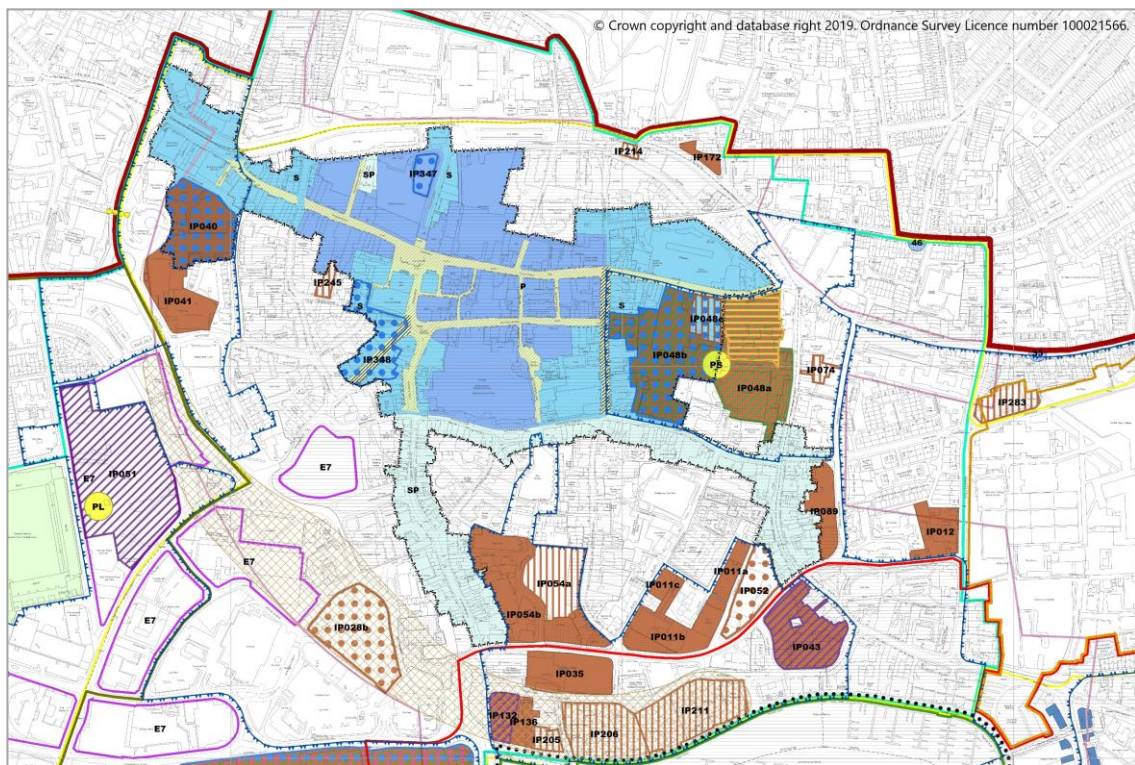


IPSWICH BOROUGH COUNCIL LOCAL PLAN
SITE ALLOCATIONS AND POLICIES
(INCORPORATING
IP-ONE AREA ACTION PLAN)
DEVELOPMENT PLAN DOCUMENT REVIEW –
FINAL DRAFT-PREFERRED OPTIONS



IPSWICH
BOROUGH COUNCIL

PREFERRED OPTIONS FINAL DRAFT, NOVEMBER 2018 & JANUARY 2020

www.ipswich.gov.uk

SITE ALLOCATIONS AND POLICIES (INCORPORATING IP-ONE AREA ACTION PLAN) DEVELOPMENT PLAN DOCUMENT REVIEW

FOREWORD

Following adoption of the Local Plan review in February 2017, the Council has been cooperating in the production of an aligned local plan with the Councils that adjoin the borough boundaries and share in the same housing market with the town. The Council maintains the belief that the planning of our town is one of our key roles and as such we are, once again, pleased to set out our vision, objectives and strategy for the future development of Ipswich. It is vital that we maintain up to date policies that conform with national guidance so that we can protect and enhance the town's key assets. We continue to work for the town's future and seek to manage changes that benefit the town's existing residents, businesses and visitors.

We are pleased to set out within this document our draft policies and proposals for sites allocated for development in the town, and also other sites which we believe will benefit from protection from development.

The overarching framework for development in Ipswich Borough to 2036 is set out in the ~~Preferred Options~~Final Draft Core Strategy and Policies Development Plan Document ~~Review~~. The Final Draft Core Strategy ~~Review~~ also identifies Ipswich Garden Suburb as a strategic site for development in Ipswich, and the northern end of Humber Doucy Lane as a ~~broad location for~~cross-border allocation for future growth.

This ~~Preferred Options~~ Final Draft Site Allocations and Policies Development Plan Document adds the site-specific detail to that strategy across the whole Borough. It continues to incorporate the 'IP-One' area of central Ipswich. It is accompanied by an updated policies map, showing on an Ordnance Survey base map sites for development and sites for protection.

To find out more please see the Council website www.ipswich.gov.uk/localplan or contact the Planning Policy team at the Council via planningpolicy@ipswich.gov.uk or telephone number 01473 432019.

Councillor Carole Jones

Portfolio Holder for ~~Development~~Planning & Museums
~~November 2018~~January 2020

Contents

	Page Number
Foreword	1
Chapter 1 – Introduction	3
Part A – The Context	5
Chapter 2 – The Ipswich Local Plan	6
Chapter 3 – Vision and Objectives	10
Part B – The Policies	14
Chapter 4 – Site Allocations	15
Chapter 5 – IP-One Area	53
Part C – IP-One Opportunity Areas	72
Chapter 6 – IP-One Opportunity Areas	73
Part D – Implementation, Targets, Monitoring and Review	108
Chapter 7 – Implementation, Targets, Monitoring and Review	109
Part E – Appendices	110
Appendix 1 – A summary of the tests of soundness	111
Appendix 2 – A list of Policy Areas Contained in this Document	112
Appendix 3 – Site Allocation Details	113

CHAPTER 1: Introduction

1.1 This introduction provides an explanation of:

- what the document covers;
- what status this document has and how it relates to other documents forming part of the Ipswich Local Plan; and
- how this stage of the process fits in to the production process for the Site Allocations and Policies (incorporating IP-One Area Action Plan) Development Plan Document.

What the Document Covers

1.2 The formal title of this plan is the '[Final Draft](#) Site Allocations and Policies (incorporating IP-One Area Action Plan) Development Plan Document [Review](#)'. It is hereafter referred to simply as the '[Final Draft](#) Site Allocations Plan [Review](#)'. ~~This is the first draft of a review of the Site Allocations Plan.~~ When the review process has been completed, which is expected in 2020, this Site Allocations Plan will supersede the one adopted in February 2017.

1.3 The Site Allocations Plan [Review](#) covers three main areas of policy. Firstly it identifies a wide range of sites across the whole Borough, which should be allocated for development or afforded a degree of protection from development (Chapter 4). Secondly it sets out policies for town centre uses such as retail and leisure (Chapter 5). Finally it provides development guidelines for six opportunity areas within IP-One where significant development and public realm improvements are anticipated (Chapter 6). Policies and proposals specifically for the IP-One area are included throughout the relevant sections of the plan, with only the additional development guidelines set out in a separate chapter for the Opportunity Areas. The policies contained in the plan are referenced 'SP' meaning sites policy.

1.4 It does not cover the Borough-wide strategy for growth, or overall housing and employment figures for Ipswich. These are dealt with through the Core Strategy and Policies Development Plan Document [Review](#) (the 'Core Strategy [Review](#)'), which is also subject to review. An updated policies map and IP-One Area Inset policies map will be published alongside this ~~Preferred Options~~ [Final Draft](#) Site Allocations Plan.

1.5 This [Final Draft](#) Site Allocations Plan [Review](#) also includes two non-policy based parts. Part A provides the context to the whole document, which explains among other things the Ipswich Local Plan and how all Ipswich's planning documents fit together. Part D considers policy implementation, targets and monitoring proposals.

- 1.6 A ~~S~~sustainability ~~a~~Appraisal incorporating Strategic Environmental Assessment has been carried out alongside the preparation of this draft plan. The full results of that exercise are available in a separate report.

What status this document has

- 1.7 The first Site Allocations Plan was adopted by the Council on 22nd February 2017 and looks ahead to 2031. It forms part of the statutory development plan with the Core Strategy and Policies Development Plan Document ~~and,~~ together they form the Ipswich Local Plan. ~~‡~~Therefore, it carries significant weight in the determination of planning applications via the Planning and Compulsory Purchase Act section 38(6):

“... for the purpose of any determination to be made under the planning Acts the determination must be made in accordance with the (development) plan unless material considerations indicate otherwise.”

- 1.8 Both of the plans are now under review. This document is an ~~informal~~formal draft ~~published for consultation,~~ setting out the Council’s Preferred Options in respect of~~final~~ site policies and proposals, looking ahead to 2036. The production of the Site Allocations Plan will follow a five stage process as set out below:

Stage 1: Notification of the intention to prepare a plan, inviting representations on its content and considering the representations made (regulation 18)¹ – this ~~is the current stage of preparation reached, having~~was undertaken through Issues and Options consultation in 2017 and ~~moving on to~~ Preferred Options consultation in Spring 2019 in the form of a draft revised plan now;

Stage 2: Publication of the plan, inviting representations in relation to its soundness, and considering the representations made (regulations 19-20) – this is ~~expected to take place in Summer 2019~~the current stage of plan preparation;

Stage 3: Submission of the plan and representations to the Secretary of State (regulation 22) – this is expected to take place in early Spring 2020;

Stage 4: Independent examination of the plan and publication of the Inspector’s recommendations (regulations 23-25) – this is expected to take place in springSummer 2020; and

Stage 5: Adoption of the plan by the Council (regulation 26) – expected in ~~autumn 2020~~early 2021.

- 1.9 A summary of the tests of soundness is contained at Appendix 1 and a list of all the policies contained in this plan at Appendix 2.

¹ Town & Country Planning (Local Planning) (England) Regulations 2012

1.10 The revised Local Development Scheme (~~expected~~ February 2019) provides more details on the various stages and the process involved in producing documents.

Part A

The Context

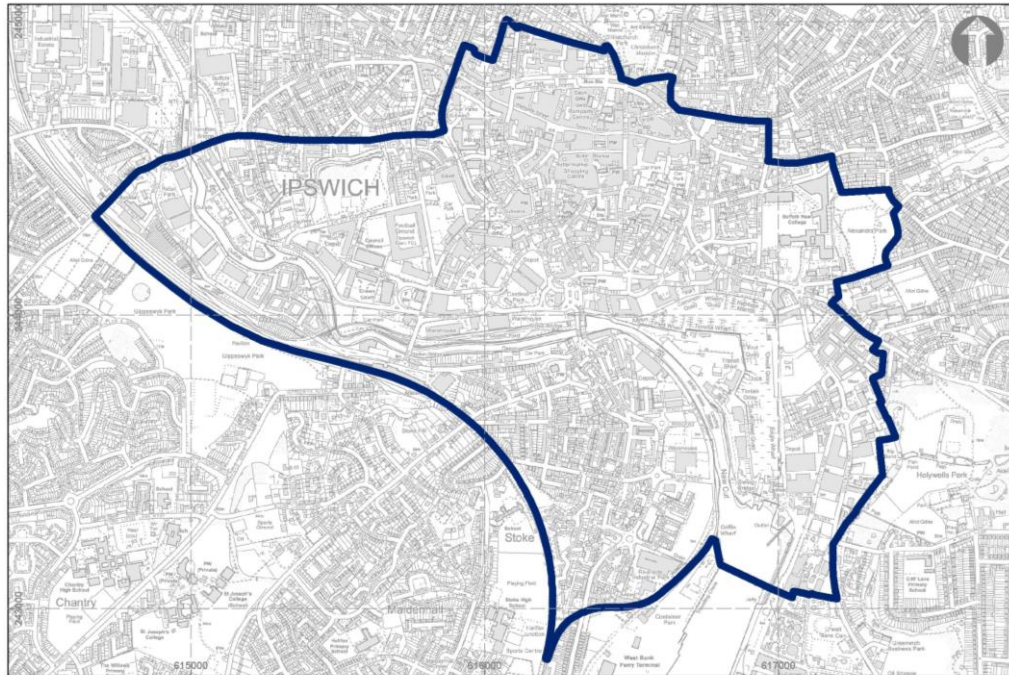
CHAPTER 2: The Ipswich Local Plan

- 2.1 The Ipswich Local Plan consists of two development plan documents (DPDs), supported by policies maps. The DPDs for Ipswich are the adopted Core Strategy and Policies Development Plan Document Review and the adopted Site Allocations and Policies (incorporating IP-One Area Action Plan) Development Plan Document. In addition to the Local Plan, there are other planning documents for Ipswich:
- Supplementary Planning Documents – for example the Local List (Buildings of Townscape Interest) and Ipswich Garden Suburb supplementary planning documents; and
 - Supporting documents: the Statement of Community Involvement Review March 2018, Local Development Scheme, Supplementary Guidance, ~~draft Community Infrastructure Levy (CIL) Charging Schedule~~ and Authority Monitoring Report.
- 2.2 The Council's adopted Core Strategy and Policies Development Plan Document Review sets out a Borough-wide growth strategy up to 2031 in terms of numbers of homes and jobs needed and also the spatial distribution of growth. The Core Strategy Review favours brownfield development early in the plan period, in order to maintain the momentum of urban regeneration around the Waterfront. Greenfield development becomes progressively more significant throughout the plan period. The Core Strategy Review identifies the Northern Fringe of Ipswich (known as the Ipswich Garden Suburb) as the main area for housing growth on greenfield land.
- 2.3 The adopted Site Allocations Plan provides the detailed policies, which give effect to certain strategic policies of the Core Strategy, including policies CS7 (housing) and CS13 (employment). The two development plan documents together form the Ipswich development plan. Proposed development is assessed against all relevant policies contained within the two plans. Both plans are under review to extend their timescale to 2036.
- 2.4 The national context for the Ipswich Local Plan is provided by the National Planning Policy Framework (NPPF). It was revised in July 2018 ~~and February 2019~~. One of the tests of soundness for development plan documents is consistency with the policies in the NPPF². In addition, Planning Practice Guidance is published by the Government to provide more detailed advice to local planning authorities.
- 2.5 The Site Allocations Plan incorporates the IP-One Area Action Plan. Core Strategy Review policy CS3 commits the Council to preparing the Area Action Plan to implement the spatial strategy of urban renaissance. Therefore the key elements of the IP-One Area Action Plan have been incorporated into this Site Allocations Plan. The area covered by IP-One is indicated on the map

² NPPF 2018~~9~~ paragraph 35.

below. It includes areas known as the Waterfront, Portman Quarter (previously called Ipswich Village), the Education Quarter and the town centre. It was defined as an area where significant change is expected during the plan period. Policies applying within the IP-One area and the boundaries of the areas referred to above are shown on an IP-One inset policies map.

Figure 1 IP-One Boundary



© Crown copyright and database right 2013. Ordnance Survey Licence number 100021566. Ipswich Borough Council.

- 2.6 IP-One consists of 301 hectares (just over 3 square kilometres) of low-lying land adjacent to the River Orwell. The ground rises to the north, east and south to ridges, which in many places are wooded and provide a distinctive and attractive green backdrop to the central area. The River represents a positive focus for regeneration, but also something of a barrier to movement, both north-south and east-west. The area includes two large conservation areas - Central (1) and Wet Dock (11) – and the smaller Stoke Conservation Area (9) and a small part of the St Helen’s conservation area (6).
- 2.7 The IP-One area divides into several identifiable areas of activity: the Central Shopping Area where retailing is the dominant use; the wider town centre where leisure (such as Ipswich Town Football Club) and office uses predominate; the Waterfront with its mix of commercial, leisure, port-related and residential uses; Portman Quarter in the west of IP-One which is a mixed-use neighbourhood primarily of homes and offices, and the Education Quarter in the east where the new University of Suffolk and Suffolk New College are the main land uses. There is a degree of overlap between some of the areas.

Key Issues for the Site Allocations Plan

2.8 The Council is required to keep under review matters which may be expected to affect the planning and development of the Borough³. Thus a body of evidence underpins the [Final Draft Core Strategy Review](#) and the [Final Draft Site Allocations Plan](#). Key elements of the local evidence base include:

- Ipswich Economic Area Sector Needs Assessment, September 2017,
- Ipswich Employment Land Supply Assessment, April 2018,
- the Ipswich Strategic Housing and Employment Land Availability Assessment update November 2018 [and updated November 2019](#) (SHELAA),
- the Ipswich and Waveney Housing Market Areas Strategic Housing Market Assessment (SHMA) Part 1 and Part 2 ([including January 2019 update](#)) Reports, May 2017,
- New Anglia Local Enterprise Partnership Economic Strategy for Norfolk and Suffolk [Economic Plan](#) 2017,
- Ipswich and Suffolk Coastal Retail and Commercial Leisure Study 2017 [and Retail Position Update Statement August 2019](#),
- Settlement Sensitivity Assessment Volume 1: Landscape Fringes of Ipswich, July 2018,
- 2011 Census ONS,
- Authority Monitoring Report 13 2017-2018,
- Ipswich Strategic Flood Risk Assessment 2011 (SFRA) [and 2019 refresh](#),
- Ipswich Wildlife Audit Update 2012-13 [and 2019 Review](#),
- Suffolk County Council Historic Environment Record and Urban Archaeological Database;
- Ipswich Transport Modelling, [August 2018](#) 2019, and
- Gypsy, Traveller, Travelling Showpeople and Boat Dwellers Accommodation Needs Assessment for Ipswich, Babergh, Mid Suffolk, Suffolk Coastal and Waveney, in partnership with Suffolk County Council, 2017.

2.9 These documents and others may be found on the Council's website www.ipswich.gov.uk within the Planning Policy Core Document Library and on the page entitled New Evidence Base Documents for the Ipswich Local Plan Review to 2036.

2.10 The key strategic challenges for Ipswich are identified in the Core Strategy Review paragraph 5.25. Some of the more detailed issues emerging from the evidence, which this plan needs to address, are as follows:

- allocating sufficient land to meet objectively assessed housing need in accordance with the National Planning Policy Framework;
- allocating enough good quality land to attract and retain jobs within the Borough;

³ *Planning and Compulsory Purchase Act 2004, Part 2 Section 13.*

- strengthening the role of Ipswich town centre in response to ongoing changes to the way in which it serves Ipswich's residents and visitors and allocating suitable and available sites for future town centre development;
- managing the additional travel demands that growth will generate and guiding as many trips as possible to sustainable modes for the good of the environment, economy and health;
- tackling deprivation in the worst affected wards;
- supporting the completion of key regeneration projects at the Waterfront;
- enhancing pedestrian and cycle connections across and around the town, particularly between the Waterfront and town centre;
- addressing the conservation and enhancement of heritage assets and biodiversity;
- ensuring that policies and allocations support the health and wellbeing of people in Ipswich; and
- ensuring that demands placed on new development do not render it non-viable.

CHAPTER 3: Vision and objectives

- 3.1 The Core Strategy Review vision for Ipswich Borough provides the context for this more detailed Site Allocations Plan. The Core Strategy Review vision is as follows:

The Core Strategy Review Vision

Our Vision is to improve the quality of life, health and well-being for all who live in, work in, learn in and visit Ipswich by supporting growth and ensuring that development happens in a sustainable manner so that the amenities enjoyed by local people are not harmed and the town is enhanced.

By 2036, Ipswich town centre will embrace a greater mix of uses providing opportunities for shopping, leisure and cultural activities, learning, working and living. The town centre, Waterfront and Portman Quarter will provide a range and choice of higher density homes to meet needs including on a redeveloped Island Site, whilst recognising that not everyone wishes to live in a flat. The Princes Street corridor will be a busy office quarter providing modern, flexible Grade A floorspace. Movement around the town centre will be easiest by foot and cycle, using an integrated network of safe, convenient and attractive routes, supported by a high-quality public transport network. The town centre will be inclusive, addressing the needs of the less mobile within a high quality public realm.

Outside central Ipswich, thriving district and local centres will provide local shopping, leisure and services close to people's homes and be at the hub of strong and cohesive communities. Three new neighbourhoods will be completed at Ipswich Garden Suburb with housing delivered alongside a country park and highway, water, energy, education, green and health infrastructure.

By 2036, a range of new homes will be provided across the Borough and within the Housing Market Area to meet needs. The Ipswich economy will have grown hand in hand with the skills and knowledge of the local workforce, providing opportunities for all as part of a strong and prosperous Ipswich Functional Economic Area supported by a successful university. Growth will be supported by modern, fit for purpose infrastructure, and Ipswich will be well connected and offer a range of sustainable transport modes to all its users. [Future development will be adaptable to the implications of climate change impact.](#)

The distinctive network of beautiful parks and open spaces, green infrastructure and open water will be protected and enhanced, to support their use by people and wildlife. The town's tree canopy will be extended and opportunities taken to enhance biodiversity and adapt to climate change. The town's built ~~and~~ natural [and historic environments](#) ~~heritage~~ will be

conserved and enhanced and growth will respect the character and distinctiveness of neighbourhoods within Ipswich.

The Ipswich of 2036 will have grown and changed in ways that respect the past and look to the future; it will be a county town that everyone in Suffolk will feel proud of.

- 3.2 The Core Strategy Review goes on to identify objectives in paragraph 6.8. Those with a geographical element which will need to be addressed through this Site Allocations Plan are:

Objective ~~23~~ At least (a) 8,~~010622~~ new dwellings shall be provided to meet the needs of Ipswich within the Housing Market Area between 2018 and 2036 in a manner that addresses identified local housing needs and provides a decent home for everyone, with 31% at the Ipswich Garden Suburb and 15% in the remainder of the Borough being affordable homes; and (b) approximately ~~9,500~~~~15,580~~ additional jobs shall be provided in Ipswich to support growth in the Ipswich Strategic Planning Area between 2018 and 2036.

Objective ~~34~~ The development of the Borough should be focused primarily within the central Ipswich 'IP-One' area, Ipswich Garden Suburb, the Northern end of Humber Doucy Lane and within and adjacent to identified district centres (these areas are identified on the key diagram).

~~Objective 5 Opportunities shall be provided to improve strategic facilities in Ipswich by:~~

- ~~— Significantly enhancing the town centre in terms of the range and quality of the shops, the cultural and leisure offer and the public realm;~~
- ~~— Extending the strategic greenspace, ecological network and canopy cover; and~~
- ~~— Continuing to support the development of the University of Suffolk and Suffolk New College.~~

Objective 4 Development must be sustainable, environmentally friendly and resilient to the effects of climate change.

Objective 5 Every development should contribute to the aim of reducing Ipswich's carbon emissions below 2004 levels.

Objective ~~66~~ To improve accessibility to and the convenience of all forms of transport, and achieve significant modal shift from the car to more sustainable modes. This will: (a) promote choice and better health; (b) facilitate sustainable growth, development and regeneration; (c) improve integration, accessibility and connectivity; and (d) promote green infrastructure as alternative 'green' non-vehicular access around the town and urban greening of existing routes. Specifically:

- Significant improvements should take place to the accessibility to and between the three key nodes of: the railway station (including the wider Portman Quarter environment), the Waterfront (and particularly the Education Quarter) and the Central Shopping Area;
- Additional east-west highway capacity could be provided within the plan period in the Ipswich area to meet the needs of the wider population and to provide the potential to reallocate some central road space;
- Comprehensive, integrated cycle routes should be provided; and
- Ipswich Borough Council aspires to an enhanced public transport system.

~~Objective 7 Enhanced flood protection including a tidal surge barrier to be in place to protect the town's existing and expanding communities from the threat of tidal flooding.~~

Objective 7 To enhance the vitality and viability of the town centre and district centres in response to changing consumer habits.

~~Objective 8 A high standard of design will be required in all developments. Development should conserve and enhance the historic environment of Ipswich, including historic buildings, archaeology and townscape. To protect and enhance high quality, accessible strategic and local open spaces rich in biodiversity and geodiversity for people to visit and use, and conserve and enhance the historic environment and landscape character of Ipswich, including historic buildings, archaeology and townscape.~~

~~Objective 9 To protect and enhance high quality, accessible strategic and local open spaces rich in biodiversity and geodiversity for people to visit and use. To retain and provide high quality schools, health facilities, sports and cultural facilities and other key elements of community infrastructure in locations accessible by sustainable means and in time to meet the demands put on such services from the town's growth and ageing population.~~

Objective 10 To retain and provide high quality and sustainable education, health and sports facilities and other key element of community infrastructure to meet local demand.

Objective 11 To tackle deprivation and inequalities across the town.

~~Objective 11 To improve air quality and create a safer, greener, more cohesive town.~~

3.3 As part of the Ipswich Local Plan, this ~~combined-Final~~ Draft Site Allocations Plan ~~Review~~ aims to ~~start to~~ deliver the Draft Core Strategy Review vision through the policies and proposals contained in the following chapters.

The Site Allocations Plan incorporates the IP-One Area Action Plan referred to in Core Strategy policy CS3. The IP-One area, as explained in Chapter 2, covers central Ipswich including the town centre. The Council is a signatory to the Ipswich Vision document for the town centre, which is called 'Turning our Town Around' and was published in 2015. It sets out a vision for the town centre as follows. The Ipswich Vision is to create 'East Anglia's Waterfront Town' and demands:

- A town centre that will attract new investment
- A town centre that is true to its history
- A town centre that is bold and ambitious
- A town centre that recognises the need for change
- A town centre that will excite those who visit it
- A town centre that will appeal to those beyond its immediate catchment.

3.4 Where appropriate and consistent with the evidence base, the draft policies and proposals set out in this plan support the achievement of the Waterfront Town Centre vision, for example, by allocating sites for development and protecting the town's built heritage.

3.5 The Vision brings together the aspirations of the partners on a range of issues and identifies a series of actions for the next few years. Some of these are relevant to the Local Plan and others are not, because they relate to matters beyond the remit of the planning system. The two documents (the statutory 'Local Plan' and the 'Vision for Ipswich') are considered to complement each other in a helpful way.

Part B

The Policies

CHAPTER 4: Site Allocations

- 4.1 The [Final Draft Core Strategy Review](#) identifies targets for housing, jobs and retail growth through policies CS7, CS13 and CS14. This chapter sets out the site allocations to deliver some of that growth. Other [Final Draft Core Strategy Review](#) policies also address the matter, for example CS10 Ipswich Garden Suburb. Ipswich town centre retailing is dealt with in Chapter 5 'IP-One Area', but housing, employment, mixed use, open space and community facility site allocations are addressed below.
- 4.2 The threshold site size for making allocations is 0.1ha or 10 dwellings in the IP-One Area, and 0.2ha or 10 dwellings in the rest of the Borough. Sites below these thresholds are not usually allocated but may come forward. They are accounted for in supply calculations through small sites allowances (where they already have planning permission) or windfall allowances.

Policy SP1 The Protection of Allocated Sites

- 4.3 This policy introduces measures to reserve allocated sites for the uses proposed and thereby means any inappropriate alternative uses would be a departure from the development plan.

Policy SP1 The protection of allocated sites

Sites will be safeguarded for the use(s) for which they have been allocated. The Council will only permit alternative uses on allocated sites if they are compatible with other plan objectives and policies, they do not harm the plan strategy and the applicant can demonstrate that the allocated use is:

- a. No longer needed to meet planned development needs; or
- b. Not viable or deliverable and likely to remain so during the plan period.

Where an allocated mix of uses is not viable or deliverable, the Council will prioritise the primary use and community uses (including open space) identified through the policies and the site sheet at Appendix 3A and negotiate the remainder of the mix.

- 4.4 The Council has specific requirements for the delivery of housing, jobs and retail development in the period up to 2036. Sites are allocated in this plan to enable the targets to be met. The allocations need to be backed by policy to ensure that they cannot easily be developed for alternative uses and thereby harm the Council's ability to achieve its growth targets. To demonstrate that the allocated use is not viable or deliverable in accordance with clause b., applicants will be required to produce evidence that the site has been marketed actively for a continuous period of at least twelve months from the date of the first advertisement for the allocated use, in a manner consistent with the Council's marketing requirements set out in Appendix 7 of the [Final Draft Core Strategy](#) ~~Review~~.

Policy SP2 -Land ~~A~~allocated for ~~H~~ousing

- 4.5 Through [Final Draft](#) Core Strategy ~~Review~~ policy CS7 'The Amount of Housing Required', the Council commits to allocating land to provide at least an additional 6,100955 dwellings net to 2036. The following policy provides the detailed site allocations to deliver a proportion of that housing requirement.

Policy SP2 Land allocated for housing

The following sites are allocated for residential development, or part residential development within mixed use developments as indicated in Table 1. [Development will take into account appropriately the constraints identified through the site sheets contained in Appendix 3 of the plan.](#)

Table 1 Land allocated for residential use or residential-led mixed use

Site ref.	Site name and development description	Site size ha (% residential on mixed use sites)	Indicative capacity (homes)	Capacity evidence	Likely delivery timescale (S, M, L)
IP003	Waste tip and employment area north of Sir Alf Ramsey Way Parts of the site are covered by facility retention policies of the Suffolk County Council Minerals and Waste Local Plan. Alternative sites will need to be agreed with the County Council and the site operators for the relocation of the Concrete Batching Plant and Household Waste Recycling Centre before the sites can be made available	1.41 (90%)	114	90dph (DM22DM23 a lower end of range)	L
IP004	Bus depot, Sir Alf Ramsey Way Allocated for mixed residential & B1 office	1.07 (c. 50%)	48	90dph (DM22DM23 a lower end of range)	L

Site ref.	Site name and development description	Site size ha (% residential on mixed use sites)	Indicative capacity (homes)	Capacity evidence	Likely delivery timescale (S, M, L)
	use; historic depot to be retained and converted as part of B1.				
IP009	Victoria Nurseries, Westerfield Road	0.39	12	30dph (DM22 DM23 c). Low density to reflect suburban location.	S
IP010 a	Co-op Depot, Felixstowe Road Approximately 25% of the site is safeguarded for an extension to Rosehill School.	2.22 (c.75%)	75	45dph (DM22 DM23 b)	M
IP010 b	Felixstowe Road Current uses retained on c. 50% of site (including Hughes and BT).	2.79 (c. 50%)	62	45dph (DM22 DM23 b)	L
IP011 a	Lower Orwell Street former Gym & Trim (formerly listed as Smart Street/Foundation Street),	0.15ha	<u>184</u>	<u>11090</u> dph on 100% of site (DM22 DM23 a)	M
IP011 b	Smart Street, Foundation Street (South) Allocated for residential-led development with secondary B1 business use. Redevelopment is dependent on the	0.62 (c. 80%)	<u>5644</u>	90dph (DM22 DM23 a lower end of range)	L

Site ref.	Site name and development description	Site size ha (% residential on mixed use sites)	Indicative capacity (homes)	Capacity evidence	Likely delivery timescale (S, M, L)
	appropriate relocation of existing uses.				
IP011c	Smart Street, Foundation Street (North) Allocated for residential development Site IP011b has been split to reflect the ownerships.	0.08	7	90dph (DM22DM23 a lower end of range)	M
IP012	Peter's Ice Cream	0.32	3529	11090 dph (DM22DM23 a higher end of range) a lower end of range). Application 08/00978/FUL for student accommodation awaiting S106 although unlikely to proceed.	M
IP014	Hope Church Redevelopment is dependent on the appropriate relocation of existing uses.	0.21	23	110dph (DM22DM23 a, higher end of range)	M
IP015	West End Road Surface Car Park Primary allocation for long stay parking with secondary residential. The site is to be masterplanned with IP083 adjacent.	1.22 (c. 40 55 %)	6743	1090 dph (DM22DM23 a lower end of range)	M

Site ref.	Site name and development description	Site size ha (% residential on mixed use sites)	Indicative capacity (homes)	Capacity evidence	Likely delivery timescale (S, M, L)
IP028a	Island adjacent to Jewsons, Greyfriars Road. Could come forward as part of larger development with IP028b	0.12	11	90dph (DM22DM23 a lower end of range)	M
IP028b	Jewsons, Greyfriars Road and island adjacent. Redevelopment is dependent on the appropriate relocation of existing uses and mitigation of noise from the nightclub.	0.90 (50% to allow leisure or office use to buffer noise)	35	90dph (DM22DM23 a lower end of range)	M
IP029	Land opposite 674-734 Bramford Road Allocated for 45% residential on the eastern side only and 55% open space. Development should not prejudice the potential provision of a link road between Bramford Road and Europa Way in accordance with SP9, subject to impact testing. The homes built will need to be orientated and designed to minimise the impact of traffic noise from the A14.	2.26 (c. 45%)	45	45dph (DM22c). Higher than average density appropriate in this location.	M
IP031a	Burrell Road including land to the east with access from Burrell Road. Car Park, Burrell	0.630.44	2820	45dph (DM22DM23 b).	M

Site ref.	Site name and development description	Site size ha (% residential on mixed use sites)	Indicative capacity (homes)	Capacity evidence	Likely delivery timescale (S, M, L)
	Road				
IP031b	22 Stoke Street	0.18	18	100dph (reflective of highly accessible location. Maximum dph due to heritage constraints)	S
IP032	King George V Field, Old Norwich Road Allocated for 80% residential and 20% open space. The allocation is subject to the provision of replacement playing fields and ancillary facilities (e.g. changing rooms and spectator accommodation) in a suitable location.	3.7 (c. 80%)	99	35dph (Development Brief)	M
IP033	Land at Bramford Road (Stocks site) Allocated for 50% residential and 50% open space.	2.03 (50%)	5546	54dph (DM22DM23 b / SHELAA)	S
IP035	Key Street / Star Lane / Burtons (St Peter's Port) Residential-led mixed use scheme. Additional uses could include office, leisure or small scale retail.	0.54 (80%)	86	DM22DM23 a at a higher density of around 200 dph – below the density of development on the northern quays to reflect the historic	M

Site ref.	Site name and development description	Site size ha (% residential on mixed use sites)	Indicative capacity (homes)	Capacity evidence	Likely delivery timescale (S, M, L)
				environment setting	
IP037	Island Site Allocated for housing and open space alongside existing Marina and small commercial uses to support enterprise zone . These proportions will be firmed up through the preparation of a master plan. See also Opportunity Area development principles and guidelines in Part C. Additional vehicular and foot/cycle access (including emergency access) will need to be provided to enable the site's development.	6.02 (c. 70%)	421	100dph (DM22 DM23 a midrange)	L
IP039 a	Land between Gower Street & Gt Whip Street	0.48	453	950dph (DM22 DM23 a lower- <u>mid end of range</u>)	L
IP040	Former Civic Centre, Civic Drive (Westgate) This site is- allocated for 10% retail and leisure development at ground/first floor level but primarily residential use.	0.73 (90%)	59	90dph (DM22 DM23 a)	S
IP041	Former Police Station, Civic Drive	0.52	5846	11090 dph (DM22 DM23 a) <u>lower higher</u> end of range).	S

Site ref.	Site name and development description	Site size ha (% residential on mixed use sites)	Indicative capacity (homes)	Capacity evidence	Likely delivery timescale (S, M, L)
IP043	Commercial Buildings and Jewish Burial Ground, Star Lane	0.70 (80%)	50	90dph (DM22DM23 a lower end of range). 11/00267/FUL for 65 student rooms pending although unlikely to proceed.	S
IP045	Land bounded by Cliff Road, Toller Road and Holywells Road Redevelopment is dependent on the appropriate relocation of existing uses 80% allows for an element of mixed use in accordance with the Waterfront policy SP11 and the site could be affected by Upper Orwell Crossings).	2.06 (80%)	148	90dph (DM22a lower end of range).	L
IP047	IP047 Land at Commercial Road	3.112-86ha (40%)	17303 as a minimum	5590 dph on 4080 % as part of a mixed use scheme of 8040 % housing, 5 % hotel/leisure/retail, 205 % public open space and 10 %	S/M

Site ref.	Site name and development description	Site size ha (% residential on mixed use sites)	Indicative capacity (homes)	Capacity evidence	Likely delivery timescale (S, M, L)
				enhanced river path, 40% leisure, hotel. Based on pending application (19/00148/0 UT)	
IP048 a	Mint Quarter / Cox Lane East regeneration area Primary school and car parking development to the north of Upper Barclay Street, retaining the locally listed façade to Carr Street. Residential development to the south of Upper Barclay Street. Development to include new public open space and short stay parking in a medium sized multi-storey car park (location in relation to Cox Lane to be determined). A development brief for the whole site will be prepared but development will come forward incrementally.	1.33 (c. 40%)	5347	10090 dph (DM22DM23 a lower end of range mid-range)	M
IP048 b	Mint Quarter / Cox Lane West regeneration area Residential and retail mix incorporating short stay car parking for shoppers and	1. 3457 (c. 30%)	3642	90dph (DM22DM23 a lower end of range)	L

Site ref.	Site name and development description	Site size ha (% residential on mixed use sites)	Indicative capacity (homes)	Capacity evidence	Likely delivery timescale (S, M, L)
	civic/open space. A development brief for the whole site (a and b) will be prepared but development will come forward incrementally.				
IP052	Land between Lower Orwell Street & Star Lane (former Essex Furniture)	0.40 (c. 80%)	29	90dph (DM22a applied at lower end of range for 80% of site). Application for 132 student rooms granted 28/01/13 (12/00811/V C) although unlikely to proceed.	M
IP054 b	Land between Old Cattle Market and Star Lane The site now excludes the former Archant site to the east of Turret Lane and is allocated primarily for residential use alongside small scale retail and leisure and an extended or replacement electricity sub-station.	1.080.95 (60%)	4031	6055 dph. High density area (DM22DM23 a) but a mix of flats and town houses would fit the character of locality. Hence density upper end of higher than medium range.	L
IP061	Former School Site, Lavenham Road Allocated for part	0.91.08 (670%)	2330	40dph (DM22DM23 b.- c.)	M

Site ref.	Site name and development description	Site size ha (% residential on mixed use sites)	Indicative capacity (homes)	Capacity evidence	Likely delivery timescale (S, M, L)
	development (670%) on the basis of improving the remainder (430%) of the open space. The south-west corner of the land (0.18ha) is being developed (18/00991/FPC) as 4 general housing units and 4 respite care units and has been excluded from the site area.				
IP064 a	Land between Holywells Road and Holywells Park Redevelopment is dependent on the appropriate relocation of existing uses	1.20	66	455 dph (DM22 DM23 b within IP-One area and close to Waterfront	M
IP066	JJ Wilson and land to rear at Cavendish Street Redevelopment is dependent on the appropriate relocation of existing uses	0.85	5547	655dph (DM22 DM23 b higher than average density as adjacent to IP-One).	M
IP067 a	Former British Energy Site This is the northern section only and is subject to resolving odour issues to the satisfaction of IBC	0.38ha	17	45dph	L
IP080	240 Wherstead Road	0.49	27	55dph (DM22 DM23 b). Linear layout would allow for	S

Site ref.	Site name and development description	Site size ha (% residential on mixed use sites)	Indicative capacity (homes)	Capacity evidence	Likely delivery timescale (S, M, L)
				slightly higher than average density.	
IP083	Banks of River upriver from Princes Street The site is to be master planned with IP015 adjacent	0.76ha	14	90dph on 20% of site.	L
IP089	Waterworks Street	0.31	23	90dph less 5 existing units (DM22DM23 a lower end of range)	L
IP096	Car Park Handford Road East	0.22	2220	10090 dph (DM22DM23 a lower end of range)	M
IP098	Transco, south of Patteson Road	0.57	6251	9110 dph (DM22DM23 a lower end of range)	M
IP105	Depot, Beaconsfield Road	0.33	15	45dph (DM22DM23 b)	M
IP119	Land east of West End Road Redevelopment is dependent on the appropriate relocation of existing uses	0.61 (7045 % to avoid development directly opposite sub station)	328	10090 dph (DM22DM23 a lower end of range)	L
IP120 b	Land west of West End Road Redevelopment is	1.03 (80% to avoid development	10374	12590 dph (DM22DM23 a lower end	L

Site ref.	Site name and development description	Site size ha (% residential on mixed use sites)	Indicative capacity (homes)	Capacity evidence	Likely delivery timescale (S, M, L)
	dependent on the appropriate relocation of existing uses	adjacent to sub station)		of range)	
IP125	Corner of Hawke Road and Holbrook Road	0.25	15	60dph	S
IP129	BT Depot, Woodbridge Road	1.07	39	12/00654/0 UT approved 14/10/13	L
IP132	Former St Peters Warehouse Site, 4 Bridge Street	0.18ha	73	73 dwellings as part of a mixed use scheme (with B1a office use, leisure or small scale retail)	M
IP133	South of Felaw Street	0.37	4533	12090 dph (DM22DM23 a lower end of range). Based on 10/00418/VC for 47 dwellings expired Feb 2014 & pre-application discussion);	M
IP135	112-116 Bramford Road, Application for car wash approved 17/00266/FUL. Temp permission expires 01.10.2019	0.17ha	194	14 dwellings (110dph based on location within Local Centre) pending application withdrawn October	M

Site ref.	Site name and development description	Site size ha (% residential on mixed use sites)	Indicative capacity (homes)	Capacity evidence	Likely delivery timescale (S, M, L)
				2014	
IP136	Silo, College Street This site is primarily allocated for residential with secondary uses to include offices, leisure and/or small scale retail.	0.16 (c. 80%)	48	Assume 6 flats per floor within 10 storey development with commercial on lower two floors (DM22DM23 a and higher than average density consistent with other schemes along Quay).	L
IP143	Former Norsk Hydro, Sandyhill Lane	4.51	85	17/00769/O UT	S
IP150d	Land south of Ravenswood – Sports Park (part adjacent to Alnesbourn Crescent only – to be master planned)	1.8	34	DM22DM23 c. low density as part of mixed use with sports park	M
IP150e	Land south of Ravenswood (excluding area fronting Nacton Road) – to be master planned	3.6	126	DM22DM23 c. low density as part of mixed use with B1 employment uses	M
IP172	15-19 St Margaret's Green	0.08	9	90dph (DM22DM23 a lower end of range)- <u>110dp</u>	M

Site ref.	Site name and development description	Site size ha (% residential on mixed use sites)	Indicative capacity (homes)	Capacity evidence	Likely delivery timescale (S, M, L)
				h. Planning permission for student accommodation lapsed and unlikely to proceed (08/00511/FUL)	
IP188	Websters Saleyard site, Dock Street	0.11	9	As per permission (19/00173/FUL) . approved and proposed scheme. Planning permission for 3 no. dwellings on part of site (13/00069/FUL).	S
IP221	Flying Horse PH, 4 Waterford Road	0.35 (c. 50% retaining the public house)	12	35dph (DM22DM23 c). Application for 12 dwellings in application 06/01007/FUL expired.	L
IP226	Helena Road/Patteson Road Redevelopment is dependent on the appropriate relocation of existing uses.	1.87 (90%)	337	High density scheme of 566 dwellings previously had resolution to grant	L

Site ref.	Site name and development description	Site size ha (% residential on mixed use sites)	Indicative capacity (homes)	Capacity evidence	Likely delivery timescale (S, M, L)
	90% allows for an element of mixed use in accordance with the Waterfront policy SP11.			(04/00173/FUL) but did not take place. Market may prefer mix of flats and houses now. Stoke Quay most recent example of mix but was mainly flats— 257 d.p.h. Therefore apply slightly lower here 200 d.p.h.	
IP279	Former British Telecom Office, Bibb Way	1.67	104	Mix of flats and studios, based on prior approval application 18/00470/P3JP A	S
IP279 B(1)	<u>Land north of Former British Telecom Office, Bibb Way</u>	<u>0.44</u>	<u>18</u>	<u>Based on master planning work with IP279A</u>	<u>S</u>
IP279 B(2)	<u>Land south of Former British Telecom Office, Bibb Way</u>	<u>0.61</u>	<u>29</u>	<u>Based on master planning work with IP279A</u>	<u>S</u>
IP283	25 Grimwade Street. Student Union Club and adjacent car park, Rope Walk	0.27	12	17/00049/FUL (Approved)	S
IP307	Prince of Wales Drive	0.27	12	DM22DM23 b.	S
IP346	Suffolk Retail Park—	1.96	88	DM22DM23b	L

Site ref.	Site name and development description	Site size ha (% residential on mixed use sites)	Indicative capacity (homes)	Capacity evidence	Likely delivery timescale (S, M, L)
	north			medium density at 45 dph as within 800m of Norwich Road District Centre	
IP309	Former Bridgeward Social Club, 68a Austin Street	0.28	15	54dph DM23 b. (Higher end based on proximity to local centre)	S
IP354	72 (Old Boatyard) Cullingham Road	0.34	24	70dph (Less than 90dph due to site constraints)	S
IP355	77-79 Cullingham Road Site needs to safeguard capacity for a footpath and cycle path through the site to connect Cullingham Road with Bibb Way.	0.06	6	100dph (based on location in Portman Quarter)	S
Total			3,297 2,750		

[Policy SP4 allocates land for residential development, or part residential development within mixed use developments, to be known as ‘opportunity sites’. These are sites which the Council wishes to see redeveloped and regenerated but where constraints may result in later delivery.](#)

4.6 The Council is required to support the Government’s objective to significantly boost the supply of homes and, through the Local Plan, identify a sufficient supply and mix of sites, taking into account their availability, suitability and viability.⁴

4.7 The indicative capacity of the sites [in table 1a](#) listed in the policy above is [3,297,750](#) dwellings. These will contribute to meeting the minimum housing

⁴ NPPF paragraph 59 and 67

requirement of 8,010~~622~~ dwellings by 2036, as identified through Policy CS7 of the [Final Draft Core Strategy-Review](#). In addition, the [Final Draft Core Strategy-Review](#) allocates land for the development of approximately 3,500 dwellings at Ipswich Garden Suburb (the Ipswich Northern Fringe) through policy CS10, with delivery expected to start in 2019 and end in 2036. The Core Strategy review also identifies a [cross-border allocation-broad location for future development \(within Ipswich Borough and Suffolk Coastal Local Plan area\) for housing delivery, growth after 2031 appropriately phased with the delivery of the Ipswich Garden Suburb and its associated infrastructure](#) at the northern end of Humber Doucy Lane adjacent to Tuddenham Road, through policy ISPA4.

- 4.8 The housing land requirement and supply figures are set out in Table 2 of the [Final Draft Core Strategy-Review](#). The likely delivery timescale shown in the policy shows the Council's expectation based on current knowledge; sites could come forward sooner than indicated.
- 4.9 The Government considers that small and medium sized sites can be built out relatively quickly. Therefore, the Council is required to ensure that 10% of the housing requirement will be delivered on sites of under 1ha (NPPF paragraph 68). In the supply as identified, 2~~6~~4% of the capacity is on sites of under 1ha.
- 4.10 Within mixed use schemes, the use proportions indicated in the policy represent the Council's preferred outcome and form the basis of supply calculations. However, the figures are indicative other than in the case of open space requirements and community facilities, to help ensure that developments can be viably delivered. Housing delivery will be closely monitored through the Authority Monitoring Report.
- 4.11 Appendix 3 provides additional information about the sites allocated through this policy. Information on development constraints contained in the site sheets must be taken into account in development proposals, in accordance with the Ipswich Local Plan Development Management policies. An Urban Archaeological Database for Ipswich has been established, to make available desk-based information on known heritage assets.
- 4.12 In allocating sites for development the Council has followed the sequential approach, to ensure that sites are not allocated in areas with a greater probability of flooding if sites in lower risk areas are available. It has also applied the exception test to ensure that the benefits to the community of development outweigh flood risk, and ensure that development will be safe. Planning applications for sites which lie within Flood Zones 2 and 3 will need to be supported by a Flood Risk Assessment. The Council's supplementary planning document on Development and Flood Risk provides more guidance.
- 4.13 Housing is a key issue for older people. There is a need to ensure a suitable mix of housing for older people, whether market housing or types of

supported housing. The Council encourages new housing to be built to be accessible and adaptable, which makes it easier for people to remain in their own homes as their mobility needs change. In order to create an environment which enables older people to have a good quality of life, the Council supports the implementation of the 'Lifetime Neighbourhoods' principle in new development. This concept covers the built environment, access to services and resident empowerment in addition to housing mix and design.

**Policy SP3 Land with Planning Permission or Aawaiting a
Section 106**

- 4.14 There are sites in the Borough which currently:
- have planning permission for schemes that have not commenced to date; or
 - have planning permission for residential schemes that have commenced and stalled; or
 - have a committee resolution to grant planning permission but await the signing of a Section 106 Agreement; or
 - have planning permission for student accommodation but have not commenced to date.
- 4.15 Such sites form an important potential supply of housing land, but given changes in the market the schemes originally envisaged may not come forward. Therefore, policy needs to be put in place to guide the potential future development of the sites and safeguard or allocate them for residential use, should the planning permissions fail to be issued or implemented or the development fail to be completed as originally envisaged.

Policy SP3 Land with planning permission or awaiting a Section 106 Agreement

As at 1st April 2019~~8~~, the sites listed in Table 2 below have planning permission for residential development, student accommodation or mixed use development including residential use, which has not been implemented or has started and then stalled, or are awaiting the completion of a Section 106 Agreement. Should the permissions fail to be issued or implemented and lapse during the plan period or the development fail to come forward or be completed in accordance with the permission, the Council will protect the sites for residential use or residential-led mixed use.

Table 2 Sites with planning permission or awaiting a Section 106 Agreement

Site	Address and current situation	Site area ha (% for residential)	Capacity	Evidence	Time-scale
IP005	Former Tooks Bakery, Old Norwich Road 80% residential and c. 20% is safeguarded for the provision of a new health centre.	2.8 (c. 80%)	60	45dph (Development Brief) Capacity in line with draft proposals)	S

Site	Address and current situation	Site area ha (% for residential)	Capacity	Evidence	Time-scale
				(16/00969/FPI3)	
IP042	Land between Cliff Quay and Landseer Road	1.64	222	15/01040/OUT awaiting a S106	M
IP048 C	6-10 Cox Lane and 36-46 Carr Street (upper floors)	0.2	33	18/00740/P3JPA	S
IP054 a	30 Lower Brook Street	0.56	62	16/01037/FUL	S
IP059 a & b	Arclion House and Elton Park, Hadleigh Road	2.63	103 within IBC	16/01220/OUT	S/M
IP074	Church and Land at Upper Orwell Street	0.07	9	16/01179/FUL approved 03.02.17	M S
IP088	79 Cauldwell Hall Road	0.30	17	17/01115/VC approved 22/02/18	S
IP106	391 Bramford Road	0.33	11	19/00045/FUL	S
IP109	R/O Jupiter Road & Reading Road	0.42	13	12/00192/FUL (pending)	S
IP116	St Clement's Hospital Grounds	11.85	108 96	14/00721/OUT 108 196 dwellings outstanding at 01/04/2019	S
IP131	Milton Street	0.28	9	15/01158/FUL (& 18/00552/FUL)	M
IP142	Land at Duke Street Allocation to provide for public open space (25%).	0.39 (75%)	44	90dph (DM22 DM23 a lower end of range) (17/00570/FUL)	M
IP150 a	Ravenswood U, V, W	2.23	94	07/00765/OUT for part of outline site	S
IP161	2 Park Road	0.35	143	19/00065/FUL	M S

Site	Address and current situation	Site area ha (% for residential)	Capacity	Evidence	Time-scale
				(pending) 07/00118/FUL & 13/00498/FUL	
IP165	Eastway Business Park, Europa Way	2.08	789 4	As per approved scheme (13/00943/OUT) and now on site. Under construction 78 outstanding.	S
IP169	23-25 Burrell Road	0.08	144	12/00087/FUL approved 22.03.2012. Under construction 4 outstanding.	S
IP200	Griffin Wharf, Bath Street	0.79	113	17/00382/FUL pending. Previous pps: 11/00507/FUL approved 01.09.2011 (132 flats) 05/00819/FUL.	S
IP205	Burton's, College Street	0.19	125 14	02/01241/FUL (196 in total, 71 completed April 2014). Application 19/00624/FP13 on part of site for 14 self-contained flats)	S/M
IP206	Cranfields, College Street	0.71	13 45	04/00313/FUL (337 in total, 197 completed April 2014) 16/00092/VC (replaced 16 of the flats with 43 (29 studios + 14	S

Site	Address and current situation	Site area ha (% for residential)	Capacity	Evidence	Time-scale
				one-beds)	
IP211	Regatta Quay, Key Street	0.85	15 67	09/00130/FUL (pending) 05/00296/FUL added 25 extra units. 150 (at winerack) and 6 at 16/00346/FUL	S
IP214	300 Old Foundry Road	0.02	12	10/00805/VC expired Dec 2013. 17/00144/FUL	S
IP245	12-12a Arcade Street	0.06	147	18/00899/FUL IP/ 15/00321/FUL	SM
IP256	Artificial hockey pitch, Ipswich Sports Club, subject to the requirements of policy DM 528 being met.	0.6 (excludes access road)	28	16/00987/FUL. Awaiting S.106	S
IP279 a	Former British Telecom, Bibb Way	0.63	104	18/00470/P3JPA	S
IP283	25 Grimwade Street. Student Union Club and adjacent car park, Rope Walk	0.27	14	17/00049/FUL	S
	Total		1,470 65		

4.16 Sites with planning permission or a resolution to grant planning permission would not normally be allocated through a development plan, as the expectation is that in normal market conditions they would come forward for development in due course. However, it is considered necessary to include this policy in the plan because of:

- The residential capacity of the Borough taking into account the tightly drawn boundary; and
- The number of schemes for high density flats within IP-One, which have been affected by weak market conditions and may be revised to slightly lower density schemes. The trend towards lower densities has

been observed on other sites within the Ipswich housing market, for example at Griffin Wharf.

- 4.17 The Council's concern is to retain the principle of residential or residential-led mixed use on the sites, which form an important element of the housing land supply. Information about constraints affecting the sites is set out in Appendix 3B.
- 4.18 The sites with planning permission for residential development listed in the policy above have already been included in supply calculations in [Final Draft Core Strategy Review](#) Table 2 and, therefore, are not counted again here. The delivery of the sites will be closely monitored through the Authority Monitoring Report.
- 4.19 The success of the University of Suffolk is a priority for the Council. Sufficient student accommodation is needed to support the University's targets for student numbers and ensure that potential impacts on residential neighbourhoods can be managed. The University is not a direct provider of bespoke student accommodation, but relies on the market to make provision, which the University accredits if appropriate. Therefore the University's approach to provision by developers is to accredit accommodation up to the number of bed spaces needed, but not beyond.
- 4.20 Experience in Ipswich to date indicates that there are more student bed spaces with planning permission than the University needs. If planning permissions for student accommodation are not implemented, the Council will encourage the alternative development of the sites for housing use not limited to students, on the basis that the market for student accommodation is saturated.

Policy SP4 Opportunity Sites ~~(Now deleted)~~

Policy SP4 Opportunity Sites

Four opportunity sites have been identified within IP-One that have potential for housing-led redevelopment and would contribute to the regeneration of the Waterfront and Town Centre. These are listed below and described in Appendix 4. The Council will work with land owners and other interested parties to investigate opportunities and bring them forward through the development management process, taking into account constraints set out in the Appendix 4 site sheets.

IP028b Jewsons, Greyfriars Road

Potential mix: residential, leisure (A3-A5/D2), office

Indicative capacity: 40 dwellings

Regeneration role: a site with potential for a more efficient and appropriate town centre use than the current builders' yard, which would continue the regeneration of Greyfriars Road achieved through the residential redevelopment adjacent at Wolsey Street and improve pedestrian routes from Cardinal Park to the Central Shopping Area by reducing 'dead' frontage.

IP045 Land bounded by Toller Road, Cliff Lane and Holywells Road

Potential mix: residential and employment, community, arts, open space or tourism

Indicative capacity: 148 dwellings

Regeneration role: a key site for the regeneration of the eastern quays, lying between IP226 to the west (see below) and residential allocation IP064 to the east. The site would provide opportunities to improve pedestrian linkage from the eastern quays to open space at Holywells Park.

IP052 Land at Star Lane/Lower Orwell Street

Potential mix: residential, employment, leisure

Indicative capacity: 29 dwellings

Regeneration role: an important site for the regeneration of Lower Orwell Street and improvements for pedestrians and cyclists on Star Lane, with residential and mixed-use allocations across Lower Orwell Street at IP011a and IP011b.

IP226 Helena Road/Patteson Road

Potential mix: residential and uses appropriate at the Waterfront (policy SP11)

Indicative capacity: 337 dwellings

Regeneration role: a key site for the regeneration of the eastern quays providing a bookend to the Waterfront development and linking through to the brewery site IP042 to the south, with residential allocation IP098 adjacent.

4.21 The opportunity sites are in locations suitable for development and important for regeneration, but current uses raise deliverability issues which have deterred the Council from allocating them. The sites are suitable for development and potentially achievable, but their availability is uncertain. The Council's ambition and preference is to see them redeveloped for residential-led uses.

4.22 Two of the sites – IP052 and IP226 -were allocated through the 2017 Ipswich Local Plan. However, through the process of updating the Strategic Housing and Employment Land Availability Assessment (SHELAA) 2018-19, the Council has not been able to ascertain with certainty that the sites will come forward over the plan period.

Policy SP5 Land ~~A~~llocated for ~~E~~mployment ~~U~~se

4.234 ~~Final Draft~~ Core Strategy ~~Review~~ policy CS13 refers to the allocation of at least ~~23.28~~ha of employment land across the Borough to deliver jobs growth. The following policy addresses this requirement.

Policy SP5 Land allocated for employment use

The following sites are allocated for employment development within Use Classes B1, B2 or B8, either in their entirety or as part of mixed use developments as specified in Table 3. Appropriate employment-generating sui generis uses, defined through policy ~~DM32~~DM33, will also be permitted where specified.

Table 3 Land allocated for employment uses

Site	Address	Site Area ha	Notes
IP029	Land at Bramford Road	2.26ha (45%) = 1ha	Suitable for employment uses B1(c), B2 and B8 and appropriate employment-generating sui generis uses as defined through policy <u>DM33</u>.
IP067 b	Former British Energy Site	4.18	Suitable for B1 (excluding office use B1a) or B8 and appropriate employment-generating sui generis uses as defined through policy DM32 <u>DM33</u> – residential use is proposed on the northern section and therefore uses should be compatible with residential
IP094	Land to rear of Grafton House	0.31	Suitable for B1a office
IP140	Land north of Whitton Lane	6.93	Suitable for B1, B2 and B8 and appropriate employment-generating sui generis uses as defined through policy DM32 <u>DM33</u> . Delivery expected in the medium to long term. Should be planned comprehensively as part of a larger scheme with adjacent land

Site	Address	Site Area ha	Notes
			in Mid Suffolk but the two areas could come forward in phases. Subject to suitable access being provided.
IP141 a	Land at Futura Park, Nacton Road	4.7882	Suitable for employment uses B1b, B1c, B2, B8 and appropriate sui generis uses as defined through policy DM32DM33 .
IP147	Land between railway junction and Hadleigh Road	4.7	Suitable for B1, B2 or B8 (excluding B1a office use) and appropriate employment-generating sui generis uses as defined through policy DM32
IP150 c	Land south of Ravenswood	1.18	Suitable for B1 (excluding office use B1a) and appropriate employment-generating sui generis uses as defined through policy DM32DM33
IP152	Airport Farm Kennels	7.37	A site for longer term development subject to access improvements. Suitable for B1 (excluding office use B1a), B2 or B8 and appropriate employment-generating sui generis uses as defined through policy DM32DM33 . Development will be subject to the preparation of a development brief to address matters including the nationally designated Area of Outstanding Natural Beauty. The Council will explore the feasibility of park and ride being incorporated into this site.
IP004	Bus depot Sir Alf Ramsey Way	1.07 (50%) = 0.53	50% employment as part of mixed use scheme with housing
IP011 b	Smart St / Foundation St	0.69 (20%) =	As part of mixed use scheme with housing

Site	Address	Site Area ha	Notes
		0.14	
IP043	Commercial Buildings & Jewish Burial Ground Star Lane	0.70 (20%) = 0.14	Suitable for B1 / leisure as within the town centre boundary, as part of a mixed use development with housing
IP051	Old Cattle Market Portman Road	2.21 (80%) = 1.77	Prime town centre site for new B1a office development 80% B1a and 20% main town centre uses such as hotel / leisure (excluding retail). Numerically like for like replacement of existing long-stay car parking provision in this area will be required prior to the parking being lost. Offices with large floor plates in an office campus design approach are likely to be developed.
IP052	Land between Lower Orwell St & Star Lane	0.40 (20%) = 0.08	As part of mixed use scheme with housing. The site currently has planning permission for student accommodation but it is considered unlikely to proceed.
<u>IP119</u>	<u>Land east of West End Road</u>	<u>0.61ha (15%) = 0.1ha</u>	<u>Suitable for employment uses B1(c), B2 and B8 and appropriate employment-generating sui generis uses as defined through policy DM33.</u>
IP132	Former St Peters Warehouse Site, 4 Bridge Street	0.18ha / 0.05ha	B1a office, leisure, small scale retail as part of a mixed use scheme of 73 dwellings
	TOTAL	<u>28.3432.</u> 2ha	

4.22 The availability of land and buildings is an important factor in economic development and job creation, not just in terms of quantity but also the range of sites available and choice offered in terms of quality and location.

4.23 Final Draft Core Strategy ~~Review~~ policy CS13 sets a target of approximately ~~9,500~~15,580 jobs to be provided 2018-2036 through a number of measures, including the allocation of at least ~~23.28~~23.28ha of land for employment development. —In the interest of ensuring a range and choice of sites across the Borough and the plan period, this policy allocates land for employment equivalent to 28.34ha.

- 4.24 All the employment sites allocated through the adopted Local Plan 2017 have been reviewed and only those included where the Council is confident development can be delivered over the plan period and [in the vast majority of cases](#), where the Employment Land Supply Assessment 2018 concludes that the sites are of good quality. The Council has investigated the constraints affecting such sites and will be proactive in supporting their delivery. The constraints are identified on the site sheets included at Appendix 3A and need to be taken into account by prospective developers.
- 4.25 The Suffolk Growth Strategy and the New Anglia Local Enterprise Partnership's (NALEP) Economic Strategy for Norfolk and Suffolk 2017 identify the economic sectors which are already significant in Suffolk (and Norfolk) and those which are forecast to grow⁵: energy, advanced manufacturing and engineering, information and communication technology (ICT), tech and digital creative, financial services and insurance, advanced agriculture food and drink, transport freight and logistics, visitor economy - tourism and culture, life sciences and biotech and construction and development. Several of these sectors have a strong base in Ipswich. As well as allocating land for employment development, the Council is encouraging jobs growth in Ipswich through its Economic Strategy, the Ipswich City Deal and work with the Suffolk Growth Group and NALEP. Through the Economic Strategy, NALEP are providing focused support for business and innovation, improved skills and targeted infrastructure investment.
- 4.26 The sites allocated are reserved for Class B uses as identified in the Use Classes Order 1987 (as amended and updated), other than where a mix of uses or appropriate employment-generating sui generis uses are specified in Table 3 above. On those sites allocated for a mix of uses including employment, the proportions indicated in the policy represent the Council's preferred outcome and form the basis of supply calculations. However, the figures are indicative other than in the case of open space requirements and community facilities, to help ensure that developments can be viably delivered. Appropriate employment-generating sui generis uses are defined through policy ~~DM32~~[DM33](#) and will need to comply with other plan policies including DM18. Appendix 3 provides additional information about the sites allocated through this policy.

⁵ *Suffolk Growth Strategy SCC March 2013 and NALEP Economic Strategy for Norfolk and Suffolk 2017*

Policy SP6 Land **A**llocated and **P**rotected as **O**pen **S**pace

- 4.27 Open space is essential to the quality of life in Ipswich. Core Strategy Review policies CS16 and DM528 protect open spaces and the policy below adds site specific detail to this by identifying sites and allocating new open spaces.

Policy SP6 Land allocated and protected as open space

Existing open spaces are defined on the policies map. Within the defined open spaces, Core Strategy Review policy DM5 shall apply.

Site IP083 Banks of the river upriver from Princes Street is allocated for public open space. ~~The site may also provide a small amount of housing planned comprehensively with site IP015 West End Road Surface Car Park, provided 80% of site IP083 remains open.~~ Any development shall retain the river path and its setting.

Development of the following sites shall include more than the minimum amount of on-site public open space provision required through policy DM6, as specified in Table 4 below:

Table 4: Sites proposed for a mix of uses including open space

Site	Address	Preferred Options Ref	%Open Space	%Other Uses
IP029	Land opposite 674-734 Bramford Rd	UC030	67 55% Open Space	45 33% HousingEmployment; also potential link road
IP032	King George V Field, Old Norwich Rd	UC033	20% Open space/playing pitches	80% Housing
IP033	Land at Bramford Rd (Stocks Site)	UC034	50% Open Space	50% Housing
IP037	Island Site	UC038	15% Open Space	70% Housing, 5% existing boat-related uses, small scale retail/café/restaurant
IP047	Land at Commercial Road	UC048	15 20% Public Open Space and enhanced river path	40 80% housing, 40 5% hotel , leisure retail.
IP048	Mint Quarter /	UC051	20% open	80% Housing,

	Cox lane Regeneration Area		space – could span the parts of the site east & west of Cox Lane (and car parking).	primary school on east side, retail on west side, car parking.
IP061	Former school site Lavenham Road	UC064	430% Open Space	670% Housing – development to deliver improvement to remainder of open space
IP142	Land at Duke Street	UC259	25% open space	75% Housing

4.28 On some sites there is a requirement to provide more than the standard amount of open space. This may be because the land is currently used as open space and therefore the loss needs to be compensated through improvements to what remains, or because the land is in effect used as open space even though it has previously been earmarked for development, and is in an area of open space deficit. Improvements to the remainder of the open space could include making it more usable, accessible, biodiverse or multi-functional.

4.29 Paragraph 8.1~~8461~~ of the [Final Draft Core Strategy Review](#) indicates broadly which areas of the Borough are short of open space against the current standards. There are no parts of the Borough which currently have a surplus of all types of open space. Site IP083 is located at the boundary of the Central and South West areas. The Central area currently has a significant deficit of natural and semi-natural green space.

4.30 The open spaces protected by this policy include all the different types shown on the policies map including playing fields, allotments and country parks.

4.31 The Waterfront does not currently have public open green space provision. This is addressed through the policy by allocating land for this use at site IP047 and within the Island Site redevelopment. Appendix 3 provides additional information about the sites allocated through this policy.

Policy SP7 Land ~~a~~Allocated for ~~L~~eisure ~~U~~ses or ~~C~~ommunity ~~F~~acilities

Policy SP7 Land allocated for leisure uses or community facilities

Land is allocated for leisure uses or community facilities as specified in Table 5 below, on stand alone sites or as part of larger development sites:

Table 5: List of sites proposed for leisure uses or community facilities

Site	Address	% Community facilities / leisure	Community or leisure use	% Other Uses
IP005	Former Tooks Bakery, Old Norwich Rd As part of a residential-led mixed use redevelopment	20%	Health centre	80% Housing
IP010a	Co-op Depot, Felixstowe Rd As part of a residential development	25%	Primary school extension	75% Housing
IP037	Island Site	To be determined through Masterplanning	Early Years and leisure	Housing, Employment, Restaurant/ small retail and amenity green space
IP048a	Mint Quarter / Cox Lane East regeneration area	60%	Primary School	Housing and Car Parking
IP129	BT Depot, Woodbridge Road	100%	SEND Free School	
IP150b	Land at Ravenswood (7.8ha)	100%	Sports park	Housing adjacent

- 4.32 It is essential that community facilities are provided to keep pace with the growth in Ipswich's population. Ipswich Borough Council liaises closely with infrastructure and services providers, including Suffolk County Council and the Health Trusts, in order to identify the need for facilities for which land may need to be identified and safeguarded.
- 4.33 The Borough is seeing a rapid rise in the number of primary school aged children and therefore it is important to make adequate provision for new and expanded education facilities over the plan period. Sites have not been allocated for [all the](#) early years provision, but [Final Draft Core Strategy Review](#) policy CS15 promotes co-location with primary schools or location within district and local centres to promote linked trips. The need for early years provision in association with new development should be discussed with the County Council at an early stage in the planning process.
- 4.34 The full infrastructure needs of the Borough are being identified and costed in an Infrastructure Delivery Plan as a stepping stone towards putting in place a Community Infrastructure Levy for Ipswich. Key infrastructure is identified through Chapter 10 of the [Final Draft Core Strategy Review](#), which will be supported by a separate Infrastructure Delivery Plan.
- 4.35 It is also important to plan for leisure uses that will be delivered over the plan period, whether they are on Council-owned or private land. [The Sports Park at Ravenswood is a proposal for an outdoor cycling facility.](#)
- 4.36 The need for community infrastructure associated with the Ipswich Garden Suburb development is dealt with through the Core Strategy Review and supplementary planning document. Appendix 3 provides additional information about the sites allocated through this policy.

Policy SP8 Orwell Country Park Extension

Policy SP8 Orwell Country Park Extension

Site IP149 Land at Pond Hall Carr and Farm is allocated as an extension to Orwell Country Park, to provide better management of visitors to this part of the Orwell Estuary Special Protection Area.

- 4.37 The Orwell Estuary is designated as a Special Protection Area for birds. It is an important over-wintering site for wading birds, however, the birds can be easily disturbed by recreational activity including dogs running loose off leads.
- 4.38 The Appropriate Assessment to the adopted Core Strategy advised that a range of measures were needed including visitor management measures at Bridge Wood, to protect the Orwell Estuary Special Protection Area. A management plan for the whole of the Orwell Country Park is being prepared, but the adjacent Pond Hall Farm provides an opportunity to extend the Country Park and, in doing so, to provide a better network of footpaths and viewpoints over the estuary for visitors. Information could also be provided about the Special Protection Area, in order to raise awareness and discourage access to the foreshore. A visitor survey of Orwell Country Park undertaken during March 2015 concluded that the extension of the park into land at Pond Hall Carr and Farm is not likely to have harmful impacts on the Special Protection Area. [The Council is currently in discussion with Natural England about the England Coast Path route in this area. The England Coast Path will be subject to its own Habitats Regulations Assessment.](#)

Policy SP9 Safeguarding Land for Transport Infrastructure

Policy SP9 Safeguarding land for transport infrastructure

Development of the following sites for the uses allocated through other policies in this plan shall incorporate provision for transport infrastructure, as specified in Table 6 below.

The park and ride site at Anglia Parkway is safeguarded for future re-use for park and ride. The Council will investigate the feasibility of park and ride on part of IP152 Airport Farm Kennels.

Table 6: List of development sites which will include provision for transport infrastructure

Site	Address	Site Area (ha)	Allocation
IP010a or b	Felixstowe Road	5.01	Land reserved for a pedestrian and cycle bridge over the railway to link the District Centre with housing areas to the north.
IP059a	Land at Elton Park Works	2.63	Land reserved for a pedestrian and cycle bridge over the river to link to the river path on the northern bank.
IP037	Island Site	6.02	Additional vehicular access needed to enable the site's development. Additional cycle and pedestrian connections also required in accordance with policy SP15. Development layout should not prejudice future provision of a Wet Dock Crossing.
IP029	Land opposite 674-734 Bramford Road	2.26	Link road through the site joining Europa Way and Bramford Road (subject to impact testing).

4.40 It is important that provision is made for needed transport infrastructure within certain development sites. The aspiration to provide a pedestrian and cycle bridge over the railway at site IP010 (a or b) to link residential areas to the north with the District Centre is not a firm proposal at present in the Local Transport Plan, but the Highway Authority has identified the potential benefits of a link and the opportunity presented by the two IP010 sites. Therefore, pending further work on its deliverability, development at the IP010 sites should not preclude its possible future provision.

- 4.41 The River Strategy identifies the aim of providing a river crossing between Hadleigh Road and Boss Hall for pedestrians and cyclists. The Elton Park site is considered the most suitable location to link up with future development at the Former Sugar Beet Factory site in Babergh.
- 4.42 The Island site is an outstanding development opportunity at the Waterfront. Access improvements will be needed to enable its redevelopment.
- 4.43 The provision of a road link through site IP029, land opposite 674-734 Bramford Road, to join Bramford Road and Europa Way could help to ease pressure on the Bramford Road/Sproughton Road junction. It was included as a proposal in the 1997 Ipswich Local Plan, but has not to date been implemented. The potential impacts of the link on the traffic network are subject to testing and need to be clearly understood. However, in the interim, development of the site should not preclude its future provision.
- 4.44 The park and ride site at Anglia Parkway, Ipswich is currently disused. However, it remains laid out as a park and ride facility and is safeguarded for that use in future. Once lost, sites are difficult to replace. The need for and deliverability of additional park and ride at IP152 Airport Farm Kennels will be explored as a potential measure to address congestion, accessibility and air quality.
- [4.55 The Council is working with the Highway Authority and neighbouring authorities to agree a Transport Mitigation Strategy and detailed action plan to support modal switch and sustainable travel choices in the Ipswich area, which is needed to support growth. Core Strategy policy CS20 outlines the potential measures the action plan will draw from.](#)

CHAPTER 5: IP-One Area

- 5.1 IP-One is a large area in the centre of Ipswich, which contains a rich mix of uses ranging from shopping, business, public administration and leisure to education and living. It incorporates several smaller areas, each of which has its own identity, character and issues: the medieval town centre, Waterfront, Education Quarter and [Portman Quarter](#)~~Ipswich Village~~. An Action Plan is needed to help to deliver regeneration where needed and ensure the areas link together and complement one another to provide a strong, attractive and vibrant centre to Ipswich.
- 5.2 The area of central Ipswich that falls within IP-One contains the greatest concentration of the town's designated heritage assets, including a number of important historic and archaeological sites. Much of IP-One is also designated as an Area of Archaeological Importance as it covers the Anglo-Saxon and Medieval town, aspects of which are internationally recognised.
- 5.3 The [Final Draft Core Strategy Review](#) provides the strategic level of policy for centres in Ipswich, particularly through policy CS2 the Location and Nature of Development and CS14 Retail Development. It defines a network of town, district and local centres; recognises the importance of Ipswich town centre as an economic driver and a focus for shopping, cultural and leisure activities, civic functions and community life; and it sets a target for retail floorspace growth. The development management policies of the Core Strategy Review protect the vitality and viability of centres through managing development in defined centres and outside them.
- 5.4 The Council's vision for Ipswich town centre combines elements of the Core Strategy Review vision and the Ipswich Central vision for a 'Waterfront Town Centre' and includes:
- More people living and working in the town centre
 - Focusing new development on the town centre
 - Improving the shopping offer
 - Improving pedestrian links between the central shopping area and the Waterfront, Village, Education Quarter, railway station and northern gateway
 - Putting pedestrians, cyclists and public transport users first
 - Enhancing existing parks and open water and greening the streets
 - Developing the Education Quarter
 - Enhancing and increasing culture and leisure facilities
 - Creating a place that is outgoing and welcoming, vibrant and dynamic and which embraces new ideas; and
 - Reconnecting the town centre with the Waterfront.
- 5.5 The Council's focus is to strengthen the north-south axis, creating better linkages between the town centre and the Waterfront. The Town Centre Opportunity Areas report recommended a complementary role for the town

centre and the Waterfront and opportunities for improving and strengthening linkages between the two. This will be supported through the delivery of site allocations along Turret Lane, Lower Brook Street, Foundation Street, Lower Orwell Street and the Waterfront. Retail uses on these sites should be limited to a small scale as defined through the Core Strategy Review so they do not compete directly with the existing town centre offer.

- 5.6 Thus this section of the plan sets out policies which:
- Define the Education Quarter, Waterfront and Portman Quarter and guide development within the areas;
 - Allocate sites for town centre and district centre retail development-;
 - Define and safeguard routes for transport proposals including cycling and walking; and
 - Manage car parking provision in the town centre.
- 5.7 The historic environment within IP-One is addressed in a variety of ways. Within the plan, the site sheets in Appendix 3 identify where there are historic environment constraints which will need to be taken into consideration in the redevelopment of the sites. Core Strategy Review policies CS4 and DM13/DM14 set out the framework for considering the impacts of development on the historic environment through the development management process. The Council will also consider the heritage impacts of allocating the most sensitive sites within IP-One. The Opportunity Area development guidelines in Chapter 6, which focus on areas which are likely to undergo the greatest change, also highlight heritage issues.
- 5.8 IP-One contains parts of several conservation areas: Central, Wet Dock, Stoke and St Helen's. The Council has produced Conservation Area Character Appraisals for all the conservation areas and these are reviewed every five years. The Council [hasis](#) also ~~in the process of preparing~~[adopted](#) an Urban Character supplementary planning document to cover parts of the town outside the conservation areas. Buildings at risk within the Borough are concentrated within IP-One. They are reviewed annually and action is underway to address all the buildings currently at risk, through negotiation with the owners, supporting the preparation of funding bids, compulsory purchase of sites or repairs being undertaken by owners. Grade I and II* buildings in Ipswich are dealt with through the national Heritage at Risk register.

Policy SP10 Retail Site Allocations

Policy SP10 Retail Site Allocations

Sites are allocated in the Central Shopping Area for retail development to meet the forecast need for comparison shopping floorspace to 2031 at:

- a. New site – IP347 Mecca Bingo, Lloyds Avenue (650 sq m net);
- b. IP040 The former Civic Centre, Civic Drive ('Westgate') as part of a residential-led development (2,050 sq m net);
- c. IP048b west part of Mint Quarter as part of a mixed use residential development (4,800 sq m net); and
- d. Units in upper Princes Street (675 sq m net).

The former British Homes Stores, Butter Market, is safeguarded to include some future A1 retail provision.

The Central Shopping Area is amended to extend [to the](#) south-west part way down Princes Street and contract at its western extend to exclude the former police station (site IP041) and adjacent housing.

Land is also allocated at the former Co-Op Depot, Boss Hall Road ([500-315](#) sq m net), to meet the need for comparison shopping floorspace as part of the new Sproughton Road District Centre. Development will be at an appropriate scale for a district centre in accordance with CS14.

The allocations and the extent of the Central Shopping Area are illustrated on the policies map and the IP-One Area Inset policies map.

5.9 The National Planning Policy Framework (NPPF) advises that local planning authorities should set out policies for the management and growth of town centres over the plan period. The Council's Retail and Commercial Leisure Study ([2017](#)) identified a need for additional retail floorspace in the town centre. It is needed to meet the needs of a growing population and secure the town's position as a regional shopping centre, which can compete effectively with other centres.

5.10 However, more recent evidence in the study undertaken by DTZ ([2013](#)) to advise the Council on the delivery of additional retail floorspace in the town centre indicates that, in the current economic climate and given the pressures facing town centre retailing, the quantum of deliverable new floorspace is likely to be less than previously thought. The subsequent 2017 Retail Study identifies that within the first five years of the Local Plan period, there is no need for any additional retail floorspace. [The 2019 retail position update states that over the 10-year period required by the NPPF \(2019\), there is a need for 9,900sq m \(10,500 sq m including Copdock\) net comparison floorspace to 2029.](#)

- 5.11 The focus should be on strengthening the existing centre, particularly the prime pitch, prioritising sites and supporting the delivery of one scheme in a development cycle (10 years) for new retail floorspace. This evidence has informed Core Strategy Review policy CS14 and policy SP10 above.
- 5.12 Delivering new retail investment in town centres can be challenging in this economic climate. The Mecca Bingo site, Westgate site and west side of the Mint Quarter are identified as a key opportunities to achieve new development, as they are located in close proximity to the existing retail core and would build upon the existing well functioning retail centre.
- 5.13 New retail floorspace here helps to address the qualitative deficiencies in the town centre, such as the lack of choice of large floor plate shop units.
- 5.14 A development brief will be prepared to guide the redevelopment of the Mint Quarter.
- 5.15 In addition to the new allocations, existing units which are vacant or in A2 use are allocated and safeguarded, consisting of the upper part of Princes Street currently primarily in A2 use but with two vacant units, and the former BHS store on the Butter Market which has potential for over 3,000 sq m of floor space in a large floorplate building in ~~primary frontage~~[the primary shopping area](#).
- 5.16 The allocations above, and small scale retail floorspace likely to be delivered within mixed use developments in IP-One (840 sq m net), and the new District Centre allocated at Ipswich Garden Suburb through policy CS10 provide for at least 10,000 sq m (net) of new comparison retail floorspace. The need for retail floorspace will be kept under review.

Policy SP11 The Waterfront

Policy SP11 The Waterfront

The Waterfront is defined on the IP-One Area inset policies map. The Waterfront remains the focus for regeneration within central Ipswich to create high quality, mixed use neighbourhoods in accordance with Core Strategy Review policies CS2 and CS3.

Within the Waterfront, new development should contain a mix of uses. Residential, community, office, arts, culture, open space, boat-related and tourism uses will be permitted. [Final Draft Core Strategy Review](#) policy [DM22DM23](#) a. shall apply in relation to residential density.

Where the Waterfront overlaps with the town centre at the northern quays, all the main town centre uses will be permitted with the exception of retail uses, applications for which will be considered against [Final Draft Core Strategy Review](#) policy [DM30DM31](#).

The Education Quarter is addressed through policy SP12 and arts, culture and tourism through policy [DM27DM28](#) (formerly SP14).

- 5.17 The Waterfront consists of over 80ha of land and buildings around the Wet Dock, which was completed in 1842. It includes the historic port area located to the north of the modern commercial port. It is characterised by a mix of buildings of varying scales. The Wet Dock was designated a conservation area in 1991. The area contains a number of important heritage assets, including listed buildings, which new development will need to take into account. [Final Draft Core Strategy Review](#) policy [DM138](#) addresses heritage assets and conservation.
- 5.18 The regeneration of the Waterfront as a mixed use area started in 1999 with the completion of apartments at Neptune Quay. To date, much development has been delivered, including residential and commercial uses and academic and student accommodation buildings for the University of Suffolk.
- 5.19 However, a few key sites remain to be redeveloped and the recession has seen some large developments stall. Therefore the regeneration focus needs to remain on this area. The flood defence barrier is important for the release of development sites at the Waterfront (and the wider area in the flood zone). It ~~has been largely~~ completed in 2019~~8~~.
- 5.20 The 'main town centre uses' are defined through the National Planning Policy Framework as retail, leisure, entertainment facilities, more intensive sport and recreation uses, offices, arts culture and tourism. The Waterfront extends further south than the town centre but the two areas overlap at the

northern quays. Within the Waterfront, office, arts, culture open space, boat-related and tourism uses are considered appropriate in order to support the delivery of a mixed use area, to provide some flexibility to support its continued regeneration and because the accessibility of the Waterfront is good. At the northern quays additional main town centre uses are permissible with the exception of retail uses. A key element of the Council's strategy for the Waterfront is to ensure that it complements, but does not compete with, the shopping focus in the Central Shopping Area.

- 5.21 Ipswich Port is situated within and adjacent to the Waterfront and therefore new development should take account of its operational needs.
- 5.22 This policy helps to implement Policies CS2 and CS3 of the Core Strategy Review. CS2 'The Location and Nature of Development' sees a focus on residential and community facility development within the Waterfront in order to support the regeneration and sustainable growth of Ipswich, and mixed use development within the town centre. CS3 identifies the importance of the Waterfront and town centre as areas within IP-One.
- 5.23 Parts of the Waterfront also fall within the town centre and the Education Quarter. The town centre is addressed by policy ~~DM30~~[DM31](#) in the [Final Draft Core Strategy Review](#). The Education Quarter is addressed by policy SP12 in this plan.

Policy SP12 Education Quarter

Policy SP12 Education Quarter

The Education Quarter is defined on the IP-One Area inset policies map, comprising the Suffolk New College campus and the University of Suffolk campus. Within the defined Education Quarter, development for education and ancillary uses such as student accommodation or offices will be permitted.

On sites which fall within the Education Quarter and the Waterfront, the Council would consider Waterfront uses on their merits, provided they would not compromise the ability of the University to function or expand and to meet future education needs.

Development of site reference IP049 No 8 Shed Orwell Quay will be required to include an element of public car parking in accordance with policy SP17.

- 5.24 University Campus Suffolk (UCS) grew from around 3,000 students in 2008/09 to over 3,900 in 2011/12. In August 2016 it became the University of Suffolk. It makes many important contributions to the town e.g. through raising levels of educational attainment, its links with the business sector, attracting young people to locate or stay in Ipswich, adding vibrancy to the Waterfront and town centre and indirectly helping to support shops and businesses providing goods and services to students.
- 5.25 Suffolk New College is a tertiary college established in 2007 in new premises on Rope Walk, providing for students studying for a range of qualifications. Like the University of Suffolk, it makes an important contribution to Ipswich life and to raising the levels of educational attainment amongst Ipswich residents and beyond.
- 5.26 The Council wishes to safeguard the Education Quarter for predominantly education uses, because of its importance to the town and the benefits that can flow from locating educational uses in close proximity. The institutions need to be able to grow and adapt over coming years. The policy allows for education uses, but also offers some flexibility for appropriate uses provided this would not compromise future use or expansion for education purposes. Proposals for development within the Education Quarter should demonstrate how sustainable modes of transport will be achieved.
- 5.27 The co-location of knowledge-based businesses in close proximity to the University campus is recognised by the Council as an important

consideration, therefore the policy would allow for spin-off businesses to locate within the Education Quarter. This would also help to support the institution's success in placing its graduates into employment.

- 5.28 Ancillary uses are those uses which have a functional relationship with the main education use. Proposals for retail development within the Education Quarter will be considered in relation to retail policies of the Core Strategy Review. Policy [DM28 \(formerly SP14\)](#) states the Council's 'in principle' support for the development of flexible conference and exhibition space at the Waterfront. This could occur within the Waterfront section of the Education Quarter in accordance with this policy.
- 5.29 The need for an element of public car parking at site reference IP049 which falls within the Education Quarter and the Waterfront was identified through the emerging Parking Study. Development principles for the Education Quarter are set out in Chapter 6 (see 'Opportunity Area D').

Policy SP13 Portman Quarter (formerly Ipswich Village)

SP13 Portman Quarter

The Portman Quarter is defined on the IP-One Area inset policies map as a focus for regeneration in the west of IP-One. The Council's vision for the Portman Quarter is a mixed-use neighbourhood of residential use, open spaces and main town centre uses, excluding retail, where they accord with [Final Draft Core Strategy Review](#) policy [DM30DM31](#).

- 5.30 Ipswich Village is an area focused on the Portman Road football ground and has been re-named 'the Portman Quarter' to reflect this key leisure facility and align with the Ipswich Vision document. The area has undergone a significant amount of change already with new office, court and residential uses replacing older industries through developments such as the County Court, Voyage, Endeavour House and Grafton House. The Council wishes this regeneration to continue and, to this effect, allocations for development within the area are made elsewhere in this plan.
- 5.31 The east part of the Portman Quarter lies within the town centre boundary where main town centre uses such as offices and leisure are permitted. The Princes Street corridor, part of which lies within Ipswich Village, gained Enterprise Zone status in 2015. The western part of the area is identified as an Opportunity Area through Chapter 6 of this plan.

Policy SP14 Arts, Culture and Tourism Policy moved to sit with the Development Management policies.

Policy SP14 Arts, Culture and Tourism

~~The Council will support the retention and enhancement of existing facilities providing arts, cultural and tourism facilities, including visitor accommodation throughout the Borough. Alternative uses will only be considered where it can be demonstrated that the current use is either being satisfactorily relocated or is unviable or that the new use complements the arts, culture and tourism sectors and supports the vitality and viability of the town centre. Retail development would need to satisfy policy DM31.~~

~~New facilities for arts, culture or tourism including accommodation will be supported where they are focused within the town centre boundary or within the Waterfront area.~~

~~Where new arts, culture and tourism facilities or visitor accommodation are proposed in locations outside the town centre or Waterfront, planning permission will only be granted in accordance with policy DM30.~~

~~The Council will support the creation of a purpose built, multi-purpose space on the Waterfront which will be either a stand alone facility, or part of a mixed use development, capable of providing flexible conference and exhibition space.~~

~~5.32 The town has a wealth of arts, cultural and heritage assets, which enrich the lives of Ipswich residents and bring in a significant number of visitors. There are approximately 2.6 million day visitors per year and 1.0 million longer stay visitors, including those from overseas and the rest of the UK (Ipswich Town Centre Master Plan, 2012). They support directly and indirectly a significant number of full and part time jobs.~~

~~5.33 Focussing art, cultural and tourism uses within the town centre will aid in the delivery of the spatial strategy for sustainable growth through urban renaissance, by making the best use of previously developed land, by putting facilities in close proximity to those who need them, and by providing regeneration opportunities to key strategic town centre sites, thus enhancing the vitality and vibrancy of the central area. It also accords with national planning policy for 'main town centre uses'.~~

~~5.34 The Council's intention is to support the diverse nature of arts, cultural and heritage facilities in Ipswich, by allowing improvements to existing facilities. These assets support employment in a fast growing sector, and generate economic activity which in turn supports town centre regeneration, and~~

~~provides cultural diversity and choice for those living in and visiting Ipswich. Arts, cultural and heritage assets contribute to the vitality and viability of the town centre by providing attractions and facilities which are complementary to the main retail and employment function, and can be easily accessed.~~

~~5.35 The English Tourism Board has indicated that Tourism is worth £5 billion a year to the Eastern Region, with the tourism sector now employing 185,000 people. Tourism is one of the main components of the visitor economy and it has been identified as one of the fastest growing sectors of the global economy. Visitor accommodation is integral to the provision of jobs growth in Ipswich, and as such the provision of quality accommodation for a wide variety of visitor needs will support the objectives of policy CS13.~~

~~5.36 Policy CS4 identifies the Council's commitment to protecting and enhancing the Borough's heritage of built, historic and natural assets including listed buildings, museums, parks and gardens and the river corridor. The cultural activity associated with these assets provides a crucial link with the visitor economy and should therefore be maintained and enhanced to ensure that this offer remains attractive. Retaining and enhancing existing facilities will benefit heritage assets that are currently used for arts, cultural and tourism purposes, while new facilities could also be beneficial provided they are appropriately design and located. Core Strategy Review policy DM8 deals with heritage assets and conservation. The Council's Town Centre Master Plan (2012) identifies improved facilities for performance arts, arts, museums and heritage, public art and events as areas to support.~~

~~5.37 The Council will therefore be supportive of:~~

- ~~• Improvements to Ipswich Museum and adjacent buildings, including Ipswich Art School, Wolsey Studio, and High Street Exhibition Gallery;~~
- ~~• the New Wolsey Theatre, Corn Exchange and Regent Theatre;~~
- ~~• Christchurch Mansion and Park; and~~
- ~~• the creation of a multi purpose exhibition and conference facility, which could include a live entertainment venue, at the Waterfront.~~

~~5.38 The Council will also support street performance and 'pop-up' temporary facilities related to cultural events and festivals in appropriately located public spaces and vacant premises, where they do not prejudice other Local Plan policies.~~

~~5.395.32 High quality arts and cultural facilities play an important role in attracting and retaining residents to the town. The IBC Culture and Leisure Needs Study 2010-2025 found that quality provision and a thriving arts and cultural scene can help to increase a town's appeal to students selecting a university and retain graduates on completion of their degree due to their positive experiences. It is seen that the encouragement of street theatre and performance in the town centre would help to develop awareness of, and exposure to, the arts, and therefore be of benefit to the visitor economy.~~

Policy SP15 Improving Pedestrian and Cycle Routes

5.405.33 The Local Transport Plan for Suffolk 2011-2031 identifies the following key issues for Ipswich:

- Road condition
- Urban realm improvements
- Tackling congestion
- Modernisation of bus stations
- Reducing separation between town centre and waterfront
- Better facilities for walking and cycling
- Stronger neighbourhoods
- Longer term – crossing for improved access to wet dock island site
- Town centre masterplan
- A14 improvements
- Ipswich – Transport fit for the 21st Century (now known as Travel Ipswich)
- Extensive Air Quality Management Areas
- A14 Orwell Bridge and Seven Hills Interchange Congestion

5.415.34 ~~The Local Transport Plan is under review. A draft Transport Mitigation Strategy has been published by Suffolk County Council, with a detailed action plan to mitigate the impacts of planned growth under discussion by the Ipswich Strategic Planning Area Board (see policy CS20 of the Final Draft Core Strategy). Walking and cycling route and infrastructure improvements to support and encourage healthy and sustainable travel will form a key component of the strategy. following policies set out a land use response to those which are relevant to the IP-One area.~~

Policy SP15 Improving Pedestrian and Cycle Routes

The Council will support improvements to pedestrian and cycle routes within the IP-One area and linking the town centre to residential areas and beyond. It will seek opportunities to deliver the following specific improvements through safeguarding routes where necessary, new developments and/or seeking funding opportunities:

- **The provision of safe cycle and pedestrian access across the lock gates at the entrance to the Wet Dock to create a circular route;**
- **The provision of new foot and cycle bridges across the new Cut linking Stoke Quay to St Peter’s Wharf and the Island site to [Mather Way/Felaw Street](#);**
- **An improved pedestrian environment on key walking routes from the Waterfront to the Central Shopping Area - Turret Lane, Lower Brook Street, Foundation Street and Lower Orwell Street;**

- Improved pedestrian links through Cardinal Park linking the station and Central Shopping Area;
- Enhanced walking and cycling links between the railway station and the Waterfront via the river path;
- Improved pedestrian and cycle links from Handford Road to Sir Alf Ramsey Way;
- Improved pedestrian and cycle routes linking St Matthew’s Church, the New Wolsey Theatre, Westgate Street and the proposed cultural hub at High Street; and
- The pedestrianisation of Princes Street North, ~~Queen Street~~ and Upper Brook Street.

Throughout the Borough, development should improve linkages to the rights of way network, including cross boundary links, where opportunities exist to do so.

Pedestrian and cycle measures are also supported outside IP-One, specifically:

- a. A pedestrian and cycle bridge across the River Gipping in west Ipswich; and
- ~~a.b.~~ A pedestrian and cycle bridge across the railway line at Felixstowe Road District Centre.

5.425.35 Some improvements have been made under the Travel Ipswich scheme to walking routes from the railway station via Princes Street to the Central Shopping Area.

5.435.36 However, other improvements are also needed as listed in the policy, providing links across water or enhancing routes between key nodes or improving the pedestrian and cycle environment. The Council will work with the Highway Authority, developers and landowners to deliver new routes and improvements to existing routes. The Council ~~is also developing~~ has also adopted a Public Realm Strategy Supplementary Planning Document for the town centre which identifies the priorities in the town centre and Waterfront for environmental enhancements.

5.445.37 The Town Centre ~~Master Plan and Waterfront Public Realm Strategy SPD (2019)~~ states that accessibility to and around the town centre for walking and cycling is fair but there is a need to increase the quality and safety of routes, to improve information and to provide more facilities for crossing the busy roads at the edge of the central area. It recommends making Star Lane more pedestrian friendly and easier to cross and improving links for pedestrians between the Waterfront and Town Centre.

5.38 The Council adopted a Cycling Strategy supplementary planning document in July 2016. –Opportunities to implement the strategy will be sought through development proposals and any funding opportunities that arise as a result of the preparation by the Highway Authority of a Walking and Cycling Infrastructure Plan. The river path is a key route for active travel which links

into adjacent districts. Currently the route is obstructed in the vicinity of Boss Hall to cyclists and people with reduced mobility by a structure formerly needed for the operation of a sluice gate. Opportunities will be sought to secure its removal.

5.455.39 Where land within development sites is needed for walking and cycling infrastructure, it is safeguarded through policy SP9.

Policy SP16 Transport Proposals in IP-One

Policy SP16 Transport Proposals in IP-One

The Council supports the aspiration identified in the Local Transport Plan for the provision of a new Wet Dock Crossing, linking the east bank in the vicinity of Toller Road with the west bank in the vicinity of ~~Mather Way~~Felaw Street. The crossing would facilitate access to the Island Site and may provide for through traffic. Its design would maintain boat access through the lock and navigation along the New Cut. The design and layout of development on the Island Site IP037 should not prejudice the future delivery of a Wet Dock Crossing should a firm proposal be included in future updates of the Local Transport Plan.

The Council also supports measures to improve pedestrian and cycle access between the Waterfront and Central Shopping Area.

5.465.40 The geography of central Ipswich is such that vehicular movement between its eastern and western sides is constrained by the mediaeval core and the existence of the Wet Dock. This limits options for such movements and means that the Star Lane Gyratory is a key east-west corridor. However, it causes several problems including congestion, poor air quality⁶ and a physical barrier to pedestrian movement between the Waterfront and the Central Shopping Area.

5.41 The Ipswich Waterfront Study 2007 suggested reducing the Gyratory to one lane in each direction⁷. However, the Council concluded that it could be supported only if a compensatory alternative east west route could be found. Through the Final Draft Core Strategy ~~Review~~ policy CS20, the Council has identified ~~the aspiration to achieve this in the form that this could be achieved through~~ of a Wet Dock Crossing, or an Ipswich northern by-pass. The Wet Dock Crossing would provide access to the Island Site. It could also provide and a route for through traffic, but this is yet to be determined.

5.42 In March 2015, the New Anglia Local Enterprise Partnership obtained funding in order to carry out a feasibility study for the Wet Dock Crossing. It was re-named the Upper Orwell Crossings Project and involved three bridges: bridge A a vehicular link between the east and west banks; bridge B a pedestrian and cycle bridge across the lock gates; and bridge C a vehicular link over the

⁶ See IBC website <https://www.ipswich.gov.uk/airqualitymanagement>

⁷ Ipswich Waterfront Transport Study, 2007, Suffolk County Council. Core Document Library reference ICD45

New Cut West. In January 2019, Suffolk County Council formally cancelled the project but feasibility work on bridges B and C continues.

5.43 Final Draft Core Strategy Review paragraphs 8.2~~4606~~ and 8.2~~4707~~ address access to the Island Site, which as a minimum will require a road bridge from the west bank to the Island Site and a pedestrian and cycle bridge across the Wet Dock lock gates to enable any significant development (equivalent to Upper Orwell Crossings Project bridges 2 and 3). ~~however, it~~The Island Site IP037 does not require a full Wet Dock Crossing to enable its delivery). The proposal is included as an aspiration in the Local Transport Plan, which is currently under review. ~~The Local Transport Plan is subject to periodic review and update. A Wet Dock Crossing~~

~~5.47~~5.44 Any crossing here would pass through the Island Site and the Wet Dock Conservation Area and therefore its design would need to take into account heritage issues. ~~In March 2015 the New Anglia Local Enterprise obtained funding in order to carry out a feasibility study for the Wet Dock Crossing.~~ The Wet Dock Crossing must avoid unacceptable impact on vessel access to the Wet Dock, on Cliff Road, on the West Bank Terminal railhead, on port security and on New Cut navigation.

Policy SP17 Town Centre Car Parking

Policy SP17 Town Centre Car Parking

The Council will pursue a town centre car parking policy with the twin aims of supporting the economy of the town centre and limiting congestion, through encouraging the use of sustainable modes of transport.

To this end, a Central Car Parking Core is identified on the IP-One inset policies map. Within this area, Core Strategy Review policy [DM21DM22](#) shall apply.

Sites are allocated for multi storey car parks providing additional short stay shopper and visitor parking or long stay commuter parking as specified below:

- a. IP015 West End Road – long stay parking;
- b. IP048 Mint Quarter – short stay parking;
- c. IP049 No 8 Shed Orwell Quay – long stay parking.

The provision of a multi-storey car park at site IP015 West End Road will replace the existing on-site surface parking. It will also replace existing long stay parking at IP051 Old Cattle Market, Portman Road, if this is not replaced on site through redevelopment.

All new permanent car parks will be required to achieve good design and quality, and include electric vehicle charging points and variable messaging technology.

Proposals for additional temporary car parks within the town centre will not be permitted. Proposals to renew existing planning consents for temporary short stay public parking within the town centre will not be permitted when the permanent provision allocated above has been delivered. Until then, temporary car parks will be expected to achieve the same level of quality as permanent ones.

[5.485.45](#) Promoting sustainable transport choices is important to tackle congestion in Ipswich and its associated disadvantages for businesses, the environment and human health. It is also important for equality and inclusion, as 27.8% of Ipswich households do not have access to a car or van (2011 Census ONS Table KS404EW) and therefore it is important that public transport services can be sustained through high levels of use. Car parking policies are an important tool, alongside other planning and transport measures, to promote sustainable transport choices.

[5.495.46](#) At the same time, providing sufficient car parking of good quality in the right places is essential to support the vitality and viability of the Central Shopping Area and enable it to compete with other centres, out of centre shops and internet shopping.

[5.505.47](#) It is important to weigh the need to control car parking in Ipswich town centre with the need to support the town centre economy. Ipswich town centre also serves a rural hinterland where car ownership is higher and public transport services are less available. In the three adjacent districts to Ipswich, the average percentage of households with no car or van available is only 13.1%.

[5.515.48](#) The provision of public car parking provision within central Ipswich has been reviewed through a parking study, which will inform the preparation of an Ipswich Parking Strategy. The study identified that central Ipswich contains approximately 6,817 public, off-street car parking spaces in and around the town centre (including 147 disabled spaces). Some 4,885 of the spaces within the study area provide the option for long-stay parking with the remaining 1,932 providing for short-stay parking only. Pricing mechanisms are used as a disincentive to using short stay car parks for long stay visits.

[5.525.49](#) Short stay car parks support the economy of town centre and culture and leisure based activities. Through the Local Plan, the aim is to ensure a reasonable supply of conveniently located and reasonably priced spaces. Short stay is defined as up to 5 hours. Short stay car parks may be located within or outside the central car parking core.

[5.535.50](#) Long stay parking is mainly for commuters. The aim is to discourage commuting trips from entering the town centre, in order to manage the morning and evening peaks, whilst recognising that there needs to be some supply for those commuters who will only or can only drive (some or all of the time).

[5.545.51](#) The emerging findings from the parking strategy study (which does not differentiate future demand in terms of long or short stay) suggest a significant net deficit of spaces by 2036 in central Ipswich of fewer than ten spaces. Geographically, the areas of deficit are in the vicinity of the railway station and office quarter around Russell Road, the Waterfront and in the north of the town centre. The Council is preparing a Ipswich Area Parking Plan to indicate how new, permanent parking provision will be made to replace the existing temporary spaces, in accordance with the evidence. In doing so, the Council will have regard to the County Council's draft Transport Mitigation Study and emerging action plan to ensure that parking is considered as part of a comprehensive approach to travel into central Ipswich.

~~5.55~~5.52 The principle reflected through this policy is to allocate sites to meet the need for additional capacity in locations at the key entry points of the town centre. This approach seeks to limit driver 'churn' looking for appropriate spaces and needing to drive across the town centre. These could be single sites offering both long and short stay or they could be separate sites, outside the parking core if they are long stay car parks, and inside the core if they are short stay car parks.

~~5.55~~5.53 The policy aims to strike an appropriate balance between providing sufficient, correctly priced car parking to encourage shoppers and visitors into Ipswich town centre, without adding to the burden of congestion or undermining sustainable travel options. Whilst short stay temporary car parking has been allowed on a number of sites awaiting redevelopment within the town centre, it is considered that any more would undermine work to encourage mode switching ~~through Travel Ipswich~~. Therefore the policy does not permit additional provision of such car parking.

~~5.57~~5.54 The National Planning Policy Framework states that local authorities should seek to improve the quality of parking in town centres so that it is convenient, safe and secure, alongside measures to promote accessibility for pedestrians and cyclists (see policy SP15).

~~5.58~~5.55 The number of spaces to be provided at the sites allocated will be determined in relation to the delivery of additional floorspace in the town centre for the main town centre uses and spaces being lost to redevelopment. Short stay parking is that which provides for shoppers or leisure visitors visiting the town centre for part of a day or evening, whilst long stay parking is whole-day parking for workers. The difference is usually established by the location and pricing structure of the car park. When designing proposals, consideration should be given to Secured by Design guidance relating to car parks.

Part C

IP-One Opportunity
Areas










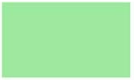


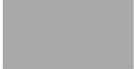
CHAPTER 6: IP-One Opportunity Areas

6.1 ~~Seven~~Eight Opportunity Areas have been identified within the IP-One area defined on the map in Figure 1 in Chapter 2 (see list below). They are areas where there are clusters of development opportunities, which together present an important opportunity to enhance the townscape and public realm. The Opportunity Area descriptions, development principles and plans which follow will act as concept plans to guide the development strategically that is expected to take place. They should be adhered to unless evidence submitted with applications indicates that a different approach better delivers the plan objectives. The allocation policies of the Plan take precedence over the Opportunity Area guidance and site sheets in the event of any discrepancy.

- A Island Site (this area includes part of the former Opportunity Area E Over Stoke Waterside)
- B Merchant Quarter
- C Mint Quarter and surrounding area
- D Education Quarter and surrounding area
- E Westgate
- F River and Princes Street Corridor (this area reflects a re-focus of the former Opportunity Area G River Corridor)
- G Upper Orwell River and Canalside – this is a new area added to reflect potential development sites in this area of IP-One, allocated through policy SP2
- H Holywells Area






6.2 For each Opportunity Area two plans are included: the first is a site analysis plan and the second a plan to illustrate the development options and design guidelines. The development options shown illustrate how development could be laid out on allocated sites.

Key to Diagrams - Site Analysis

-  Opportunity area boundary
-  Major routes
-  Minor routes
-  Pedestrian and cycle routes
-  Listed buildings
-  Landmark buildings
-  Positive frontages
-  Frontages having a neutral impact on urban quality
-  Frontages detracting from the urban structure
-  Green space
-  Potential bridging points or existing bridge improvements
-  Urban connections to be created or improved
-  Scheduled Ancient Monument

© Crown copyright and database right 2014. Ordnance Survey Licence number 100021566. Ipswich Borough Council.

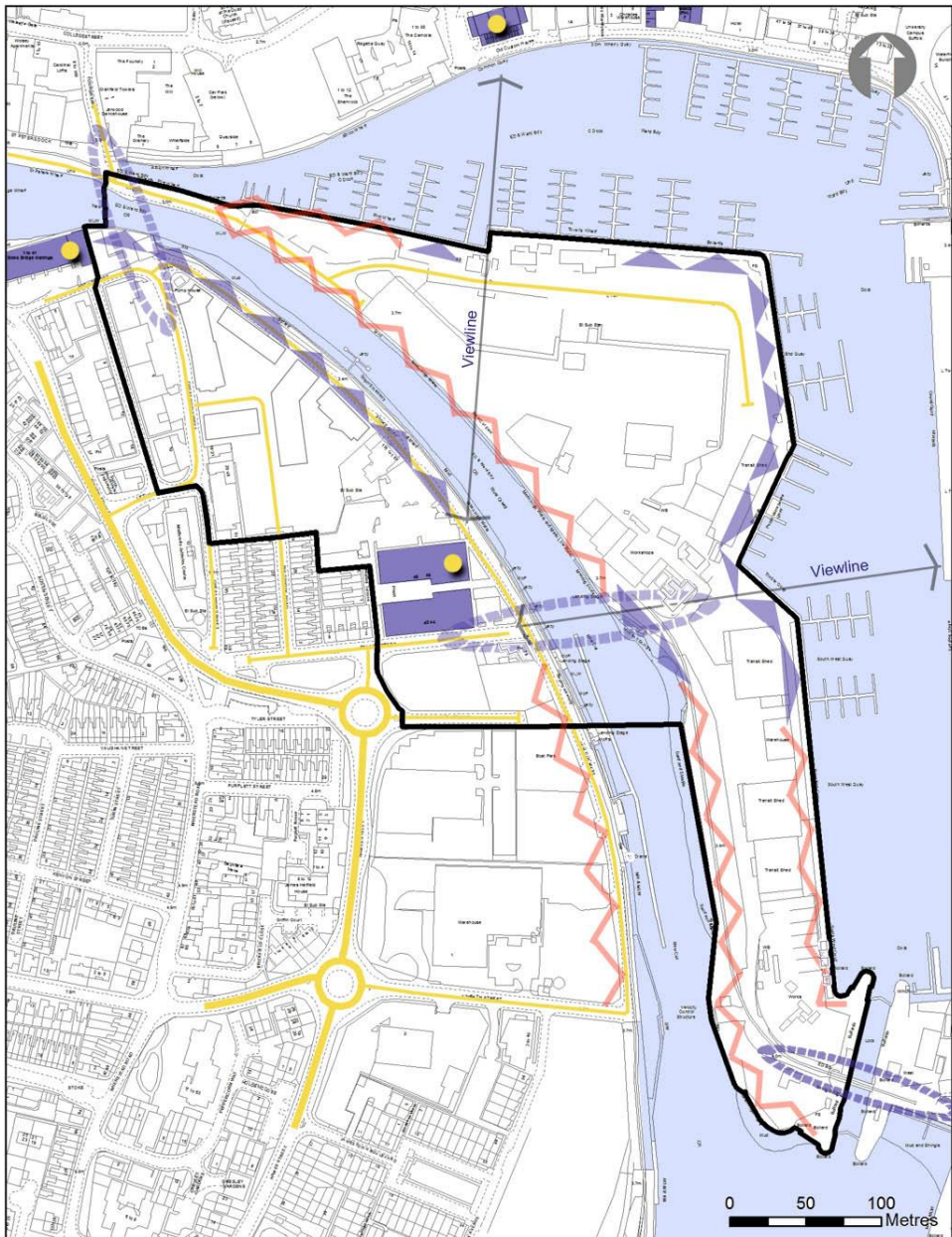
Key to Diagrams - Development Options

-  Opportunity area boundary
-  Major routes
-  Minor routes
-  Pedestrian and cycle routes
-  Listed buildings
-  Development Option
-  Landmark buildings
-  Green space
-  New or improved urban focal space

A – Island Site. Site Analysis.

A - Island Site

Analysis

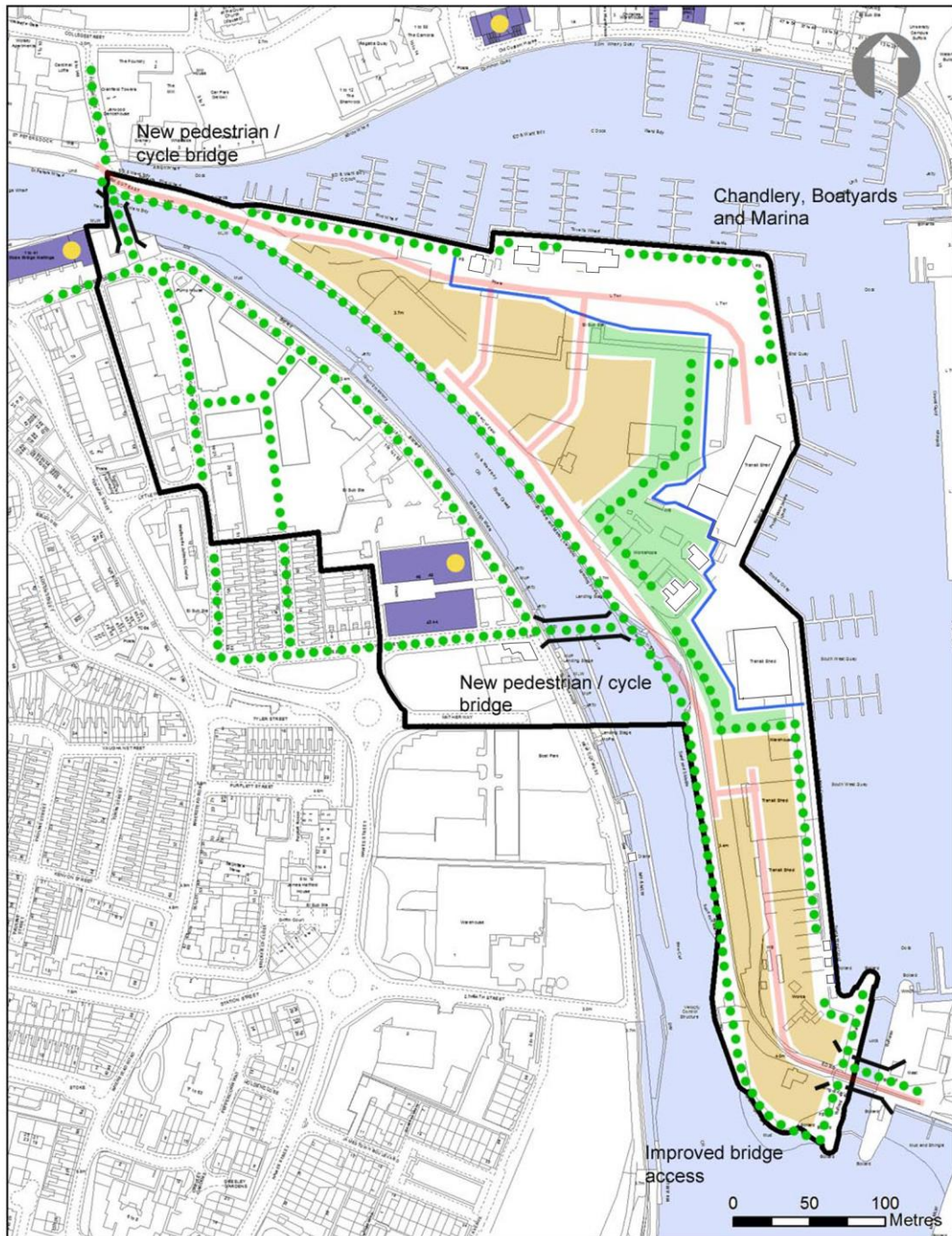


© Crown copyright and database right 2014. Ordnance Survey Licence number 100021566. Ipswich Borough Council.

A – Island Site. Development Options.

A - Island Site

Development Option



© Crown copyright and database right 2014. Ordnance Survey Licence number 100021566. Ipswich Borough Council.

Opportunity Area A – Island site

The Island is located in the heart of the Ipswich Waterfront on land that was reclaimed when the Wet Dock was constructed over 150 years ago creating an island linked to the ‘mainland’ by a narrow connection at St Peter’s Dock. In recent decades the usage of the Island has changed as industrial port activities have given way to leisure uses based around the development of the marina. The Island represents a key development opportunity in the regenerated Waterfront.

The development of the Island site can contribute in a variety of ways to the regeneration of the Waterfront area. It is appropriate for provision of low to medium rise development which would maintain the essential character of the Wet Dock Conservation Area and protect significant views across from the outer edges of the Waterfront. Space is available to provide some much needed green areas including reinstatement of the tree lined promenade. The old lock gate area provides a natural focus for leisure uses while there is still space for further development of marina related activity.

West of the New Cut, opportunities exist for new mixed use development which can enhance the setting of historic buildings such as Felaw Maltings and the use of the quayside promenade and historic connecting routes such as Great Whip Street and Felaw Street.

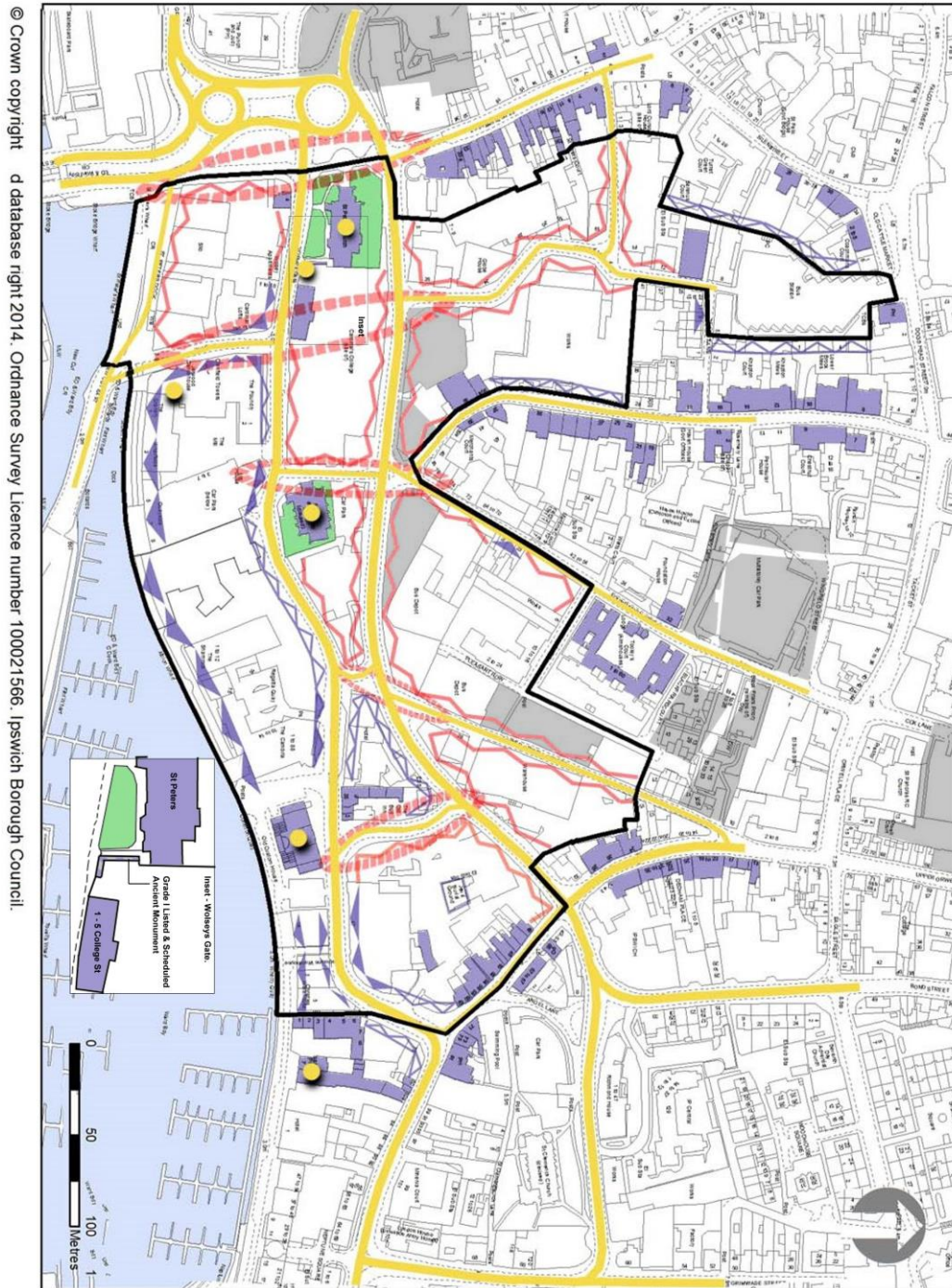
Development Opportunities	Development Principles
<p>Mixed use development comprising (percentage is indicative):</p> <ul style="list-style-type: none"> • Residential (75%) could include live-work units • Marina moorings and shore based facilities at the south end of the Island • Marine related industry including boat building • Employment including office use • Small scale retail, cafes and restaurants • Heritage/cultural based visitor attraction • Public open space • Conversion of historic buildings • Waterfront promenade 	<ul style="list-style-type: none"> • Retention, refurbishment and conversion of historic structures (Public Warehouse, Lock Keepers Cottages and Harbour Masters House) • Reinterpretation of historic lock as focus to new public space • Protection of key vistas across the island • Protection of predominantly open character of water area • Generally low to medium rise development (3 ,4 and 5 storeys) • High quality public realm/open spaces • Waterfront promenades to Wet Dock and Riverside • Development to provide vehicular access (including

	<p>emergency vehicles) and bridge across New Cut to link to Mather WayFelaw Street</p> <ul style="list-style-type: none">• Layout should not prejudice the potential provision of a full Wet Dock crossing• Provision of cycle/pedestrian bridge across lock gate and westward pedestrian and cycle access across the New Cut• Layout to facilitate location of new foot/cycle bridge from New Cut to St Peter's Wharf• Layout and design to address flood risk• Development to take account of heritage issues including archaeology and Wet Dock Conservation Area.• Ensure suitable public transport provision
--	--

B – Merchant Quarter. Site Analysis.

B - Merchants Quarter

Analysis

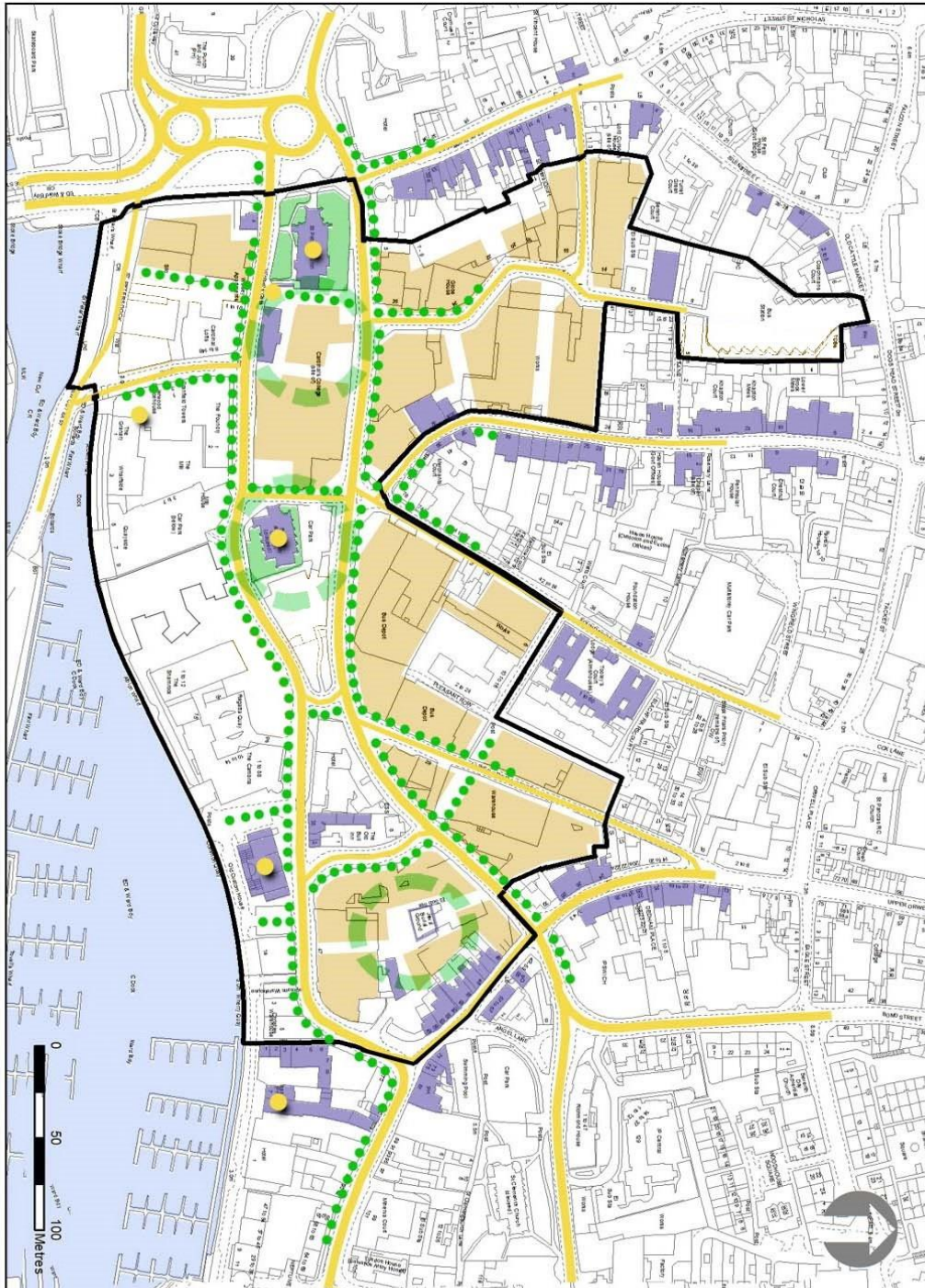


B – Merchant Quarter. Development Options.

B - Merchants Quarter

Development Option

© Crown copyright and database right 2014. Ordnance Survey Licence number 100021566. Ipswich Borough Council.



Opportunity Area B – Merchant Quarter

The area between the Wet Dock and the Central Shopping Area presents an opportunity to improve the links between the regenerated Waterfront area and the centre of town. The area includes several vacant and underused sites, the redevelopment of which would knit the area together from its present fragmented state.

Having undergone a period of development which has regenerated the Northern Quays, progress has now stopped, leaving a number of unfinished developments and gap sites. There are still issues of lack of connectivity between the Waterfront and the traditional Town Centre. The area between the old centre and Star Lane contains a network of streets, chiefly running north-south, but the linkage between this area and the Waterfront is affected by the barrier presented by the Star Lane gyratory road system. There is a poor quality environment in some parts of the area with several underused/vacant sites. Linked with proposals to lessen the impact of the Star Lane corridor, opportunities exist to reinforce the existing historic character and street pattern, promote improved pedestrian connection through and across the area, and migration of activity between the Town Centre and the Waterfront with the redevelopment of these underused/vacant sites. This area includes much of the internationally important area of the Anglo-Saxon and Medieval town and waterfront, including scheduled monuments and will involve considerable commitment of resources to archaeology.

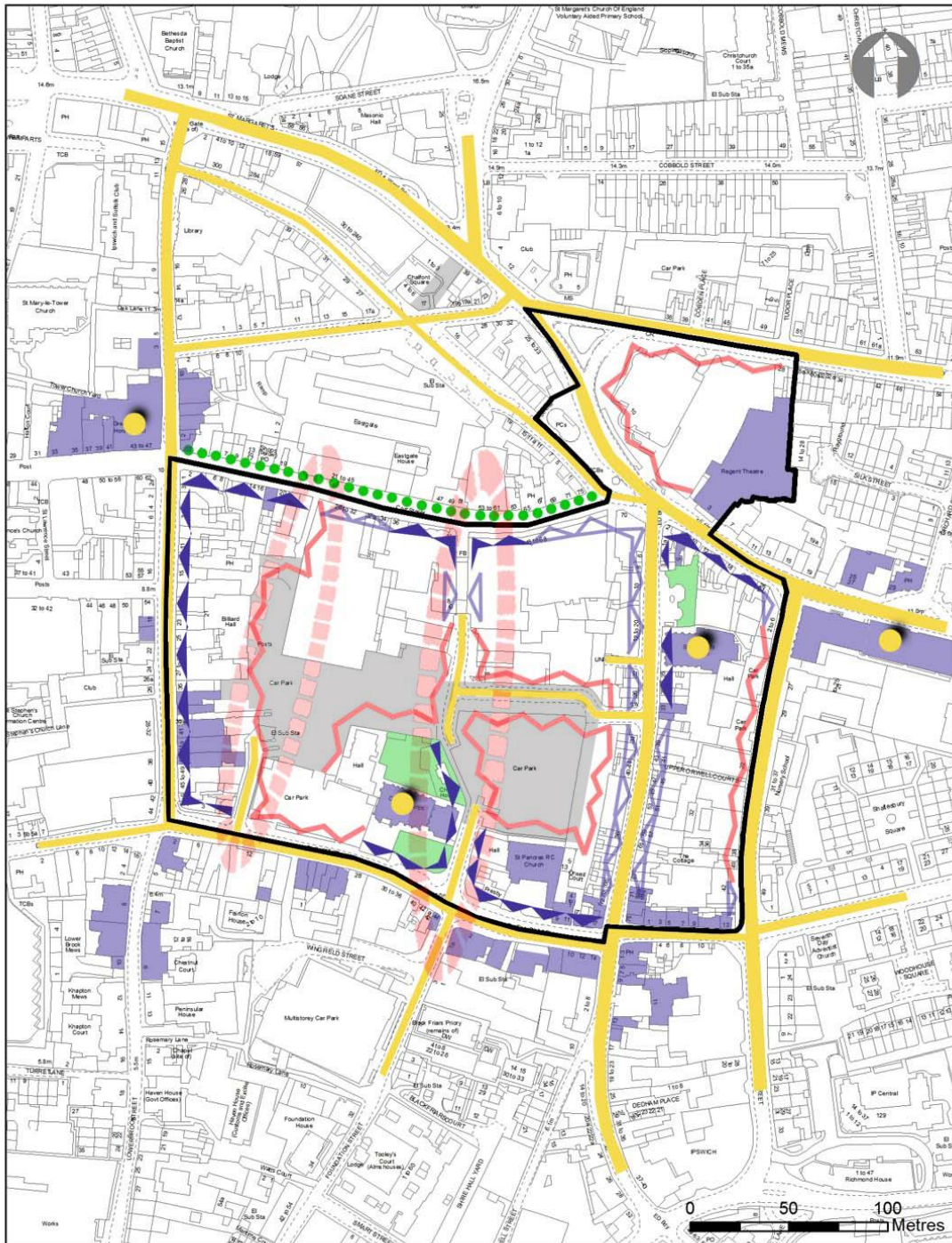
Development Opportunities	Development Principles
<p>Mixed use development comprising:- Residential (could include live work units)</p> <p>Non-residential use</p> <ul style="list-style-type: none"> -Offices/businesses -Cafes/restaurants -Small scale retail 	<ul style="list-style-type: none"> • Layout to relate to historic street pattern • Fine grain development of generally low rise (3 storeys) with increased scale at focal points, up to a maximum of 5 storeys, to reflect historic scale and grain. Taller buildings may be permitted in the tall building arc defined through policy DM156. • Enhance pedestrian linkage between town centre and waterfront with upgraded public realm. • Development to address street frontages – particularly Star Lane – and if possible allow for widening on Star Lane to

	<p>accommodate tree planting, cycle provision or wider footways.</p> <ul style="list-style-type: none">• Development to respect and enhance setting of Listed and historic buildings.• Development to address scheduled monuments and archaeology.• Replacement site for major EDF electricity sub-station.• Layout and design to address flood risk.
--	--

C – Mint Quarter and surrounding area. Site Analysis.

C - Mint Quarter

Analysis

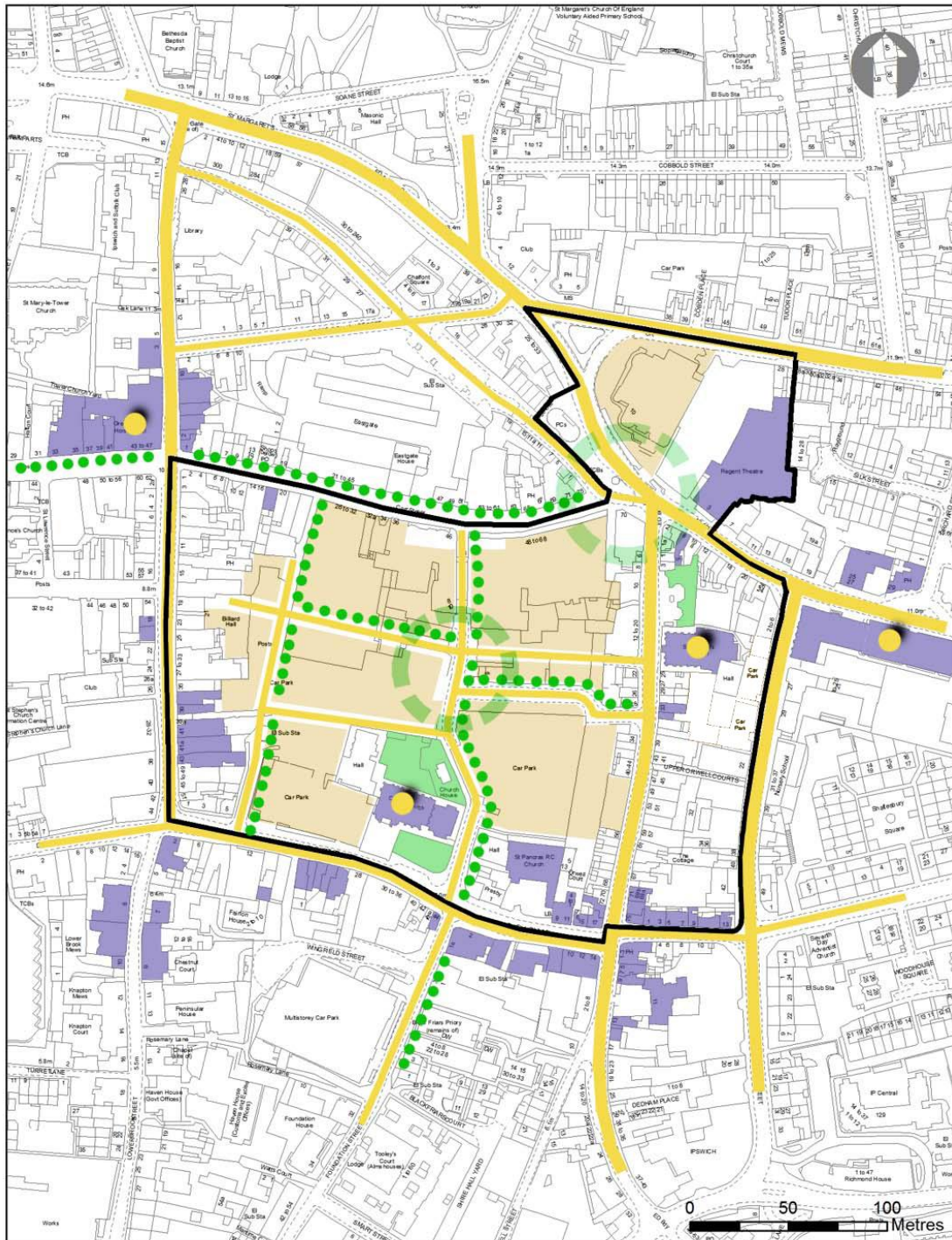


© Crown copyright and database right 2014. Ordnance Survey Licence number 100021566. Ipswich Borough Council.

C – Mint Quarter and surrounding area. Development Options.

C - Mint Quarter

Development Option



© Crown copyright and database right 2014. Ordnance Survey Licence number 100021566. Ipswich Borough Council.

Opportunity Area C – Mint Quarter / Cox Lane regeneration area and surrounding area

The ‘Mint Quarter’ is the name which has been applied to the proposed redevelopment area located within the block bounded by Carr Street, Upper Brook Street, Tacket Street/Orwell Place and Upper Orwell Street. Redevelopment of the Mint Quarter represents an opportunity for a mix of predominantly non-retail uses. Existing areas of surface parking will be replaced by a multi-storey short stay car park and redeveloped urban blocks with a legible layout of streets and public spaces. Development of the area will promote the residential-led regeneration of the adjoining peripheral shopping streets and much needed improvements to the public space at Major’s Corner.

Development of the main Mint Quarter area should be based around a continuation of the historic urban block structure, with a new pedestrian spine forming a continuation of Butter Market linking through to a new urban square located on the historic north-south route of Cox Lane. Ancillary routes should link through to the main routes enclosing the wider block and to acknowledge historic routes and features as appropriate. Residential accommodation should be provided at upper floors to provide an appropriate form and scale of development.

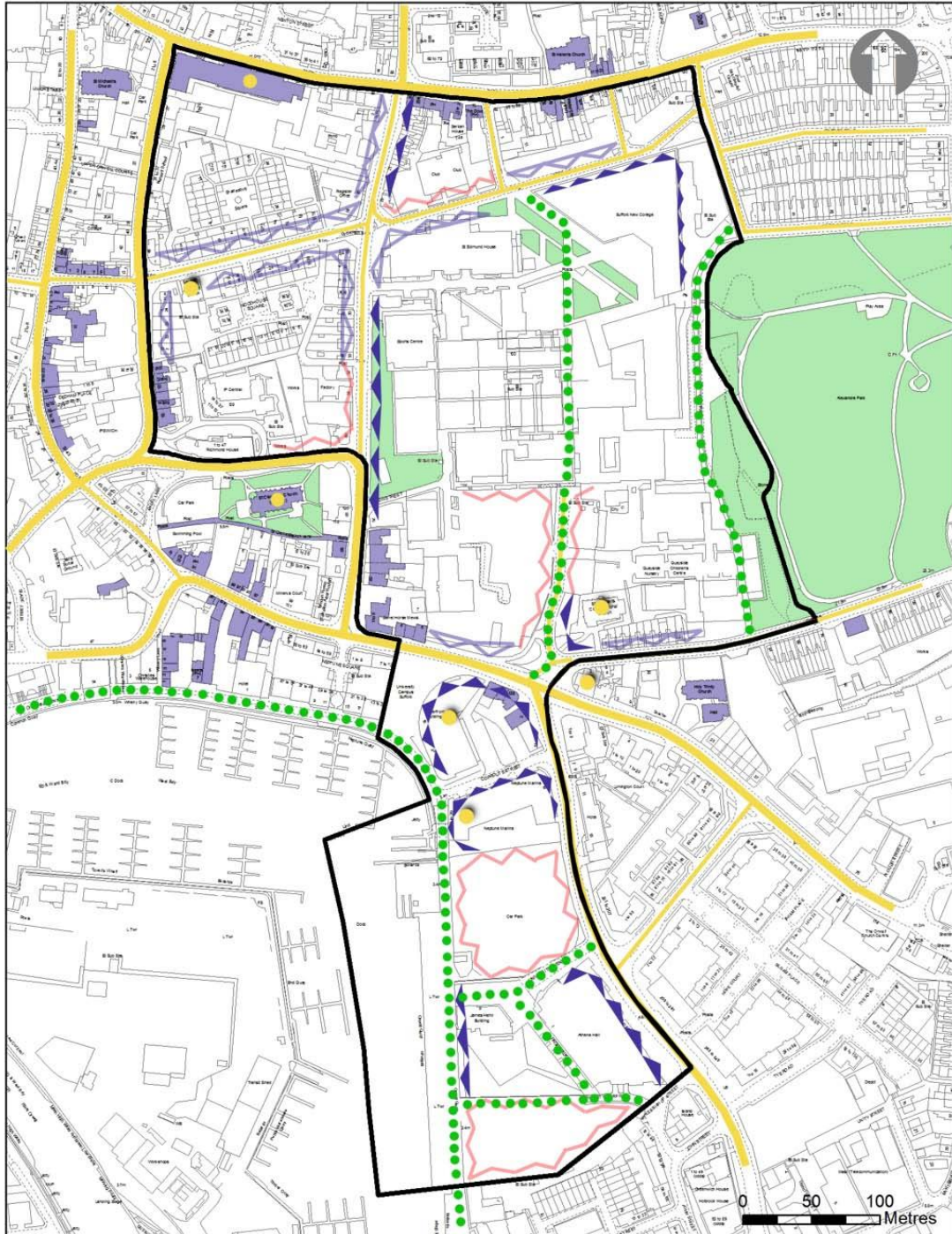
Development Opportunities	Development Principles
<p>Predominantly non-retail mixed use development comprising:</p> <p>Residential</p> <p>Shoppers short stay car parking (multi storey)</p> <p>Public open space</p> <p>Café/restaurant uses</p> <p>Some retail on the western part of the site</p> <p>School</p>	<ul style="list-style-type: none"> • Pedestrian connection opposite Butter Market with new urban space • Enhanced pedestrian permeability east-west and north-south across site • Layout to promote active frontages at ground floor level • Development to respect and enhance setting of Listed and historic buildings • Development to address scheduled monuments and archaeology (much of the Mint Quarter site is a scheduled monument) including conservation principles and, where relevant, mitigation for

	<p><u>impacts on archaeological remains and enhancement of public understanding.</u></p> <ul style="list-style-type: none">• Development to provide appropriate building scale to historic street frontages and to be appropriate in the context of the Conservation Area.• Enhancement of linkage to Regent Theatre• Provision of major new landscaped public space at focus of scheme• Scheme to promote regeneration of Upper Orwell Street including environmental enhancements.
--	---

D – Education Quarter and surrounding area. Site Analysis.

D - Education Quarter

Analysis

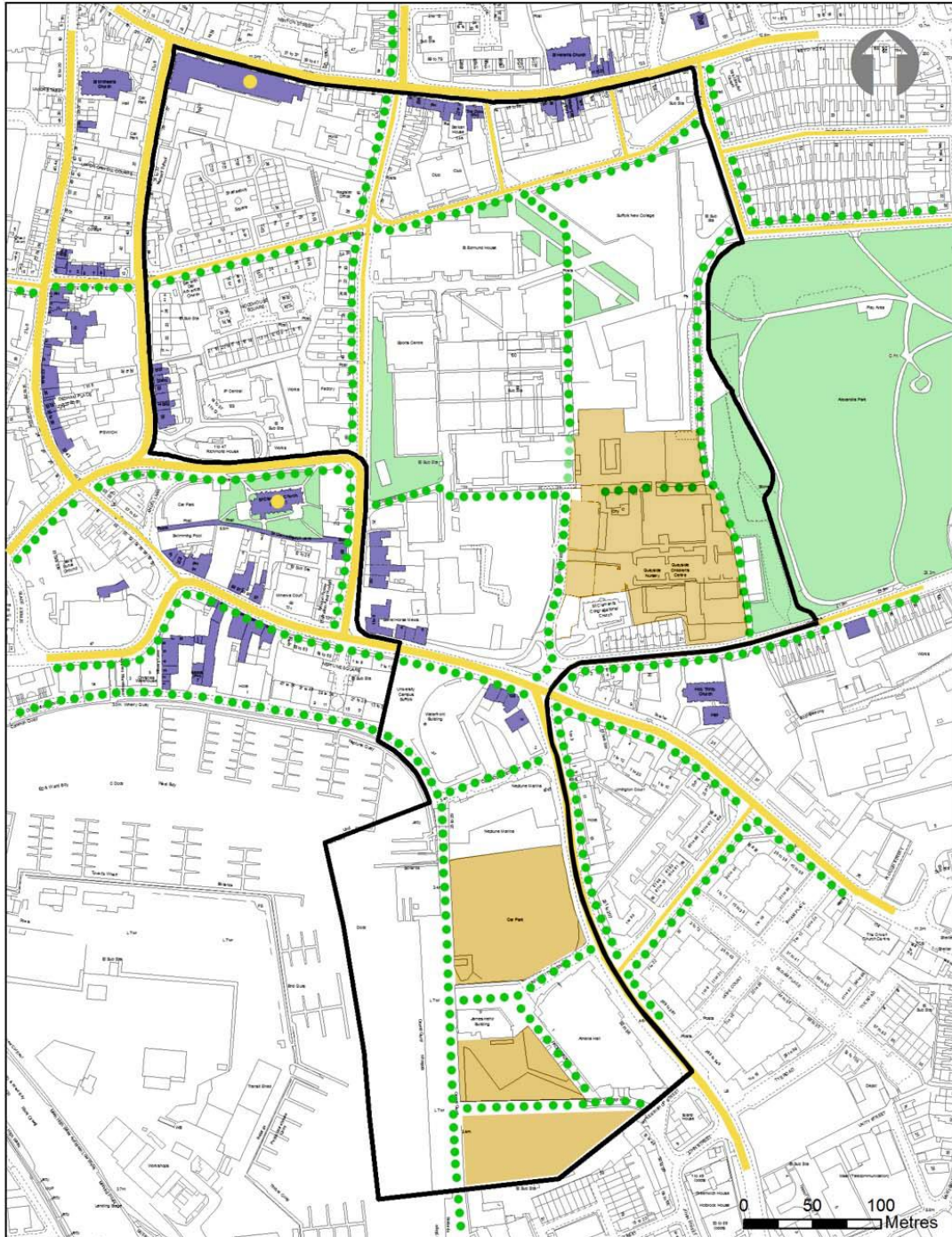


© Crown copyright and database right 2014. Ordnance Survey Licence number 100021566. Ipswich Borough Council.

D – Education Quarter and surrounding area. Development Options.

D - Education Quarter

Development Option



© Crown copyright and database right 2014. Ordnance Survey Licence number 100021566. Ipswich Borough Council.

Opportunity Area D – Education Quarter and surrounding area

The 'Education Quarter' is located on the eastern side of the town centre, extending from just north of Rope Walk down to the Waterfront. It includes the higher and further education sites occupied by [University Campus Suffolk \(now the University of Suffolk\)](#) and Suffolk New College. The area also includes existing residential, commercial and leisure uses, which have the potential to create a vibrant mixed use quarter, providing a major activity node and linking the Town Centre, the Waterfront and the eastern side of the town.

The major investment associated with further [UCS-UoS](#) and SNC developments will not only lead to a physical reinvigoration of the area, with quality new buildings and public spaces, but will also generate increased activity levels and prosperity in the area, which can support spin off employment and service activities.

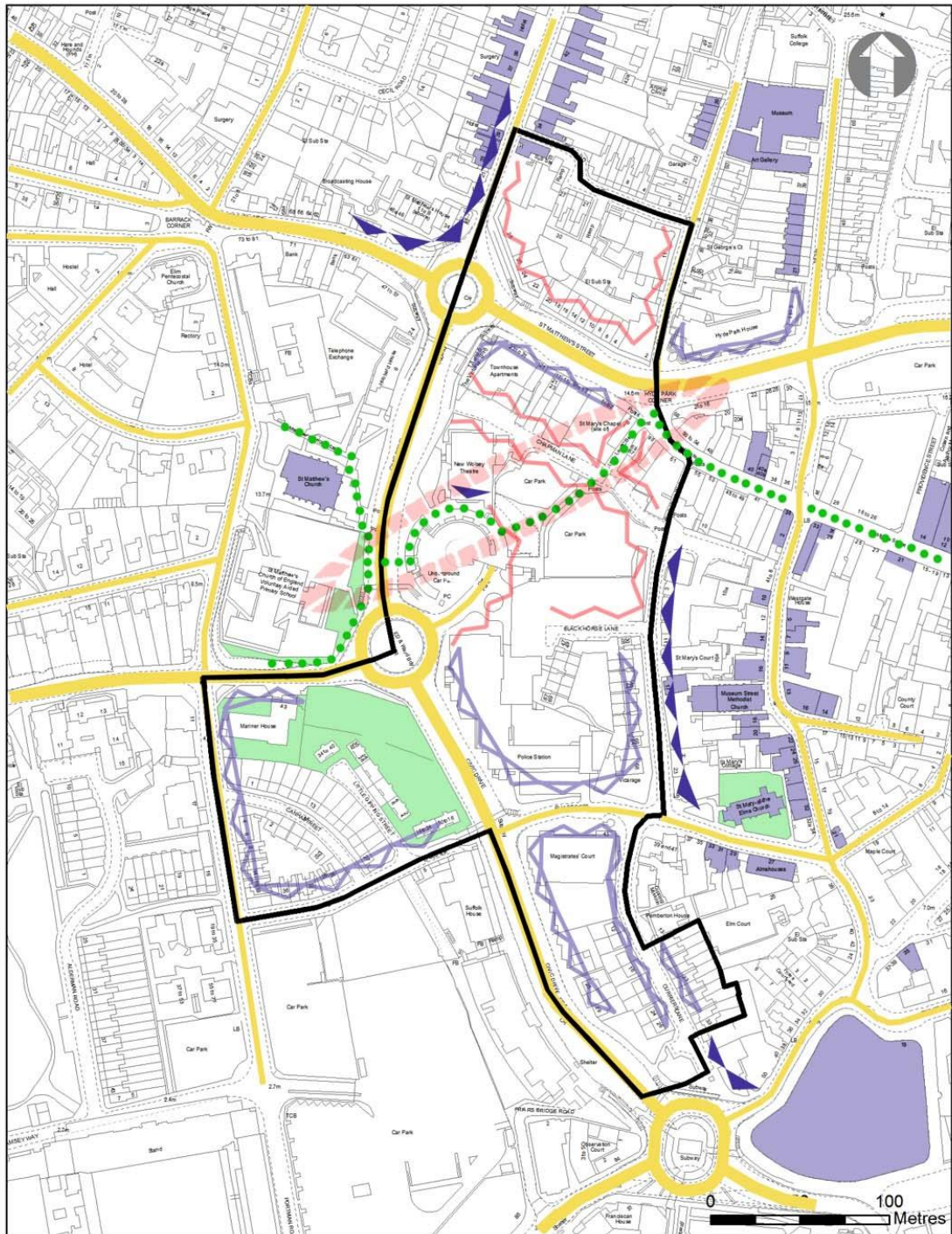
Development Opportunities	Development Principles
<p>(percentage is indicative)</p> <p>Higher & Further Education uses (75%)</p> <ul style="list-style-type: none"> - Academic facilities - Support facilities - Student accommodation <p>Residential development</p> <p>Hotel</p> <p>Car parking (inc. public)</p> <p>Small scale retail, café/restaurant</p> <p>Offices/business</p>	<ul style="list-style-type: none"> • Scale, mass and form of development on Waterfront to be of varied height (minimum 6 storeys), responding to waterfront setting with layout maintaining glimpse views through to tree-lined skyline. • Fine grain, low rise (2-3 storeys) development north of Rope Walk to integrate with historic scale and character of St Helen's Street and create a suitable transition to the modern buildings of the college campus. • Development to respect and enhance setting of Listed and historic buildings. • Development to address archaeology and Wet Dock, Central, and St Helen's Conservation Areas. • Layout and design to address flood risk.

	<ul style="list-style-type: none">• Enhanced pedestrian and cycle permeability through the area and linking into wider networks.
--	--

E – Westgate. Site Analysis.

E - Westgate

Analysis

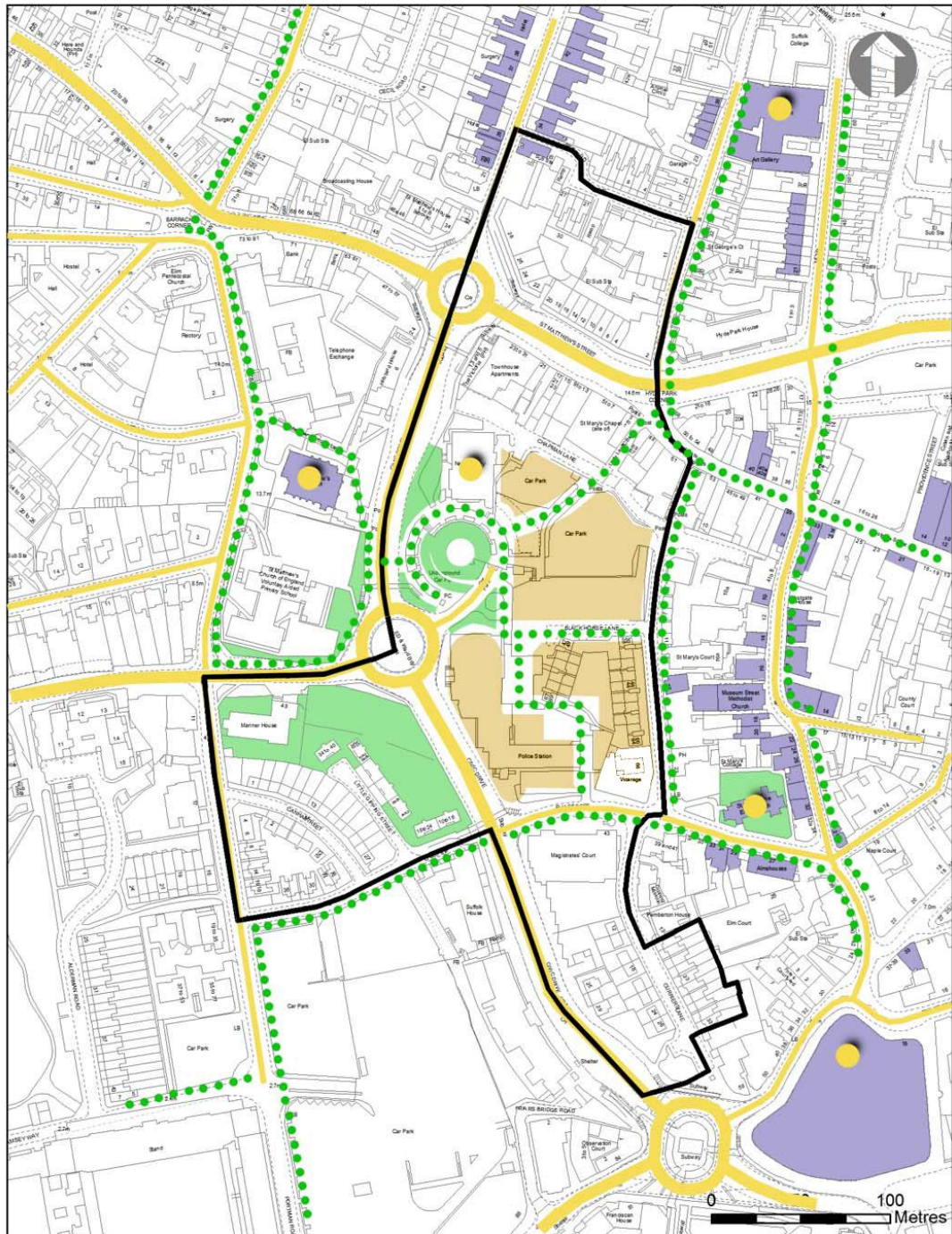


© Crown copyright and database right 2014. Ordnance Survey Licence number 100021566. Ipswich Borough Council.

E – Westgate. Development Options.

E - Westgate

Development Options



© Crown copyright and database right 2014. Ordnance Survey Licence number 100021566. Ipswich Borough Council.

Opportunity Area E – Westgate

Fringing the western end of the Town Centre, the ‘Westgate’ quarter is a mixed area with a varied collection of retail, business, civic, cultural and residential uses. To the west of the area, Civic Drive presents a barrier to linkage between the Town Centre and the inner suburban areas. With the demolition of the Civic Centre and the long standing need for regeneration of the area to the north of St Matthew’s Street, there is a significant opportunity to reinvigorate the area, with better integration of pedestrian movement and a more coherent built character.

Redevelopment of the former Civic Centre complex would form the centrepiece of a regenerated “Westgate” built around an enhanced pedestrian link through the site from the end of Westgate Street to a reactivated space in front of the New Wolsey Theatre. The barrier to pedestrian movement formed by Civic Drive and the series of underpasses beneath the St Matthew’s Street roundabout would be addressed by new surface level crossings as has been done at the Friars Street Princes Street end of Civic Drive as part of the Travel Ipswich scheme. There is the potential to enhance pedestrian links northwards across St Matthews Street, connecting with the Ipswich Museum site which has been identified for major investment. Existing developments of inappropriate scale would be replaced by new development of a scale more befitting their town centre location.

Development Opportunities	Development Principles
<p>Residential led mixed use development with some retail on the former Civic Centre site IP040</p> <ul style="list-style-type: none"> - Residential - Retail - Café/restaurant uses - Shoppers car parking - Improved cultural network 	<ul style="list-style-type: none"> • Layout to promote enhanced pedestrian linkage between Westgate Street and the New Wolsey theatre, northwards to Ipswich Museum on High St and eastwards between the retail allocation and Museum Street • Surface level pedestrian/cycle crossing across Civic Drive • Creation of new urban space at Westgate Street • Enhancement of plaza fronting New Wolsey Theatre, including replacement of redundant water feature • Redevelopment of the Civic Centre site to incorporate landmark building • Higher density housing to Civic Drive, Gt Gipping Street & Curriers

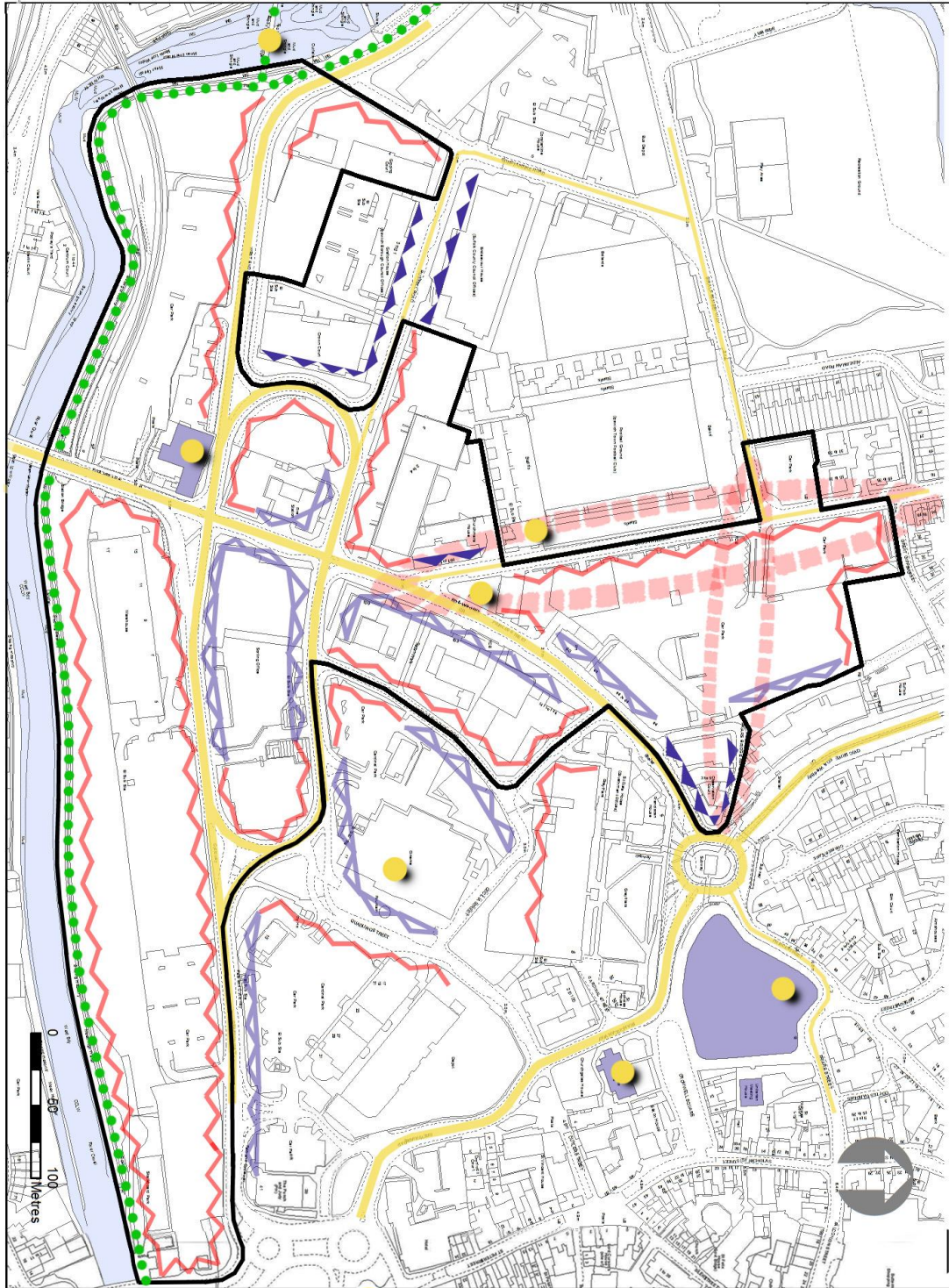
	<p>Lane sites (4-6 storeys) as opportunities arise – housing on Black Horse Lane now excluded from allocations</p> <ul style="list-style-type: none">• Enhanced public realm in Elm Street• <u>Development to take account of nearby heritage assets and archaeology</u>• <u>Ancillary routes should acknowledge historic routes and features as appropriate (in order to aid public understanding and appreciation of heritage).</u>
--	---

F – River and Princes Street Corridor. Site Analysis.

F - River & Princes Street Corridor

Analysis

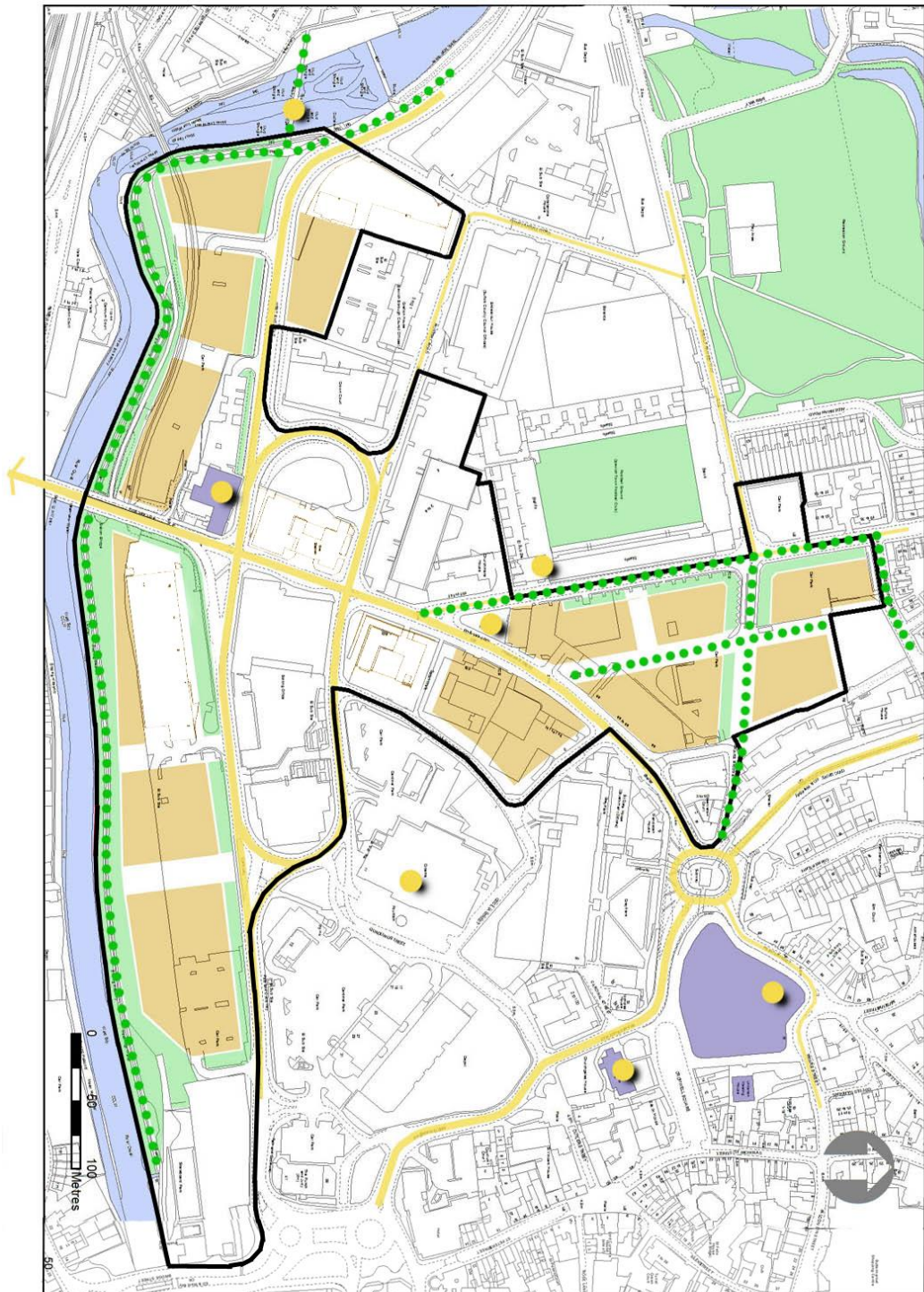
© Crown copyright and database right 2014. Ordnance Survey Licence number 100021566. Ipswich Borough Council.



F - River and Princes Street Corridor. Development Options.

F - River & Princes Street Corridor

Development Option



© Crown copyright and database right 2014. Ordnance Survey Licence number 100021566. Ipswich Borough Council.

Opportunity Area F – River and Princes Street Corridor

The 'River Corridor' occupies the large area to the north of the river in the vicinity of the railway station while the 'Princes Street Corridor' links the station to the centre of town [and is designated as an Enterprise Zone](#). The riverside area is low lying and formed a fertile, grassy edge to the main settlement area since early times. Medieval watermills were replaced in the 19th century by waterside industries and the cattle market, then the road link to the railway station and Ipswich Town Football ground. The two corridors include many underused or vacant commercial sites, with a generally poor environmental quality and very fragmented townscape. Regeneration within the area presents an opportunity to consolidate the urban form either side of the important route from the railway station to the town centre, creating an attractive gateway to Ipswich and high quality public realm. The riverside connection to the Waterfront area can be enhanced as a setting for new pedestrian and cycle links.

The area of car parking to the east of Portman Road has potential to be redeveloped as a mixed use (predominantly office) environment, reconnecting the edge of the town centre to the east with inner urban housing and parkland to the west.

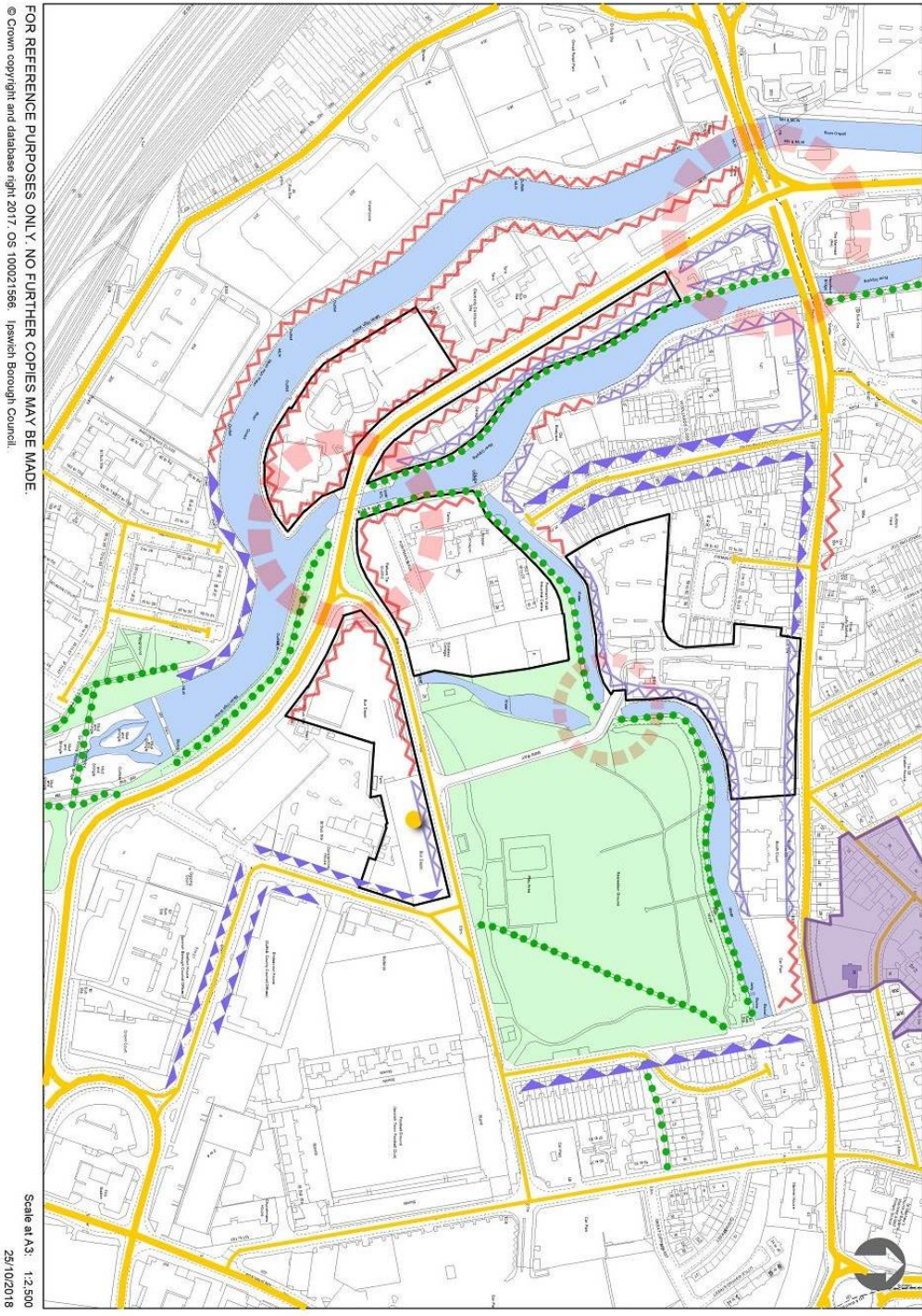
Development Opportunities	Development Principles
<p>Office-led mixed use development</p> <ul style="list-style-type: none"> - Leisure - Car parking <p>Enhanced environment for people arriving at Ipswich by rail</p> <p>Residential uses where appropriate within mixed use developments adjacent to the river</p>	<ul style="list-style-type: none"> • Riverside green corridor with enhanced pedestrian and cycle routes to the Waterfront • Creation of new townscape east of Portman Road, with well-defined blocks and through routes • Development of Princes Street as a civic boulevard and gateway to town centre • Scale of development medium rise (4-6 storeys) with opportunities for enhanced scale in key locations • Layout and design to address flood risk • Layout and design to take account of the historic environment including archaeology • Improved public realm in front of the railway station and eEnhancement of

	pedestrian/cycle access to the station from the town centre and along the river corridor
--	--

G Upper Orwell River and Canalside

Opportunity Area G – Upper Orwell River and Canalside

Analysis



Opportunity Area G Upper Orwell River and Canalside

This area is characterised by a series of sites in commercial occupation, grouped around the under-used assets of Alderman Park and the waterside frontages of the Rivers Orwell and Gipping and the Alderman Canal. It offers opportunities for mixed-use redevelopment in a sustainable edge of town-centre location. The opportunity exists to create a riverside and parkland environment for development in place of the existing road-dominated layout.

Redevelopment would capitalise on the proximity to the Park and to the river / “canal” side. New developments would be located to take advantage of views of these amenity assets and to provide natural surveillance. Redevelopment of the Portman Walk industrial site for residential purposes will provide an enhanced environmental quality and encourage provision of a new pedestrian / cycle access through to Handford Road, aiding accessibility for both existing and new residents. Conversion of the historic tram-shed and reconfiguration of the old turning area into a quality public space will provide a much-needed focus to the area. Increased residential use and activity levels and adoption of revised traffic access arrangements will assist in reducing anti-social activity.

Development Opportunities	Development Principles
<p>Riverside residential uses, where appropriate within mixed use developments.</p> <p>Non-residential uses could include offices or small scale retail or leisure uses.</p>	<ul style="list-style-type: none"> • IP003 - medium rise residential development (3 – 4 storeys) north of Sir Alf Ramsey Way with opportunity for feature block up to 6 storeys at west end of site, alongside River Gipping; layout to address park setting to the east, canal side to the north and river to the west. • IP120b - residential development west of West End Road, 3–4 storeys high and up to 8 storeys at southern end; design and layout to address river setting on both sides; landscape buffer to sub-station. • IP004 – mixed use development; existing historic Tram Shed building retained and converted for office use; residential development to the west fronting West End Road, up to 6 storeys in height.

	<ul style="list-style-type: none">• IP119 – residential development up to 2-3 storeys; landscape buffer to sub-station and at southern tip.• New foot / cycle connection to Handford Road, via Bibb Way or Cullingham Road.• Residential development to adopt perimeter block layout, with landscaped frontages addressing River Gipping, Alderman Canal and wildlife area.• Traffic calming to Sir Alf Ramsey Way.• Layout & design to address flood risk.• Cycle and pedestrian connections created where possible across the river and canal;• Public access to riverside incorporated into layouts and linking to the Waterfront.• Layout and design to take account of the historic environment including archaeology.
--	--

H Holywells

Opportunity Area H – Holywells

Holywells

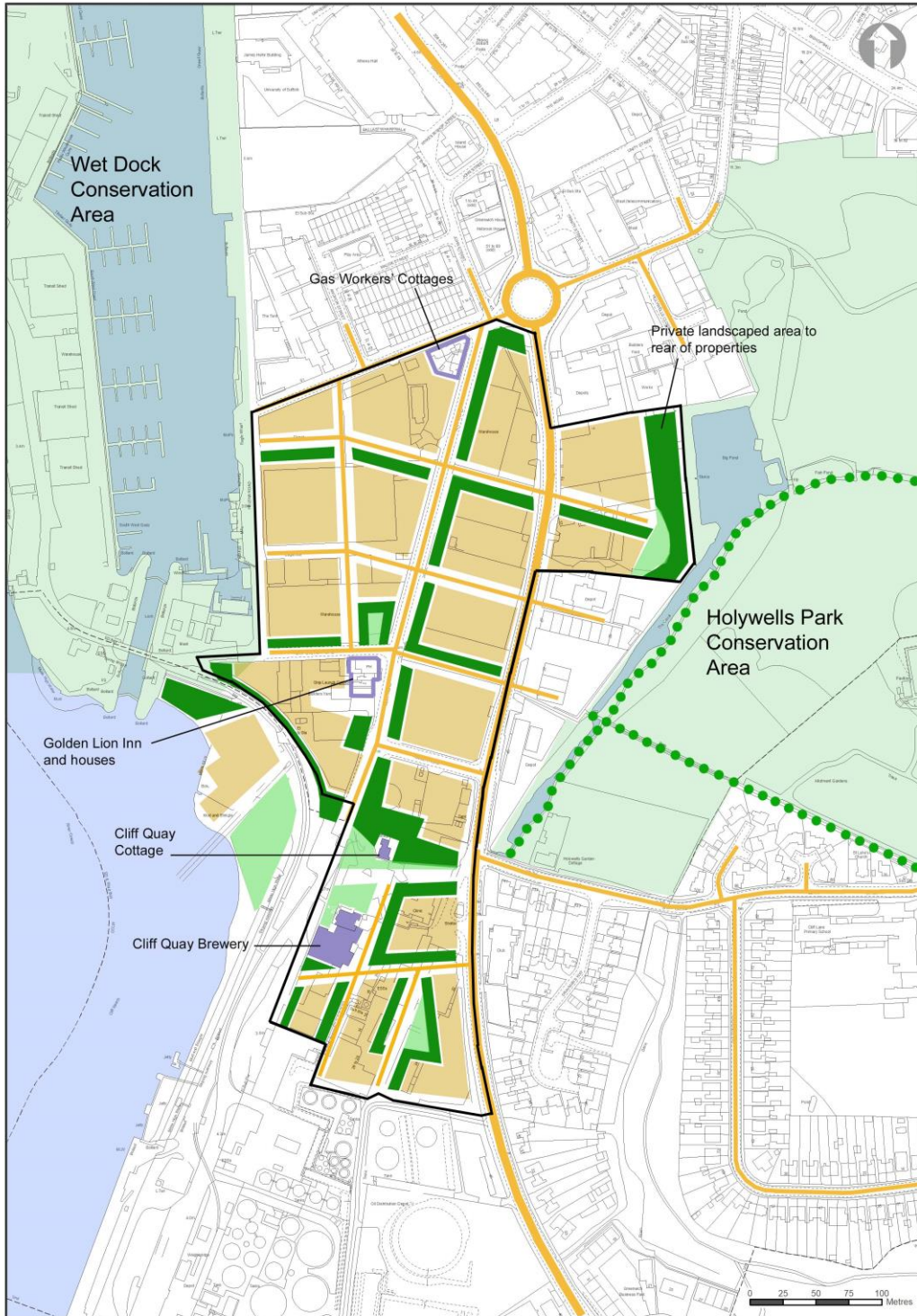
Analysis



© Crown copyright and database right 2019. OS 100021566. Ipswich Borough Council.

Holywells

Development Option



© Crown copyright and database right 2019. OS 100021566. Ipswich Borough Council.

Opportunity Area H Holywells

The area between the Wet Dock and Holywells Park presents an opportunity to link the Waterfront area to the green lung and to improve integration with the residential areas to the east. The area includes the vacant historic Tolly Cobbold Brewery complex. Also included in this opportunity area is the timber store yard (Anglo-Norden) which, when redeveloped, has the potential to act as a book-end to the Waterfront and complete the successful transformation of this area.

The first phases of regeneration of the Ipswich Waterfront have focused on sites on or close to the Wet Dock, but the recent development at Parkside (Duke Street) and of sites at Wherstead Road have highlighted the opportunities that exist for regenerating sites away from the immediate Waterfront, offering environmental improvement and enhanced integration with established residential communities which are sited away from the Dock area. Proposals for the area build on schemes previously approved for residential-led mixed-use development such as the major Eagle Mill proposals by Persimmon Homes at Cliff Road / Helena Road.

Development Opportunities

- Residential-led development.
- Riverfront regeneration and associated leisure uses
- Secondary employment, community, leisure, arts and cultural development.
- Pedestrian/ cycle links
- Public Open Space

Development Principles

- Enhanced pedestrian/ cycle permeability east-west through the opportunity area, connecting the Waterfront and Wet Dock Crossing with Holywells Park.
- Facilitate new Wet Dock vehicular crossing / bridge
- Development to address street frontages
- Promote redevelopment of former Shipyard area as “destination”, linked to regenerated Cliff Brewery via new Riverside esplanade
- Scale of development generally medium-rise (3-5 storeys), with opportunities for taller buildings at key locations
- Maintain views of treed skyline to East
- Protect key view of Cliff Brewery from Helena Road
- Reduce impact of Port related traffic, via traffic management & improved public realm

	<ul style="list-style-type: none">• <u>Relocate Cliff Quay access control point south of Cliff Brewery, to improve public accessibility to Riverside and facilitate link between Brewery and Shipyard sites</u>• <u>Layout & design to address flood risk</u>• <u>Development to address risk from major hazard site (Vopak terminal)</u>
--	---

Part D

Implementation,
Targets, Monitoring
and Review

CHAPTER 7: Implementation, Targets, Monitoring and Review

Implementation

- 7.1 A key element of the Local Plan is the need to set out clear mechanism and targets for delivery. The Core Strategy ~~Review~~ sets out the main mechanisms by which the Council will assist with the delivery of the Framework (chapter 10).
- 7.2 It focuses on key partnerships that have~~ed~~ been developed to assist in bringing forward for appropriate development the sites identified within this document.
- 7.3 Thus the key partnerships now which can support or assist with the delivery of development and infrastructure as set out in this development plan document are as follows:
- New Anglia Local Enterprise Partnership (NALEP);
 - Suffolk Growth ~~Programme Board~~Group;
 - Ipswich Strategic Planning Area Board;
 - Ipswich Central; ~~and~~
~~Greater Ipswich Partnership; and~~
 - Ipswich Vision Board.
- 7.4 More detail on these partnerships and other components of delivery mechanisms are set out within Chapter 10 of the Core Strategy ~~Review~~.

Targets

- 7.5 The Council recognises that it is important to have a limited number of measurable targets against which the delivery of the Local Plan can be assessed. These are set out within Chapter 11 of the Core Strategy Review document.

Monitoring and Review

- 7.6 The annual Authority Monitoring Report will review the progress against the targets set out in Chapter 11 of the Core Strategy focused review.
- 7.7 The Local Development Scheme states that the documents will be kept under regular review following their adoption.

Part E

Appendices

Appendix 1

A Summary of the Tests of Soundness

Development plan documents are subject to independent examination by a planning inspector. The inspector considers whether the plan has been prepared in accordance with the Duty to Cooperate and legal and procedural requirements, and whether it is 'sound'.

Soundness is assessed in terms of whether the plan meets the following tests of soundness, as set out in the National Planning Policy Framework (paragraph 35):

1. It should be positively prepared – the plan should be based on a strategy which seeks to meet objectively assessed development and infrastructure requirements, including unmet requirements from neighbouring authorities where it is practical ~~reasonable~~ to do so and consistent with achieving sustainable development;
2. It should be justified – the plan should be an appropriate strategy, when considered against the reasonable alternatives, based on proportionate evidence;
3. It should be effective – the plan should be deliverable over its period and based on effective joint working on cross-boundary strategic priorities ~~matters~~ that have been dealt with rather than deferred as evidenced through a statement of common ground; and
4. It should be consistent with national policy – the plan should enable the delivery of sustainable development in accordance with the policies in the Framework.

Appendix 2

A list of Policies Contained in this Document

Chapter 4 Site Allocations

Policy SP1	The protection of allocated sites
Policy SP2	Land allocated for housing
Policy SP3	Land with planning permission or awaiting a Section 106
Policy SP4	Opportunity Sites
Policy SP5	Land allocated for employment use
Policy SP6	Land allocated and protected as open space
Policy SP7	Land allocated for leisure uses or community facilities
Policy SP8	Orwell Country Park Extension
Policy SP9	Safeguarding land for transport infrastructure

Chapter 5 IP-One

Policy SP10	Retail Site Allocation
Policy SP11	The Waterfront
Policy SP12	Education Quarter
Policy SP13	Portman Quarter (formerly called Ipswich Village)
Policy SP14	Arts, Culture and Tourism Policy relocated to Part C Chapter 9 of the Core Strategy , as it is primarily a development management policy.
Policy SP15	Improving pedestrian and cycle routes
Policy SP16	Transport Proposals in IP-One
Policy SP17	Town Centre Car Parking

Chapter 6 Opportunity Areas

This chapter sets out urban design and development principles for the seven Opportunity Areas:

A	Island Site
B	Merchant Quarter
C	Mint Quarter and surrounding area
D	Education Quarter and surrounding area
E	Westgate
F	River Corridor and Princes Street Corridor
G	Upper Orwell River and Canalside – this is the area in the vicinity of West End Road.
H	Holywells

Appendix 3

3A Site Allocation Details

This Appendix is attached separately, as the map content results in a large file size.

Please note that [development is required to take into account appropriate the constraints identified through the site sheets. Landthe site sheets provided in Appendix 3A are for information only;](#) land allocations are made through the policies of the plan.

3B Development constraints for sites identified through policy SP3 where construction is not already underway

Site reference	Address	Development constraints
IP005	Former Tooks Bakery, Old Norwich Road	<p>Doctor's surgery to be included.</p> <p>Access constraints and possible contamination.</p> <p>The site is close to the Whitton Conservation Area. Any cumulative impacts on the conservation area with the development of adjacent site IP032 and site IP140 will need to be taken into account.</p> <p>Archaeology - the site lies on high ground above the Gipping Valley. The adjacent site IP032 has been subject to geophysical survey and a desk based assessment has been carried out for both sites. There is potential for remains of multiple periods on the site and trenched evaluation will be required.</p> <p>Water infrastructure and/or treatment upgrades will be required to serve the proposed growth, or diversion of assets may be required.</p> <p>This site falls within the 91.4m height consultation zones surrounding Wattisham airfield.</p> <p>A transport assessment and travel plan will be required.</p> <p>Surface water flooding local to site</p>
IP042	Land between Cliff Quay and Landseer Road	<p>Archaeology - no objection in principle to development but it will require a condition relating to archaeological investigation attached to any planning consent.</p> <p>There are listed buildings within the site of planning permission 12/00700/OUT approved 19/12/13, e.g. the listed Brewery site.</p> <p>Flood risk.</p> <p>TPOs on site and adjacent.</p>
IP059b	Arclion House	Archaeology - this site is in a topographically favourable

	and Elton Park, Hadleigh Road	<p>location overlooking the River Gipping, in a general area of prehistoric remains (IPS 104, IPS 034). No objection in principle to development but it will require a condition relating to archaeological investigation attached to any planning consent. A desk based assessment would be appropriate in the first instance, to establish impacts of past land use.</p> <p>Need to ensure land is safeguarded to land a pedestrian and cycle bridge to the river path (see Policy SP9). Possible contamination, TPO on site or nearby and adjacent to a flood zone. Need to address drainage issues.</p> <p>This site falls within the 91.4m height consultation zones surrounding Wattisham airfield.</p> <p>A transport assessment and travel plan will be required.</p>
IP074	Church and land at Upper Orwell Street	<p>Archaeology - this site lies in the historic core of the Anglo-Saxon town. No objection in principle to development but it will require a condition relating to archaeological investigation attached to any planning consent. Archaeological costs have the potential to be relatively high</p> <p>Listed building and adjacent to a TPO tree.</p>
IP088	79 Cauldwell Hall Road	No requirement for archaeology.
IP109	R/O Jupiter Road & Reading Road	No requirement for archaeology.
IP116	St Clement's Hospital Grounds	<p>Sports facilities should be retained or replaced.</p> <p>TPOs on site or nearby and adjacent to a local wildlife site (the golf course). Design and layout should support wildlife corridor functions. Bat and reptile surveys will be required prior to any vegetation clearance, and mitigation where appropriate.</p> <p>Archaeology - This development affects an area of high archaeological potential, as defined by information held by the County Historic Environment Record (HER). The proposed works will cause significant ground disturbance that have the potential to damage any archaeological deposits that exist. There is no objection in principle to development but any permission will require a condition relating to archaeological investigation. Historic buildings should be assessed.</p> <p>Water infrastructure and /or treatment upgrades will be required to serve the proposed growth, or diversion of assets may be required.</p>

IP131	Milton Street	Possible contamination. Surface water flooding local to site.
IP142	Land at Duke Street	Close to an Air Quality Management Area, possible contamination, and TPOs on site or nearby (an application for Tree Works may be needed). Surface water flooding local to site - will need to be considered at planning application stage.
IP150a	Ravenswood S & T (adjacent Fen Bight Circle)	Archaeology - the site lies in the vicinity of Prehistoric and Medieval sites. No objection in principle to development but it will require a condition relating to archaeological investigation attached to any planning consent. Development should link into cycling and pedestrian route networks.
IP169	23-25 Burrell Road	Archaeology - this site lies on the bank of the Orwell. No objection in principle to development but it will require a condition relating to archaeological investigation attached to any planning consent. Archaeological monitoring of groundworks is likely to be appropriate. Flood risk.
IP200	Griffin Wharf, Bath Street	Archaeology - this is a large site on the edge of the river, close to Medieval sites (IPS 145, IPS 294). No objection in principle to development but it will require a condition relating to archaeological investigation attached to any planning consent. Flood risk.
IP205	Burton's, College Street	Archaeology - this site lies in an area of international archaeological importance, on the Anglo-Saxon and Medieval waterfront of Ipswich (Historic Environment Record IPS 413). This site potentially represents that last surviving section of 'early' waterfront. The site will involve potentially high excavation costs. Measures for archaeology should be addressed at an appropriate stage in the planning process. Early consultation and evaluation is advised so that decisions can be taken on preservation <i>in situ</i> , and/or appropriate investigation strategies designed. Flood risk.
IP206	Cranfields, College Street	Archaeology - this site has been subject to large scale excavation but post-excavation work was stalled by the

		<p>development situation and there is still an outstanding obligation for assessment, conservation, analysis and publication, particularly of important waterlogged wooden structures from the Anglo-Saxon waterfront. Preservation by record has not been met, and the condition on IP/04/00313 remains outstanding. Any new applications would require a condition or agreement to secure post-excavation work. Any additional proposed groundworks should be subject to consultation.</p> <p>Flood risk.</p>
IP211	Regatta Quay, Key Street (subject to further discussions with agent)	<p>Archaeology - this site has largely been excavated. Applications involving further groundworks should be subject to a condition relating to archaeology, where appropriate.</p> <p>Flood risk.</p>
IP214	300 Old Foundry Road	<p>The site is in the Central Conservation Area and an Air Quality Management. This site lies within the historic core of Ipswich and within the Area of Archaeological Importance (IPS413), close to the town defences. Detailed early pre-application discussions with Suffolk County Council Archaeological Service would be required to agree the scope of required assessment and to inform design.</p> <p>Surface water flooding local to site.</p>
IP245	12-12a Arcade Street	<p>The site is in the Central Conservation Area and next to a listed building. The site is also within the Area of Archaeological Importance (IPS413). Detailed early pre-application discussions with Suffolk County Council Archaeological Service would be required to agree the scope of required assessment and to inform design (e.g. to allow for preservation in-situ of deposits or appropriate programmes of work). Archaeological remains may be complex and important and mitigation could involve significant costs and timescales.</p> <p>Surface water flooding local to site - will need to be considered at planning application stage. There is a Flood Incident Report for this site.</p>
IP256	Artificial Hockey Pitch, Ipswich Sports Club	<p>Development needs to accord with Core Strategy policy DM528.</p> <p>TPO along the eastern boundary.</p> <p>Possible drainage constraint. Surface water flooding local to site - will need to be considered at planning</p>

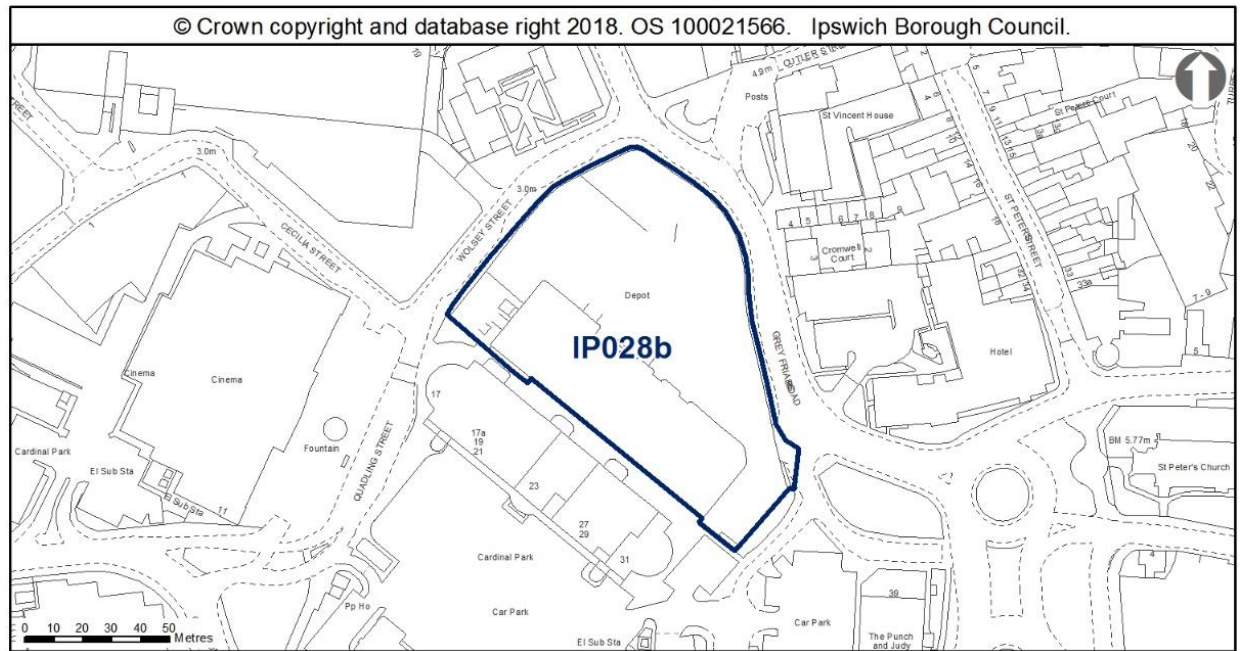
		<p>application stage.</p> <p>This site lies in the vicinity of Iron Age and Roman sites. Whilst it remains an area of archaeological potential, given the impacts of previous landscaping there would be no requirement for an archaeological condition or work on this site on the basis that it looks heavily truncated.</p>
--	--	--

|

Appendix 4 – Opportunity Areas

Site ref: IP028b Jewsons, Greyfriars Road

Site Area: 0.90ha



Allocation Policy SP4

<u>Use(s)</u>		<u>Indicative capacity</u>
<u>Primary</u>	<u>Residential</u>	<u>40 (90dph on 50% of the site)</u>
<u>Secondary</u>	<u>Leisure (A3/A5, D2)</u> <u>Office (B1a)</u>	<u>4,000sqm</u>

* see Core Strategy policy DM23 for minimum and average densities.

Adopted Plan 2017

N/A – new site but was previously considered as part of a larger site UC029 for 20% housing through IP-One Area Action Plan Preferred Options 2007 and again with IP028a at Preferred Options Stage in January 2019.

Current use

Builders' yard.

Development constraints/issues

This site likely lies in the former extent of the town marsh. Palaeo-environmental assessment and mitigation for impacts on deeper deposits may be required. Deep excavations may encounter waterlogged features. Stratigraphy may be expected to be

particularly deep in former streams and watercourses, and waterlogged features are recorded in the Urban Archaeological Database.

Adjacent to a scheduled ancient monument.

Water infrastructure and/or treatment upgrades will be required to serve the proposed growth, or diversion of assets may be required.

A transport assessment and travel plan will be required.

Surface water flooding local to site - will need to be considered at planning application stage. See Appendix 1 of the Ipswich SFRA.

Adjacent to site with possible contamination, a contaminated land assessment would be required.

This allocation site is presently used as a builders' yard, with a large warehouse to the southwest of the site, with the land along Greyfriars Rose and Wolsey Street principally used for the outdoor storage of materials.

The site is adjacent to the boundary of the Central Conservation Area, and nearby the Grade II* listed Church of St Nicholas and its heritage assets within the churchyard. Some distance to the south is the prominent Church of St Mary at Stoke, which is elevated above the river valley. St Nicholas and St Mary's churches presently benefit from a degree of intervisibility, which needs careful consideration in planning for the site.

Further north along Franciscan Way is the Grade I Willis building. Depending on design, scale and massing, development of the allocation site also has the potential to affect the significance of the Willis building, with the introduction of built mass to the allocation site likely to be visible in the reflective finish of the Willis building.

As the allocation site backs onto Cardinal Park and the rear of the block of commercial units, the tallest part of the development should seek to screen the utilitarian rears of these buildings from Grey Friars Street with a building of high quality design.

The development of the site should be master planned to ensure that the residential, leisure and office use of the allocation site form a cohesive scheme, with the design and layout of development responding to the varied uses of the site. Redevelopment is dependent on the mitigation of noise from the adjacent nightclub. A contemporary approach to design, would be encouraged, with a contrasting use of scale and form to break up the massing of buildings to provide architectural interest and engaging frontages.

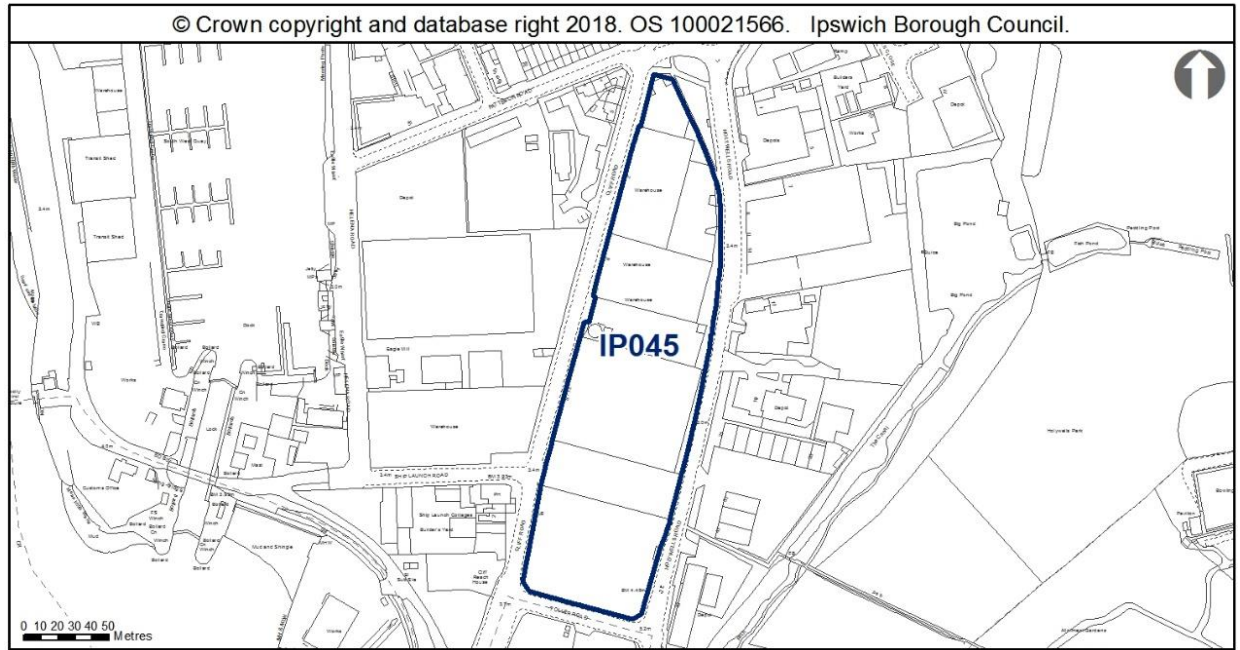
The development of this site should include a high quality, usable public realm, which should encourage users between Cardinal Park, the allocation site and the town centre.

Given the nature of this site, an invasive plant species assessment should be included part of any Preliminary Ecological Assessment to accompany a planning application. To achieve biodiversity net gain, the recommendations of the Ipswich Wildlife Audit 2019 could be

incorporated into future development, unless other means of biodiversity enhancement are appropriate.

Site ref: IP045 Land bounded by Cliff Road, Toller Road and Holywells Road

Site area: 2.06ha



Allocation Policy SP4

<u>Use(s)</u>		<u>Indicative capacity</u>
<u>Primary</u>	<u>Residential</u>	<u>148 (90dph on 80% of site*)</u>
<u>Secondary</u>	<u>Employment (B1a uses such as offices)</u> <u>Community, Arts, Culture, Open Space, Tourism</u>	<u>2,500sqm</u>

* see Core Strategy policy DM23 for minimum and average densities.

Adopted Plan 2017

N/A new site previously considered under Preferred Options 2007 for 50% residential and 50% employment.

Current use

Employment uses, part of employment area E11.

Development constraints / issues

Existing land uses would need to relocate. Potential contaminated land, contaminated land assessment required.

A transport assessment and travel plan will be required.

Site is located in a flood zone; this will need to be considered at planning application stage. See Appendix 1 of the Ipswich SFRA.

The allocation is within 250m of the access to the safeguarded minerals facility, rather than the facility itself. The relationship with the safeguarded facility would need to be considered as part of the masterplanning and design of development.

This site lies on the edge of the historic channel of the Orwell. There is potential for buried historic deposits. Conditions relating to archaeological work are likely to be relevant on any consent. Desk-based assessment and review of geotechnical data would be appropriate in the first instance.

This allocation site is located between the Wet Dock Conservation Area and Holywells Park Conservation Area and presently in use for industrial uses. The site is wedge shaped and occupies land between Cliff Road and Holywells Road, and is located to the north of the cluster of Grade II listed buildings associated with Cliff Quay Brewery, and is opposite The Ship Launch Inn, which is included on the Local List SPD. This allocation site is therefore in a sensitive historic environment which requires careful attention when developing a proposal for the redevelopment of this site, considering the impact on the introduction of development within the setting of these heritage assets, as well as considering views into and out of adjacent Conservation Areas.

The warehouses which presently occupy the site are not of historic or architectural interest, and the comprehensive redevelopment of this site is encouraged. Recent residential development off Patteson Road is of three and four storey domestic scale which utilises polychrome brick banding and timber weatherboarding which has introduced interesting architectural detailing to the area, which the development of this site should look to respond to. The use of masonry utilising textured and polychromatic brick bonds would in the redevelopment of this allocation site would allow for the site to be distinctive whilst also relating to the existing development to the north.

Development should principally be of domestic scale, reflecting the scale established at Patteson Road, however some taller units to accommodate flats could be incorporated into the site, but they should still respect the overriding domestic scale of architecture. Proposals should ensure that new buildings have active elevations to all four frontages which provide visual interest to the street scene, avoiding repetitive fenestration schemes and external finishes.

The proposed secondary use for the site should respect the architectural principles employed for the residential core of the site, responding positively to the design and appearance of the redevelopment site. This secondary use could be concentrated in a landmark building to provide visual interest and break up the massing of surrounding residential development. It should be noted that a landmark building need not necessarily be tall and/or overscaled. A careful, bespoke design respecting the scale of adjacent residential buildings could still provide a building of distinctive landmark quality.

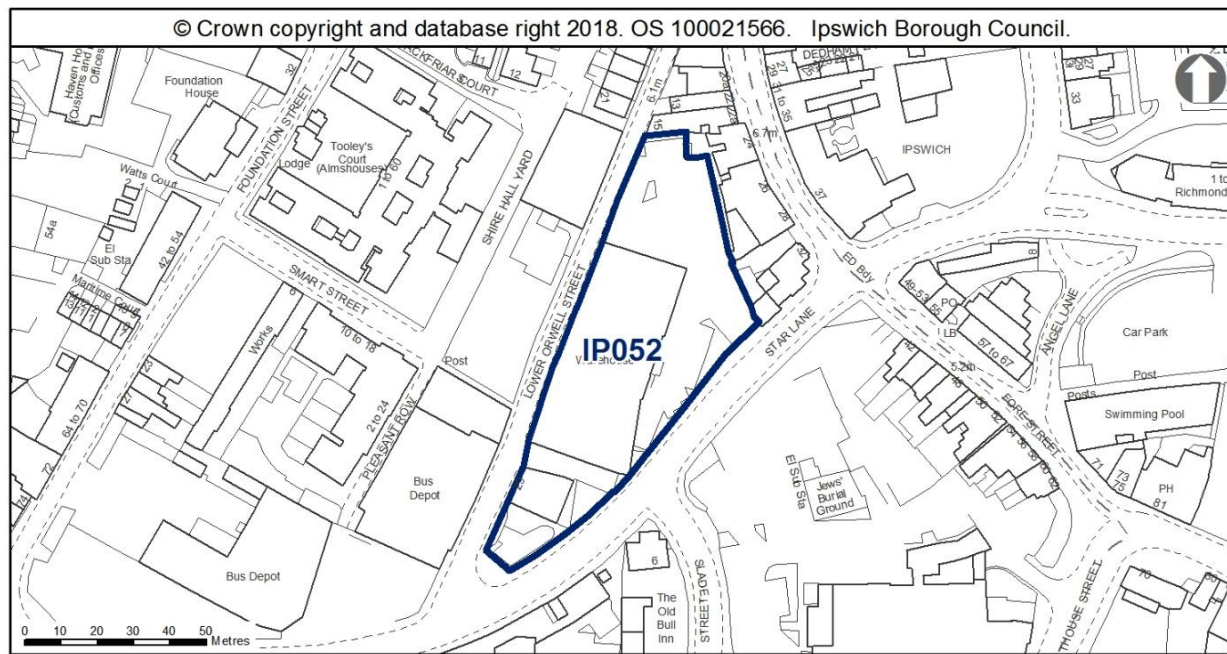
As this site is located close to Holywells Park CWS and is east of the River Orwell CWS, there is an opportunity to create smallscale steppingstone habitats which will in turn contribute to

the wider ecological network. To achieve biodiversity net gain, the recommendations of the Ipswich Wildlife Audit 2019 could be incorporated into future development, unless other means of biodiversity enhancement are appropriate.

The site is in close proximity to the Stour and Orwell SPA/ Ramsar site. Information to inform a project level HRA will be required to demonstrate that urbanisation impacts on the site are prevented.

Site ref: IP052 (UC055) Land between Lower Orwell Street & Star Lane

Site area: 0.40ha



Allocation Policy SP4 & SP5

<u>Use(s)</u>		<u>Indicative capacity</u>
<u>Primary</u>	<u>Residential</u>	<u>29 (90dph on 80% of site*)</u>
<u>Secondary</u>	<u>Employment (B1 uses such as offices, research & development, light industrial uses appropriate in a residential area)</u>	<u>1,000sqm</u>

* see Core Strategy policy DM23 for minimum and average densities.

Adopted Plan 2017

As above but identified through policy SP3

Current use

Vacant warehouse, gym, hand car wash, temporary car parking.

Development constraints / issues

Within an Air Quality Management Area. The site is adjacent to the Central Conservation Area, scheduled monuments, grade II* 24 Fore Street and grade II 26-28 Fore St.

Listed buildings bound the site to the east along Fore Street, whilst development could also affect the wider setting of nearby heritage assets along Foundation Street, Key Street and

the waterfront. This allocation site includes a boundary marker, which is included on the Local List (Buildings of Townscape Interest) SPD. This marker is located on Lower Orwell Street within the rear boundary wall of the central warehouse which occupies the site, however the degree of local listing applies only to the marker, and not the full extent of the wall.

Redevelopment of this allocation site therefore needs to accommodate the locally listed boundary marker. Owing to the historic function of boundary markers to signal the extent of parish boundaries to serve administrative functions, it is important that the boundary marker is located in the same position as existing if the rear wall is to be replaced in the redevelopment of the site.

Development should have regard for the domestic 2-3 storey scale of historic development along Fore Street which backs onto this site, and should ensure to address both Lower Brook Street and Star Lane, providing a landmark element which turns the corner at the junction of these routes. The building line could be set back from Star Lane, or provide a staggered frontage so as not to create a tunnelling effect, particularly to the south west of the side adjacent to Premier Inn. Development along Lower Orwell Street should look to enliven the street scene, which is currently overshadowed by the trees to the west of the site which are covered by a TPO, and owing to the lack of fenestration along the rear of the allocation site, provide Lower Orwell Street with a particularly dark and unwelcoming character.

Improvements to the public realm should also be incorporated to the development of the allocation site, improving the pedestrian experience of Star Lane and accessing the waterfront from the town centre, and also allowing for pedestrian access through the site east to west.

Possible contamination and part within a flood zone.

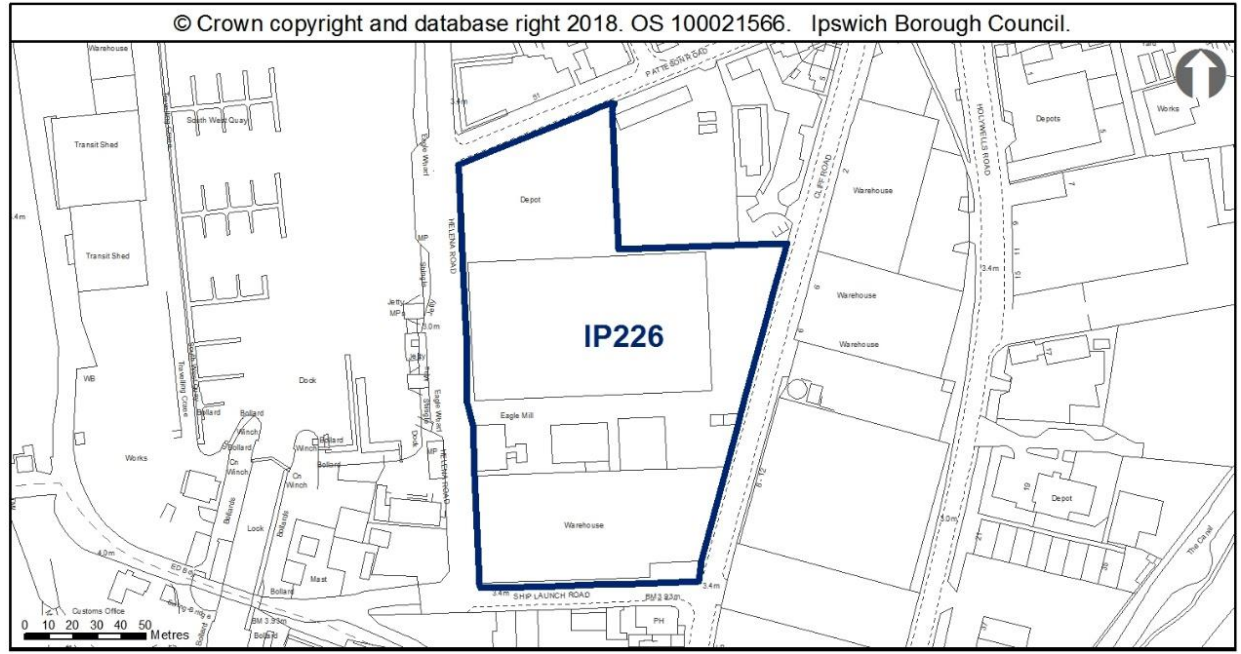
Development principles for the Merchant Quarter, within which the site is located, are set out in Chapter 6 of the Site Allocations and Policies plan (see 'Opportunity Area B').

This site is within the urban core and the Area of Archaeological Importance (IPS 413) and close to scheduled areas of Middle Saxon and medieval occupation (NHLE 1005985 and NHLE 1002966). There is a potential for nationally important archaeological remains outside of scheduled areas. Detailed early pre-application discussions with Suffolk County Council Archaeological Service would be required to agree the scope of required assessment and to inform design (e.g. to allow for preservation in-situ of deposits or appropriate programmes of work). Archaeological remains may be complex and important and mitigation could involve significant costs and timescales.

Any opportunity to widen the Star Lane footways through redevelopment would be welcomed, to deliver potential improvements to the visual, pedestrian, cyclist and air quality environment of Star Lane.

Site ref: IP226 Helena Road/Patteson Road

Site area: 1.87ha



Allocation Policies SP4

<u>Use(s)</u>		<u>Indicative capacity</u>
<u>Primary</u>	<u>Residential</u>	<u>337 dwellings (200dph on 90% of the site)</u>
<u>Secondary</u>	<u>Uses compatible with Waterfront Policy SP11</u>	

* see Core Strategy policy DM23 for minimum and average densities.

Adopted Plan 2017

Site was previously safeguarded under SP3 of the plan but has not come forward for development. Previously 540 dwellings at high density.

Current use

Timber storage

Development constraints / issues

Historic planning application for 566 dwellings, which has now expired.

Potential contamination land and a contaminated land assessment is required

Adjacent to a Listed Building and the Wet Dock Conservation Area. The site lies on the edge of the channel of the Orwell. There is potential for buried historic deposits. No objection in principle to development but it will require a condition relating to archaeological investigation attached to any planning consent.

This allocation site is located immediately adjacent to the Wet Dock Conservation Area to the west, occupying a key waterfront position towards the south of the Conservation Area. The Ship Launch Inn is to the immediate south of the allocation site, which is included on the Local List (Buildings of Local Townscape Interest) SPD.

The site is occupied by warehousing to the south, with the northern section being used as a depot. The southernmost building is a large brick warehouse dating from the early 20th century, and does have some architectural interest, with polychromatic masonry, round headed windows, and three prominent gables. This building could be reused in the redevelopment of the site, utilising the existing openings and lantern roof to provide natural light to the development.

The remainder of the site holds little architectural interest, and the replacement of these buildings would be encouraged. Development should address Helena Road which faces towards the waterfront with an interesting, eye catching design which contributes positively to the Wet Dock Conservation Area. Development should encourage pedestrian movement around the waterfront. The western side of the allocation site could accommodate taller development, whilst stepping down to a more domestic scale eastwards.

The design of development should also recognise Cliff Road to the east as a principal elevation and provide an expressive frontage which engages with the street scene to the west. A contemporary design approach would be welcomed, responding to adjacent architectural influences, such as the polychromatic masonry in the southern warehouse, and also to the north at the recent development off Patteson Road.

The site is in close proximity to the Stour and Orwell SPA/ Ramsar site. Information to inform a project level HRA will be required to demonstrate that urbanisation impacts on the site are prevented.