

Policy EMP5

Tourism and the Visitor Economy

1. The change of use of existing tourist accommodation, including vacant sites and buildings last used for tourist accommodation, will only be permitted where:
 - a. The land is demonstrably unsuitable for its continued use (see Paragraph 3.30 for guidance on the implementation of this criterion); or
 - b. The land is unlikely to be taken up for its continued use and is no longer viable (see Paragraph 3.31 for guidance on the implementation of this criterion).
2. Proposals for new or upgraded visitor attractions and accommodation on land within built-up area boundaries and land within the Green Belt (where they accord with national Green Belt policy) will be permitted where they would:
 - a. Contribute to the diversification of facilities in the District and meet an identified need;
 - b. Ensure access to the facilities is available to the widest range of potential users, including local communities as well as visitors;
 - c. Encourage the sustainable enjoyment of the natural, historical or cultural assets of the District;
 - d. Minimise the need to travel by private vehicles and seek opportunities to improve access by sustainable and active modes of transport, with particular consideration given to first and last mile connectivity;
 - e. Mitigate any additional pressures on adjacent Public Rights of Way;
 - f. Have no unacceptable impact on highways, including consideration of access and parking arrangements;
 - g. Generate activity appropriate to the location, taking into account the amenity of surrounding development;
 - 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).