

***STONE TOWN CENTRE VISION***  
***'Proud of our past' – 'Building for the future'***

<b>Stage 6:</b>	<b>Implementation</b>	<b>52</b>
6.1	Public consultation	52
6.2	Adoption	52
	<b>Glossary</b>	<b>52</b>
	<b>Other relevant reading</b>	<b>52</b>
	<b>Contacts</b>	<b>52</b>

***'A Framework document to set out ideas for environmental improvements to enhance the Stone Town Centre'***

# Stage 6: Implementation

## 6.1 Public consultation

The following steps can be undertaken to progress the Urban Design & Landscape Framework for Stone town centre.

### Dialogue amongst stakeholders:

- **Wide public consultation** on this draft document and incorporation of modifications to ensure that the document is as inclusive as possible in taking into account peoples ideas and aspirations for the future.

- **Work towards the realisation of stakeholder town centre priorities and objectives** in a physical form.

### Adoption of strategic aims and guiding principles by all stakeholders:

- **Integration** of the strategy and its design objectives and principles into the policies and proposals of the Local Development Framework (LDF) currently being prepared by the Stafford Borough Council Forward Planning Team.

- **Development and promotion** of guidance on general urban design principles for all new town centre development.

- **Development** of detailed design proposals for opportunity areas and sites in order of priority.

- **Development** of detailed action plans to provide basis for bids or funding, both internal and external.

## 6.2 Adoption

After public consultation with stakeholders and the public of the contents of this Urban Design & Landscape Framework, the document will progress to be formally adopted by the Stafford Borough Council.

## Glossary

**Built form** - Buildings and structures.

**Conservation area** – One designed by a local authority under Town and Country Planning (Listed Buildings and Conservation Areas) Act 1990 as possessing special architectural or historical interest. The council will seek to preserve or enhance the character and appearance of such areas.

**Design principles** – An expression of one of the basic design ideas at the heart of an urban design framework, design guide, development or design code. Each such planning tool should have its own set of design principles.

**Enclosure** – The use of buildings to create a sense of defined space.

**Façade** – The principal face of building.

**Landmark** – A building or structure that stands out from the background buildings.

**Landscape** – The appearance of land, including its shape, form, colours and elements, the way these (including those of streets) components combine in a way that is distinctive to particular localities, the way they are perceived, and an area's cultural and historical associations.

**Layout** – The way buildings, routes and open spaces are placed in relation to each other.

**Legibility** – The degree to which a place can be easily understood by its users and the clarity of the image it presents to wider world.

**Public realm** – The parts of a village, town or city (whether publicly or privately owned) that are available, without charge, for everyone to use or see, including streets, squares and parks. Also called public domain.

**Street furniture** – Structures in and adjacent to highway which contribute to the street scene, such as bus shelters, litter bins, seating, lighting and signs.

**Urban design** – The art of making places. Urban design involves the design buildings, groups of buildings, spaces and landscapes, in villages, towns and cities, and the establishment of frameworks and processes that facilitate successful development.

## Other relevant reading

Stafford Borough Local Plan, Chapter 6, 6.7 Recreation, Leisure and Tourism Proposals, Forward Planning Team, Stafford Borough Council.

Stafford Borough Local Plan, Stone Area Insert Proposal Map, Forward Planning Team, Stafford Borough Council.

Stone Town Trail, A pleasant one hour walk, Tourism Information Centre, Stafford Borough Council.

Virtual Stafford, Setting up of a 3D Digital Model for Stafford Town Centre Area 2003 (Draft), Forward Planning Team, Stafford Borough Council.

Building in Context, New development in historic areas 2001, English Heritage & Commission for Architecture and Built Environment (CABE).

Urban Design Compendium 2000, English Partnerships & The Housing Corporation.

Creating Successful Masterplans 2004, Commission for Architecture and Built Environment (CABE).

Development Brief1996, Department of the Environment.

Design Code 2004, Commission for Architecture and Built Environment (CABE).

## Contacts

**Peter C M Chan** (Project Leader), Town Planning & Urban Design Officer, Forward Planning Team, Urban Design Section, Stafford Borough Council.

**Paul Windmill**, Forward Planning Manger, Forward Planning Team, Stafford Borough Council.

**Julie Morgan**, Town Planning & Urban Design Officer, Forward Planning Team, Urban Design Section, Stafford Borough Council.

*'A Framework document to set out ideas for environmental improvements to enhance the Stone Town Centre'*



**Stafford**  
BOROUGH COUNCIL

Urban Design Section  
Forward Planning Team  
Planning & Regeneration Department

*'Proud of our past' – 'Building for the future'*

*A Framework for Regeneration*

**URBAN DESIGN & LANDSCAPE FRAMEWORK**  
**Stone Town Centre Vision**  
*September 2004 (Public Consultation)*