

**Designation of an Area of Special Control of Advertisements (ASCA)**  
**Subject: Public Consultation on Proposed Designation of an Area of Special Control of Advertisements (ASCA) in Swale**

Dear Councillors,

**Swale Borough Council is seeking your views on a proposal to designate an Area of Special Control of Advertisements (ASCA) within parts of the Borough.** This consultation forms part of the Council's duty under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, which require local planning authorities to consider from time to time whether any part of their area should be designated as an ASCA.

The purpose of an ASCA is to provide **additional control over the display of outdoor advertisements** in areas that require special protection on the grounds of amenity. As noted in the consultation document, ASCAs "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."

**Why an ASCA is being proposed**

Swale currently has no designated ASCA. Following the adoption of the Heritage Strategy (2020) and subsequent Conservation Area reviews, the Council has identified eight Conservation Areas with commercial centres where the historic character is vulnerable or deteriorating. The consultation document explains that "6 out of 8 conservation areas that are part of this process are on Historic England's Heritage at Risk register," and that an ASCA would "facilitate better management of their shopfronts and historic significance."

The proposed ASCA would introduce stricter controls on:

- the **size of lettering or symbols** (maximum 0.3m)
- the **height of advertisements** on facades (maximum 3.6m above ground level)
- the **proportion of a frontage** used for advertising (maximum 10%)
- certain types of illuminated or large-format advertisements

These measures are intended to address issues identified in several Conservation Area appraisals, including "poorly designed or executed signs using inappropriate materials or oversized fascia boards" and the cumulative impact of advertisements on historic high streets.

**Areas included in the proposal**

The Council is proposing that the ASCA covers the following Conservation Areas, each of which contains a historic high street or commercial centre:

- Cellar Hill & Greenstreet
- Faversham Town
- Milton Regis
- Newington High Street
- Queenborough
- Sheerness Mile Town
- Sheerness Royal Naval Dockyard and Bluetown
- Sittingbourne

### **How to take part in the consultation**

We welcome your comments on the proposed ASCA, including:

- whether the eight identified Conservation Areas are the correct areas to include
- whether any areas should be excluded
- whether any additional areas should be considered
- whether the proposed boundaries within each Conservation Area are appropriate

You can read the full consultation document, including maps and key questions for each Conservation Area, at: [swale.gov.uk/swale-asca](http://swale.gov.uk/swale-asca)

A printed copies of the consultation document is available to view at the following local libraries:

- Teynham
- Faversham
- Sittingbourne
- Queenborough and
- Sheerness

The 8-week public consultation runs from Wednesday 1<sup>st</sup> April 2026 – Tuesday 26<sup>th</sup> May 2026. Comments may be submitted by email to [conservation@swale.gov.uk](mailto:conservation@swale.gov.uk) or by post to: **Conservation Team, Swale Borough Council, Swale House, East Street, Sittingbourne**

All comments must be received by **5pm on Friday 15<sup>th</sup> May 2026**.

Please note that comments are normally published on the Council's website, with personal details such as signatures, addresses, emails and telephone numbers redacted. Comments from organisations or businesses may be published in full.

### **Next steps**

Following the consultation, all responses will be considered. The Council may amend the proposals and, if changes are significant, undertake further consultation. A final ASCA Order will then be submitted to the Secretary of State for approval, as required by Schedule 5 of the Regulations.

We look forward to receiving your views.

Yours faithfully,

**Joanne Johnson**  
**Head of Place**  
**Swale Borough Council**