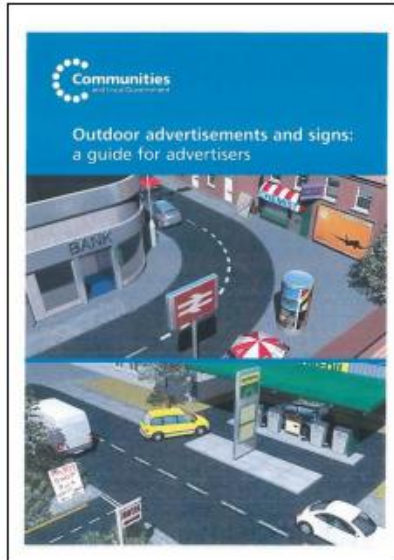


Planning Policy Consultation



Designating Area of Special Control of Advertisements

Public Consultation

1st April 2026- 26th May 2026



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Foreword by Cllr Mike Baldock to be inserted here

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 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.

1.3 We would like to hear what you think about the changes we are planning to make. We have produced maps for each area where designation is proposed and supported these with specific questions, a full list of consultation questions is also provided at the end of the document.

General questions you might like to consider in your response include:

- Is the approach of designating the ASCA to 8 Conservation Areas with a commercial centre, correct?
- Should land within a 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 for 8 weeks, from Wednesday 1st April 2026 to Tuesday 26th May 2026. Comments can be submitted via email to conservation@swale.gov.uk or by post to: Conservation, Swale House, East Street, Sittingbourne ME10 3HT

All comments must be received by 5pm on Friday 22nd May 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.

Privacy Statement

As Data Controller we ensure that processing is carried out in accordance with the Data Protection Act 2018 and the UK General Data Protection Regulation (UK GDPR). The personal information you provide, should you choose to respond, will be used solely in connection with your correspondence. We will work with the content of your response rather than your identifying details, and your personal data will only be shared where necessary to progress your contact or where there is a legal requirement to do so. The lawful basis which enables the Council to process your data for this purpose is public interest under Article 6(1)(e) of the UK GDPR. Your information will be stored and destroyed in line with the Council's Retention and Deletion Schedule. Please visit the Privacy pages for further information:

<https://swale.gov.uk/footer/privacy>

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:

1. size of lettering/symbols on advertisements (0.3m maximum)
2. the height of advertisements on facades (3.6m above ground level)
3. the proportion of a frontage given over to advertisements (10% maximum)
4. advertisements with internal or 'halo' illumination
5. advertisements on hoardings around construction sites
6. advertisements on telephone kiosks
7. advertisements on captive balloons
8. 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.

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?

3.31 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'.

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

3.33 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.

3.34 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:

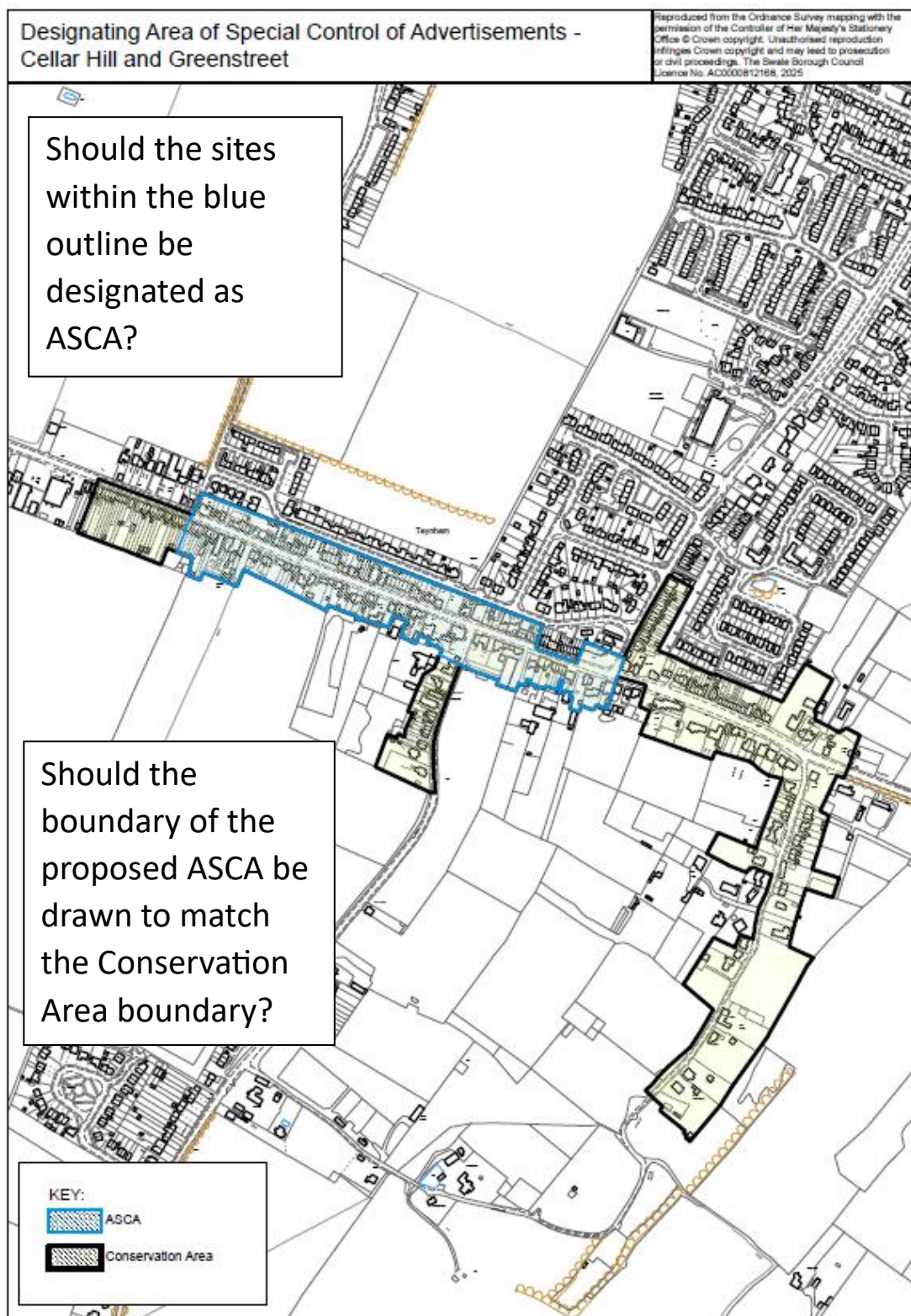
- The loss of historic features through changes which are carried out as permitted development, particularly the loss of original windows and doors.
- The loss of historic features through unauthorised alterations carried out without the benefit of planning permission or listed building consent.
- The 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.

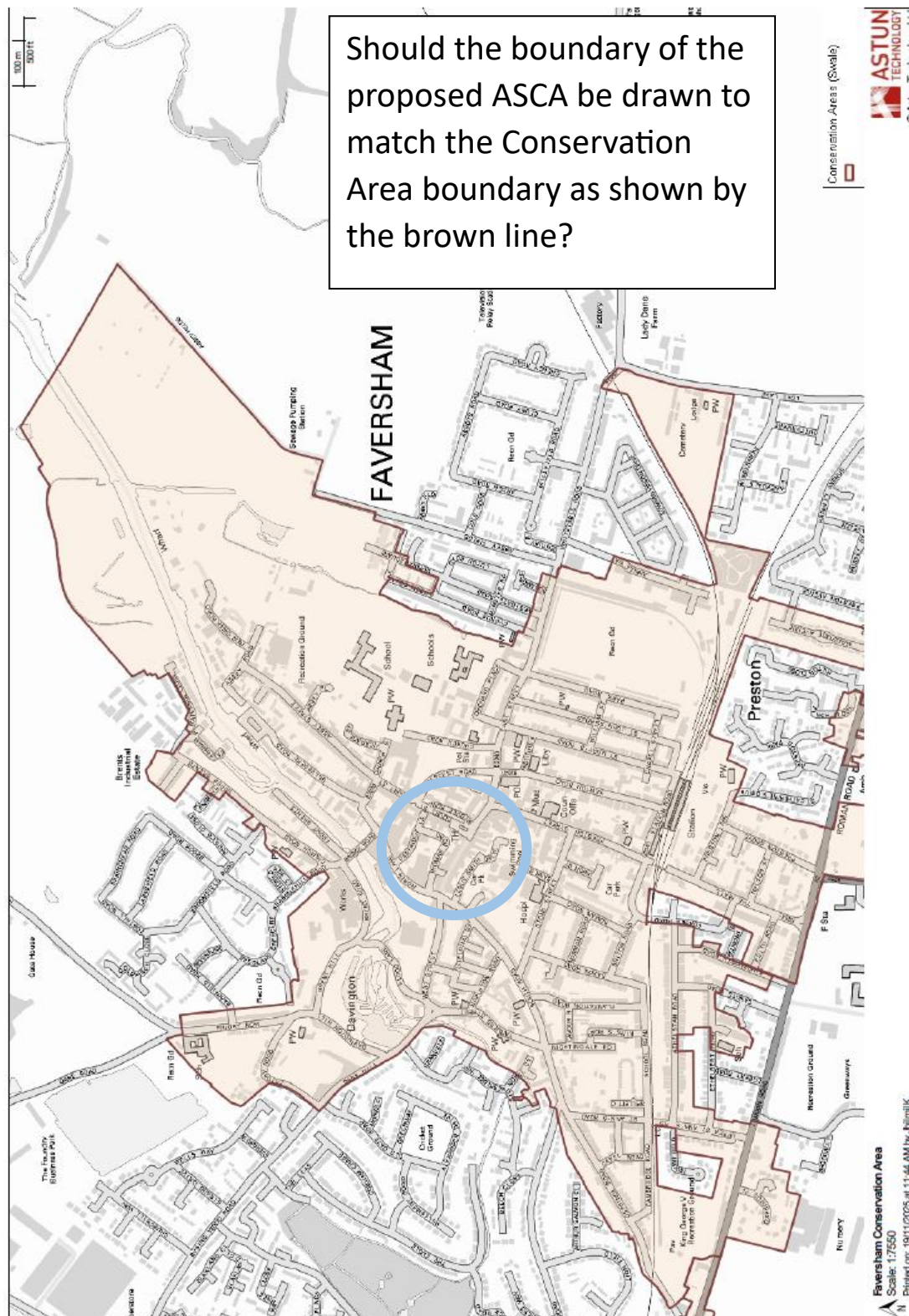


View of Market Street



View of Preston Street

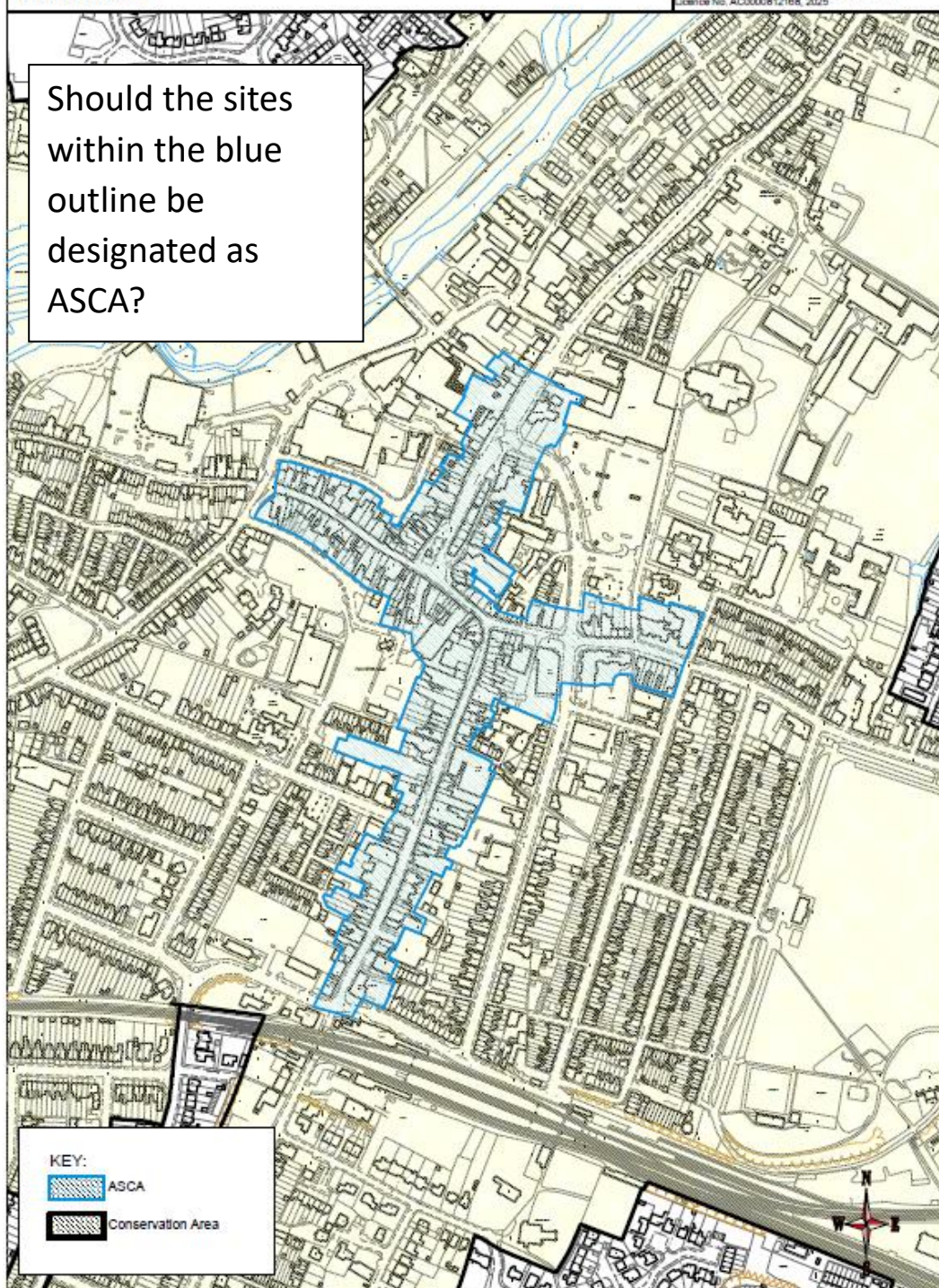
Map CA 002 Key questions for Faversham Town Conservation Area



Designating Area of Special Control of Advertisements -
Faversham

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Should the sites within the blue outline be designated as ASCA?



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.

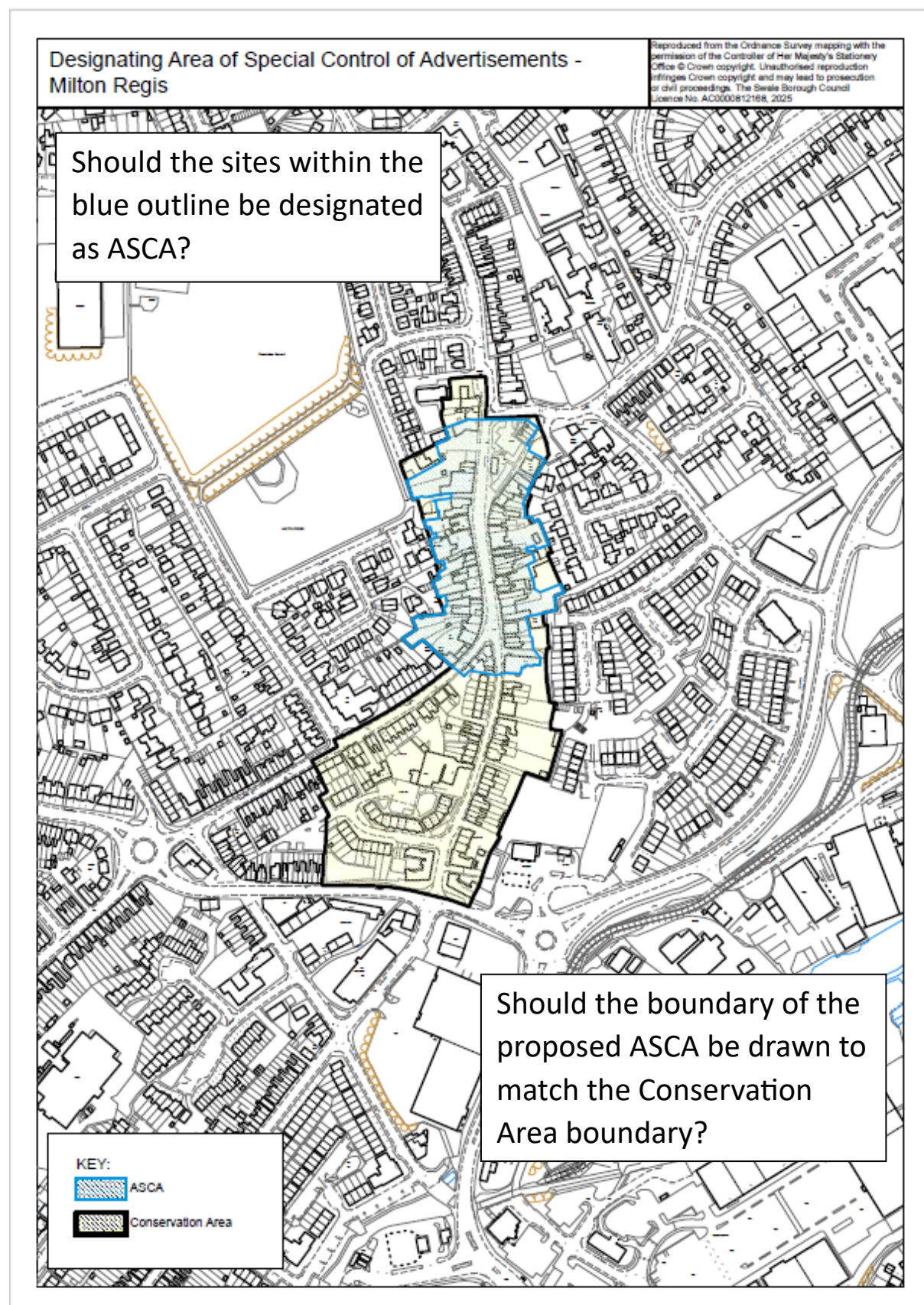
As part of the management plan of Milton Regis Conservation Area it is recommended that – *'Swale Borough Council has adopted supplementary planning guidance on the Design of Shopfronts, Signs and Advertisements. It provides good advice to those looking to advertise their shops or services. However, 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

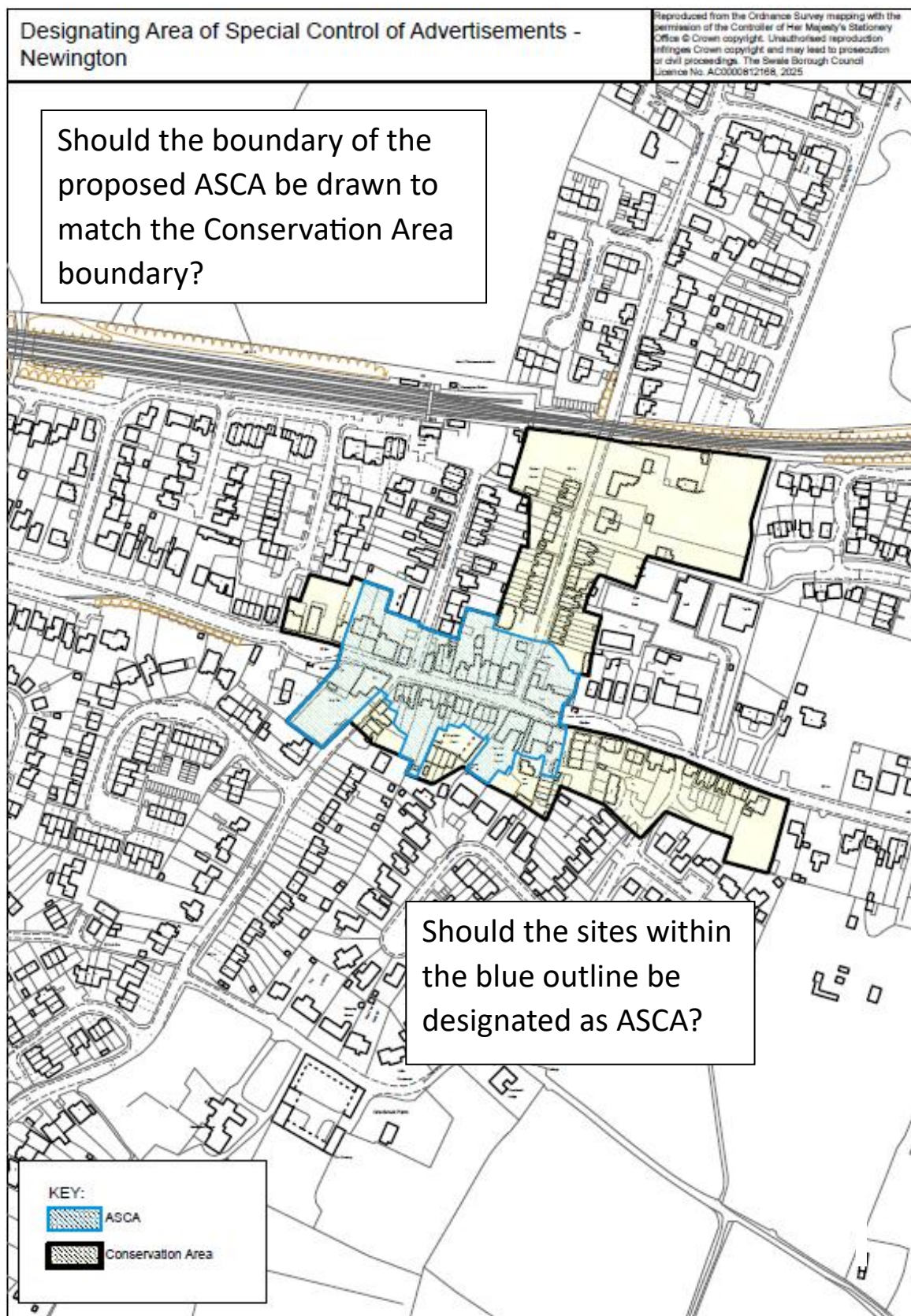
Newington High Street was first designated a conservation area in September 1992. It has not been reviewed since its designation.

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 redesignated 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.

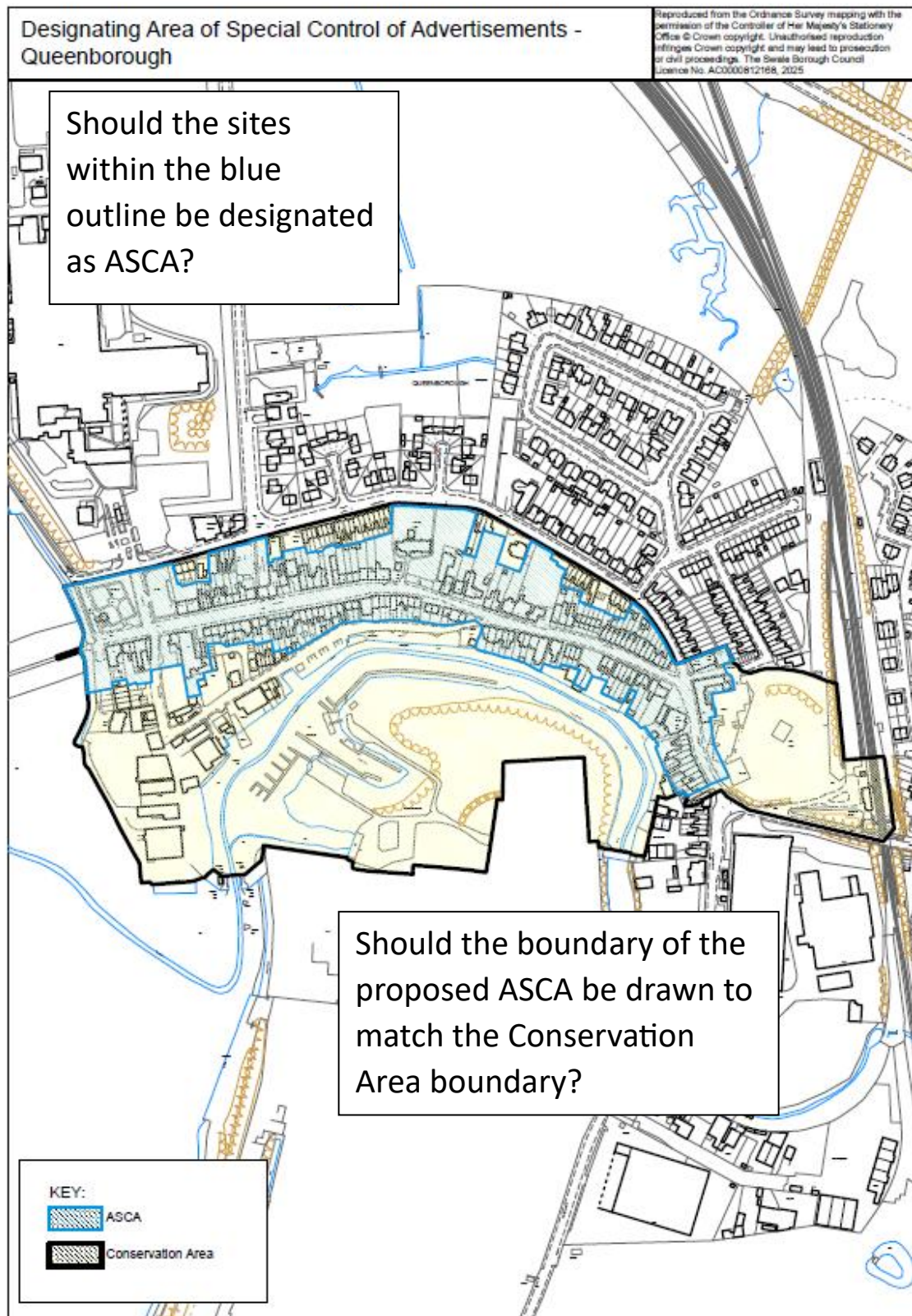
Queenborough is a linear settlement. The High Street is the spine of the Town.

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 distance from Halfway and Minster, with the Conservation Area focused around the linear High Street and the Broadway that anchors its retail and service activity.

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. 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.

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.

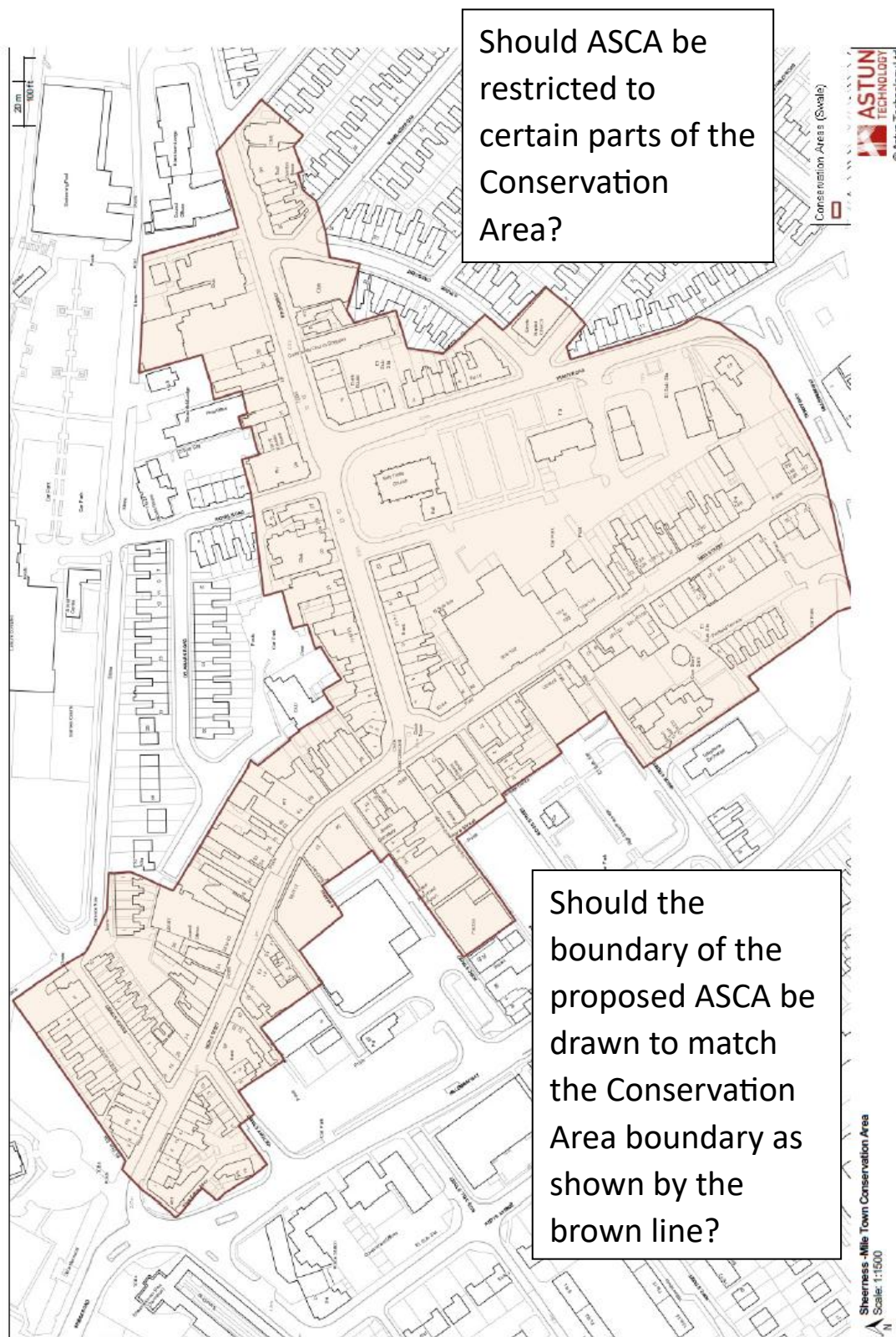


View of Broadway in Sheerness Mile Town



View of High Street in Sheerness Mile Town

Map CA 006 Key questions for Sheerness Mile Town Conservation Area



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'.

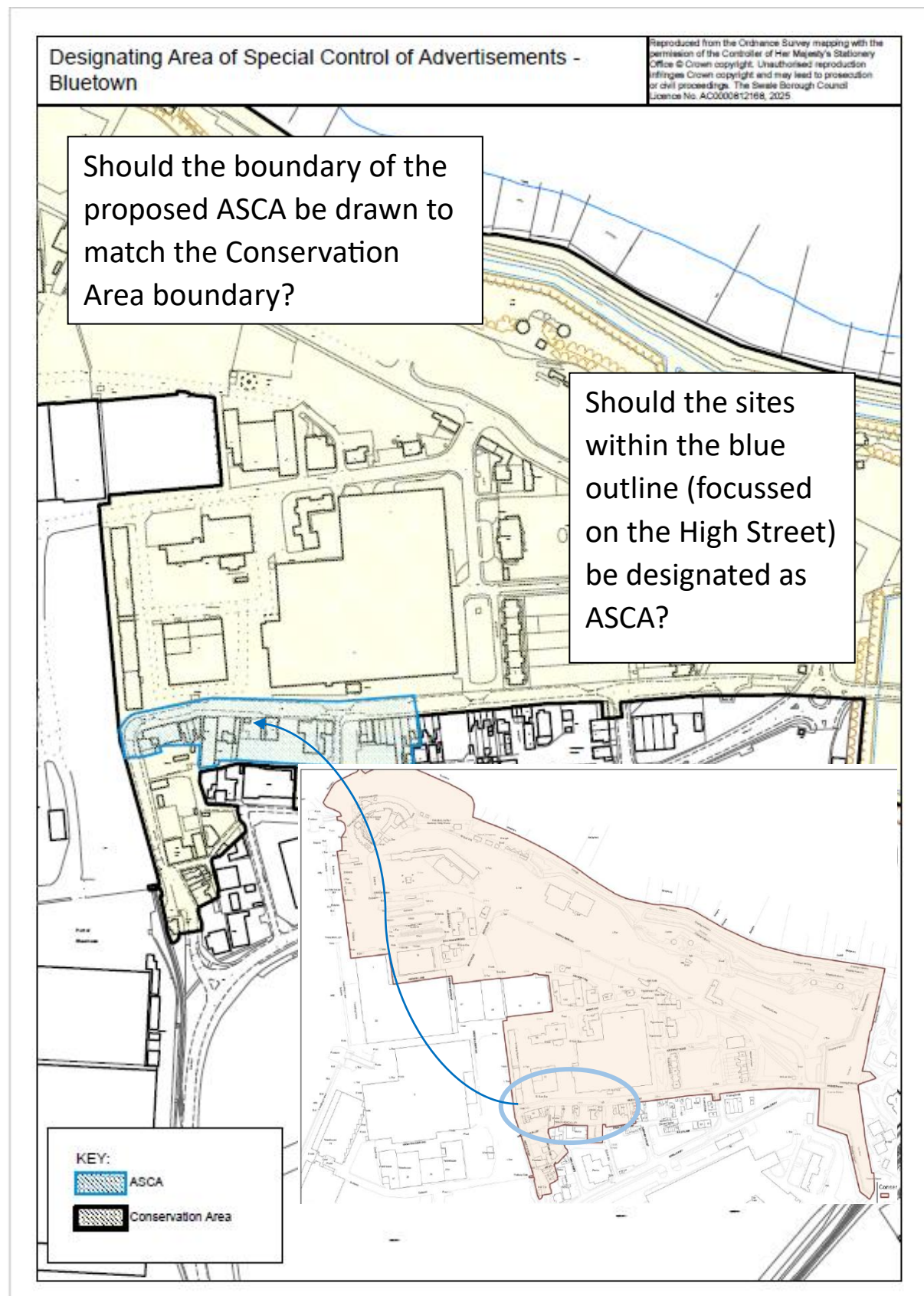
The Sheerness Dockyard Conservation Area was first designated in July 1972, then reviewed in March 2011, wherein it was renamed Sheerness Royal Naval Dockyard and Bluetown Conservation Area.

The 19th 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 Sittingbourne Conservation Area forms the town's principal commercial centre, focused along the historic High Street as its primary axis of activity.

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

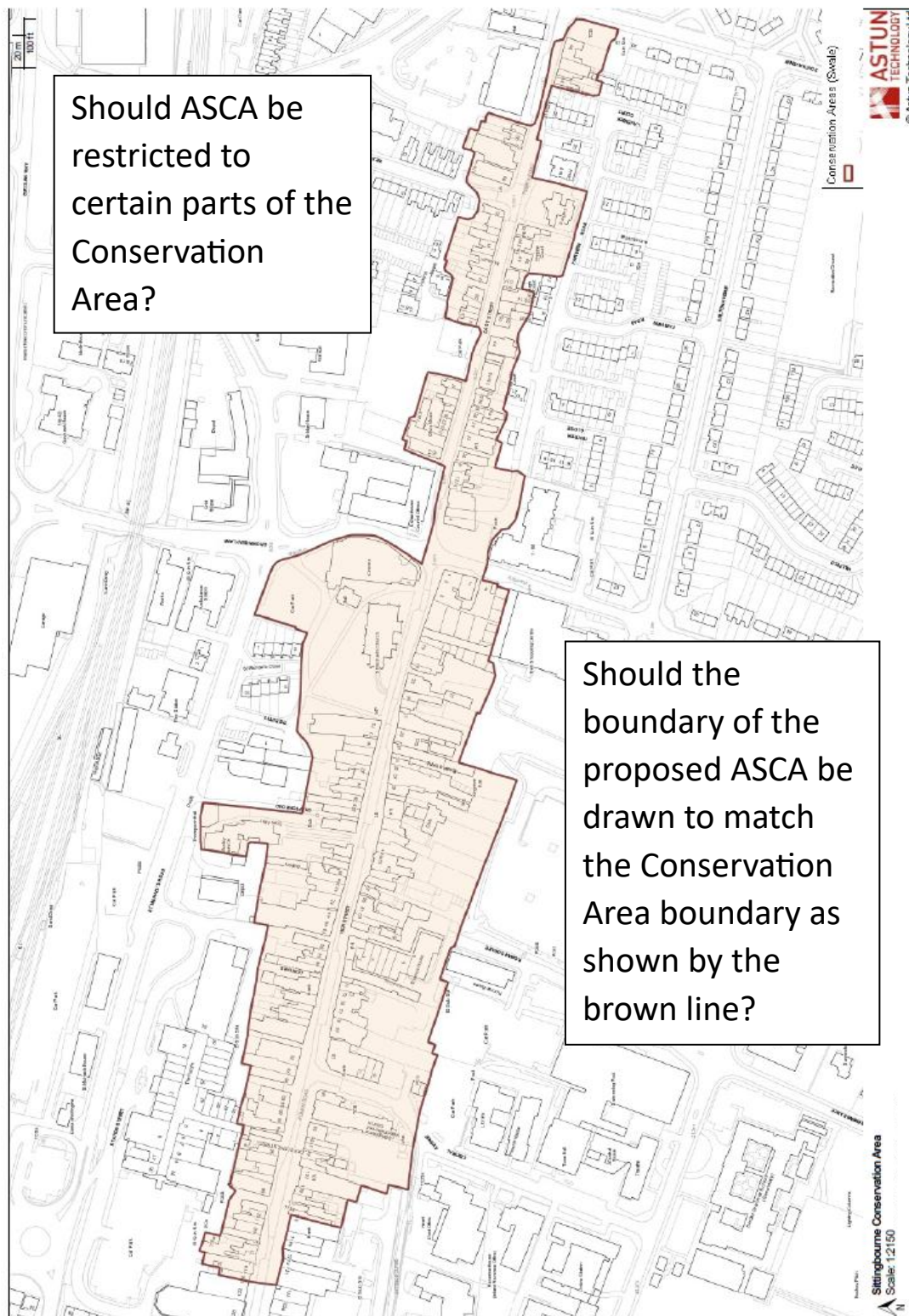


View of Sittingbourne High Street



View of East Street

Map CA 008 Key questions for Sittingbourne Conservation Area



12 Key Questions

How are Advertisements Regulated?

12.1 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.

12.2 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

12.3 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.

12.4 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.

12.5 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

12.6 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).

12.7 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.

12.8 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.

12.9 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.

12.10 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**

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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.

Consultation Questions About the ASCA Proposal

These draw directly from the document's stated consultation aims:

- Q1** Do you agree with the proposal to designate an ASCA in the eight Conservation Areas with commercial centres?
- Q2** Should land within the Kent Downs National Landscape be included in the ASCA?
- Q3** Are there any areas that should **not** be included in the ASCA?
- Q4** Are there any additional areas that **should** be considered for inclusion?
- Q5** Do you think stricter controls on lettering size, advertisement height, and shopfront coverage are appropriate for historic high streets?
- Q6** Do you believe the proposed ASCA will help protect the character and appearance of Swale's historic high streets?

Questions About Policy, Process & Impact

- Q7** Do you agree that additional advertisement controls are needed because several Conservation Areas are on Historic England's Heritage at Risk Register?
"6 out of 8 conservation areas... are on Historic England's Heritage at Risk register."
- Q8** Do you think the proposed ASCA boundaries are drawn appropriately?
- Q9** Do you support the Council's reasoning for not extending the ASCA to the entire borough or to all Conservation Areas?
The document explains why Options 2–4 were discounted.
- Q10** How do you think the ASCA might affect local businesses, positively or negatively?
- Q11** Do you feel the balance between protecting heritage and supporting commercial activity has been struck appropriately?
The document notes that "businesses in urban areas... should be able to rely on advertisements to support trade."
- Q12** Are there specific types of advertisements you believe should be more tightly controlled within historic areas?

Area-Specific Questions

Each Conservation Area section in the document includes explicit consultation prompts.

Q13. Cellar Hill & Greenstreet Conservation Area

Q13.1 Should the ASCA boundary match the Conservation Area boundary?

Q13.2 Should the sites within the identified blue/purple areas be included in the ASCA?

Q14 Faversham Town Conservation Area

Q14.1 Should the ASCA boundary match the Conservation Area boundary?

Q14.2 Should the sites within the blue-outlined areas be designated as ASCA?

Q15 Milton Regis Conservation Area

Q15.1 Should the ASCA boundary match the Conservation Area boundary?

Q15.2 Should the blue-outlined sites be included in the ASCA?

Q16 Newington High Street Conservation Area

Q16.1 Should the ASCA boundary match the Conservation Area boundary?

Q16.2 Should the blue-outlined sites be designated as ASCA?

Q17 Queenborough Conservation Area

Q17.1 Should the ASCA boundary match the Conservation Area boundary?

Q17.2 Should the blue-outlined commercial frontages be included in the ASCA?

Q18 Sheerness Mile Town Conservation Area

Q18.1 Should the ASCA apply to the whole Conservation Area or only certain parts?

Q18.2 Should the boundary match the Conservation Area boundary?

Q19 Sheerness Royal Naval Dockyard & Bluetown Conservation Area

- Q19.1 Should the ASCA boundary match the Conservation Area boundary?
- Q19.2 Should the blue-outlined High Street areas be included?

Q20 Sittingbourne Conservation Area

- Q20.1 Should the ASCA apply to the whole Conservation Area or only certain parts?
- Q20.2 Should the ASCA boundary match the Conservation Area boundary?

Additional Questions

- Q21 How important is the preservation of traditional shopfronts to you?
The document highlights “surviving examples of traditional shopfronts” as key significance.
- Q22 Have you observed examples of inappropriate or harmful advertising in any of the proposed areas?
- Q23 Do you think the proposed controls (e.g., 0.3m lettering, 3.6m height limit, 10% frontage) are reasonable?
- Q24 Would you support increased enforcement against unauthorised advertisements?