

Policy EMP4

Rural Diversification

1. Proposals for the diversification of agricultural or other land-based businesses, including the conversion of rural buildings, will be permitted where they accord with national Green Belt policy and where they:
 - a. Demonstrate that there would be no severance or disruption to the remaining agricultural or other land-based holding;
 - b. Demonstrate that the development would not necessitate the need for additional buildings to continue the operation of the remaining land as a result of the reuse of existing buildings for other uses;
 - c. Reuse or replace existing buildings where practicable. Where this is not practicable, any new buildings must be well related physically and functionally to existing buildings;
 - d. Generate a business, leisure or tourism use with an identified need and which is appropriate to the rural location, taking into account the amenity of surrounding development;
 - e. Have no unacceptable impact on highways including consideration of access and parking;
 - f. Mitigate any additional pressures on adjacent Public Rights of Way;
 - g. Seek opportunities to enable better access to sustainable and active modes of travel;
 - h. Have no unacceptable impact on the natural and built environments (with very careful consideration required in proposals involving heritage assets or their settings); and
 - i. Have no unacceptable impact on the landscape and visual amenity (with very careful consideration required in proposals involving a National Landscape or its setting).