

## RURAL AREAS

- 5.23 The Draft Local Plan seeks to balance the provision and maintenance of employment opportunities with the aims of countryside conservation and the need to guard against any deterioration in the living environments of residents of the District. With this in mind, land for additional industrial development is specifically identified at Daventry and in a limited number of other key locations in the District. In the Rural Areas, applications for industrial or commercial development will be determined in the light of the following policies:

## LIMITED DEVELOPMENT VILLAGES

- 5.24 Whilst accepting that in the rural areas the County Structure Plan directs new business and general industrial development mainly to the Limited Development Villages, the District Council is concerned to ensure that such development is as far as possible confined to properly designed industrial estates. An analysis of opportunities for industrial estate development has therefore been undertaken, together with an assessment of the need for additional employment in each case. In carrying out this analysis, regard has been paid to the impact of the potential development on the size, form, character and setting of the villages, their communities and the local environment; the adequacy of local services; the requirements of agriculture; and the need to protect open land which is of particular significance to the form and character of the village.

## Limited Development Villages, General

### **POLICY EM9**

**PLANNING PERMISSION WILL NORMALLY BE GRANTED FOR INDUSTRIAL OR COMMERCIAL DEVELOPMENT ON INDUSTRIAL ESTATES WITHIN THE LIMITED DEVELOPMENT VILLAGES, PROVIDED THE NATURE OF THE PROPOSAL IS COMPATIBLE WITH EXISTING DEVELOPMENT IN THE VICINITY OF THE SITE.**

- 5.34 The District Council is concerned to ensure that new industrial and commercial developments in Limited Development Villages are directed to industrial estates as far as possible and that individual proposals respect the scale and character of existing of existing buildings.
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