

## 5.5 NON RETAIL USES IN PRIMARY SHOPPING FRONTAGES (SHOP.1)

5.5.1 The advice in PPG 6 includes a statement (in Annex B) that Plans may distinguish between primary and secondary frontages in town centres and that changes of use from retail to non retail in primary frontages may be restricted, so as to maintain the attractiveness of that town centre. A primary frontage is where normal (class A1) shop uses predominate, whereas a secondary frontage is where uses such as banks, building societies and cafes/restaurants become more prevalent. The Council considers that such a policy should be applied not only to the town centres of Newbury, Thatcham, Pangbourne and Hungerford, but also to the village centre of Theale.

5.5.2 The primary frontages referred to in the policy are identified on the Proposals map (Insets 4, 5, 31, 33 and 34). For the purposes of PPG 6, all other shopping frontages within the defined commercial core areas, shown on the town centre inset maps, are considered to be secondary frontages.

**POLICY SHOP.1** The Council will refuse planning applications for the change of use from class A1 retail uses, to other purposes, within the primary shopping frontages of Newbury, Hungerford, Thatcham, Theale and Pangbourne, where it would result in a concentration of non-retail uses, which would be harmful to the vitality of the shopping centre.