

**5. ECONOMY AND EMPLOYMENT**

PART ONE POLICY

**POLICY EMP1 - PROVISION OF EMPLOYMENT LAND**

**A TOTAL OF 185.0 HECTARES OF LAND WILL BE ALLOCATED FOR EMPLOYMENT USES. THIS IS MADE UP OF THE FOLLOWING:**

- (i) TWO SPECIAL DEVELOPMENT OPPORTUNITY SITES IN THE BIRKENHEAD AREA TOTTALLING 63.8 HECTARES;**
- (ii) 99.0 HECTARES FOR GENERAL EMPLOYMENT USES PRINCIPALLY IN THE BIRKENHEAD/ WALLASEY/ BROMBOROUGH AREAS; AND**
- (iii) 21.6 HECTARES FOR THE EXPANSION OF EXISTING FIRMS.**

**POLICY EMP1 - REASONED JUSTIFICATION**

- 5.1 Revitalising the local economy is a fundamental part of the Urban Regeneration Strategy for Wirral and will continue to be one of the main aims of the Council. The UDP makes an important contribution to this by enabling and encouraging new investment. It is complemented by the Council's Economic Development Strategy, a package of measures designed to secure and expand employment opportunities throughout the Borough and to reduce unemployment, both through the Council's own initiatives, such as Wirral Direct, and also in partnership with local communities, private developers and other public agencies.
- 5.2 The UDP provides policies to control development in new and existing industrial and commercial areas, and identifies and safeguards a long-term supply of development land for employment uses. There have been two key influences on the location, quality and type of land allocated for employment uses in the UDP. First, the need to tackle the effects of structural change in the Wirral economy, and secondly, the provision of a range of sites which reflect the nature of demand for industrial land in the Borough.
- 5.3 In common with other parts of the Country, Wirral has experienced a decline in manufacturing and other traditional industries, with the total loss of some long established firms and reductions in the numbers employed in others. The impact of these structural changes is especially evident in the Borough's inner urban areas. For example, in April 1995, the electoral Ward of Bidston had an unemployment rate of 30%, while the Wards of Birkenhead, Tranmere and Leasowe all had unemployment rates in excess of 20%. This compared with a Borough-wide rate of 13% and levels of unemployment in the Wards of Thurstaston, Royden, Clatterbridge and Heswall of between 5% and 8%.

- 5.4 Statistics indicate that unemployment is also heavily concentrated among males within the inner urban areas. In the electoral Ward of Bidston, for example, the overall unemployment rate of 30% breaks down to a male unemployment rate of 46% and a female unemployment rate of 11%. Electoral Wards in the inner urban areas also, generally, have the highest concentrations of long-term unemployment, defined as people who have been out of work for a period longer than one year.
- 5.5 Allied with high levels of unemployment in the inner urban areas are low levels of mobility, when measured in terms of access to a car. More than half the households in the electoral Wards of Bidston, Birkenhead, Tranmere and Leasowe do not have access to a car. Indeed, even in Wards with relatively low rates of unemployment, sizeable numbers of households do not have access to a car. For example, in nineteen out of the twenty-two Wards in the Borough more than 20% of households do not have access to a car.
- 5.6 In the ten years between 1983 and 1992, one hundred and eleven new industrial, storage and office development projects were commenced accounting for a total of 78.6 hectares of land. This equates to an average of 7.8 hectares each year, although annual take-up rates varied throughout the period from between 2.8 hectares in 1986 to 18.6 hectares in 1989.
- 5.7 An analysis of the location of the take-up of industrial land over the past ten years shows that by far the largest amount of development has occurred in the Bromborough area. In part, this is a reflection of the large amount of surplus land available, but is also indicative of the attractiveness of this area for new investment. The importance of Bromborough, in both a Wirral and Merseyside context, has been highlighted in the Merseyside Strategic Sites Study conducted for the Merseyside local authorities by Coopers Lybrand Deloitte.
- 5.8 An analysis of the enquiries received by the Council's Economic Development Unit during 1990 and 1991 is set out below and indicates that the size of site most frequently sought by potential investors lies within a range of between 0.8 and 6.0 hectares:

SITE SIZE (hectares)	ENQUIRIES (number)
0.8 - 2.0 ha	14
2.0 - 4.0 ha	7
4.0 - 6.0 ha	7
6.0 - 20.0 ha	6
20.0 ha +	9

- 5.9 There are a number of conflicting influences which have to be balanced when determining the quantity and location of employment land in the UDP. Based on an average annual take-up rate of 7.8 hectares, the UDP should provide for a total of 117 hectares of employment land for the Plan period to 2001. However, while past rates of development provide a general indication of levels of activity in the Borough, they are not necessarily a reliable guide to future rates of development. The current Objective One proposals for Bromborough, for example, may lead to an acceleration in the rate of development.
- 5.10 Other factors that also need to be considered in assessing employment land requirements include:
- the desirability of providing a range of sites in locations attractive to investors;
  - the high levels of unemployment and low mobility in the Borough's inner urban areas; and
  - the needs of existing Wirral firms who might wish to expand their activities.
- 5.11 It can also be envisaged that the type of site most attractive to some investors may not necessarily be in a location which will maximise urban regeneration benefits or which will be accessible to people without access to a car.
- 5.12 The pattern of allocations set out within the UDP, therefore, seeks to strike a balance between these competing demands, by identifying a range of sites of different size, type and location. The concentration on a broad UDP strategy for the whole of Wirral means that small sites of less than one hectare are not identified within this Written Statement or shown on the accompanying Proposals Map. Instead, a number of policies, to be contained in Part Two of the Plan, will identify criteria against which proposals for such sites will be assessed.

#### **Proposal EM1 - Former Cammell Laird's Shipyard**

Approximately 57.0 hectares of land at the former Cammell Laird shipyard, Birkenhead, as shown on the Proposals Map, is allocated for a mix of B1 (Business), B2 (General Industry), B8 (Storage and Distribution) and D2 (Assembly and Leisure) uses, as defined in the Town and Country Planning (Use Classes) Order 1987, together with use for higher education purposes.

Other compatible uses may also be allowed providing it is established that they are necessary to secure and bring forward the overall redevelopment of the site for industrial and business use, subject to all the other relevant policies of the Plan.

### PROPOSAL EM1 - REASONED JUSTIFICATION

- 5.13 The Cammell Laird shipyard closed at the end of July 1993. The yard owners VSEL have indicated that parts of the yard will be mothballed until 1994 in the hope that ship-building related uses will be attracted to the site. Should this be unsuccessful, the site will represent a major opportunity to secure new employment within the inner urban area. Substantial preparatory work will, however, be needed before the site is capable of redevelopment. Merseyside Development Corporation, within whose boundaries the site is located, have begun work on this process, recently completing a new spine road through the site.
- 5.14 The range of uses set out in Proposal EM1 provide the best prospects for attracting new investment and jobs to the site within a short timescale. Allocating the site for a single use would probably not achieve this aim given the often lengthy timescales involved in securing this type of investment and the fact that a strategic single use-site of this type is already available at Hooton Park, nearby, in Ellesmere Port and Neston.
- 5.15 The Cammell Laird site also lies within the designated Coastal Zone and any proposals for the site will, therefore, also have to satisfy Policy CO1, which can be found in Section 20 of the UDP. The site is also considered to have particular potential for enhancing public access to the Mersey coast and for coast-related tourism and recreation, subject to Proposal TL3/3, which can be found in Section 10 of the Plan.

### Proposal EM2 - Conway Park

Approximately 6.8 hectares of land to the north of Birkenhead Town Centre between Conway Street and Price Street, as shown on the Proposals Map, is allocated for a mix of B1 (Business), A2 (Financial and Professional Services), A3 (Food and Drink), D1 (Non-Residential Institutions) and D2 (Assembly and Leisure) uses, as defined in the Town and Country Planning (Use Classes) Order 1987, subject to Policy EM6, Policy EM7, Policy EM9, Policy SH1 and Policy RE1.

### PROPOSAL EM2 - REASONED JUSTIFICATION

- 5.16 Conway Park is a major development opportunity within the Wirral "City Lands" City Challenge Initiative area and is central to the strategic objective of unifying and developing Birkenhead Town Centre. The mix of uses identified in Proposal EM2 are those considered most appropriate for a town centre location and which will most effectively secure the achievement of the above objective. A planning brief has been prepared which provides additional background information on the site and on the future pattern of development.

**Proposal EM3 - Land for General Employment Use**

The following sites are allocated on the Proposals Map for uses falling within Classes B1, B2 or B8 of the Town and Country Planning (Use Classes) Order 1987, subject to Policy EM6, Policy EM7 and Policy EM9:

**Large sites (10 hectares and above)**

1.	Twelve Quays, Birkenhead (subject to Coastal Zone Policy CO1 and Policy CO3)	16.3 ha
2.	Croft Business Park, Bromborough	11.5 ha
3.	Former Power Station, Power Road, Bromborough 10.5 ha (subject to Coastal Zone Policy CO1 and Policy CO3)	
<b>SUB-TOTAL</b>		<b>38.3 ha</b>

**Medium-sized sites (5-10 hectares)**

4.	Land west of Reeds Lane, Moreton	7.5 ha
5.	Slackwood, Plantation Road, Bromborough	6.1 ha
6.	RV Chemicals Phase 2, Stadium Road, Bromborough	6.1 ha
7.	QEII Dock, Bankfields Road, Eastham (subject to Coastal Zone Policy CO1 and Policy CO3)	6.0 ha
8.	North Cheshire Trading Estate, Prenton	5.5 ha
9.	South of Commercial Road, Bromborough	5.1 ha
10.	Bankfields, off North Road, Eastham (subject to Coastal Zone Policy CO1 and Policy CO3)	4.9 ha
<b>SUB-TOTAL</b>		<b>41.2 ha</b>

**Small-sized sites (1-5 hectares)**

11.	North of North Road, Eastham (subject to Coastal Zone Policy CO1 and Policy CO3)	4.2 ha
12.	Former Mollington Street Depot, Tranmere	3.4 ha
13.	Cross Lane Industrial Estate, Wallasey	3.3 ha
14.	Former Coal Depot, Wallasey Bridge Road	2.3 ha
15.	North and South of Shore Road, Birkenhead (subject to Coastal Zone Policy CO1)	1.9 ha
16.	Gallagher's Hill, Corporation Road	1.3 ha
17.	Land South of Kelvinside, Seacombe	1.1 ha
18.	Former Depot, Birkenhead Road, Seacombe	1.0 ha
19.	Tarran Industrial Estate, Moreton	1.0 ha
<b>SUB-TOTAL</b>		<b>19.5 ha</b>

**GRAND TOTAL** 99.0 ha

### PROPOSAL EM3 - REASONED JUSTIFICATION

- 5.17. The employment land allocations in Proposal EM3 strike a balance between the factors outlined at the start of Section 5 of the UDP, by identifying a range of sites particularly, but not exclusively, within the areas of Wallasey and Birkenhead where the problems of high unemployment and low mobility are most acute. The allocation of sites in Bromborough reflects their wider strategic importance, as identified in the Merseyside Strategic Sites Study carried out by Coopers and Lybrand Deloitte.
- 5.18. This pattern of distribution also brings environmental benefits. It should, for example, help to reduce the number and length of car journeys, to reduce harmful emissions and traffic congestion, and maximise the opportunities for using public transport for journeys to work.
- 5.19. All the sites listed under Proposal EM3 were uncommitted at January 1994. While most have no significant constraints to development, some represent a resource for the medium and longer-term. A number also fall wholly or partly within the designated Coastal Zone and are, therefore, also subject to Policy CO1 and Policy CO3, which can be found in Section 20 of the UDP. Additional planning guidance is provided for a number of the Proposal EM3 sites in site specific development or planning briefs.

### Proposal EM4 - Expansion Land for Existing Businesses

The following areas, as shown on the Proposals Map, are being held as expansion land for existing businesses and are confirmed as being considered suitable for uses falling within Classes B1, B2 or B8 of the Town and Country Planning (Use Classes) Order 1987, subject to Policy EM6, Policy EM7 and Policy EM9, should they become surplus to the requirements of the holding company:

1.	Rear of Arrowebrook Road, Upton	2.0 ha
2.	North of Plantation Road, Bromborough	6.0 ha
3.	Former Power Station, Commercial Road Bromborough (subject to Coastal Zone Policy CO1)	1.9 ha
4.	Land North of Oakdale Road, Seacombe	1.0 ha
5.	Land South of Oakdale Road, Seacombe	1.3 ha
<b>TOTAL</b>		<b>12.2 ha</b>

### PROPOSAL EM4 - REASONED JUSTIFICATION

- 5.20. A number of sites are held by existing businesses for future expansion and are not expected to become available to other users. Their allocation under Proposal EM4 confirms their suitability for development and allows for general employment use if they become surplus to the requirements of the holding company. Proposal EM4/3 falls within the Coastal Zone and is, therefore, also subject to Policy CO1, which can be found in Section 20 of the UDP.

### **Proposal EM5 - Land at Dock Road South, Bromborough**

**Land at Dock Road South, Bromborough, as allocated on the Proposals Map, is being held for the expansion of an existing business and is suitable for development in connection with that business or by others for uses within Classes B1, B2 or B8 of the Town and Country Planning (Use Classes) Order 1987, as amended, or for processes registrable under the Alkali, etc. Works Regulation Act 1906, subject to Policy EM6, Policy EM7, Policy EM9, Policy CO1, Policy PO1 and Policy PO8.**

#### **PROPOSAL EM5 - REASONED JUSTIFICATION**

- 5.21 Proposal EM3 and Proposal EM4 do not provide for *sui generis* employment uses which fall outside the normal categories of land-use set out within the Town and Country Planning (Use Classes) Order 1987, as amended. Land along the coast at Dock Road South, Bromborough has, however, been accepted through previous planning consents as an appropriate site to accommodate the expansion of registrable processes already carried out by a long established industrial employer nearby. This special case is, therefore, directly reflected within Proposal EM5.
- 5.22 Proposal EM5, nevertheless, seeks to ensure that appropriate environmental safeguards will continue to be applied to any future proposals for development in this location, in accordance with other relevant policies in the UDP.

### **Policy EM6 - General Criteria for New Employment Development**

**Applications for all new employment development, on sites allocated for employment use or within Primarily Industrial Areas, including proposals for the conversion, re-use or extension of existing premises, will be permitted subject to Policy EM7 and all the following criteria:**

- (i) the proposal does not lead to an unacceptable loss of amenity, have an adverse effect on the operations of neighbouring uses or compromise the future development of land in the vicinity for employment or other uses - visually intrusive activities, or those involving the handling of wind-blown materials, will be required to carry out all operations, including loading, within a building;**
- (ii) satisfactory access to the development can be provided, before it comes into use, in a way which is not detrimental to the amenity of the area;**
- (iii) the proposal does not generate traffic in excess of that which can be accommodated by the existing or proposed highway network;**
- (iv) adequate off-street car and cycle parking is provided - servicing for vehicles should be to the rear of the premises, or where the site lies near residential property, situated at the far side of the building;**

- (v) the siting, scale, design, choice of materials, boundary treatment and landscaping is of a satisfactory standard and is in keeping with neighbouring uses - temporary buildings or structures will only be permitted in exceptional circumstances and only for a period not exceeding five years; and
- (vi) where appropriate, the proposal also complies with the policies set out within Section 21 of the UDP.

For the purposes of Policy EM6 "employment development" is defined as that falling within Classes B1, B2 or B8 of the Town and Country Planning (Use Classes) Order 1987, together with the following uses which are specifically excluded from the Use Classes Order:

- (a) land or buildings used for motor vehicle sales, display, hire or repair;
- (b) scrapyards, or yards used for the storage or distribution of minerals or the breaking of motor vehicles; and
- (c) uses involving the manufacture, processing, keeping or use of a hazardous substance above its controlled quantity.

#### **Policy EM7 - Environmental Criteria for New Employment Development**

Proposals which satisfy the requirements of Policy EM6 will be permitted when the Local Planning Authority is satisfied that the benefits of the proposal outweigh the disadvantages when assessed against the additional criteria set out below:

- (i) the extent to which the proposal will lead to an increase in the volume of traffic, especially heavy goods vehicles, passing through residential areas, particularly where the roads used are not already identified as part of the main road network;
- (ii) the extent to which existing natural features and vegetation have been incorporated into the proposal;
- (iii) the impact of the proposal on any site carrying nature conservation designations; and
- (iv) the extent to which the proposal is accessible by a choice of means of transport.

#### **POLICIES EM6 AND EM7 - REASONED JUSTIFICATION**

- 5.23. Policy EM6 sets out general criteria which all proposals for employment uses, including the conversion, re-use or extension of existing premises, must satisfy. Policy EM7 identifies additional environmental factors to which the Local Planning Authority will have regard when assessing proposals which satisfy Policy EM6. These policies should be read in conjunction with the other policies and proposals, in Section 5 of the UDP, which identify the appropriate types of employment development for individual locations. General design guidelines, together with a fuller explanation of the industrial Use Classes can be found in Supplementary Planning Guidance Note 1.



- 5.24 As already indicated, the strategy set out in Section 5 of the UDP allows for flexibility in terms of broad land-use allocations while ensuring that individual developments are of a high standard. In addition to their economic benefits, new employment development should make a positive contribution to the Borough's environment and should not result in a loss of amenity, particularly in respect of neighbouring uses.
- 5.25 In every case the aim must be to achieve a high standard of development which will be of sufficient quality to ensure the long-term attractiveness of the area in which the proposal is located. Particularly high standards of development will be expected where the proposal is directly visible from main transport routes into and through the Borough and where the development will directly influence the image of the Borough as a whole.
- 5.26 Special consideration needs to be given to potentially polluting or hazardous developments. While it is not the function of the planning system to duplicate the roles of the statutory authorities concerned with these issues, the UDP has an important role to play in controlling the location of development which has the potential to cause hazard or pollution. Separate policies dealing with potentially polluting or hazardous development are found in Section 21 of the UDP.
- 5.27 The Council is keen to reduce congestion and see provision for a choice of means of transport. The Council will, therefore, have regard to the extent to which a proposal is accessible by a choice of means of transport. The Council will also seek to encourage the introduction of public transport services to new developments where such services do not already exist.

#### **Policy EM8 - Development within Primarily Industrial Areas**

**Within the Primarily Industrial Areas indicated on the Proposals Map, proposals for the following uses will be permitted, subject to Policy EM6 and Policy EM7:**

- (i) uses falling within Classes B1, B2 or B8 of the Town and Country Planning (Use Classes) Order 1987; and
- (ii) proposals for the reconstruction, extension or expansion of existing businesses, including those involving the introduction of a notifiable hazardous substance above its controlled quantity subject to Policy PO8.

#### **POLICY EM8 - REASONED JUSTIFICATION**

- 5.28 The UDP looks forward to the year 2001. During that time additional sites, other than those allocated in Section 5 of the Plan, may become available within the Borough's existing industrial areas as firms close, restructure or relocate. Policy EM8 is, therefore, intended to provide greater certainty by making clear that any future proposals within such areas will have to conform to the same criteria as proposals on land allocated for employment uses.

- 5.29 The Council's corporate policy is to provide for environmental improvements within Primarily Industrial Areas. The emergence of new sources of employment and the decline of older industries is a continuous process. Some older industrial areas are not realistically capable of adapting to modern standards without comprehensive treatment and significant expenditure over a number of years. Many fall within the area of the Merseyside Development Corporation, and the Council will support the Corporation's efforts to improve these areas.
- 5.30 The Council itself has also designated Industrial and Commercial Improvement Areas within the Wirral Docklands area, at Railway Road Industrial Estate and at Russell Road/ Oaktree Place, Rock Ferry. Within these areas, improvements have involved land assembly, improvements to roads and to access, servicing and landscaping.
- 5.31 Other locations outside the inner urban areas, for example, at the Cross Lane, Tarran, and Carr Lane Industrial Estates, do not qualify for Improvement Area status but would also benefit from measures such as improved landscaping, fencing and security arrangements. Detailed schemes will be drawn up as resources allow, and for the most part, will be implemented in partnership with local businesses and new employers.

#### **Policy EM9 - Non-Employment Uses in Industrial Areas**

**Proposals for retail or housing uses on land allocated for employment purposes will not be permitted.**

#### **POLICY EM9 - REASONED JUSTIFICATION**

- 5.32 One of the key roles of the UDP is to identify and safeguard the long-term supply of employment land, including sites of different type and size. Permitting other uses on land allocated under Proposal EM3 and Proposal EM4 would not only reduce the overall supply of employment land but may also introduce uses which are incompatible with existing industrial activities, creating problems for the occupiers of the new and existing developments, and, for example, leading to the imposition of costly new restrictions or conditions relating to environmental health or pollution control.

#### **Policy EM10 - Birkenhead and Eastham Dock Estates**

**Within the operational dock areas at Birkenhead and Eastham, development proposals beyond the permitted development rights of the Mersey Docks and Harbour Company or the Manchester Ship Canal Company will be subject to Policy EM8, Policy EM9 and, where appropriate, Policy CO1. Particular regard will be had to the extent to which proposals will utilize the port and/ or associated rail facilities.**

## POLICY EM10 - REASONED JUSTIFICATION

- 5.33 The Birkenhead dock estate has experienced a revival in fortune over recent years and makes an important and specialised contribution to the Wirral economy. In addition, significant local industries are dependent on the continuing existence of dockland facilities. The development of the docks has continued with the designation of much of the southern portion of the East and West Floats as a Freeport, which offers exemption from EC import duty, levies and quotas, and from UK import VAT.
- 5.34 Land allocated for port-related uses in Birkenhead has already been determined by Act of Parliament and is owned and operated by the Mersey Docks and Harbour Company. Operational port activities such as loading, unloading and the storage of cargo is covered by permitted development rights and the role of the UDP in controlling these activities is therefore limited. Planning permission is, however, still required when land within the dock estate comes out of port use or where activities such as the processing of cargo takes place.
- 5.35 The Local Planning Authority is keen to ensure that the potential of the docks system is fully exploited and, in co-operation with the Mersey Docks and Harbour Company, will continue to assess the changing patterns of port operation. The Local Planning Authority, where necessary, will also seek to ensure that any potentially adverse effects on the surrounding highway network, residential and business areas outside the dock estate are minimised.
- 5.36 Eastham Docks fall within the estate of the Manchester Ship Canal Company who have similar permitted development rights to the Mersey Docks and Harbour Company. The Eastam Docks, however, perform a more specialist role by providing facilities for the handling of bulk liquids.
- 5.37 The dock estates at Birkenhead and Eastham are both designated on the UDP Proposals Map. In the case of Eastham, the area shown is that which lies outside the Merseyside Green Belt. Policy EM10 makes clear that any proposals which fall outside the permitted development rights of the two dock companies will be assessed using the criteria set out in Policy EM8 and Policy EM9. In the case of that portion of the Eastham dock estate which lies within the designated Coastal Zone, Policy CO1 will also apply. Policy CO1 can be found in Section 20 of the UDP.
- 5.38 There are few opportunities within the Borough to serve new development by rail transport in order to reduce road congestion and vehicle exhaust emissions. The Local Planning Authority will, therefore, particularly welcome developments which could utilise rail facilities in Birkenhead docks.

**Policy EM11 - Bidston Observatory and the Proudman Oceanographic Laboratory**

Within the area delineated on the Proposals Map, development will only be permitted where the impact of the proposals can be shown to be minimal in terms of:

- (i) the setting of the wider area designated as Urban Greenspace;
- (ii) the visual impact on the Area of Special Landscape Value; and
- (iii) the impact on the historic setting of the site and on its Listed Buildings;

subject to the need to meet the ongoing technical requirements of the Observatory.

**POLICY EM11 - REASONED JUSTIFICATION**

- 5.39 The site of the Bidston Observatory and Lighthouse, now the site of the Natural Environment Research Council's Proudman Oceanographic Laboratory, has long been established as an important focal point at the summit of Bidston Hill. The Laboratory remains an internationally recognised centre of excellence but falls within a major Urban Greenspace which is also designated not only for its importance for nature conservation but also as an Area of Special Landscape Value.
- 5.40 The site is, however, of historic importance and has been the base of pioneering scientific research. The original observatory building was built in 1866 primarily in order to measure the movement of the stars against which mariners' chronometers could be checked or rated. The later lighthouse was built in 1873, by the Mersey Dock Estate, in order to guide ships into the Mersey Estuary. Both, together with their surrounding stone perimeter wall, are now listed for their special architectural and historic interest.
- 5.41 Given the combination of factors set out above, a land-use policy is required which will ensure that the need to allow the current use of the site to continue to function effectively is properly balanced against the need to ensure that all the necessary environmental safeguards are also met when considering future development proposals for the area. Policy EM11, therefore, seeks to ensure that any further necessary development in this sensitive location will only be permitted having proper regard to these considerations. In particular, Policy EM11 seeks to prevent future development from spreading across the Hill into the area to which the public normally have access.

**Policy EM12 - Employment Development in Primarily Residential Areas**

**Within the Primarily Residential Area, development proposals involving the use, storage, manufacture or processing of notifiable hazardous substances, or other inappropriate development likely to result in a detrimental change in the character of the area, will not be permitted.**

**POLICY EM12 - REASONED JUSTIFICATION**

- 5.42 The aim of land-use planning policy in the UDP is, generally, to concentrate new employment development within the Borough's established industrial areas. Employment development which falls within Class B1 of the town and Country Planning (Use Classes) Order 1987, may, however, be acceptable in a Primarily Residential Area, subject to Policy HS15.
- 5.43 In respect of an existing business, which has become dominant and intrusive in an inappropriate location, the Council will first seek to bring the activity within acceptable standards. Where this proves impossible, the Council will then seek to relocate the business either by agreement or, where necessary, by compulsory purchase. This will particularly be the case when the use is causing serious difficulties in a residential area or where the development potential of a wider area is being prejudiced.
- 5.44 Policy HS15 can be found in Section 6 of the UDP.

