Developing an understanding of the distinctive roles and functions of various parts of the town centre allows future development to be shaped in a way that benefits it the most. This masterplan identifies eight areas of distinctive character and generates a vision for how each one could be developed and enhanced in the future.

The Rushes / Derby Road will be transformed into an attractive northern gateway to Loughborough

How?
- Enhance Derby Road and The Rushes to create a welcoming gateway to the town (See Public Realm Strategy, Board 1);
- Encourage infill development to consolidate fragmented street frontages and replace poor quality buildings - especially along the Rushes;
- Provide guidelines for any future redevelopment of the Sainsbury’s site (see Board 5); and
- Enhance poor quality lanes (See Lanes Strategy, Board 4).

Church Gate is Loughborough’s historic quarter and has a distinct character that must be respected

How?
- Improve connections with rest of the town centre - especially along secondary routes such as Clay Pipe Jitty and Biggin Street;
- Ensure that any new development is complementary to the existing built form and materiality - both in and outside the Church Gate Conservation Area;
- Encourage the maintenance of historic buildings; and
- Maintain the mix of uses in the area to preserve its vitality - especially secondary retail.

Baxter Gate / High Street - a lively mixed-use quarter on the eastern edge of the town centre

How?
- Create guidelines for the redevelopment of opportunity sites at Baxter Gate and Aumberry Gap (see Key Sites, Board 6);
- Protect primary and secondary retail uses;
- Enhance the public realm along Baxter Gate and High Street (See Public Realm Strategy, Board 1); and
- Enable the delivery of a new privately funded town centre car park on the Baxter Gate site to bring people in to the area.

Market Place will remain the heart of the town but with an increasing programme of events and activities to animate the space

How?
- Extend programme of events / specialist markets;
- Protect primary retail frontages;
- Enhance secondary route network connecting to Market Place such as Town Hall Passage;
- Preserve the Town Hall as the areas most prominent landmark; and
- Ensure that any new buildings are of a high quality, respect the areas continuous building frontages and character.

Ashby Road / Market Street will become Loughborough’s creative quarter

How?
- Improve public realm along Derby Square in line with the Public Realm Strategy (see Board 1);
- Encourage residential use on upper floors of buildings;
- Encourage development of affordable workspace, including the redevelopment of the Generator building on Packe Street; and
- Encourage street art temporary uses, interventions and activities in empty shops and spaces to enliven the area.

Woodgate will retain its employment function but with an increasing residential population

How?
- Create better secondary walking connections in an east / west direction between Market Place and Southfields Park;
- Develop the Southfield Road Car Park site as residential (see Key Sites, Board 5); and
- Investigate longer term proposals to improve the public realm along Wood Gate and create stronger connections to the Great Central Railway and Taylor’s Bell Foundry via Leicester Road.

Queen’s Park will be better integrated into a green network for the town and access and use of the space will be increased

How?
- Improve connections in to the park from Brown’s Lane and Devonshire Lane;
- Improve access to Wood Brook as a green walking and cycle route between the town and the university;
- Ensure that new development across the town does not impact upon views to the Carillon Tower; and
- Encourage the use of the Park for events.

Ward’s End / Bedford Square could become Loughborough’s cafe quarter

How?
- Create guidelines for the redevelopment of the Devonshire Square opportunity site to ensure design quality and improve access to the Queen’s Park (see Key Sites, Board 6);
- Improve the public realm including a re-design of Bedford Square (see Board 2); and
- Protect ground floor commercial uses.