

## Latest version of LPP2 Policy WIN4

- 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 contribute to the town's retail needs during the plan period. The site is controlled by various land owners and subject to a range of constraints as set out above. A Supplementary Planning Document should be prepared in the first instance to establish the quantities, types and disposition of land uses. Any subsequent planning applications for all or part of the site should demonstrate compliance with the Supplementary Planning Document once adopted and other relevant policies in the Development Plan:

### **Policy WIN4 –Silver Hill Mixed Use Site**

**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, community/civic uses, and other town centre uses;**
- (ii) proposals should include a high quality 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 high quality landscape framework;**
- (vii) include proposals which accommodate buses and coaches, and improve conditions in the Broadway, and remove traffic from Silver Hill (except for servicing). Appropriate car parking should be provided and proposals should include any on or off-site mitigation measures identified through the Transport Assessment;**
- (viii) include an archaeological assessment to define the extent**

- and significance of any archaeological remains and reflect these in the proposals, as appropriate;
- (ix) include a Strategic Flood Risk Assessment, with suitable mitigation measures.