

7.2.09 Article 4 directions may be introduced in order to further protect employment areas from change of use. Monitoring of employment sites will be reviewed annually in order to identify if there is a need to further protect employment areas from permitted development and loss of B-class uses. If this were to be pursued it would be outside the Local Plan process.

7.2.10 There may be some scope for the expansion of the Strategic Employment Areas where it is demonstrated that further capacity is needed to support the specific role and function of that employment area, for example when there is a particular existing business that is in need of additional space. In such cases proposals will be expected to be justified by clear evidence. However it is also important that such proposals are of an appropriate scale, that there is insufficient capacity within the existing employment area in terms of either land or vacant units that could be redeveloped to accommodate the needs and that the site is well-related to the existing Strategic Employment Area, forming a logical extension. The proposals will also need to be consistent with the other policies of this plan, in particular those relating to the environment.

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| This policy aims to address objectives 6, 7 and 10 |
| This policy helps to deliver policies S2, S7, S8, E1, E2 and R2 of the West Northamptonshire Joint Core Strategy |
| EC4 –Strategic Employment Areas |
| <p>A. To ensure a vibrant economy proposals for B1 (b, c), B2 and B8 uses will be supported. The expansion of any existing business within these use classes will be supported, provided it promotes and supports the role and performance of the employment area and does not harm the amenity of surrounding residential properties.</p> <p>B. Alternative employment generating uses will be supported where they are able to demonstrate:</p> <ul style="list-style-type: none"> i. There would be no direct or cumulative negative impact on the vitality, viability or function of the Strategic Employment Areas and other centres; and ii. Good accessibility by walking, cycling and public transport for their proposed use; and iii. That it supports the role and performance of the employment area; and iv. Where the Council considers that the use would have an adverse impact on the provision of B class uses, that through an independent assessment, the site is no longer attractive to the market for B class uses. This will include evidence that it has been actively marketed for a period of at least 12 months, supported by an |

- independent market view of the site, details of the marketing and evidence that the site was fit for purpose at the time of marketing; and
- v. Evidence to demonstrate that there are no other more suitable locations outside of the strategic employment areas that are available.
- C. In cases where an application for non B class uses is made as a result of a clear conflict between the existing employment use and neighbouring uses, it must be shown that all reasonable means to resolve this conflict have been examined in order to demonstrate that an employment use is no longer appropriate.
- D. To ensure the sustainability and viability of the Strategic Employment Areas, new development should provide for a range of unit sizes, appropriate soft and hard landscaping, permeable surfaces and appropriately designed signage and lighting.
- E. **Further economic development (B1(b,c), B2 and B8 uses) beyond the defined Strategic Employment Areas will be supported where;**
- a. **It is well-related to the existing Strategic Employment Area; and**
 - b. **It is of an appropriate scale; and**
 - c. **It is demonstrated that it is necessary to support the role and function of the Strategic Employment Area; and**
 - d. **It is demonstrated that there is insufficient capacity within the Strategic Employment Area to accommodate the proposed development.**
- The Strategic Employment Areas are identified on the Inset Maps**

7.2.10 Within the District, the WNJCS seeks to focus new development at Daventry town in order to encourage the regeneration of this sub regional centre. This Plan seeks to further this ambition and place a focus on supporting job creation and the economy of Daventry town. Defining the employment areas protects what already exists however the vacancy rates are low and a lack of supply has constrained the take up of small and medium sized units (<10,000sqm)⁴². In order to allow for choice in the market, support the growth of local business and to enhance the economy of the town, this plan is making allocations for employment use at a non-strategic scale at Daventry town.

⁴² Employment land in Daventry: The Demand for Small and Medium Units, Peter Brett Associates and Aspinall Verdi (October, 2017) available from; <https://www.daventrydc.gov.uk/living/planning-policy/part-2-local-plans/evidence-base/>