

EC1 Directing New Employment Development

In Urban Areas

New office development (within Use Class B1(a)) will be permitted within the town centres. Outside of town centres office development will be permitted in accordance with criteria A to C below.

Small scale office development may be appropriate within the upper floors of local shopping centres.

New employment development (within Use Classes B1 (b) and (c), B2 and B8) will be permitted in the following locations:

- a) within the employment land allocated as part of the Strategic Urban Extensions in policy DS9;
- b) within established and committed employment areas in Policy EC3;
- c) in accordance with policy TR11, within the town centres, subject to the town centre policies or any subsequent Area Action Plan coming into effect after this plan.

Proposals for office development in locations at the edge of the town centres will also be considered if no suitable sites are available in any of the preferred locations above. Only if no suitable sites are available in an edge-of-centre location will out-of-centre locations be considered. An impact assessment will be required for out of town proposals over 2,500 sq.m.

In Rural Areas

New employment development will be permitted in the rural areas in the following circumstances:

- a) To promote sustainable development in the growth villages (identified on the Policies Map)
- b) For the diversification of agricultural and other land based rural businesses in accordance with policy EC2
- c) Within the major sites identified on the policies map in accordance with Policy MS2.
- d) Within the allocated sub regional employment site where it provides for sub regional employment needs in accordance with DS16
- e) To support the sustainable growth and expansion of rural business and enterprise

In all instances applicants will be required to demonstrate that:

- a) The proposal would not generate significant traffic movements which would compromise the delivery of wider sustainable transport objectives, including safety, in accordance with TR2
- b) The design and scale of the proposal would not have a detrimental impact on the landscape and character of the area

In the Green Belt proposals will be determined in line with national policy and policies MS1 and MS2.

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Explanation

In Urban Areas

3.14 In directing employment development to the urban locations set out in this policy the intention is to support the retention of existing and committed employment areas, to prioritise the re use of previously developed land and promote sustainable patterns of development. It will ensure that employment areas are well distributed within the urban areas close to existing and future housing development and accessible by public transport.

3.15 The policy is applicable to all proposals for employment development, including new build, redevelopments, change of use, intensifications and extensions. Existing and committed employment areas are protected through Policy EC3.

3.16 National planning policy identifies offices as a main town centre use. In accordance with this the policy directs offices to town centres. The policy also identifies a range of other locations and sites where offices and other employment uses will also be permitted. These are considered to be suitable in terms of their accessibility and location, as they are well related to existing employment and housing areas.

In Rural Areas

3.18 National planning policy is clear that planning policies should support economic growth in rural areas in order to create jobs and prosperity. The Local Plan supports the expansion and growth of businesses not just through the conversion of existing buildings but also through the development of well-designed new buildings.

3.19 The District has a range of existing businesses operating in the rural areas and continues to experience growth in rural enterprise from agricultural diversification and landowners wishing to reuse existing redundant buildings. The rural area is also attractive for businesses looking to relocate. The roll out of high speed broadband across the District as part of the Coventry and Warwickshire broadband project will also increase opportunities for home working.

3.20 In supporting the rural economy it is important that a balance is reached between the needs and aspirations of rural businesses and enterprise, the need to foster sustainable patterns of development and the need to protect the character and quality of the countryside. It is important that this Plan allows appropriate rural enterprise to grow and expand whilst protecting the countryside from development and uses which should be directed to urban areas. The policy therefore sets out the instances where B class employment uses may be appropriate.

3.21 There may be opportunities to support sustainable patterns of development by locating small scale employment development in the growth villages where housing is proposed through this plan.

3.22 In assessing proposals, the Council will seek to ensure that the scale and nature of the development would not lead to a dispersal of activity likely to increase reliance on the private car, compromise sustainability objectives or affect the vitality of nearby towns. For example the conversion of very large rural buildings may prejudice the reuse of previously developed land in urban areas and may cause an increase in vehicle movements in less sustainable locations. Furthermore, the design of new employment buildings should maintain the character and amenity of the rural area and should be appropriate to the locality. The expansion and redevelopment of existing rural

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Deleted: 3.17 For employment proposals outside of the above locations (that are not in accordance .

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businesses needs in particular to be carefully managed to ensure that the scale of the operation is sensitive to the rural location.

3.23 In the Green Belt proposals would also need to satisfy the policies governing development there. National planning policies make provision for the re use of buildings of a permanent and substantial nature and the limited infilling and redevelopment of previously developed land may be permitted providing the proposal maintains the openness of the Green Belt and the purposes of including land within it.