

West Berkshire Local Plan Review 2023-2041 (adopted June 2025)

Policy DM34

Retail Parks

The Council will seek to safeguard the following areas, defined on the Policies Map as Retail Parks, for retail and leisure uses:

- Pincents Lane Retail Park, Calcot;
- London Road Retail Area (along A4 between Newbury and Thatcham);
- Newbury Retail Park, Newbury.

Proposals within these areas should either individually, or cumulatively with other such proposals, have no significant detrimental impact on the vitality and viability of Newbury town centre or other nearby centres.

Supporting Text

12.19 Through this policy the Council will seek to safeguard and retain retail and leisure provision within the Retail Parks as defined on the Policies Map. The areas designated through this policy are established retail parks, often with a mix of appropriate Class E, retail warehousing and leisure uses. These areas include the following locations:

- Pincents Lane Retail Park, Calcot;
- London Road Retail Area (along the A4 between Newbury and Thatcham);
- Newbury Retail Park, Newbury.

12.20 The Western Berkshire Retail and Commercial Leisure Study 2016 highlights that retail warehousing within the District performs well and in Newbury in particular attracts strong market shares from the western part of the District. The term retail warehousing within the Study refers to retail parks, standalone retail warehouse units and non-food floorspace within foodstores. Given these areas perform well and offer a different type and size of unit than that offered within the town and district centres it is important that such locations are safeguarded for retail and leisure uses to ensure the health and diversity of the local economy. Notwithstanding this, the Council's main priority is to ensure vibrant and viable town and district centres (policy SP18), therefore any proposals within these areas would be subject to the sequential test where appropriate and should not have a significant detrimental impact either individually, or cumulatively with other such proposals, on the vitality and viability of Newbury town centre or other nearby centres.