

**Report to:** **Strategic Planning Committee**

**Date of Meeting:** 10<sup>th</sup> June 2019

**Public Document:** Yes

**Exemption:** None

**Review date for release** None

**Agenda** 7



**Subject:** **Review of East Devon Area of Special Control of Advertisements (ASCA)**

**Purpose of report:** To seek Members agreement to recommend that full Council make changes to the areas included in the East Devon Area of Special Control of Advertisements.

**Recommendation:**

- 1. That this Committee recommend that full Council make amendments to the areas covered by the Area of Special Control of Advertisements as set out in the attached draft schedule (Appendix 2).**
- 2. That the Service Lead – Planning Strategy and Development Management be authorised to make minor changes to the draft modification Order (Appendix 2) prior to finalisation. This is intended to cover the production of more detailed plans to indicate the changes proposed and any minor wording updates that may be necessary.**

**Reason for recommendation:** To ensure that the appropriate areas are covered by the Area of Special Control of Advertisements.

**Officer:** Linda Renshaw, Senior Planning Policy Officer  
Email [Irenshaw@eastdevon.gov.uk](mailto:Irenshaw@eastdevon.gov.uk)  
Tel: 01395 571 683

**Financial implications:** There are no direct financial implication resulting from the recommendations

**Legal implications:** This modified order designating amended areas of special control is made under the Town and Country Planning Act 1990 and will only come into effect once approved by the Secretary of State. This approval is a formal process where objections are invited and may be made following receipt a hearing may be required with consideration of the representations before approval is issued. Other than this there are no other legal implications

**Equalities impact:** Low Impact  
Changes to the Area of Special Control of Advertisements will not have specific equalities impacts

**Risk:** Low Risk  
The Area of Special Control of Advertisements has been reviewed and consulted on in accordance with legal requirements. There is a risk that if the results of this review are not implemented then its legitimacy could

be challenged. There also a risk that the Secretary of State may not agree to some or all of the changes.

**Links to background information:**

- [Review Consultation Document February and March 2019](#)
- [29<sup>th</sup> January 2019 agenda item](#)
- [29<sup>th</sup> January 2019 minutes](#)
- [Review of East Devon Area of Special Control of Advertisements - East Devon web page](#)
- [24<sup>th</sup> July 2018 SPC agenda](#)
- [24<sup>th</sup> July SPC 2018 minutes](#)
- [Guide to review of ASCA September 2018](#)

**Link to Council Plan:** Encouraging communities to be outstanding

**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 set 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. 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 accordance with legal requirements, in 2018 this Committee agree that a review be undertaken to assess whether the correct areas are covered by the ASCA. Officers undertook initial consultation with affected parish councils and ward members in the summer of 2018 and undertook a review which was considered by this Committee in January 2019. This found that substantial areas should be removed from the ASCA, including all those parts of the built-up areas of the larger towns that are not in an AONB, small areas of Budleigh Salterton, Beer and Colyton and the whole of the Enterprise Zone. The review also concluded that some small areas in Axminster, Beer, Budleigh Salterton, Exmouth and Seaton should be included in the ASCA due to their rural character. Strategic Planning Committee agreed the review for public consultation, which was undertaken in February and March 2019.
- 1.3 The regulations concerning the display of advertisements are extremely detailed and complex. When considering whether it is appropriate to make the changes recommended Members may wish to consider the practical implications that being inside the ASCA can make. If an area is designated as a conservation area or an Area of Outstanding Natural Beauty the difference in the level of protection that being inside the ASCA is very limited. As part of the consultation a summary of the different advertisement rules that apply to the display of advertisements in the ASCA, AONBs and conservation areas was provided and is included as Appendix 1 to this report.

## 2. Consultation on the review

- 2.1 Targeted consultation on the review took place in February and March 2019. Legislation requires that local trade and amenity bodies are consulted on proposed changes to the ASCA. Twenty four representatives of local amenity groups, eighteen representatives of local trade organisations, all parish council's, local Members and the national advertising body (the Advertising Association) were sent details of the review and asked for comments. In addition the review was available for comment on the EDDC web site.
- 2.2 Only four responses to the consultation were received.
- 2.3 Budleigh Salterton Town Council agreed to the proposed changes as set out in 7.3 of the review document.
- 2.4 Colyton Parish Council unanimously voted to keep the whole of the town inside of the ASCA and not to remove the vitality and shopping area as proposed in the review.
- 2.5 Cranbrook Town Council agreed with the general approach of excluding the built-up areas of the main East Devon towns from the ASCA. The review proposed to remove from the ASCA only the parts of the town with planning permission, but put forward an alternative approach of also removing the areas proposed for expansion in the Cranbrook Plan. The Town Council was in favour of the alternative approach (of excluding a larger area) and agreed that this would make it easier to display some advertisements as Cranbrook grows. In relation to the Enterprise Zone the Town Council agreed with its removal from the ASCA.
- 2.6 Exmouth Town Council had no objection to any of the proposed changes.

## 3. Proposed Changes to ASCA

- 3.1 From the limited number of consultation responses it can be assumed that there are no significant objections to the changes proposed to the ASCA as set out in the review. There was one response that did not support the approach put forward in the review (Colyton Parish Council) and in both this case and in Cranbrook the alternative approach suggested in the review was supported; both of these alternatives are now recommended to be incorporated into the changes to be made to the ASCA.
- 3.2 In Colyton the Parish Council were very clear that they wanted the whole of the town to remain inside of the ASCA and that they did not want to remove the vitality and shopping area defined in the Villages Plan from the ASCA. The removal of this small area was recommended in the review to enable some more flexibility for advertising in the commercial centre of Colyton and to achieve a consistent approach with Beer. Given the strong objections of the Parish Council and their support for keeping this area within the ASCA changes are no longer proposed in Colyton. This means that the whole of Colyton will be kept inside the ASCA.

- 3.3 For Cranbrook the review proposed that only those areas with planning permission for development should be taken out of the ASCA. However, Cranbrook Town Council supported the alternative of excluding further areas proposed for development in the Cranbrook Plan. Whilst this approach was not recommended in the review due to uncertainties about the extent and timing of development, the progress of the Cranbrook Plan towards submission means that there is more certainty now. Whilst removing the proposed expansion areas from the ASCA before the Cranbrook Plan is adopted could be seen as premature the plan is at an advanced stage of preparation and removing these areas from the ASCA should make future alterations to the ASCA less likely, potentially saving time and resources.
- 3.4 Following consideration of both the review and the consultation responses to it, it is recommended that the ASCA be amended as proposed in the review, with the exception of Colyton (which should be kept in the ASCA) and Cranbrook (where both the areas with planning permission and the development areas set out in the Cranbrook Plan should be excluded from the ASCA).
- 3.5 The changes now proposed are set out in the schedules to the revised order which is included at Appendix 2.

#### 4. Process for Reviewing the Area of Special Control of Advertisements

- 4.1 There are set legal requirements for amending an ASCA that are set out in Schedule 5 of the 2007 Advertisement Regulations. The regulations require that:
- If a LPA propose to modify an ASCA (as we do) it must make an ASCA order indicating the modifications by reference to a map annexed to the order (see Appendix 2 for the proposed order and maps);
  - 'As soon as may be' after making the order it must be submitted to the Secretary of State for approval together with two certified copies of the order, a full statement of the reasons for making it and a plan showing both the existing boundaries and the proposed modifications (See Appendix 3 for the proposed statement of reasons);
  - As soon as practical after making the order a formal notice must be published in the London Gazette and (for two consecutive weeks) in a local newspaper;
  - If any objection is properly made to the order the Secretary of State may ask for representations in writing or may (or will if requested by an interested party) provide for a local inquiry or hearing before an appointed person (a planning Inspector);
  - After considering any representations or report by an appointed person the Secretary of State may approve the order with or without modification;
  - If the order is modified at this stage a notice must be published and there will be an opportunity to make further representations or a further hearing or inquiry may be held; and
  - Following approval the LPA must publish the prescribed approval notice in the London Gazette and a local newspaper (again for two successive weeks).
- 4.2 Subject to the agreement of this Committee (and Full Council) the changes to the area covered by the ASCA as set out in the draft Order included in Appendix 2 to this report will be made as soon as possible and the necessary documents submitted to the Secretary of State for approval.

## **Appendix 1 Extract from ASCA consultation email January 2019**

### Additional information on the display of advertisements in an ASCA, AONB and a conservation area

Please note that the regulations concerning the display of advertisements are extremely complex and there are many rules about the type and size of advertisement can be displayed in various locations. As well as the additional restrictions that apply in an ASCA, there are also limitations on the display of advertisements in an Area of Outstanding Natural Beauty (AONB) or a conservation area (CA). These restrictions often overlap with those that apply in an ASCA, but there are also differences. This means that some types of advertisement would need a specific permission from the Local Planning Authority in an ASCA but not in a conservation area or AONB (examples are given below). This is significant because some of the areas we propose to take out of the ASCA are also within conservation areas (in Axminster, Beer, Budleigh Salterton, Colyton, Honiton, Ottery St. Mary, and Sidmouth). With the exception of a very small area in Budleigh Salterton we are not proposing that any of the land within an AONB is taken out of the ASCA.

The following examples are intended as a guide to the implications of removing or including land from/in the ASCA; the examples are illustrative and do not give full details of when consent is required to display an advertisement.

Main similarities for the display of advertisements in an ASCA and an Area of Outstanding Natural Beauty (AONB) or a conservation area (CA)

Removing the ASCA will not make a practical difference to the rules for displaying advertisements in these circumstances.

1. Consent is needed for illuminated advertisements on business premises in either an ASCA, AONB or a CA.
2. An advertisement flag attached to a flagstaff projecting from a building (except vertically from the roof) may be displayed without express consent (subject to various limitations) except in a CA, AONB or ASCA.
3. An advertising flag attached to a single flagstaff may be displayed within the curtilage of a building (subject to conditions) but this requires express consent in an AONB, CA or ASCA.
4. An advertising flag on a residential development site is allowed without express consent except in an AONB, CA or ASCA.
5. An advertisement may be displayed without express consent for a balloon no more than 60m above ground level, except in an AONB, CA or ASCA.
6. An advertisement may be displayed without express consent on the glazed surface of some telephone kiosks except in an AONB, CA or ASCA.

Main differences for the display of advertisements in an ASCA and an Area of Outstanding Natural Beauty (AONB) or a conservation area (CA).

Removing land from the ASCA will make a difference to the rules for displaying advertisements in these circumstances.

1. Express consent may not be granted in an ASCA for an illuminated hoarding for the display of notices relating to local events or for a directional sign for land or buildings in the locality. This is an unusually strict regulation because normally failing to meet one of the conditions just means that an application for express consent is required.

2. Advertising hoardings are allowed around operational building sites that have planning permission, subject to conditions, except in an AONB or a CA. In this case the regulations are stricter in an AONB or CA than they are in an ASCA.
3. An advertising flag may be displayed without express consent from a single flagstaff projecting vertically from the roof of a building (subject to various limitations) but in an AONB or CA the maximum height of a character or symbol allowed is 0.75m and in an ASCA this is reduced to 0.3m high
4. Express consent is not always needed to display non-illuminated signs on business premises (subject to a number of criteria), but in an ASCA the height above ground level that the advertisement may be displayed without needing express consent is 3.6m rather than 4.6m. This means that in areas where the ASCA is removed (including areas that are either CAs or in an AONB) it will be possible to display these types of signs at a higher level without needing to apply for consent.
5. Express consent is not needed for a non-illuminated directional advert relating to the premises on which it is displayed so long as it has an area of less than 0.3 square metre, is no more than 4.6m above ground level and no character or symbol is more than 0.75m high. However, this is reduced to 3.6m above ground level and the characters of symbols to no more than 0.3m high in an ASCA. This means that in areas where the ASCA is removed (including areas that are either CAs or in an AONB) it will be possible to display these type of signs at a higher level and with larger characters of symbols without needing to apply for consent. The same general rule applies (although with differing additional criteria) to:
  - an advertisement relating to a person or business carrying on a trade, profession or business at the premises where it is displayed;
  - an advert of no more than 1.2 square metres in area relating to a religious, educational, recreational, medical institution or a block of flats, club, hostel or bed and breakfast at the premises where it is displayed;
  - an estate agents for sale sign;
  - an advertisement relating to building work on the land on which it is displayed;
  - a temporary advertisement for a local religious, educational, cultural, political, social or recreational event;
  - an advertisement for demonstrating agricultural processes on the land on which it is displayed;
  - an advertisement for a travelling circus, fair or similar travelling entertainment;
  - an advertisement on the forecourt of a business premises;
  - directional signs for a residential development

**Attach Council seal**

**East Devon District Council**

**Town and Country Planning Act 1990**

**The Town and Country Planning (Control of Advertisements) (England) Regulations 2007**

**County of Devon (North and East Devon Area of Special Control of Advertisements) Order**

**Proposed Modification 2019**

**East Devon District Council**

**Town and Country Planning Act 1990**

**The Town and Country Planning (Control of Advertisements) (England) Regulations 2007  
(as amended)**

**County of Devon (North and East Devon Area of Special Control of Advertisements) Order**

**Proposed Modification 2019**

**Whereas**

- 1 The East Devon District Council (hereinafter called “the Council”) as Local Planning Authority have considered whether the County of Devon (North and East Devon Area of Special Control of Advertisements) Order should be modified in respect of land specified in Schedule 1 and Schedule 2 in accordance with Regulation 20 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).
- 2 The Council have decided that the land specified in Schedule 1 should be removed from the area.
- 3 The Council have decided that the land specified in Schedule 2 should be included in the area.

**Now Therefore** the Council in pursuance of the powers conferred upon them by Section 220 of the Town and Country Planning Act 1990 and the said Regulation 20.

**Do hereby order**

- 1 That all the land specified in Schedule 1 and shown in black hatching shall be removed from the Area of Special Control for the purposes of the said regulations.
- 2 That all of the land specified in Schedule 2 and shown in black cross hatching shall be included in the Area of Special Control for the purposes of the said regulations.
- 3 That this Order may be cited as The County of Devon (North and East Devon Area of Special Control of Advertisements) Modification Order 2019.

NB. If there is any discrepancy between the description and the maps in Schedule 1 or Schedule 2 the map shall prevail. A map booklet that identifies the overall boundary of the new ASCA and includes more detailed plans of the areas affected by changes is included as Appendix 1.

## **Schedule 1 – Land to be removed from the ASCA**

### **Axminster**

#### Site AXd

The whole of the built up area of the town (except that which is already excluded) from Abbey Close, Woodbury Park and Woodbury Way in the south, to the railway line in the west, up to but excluding Axminster Football Club in the north and including Weycroft Avenue in the north and in the east to Cunningham Avenue, Bonners Glen, Threeacre Close, Upper Mead, Tigers Way, Salway Gardens, 'Endfield' on Lyme Road, Lyme Close, Morton Way and Woodbury Way.



## **Beer**

Site BEa Land north west of New Cut including 1, 2 and 3 Pipping Court, New Cut and Shepherds Cottage, Fore Street together with part of the rear gardens of Ashcroft, Brooklyn Villa, Colebrooke House, Durham House and Spring Cottage, Fore Street.

Site BEb Land to the rear of properties fronting Fore Street and The Bakehouse, Hammnetts Court, St, Michael's Church and Mariners Hall.

Site BEc Land to the rear of properties fronting Fore Street from 7 Gravel Cottages to Cliff House

Site BEd Hotel at Sea Hill (Anchor Inn)

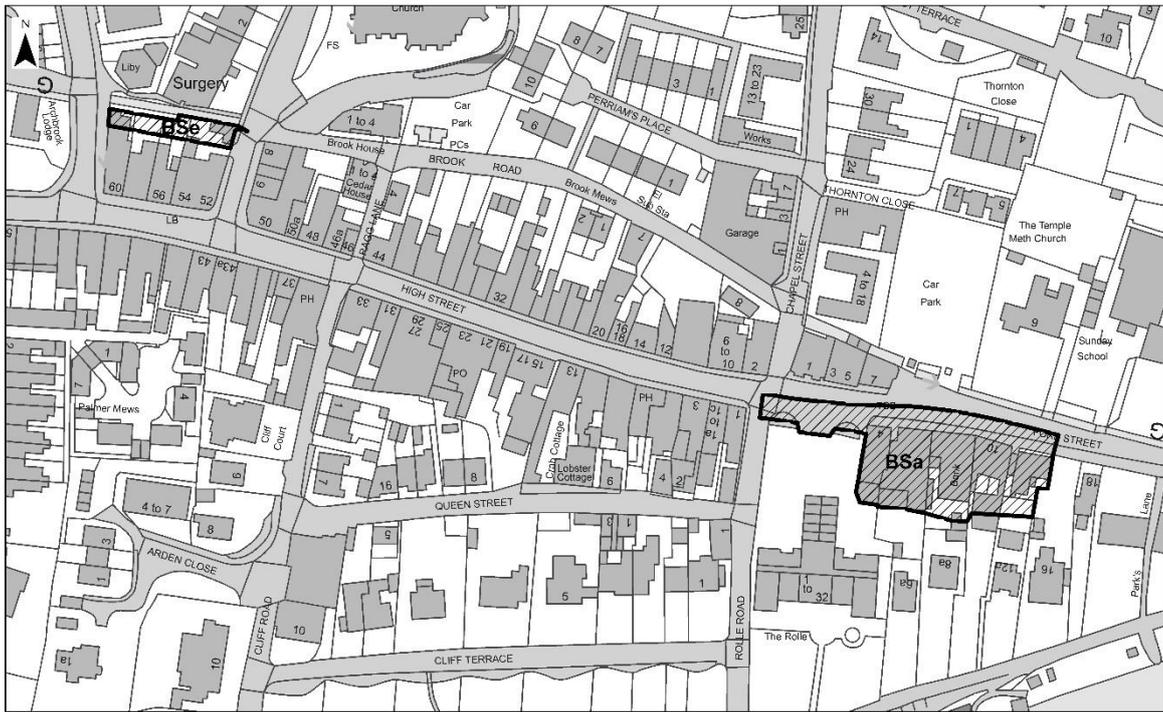
Site BEe Land east of car park including The Surgery, part of Haslemere and The Dolphin Hotel.



**Budleigh Salterton**

Site BSa Numbers 4 to 12 Fore Street

Site BSe land rear of numbers 52 to 60 High Street



## Cranbrook

Site CRa the built-up area of Cranbrook including land with planning permission for development and land proposed for development in the submission version of the Cranbrook Plan Development Plan Document.



## **Exmouth**

Site EXa Land north west of Dinan Way and South of Dinan Way including Chaucer Rise, Tennyson Way, Whitman Close, Byron Way, Wordsworth Close, Keats Close, Shakespeare Way, Coleridge Close and Brittany Road.

Site EXb The Liverton Business Park

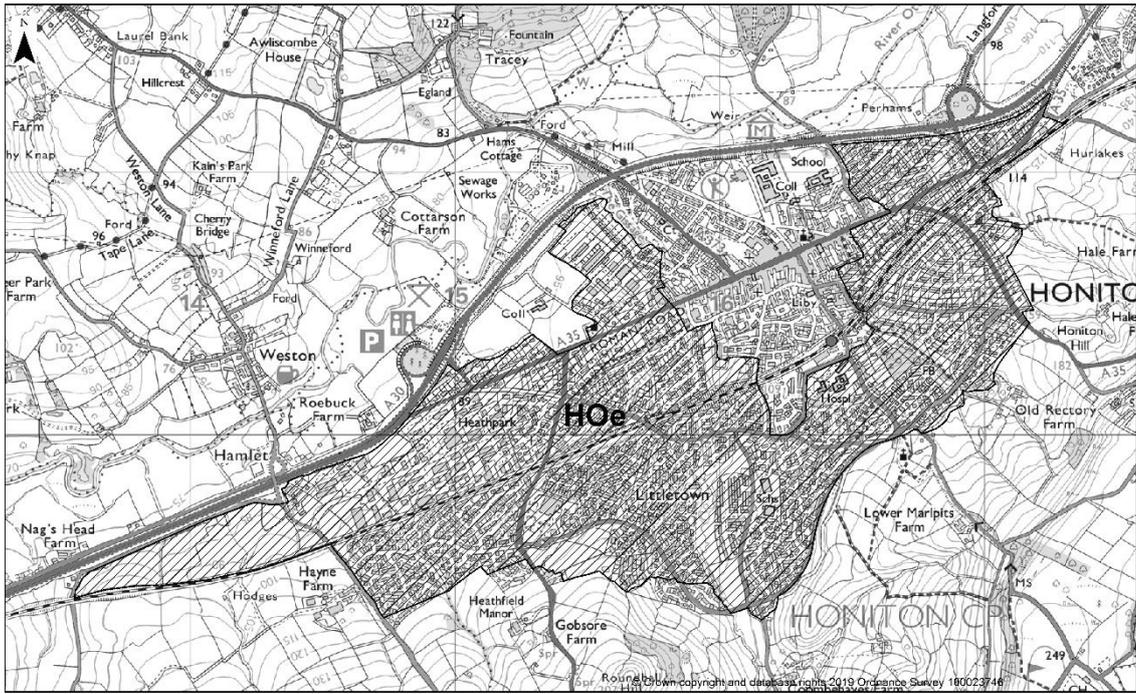
Site EXc land south of Jarvis Close, south of Buckingham Close and east of Buckingham Close and Douglas Avenue including Taylor Crescent; Lipscomb Avenue; Chamberlain Avenue; Wragg Drive; Park Drive; Chapman Road; Nicholas Way and Buckeridge Road.

Site Exe houses east of Littlemead Lane including: Three Oaks; Wentwood; Sheldrake; Sandakan; Roundwood and Meadowsweet.



## Honiton

Site HOe The built up parts of the town that are not already excluded or in an Area of Outstanding Natural Beauty together with undeveloped land west of Hayne Lane and south of Battishorne Way.



## Ottery St Mary

### Site OSMa

The built up parts of the town as defined in the adopted East Devon Local Plan that are not already excluded from the ASCA.



## Seaton Site SEa North

The built up parts of the town as defined in the adopted East Devon Local Plan that are not already excluded from the ASCA.



# Sidmouth



## Schedule 2 land to be included in ASCA

### Axminster

Site AXa Land north west of the railway line alongside Axminster railway station

Site Ab Section of railway line and River Axe north west of Shand Part.

Site AXc Section of River Axe south west of Stoney Bridge



# Beer

Site BEf land north of The Square

Site BEg Pioneer Cottages off New Cut

Site BEb land east of 18 The Meadows

Site BEi part east of Sea Hill

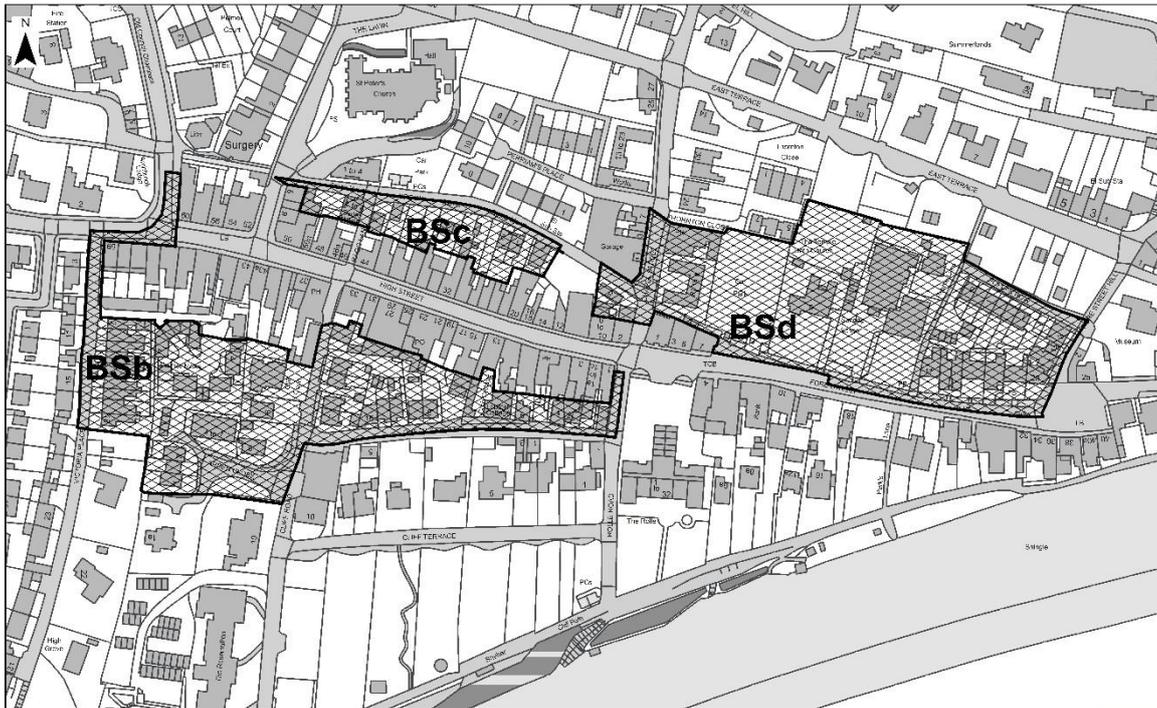


## Budleigh Salterton

Site BSb Land rear of 1 High Street; numbers 2 to 16 (evens) Queen Street; Lobster Cottage Queen Street; numbers 1 to 8 Arden Close; numbers 1 to 7 Cliff Road; Cliff Court, Cliff Road; land rear of numbers 31 and 33 High Street; numbers 1 to 7 Palmer Mews; numbers 2 to 18 (evens) Victoria Place

Site BSc Cedar House, Brook Road; 4 Rags Lane; workshop to rear of 42 High Street; 1 and 2 Brook Mews; 7 Brook Road; land to rear of numbers 20 to 44 (evens) High Street.

Site BSd Rear of numbers 2 to 10 High Street (evens); 9 Fore Street; Temple Methodist Church; 1 Pebble Lane, numbers 1 to 6 Poplar Row; numbers 1 to 3 Fore Street Hill; numbers 11 to 23 (odds) Fore Street.



Path: S:\Planning\_Countryside\Planning Policy\B Subject matters\30 Adverts ASC\submission docs\Maps\Proposed ASCA boundaries.mxd © Crown copyright and database rights 2019 Ordnance Survey 100023746

## Exmouth

Site EXf Land north of Courtlands Lane, including: Eastergate; Greenways; Farthings; Whitecroft; Lansdown; Homeleigh and Kuni Kirei.

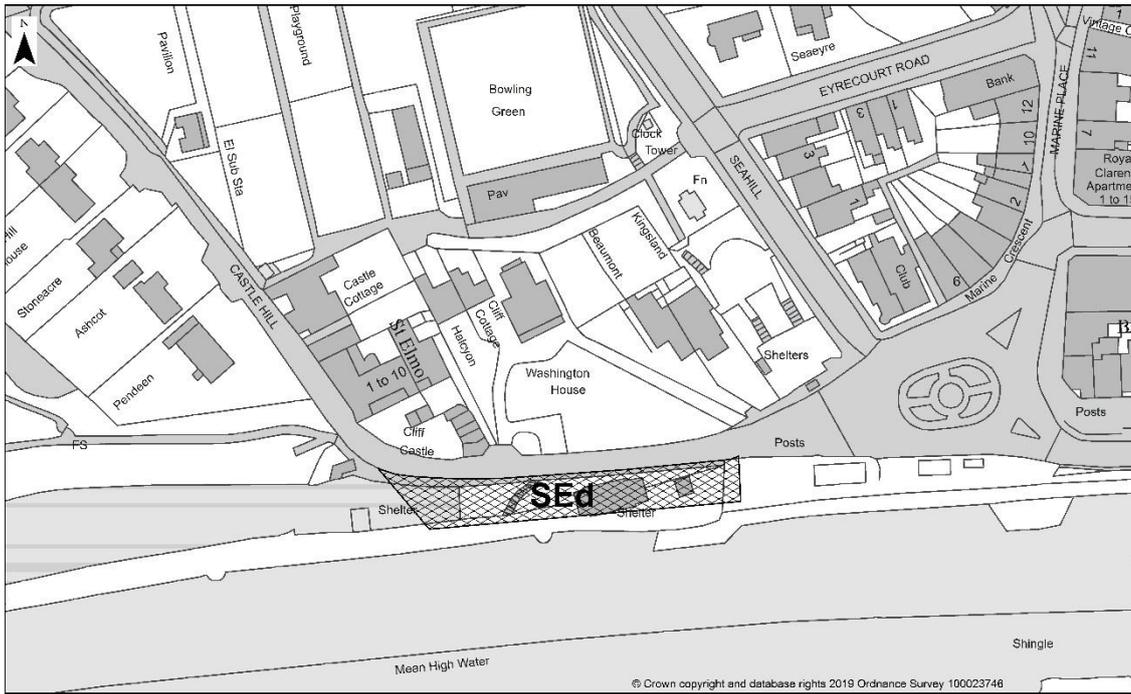
Site EXg land between railway and estuary

Site EXh



# Seaton

Site SEd Land at West Walk between Castle Hill and Seaton beach including public toilets and kiosk.



## Appendix 3 Draft Statement of Reasons

### 1.1 General points

- 1.1 The East Devon ASCA was designated in the 1960's and was last amended in 2002. Since then there have been significant changes including the expansion of urban areas, the building of a new town and designation of an Enterprise Zone.
- 1.2 A review of the ASCA has been undertaken and consulted on. The review was guided by the principle that the built up parts of the main towns (as defined in the adopted East Devon Local Plan) should be excluded from the ASCA unless they are in an AONB. The built up areas are defined in the adopted East Devon Local Plan by a 'Built-up Area Boundary' (BUAB): within the BUAB new development is generally acceptable, but outside of the BUAB new development is strictly controlled. The BUAB is therefore considered to be an appropriate means of identifying which areas of the main towns should be excluded from the ASCA. Additionally, in the village of Beer and the town of Budleigh Salterton (which is wholly inside the East Devon AONB), the boundary of the 'village centre' and the 'town centre' defined in the development plan have been used to define the areas excluded from the ASCA. None of these areas are considered to display the scenic, historical, architectural or cultural features that justify special protection on the grounds of amenity. Parts of these settlements were already excluded from the ASCA and the review has sought to justify the excluded areas on a consistent basis.
- 1.3 Matching the boundaries of the ASCA to other policy boundaries defined in the development plan also has the advantage of making it easier for practitioners and members of the public to be clear on where additional controls on the display of advertisements are in place.
- 1.4 The considerations that have led to the revised ASCA boundaries are set out on a geographical basis (in alphabetical order of the settlement names)

### 2 Axminster

- 2.1 The revised ASCA boundary around Axminster matches the built-up area boundary defined in the adopted East Devon Local Plan. This means that large areas of land around the town centre (which was already largely excluded) have been taken out of the ASCA (Site AXd).
- 2.2 In addition three small areas to the west of the town have been included in the ASCA on the basis that they comprise part of the rural setting of the town that is worthy of special protection (Sites AXa, b and c).

### 3 Beer

- 3.1 Although the village of Beer is not one of East Devon's main towns it has a thriving commercial centre, much of which was already excluded from the ASCA. The new ASCA boundary matches the 'village centre' defined in the adopted East Devon Villages Plan where there is a policy of encouraging suitable town centre uses (Policy VP02 of the Villages Plan).
- 3.2 In order to co-ordinate the boundaries of the village centre and the ASCA five areas have been excluded from the ASCA, mainly at the rear of premises fronting the main shopping street (sites BEa, b, c, d and e). In addition four small areas on the fringe of the village centre are proposed for inclusion in the ASCA (sites BE f, g, h and i). Sites BE g, h and i are extremely small and site BE g comprises residential uses similar in character to the remaining parts of the village which will be retained in the ASCA.

### 4 Budleigh Salterton

- 4.1 The whole of the small town of Budleigh Salterton lies within the East Devon AONB and therefore warrants special protection because of its scenic qualities. However, the town centre and some of the surrounding residential streets were previously excluded from the ASCA.
  - 4.2 The overall effect of the amended Order has been to reduce the area excluded from the ASCA by including in the ASCA (sites BS b, c and d) areas that are not in the town centre (as defined in the adopted East Devon Local Plan). A smaller area (site BSa) has been taken out of the ASCA due to its commercial character and identification within the town centre.
- 5 Cranbrook
- 5.1 The new town of Cranbrook is under construction and is expected to expand until at least 2031. The revised Order excludes all of those areas with planning permission and the expansion areas identified in the submission version of the Cranbrook Plan. This approach has been supported by Cranbrook Town Council and will allow the planned urban expansion to continue without a need for future revision of the ASCA.
- 6 Exeter and East Devon Enterprise Zone
- 6.1 The Exeter and East Devon Enterprise Zone is located in East Devon and comprises four geographically distinct sites: Sky Park; Science Park; Airport Business Park and Cranbrook Town Centre. The ASCA designation is not compatible with the simplified planning regime that applies in an enterprise zone and the character of these areas no longer justifies the ASCA designation.
- 7 Exmouth
- 7.1 The ASCA in Exmouth was last amended in the 1980's to reflect the built-up area of the town as it was then. Three large and one small areas that are either developed or allocated for development in the adopted East Devon Local Plan have been removed from the ASCA (sites EXa, b, c and e). In Exmouth there are four sites within the BUAB that are also within the East Devon AONB (sites EXh, i, j and l in the review document). These have been retained in the ASCA due to their scenic value and AONB status.
  - 7.2 As part of the review one large and two small sites were identified as suitable for inclusion in the ASCA (sites EXf, g and k). Site EXk comprises predominantly agricultural land that contributes to the attractive setting of the town, site EXf forms a slither of undeveloped land alongside the Exe Estuary and site EXg comprises a small group of low density housing at the northern edge of the town. All of these sites lie outside of the BUAB and warrant the additional protection of the ASCA. The modified ASCA boundaries are supported by Exmouth Town Council.
- 8 Honiton
- 8.1 The town centre was previously excluded from the ASCA together with some adjoining residential areas and the secondary school. In Honiton there are three small areas within the BUAB that are in the East Devon AONB (sites HOa, b and c in the review document). These have been retained in the ASCA due to their AONB status. All of the other parts of the town that are within the BUAB have been removed from the ASCA in line with the general principles that guided the review.
  - 8.2 No areas were identified for inclusion in the ASCA.
- 9 Ottery St. Mary

9.1 Only the town centre was previously excluded from the ASCA (it was taken out in the 2002 modification). In line with the general principles that guided the review the whole of the area within the BUAB has been removed from the ASCA. No areas were identified for inclusion in the ASCA.

## 10 Seaton

10.1 Previously the town centre and some surrounding residential and industrial/commercial areas were excluded from the ASCA. In accordance with the general principles on which the review was based the whole of the areas within the BUAB has been removed from the ASCA (Sites SEa, b and c). In addition one small area fronting the beach has been removed from the ASCA on the basis that it lies outside of the BUAB and forms part of the coastal setting of the town.

## 11 Sidmouth

12.1 The areas of Sidmouth previously excluded from the ASCA included the town centre and some surrounding commercial/residential areas. The whole of the area within the defined BUAB that is not in the East Devon AONB has now been removed in accordance with the reviews guiding principles. No additional areas have been included in the ASCA.