

**STONE TOWN COUNCIL**

**Town Clerk**

Les Trigg

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STONE  
ST15 8JP

30 October 2017

A meeting of the **GENERAL PURPOSES COMMITTEE** will be held in **St Michael's Suite at the Frank Jordan Centre, Lichfield Street, Stone**, on **TUESDAY 7 NOVEMBER 2017** at **7:05pm**, or on the rising of the Council meeting if later.

I trust you will be able to attend.

Les Trigg  
Town Clerk

**AGENDA**

1. **To receive apologies for absence**
2. **Declarations of Interest**
3. **Requests for Dispensations Received**
4. **To receive the report of the County Councillors**
  - County Councillor Mrs J Hood
  - County Councillor I Parry
5. **Representations from Members of the Public**

To consider representations from members of the public on items to be considered at this meeting, in accordance with the Council's scheme of public participation
6. **To consider the minutes and recommendations of the undermentioned Committees:**
  - a) Tourism and Town Promotion Sub-Committee held on 17 October 2017, Minute Number TTP18/016 - TTP18/024
    - i. To consider the minutes
    - ii. To consider the Recommendations contained in Minute Numbers TTP18/019 TTP18/020 and TTP18/021
  - b) Environment Sub-Committee held on 17 October 2017, Minute Number ENV18/001 – ENV18/004

- i. To consider the minutes
- ii. To consider the recommendations in the Minute Number ENV18/004

7. **To consider the notes of the Neighbourhood Plan Steering Committee**  
Neighbourhood Plan Steering Group Meeting held on 11 October 2017

8. **Budget Monitoring Report – September 2017**  
To receive the report of the Town Clerk (attached)

9. **Stafford Borough Local Plan Review**  
**Plan for Stafford Borough – Draft Supplementary Planning Documents**  
To consider the following three Stafford Borough Council consultations:

- Call for Sites – new developments including the Brownfield Land Register
- Call for Sites – Local Green Space
- Draft Supplementary Planning Documents – consultation

A copy of a letter from Stafford Borough Council is attached and copies of the Draft Supplementary Planning Documents have been circulated to Members and included on the website version of this agenda. Full details of the consultation can be found at: <http://www.staffordbc.gov.uk/forward-planning-consultations-2017->

10. **Developing a Community based approach – the Highways and rights of Way – ‘Your Choices’ website**

To receive details of a joint initiative between Staffordshire County Council, Staffordshire Parish Councils’ Association and representatives of local councils, to develop a new website showcasing information and advice to assist local councils to explore their options for getting involved in local environmental tasks

A copy of a letter from Gill Heath, Cabinet Member for Communities at Staffordshire County Council is attached. The website can be accessed at: [www.highwaysyourway.info](http://www.highwaysyourway.info)

11. **To consider the following request for a grant:**

- **AEDdonate** (supporting Coppice Estate to raise funds for a defibrillator)

An email from AEDdonate is attached responding to questions raised at the previous meeting of the Committee. Copies of the application and accounts circulated at the last meeting, are also attached for information.

12. **Stone Post Office**

To discuss the current situation regarding Post Office facilities in Stone and to consider any action that the Council might be able to take

13. **Non Cheque Payments**

To receive a list of non-cheque payments made by the Council during the period 1 September 2017 to 30 September 2017.

14. **Members Motions under Standing Order 4**

**Members Motion – Councillor A Osgathorpe**

The General Purposes Committee, on 2<sup>nd</sup> October 2014, considered, as part of a wider report, an item regarding access of developers to make pre-planning presentations to the Council's Planning Committee as follows:

*“Developer Presentations at Planning Meetings*

16. *Following the requirements now placed on developers to consult with the local community prior to submitting planning applications, the Council receives a number of requests either for developers to present their proposals to the Council or for Councillors to attend developer presentations at other sites. This can be difficult for Councillors, due to the potential for suggestions of pre-judgement and conflicts of interest.*
17. *In order to ensure a consistency of approach it is suggested that two presentation slots of 15 minutes each be set aside at the second Planning Committee meeting each month to accommodate the requests of developers to present to the Council. This allows for a presentation in a controlled, but open and transparent environment. Requests could be made to the Clerk and allocated on a “first come first served” basis, adjusted if necessary to allow particularly significant developments to be considered as a priority.*
18. *Question: Do Members wish to provide two 15 minute slots at the second Planning Committee meeting each month to receive pre-planning presentations from developers?”*

The General Purposes Committee supported the suggestion in paragraph 17 above, which was recorded within minute number GP15/058.

I am concerned that the current opportunity afforded to developers in making pre-planning presentations/consultation to the Town Council's Planning Committee is disproportionate to those existing for other bodies and individuals. To bring this more in line with other representations made to the Town Council by other people/groups and organisations, I propose the following motion:

*“That the scheme for pre-planning presentations to the Council by developers agreed by the General Purposes Committee on the 2nd October 2014, minute number GP15/058, be rescinded in interests of fairness”.*

15. **Update from Working Groups:**

- a) Neighbourhood Plan Steering Group

- b) To determine Protocol for Marking the Death of the Sovereign or other members of the Royal Family
- c) Stone Area Parish Liaison Group

**16. To receive reports from Town Councillors on attendance at meetings of local organisations and outside bodies as a representative of the Town Council**

Stone ATC – Mayor and Cllr M. Green

Age Concern Stone & District – Cllrs: Mrs K. Green and Mrs C. Collier

Stone Town Band – Mayor

Walton Community Centre – Cllr M. Green

Stafford & Stone Access Group – Cllr Mrs C. Collier

Stone Common Plot Trustees – Cllrs: M. Shaw, G. Collier, Mrs J. Hood and R. Kenney

Stone Community Hub Liaison Group – Cllrs: Mrs J. Farnham, M. Green, A. Osgathorpe, Mrs J. Hood and R. Kenney

SPCA Executive Committee – Cllr M. Williamson

Canal & River Trust – Canal Adoption Meeting – Cllrs: Mrs J. Hood, R. Kenney and P. Leason

**17. Exclusion of the Press and Public**

To resolve, pursuant to the Public Bodies (Admission to Meetings) Act 1960, that the Public and Press be excluded from the meeting whilst the next items of business are discussed on the grounds that publicity would be prejudicial to public interest by reason of the confidential nature of the debate

**18. Debt Recovery**

To provide an update relating to Minute GP18/061.

A copy of the confidential report circulated to the meeting on 5 September 2017 is attached

Members of the public are welcome to attend the General Purposes Meeting as observers

# Stone Town Council – Tourism & Town Promotion Sub-Committee

## Minutes of the meeting held in St Michael’s Suite at the Frank Jordan Centre on Tuesday 17 October 2017

**PRESENT:** Councillor I Fordham in the Chair and  
Councillors: P. Leason, Mrs J. Piggott, M. Williamson and Mrs C. Collier.

Co-opted Member: Mr J. Heal

By Chairman’s invitation: Councillors M. Green, Mrs E. Mowatt and A. Osgathorpe

**ABSENT:** Councillors: Mrs J. Hood and Mrs K. Green

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**TTP18/016**    **Apologies**

Councillors: Mrs J. Hood and Mrs K. Green

**TTP18/017**    **Declarations of Interest and Requests for Dispensation**

None received

**TTP18/018**    **Representations from Members of the Public**

Mr Adam Jones addressed the Sub-Committee in respect of the item at Minute Number TTP18/019.

Mr Jones advised that, although not representing the traders of Stone, he has spoken to a large number of them and there is a big ‘thumbs up’ for the Town Centre Development Strategy with no negative comments having been made. He thanked the Town Council for the progress that has been noted since the first meeting in March 2017. The town is noticeably cleaner and tidier, there is no scaffolding and new shops have opened.

Mr Jones said that traders are looking at forming a working group to generate more good ideas and he would like to have representation from the Town Council.

**TTP18/019**    **Stone Town Centre Development Strategy**

The Sub-Committee received a progress report from the Chairman and working groups since approval of the Development Strategy in July 2017.

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\* Items marked with an asterisk refer to reports or papers circulated with the agenda or distributed at the meeting. They are attached as an appendix to the signed copy of the Council minutes.

### **Town Centre Appearance and Environment Working Group**

Councillor Fordham advised that the appearance of the town centre has improved as a result of the following work, undertaken as part of Phase One of the Development Strategy:

- The working relationship with Stafford Borough Council's Streetscene service has been strengthened. The team are cleansing the town centre regularly and responding quickly to issues that arise
- Town centre signs and name plaques have been cleaned by the Community Payback Team
- The Frank Jordan Centre and Town Council surrounds and car park areas have been cleansed
- Old posters and notices have been removed from lamp posts and street furniture by other volunteers
- Weedkilling has been undertaken by volunteers
- Contact has been made with the Borough Council to ask for support in ensuring scaffolding remains on buildings only for as long as is necessary
- That work by utility companies is carried out quickly
- Investigations have revealed that six yellow 'new development' signs around the town have been found to be unauthorised or out of date. A further five are to be removed as soon as possible
- Working with Stafford Borough Council's Enforcement team to ask that unauthorised bill posting is prevented

### **Town Centre Events and Attractions Working Group**

Councillor Kenney provided an update on the work of this group. The Christmas Lights Switch on would be held on Thursday 16 November 2017 and a Traders Christmas Evening (for late night shopping) would be held on 6 December 2017. Twenty-four marquees have been earmarked and Florence Brass Band will be playing carols. Next year's Music Festival is being organised currently and alternatives to the Craft Market are also being considered.

### **Town Centre Partnership**

Stone businesses have been asked by letter to form a group that will generate productive dialogue.

### **Fingerposts**

There are eight in the town centre all of which require refurbishment. Stafford has recently updated its fingerposts which have provided an upgraded feel to the town.

**RECOMMENDED:** That the Town Clerk in consultation with Stafford Borough Council, pursue refurbishment of the Stone fingerposts before the Spring of 2018, and within existing budgets, if required.

### **Notice Board**

It was agreed that most noticeboards in Stone require refurbishment.

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**RECOMMENDED:** That the Town Clerk be asked to arranged refurbishment of the Town Council noticeboards within the existing budget.

**TTP18/020**      **Bins on Stafford Street Car Park**

The Sub-Committee were given a photograph showing a line of commercial bins used by a town centre business. The scene, which is the first view of the town to visitors arriving, shows waste bins that appear inadequate (often overflowing) and unsightly. Stafford Borough Council is in negotiation with the business owner to provide formal use of the car park.

**RECOMMENDED:** That the Town Clerk ask Stafford Borough Council to ensure that the waste facilities are adequate in size and emptied at an appropriate frequency. A request should also be made for the area to be screened from sight.

**TTP18/021**      **Seating on High Street**

The Sub-Committee considered a suggestion that a bench be moved from the top end of the High Street to a position opposite Market Square. This would provide a rest for those who cannot make it to the top.

**RECOMMENDED:** That the Town Clerk be asked to consider the feasibility of repositioning a bench to a suitable position opposite Market Square and, if feasible, to liaise with the Highways Department at Staffordshire County Council.

**TTP18/022**      **Update from Working Group**

**Commemoration to Mark 100 years since the end of World War 1 in 2018**

It was reported that this item is an on-going exercise.

The Sub-Committee were also informed that next year will also mark the centenary of the Royal Air Force.

**TTP18/023**      **Train Service - To Receive Updates**

Jon Heal provided an update on train services in Stone.

From 10 December 2017 Abellio will take over the franchise and routes currently operated by London Midland. This company manages services for Dutch state railway.

Mr Heal has met with Abellio representatives and in particular the Chief Time Tabler, who will be a new contact for direct forwarding of future issues and concerns.

There are no real changes to services until December 2018 when a complete change of timetable will take place. The train calling at Stone will be different (a new Crewe – Stoke – Stone – Birmingham service that also continues to London).

The current service goes direct from Crewe to Stafford, but the Department for Transport has stipulated a correction for Stoke passengers with a maximum

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journey time not much longer than now. Stone will enjoy the best service since the station was built.

A presentation by Abellio has stated that the car park at Stone Station has 100 spaces. Mr Heal suggested that this be queried, as he doubts a site visit has been undertaken. The land is not adopted by the Highways Department and the operator would have to negotiate with Network Rail, as the owner. He suggested asking what they are planning.

Cross country trains are putting funding into community rail. There is money available for community work at stations and the Scouts are encouraged to get involved with their local station and to gain a Scout badge.

Mr Heal stated that he was pleased the Town Council made a response to the Parliamentary Bill consultation on phase 2a particularly in respect of the railhead.

There will be another issue and a second consultation. There is no funding yet for Crewe station – without which Stoke on Trent area will be left out completely.

**TTP18/024**     **Battle's Over – A Nation's Tribute**

The Sub-Committee had previously considered a letter from the Chairman of the National Association of Local Councils advising that 1000 beacons will be lit across the UK at 7pm on 11 November 2018 as a national commemoration in remembrance of the end of World War 1, and the many millions who were killed and wounded. Stone Town Council has been asked to take part in the event.

Councillor Leason advised that the beacon at the top of the tower of St Michael and St Wulfad's Church would be made available for use by the Town Council. The Council will need to have it checked and take responsibility for getting a gas supply to it.

**Town Mayor**

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# Stone Town Council – Environment Sub-Committee

## Minutes of the meeting held in St Michaels Suite, Frank Jordan Centre on Tuesday 17 October 2017

- PRESENT:** Councillor P. Leason in the Chair and  
Councillors: A. Osgathorpe, Mrs M. Goodall, R. Kenney, M. Shaw and  
Mrs J. Piggott
- By Chairman's invitation: M. Green, Mrs E. Mowatt, M. Williamson and  
I. Fordham
- ABSENT:** Councillors: Mrs K. Green and G. Neagus
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**ENV18/001** **Apologies**

Apologies were received from Councillors Mrs K. Green and G. Neagus

**ENV18/002** **Declarations of Interest and Requests for Dispensations**

None received

**ENV18/003** **Representations from Members of the Public**

None

**ENV18/004** **Members' Motions under Standing Order 4**

**Councillor Mrs Goodall**

'To discuss the current condition of Crown Meadow'

Councillor Mrs Goodall advised the Sub-Committee that she and Councillor Williamson had recently undertaken a survey of Crown Meadow and noted the following observations:

- There is litter around the benches in the area by the amphitheatre. This area is popular with young people
- Two requests have been received for the paths across the meadow to be paved or gravelled
- The gate has been fitted to the entrance, which is looking good
- Fencing is broken on fisherman's car park
- The information board requires a clean
- The concrete paths and benches are in good order
- The scrapes need some attention. Reeds need removing. The lower scrapes have disappeared since the bull rushes have been removed and

there is now an infestation of Himalayan Balsam

- Approximately 50 trees were planted six years ago. Only two of these trees now remain
- The Riverbank is contaminated with Himalayan Balsam

**RECOMMENDED:**

- That the Grounds Maintenance Contractor is asked to look at repairing the fence and clean the noticeboard
- That the Grounds Maintenance Contractor is asked to consider what could be done at the scrapes (lower)
- That the Biodiversity Officer at Stafford Borough Council is asked to undertake a full survey of the Crown Meadow site and report back with his findings to a future meeting of the Sub-Committee
- That the suitability of the trees previously planted be investigated by the Grounds Maintenance Contractor
- That the path across Crown Meadow is put on the agenda for consideration at a future meeting of the Sub-Committee

**Town Mayor**

# Neighbourhood Planning Steering Committee

## Notes of the meeting held in Stone Town Council Chamber on Wednesday 11<sup>th</sup> October 2017

**PRESENT:** Councillors:  
Mrs J. Hood (Chairman), J. Davies, A. Osgathorpe, R. Kenney, M. Williamson, T Jackson, J. Piggott and I. Fordham  
Also: Mrs J. Bonser, Mrs B. Fradley, Miss H. Barter and Mr L. Trigg

**APOLOGIES:** None

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### **Timetable**

Hannah Barter presented an updated timetable for the Plan, which was noted by the Steering Committee.

### **Draft Regulation 14 Press Release and Poster Text**

Hannah Barter presented a draft press release and poster text. It was agreed that these should be amended to make clear the support of non-Councillor members of the Steering Committee and to bring them into the Council's style.

### **Future Steering Committee Meetings**

Additional meetings were added on the 7<sup>th</sup>, 21<sup>st</sup> and 28<sup>th</sup> February 2018.

### **Consideration of Responses to Local Green Spaces Consultation.**

Hannah Barter presented Urban Vision's recommended actions regarding the responses received to the recent local green spaces consultation, and circulated draft responses to people that had commented as part of the consultation. In one case she verbally reported that, after further investigations, Urban Vision wished to amend their original advice in respect of one site.

The Committee supported Urban Vision's revised recommendations. Councillor A. Osgathorpe and Mrs J. Bonser were asked to make the appropriate changes to the main Plan document and Green Spaces appendix to reflect the changes now agreed. It was further agreed that these updated documents would be presented to the Council's General Purposes Committee for consideration for submission to Stafford Borough Council for screening purposes.

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**Stone Town Council - General Purposes Committee**

**7<sup>th</sup> November 2017**

**Budget Monitoring – September 2017**

**Report of Town Clerk**

**Purpose of Report**

1. To inform the Committee of the Council's current financial position compared with its budget for the year, and to recommend action in any areas of concern.

**Background**

2. The Council's budget was approved in February 2017. Good financial management requires the Council to:
  - a. Keep the amount of the budget that it requires under review,
  - b. Monitor spending and income against budget projections, and,
  - c. Take appropriate action to ensure that the Council's financial stability is maintained.
3. This is one of a series of regular reports which are presented to the General Purposes Committee on a broadly quarterly basis. The reports consider the Council's financial position at the end of the most recent month available at the time the report is written. On this occasion, the report considers the position as at the end of September 2017.
4. The report will first look at any adjustments proposed to the budget for 2017-18. It will then highlight any areas where net spending differs from that planned in the budget and focus on the income received from the Council's major income generating activities.
5. Finally, the report will list spending by the Council (excluding salaries, salary related costs and the Mayor's Charity Fund) for the period since the last budget monitoring report for Members' information.

**Adjustments to 2017-18 Budget**

6. The meeting of the Council on 6<sup>th</sup> June 2017 considered the final accounts for 2016-17 and approved a number of unspent budgets to be rolled over into the current year. These rollovers have now been added to the approved budget of the Council.
7. Appendix A sets out the agreed budget adjustments and the consequent changes to the current approved budget.

## **Comparison of Budget with Actual Spending and Income**

8. Appendix B sets out a comparison of the budget to date with spending up to the end of September 2017. The budget to date has been estimated with reference to spending patterns in the previous year and other available information, but is a fairly broad estimate with a significant margin for error in most areas of the budget. Nevertheless, it is a good starting point for identification of potential problems.
9. Members should note that positive numbers in the table reflect expenditure or an adverse variance (overspend), whereas negative numbers represent income or a favourable variance (underspend).
10. Overall, at the end of September 2017, net spending was £202,701 compared with a budget up to that time of £235,380 – a net underspending to date of £32,679.
11. Significant adverse variances within this figure are:
  - a. Frank Jordan Centre Income (£1,300): This shortfall in income is partly due to the closure of the Centre for refurbishments. Expenditure is £7,104 underspent, largely due to the refurbishments being completed below budget, leaving the Centre £5,804 underspent overall.
  - b. Town Market Income (£1,830): Market income is down against expectations, but this is more than compensated by a reduction in expenditure of £3,775, leaving Markets £1,945 underspent overall.
12. Significant favourable variances are:
  - a. Public Conveniences (£3,100): The legal agreement with Stafford Borough Council for transfer of responsibility for Station Road Toilets is still awaited. The Borough are continuing with the upkeep of the toilets until such time as the agreement is completed. There has therefore been no expenditure by this Council so far.
  - b. Westbridge Park (£3,100): The consideration of the proposed transfer of responsibility for the “Green” area of Westbridge Park to this Council has been deferred pending the outcome of the leisure related developments currently proposed by the Borough.
  - c. Grants to Outside Bodies (2,800): This is partly due to a reduction in grants awarded and partly due to payments of grant to the Stone Community Hub being made in arrears.
  - d. Administration (£11,006): This is largely due to delays in planned expenditure on replacement computer equipment for the office, and partly due to the planned office carpet replacement not having yet been done. The computer equipment has now been ordered.
  - e. Neighbourhood Plan (£3,500): Expected invoices from Urban Vision have not yet been received, resulting in the underspending.

13. It can thus be seen at this stage that costs are generally under control, though actual net spending varies from the estimated approved budget to date in some areas.

#### **Income from Major Income Generating Activities**

14. Income from the Frank Jordan Centre, Stone Station and the Town Market together represents around 20% of the Council's total income. Virtually all of the remaining income is fixed in advance of the year (Precept/Concurrent Functions Allowance), but this 20% can vary within the year in accordance with the Council's success with letting its community centres and market stalls.
15. With this in mind, Members need to closely monitor these income items to ensure that its budget remains in balance.
16. Attached at Appendix C are a set of graphs showing a comparison of income received to date with the level anticipated for each month. Whilst it must be remembered that the way the income has been profiled is quite crude, the graphs are showing a position where income is below target for the Frank Jordan Centre and Town Market, but on target for the Station.

#### **Council Spending**

17. Appendix D lists all spending (excluding salaries, salary related costs and the Mayor's Charity Fund) for the period since the last budget monitoring report to the end of August 2017 for Members' information. Changes in accounting arrangements effective from 1<sup>st</sup> September 2017 mean that September spending will be included within the next budget monitoring report, although all figures elsewhere in this report do include expenditure during September.

#### **Recommendations**

18. The Committee is recommended to:
  - a. Approve the adjustments to the Council's budget set out at Appendix A.
  - b. Note the Council's performance against budget at the end of September 2017.
  - c. Note the details of the Council's spending since the last budget monitoring report.
  - d. Consider any action it wishes to take in the light of the information within this report.

# Stone Town Council

## Budget Adjustments 2017-18

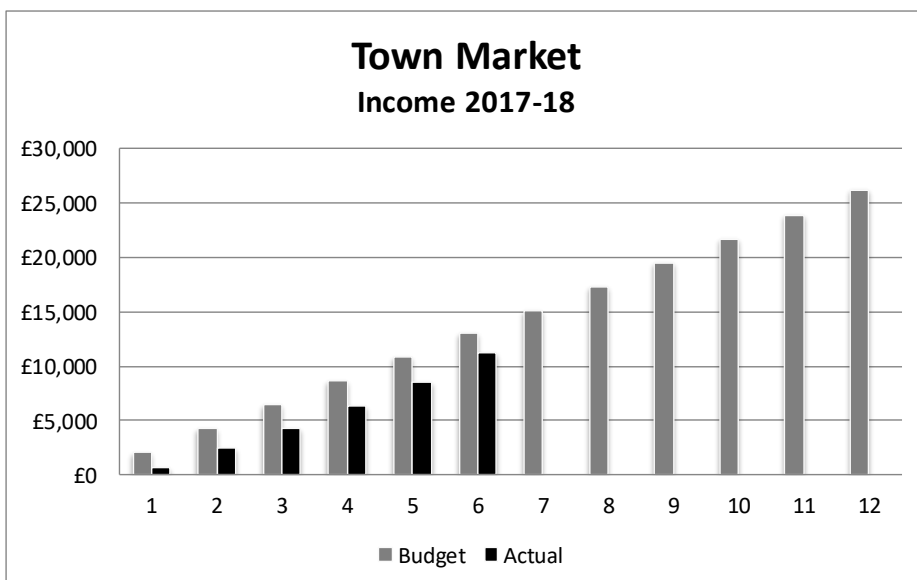
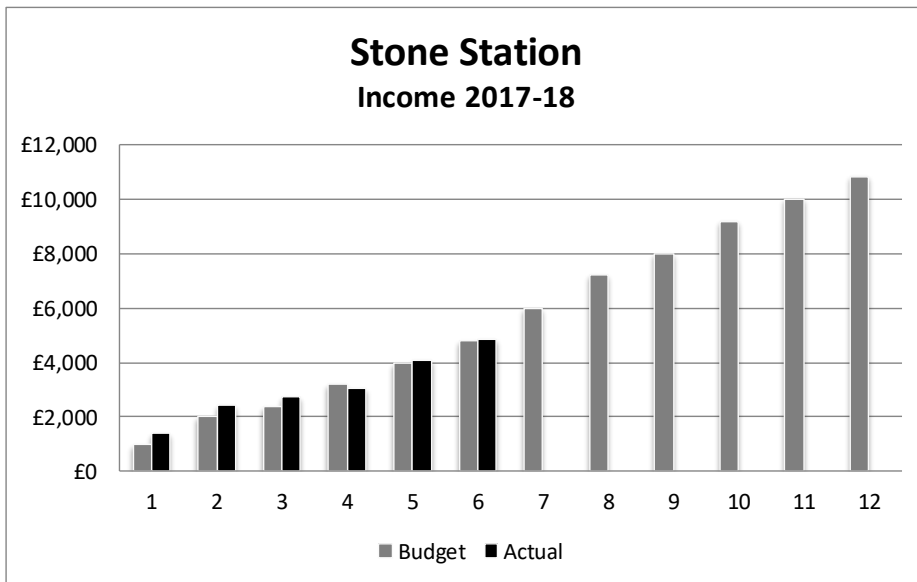
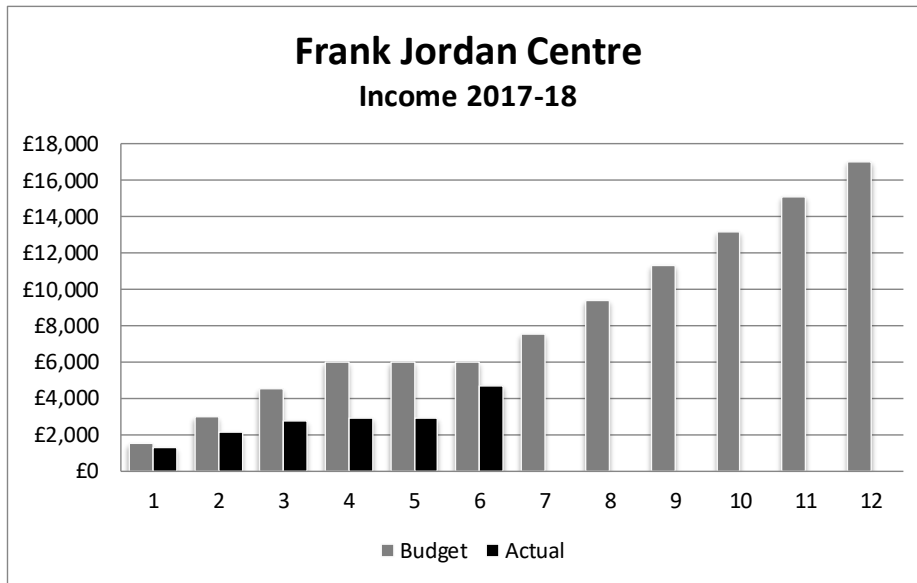
	Contribution to (from) Reserves £	Bus Shelters & Street Furniture £	Crown Meadow Imp'ments £	Grants to Outside Bodies £	Admin- istration £	Allotments £	Civic Regalia £	Frank Jordan Centre £	£	£
<b>Council 6th June 2017</b>										
Rollover re Bus Shelters and Street Furniture	-500	500								
Rollover re Crown Meadow Improvements	-730		730							
Rollover re Grants to Outside Bodies	-800			800						
Rollover re Administration	-15,000				15,000					
Rollover re Allotments	-1,000					1,000				
Rollover re Civic Regalia	-1,000						1,000			
Rollover re Frank Jordan Centre	-45,000							45,000		
Removal of FJC Rollover also included in original budget	45,000							-45,000		
<b>TOTAL</b>	<b>-19,030</b>	<b>500</b>	<b>730</b>	<b>800</b>	<b>15,000</b>	<b>1,000</b>	<b>1,000</b>	<b>0</b>	<b>0</b>	<b>0</b>
Original Budget	-99,675	6,800	3,700	8,400	20,000	100	500	95,900	0	0
Current Budget	-118,705	7,300	4,430	9,200	35,000	1,100	1,500	95,900	0	0

# Stone Town Council

## Budget Monitoring Statement 2017-18

	Revenue Account to End of Period 6					Sep-17
	Original Budget £	Current Budget £	Budget to Date £	Actual to Date £	Variance to Date £	Budget Remaining £
<b>Major Income Generating Activities</b>						
Frank Jordan Centre						
Income	-17,000	-17,000	-6,000	-4,700	1,300	-12,300
Expenditure	112,900	112,900	92,000	84,896	-7,104	28,004
Net	95,900	95,900	86,000	80,196	-5,804	15,704
Stone Station						
Income	-10,800	-10,800	-4,800	-4,863	-63	-5,937
Expenditure	15,400	15,400	7,700	8,507	807	6,893
Net	4,600	4,600	2,900	3,644	744	956
Town Market						
Income	-26,100	-26,100	-13,000	-11,170	1,830	-14,930
Expenditure	19,500	19,500	9,700	5,925	-3,775	13,575
Net	-6,600	-6,600	-3,300	-5,245	-1,945	-1,355
<b>Other Activities</b>						
Car Parking	5,900	5,900	2,900	3,151	251	2,749
Bus Shelters & Street Furniture	6,800	7,300	1,800	1,074	-726	6,226
Public Conveniences	6,200	6,200	3,100	0	-3,100	6,200
Street Lighting	500	500	500	0	-500	500
Dog & Litter Bins	700	700	350	359	9	341
Joules Clock	0	0	0	0	0	0
Town Electricity Supply	200	200	100	52	-48	148
Building Maintenance	10,000	10,000	0	0	0	10,000
Grounds Maintenance	14,100	14,100	6,900	6,525	-375	7,575
Crown Meadow Improvements	3,700	4,430	2,530	1,638	-892	2,792
Westbridge Park	6,200	6,200	3,100	0	-3,100	6,200
Allotments	100	1,100	-400	-1,353	-953	2,453
Christmas Lights	15,000	15,000	7,500	7,167	-333	7,833
Advertising	500	500	500	675	175	-175
Tourism & Town Promotion	20,900	20,900	13,400	13,721	321	7,179
Grants to Outside Bodies	8,400	9,200	6,200	3,400	-2,800	5,800
Salaries & Employment Costs	129,600	129,600	63,000	63,587	587	66,013
Accommodation	4,200	4,200	400	275	-125	3,925
Insurances	8,000	8,000	9,400	9,581	181	-1,581
Administration	20,000	35,000	20,500	9,494	-11,006	25,506
Audit & Legal Fees	900	900	0	20	20	880
Town Council Elections	0	0	0	0	0	0
Allowances - Mayor & Deputy Mayor	3,000	3,000	3,000	2,957	-43	43
Regalia & Presentations	500	1,500	300	310	10	1,190
Civic Dinner & Hospitality	1,000	1,000	500	808	308	192
Remembrance Sunday & War Memorials	1,500	1,500	200	140	-60	1,360
Miscellaneous	1,700	1,700	800	545	-255	1,155
Interest	-600	-600	-300	-20	280	-580
Neighbourhood Plan	22,000	22,000	3,500	0	-3,500	22,000
<b>Total</b>	<b>384,900</b>	<b>403,930</b>	<b>235,380</b>	<b>202,701</b>	<b>-32,679</b>	<b>201,229</b>
<b>Precept &amp; Financing</b>	<b>-285,225</b>	<b>-285,225</b>	<b>-142,625</b>	<b>-142,593</b>	<b>32</b>	
<b>Contribution to (from) Reserves</b>	<b>-99,675</b>	<b>-118,705</b>	<b>-92,755</b>	<b>-60,108</b>	<b>32,647</b>	





## Stone Town Council

## Payments – 1 July 2017 to 31 August 2017

Date	Reference	Supplier	Description	Amount
03/07/2017	17/114	M J Plant	Grounds maintenance - June + Amphitheatre + allots	£1,478.00
03/07/2017	17/114	M J Plant	Bus shelter	£300.00
03/07/2017	17/115	Steve's Sound Systems	PA - Civic Sunday	£90.00
03/07/2017	17/116	Altodigital Network	Photocopying charges - 23 03 17 - 23 06 17	£50.05
03/07/2017	17/117	Frances Mayer	Catering - Civic Sunday	£400.00
03/07/2017	17/114	M J Plant	Repair gate, clean & repaint bridge & benches - Crown Meado	£1,162.60
03/07/2017	17/114	M J Plant	Benches on canal - clean & repaint	£556.92
03/07/2017	D/Dbt	SBC	Rates - Northesk Street Car Park	£105.00
03/07/2017	D/Dbt	SBC	Rates - Crown Street Car Park	£241.00
03/07/2017	D/Dbt	Vouchers charges	Voucher charges	£19.50
03/07/2017	D/Dbt	SBC	Rates - Stone Station Community Centre	£210.00
03/07/2017	D/Dbt	SBC	Rates - Market Square	£237.00
03/07/2017	D/Dbt	SBC	Rates - Frank Jordan Centre	£405.00
03/07/2017	D/Dbt	British Gas	Electricity charges - Stone Station Community Centre	£351.04
03/07/2017	Tele/Bank	Panda Press Stone	Music Festival & Late Night Posters	£312.00
03/07/2017	Tele/Bank	Panda Press Stone	Civic Sunday - Order of Service	£259.00
04/07/2017	17/118	Mr J Davies	Reimbursement for beverages - Civic Sunday	£54.00
04/07/2017	D/Dbt	Francotyp Postalia	Postage	£200.00
05/07/2017	17/120	Ellis Whittam	Health & Safety - Yr 1 - E learning & insurance	£2,543.66
05/07/2017	17/121	Information Commissioner	Data Protection Registration	£35.00
05/07/2017	17/119	Veolia ES (UK) Ltd	Waste collection - FJC	£128.50
05/07/2017	17/119	Veolia ES (UK) Ltd	Waste collection - STN	£116.50
06/07/2017	17/122	Angel Springs Ltd	Water supplies & sanitisation - STN	£7.20
06/07/2017	17/122	Angel Springs Ltd	Water supplies & sanitisation - office	£4.62
07/07/2017	D/Dbt	EE & T Mobile	Caretakers phone	£24.41
13/07/2017	D/Dbt	British Gas	Electricity charges - Frank Jordan Centre	£454.78
26/07/2017	17/123	Stafford Samaritans	Grant Min No GP18/035 refers	£100.00
26/07/2017	17/124	STING	Grant Min No GP18/035 refers	£500.00
26/07/2017	17/125	Stone ATC 2352 Squadron	Grant Min No GP18/035 refers	£500.00
26/07/2017	17/126	Stone Lions	Grant Min No GP18/035 refers	£500.00
26/07/2017	17/127	Stone Royal British Legion	Grant Min No GP18/035 refers	£300.00
26/07/2017	17/128	Stone Community Hub	May 17 instalment grant - GP17/008 refers	£500.00
27/07/2017	17/133	Bescot Stadium Sunday Market	Hire of marquees - late night shop 20 07 2017	£1,147.50
27/07/2017	17/131	J & S Security Services	Security provision @ Music Festival 08 07 2017	£792.00
27/07/2017	17/142	West Midlands Employers	APS membership June 17 - March 18	£191.66
27/07/2017	17/129	Olivia-Mai-Shipley	Payment for busking @ late night shop 20/07/2017	£25.00
27/07/2017	17/130	Nathan Weller-Edwards	Payment for busking @ late night shop 20/07/2017	£25.00
27/07/2017	17/135	Chubb Fire & Security Ltd	Annual fire extinguisher service - STN	£236.52
27/07/2017	17/141	The Stone Gazette Ltd	Full page advertorial - Stone Gazette	£315.00
27/07/2017	17/140	Active Weed Control Ltd	N/C Rd Allots - Japanese Knotweed treatment 2nd App 2017	£97.50
27/07/2017	17/139	Canal & River Trust	Rent of Crown Wharf 01 08 17 - 31 08 17	£125.00
27/07/2017	17/138	Mrs C A Parton	Reimbursement for 2 presentation mugs - 27.07.17	£22.17
27/07/2017	17/132	Halton Print & Promotion	Dog collar clip for flagpole	£17.00
27/07/2017	17/134	Atlas Contractors Ltd	Cleaning of Frank Jordan Centre - July 17	£552.28
27/07/2017	17/143	JG Fenn Ltd	Stationery	£35.06
27/07/2017	17/145	Virgin Media Business	Telephone charges - June 17 rental July 17	£61.89
27/07/2017	17/137	Mr W L Trigg	Reimbursement for cable to computer (HS2 Consultation)	£12.49
27/07/2017	17/136	Npower Ltd	Electricity - Christmas Lights display 2016	£440.92
27/07/2017	D/Dbt	British Gas	Gas supply - Stone Station Community Centre	£48.02
28/07/2017	17/149	J G Fenn Ltd	Picture frames	£15.94
28/07/2017	17/148	MEB Total LTD	Annual maintenance of boilers x 2 STN	£197.31

28/07/2017	17/148	MEB Total LTD	Annual maintenance of boilers x 2 FJC	£197.31
28/07/2017	17/146	Stafford Borough Council	Qtly rent of storeroom & Town Clerks Office	£150.00
28/07/2017	17/147	Lawrence Davis	Printing of compliment slips	£64.50
31/07/2017	D/Dbt	Bank charges	Bank charge	£51.03
01/08/2017	D/Dbt	Bank charges	Voucher charges	£19.50
01/08/2017	Tele/Bank	Printdesigns Ltd	Banners for late night shopping	£89.67
02/08/2017	17/150	Christmas Plus Ltd	Hire of Christmas decorations/display 2017/2018	£5,770.00
02/08/2017	17/153	Ben Owen	Entertainment - Music Festival - Replacement for lost cheque	£100.00
02/08/2017	17/151	Mrs. J. Hood	Reimbursement for bottled water for Music Festival	£8.00
02/08/2017	17/154	BMA Window Cleaners	Cleaning of windows - Frank Jordan Centre	£65.00
02/08/2017	17/152	City B Group Ltd	Erection & dismantling of marquees - July, 17	£1,208.00
02/08/2017	17/154	BMA Window Cleaners	Cleaning of windows - Stone Station	£25.00
03/08/2017	D/Dbt	SBC	Rates - Crown Street Car Park	£241.00
03/08/2017	D/Dbt	SBC	Rates - Northesk Street Car Park	£105.00
03/08/2017	D/Dbt	SBC	Rates - Stone Station Community Centre	£210.00
03/08/2017	17/155	Hammonds Hygiene Solutions	Cleaning products - Stone Station	£25.70
03/08/2017	D/Dbt	SBC	Rates - Market Square	£237.00
03/08/2017	D/Dbt	SBC	Rates - Frank Jordan Centre	£405.00
04/08/2017	17/158	Oak Tree Farm Rural Project	Donation in lieu of judging for allotment competition	£75.00
04/08/2017	17/157	M. J. Plant	Ground Maintenance for July, 2017	£1,178.00
04/08/2017	17/156	Planned Office Interiors Ltd	Claim 1 - Refurbishment works at Frank Jordan Centre	£34,775.65
04/08/2017	17/157	M. J. Plant	Crown Meadow annual grass cutting	£360.00
07/08/2017	D/Dbt	EE & T Mobile	Caretakers phone	£17.65
10/08/2017	17/165	Npower Ltd	Feeder Pillar 1 - High Street	£11.02
10/08/2017	17/164	Npower Ltd	Feeder Pillar 2 - High Street	£15.68
10/08/2017	17/163	Stonehouse Hotel	Civic Dinner - 2017	£1,287.09
10/08/2017	17/162	Hampshire Flag Company	Red Ensign Flag	£28.00
10/08/2017	17/161	Virgin Media Payments Ltd	Telephone charges - July, 2017 & Rental - August, 2017	£68.09
10/08/2017	17/160	Water Plus Ltd	Water charges - Frank Jordan Centre - 12.05.17 - 31.07.17	£91.33
11/08/2017	17/166	Microsoft Ireland Operations L	Microsoft Office Software	£916.80
14/08/2017	17/167	Angel Springs Ltd	Water supply for office	£16.95
14/08/2017	17/169	English Rooms Ltd	Refund for Late Night Shopping Event	£30.00
14/08/2017	17/168	Florence Band	Entertainment for Stone Christmas Market	£150.00
15/08/2017	17/170	Mr. J. Davies	Presentation mug & hospitality for visitors x 2	£37.98
21/08/2017	17/179	Planned Office Interiors Ltd	Remove water tank & install water on to mains connections	£695.00
21/08/2017	17/180	Bescot Stadium Sunday Market L	Provision,erection,dismantle of marquees & tables for late n	£1,147.50
21/08/2017	17/178	E.on	Erect/remove banner for Music Festival	£384.00
21/08/2017	17/177	Water Plus Ltd	Water charges - Stone Station	£301.97
21/08/2017	17/173	Canal and River Trust	Annual wayleave - water pipe in towpath - 29.09.17 - 28.09.1	£250.00
21/08/2017	17/172	British Telecommunications PLC	Quarterly rent for fire alarm line - FJC - 01.08.17 - 31.10.	£89.10
21/08/2017	17/171	Canal and River Trust	Rent of Crown Wharf car park - 01.09.17 - 30.09.17	£125.00
21/08/2017	17/176	Water Plus Ltd	Water charges - Mount Road allotments - 11.05.17 - 31.07.17	£35.68
21/08/2017	17/175	British Telecommunications PLC	Quarterly rent for fire alarm line - Station - 01.08.17 - 31	£93.95
21/08/2017	17/174	Empire Hire Ltd	Hire of stage, barriers and banner for Music Festival	£1,780.00
31/08/2017	17/181	J G Fenn Ltd	Stationery	£143.47
31/08/2017	D/Dbt	Bank charges	Bank charge	£82.06

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05 OCT 2017  
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Mr L Trigg  
Town Clerk  
Stone Town Council  
15 Station Road  
Stone  
ST15 8JR

CONTACT	Forward Planning
DIRECT DIAL	01785 619 000
FAX	01785 619 473
DATE	2 October 2017

Dear Town Clerk

**Stafford Borough Local Plan Review - Call for Sites  
Plan for Stafford Borough - Draft Supplementary Planning Documents**

The purpose of this letter is to make you aware of three important consultations being launched by Stafford Borough Council as detailed below:-

- (1) Call for Sites - new developments including the Brownfield Land Register
- (2) Call for Sites - Local Green Space
- (3) Draft Supplementary Planning Documents - consultation

**1. Call for Sites - new developments including the Brownfield Land Register**

The adopted Plan for Stafford Borough provides the framework for new development until 2031. The Council is asking land owners and stakeholders to suggest sites that they consider have future development potential beyond 2031 as part of the Borough's Local Plan review. This will identify new land for housing, employment and other uses. The Call for Sites exercise ends on **Monday 8 January 2018 at 5pm.**

We are required by Government to produce a Brownfield Land Register by 31 December 2017 showing a list of previously developed sites that are available and potentially suitable for development across the Borough. Please go to [www.staffordbc.gov.uk/forwardplanning](http://www.staffordbc.gov.uk/forwardplanning) for further information about the Brownfield Land Register. Any Brownfield sites put forward as part of this Call for Sites exercise will be assessed for inclusion in the updated Brownfield Land Register during 2018. Please note that if a site is identified it does not automatically mean that it will be added to the register or granted planning permission in the future.

Cont'd/...

## 2. Call for Sites - Local Green Space

The Council is currently inviting applications for Local Green Space designations until **5 pm on Monday 8 January 2018** which will then be assessed as part of the Local Plan Review.

## 3. Draft Supplementary Planning Documents - consultation

The Plan for Stafford Borough Part 1 (adopted in June 2014) states that further guidance, in the form of Supplementary Planning Documents (SPDs), will be prepared in respect of the following policies: Design (Policy N1); the Re-use of Rural Buildings (Policy E2); and Shopfronts and Advertisements (Policy E8).

The Council are inviting comments on the following draft SPDs and the consultation ends at **5 pm on Monday 13 November 2017**.

- The Design SPD
- The Re-use of Rural Buildings SPD
- The Shopfronts and Advertisements SPD

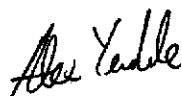
All the documents, response forms and further guidance can be found by visiting the Stafford Borough Council's website at [www.staffordbc.gov.uk/forwardplanning](http://www.staffordbc.gov.uk/forwardplanning).

Alternatively copies of the draft SPDs can be inspected at the Ground Floor Reception, Stafford Borough Council, Civic Centre, Riverside, Stafford, during normal office hours Monday - Thursday 08.30 - 17.00, Friday 08.30 - 16.30. Reference copies have been supplied to Public Libraries within Stafford Borough.

If you have any queries or seek further clarification on any of the above consultations, please contact the Forward Planning team using the following email address: [forwardplanningconsultations@staffordbc.gov.uk](mailto:forwardplanningconsultations@staffordbc.gov.uk) or in writing to Forward Planning, Stafford Borough Council, Civic Centre, Riverside, Stafford, ST16 3AQ.

We look forward to hearing from you.

Yours sincerely



Alex Yendole  
Forward Planning



# **Design**

## **Draft Supplementary Planning Document**

**August 2017**

## Contents

1. Introduction
2. Planning Policy
3. Urban Design Principles
4. Architectural Design Principles
5. Guidance for Large Scale Residential Applications
6. Residential Design Guidelines
7. Development in Conservation Areas
8. Extensions and Alterations to Dwellings

Appendix 1: Objectives of Urban Design and Aspects of Development form

Appendix 2: The 45 Degree Rule and its Application

Appendix 3: The 25 Degree Rule and its Application

# 1. Introduction

- 1.1 The purpose of this Supplementary Planning Document (SPD) is to set out the design principles and guidelines that Stafford Borough Council requires for all new development, including new build (both commercial and residential), and those seeking to alter or extend their houses. It also provides guidance to those proposing to make alterations and extensions to properties, both commercial and residential, in Conservation Areas.
- 1.2 SPDs expand on policies set out in the adopted Plan for Stafford Borough 2011-2031. However SPDs are not part of the statutory development plan system and are not subject to independent examination. Nonetheless the SPD carries significant weight in the decision making process, containing important information for anyone considering development in the Borough and is a material consideration when proposals for new developments are determined by the Council.
- 1.3 Stafford Borough encompasses a variety of settlements, whose scale and character varies between large urbanised towns and small rural hamlets. Many of these settlements have a distinctive character and contain important heritage assets, recreational space, and/or townscapes that are of high quality, and these characteristics contribute to the overall quality of life within these places. Stafford Borough Council therefore consider that achieving a high standard of design is essential to both preserve and enhance the character of the Borough's built and natural environments, and to improve the quality of life for its people.
- 1.4 This document is split into the following sections:
- **Section 2: Planning policy overview** – sets out the design and heritage policies at a national and local level that will be used by Development Management when assessing development proposals.
  - **Section 3: Urban Design Principles** - sets out the principles and objectives that new development should respond to and reflect in its design.
  - **Section 4: Architectural Design Principles** - sets out principles and objectives that should guide architectural design.
  - **Section 5: Guidance for Large Scale Residential Applications** - sets out additional design principles and objectives for large scale residential developments.
  - **Section 6: Residential Design Guidelines** - this chapter sets out the residential amenity design guidelines for all residential developments in the Borough, including new build and extensions to existing properties.



- **Section 7: Development in Conservation Areas** – provides guidance to those owners (both commercial and residential) who have properties in conservation areas.
- **Section 8: Extensions and Alterations to Residential Dwellings** – applies to all those residents who seek to alter or extend their homes.

Furthermore attached at Appendix 1 is the Objectives of Urban Design and Aspects of Development form from 'By Design'; and attached at Appendix 2 and Appendix 3, is the 45 degree rule and the 25 degree rule, which will be used by officers to assess whether there is any unreasonable loss of daylight or overshadowing to any habitable rooms in neighbouring properties or gardens created by a proposed development.

DRAFT

## 2 Planning Policy Overview

### National Planning Policy Framework (2012)

- 2.1 The National Planning Policy Framework (NPPF), Section 7 (Requiring Good Design) sets out that ***“the Government attaches great importance to the design of the built environment. Good design is a key aspect of sustainable development, is indivisible from good planning, and should contribute positively to making places better for people”***.
- 2.2 The NPPF states in Paragraph 58 that ***“Local and neighbourhood plans should develop robust and comprehensive policies that set out the quality of development that will be expected for the area”***.
- 2.3 The status and importance of good design in achieving sustainable development is therefore clearly recognised, but is further reinforced in Paragraph 64 of the NPPF which sets out that ***“permission should be refused for development of poor design that fails to take the opportunities available for improving the character and quality of an area and the way it functions”***.

### Technical Housing Standards- nationally described space standard (2015)

- 2.4 This national standard deals with internal space within new dwellings and is suitable for application across all tenures. It sets out requirements for the Gross Internal (floor) Area of new dwellings at a defined level of occupancy as well as floor areas and dimensions for key parts of the home, notably bedrooms, storage and floor to ceiling height. It is not a building regulation, and the requirements of this standard for bedrooms, storage and internal areas are relevant only in determining compliance with this standard in new dwellings and have no other statutory status.
- 2.5 The standards should be applied to all new residential developments and can be found using this link <https://www.gov.uk/government/publications/technical-housing-standards-nationally-described-space-standard>

## **The Plan for Stafford Borough 2011-2031 (Adopted 2014)**

This document contains a vision, spatial principles and specific policies which will guide development across Stafford Borough. Relevant policies contained within the Plan for this SPD are described below:

### **“Policy N1 Design**

To secure enhancements in design quality, development must, at a minimum, meet the following principles:

#### **Use**

- a. Ensure that, where relevant the scale, nature and surroundings, major applications are comprehensively masterplanned or, where appropriate, are accompanied by a development brief;
- b. Be designed, sited and grouped in order to provide access for all;
- c. New development of ten dwellings or more should demonstrate compliance with the Building for Life 12 assessment and any successor documents, unless it makes the development unviable or it has been sufficiently demonstrated, through a Design and Access Statement, that each of the twelve Building for Life questions has been optimally addressed, or conversely why it is not practical or appropriate to do so;

#### **Form**

- d. Incorporate sustainable construction and energy conservation techniques into the design in accordance with Policy N2;
- e. Require the design and layout to take account of noise and light implications, together with the amenity of adjacent residential areas or operations of existing activities;
- f. Retention of significant biodiversity, landscaping features, and creation of new biodiversity areas that take into account relevant local information and evidence;
- g. Include high design standards that make efficient use of land, promote activity and takes into account the local character, context, density and landscape, as well as complementing the biodiversity of the surrounding area;
- h. Designs must have regard to the local context, including heritage assets, historic views and sight lines, and should preserve and enhance the character of the area including the use of locally distinctive materials;

## **Space**

- i. Strengthen the continuity of street frontages and enclosure of space;
- j. Development should clearly distinguish between public and private space, and provide space for storage, including for recycling materials;
- k. Streets and public open spaces are designed to be usable, easy to maintain and productive for the amenity of residents by being overlooked to create a safe environment;
- l. Require the design and layout of new development to be safe, secure and crime resistant, by the inclusion of measures to address crime and disorder through environmental design and meet “Secured by Design” Standards;
- m. Development should be well-connected to public transport and community facilities and services, and be well laid out so that all the space is used efficiently, is safe, accessible and user-friendly;
- n. Where appropriate, development should ensure that there is space for water within the development layout to facilitate the implementation of Sustainable Drainage Systems (SuDs).

## **Movement**

- o. Ensure that places inter-connect using important routes and linkages, including Rights of Way, which are pedestrian, vehicle and cycle friendly, whilst allowing for ease of movement, legibility and permeability through a clearly defined and well structured public realm;
- p. Ensure car parking is well integrated and discreetly located.”

## **“Policy N9 Historic Environment**

Proposals that would affect the significance of a heritage asset will not be accepted for consideration unless they provide sufficient information for that impact to be assessed.

Development and advertisement proposals will be expected to sustain and, where appropriate enhance the significance of heritage assets and their setting by understanding the heritage interest, encouraging sustainable re-use and promoting high design quality. All potential loss of or harm to the significance of a heritage asset, including its setting, will require clear justification, taking into account:

- i. Settlement pattern including street patterns, orientation of buildings and sites, boundaries and density of development;
- ii. The scale, form and massing of buildings and structures;
- iii. Materials, including colours and textures;
- iv. Significant landscape features including open spaces, trees and planted boundaries;
- v. Significant views and vistas;

- vi. Locally distinctive architectural or historical detail;
- vii. The setting of heritage assets;
- viii. Archaeological remains and potential;
- ix. Traditional permeable building construction.

Development proposals must conserve and protect the significance of heritage assets by avoiding unnecessary loss of historic fabric and detail of significance. For listed buildings this includes internal features, floor plans and spaces.

Where harm to significance is unavoidable, appropriate mitigation measures will be put into place, including archaeological investigation (including a written report) or recording. This information should be deposited at the County Record Office and be available to the general public.

Heritage assets will be conserved and enhanced by:

1. Identifying heritage assets that are considered to be at risk of irreversible harm or loss;
2. Encouraging owners to maintain their heritage assets;
3. Where necessary the Council will use its statutory powers to serve Urgent Works or Repairs Notices to arrest the decay of its listed buildings;
4. Enabling development proposals will only be supported where it is shown that alternative solutions have failed and where it has been demonstrated that the proposed development is the minimum necessary to protect the significance of the heritage asset in accordance with national advice;
5. The use of Article 4 directions where the exercise of permitted development rights would undermine the aims for the historic environment.”

### 3. Urban Design Principles

- 3.1 Attached at Appendix 1 are the Council's Objectives of Urban Design and Aspects of Development form, based on those in the former guidance 'By Design'. These are the underlining principles of urban design and need to be utilised in development proposals for major applications.
- 3.2 In addition to reflecting the spirit of guidance within the many nationally recognised best practice documents such as; The Importance of Good Design Planning Practice Guidance, Manual for Streets I and II, and Building for Life 12, proposals for new development must also be able to demonstrate their positive response to the following principles and objectives in their design; as appropriate to their location, scale and function.

#### A Context, Character and Sense of Place

- I. New development should demonstrate a distinctive character and identity to contribute to a strong sense of place. Creating high quality places that support the social cohesion of the Borough's communities and which enhance the quality of people's lives is a key aim of Stafford Borough Council.



- II. Development should be designed in a contextually sensitive manner to enhance and reinforce the character of the natural and built environment.

- III. Development should identify and respond positively to reinforce locally distinctive patterns of development, landscape and culture, including urban structure and grain, density, scale, mass, form etc..., unless there are circumstances where a divergent, but equally high quality design solution would provide an outstanding or innovative design which raises the standard and quality of design more generally in the area.



- IV. Where appropriate, new development should reinforce the existing spatial characteristics of the streets to which it relates, or create new streets and spaces that reflect both locally distinctive development characteristics and accordance with nationally and locally prescribed standards and guidance in respect to street design.
- V. New development should deliver good levels of natural surveillance and activation of the public realm via its principal frontage.
- VI. Where appropriate, new development should utilise a hierarchical approach to street design and building design to reflect the function and status of streets and buildings within their wider context.

## B Integration, Connectivity and Movement



- I. Development proposals should be designed to be well connected and integrated with their wider context and movement network. Proposals should demonstrate a good level of permeability to enable legible and easy movement both between constituent parts of the new development (if applicable), and beyond the development itself.
- II. The layout of new development should be designed to promote accessibility to and within an area by foot, bicycle and public transport, and for people with limited mobility, hearing or sight.
- III. Cul-de-sac type developments will be resisted where there are clear opportunities to extend existing movement networks into and through the development to create a more open, permeable and integrated urban structure.



## C Legibility and Identity

- I. New development should create clear and logical layouts that create and contribute to a strong and distinctive identity and which are easy to understand and navigate through. This should be achieved through a well structured and defined public realm, with a clear and complimentary relationship between uses, buildings, routes and spaces, and through the appropriate preservation and/or creation of vistas, landmarks, skylines, landscape features and other focal points.



- II. New development should utilise a hierarchical approach to street design and building design to reflect the function and status of streets and buildings within their wider context to reinforce the proposal's inherent qualities of legibility.
- III. New development should provide recognisable and memorable features, especially at key locations such as threshold or gateway locations, important nodal points, and at the termination of important vistas.

## D Landscape and Public Realm

- I. The design of landscaped areas, open space and public realm must be of high quality and should constitute a defining and cohesive element of the overall design of new development.
- II. Landscape and public realm designs should positively reinforce and enhance locally distinctive patterns of development unless there are circumstances where a divergent but equally high quality design would provide an outstanding or innovative design which raises the quality of design more generally in the area.
- III. Public realm designs, at all scales, should contribute to the facilitation of sustainable transport modes and the wider urban design objectives within 'Manual for Streets'.
- IV. Where appropriate, existing or new areas of public realm should be well overlooked and defined by the principal active frontages of new development.



- V. New development should enrich the public realm with well-designed and co-ordinated details (e.g. paving, public art, lighting, signs, seating, railings, cycle parking, bus shelters and other street furniture). However, the design of new public realm, or works to existing areas should avoid creating unnecessary visual clutter, especially from signage, advertisements etc... and should take up opportunity to rationalise existing public realm environments that demonstrate too much visual clutter.

- VI. The design of new public realm and landscape areas should provide for an ease of maintenance, particularly in regard to litter collection, mechanical sweeping and the maintenance of planted areas.
- VII. The application of contextually sensitive, good quality materials and an appropriate level of refinement in the detailing must be a key consideration in the design of public realm and other open space to demonstrate that questions of maintenance, durability, sustainability and the way in which the materials/details can be expected to age are appropriate.

**E Amenity and Space Standards**

- I. New development should enhance comfort, convenience and enjoyment through assessment of the opportunities for light, privacy and external space, and the avoidance or acceptable mitigation of potential disturbances including visual intrusion, noise, smell and pollution.
- II. The location and siting of new development should not compromise the development’s potential to provide its end-users with a living or working environment that compromises its capacity to provide a high quality environment.
- III. New development must demonstrate its accordance with section 6 of this document.



## **F Inclusiveness, Adaptability and Diversity**

- I. New development should provide access for all potential users, including people with disabilities, to buildings, public realm, open spaces and the transport network.
- II. The Lifetime Home standards should be utilised as benchmark guidelines in the design of new residential development to ensure that new buildings can adapt easily to future changes in need and use.
- III. Where appropriate, new development should provide a mix of compatible uses and tenures appropriate to create viable places that respond to local need.

## **G Safety and Security**

- I. New development should be designed to be safe, secure and attractive, and to minimise opportunities for criminal activity and reduce the fear of crime. Aspects that should be considered as appropriate include mix of uses, active frontages, passive surveillance, integrated movement networks, lighting etc...
- II. New development should contribute to safe communities including the risk of conflict between traffic and cyclists and/or pedestrians.
- III. 'Designing Out Crime: A Designer's Guide' should be utilised as a benchmark in designing new development.



## 4 Architectural Design Principles

- 4.1 While there is no intention to prescribe the architectural design of new buildings, achieving good quality architectural design is an expectation rather than an aspiration, and therefore new development and the alteration of existing buildings must demonstrate a creative and sensitive response to the site specific qualities of its locality to achieve place specific design solutions. It is recommended that particular attention is paid to:



### 4.2 Context and Ambition

Proposals should demonstrate a clear understanding of the site and its context, and provide a compelling rationale that justifies the manner in which they are responding to it. The relationship between context and design needs to be well considered and articulated via an expression of appropriate architectural ambition.



### 4.3 Order and Balance

Architectural design should demonstrate good qualities of composition, form and proportion that bring a natural sense of order and balance to the overall expression. Generally the design should be pleasing to the mind and the eye.

### 4.4 Clarity of organisation

The functionality of the building and site should be expressed in its layout, its form and its external appearance. Generally the planning of the site and the internal layout of buildings should demonstrate a clarity of thinking that exerts a coherence across the plans, sections and elevations of a design.

### 4.5 Language and Expression

The appearance of new buildings should demonstrate a sensitivity to its context and ensure that the relationship between the design concept of the proposals and their context results in an architectural expression that appears compelling and inevitable.

#### 4.6 **Scale and Massing**

The scale and massing qualities of proposed building(s), should enhance, and reinforce locally prevalent patterns of development and/or be complimentary to their setting. If they do not, there needs to be appropriate and compelling justification for why they do not follow these patterns.



#### 4.7 **Detailing and Materials**

The choice and application of materials should demonstrably relate to an understanding of context as well as questions of maintenance, durability, sustainability and the way in which materials can be expected to age. The quality and refinement of the buildings detailing should also be commensurate with the architectural qualities demonstrated across the plans, sections and elevations.

#### 4.8 **Design Against Crime**

New developments should create safe and accessible environments where fear of crime does not impact on the quality of life. Applicants must ensure that new development contributes to crime reduction by providing adequate natural surveillance, unobstructed views, safe and convenient movement that won't compromise security, clear definition of private and public space, well lit spaces and activity, as appropriate.

## 5 Guidance for Large Scale Residential Development

- 5.1 All applications for major residential development i.e. 10 dwellings or more, are required to demonstrate the following and adhere to the principles set out in Section 6: Residential Design Guide.

### Understanding of the Place

- 5.2 New development is expected to demonstrate that its design is based upon a sufficiently robust contextual and urban design assessment and analysis of the site, its context and setting, its constraints, its history and its geography and that the overall layout is placing sufficient emphasis on recognizing and responding to the qualities of a place.



- 5.3 The site should be examined in terms of the physical, social and economic context. The mapping and analysis of the physical site and its context, should include an examination of at least the following topic areas;
- Land use, existing site conditions and constraints; use, flooding, archaeology etc..
  - Landscape and arboricultural; visual impact, trees, hedges etc...
  - The transport and movement network; vehicular, pedestrian, cycle, public etc...
  - Townscape analysis character, scale, form, massing, materiality etc...
  - Settlement pattern; Structure, Morphology, Density, etc...
  - Environmental impacts; biodiversity, drainage, noise and light pollution etc...

- Historic landscape characterisation

The social and economic context should be examined in terms of the following:

- Housing mixture and tenure
- Community infrastructure (services and facilities)
- Market need and demand

## Vision

- 5.4 New development is expected to demonstrate how achieving a distinctive identity and strong sense of place that is derived from an understanding of the characteristics of the site, it's history and its geography is central to the overall vision of the proposals.





## Image and Identity

- 5.5 Urban, Landscape and Architectural Design play crucial and interlinked roles in creating a distinctive image and identity for developments. The illustrative and written material accompanying applications must adequately set out the required quality standards for these key strands of design to impart an appropriate sense of what the proposed spaces and buildings will look like. This should be achieved via appropriate narrative, images, drawings, vignette views etc...



## Coherence, Variety and Conformity

- 5.6 Too much variety can be chaotic, but too much uniformity can result in monotonous and dull places. Therefore any scheme design and its accompanying material must be explicit in respect to the extent to which it is attempting to impose uniformity and how an appropriate balance between these two qualities will be struck and delivered.

## Integration and Connectivity

- 5.7 New development should demonstrate a high level of integration and connectivity both between its constituent parts and its wider setting. Local desire lines and connections should be identified and utilised within new development to maximise levels of connectivity to adjacent areas. Generally, the perceived site boundary of new development should effectively disappear upon completion.



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### Landscape, Open Space and Public Realm

5.8 New development should respond positively to mitigate any impacts of development on both the character and visual impression of the proposals wider landscape setting. The following should be key drivers for the design of large residential developments in respect to their relationship with their wider landscape setting:

- The creation of development edges that are predominantly outward facing to ensure the enlivenment of, and engagement with adjacent spaces.
- Where new development bounds open landscape, it should seek to create development edges that are “fragmented” to avoid the creation of strong linear features that exacerbate the harshness of the visual transition between built form and landscape.
- The creation of development edges that are penetrated by substantial “green fingers”, or “green corridors” to create a meaningful visual and spatial link/relationship between new development and its wider landscape setting, and to contribute to place-making.
- Edge of development planting should generally be utilised to filter views rather than blocking them.

- 5.9 The treatment of landscape, open space and public realm should form a fully integrated element of the development and should be utilised as a structuring and ordering device to the spatial configuration of the overall masterplan. The spaces created should positively contribute to the overall spatial hierarchy of the development and strike a good balance between the form of buildings and the form of open space. Open space should have distinctive functionality and this should be supported by their location and size within the wider development.
- 5.10 Street trees and shrub planting should be key components of the street scenes and public realm to provide a positive contribution to the character, identity and legibility of the scheme.



## 6 Residential Design Guidelines

6.1 This section applies to all proposals for new build residential developments.

6.2 The Council recognises that each site has its own individual character and that the guidance should not be interpreted so inflexibly that it inhibits the creation of interesting, attractive and innovative layouts and design, nor undermines the objectives of the NPPF. In addition there may be other 'material' planning considerations that need to be taken into account.



6.3 This section provides guidance on the following:

- The creation of new roads
- Achieving visual privacy
- Landscaping
- Provision of private garden space
- Car parking and bicycle parking
- Refuse and recycling storage space
- Exceptions to the guidelines



## The Creation of Roads in New Developments

- 6.4 Most neighbourhoods include a range of street character areas, and the width between buildings is a key feature in defining such areas, and dictates how pedestrians and traffic use the roads.



- 6.5 Within new residential areas, streets need to accommodate various types of movement in a convenient and safe manner. The needs of motorised traffic must be balanced with those of pedestrians of all ages, cyclists and users of public transport. The design of the street needs to be appropriate for the function of that part of the street, as the function may vary along its length. Streets should also be designed so that they form an attractive environment, responding to their context. To achieve this it is essential that new residential streets form a natural hierarchy that is clear and legible to all users who share the same space.
- 6.6 The rigid application of highways standards is often cited for the reason why the interaction between the design and layout of homes and streets is broken down. Most neighbourhoods include a range of street character types, each with differing characteristics including type of use, width and building heights. These characteristics are an essential element in dictating how pedestrians and traffic use the street, and how the street contributes to the place-making qualities of new development.

- 6.7 The creation of a natural hierarchy to the urban structure of our towns and villages is a key contributing factor in creating places that exhibit good levels of legibility and distinctive character, and the width between buildings is a key dimension that needs to be considered in relation to function and aesthetic.
- 6.8 Guideline 1 sets out the typical widths for different streets. There are no fixed rules but account should be taken of the variety of activities taking place in the street and of the scale of the buildings either side. This guideline reflects nationally recognised best practice for street design as set out in Manual for Streets 1 & 2.

#### **Guideline 1: New Street and Spaces**

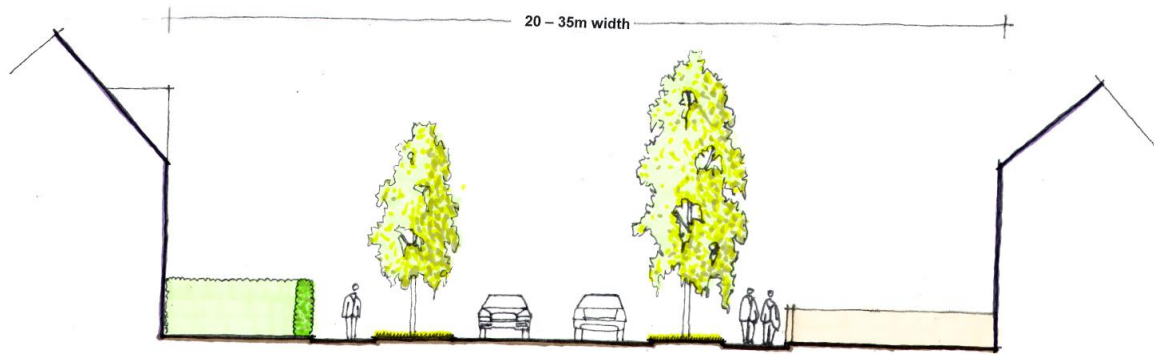
In the case of new streets and spaces, the overall widths and height to width proportion of new streets should be within the range of:

- 1a Principal or Primary Routes – 20m up to 35m frontage to frontage width, and 1:3 to 1:4 height/width ratio.
- 1b Secondary Residential Street – 16m up to 22m frontage to frontage width, and 1:2 to 1:3 height/width ratio.
- 1c Tertiary Residential Street – 12m up to 18m frontage to frontage width, and 1:2 to 1:3 height/width ratio.
- 1d Outward Facing Edge Condition – 12m up to 15m frontage to edge of open space.

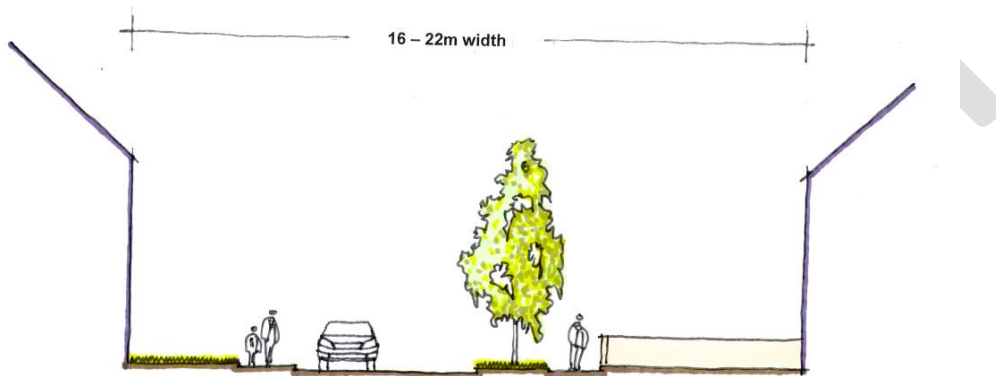
New streets should incorporate trees which should form part of a landscape maintenance plan.

Each proposal is judged on its own merits. It is recognised that good design in new housing layouts will not be achieved solely by adherence to these guidelines. Indeed the Borough Council wishes to encourage a marked improvement in mundane, standardised housing layouts which the application of regimented standards can exacerbate.

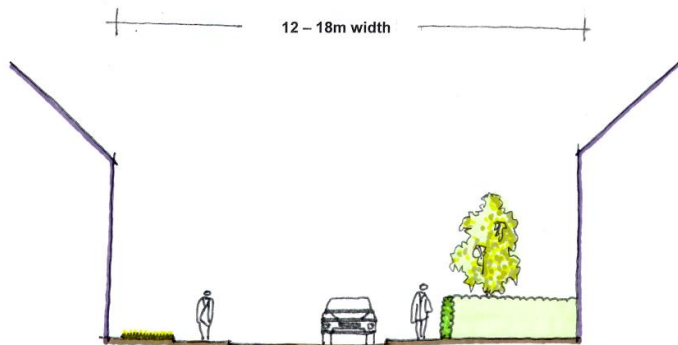
### 1a Principal or Primary Route



### 1b Secondary Residential Street



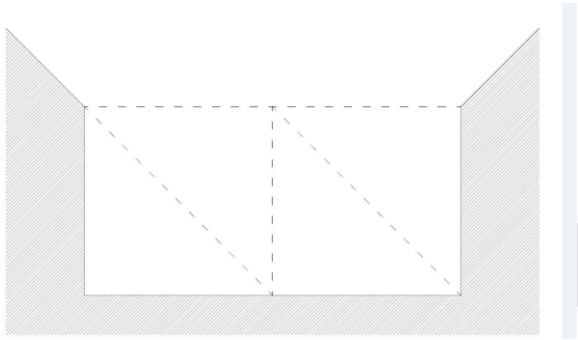
### 1c Tertiary Residential Street



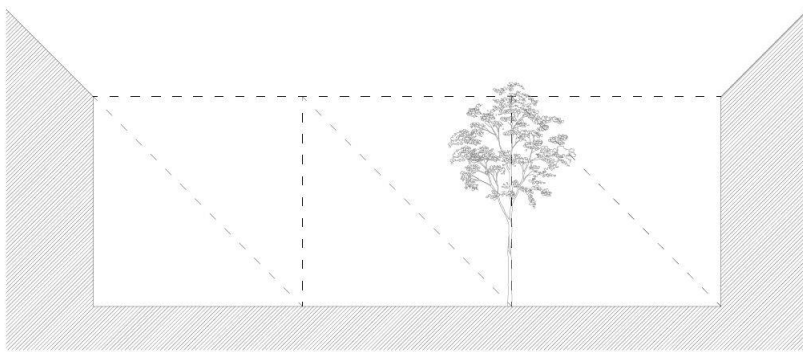
### **Ratio of Height to Width**

6.9 Guideline 1 also sets out the ratio of height to width. It is recommended that the height of buildings (or mature trees where present in wider streets) is in proportion to the width of the intervening public open space to achieve enclosure. The actual ratio depends on the type of street or open space being designed. The height-to-width ratio enclosure illustrated below serves as a guide.

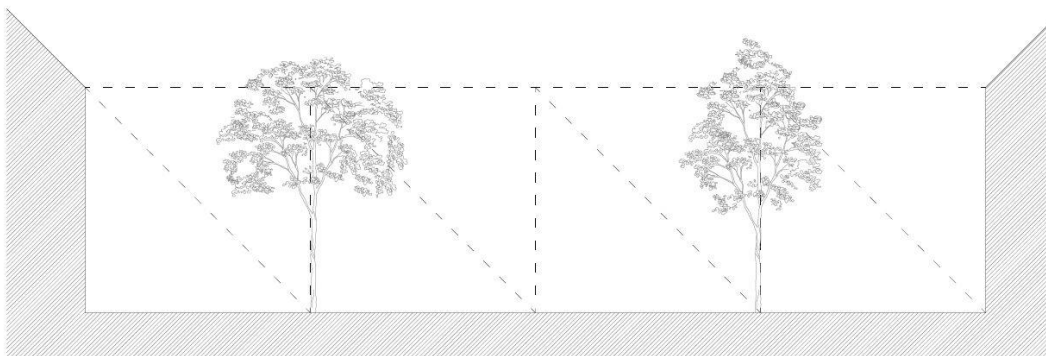
Tertiary Streets – 1:2 to 1:3 height/width ratio



Secondary Streets – 1:2 to 1:3 height/width ratio



Primary Streets – 1:3 to 1:4 height/width ratio







## Achieving Visual Privacy

6.10 In the past, planning guidance for privacy has been concerned with achieving visual separation between dwellings by setting a minimum distance of 21m between facing homes (between principal windows). However adhering rigidly to this distance can limit the variety of urban spaces and housing types in the Borough and sometimes unnecessarily restrict density. A flexible approach should be taken over privacy in new developments. Introducing screening such as trees, foliage, fences and walls, as well as high sills to provide privacy to bedrooms can all be methods that can be used when designing new developments.

### ***Guideline 2: Achieving Privacy in New Developments***

- 2a A distance of 21 metres is considered to be the minimum separation between the rear elevations of dwellings, to achieve an appropriate degree of privacy within conventional residential developments.
- 2b Where the principal frontage of new dwellings faces the principal frontages of existing dwellings, a minimum separation of 21m should be achieved. However in respect of infill development, where there is a strongly defined building line, the development should follow this.

Each proposal is judged on its own merits. It is recognised that good design in new housing layouts will not be achieved solely by adherence to these guidelines. Indeed the Borough Council wishes to encourage a marked improvement in mundane, standardised housing layouts which the application of regimented standards can exacerbate. In addition, where privacy is less of an issue relaxation of the guidelines will be considered.



### **Provision of Private Garden Space**

- 6.12 Individual requirements for a private garden area vary significantly between residents. It is recognised that a standard garden area may not be appropriate in catering for certain needs; for example warden controlled housing.
- 6.13 Screen fencing, hedges, or walling (generally 1.8m to 2m high) should be provided along rear boundaries to ensure privacy. Screening of an excessive height will not be permitted.

#### ***Guideline 3: Private amenity space***

- 3 bed houses or more - 65 square metres
- 2 bed houses - 50 square metres
- For flats/maisonettes - a balcony or private space, adequately screened

### **Landscaping**

- 6.14 Detailed landscape schemes will be required for all new developments. If an outline application is submitted with landscaping as a reserved matter, the Design and Access Statement must include an explanation and justification of the principles and objectives that will inform any future landscaping scheme.



Car parking to front of properties broken up with soft landscaping



No soft landscaping to front of the properties making car parking the dominating feature to the frontage

## Boundary Treatment

6.15 Boundary treatments are an important aspect in successfully integrating new development with its surroundings. Proposed boundary treatments should be compatible with neighbouring properties, and front boundary treatments in particular should reinforce the prevailing character of streetscape. Defensible space (a visible separation of the public and private land) with an element of soft landscaping is encouraged to the frontages of all new developments, with hedges encouraged over boundary fencing to soften the street scene and support biodiversity.



## Management plans and aftercare

- 6.16 On major developments, applicants are required to demonstrate that adequate arrangements have been made for future maintenance in the form of a management plan.
- 6.17 Maintenance proposals should usually form part of a written landscape specification, together with the supporting plan, and include details of the work to be carried out, the standards required, the frequency of maintenance visits and the quantity of the landscape to be maintained.
- 6.18 The Council may attach conditions to the planning application or enter into a Section 106 legal agreement with the developer/ landowner to ensure the long-term management and maintenance of the landscaping on the site.

## Car and Bicycle Parking

- 6.19 The Council's car parking standards can be found in Appendix B of the Plan for Stafford Borough 2011-2031.

## On Street parking



- 6.20 Many traditional streets within the Borough have the facility to accommodate cars. Visual quality and traffic flow, along with pedestrian safety, are only compromised when car parking dominates the streetscene. On street parking is convenient, well

overlooked from surrounding houses and is extremely efficient, both in terms of the amount of space required for parking and in providing for variations in car ownership between households.

6.21 On-street parking can also have a traffic-calming effect, helping to separate pedestrians from other traffic and providing the opportunity to include boundary treatment landscaping for dwellings.

6.22 In new developments on-street parking bays can be incorporated into the overall width of the street. Breaking up the visual impact of on street parking can be achieved by limiting spaces to groups of five or less. These groups can then be separated by built-out kerbs with associated street planting or street furniture at intervals.

### **Courtyard parking**

6.23 Parking courts must be overlooked by the principal habitable rooms of adjoining properties and should be broken up at regular intervals through the introduction of a planting scheme.



## Undercroft Parking



Figure XXX Undercroft parking which adds very little to character of the street scene

6.24 The use of undercroft car parking is considered the least satisfactory arrangement for high density urban developments as it often results in dead frontages / backs which can significantly diminish the vibrancy and vitality of the streetscapes they face.

## Garages

6.25 In accordance with Manual for Streets single garage depths should be a minimum of 6 x 3 metres. Garages should be designed to ensure they do not dominate the property or street scene, and they should be sympathetic with the scale, form, materials and architectural style of the existing dwelling. In addition, garages should be sited so as to minimise disturbance and overshadowing to a neighbouring property.



Figure XX Garages should not unduly dominate the front façade of dwellings.

6.26 A detached garage will only be permitted forward of a principal elevation in exceptional circumstances, where the building's frontage is either sufficiently deep, or sufficiently wide, so as not to impact on the setting of the dwelling, the character and appearance of the street scene or impinge on the amenity of neighbours. Where garages are sited in front of a property, particularly those of double width, it is always preferable that the entrance doors are positioned at 90° to the dwelling so that they do not dominate the front elevation.

## Bicycle parking

6.27 New developments should be designed to encourage greater cycle ownership and use. To achieve greater use of cycling new developments should ensure, where possible, that the provision of cycle parking is:

- Convenient - cycle parking should be well located to amenities.
- Secure - the cycle parking should be overlooked by the principal frontage of adjoining properties or situated to well used areas such as shopping streets.
- Covered - Where overnight or long term bicycle parking is being developed it should be covered to prevent damage by adverse weather conditions.



Figure XX A contemporary design for cycle parking

6.28 In flats the storage of bicycles is particularly problematic, leading to cycles being stored haphazardly in hallways or on balconies. For new apartment developments, cycle storage should be an important consideration from the outset and should be accommodated in a convenient, safe and secure location that is well overlooked by habitable rooms or within the building itself.

## Refuse and Recycling Storage Space

6.29 All proposed developments must have adequate storage space to contain waste, including separate storage for recyclable material and where possible should have an off-street collection point.



6.30 When a planning application is submitted, the Council would expect details of the proposed storage accommodation for waste and recyclable material to be specified.

6.31 All developments must take into account the needs of the collection vehicles. Applicants must ensure that the road structure to a development is suitable to take the weight of the collection vehicle (up to 26 tonnes) and with sufficient width to allow for ease of manoeuvring. Where shared roads are proposed a shared

refuse collection area may be appropriate so as not to cause obstruction to road users and pedestrians. Any such enclosure should be designed to be complimentary to the host building and the wider context.

### Refuse storage to residential properties

- 6.32 Currently houses have a three-wheeled bin system to accommodate general waste (green); recycling (blue) and garden waste (brown).

**Guideline 4: Footprint Area Required for the storage of wheeled bins for houses**

Waste type	Capacity of bin ltrs	Width mm	Depth mm	Height unopened mm	Height open mm
General	180	480	740	1070	1810
Recycling	240	585	740	1070	1810
Garden	240	585	740	1070	1810

The minimum dimensions for wheeled bin storage should be approximately 2sq.m.

- 6.33 Bins should have designated storage areas that are sensitively located and designed. Where the storage area is to be visible from the boundary of the property, any enclosure for the containers should be designed to be complimentary to the host building and context.

### Flats, apartments and multi – occupied dwellings

- 6.34 The largest bin supplied by Stafford Borough Council is a euro bin, which has capacity of 1100 litres. This bin is used for general waste only. Due to the vehicles used to collect recyclables, only 240 litre bins are supplied.

**Guideline 5: Footprint Area Required for the storage of wheeled bins for flats**

Waste type	Capacity of bin ltrs	Width mm	Depth mm	Height unopened mm	Height open mm
General	1100	1220	1070	1360	2430
General	240	585	740	1070	1810
Recycling	240	585	740	1070	1810
Garden	240	585	740	1070	1810

The following calculation is use to determine the capacity required for multi occupied buildings based on 2 bedroom properties



10 flats = 5 Recycling Bins  
2x 1100 Euro Bin (equivalent to 8 flats per bin)

Euro bins are only supplied to shared bin stores which serve 10 or more dwellings.

If there are less than 10 flats/apartments within a shared building this service would be supplied standard 24 litre general waste bins (allow 1 per flat) and 1 recycling bin per 2 flats/apartments.

If there are three or more bedrooms within the majority of the apartment then the ratio of bins to flat will have to be increased. This should be discussed with the Council's Waste Operations Officer.

### **Communal Refuse Areas**

- 6.35 The floor and walls of bin stores must be constructed and finished in materials that are impervious and easy to clean. Darker and non-porous paving with a smooth texture are easier to clean and will help conceal stains. Where appropriate, a trapped gully and water supply should be provided to make cleaning easier. Where the area is to be enclosed in a roofed building, adequate ventilation must be provided. Internal stores must include lighting.
- 6.36 Poor location and poor design can lead to communal refuse/recycling storage areas attracting anti-social behaviour or being perceived as unsafe. To avoid anti-social behaviour and fly tipping, communal waste and recycling sites should be in overlooked positions close to areas of activity. Consideration should be given to combining sites with other communal facilities such as bike shelters, although this must be balanced with the need to avoid undermining overall quality of place.

### **Exceptions to the Guidelines**

- 6.37 Proposals that do not meet the guidelines outlined in this section will be acceptable where the developer/applicant can clearly demonstrate that:
- The relaxation of standards would enable a higher quality of design to be achieved in respect to;
    - external materials
    - surface treatment
    - landscaping
    - lighting

- architectural design
- character and functionality of surrounding area
  
- Adequate levels of privacy and amenity are provided for residents by means of:
  - careful design of the buildings
  - relationship between buildings
  - relationship between buildings and landscape features such as screen walls, fences, trees, hedges, shrubs, footpaths and public spaces

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## 7 Conservation Areas and Article 4 Directions

- 7.1 This section expands upon Policy N9 of the adopted Plan for Stafford Borough, with respect to alterations and extensions to properties in conservation areas.
- 7.2 Living in or operating from premises in a Conservation Area does not mean that you cannot make alterations to these properties, but it does mean that the changes that you may wish to make must preserve or enhance the character and appearance of the area.
- 7.3 This guidance will be useful to anyone proposing to carry out development within a Conservation Area and it will help to ensure a high quality of proposals and applications.

### What is a Conservation Area?

- 7.4 Conservation Areas are places of special architectural and historic character with a collective quality worth preserving and enhancing. The strength of their character is dependent on the way the individual buildings, gardens and open spaces complement each other. The Local Planning Authority is responsible for designating Conservation Areas with the law set down in the Planning (Listed Buildings and Conservation Areas) Act 1990 (as amended). Within Conservation Areas, permitted development rights are restricted. This means that applications for planning permission are required for certain types of work that would not normally need consent. For further information please see the [Planning Portal](#).
- 7.5 Listed below are examples of types of development that require applications for planning permission or conservation area consent. Please bear in mind that the list is not exhaustive.
- Demolition of all, and in some cases part, of any building or structure
  - An extension that extends beyond the side wall of the building
  - Any two storey extension
  - Cladding any part of the outside of a building with materials such as stone, artificial stone, timber, plastic or tile
  - Any enlargement or extension to a roof, such as the addition of a dormer window
  - An extension or alteration to any structure within the grounds of a building, if it is to the side of the house
  - The installation of a flue, chimney or soil and vent pipe if it would face a road and is on the side or front of the building
  - Positioning a satellite dish on a wall, roof or chimney that faces a road or public space
  - Solar panels on a wall that faces the road
  - Tighter controls over advertisements

- Trees within conservation areas with stem diameters of 75mm or greater, measured at 1.5m above ground are protected. Anyone wishing to work on these trees must normally give six weeks written notice to the Local Authority. Replacement planting duties may apply.

7.6 There are 30 Conservation Areas in Stafford Borough. The designated boundaries and Conservation Area Appraisals for each can be viewed via the following: <http://www.staffordbc.gov.uk/conservation-areas-list>

### **What is an Article 4 Direction?**

7.7 There are three Conservation Areas in the Borough that have additional level of control under an Article 4 Direction. This gives the Council special control by further removing some of the property's Permitted Development rights. This enables the Council to prevent insensitive development but does not mean that an owner cannot make any alterations to their property. However it does give the Council more control over the design and specification of proposed alterations. This helps ensure the character of the area is preserved or enhanced and that the quality of the environment is sustained.

7.8 The three Article 4 Directions designated within Stafford Borough are listed below:

- [Stone Article 4](#)
- [Eccleshall Article 4](#)
- [Burton Manor Village Article 4](#)

## Guidance for Alterations in a Conservation Area

### Front Doors, Porches and Canopies

- 7.9 The original front door, porch or canopy in their original form should be retained where possible. The replacement of canopies with enclosed porches or infilling of recessed entrances or porches with extra door sets will normally be resisted.
- 7.10 Replacement of original features should be detailed to match or complement the originals using traditional materials. Where a new porch is proposed, it will need to be designed to be in keeping with the style of the house. Where possible choose traditional materials to match the house.



Figure XX Examples of doors in the Borough's Conservation Areas, which should be retained.

### Window Repair and Replacement

- 7.11 Although UPVC/Aluminium windows have improved over the years they still do not give the 3D effect on glazing bars that timber windows have. Poor window replacement can have a significant negative impact on the character of the Conservation Area. Removal original windows and replacement with UPVC, will eventually damage the whole street scene.



- 7.12 Original windows and doors should be repaired wherever possible. If windows do need to be replaced then, ideally, these should copy the original in style and material.

Figure XX Poor replacement of original window with UPVC

## Repainting and Other Wall Coverings

- 7.13 Original brickwork should not be painted or covered with artificial finishes such as stone cladding. In the past the original brickwork on some buildings has been covered over with paint and other coverings. If architectural details are covered over, this can spoil the appearance of a property and may trap moisture and cause serious damage to walls. It is often possible to remove paint.
- 7.14 Painting windows, doors and other woodwork can help preserve these original features. Colours should be traditional and in keeping with the character of the area.

## Roofs

- 7.15 If repairs are required, the original tiles should be re-used where possible. However, if replacement is necessary, care must be taken to match the colour, texture, size and materials of the original, as roof materials come in many shapes and sizes.
- 7.16 Planning permission is required for replacing roof tiles for houses covered by an Article 4 Direction.

Figure XX An example of a roof and chimney in one of the Borough's Conservation Areas. Original chimney pots should be retained and tiles replaced to match existing.



## Gutters and Drainpipes

- 7.17 The original gutters and drainpipes in the majority of the Borough's Conservation Areas were cast iron. If gutters and drainpipes need replacing, these should as close to the original as possible. Decorative cast iron hopper heads must be retained.



Figure XX An example of a decorative cast iron hopper these must be retained as they contribute to the character and appearance of the Conservation Area

## Garages



- 7.18 Older garages can sometimes make a positive contribution to the character of Conservation Areas where they are purposely designed, and their retention will be encouraged. However, where it can be demonstrated that an original garage is too small to accommodate a modern car then the Council may consider proposals for a replacement.

Figure XX An example of a 'sensitive garage' in the Stone Conservation Area

## Front Gardens, Walls and Boundaries



- 7.19 The original front gardens and boundary walls are often distinctive features of the Borough's conservation areas. Front gardens that have been planted with soft landscaping features enhance the appearance of a Conservation Area.

- 7.20 The removal of garden walls and hedges and the formation of hard surfaces will generally be resisted. The Council may grant permission for off-street parking space where at least 50% of the total front garden area will be retained and suitably landscaped with soft planting. Any new hard surfaces should be formed using traditional materials such as blue brick paviours, pavers or loose gravel. The removal of garden walls and hedges across the



Figure XX and XX : Boundary treatments in the conservation area

whole width of the front plot will be resisted. Planning Permission for off-street parking spaces will also be subject to assessment by the Highway Authority.

- 7.21 Where there has been a loss of a front boundary, the Council will encourage them to be replaced. Walls should be built to match the street scene, including materials.
- 7.22 Hedges play an important role by adding to the character and setting of the dwellings and often serve to define boundaries and identify access points. The removal of hedges would drastically alter the natural/ urban balance of a Conservation Area and should therefore be avoided.

7.23 There are a number of different approaches to the design of paths in the 30 Conservation Areas across the Borough, including stone pavers, small quarry tiles (laid to decorative tessellated patterns) and terrazzo (with contrasting border patterns). These are important elements of a Conservation Area as they help to define the character and therefore it is important to preserve them. It is possible to repair these paving systems, and salvaged or new materials can be sourced. Where they have been lost, the Council will encourage traditional paths to be replaced.



Figure xx tiled footpath leading up to a property, these should be retained and restored where appropriate.

### **Solar Panels and Environmental Installations**

7.24 The Council encourages energy and efficiency improvements, but also recognises that many installations are not appropriate for Conservation Areas.

7.25 Solar panels should not protrude more than 200mm beyond the plane of the roof. To achieve this, many manufactures provide an in roof system where the panels are recessed flush with the roof tiles. Furthermore, panels should not be sited on the front or side elevation or roof slope, or be visible from the highway.



## 8. Extensions and Alterations to Dwellings

### Introduction

- 8.1 Many alterations and small extensions to single family dwelling houses can be built as 'permitted development' without needing to apply for planning permission. Purpose built flats and houses that have been converted into flats have no permitted development rights, so planning permission will always be required for extensions and other alterations. Guidance on permitted development can be found in the Government's Permitted Development Rights for Householders: Technical Guidance <https://www.gov.uk/government/publications/permitted-development-rights-for-householders-technical-guidance> and <https://interactive.planningportal.co.uk/>
- 8.2 Although permitted development can be carried out as of right, you are advised to discuss the matter with the Planning Department as you may wish to apply for a 'Certificate of Existing or Proposed Lawful Development'. The Certificate confirms that planning permission is not needed for the development, which can be helpful when you come to sell your property. New development will also need to satisfy the requirements of the Building Regulations. These regulations ensure the proper construction of your extension. The Council's Building Control team <http://www.staffordbc.gov.uk/building-control> should be contacted for further information.
- 8.3 If the property is a Listed Building, additional controls apply and a special approval known as Listed Building Consent may be needed. If you are in doubt as to whether this applies to you, please contact the Conservation Officer at the Council or alternatively you can check the status of your property and whether it is in a conservation area by going or on the Stafford Borough Council website <http://www.staffordbc.gov.uk/conservation> or if it is listed go on the National Heritage List for England <https://www.historicengland.org.uk/listing/the-list>. If your property does fall within one of the Borough's Conservation Areas or a designated Article 4 area, please refer to section 7 of this Guidance.
- 8.4 The following advice illustrates some of the features that should be considered when designing an extension. Whilst useful, it cannot cover every eventuality and it is recommended that the services of a competent person such as an architect or qualified designer are employed at an early stage. Employing a professional will help to ensure you get the best quality result and will frequently expedite the process.

- 8.5 Pre-application advice can be sought from the Council's planning department, as to whether a development is suitable – and this will generally help the application process. Crucially, involvement of an architect or surveyor can ensure proper supervision on site and control of costs.

## General Design Principles

- 8.6 This guidance seeks a balance between the applicant's desire to extend their properties, and the interests of neighbouring properties and the general appearance and character of the area.
- 8.7 An important feature to consider is that not all properties are suitable for extension. In certain instances there will not be enough space or the design of the extension may damage the amenity of others or the streetscene. Additionally, the cumulative effect of extensions must be considered when deciding whether or not to approve housing extensions.

## Front Extensions

- 8.9 Proposed extensions should be designed in relation to the whole street or particular groups of buildings. When extending a property it will be necessary to consider whether the alterations will harmonise with surrounding development. Well-designed extensions can enhance the overall street scene and urban environment whilst poorly designed extensions can damage the character of an area and may reduce the desirability and value of the property.



Figure XX  
example of a  
front extension  
to a property  
which is  
sympathetic to  
the  
neighbouring  
properties

- 8.10 Significant extensions projecting forward of the front elevation will not normally be permitted due to their effect on the streetscene, particularly where there is a well-established building line or where the works might reduce the provision for off street parking or vehicle turning.

- 8.11 Where there is scope to extend, the roof should harmonise with that of the original dwelling in terms of pitch, tile type and colour. Care should also be taken to ensure that the architectural style of the extension fully integrates with the architectural form of the main dwelling and results in a balanced symmetry.
- 8.12 In areas where there is a well-defined building line, extensions or garages should not project beyond this, as it would damage the street scene.

### Side Extensions



- 8.13 Side extensions can result in unacceptably prominent features on the streetscene. This is particularly the case with two storey extensions, which leave little or no space between adjacent buildings. Such extensions will not be permitted if they result in creating a harmful terracing effect. To avoid a “terracing” effect between neighbouring dwellings in areas of mainly detached or semi-detached housing, two storey extensions

should be subordinate to the main building.

- 8.14 Where possible the existing side access to the rear garden should be retained. This ensures an adequate visual separation between the buildings, provides sufficient

Figure XX A poor example of a side extension with a flat roof and no relationship with the original property

space for access and maintenance of the dwelling, as well as retaining the character of the street frontage.

- 8.15 Side extensions on corner sites should respect the building line of the adjoining road to support the streetscene.



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## Rear Extensions

- 8.16 Single storey rear extensions can often be added without difficulty, generally having little impact on the street scene. Depending upon the size, planning permission may not be required. However consideration should still be given to how it will relate to the original building in terms of scale, external materials, and long term maintenance. Two storey extensions at the rear need to be carefully designed so that they minimise the impact on neighbouring properties and are appropriate to the existing dwelling please refer to Appendix 2 and 3.



Figure XX example of piecemeal rear extensions to a bungalow which detract the property

## Roof Extensions and Dormer Windows

- 8.17 Some roof extensions are allowed under the permitted development rights of a dwelling and do not require planning permission. Where planning permission is required for roof extensions, they will be expected to be well proportioned, and designed to be sympathetic to the roof of the original dwelling. Roof dormers should be sympathetic in scale to the existing roof plan, and should not over dominate the host roof or appear overly box-like, or result in the dwelling appearing top-heavy.

## Design and Appearance

- 8.18 All extensions and alterations, particularly those incorporating modern design approaches, should be considered holistically with the original/main building to avoid an awkward jarring of materials and forms. Modern designs using contemporary and sustainable materials will be generally welcomed, and the Council would not wish to restrict creative designs where they can be integrated successfully into their context.

- 8.19 The Council will seek to ensure that the visual symmetry of semi-detached pairs and the continuity of terraced buildings is retained and where possible enhanced, especially at roof level and on elevations visible from the street.

### **Materials and Detailing**

- 8.20 Care should be taken when specifying contemporary and contrasting materials on older properties to ensure that the extension or alteration will not appear incongruous to the original building. The use of contrasting materials such as zinc and timber etc., will only be approved where the design complements the existing building in proportion and scale, and it does not detract from the prevailing character of the surrounding area.



Figure XX An example of a subservient side extension with contrasting materials

- 8.21 Down pipes should be positioned carefully. Rainwater and waste pipes can cover unsightly junctions between the original house and the extension.

### **Amenity of Neighbours**

- 8.22 The impact of residential extensions on the amenity of neighbouring properties is also something to be considered before proceeding with a planning application. Speaking to your neighbours about your proposals will help you to understand any concerns there may be about the future development, and enable you to modify the proposals before getting involved in the planning stage of the process.
- 8.23 In urban/built up areas a degree of overlooking may be inevitable and should be expected. However every effort should be made to avoid overlooking of rear facing living room windows and garden 'sitting out' areas such as patios and decked areas. This can be achieved through distance and design.

- 8.24 The Council will consider the effect an extension may have on the outlook from a principal window in a neighbouring property. The emphasis here is not on preventing a change in outlook, but in avoiding undue intrusion to windows that make an important contribution to the amenities of occupiers of affected properties.
- 8.25 Extensions should not be designed with windows near the boundaries that directly overlook neighbouring properties or gardens.
- 8.26 Large extensions to a dwelling can result in excessive overshadowing on the principal windows of neighbouring properties', particularly if there are no opportunities to gain daylight from an alternative elevation, such as with terraced and semi-detached houses. This is particularly important where rear extensions are proposed on or close to the boundary of an adjoining house.
- 8.27 The size and location of the extension should ensure that an adequate amount of amenity space is retained that is commensurate with the size of the principal dwelling. Furthermore extensions that are close to, or abut the boundary of a neighbouring property must be limited in height so as not to impinge on the neighbours' outlook.
- 8.28 The use of a flat roof extension to form the base of a balcony will rarely be permitted, if it affects the privacy of a neighbouring property.

### **The 45 degree rule**

- 8.29 The 45-degree rule can be used to establish the maximum permissible height, depth and width of an extension. It provides a general guide to what is normally considered acceptable. However, it is only a general rule of thumb and the Council may, on occasion, consider an extension to be unacceptable even if it appear acceptable on paper. The 45-degree rule can be used to check if your extension may result in a loss of light to adjoining windows. Further details on the application of the 45 degree rule are set out in Appendix 2.

### **The 25 degree test**

- 8.30 The 25 degree test is used where the development is opposite the window as show in Appendix 3. The centre of the lowest habitable window should be used as the reference point for the test. If the whole of the proposed development falls beneath a line drawn 25 degrees from the horizontal, then there is unlikely to be a substantial effect of sunlight and daylight. If the proposed development goes above the 25 degree line, it does not automatically follow that daylight, and sunlight levels will be below standard. However, it does mean that further checks on daylight and sunlight are required. For further information please go to the Building Research Establishment (BRE) document 'Site Layout and planning for daylight and sunlight: a guide to good practice' <https://www.bre.co.uk/daylight-and-sunlight> .

8.31 However, this is a general rule and careful consideration of site factors, aspect and orientation will need to be given to all extensions even where they meet these standards. Further details on the application of the 45 degree rule are set out in Appendix 2 and Appendix 3 for the 25 degree rule.

### **The Positioning of Windows**

8.32 The size and positioning of windows of a dwelling in relation to site boundaries and to public areas is an important factor in determining the degree of privacy enjoyed by its occupants.

8.33 In those cases where a principal window faces the flank wall of a dwelling with no principal windows (i.e. either a blank wall, obscure glazed windows or high level windows), a shorter distance between dwellings is acceptable provided that the standards for private garden space are met. This distance is further reduced where the flank wall forms part of a single storey structure (e.g. a bungalow).

8.34 A principal window is defined as the main window of more than 1 metre in width to a habitable room.

#### **Guideline 6: Distances between windows**

This guideline is in relation to extensions and alterations to existing dwellings.

- 6a) A distance of 21 metres is considered to be the minimum separation between facing/backing dwellings required to achieve a degree of privacy within conventional two storey accommodation, i.e. with main living room and kitchen windows on the ground floor and bedrooms at first floor.
- 6b) There is a minimum distance of 12 metres from a principal window when it faces the wall of another dwelling with more than one storey with no principal window.
- 6c) There is a minimum distance of 8 metres from a principal window when the facing wall forms part of a single storey structure.

Each proposal is judged on its own merits. It is recognised that good design in new housing layouts will not be achieved solely by adherence to these guidelines. Indeed the Borough Council wishes to encourage a marked improvement in mundane, standardised housing layouts which the application of regimented standards can exacerbate. In addition, where privacy is less of an issue relaxation of the guidelines will be considered.



# Appendix 1

## Objectives of Urban Design

<b>Character</b> – A place with its own identity.	To promote character in townscape and landscape by responding to and reinforcing locally distinctive patterns of development, landscape and culture.
<b>Continuity and Enclosure</b> – A place where public and private spaces are clearly distinguished.	To promote the continuity of street frontages and the enclosure of space by development which clearly defines public and private areas.
<b>Quality of the Public Realm</b> – A place with attractive and successful outdoor space.	To promote public spaces and routes that are attractive, safe, uncluttered and work effectively for all in society, including disabled and elderly people.
<b>Ease of Movement</b> – A place that is easy to get to and more through.	To promote accessibility and local permeability by making places that connect with each other and are easy to move through, putting people before traffic and integrating land uses and transport.
<b>Legibility</b> – A place that has a clear image and is easy to understand.	To promote legibility through development that provides recognisable routes, intersections, vistas and landmarks to help people find their way around.
<b>Adaptability</b> – A place that can change easily.	To promote adaptability through development that can respond to changing social, technological and economic conditions.
<b>Diversity</b> – A place with variety and choice.	To promote diversity and choice through a mix of compatible developments and uses that work together to create viable places that respond to local needs.

## Aspects of Development Form

<b>Layout: Urban Structure</b> – The framework of routes and spaces that connect locally and more widely, and the way developments, routes and open spaces relate to one another	The layout provides the basic plan on which all other aspects of the form and uses of a development depend.
<b>Layout: Urban Grain</b> – The pattern of the arrangement of street blocks, plots and their buildings in a settlement	The degree to which an area's pattern of blocks and plot sub-divisions is respectively small and frequent (fine grain), or large and infrequent (course grain).
<b>Landscape:</b> The character and appearance of land, including its shape, form, ecology, natural features, colours and elements and the way these components combine	This includes all open space, including its planting, boundaries and treatment.

<p><b>Density and Mix:</b> The amount of development on a given piece of land and the range of uses. Density influences the intensity of development and in combination with the mix of uses can affect a place's vitality and viability</p>	<p>The density of development can be expressed in a number of ways. This could be in terms of plot ratio, number of dwellings, or the number of habitable rooms.</p>
<p><b>Scale: Height</b> - Scale is the size of a building in relation to its surroundings, or the size of parts of a building or its details, particularly in relation to the size of a person. Height determines the impact of development on views, vistas and skylines</p>	<p>Height can be expressed in terms of the number of floors, height of parapet or ridge, or overall height; any of these combinations, a ratio of building height to street or space width, height relative to particular landmarks or background buildings or strategic views</p>
<p><b>Scale: Massing</b> – The combined effect of the arrangement, volume and shape of a building or group of buildings in relation to other buildings and spaces</p>	<p>Massing is the three dimensional expression of the amount of development on a given piece of land.</p>
<p><b>Appearance: Details</b> – The craftsmanship, building techniques, decoration, styles and lighting of a building or structure</p>	<p>This includes all building elements such as openings and bays, entrances and colonnades, balconies and roofscape and the rhythm, of the facade</p>
<p><b>Appearance: Materials</b> – The texture, patterns and durability of materials and how they are used.</p>	<p>The richness of a building lies in its use of materials which contribute to the attractiveness of its appearance and the character of an area.</p>

## Appendix 2

### The 45 Degree Rule and its Application

Extensions or new dwellings should not cause an unreasonable loss of daylight or an unreasonable degree of overshadowing to any habitable rooms in neighbouring properties or gardens.

An established practice is to implement the 45 degree Code in order to minimise the loss of light or outlook to principal windows on adjoining properties.

A principal window is defined as the main or secondary window of more than 1 metre in width or two smaller windows of less than 1 metre but within a metre of each other to the same room, being a

- living room
- dining room
- kitchen
- bedrooms

The 45 degree Code referred to in these standards is intended to:

- maintain a reasonable relationship between existing building, extensions and new buildings;
- avoid an overbearing visual impact in terms of bulk and proximity to boundaries both from inside adjoining properties and from adjoining gardens;
- reduce potential loss of light and overshadowing.

The following guidance, as illustrated below, will provide the basis for assessing householder extensions. However the 45 degree code should not simply be applied on a mechanical basis; reference should also be made to the following site considerations:

- design and character of the existing property and neighbouring properties;
- distance of existing buildings to site boundaries;
- siting of adjoining buildings within the site or on neighbouring premises;
- existing boundary features: outbuildings, fences, walls, trees;
- orientation of application property in relation to neighbouring properties
- significant changes in level between properties/gardens;
- garden/plot size.

## **(A) SINGLE STOREY REAR EXTENSIONS**

Permission will normally be granted for:

Single storey extensions projecting more than 3 metres which do not impinge upon a 45 degree sightline drawn horizontally on plan from the centre of the nearest ground floor principal window of an adjacent property

## **(B) TWO STOREY REAR EXTENSION**

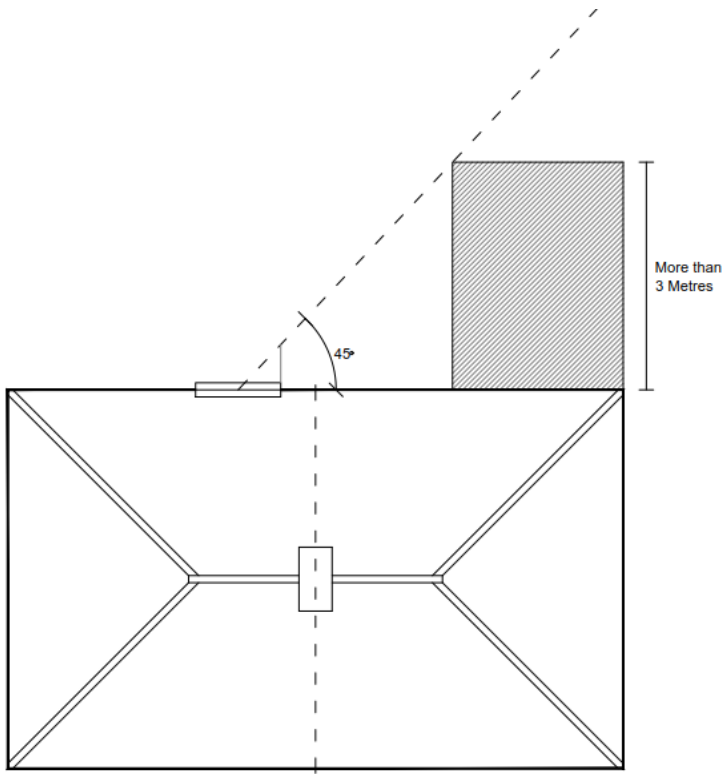
Permission will normally be granted for:

- (i)** Two storey extensions projecting 2 metres or less from the main wall of the original dwelling.
- (ii)** Two storey extensions projecting more than 2 metres which do not impinge upon a 45 degree sightline measured horizontally on plan and vertically on elevation from the centre of the nearest ground floor principal window of an adjacent property;

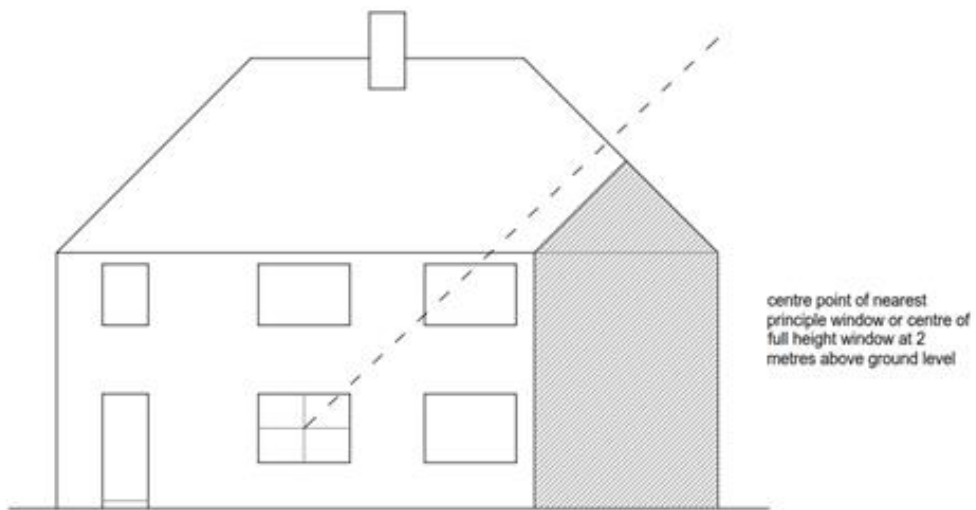
In the case of a full height window (e.g. patio door) a height of 2 metres above ground level on the centre line of the window will be used.

New buildings and infill development that are sited close to principal windows of existing neighbouring properties should be designed so as not to:

- (i)** impinge upon a 45 degree sightline drawn horizontally on plan from the centre of the nearest ground floor principal window of an adjacent property.
- (ii)** impinge upon a 45 degree sightline measured horizontally on plan and vertically on elevation from the centre of:
  - the nearest ground floor principal window of an adjacent property;
  - in the case of a full height window (e.g. patio door) a height of 2 metres above ground level on the centre line of the window will be used.



not to scale



not to scale

## APPENDIX 3

### 25 DEGREE RULE and ITS APPLICATION

The 25 degree rule is used to ensure that adequate levels of daylight for habitable rooms is provided when extensions or new buildings directly face principal windows of existing properties.

A principal window is defined as:

the main or secondary window of more than 1 metre in width or two smaller windows of less than 1 metre but within a metre of each other to the same room, being a

- living room
- dining room
- kitchen
- bedrooms

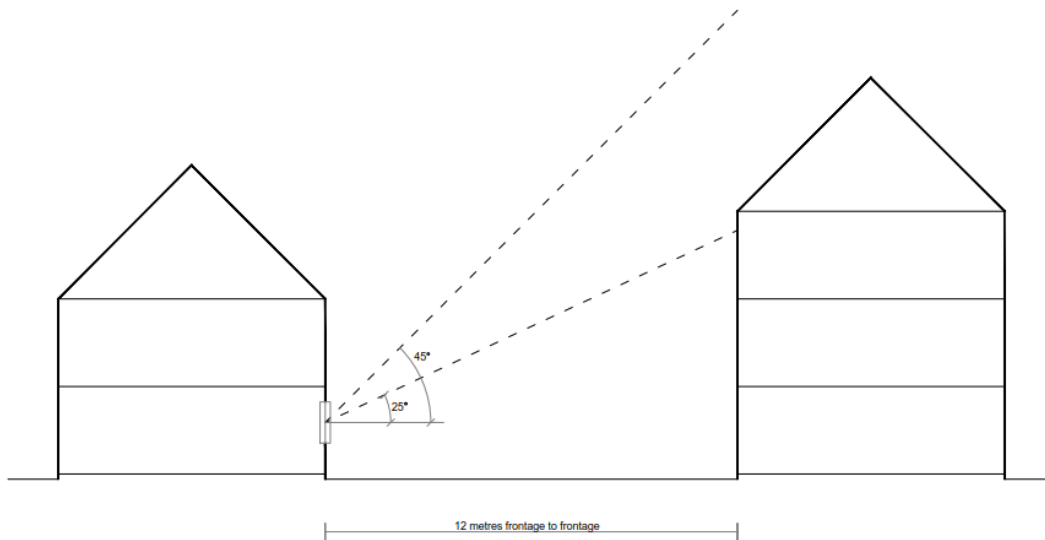
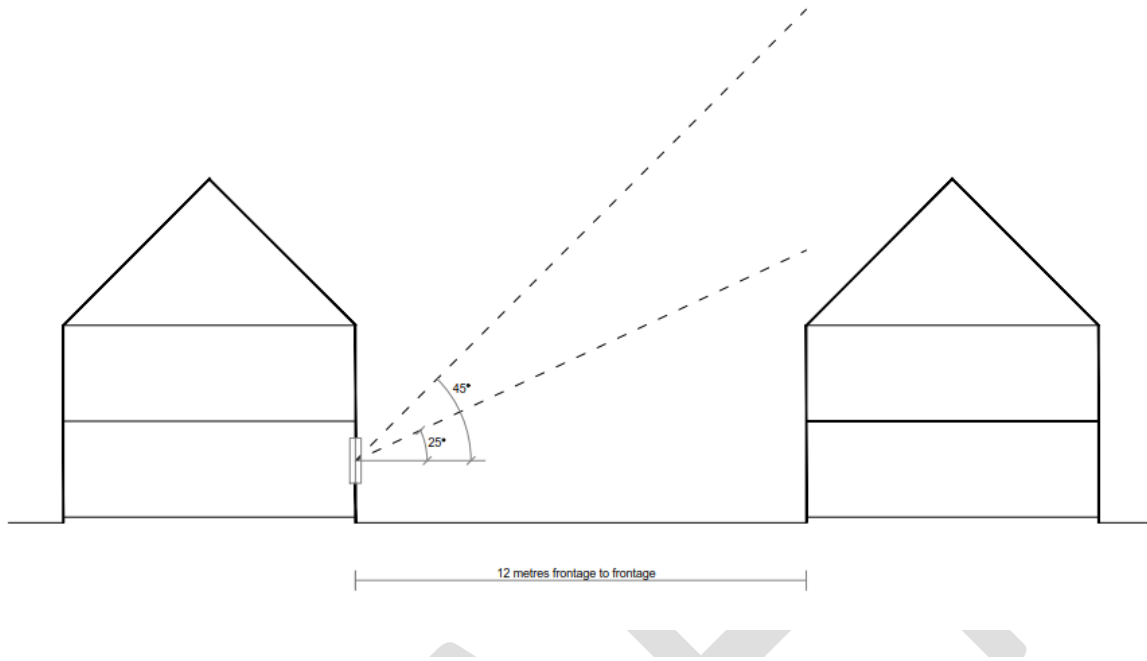
The following 25 degree, as illustrated above, will provide the basis for maintaining adequate daylight into habitable rooms for extensions and new buildings. However when assessing the 25 degree rule, reference should also be made to the:

- opposing properties ridge height;
- distance of existing buildings to site boundaries;
- changes in level between properties/gardens.

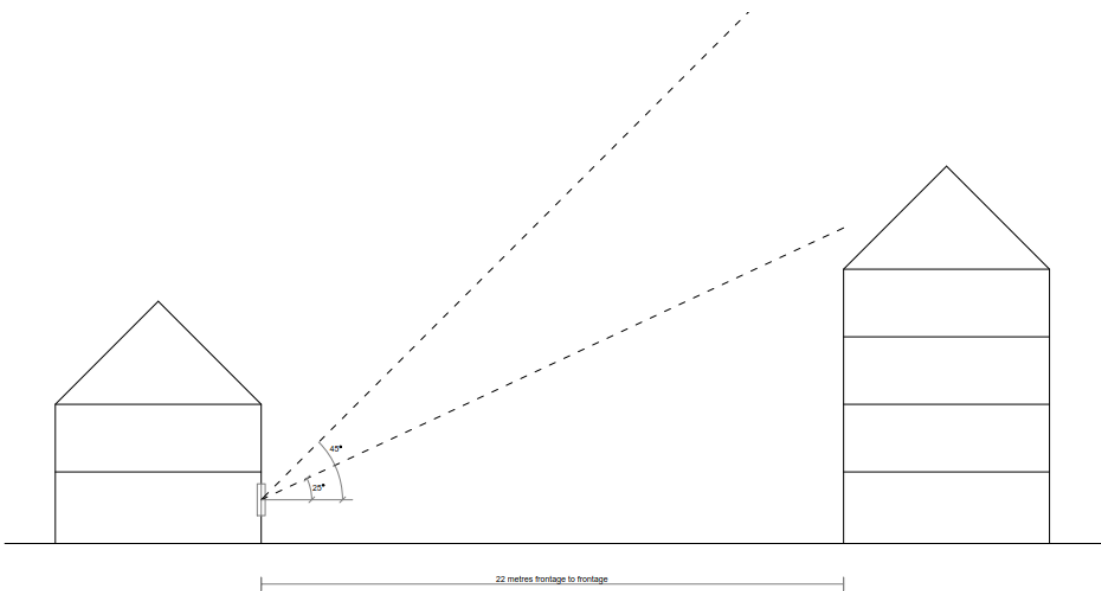
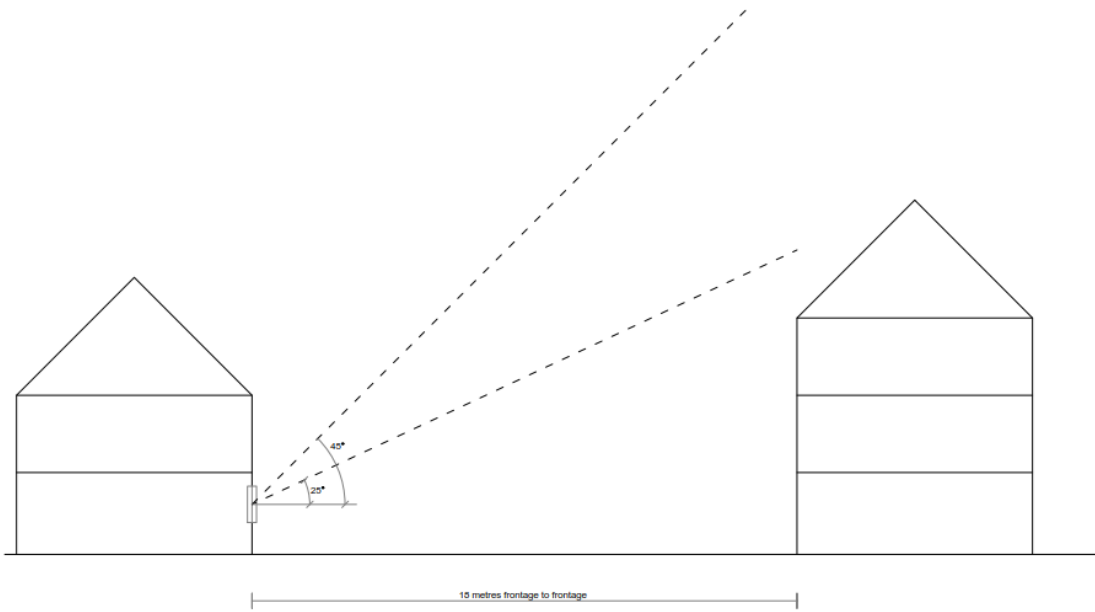
To ensure that the 25 degree rule is complied with, new development should ensure that:

- (i) no part of a 25 degree vertical angle, drawn from the centre of the lowest principal window in the horizontal plane, on end elevation view, on the existing property, is obstructed.

## 12 metre frontage to frontage



## 14 Metre Frontage to Frontage







# **Re-use of Rural Buildings**

**Draft Supplementary  
Planning Document**

**August 2017**

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## 1. Introduction

- 1.1. The purpose of this Supplementary Planning Document (SPD) is to provide agents, applicants, landowners and potential buyers of agricultural buildings with advice to ensure that high standards of design and conversion are maintained in the Borough, and to ensure that traditional rural buildings are re-used or adapted in such a way as to retain their integrity and local distinctiveness.



- 1.2. This SPD contains important information for anyone contemplating this type of development, and will be taken into account as a ‘material consideration’ when planning applications for the re-use of rural buildings are determined by the Council. This applies equally to both commercial operators and those looking at converting a redundant building into a dwelling.
- 1.3. The design guidance in this SPD explains the general design principles to ensure that traditional<sup>1</sup> rural buildings can be brought back into use by converting them (where appropriate) in a sympathetic manner, to retain their traditional rural character and setting. This guidance covers both traditional rural buildings in the open countryside and those within villages. The guidance also addresses some key overarching considerations that need to be taken into account when converting a listed building. However, further detailed guidance should be sought from Stafford Borough Council at the earliest possible stage; as such buildings are subject to special considerations and control.
- 1.4. Changes in the agricultural industry have led to large numbers of rural buildings becoming surplus to requirement. Traditional rural buildings contribute towards the character of their wider landscape. Therefore, any impact on the wider landscape should form a key consideration when finding alternative uses for rural buildings.

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<sup>1</sup> Traditional’ is a term often used to describe farm buildings pre-dating 1940, after which modern building materials and revolutions in farming technology and farmstead planning marked a sharp divide with previous practice, English Heritage.

## 2. Policy Context

2.1. The Town and Country Planning (General Permitted Development) (Amendment and Consequential Provisions) (England) Order 2014 came into force on 6th April 2014 (see web-link below). The Order changes permitted development rights to allow for the conversion of agricultural buildings provided that certain conditions are met. It is still necessary for the landowner to contact the Borough Council to apply for a determination as to whether prior approval will be required. This type of application covers design and external appearance, and this SPD should be utilised for guidance on these matters. Prior approval may also be required in regard to transport and highways impacts, noise impacts, contamination risks, flooding risks and the location or siting of the proposed development.

<http://www.legislation.gov.uk/uksi/2014/564/contents/made>

2.2. The overall aim of this SPD is to provide further details to policies within the Plan for Stafford Borough 2011-2031 (see web-link below or Appendix A) and paragraph 28 of the National Planning Policy Framework. Any development proposal should also take note of relevant adopted/made or draft neighbourhood plan policies if applicable. Key policies in the Plan for Stafford Borough 2011-2031, which this SPD is designed to support, are 'Policy E2 - Sustainable Rural Development', 'Policy C5 - Residential Properties outside the Settlement Hierarchy', 'Policy Spatial Principle 6 (SP6) – Achieving Rural Sustainability'; 'Policy Spatial Principle 7 (SP7) – Supporting the Location of New Development'; and Policy N1 - Design. However some aspects of Policy E2 have subsequently been superseded following the changes to General Permitted Development (as set out in paragraph 2.1 above), as priority can no longer be given to economic uses before residential uses.

<http://www.staffordbc.gov.uk/theplanforstaffordborough>

2.3. Historic England has produced a number of documents offering guidance on proposals to convert traditional rural buildings. These documents and other links can be found in Appendix B.

2.4. All proposals which include the re-use of rural buildings should be in line with national and local policy/ guidance.

## **3. General Principles for Conversion/Adaptation and Re-use**

### **Rural Diversification**

3.1. As set out in Policies E2 and E6 of the adopted Plan for Stafford Borough, potentially appropriate new uses for traditional rural buildings within Stafford Borough include, but are not limited to:

- Niche retail such as Farm or craft shops,
- Storage or workshop unit,
- Offices,
- Live/work units,
- Tourist/visitor centres or similar uses, and
- Community uses.

### **Residential Re-use**

3.2. The type of agricultural or industrial building should be suitable for conversion to residential use. Evidence must be provided in the form of a structural survey to demonstrate that the building is structurally sound, large enough and capable of accommodating the conversion. A conversion where substantial rebuilding of the original structure is required is effectively a rebuild, and will be considered a new dwelling rather than a conversion and will not be supported. In such cases the architectural / historic interest is lost and with it the justification for the conversion.

3.3. Any application which involves the construction of additional buildings or extensions / significant alterations to the existing rural building will not be supported.

## 4. Detailed Considerations for Conversion – External Alterations



4.1. Conversions must respect and where possible enhance the key features of the wider landscape, and not have an adverse impact on its character. It is acknowledged that there is a wide diversity of traditional rural building types, from different periods within the Borough. Each of these building's character is reflective of the

specific function that the building previously accommodated. To ensure that this special character and local distinctiveness is conserved and strengthened, the following design principles should be adopted when considering new conversions..

### Walls and External Features

- 4.2. New materials will need to be natural and match the colour size and texture of the originals as closely as possible.
- 4.3. The re-pointing of joints should be confined to localised areas that require repair, using traditional lime based mortar of appropriate colour and texture.

### Making Best Use of Existing Openings

- 4.4. The key to a successful conversion is to design the internal layout to make the best use of all existing openings without alteration.
- 4.5. Existing window and door openings, along with large existing openings, such as cart openings, should be fully utilised to allow natural light into the building.



4.6. Where the introduction of new openings is necessary, they should be of a size that respects the building's character, be kept to an absolute minimum and be discreetly located on the less publicly visible elevations. Openings should also not interrupt distinctive architectural features such as ventilation holes or Owl holes.

4.7. Surplus openings that are no longer required may be used as convenient storage facilities for bins accessed from the outside of the building, or as unobtrusive locations for utility meters.

4.8. Where openings need to be blocked up, the infill should be of a sympathetic material and fully recessed for the full extent of the original opening. Such an approach emphasises the original opening and preserves the building's character and evidence of former uses.



### *Windows*

4.9. Where original window joinery exists, this should be repaired rather than renewed, where possible. Existing historical window shutters (where present) can either be retained and tied back to the wall, or retained in working order to provide an additional layer of security when the building is empty.

4.10. New windows inserted into existing openings should utilise bespoke units composed of either timber or metal. Features out of keeping with traditional rural buildings such as dormer windows, uPVC and windows of a suburban character, will be resisted, unless there is a compelling justification for why these are appropriate.



4.11. Existing window cill details should be retained and replicated where appropriate.

### Doors

4.12. Where present original doors should be retained. Large doors are part of the original character of certain types of agricultural building and should be retained and tied back in the open position.

4.13. Where required, new doors should be based on original surviving doors. Old ironmongery, where present should be retained.

4.14. Lintels over openings should be preserved where possible. Where new lintels are required, the external appearance should replicate the existing details on the building, for example natural stone, brick or timber facing.



### Roofs

4.15. The roof of a farm building is its most visible feature and forms a key part of the building's character. Traditional farm buildings' roofs are generally simple in character and composed of local materials.

4.16. When roof finishes need to be relayed the original material should be re-used.



Sometimes it will be necessary to reinstate a traditional roof finish in place of a more recent alteration. This should be done in material appropriate to the locality or adjacent buildings. Natural materials should be used to repair the existing structure and avoid total reconstruction that irons out all irregularities. Much of the character of an old roof lies in its slight unevenness where it has settled between the trusses.

4.17. Modern domesticating roof detailing such as cupolas and weathervanes are not considered acceptable. Applicants proposing to add such features will need to demonstrate that there is a historic precedent for them on the subject building(s).



- 4.18. The introduction of roof lights may be acceptable but used with restraint, they should generally be located on the rear slope rather than the principal elevation, with flush fitting design and non-reflective glazing.
- 4.19. Where necessary satellite dishes and television should be discreetly located on the rear slope and set to the corner of the building.
- 4.20. Metal flues should not exceed the ridge of the building, be thin and painted in an unobtrusive colour such as matt black finish. Brick chimneys of a domestic style are not generally considered acceptable.
- 4.21. Historic eaves and verge details such as corbelling or ventilations should be retained and repaired. As originally built the majority of traditional farm buildings had closed verges clipped eaves with guttering (where present) supported on rise and fall brackets with no fascia boards. Standard modern box eaves with deep projecting fascia boards, flat soffit board and projecting barge boards will not be acceptable on traditional farm buildings.

### Gutters

- 4.22. Historical gutters, where present, should be retained or repaired where possible. Replacements should be simple in character. Guttering and down pipes should be appropriately painted with a colour.

### Photovoltaics

- 4.23. Energy efficiency initiatives such as photovoltaics are welcomed provided that they do not compromise the setting and are of a suitable design that is sympathetic to the building and its landscape setting, and are not positioned on principal elevations.

## Extensions and Outbuildings

### Extensions

- 4.24. If it is necessary to extend the building from the outset to make the proposed use viable, then the building is not a suitable candidate for conversion, as stated in Policy E2 (h) in the adopted Plan for Stafford Borough.



## Garaging and Storage

- 4.25. Small scale appropriately designed new buildings may be considered depending upon the location and design.
- 4.26. The use of Up-and-Over garage doors of a suburban style should be avoided



## 5. The Setting of the Building and Immediate Surroundings

### Landscaping

- 5.1. A sensitive conversion must respect the ties the building has to the landscape setting and avoid imposing alien features. This requires careful consideration and an understanding of what features characterise the setting.
- 5.2. Surviving features on site such as ponds, drinking troughs and water pumps are important farmyard features and must be retained.

### Entrances and Parking



- 5.3. Original gates, gateposts and railings should be retained in situ and refurbished where necessary. New gates and posts, where required, should be sympathetic to the rural environment with a plain and simple character either in timber or wrought iron. The addition of large or ornamental metal gates will be resisted.
- 5.4. Car parking should be considered from the outset of the scheme and should ideally be situated outside the farm group in a well-screened area. This may be achieved by using existing enclosures or by screening.
- 5.5. Existing paving materials such as cobblestones or stone paving should be retained. Courtyards need to be surfaced in a material that corresponds to the setting, but is not so formal as to detract from the building's character. Bonded aggregate dressed surfaces may be appropriate, as may brushed concrete. Car parking spaces should not be demarcated using white lines.

- 5.6. External lighting, including for security, should be kept to a minimum and be of simple functional designs.

### **Boundary Features and Gardens**

- 5.7. Features that artificially divide the farmyard into separate areas, such as domestic fencing and other suburban solutions will not be acceptable. Suitably scaled brick/stone boundary walls within close proximity to the built form can provide privacy, and gardens should be bounded with post and rail/ wire fencing with hedgerows using indigenous species.
- 5.8. The introduction of non-native species such as ornamental hedges, Cypress, particularly *Laylandii* will not be acceptable.

## 6. Listed Buildings - Internal Features and Design

- 6.1. It is important to note that a building may not be listed in its own right, but listed due to being within the curtilage of the principle Listed Building. The Planning (Listed Buildings and Conservation Areas) Act 1990 paragraph 5 (b) states that a Listed Building can include ‘any object or structure within the curtilage of the building which, although not fixed to the building, forms part of the land and has done so since before July 1946’ (see web-link below). For further guidance please contact Stafford Borough Council.

<http://www.legislation.gov.uk/ukpga/1990/9/section/1>

- 6.2. Where a building is listed, particular care is needed to conserve the internal historical character and surviving internal fabric and fittings, as well as the external.



- 6.3. Applicants will be expected to support their proposals with a Heritage Statement describing the significance of the heritage asset, and demonstrate how the proposals will protect that significance in their Design and Access Statement.
- 6.4. The conversion of listed buildings will often involve leaving the key internal space open, with all the roof framing retained and exposed. Where repair of the roof timbers is necessary this should be undertaken using appropriate materials and methods in consultation with the Borough Council. If the timbers need cleaning this should be limited to washing and brushing and they should be left unstained to retain as much of the agricultural character as possible. Sandblasting and other abrasive cleaning techniques are not considered acceptable. Listed Building Consent will generally be required for cleaning works.
- 6.5. Some higher status agricultural buildings, especially stables, have lime plaster ceilings. These should always be retained and repaired.

On Listed Buildings where brickwork needs cleaning, the advice of the Borough Council should be sought. Inappropriate cleaning methods such as sandblasting may cause substantial damage.

- 6.6. Inserted partitions should be kept to a minimum. Where partitions are necessary, they should be carefully considered so as to retain the openness of the structure and be detailed to complement the building.
- 6.7. Existing subdivisions and openings are often key to the functional interpretation and character of agricultural buildings and should be retained wherever possible. Non-standard floor plans and creative thought will often be required to work around and protect significant historic features.
- 6.8. Roof insulation should be placed between exposed roof trusses and have a finished surface so as to avoid the need to plaster around the exposed rafters. Works to insulate external walls are likely to be required to meet current building regulations. Historic finishes should be retained or reproduced wherever possible; these may be tiles, panelling, lime plaster, exposed brick or stone, or limewash. Lime plasters and washes allow the walls to retain their shape and individuality as well as allowing the building to breathe. In certain circumstances breathable paints with flat finishes could be used.
- 6.9. Where historic floors and finishes exist these should be retained and repaired in situ wherever possible. Floor strengthening, and increased thermal or noise insulation, can all be provided whilst retaining historic fabric in situ, and may often not be necessary
- 6.10. Where flooring is needed to make the building habitable, a gap should be left around the perimeter of the slab to ensure ventilation. Limecrete is often considered suitable due to being breathable and its ability to deal with naturally occurring moisture.
- 6.11. Every effort should be made to retain internal historic fittings, such as hay racks, plank doors, tether rings, and stall dividers; preferably in situ, though relocation may be necessary.
- 6.12. The introduction of overtly domestic fixtures should be avoided to retain the functional character of the building.

## 7. Permitted Development Rights

- 7.1. The conversion of a rural building to a dwelling is considered to be an exception to rural planning policy, which would not normally permit new houses to be developed in the countryside. Similarly, permission would not be given for the replacement of a traditional rural building with a new house.
- 7.2. The retention of the building's character and setting in the long term is considered to be the key element in the justification for conversion. A good architect, skilled in rural conversions, can help understand and explain the building and its relationship to its immediate surroundings and landscape character. This will help owners to achieve a sensitive and successful scheme.
- 7.3. In order to achieve its long term objectives of conserving both the building and its relationship with the landscape, the Council uses planning conditions to remove permitted development rights. This is the approach used by other Councils in Staffordshire and elsewhere in the country.

### Justification for the removal of Permitted Development Rights

- 8.5 Conversion schemes for rural buildings that are carefully designed in accordance with the principles outlined in sections 4 to 6 above, could be harmed at a later date by ill-conceived alterations, many of which are classed as permitted development where the building is not listed and is used as a dwelling.

Removal of permitted development rights means that the following alterations will require planning permission:-

#### **Alterations such as:-**

- Insertion of new doors and windows;
- Replacement and alteration of doors and window joinery or openings;
- Insertion of roof-lights and dormer windows;
- Introduction of new chimney flues and other external pipework;
- Replacement of roofing materials;
- Introduction of solar panels to roofs or walls;
- Attachment of wind turbines;
- Adding render, stone or other cladding to walls;

**Extensions including:-**

- Substantial single storey extensions to the building, using flat or pitched roof.
- Two storey extensions (providing that the eaves and total height does not exceed the original building);
- Conservatories, garden rooms and orangeries;
- Bay windows, porches and similar minor extensions;

**A variety of other detached buildings and structures including:-**

- Garages and car ports;
- Sheds, summerhouses, gyms and home offices;
- Greenhouses and other ancillary garden buildings;
- Swimming pools and pool houses;
- Sauna cabins,
- Kennels,
- Stables
- Tennis courts,
- Oil, and LPG tanks,
- Lych gates, columns, porticos, loggias and other kinds of structure for a purpose 'incidental to the enjoyment of the dwellinghouse'.

***Walls, fences, gates*** and other means of enclosure, in any materials but limited to a maximum of 2 metres in height (one metre next to a highway).

- 8.6 Such alterations, extensions, other buildings and structures individually or cumulatively could adversely affect the rural character and setting of the original. The removal of these rights brings such proposals within planning control and applies the need for planning permission for any alterations to the buildings external fabric or its curtilage. Planning applications for works which would otherwise be 'permitted development' do not currently require the payment of application fees to the Council.



## Appendix A – Local Plan Policies

### ***Plan for Stafford Borough 2011-2031***

- Policy E2 Sustainable Rural Development
- Policy C5 Residential Proposals outside the Settlement Hierarchy
- Spatial Principle (SP6) – Achieving Rural Sustainability
- Spatial Principle 7 (SP7) – Supporting the Location of New Development

and;

***Neighbourhood Planning Policies if applicable.***

A brief overview of the Plan for Stafford Borough 2011-2031 policies are provided below:

## **Policy E2 Sustainable Rural Development**

### **Policy E2 Sustainable Rural Development**

For those rural areas outside the settlements identified in Spatial Principle SP3, and outside the Green Belt (within which development is controlled in accordance with national guidance, and Policy E5), support will be given to the achievement of rural sustainability by encouraging:

- i. development on Recognised Industrial Estates consistent with Policy E3;
- ii. provision for the essential operational needs of agriculture, forestry or rural businesses;
- iii. provision of infrastructure needed to support a sustainable rural economy;
- iv. proposals which meet the essential, local development needs of a community, to be evidenced by the developer, and which cannot demonstrably be met within the Settlements identified by Spatial Principle SP3 and in the context of criteria in Spatial Principle SP7;
- v. diversification of the agricultural economy;
- vi. proposals which help to conserve or improve the rural environment;
- vii. facilities for tourism, consistent with Policy E6;
- viii. recreation uses appropriate to a rural location;
- ix. provision for renewable energy generation, in accordance with Policy N3;
- x. residential development in accordance with Policy C5;
- xi. protection of the best and most versatile agricultural land by using areas of poorer quality land in preference to higher quality land for new development.

All development in these areas should, where appropriate and feasible:

- a. make use of suitable existing buildings or previously developed land before proposing new buildings or development of Greenfield land;
- b. be well related to an existing farmstead or group of buildings, or be located close to an established settlement, except where there is an agricultural or other justification for a use in a specific location;
- c. be complementary to, and not prejudice, any viable agricultural operations on a farm and other existing viable uses;
- d. respect and protect the natural landscape, the built vernacular character of the area, and any designated or undesignated heritage asset;
- e. be of a high quality of design, consistent with the requirements of Policy N1;
- f. be appropriately designed for its purposes;

**g. not be detrimental to the amenity of the area, or it is demonstrated that alternative uses are preferable for reasons of heritage interest;**

**h. provide appropriate crime prevention measures, including for safety and security.**

**Provision should be made for any necessary mitigating or compensatory measures to address any harmful implications.**

**Within rural areas, developments that provide for the sustainable use and re-use of rural buildings for appropriate uses will be permitted where:**

**a. it gives priority to economic uses before residential uses and it has been demonstrated that every attempt has been made to secure a suitable commercial re-use;**

**b. in the case of alterations and replacements of residential properties, it accords with Policy C5. Permitted development rights may be removed from dwellings;**

**c. it is complementary to and does not prejudice any viable agricultural operations on a farm and other existing viable uses;**

**d. the building is structurally sound and is capable of conversion without the need for extension, or significant alteration or rebuilding;**

**e. the form, bulk and general design of the building is in keeping with its surroundings, and the proposal and any associated development will not harm the character of the countryside and the landscape setting. This should be assessed through an appraisal of character and significance of the building including, its context, its sensitivity in terms of landscape setting, and its potential for change. Proposals should have regard to the West Midlands Farmsteads and Landscapes Project or successor documents when making such assessments;**

**f. the building is well related to an existing settlement and has access to local services and / or is close to a regular public transport service to settlements identified in Spatial Policy SP3 or those outside the Borough;**

**g. it will not harm the historic fabric or character of any traditional building or historic farmstead and, in the case of a Listed Building, the proposal will not harm the significance of the building and is supported by an understanding of the significance of the farmstead and its landscape setting;**

**h. the building is large enough to be converted without the need for additional buildings, new extensions or significant alteration;**

**i. development does not harm any protected species or habitats on site and provide habitat mitigation and enhancement.**

## Policy C5 Residential Proposals outside the Settlement Hierarchy

### Policy C5 Residential Proposals outside the Settlement Hierarchy

#### A. New Development

In areas outside the settlements identified in Spatial Principle SP3, proposals for new residential development will need to meet the criteria listed in SP7, together with all of the following criteria:

1. It is demonstrated that provision can not be accommodated within the Settlement Hierarchy (Spatial Principle SP3);
2. A Parish based Local Housing Needs Assessment, and an appraisal of the scheme, shall accompany any planning application, proving that it will meet the defined needs;
3. The development is of a high quality design that reflects the setting, form and character of the locality and the surrounding landscape;

Affordable housing will be permitted on 'rural exception sites' provided that it meets the following criteria:

- a. The site is well related to existing development by being within or adjacent to an existing settlement;
- b. The site delivers 100% affordable housing (defined as social rented, affordable rented and intermediate housing) in perpetuity (there is no Right to Buy or Right to Acquire on rented properties and that shared ownership sales and re-sales are capped at 80%);
- c. Provide an element of specialist housing, subject to local need;
- d. The housing is justified by a Parish based Local Housing Needs Assessment;

Housing is to be justified on the grounds of local needs, unless the initial and subsequent occupancy of such developments is controlled through planning agreements or conditions via a Registered Provider, to ensure that the accommodation remains available in perpetuity, to meet the need for which it was permitted.

The occupants of affordable housing must be able to demonstrate they are in local housing need and unable to access the housing market. Each occupant of rural exception housing must demonstrate that they are unable to secure or maintain a dwelling in the open market, due to lack of available capital or income.

#### B. Replacement Dwellings

In areas outside the settlements identified in Spatial Principle SP3, proposals for a replacement dwelling will be supported if all of the following criteria are met:

- a. The present dwelling has a lawful unrestrictive residential use and is not in a state of abandonment, partial or complete demolition or collapse;
- b. The present dwelling is not the result of a temporary planning permission, a temporary form of construction or a caravan / mobile home;
- c. The building is not capable of retention through renovation;
- d. Appropriate measures have been taken to reuse or recycle materials from the original dwelling;
- e. The replacement building will be more energy efficient than that of the original dwelling;
- f. The replacement building is of a similar floor area, volume and massing as the original, whilst respecting the character of the existing site and its surroundings;
- g. The number of new dwellings is no more than the number of dwellings to be demolished and replaced;
- h. Any new replacement dwelling should be positioned on the footprint of the existing dwelling, unless on design, landscape, highway safety, residential amenity, or other environmental grounds a more appropriate location can be agreed; and
- i. The existing building is not worthy of retention because it lacks architectural merit and does not harmonise with the established character of the area.

Permitted development rights may be removed from replacement dwellings.

#### C. Extensions or Alterations

In areas outside the settlements identified in Spatial Principle SP3, extension or alteration of an existing building should not result in additions of more than 70% to the dwelling as originally built unless:

- (i) The existing floor area is less than 41 square metres, where development up to 75 square metres will be acceptable, and / or
- (ii) The design and appearance of the proposed extension is proportionate to the type and character of the existing dwelling and the surrounding area.

### **Spatial Principle (SP6) – Achieving Rural Sustainability**

#### **SPATIAL PRINCIPLE 6 (SP6) – ACHIEVING RURAL SUSTAINABILITY**

Priority will be given to supporting the rural sustainability of the Borough by protecting and enhancing its environmental assets and character whilst sustaining the social and economic fabric of its communities. This will be achieved by promoting:

- i. A sustainable rural economy
- ii. Conservation or improvement of the rural environment
- iii. Appropriate rural housing schemes to achieve sustainable communities
- iv. The appropriate re-use of redundant buildings
- v. Use of sources for renewable energy.

#### **SPATIAL PRINCIPLE 7 (SP7) – SUPPORTING THE LOCATION OF NEW DEVELOPMENT**

Settlement Boundaries will be established for the Sustainable Settlement Hierarchy defined in Spatial Principle SP3. Development or activities of a scale and nature appropriate to secure the sustainability of each settlement, where in the case of housing proposals this is consistent with the delivery of the proportions of development intended by Spatial Principles SP2, SP3 and SP4, will be supported within the Settlement Boundaries.

Development in other locations (in settlements or in the countryside) will only be supported where:

- i) If located within the Green Belt, it is consistent with national policies for the control of development, and Policy E5;
- ii) It is consistent with the objectives of Spatial Principles SP6, Policies E2 and C5 in supporting rural sustainability;
- iii) It does not conflict with the environmental protection and nature conservation policies of the Plan;
- iv) Provision is made for any necessary mitigating or compensatory measures to address any harmful implications.

Settlement Boundaries will be established in accordance with the following criteria. Prior to the establishment of the actual boundaries these principles will be used to assess the acceptability of individual proposals at the Settlements. Settlement Boundaries will be defined to ensure that development within that boundary will, in principle, be acceptable because it:

- a) is in, or adjacent to, an existing settlement;
- b) is of an appropriate scale to the existing settlement;
- c) is accessible and well related to existing facilities;
- d) is accessible by public transport, or demonstrates that the provision of such services could be viably provided;
- e) is the most sustainable in terms of impact on existing infrastructure, or demonstrate that infrastructure can be provided to address development issues;
- f) will not impact adversely on the special character of the area, including not impacting on important open spaces and views, all designated heritage assets including, Listed Buildings, Conservation Areas and locally important buildings, especially those identified in Conservation Area Appraisals;
- g) will appropriately address the findings of the Landscape Character Assessment, and the conservation and enhancement actions of particular landscape policy zone / zones affected;
- h) will not lead to the loss, or adverse impact on, important nature conservation or biodiversity sites;
- i) will not lead to the loss of locally important open space or, in the case of housing and employment, other locally important community facilities (unless adequately replaced);
- j) will not be located in areas of flood risk or contribute to flood risk on neighbouring areas;
- k) will ensure adequate vehicular, pedestrian and cycle access as well as cycle and short stay parking facilities on the site; and
- l) will not adversely affect the residential amenity of the locality.

Development proposals should maximise the use of brownfield redevelopment sites within the Borough's towns and villages to reduce the need for greenfield sites. Only where insufficient sites on previously developed land, in sustainable locations, are available to meet new development requirements should greenfield sites be released.

### **Policy N1 Design**

To secure enhancements in design quality, development must, at a minimum, meet the following principles:

#### **Use**

- a. Ensure that, where relevant the scale, nature and surroundings, major applications are comprehensively master planned or, where appropriate, are accompanied by a development brief;
- b. Be designed, sited and grouped in order to provide access for all;
- c. New development of ten dwellings or more should demonstrate compliance with the Building for Life 12 assessment and any successor documents, unless it makes the development unviable or it has been sufficiently demonstrated, through a Design & Access Statement, that each of the twelve Building for Life questions has been optimally addressed, or conversely why it is not practical or appropriate to do so;

#### **Form**

- d. Incorporate sustainable construction and energy conservation techniques into the design in accordance with Policy N2;
- e. Require the design and layout to take account of noise and light implications, together with the amenity of adjacent residential areas or operations of existing activities;
- f. Retention of significant biodiversity, landscaping features, and creation of new biodiversity areas that take into account relevant local information and evidence;
- g. Include high design standards that make efficient use of land, promote activity and takes into account the local character, context, density and landscape, as well as complementing the biodiversity of the surrounding area;
- h. Designs must have regard to the local context, including heritage assets, historic views and sight lines, and should preserve and enhance the character of the area including the use of locally distinctive materials;

#### **Space**

- i. Strengthen the continuity of street frontages and enclosure of space;
- j. Development should clearly distinguish between public and private space, and provide space for storage, including for recycling materials;
- k. Streets and public open spaces are designed to be usable, easy to maintain and productive for the amenity of residents by being overlooked to create a safe environment;
- l. Require the design and layout of new development to be safe, secure and crime resistant, by the inclusion of measures to address crime and disorder through environmental design and meet “Secured by Design” Standards;

**m. Development should be well-connected to public transport and community facilities and services, and be well laid out so that all the space is used efficiently, is safe, accessible and user-friendly;**

**n. Where appropriate, development should ensure that there is space for water within the development layout to facilitate the implementation of Sustainable Drainage Systems (SuDs).**

**Movement**

**o. Ensure that places inter-connect using important routes and linkages, including Rights of Way, which are pedestrian, vehicle and cycle friendly, whilst allowing for ease of movement, legibility and permeability through a clearly defined and well structured public realm;**

**p. Ensure car parking is well integrated and discreetly located.**



## Appendix B – Useful Contacts and Links

### Useful Contacts

#### ***For general planning enquiries:***

Development Management  
Civic Centre, Riverside, Stafford, ST16 3AQ  
Tel: 01785 619337  
Email: [planning@staffordbc.gov.uk](mailto:planning@staffordbc.gov.uk)

#### ***For Listed Building and conservation enquiries:***

Conservation  
Civic Centre, Riverside, Stafford, ST16 3AQ  
Tel: 01785 619000  
Email: [conservation@staffordbc.gov.uk](mailto:conservation@staffordbc.gov.uk)

#### ***For building control enquiries:***

Building Control  
Civic Centre, Riverside, Stafford, ST16 3AQ  
Tel: 01785 619340  
Email: [buildingcontrol@staffordbc.gov.uk](mailto:buildingcontrol@staffordbc.gov.uk)

### Useful Links

#### ***Plan for Stafford Borough:***

<http://www.staffordbc.gov.uk/lp>

#### ***National Planning Policy Framework (NPPF):***

<https://www.gov.uk/government/publications/national-planning-policy-framework--2>

#### ***Planning Practice Guidance:***

<http://planningguidance.planningportal.gov.uk/>

#### **Historic England Guidance:**

#### ***The Conversion of Traditional Farm Buildings: A guide to good Practise***

<https://www.historicengland.org.uk/images-books/publications/conversion-of-traditional-farm-buildings/>

***Living buildings in a living landscape: finding a future for traditional farm buildings***

<https://www.historicengland.org.uk/images-books/publications/living-buildings-in-living-landscape/>

***The Maintenance and Repair of Traditional Farm Buildings*** (this guidance will be relevant where urgent work is needed to prevent the further deterioration of a buildings fabric).

<https://www.historicengland.org.uk/images-books/publications/maintenance-repair-trad-farm-buildings/>

***Energy Efficiency and Historic Buildings*** (this document should be used to resolve conflicts between the conservation of historic and traditionally constructed buildings and energy efficiency requirements).

<https://www.historicengland.org.uk/images-books/publications/energy-efficiency-historic-buildings-pt/>



**Shopfronts and  
Advertisements  
Draft Supplementary  
Planning Document  
August 2017**

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# 1 Purpose of the Guide

## Introduction

- 1.1 The purpose of this Supplementary Planning Document (SPD) is to provide guidance to owners and occupiers of shops and other commercial premises who are considering external alterations to premises or new build projects. This SPD will also apply to other buildings within town and local centres that provide a principal active frontage to the surrounding street scenes.
- 1.2 The changes in retail methods and standardisation of shop design now means local distinctiveness is at risk of disappearing, to be replaced with inappropriate shopfronts and unsympathetic signage
- 1.3 Once adopted, this SPD will form part of the decision making process and will be a 'material consideration' when considering planning applications, Listed Building Consent applications and enforcement issues. The objectives of this SPD are:
  - To provide clear guidance on the design of shopfronts to encourage good practice in shopfront design and redesign;
  - To assist in determining new applications for development;
  - To ensure that shopfronts are sympathetic to the character of the Borough's Conservation Areas and Listed Buildings;
  - To ensure that new development does not compromise the vibrancy of the Borough's shopping areas.
- 1.4 This SPD is split into 4 sections:
  - Section 2 addresses alterations to shopfronts and advertisements as part of designated Heritage Assets either to a Listed Building or buildings in Conservation Areas;
  - Section 3 provides guiding principles to contemporary buildings; and
  - Section 4 provides guidance open shop front security and other elements.
  - Attached at Appendix A is a description of Shopfront Components; Appendix B provides the adopted Local Plan Policies; Appendix C provides details of useful contacts and links; and Appendix D details the range of Permissions and Consents.

## **Planning Policy Context**

- 1.5 The development plan for Stafford Borough consists of the Plan for Stafford Borough 2011-2031, The Plan for Stafford Borough Part 2 and the 'made' Neighbourhood Development Plans. This SPD provides additional guidance to the documents which form the Stafford Borough Development Plan and will be a material consideration in determining planning applications. Therefore, this SPD will provide assistance to anyone seeking to change or replace shop frontages and/or make use of advertisements and signage.

## 2 Alterations To Shopfronts and Advertisements To Designated Heritage Assets

### Key Design Principles for Shopfronts

2.1 Operating from commercial premises designated as a Heritage Asset, either as a Listed Building or being located in a Conservation Area, does not mean that you cannot make alterations to these properties, but it does mean that the changes that you may wish to make must preserve and enhance the character and appearance of both the existing building itself and the Conservation Area within which it is located.

2.2 There are 30 Conservation Areas in Stafford Borough. The designated boundaries and



Conservation Area Appraisals for each can be viewed via the following link: <http://www.staffordbc.gov.uk/conservation-areas-list>. To find out whether a property listed, please go to the National Heritage List for England <https://www.historicengland.org.uk/listing/the-list>.

2.3 Where the decision has been made to replace or alter an existing shopfront, or insert a new shopfront, it is essential that any new or altered shopfront is not designed in isolation but is considered as part of the street composition and harmonise with its neighbours.

2.4 Set out below in Guidance 1, are the key principles for consideration when looking at repairing, restoring or re-using a shopfront.

#### Guidance 1: Key Design Principles for Shopfronts

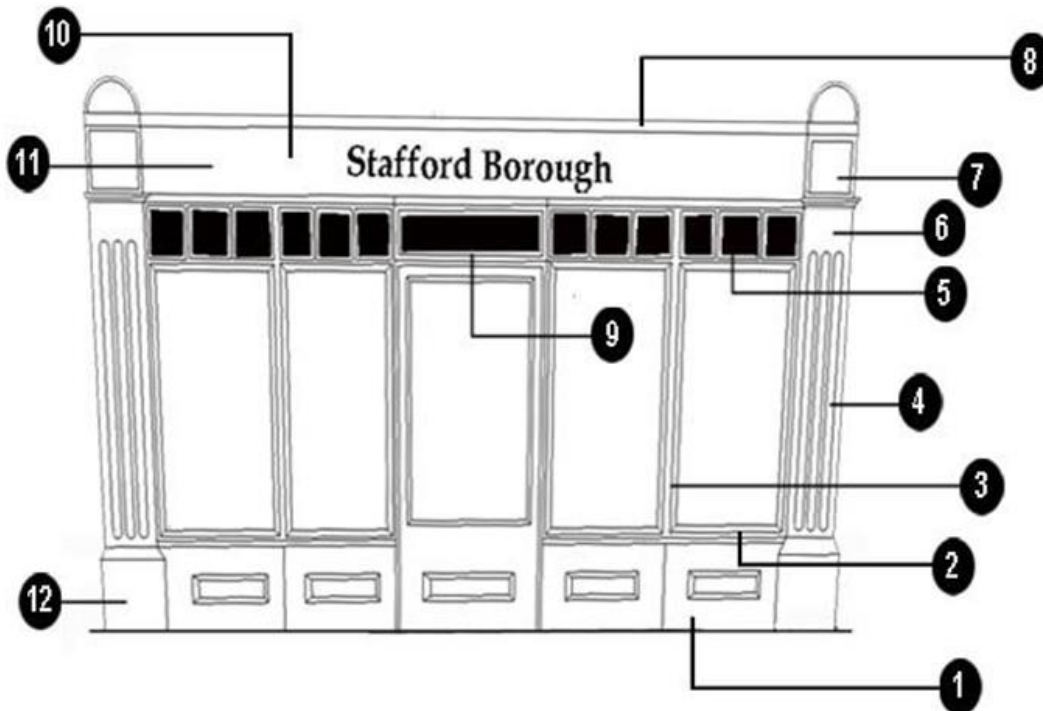
- The shopfront should respect the architectural composition of the shop's upper floors and neighbouring buildings, and should harmonise with the streetscene. This will be assessed in terms of scale, proportion and colour as well as the profile of the window frames, glazing bars and door locations.
- The shopfront should be designed as an integral and harmonious part of the whole building.
- Where businesses are composed of adjacent multiple buildings of different architectural styles, the shopfront should be subdivided in a manner that reflects the individual architecture style and character of each building.



- The principal elements of the shopfront detailed in Appendix A should be in proportion to each other. This is particularly true for the horizontal elements, such as the stallriser lining up with the door panel and the transom lights lining up with the fan light.
- Careful consideration should be given to the entire design, including finishes and colours to ensure harmony of composition, scale, proportion and appearance.
- Materials should be considered in terms of quality, longevity, ease of maintenance and should be predominantly matt or non-reflective. The use of UPVC, acrylic sheeting, Perspex will not be acceptable in Conservation Areas or on Listed Buildings;
- Security features should be unobtrusive and integrate into the whole design.

### Typical Shopfront Components

- |                            |  |
|----------------------------|--|
| 1. <b>Stallriser</b>       | 7. <b>Console</b>                                |
| 2. <b>Sill</b>             | 8. <b>Projecting Cornice with Lead Flashing</b>  |
| 3. <b>Mullion</b>          | 9. <b>Fan Light</b>                              |
| 4. <b>Fluted Pillaster</b> | 10. <b>Fascia with hand painted lettering</b>    |
| 5. <b>Transom</b>          | 11. <b>Blind box concealed behind the Fascia</b> |
| 6. <b>Capital</b>          | 12. <b>Plinth / Base</b>                         |



## Elements of Traditional Shopfront Design

2.5 For new shopfronts in Conservation Areas / Listed Buildings the traditional elements of shopfront design such as stallriser, mullions, pilasters and recessed doorways should be utilised where appropriate. The use of each of these elements should be carefully considered in terms of detailing, proportion and appropriateness to the building, in terms of age and style to ensure that the shopfront is in synergy with both the host building and the architectural composition of the streetscape.



*The Picture House in Stafford has changed from cinema to a public house. The front of the building has been kept the same with a slight change in the lettering which is still in keeping with the character of the building.*

### Pilaster

2.6 The use of pilasters is of critical importance as it frames the shopfront as well as contributes to the vertical emphasis of the building by dividing the shopfront from adjacent shopfronts, and suggests support for upper floors.

#### Guidance 2: Pilasters

- Historic or traditional pilasters and corbels must not be altered or removed. Where they are missing or partially missing their reinstatement may be sought.
- Pilasters should be wide enough to separate one shop from another and project beyond the plane of the shopfront and the upper floors, and should be either architecturally sympathetic to the building or where appropriate be composed of the prevailing material of the building.
- The corbel brackets should project well forward of the fascia. Original corbels vary in design so it is important to reflect typical local types.
- A traditional pilaster should have a base, shaft and capital. The junction between each of these sections should be clearly demarcated. At the top this often takes the form of a corbel.



## Stallriser

- 2.7 Stallrisers provide horizontal emphasis at the base of the shopfront and reduce the prominence of the glazing, whilst providing protection against kicks and knocks.

*An example of a shopfront which is not 'in keeping' or sympathetic to its historic setting. The Colour schemes are too bold and distract from the buildings character*

### Guidance 3: Stallrisers

- Where stallrisers exist they should be retained and where they have been removed, they should be replaced.
- Stallrisers vary in height according to the shopfront, but in most cases they are between 300mm and 700mm high and have a moulded projecting sill to provide a strong junction between the glass and stallriser. In many instances it will be appropriate to line up the stallriser with those on adjacent buildings to unify the streetscene.
- Excessively low stallrisers are unlikely to be acceptable.
- Stallrisers should be constructed of substantial materials that are hard wearing. A variety of materials may be appropriate. Stallrisers can be either rendered, painted timber panelling or facing brick. However, advice on which material to use should be sought from Stafford Borough's Planning Department. The use of thin laminates on stallrisers should be avoided.
- Where a timber panelled stall riser is proposed this should have properly detailed panels. The use of applied surface beading to create a panelled appearance will not usually be acceptable.

## Shop Windows

2.8 The use of appropriately designed shop windows that utilise quality materials, appropriate colour schemes, and lively window displays can enliven the shop window and add vitality to the streetscene, whilst also producing a distinctive individual shop unit.

### Guidance 4: Shop Windows

- The detailed design of glazing bars and window frames should respect the architectural detail and the period of the building. This helps break up the large expanses of plate glass. Typically traditional shopfront window frames and glazing bars were painted softwood and this will normally be the most appropriate material and finish.
- The use of unpainted hardwoods for entire shopfronts is uncommon within the Borough, but there are many examples of hardwoods being used for decorative features.
- Modern framing materials such as extruded or milled aluminium and UPVC, are unlikely to be acceptable on historic buildings. In some instances powder-coated cast aluminium or steel can suit contemporary designs.
- If a building is Listed, large undivided areas of plate glass with poor quality detailing will not normally be acceptable as they present a stark characterless surface.

## Door Entrances

2.9 Many traditional shops had recessed entranceways to increase the amount of display space. It also helps modulate the scale of the shopfront and has the effect of inviting people into the shop.

### Guidance 5: Door Entrances

- Where a recessed entrance is present it must be retained. Where a new shopfront is required and a recessed entrance is typical of the area, the Council will normally require its reinstatement in the replacement shopfront. Recessed entrances should typically be set back from the building frontage by at least 850mm.
- The entrance surface or ramp may be laid with stone or geometric tiles but care should be taken to ensure a slip-resistant finish. The Council will also encourage the incorporation of one-off designs relating to the shop use in the entrance surface, good recent examples of this exist, using mosaics for example. This contributes towards the aim of local distinctiveness.
- The shop door should be designed using quality durable materials, with timber panelling (kick plate) that is of similar height to the stallriser, unless the stallriser is absent, excessively low or high. The door should normally be two-thirds glazed, painted softwood to match the stallriser, and designed as an integral part of the façade.

## Painting and Finishes

2.10 The choice of colour should complement the character of the building and the street scene rather than conflict with them. In many cases, companies will want to use their own corporate image and style to enable the consumer to identify their business. Such corporate designs are often visually intrusive and composed of colour schemes that do not harmonise with the local character or streetscene. Therefore, retailers will be required to modify their corporate or standard house styles where they are not compatible with the individual character of the buildings or their wider context. In most cases modifications to house styles to facilitate the local context can create a good shopfront design that strikes a balance between the need to have corporate identity and a design that respects the character of the building and its wider context.

## Advertisements in Conservation Areas and to Listed Buildings

2.11 Where permission is required for signage or advertisements it is important that the design, materials, colour and positioning are appropriate in relation to the building and area.

2.12 Inappropriate and unsympathetic signage can have an extremely detrimental effect on the character of an area or building if not carefully considered.

### Listed Buildings

2.13 New or altered signage on a Listed Building <https://www.historicengland.org.uk/listing/the-list> will always require Listed Building consent and most likely Advertisement Consent. These buildings are extremely sensitive to inappropriate signage and will be protected against development that would visually or physically harm the building.

### Designated Areas

2.14 The character of a Conservation Area <http://www.staffordbc.gov.uk/conservation-areas-list> can be seriously eroded through the installation of inappropriate signs. Whilst these areas do not have any increased protection under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, other than for illumination, any development that does require formal consent will nonetheless be required to be designed to be sensitive to the defining characteristics of the street scenes within



*An example of a shopfront which has been incorporated into the setting of the existing historic fabric of the building. The lettering of the sign is in the style of the host building, at a suitable scale and is positioned in an appropriate place.*



which it is located and in accordance with National and Local Plan Policy (N9 - Historic Environment).

**The following principles apply both to Listed Buildings and those within a Conservation Area:**

**Design**

- 2.15 It is important to consider the building as a whole, using colours, materials and design that compliment the existing and surrounding buildings, and that respect the character of these designated areas. A proliferation of inappropriate signs can have a highly detrimental impact on the character of an area.

**Projecting and hanging signs**

- 2.16 There should be no more than one projecting or hanging sign per building. Where a building has been subdivided into separate uses, care will need to be taken that a proliferation of signs does not detract from its character.
- 2.17 Projecting and hanging signs should normally be positioned at or above fascia level and should not obscure architectural or historic features. Care should be taken to hang signs in a position, which would not obscure neighbouring fascias. Bracket design should be simple, and where an original bracket survives, it should be reused.

- 2.18 Projecting box signs are not considered appropriate on Listed Buildings or in Conservation Areas.

**Materials**

- 2.19 Within a Conservation Area it is important to use materials that respect the character of their surroundings. Modern, shiny finishes such as acrylic and applied vinyl are rarely appropriate and can have a very detrimental effect on an area.
- 2.20 Timber and metal are the most appropriate materials to use in a Conservation Area, as these traditional materials respect the historic character.

**Colour**

- 2.21 Colour can be an important factor, when considering a proposal. Garish and fluorescent colours are very unlikely to be approved, as too are those that clash with the existing signage of adjacent buildings.

*An example of a 'chain retailer' using sensitive signage.*



*A symmetrical shop front in like materials and colours helps to 'anchor' the shopfront and tie the ground floor back to the upper storeys*

- 2.23 Although it is recognised that many companies have specific corporate colours, if these are considered inappropriate for the area, it may be necessary to tone down the colour.

### Lettering

- 2.24 Lettering and symbols should be sign written directly on to the sign in paint and should not use applied vinyl lettering. Individual timber or metal lettering is often appropriate.

### Positioning

- 2.25 It is important that the position of a sign does not interfere with or disguise the buildings features which are part of the character of the building or area. Care should be taken to position wording and logos so that they compliment the building above.

- 2.26 An off centre logo positioned below symmetrical upper floors can be visually detrimental to the rest of the building.



***Simple painted or fixed lettering minimises the impact on the architectural detail, largely by not needing its own 'frame'***

### Illumination

- 2.27 The use of external illumination or individually illuminated applied lettering may be acceptable in certain circumstances, subject to regard being given to the amenities of occupants of adjoining properties. Preference may be given to premises which trade at night e.g. pubs, restaurants, night clubs etc...
- 2.28 Open neon tubing and intermittent illumination should be avoided. Illuminated signs should present a neat appearance during the daytime, with switch gear and wiring properly concealed. The intensity of illumination should not cause glare, especially in areas where they could create a highway hazard.

### 3 Key Design Principles for Contemporary Shopfronts

- 3.1 Good quality modern or contemporary designs can contribute to the vitality and vibrancy of the Borough's shopping parades in modern buildings or for new retail developments. New shops or the addition of modern shopfronts on existing modern buildings offers the opportunity to produce a high quality individually designed shopfront that harmonises with the building and enhances the streetscene.



*An example of a contemporary shopfront in which the sign is in keeping with the building through being at an appropriate scale, position and design.*

- 3.2 For new developments or the refitting of shopfronts onto modern buildings, good modern design, careful proportioning, the selection of good quality materials and respect for surrounding buildings are essential. When considering a contemporary design for a shopfront, careful consideration must be given to the following principles:

#### **Guidance 6: Contemporary Shopfront Design**

- The rigid application of traditional shopfront design elements to modern buildings will result in a pastiche design that is often inappropriate. Instead, modern shopfront designs should seek to adapt and interpret traditional design principles in a modern and creative way to produce imaginative shopfronts that are appropriate to the street and building that they front.
- The shopfront should be designed as part of the building, with a strong emphasis on design quality, having regard to the age, style and local architectural traditions in a manner that reinforces local distinctiveness.
- New units should not be designed in isolation, but should be carefully planned to integrate into the area in terms of scale, massing and form, utilising vertical and horizontal emphasis where appropriate.
- The design of any shopfront must aim to create activity and interest at pedestrian level and the chosen design should not visually cut itself off from the building above.



- Any new retail development should utilise high quality design, good quality materials and appropriate detailing.
- All designs must make the appropriate provisions for advertisements, security, canopies and accessibility in accordance with this guidance to avoid unnecessary changes to the design at a later date.

## 4 Shopfront Security and Other Shopfront Elements

### Shopfront Security

- 4.1 The threat of crime and vandalism in towns and cities has led many retailers to consider the installation of security measures ranging from laminated glass to security shutters. In cases where security shutters are considered necessary, a balance must be struck between the need for security and the overall visual impact on the street scene. It is critical to recognise that a number of measures can be deployed to provide protection for shopfronts without compromising the character of the building or the area. Various security features are detailed in order of preference. In each case, the



**Internal shutters can be successfully integrated with the character and design of the shopfront**

applicant must satisfy the Council why the examples, in order of priority, that are previous on the preferred list are not appropriate, and additionally provide compelling evidence that illustrates how the chosen feature is a sensitive and appropriate response to the defining characteristics of the street scene.

### Internal Grilles

- 4.2 The use of internal grilles does not require planning permission, unless the building is listed, with Listed Building Consent being required. The roller housing of such grilles should be concealed within or behind the fascia. Perforated internal grilles combined with internal illumination allows window shopping after trading hours, and helps maintain a lively street scene.

### Removable External Security Grilles

- 4.3 In certain instances external removable grilles composed of metal mesh or lattice work may be appropriate. Whilst these have the advantage of allowing the shopfront and display to remain visible, they can be unsightly additions to the streetscene. Where the addition of such security measures is considered necessary, they must fulfil the following criteria:

- Must be well designed so as not to obscure or impact negatively any architectural features or mouldings
- The grilles must fit within each individual window frame and only cover the glazed area.
- The mesh must be open and provide good visibility to the shopfront.
- The grilles must be stored inside or out of sight during opening hours.
- Grilles and their associated fixtures should be painted to match the shopfront

4.4 Bespoke shutters or artist designed shutters are preferable to standard designs as they give the shop a unique appearance as well as making a positive contribution to the streetscene.

### **External Roller Grilles**

4.5 In exceptional circumstances, where more robust security measures are required, then external lattice (with open grilles) shutters will be acceptable provided the following criteria are adhered to:

- All of the grill and associated external components (including guidance channels) should be self-coloured to match the colour of the shopfront or bronze anodised;
- Shutters should achieve a minimum of 55% transparency to ensure that adequate light penetrates from the shop to the street; thus ensuring that passers by feel more secure.

### **External Roller Shutters**

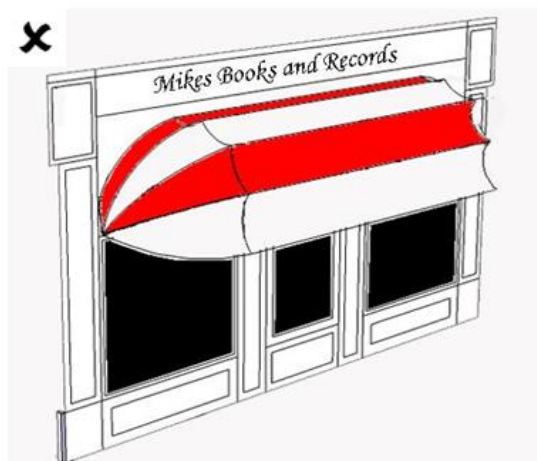
4.6 Solid external roller shutters will not be supported in Conservation Areas or on Listed Buildings. They have a deadening effect on the character of shopping streets as they prevent window shopping, attract high levels of graffiti and convey the image of an unsafe environment. Where security poses a particularly onerous issue their use may be permitted. However, in such circumstances the design and surface finish of the shutters must be such that they are specifically sensitive and responsive to the defining characteristics of the street scenes which they face.

## Blinds and Canopies

- 4.7 The addition of blinds and canopies can add interest and vitality to a shopping street. Permanently open ‘Dutch style’ canopies can spoil a shopfront by masking its features and will be resisted.



***Good example of a traditional canvas awning that can be retracted into the fascia when closed.***



***Bad example of an unsympathetic Dutch***

- 4.8 There is an increasing interest in the addition of blinds to traditional shopfronts, and often historic brackets survive though the awning has perished. In certain instances they may be acceptable but on north facing elevations or in narrow streets, robust justification will be required for their addition.

### **Guidance 7: Canopies and Blinds**

- New blinds should respect the character of the building in terms of scale, design, width, colour and material, and should be considered as an integral element of the overall shopfront design.
- Existing original/traditional canvas blinds and blind boxes should be retained and refurbished. Where new blinds are being installed the blind box should be positioned between the pilasters, but below the fascia level and not obscure any important architectural features.
- Roller blinds with flat awnings that retract into a timber ‘blind box’ located in the fascia or cornice will normally be the most appropriate solution for Listed Buildings and for buildings within Conservation Areas.
- Blinds should be composed of a canvas or woven acrylic fibre material that is matt finished to match the shopfront and fascia colour. This is particularly important in Conservation Areas and on Listed Buildings. Plastic blinds and blinds that have gaudy colours in fluorescent or glossy material will not be acceptable.
- Where corporate colours on blinds are inconsistent with the local context, modifications will be required to suit the local character of the building and the area.

- Dutch blinds or balloon canopies are primarily erected to increase advertising space. They tend to obscure the fascia and are not a traditional feature of Stafford Borough and therefore will not be acceptable.
- Blinds advertising brand names will not be acceptable on Listed Buildings or within Conservation Areas;
- Under the Highway Regulations blinds should be at least 2.4 metres above the footway level.

### **Accessibility**

5.9 Shops and commercial premises must comply disability discrimination legislation and Building Regulations.

5.10 On Listed Buildings and in Conservation Areas, the needs of disabled people should be taken into account as far as possible, commensurate with the need to preserve the character of a building or area.

#### **Guidance 8: Accessibility**

- Entrance to commercial premises should be at pavement level, otherwise ramped to ease access;
- Surfaces should be non-slip without any grilles that may trap walking sticks or wheelchair wheels;
- Adequate internal space within the premises should be provided to allow for easy movement of wheelchairs and pushchairs;
- Easy opening doors with grab handles should be provided;
- Door bells and door handles should be installed at roughly at a height of 1 metre or easy access;
- The width of the entry opening should be 850mm at least to allow wheelchairs and twin buggies. (double door access: 1 opening minimum 850mm);
- In Conservation Areas and on Listed Buildings suitable access arrangements should be provided in a manner that respects the integrity of the building and the character of the shopfront.

## **Appendix A – List of Shopfront Components**

### ***Pilaster***

- A1 These are columns built into traditional shopfronts that define the width of the shop and demarcate it from adjacent buildings. Pilasters usually provide both physical and visual support to the fascia and in certain circumstances are integral components of it. At the base the pilaster usually terminates with a plinth block, whilst at the head, it has a plain or decorated head. Often the capital is crowned by a console which defines the width of the fascia.

### ***Fascia***

- A2 The fascia board carries the name of the proprietor and is the most prominent feature of the shopfront. The appearance of the shopfront will be affected by the material, colour, design, width and length of the fascia. Earlier shopfronts had vertical fascias, whilst later designs often had signs that canted or sloped downwards to make them more visible from street level, protect it against the weather, and provide the option of concealing a retractable blind housing behind.

### ***Stallriser***

- A3 The stallriser or undersill occupies the gap between pavement and the shop window. It plays an important part in protecting the front of the shop from damage as well as improving the proportions of the shop front. They usually have a moulded projecting cill that demarcates the stall riser from the glazing above. In certain circumstances they may include a grill to light and ventilate the basement. Stallrisers can include relief panels and are composed of a variety of materials including timber, stone and render, and later marble and vitrolite. Where stallrisers exist they should be retained, and where they have been removed from older shopfronts, they should be replaced.

### ***Shop Entrance and Doors***

- A4 Many traditional shop fronts of the Edwardian and Victorian period have recessed entrances and these must be retained. They provide visual interest, modulate the scale of the shopfront and act as an invitation to the customer. Doors were usually composed of timber utilising designs that typically reflected the overall design of the shopfront. Typically the door is part glazed with a lower panel or kick plate, with height, colour and design similar to that of the stallriser. Original features commonly found on doors include metalwork fittings made of brass or cast or wrought iron. In certain instances doorways have decorated fan lights and / or an ornate grill or frieze

above the door. Such features, where present, should be repaired or retained where possible.

### ***Windows***

- A5 The shop window is the centrepiece of any shopfront and is a critical element of the streetscene. As well as allowing natural light to permeate into the interior, it provides a public showcase for displaying goods. They are typically divided by mullions that support large vertical glass panes, which provide vertical emphasis. Transom lights at the top of the shop can be decorated with stained glass or plain glass inlaid with decoration. Window framing, mullions and transoms should normally be painted timber and be profiled to respect the architectural style and period of the premises. Gold, silver or powder coated aluminium frames are generally not acceptable. New shopfronts with large areas of glass are generally unacceptable alongside traditional shopfronts or within a Conservation Area, as they have a dominating and disruptive effect on the streetscene. Additionally, the introduction of mullions to modern shopfronts can save on glazing costs where vandalism occurs.

### ***Materials***

- A6 The materials chosen for shopfronts are very important as they have a direct impact on determining the character of the shopfront and by extension the shopfront's impact on the streetscene. The materials used should be durable enough to withstand weathering and be easily cleaned. Traditionally the material of choice for shopfronts was timber. Its versatility and durability along with its ability to reproduce fine traditional detailing is unrivalled. The use of non-traditional materials such as fiberglass, uPVC, Perspex and acrylic sheeting will not be permitted where they detract from the character of the area.

## **Appendix B – Local Plan Policies**

### ***Plan for Stafford Borough 2011-2031***

- Policy Stafford 1 - Stafford Town
- Policy Stone 1 - Stone Town
- Policy N1 - Design
- Policy N9 - Historic Environment

and;

***Neighbourhood Planning Policies if applicable.***



The Plan for Stafford Borough 2011-2031 relevant policies are provided below:

### **Policy Stafford 1 – Stafford Town**

#### **POLICY STAFFORD 1 – STAFFORD TOWN**

Reflecting its role as the County Town at the head of the Sustainable Settlement Hierarchy set by Spatial Principle SP3, the strategy for Stafford town will seek to enhance its role by increasing both the range and quality of services and facilities. The strategy will comprise the following elements:

#### **Housing**

Continue to meet the housing requirements for Stafford Town by providing a total of 7,000 new market and affordable homes, as well as additional provision for Ministry of Defence personnel:

- i. Increasing the range and type of housing including a greater number of specialist houses and extra care provision for the elderly;
- ii. Providing a range of development locations for new homes over the Plan period to 2031 including for affordable housing. This will include new housing development at the following Strategic Development Locations identified on the Policies Map:
  - a. North of Stafford including highway and transport improvements through the Northern Access Improvements
  - b. West of Stafford linked to delivery of the Western Access Improvements from Martin Drive to Doxey Road
  - c. East of Stafford linked to delivery of the Eastern Access Improvements from Beaconside to St Thomas' Lane
- iii. Sites within the urban area of Stafford town will have good accessibility to services and facilities by walking, cycling and public transport;
- iv. Strategic Development Locations adjacent to Stafford's urban area will minimise the impact on surrounding landscapes, be fully accessible by public transport with facilities to encourage walking and cycling;

#### **Employment**

Create employment growth and promote economic diversification by:

- i. Supporting the Science and Technology park at Beaconside as a high quality location for knowledge based industries;
- ii. Supporting further development of Ministry of Defence land at Stafford as a military base in the West Midlands;
- iii. Supporting the continuing retention and growth of existing public and private sector employers as well as targeting new businesses through the provision of a range of premises, support and advice;
- iv. Providing opportunities for new enterprises and businesses by allocating new employment sites with good transport links that contribute to sustainable development. New employment sites will be included in the following Strategic Development Locations identified on the Policies Map:
  - a. North of Stafford

**b. East of Stafford**

v. Providing facilities and sites for new start-up businesses, particularly business incubation units for knowledge-based and creative industries.

Development or conversions must not result in the loss of employment land to non employment generating uses unless either:

1. There is overriding evidence to demonstrate that the current use is presently causing and has consistently caused significant nuisance or environmental problems that could not have been mitigated; or
2. The loss of jobs would not result in a reduction in the range and diversity of jobs available within Stafford Borough; and
3. There is substantial evidence provided by applicants to show the premises or site has been marketed both for its present use and for potential modernisation or regeneration for alternative employment-generating uses; and
4. The benefits arising from the development outweighs the retention of the site in its existing use.

Where it is established that existing employment sites have no realistic prospect of development under prevailing market conditions within the plan period, careful consideration should be given in priority order to:

- 1st. What remedial action / infrastructure works will be required to ensure the retention of the site;
- 2nd. Identification / re-allocation of the site for mixed uses; and
- 3rd. Identification / re-allocation of the site for an alternative use

New development to facilitate the needs of higher / further education institutions and research facilities to grow and expand will be supported through the provision of sites, premises and supporting infrastructure addressing:

- a. The locational and operational requirements of the businesses;
- b. The anticipated scale and rate of growth;
- c. Local employment opportunities;
- d. Existing or proposed sustainable forms of transport including good quality public transport; and
- e. The opportunities to develop previously developed land and the need to protect and enhance the environment.

**Stafford Town Centre**

Strengthen Stafford town centre's role for the Borough to support the County Town of Stafford within the Sustainable Settlement Hierarchy (Spatial Principle SP3) over the Plan period by:

- i. Encouraging the development and expansion of the town centre to provide an increase of 14,000 square metres (net) of non-food (comparison) retailing and 3,400 square metres (net) of food (convenience) retailing and improve the level and quality of the offer as well as establish new development opportunities;
- ii. Ensuring that there is 45,000 square metres of new office space and commercial premises within Stafford town centre;

iii. Promoting mixed use development on larger development sites, particularly those that are within the town centre, through a phased approach for the major regeneration plan on the following sites:

a. Kingsmead

b. Riverside

iv. Strengthening the retail and service function of the primary retail core / shopping area as well as protecting and enhancing its distinctiveness, vitality and viability including the night-time economy;

v. Supporting an enhanced range and diversity of educational, health, cultural and community services and facilities in the town centre;

vi. Improving accessibility to the town centre, particularly by public transport, from the rest of the Borough.

vii. B1 (a) office development should only be permitted on employment sites outside the town centres if it can be proved, through a sequential assessment, that proposed development cannot be located within the town centre or edge of centre sites.

Within Stafford town centre support will be given to bringing upper floors back into use, particularly for C3 residential purposes and B1 business uses. Proposals should provide safe access, not lead to any significant loss of ground floor retail space or street frontage and must not prejudice the amenity and conversion of adjoining properties or other floors in the same property.

#### Infrastructure

Strengthen Stafford Town's role as the principal transport hub in Stafford Borough by:

i. Supporting the introduction of better bus services, by increasing service levels, frequency and punctuality of services between Stafford town centre and other parts of the Borough;

ii. Deliver the full Western Access Improvements, including the Western Access Route, between Martin Drive and A34 Foregate Street, the Northern Access Improvements and the Eastern Access Improvements, from Beaconside to St Thomas' Lane;

iii. Extend existing and create new, cycle and walking paths, as an integral part of new developments in the town;

iv. Improve access to the rail station for all users and secure appropriate levels of parking for both cars and bicycles;

v. Ensuring there is adequate provision for taxis through extending existing or creating new appropriately placed taxi ranks;

vi. Ensure that new developments are capable of providing safe and convenient access by foot, cycle, public and private transport that addresses the needs of all, particularly those with disabilities.

Provision of new Green Infrastructure (GI) for Stafford Town at Stafford Common and west of Wildwood Park together with local area schemes that respond to the characteristics, local needs and opportunities for improved GI provision and biodiversity assets of the town.

Increasing and improving the provision of open space, sport and recreation facilities through new green infrastructure and by addressing specific qualitative and quantitative deficiencies. New development will support the provision of the following, through Policy 11 and Policies Stafford 2 – 4:

- New indoor swimming pool

- New indoor multi-use and specialist facilities including opportunities for joint use of educational / community establishments

- Increased number and quality of allotments across the town
- Improved safety and accessibility of children's play areas
- High quality and adequately sized green spaces
- Adequate access to natural green spaces
- Improved access to multi-sport courts
- High quality range of facilities for teenagers

#### Tourism

Promote Stafford as a tourist destination with its unique visitor attractions and qualities by:

- i. Conserving and enhancing the historic environment, the context and character of its buildings and streets, its rich heritage, archaeological interest and historic street pattern, and encouraging the sustainable use and management of heritage assets;
- ii. Ensure new developments are well designed and of high quality whilst respecting the character of the townscape and skyline, and conserving sight lines to historic buildings and their setting;
- iii. Increasing tourist opportunities for visitors through additional high quality accommodation, promoting links with the Cannock Chase Area of Outstanding Natural Beauty (AONB), Staffordshire County Showground, the Shire Hall Gallery, Ancient High House, Stafford Castle, St. Chad's Church and St Mary's Church by facilitating the development of innovative new tourist attractions;
- iv. Improving access into the countryside by means other than by the private car, such as public transport, walking and cycling including the use of green links and the canal network.

#### Environment

Promote Stafford's unique character and heritage by:

- i. Ensuring that development does not damage the integrity of the Cannock Chase Special Area of Conservation (SAC), nature conservation interests and Local Nature Reserves, as detailed in Policies N4 to N6;
- ii. Ensuring that development is not located in areas of flood risk or contribute to flooding elsewhere;
- iii. Ensuring that development does not harm the significance of the town's heritage assets;
- iv. Development is sympathetic to the landscape character;
- v. Ensuring that new development does not harm but enhances watercourses in the town.

## Policy Stone 1 – Stone Town

### POLICY STONE 1 – STONE TOWN

Reflecting its role as the key market town in the Borough and the second settlement of the Sustainable Settlement Hierarchy set by Spatial Principle SP3, the strategy for Stone town will seek to enhance its role by increasing both its range and quality of services and facilities. The strategy will comprise the following elements:

#### Housing

Continue to meet the housing requirements for Stone Town by providing a total of 1,000 new market and affordable homes:

- i. Increasing the range and type of housing available including a greater number of semi-detached and terraced properties and a greater number of affordable housing;
- ii. Providing a range of development locations for new homes over the Plan period to 2031 including for affordable housing. This will include new housing development at the Strategic Development Location west of Stone identified on the Policies Map;
- iii. Sites within the urban area of Stone town will have good accessibility to public transport, services and facilities;
- iv. The Strategic Development Location adjacent to Stone's urban area will minimise the impact on surrounding landscapes, be fully accessible by public transport with facilities to encourage walking and cycling;

#### Employment

Create employment growth and promote economic diversification in Stone by:

- i. Supporting the continued retention and growth of existing public and private sector businesses, as well as targeting new businesses through the provision of a range of business premises, support and advice;
- ii. Providing opportunities for new enterprises and businesses by allocating new employment sites with good transport links, as well as support and facilities for new start-up businesses. The Strategic Development Location for a new employment site is south of Stone Business Park, identified on the Policies Map;

Development or conversions must not result in the loss of employment land to non employment generating uses unless either:

1. There is overriding evidence to demonstrate that the current use is presently causing and has consistently caused significant nuisance or environmental problems that could not have been mitigated; or
2. The loss of jobs would not result in a reduction in the range and diversity of jobs available within Stafford Borough; and
3. Applicants will need to provide substantial evidence to show the premises or site has been marketed both for its present use and for potential modernisation or regeneration for alternative employment-generating uses; and
4. The development outweighs the retention of the sites in its existing use.

iii. Where it is established that existing employment sites have no realistic prospect of development under current market conditions within the plan period, careful consideration should be given in priority order to:

1st. What remedial action / infrastructure works will be required to ensure the retention of the site;

2nd. Identification / re-allocation of the site for mixed uses; and

3rd. Identification / re-allocation of the site for an alternative use

#### Stone Town Centre

Strengthen Stone town centre's role as a Market Town within the Sustainable Settlement Hierarchy (Spatial Principle SP3) by:

a. Encouraging the development and expansion of the town centre to provide a vibrant place where people can meet, shop, eat and spend leisure time in a safe and pleasant environment;

b. Provide for 1,700 square metres (net) of new convenience (food) retailing and 400 square metres (net) of new comparison (non-food) retailing at Stone town centre;

c. Increase the levels of office space and commercial premises within Stone town centre;

d. Enhancing different uses in the primary shopping area as well as protecting and enhancing its distinctiveness, vitality and viability through a greater diversity of independent specialist and niche retailers;

v. Improving and strengthening both the range and diversity of educational, health, cultural and community services and facilities in the town;

e. Facilitating improvements to the streetscape and the public realm through the enhancement of public spaces that are locally distinctive and strengthen local identity;

f. Ensuring that new development around the railway station is reserved for employment uses.

B1 (a) office development should only be permitted on employment sites outside the town centres if it can be proved, through a sequential assessment, that proposed development cannot be located within the town centre or edge of centre sites.

Within Stone town centre support will be given to bringing upper floors back into use, particularly for C3 residential purposes and B1 business uses. Proposals should provide safe access, not lead to any significant loss of ground floor retail space or street frontage and must not prejudice the amenity and conversion of adjoining properties or other floors in the same property.

#### Infrastructure

Strengthen Stone's role as a key transport hub in Stafford Borough by:

i. Improving accessibility to Stone town centre, particularly by public transport, from the surrounding villages through better bus services with increased service levels, frequency and punctuality of services;

ii. Reducing the levels of traffic congestion on A34 and the A520 road through the town centre including improvements in traffic management and public transport;

iii. Extending the existing and creating new cycle and walking paths, as an integral part of new developments;

iv. Improving access to the rail station and secure appropriate levels of parking for both cars and bicycles;

v. Ensuring there is adequate provision for taxis through extending existing or creating new appropriately placed taxi ranks;

vi. Ensuring that new developments are capable of providing safe and convenient access by foot, cycle, public and private transport addressing the access needs of all, including those with disabilities.

Provision of new Green Infrastructure (GI) for Stone Town through the River Trent area as well as local area schemes for improved GI provision and biodiversity assets within and around the Town. Facilitate upgrades to Pirehill wastewater treatment works.

Ensure that there is adequate provision of open space, sport and recreational facilities by addressing the following requirements identified in the local evidence base with reference to Sport England's Sports Facility Calculator. New development will provide high quality facilities by ensuring:

- a. Increased and high quality of allotment provision in the town;
- b. A floodlit Artificial Turf Pitch (ATP) is provided;
- c. Improved quality of play areas;
- d. Increased size of green spaces;
- e. High quality multi- use indoor sports facilities in association with community and educational establishments;
- f. Adequate range of facilities for teenagers.

#### Tourism

Promote Stone as a tourist destination with its unique architectural character and heritage by:

- i. Conserving and enhancing the character of Stone town centre, its historic buildings, street patterns and rich heritage;
- ii. Supporting canal based regeneration initiatives in Stone town centre that enhance the context and character of the canal as a focal point and tourist attraction;
- iii. Increasing tourist opportunities for visitors through additional high quality accommodation, promoting links with the surrounding countryside via the Trent and Mersey canal, the River Trent and by facilitating the development of innovative tourist attractions;
- iv. Improving access to the surrounding countryside by means other than the private car such as public transport, walking and cycling.

#### Environment

- i. Ensure that new developments adopt sustainable drainage techniques (SUDS) in order to reduce surface water flooding;
- ii. Development is sympathetic to the natural landscape;
- iii. Ensure new development protects and enhances the significance of Stone's many heritage assets;
- iv. Ensure that development does not damage the integrity of the Cannock Chase Special Area of Conservation (SAC), nature conservation interests and Local Nature Reserves, as detailed in Policies N4 to N6.

## Policy N1 - Design

### Policy N1 Design

To secure enhancements in design quality, development must, at a minimum, meet the following principles:

#### Use

- a. Ensure that, where relevant the scale, nature and surroundings, major applications are comprehensively master planned or, where appropriate, are accompanied by a development brief;
- b. Be designed, sited and grouped in order to provide access for all;
- c. New development of ten dwellings or more should demonstrate compliance with the Building for Life 12 assessment and any successor documents, unless it makes the development unviable or it has been sufficiently demonstrated, through a Design & Access Statement, that each of the twelve Building for Life questions has been optimally addressed, or conversely why it is not practical or appropriate to do so;

#### Form

- d. Incorporate sustainable construction and energy conservation techniques into the design in accordance with Policy N2;
- e. Require the design and layout to take account of noise and light implications, together with the amenity of adjacent residential areas or operations of existing activities;
- f. Retention of significant biodiversity, landscaping features, and creation of new biodiversity areas that take into account relevant local information and evidence;
- g. Include high design standards that make efficient use of land, promote activity and takes into account the local character, context, density and landscape, as well as complementing the biodiversity of the surrounding area;
- h. Designs must have regard to the local context, including heritage assets, historic views and sight lines, and should preserve and enhance the character of the area including the use of locally distinctive materials;

#### Space

- i. Strengthen the continuity of street frontages and enclosure of space;
- j. Development should clearly distinguish between public and private space, and provide space for storage, including for recycling materials;
- k. Streets and public open spaces are designed to be usable, easy to maintain and productive for the amenity of residents by being overlooked to create a safe environment;
- l. Require the design and layout of new development to be safe, secure and crime resistant, by the inclusion of measures to address crime and disorder through environmental design and meet “Secured by Design” Standards;



m. Development should be well-connected to public transport and community facilities and services, and be well laid out so that all the space is used efficiently, is safe, accessible and user-friendly;

n. Where appropriate, development should ensure that there is space for water within the development layout to facilitate the implementation of Sustainable Drainage Systems (SuDs).

**Movement**

o. Ensure that places inter-connect using important routes and linkages, including Rights of Way, which are pedestrian, vehicle and cycle friendly, whilst allowing for ease of movement, legibility and permeability through a clearly defined and well structured public realm;

p. Ensure car parking is well integrated and discreetly located.

**Policy N9 - Historic Environment**

**Policy N9 Historic Environment**

Proposals that would affect the significance of a heritage asset will not be accepted for consideration unless they provide sufficient information for that impact to be assessed.

Development and advertisement proposals will be expected to sustain and, where appropriate enhance the significance of heritage assets and their setting by understanding the heritage interest, encouraging sustainable re-use and promoting high design quality. All potential loss of or harm to the significance of a heritage asset, including its setting, will require clear justification, taking into account:

- i. Settlement pattern including street patterns, orientation of buildings and sites, boundaries and density of development;
- ii. The scale, form and massing of buildings and structures;
- iii. Materials, including colours and textures;
- iv. Significant landscape features including open spaces, trees and planted boundaries;
- v. Significant views and vistas;
- vi. Locally distinctive architectural or historical detail;
- vii. The setting of heritage assets;

viii. Archaeological remains and potential;

ix. Traditional permeable building construction.

Development proposals must conserve and protect the significance of heritage assets by avoiding unnecessary loss of historic fabric and detail of significance. For listed buildings this includes internal features, floor plans and spaces.

Where harm to significance is unavoidable, appropriate mitigation measures will be put into place, including archaeological investigation (including a written report) or recording. This information should be deposited at the County Record Office and be available to the general public.

Heritage assets will be conserved and enhanced by:

1. Identifying heritage assets that are considered to be at risk of irreversible harm or loss;
2. Encouraging owners to maintain their heritage assets;
3. Where necessary the Council will use its statutory powers to serve Urgent Works or Repairs Notices to arrest the decay of its listed buildings;
4. Enabling development proposals will only be supported where it is shown that alternative solutions have failed and where it has been demonstrated that the proposed development is the minimum necessary to protect the significance of the heritage asset in accordance with national advice;
5. The use of Article 4 directions where the exercise of permitted development rights would undermine the aims for the historic environment.

## Appendix C – Useful Contacts and Links

### Useful Contacts

#### ***For general planning enquiries:***

Development Management  
Civic Centre, Riverside, Stafford, ST16 3AQ  
Tel: 01785 619337  
Email: [planning@staffordbc.gov.uk](mailto:planning@staffordbc.gov.uk)

#### ***For Listed Building and conservation enquiries:***

Conservation  
Civic Centre, Riverside, Stafford, ST16 3AQ  
Tel: 01785 619000  
Email: [conservation@staffordbc.gov.uk](mailto:conservation@staffordbc.gov.uk)

#### ***For building control enquiries:***

Building Control  
Civic Centre, Riverside, Stafford, ST16 3AQ  
Tel: 01785 619340  
Email: [buildingcontrol@staffordbc.gov.uk](mailto:buildingcontrol@staffordbc.gov.uk)

### Useful Links

#### ***Stafford Borough Development Plan:***

<http://www.staffordbc.gov.uk/lp>

#### ***National Planning Policy Framework (NPPF):***

<https://www.gov.uk/government/publications/national-planning-policy-framework--2>

#### ***Planning (Listed Buildings and Conservation Areas) Act 1990:***

<http://www.legislation.gov.uk/ukpga/1990/9/contents>

#### ***DCLG guidance: Outdoor advertisements and signs: a guide for advertisers:***

<https://www.gov.uk/government/publications/outdooradvertisements-and-signs-a-guide-for-advertisers>

#### ***Historic England: The National Heritage List:***

<http://www.historicengland.org.uk/listing/thelist>

***SCC clearance heights guidance:***

<http://new.surreycc.gov.uk/roads-and-transport/roadmaintenance-and-cleaning/trees-grass-andvegetation/trees-and-shrubs-near-roads/ownersresponsibilities-for-trees-on-their-property>

***SCC Advertising on the highway guidance:***

[http://new.surreycc.gov.uk/\\_data/assets/pdf\\_file/0014/30803/Advertising-on-the-highwayguidance-Nov12.pdf](http://new.surreycc.gov.uk/_data/assets/pdf_file/0014/30803/Advertising-on-the-highwayguidance-Nov12.pdf)

## **Appendix D – Permissions and Consents**

### Planning Permission

- D1 Planning permission will be required for any material changes to the external appearance to shopfronts including the installation of a new shopfront. This includes alteration of the shop window size, installation of security shutters, canopies, blinds or grilles as well as increasing the size of a fascia. General repair work and routine maintenance that does not change the external appearance of a shopfront does not require planning permission. For further advice and information please contact Stafford Borough's Planning Department.

### Advertisement Consent

- D2 Advertisement consent is required for the majority of advertisements and signs. Advertisement Regulations complex and you are advised contact Stafford Borough's Planning Department. If the shopfront or proposed advertisement is within a Conservation Area or Area of Outstanding Natural Beauty, then advertisement consent will be required for all illuminated signs and there are stricter controls on all advertisements.

### Listed Building Consent

- D3 As well as planning permission, Listed Buildings are afforded higher levels of protection due to their special architectural or historic interest. Listed Building Consent will be required for works that affect the special interest of a Listed Building. This includes alterations to the internal character of the building and alterations to the historic fabric. Therefore, any alteration to, or insertion of a new, shopfront in a Listed Building will require consent. In addition, consent will be required for minor works such as the removal of architectural features, the erection of new signage or changing the colour scheme. For further advice and information please contact Stafford Borough's Conservation Officer.

### Conservation Areas and Buildings of Local Merit

- D4 If the shop is in a Conservation Area but not Listed, you can also apply for alterations under the normal planning process. However, the Council will seek to ensure enhancements do not harm the character of the area, are sympathetic to the original building and are of a high standard of design. Proposals should preserve or enhance the character of the Conservation Area.

*Buildings Regulations*

- D5 Building Regulations are statutory instruments that seek to ensure that development complies with the relevant building codes. These Regulations are important to ensure that your shop satisfies its functional requirements and the building provides reasonable health and safety for shoppers and staff. This is different to Planning Permission but the application process is similar and is required for any new or replacement shopfront irrespective of structural alterations.

**Gill Heath**  
**Cabinet Member for Communities**  
2 Staffordshire Place  
Tipping Street, Stafford, ST16 2DH  
Telephone: (01785) 278612  
E-mail: [gill.heath@staffordshire.gov.uk](mailto:gill.heath@staffordshire.gov.uk)  
Website: [www.staffordshire.gov.uk](http://www.staffordshire.gov.uk)

To Staffordshire Parish Councils

My Ref: GH-/CS 36

Your Ref:

Date: 16 October 2017

Dear Colleague

**Developing a community based approach – the ‘Highways and Rights of Way – Your choices’ website is now live**

As you will be aware from recent communications, Staffordshire County Council, the Staffordshire Parish Council Association and representatives of local councils (parish and town) across Staffordshire have been working hard to establish a brand new resource for all local councils.

Following a joint workshop held in March, a need was identified for a dedicated website containing information and advice to help local councils to explore their options around getting more involved in local environmental tasks.

We are delighted therefore that the ‘Highways and Rights of Way – Your Choices’ website is now live at [www.highwaysyourway.info](http://www.highwaysyourway.info) and showcases a range of information about the relatively small and aesthetic tasks that help neighbourhoods to look good and work well.

As you know, the County Council continues to make tough choices as income reduces but demand for services such as adult social care continues to increase.

So whilst the County Council’s decision to reduce the amount it can spend on the environmental and amenity maintenance presents new challenges for many local councils, it also provides opportunities. Many local councils are already taking the initiative and carrying out some small highways amenities tasks and applying to the Community Paths Initiative Fund to help maintain local rights of way.

The website is built around the stories of these councils, and puts the accent on ‘self-help’, featuring all the information that local councils will need to explore in order to put their plans into action.

As well as explaining the change in the local government landscape, local councils can now easily find the following on the new website:

- the powers of local councils to manage tasks
- case studies of local councils both in Staffordshire and beyond who have liaised with the county council for help and advice and then gone on to successfully manage tasks such as stiles maintenance, hedge cutting, winter gritting on pathways and vegetation on pathways and verges
- advice on what to consider when carrying out specific tasks - with all the information you need on one page
- advice and support for local councils either to take responsibility or to recruit and maintain a volunteer network, including advice from local councils themselves
- options around funding
- links to independent help and advice from the National Association of Local Councils (NALC)
- contact details for the Rights of Way Team and Community Highway Liaison Officers - who are always on hand to discuss bespoke solutions.

### **The Rights of Way consultation**

As an important part of the local environment, the website also contains all the information that local councils need to consider before making an informed response to the county council's Rights of Way consultation which runs until 25 December 2017.

Our stunning rural county boasts 4,500km of public footpaths and bridleways, enjoyed by thousands of people every year.

But as the County Council's income reduces, there are new opportunities for those passionate about rights of way to help shape how we work together to look after the network into the future.

Through the consultation, the County Council is proposing new standards for how we maintain rights of way, including a category system which seeks to focus our limited resources on those routes and activities that provide most 'value' to Staffordshire.

As part of the consultation, the County Council needs local councils to:

- consider where it should focus its resources and where local people should get more involved
- contribute any local knowledge that may change how each right of way is provisionally categorised



- indicate what the priorities for council supported volunteer programmes should be ie what would make the most difference in your area?
- consider if they could help with liaison with local landowners about their responsibilities, ensuring the County Council's resources are focused on their statutory responsibilities. As the majority of reports being made to the County Council are about broken stiles and gates on privately-owned land, which are the responsibility of landowners, we need local councils to be our eyes and ears on the ground, and encourage landowners to replace them where necessary. The County Council will continue to contribute to their replacement cost.

Whilst the County Council will continue to meet its statutory responsibilities across the network, it is clear that more help from the community is needed to help keep the network working well. The County Council needs local councils to consider the range of options to them regarding local environmental amenity and rights of way tasks, and respond to the consultation with this in mind.

So, whilst there are many challenges ahead, and this is just the start of a new relationship of local councils delivering a wider range of services with the county council, we hope that the website is step in the right direction.

We look forward to hearing your thoughts on the website and on the rights of way proposals so that together we can maintain and improve the local environment.

Yours faithfully



**Gill Heath**  
Cabinet Member for Communities



**Mark Deaville**  
Cabinet Member for Commercial



**Helen Fisher**  
Cabinet Support Member for Highways  
and Transport



**Ian Ashbolt**  
President of Staffordshire  
Parish Councils Association

## Les Trigg

---

**From:** Jamie Richards <j.richards@aeddodate.org.uk>  
**Sent:** 17 October 2017 15:58  
**To:** Les Trigg  
**Subject:** FW: Grant Application

Les,

Please see below.

Thanks

Jamie



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**From:** Chamila Welengoda  
**Sent:** 17 October 2017 15:49  
**To:** Jamie Richards <j.richards@aeddodate.org.uk>  
**Subject:** RE: Grant Application

Hi Jamie,

I hope you are well and thank you for your email. Regards to the questions raised by the councillors,

1. Yes, you are correct. The fundraising events made a loss of £2,797.00 during the financial year 2015/16. These accounts represent the very first financial year for the charity and as such we had to invest on training and promotional materials. Due to the lack of volunteers during the first-year monies were also spent on out-sourcing organisational expertise. However, as a new charity it was very important to get our name recognised by the local community and involving them where possible and as such it was decided that we would take a financial loss to enable the charity to grow and move forward.
2. No 69A, High Street was leased by your commercial company until 31<sup>st</sup> of December 2016. Therefore, all the building costs were paid by the company until the above date. This premises is now leased by AEDdonate.

If you have any further questions, please feel free to contact me.

Best regards

Chamila



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**From:** Jamie Richards  
**Sent:** 17 October 2017 09:16  
**To:** Chamila Welengoda <[c.welengoda@aeddodate.org.uk](mailto:c.welengoda@aeddodate.org.uk)>  
**Cc:** Amelia Batt <[a.batt@aeddodate.org.uk](mailto:a.batt@aeddodate.org.uk)>  
**Subject:** FW: Grant Application

Can you answer Les' questions?



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**From:** Les Trigg [<mailto:les.trigg@stonetowncouncil.org.uk>]  
**Sent:** 05 October 2017 12:42  
**To:** Jamie Richards <[j.richards@aeddodate.org.uk](mailto:j.richards@aeddodate.org.uk)>  
**Cc:** Trudy Williams <[trudy.williams@stonetowncouncil.org.uk](mailto:trudy.williams@stonetowncouncil.org.uk)>  
**Subject:** Grant Application

Jamie,

The Council considered your grant application at the meeting of its General Purposes Committee on Tuesday evening. At the meeting, a number of questions were raised by Councillors that I was unable to answer. As a result, consideration of the application was deferred to the next meeting on 7<sup>th</sup> November.

In order that I can provide the Committee with the requested information at the November meeting, I would be grateful if you could answer the questions below:

1. Page 9 of your accounts show the cost of fundraising events, at £10,249, to exceed the funds raised of £7,452. This suggests that fundraising events made a net loss of £2,797, rather than making a positive contribution to the funds available. Are you able to explain this, please?
2. Why are there no premises costs, such as rent, rates, heating or lighting included in the accounts, when AEDDonate operate an office in Stone?

Thank you for your help.

Regards,

Les

Les Trigg  
Town Clerk  
Stone Town Council

# Application for Grant Aid 2017



Name of organisation:	
AEDdonate – Coppice Estate, Stone – Community Public Access Defibrillator Campaign	
Address:  First Floor Offices 69 High Street Stone Staffordshire	Contact name: Jamie Richards
	Contact telephone no:  01785 472 224
	Contact email address: <a href="mailto:j.richards@aeddodate.org.uk">j.richards@aeddodate.org.uk</a>
Amount of grant requested:  £500	Total cost of project (if appropriate):  £1,999
Reason for grant request:	
<p>AEDdonate is a charitable organisation who help communities and businesses fundraise and install their own Community Public Access Defibrillator. (CPAD).</p> <p>The Coppice Estate have identified the need for an external defibrillator to be installed <u>estate side</u> should a member of the community or visitor suffer a Sudden Cardiac Arrest (SCA) and the crossing barriers be down. As there is no alternative route onto the estate it would mean that the local ambulance service would not be able to access the patient and <u>any</u> delay would have a serious impact on the patients chances of survival.</p> <p>Having early access to a community defibrillator can increase a patient's chances of survival to over 75% from 6% if no community defibrillator is available. Cardiac arrest is Britain's biggest killer currently claiming over 100,000 lives across the UK each year; 620 of these being under the age of 35 and 270 being children.</p> <p>Having the defibrillator installed means that, through its link to the Local Ambulance Service it is available to the local community 24/7.</p> <p>We are seeking donations towards the defibrillator we are installing and as such contacting local businesses and organisations in the hope that they would be happy and willing to support the campaign. There will be recognition for all businesses who support the campaign which will be disseminated to the wider public.</p>	

**Benefits to Stone residents:**

The Community Public Access Defibrillator will benefit the local community and its visitors as a whole – young and old by making it more heart safe in the event of a SCA.

Unfortunately, we can't have an ambulance on every street corner and response times are on average 8 minutes to a Red 1 ambulance call (Cardiac Arrest).

Cardiac arrest is Britain's biggest killer currently claiming over 100,000 lives across the UK each year; 620 of these being under the age of 35 and 270 being children.

Cardiac Arrests are never going to stop -- We can however place the equipment into each community to give that patient a fighting chance of survival.

**Other sources of funding secured or being explored (with amounts where known):**

Network Rail and Virgin Trains have also been contacted along with Stone Festival to seek support and assistance with the campaign. Virgin Trains have donated two Standard Class complimentary train journeys anywhere on the Virgin Trains West Coast network and a response is awaited from Network Rail.

The Coppice Estate are also exploring self-fundraising opportunities within the community such as raffle, street party, etc with the assistance of AEDdonate.

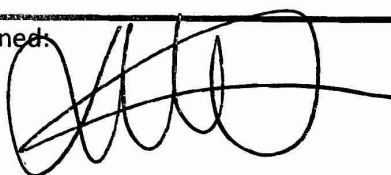
**Is this an "exceptional" request (see notes)? If so, please explain why the Council should treat it as an exception:**

Due to the location of Coppice Estate, Stone, Staffordshire and the fact that it is cut off from the emergency services when the train barriers are down it is vital that a Community Public Access Defibrillator is installed as a matter of urgency in order to keep the community heart safe.

In submitting this application, I confirm that it is put forward with the full knowledge and approval of the submitting organisation, and agree that its contents may be made available to the public and that the application and any communications relating to it may be stored in a computerised system.

I confirm that I have read the "Notes for Grant Applications 2017" document. I have enclosed the organisation's most recent set of accounts and, where appropriate, a statement providing details of how grants made previously have been spent and a statement of support from the Council's representative on the Management Committee

Signed:



Name: Jamie Richards

Position in organisation: Chief Executive

**AED DONATE  
ACCOUNTS  
FOR THE PERIOD ENDED 31 JULY 2016**

**DJH Accountants Limited**  
Porthill Lodge, High Street,  
Wolstanton, Newcastle-under-Lyme,  
Staffordshire ST5 0EZ

**T:** +44(0)1782 710101 **E:** [mailbox@djh.co.uk](mailto:mailbox@djh.co.uk)  
**W:** [www.djh.co.uk](http://www.djh.co.uk)

**ACCA**

Registered as auditors by the Association of Chartered Certified Accountants. Registered in England No: 5572090

**AED DONATE**

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Receipts and payments	9-10





# Independent examiner's report on the accounts

## Section A Independent Examiner's Report

<b>Report to the trustees/ members of</b>	Charity Name AED DONATE		
<b>On accounts for the year ended</b>	31 JULY 2016	<b>Charity no (if any)</b>	1162634
<b>Set out on pages</b>	3 - 10 <small>(remember to include the page numbers of additional sheets)</small>		

**Respective responsibilities of trustees and examiner**

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under section 144 of the Charities Act 2011 (the Charities Act) and that an independent examination is needed.

It is my responsibility to:

- examine the accounts under section 145 of the Charities Act,
- to follow the procedures laid down in the general Directions given by the Charity Commission (under section 145(5)(b) of the Charities Act, and
- to state whether particular matters have come to my attention.

**Basis of independent examiner's statement**

My examination was carried out in accordance with general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from the trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair' view and the report is limited to those matters set out in the statement below.

**Independent examiner's statement**

In connection with my examination, no matter has come to my attention (other than that disclosed below \*)

1. which gives me reasonable cause to believe that in, any material respect, the requirements:
  - to keep accounting records in accordance with section 130 of the Charities Act; and
  - to prepare accounts which accord with the accounting records and comply with the accounting requirements of the Charities Act have not been met; or
2. to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

*\* Please delete the words in the brackets if they do not apply.*

Signed:  Date: 24/5/2017

Name: MATTHEW JORDAN

Relevant professional qualification(s) or body (if any): FCCA

**Address:** DJH ACCOUNTANTS LIMITED, PORTHILL LODGE, HIGH STREET  
WOLSTANTON, NEWCASTLE UNDER LYME  
STAFFORDSHIRE, ST5 0EZ

**Section B**

**Disclosure**

Only complete if the examiner needs to highlight material problems.



# Trustees' Annual Report for the period

Period start date: From Day 13 Month 07 Year 2015 To Day 31 Month 07 Year 2016

## Section A Reference and administration details

Charity name: AED DONATE

Other names charity is known by:

Registered charity number (if any): 1162634

Charity's principal address: 69A HIGH STREET  
STONE  
STAFFORDSHIRE  
Postcode: ST15 8AD

### Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	Sarah Camacho		Appointment date: 19/02/2016	
2	John Scott		Appointment date: 01/09/2015	
3	Phyllis Richards		Appointment date: 20/07/2016	
4				
5				
6				
7				
8				
9				
10				
11				
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14				
15				
16				
17				
18				
19				
20				

### Names of the trustees for the charity, if any, (for example, any custodian trustees)

Name	Dates acted if not for whole year


**Names and addresses of advisers (Optional information)**

Type of adviser	Name	Address

**Name of chief executive or names of senior staff members (Optional information)**

--

**Section B Structure, governance and management**

**Description of the charity's trusts**

Type of governing document (eg. trust deed, constitution)	Constitution
How the charity is constituted (eg. trust, association, company)	Charitable incorporated organisation
Trustee selection methods (eg. appointed by, elected by)	Resolution passed at the meeting of the charity trustees

**Additional governance issues (Optional information)**

You **may choose** to include additional information, where relevant, about:

- policies and procedures adopted for the induction and training of trustees;
- the charity's organisational structure and any wider network with which the charity works;
- relationship with any related parties;
- trustees' consideration of major risks and the system and procedures to manage them.

--

**Section C Objectives and activities**

**Summary of the objects of the charity set out in its governing document**

For the public benefit the relief of sickness and preservation of good health by the provision of automated external defibrillators (AED's) and first aid training where applicable in public areas across the UK.

**Summary of the main activities undertaken for the public benefit in relation to these objects (include within this section the statutory declaration that trustees have had regard to the guidance issued by the Charity Commission on public benefit)**

The two key principles of public benefit issued by the Charity Commission namely ;

- There must be identifiable benefit or benefits .
- Benefits must be to the public or section of the public

Provide the framework through which AEDdonate undertake their activities.

AEDdonate is a charity that was formed to place public access defibrillators into communities AEDdonate provide the right support to communities when placing such specialised equipment and to also make sure the relevant links are made with each UK ambulance trust when placing AEDs into communities. This is vital for deployment to a patient that needs the use of a defibrillator.

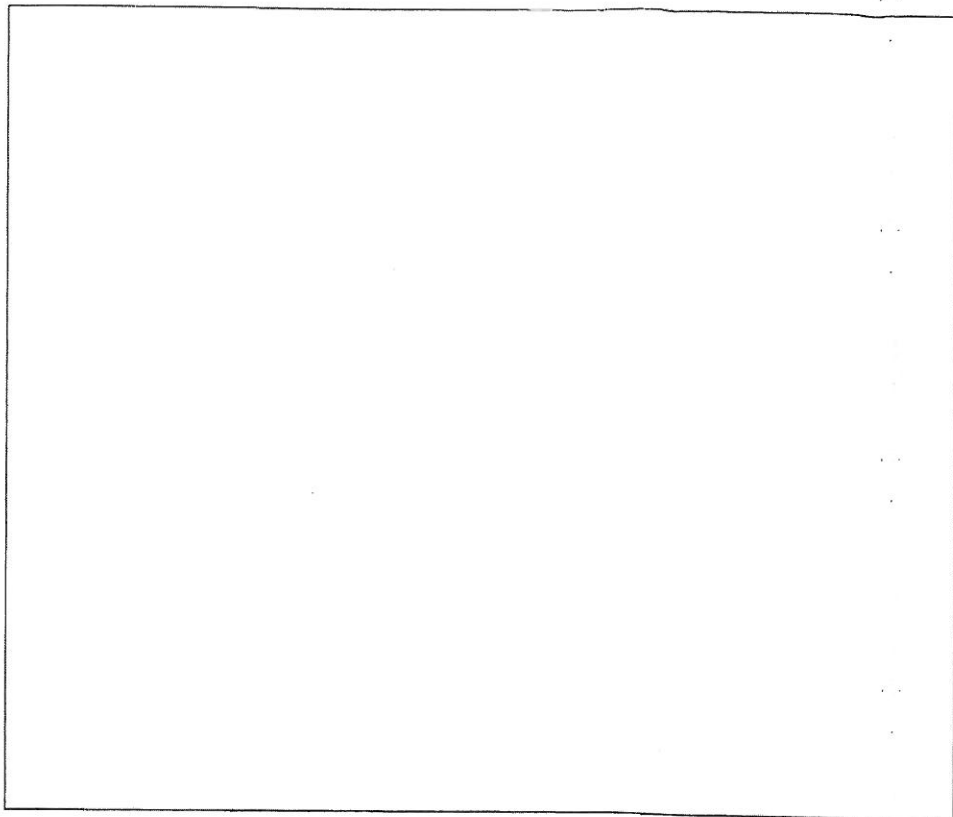
So far AEDdonate have saved over ten lives with our public access defibrillators and will continue to place AEDs into communities. Once a defibrillator is placed, AEDdonate carry out training sessions direct within the community. This provides the community with basic knowledge of CPR and ensures of how AED's are deployed.

AEDdonate have also opened a community facility within the building which enables us to provide training sessions to our local community, hold events and volunteer evenings. This is also available for use by local community groups which enable AEDdonate to engage with other agencies.

**Additional details of objectives and activities (Optional information)**

You **may choose** to include further statements, where relevant, about:

- policy on grantmaking;
- policy programme related investment;
- contribution made by volunteers.



**Section D**

**Achievements and performance**

## Section D

## Achievements and performance

### Summary of the main achievements of the charity during the year

AEDdonate have placed over 800 defibrillators into communities across the UK. All AEDs are registered with UK. Ambulance trusts so they can be deployed to patients when required.

Over 20,000 people were trained on basic life support and AED training through community based training sessions by AEDdonate within the year.

AEDdonate have opened a community facility for local community groups to use within the building.

AEDdonate have successfully organised 2 charity balls to raise funds to place AEDs into local community.

AEDdonate have worked in partnership with a local brewery to create a charity beer. So far the monies raised from this have helped towards pub fundraising campaigns for AEDs within local community.

Our Charity have launched and working towards a volunteer team to promote the work we do further into other communities.

AEDdonate provide AEDs to local events to ensure each event has the appropriate equipment in place for medical emergencies.

## Section E

## Financial review

Brief statement of the charity's policy on reserves

At AEDdonate all funds received into the charity are placed straight back out into the community for defibrillators. Therefore AEDdonate does not hold any reserves at the moment. AEDdonate is working towards a reserve account in the future.

Details of any funds materially in deficit

N/A

Further financial review details (Optional information)

You may choose to include additional information, where relevant about:

- the charity's principal sources of funds (including any fundraising);
- how expenditure has supported the key objectives of the charity;
- investment policy and objectives including any ethical investment policy adopted.

## Section F

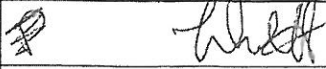
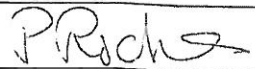
## Other optional information

## Section G

## Declaration

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)		
Full name(s)	JOHN Darren SCOTT	PHILLIS MARGARET RICHARDS
Position (eg Secretary, Chair, etc)		
Date	11.5.17	





CHARITY COMMISSION  
FOR ENGLAND AND WALES

Charity Name  
AED DONATE

No (if any)  
1162634

CC16a

### Receipts and payments accounts

For the period from	Period start date 13/07/2015	To	Period end date 31/07/2016
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#### Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
<b>A1 Receipts</b>					
DONATIONS, LEGACIES AND GRANTS	72,143	-	-	72,143	-
FUNDRAISING EVENTS	7,452	-	-	7,452	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
<i>Sub total (Gross income for AR)</i>	79,595	-	-	79,595	-
<b>A2 Asset and investment sales, (see table).</b>					
	-	-	-	-	-
<i>Sub total</i>	-	-	-	-	-
<b>Total receipts</b>	<b>79,595</b>	<b>-</b>	<b>-</b>	<b>79,595</b>	<b>-</b>
<b>A3 Payments</b>					
LABOUR	32,745	-	-	32,745	-
HARDWARE COSTS	24,911	-	-	24,911	-
CARRIAGE	1,739	-	-	1,739	-
COST OF FUNDRAISING EVENTS	10,249	-	-	10,249	-
PROFESSIONAL FEES	1,100	-	-	1,100	-
MEDICAL COVER	3,829	-	-	3,829	-
TRAINING	750	-	-	750	-
TRAVELLING EXPENSES	487	-	-	487	-
BANK AND TRANSACTION CHARGES	105	-	-	105	-
PRINTING, POSTAGE, STATIONERY AND COMPUTER COSTS	3,584	-	-	3,584	-
<i>Sub total</i>	79,499	-	-	79,499	-
<b>A4 Asset and investment purchases, (see table)</b>					
	-	-	-	-	-
<i>Sub total</i>	-	-	-	-	-
<b>Total payments</b>	<b>79,499</b>	<b>-</b>	<b>-</b>	<b>79,499</b>	<b>-</b>
<i>Net of receipts/(payments)</i>	96	-	-	96	-
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	-	-	-	-	-
<i>Cash funds this year end</i>	96	-	-	96	-

## Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	BANK ACCOUNT	96	-	-
		-	-	-
		-	-	-
	<b>Total cash funds</b>	<b>96</b>	<b>-</b>	<b>-</b>
(agree balances with receipts and payments account(s))		OK	OK	OK

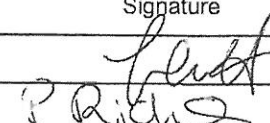
Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-

Categories	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B3 Investment assets			-	-
			-	-
			-	-
			-	-
			-	-

Categories	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B4 Assets retained for the charity's own use			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-

Categories	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
B5 Liabilities			-	
			-	
			-	
			-	
			-	

Signed by one or two trustees on behalf of all the trustees

Signature  PHILLIS RICHARDS	Print Name JOHN SCOTT PHILLIS RICHARDS	Date of approval 11.5.17 11.5.17
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## Stone Town Council - Non-Cheque Payments

The table below lists all non-cheque payments made by the Council in the period since the last report, for the Committee's information.

The table includes payments by direct debit, telephone banking and online banking. It excludes salary and related payments, payments from the Mayor's Charity, and transfers between the Council's bank accounts. These excluded items can be seen by any Member on request.

Date	Reference	Supplier	Description	Amount	Month
01/09/2017	D/Dbt004	NatWest	Voucher charge	£22.75	Sep-17
04/09/2017	Stafford Borough Cc	Stafford Borough Council	Rates - FJC	£405.00	Sep-17
04/09/2017	Stafford Borough Cc	Stafford Borough Council	Rates - Crown Street Car Park	£241.00	Sep-17
04/09/2017	Stafford Borough Cc	Stafford Borough Council	Rates - Market Square	£237.00	Sep-17
04/09/2017	Stafford Borough Cc	Stafford Borough Council	Rates - STN	£210.00	Sep-17
04/09/2017	Stafford Borough Cc	Stafford Borough Council	Rates - Northesk St Car Park	£105.00	Sep-17
06/09/2017	D/Dbt 002	EE	Caretaker's mobile phone	£25.50	Sep-17
12/09/2017	D/Dbt002	British Gas	Gas charges - STN	£18.73	Sep-17
13/09/2017	Elec002	Panda Press (Stone) Ltd	Posters - War Bride Event	£76.00	Sep-17
15/09/2017	D/Dbt002	Francotyp Teleset	Postage	£200.00	Sep-17
22/09/2017	D/Dbt002	British Gas	Gas charges - FJC	£70.26	Sep-17
27/09/2017	D/Dbt002	British Gas	Gas charges - STN	£16.91	Sep-17
29/09/2017	D/Dbt003	Francotyp Teleset	Postage	£200.00	Sep-17
29/09/2017	D/Dbt003	Network Rail	Qtly rent of STN 29 09 17 - 24 12 17	£987.50	Sep-17
29/09/2017	D/Dbt004	NatWest	Bank charges	£65.86	Sep-17