

Identified Frontages (Central Shopping Area and District and Local Centres) Supplementary Planning Document

Call for Ideas consultation - Friday 29th January to Monday 7th March 2016

Introduction

The National Planning Policy Framework states that local planning authorities should 'recognise town centres as the heart of their communities and pursue policies to support their viability and vitality' and 'promote competitive town centres that provide customer choice and a diverse retail offer and which reflect the individuality of town centres'.

Ipswich Borough Council's planning policies DM20 'The Central Shopping Area' and DM21 'District and Local Centres' of the adopted Core Strategy and Policies development plan document set out an approach in order that shops (i.e. class A1¹) should remain the predominant use within these defined centres and sets limits on the percentage length of class A2-A5 uses (i.e. financial and professional services, restaurants and cafes, drinking establishments and hot food takeaways) which would be permitted in each 'frontage'.

It is considered timely to review the frontages and how they are identified, particularly acknowledging the national growing trend towards offering an increasing mix of retail and non-retail uses in town centres. To do this Ipswich Borough Council is preparing an Identified Frontages (Central Shopping Area and District and Local Centres) Supplementary Planning Document (SPD). Presently there are many frontage groups and the Council is considering whether to consolidate these into a fewer number of larger groups.

The SPD will provide additional guidance to policies DM20 and DM21. The SPD will not alter any parts of the existing planning policies but will define the extent of each 'frontage'.

The SPD will be a material consideration in taking decisions on planning applications. The Council has already adopted a number of SPDs and these can be found at: www.ipswich.gov.uk/content/current-and-proposed-supplementary-planning-documents.

Central Shopping Area

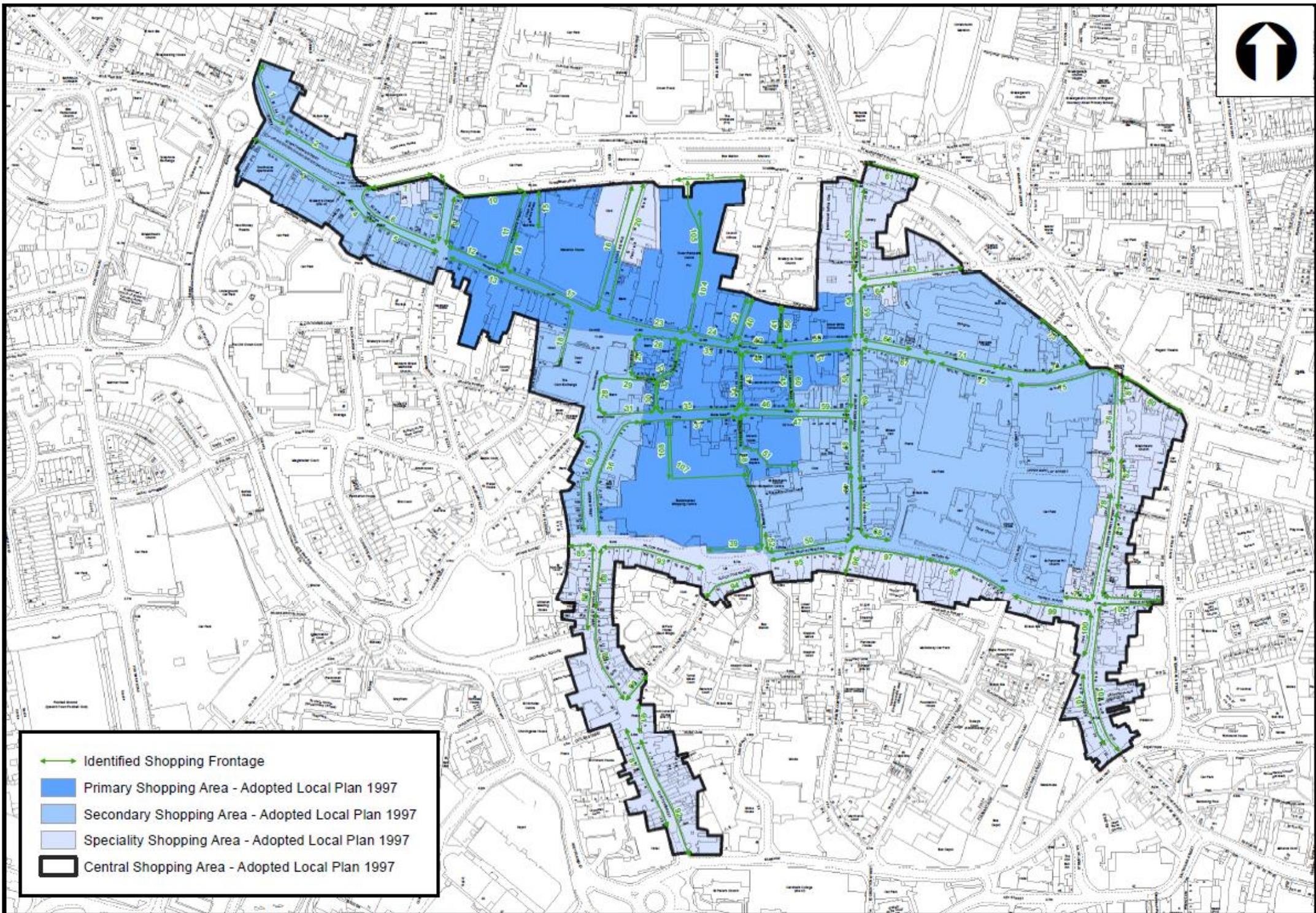
The Central Shopping Area is sub-divided into the Primary Shopping Area, Secondary Shopping Area and Specialist Shopping Area.

The boundary of the adopted Central Shopping Area and the Primary, Secondary and Specialist Shopping Areas are defined on the 1997 Local Plan Inset Map, and are shown on the map overleaf along with the frontages which were defined through the 1997 Central Shopping Area – Identified Frontages Supplementary Planning Guidance (SPG).

Frontages are generally defined as a row of units up to the point at which there is a break in that row, for example due to a vehicle entrance. However, a number of the identified frontages relate to a very small number of units which means that a change of use of just one unit could be contrary to the provisions of policy DM20.

The photographs overleaf show examples of different parts of the Central Shopping Area and may assist with considering which groups of units function as one 'frontage'.

¹ The Use Classes are defined in the Town and Country Planning (Use Classes) Order 1987 (as amended)





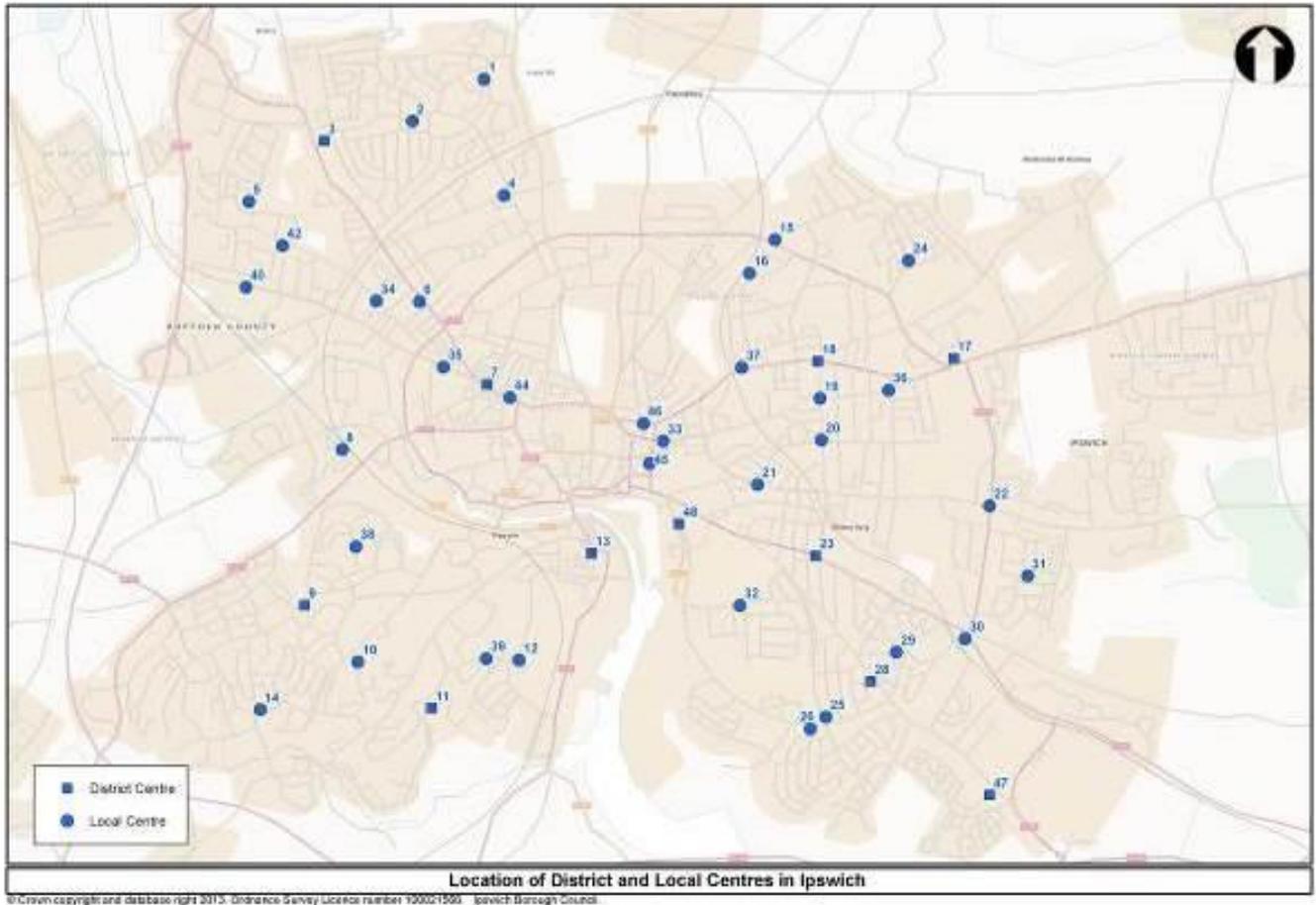
Carr Street looking east: The entrance to the former Eastgate centre on the left currently forms a division between two separately defined frontages.



The Walk looking south: The south-north route of The Walk is currently made up of 3 separate defined frontages.

District and Local Centres

The district and local centres are identified under policies CS2 and DM21 respectively in the adopted Core Strategy and Policies development plan document. The district and local centres are shown on the map below.



District Centres:

- | | | |
|----------------------------------|-------------------------------|-----------------|
| 3. Meredith Road | 13. Wherstead Road/ Austin St | 28. Nacton Road |
| 7. Norwich Road | 17. Woodbridge Road East | 47. Ravenswood |
| 9. Hawthorn Drive | 18. Woodbridge Road | 48. Duke Street |
| 11. The Centre, Stoke Park Drive | 23. Felixstowe Road | |

Local Centres²:

- | | | |
|-------------------------------|-------------------------------------|--------------------------------|
| 1. Fircroft Road | 19. Cauldwell Hall Rd/ Spring Rd | 34. Bramford Lane |
| 2. Garrick Way | 20. Cauldwell Hall Rd/ St John's Rd | 35. Bramford Road |
| 4. Dale Hall Lane/ Dales Road | 21. Foxhall Road | 36. Spring Road |
| 5. Ulster Avenue | 22. Bixley Road/ Foxhall Road | 37. Albion Hill, Woodbridge Rd |
| 6. Norwich Road (197-307a) | 24. Selkirk Road | 38. Lavender Hill |
| 8. Dickens Road | 25. Clapgate Lane / Landseer Rd | 39. Prince of Wales Drive |
| 10. Cambridge Drive | 29. Queen's Way | 40. Bramford Road |
| 12. Maidenhall Green | 30. Felixstowe Road | 42. Bramford Lane |
| 14. Ellenbrook Green | 31. Penshurst Road | 44. St Matthew's Street |
| 15. Colchester Road | 32. Cliff Lane | 45. Grimwade Street |
| 16. Brunswick Road | 33. St Helen's Street | 46. Woodbridge Road |

² Note: local centres 27, 41 and 43 were deleted upon adoption of the 2011 Core Strategy and Policies DPD.

For the purposes of implementing and monitoring policy DM21, each of the centres is currently identified as one frontage. This reflects the role of each centre in serving a district or local shopping function regardless of whether the units are contained within one continuous row or not. Where residential units intersperse commercial units, these are excluded from the calculations of frontage length. The physical extent of each of the district and local centres is being defined through the Core Strategy and Policies DPD review (see <http://ipswich.jdi-consult.net/localplan/readdoc.php?docid=22>).

Unlike the Central Shopping Area, the Council has not previously published any guidance on defining frontages in the district or local centres. However the production of this SPD provides an opportunity to clarify how frontages should be defined within the centres.

Monitoring

The Council surveys the Central Shopping Area and the district and local centres each year to identify any changes in frontages such as vacant units. The latest reports are available to view at www.ipswich.gov.uk/content/retail-surveys.

Purpose of the consultation

At this stage we are asking for ideas on what the SPD should contain. This consultation is being carried out under Regulation 12 of the Town and Country Planning (Local Planning) (England) Regulations 2012. Following this initial Call for Ideas consultation, there will be a public consultation on the draft SPD which is anticipated to take place during late summer 2016.

We would appreciate any ideas you may have on the content of the SPD. The questions below may act as useful prompts.

- Do the existing defined frontages provide sufficient flexibility in applying policies DM20 and DM21?
- What factors should be taken into account when identifying frontages in the Central Shopping Area?
- Are there any particular areas of the Central Shopping Area which you consider should act as one 'frontage'?
- Is the approach whereby the whole of any district or local centre is classified as one frontage the correct approach?
- What factors should be included or excluded when calculating frontage length? For example, should doors to upper levels, vehicle entrances or existing residential units be excluded?
- Are there any particular points in policies DM20 and DM21 which require clarification?

Please send us any comments by **11:45pm on Monday 7th March 2016** using the comments form which is available on our website at www.ipswich.gov.uk/consultations. If you would like further information, please contact the Planning Policy team on 01473 432019.