

Press Release – Embargoed until 0100 am on Thursday 1st February 2007

Silver Hill changes unveiled – model of development goes on display

In response to public consultation, modified designs for Thornfield's Silver Hill development in Winchester have been submitted to City Council planners. A model of the development will go on public display this week in the Tourist Information Centre in the Guildhall.

Key changes made as a result of public consultation held in the summer of last year include: reducing the massing; creating more variety of height in key street elevations; enlargement of two further areas in the new pedestrian zone; changing the materials used on some facades; additional tree planting and landscaping; and an increase in the amount of affordable housing to 40% of the total, to meet Winchester's new housing policy.

The Leader of Winchester City Council, Councillor George Beckett, has welcomed the submission of revised plans: "I am very pleased with the thorough consultation that Thornfield Properties carried out. I hope that the amended plans go some way to satisfying a number of the comments made, and also show the importance of consultation to the overall scheme."

Jim Sawyer, Chairman of the Winchester Committee of the North Hants Chamber of Commerce and Industry, comments: "Thornfield and its team have responded intelligently to public consultation. Townscape issues have been thoughtfully tackled without damaging some key economic drivers like good parking and quality improvements to the public spaces.

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“It is critical that the scheme remains economically viable to enable it to deliver the benefits it will bring to Winchester”, he said.

City Centre Manager, Graham Love, said: “Winchester City Centre Partnership is pleased to see Thornfield’s response to the recent public consultation. Demand for retail units remains high with national brands and independents investing in Winchester; the Silver Hill redevelopment provides for much needed modern retail and commercial space in the heart of our city. The additional housing provision will increase numbers living within the city centre providing a boost to the local service economy.”

Changes to the Silver Hill scheme have also been supported by Sian Thomas, director of Winchester Hat Fair: “Silver Hill will be a great boost for Winchester’s economy and [its](#) vibrancy. We wholeheartedly support the way it incorporates public spaces and the creation of a market square in front of the Guildhall is a fantastic idea. Thornfield is an enlightened developer that has taken care to recognise the environment, Winchester’s people and the way the project integrates with the city.”

Thornfield’s project director for Silver Hill, Riccardo Mai, said: “We are delighted with the way our architects have dealt with some challenging modifications. I hope the public will come and look at the model on display in the Tourist Information Centre. It will help people understand better the huge benefits this scheme will bring to Winchester.

“Our plans will regenerate a run-down part of the city and provide new shops, cafes and restaurants, new homes, offices, modern parking facilities and public spaces. The public benefits are substantial: more than 100 affordable homes; a new bus station; pleasant public spaces; a new medical centre; a youth club; a new RAOB club; and a Shopmobility unit. A very significant investment in infrastructure and public areas means Silver Hill will transform this part of the city to a place the people of Winchester can really enjoy.

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“We have listened carefully to public views and worked closely with English Heritage and the South East Regional Design Panel throughout a lengthy process of public consultation. We believe that these final changes to the scheme will further assure the public that our proposals will add to the vitality and character of Winchester”, he said.

The model of the Silver Hill development will be on display in the Tourist Information Centre at the Guildhall, Broadway, High Street, Winchester, SO23 9GH, from 2nd February to 26th February. The Tourist Information Centre is open between 10am and 5 pm Monday to Saturday. Members of Thornfield’s project team will be on hand to answer questions from the general public on Wednesday 7th February between 4 pm and 7.30 pm and on Thursday 8th February between 10.00am and 1pm.

Winchester City Council’s Planning Committee is expected to consider Thornfield’s revised plans in the spring of this year.

Further detailed information about the revised plans can be found on the project website, www.silverhill-winchester.info. The information is also available at Winchester City Council’s Planning Department, Avalon House, Chesil Street, Winchester SO23 0HU, 8.30am to 5pm, Monday to Friday.

Ends

For further information please contact Jo Hatton Jones or Charles St George at PPS on 01454 275630 or email: jo.hattonjones@ppssouthwest.co.uk