

Business, Industry and Warehousing Development

- 7.58 The delivery of development relating to these sectors will be the main driver of economic growth in the borough over the plan period. This type of development will form the majority of the new employment development in the borough, and the scale and quality of that development will help us to deliver Atom Valley, as well as creating sustainable areas of employment. The policy below sets out how proposals for development of this type of employment will be considered.

Policy PR7 – Business, Industry and Warehousing Development

The Council will support the delivery of these types of development in appropriate locations. Encouragement will be given to businesses and uses that assist in the delivery of economic growth, particularly those that support and complement the Atom Valley growth location.

Proposals for new business, industry and warehouse development (Use classes E (g) (ii) & (iii), B2 and B8) will be permitted within Employment Zones and on other suitable sites outside Employment Zones where:

- a. It is for a use that is appropriate given the nature of the Employment Zone and the surrounding uses;
- b. The scale, height and massing is appropriate having regard to neighbouring buildings and local character;
- c. The site can be accessed and serviced, including sufficient space for manoeuvring vehicles;
- d. The proposal incorporates high-quality landscaping and boundary treatment; and
- e. It satisfies the general development requirements of policy DM1

Places for Everyone Links:

Policy JP-J4 Industry and Warehousing Development

Reasoned Justification

- 7.59 The Council is keen to support the delivery of new business, industry and warehousing development in appropriate locations. The borough already contains a number of successful business parks and employment sites, and this policy is intended to ensure that these areas continue to thrive, complemented by the strategic allocations set out in PfE.
- 7.60 In supporting new development of this type, it is important that it is suitably located and of a scale and design that fits in with the surrounding area. This policy will be used as a basis for assessing the overall design and environmental impact of new proposals. Ensuring good design in terms of scale, size, density, layout, height and materials is important in maintaining and improving the image of the Borough.

- 7.61 It is also important that the surrounding amenity is protected and therefore any proposal would need to satisfy the requirements of policy DM1 along with other relevant policies of the plan.