9 Area Guidance

9.1 Introduction
9.1.1 This chapter builds upon the previous landscape analysis and design strategy development.

9.2 Illustrative Masterplan
9.2.1 The specific measures proposed to achieve individual objectives have been set out clearly in the text and figures in previous chapters. In support of the guidance set out in this document we have produced an illustrative masterplan. This has been based upon an understanding of the key characteristics of each character area and has worked within known site constraints. The illustrative masterplan has sought to highlight the opportunities and good design principles which should be applied to each area.

9.3 Area Guidance
9.3.1 The following sections go into more detail in providing area based guidance on the following key sites:

- Suburban Edge
- Station Gate - Bowyers’ site
- Station Gate - Town Bridge
- Asda and the Shires Mixed Commercial
- Waterside
- Parkside - St Stephens Place and Former Peter Blacks Site
- Parkside - People’s Park
- Ashton Mill
- Biss Meadows