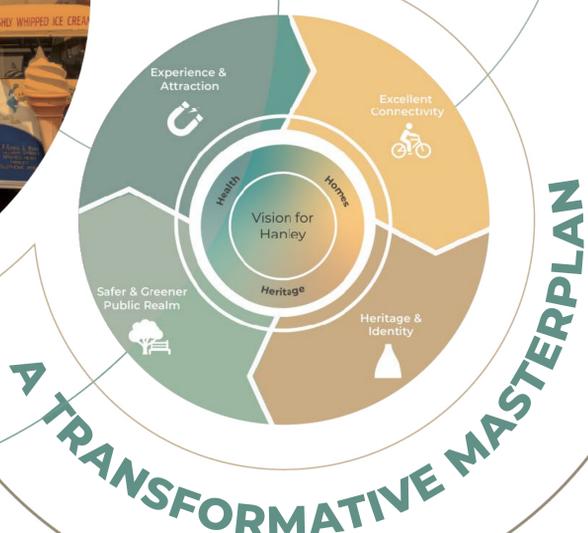


# THE CITY CENTRE MASTERPLAN



## INTRODUCTION

The City Centre Masterplan aims to drive transformational change by building on the unique identity of the city centre and providing a framework to address current challenges.

While the masterplan focuses on the area within the city centre ring road, it also considers connections and influences within a wider 1km radius, and beyond that to include key connections with the railway station for example.

The masterplan will inform Stoke-on-Trent's emerging Local Plan by offering evidence-based recommendations to guide future development and policies.

The masterplan must also consider the fact that the city centre is one of several urban centres within Stoke-on-Trent, each with a distinctive role and identity. The masterplan provides **a framework for change to 2050**, including projects for delivery in the short and much longer term.

## LOCAL CONTEXT

