

# Agenda

## Planning and Transportation Policy Working Group Meeting

Date: Thursday, 18 December 2025

Time 7.00 pm

Venue: Council Chamber, Swale House, East Street, Sittingbourne, ME10 3HT

Membership:

Councillors Mike Baldock, Monique Bonney, Hayden Brawn (Vice-Chair), Ann Cavanagh, Charles Gibson (Chair), Kieran Golding, Alastair Gould, James Hunt, Peter MacDonald, Julien Speed and Mike Whiting.

Quorum = 3

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### Pages

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- (a) The fire alarm is a continuous loud ringing. In the event that a fire drill is planned during the meeting, the Chair will advise of this.
- (b) Exit routes from the chamber are located on each side of the room, one directly to a fire escape, the other to the stairs opposite the lifts.

- (c) In the event of the alarm sounding, leave the building via the nearest safe exit and gather at the assembly point on the far side of the car park. Do not leave the assembly point or re-enter the building until advised to do so. Do not use the lifts.
  - (d) Anyone unable to use the stairs should make themselves known during this agenda item.
2. Apologies for Absence
3. Minutes

To approve the [Minutes](#) of the Meeting held on 16 September 2025 (Minute Nos. 312 – 315) as a correct record.

4. Declarations of Interest

Councillors should not act or take decisions in order to gain financial or other material benefits for themselves, their families or friends.

The Chair will ask Members if they have any disclosable pecuniary interests (DPIs) or disclosable non-pecuniary interests (DNPIs) to declare in respect of items on the agenda. Members with a DPI in an item must leave the room for that item and may not participate in the debate or vote.

Aside from disclosable interests, where a fair-minded and informed observer would think there was a real possibility that a Member might be biased or predetermined on an item, the Member should declare this and leave the room while that item is considered.

Members who are in any doubt about interests, bias or predetermination should contact the monitoring officer for advice prior to the meeting.

5. Designating Area of Special Control of Advertisements' (ASCA)

3 - 40

**Issued on Tuesday, 9 December 2025**

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**Chief Executive, Swale Borough Council,  
Swale House, East Street, Sittingbourne, Kent, ME10 3HT**

<b>Planning and Transportation Policy Working Group Meeting</b>	
<b>Meeting Date</b>	18 <sup>th</sup> December 2025
<b>Report Title</b>	Designating Area of Special Control of Advertisements (ASCA)
<b>EMT Lead</b>	Emma Wiggins - Director of Regeneration and Neighbourhoods
<b>Head of Service</b>	Joanne Johnson – Head of Place
<b>Lead Officer</b>	Jhilmil Kishore – Principal Heritage Officer
<b>Classification</b>	<b>Open</b>
<b>Recommendations</b>	<ol style="list-style-type: none"><li>1. To note the content of the consultation document relating to the proposed designation of an Area of Special Control of Advertisements (ASCA).</li><li>2. To recommend to the Policy and Resources Committee that the ASCA consultation document is agreed as fit for purpose to undertake public consultation and progress the designation process.</li></ol>

## **1 Purpose of Report and Executive Summary**

- 1.1 The purpose of this report is to make the Planning and Transportation Policy Working Group (PTPWG) aware of proposed public consultation for designating a targeted Area of Special Control of Advertisements (ASCA) within Conservation Areas with a commercial centre.
- 1.2 The proposals include a draft consultation document in line with current good practice. Officers recommend that PTPWG approve the consultation document set out in Appendix I and recommend the proposed public consultation based on the presented consultation document to Policy and Resources Committee.

## **2 Background**

- 2.1 Swale Borough Council currently does not have an ASCA. Since the adoption of the Heritage Strategy in 2020 and subsequent Action Plans whereby a number of Conservation Areas have been reviewed, it has been proposed that in order to better manage and maintain Swale's historic environment and heritage, a targeted ASCA can prove beneficial for Conservation Areas with a commercial centre. Any designation needs to be based on public consultation and must follow specific legal steps, including consideration of the order by the Secretary of State. Following an all members briefing in May 2024, it was agreed that a draft consultation document be prepared for approval by the PTPWG and Policy and Resources Committee, before undertaking public consultation.

2.2 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.

2.3 The proposal is to designate a targeted Area of Special Control of Advertisements (ASCA) that provides additional protection to High Streets within the existing Conservation Areas. It will be a matter for the Policy and Resources Committee to decide whether the consultation document as presented in Appendix I is fit for purpose, but the PTPWG is requested to provide feedback as part of the process of reaching a decision.

2.4 The ASCA is proposed to be designated in the following Conservation Areas:

- a. Cellar Hill & Greenstreet
- b. Faversham Town
- c. Milton Regis
- d. Newington High Street
- e. Queenborough
- f. Sheerness Mile Town
- g. Sheerness Royal Naval Dockyard and Bluetown, and
- h. Sittingbourne

Out of the above mentioned 8 Conservation Areas, apart from Faversham Town and Queenborough the remaining 6 are on Historic England's Heritage at Risk register primarily because the historic significance of their high streets is vulnerable and deteriorating. Designating an ASCA in these Conservation Areas, would facilitate better management of their shopfronts and the historic significance of their high streets.

2.5 Designation of an ASCA allows greater control over the following:

- size of lettering/symbols on advertisements (0.3m maximum)
- the height of advertisements on facades (3.6m above ground level)
- the proportion of a frontage given over to advertisements (10% maximum)
- advertisements with internal or 'halo' illumination
- advertisements on hoardings around construction sites
- advertisements on telephone kiosks
- advertisements on captive balloons
- advertisements on flags

2.6 However, within a Conservation Area, advertisement types 4-8 listed above are already controlled and are not 'deemed consent': advertisement consent is required. Additional controls on lettering size, advertisement height above ground level and façade proportion (requiring consent for Nos 1-3 above) would additionally address the issue of badly proportioned glazing and fascia and help manage/maintain traditional shopfront scale and proportions.

### **3 Proposals**

3.1 The recommendations are that members:

- Note the content of the consultation document relating to the proposed designation of an Area of Special Control of Advertisements (ASCA).
- Recommend to the Policy and Resources Committee that the ASCA consultation document is agreed as fit for purpose to undertake public consultation and progress the designation process.<sup>4</sup>

### **4 Alternative Options Considered and Rejected**

- 4.1 One option would be to not take the designating ASCA project any further. This is not recommended because it would risk the justifiable continuation of the designation and/or the appropriately sensitive and positive management of the Conservation Area and its wider setting moving forward. It would also go against recommendations within the adopted Heritage Strategy.
- 4.2 A second possible option would be to suspend the work on this designation until some point in the future. Whilst this option would reduce expended officer time, it could still lead to (a) the continued deterioration of the High Streets within Conservation Areas, (b) reputational damage to the Council and/or (c) development and associated infrastructure provision decisions being made for the locality without an appropriate understanding and appreciation of the special qualities of the Conservation Areas with a commercial centre within the Borough.
- 4.3 Other options related to alternative boundaries/Conservation Areas/ National Landscapes and borough wide are detailed in the consultation document attached as Appendix I. The proposed extent and boundaries are consideration an appropriate reflection of need and resource.

### **5 Consultation Undertaken or Proposed**

5.1 An eight -week public consultation is proposed to run in the summer of 2026.

5.2 The National Planning Guidance recommends that local trade and amenity organisations are consulted before an ASCA is made and submitted to the Secretary of State for consideration. The Council has a 'Statement of Community Involvement' (SCI) to guide consultation on planning matters.

This covers:

- Planning Policy documents (including the Local Plan and other Development Plan Documents (DPDs), Supplementary Planning Documents (SPDs) and other guidance)
- Neighbourhood Plans
- Planning Applications

Whilst the designation of ASCA is not specifically included in the SCI, the principles set out for consulting on other documents will guide the review.

A press notice to advertise the consultation is also required together with specific notifications to Parish & Town Councils, Councillors, and specific groups with an interest in the document. In this case these groups would include local amenity groups and the Campaign for the Protection of Rural England (CPRE), the local Chamber of Commerce and the Advertising Association.

5.3 Hard copies of the consultation document will be made available at relevant local libraries and the document will also be available to view/download on-line via the Council's website for the duration of the public consultation period.

## 6 Implications

Issue	Implications
Corporate Plan	The proposed designation of an Area of Special Control of Advertisements would support the Economy priority from the Corporate Plan: <i>'To develop the borough's second Heritage Action Plan that reflects in-house and partnership capacity, to support and promote our outstanding assets.'</i>
Financial, Resource and Property	<p>Managing envisaged increase in advertisement consent applications due to ASCA designation, may have financial and resource implications for the council. The council can manage increased workload by combining process efficiencies, strategic staffing, improved applicant guidance, recovery of discretionary costs, and data-driven monitoring. Good communication and digitisation will significantly reduce the long-term resource burden.</p> <p>The current process of designating ASCA is being managed by the Heritage Officer using in-house resources with no additional funding.</p>
Legal, Statutory and Procurement	<p>Regulation 20(1) requires that every local planning authority shall from time to time consider whether any part or additional part of its area should be designated as an area of special control. Regulation 20(2) states that an area of special control shall be designated by an area of special control Order made by the local planning authority and approved by the Secretary of State, in accordance with the provisions of Schedule 5 of the Regulations.</p> <p>Para 141 of the NPPF states, <i>'The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which</i></p>

	<p><i>is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.'</i></p> <p>The Town and Country Planning Act 1990 (Section 221(3)) sets out two criteria for the designation of an ASCA: that it is a rural area; or an area which appears to the Secretary of State to require special protection on grounds of amenity.</p> <p>The Town and Country Planning (Control of Advertisement) (England) Regulations set out the legal provisions relating to the review of ASCA's.</p> <p>Section 20 of the Regulations requires LPAs to review an ASCA at least every five years to see if it should be revoked or modified.</p> <p>Schedule 5 of the Regulations sets out the legal procedures for designating or modifying an ASCA.</p>
Crime and Disorder	None identified at this stage.
Environment and Climate/Ecological Emergency	<p>One of the three dimensions of sustainable development is its environmental role: contributing to protecting and enhancing our natural, built and historic environment.</p> <p>Designating an ASCA is envisaged as a beneficial tool to better manage deteriorating historic significance of the Conservation Areas with a commercial centre (High Street) and further facilitate removal of a number of these Conservation Areas from Historic England's Heritage at Risk Register.</p>
Health and Wellbeing	The health and wellbeing aspects of interaction with heritage assets and heritage related projects are referenced in the adopted Heritage Strategy which underpins this designating work.
Safeguarding of Children, Young People and Vulnerable Adults	None identified at this stage.
Risk Management and Health and Safety	None identified at this stage.
Equality and Diversity	None identified at this stage.
Privacy and Data Protection	None identified at this stage.

## **7 Appendices**

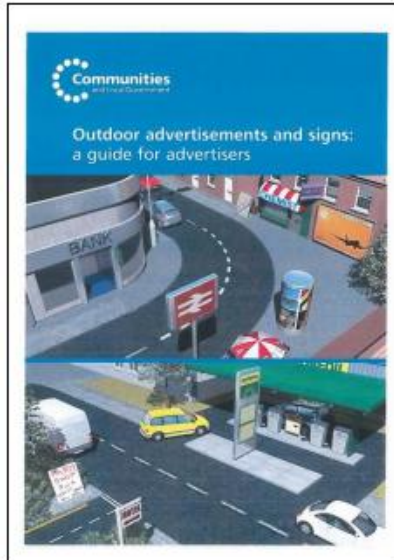
- 7.1 The following documents are to be published with this report and form part of the report:
- Appendix I: Draft public consultation document for Designating Area of Special Control of Advertisements (ASCA)

## **8 Background Papers**

[A Heritage Strategy for Swale 2020-2032](#)



# Planning Policy Consultation



## Designating Area of Special Control of Advertisements

Public Consultation **DRAFT**

Dates TBC



## Contents

1. Consultation Details
2. Summary
3. Extent of proposed ASCA
4. Cellar Hill & Greenstreet Conservation Area
5. Faversham Town Conservation Area
6. Milton Regis Conservation Area
7. Newington High Street Conservation Area
8. Queenborough Conservation Area
9. Sheerness Mile Town Conservation Area
10. Sheerness Royal Naval Dockyard and Bluetown  
Conservation Area, and
11. Sittingbourne Conservation Area
12. Key Questions

## 1 Consultation Details

1.1 This consultation seeks your views on the proposed designation of an Area of Special Control of Advertisements (ASCA) within Swale. 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 designate 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 setting the ASCA to 8 Conservation Areas with a high street, correct?
- Should land within an National Landscape be in the ASCA?
- Are there any areas that should not be considered for inclusion in the ASCA?
- Are there any other areas that should be considered for inclusion in the ASCA?

The period for you to submit your comments runs from Dates TBC. Comments can be submitted via email to [conservation@swale.gov.uk](mailto:conservation@swale.gov.uk) or by post to: Conservation, Swale House etc.

All comments must be received by 5pm on DATE TBC 2026 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.

**Data Protection-** (note to be added)

## 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 Outside of Areas of Special Advertisement Control, many advertisements can be displayed without the need to make an application to the Local Planning Authority: the need to make an application depends on factors such as the type and size of advert and location in which it will be displayed. Within an Area of Special Control of Advertisements (ASCA) there are stricter controls on the type, size and height of advertisements that may be displayed without making an application and some types of advertisement may not be displayed at all. ASCAs are designated for their special scenic, historical, architectural, or cultural features and should only apply to rural areas or other areas requiring special protection on the grounds of amenity.

Swale Borough Council currently does not have an ASCA. Since the adoption of the Heritage Strategy in 2020 and subsequent Action Plans wherein a number of Conservation Areas have been reviewed, it has been proposed that designating an ASCA within the commercial centre of 8 identified conservation areas of Swale would facilitate better management of their shopfronts and historic significance.

2.3 Businesses in urban areas, particularly town centres, should be able to rely on advertisements to support trade and activity, however, the historic town centres within Swale have deteriorated over the years and 6 out of 8 conservation areas that are part of this process are on Historic England's Heritage at Risk register.

### 3. Extent of Proposed ASCA

#### 3.1 Which parts of Swale are proposed to be defined as Areas of Special Control of Advertisements?

The officer recommendation is that the ASCA covers those conservation areas that have a high street.

This would include the following Conservation Areas:

- a. Cellar Hill & Greenstreet
- b. Faversham Town
- c. Milton Regis
- d. Newington High Street
- e. Queenborough
- f. Sheerness Mile Town
- g. Sheerness Royal Naval Dockyard and Bluetown, and
- h. Sittingbourne

Out of the above mentioned 8 Conservation areas, apart from Faversham Town and Queenborough the remaining 6 are on Historic England's Heritage at Risk register primarily because the historic significance of their high streets is vulnerable and deteriorating. Designating an ASCA in these conservation areas, would facilitate better management of their shopfronts and the historic significance of their high streets.

Designation of an ASCA allows greater control over the following:

- size of lettering/symbols on advertisements (0.3m maximum)
- the height of advertisements on facades (3.6m above ground level)
- the proportion of a frontage given over to advertisements (10% maximum)
- advertisements with internal or 'halo' illumination
- advertisements on hoardings around construction sites
- advertisements on telephone kiosks
- advertisements on captive balloons
- advertisements on flags (Please see Key Questions)

However, within a conservation area, advertisement types 4-8 listed above are already controlled and are not 'deemed consent': advertisement consent is already required. Additional controls on lettering size, advertisement height above ground level and façade proportion (requiring consent for Nos 1-3 above) would additionally address the issue of badly proportioned glazing and fascia and help manage/maintain traditional shopfront scale and proportions.

Historic England in its publication on Conservation Areas at Risk counts, '*The impact of advertisements*' as one of the top ten threats facing conservation areas.

1.2 The following alternatives have also been considered:

Option 2- All Conservation Areas with a High Street and within the Kent Downs National Landscape

Option 3 - All Conservation Areas and all of the Kent Downs National Landscape

Reasoning: The Conservation Areas within the Kent Downs National Landscape are primarily residential, none of them have a high street. One of the main issues within the majority of these conservation areas is 'householder's alterations', therefore it is considered that an Article 4 direction or similar would provide a better tool for managing historic significance of these conservation areas, as compared to designating an ASCA within these areas. Similar reasoning could be applied to conservation areas without a high street. Additionally, provisions to display adverts with 'deemed' consent do not apply in a designated National Landscape. It is considered that an ASCA would not be advantageous since the majority of the more rigorous advertisement controls are already in place due to National Landscape status. Therefore, ASCA is not recommended for the National Landscape.

Option 4 - Entire Borough with Exclusions; following sites proposed to be excluded:

1. Built up area boundary (ST3) exclusive of Conservation Areas and Kent Downs National Landscape
2. Existing Committed Housing Locations A7
3. Housing Allocations ST4
4. Mixed Use Allocations ST4
5. Peel Ports area and MOJ (or similar restricted) sites.

Reasoning: The requirement for designating an Area of Special Control of Advertisement stems from the need to manage vulnerable and deteriorating historic high streets within Swale, especially the ones that are on Historic England's Heritage at Risk register. A borough wide ASCA designation with exclusions as set out above will not be a focused approach and has immense resource implications on enforcement and planning teams. Additionally, the Local Plan policies on which this would be founded are out of date, which is another rationale for not taking this approach.

### **3.2 Why does Swale need Area of Special Control of Advertisements?**

Regulation 20(1) requires that every local planning authority shall from time to time consider whether any part or additional part of its area should be designated as an area of special control. Regulation 20(2) states that an area of special control shall be designated by an area of special control Order made by the local planning authority and approved by the Secretary of State, in accordance with the provisions of Schedule 5 of the Regulations.

Para 141 of the NPPF states, *'The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the*

*planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.'*

### **3.3 What is the process for designating the Area of Special Control of Advertisements?**

**3.1** The National Planning Guidance 7 states that 'before making an order and applying for approval from the Secretary of State, local planning authorities are expected to consult local trade and amenity organisations about the proposal'.

**3.2** The Town and Country Planning (Control of Advertisement) (England) Regulations set out the legal provisions relating to the review of ASCA's.

**3.3** Section 20 of the Regulations requires LPAs to review an ASCA at least every five years to see if it should be revoked or modified.

**3.4** Schedule 5 of the Regulations sets out the legal procedures for designating or modifying an ASCA. In summary it requires that, as soon as possible after making an ASCA, the LPA submit it to the Secretary of State with a full statement of reasons. The order must then be advertised in the London Gazette and at least one local newspaper and if objections are made, the Secretary of State may require an inquiry or hearing before an Inspector. The Secretary of State may modify an order, in which case a further round of consultation and possibly formal hearings may be undertaken before an order is approved and a final notice included in the London Gazette and a local newspaper.

### **3.4 Which areas should be considered for exclusion from/inclusion in the ASCA?**

#### **3.41 Legislation and Government guidance.**

The Town and Country Planning Act 1990 (Section 221(3)) sets out two criteria for the designation of an ASCA: that it is a rural area; or an area which appears to the Secretary of State to require special protection on grounds of amenity.

#### **3.42 Area of Special Control of Advertisement (ASCA) in Kent**

Within Kent, out of the 12 district and borough councils, the following four have designated Area of Special Control of Advertisement (ASCA):

- Dartford Borough Council,
- Dover District Council,
- Gravesham Borough Council, and
- Sevenoaks District Council

### **3.5 How will the designation be organised?**

#### **3.51 How are the designated areas identified?**

Current proposals are based on a desk-based review of the ASCA focussing on the issues identified in this consultation document and the guiding principle set out above. Site visits have been undertaken as necessary to check the conclusions of the desk-based work and a report and maps produced to identify proposed designation of ASCA and any areas to be excluded. A final document based on the responses received during the public consultation will then be taken through the Council's approval process for confirmation before submitting to the Secretary of State for approval and designation.

#### **3.52 Who will be consulted and how?**

The National Planning Guidance recommends that local trade and amenity organisations are consulted before an ASCA is made and submitted to the Secretary of State for consideration. The Council has a 'Statement of Community Involvement' 15 (SCI) to guide consultation on planning matters.

This covers:

- Planning Policy documents (including the Local Plan and other Development Plan Documents (DPD's), Supplementary Planning Documents (SPD's) and other guidance)
- Neighbourhood Plans
- Planning Applications

Whilst the designation of ASCA is not specifically included in the SCI, the principles set out for consulting on other documents will guide the review. A press notice to advertise the consultation is also required together with specific notifications to Parish & Town Councils, Councillors, and specific groups (including residents and property owners within the proposed ASCA boundary) with an interest in the document. In this case these groups would include local amenity groups and the Campaign for the Protection of Rural England (CPRE), the local Chamber of Commerce and the Advertising Association.

### **Conservation Areas proposed to be designated with ASCA**

#### **4 Cellar Hill and Greenstreet Conservation Area**

Cellar Hill and Green Street Conservation Area was originally designated by Swale Borough Council on 22 November 2000. The conservation area was added to the Historic England Heritage at Risk Register in 2013. The register noted its condition as 'poor', its vulnerability as 'low' and its trend as 'deteriorating'. The Conservation Area has recently been reviewed and redesignated (July 2025) with extended boundaries that include a stretch of London Road.

The risks that have been identified in the appraisal include:



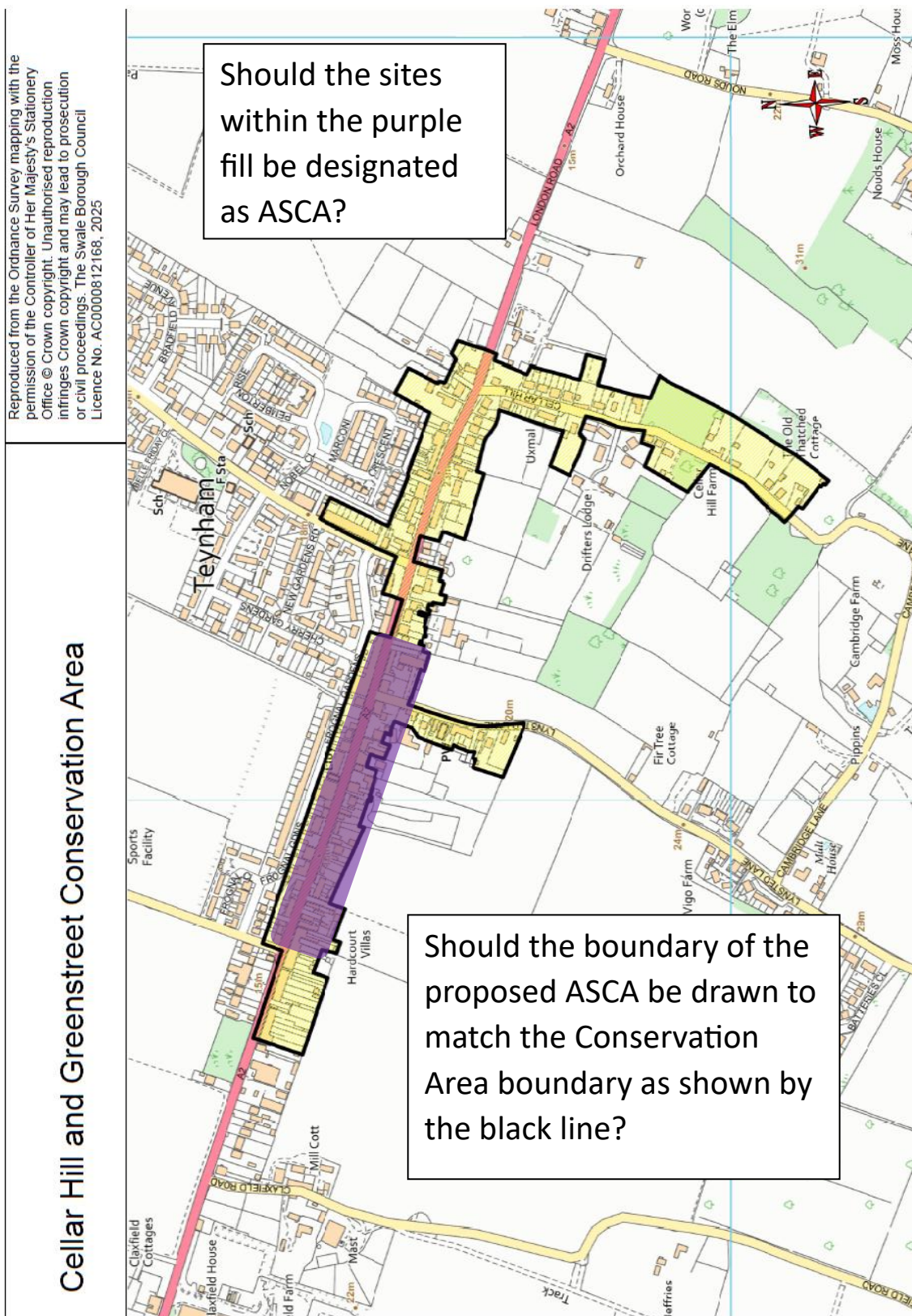
- The loss of historic features through changes which are carried out as permitted development, particularly the loss of original windows and doors.
- The loss of historic features through unauthorised alterations carried out without the benefit of planning permission or listed building consent.
- The effect of the volume of traffic, traffic speeds and parking on the character of London Road.

It is proposed that a section of London Road which is within the new Conservation Area Boundary is designated as ASCA



Views of London Road in Cellar Hill & Greenstreet Conservation Area

## Map CA 001 Key questions for Cellar Hill & Greenstreet Conservation Area



## 5 Faversham Town Conservation Area

Faversham Town Conservation Area was designated in 1971, and the boundary was reviewed in 2004. The Conservation Area was again reviewed and redesignated with extended boundaries in February 2024. Faversham is by far the biggest of three Conservation Areas in the Town Council's area, the others being 'Preston Next Faversham' and 'Ospringe'.

In 2007, an Article 4 Direction relating to the Faversham Conservation Area was made, providing controls over alterations (including painting of masonry and to means of enclosure), installation of satellite dishes, provision of hardstanding and extensions (including porches) where the elevation/area in question fronts a highway, waterway or an open space. This is currently in force.

The Conservation Area includes a concentration of listed buildings, historic townscape and other features spanning several centuries and including considerable survival of medieval Faversham. This, together with the Creek and other landscape features, creates an area of considerable significance, quality and distinctiveness.

Faversham is a port and market town and one of the main towns in Swale. The heritage significance of Faversham derives from its development from Saxon times to the present day, as a port settlement focussed on the Creek, with each phase of development evident in the town's plan and built form.

The Town Centre is focused on West Street, East Street, Market Street, Market Place, Court Street and Preston Street.

There are lots of surviving Georgian, Victorian and Edwardian shopfronts. These are mainly of timber construction, though some have masonry stallrisers. Shopfronts have a common formula of fascia, window(s) and door and stallriser, flanked by pilasters and capitals. They include symmetrical shopfronts, or side entrances, or dual entrances (one to the shop and one to the other parts of the premises). Earlier shopfronts tend to have smaller panes, whilst Victorian and later shopfronts have larger panes

It is proposed that ASCA is designated only in the town centre that would focus on West Street, East Street, Market Street, Market Place, Court Street and Preston Street.





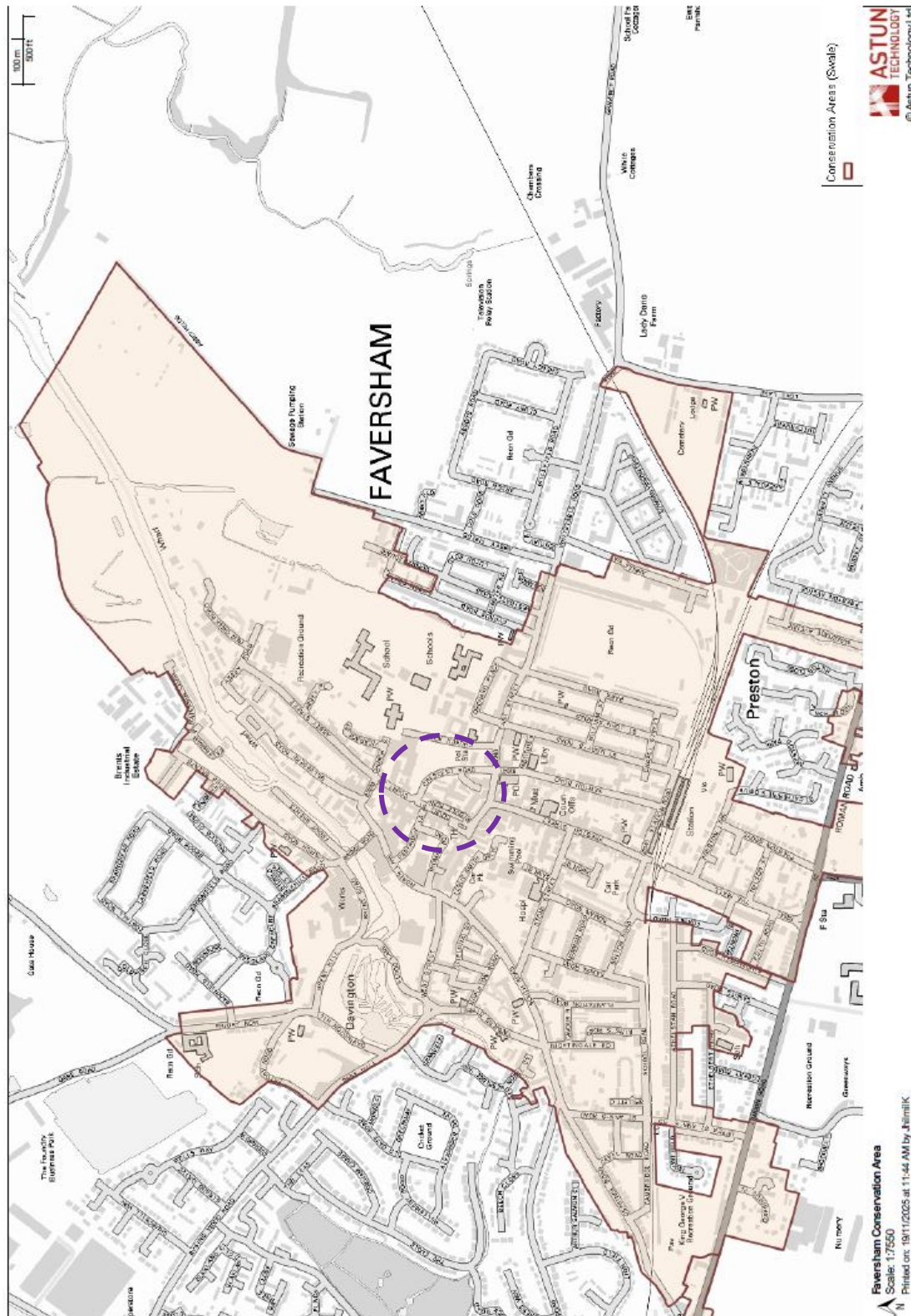
View of Market Street



View of Preston Street



## Map CA 002 Key questions for Faversham Town Conservation Area







## 6 Milton Regis Conservation Area

Milton Regis Conservation Area was originally designated by Kent County Council in July 1977. Milton Regis is one of Kent's ancient settlements, the history of which is reflected in the composition and layout of its High Street. It includes one of the highest concentrations of listed buildings in the borough. The conservation area was reviewed and redesignated with amended/extended boundaries in February 2024.

The conservation area was included in Historic England's Heritage at Risk Register in 2016. Its condition was noted as 'poor', its vulnerability as 'medium' and its trend as 'deteriorating'.

Milton Regis has some particularly fine examples of period shopfronts, not all of which are currently used as such. They make a marked contribution to the special character of the town. All Milton's period shopfronts, whether in use or not, provide an important record of the town's retail history. They are architecturally as well as historically significant.

There are some good examples of traditional signage in the conservation area such as the wrought iron pub sign at 91 High Street. However, there are also many poorly designed or executed signs using inappropriate materials or oversized fascia boards which detract from the buildings and the conservation area. Advertising boards placed on the footway and banner signs attached to pedestrian railings do not do the area justice.

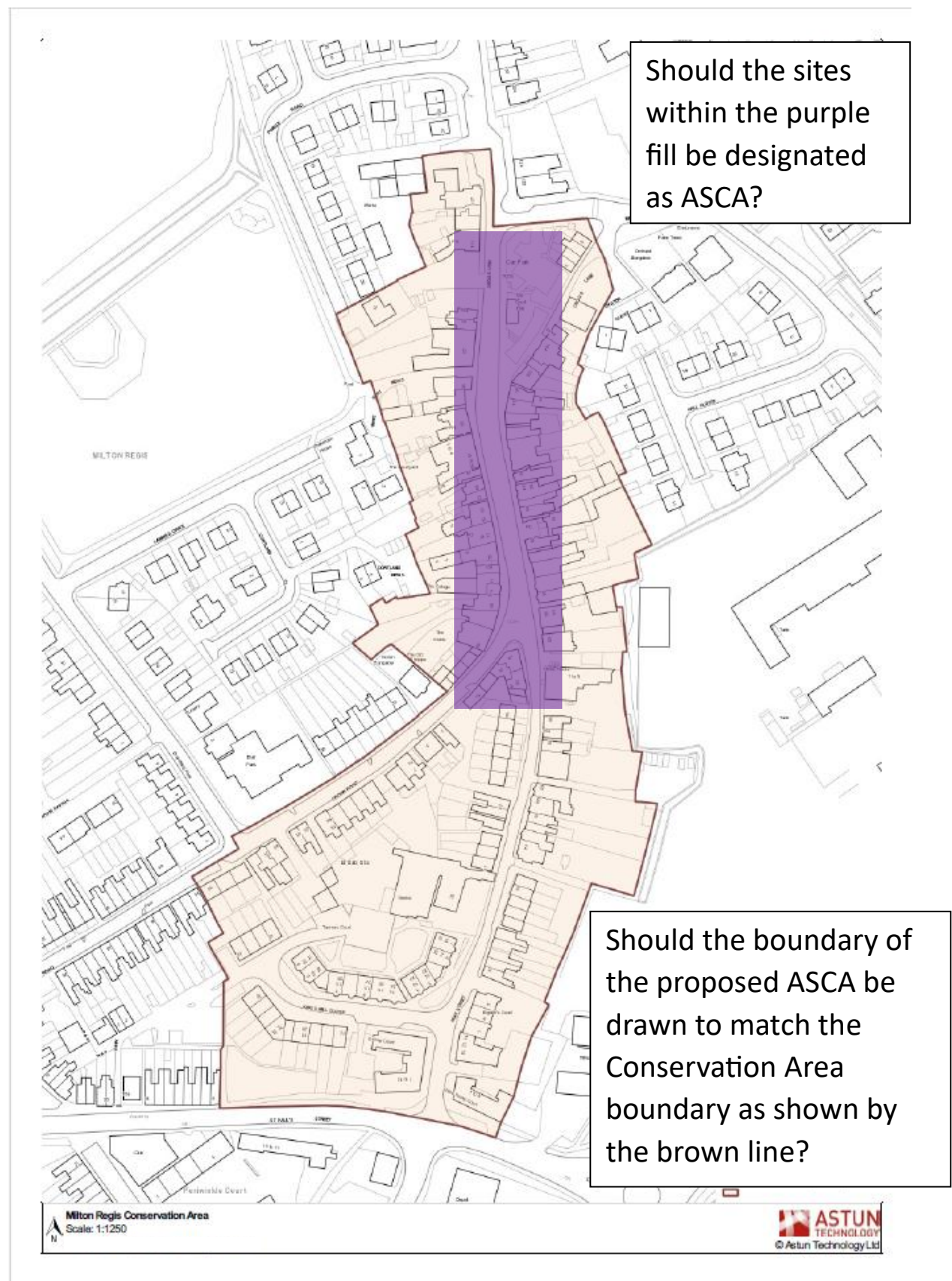
As part of the management plan of Milton Regis Conservation Area it is recommended that – *'Swale Borough Council has adopted supplementary planning guidance on the Design of Shopfronts, Signs and Advertisements. It provides good advice to those looking to advertise their shops or services. However, the appraisal has identified many examples of signs and advertisements which do not conform to the guidance, some appear to have been erected without the required advertisement consent or listed building consent.'*

*More proactive development management of new or replacement signs and of planning enforcement requiring the removal of unauthorised signs and advertisements by the local planning authority and the highway authority is recommended. Such active steps could achieve a considerable improvement. However, if additional controls are considered necessary then the council could consider the use of Areas of Special Advertisement control.'*



View of Milton Regis High Street

## Map CA 003 Key questions for Milton Regis Conservation Area





## 7 Newington High Street Conservation Area

Newington High Street was first designated a conservation area in September 1992. It has not been reviewed since its designation.

The conservation area is on Historic England's Heritage at Risk Register. Its condition is noted as 'poor', its vulnerability as 'high' and its trend as 'deteriorating', and has been classed under category C - No action/strategy identified or agreed (where trend is stable or improving).



View of Newington High Street

## Map CA 004 Key questions for Newington High Street Conservation Area



## 8 Queenborough Conservation Area

The Queenborough Conservation Area was first designated in November 1978 by Swale Borough Council. It has since been reviewed and redesigned with amended boundaries in March 2011.

Queenborough is a Medieval market town and port with a rich maritime history and distinctive character. Queenborough is historically significant as a planned and laid out port settlement, planted by Royal charter in 1368 between the west Swale and the Royal Castle. Although almost all the buildings of the early town have been successively replaced or rebuilt through the centuries, the Medieval plan form of the town remains clearly legible today.

Queenborough is a linear settlement. The High Street is the spine of the Town.

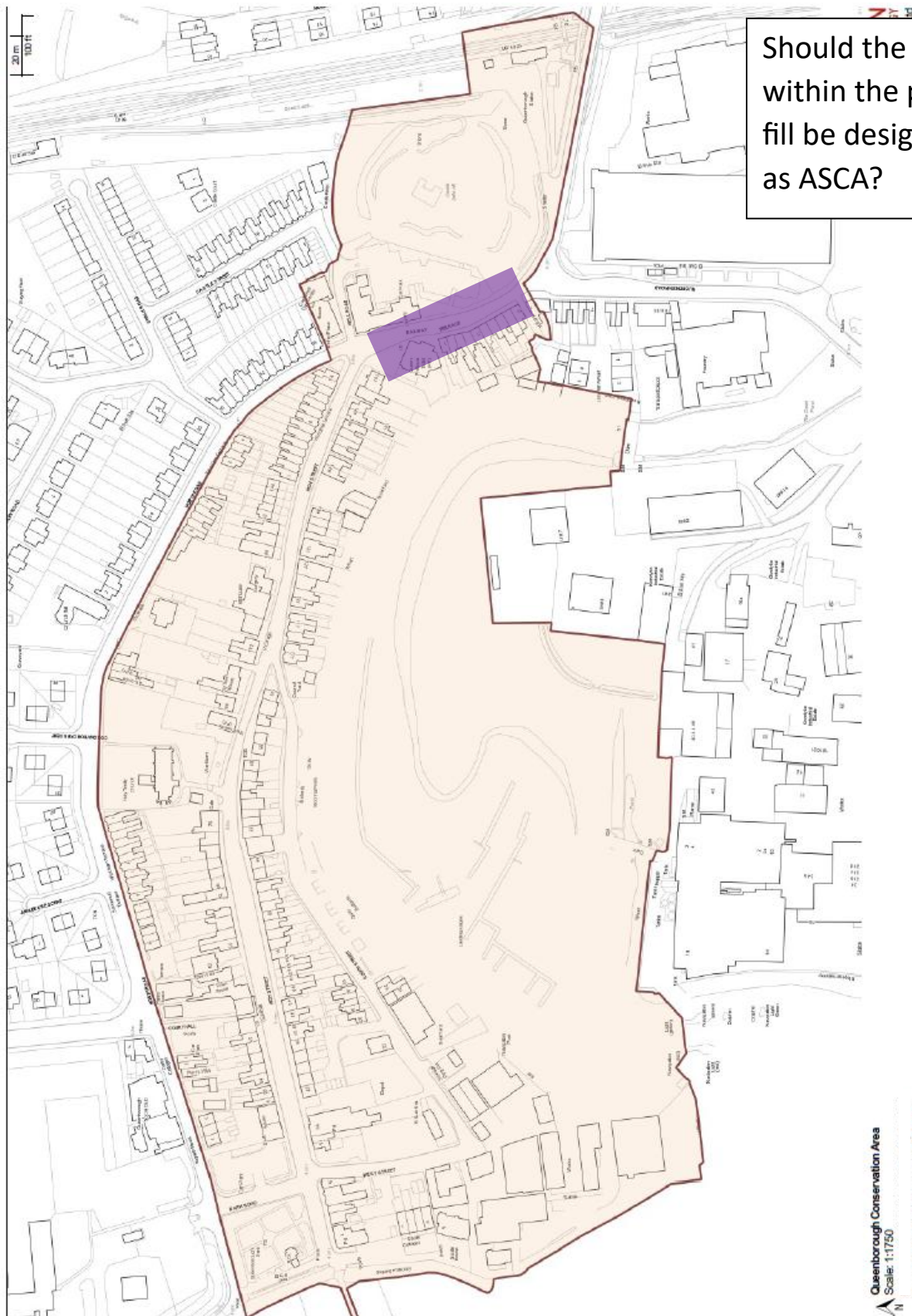
Within the conservation area there are a number of commercial frontages, including shopfronts and public houses, which make a positive contribution to the significance of the conservation area. It is important that these historic features are retained and maintained.



View of Railway Terrace



## Map CA 005 Key questions for Queenborough Conservation Area



## 9 Sheerness Mile Town Conservation Area

The conservation area is on Historic England's Heritage at Risk Register. Its condition is noted as 'poor', its vulnerability as 'low' and its trend as 'deteriorating'.

Sheerness - Mile Town Conservation Area was first designated in June 1976. An appraisal document and minor boundary (judicious) changes were adopted in 2000. The Conservation Area has since been reviewed and redesignated with amended boundaries in 2024.

Key significance of the Conservation Area are:

- Historic Commercial Centre of Sheerness
- Unaltered Street patterns from the 19th Century
- Surviving examples of traditional shopfronts
- Surviving examples of use of traditional building materials

Sheerness Mile Town continues to function as the main commercial centre of the Isle of Sheppey despite its peripheral location and its position at a distance from Halfway and Minster.

Mile Town Conservation Area comprises the historic core of Mile Town and takes in those areas of the town which functioned as its commercial and civic backbone from the early 19th century onwards. It is defined by the modern commercial area to the west and Victorian housing to the east. The Conservation Area focuses around the High Street and The Broadway. Despite recent commercial developments outside of this historic core, the High Street remains the commercial focus of the town and houses a bustling shopping area which includes some high-street chains but many more independent local retailers.

Should the boundary of the proposed ASCA be drawn to match the Conservation Area boundary as shown by the brown line?

The Conservation Area reflects the extent of the centre of Mile Town by the mid-19th-century. By this date the High Street was entirely built up, mostly with properties combining commercial space at the street frontage with domestic accommodation, and The Broadway and adjacent structures had been built. The High Street contained several inns and one of the earliest co-operative societies. The majority of the High Street contains surviving historic buildings at the frontage but owing to the continued importance of the street and the need for renewal, these buildings vary considerably in date and construction. The upper High Street contains a relatively coherent group of early 19th century buildings at the street frontage, which include some use of weatherboarding. Despite their early date, none of these are listed. Buildings over the remaining part of the High Street contain a more mixed range of buildings but the street still feels tangibly historic.

Within the conservation area there are a number of commercial frontages, including shopfronts and public houses, which make positive contributions to the significance of the conservation area. It is important that these historic features are retained and maintained.



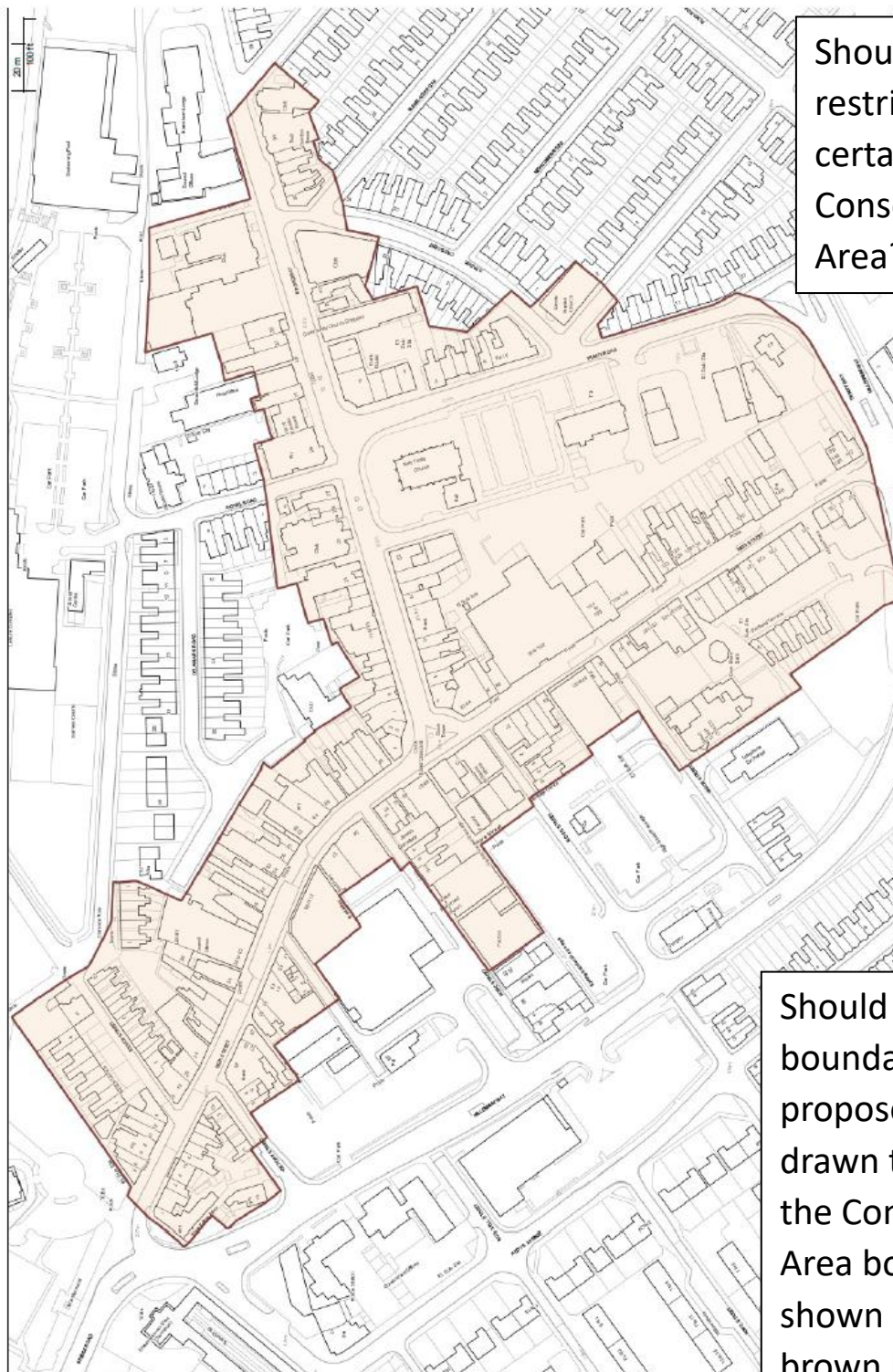
View of Broadway in Sheerness Mile Town



View of High Street in Sheerness Mile Town



## Map CA 006 Key questions for Sheerness Mile Town Conservation Area



Should ASCA be restricted to certain parts of the Conservation Area?

Should the boundary of the proposed ASCA be drawn to match the Conservation Area boundary as shown by the brown line?

## 10 Sheerness Royal Naval Dockyard and Bluetown Conservation Area

The conservation area is on Historic England's Heritage at Risk Register. Its condition is noted as 'very bad', its vulnerability as 'low' and its trend as 'deteriorating'.

The Sheerness Dockyard Conservation Area was first designated in July 1972, then reviewed in March 2011, wherein it was renamed Sheerness Royal Naval Dockyard and Bluetown Conservation Area.

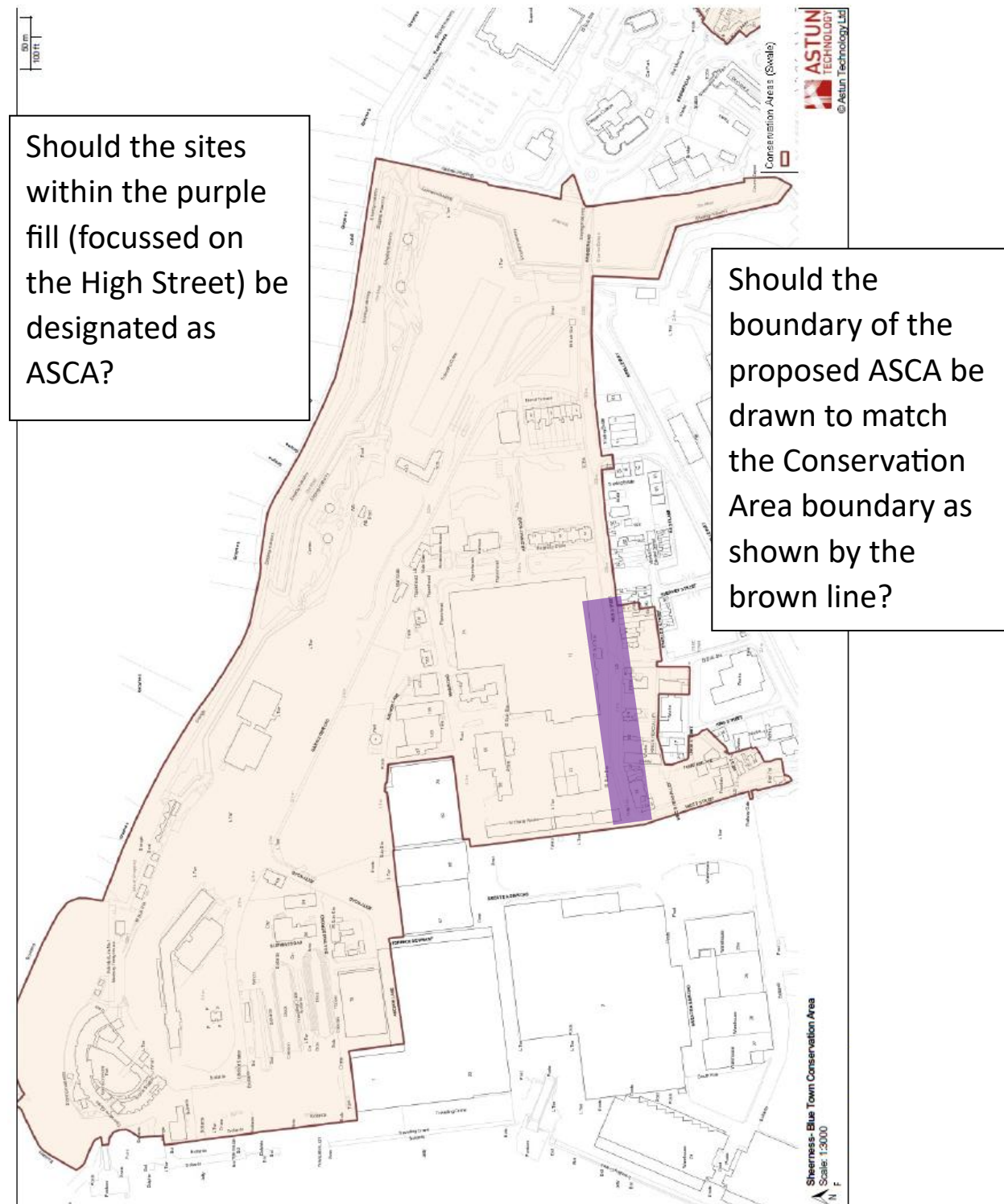
The 19<sup>th</sup> century Blue town was characterised by shops with residential above along the High Street and West Street, together with a large number of public houses.



Views of High Street within Sheerness Blue town



## Map CA 007 Key questions for Sheerness Royal Naval Dockyard and Bluetown Conservation Area



## 11 Sittingbourne Conservation Area

The conservation area is on Historic England's Heritage at Risk Register. Its condition is noted as 'very bad', its vulnerability as 'low' and its trend as 'deteriorating'.

The Sittingbourne Conservation Area was first designated in December 1969 by Kent County Council. A conservation area appraisal and management strategy for Sittingbourne Conservation Area as supplementary planning guidance to the Development Plan was adopted in March 2011. The Conservation Area was further reviewed and redesignated with amended boundaries in 2021.

The significance and special interest of Sittingbourne Conservation Area can be summarised as follows:

- Roman Watling Street
- A linear High Street which follows the alignment of an early important Medieval route which later became known as Watling Street from the Roman period
- Important 18th century coaching stop enroute between London and Canterbury and the coast, the survival of coaching inns is of particular significance.
- Distinctive long and narrow burgage plots with some earlier buildings surviving - many behind later facades.
- A predominance of 18th and early 19th century development remaining, punctuated by two notable 20th century Art-Deco influenced buildings providing a strong and largely cohesive townscape
- 14th - 15th century St. Michael's Church, set within open grassed churchyard, is a local landmark to the east.
- Surviving historic alleyways from coaching inn days on both sides of the high street

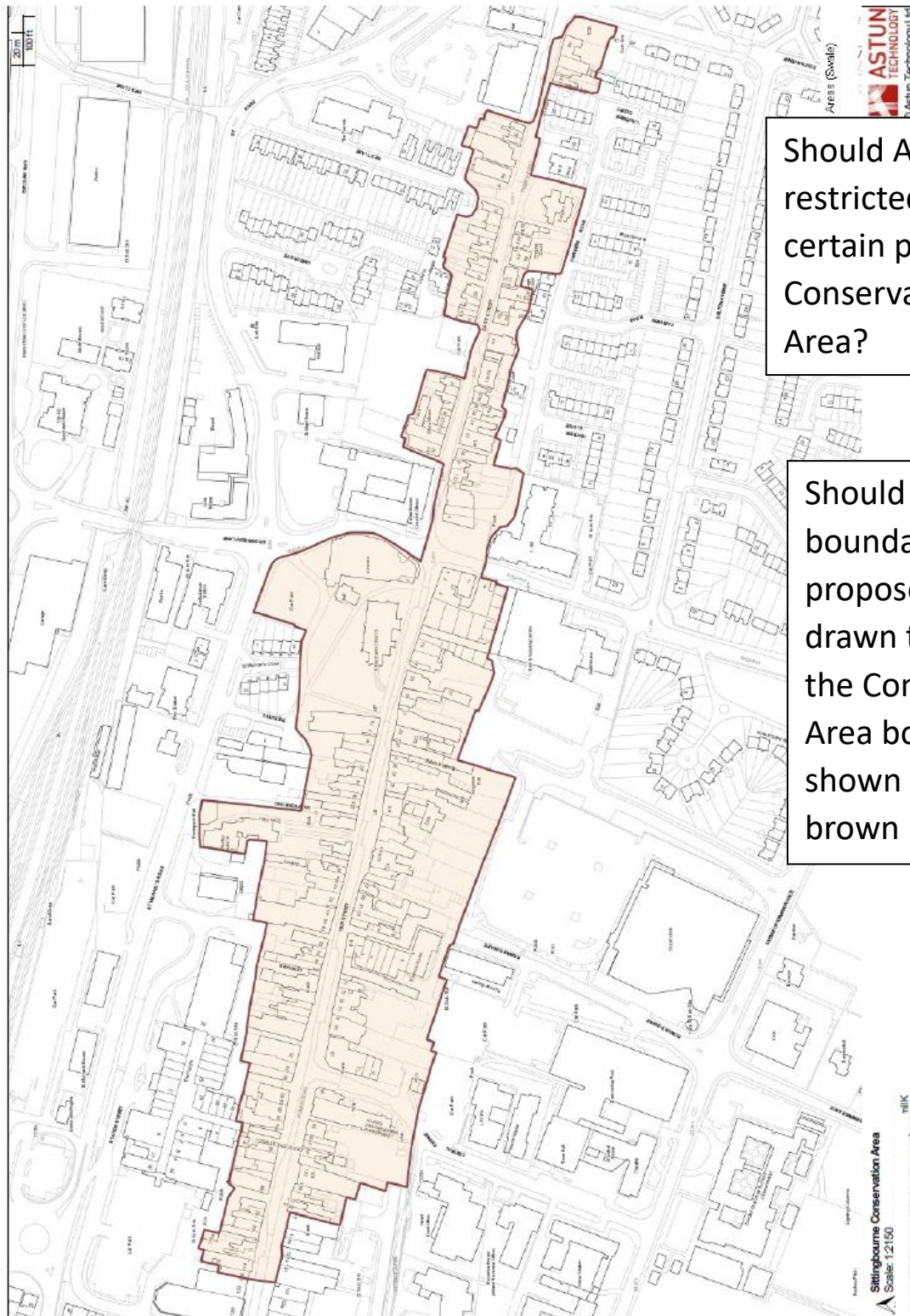


View of Sittingbourne High Street



View of East Street

## Map CA 008 Key questions for Sittingbourne Conservation Area





## 12 Key Questions

### 1. How are Advertisements Regulated?

#### 1.1 What is an advertisement?

The definition of an advertisement is included in the Town and Country Planning Act 1990 and means 'any word, letter, model, sign, placard, board, notice, awning, blind, device or representation, whether illuminated or not, in the nature of, and employed wholly or partly for the purposes of, advertisement, announcement or direction...'. It does not include 'anything employed wholly as a memorial or as a railway signal or a placard or other object borne by an individual or an animal'. In practice advertisements include a very wide range of devices such as: posters; boards; fascia and projecting signs; directional signs; estate agents' boards; static balloons; flags; price displays; traffic signs and village name signs.

#### 1.2 What legislation regulates the control of advertisements? The system for controlling the display of outdoor advertisements in England is set out in 'The Town and Country Planning (Control of Advertisements) (England) Regulations 2007'. A Government guide for advertisers provides a very useful explanation of the advertisement control system

#### 1.3 Is advertisement control the same as planning permission?

The advertisement control system is very complex and detailed and is entirely separate from the processes that control the use and development of land through planning permissions and similar processes.

#### 1.4 Who is responsible for the control of advertisements? The day-to-day operation of the advertisement control system is the responsibility of local planning authorities, but if consent for an advertisement is refused there is a right of appeal to the Secretary of State. However, many groups of advertisement are excluded from the planning authority's direct, and no permissions are needed for their display.

#### 1.5 What are the different types of advertisement? There are three different groups of advertisement; those excluded from the planning authority's direct control; those granted 'deemed consent' provided the advertisement is within the rules set; and those for which the LPA's 'express approval' is always required (for which it is necessary to make a formal application to the LPA for advertisement consent).

There are some places in our cities and towns and many parts of the countryside in England which are especially vulnerable to the visual effects of outdoor advertisements.

All planning authorities have three special powers which enable them to achieve a stricter control over advertisements than they can achieve in the ordinary way. These powers are:

1. to define an Area of Special Control of Advertisements.
2. to remove from a particular site or a defined area the benefit of the deemed consent normally provided by the rules; and
3. to require a particular advertisement, or the use of a site for displaying advertisements, to be discontinued

## 1.6 What is an Area of Special Control of Advertisements?

There are stricter controls on the size and type of advertisement that may be displayed in an ASCA than is the case outside of the ASCA. In any Area of Special Control of Advertisements only public notices, advertisements inside a building and advertisements for which there is deemed consent are permitted. In addition, the LPA may give specific consent to: notices about local events or activities; advance signs or directional signs which are 'reasonably required' in order to direct people to the place identified by the sign; an advertisement required for public safety reasons; and an advertisement in any of the deemed consent classes if it is considered reasonable for the normal limits on that class to be exceeded.

The Government's guide for advertisers advises that "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". The guide notes that in practice the extent of ASCA vary widely, with large parts of Devon being included whereas in York just the Cathedral precinct is designated as an ASCA. It also gives the example that 'moderately sized towns' may not be included. This suggests that it is reasonable to include smaller towns and villages in the ASCA and also urban areas that are of exceptional conservation value (such as York Cathedral precinct).

## 1.7 What are the implications of being within an Area of Special Control of Advertisements?

The main consequence for the display of advertisements in an ASCA is that there are stricter limits on permitted height and size of the advertisement than elsewhere. These limits are explained in relation to each class of deemed consent, but in some cases the granting of consent for certain adverts is prohibited. This means that, even if we wished to grant consent for some classes of illuminated advertisement, we would not be able to do so in an ASCA.

## 1.8 Are there additional restrictions in National Landscapes or Conservation Areas?

Yes, the provisions to display adverts with 'deemed' consent do not apply in these areas for the following classes of advertisement: illuminated advertisements on business premises; flags; hoardings; balloons; and advertisements on telephone kiosks. This means that applications for 'express'

consent must be made so that the impact on the special characteristics of either the National Landscapes and/or Conservation Area can be considered.

## 1.9 What Government guidance applies to the definition of Areas of Special Control of Advertisements?

**The National Planning Practice Guidance (NPPG)** advises that it may be appropriate to designate an area of special control in locations where the local planning authority considers additional restrictions are necessary, such as in rural areas or other areas which appear to the Secretary of State to require special protection on the grounds of amenity.

## 1.10 Why are we consulting?

We are planning to designate ASCA 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).

### Class 7: flag advertisements

Class 7 permits some flag advertisements. (This deemed consent has no effect upon any display of the national flag of any country – see number 8 on page 8). Class 7(A) permits an advertisement to be displayed as a flag, on one flagstaff, fixed upright on the roof of a building. There is no height limit for this consent, but the flag itself may only have on it the name, emblem, device or trademark of the company or person occupying the building, or refer to a specific event of a limited duration taking place in the building. So flags are not permitted to advertise products, unless they have the planning authority's specific consent.

Class 7(B) permits the display of advertising flags at housebuilding sites and where new houses remain available for sale, except in a National Park, Area of Outstanding Natural Beauty, Conservation Area, the Broads or Area of Special Control of Advertisements. The rules for Class 7(B) are:

- each flag must be on a single vertical flagstaff;
- a site where 10 houses or less are built may have one flag, 11 to 100 houses may have two flags, and over 100 houses may have three flags;
- the flagstaffs must not exceed 4.6 metres high;
- the flags must not exceed 2 square metres in area;
- the flags and flagstaffs must be removed at the end of one year after construction of the last house is completed.

There are special arrangements for sites being developed in phases or by more than one housebuilder. An example is shown in illustration 26.↓



Extract from '**Outdoor advertisements and signs: a guide for advertisers**

Published 2007 by Department for Communities and Local Government

### **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.

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