INTRODUCTION

3.01 One of the Council's fundamental objectives is to encourage a viable economy. Many services of the Council are working together to achieve this objective including the Economic Development service, Environmental Health service and Leisure services. The Council's current Economic Development & Tourism Strategy identifies four priority areas: to promote jobs and a viable economy; retail development in the market towns; tourism; diversification of the farming economy and inward investment. The Council also recognise the importance of recycling and other waste recovery schemes which support sustainable development objectives and the employment potential of this sector. The Local Plan is one part of the wider policy framework of the Council. It sets out economic development policies relating to the use of land that can facilitate aspects of the Council's overall strategy and support the objectives of the latest Economic Development and Tourism Strategy.

3.02 Economic development policies are central to achieving the overall goal of the plan to support the continuation and growth viable communities as set out in Chapter 1. The objective of the Local Plan's economic development policies is to facilitate and support the growth of the local economy in a sustainable manner whilst maintaining and improving the quality of the environment. The Strategic Objectives of the Plan set out in Chapter 1 emphasise the need to provide local employment opportunities at a scale commensurate with the local population and sustain local services to encourage greater self containment and more balanced communities. Communities that provide the opportunity for people to live and work locally can reduce the need to travel and reduce the distances travelled by car supporting the sustainable development
objectives of the Plan. As stated above, throughout this section of the Plan the role of tourism in job creation has been recognised in policies. Opportunities for new tourism developments are dealt with more specifically in Chapter 7 - Tourism, Recreation and the Arts.

EMPLOYMENT DEVELOPMENT

Wiltshire Structure Plan

3.03 The Strategy of the Wiltshire Structure Plan 2011 seeks to maintain a balance of housing growth and job growth throughout the County. It includes a requirement to provide about 50 hectares of employment land in Kennet over the period 1991 to 2011 to encourage an increase in the number of jobs commensurate with the increase in the number of houses. It also sets the general parameters for the provision of additional employment land, in the case of Kennet District strategic employment land should be concentrated in the settlements of Devizes, Ludgershall, Marlborough, Pewsey and Tidworth.

3.04 The Structure Plan recognises that specific employment sites will not meet all of the forecast growth in jobs. At least half of the additional jobs in the District will be created outside specially provided employment sites, for example in retailing, transport, education and leisure. Local Plan policies, therefore seek to identify specific employment sites to conform with the Structure Plan requirements and set a background against which other sectors of the economy can thrive. These background policies are developed later in this chapter under the heading Town Centres and in Chapter 7 - Tourism, Recreation and The Arts.

Employment Allocations

3.05 Table E.1, below, sets out the employment land supply position in Kennet at April 2001, excluding outstanding allocations in the adopted Kennet Local Plan. All new developments that fall within the B Classes of the Schedule to the Town and Country Planning (Use Classes) Order 1987 (as Amended), involving greater than 0.1 ha of land within Devizes, Ludgershall, Marlborough, Pewsey and Tidworth, count against the Structure Plan target of 50 hectares of new employment land in Kennet. Class B Uses include office, industrial, storage and warehouse. (The Kennet Employment Land Monitor, provides more details on the definition of strategic employment land.)

Table E.1 : Kennet Local Plan Employment Land Supply

<table>
<thead>
<tr>
<th>Description</th>
<th>Hectares</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strategic Development Complete April 1991 - April 2001</td>
<td>11.33 ha</td>
</tr>
<tr>
<td>Strategic Development Under-Construction April 2001</td>
<td>2.76 ha</td>
</tr>
<tr>
<td>Strategic Development with Outstanding Planning Permission April 2001 (1)</td>
<td>23.05 ha</td>
</tr>
<tr>
<td>Total Commitments April 2001 (A)</td>
<td>37.14 ha</td>
</tr>
<tr>
<td>Outstanding Requirement to be Allocated on New Sites</td>
<td>5.56 ha</td>
</tr>
</tbody>
</table>

Source: Kennet District Council Public Local Inquiry Topic Paper 05, updated to incorporate the Inspector's recommendation for Le Marchant Barracks, Devizes

Policy ED1

STRATEGIC EMPLOYMENT ALLOCATIONS

To meet the strategic employment land requirement for the District for the period 1991 to 2011 of 50 hectares of additional employment land the Plan allocates 10.86 hectares of land for new employment development comprising sites on land to the north of Nursteed Road, Devizes, Hambleton Ave, Devizes, on land to the north of Tidworth Road, Ludgershall and at Marlborough Road, Pewsey.

3.06 In accordance with the Plan's aim to concentrate development within the main towns and villages of the District, the Local Plan allocates land for employment purposes in Devizes, Marlborough, Pewsey and Ludgershall. The allocations are summarised in Table E.2, and discussed further in paras. 3.07 to 3.15. The sites that have been identified seek to provide a range of locations and premises and are generally readily available, capable of development, and well served by infrastructure.
### Table E.2: Kennet Local Plan Employment Allocations

<table>
<thead>
<tr>
<th>Strategic Allocations</th>
<th>Total Area (ha)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nursteed Rd North, Devizes</td>
<td>1.5</td>
</tr>
<tr>
<td>Hambleton Avenue, Devizes</td>
<td>1.2</td>
</tr>
<tr>
<td>North of Tidworth Road, Ludgershall (1)</td>
<td>6.50</td>
</tr>
<tr>
<td>Marlborough Road, Pewsey</td>
<td>1.66</td>
</tr>
<tr>
<td><strong>Total Strategic Allocations</strong></td>
<td><strong>10.86</strong></td>
</tr>
<tr>
<td>Commitments at April 2000 (A in Table E.1)</td>
<td>37.14</td>
</tr>
<tr>
<td><strong>ALLOCATIONS + COMMITMENTS (TABLE E.1)</strong></td>
<td><strong>48.00</strong></td>
</tr>
<tr>
<td><strong>STRUCTURE PLAN REQUIREMENT 2001-2011</strong></td>
<td><strong>50.00</strong></td>
</tr>
</tbody>
</table>

(1) The total site area at Tidworth Road Ludgershall is 13 ha. However, Policy ED6 limits the amount of land that comes forward in this Plan period to 6.5 ha.

### Site Specific Proposals

#### 3.07 The sites at Nursteed Road (North) and Hambleton Avenue, Devizes; Tidworth Road, Ludgershall and Marlborough Road, Pewsey are considered to be key sites within the Local Plan. A Planning Brief will be expected for each site to show how the detailed elements highlighted in the policies and supporting text for each site have been addressed. The Planning Briefs will also be expected to show how more sustainable forms of transport can be promoted in accordance with Policies AT1, AT2 and AT3. As the allocation at Gort Road is already part of an outline planning permission a Planning Brief is not necessary.

### Policy ED2

**GORT ROAD, DEVIZES**

To meet the strategic employment requirements for the District for the period 1991 to 2011 the Plan identifies an additional 3 hectares of land at Hopton Park, to the North of Gort Road, Devizes for employment development. Within the area of land identified on Inset Map 1, planning permission will be granted for uses falling within the B Classes of the Schedule to the Town and Country Planning (Use Classes) Order 1987 (as Amended). Applications for other business or employment generating uses will be subject to special scrutiny and only permitted subject to strict compliance with Policy PD1 and ED17. Development needs to recognise that the site adjoins the AONB on a principal approach to the town.

#### 3.08 Approximately 22 hectares of land for general employment uses and a significant landscape buffer was proposed to the north of Hopton Industrial Estate, (now known as Hopton Park) in the last Local Plan. Buildings were to be restricted to the lower parts of the site, to the south of Gort Road, providing an area of 12.7 ha for employment development. The whole of this allocated site now has outline planning permission and a strategic landscaping scheme, to minimise the impact of the proposed development on surrounding landscape, (which is designated an AONB), and reinforce the new limits to Devizes, has been implemented. In the course of preparing the landscaping scheme and on completion of a Landscape Assessment of the District it became clear that a small area of land could be released for development to the north of Gort Road without additional impact on the AONB. The release of this land provides readily available serviced employment land on previously developed land and reduces the pressure to release additional greenfield sites for employment development around Devizes.

#### 3.09 The Local Plan has allocated an existing employment site at Roundway Mill, Devizes for residential development. Roundway Mill is part of the town's strategic employment land supply and needs to be replaced. Now that the strategic landscaping has been carried out at Hopton Park, it is possible to see that an additional area of approximately
3 ha could be developed, nestled within the strategic landscaping, without significant impact on the surrounding landscape. The site is considered acceptable for all uses falling within Class B of the Use Classes Order because of its location away from predominantly residential areas and because the site is large enough to incorporate landscaping and other measures needed to reduce the impact of such developments.

Policy ED3

NURSTEED ROAD, DEVIZES

Approximately 1.5 hectares of land for general employment uses is proposed to the north of Nursteed Road as indicated on Inset Map 1. This land is appropriate for uses falling within the B Classes of the Schedule to the Town and Country Planning (Uses Classes) Order 1987 (as Amended). Applications for other business or employment generating uses will be permitted subject to strict compliance with Policy PD1 and ED17. Development of this site ensure that the Class B uses proposed do not conflict with adjacent land uses.

3.10 This site constitutes an extension to the existing employment area to the north of Nursteed Road. The site area included within the Policy is the net developable area now that an alignment for the Eastern Distributor Road has been agreed as part of the housing approval at Brickley Lane. The agreement has also secured a landscaping area to the south of the road to provide a visual buffer between the proposed employment site and Nursteed House. It remains essential that the Eastern Distributor Road is in place before the employment area is developed. An employment allocation would not be appropriate in this location without the construction of the Eastern Distributor Road for Devizes to ensure additional heavy goods traffic does not exacerbate existing congestion problems in the town. Through the application of Policy PD1 layout, the built form, and landscaping will be utilised to reduce the potential impact the employment site could have on the adjacent residential area and surrounding countryside.

Policy ED4

HAMBLETON AVENUE, DEVIZES

Approximately 1.2 hectares (3 acres) of land for employment uses is proposed at Hambleton Avenue, Devizes as indicated on Inset Map 1. This land is appropriate for uses falling within Cass B1 of the Schedule to the Town and Country Planning (Uses Classes) Order 1987 (as amended). Applications for other business or employment generating uses will be permitted subject to strict compliance with Policy PD1 and ED17.

3.11 The employment allocation at Hambleton Avenue is the residual area of a mixed use development for housing, employment and retail uses granted in 1987 (K10492 and K10491). The retail element has been implemented, the housing element of the original permissions has been completed and part of the original employment area has now been released for housing. The employment allocation is to be restricted to Class B1 uses in order to protect the residential amenity of adjoining areas. Development will also need to be designed to protect trees subject to a Tree Preservation Order within and adjacent to the site.

Policy ED5

MARLBOROUGH ROAD, PEWSEY

The Plan proposes 1.66 ha of land for employment purposes in Pewsey to the south of Marlborough Road, between Pewsey Hospital and the railway line, as indicated on Inset Map 7. This land is appropriate for the accommodation of a bus depot or uses falling within Class B of the Schedule to the Town and Country Planning (Use Classes) Order 1987 (as Amended).

3.12 The Council consider that, in Pewsey in particular, there is a need to make provision for employment to allow for a continued modest growth in the local economy and to maintain opportunities and diversity in the local job market. This triangular shaped plot, contained between the railway (to the south), the former hospital (to the west) and property known as High View, south of the Marlborough Road, is considered to be
particularly suitable for employment purposes. The site is approximately 1.5 hectares (4 acres) in extent.

3.13 Housing development on part of the Hospital site, in accordance with an allocation in the last Local Plan, has resulted in a new access from Marlborough Road, just to the north of this employment allocation. A Planning Brief will be expected for the site which, through the application of the Development and Design Policy PD1 will need to ensure that:

- problems of access to the site can be resolved in consultation/co-operation with adjacent developments;
- a high standard of layout design and landscaping is provided to reflect the site’s prominent position within the landscape setting of Pewsey;
- the Class B uses proposed do not conflict with adjacent land uses;
- road improvements to provide adequate and safe vehicular access to the site are provided; and
- adequate provision for car parking and traffic circulation including the manoeuvring of large vehicles is made within the site.

Policy PD1 will ensure, for example, that uses which would create a nuisance to adjacent properties by virtue of fumes, smell or vibration would not be permitted. Similarly, a storage or distribution depot would not be permitted if it created or exacerbated a problem of road safety. Early consultation with Wessex Water is advised as improvements may be required to the Pewsey Sewage Treatment Works as a result of the proposed employment development.

3.14 The Ministry of Defence have recently declared this site surplus to their requirements. As indicated in Chapter 1 a joint plan has been produced by MoD, The District Council and the County Council which seeks to establish more balanced communities on Tidworth and Ludgershall. Phase 1 of the Plan is complete with significant investment in social/leisure infrastructure at Tidworth Leisure Centre and in shopping facilities at Station Road. In Phase 2 a key issue to be addressed is the lack of local employment opportunities. This site presents an opportunity to not only address the future employment demands of people living in Tidworth and Ludgershall but also begin to address the existing shortfall of local employment. Kennet District Council consider that this site presents the most sustainable location for employment development in the Tidworth Community Area, located on the main road network adjacent to a potential connection to the rail network. However, the size of the site, if it were all to be developed during this Plan period could conflict with the strategic objectives of the Structure Plan when considered against employment commitments elsewhere in the Plan area. On the other hand, if this is the most appropriate site for long term employment development, logistically, it is better to plan for the servicing and infrastructure costs of developing the whole site rather than a small part. Policy
ED6, therefore, includes a phasing condition for the development. In addition to the phasing of the development, a Planning Brief should address the potential internal and external environmental implications of developing the whole site and opportunities to connect to the existing rail network. The Brief will also include details of infrastructure improvements required on site and any off-site improvements needed to mitigate the effects of any increase in traffic generated by the development. Details will be revealed by a Traffic Assessment and issues such as phasing the provision of improvements in relation to the stages of development on the site, and the level of contribution expected by the Highway Authority, should be included.

3.15 The Highway Authority have indicated that a traffic assessment will be required to identify the potential impact of the development on the local road network and the degree of support required to ensure a satisfactory level of non-car trips to the site. The traffic assessment will need to take into account the impact of increased traffic movements in Ludgershall, Tidworth and Test Valley Borough. The potential impact of heavy goods vehicles through the Ludgershall Conservation Area requires special consideration, and the traffic assessment will need to address the degree to which this might be mitigated by the construction of the Western Link Road.

**Employment Development in Devizes, Ludgershall, Marlborough, Market Lavington, Pewsey and Tidworth**

3.16 As outlined above, the Structure Plan states that new employment development should be concentrated within the main towns of the District. The list of towns for Structure Plan purposes excludes Market Lavington. However, one of the objectives of the Local Plan, set out in Chapter 1, is to sustain the role of Pewsey, Ludgershall and Market Lavington as secondary service centres. These villages are likely to see modest housing growth through the Plan period and the Plan needs to ensure that employment opportunities are retained to maintain a reasonable balance in the local economy.

---

**Policy ED7**

**PROTECTED STRATEGIC EMPLOYMENT SITES**

Sites that contribute to the strategic supply of employment land within the District are identified on the Inset Maps. These sites will be protected for employment uses. Development for uses within the B Classes of the Schedule to the Town and Country Planning (Uses Classes) Order 1987 (as Amended) will be permitted. Applications for other employment generating uses will be permitted subject to strict compliance with PD1, ED17 and ED25 and the application of a sequential approach to site selection to demonstrate that no suitable town centre, edge of centre or transport node locations are available.

Within Devizes, Marlborough and Tidworth Town Centres and the Service Centres defined for Pewsey, Market Lavington and Ludgershall, applications for non-employment generating uses on existing employment sites will be subject to special scrutiny to ensure that the proposed use contributes to the vitality and viability of those centres.

Elsewhere within the Limits of Development of Devizes, Marlborough, Pewsey, Ludgershall, Market Lavington and Tidworth, applications for non-employment uses on existing employment sites will be considered on their individual merits, taking into consideration:

a) the general policies of the Plan;
b) the contribution the existing site makes to the range and diversity of employment sites in each settlement; and
c) demand for the type of employment site the subject of the application.

3.17 Within Devizes, Ludgershall, Marlborough, Pewsey and Tidworth buildings and land already in employment use, or with planning permission for employment use, on the strategic sites identified on the Inset Maps are vitally important to the Plan’s objectives of creating balanced communities. In all of these settlements, if strategic employment land is lost to other forms of development alternative provision will be needed to ensure the District as a whole continues to
fulfil its strategic requirement for employment land as set out in the Structure Plan. Alternative sites if located on greenfield land could compromise objectives of the Plan for redevelopment on previously developed land and for protecting landscape quality. For these reasons existing strategic employment sites, as defined on the Inset Maps, are to be protected from other forms of development.

3.18 PPG3 encourages Local Planning Authorities to maximise the re-use of previously developed land and buildings for housing. However, as stated above, a significant loss from the stock of employment premises would have serious implications for the economic strategy of the Plan. Policy ED7 seeks to strike a balance between ensuring that:
- those sites which contribute to the strategic supply of employment land are protected;
- the wider opportunities for employment generating uses in town and service centres is recognised; and
- small scale opportunities for new development on previously use land, in accordance with PPG3, are created.

**Policy ED8**

**EMPLOYMENT DEVELOPMENT ON UNALLOCATED SITES**

Planning permission for new small scale employment development, on sites not specifically allocated for employment development will be permitted if:
- a) the site is within the Limits of Development for Devizes, Marlborough, Tidworth, Ludgershall, Market Lavington and Pewsey;
- b) there is easy access from the site to the public transport, cycle and footpath networks; and
- c) the proposal does not conflict with other policies and proposals of the Plan.

For the purposes of this policy an employment use means a use which falls within the B Classes of the Schedule to the Town and Country Planning (Uses Classes) Order 1987 (as Amended).

3.19 Within the District it is likely that proposals for the expansion of existing firms may come forward. These applications will be considered in relation to Policy PD1 to ensure that the site is sufficiently large to accommodate the expansion without harm to the amenities enjoyed by occupiers of adjoining properties or the character and appearance of the local environment.

**Expansion of Existing Employment Premises**

3.20 Where proposals involve employment development, on a site not specifically allocated for employment development in the settlements listed in Policy ED8, Policy PD1 will be applied to ensure that local character and appearance and the amenity of nearby properties is protected. Policy ED8 applies only to small scale employment development within Use Class B. New Strategic employment sites are allocated in Policy ED1 and existing strategic employment sites protected by Policy ED7. Additional, large scale, employment development would not be appropriate as it would conflict with strategic objectives.

**Rural Employment Development**

3.21 A recent survey of Kennet's rural economy concluded that rural employment opportunities not only supported the local economy, (as workers used local facilities and services during the day when many residents are away from home) but also resulted in shorter journeys to work. As a result, the Council wishes to be positive in its attitude towards changes of use and development for employment purposes in the rural areas. Policy ED10, below, permits new, small scale employment development.
opportunities within or on the edge of villages. However, there are a number of sites in the rural areas of the District that have developed incrementally, over a considerable period of time, to provide thriving local employment areas, that are not necessarily related to an existing settlement. The employment areas identified in Policy ED9 are considered to be within the countryside where generally restrictive policies apply. However, the Council wish to support these sites and consider that they should be allowed to develop within their existing, or approved, site boundaries provided that proposals do not have an adverse impact on the local environment and local residents. Policy ED9, therefore, allows the conversion/change of use of existing buildings, the replacement of existing buildings unsuitable for conversion and the erection of limited ancillary buildings within the sites shown on the Inset Maps. Each application will be carefully examined against the criteria included in Policy PD1 to ensure that the proposed uses and hours of operation do not cause a nuisance to local residents. New development will need to be carefully monitored in order to prevent wholesale redevelopment of a site and to control the density of development to a level in keeping with the locality and wider landscape. In addition to the density of development within a site, the scale, design and materials will need to pay particular regard to landscape considerations. Other factors, such as the means of access and landscaping will have a visual impact and will require careful consideration.

**Policy ED9**

**RURAL EMPLOYMENT LOCATIONS**

Sites that make a significant contribution to the supply of employment land within the rural areas of the District are identified on the Inset Maps. These sites will be protected for employment uses. Within the areas defined on the Inset Maps at Sells Green; Broadway, Market Lavington; Elm Tree Farm, Manton; Manor Farm, Manningford Bohune; Brail Farm, Great Bedwyn; and Hilldrop Lane, Ramsbury, the Council will permit the conversion or change of use of existing buildings or the replacement of existing buildings unsuitable for conversion and the erection of limited ancillary buildings for employment purposes falling within the B Classes of the Schedule to the Town and Country Planning (Uses Classes) Order 1987 (as Amended) provided that the form, bulk and general design of buildings are in keeping with their surroundings and there are no insurmountable traffic or environmental objections.

Proposals for B2 (general industry) and B8 (storage and distribution) uses will be subject to special scrutiny. The Local Planning Authority must be satisfied that there would be no material harm to residential amenity by reason of noise or disturbance’
3.22 The Council attaches a high priority to the economic well-being of the area and the need to create additional employment. In addition to the land allocated for larger scale employment needs, the Plan makes provision for smaller premises and advocates the conversion of under-used property for employment purposes where this is environmentally acceptable. When considering applications subject to these policies the Council will also apply Policy PD1 and the landscape character policies of the Plan to ensure that:

- the proposal will not result in the loss of amenity to surrounding property,
- adequate access is available,
- the scale, design and materials typical of the village are respected and
- the development does not adversely affect the character and appearance of the local environment.

Where appropriate, the Council will seek to retain control over the type of operation undertaken on the premises and the times of working through the use of conditions or legal agreement.

3.23 Policies ED12 and ED13 recognise the important role tourism plays in providing jobs in the rural areas. The policies do not include a precise definition of the term 'tourism' as, in relation to the Use Classes order activities can fall into many categories. The policies are intended to protect uses such as existing holiday accommodation, guest houses and public houses that provide local jobs. It is not intended to protect existing tourist facilities such as car parks and picnic areas. These issues are discussed in Chapter 7 - Tourism, Recreation and the Arts. The policies also seek to protect land and building currently or last used for employment purposes and define employment as Class B Uses. This excludes buildings used for social and community purposes such as local shops, pubs and villages halls. These activities do provide local employment but their primary
purpose is to provide a service to the local community. Existing village halls, public houses and other buildings used for a social or community purpose in the rural areas are subject to a separate policy, ED29.

**Policy ED12**

**PROTECTING EMPLOYMENT AND TOURISM USES WITHIN VILLAGES**

Within the Limits of Development of the villages listed in Table H.4 and within the built up area of the villages listed in Table H.5, buildings and land within their curtilage greater than 0.1 hectare in total extent currently in use, or last used for employment (B Class Uses) or tourism purposes, will be retained for this range of uses, wherever possible.

Planning permission for uses other than those stated above will only be permitted where:-

a) it is clear that no demand exists for their continued use for employment or tourism;

b) redevelopment for an alternative employment or tourism use is not economically viable; or

c) the redevelopment for an alternative use will remove a use which is demonstrably incompatible with neighbouring property.

Where one of the criteria listed above is met, proposals for alternative development will be permitted for affordable housing schemes, other non residential uses of benefit to the local community, or mixed use developments. Mixed use developments will only be acceptable where they provide for housing, together with buildings for occupation by employment or tourism uses or other uses of benefit to the local community. The housing element of any mixed use development should provide equal numbers of general market housing and affordable housing to meet an identified local need. Where no local affordable housing need can be demonstrated, proposals for general market housing, (on a single site or as part of a mixed use scheme), will be considered, provided the scale of development is consistent with policies HC22 and HC24.

Employment sites protected by Policy ED9 will not be subject to this policy.

Mixed use schemes permitted under this policy will be subject to a condition requiring the non-residential element to be built prior to the occupation of the majority of the general market housing.
3.24 The continuous loss of employment sites in villages could seriously compromise the Council’s objective to maintain and enhance the diversity of employment opportunities in the rural parts of the District. Recent research has also concluded that rural employment supports village services and reduces the need to travel long distances. In view of the difficulty of identifying and providing new employment land or buildings, the District Council is pursuing a policy of protecting existing employment sites or sites last used for employment or tourism within or on the edge of settlements. However, since the publication of PPG3, which encourages the reuse of previously developed land for housing, it has become increasingly difficult to refuse planning applications which seek to redevelop existing employment or tourism sites for alternative uses. Where the Council have been successful, site owners are not compelled to continue to provide employment opportunities within their sites and many fall into disrepair to the detriment of the settlement. In order to protect existing employment or tourism sites, policies in the Plan need to be more targeted and not enforce a blanket protection on all such sites. In its current Four Year Strategy the Council has objectives to ‘promote mixed use development of …. brownfield sites, where appropriate, to help meet local housing need’ and to ‘encourage a viable local economy’ Policies ED12 and ED13, above, seek to support and promote each of these objectives through the provision of mixed use schemes for affordable housing, new employment or tourism development or other development of benefit to the local community such as a new village hall, shop or local pub.

3.25 The policies acknowledge that employment or tourism sites of less than 0.1 hectare are suitable ‘brownfield’ opportunities for housing and should not be constrained. These sites will be considered against the other polices and proposals of the Plan. In relation to larger sites, the policies recognise that they do provide a useful contribution to the local economy and should be protected, unless the existing use is classed as a ‘bad neighbour’. However, if applicants can show that there is no demand for the sites continued use in employment or tourism and that redevelopment for these sites is unviable the policies do allow for alternative development, principally affordable housing

Policy ED13

PROTECTING EMPLOYMENT AND TOURISM USES ON THE EDGE OF VILLAGES.

On the edge of villages, defined as land adjacent to the Limits of Development of villages listed in Table H.4, or the built up areas of villages listed in Table H.5, buildings and land within their curtilage greater than 0.1 hectare in total extent currently in use, or last used for employment (B Class Uses) or tourism purposes, will be retained for this range of uses wherever possible.

Planning permission for uses other than those stated above will only be permitted where:-

a) it is clear that no demand exists for their continued use for employment or tourism;

b) redevelopment for an alternative employment or tourism use is not economically viable; or

c) redevelopment for an alternative use will remove a use which is demonstrably incompatible with neighbouring property.

Where one of the criteria listed above is met, proposals for alternative development will be permitted for affordable housing schemes, other non residential uses of benefit to the local community, or mixed use developments. Mixed use developments will only be acceptable where they comprise affordable housing to meet identified local housing need and buildings for occupation by employment or tourism uses, or other uses of benefit to the local community. Where no local affordable housing need can be demonstrated, proposals for general market housing, (on a single site or as part of a mixed use scheme), will not be permitted.

All proposals for development in accordance with this Policy, will be subject to particular scrutiny against Policies PD1 and NR7. Employment sites protected by Policy ED9 will not be subject to this policy.

economic development
to meet identified local needs. The Council will prepare additional Supplementary Planning Guidance to clarify the process that should be used to establish if demand exists for a site’s continued use in employment or tourism and whether such use is viable. As part of the evidence to determine whether there is demand for a site, applicants will be advised to contact the Economic Development Service of the Council to ascertain whether there has been any recent inquiries for the type of site now available. The reuse of employment and tourism sites for affordable housing, as proposed in Policies ED12 and ED13, would promote the Council’s objectives of providing homes for those in need, be in accordance with PPG3 and emerging policy in the Rural White Paper and consistent with the Plan’s affordable housing exceptions policies. For the purposes of this Plan affordable housing is defined in Policy HC29. To establish whether there is a local housing need, and the type and tenure required to meet that need, applicants should contact Housing Services before submitting an application. Where there is no local housing need, proposals for general market housing will be considered provided the site is within the village (in accordance with housing policies). If the principal of general market housing is acceptable, the sites will be subject to policy HC22 and HC24. Open market housing is not appropriate outside existing settlements. To assist in these cases the Council maintain an up to date register of employment needs, based on enquiries to the Council and agents and other data gained from research.

3.26 Clearly it would be inconsistent with the Plan’s Sustainability Objectives to allow, through Policies ED12 and ED13, large housing sites in remote locations. Therefore, the Policy promotes mixed use schemes on larger sites to ensure that homes and employment opportunities are made available at a scale appropriate to the settlement. Buildings intended for employment or tourism uses should be flexible and adaptable to ensure that they can respond to a variety of needs and widen their appeal to prospective users. Advice on the most appropriate form of new employment or tourism development to include in a mixed use scheme can be obtained from the Council’s Economic Development Service.

3.27 Opportunities may present themselves for the redevelopment or extension of existing business premises both within villages or in the countryside. When considering applications for such development, the Council will apply Policy PD1 to ensure that:

- the proposal will not result in the loss of amenity to surrounding property,
- the site is sufficiently large to accommodate the extension,
- the scale, design and materials of the original building are respected
- the development will not generate traffic of a type and amount inappropriate to rural roads or would require improvements which would harm the character of rural roads in the vicinity and
- the development does not adversely affect the character and appearance of the local environment.

The Council may need to secure control over the type of activity and the hours of operation in the terms of any permission given to ensure that the effect on adjoining properties is acceptable. Where a proposal is located in the countryside the Landscape Character Assessment Supplementary Planning Guidance will be used to provide guidance on the likely impact of the development.
The diversification of the rural economy, currently being encouraged at the national level, will be useful with respect to broadening rural employment opportunities. Recent research has confirmed the value of local employment opportunities and the support this gives to other rural facilities such as shops and pubs. As a consequence of changes in the rural economy and agricultural practice many buildings in the countryside have become redundant, either because they become surplus to requirements or because their form is unsuitable for modern application. Nevertheless, these structures represent a valuable asset, and unless good reasons can be demonstrated to the contrary, they should be utilised as part of the diversification of the rural economy. Buildings in the countryside can accommodate many forms of development without detriment provided the location and design of the development is handled sensitively. Strict controls will be required, however, to ensure that acceptable proposals do not become a problem, due to incremental changes over a period of time. For this reason the Council will, by agreement or condition, look to control matters such as hours of operation, storage of materials, and processes involving nuisance to neighbouring properties. In cases where ‘Listed Buildings’ are affected by proposals, special consideration will be given to alterations involved in adapting the structure. In such cases the conservation of the Listed Building and its integrity will be paramount and the employment objectives of the Plan will be secondary and subservient. The sites location in relation to the local road network and issues such as accessibility of the site will be appraised through the application of the transport principles policy in Chapter 4, policy AT1.

3.29 The Council is aware of the potential conflict of objectives that the re-use of existing buildings in the countryside could create. On the one hand, landowners wish to maximise the profitability of their assets, in accordance with Government advice, whilst on the other hand, the Council has a duty to protect the ecological, archaeological, and landscape interests of the countryside. To reconcile these problems, precedence must be given to interests of acknowledged importance (such as the landscape quality within an Area of Outstanding Beauty or the biological value of a Site of Special Scientific Interest). However, subject to proposals being compatible with other objectives of the Plan, in particular objectives to protect the landscape value of the District, the Council will treat applications relating to diversification proposals on farms sympathetically. The Council will encourage diversification proposals that ensure the preservation or enhancement of the landscape and nature conservation value of sites. It is also important that the proposed site does not conflict with the sustainability principles of the Plan. Policy PD1 will ensure that adequate access to the site is available, parking and servicing can be accommodated within the site, local building styles and materials are respected, and the visual amenity of the local environment and local landscape character are not harmed.

3.28 The diversification of the rural economy, currently being encouraged at the national level, will be useful with respect to broadening rural employment opportunities. Recent research has confirmed the value of local employment opportunities and the support this gives to other rural facilities such as shops and pubs. As a consequence of changes in the rural economy and agricultural practice many buildings in the countryside have become redundant, either because they become surplus to requirements or because their form is unsuitable for modern application. Nevertheless, these structures represent a valuable asset, and unless good reasons can be demonstrated to the contrary, they should be utilised as part of the diversification of the rural economy. Buildings in the countryside can accommodate many forms of development without detriment provided the location and design of the development is handled sensitively. Strict controls will be required, however, to ensure that acceptable proposals do not become a problem, due to incremental changes over a period of time. For this reason the Council will, by agreement or condition, look to control matters such as hours of operation, storage of materials, and processes involving nuisance to neighbouring properties. In cases where ‘Listed Buildings’ are affected by proposals, special consideration will be given to alterations involved in adapting the structure. In such cases the conservation of the Listed Building and its integrity will be paramount and the employment objectives of the Plan will be secondary and subservient. The sites location in relation to the local road network and issues such as accessibility of the site will be appraised through the application of the transport principles policy in Chapter 4, policy AT1.

3.29 The Council is aware of the potential conflict of objectives that the re-use of existing buildings in the countryside could create. On the one hand, landowners wish to maximise the profitability of their assets, in accordance with Government advice, whilst on the other hand, the Council has a duty to protect the ecological, archaeological, and landscape interests of the countryside. To reconcile these problems, precedence must be given to interests of acknowledged importance (such as the landscape quality within an Area of Outstanding Beauty or the biological value of a Site of Special Scientific Interest). However, subject to proposals being compatible with other objectives of the Plan, in particular objectives to protect the landscape value of the District, the Council will treat applications relating to diversification proposals on farms sympathetically. The Council will encourage diversification proposals that ensure the preservation or enhancement of the landscape and nature conservation value of sites. It is also important that the proposed site does not conflict with the sustainability principles of the Plan. Policy PD1 will ensure that adequate access to the site is available, parking and servicing can be accommodated within the site, local building styles and materials are respected, and the visual amenity of the local environment and local landscape character are not harmed.
New Agricultural Development

Policy ED15

AGRICULTURAL DWELLINGS

The erection, extension or alteration of a building (other than a dwelling) that is necessary to meet a functional need for agriculture on an agricultural holding will be permitted provided that it is demonstrated that the siting, design and external appearance of the building minimise the impact of the building on its surroundings.

3.30 Agriculture is a major influence in the appearance of the countryside and activities can add to or detract from the landscape attributes of the district. In recent years the Government has introduced more stringent controls than has been the case in the past. The Town and Country Planning (General Permitted Development) Order 1995 (as amended) permits certain agricultural development to take place without the need for planning permission. However, developers are required to apply for a determination from the local planning authority on whether prior approval is required in relation to the siting, design and external appearance of a building or an extension to an existing building. On agricultural units of less than 5 hectares, planning permission is required for all new building. Livestock buildings also require planning permission on many holdings. It is advised to check with the local planning authority about the need for planning permission or prior approval before commencing work on new development relating to an agricultural holding. Where planning permission is required the proposal will be assessed against Policy ED15. The siting and design of the proposed development will be subject to policies PD1 and NR7.

Policy ED16

FARM SHOPS

The introduction of a retail use on a farm will be permitted provided the scale and scope of the retailing proposed will not harm the viability of retail facilities in any nearby town or village. To ensure that any planning permission for a farm shop does not harm the viability of nearby retail facilities the permission may limit the range and/or source of the goods to be sold.

3.31 Farm shops in the rural areas can sustain and diversify economic activity in the rural areas, complement existing facilities in nearby villages and be a source of new jobs. Some shops on farms do not require planning permission as farmers may sell their own produce from an existing building without planning permission. Planning permission is required where a new building is involved. In these cases, when submitting a planning application the design statement required by Policy PD1 should particularly address issues of scale, materials, relationship to existing farm buildings, impact on the local landscape, access and potential impact on the local road network.

TOWN CENTRES

3.32 One of the Council’s priorities in its Four Year Strategy is to encourage a viable local economy. Specifically the Council will ‘encourage the development of sustainable tourism and the improvement of the retail base of the market towns.’ Government advice is to encourage diversification in town centres because of the contribution this can make to vitality and viability - non-shopping uses all add to variety in a town centre. Town centres, because they are the focus not only for a range of uses but also public transport and other non-car based transport networks, are also seen as the most sustainable location for activities that encourage people to travel. The principal objectives for the policies in this section of the Plan are, therefore:

- To sustain and enhance the vitality and viability of existing town and service centres, and
- To ensure new shops, services and facilities are located where people have easy access by a choice of means of transport.
3.33 The major centres of population in the District range in size from the historic market town of Devizes to large villages, such as Pewsey and Market Lavington, all of which serve an important economic and social role. Development in each of these centres in the District has a role in implementing the aims and objectives of the Plan. The ability to maintain the viability and vitality of centres by allowing them to adapt to meet contemporary needs has to be judged against the Council’s obligations to conserve the historic fabric of town centres. Local Plan policies seek to differentiate between the wider service function of the town centres of Devizes and Marlborough and the more local influence of the other four service centres. Tidworth, which has the population of a small town but is lacking in the level of facilities one might expect to find in a settlement of that size, needs special consideration.

Development within Devizes & Marlborough

Policy ED17

TOWN CENTRE DEVELOPMENT

In Devizes and Marlborough, proposals for new retail development or other significant development should be located within the Town Centre area defined on Inset Maps 2 and 6.

Proposals that affect the Prime Shopping Area will be critically examined to ensure that the development respects the location within a Conservation Area and does not reduce the range and size of retail units available.

Proposals for new retail development or other significant development that are outside the Town Centre but within each towns Limits of Development and do not meet a distinct local need, will only be permitted where it can be demonstrated that:-

a) all potential Town Centre and then edge of centre locations have been thoroughly assessed and no appropriate alternative site, or combination of sites, are available; and

b) either by itself, or cumulatively with other proposals or developments, the proposal does not seriously affect the vitality and viability of nearby Town Centres as a whole.

3.34 Planning Policy Guidance Note 6 - Town Centres and Retail Developments (PPG 6) requires local planning authorities to address the issues of retailing outside the traditional town centres. In particular, it states that the impact of such development (including the cumulative impact) on the vitality and viability of any nearby town centre should be taken into account. Policies should ensure that demand for new shopping development can be met in locations which minimise the need to travel and are accessible by means other than the private car and that the vitality and viability of existing town centres are sustained and enhanced. The same approach should also be applied to other significant developments that are complementary to existing town centre uses, for example cinemas, museums, and improvements in higher education opportunities. Issues of accessibility and opportunities to improve access to development sites by means other than the private car will be appraised through the application of policy AT1.

3.35 The Plan’s strategy for retail development or other significant developments is to maintain the existing concentration of uses within the defined Town Centres. However, occasions may arise where specific proposals to serve a local need could be justified. This may stem from the development of a large new housing development, some distance from the town centre. Therefore, proposals for new retail development will only be permitted in locations away from the Town Centres where they are to serve the immediate local community. Policy ED17 also allows new retail development or other significant development outside the Town Centre when no Town Centre location can be found, provided the development is acceptable in all other respects, including in terms of the viability and vitality of the centre.
In accepting the importance of retailing as the means to underpin the wellbeing of Devizes and Marlborough Town Centres, the Local Plan identifies those areas that should continue to function primarily as retailing areas. The Prime Shopping Areas are defined in order to identify where the Council will expect a concentration of shopping uses to be maintained. Such a definition will enable the centre to continue to provide a convenient and attractive environment for shoppers and give certainty to developers and investors for making future decisions.

3.37 The range and quality of activities in the town centres of the District are essential ingredients in determining their vitality and viability. The mixture of land uses should be complementary and help to reinforce each other. The Council is eager to maintain a diversity of uses within the centres, provided they are consistent with the conservation aims of the Plan, in order to encourage continued investment and so maintain and enhance the built fabric. However, the main function of the town centres will be to serve the retailing needs of their communities and wider hinterlands. It is for this reason that the distinction is made in policies ED18 and ED19 which seek to concentrate the range of retail services within a Prime Shopping Area and promote complementary mixed use developments in the wider town centre area. Policy ED7 which seeks to protect strategic employment locations, emphasises the need to maintain the vitality and viability of Devizes and Marlborough when considering applications to replace existing employment sites. This is in recognition of the wider role and objectives for the Town Centres and the alternative forms of employment provided by activities which enhance the vitality and viability of the centre (ie non B Uses).
3.38 Changing economic circumstances, the contemporary needs of businesses and the organic nature of development over a period of time result in constant pressures on a town such as Devizes. If the town is to retain its place in the shopping hierarchy within Wiltshire an additional 6,500 sq. m. (70,000 sq ft approx) of gross comparison retail floorspace is required during the Plan period. This level of growth is needed to simply retain the percentage of retail spending. However, providing the floorspace on an incremental basis with a new unit here and another there will not retain spending - the expansion needs to provide more choice and extend the type and range of retail opportunities in the town will be encouraged.

3.39 New shopping units need to be of a size that will satisfy modern retailing standards and so attract retailers of comparison goods not currently represented in the town. The quality of existing buildings within Devizes town centre is such that a significant proportion are Listed Buildings. This places considerable constraints on the ability to convert or redevelop in order to provide premises of a suitable size to meet modern retailing requirements adequately, (i.e. with a net floorspace of between 140 sq m (1500 sq ft) and 232 sq m (2500 sq ft)). Proposals should, therefore, consider the demands of modern retailing by providing units of appropriate size.

3.40 The Local Plan defines a Town Centre for Devizes sufficiently large to accommodate the changing demands on the centre, including demands for additional retail floorspace.

There are certain areas within the Town Centre where the Council have specific aspirations. Proposals for these areas need to be considered not only against the detailed policies set out below but also the design and sustainable development policies set out in Chapter 1, the Listed Building and Conservation policies set out in Chapter 6 and accessibility and transport policies set out in Chapter 4. Each of the sites are considered to be key development sites and will require a Planning Brief to be prepared, having regard to the provisions of paragraph 1.19. Furthermore, the Devizes Local Transport Plan will have a bearing in relation to traffic management and car parking provision.

3.41 Area A relates to three distinct but related development areas The North Gate, The Wharf and Devizes Hospital. Each are considered in turn, below. Proposals within Development Area A should reflect and complement each other to ensure that as sections of the site come forward the overall development presents itself as a cohesive extension to the facilities and opportunities in the Town Centre. The role of housing in the redevelopment proposals has been recognised and it is anticipated that approximately 150 houses could come forward within the Plan period (see policies HC2 and HC10, Chapter 2).
3.42 The Council approved a revised Planning Brief for the combined area of The North Gate and The Wharf in December 1999. That Planning Brief provided guidance on the interpretation of policies in the adopted Kennet Local Plan 2001. Revised Planning Briefs are now required to interpret the policies and proposals of this Local Plan. These Briefs are to be prepared by the Council in accordance with Paragraph 1.19 and once completed will be used as Supplementary Planning Guidance when considering proposals for the site.

3.43 The North Gate should be where the main commercial element of the redevelopment proposals is located. The Council's main objectives for the North Gate site is, therefore, to add strength to the retail presence at the western end of the Market Place, to begin a phased programme of redevelopment to provide additional town centre floorspace and to improve the vitality and diversity of the town centre overall. In the Council's view, the most appropriate policy for the North Gate area is for the poorest quality buildings to be redeveloped, with the refurbishment of others, in the context of a mixed use scheme, incorporating retailing, housing, and leisure uses. To prevent fragmentation and dilution of the centre, any retail development should be linked to the existing retail area by a near continuous shopping frontage and should not present a retail frontage to New Park Street. The highway implications of the development on adjacent roads including the junction of New Park Street and Northgate Street should be investigated.

3.44 The Council's main objective for the Wharf is to develop visitor based attractions and improve the vitality and diversity of the town centre. The main focus for the site should, therefore, be leisure and tourism although complementary uses should not be excluded. Proposals should respond architecturally to the canal side setting by retaining public access to the waterside, providing opportunities for water related businesses to develop and an events space that provides access to the canal. Any proposal should also provide a footpath link to the Lower Wharf. Existing development at the Wharf, a mixture of housing, offices, small retail premises and information about the canal already demonstrates how such a mix of uses can be successful. Housing should not be the predominant use. The highway implications of attracting more visitors to the Wharf, should be investigated.

Devizes Hospital

3.45 A Planning Brief for the Devizes Hospital site will be expected, which relates to the aspirations for The Wharf, and builds upon the opportunities created by its canal side location. The Planning Brief should address how new development can contribute to the quality of the Conservation Area. Proposals should build upon the scale and pattern of existing development and provide for the retention and refurbishment of existing good quality buildings in the area. In particular, the possible retention of the building on the corner of New Park Road and Commercial Road should be explored. It will be important to establish pedestrian links to Devizes Wharf and New Park Street and it may be necessary to carry out improvements to the junction of New Park Road and Commercial Road.

Policy ED22

LOWER WHARF, DEVIZES

Development in the area, shown on Inset Map 2 for Devizes as Area ‘B’, should:

a) build upon the scale and pattern of existing development and provide for the retention and refurbishment of existing listed buildings and other good quality buildings in the area;

and

b) improve access to the canal and provide canal based employment opportunities.

3.46 The area known as Lower Wharf contains a mixture of building styles and uses. The former Assizes Court on Bath Road has been vacant for some time. The Council would like to promote uses at Lower Wharf that highlight the tourism and leisure opportunities presented by its location adjacent to the Canal. The development should explore the possibility of providing a direct pedestrian link from this canal-side location to the redevelopment area at the Wharf as the uses proposed for each site will be complementary. The Council consider that the best way to address the issues raised in the Policy and amplified above, is through the production of a
Planning Brief for the site, having regard to the provisions of paragraph 1.19. The Planning Brief will need to accommodate the needs of existing business and protect the amenity of local residents in accordance with PD1.

Development and the Historic Fabric of Devizes

3.47 Devizes has a rich and varied history reflected in its buildings and street layout. Conservation issues are, therefore, of major significance, especially in the town centre. The historic and architectural character of the town must be a major factor in considering any proposals for development. Historically, the growth of Devizes has been incremental which has led to a rich mixture of styles, sizes and age of buildings. Existing roads still broadly follow the historic pattern, usually emphasised by continuous built-up frontages. New development should respect the pattern of continuous street frontages and character created by the street pattern which dates to Medieval times. The development and design process policy set out in Chapter 1 and Conservation Area policies set out in Chapter 6 set out the criteria that should be applied to all applications to ensure that development respects this local character and distinctiveness.

Marlborough

3.48 The Policies in the Local Plan do not generally encourage large-scale redevelopment in Marlborough Town Centre. The physical pattern of the town is such that a major retail development such as a supermarket could seriously affect the character and quality of the environment. The Plan does, however, provide scope for increases in the gross shopping floorspace within the wider Town Centre. Any expansion beyond the boundary of the Town Centre, as defined on the Inset Map, would be contrary to the aims of the Plan. Policy ED17 seeks to ensure that the most sustainable locations for new town centre development are encouraged.

3.49 There is no specific allocation of land for additional shopping floorspace in Marlborough Town Centre. Instead the Local Plan defines the criteria against which any application will be judged in Policy ED17, the design criteria attached to Policy PD1, Conservation Area policies and car parking and management policies in Chapter 4. Change should largely take place through a process of renovation and refurbishment rather than re-development. Where re-development can offer significant enhancement to the town centre it should generally be small scale, respect the pattern of lanes, alleyways and yards to the rear of the main streets and enhance the character of the Conservation Area.

Development and the Historic Fabric of Marlborough

3.50 Marlborough has a rich and varied history reflected in the towns buildings and sites. Conservation issues are, therefore, of major significance, especially in the town centres. The historic and architectural character of the town must be a major factor in considering any proposals for development. Historically, the growth of Marlborough has been incremental which has led to a rich mixture of styles, sizes and age of buildings. Existing roads still broadly follow the historic pattern, usually emphasised by continuous built-up frontages. New development or schemes for the restoration or change of use of land or buildings to the rear of the main streets in Marlborough should respect the lines of the former burgage plots and maintain the historic pattern of lanes, yards and alleyways. The development and design process policy set out in Chapter 1 and Conservation Area policies set out in Chapter 6 set out the criteria that should be applied to all applications to ensure that development respects this local character and distinctiveness.

3.51 It has long been an aspiration of the Council to extend the riverside walk through the centre of Marlborough running adjacent to the River Kennet. This proposal is discussed further in Chapter 4 as part of enhancing the local footpath network within the town.
Development within Ludgershall, Market Lavington, Pewsey and Tidworth

Policy ED23

VITALITY OF SERVICE CENTRES

The Service Centres for Ludgershall, Market Lavington, Pewsey, and Tidworth are defined on the Inset Maps. Within these areas planning permission will be granted for the change of use or alteration of ground floor retail premises where it can be shown that the development will enhance the Centre’s role by providing an improvement to the range and level of services and facilities available.

Policy ED24

NEW DEVELOPMENT IN SERVICE CENTRES

The Service Centres for Ludgershall, Market Lavington, Pewsey, and Tidworth are defined on the Inset Maps. Within these areas planning permission will be granted for new shops and services or extensions to existing shops or services provided that service arrangements are adequate. In the case of Ludgershall, premises which front on to the Andover Road should ensure there is convenient pedestrian access to off-street parking and that adequate off-street provision for service vehicles is made.

Policy ED25

RETAIL DEVELOPMENT OUTSIDE SERVICE CENTRES

Proposals for new shopping development within the Ludgershall, Market Lavington, Pewsey and Tidworth Limits of Development, that does not meet a distinct local need, will only be permitted where:

a) there is no alternative location within or adjacent to the defined Service Centre; and

b) the proposal does not adversely affect the vitality and viability of the nearby service centre.

Where the proposal is to meet a distinct local need it should be:

a) located in an area quite separate from the Service Centre;
b) accessible by means other than the private car; and
c) adequate parking and servicing should be available.

3.52 The centres of Ludgershall, Market Lavington, Pewsey, and Tidworth are functionally different from the town centres of Devizes and Marlborough. Each of these play an important role in offering shops and services to the local population and a number of surrounding small villages. A core area can be identified in each settlement where shops and other local services are located in close association. However, these centres do not display the same level of concentration as found in the two larger centres. Furthermore, these smaller centres do not have the presence of a number of multiple chains which is an accepted indicator of the function and influence of trading areas. Prime Shopping Areas have not, therefore, been designated within these settlements. However, it is possible to identify well established service centres where the Council will seek to retain the existing level of shopping and service uses and where possible, enhance and widen the facilities provided. Furthermore, policies seek to resist development elsewhere in the village that may compete with the services provided by the centre to safeguard and strengthen these existing local centres that offer a range of everyday community, shopping and employment opportunities.
3.53 Within each service centre development proposals will need to pay special attention to the retention of Listed Buildings and their settings and the character of the Conservation Areas as set out in Chapter 6 and will need to comply with the development and design policy PD1, set out in Chapter 1. Applicants will also need to demonstrate that premises can be adequately serviced without causing traffic hazards or inconvenience to adjacent occupiers or the public. Car parking will also be required in accordance with the Policies of the Plan.

3.54 Shopping and service provision in Tidworth is largely influenced by the MoD as the major land owner in the area and as the responsible authority for members of the armed forces. The Local Plan policy is to maintain the function of existing local centres. New developments along the main road that passes through the centre of the settlement will not be acceptable on the grounds of road safety and conflicts with the aims of securing a community focus at Station Road.

3.55 The MoD and the District and County Councils produced a joint plan to create a better balance in the local community of Tidworth. The Plan is proceeding in 3 phases. Phase 1 is almost complete with investment in local social and community infrastructure, for example the new leisure centre and plans for a Primary Health Care Unit on Pennings Road. Phase 2 and 3 are to address the balance of private sector housing and military homes and the lack of civilian jobs. The question of addressing the inadequate level of local shops, services and facilities was a vital part of the exercise. A new supermarket has already been constructed in the town. Policies for shopping in Tidworth seek to maintain the established local centre at Station Road, and avoid any further shopping development along the busy main road where traffic conditions would make additional shopping activity hazardous.

_Sustainability Issues_

3.56 Pewsey, Ludgershall and Market Lavington have similarities in that they still retain the character of a village despite recent levels of growth. Future development within these centres should maintain or enhance the present level of service provision at an appropriate scale to reflect the character of the villages. These villages have grown incrementally which has led to a rich mixture of styles, sizes and age of buildings. In the village centres, existing roads still broadly follow the historic pattern emphasised by continuous built-up frontages. The development and design policy PD1, set out in Chapter 1 and Conservation Area policies set out in Chapter 6 indicate the criteria that will be applied to all applications to ensure that development respects local character and distinctiveness.

**Policy ED26**

**USE OF UPPER FLOORS**

In the Town Centres designated for Devizes and Marlborough, and the Service Centres designated for Market Lavington, Ludgershall, Pewsey and Tidworth the use of upper floors for separate uses, including residential, commercial, shopping or office uses will be permitted provided that the proposal:

- a) provides for a separate pedestrian access to the upper floors; and
- b) does not prejudice the conversion of adjoining properties, or other floors in the same property, for residential use by the introduction of activities likely to give rise to noise or other disturbance or by removing the possibility of separate access.

**Policy ED27**

**SEPARATE USE OF UPPER FLOORS**

Planning permission will be granted for the use or development of ground floor premises in the designated Town Centres of Marlborough and Devizes and the designated Service Centres of Ludgershall, Market Lavington, Pewsey and Tidworth provided that it does not prejudice the separate use of the upper floors.
3.57 A national problem, found in most shopping areas, is the under-use of the upper floors of buildings. This is a waste of resources and is likely to lead to a decline in the condition of the premises. Recent campaigns such as 'Living Over the Shop' have begun to change this but only very slowly. There are also national efforts to change the attitudes of institutions funding development to include housing in new commercial or retail schemes. Making the best use of existing land and buildings is a fundamental objective of the sustainable development priorities of the Council. Ensuring the best use of space above shops in the town centres not only achieves this objective but also can improve the vitality of the centre throughout the day when new housing is provided. Where accommodation exists, even if currently unused, it is particularly important that the possibility of use in the future is not prejudiced (hence policy ED27). A separate external access to the street should be retained while, internally, staircases and other means of access should not be removed or altered in a way that hinders the separate use of upper floors.

Services in the Rural Areas

**Policy ED28**

**ADDITIONAL SHOPPING FACILITIES IN RURAL AREAS**

Proposals for new additional shopping facilities or personal services will be permitted within the defined Limits of Development of those villages listed in Table H.4 and within the built up area of the villages listed in Table H.5 provided that their primary purpose is to cater for the needs of local residents. Planning permission for additional shopping and personal services will not be granted in locations remote from existing centres of population.

3.58 Notwithstanding the Council’s commitment to the maintenance of rural facilities, the establishment of additional services must demonstrate that they are to serve a local need. In order to meet the objective of locating population and facilities in relatively convenient proximity, proposals in isolated positions will not be permitted. Should the scale of any proposal appear to be catering for a much wider need than that of the local community, development will again not be permitted. Farm diversification proposals involving the introduction of retail uses on farms will be considered under the terms of Policy ED16.

**Policy ED29**

**RETENTION OF SOCIAL AND COMMUNITY USES**

Outside the Limits of Development of Devizes, Marlborough and Tidworth, existing buildings either currently used or last used for a social or community use (including churches, schools, village halls and meeting rooms) or buildings that are currently used or were last used to provide a useful community function (including shops, post offices and pubs) will be retained in social or community uses wherever possible.

Planning permission for alternative uses will only be permitted where:

a) There is no long term need for the facility; or
b) The existing commercial use is proved to be no longer viable; or

3.59 A broad economic base in the rural areas that is outside the Limits of Development of Devizes, Marlborough and Tidworth can have a positive impact on the viability of a community. Shops, post offices, pubs although commercial enterprises serve a secondary social function within a community. Churches, schools, village halls, and meeting rooms provide opportunities for local residents to meet and fulfill a vital social function within the community. In seeking to sustain local rural communities Kennet are committed to the provision of local services. Policy ED29 seeks to retain the existing range of social and community facilities in the rural areas. Supplementary Planning Guidance will be prepared which will set out a procedure to be followed by applicants and the Council when an application for a change of use for an existing building providing a social or community function is received. In relation to criterion a) above the intention is to establish the trading potential of the existing
use, whilst criterion b) concentrates on establishing the trading viability of an existing commercial use through efficient management and marketing of the property. Criterion c) will permit the relocation of a village hall, for example, to provide improved facilities without conflict with the Policy.

**ECONOMIC DEVELOPMENT MONITORING STATEMENT**

3.60 For the purposes of monitoring the implementation of policies and proposals within the Economic Development chapter of the Plan and to ensure that the aims and objectives of the Chapter are being achieved, the Council will monitor the following:

**Employment Development**

1. The overall rate of new employment development in the District against the Structure Plan target of an additional 50 hectares of employment land over the period 1991-2011.

2. Planning applications which involve land or buildings currently used or last used for employment purposes in the towns and villages, in particular recording the reasons why planning approval, contrary to Local Plan policy, is granted.

3. The amount of vacant employment land or buildings on strategic employment sites in the District.

4. Planning applications which involve the re-use of redundant agricultural buildings within villages to ensure a mix of alternative uses is being achieved.

5. Planning applications which involve the re-use of buildings in the countryside to monitor rural diversification policies.

6. The locational pattern of new employment development permitted, in relation to the Plan’s spatial strategy.

**Retail Development**

7. The overall rate and location of new retail development within Devizes and Marlborough.

8. Changes in the retail offer within the Prime Shopping Areas of Devizes and Marlborough and the Service Centres of Ludgershall, Market Lavington, Pewsey and Tidworth, to ensure the vitality and viability of these centres is maintained. This will include monitoring the number and location of vacant properties in these centres.

9. Planning applications that involve land or buildings currently used or last used for social or community purposes in the rural areas. Where planning approval is granted for the loss of a social or community building, contrary to Local Plan policy, the reasons for granting permission should be recorded.

Much of the data to carry out the above monitoring can be collected through amendments to the Council’s existing Employment Land Monitor and Retail Surveys. The data collected in each of the above monitoring exercises will be used to inform the next review of the Plan.