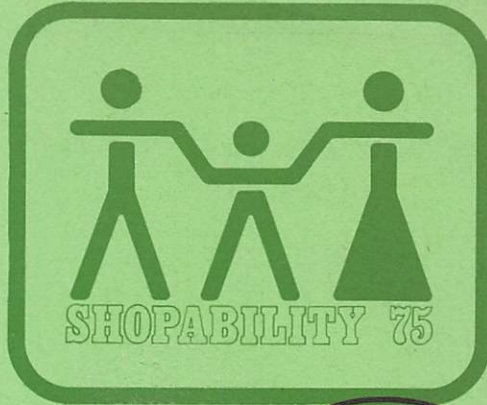


SHOPABILITY 75 in Loughborough is all about priority for pedestrians.

1975 could be the start of a process to renew your town centre — by the elimination of non-essential motor traffic and improving the environment for your family and their shopping. BUY AT EASE: BE AT EASE IN YOUR NEW LOOK TOWN CENTRE.



THE
CHARNWOOD



Before Charnwood Borough Council makes any firm proposals YOU CAN HELP.

We need your comments on the proposals and if you want to influence the future of your Town Centre, you should complete the reply slip in this folder and return it to:

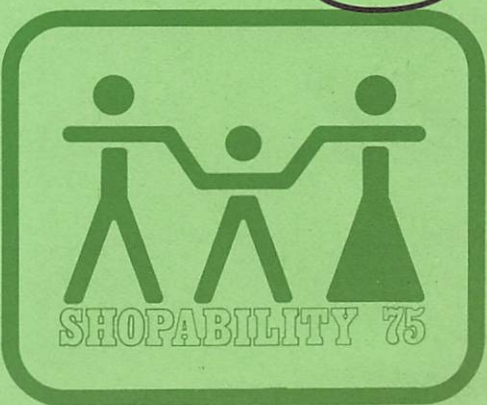
P.M. Houghton, Dip. T.P., M.R.T.P.I.,
Chief Planning Officer,
Borough of Charnwood,
Atherstone House,
6a Wards End,
Loughborough,
Leics.
LE11 3HD.

If you have any points you want to discuss please ring Loughborough 63151 and speak to JOHN TODD, Deputy Chief Technical Officer (on traffic and highway matters)

OR

JOHN HOLMES, Assistant Chief Planner (on design and development matters)

ALL COMMENTS MUST BE IN BEFORE THE
END OF MARCH ITS UP TO YOU NOW.





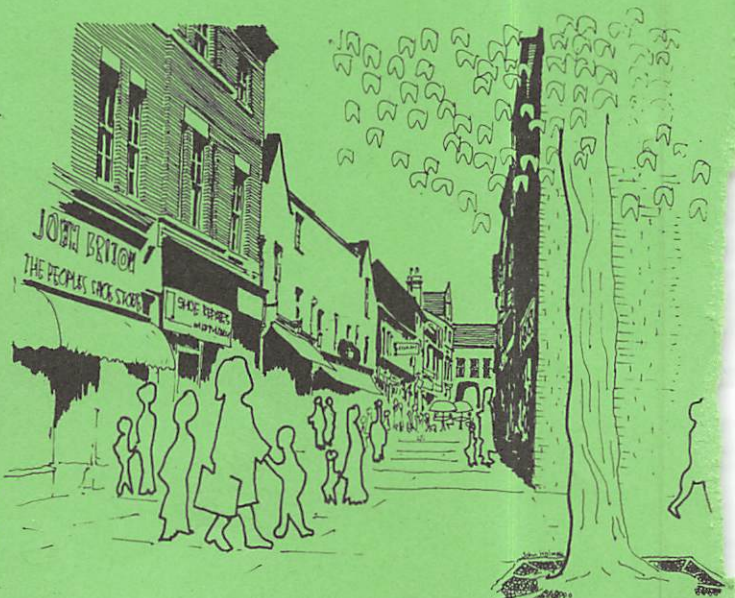
Two traffic lanes in front of the Town Hall could be exchanged for a busy pedestrian forecourt with seats and shrubs giving a lively, colourful, safe environment.

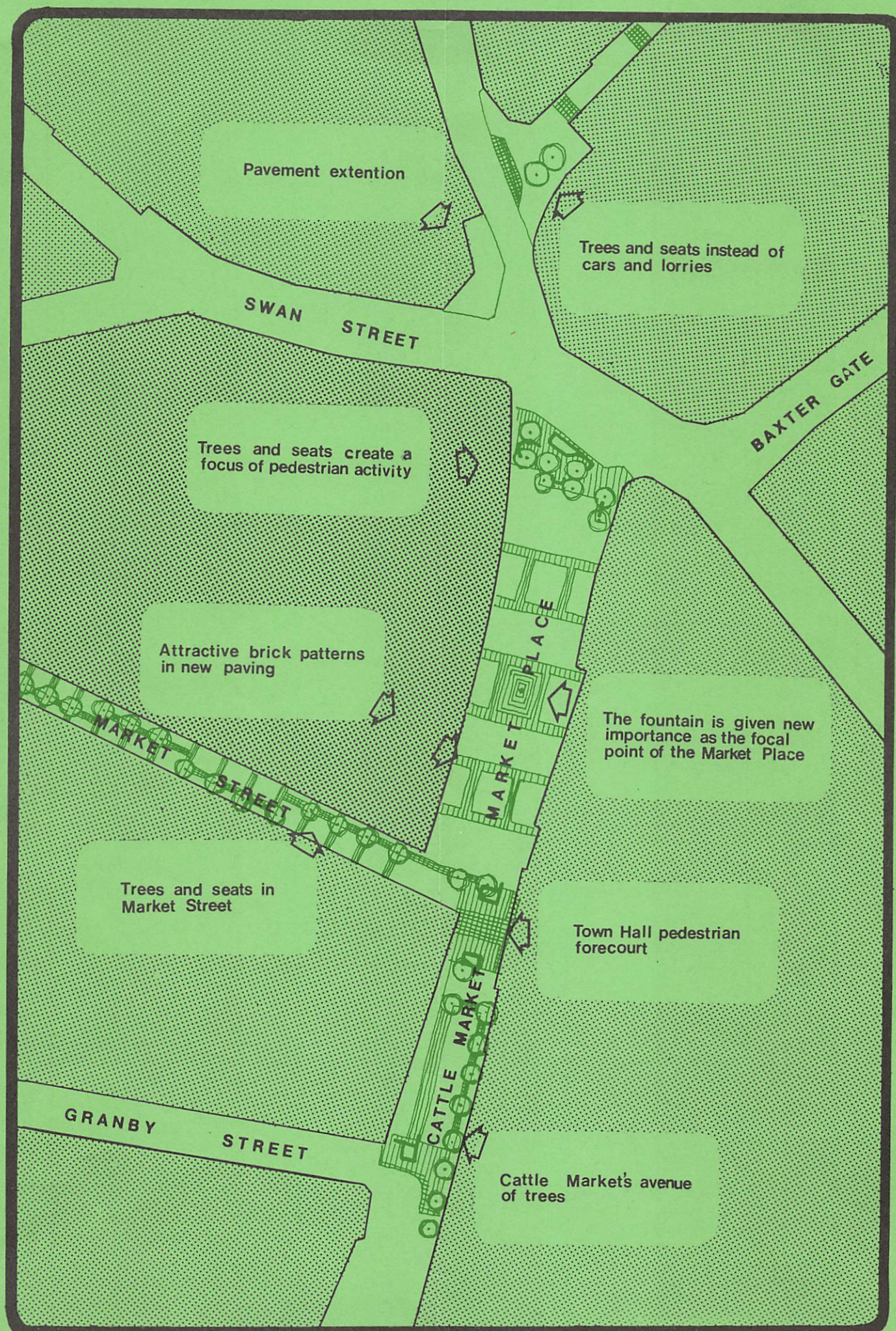


The Market Place as a car park could be transformed by repaving and tree planting to create a real Town Centre for the people of Loughborough.



Conflict between people and cars could be completely avoided, allowing Church-gate to be used comfortably and safely by shoppers.





Pavement extention

Trees and seats instead of cars and lorries

Trees and seats create a focus of pedestrian activity

Attractive brick patterns in new paving

Trees and seats in Market Street

The fountain is given new importance as the focal point of the Market Place

Town Hall pedestrian forecourt

Cattle Market's avenue of trees



SHOPABILITY 75 is all about PEDESTRIAN PRIORITY

Pedestrian Priority in Loughborough is all about being able to enjoy shopping in the town centre.

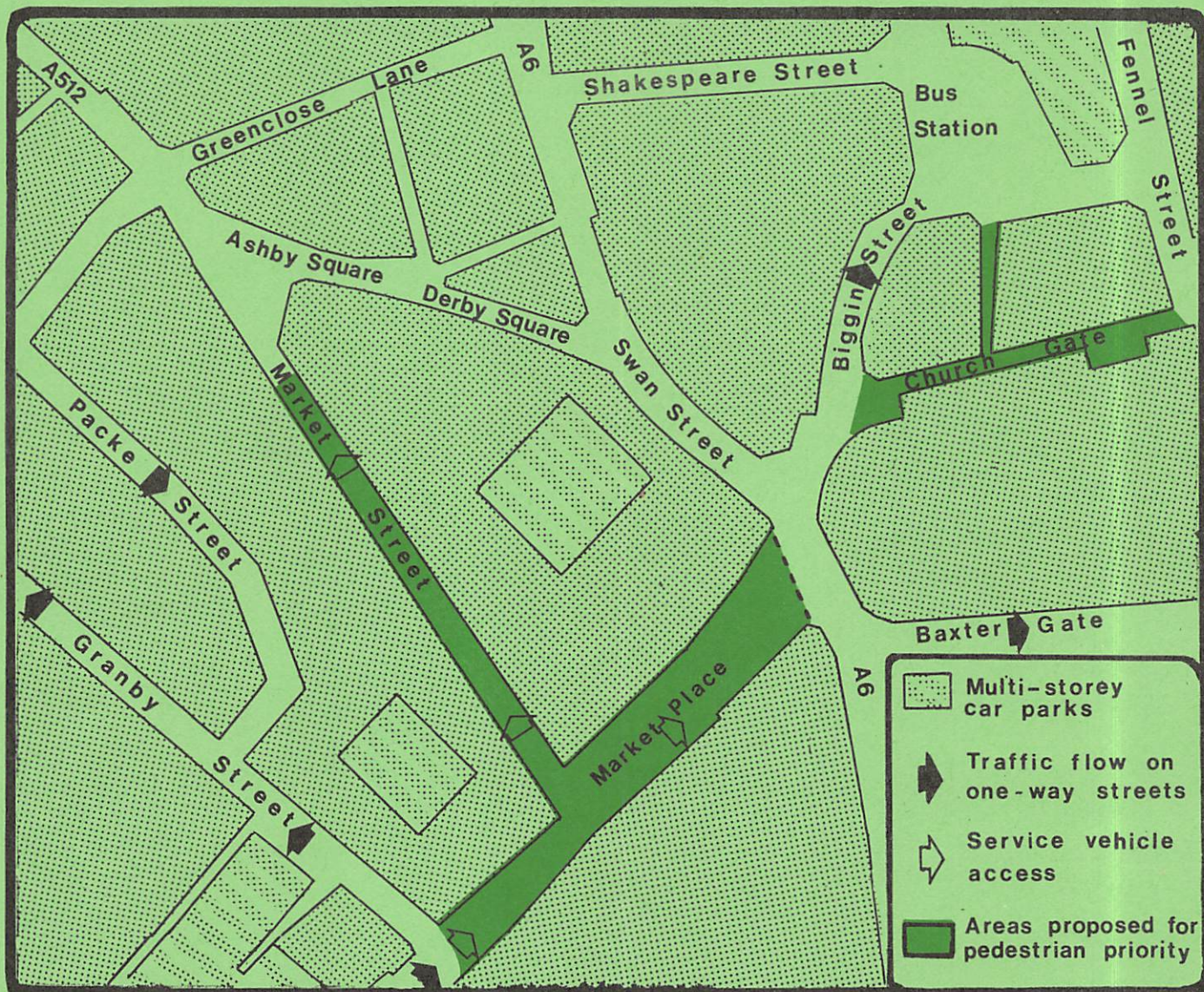
It's all about trading traffic for trees.

It's all about shopping in safety.

It's all about somewhere to sit in attractive surroundings.

It's all about reducing unpleasant fumes.

It's all about the PEOPLE OF LOUGHBOROUGH.



The diagram above shows the areas of Loughborough's Town Centre which are put forward as being suitable for inclusion in a pedestrian priority scheme.

In order to achieve a scheme for pedestrian priority, car parking would not be allowed in pedestrian streets, but loading and unloading of goods could take place for all or part of the day.

There would be restricted access for motor vehicles as the existing roadways would disappear under a new, 'one-level' paving scheme.

More places to sit and relax would be provided within a framework of trees and shrubs. Children could run about without fear of being knocked down by cars.

Why should anyone with any affection for Loughborough accept that at its heart lies a car park!

This is an opportunity to renew your Town Centre — to make it a place to be proud of and to enjoy.

This is your opportunity to help shape the future. Ideas are suggested but ideas are still wanted.