

3. The Vision for Loughborough Town Centre

This is the Vision for Loughborough Town Centre:

“Loughborough Town Centre will be a successful, attractive and vibrant place and improve its relative position in the hierarchy of town centres year on year”.

To achieve the Vision all the Masterplan’s proposals seek to fulfil the following Key Objectives:

An Accessible Town Centre

- Easy for people to get to with public transport at its heart
- Clear, safe links into the centre for pedestrians and cyclists
- Adequate, safe and well located parking
- Easy for people of all abilities to use and move around within the centre
- Walkable with the Market at its centre and the major uses within a ten minute walk



Market Street



Centre for Collaborative Construction Research, Loughborough University

Achieving High Quality Design and Development

- For buildings and public spaces
- Clean and safe by day and in the evening
- A mix of quality retailers – both national and independent
- Redevelopment of poor quality buildings and sites

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Green wall technology, Bristol

Based on Sustainable Development Principles

- In transport and building design
- Encouraging energy efficiency and biodiversity
- Respect for the needs and amenities of Town Centre residents
- Encouraging mixed-use developments on all sites and adaptable building design



Town Hall

Creating a Distinctive Character

- Retaining the Town's unique assets – its scale, compactness, mix of uses and distinct character areas
- Protecting the Town's rich architectural heritage
- Distinctive new buildings, street furniture and public art
- Developing the centre's cultural and leisure attractions
- Inclusiveness through active participation of all sections of the community in events and activities



Former Barley Mow Public House

