Opportunity for new landmark to signal the town centre

Most visible town landmarks - key views to be preserved and opportunities to enhance views to be encouraged

Key vista to be preserved

Existing and aspirational nodes and centres of activity

Opportunity for key town centre heritage landmark to enhance character

Aspiration for public realm improvements

Opportunity for enhanced town centre green space

Need for improved cycle route to connect with existing Sustrans National Route 63

Aspiration for improved pedestrian and cycle route

Selected potential investment sites

PLAN 15: THE MASTERPLAN
PLAN 11 - POTENTIAL INVESTMENT OPPORTUNITIES
Opportunity for pedestrian and cycle friendly junction improvement to remove the barrier created by busy road

Opportunity for improved pedestrian gateway (buildings and streets to be welcoming, safe and attractive)

Opportunity for improved vehicle gateway (buildings and/or streets to announce arrival at town centre) and traffic flow improvements on some gateways (Midland Road / Coppice Side)

Need for improved cycle route to connect with existing Sustrans National Route 63

Aspiration for improved pedestrian and cycle route

Existing and aspirational nodes and centres of activity

Civic Way improved to ensure smooth traffic flows and create a street with character that signals its town centre status

PLAN 13: MOVEMENT MASTERPLAN
PLAN 8: PEDESTRIAN AND CYCLE MOVEMENTS