

7.13.4 In addition to the formal public spaces there are a number of smaller gateway / arrival spaces that exist in the town. These are located at the key entry points to the town, roundabouts, and road junctions.

7.13.5 Roundabouts and road junctions have significant potential to be designed to promote local distinctiveness and identity. This can be achieved through planting, lighting or public art. In particular the A4256 roundabout, A426/B4036 junction, and the St James Street/Warwick Street junction should be redesigned as gateway features. The Oxford Street/New Street junction is defined through existing buildings, but this could be reinforced through signage, pavement treatment and traffic calming.

7.13.6 In addition, gateways can be strengthened and further defined through new development and the appropriate use of landmark buildings.

Code

Gateways should be designed to promote local distinctiveness and to be an attractive point of entry through the use of:-

- Landmark buildings
- Creative lighting
- Tree planting
- Public art
- Signage



7.14 Hillside Residential

7.14.1 The Hillside residential area includes a number of different building forms including apartments, detached and semi-detached properties. The presence of mature trees is an important part of integrating built form on to the sloping landform and should be conserved.

7.15 Post War Residential

7.15.1 It is unlikely that any major changes will take place to these residential areas in the foreseeable future. The protection of existing mature trees and front boundaries is of key importance in this area to preserve the green, suburban character, and to reduce the dominance of cars in the street scene.