

POLICY EM11

IN THE RESTRICTED INFILL VILLAGES PLANNING PERMISSION FOR NEW BUSINESS AND INDUSTRIAL DEVELOPMENT WILL NORMALLY BE GRANTED PROVIDED THE SCALE AND CHARACTER OF THE PROPOSAL REFLECTS THE RESIDENTIAL NATURE OF THE SURROUNDINGS.

- 5.38 Whilst the District Council appreciates that suitable modern businesses can be successfully integrated into the smaller villages and welcomes the employment opportunities which they represent, it is concerned to ensure that the scale of the operation and the size and type of the buildings do not detract from the character of the settlement or the amenities of the residents. In assessing applications, particular attention will be paid to the likely volumes of traffic generated by the proposal.
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