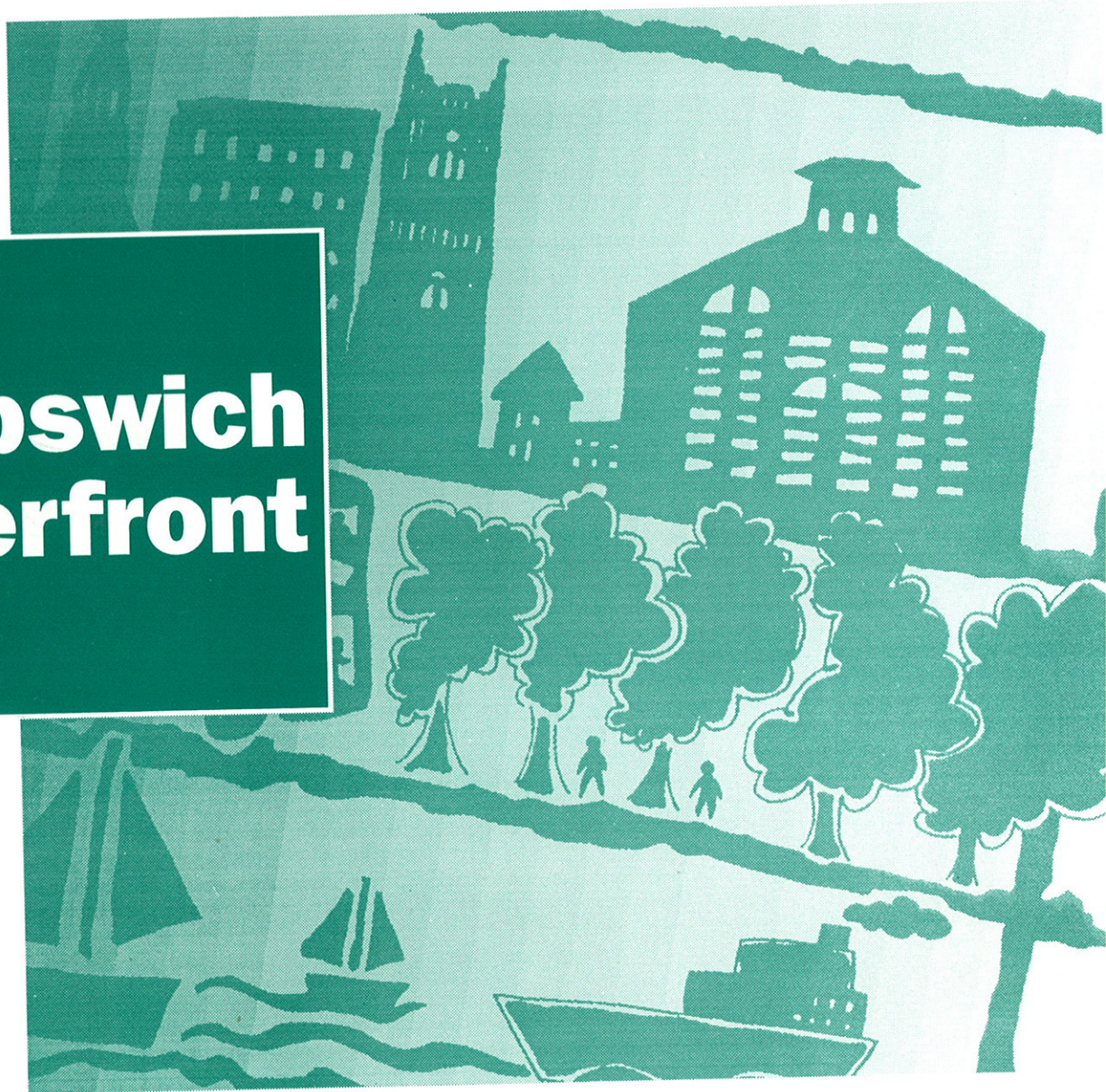




Ipswich Local Plan

Supplementary Planning Guidance

Ipswich Waterfront



IPSWICH

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COUNCIL**

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Ipswich Waterfront

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Location Plan

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1. INTRODUCTION

1.1 This supplementary planning guidance (spg) has been prepared to act as a framework for development of land at Ipswich Waterfront. The area is an important redevelopment opportunity and recent investment is beginning to unlock the potential of the area and begin the transformation into a vibrant and popular part of town.

1.2 The Council is a member of the Ipswich Waterfront Steering Group which appointed Llewelyn Davies to prepare a development framework to guide regeneration and redevelopment of the Waterfront.

1.3 This spg takes into account the recommendations provided by Llewelyn Davies and sets out the planning opportunities and overall principles for the regeneration of the Waterfront. It has opened up the development framework proposals to public scrutiny and debate and focuses attention on the difficult choices to be made.

1.4 The objective is to achieve quality regeneration of the Waterfront. It will help to improve the visual quality of the area, create the circumstances and incentive for regeneration and contribute to the environmental improvement of this large area of land close to the town centre.

2. LOCATION AND LAND USE

2.1 Ipswich Waterfront lies at the heart of the town, 300m from the Town Centre, centered around the Wet Dock (10.5 hectares), the Island site (7.2 hectares) and the New Cut and surrounding sites.

2.2 The Wet Dock forms the most northerly inland part of the Port of Ipswich. When opened in 1842 it was the largest construction of its kind in Europe and became the focus of great commercial endeavor which gave rise to a sustained period of town expansion fueled by a variety of dock related industries.

2.3 By the 1920s the port was expanding downstream and in the years following World War II industries began to relocate downstream from the Wet Dock to gain direct access to deeper water unconstrained by lock gates. This trend increased in the 1960s when the shipping industry changed to containerism requiring larger vessels and expanded port facilities, and the construction of the West Bank Terminal container service. Vacant sites began to appear around the Wet Dock.

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2.4 In the 1970s the Star Lane gyratory system was constructed through the Transition Area. This had the effect of severing the waterfront from the town centre for the first time.

2.5 Since the 1980s new uses have been introduced around the Wet Dock, including residential use of Stokebridge Maltings and the Neptune Quay Bellway flats, the creation of Contship's office headquarters, a mix of commercial, marina and leisure uses along Wherry Quay, and the renovation of Felaw Street Maltings.

2.6 Today the Wet Dock still serves as a working port to some quay side industries and has pockets of leisure and residential uses. Many of the quays and adjacent land and buildings are redundant and derelict awaiting a new future. The Council's aim is to rekindle the spirit of commercial and civic enterprise and to encourage growth and prosperity to return to this important part of the town.

2.7 The Waterfront has a long history dating from the early development of Ipswich on the northern quay in the late 6th Century. In some cases present day streets overlie those of the 7th to 9th Century and provide a strong local identity. Many of the archaeological remains of the area's early history are considered to be intact and most of the Waterfront is identified as an Area of Archaeological Importance in the Local Plan.

2.8 The historic quayside and structures and adjacent listed buildings together with the scale of the streets which remain from the past has led most of the area to be designated as a Conservation Area. This designation was extended in September 1998 to include the area between the northern quays and Key Street/College Street.

2.9 Part of the charm of the Waterfront area is the mixture of uses and activities it supports. Successful redevelopment must relink the Waterfront to the town centre while retaining a mix of existing and new uses to maintain the charm and character of the area.

2.10 The 12.6 ha of land separating the Waterfront from the town centre has been identified as in transition from an area in which there has long been a variety of commercial uses including manufacturing and warehousing to one more characterized by uses such as offices, recreational activities and residential.

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2.11 In recent decades the Waterfront has offered few attractions to visitors or as a residential location. The historic links to the town centre have not been maintained, and the construction of the Star Lane gyratory system has severed pedestrian links and caused severe negative environmental impacts including noise, vibration and air pollution. Buildings have been allowed to fall into disrepair, activities have changed to commercial uses which are unattractive to people on foot, and where new buildings have been constructed they display the characteristics of defensive architecture.

2.12 Although the Waterfront is only 10 minutes walk from the town centre, the effect is to cut off the Waterfront from the town centre by a substantial area of low quality environment dominated by heavy traffic flows.

2.13 During the plan period it is intended that this Transition Area is revived to form the link between the town centre and the emerging Waterfront activities, with increased residential use and improved pedestrian and cycle links.

3. SITE CONTEXT

3.1 The Waterfront is set within a superb physical setting comprising:

3.2 *Attractive Natural Assets* - Including the original tidal pool where the River Orwell begins to move out into the estuary, flanked by wooded ridges to the west and east that define the horizons of the river basin.

3.3 *Strong Open Views* - When viewed from the Waterfront these natural assets provide dramatic views, further enhanced by the landmark Orwell Bridge to the south.

3.4 *Curved South Facing Frontage* - The Waterfront properties on the northern quayside follow the curve of the Wet Dock with a south facing aspect that captures dramatic views and sunlight.

3.5 *Proximity to Town Centre and Railway Station* - The Waterfront is within 10 minutes walk of the town centre to the north and the railway station to the west.

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3.6 These assets combine to create a tremendous potential for redevelopment. At the more local level the Waterfront has many contrasting buildings and activities that contribute to its charm and urban character These include:

- Visually cohesive urban blocks
- Strong historic links between the town centre and the Waterfront
- Environmental improvements completed for St Nicholas, St Peter and Cutler Streets and for Stoke Quay promenades
- Key landmark buildings including three grade 2* listed churches, the grade 2* listed Old Custom House and the grade 2 listed Felaw Street Maltings
- Key townscape frontage including historic buildings along the northern quay.

3.7 The Tourism Strategy for Ipswich (October 1997) acknowledges that opportunities for tourism in Ipswich focus heavily on the huge potential of the Waterfront and that there will be major changes in the area over the next decade:

3.8 One of the Tourism Strategy's key objectives is to highlight the need for a range of leisure/tourism uses on the Waterfront, including the proposed Gipeswic Centre (an Anglo Saxon visitor attraction, museum and educational resource).

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4. LAND OWNERSHIP AND LAND USES

- 4.1 Land ownership is extremely fragmented, particularly along the northern quayside and the Transition Area. There are however five key landowners:
- Ipswich Borough Council, including the Old Custom House site, land to the north and south of Felaw Street Maltings, and St Peter's and St Mary's churches
 - Associated British Ports, including the Island site, Stoke Quay, quay side promenades and port facilities.
 - Pauls/BOCM, including the maltings at Albion Wharf and offices off Salthouse Street.
 - Associated British Foods Allied Mills/Cranfields sites, including the mill site in the western corner of the Wet Dock and land within the Transition Area.
 - Anglo Norden, including land holdings on the eastern side of the Wet Dock.
- 4.2 Existing land use is mixed, becoming progressively more industrial when moving from north to south closer to the working port. Along the northern quayside there are four distinct clusters of land uses. To the west warehouses flank St Peter's Dock adjacent to the Allied Mills/ Cranfield's Mill and Paul's Maltings which are still commercially used. Further east a series of historic buildings have been converted into a mix of commercial and entertainment uses which give way to the Bellway flats development and the Neptune Marina site recently granted planning permission in the eastern corner of the Wet Dock.
- 4.3 On the western periphery of the Waterfront area land uses between Vernon Street and Stoke Quay are mixed as the residential terraces of Old Stoke give way to the industrial and warehouse premises abutting the New Cut.
- 4.4 Industrial, warehousing and distribution uses predominate south of an imaginary line drawn between Bath Street and Coprolite Street and including the whole of the Island site.
- 4.5 On the eastern periphery the dominant use is timber storage, with the Tolly Cobbold brewery and museum at the south-eastern limits.

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4.6 Many of the potential redevelopment sites within the Waterfront area are currently occupied, although there are several vacant gap sites and historic buildings along the northern quayside. This document provides a development framework to serve as a strategy document and to co-ordinate development control decisions. It should be read in conjunction with the individual supplementary planning guidance that will be prepared for sites in the waterfront area.

5.1 Ground Conditions

5.1.1 The geology of the Port of Ipswich is variable, and site investigations carried out in 1986 confirmed that made ground (at various depths) exists over recent alluvium and terrace gravels over glacial valley infill and Upper Chalk, with no London Clay. This type of variability is generally associated with a deep glacially eroded valley eroded in chalk during the Palaeocene era. This is now filled with glacial sands and gravels and is believed to generally follow the line of the Wet Dock.

5.1.2 Sites of various historic quays are reported to exist in the area, although many will have been destroyed by previous construction.

5.1.3 Ground water lies at about three metres below ground level. Foundation construction is reported to be a mixture of piling, deep traditional strip footings and deep pads with suspended beams. Bearings for traditional footings in the area adjacent to the Wet Dock is likely to be at a depth of three metres where extensive ground water is expected.

5.1.4 Driven precast piling is considered to be the most economic foundation type for the support of structures. Lightly loaded buildings could be constructed on rafts away from areas of deep fill, but the control of settlement will need careful consideration.

5.2 Archaeology

5.2.1 Many of the archaeological remains of the area's early history remain intact. Because of this, almost all of the development area is defined as an Area of Archaeological Importance.

5. TECHNICAL BACKGROUND

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5.2.2 An area between Star Lane and the northern quays, north-south between Bridge Street, Star Lane, Coprolite Street and the quays is likely to be of extreme archaeological importance, with Middle Saxon remains concentrated in the general vicinity of St Peters and St Mary-at-the-Quay churches, with less important medieval sites to the east.

5.2.3 The Island Site contains no areas of significant interest, with the possible exception of the old lock behind the Harbour Master's Office which may be of some interest. Occasional finds in areas of dredged infill are possible.

5.3 Archaeological Requirements of New Development

5.3.1 The existence of archaeological remains constrains development of the northern quayside and Transition Area, as this will require both desk studies and fieldwork excavations. This work will be time consuming and expensive. The costs involved will be a function of the scale of new development, the extent of the potential destruction of remains by foundations and the nature of the remains themselves.

5.3.2 In order to assess archaeological impacts of new development:

- Archaeological desk top studies should be commissioned on key sites;
- Trial excavations and geophysical investigations should be carried out on available sites;
- Limited geotechnical investigations should be undertaken to determine depth of made ground;
- Reuse of buildings will be encouraged to minimize effects of development; and
- Destruction of remains by piling may not be acceptable, preservation in-situ of any remains will be a normal planning objective. To further this objective, basements are unlikely to be acceptable.

5.3.3 Details of calculating archaeological cost can only be broadly estimated at around £400,000 an acre. Suffolk County Council considers that excavations around the site of Wolsey's Gate in College Street would be in the order of £500,000 an acre.

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5.3.4 It should be emphasized that archaeological investigation will not be required for proposals:

- to refurbish existing buildings;
- where redevelopment will not endanger the preservation in-situ of remains, or
- where the type of development is such that remains would not be disturbed (e.g. landscaped areas and surface car parking).

5.4 Contamination

5.4.1 The Waterfront area has historically been used for a wide range of industrial uses associated with the Port. There are a number of sites which could be contaminated by previous uses which will require some form of remediation prior to redevelopment. Until site investigation is carried out, likely contamination has to be assumed when assessing development potential.

5.4.2 A preliminary desk top study has been undertaken which has identified the following areas requiring investigation to determine the actual levels of contamination:

1. *Island site - north-east corner.*

There is a significant risk of some contamination in this area which could attract costs of between £50,000 to £100,000 an acre for future housing use. There are no indications that significant contamination exists in the fill material associated with the infilling of the old dock.

2. *Island site - remainder.*

The use of the site for tarmac and asphalt production may have resulted in some contamination of surface and subsoils, drainage pipes and groundwater. Average costs for remediation could be in the region of £50,000 for housing use.

3. *Northern Bank - Albion, Common and Neptune Wharfs.*

Significant remediation works are considered unlikely.

4. *Orwell Gasworks Quay - Eagle Wharf.*

The historical uses in this area include significant potentially contaminative uses. It is likely that any redevelopment of these sites could lead to significant remediation costs in the region of £50,000 to £110,000 per acre.

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5. Stoke Quay.

Minor contamination is possible along Stoke Quay with potential 'hotspots' around Felaw Street and the former Ransomes site. Remediation costs are likely to be significant.

5.5 Flood Defences

5.5.1 The Wet Dock and Island Site are protected from tidal and fluvial flooding by flood defence walls running around the western and southern perimeter of the island combined with a pair of flood defence gates installed within the lock. These flood defences were constructed circa 1973 as part of the Gipping Comprehensive Scheme.

5.5.2 The flood defence level below Stoke Bridge is generally designed at 4.4 metres above ordnance datum (AOD) but much of the wall around the Island Site and the lock floodgates is only built to 4.25 metres AOD. The 4.25 metre AOD defences provide protection from a 1 in 110 year tidal event based at 1995 levels. There are no records of these defences having been overtopped.

5.5.3 The Environment Agency's (EA) standards for new defences in urban areas require protection against a 1 in 200-year flood. It is recommended that defences south of Stoke Bridge should be reconstructed to a level of 4.71 metres AOD to meet this requirement, and works will also be required upstream of Stoke Bridge as far as Horseshoe Sluice in order to provide the same standard of protection. The whole scheme is estimated to cost around £1.6 million.

5.5.4 The EA has committed funds to reconstruct a failed section upstream of the Velocity Control Structure in the New Cut. This is estimated to cost £327,000.

5.5.5 The EA has provisional funds of £4 million set aside in their capital expenditure programme for flood defences from 2000/2001 to 2005/2006. Generally speaking if implemented this will result in the raising of existing floodwalls by up to about 0.5m down to but not including Cliff Quay.

5.6 Infrastructure/Utility Services

5.6.1 Stormwater

No significant stormwater provision exists on the Island Site. Surface water provision elsewhere consists of combined storm or foul systems. Along the

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Northern Quays most stormwater is drained to the Dock sewer.

The Victorian Dock Sewer exists under the northern quays running from Albion Wharf to Orwell Quay where it diverts inland before discharging downstream of the lock. The condition of the sewer is reported to be poor, with funding required for desilting and repair, currently owned by ABP.

Parts of the public combined sewer will be relieved by Project Orwell, which will provide a deep interceptor storm sewer running around the town centre and discharging into Cliff Reach.

Options for stormwater provision for the Island and other development sites may include:

- Discharge of island drainage into the tidal river with site attenuation or oversizing to cope with tidelock;
- drain surface water to the Wet Dock subject to EA and ABP approval;
- connection of northern quay sites to local public sewerage system with local attenuation as required by Anglian Water;
- allowances for abnormal development costs; and
- drain surface water to Dock Sewer if this can be repaired and maintained by an appropriate body in perpetuity.

5.6.2 Foul Water

No significant foul sewerage exists on the Island Site. The northern development sites are currently served by Anglian Water combined sewers - primarily one in College Street. It is not known if there is sufficient capacity in the network.

The following foul sewerage works have been proposed by consultants, based on the availability of spare capacity following the completion of Project Orwell:

- Local site attenuation on Island Site (pumping required) to control off-site flows;

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- discharge into College Street sewers; and
- Northern development sites to be individually assessed.

5.6.3 Gas

An existing gas system exists to the Island Site and in the area of the Northern Quays. Further study is required to determine if there is adequate gas capacity for development proposals.

5.6.4 Electricity

Eastern Electricity have confirmed that there should be no problem in supplying the Island Site by development of the local 11KV network.

5.6.5 Water

Anglian Water have confirmed that there are suitable mains adjacent to the Island Site at Stoke Bridge and College Street to serve development.

6. WET DOCK CONSERVATION AREA

6.1 The area was formally designated as a conservation area in December 1990 and was extended in September 1998. The principal aim of designation is to protect the 26 acres of open water in the Wet Dock, the Victorian quayside structures and the Island Site and New Cut river frontage. These add an extremely attractive extra dimension to the character of the whole town

6.2 The character of the conservation area is considerably enhanced by a number of important listed buildings and buildings of special local interest.

6.3 The character of the Wet Dock is very much dominated by the large expanse of water and by the principal landmark buildings and major landscape features beyond the conservation area which are crucial to its setting and which are particularly visible because of the uninterrupted views over the open water. The waterfront setting provides a unique backdrop for the northern quayside where a fine collection of buildings of varying ages and uses are found.

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6.4 Although there have been significant changes to the character of the Wet Dock stemming from the disappearance of many of its earlier port related buildings and adaptations to accommodate changes in the handling of cargoes and to accommodate yachting and boating uses, the original robust character of the Wet Dock persists with quaysides, the lock gates, harbour master's house and offices.

6.5 Conservation Area Policy

6.5.1 In the conservation area the Council attaches particular importance to encouraging the retention and repair or reinstatement of special features of the area such as brick quayside walls, decorative ironwork and other features of interest and when considering any proposals within the area the Council will actively encourage:

6.5.2 The correct use of brick and stone for quayside walls

6.5.3 The use of appropriately designed and robustly detailed street furniture

6.5.4 Careful study and analysis of existing buildings; their form, materials, scale and treatment of openings and detailing so that new building work can be designed to match and complement its surroundings.

6.5.5 Where changes to the elevation of buildings or alterations affecting boundary walls etc are considered, owners and occupiers are advised to consult the Development Control and Conservation Service for assistance and agreement on the need for consent for any such change.

6.5.6 In special cases the Council will consider supporting the relaxation of normal planning standards, building regulations, public health and housing standards where these conflict with sound conservation principles or practice for protecting or enhancing the character or appearance of the conservation area.

6.5.7 The Council is aware that successful conservation depends upon goodwill and co-operation between property owners, developers and the general public. The Head of Development Control and Conservation and his staff will always be pleased to discuss any proposals however minor and advise upon the choice of suitable materials and building methods and to give every encouragement to individuals, amenity societies etc to undertake appropriate improvements to the environment of the conservation area.

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7. TRANSPORT ISSUES

7.1 Existing Problems

7.1.1 Transport related problems present a series of obstacles to the successful regeneration of the Waterfront area. These problems can be broken down into a series of groups which need to be addressed in order to transform the area into a vibrant, profitable mixed use area linked directly to the heart of Ipswich town centre. The following group headings summarise the existing problems which are discussed in more detail below:-

- Discontinuous, inconvenient and dangerous pedestrian and cycle network;
- Domination of the Transition Area by motor traffic;
- Unpleasant environment, defensive design of buildings;
and
- Lack of public transport links.

7.1.2 Pedestrian facilities around the Waterfront are of particular concern. There are few crossing facilities for pedestrians. Footways tend to be of a poor standard and are very narrow in places.

7.1.3 The Star Lane/College Street/Key Street Area is acknowledged as the worst area in terms of pedestrian conditions. It is dominated by vehicular traffic, with tall buildings trapping pollutants in the street creating an unpleasant environment. The Stanger Science and Environment Impact Air Quality Study 1997/98 Summary of Air Quality Monitoring Programme indicates that the nitrogen dioxide standard of 21 parts per billion (ppb) for an annual mean are currently exceeded at two monitoring points on Star Lane.

7.1.4 Poor paving in places and insufficient safe crossing places worsen conditions. This heavily trafficked one-way gyratory route is also a major barrier to cycle movement and a deterrent to cycling into the town centre from some areas to the south.

7.1.5 It is noticeable that there has been little attention paid to landscaping to make the area more pleasant for pedestrians. Pedestrian signs and fingerposts are almost non-existent outside of the town centre, although there is a Pedestrian Strategy in place to address this problem. The first phase of the Strategy has been implemented and the second phase is programmed for completion in 1999. The footways linking the Waterfront and the Central Shopping Area will need substantial improvement in order to become key pedestrian routes.

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7.2 Road Capacity

7.2.1 Suffolk Highways Engineering Consultancy (SHEC) have carried out an appraisal of link and junction capacities between the Bridge Street and Duke Street roundabouts, particularly focusing on the gyratory junctions.

Approximations of the existing junction capacities have been gauged using volume/capacity averages calculated for each junction using a SATURN model completed for this purpose only.

7.2.2 This appraisal has highlighted that the Bridge Street and Duke Street roundabouts were at, or over capacity but currently act as 'dams' restricting the traffic flows entering the Waterfront gyratory system. The queues and delays experienced at these terminal junctions are far greater than those accruing within the gyratory system. SHEC considers that there is some spare capacity within the existing gyratory system between the two roundabouts at existing flow levels although some junctions within the system are currently at capacity.

7.3 Air Quality

7.3.1 A restricted air quality modelling study has been carried out by Stanger Science and Environment relating to the Waterfront gyratory system. This gives a preliminary indication of the likely impact on air quality within the network. The existing situation (1998) has been compared against implementation of a scheme in 2000 and 2005 to meet objectives in the National Air Quality Strategy.

7.3.2 In detail, an analysis of 15 locations modelled indicates that short-term objectives for nitrogen dioxide is currently exceed at 10 locations. This situation will reduce to 3 by the year 2005 if no amendments are made to the gyratory, due to a reduction in emissions and background levels.

7.4 Policy Context

7.4.1 The Government recently published a White Paper (A New Deal for Transport) which is the first step towards meeting its manifesto commitment to creating a better, more integrated transport system to tackle the current problems of congestion and pollution.

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7.4.2 The main aim is to increase personal choice by improving the alternatives to the private car and to secure mobility that is sustainable in the long term. The White Paper moves the emphasis away from new road construction and onto managing the existing road network to best advantage. The intention is that road space should be re-allocated in favour of public transport, walking and cycling.

7.4.3 The Suffolk County Structure Plan review develops an integrated transport policy following the lead set by Central Government. Policy T1 defines the approach and sets down the need to integrate land use and transport planning, and Policy T2 sets out the commitment to developing transport strategies which reflect the higher priority given to walking, cycling and public transport at the expense of private cars.

7.4.4 Ipswich Local Plan seeks to promote walking, cycling and use of public transport as alternatives to the private car. Policy T6 encourages the extension and improvement of safe and convenient pedestrian routes and Policy T9 aims to identify and assist in the development of cycle routes and parking facilities.

7.5 Transport Proposals

7.5.2 The transport proposals for the development framework relate to:

- improved facilities for walking including more and better sited formal road crossing facilities;
- access to the Island Site and the Port; and
- parking.

7.5.3 The following objectives of improving facilities for walking can be summarised as:-

- To increase the prospects for regeneration of the Waterfront
- To improve pedestrian safety
- To increase accessibility from the Waterfront to the town centre

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- To provide pedestrian links between the Waterfront and the town centre which meet the '5 C's' of pedestrian quality, namely connected, continuous, convenient, convivial and conspicuous
- To provide for continued East-West through traffic south of the town centre.

7.5.4 The achievement of the above proposals would bring about a change of priorities, with top priority being given to walking, and lower priority to motorised transport and help to meet the emerging Structure Plan commitments.

7.6 **Parking**

7.6.1 In line with The Transport White Paper, new development should be designed to reduce reliance on the private car, and should reflect both the proximity to town centre facilities, and the present and future opportunities for travel by non-car modes.

7.6.2 The implications for car parking in the Transition Area and the northern quayside are clear cut as they lie within the defined Central Car Parking Core (CCPC). Here parking is limited to operational requirements only for non-residential development. Reduced car dependency will be encouraged.

7.6.3 In areas which are outside of the Central Car Parking Core (i.e. East and West Banks and the Island Site), levels of parking provision should take into account:

- parking standards catering for 100% of demand would be inappropriate in the regeneration area, and are out of line with policy intentions;
- a sharp break in parking standards at the boundary of the Core could produce distortions in the local development market and draw investment away from the Transition Area;
- some public parking is needed to serve mixed use development, accessed off the main gyratory network;
- parking provided at the Multiplex and Felaw Street Maltings should be regarded as meeting some of this demand;

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- public parking at Neptune Quay will be reduced when redevelopment of the promenades takes place, and will need replacing elsewhere;
- public parking should be located and designed so as not to break the waterside frontage. As non-car alternatives become available, some of this car parking area could be released for development;
- access on foot, cycle and to public transport should be the priority in layout and design;
- on the Island Site, future development of car free housing should be considered to enhance the environment, with parking provided west of the New Cut;
- cycle parking should be provided within all developments in accordance with the Council's Standards; and
- public cycle parking facilities should be provided at all public facilities and at focal points within the public realm. These facilities should be in secure and prominent locations, as close to cycle routes as possible.

8. TRANSPORT EVALUATION

8.1 Overview

8.1.1 The extent of traffic generation from the redevelopment of the Waterfront area will depend upon the extent and density of development, the mixture of land uses, proposals for integration with public transport and the levels of associated car parking.

8.1.2 Policy T12 of the County Structure Plan Review Deposit Draft seeks to promote 'Improved access to, within and around Ipswich Port.' The implementation of transport proposals complementing this objective such as a dedicated port bridge, Island access, traffic separation on the gyratory road network and improved access to the east bank will all require detailed evaluation through modelling. The reasoning behind pursuing these objectives lies in the benefits accrued from environmental improvement and physical regeneration of the Waterfront Area, achieved by reducing the impact of motorised transport and giving priority to public transport and non-motorised transport.

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8.2 Effects on different types of traffic

8.2.1 *Walking*

The Council's aim is to seek a fine network of footways linking in with identified pedestrian routes, where walking conditions will be good or excellent. Proposals should allow for a quality east-west route via Key Street, and five north-south links between the Waterfront and the town centre through the Transition Area. The north-south links should only be interrupted by crossings of Star Lane at the following junctions; St Peters Street, Turret Lane, Lower Brook Street / Foundation Street, Lower Orwell Street and Fore Street. Specified crossings will also be required on College Street for safety reasons, linking with crossings proposed for Star Lane.

Pedestrian crossings should be considered at the following junctions;- St Peter's Street, Turret Lane, Lower Brook Street/Foundation Street, Lower Orwell Street, Grimwade Street and Fore Street.

The pedestrian environment should be improved by new public open spaces at the Old Custom House, North Quay and Fore Street.

8.2.2 *Cycling*

It is considered that cyclists should benefit from improved linkages to the town centre as mentioned for pedestrians. Toucan crossings should be considered for junctions on Star Lane and College Street.

However, under these proposals the problems which cyclists currently encounter at the eastern end of Fore Street and at Duke Street roundabout will not be improved. Bridge Street roundabout will also remain difficult for cyclists. Consideration should be given to alleviating these problems.

Provision for cycling route as proposed in the Ipswich Cycle Study should be considered along the northern quays. Public cycle parking should be provided around the Old Custom House.

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8.2.3 *Buses*

Public transport facilities through the area are particularly poor. As the Waterfront is developed it may generate demand for the provision of new or improved services to the area. Such services are likely to consist of routes diverted to serve the area with upgraded frequencies, vehicles and facilities. The development of the former Airfield site could provide an opportunity for new services via the gyratory to the town centre and/or the railway station, and Cardinal Park.

8.2.4 *Heavy Goods Vehicles*

HGV movement causes a significant proportion of the problems associated with traffic domination in the Transition Area. It is not known what proportion of HGV movements are port related. A traffic study needs to be undertaken to establish HGV movement patterns and the possibilities of diversion away from the Waterfront area. Local HGV access would still be required in College Street for as long as industrial activity continues there.

8.2.5 *Ipswich Town Centre Sustainable Access*

Current proposals to modify access to the town centre involve the promotion of a one way gyratory route for the benefit of public transport circulation. This should remove through traffic from the town centre gyratory and redistribute vehicles onto the traffic ring around the town centre. This could have a significant effect on the Waterfront gyratory and Star Lane in particular. The inner circle route will be anti clockwise in order to provide bus passengers with stops on the correct side of the street for access to the main shopping / employment opportunities.

These proposals have been agreed by Council Members and will be implemented by 2001.

Some minor traffic management measures may be required in order to avoid the development of local rat runs.

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9.1 Ipswich Waterfront is one of the largest areas of inland water remaining to be developed in the country and represents a development opportunity of regional significance. Key features are:

- A unique sense of place
- Historic maritime associations
- Fine built heritage with many historic buildings
- Proximity to town centre
- Superb waterfront townscape
- Attractive south facing northern quays
- Sense of enclosure
- Attractive open views to west, south and east
- Visibility from beyond waterfront area
- Sense of arrival for maritime vessels
- 10 minutes walk from railway station
- Proximity to new multiplex and Cardinal Park leisure complex
- Vibrant mixed use pockets such as Wherry Lane
- Proximity to Suffolk College campus
- Potential for national marketing profile
- Potential for marina expansion and maritime events
- Felaw Street Maltings and the Bellway flats as initial catalyst

9. POTENTIAL FOR DEVELOPMENT

9.2 Policy Framework

9.2.1 Ipswich Local Plan incorporates a flexible policy framework for the development of the Waterfront, developed in response to the view that part of the charm of the Waterfront is the mixture of uses and activities that it supports. It also aims to revive the Transition Area to form the link between the Waterfront and the town centre by improving pedestrian access and reintroducing uses to increase vitality and security.

9.2.2 The preferred framework is to focus regeneration initially on the northern quayside and enhance the links through the Transition Area to the town centre. In the short term, the Island Site can be converted into a park and port related activities screened from view by a landscaped buffer zone. In the medium term the road and rail links can be removed from the Island Site and a road and rail bridge built across the New Cut to link the east and west banks of the Port and provide direct access via the A137 to the A14. In the long term it may be possible to develop the Island to a medium to high density when market conditions generate sufficient value to offset development costs.

Ipswich Waterfront

9.2.3 The key urban design principles underpinning this framework are :

- To create a cohesive development that respects the historic pattern of streets, blocks and buildings.
- To maximise active frontage, with buildings arranged in perimeter blocks. Public fronts should face onto streets with more private space to the rear. Key landmark buildings will occupy prominent positions.
- To maximise pedestrian linkages between the town centre and the Waterfront. Views through the dockside frontage to the waterfront should be retained or provided to aid legibility.
- To maximise waterfront views and create prominent quayside frontage with a consistent and cohesive character. This will be achieved with due attention to massing, height, elevational treatment, roof forms and skyline, fenestration and detailing.
- To create a high quality public realm, given comprehensive treatment in order to tie the whole of the Waterfront together. This will be emphasised by attention to detail using quality materials, signage and street furniture.
- To ensure that urban design guidelines do not stifle creativity but ensure development is managed in a co-ordinated manner.

9.2.4 New development in the Waterfront will place additional pressures on the existing infrastructure and will generate increased demand for improved facilities to support the development.

9.2.5 If development takes place without adequate provision, a strain may be placed on existing facilities to the detriment of the wider community and there may be pressure to use scarce public resources to ameliorate the situation.

9.2.6 Ipswich Local Plan contains policies to ensure that developers of sites requiring new facilities contribute to their provision in proportion to the need arising from their development. Contributions are only necessary where there will be a shortfall in provision as a result of the development, and not solely to remedy existing facilities.

Ipswich Waterfront

9.2.7 Relevant Ipswich Local Plan policies include:

-- H10 - affordable housing on residential sites of 1.5 hectares or larger than 40 dwellings

RL6 - open space provision on residential sites of more than 15 dwellings

RL12 - children's play areas on residential sites of more than 15 dwellings

CF2 - community facility provision on major new developments

CF8 - contributions towards education provision where additional demand is created

T1 - transport infrastructure improvements made necessary by new development proposals

T12 - contributions towards car parking spaces at park and ride sites.

9.2.8 It is recognised that there are many competing issues to be balanced when assessing development proposals and that it may be necessary to prioritise requirements. There will often be other material factors to be taken into account when considering development proposals, for example a site may be contaminated with potentially high clean up costs which result in a low or even negative land value.

9.3 It may be desirable to develop a site for environmental or other reasons. Under such circumstances it may be appropriate to prioritise contribution requirements or even waive the requirements completely in order to allow the development to proceed, in particular where high infrastructure costs have been identified, as in the Waterfront area.

9.3.1 The regeneration of the Waterfront is an opportunity of regional importance and is perhaps the most important inland waterfront area in the country still awaiting redevelopment. It is considered unacceptable to allow over 50ha of land close to the town centre of the county town and important sub regional centre to remain under used or derelict for social, economic and environmental reasons.

Ipswich Waterfront

9.5 Key Development Principles

9.5.1 Waterfront Public Realm Improvements

Access along the Waterfront is currently intermittent and of poor quality reflecting the past industrial role of the area. Public parking along the northern quayside undermines its potential as a promenade and working quays such as Orwell Quay are not a suitable environment for unrestricted pedestrian access.

There is the potential to create an attractive promenade along the Neptune Quay to set the stage for the construction of new buildings and renovation of existing ones. An improved pedestrian environment will lead to increased public use and appreciation of the special character of the Waterfront and will contribute to the regeneration of the area.

Two new public squares will serve as centres of activity. One square may be created south of the Grade II listed Old Custom House with housing inserted into gap sites overlooking it. This will provide an enhanced setting for the Old Custom House.

The second square may be formed by the partial infilling or covering of the western part of Flint Wharf. This will provide an appropriate setting for the refurbishment of the Cranfields Mill building and when connected to the Stoke Quay promenade and Felaw Street Maltings by a pedestrian footbridge will provide a vibrant connection from the refurbished Felaw Street Maltings to the northern quayside and town centre.

Paving materials used in the public realm may include stone, concrete sets and timber decking laid in straightforward simple patterns that can be easily maintained. Street furniture should be simple, robust and appropriate to its maritime location. All developers should work to the same design, materials and specifications.

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9.5.2 The Transition Area Sites

In recent decades the traditional links between the Waterfront and the town centre have not been maintained.

Ipswich Local Plan intends that this area is revived to re-establish the link between the town centre and the Waterfront. It is considered that, a key to regeneration is to increase the level of pedestrian street level activity in the area by improving the pedestrian environment.

9.5.3 The Pedestrian Environment.

Efforts have already been made to relink the Waterfront with the town centre. The Council established a tourist trail during Maritime Year 1981, which followed the historic street pattern. More recently St Nicholas/St Peter's Street has benefited from paving financed by the Heritage Lottery Fund and the developers of the nearby Cardinal Park entertainment complex. However there are considerable barriers to both north-south and east-west pedestrian movement.

9.5.4 East-West links

There are considerable physical barriers to pedestrian movement due to narrow footways, and psychological barriers due to fairly lengthy stretches of footway with blind or passive facades and little front door activity.

9.5.5 North-South links

The major physical and psychological barrier is the Star Lane gyratory system which severs pedestrian links and causes severe negative environmental impact. Some light controlled crossing facilities are provided, but these are infrequent and located for traffic convenience rather than on pedestrian desire lines.

Development of sites in the Transition Area must contribute towards an improved pedestrian environment. For example:

- Buildings should front onto the footway
- A high standard of design and materials should be used
- Development should not result in blind or passive facades

Ipswich Waterfront

- Where possible the opportunity should be taken to improve the quality of the adjacent footways.

These measures will still leave the barrier of the gyratory system. Proposals for amelioration of the pedestrian environment around the gyratory network and the likely impact of these changes have been considered in the Transport Issues section.

10.1 Development Phasing

10. IMPLEMENTATION

10.1.1 The Council wishes to ensure that redevelopment results in a desirable mix of uses in terms of balance and compatibility and land use conflicts do not arise. This is particularly important in the Waterfront area as the Council wishes to avoid a piecemeal approach to redevelopment, which may interfere with the efficiency of port operators.

Phase 1

In the short-term redevelopment is concentrated on the northern quays and Transition Area and includes the important catalyst redevelopment of the Felaw Street Maltings, which is currently undergoing completion. This phase would include improved facilities for walking including more and better sited formal road crossing facilities.

Phase 2

In the medium term unsightly users are relocated from the Island Site, an east-west road and rail crossing is introduced for the Port and the Island is redeveloped for either a park or marina village. Consideration is given to an East-West rail crossing as a result of further study into the transport arrangements to, within and around the Port.

Phase 3

In the longer-term development should progress southwards towards the working Port.

