



Draft Employment Policies

including Retail and Other Commercial Uses



- protect existing employment
- maintain an appropriate balance of retail facilities within the three villages
- support creation of a business centre and other opportunities for employment / business uses
- promote and encourage working from home.

This is what drives our Employment Policies

Employment Policy Goal

To protect and enhance local employment uses, create places to do business together and maintain a range of shops and services that meet the ongoing need of all sectors of the community. Working from home and the safeguarding of employment sites will be supported, together with a new business centre.

Policies



E1
Retention of Shops and Services



E2
New Development in Village Centres

KNOWLE

Primary retail frontages: planning applications that would result in the loss of ground floor shop units will be resisted.

Secondary frontages: a mix of shops, financial and professional services, restaurants and cafes, drinking establishments and hot food takeaways and offices will be supported, subject to adequate car parking, no unacceptable impact on amenity and no adverse impact on the character of the area.

(Primary and secondary frontages are shown in the adjacent panel).

Proposals for the erection or change of use of buildings will be supported where:

- the scale of development is proportionate to its location
- it does not adversely impact on the character of the area, particularly in a Conservation Area
- there is no material harm to residential amenity
- an overall mix of uses is maintained, per policy E1
- there is adequate car parking and servicing.

DORRIDGE

Proposals resulting in loss of existing ground floor units on Station Approach, Station Road and Arden Buildings for use as shops, financial and professional services, restaurants and cafes, and hot food takeaways will be resisted.



E3
Business Centre

Proposals for the erection, or change of use, of a building to provide a business centre will be granted subject to suitable location, car parking, no impact on residential amenity or character. The preferred location would be in or adjoining an existing village centre.

BENTLEY HEATH

Proposals resulting in loss of existing ground floor shop units will be resisted unless use of the premises for that purpose is no longer viable. In such case, proposals for change of use that provide equal or greater benefits to the local economy or community will be supported where there is no unacceptable impact on residential amenity or car parking.



E4
Working from Home

Supported subject to no unacceptable harm to amenity or appearance.