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## Vision and Planning Framework Objectives

### 3.1 Vision

The new CBD for Preston will deliver modern, high-quality and sustainable office development set in attractive public realm and supported by a complementary mix of other uses – an offer that is currently lacking in the city centre.

Building on the existing business activity in the city, the new CBD will provide an engine of growth and prosperity harnessing the University's innovation and entrepreneurship and the locational benefits of being next to the main line railway station at the heart of the rail network and at the mid-point of Britain.

The quality of the public realm will positively define the area creating opportunities for activity and enjoyment. Supported by a range of complementary uses, such as café-bars, restaurants and hotels, the new CBD will become vital and vibrant throughout the day and evening.







