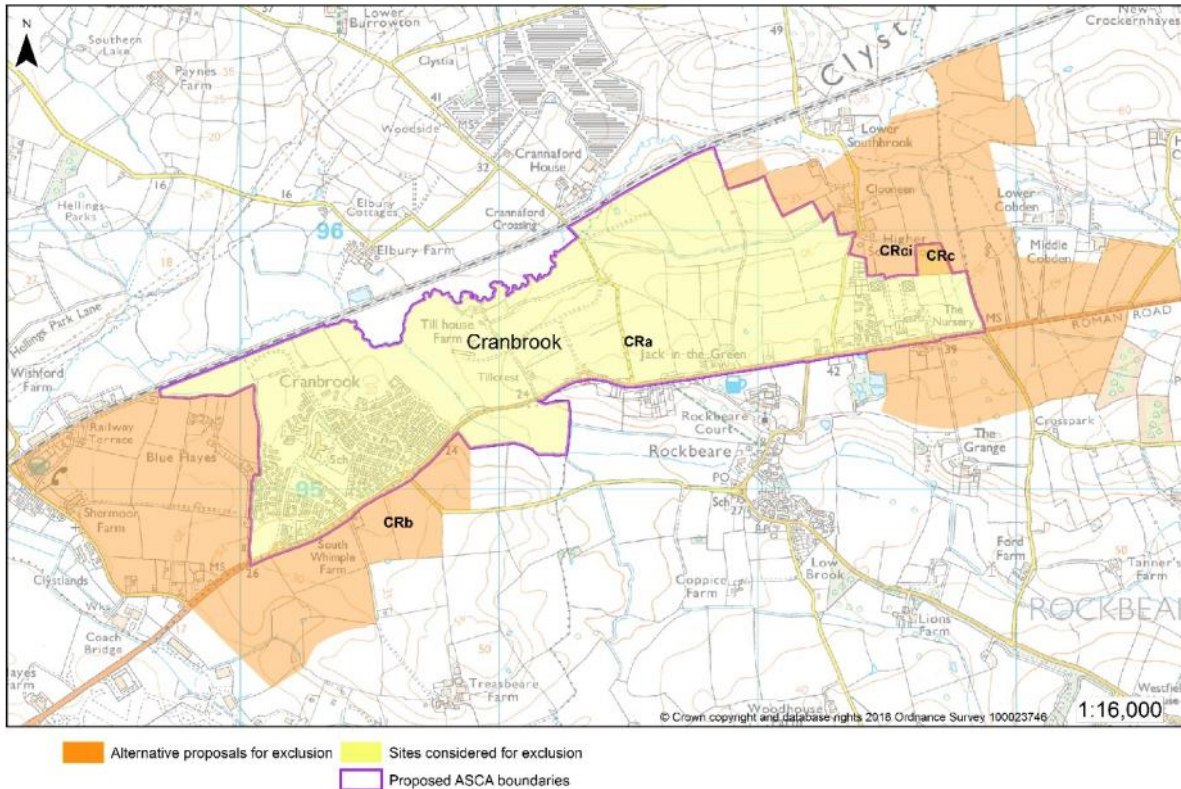
Alternative proposals for exclusion Sites considered for exclusion



9.1 Map CR03 illustrates the key issues for Cranbrook.

Map CR03 Key Questions for Cranbrook

Should the lemon coloured land be taken out of the ASCA? This would make it easier to display some advertisements in the existing town and areas with planning permission for development. The land surrounding the purple line would remain in the ASCA.



The peach coloured areas are being considered for development in the emerging [Cranbrook Plan](#). Should these areas also be removed from the ASCA? This would make it easier to display some advertisements in the areas likely to be developed as Cranbrook grows, but it may take many years for this to happen. The land surrounding the lemon and peach coloured areas would remain in the ASCA.

The Cranbrook Town Centre Enterprise Zone is considered separately in the Enterprise Zone chapter.

10 Enterprise Zone

- 10.1 **Enterprise Zones** are intended to support businesses and enable local economic growth. They benefit from simplified planning rules, but the whole of the Exeter and East Devon Enterprise Zone is in the ASCA, where additional restrictions on the display of advertisements apply. We are proposing to take the Enterprise Zone out of the ASCA in order to reduce the restrictions on the display of advertisements, which are not consistent with the simplified planning regime that applies. An alternative approach would be to make no changes and retain the Enterprise Zone in the ASCA



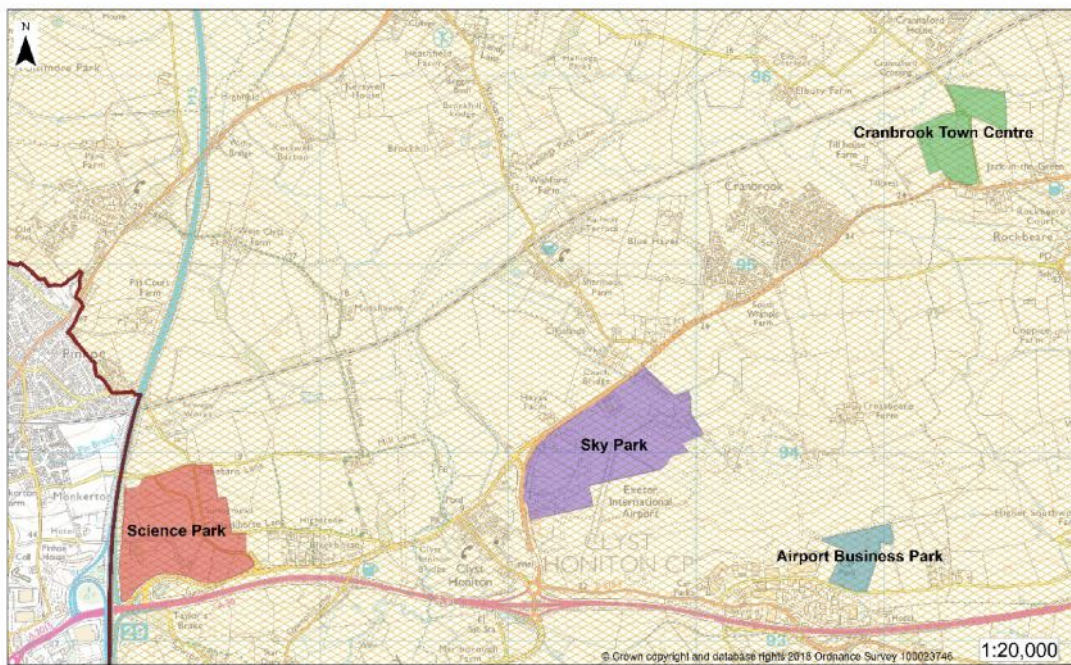
Map EZ01 Exeter and East Devon Enterprise Zone



Enterprise_Zones Name Science Park



Enterprise_Zones Name Cranbrook Town Centre



Enterprise_Zones Name
 Airport Business Park Science Park
 Cranbrook Town Centre Sky Park
 Advert in SCA Area of Special Control of Advertisements



Enterprise_Zones Name Sky Park

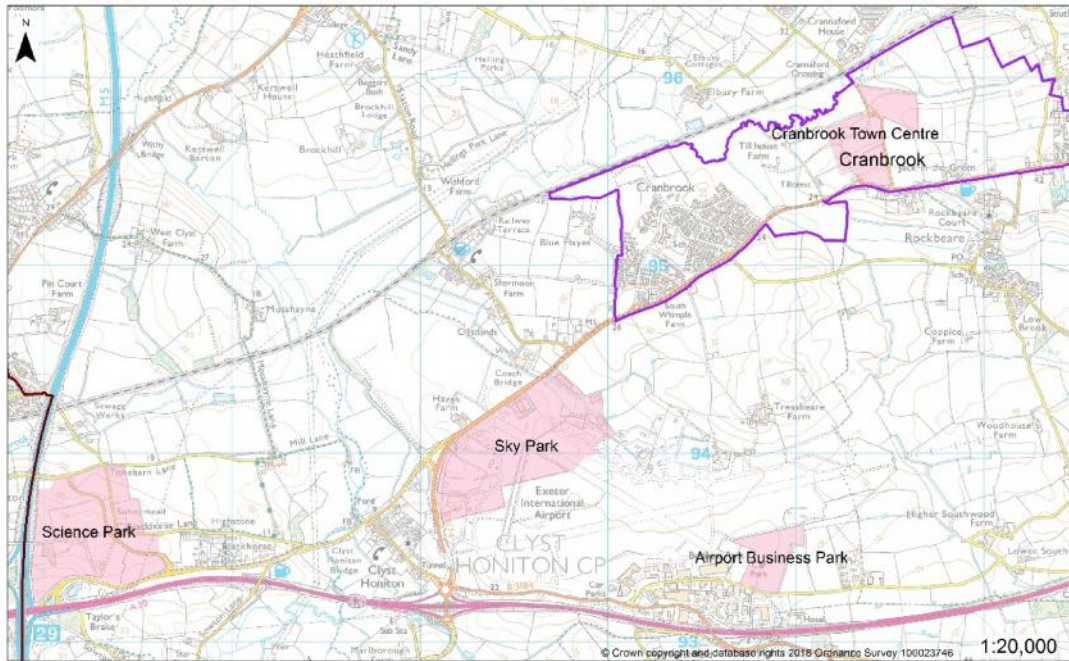


Enterprise_Zones Name Airport Business Park

10.2 Map EZ02 shows the proposed boundary of the ASCA excluding the Enterprise Zone.

Map EZ02 Area proposed to be excluded from ASCA

We are proposing to remove the pink land (and land within the purple line) from the ASCA. All of the land on this map outside of these areas is proposed to remain inside the ASCA.

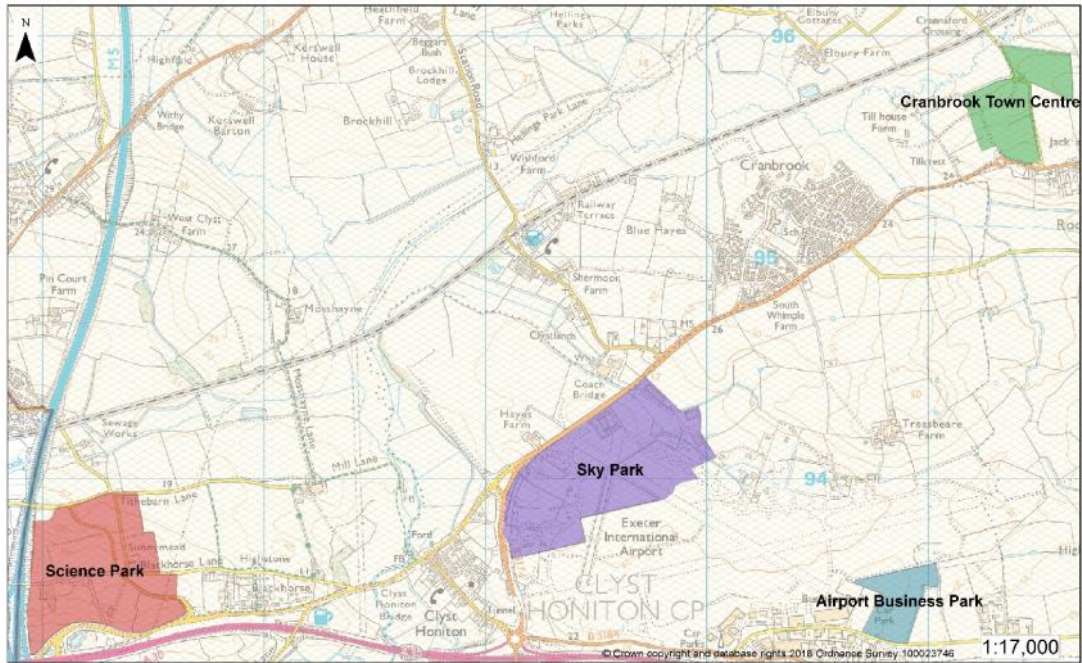


Proposed ASCA boundaries
Proposed ASCA boundaries - EZs



10.3 Map EZ03 illustrates the key issues for the Enterprise Zone.

Map EZ03 Key questions for Enterprise Zone



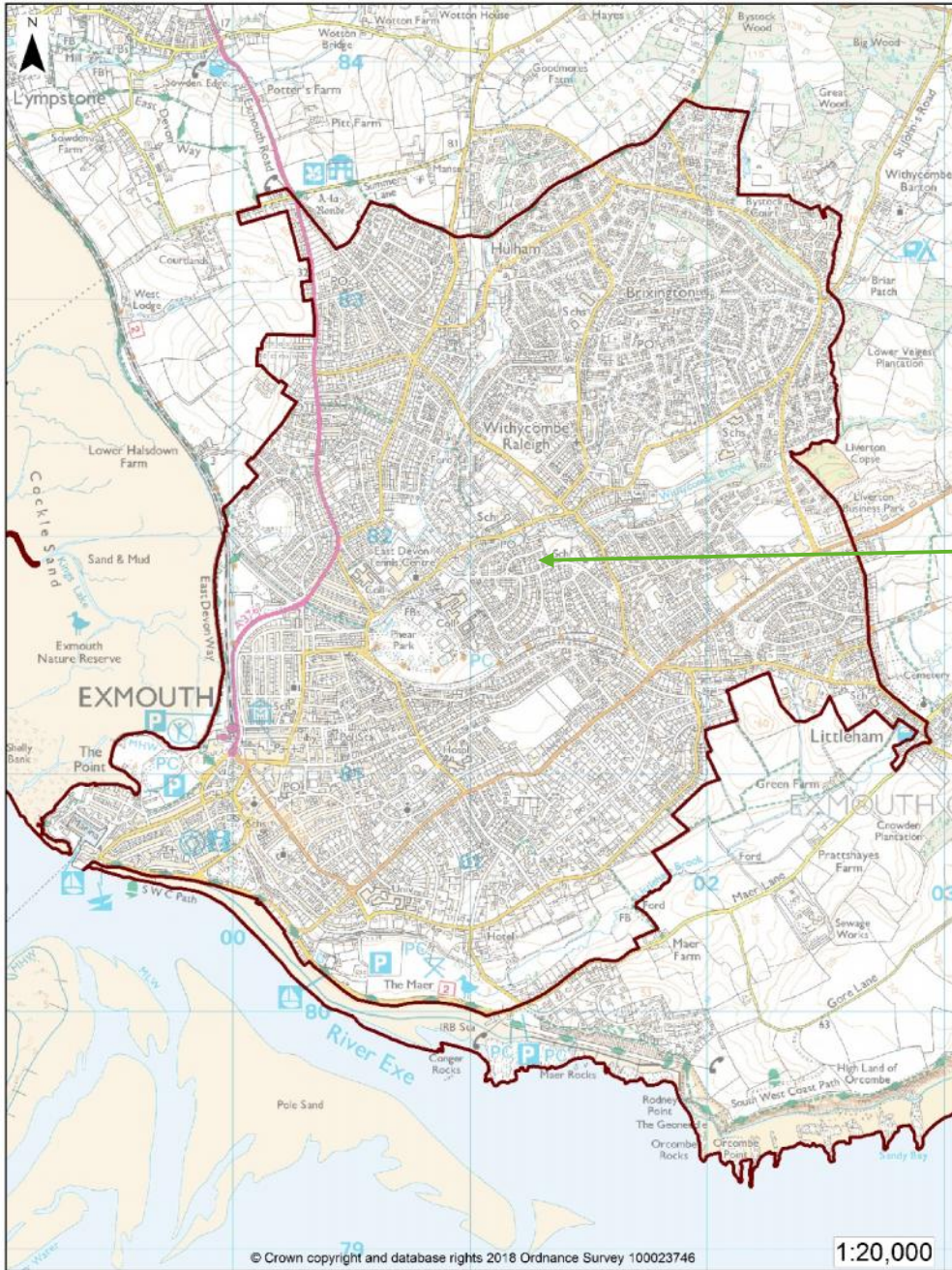
Enterprise_Zones Name Airport Business Park Cranbrook Town Centre Science Park Sky Park
Advert in SCA Area of Special Control of Advertisements

Should all of the Enterprise Zone areas be taken out of the ASCA?

11 Exmouth

11.1 Currently most of Exmouth is excluded from the ASCA as shown on Map EX01.

Map EX01 Area currently excluded from ASCA



Land inside the brown line is currently not in the ASCA – all of the surrounding land is in the ASCA.

 Advert in SCA Area of Special Control of Advertisements

11.2 One of the guiding principles for this review is that, in Exmouth, land inside the adopted BUAB will be excluded from the ASCA unless it is within the AONB. Most of the built-up area of Exmouth is already outside of the ASCA. The main exceptions to this (that are not in the AONB) are the area north of Hulham (EXa) including the proposed development at Goodmores Farm, the Liverton Business Park (EXb) and the new housing development at Littleham (EXc) as indicated on Map EX02. There is also a small group of houses east of Littlemead Lane and west of A la Ronde (Site EXe). We propose to take these areas out of the ASCA. Any impact on A la Ronde (a group of heritage assets, including several grade I listed buildings and a grade II English Heritage Registered Park and Garden) is considered to be negligible having regard to the National Trust [setting study](#) and the residential nature of the sites concerned.

Map EX02 Areas proposed to be excluded from ASCA



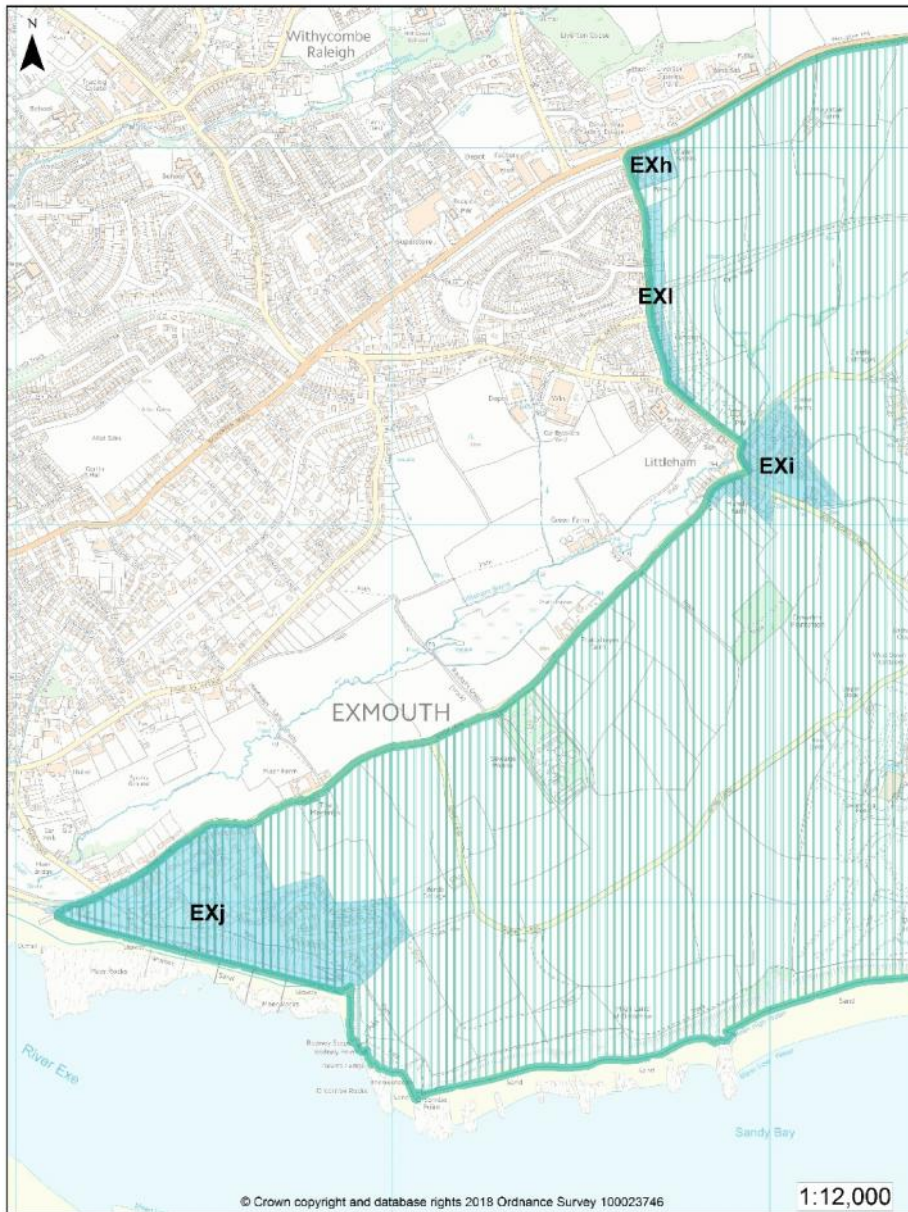
11.3 There is also one large site (EXk) and two small areas (EXe/f) that lie outside of the BUAB but are also outside the ASCA. Site EXk comprises agricultural land that contributes to the attractive setting of the town and is proposed for inclusion in the ASCA on this basis. Site EXf is undeveloped land on the estuary side and Site EXe is low density housing and both sites are recommended for inclusion in the ASCA because they lie outside of the BUAB and contribute to the setting of the town.

Map EX03 Areas proposed to be included in ASCA



11.4 In Exmouth we propose to change the boundary of the ASCA so that it follows the Built-up Area Boundary (BUAB) defined in the East Devon Local Plan, except where it is also in the AONB as shown on Map EX04 (sites EXh/i/j/l).

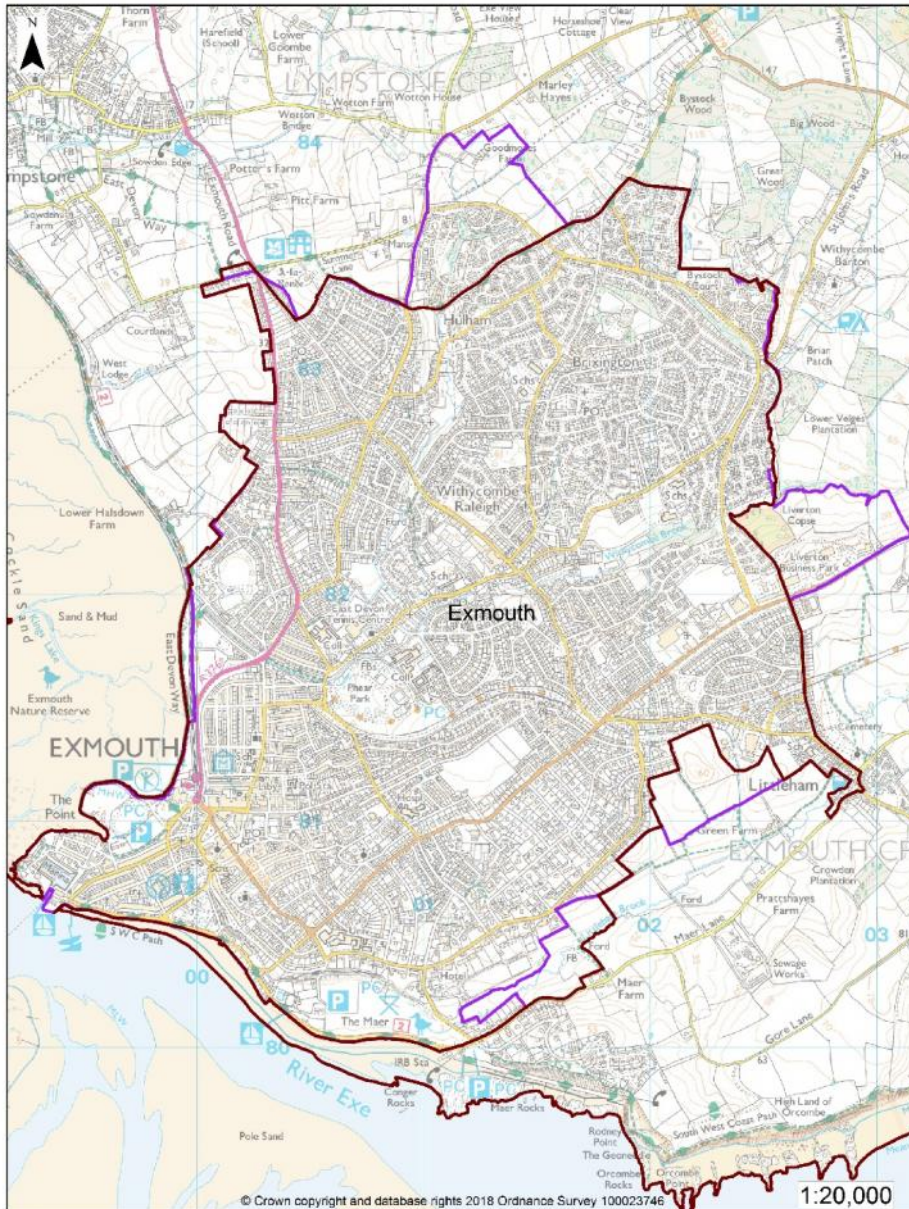
Map EX04 Areas inside BUAB, AONB and ASCA where no changes are proposed





Although sites EXh, EXi EXj and EXl lie within the BUAB they are also in the East Devon AONB so we do not propose to take them out of the ASCA.

11.5 Map EX05 shows both the current area excluded from the ASCA and the proposed new boundary of the ASCA.

Map EX05 Proposed ASCA boundary



-  Advert in SCA Area of Special Control of Advertisements
-  Proposed ASCA boundaries

The purple line marks the proposed ASCA boundary. Where the outer line is purple we want to take the land between the brown and purple line out of the ASCA. Where the outer line is brown we want to put the land between the purple and brown lines into the ASCA.

Land inside the brown line is currently not in the ASCA.

Land surrounding the purple line would remain/be put into the ASCA.

11.6 We are proposing that site EXd is kept out of the ASCA because houses are currently being built here so it would be difficult to justify changing its status to include it in the ASCA. However, the site lies outside of the BUAB so an alternative approach would be to include the site in the ASCA.

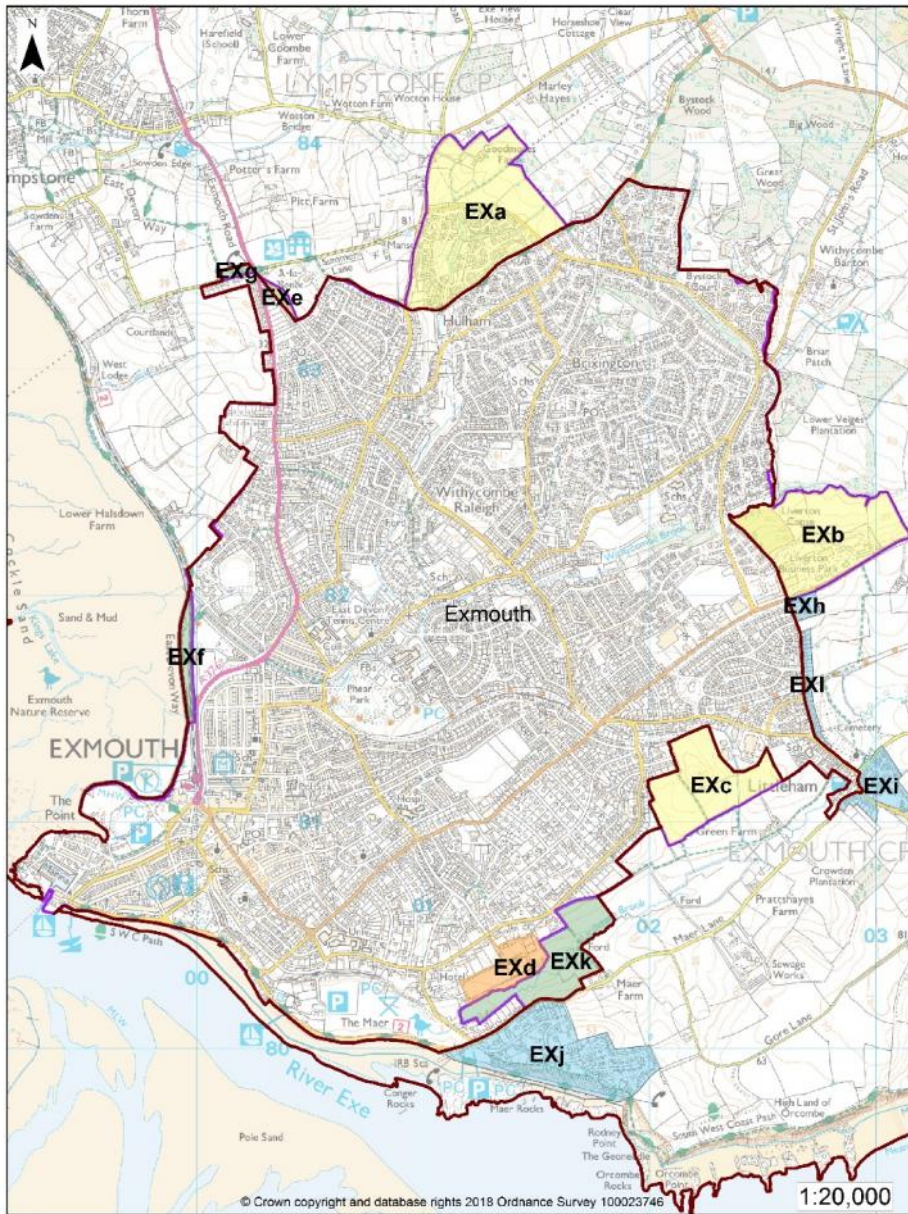
Map EX06 Alternative proposal for inclusion in ASCA



Site EXd has planning permission for development but lies outside of the BUAB and could be considered for inclusion in the ASCA on this basis.

11.7 Map EX07 illustrates the key issues for Exmouth.

Map EX07 Key Questions for Exmouth



Should sites EXa, EXb, EXc and EXe be taken out of the ASCA? This would make it easier to display some advertisements.

Should sites EXf EXg and EXk be put into the ASCA? This would make it harder to display some advertisements.

Should sites EXh, EXi, EXj and EXl be kept in the ASCA because they are in the AONB?

Should site EXd remain outside of the ASAC even though it is outside of the BUAB?

12 Honiton

12.1 Currently only part of the main built-up area of Honiton is outside of the ASCA as shown on Map HO01. The area not in the ASCA includes the Secondary school, Leisure Centre, Station, part of the High Street and some residential areas.

Map HO01 Area currently excluded from ASCA



 Advert in SCA Area of Special Control of Advertisements

Land inside the brown line is currently outside of the ASCA and all the surrounding land is currently inside the ASCA.

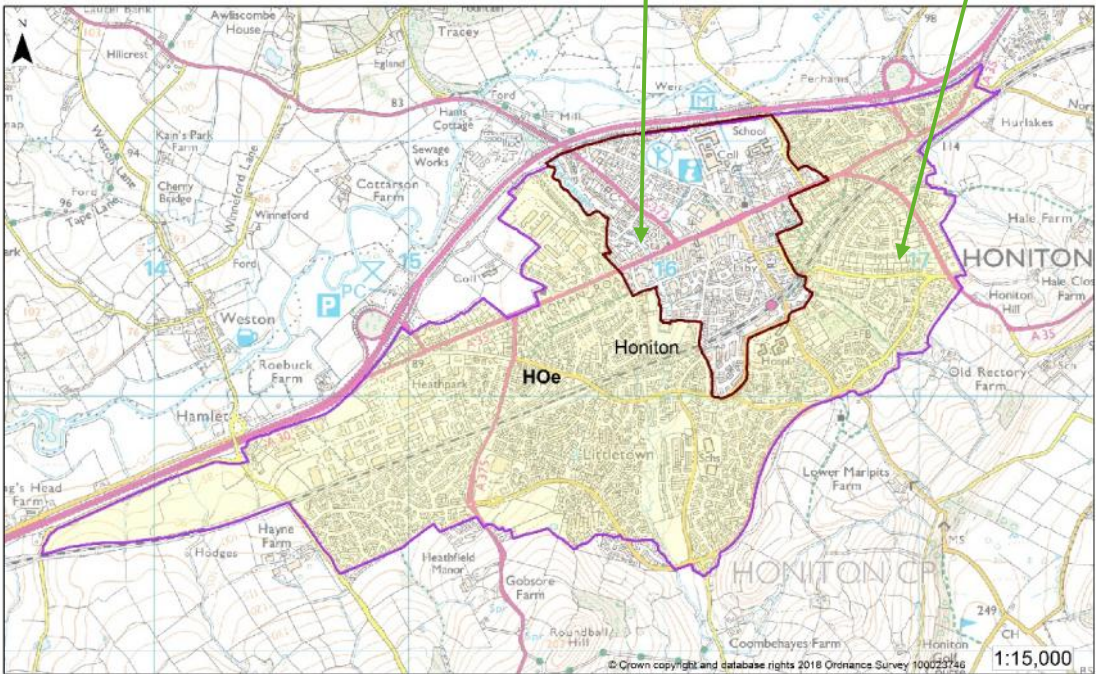
12.2 In Honiton we propose to change the boundary of the ASCA as shown on Map HO02. The proposed ASCA boundary follows the Built-up Area Boundary (BUAB) defined in the East Devon Local Plan, except where it is also in the AONB. This would make it easier to display some types of advertisement in the town, but many restrictions would remain, including additional rules on what can be displayed in the conservation area. No areas in or around Honiton are proposed to be put into the ASCA.

Map HO02 Area proposed to be excluded from ASCA

All of the land surrounding the purple line would remain in the ASCA.

Land inside the brown line is already outside of the ASCA.

We proposed to remove all lemon coloured land from the ASCA.

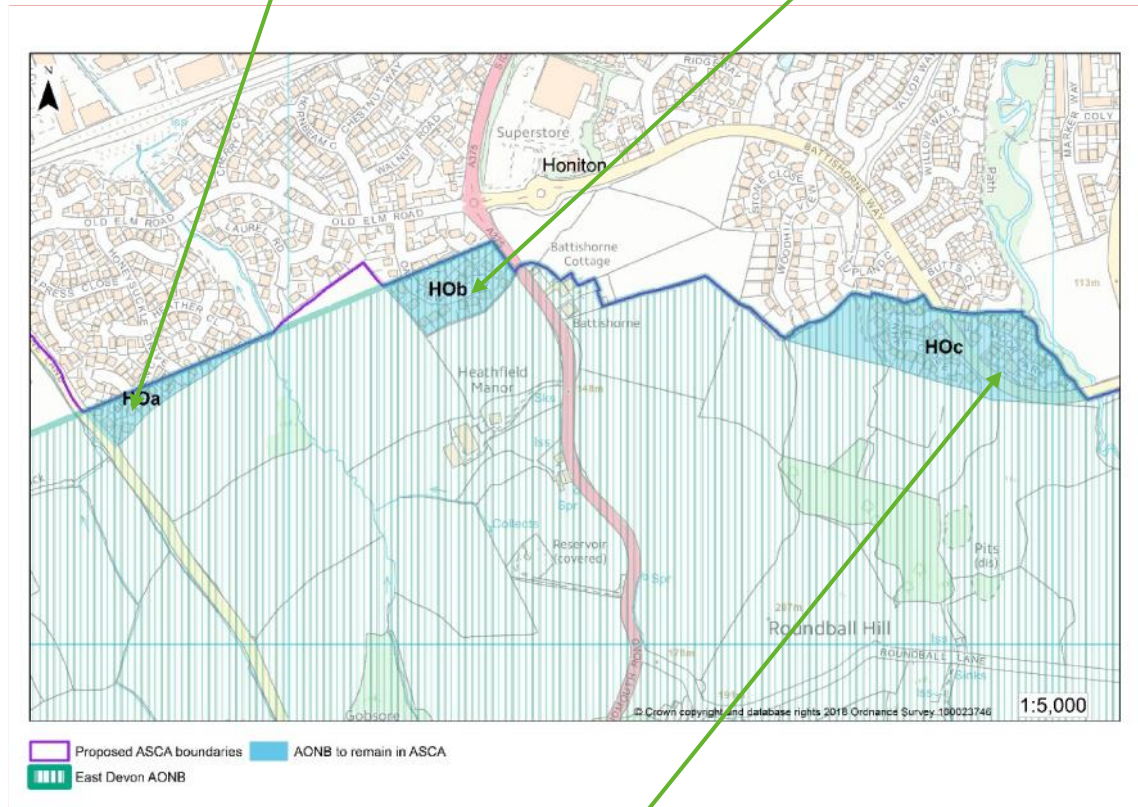


Advert in SCA Area of Special Control of Advertisements Sites considered for exclusion Proposed ASCA boundaries



In Honiton we propose to change the boundary of the ASCA so that it follows the Built-up Area Boundary (BUAB) defined in the East Devon Local Plan, except where it is also in the AONB as shown on Map HO03 (sites HOa/b/c).

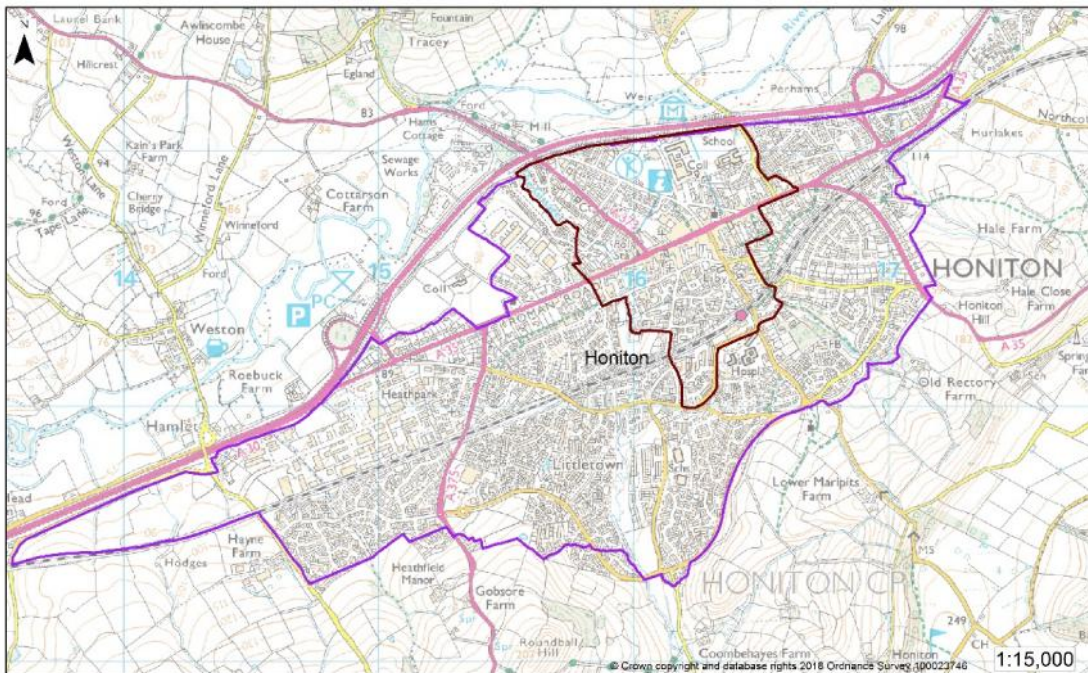
Map HO03 Areas inside BUAB, AONB and ASCA where no changes are proposed



12.3 Map HO04 shows both the current area excluded from the ASCA and the proposed new boundary of the ASCA.

Map HO04 Proposed ASCA boundary

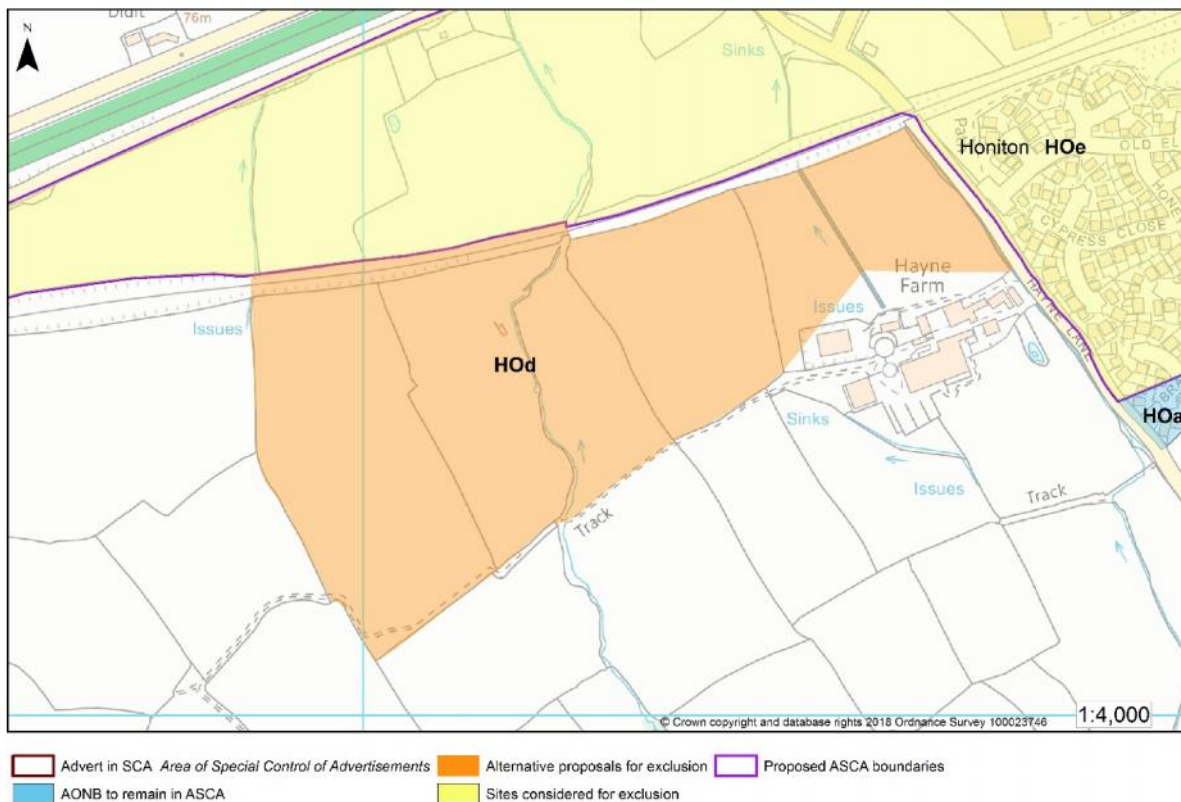
We propose to take all of the land inside of the purple line out of the ASCA (the land inside the brown line is already excluded). All of the land surrounding the purple line would remain in the ASCA.



Proposed ASCA boundaries

12.4 The guiding principles for the review set out in paragraph 3.4 of this report include that consideration will be given to including large scale developments that lie on the edge of towns but outside of the defined BUAB. There is a site south west of Honiton with planning permission for around 300 homes that lies outside of the BUAB and within the ASCA (Map HO05). It may be appropriate to remove this site from the ASCA on the basis that it will be developed, but it will become a primarily residential area and keeping the site in the ASCA would have the benefit of a defining a consistent boundary for both the ASCA and the BUAB.

Map HO05 Alternative proposal



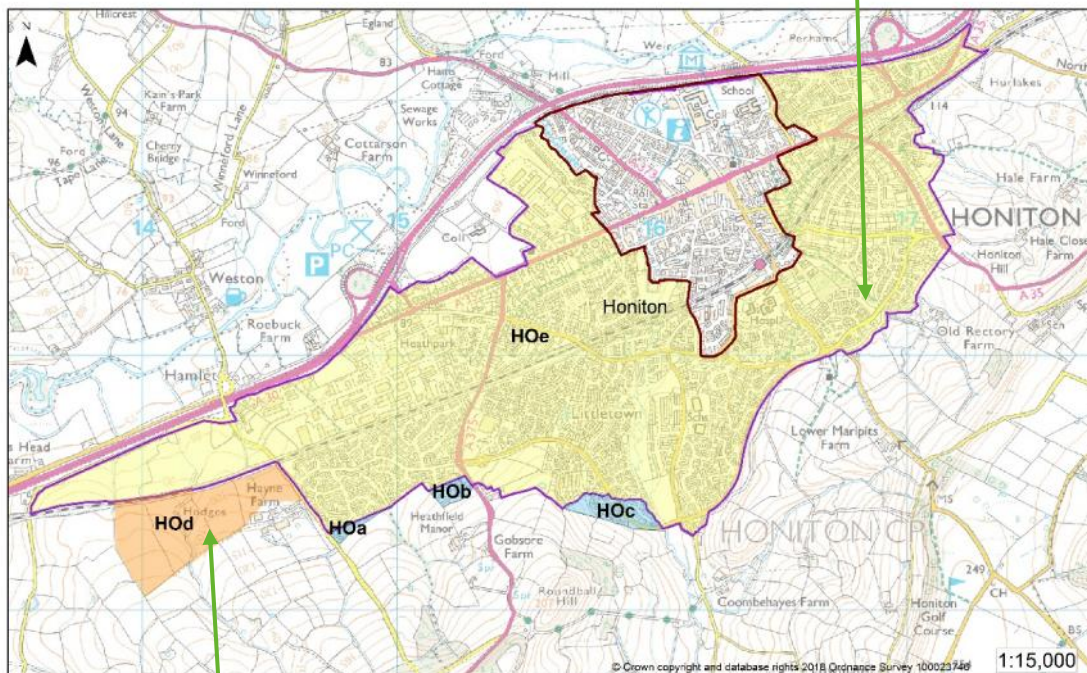
Site HOD has planning permission for development and could be considered for removal from the ASCA on this basis.

12.5 Map HO06 illustrates the key issues for Honiton.

Map HO06 Key Questions for Honiton

All of the land surrounding the purple line would remain in the ASCA.

Should all of lemon coloured land be taken out of the ASCA?



Advert in SCA Area of Special Control of Advertisements
Alternative proposals for exclusion
Proposed ASCA boundaries
AONB to remain in ASCA
Sites considered for exclusion

Should site HOD be taken out of the ASCA?

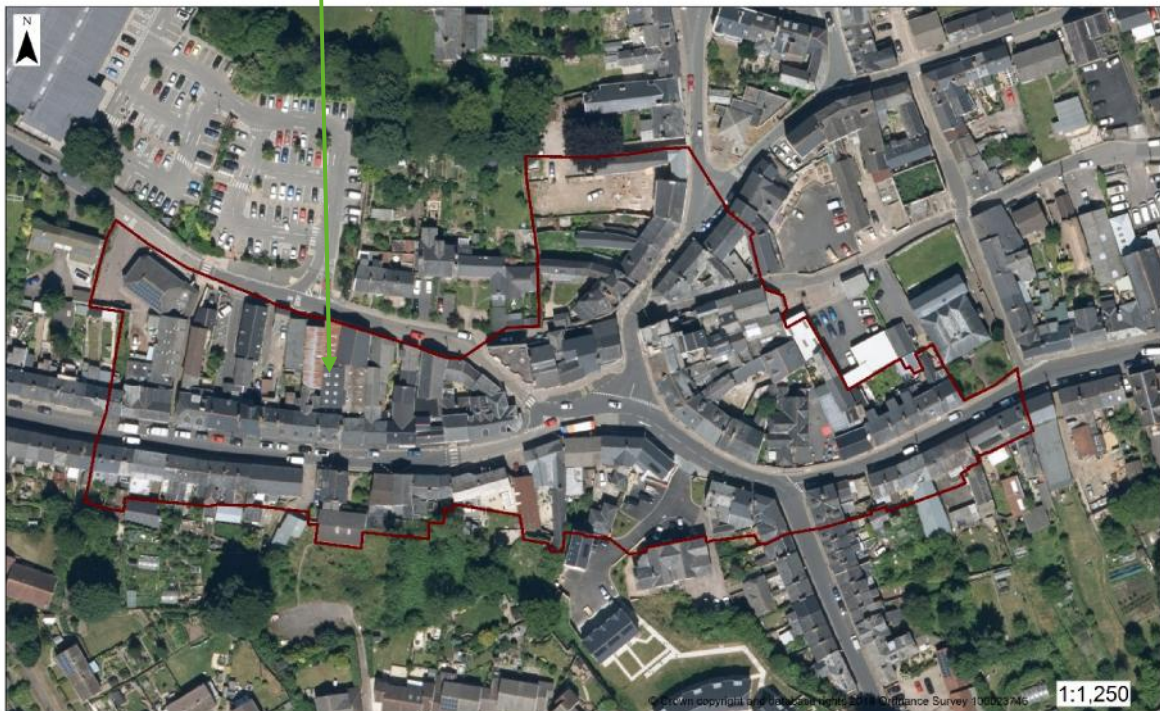
Should sites HOa, HOb and HOC remain in the ASCA because they are in the AONB?

13 Ottery St. Mary

13.1 Only a small area in the town centre is currently excluded from the ASCA as shown on Map OSM01. This includes the central shopping streets but not Sainsbury's.

Map OSM01 Area currently excluded from ASCA

Land inside the brown line is currently not in the ASCA – all of the surrounding land is in the ASCA.



 Advert in SCA Area of Special Control of Advertisements

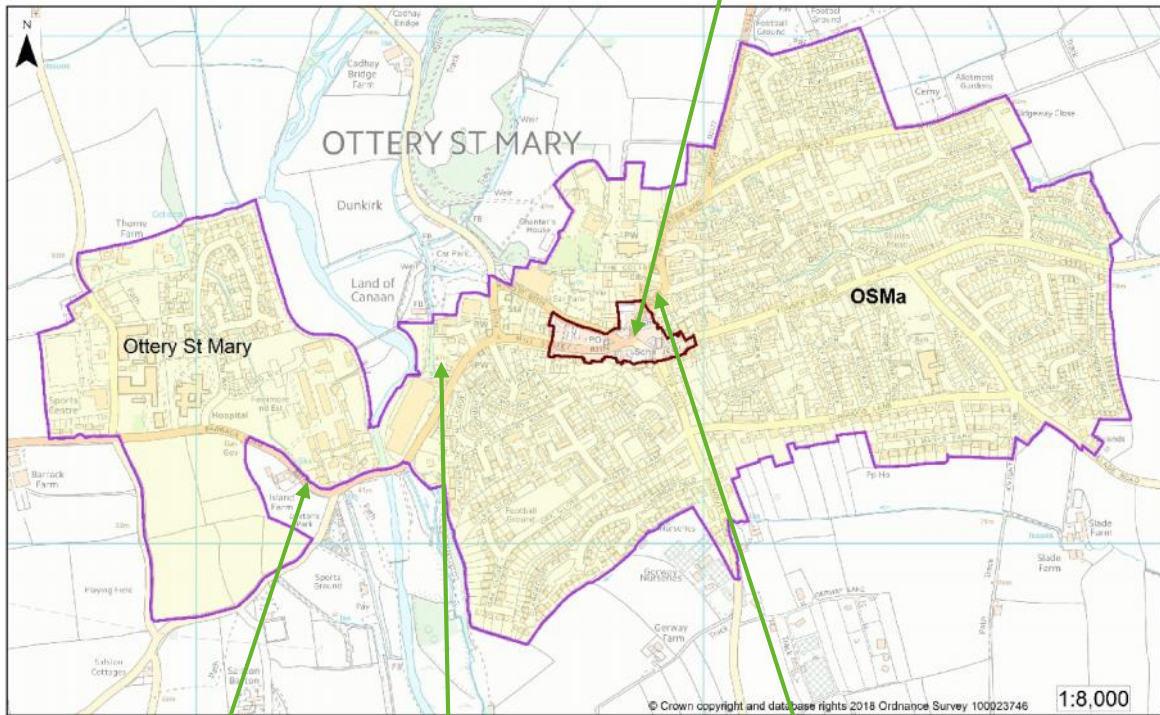


13.2 We are proposing that the area covered by the ASCA is reduced so that all of the main built up areas of the town are taken out, as shown in Map OSM02. This would make it easier to display some types of advertisement in the town, but many restrictions would remain, including additional rules on what can be displayed in the conservation area. Map OSM02 shows both the current area excluded from the ASCA and the larger area that we are proposing to remove. The boundary of the proposed area for exclusion follows the Built-up Area boundary for Ottery St. Mary defined in the East Devon Local Plan. No areas are proposed to be included in the ASCA.

Map OSM02 Area proposed to be excluded from ASCA

We proposed to remove all the lemon coloured land from the ASCA – the area surrounding the purple line would remain in the ASCA.

Land inside the brown line is already outside of the ASCA.

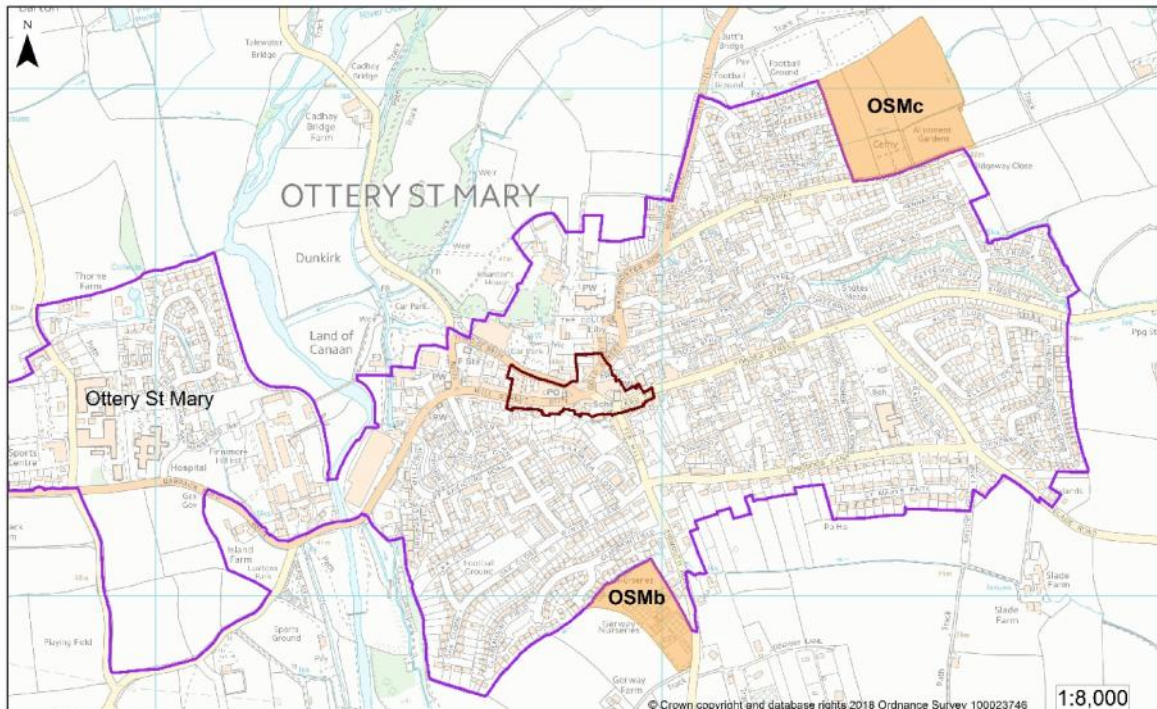


Yellow Sites considered for exclusion Purple Proposed ASCA boundaries Brown Advert in SCA Area of Special Control of Advertisements



13.3 The guiding principles for the review set out in paragraph 3.4 of this report include that consideration will be given to including large scale developments that lie on the edge of towns but outside of the defined BUAB. There are two recent housing developments that fall into this category (Sites OSMb and OSMc as shown on Map OSM03). An alternative approach would be to also exclude these areas from the ASCA. This may be appropriate but is not recommended because they are both residential areas and keeping them in the ASCA would have the benefit of a consistent boundary for both the ASCA and the BUAB.

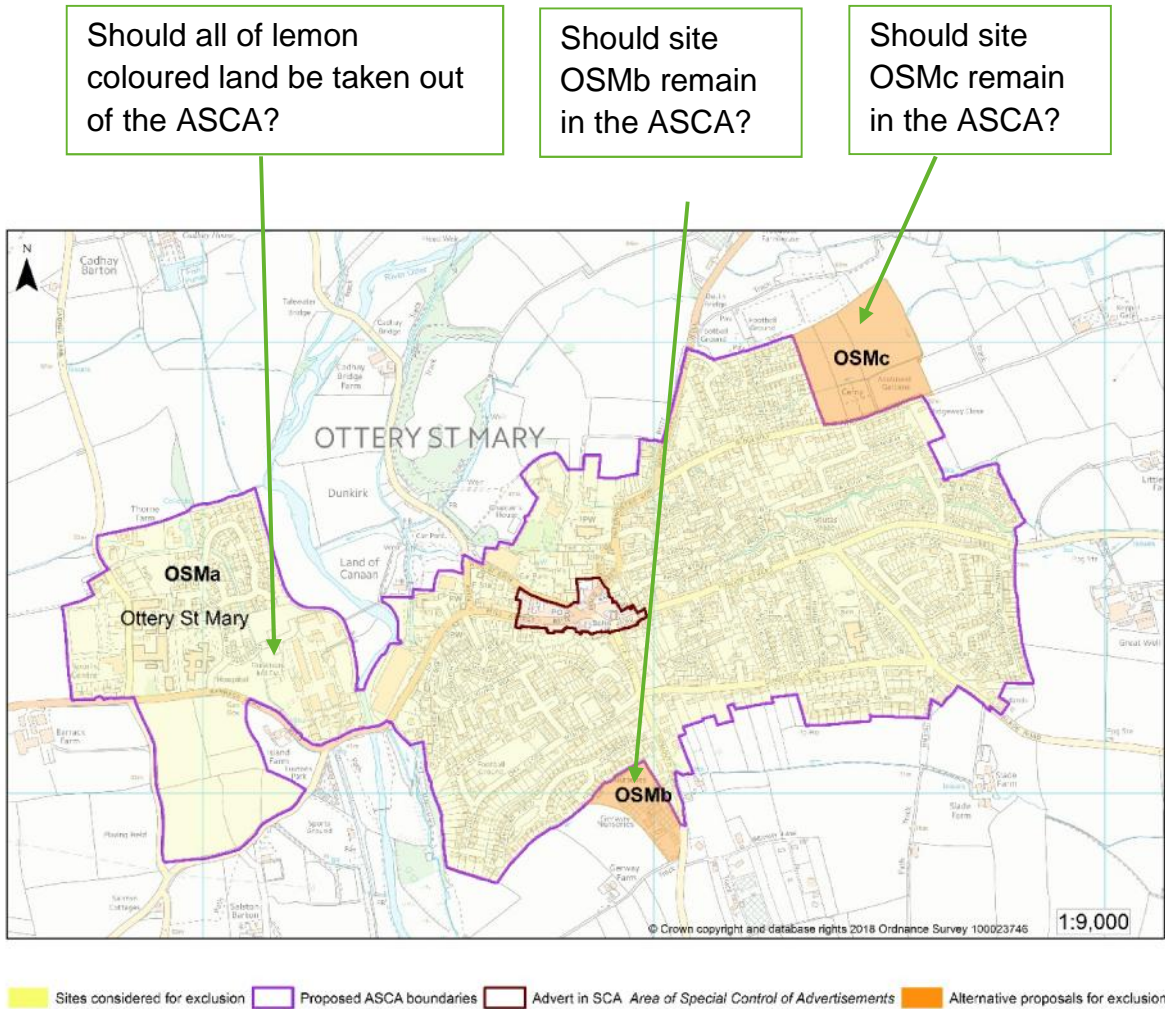
Map OSM03 Alternative proposals



Proposed ASCA boundaries
 Advert in SCA Area of Special Control of Advertisements
 Alternative proposals for exclusion

13.4 Map OSM04 illustrates the key issues for Ottery St. Mary.

Map OSM04 Key Questions for Ottery St. Mary



All of the land surrounding the purple line would remain in the ASCA.

Land inside the brown line is already outside of the ASCA.

14 Seaton

14.1 Currently only part of the main built-up area of Seaton is outside of the ASCA as shown on Map SE01. The area not in the ASCA includes the town centre, conservation area, Tesco and Harbour Road/Riverside Drive area.

Map SE01 Area currently excluded from ASCA



Land inside the brown line is currently not in the ASCA - all of the surrounding land is in the ASCA.

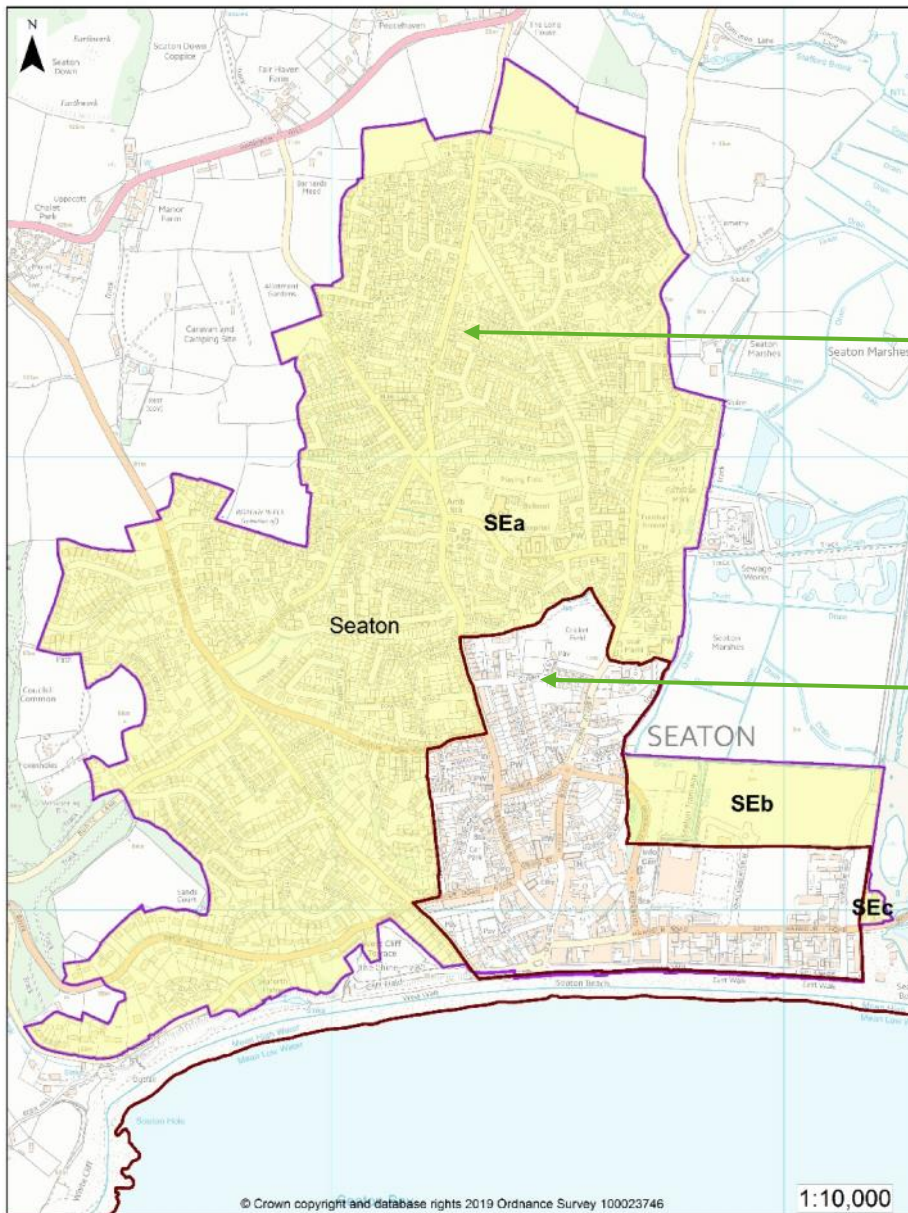


 Advert in SCA Area of Special Control of Advertisements



14.2 In Seaton we propose to change the boundary of the ASCA so that it follows the Built-up Area Boundary defined in the East Devon Local Plan as shown on Map SE02. This would mean that most of the town would be outside of the ASCA and would make it easier to display some types of advertisement, but many restrictions would remain, including additional rules on what can be displayed in the conservation area.

Map SE02 Area proposed to be excluded from ASCA



We proposed to remove all the lemon coloured land from the ASCA.

Land inside the brown line is already outside of the ASCA.

All of the land surrounding the purple line land would remain in the ASCA.

- Advert in SCA Area of Special Control of Advertisements
- Sites considered for exclusion
- Proposed ASCA boundaries

- 14.3 There is one small area that we propose to include in the ASCA in order that the same boundary will apply to both the BUAB and the ASCA. The area comprises a thin strip of land to the west of the sea front where the public toilets are situated (shown as SEd on Map SE03).

Map SE03 Areas proposed to be included in the ASCA

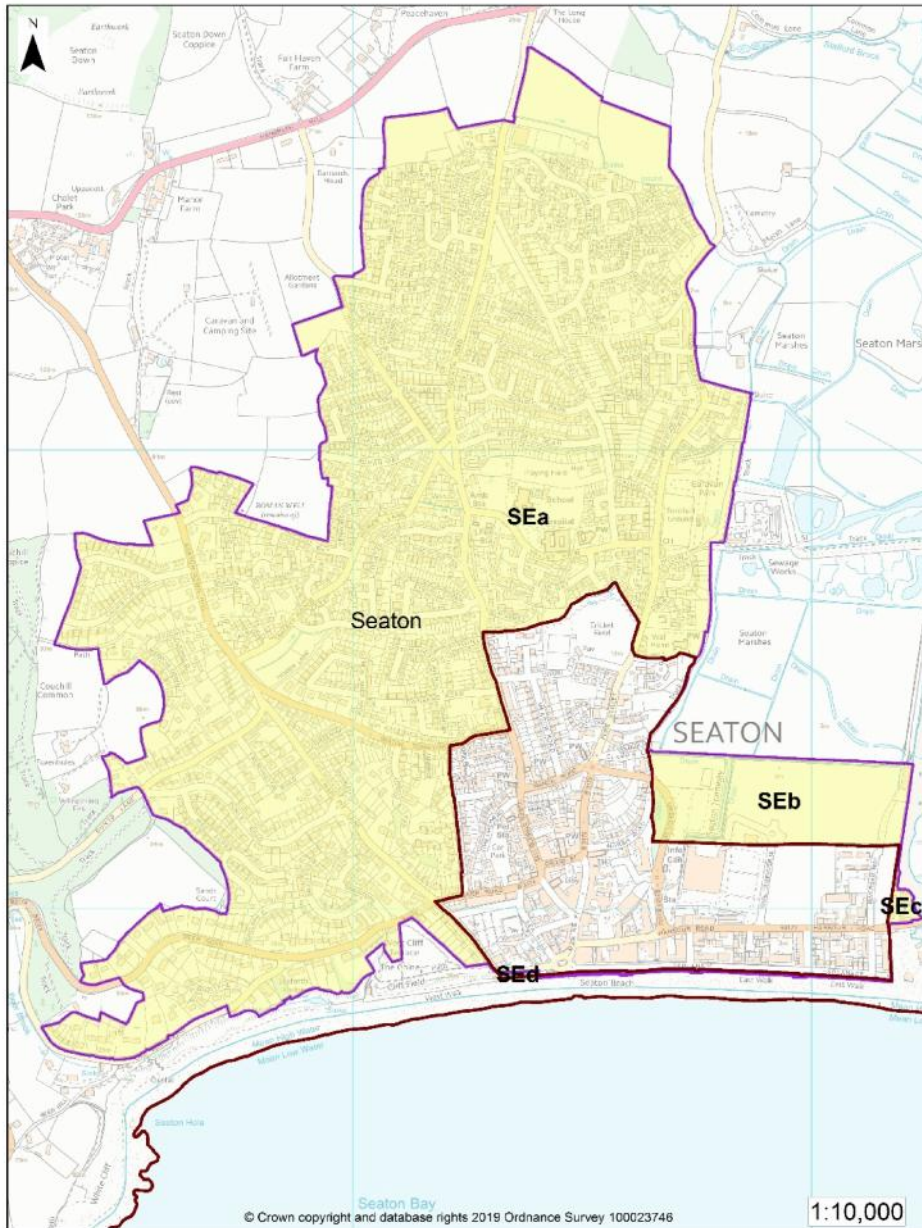


Proposed ASCA boundaries Advert in SCA Area of Special Control of Advertisements

- 14.4 No specific alternatives have been identified for Seaton, but keeping the ASCA boundary as it is would be an option because it reflects the more commercial parts of the town fairly accurately, with the exception of the industrial area to the north.

14.5 Map SE04 illustrates the key questions for Seaton.

Map SE04 Key Questions for Seaton



Should all of the lemon coloured land be taken out of the ASCA?

Should site SEd (shown in detail on Map SE03) be put into the ASCA?

Should the ASCA boundary remain as it is?

All of the land surrounding the purple line would remain in the ASCA.

15 Sidmouth

- 15.1 Currently only about one third of the built up part of Sidmouth is excluded from the ASCA as shown on Map SI01. The areas currently outside of the ASCA include the town centre, Alexandra Road Industrial Estate and part of Bickwell Valley.

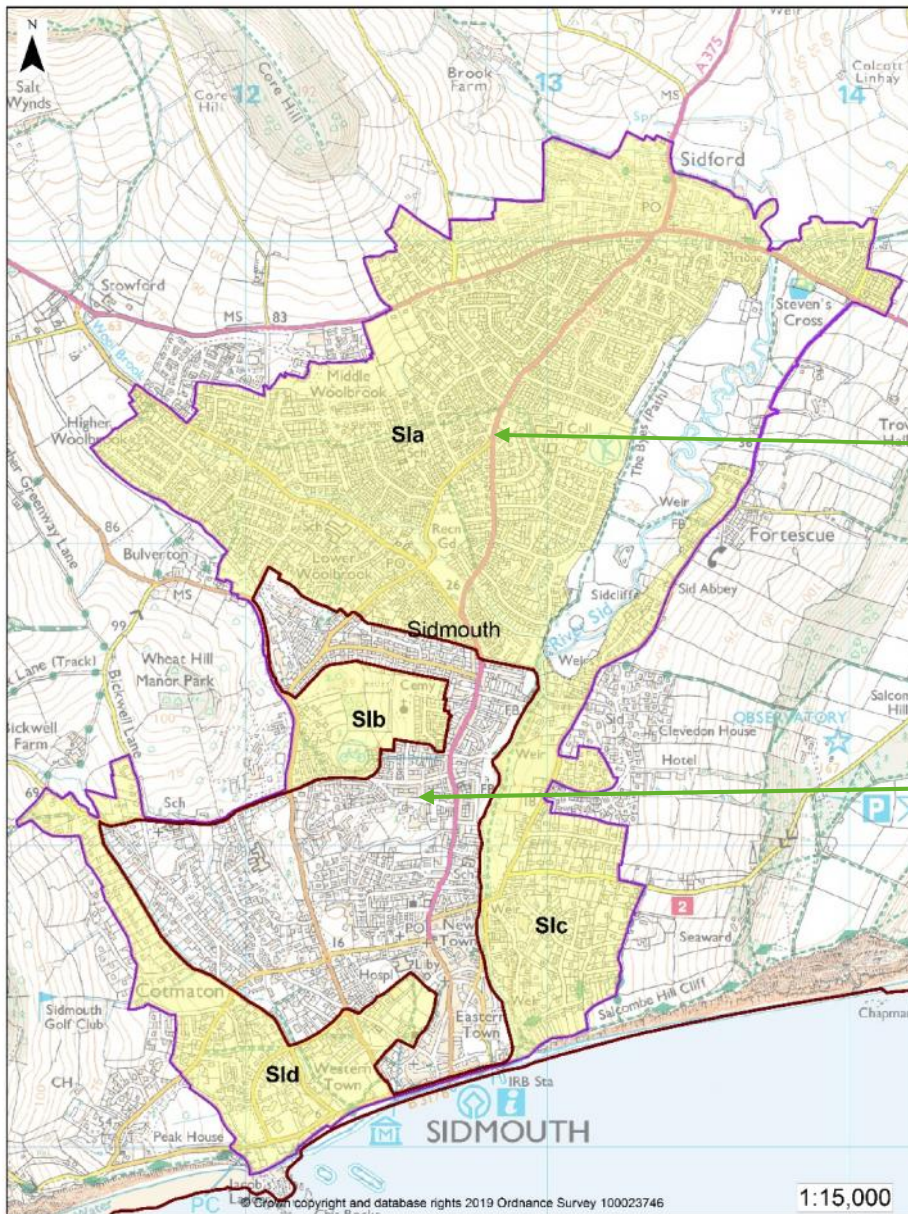
Map SI01 Current extent of area excluded from ASCA



Land inside the brown line is outside of the ASCA – all of the surrounding land is in the ASCA

15.2 One of the guiding principles for this review is that, in Sidmouth, land inside the adopted BUAB will be excluded from the ASCA unless it is within the AONB. This would roughly double the area excluded from the ASCA as shown on Map SI02. No areas are proposed to be included in the ASCA.

Map SI02 Area proposed to be excluded from the ASCA



We propose to remove all the lemon coloured land from the ASCA.

Land inside the brown line is already outside of the ASCA.

All of the land outside of the purple line would remain in the ASCA.

- Advert in SCA Area of Special Control of Advertisements
- Sites considered for exclusion
- Proposed ASCA boundaries

15.4 Map SI04 shows both the current area excluded from the ASCA and the proposed new boundary of the ASCA. No specific alternatives have been identified for Sidmouth, but keeping the ASCA boundary as it is could be considered, although there are commercial areas (around Woolbrook and at Sidford) that would then remain in the ASCA.

Map SI04 Proposed ASCA boundary



