

5.8 RETAIL AREAS AND RETAIL WAREHOUSING (SHOP. 3)

5.8.1 In view of the conclusions of the Retail Study referred to earlier, the Council will seek to retain provision for existing retail warehousing. There are two areas in West Berkshire where retail warehousing predominates, namely along the London Road between Newbury and Thatcham, and in the Pincents Lane Commercial Area to the north east of Theale. In both these defined areas, there are also a limited number of leisure uses, such as a public house and nightclub.

POLICY SHOP.3 Within the retail and leisure areas shown on inset maps (1 & 3) the Council will normally refuse planning applications for the redevelopment/change of use of buildings to non-leisure/retail uses. Further, the Council will permit non-food, bulky goods retail warehousing only where:

- (a) there is no detrimental impact upon the amenity of existing uses of adjacent land, by reason of noise, smell, and visual impact;
- (b) the application site can be easily accessed from the main road network, with adequate parking facilities and no detriment to local highway safety;
- (c) they, either by themselves, or cumulatively with such proposals have no significant detrimental impact on the vitality and viability of Newbury town centre or other nearby shopping centres;
- (d) the scheme concerned satisfies the sequential test relating to retail proposals, as noted in paragraph 1.11 of PPG6 and Policy S4 of the Structure Plan.