

Business and Enterprise



SUPPORTING SUSTAINABLE COMMERCIAL DEVELOPMENT

There are more than 125 businesses in the Plan area, around 30% of them on St. Andrew Street. We have 12 restaurants and take-aways and the same number of hairdressers, beauty salons or nail bars. Businesses at Westmill Farm include a horticultural nursery and children's play barn, and, on Folly Island, a glass studio and pub. Residents want to retain pharmacy services on 'The Avenue'. Sainsbury's and Hartham Leisure Centre provide popular and essential services, but their location exacerbates road congestion. All local businesses should encourage and facilitate travel by foot and cycle and discourage unnecessary car use. Sustainable development that prioritises this will be encouraged.



SUPPORTING BUSINESS AND ENTERPRISE

Businesses contribute to the vitality and economy of the area, create employment, and provide services we all need. Empty commercial premises contribute to urban decay, discourage visitors, and encourage residents to travel to other areas to spend their money. Accessible business services also reduce unnecessary car use.

Please let us know if you agree with this Policy



POLICY HBB1: LOCAL BUSINESS DEVELOPMENT

1. Commercial development should support businesses in providing services required by the community and contribute to the vitality and economy of the area. Design should respect local heritage and architecture and improve accessibility for all. Re-development should enhance the quality and accessibility of existing commercial premises and support the regeneration of empty commercial premises, helping to bring them back into use. Development should protect essential services on 'The Avenue', particularly pharmacy provision. Development should support the Vision in the Hertford Town Centre Urban Design Strategy of a mix of national and independent retailers who will provide services to the local and wider population. Development should also:

- a) respect the privacy and amenity of residents living nearby;
- b) demonstrate how it will mitigate pressure on local roads and minimise disruption from deliveries;
- c) support the transport hierarchy in the District Plan and facilitate walking and cycling for employees, customers and business visitors.
- d) provide off-road parking where space allows as long as it doesn't reduce the amenity of nearby residents.