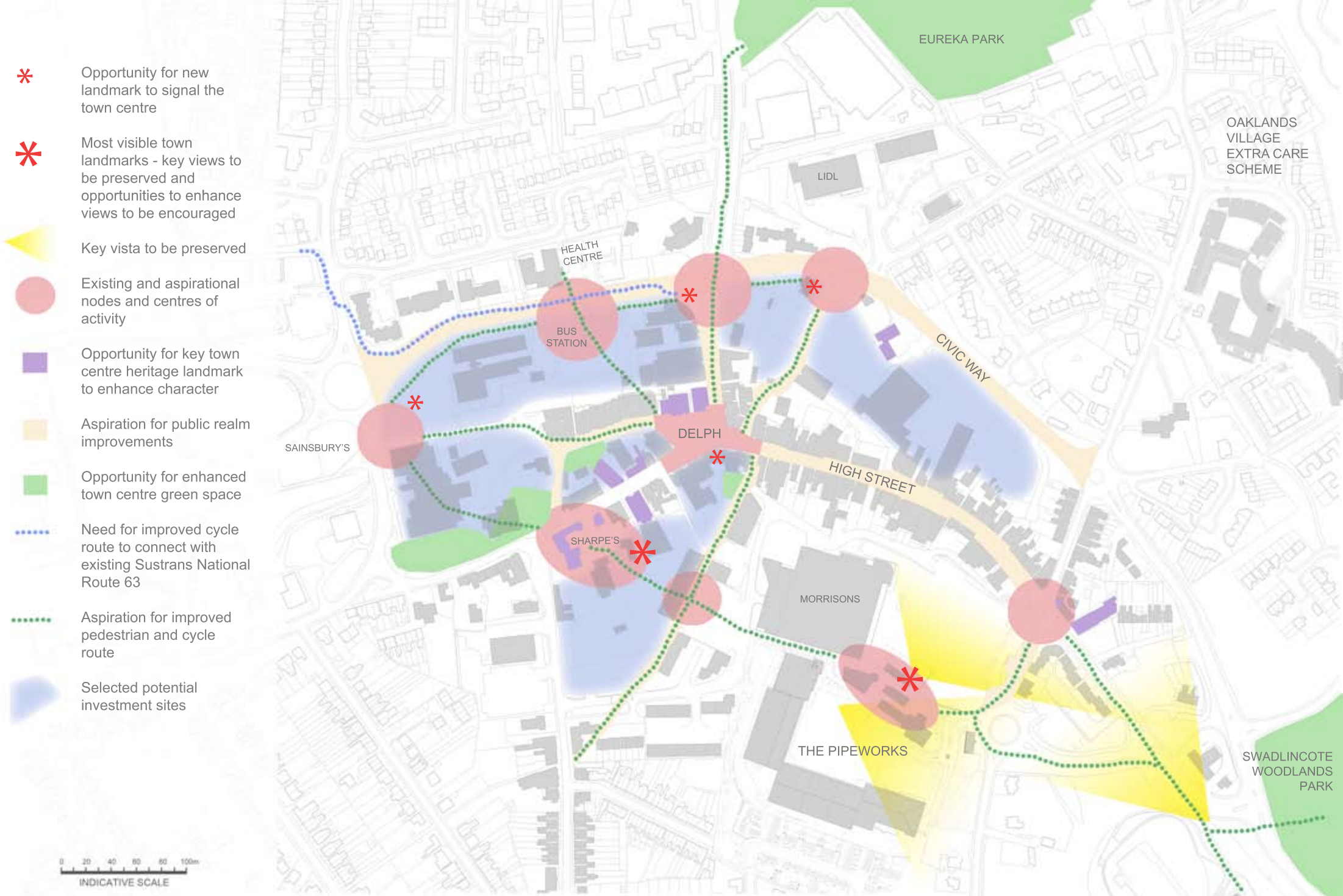


-  Opportunity for new landmark to signal the town centre
-  Most visible town landmarks - key views to be preserved and opportunities to enhance views to be encouraged
-  Key vista to be preserved
-  Existing and aspirational nodes and centres of activity
-  Opportunity for key town centre heritage 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