

Policy WIN4 re Silver Hill as extracted from the Winchester District Local Plan Part 2:
Development Management and Site Allocations - Publication (Pre-Submission) Plan 2015.

- 3.7.11 The **Silver Hill** site includes the current bus station, which creates an unsightly gap in the buildings fronting the historic Guildhall and Abbey Gardens, together with a former health centre, Sainsbury's supermarket, Kings Walk, where there are a number of vacant and under-used buildings, and the now closed Friarsgate multi storey car park. The area in general currently detracts from the townscape qualities of the town. The whole of the site is within a conservation area, which means that development proposals will be expected to be of the highest quality to protect and enhance the special qualities of the area. A number of watercourses run through the site and part of the area has the potential to flood.
- 3.7.12 The development of Silver Hill is expected to provide substantial improved retail floorspace which will meet the town's retail needs up until at least 2021. Planning consent has been granted for a mixed use development on the site, and the relevant Compulsory Purchase Orders confirmed.

Policy WIN4 –Silver Hill

Development proposals for a comprehensive mixed-use development within the area known as Silver Hill as shown on the Policies Map, will be granted planning permission provided that detailed proposals accord with the Development Plan and:

- (i) provide an appropriate mix of uses that reinforce and complement the town centre, including retail, residential and other town centre uses;**
- (ii) proposals should include a high quality contemporary design response;**
- (iii) respect the historic context, and make a positive contribution towards protecting and enhancing the local character and special heritage of the area and important historic views, especially those from St Giles Hill;**
- (iv) enhance the public realm;**
- (v) improve pedestrian and cycle access;**
- (vi) provide a landscape framework to create planting opportunities and ensure that where trees are lost an appropriate replacement planting scheme is agreed;**
- (vii) include proposals which accommodate buses and coaches, reduce traffic in the Broadway, and remove traffic from Silver Hill (except for servicing). Appropriate car parking to replace any spaces lost through development should be provided and proposals should include any on or off-site mitigation measures identified through the Transport Assessment;**
- (viii) include a comprehensive archaeological assessment to define the extent and significance of any archaeological remains and provide for their preservation or recording, as appropriate;**
- (ix) include a Strategic Flood Risk Assessment, with suitable mitigation measures, and an Environmental Impact Assessment which includes an assessment of other potential environmental impacts and any mitigation measures necessary.**