

ECONOMY POLICY E1 BUSINESS & EMPLOYMENT

Support will be given to employment-generating businesses that maximise employment opportunities within the parish. Support will be given to development which provides opportunities for start-up ventures and contributes to the growing reputation of the parish as a location for innovative commercial uses and those with a local connection or using local produce. The development should have suitable road access to and from primary routes such as the A229 and should not result in any unacceptable impact on residential amenity or the character of the surrounding area and wider countryside. The development should be suitably landscaped to reflect Marden's rural setting.



ECONOMY POLICY E2 RETAIL

Support will be given to the developments of new or extended retail premises within Marden where there are no adverse impacts upon the amenities of neighbouring properties and the wider area, and subject to other policies in the Plan.



ECONOMY POLICY E3 BUSINESS SIGNAGE

The scale, position, materials and colour of business signs must be designed to minimise any detrimental impact on the character and appearance of the building and the surrounding area, including the Conservation Area. Where appropriate signs should be designed to reflect the original proportions and style of the building. Illuminated signs will be supported if illumination is deemed to be essential to the operation of the business, the levels of illumination are kept to the necessary minimum and only operated during opening hours.

