

APPENDIX IV – Reasons for not Extending the ASCA to Cover the Entire Conservation Areas

Sheerness–Blue Town: 10 reasons to limit ASCA to the commercial core

1. **Distinct commercial nucleus** — The High Street/Broadway corridor is the only area with sustained advertisement pressure; outer residential and dockyard-character streets do not experience comparable levels of commercial signage.
2. **Large geographic footprint** — Blue Town’s unusually extensive boundary includes industrial edges, naval heritage zones, and low-density housing, making blanket ASCA coverage disproportionate.
3. **Highly varied character zones** — The Conservation Area contains dockyard walls, military structures, Victorian terraces, and commercial frontages; applying a single ASCA regime across all would ignore this diversity.
4. **Minimal advertisement presence** — Large parts of Blue Town have almost no commercial signage; regulating areas with no issue would not meet the “necessity and proportionality” test.
5. **Focus on areas at risk** — The commercial centre contains the highest concentration of vulnerable historic shopfronts and façades where uncontrolled signage could cause harm.
6. **Avoiding regulatory burden** — Extending ASCA across industrial and residential streets would impose unnecessary controls on areas where advertisements are rare or absent.
7. **Supporting regeneration aims** — Targeting the commercial core aligns with heritage-led regeneration by improving visual quality where footfall, investment, and perception matter most.
8. **Clearer enforcement boundaries** — A focused ASCA avoids confusion between commercial and non-commercial areas, making enforcement more transparent and defensible.
9. **Respecting historic dockyard character** — The dockyard and naval-industrial edges have a distinct, robust character where advertisement control is less relevant and could be seen as intrusive.
10. **Evidence-based proportionality** — Consultation and site analysis show that harm risk is concentrated in the commercial spine; limiting ASCA to this area ensures the designation is justified and defensible.

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Faversham Town: 10 reasons to limit ASCA to the commercial core

1. **Complex multi-neighbourhood CA** — Faversham Town Conservation Area covers multiple neighbourhoods with distinct identities; only the town centre experiences sustained advertisement activity.
2. **Historic retail heart** — The medieval street pattern around Market Place, Court Street, and West Street forms the true commercial hub where signage pressure is highest.
3. **Extensive residential hinterlands** — Much of the CA comprises quiet residential streets, wharf-side housing, and civic buildings where advertisements are minimal or absent.
4. **Diverse character sub-areas** — The CA includes medieval cores, Georgian suburbs, industrial creekside, and Victorian terraces; a blanket ASCA would not reflect this diversity.
5. **Avoiding unnecessary restrictions** — Applying ASCA to areas with no commercial frontage would impose controls without clear heritage benefit.
6. **Targeting harm hotspots** — The commercial centre contains vulnerable historic shopfronts, narrow streets, and key views where inappropriate signage would have the greatest impact.
7. **Supporting town-centre vitality** — A focused ASCA enhances the visual quality of the retail core, supporting tourism, markets, and local business identity.
8. **Clear management framework** — Limiting ASCA to the commercial centre provides a clear, easily understood boundary aligned with commercial activity patterns.
9. **Respecting creekside industrial character** — The creekside and industrial heritage areas have a different visual language where advertisement control is less relevant and could hinder appropriate commercial signage for marine/industrial uses.
10. **Proportionate and defensible** — Evidence shows advertisement pressure is concentrated in the town centre; a targeted ASCA ensures the designation is proportionate, justified, and aligned with national policy tests.