

Report to: Strategic Planning Committee



Date of Meeting 15th December 2020

Document classification: Part A Public Document

Exemption applied: None

Review date for release N/A

Approval of Modifications to Area of Special Control of Advertisements

Report summary:

Amendments to the area covered by the 'Area of Special Control of Advertisements' (ASCA) have now been made, following approval by the Secretary of State.

Recommendation:

1. That modifications to the Area of Special Control of Advertisements that came into effect on 30th November 2020 be noted.

Reason for recommendation:

The approval of the modified ASCA marks the end of the review process that has been overseen by this Committee during the last couple of years.

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Portfolio(s) (check which apply):

- Climate Action
- Corporate Services and COVID-19 Response and Recovery
- Democracy and Transparency
- Economy and Assets
- Coast, Country and Environment
- Finance
- Strategic Planning
- Sustainable Homes and Communities

Financial implications:

There are no specific financial implication within the report.

Legal implications:

There are no legal implications from this report

Equalities impact Low Impact

Climate change Low Impact

Risk: Low Risk; the modifications have been approved

Links to background information [Review of East Devon Area of Special Control of Advertisements - East Devon web page \(includes report form Planning Inspectorate and formal](#)

[decision notices from Secretary of State; June 2019 SPC report and minutes; Review Consultation Document February and March 2019; 29th January 2019 agenda item; 29th January 2019 minutes; 24th July 2018 SPC agenda 24th July SPC 2018 minutes; Guide to review of ASCA September 2018](#)

Link to [Council Plan](#):

Priorities (check which apply)

- Outstanding Place and Environment
 - Outstanding Homes and Communities
 - Outstanding Economic Growth, Productivity, and Prosperity
 - Outstanding Council and Council Services
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Report in full

1. Review of the Area of Special Control of Advertisements
 - 1.1 The Advertisement Regulations set out rules for the display of advertisements and place limits on the kind of advertisements which require formal permission from a Local Planning Authority. The Planning Acts enable a Local Planning Authority to designate an Area of Special Control of Advertisements (ASCA) where there are stricter controls on the type, size and height of advertisements. The legislation requires that an ASCA should only be designated where there is a need for special protection due to scenic, historic, architectural or cultural features; it should be reviewed every five years. Most of East Devon was designated as an ASCA as part of a wider order made by Devon County Council in the 1960's and very few changes have been made since.
 - 1.2 In November 2019, following a consultation process, we modified the existing ASCA so that in Axminster, Honiton, Exmouth, Ottery St. Mary, Seaton and Sidmouth the areas inside of the Build-up Area Boundary are now excluded from the ASCA, unless they are within an AONB. The whole of the existing and planned expansion areas for Cranbrook and the Enterprise Zones have also been removed from the ASCA. In Beer and Budleigh Salterton small areas of land have either been included or excluded so that only the town/village centres are now excluded from the ASCA.
 - 1.3 The documents were submitted to the Secretary of State in November 2019 and the consultation period for commenting on the Order expired in January 2020: no comments were received. The documents were then passed to the Planning Inspectorate, which produced a report in September that recommended to the Secretary of State that the modification order should be approved without modification. At the end of October we received formal notification that the Secretary of State agreed with the Inspector's recommendation and approved the modifications. We were legally required to bring the notice into effect 'as soon as maybe' by placing a formal notice in the London Gazette; this was done on 30th November 2020.