

Draft Site Allocations and Policies (incorporating IP-One Area Action Plan) Development Plan Document

Foreword

Ipswich is the county town of Suffolk, and its largest urban centre.

The Council believes that the planning of our town is one of our key roles and as such we are very pleased to set out our vision, objectives and strategy for the future development of Ipswich. It is vital that we manage and guide the development of the town to increase its vibrancy, and to protect and enhance its key assets. We need to ensure changes benefit the town's existing residents, businesses and visitors.

We are pleased to set out within this document our 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 2027 has been set out in the Core Strategy and Policies plan adopted on 14th December 2011. The Core Strategy also identified strategic sites for development at the Northern Fringe and the former Crane's factory. The Council is currently conducting a focused review of the adopted Core Strategy to look ahead to 2031. The focused review will be available for public inspection and comment alongside this Site Allocations plan.

This Site Allocations and Policies development plan document adds the site-specific detail to that strategy across the whole Borough. It incorporates the 'IP-One' area of central Ipswich, which was previously dealt with through a separate Area Action Plan. It will be accompanied by an updated policies map, showing on an Ordnance Survey base map sites for development and sites for protection.

We believe this document has benefited from the substantial response we received to previous consultations on *Issues and Options* and *Preferred Options*. Thank you if you gave us comments previously.

We would welcome any comments you might have on this document. Please would you ensure that your comments are received by the Council by 5pm on Monday 10th March 2014 at the latest.

We appreciate that not everyone will want to read all the documentation and that some people would welcome the opportunity to discuss issues with Council officers. To find out more please see the Council website www.ipswich.gov.uk/localplan or contact the Planning Policy team at the Council via planningandregeneration@ipswich.gov.uk or telephone number 01473 432019.

There are many challenges ahead associated with the development of Ipswich. This document will evolve into a key delivery document that will shape that development. This is an important opportunity to influence our final strategy and site-related policies. We hope you take this opportunity to help shape Ipswich's future.

Councillor Carole Jones

Portfolio Holder for Planning and Economic Development

October 2013

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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 This plan is a combination of two previous draft plans: the Site Allocations and Policies development plan document and the IP-One Area Action Plan. Its formal title is the 'Site Allocations and Policies (incorporating IP-One Area Action Plan) development plan document'. It is hereafter referred to simply as the 'Site Allocations plan'.
- 1.3 The Site Allocations plan covers three main areas of policy. Firstly it sets out a policy approach to managing development in identified areas (Chapter 4). Secondly it identifies a wide range of sites, which should be allocated for development or afforded a degree of protection from development (Chapter 5). Thirdly it sets out policies for the IP-One area and provides development guidelines for six opportunity areas within IP-One where significant development and public realm improvements are anticipated (Chapters 6 and 7).
- 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 adopted Core Strategy and Policies development plan document (the 'Core Strategy'), which is currently under focused review. It does replace the remaining 'saved' policies from the 1997 adopted Ipswich Local Plan, which were primarily site or area related policies. The updated policies map also replaces sites and designations from the 1997 adopted Proposals Map as indicated by the Core Strategy Proposals Map key.
- 1.5 This Site Allocations plan 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 sustainability 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 In formal terms, this document fulfils the requirements of regulation 18 of the Town and Country Planning (Local Planning) (England) Regulations 2012. This relates to inviting representations about what the plan ought to contain before it reaches the formal 'submission' stage. In doing so it repeats and updates earlier work undertaken up to and including the Preferred Options

consultation carried out in 2008 on the two separate Site Allocations and IP-One documents.

- 1.8 When it is formally adopted it will be formally part of the statutory development plan alongside the adopted Core Strategy and, therefore, it will carry significant weight 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.”

- 1.9 This draft version of the Site Allocations Plan gives an indication of the preferred wording of the Council’s new planning policies. Government guidance suggests that:

“Planning applications should continue to be considered in the light of current policies. However, account can also be taken of policies in emerging Development Plan Documents. The weight to be attached to such policies depends upon the stage of preparation or review, increasing as successive stages are reached.”¹

- 1.10 At this stage, the Council has adopted this document as a material consideration for use in the determination of planning applications (and other relevant applications). However, the weight to be given to the contents of this document will be limited, because this is an early stage in the process.

- 1.11 The weight that could be given to the policy direction will increase if there are no negative comments about it received during the consultation. The Council intends to make an early assessment of comments received to the draft plan after the close of the consultation period and to prepare a report on these that will set out in more detail the weight that might appropriately be given from then on to different parts of the document.

How this stage of the process fits in to the production process for the Site Allocations and Policies plan

- 1.12 The production of the Site Allocations plan is 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)²;

Stage 2: Publication of the plan, consultation on it and considering the representations made (regulations 19-20);

Stage 3: Submission of the plan to the Secretary of State (regulation 22);

Stage 4: Independent examination of the plan and publication of the Inspector’s recommendations (regulations 23-25)

Stage 5: Adoption of the plan by the Council (regulation 26).

- 1.13 This draft Plan still relates to stage 1 of the process. The Council consulted on Preferred Options for the two plans, Site Allocations and IP-One, in early

¹ Paragraph 18, The Planning System: General Principles, ODPM, 2005

² Town & Country Planning (Local Planning) (England) Regulations 2012

2008. However, because of the time that has now elapsed, another round of informal consultation is considered necessary on a full draft plan. This also responds to comments received at the Preferred Options stage that it was difficult to comment constructively on policy detail in the absence of proposed policy wording.

- 1.14 It is the intention that Stage 2 formal consultation will take place in mid 2014 with submission following in autumn 2014. Stages 4 and 5 would take place in late 2014 and early 2015.
- 1.15 The submission document (i.e. Stage 3) would effectively be a final draft of the document with the only permitted material changes thereafter being as a result of the Inspector's Report that concludes the Independent Examination stage.
- 1.16 It should be noted that the Independent Examination is all about testing whether the Council's documents are 'sound' and that at an Examination an Inspector cannot make a change to the submitted document if that change is not itself sound in terms of all the tests of soundness, or if that change would potentially undermine the consultation process and/or the sustainability credentials of the plan.
- 1.17 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.
- 1.18 The revised Local Development Scheme July 2013 provides more details on the various stages and the process involved in producing documents.

Part A

The Context

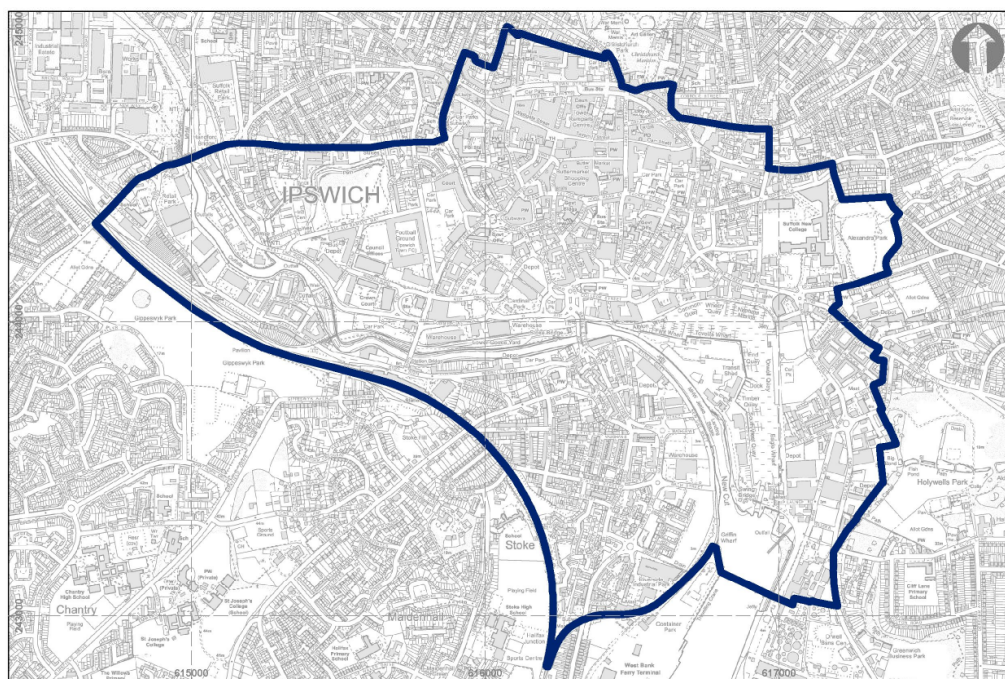
Chapter 2: The Ipswich Local Plan

- 2.1 The Ipswich Local Plan consists of development plan documents (DPDs) and saved 1997 Ipswich Local Plan policies, supported by policies maps. The DPDs for Ipswich are the adopted Core Strategy and Policies development plan document and the draft focused review, and this draft Site Allocations and Policies (incorporating IP-One Area action Plan) development plan document. Saved 1997 Local Plan Policies also form part of the Local Plan until such time as they are replaced through this Site Allocations plan. 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 draft Northern Fringe area development brief supplementary planning documents; and
 - Supporting documents: Statement of Community Involvement, Local Development Scheme, Supplementary Guidance, draft Community Infrastructure Levy (CIL) Charging Schedule and Authority Monitoring Report.
- 2.2 The Council's Core Strategy and Policies development plan document (hereafter referred to as the 'Core Strategy') was the first component of the new Ipswich Local Plan (formerly the Local Development Framework) to reach adoption, in December 2011. It is currently under review. The focused review Core Strategy 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 focused review Core Strategy 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 identifies the Northern Fringe of Ipswich as the main area for housing growth on greenfield land.
- 2.3 This Site Allocations plan will provide the detailed policies, which will give effect to certain strategic policies of the Core Strategy, including policies CS7 (housing), CS13 (employment) and CS14 (retail development). However, it is no longer the case that the Site Allocations plan is required to be in general conformity with the Core Strategy. Indeed, the Site Allocations plan may revise and supersede certain detailed aspects of the Core Strategy in order to respond to changes in national planning policy or updated evidence. Where this is the case, it will be clearly stated in the reasoned justification. The two development plan documents together will form the Ipswich development plan when the Site Allocations plan reaches adoption.
- 2.4 The Core Strategy is currently under review with a focus on reassessing the need for homes and jobs, taking into account current and projected economic conditions and demographic change. The draft revised Core Strategy provides the context for this Site Allocations Plan. Details are available on the Council's website.
- 2.5 The national context for the Ipswich Local Plan is provided by the National Planning Policy Framework (NPPF). It was published in March 2012 and replaced many, though not all, previous Planning Policy Guidance Notes and Planning Policy Statements. One of the tests of soundness for development plan documents is consistency with the policies in the NPPF³.

³ NPPF 2012 paragraph 182: Consistent with national policy – the plan should enable the delivery of

- 2.6 The Site Allocations plan incorporates the IP-One Area Action Plan, which was previously consulted upon as a separate stand-alone development plan document within the Ipswich Local Plan. Core Strategy 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 below. It includes areas known as the Waterfront, 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



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- 2.7 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).
- 2.8 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; and the Education Quarter where the new University Campus Suffolk and Suffolk New College are the main land uses.

Key Issues for the Site Allocations Plan

- 2.9 The Council is required to keep under review matters which may be expected to affect the planning and development of the Borough⁴. Thus a body of evidence underpins the Core Strategy focused review and the Site Allocations plan. Key elements of the local evidence base include:
- the Ipswich Strategic Housing Land Availability Assessment update November 2013 (SHLAA),
 - the Ipswich, Babergh, Mid Suffolk and Suffolk Coastal Strategic Housing Market Assessment (SHMA) 2008 and 2012 update,
 - Ipswich Housing Market Area Population and Household Projections September 2013,
 - East of England Forecasting Model 2012,
 - Suffolk Haven Gateway Employment Land Review 2009 (the ELR),
 - Suffolk Growth Strategy 2013,
 - New Anglia Local Enterprise Partnership 'Towards a Growth Plan', July 2013,
 - Ipswich Retail and Commercial Leisure Study 2010,
 - Town Centre Opportunity Area Report, DTZ 2013,
 - Ipswich Waterfront Transport Study 2007,
 - 2011 Census ONS,
 - State of Ipswich Annual Monitoring Reports,
 - Authority Monitoring Report 8 2011/2012,
 - Ipswich Strategic Flood Risk Assessment 2011 (SFRA),
 - Ipswich Wildlife Audit Update 2012, and
 - Draft Gypsy and Traveller Accommodation Assessment for Ipswich, Babergh, Mid Suffolk, Suffolk Coastal and Waveney, in partnership with Suffolk County Council, 2013.
- 2.10 These documents and others may be found on the Council's website www.ipswich.gov.uk within the Planning Policy 'Documents and Publications' section or in the Core Document Library.
- 2.11 The key strategic challenges for Ipswich are identified in the focused review Core Strategy paragraph 5.31. 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;
 - allocating suitable and available sites for future town centre development to attract new investment in the centre without over stretching it;
 - planning for a sharp rise in the number of primary school age children;
 - tackling deprivation in the worst affected wards;
 - supporting the completion of regeneration projects at the Waterfront;
 - enhancing pedestrian and cycle connections across and around the town, particularly between the Waterfront and town centre; and
 - ensuring that demands placed on new development do not render it non-viable.

⁴ Planning and Compulsory Purchase Act 2004, Part 2 Section 13.

Chapter 3: Vision and objectives

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

The Core Strategy Vision

Our Vision is to improve the quality of life 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.

As a result, by 2031 Ipswich will be a more vibrant, active and attractive modern county town successfully combining modern development with historic character – a true focus for Suffolk and beyond. It will be a place where people aspire to live, work, learn, visit and invest – and it will have a reduced carbon footprint! In spatial terms:

- a. There will be more people living and working in Ipswich town centre, which will be the focus for much of the new development.
- b. People will enjoy an improved shopping centre that includes a wider a mix of complementary uses, including new stores on allocated sites providing greater choice than at present, and improved cultural and sporting opportunities within the wider centre.
- c. Pedestrian links between the central shopping area and the Waterfront, the Village, Education Quarter and railway station will be direct, attractive, safe and well signed.
- d. Pedestrians, cyclists and public transport users will come first in Ipswich town centre. Traffic management measures in conjunction with improvements for pedestrians, cyclists and buses will ensure effective links between the wider Ipswich area and the town centre, and help keep congestion down and accessibility easy in the centre. Additional short stay parking will provide for car-borne shoppers and visitors.
- e. The distinctive network of beautiful parks and open spaces, green infrastructure and open water will be enhanced by the completion of the river path, improved ecological network and additional tree canopy cover and landscaping in new developments, surrounding areas and on the streets.
- f. As well as the concentration of jobs in the town centre, there will be new employment development at sites around the Borough including a strategic employment site at Crane's, together with the continued development of existing employment areas distributed across the town.
- g. University Campus Suffolk will have continued its planned growth, to complete the new campus at the Waterfront and the adjacent Education Quarter.
- h. The town's health will be cared for through strategic health services brought together at the Heath Road Hospital site and a strong network of local surgeries and health centres, including replacement or additional provision for Lattice Barn, Woodbridge Road and Deben Road surgeries.
- i. During the plan period, land will start to come forward for development at Ipswich's Northern Fringe, in conjunction with highway, water, energy, education, green and health infrastructure. Express bus services and pedestrian and cycle routes will connect the area to the town centre.

- j. Outside central Ipswich, thriving district and local centres will provide local shopping and services close to people's homes and will be surrounded by strong and cohesive communities.

3.2 The focused review Core Strategy 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 3 At least (a) 13,550 new dwelling units shall be provided in Ipswich between 2011 and 2031 in a manner that addresses identified local housing needs and provides a decent home for everyone, with at least 35% of them on larger sites being affordable homes; and (b) up to 12,500 additional jobs shall be provided in Ipswich to support growth in the Ipswich Policy Area between 2011 and 2031.

Objective 4 The development of the Borough should be focused primarily within the central Ipswich 'IP-One' area and within and adjacent to identified district centres.

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

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

Objective 6 To improve accessibility to and the convenience of all forms of transport, and achieve significant modal shift from the car to more sustainable modes through the Ipswich Major Scheme and other local initiatives. 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 Ipswich Village 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 cycle routes should be provided; and
- Ipswich Borough Council aspires to an enhanced public transport system, such as guided bus.

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

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

- 3.4 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. Therefore another Council strategy, which this plan will help to implement through land use policies and proposals, is the Town Centre Master Plan published in 2012. The recommendations of the Town Centre Master Plan, many of which closely echo the Core Strategy, are as follows (listed by topic):

Retail

- Build on the aspiration for Ipswich to be a regional shopping and cultural destination.
- Achieve the goals of the [Master Plan] Vision - an additional 40,000m² retail-led mixed use development on sites (1) between the Waterfront and the town centre (Merchant Quarter) (2) northwards extension of Tower Ramparts and (3) Tacket Street car park west of Cox Lane.
- Actively promote new developments which provide a range of unit sizes rather than large single department stores.
- Create street networks which promote leisure shopping and are attractive and convenient for all pedestrians.
- Promote a “cafe culture” by permitting more food and drink uses in the town centre retail heart.
- An improved open-air market and more specialised markets.
- Encourage and promote the re-shaping of the town centre so that its orientation is more north to south.
- Encourage retailers to extend the opening hours to the early evening.

Business and Enterprise

- Concentrate any large-scale office development in the Ipswich Village/Portman Road areas.
- Encourage and support creative industries to supplement and enhance retail and cultural activities.
- Support and encourage businesses in the growth sectors to locate and develop within the town centre.

Culture, Heritage and Leisure

- Support the development of regional and nationally renowned cultural and leisure facilities in the town centre, such as the Constable centre in Christchurch Mansion’s improved culture and leisure facilities.
- Promote an arena and conference facility in the Education Quarter.
- Develop a centre for cultural excellence based on the existing Ipswich Museum and Arts Hub on High Street with links to Crown Car Park, Crown Pools, Tower Ramparts and Christchurch Park through public realm improvements.
- Heritage centre and Waterfront visitor attraction.

Promotion, Marketing and Tourism

- Promotion of the evening economy which is safe and welcoming.
- Establishment of a new Ipswich Tourism Association.
- Development of effective web access to tourist information with Ipswich Central.

Housing

- Residential-led mixed-use development on the Cox Lane car park east of Cox Lane (part of the site formerly known as the “Mint Quarter”).
- The Star Lane area to the rear of Old Customs House should be the main focus for additional student accommodation.
- Sustainable mixed-use development incorporating residential should be promoted throughout the town centre.
- Residential development should be encouraged throughout the town centre, particularly family units.

Transport

- Implementation of the Ipswich Major Scheme for transport improvements in so far as it does not compromise other objectives.
- Provision of strategically positioned medium-sized short-stay multi-storey car parks at Tacket Street, Merchant Quarter, West End Road, Waterfront (east) and Crown car park as and when the schemes are implemented.
- Improve bus access to the central area.
- Relocation of the two bus stations to a single bus station on the Tacket Street car park and creation of enhanced satellite bus stops strategically positioned around the town centre. This will enable the Tower Ramparts Shopping Centre to be extended northwards with a pedestrian link to Crown Street car park and creation of an improved link between the town centre and the Waterfront via Turret Lane.
- Making Star Lane more pedestrian friendly and easier to cross.
- Improve links for pedestrians between the Waterfront and Town Centre.
- Complete the installation of the comprehensive Walk Ipswich information system to help pedestrians get around the town.

Street Scene

- Improve linkages for pedestrians between the Waterfront and town centre.
- Extend pedestrianisation to include Upper Brook Street, Queen Street and Princes Street North.
- Improve linkages for pedestrians at the northern gateway between Christchurch Mansion, Crown Pools, Crown Car Park, High Street and town centre.
- Ensure the incorporation of quality open space within all new development.
- Enhance the look and use of public spaces (including Cornhill) throughout the town centre.
- Implement tree-planting programmes throughout the town centre and central area.

- 3.5 Where appropriate, the Town Centre Master Plan recommendations are picked up through the policies and proposals set out in this plan.

Part B

The Policies

Chapter 4: Area Based Policies

- 4.1 It is important that the Council allocates land for various uses to help deliver the Vision and objectives set out in the Core Strategy and reproduced here in Chapter 3. It is also important that certain areas are designated and protected, whether for specific types of development or as open space.
- 4.2 Several Core Strategy policies have guided the selection of areas for certain types of uses or protection from development, including:
- Policy CS2 The Location and Nature of Development
 - Policy CS4 Protecting our Assets
 - Policy CS13 Planning for Jobs Growth
 - Policy CS14 Retail Development
 - Policy CS16 Green Infrastructure, Sport and Recreation
- 4.3 This Chapter does not seek to repeat these policies, but instead focuses on which approach to take to areas that may be allocated for physical development or retained or developed for open space or nature conservation purposes.

<p>Policy DM33 Green corridors</p>

- 4.4 Policy CS16 of the Core Strategy promotes the concept of the continuation and extension of the Green Corridor approach that was set out within the 1997 Ipswich Local Plan. Green corridors can perform many functions: they may provide recreation areas or walking or cycling routes for people, contribute to the public realm and setting of parts of the town, or provide vital connections between habitats for use by wildlife. Green corridors will not necessarily perform all three of these functions.
- 4.5 To reflect the variation in functions that green corridors can perform, two policies follow. The first deals with green corridors primarily used by people for recreation, amenity or transport (although wildlife may also use them). The second policy addresses the Ipswich ecological network, which supports biodiversity.

Policy DM33 Green corridors

The Council will seek to establish and enhance green corridors within the Borough and linking to adjacent open spaces and walking, cycling or riding routes.

Green corridors are identified broadly on Plan 1 in the following locations:

- a. Between Bramford Lane Allotments and Whitton Sports Centre playing fields and grounds, Whitton Church Lane and adjoining countryside;**
- b. Between Christchurch Park, the Dales, playing fields north of Whitton Church Lane and adjacent countryside;**

- c. **Between Christchurch Park, the Fonnereau Way, green infrastructure within the Northern Fringe development area and open countryside beyond;**
- d. **Between the Cemetery, Playing Fields at Tuddenham Road and adjacent countryside;**
- e. **Between Woodbridge Road and Bixley Heath via St Clement's Hospital grounds;**
- f. **Between Alexandra Park and Orwell Country Park and surrounding countryside via Holywells Park, Landseer Park and Pipers Vale;**
- g. **Between the Gipping Valley path near Station Bridge and Belstead Brook Park and adjacent countryside via Bourne Park;**
- h. **Between Gippeswyk Park, Belstead Brook Park and adjoining countryside;**
- i. **Between Gippeswyk Park, Chantry Park and adjacent countryside;**
- j. **Between the Wet Dock and Sproughton Millennium Green and adjacent countryside along the river corridor; and**
- k. **A green rim around the periphery of the town.**

The River Orwell is also identified along its navigable length within the Borough.

Within the defined green corridors, development will only be permitted where it would maintain, and where possible enhance, the corridor's amenity, recreational and green transport functions. The Council will seek to establish attractive green links and to provide for public access wherever safe and practicable.

Development proposals which relate closely to river banks will be required to provide for the improvement of public pedestrian and cycle paths along the site boundary relating to the river where appropriate.

Opportunities will be sought to link existing green corridors into a more continuous network through the layout of new development, the provision of new open spaces or public realm improvements.

- 4.6 This policy adds detail to the strategic approach set out in Core Strategy Policy CS16, by broadly identifying green corridors (including the 'blue corridor' of the river valley) and ensuring that any development permitted within them under other policies of this plan would not compromise the corridor function.
- 4.7 The Council's Open Space Study 2009⁵ describes green corridors as linear features mostly open in character e.g. footpaths, riverside paths and bridleways, which act as wildlife corridors and attractive, safe, off-road links between residential areas or open spaces or other destinations. Their value is increased if they link up to form a network and, for Ipswich, they may also link to the open countryside in neighbouring authority areas. They help to create urban environments that are attractive, clean and safe.
- 4.8 Ipswich benefits from an important and continuous green corridor in the form of the river path which follows the river from the Waterfront westwards through to Sproughton. Enhancing the river path is a key aim of the Ipswich River Strategy. Elsewhere in this plan pedestrian and cycle bridges are

⁵ Open Space, Sport and Recreation Facilities Study 2009, PMP

proposed across the river in the west of the Borough to link up communities and facilities north and south of the river, and east of Stoke Bridge.

- 4.9 On the periphery of the Borough there are other important areas of natural and semi-natural green space which provide corridor functions, for example Belstead Brook, Orwell County Park and Rushmere Heath.
- 4.10 The Haven Gateway Green Infrastructure Strategy⁶ recognised their value but also identified gaps, particularly to the north and east. Thus the Council's adopted Core Strategy, through policy CS16, seeks to link radial green corridors with a publicly accessible 'green rim' around Ipswich. The Council will take opportunities through development, such as at the Northern Fringe, which is addressed through Core Strategy policy CS10, to provide links in the green rim where currently there are gaps.
- 4.11 Some of the green rim will fall outside the Borough where the boundary is very tightly drawn. Where this is the case, the Council will work with partners across the Ipswich Policy Area to prioritise and address those gaps and provide links into the strategic walking and cycling route network, for example:
- eastwards to the coast via the Sandlings Walk
 - south-eastwards via the Stour and Orwell Walk
 - southwards via Belstead Brook Park to Alton Water
 - northwards via the Fonnereau Way to the Fynn Valley.
- 4.12 The Council will develop a more detailed map of the green corridors based on recreational open spaces and existing rights of way and permissive routes. Plan 1 illustrates the broad location of the corridors.

Policy DM34 The ecological network

The Council will seek to establish and enhance an ecological network across the Borough in accordance with the ecological network map.

Within core areas of the network, sites of international and national importance for biodiversity or geodiversity identified on the policies map will be protected from development, which directly or indirectly would have an adverse effect on their natural value. An exception would only be made in relation to a nationally designated site where proposed development:

- a. could not be located on an alternative site that would cause less harm,
- b. would deliver benefits that clearly outweigh the impacts on the site's special interest and on the national network of such sites, and
- c. would compensate for the loss of natural capital.

Sites of county or local importance and Suffolk Biodiversity Action Plan habitats or species will be protected in accordance with Core Strategy policy DM31.

6 Haven Gateway Green Infrastructure Strategy, April 2008 The Landscape Partnership

Within the remaining core areas and corridors which link core areas, development proposals will be required to have regard to existing habitat features and the wildlife corridor function in their design and layout and to enhance them where possible, through measures such as retaining existing habitat features, habitat restoration or re-creation and comprehensive landscaping, which is appropriate to local wildlife. Development which would fragment the corridor function will not be permitted unless there is adequate mitigation.

Within the buffer zones around core areas and corridors, development will be encouraged to enhance the ecological network where possible, through measures such as wildlife beneficial landscaping.

Development proposals should particularly seek to protect and enhance Suffolk Biodiversity Action Plan species and habitats present or potentially present within the Borough.

Planning permission will be refused for development which would result in the loss or deterioration of ancient woodlands unless the need for, and benefits of, the development clearly outweigh the loss.

Where appropriate, new tree planting will be encouraged within landscaping schemes to increase the Borough's tree canopy cover. The trees chosen will conform to the Tree Management Policy, specifically following a 'right place, right tree' approach and the planting of species appropriate to the local area.

Soft landscaping shall include plants which encourage biodiversity, such as nectar rich plants.

- 4.13 The Government's stated aim in the NPPF⁷ is to halt the overall decline in biodiversity. The planning system is required to minimise impacts on biodiversity and provide net gains where possible, through measures including establishing ecological networks. Policies should support the creation, protection, enhancement and management of biodiversity networks.
- 4.14 The NPPF⁸ also states that planning policies should identify and map components of the local ecological networks, including the hierarchy of international, national and locally designated sites of importance for biodiversity, wildlife corridors and stepping stones that connect them and areas identified by local partnerships for habitat restoration or creation. They should also promote the preservation, restoration and re-creation of ecological networks.
- 4.15 Ecological networks are an effective way to conserve wildlife in environments that have become fragmented by human activities⁹. An ecological network is defined as a collection of high quality and biodiverse habitats linked by ecological connections between them that enable species to move. The connections may be continuous corridors or stepping stones. Enabling species to move between sites makes them more resilient to change and

⁷ National Planning Policy Framework March 2012 paragraphs 109 & 114

⁸ National Planning Policy Framework March 2012 paragraph 117

⁹ Making Space for Nature: A review of England's Wildlife Sites and Ecological Network, Prof Sir John Lawton, DEFRA, September 2010

improves their long term viability in the face of challenges such as climate change.

- 4.16 Thus the policy has twin aims: to protect designated wildlife sites as appropriate to their position in the hierarchy of designated sites, and to protect, enhance and restore where possible links between them, which may be continuous links or stepping stones. The links may consist of roadside verges, railway lines or even areas covered by private gardens. Planning control does not extend to the management of such spaces, but there is advice available, for example on how to improve the attractiveness of gardens to wildlife.
- 4.17 The policy reflects national strategic priorities in the Natural Environment White Paper 'The Natural Choice' June 2011 and the NPPF, and local strategic priorities in terms of developing ecological networks.
- 4.18 The Ipswich ecological network consists of:
- core areas of high ecological value, which form the heart of the network – these are primarily the internationally, nationally, and sub-regionally designated biodiversity sites (ranked 1 – 2 in the Ipswich Wildlife Audit). Core areas also include sites ranked 3 - 4 through the Ipswich Wildlife Audit, some of which are also allocated for development. This is not considered incompatible with their ecological network role, as careful design and layout can retain or enhance appropriate elements of habitat;
 - core area buffer zones, which surround core areas and stepping stones, to protect them from adverse impacts - these vary in width from 400m around international and national sites to 100m around Biodiversity Action Plan habitats and non-designated sites;
 - corridors and stepping stones, which improve connectivity between core areas enabling species to move, feed, disperse, migrate or reproduce; and
 - corridor buffer zones, many of which cover existing built up areas, where encouragement will be given to enhancing the corridor function where possible.
- 4.19 Those core areas which consist of internationally, nationally, sub-regionally and locally designated wildlife sites are shown on the policies map. The wider ecological network including the buffer zones is shown on a separate plan. It develops further the wildlife corridors approach taken in the 1997 Ipswich Local Plan (shown in Plan 2 of that document). Ecological networks do not respect administrative boundaries and, therefore, the Council will work with partners in the Ipswich Policy Area to ensure that networks connect across and around district and borough boundaries.
- 4.20 Designated biodiversity and geodiversity sites in Ipswich are as follows. Internationally designated biodiversity sites are protected by statute.

Internationally designated sites

1 Ramsar Site: Orwell Estuary

1 Special Protection Area for birds: Orwell Estuary

Nationally designated sites

3 Sites of Special Scientific Interest: Bixley Heath, Stoke Tunnel Cutting (geological interest), Orwell Estuary (in two sections).

Locally designated sites

19 County Wildlife Sites

9 Local Nature Reserves, wholly or partly inside the Borough boundary

- 4.21 The aim of the policy is not to stifle development within the corridors or buffers of the ecological network. It is to ensure that, where development proposals come forward for consideration, the corridor function is maintained and enhanced where possible, for example through the design and layout of the scheme.
- 4.22 The ecological network map is shown on Plan 2. Although the identified network and buffer areas will be the priority for enhancement, the 'white' areas on the map in between are also important for wildlife. This is particularly the case for more mobile animals such as birds and flying insects. Here measures such as wildlife gardening, verge and green space management and planting street trees could greatly enhance its value to wildlife and help to extend the network identified on the map.
- 4.23 Ancient woodland is an area that has been continuously wooded since at least 1600 AD and, as such, it is an irreplaceable natural resource, which once lost cannot be recreated. Ipswich has one area of ancient woodland at Brazier's Wood near Ravenswood. The finite nature of this natural resource merits its strong protection. Veteran trees are addressed through Core Strategy policy DM10.
- 4.24 The Council's Open Space and Biodiversity Policy includes a corporate target to increase canopy cover across the Borough. Landscaping schemes associated with new developments provide an opportunity to increase the Borough's canopy cover, including through the provision of street trees. They also provide an important opportunity to include other plants which support biodiversity, particularly nectar rich plants.

Policy DM35 Countryside

- 4.25 Ipswich is set within a high quality landscape at the convergence of three distinctive landscape character areas defined by Natural England: the South Norfolk and High Suffolk Claylands, the South Suffolk and North Essex Claylands and the Suffolk Coast and Heaths, part of which is designated as an Area of Outstanding Natural Beauty. Suffolk County Council has also developed a finer grain landscape character assessment. The Borough boundary includes small amounts of countryside to the north-west, north-east and south-east of the urban area.

Policy DM35 Countryside

Within the countryside defined on the policies map, major development will only be permitted provided it respects the character of the countryside and it:

- a. **is necessary to support a sustainable rural business including tourism, or**
- b. **is a recreational use of land which retains its open character.**

In the case of the AONB, major development will only be permitted in exceptional circumstances in accordance with NPPF paragraph 116.

Proposals for development in the countryside should:

- a. **Maintain the separation between Ipswich and surrounding settlements;**
- b. **Conserve the landscape and scenic beauty of the AONB;**
- c. **Avoid the loss of best and most versatile agricultural land where possible;**
- d. **Avoid isolated locations;**
- e. **Contribute to the green rim and other strategic walking and cycling routes and wildlife corridors where appropriate; and**
- f. **In the case of new housing, be a dwelling required for the efficient operation of an existing rural enterprise which cannot be met nearby.**

- 4.26 One of the principles of planning set out in the National Planning Policy Framework (NPPF) is that it should recognise the intrinsic character and beauty of the countryside. Together with peripheral designated open spaces, the countryside around the Ipswich urban area provides an attractive setting for the town and links into its ecological and green corridor networks. The creation of sporadic and isolated development in the countryside that is not connected with the essential requirements of agriculture will be discouraged.
- 4.27 Ipswich also contains a small area of the Suffolk Coast and Heaths Area of Outstanding Natural Beauty (AONB) on the southern boundary of the Borough. The NPPF sets out the approach to considering major development applications within the AONB in paragraph 116.
- 4.28 The NPPF supports rural tourism and leisure developments which respect the character of the countryside. However, isolated homes in the countryside should be avoided unless there are special circumstances to justify them.
- 4.29 Ipswich has a tightly drawn Borough boundary so countryside at the periphery of the Borough is not physically remote from the urban area. However development which would be relatively isolated in terms of access to public transport and community facilities should be avoided.
- 4.30 Impact on the character of the Ipswich countryside will be assessed in relation to the Suffolk County Council character assessment analysis.
- 4.31 Areas of countryside are defined on the policies map.

Policy DM36 Employment areas.

- 4.32 The established Employment Areas across the Borough represent very significant clusters of employers providing jobs and, therefore, need to be safeguarded.

Policy DM36 Employment Areas

The Employment Areas are defined on the policies map and the IP-One inset policies map and listed below. Within the defined Employment Areas, policy DM25 shall apply.

The employment areas defined on the policies map are:

- 1 Ipswich Business Park, north of Whitton Lane;**
- 2 White House Industrial Estate, White House Road;**
- 3 Knightsdale Road / Wharfedale Road;**
- 4 Boss Hall Industrial Estate;**
- 5 Hadleigh Road Industrial Estate, including Elton Park;**
- 6 Land south of London Road / east of Scrivener Drive;**
- 7 Civic Drive / Princes Street / Russell Road / Portman Road;**
- 8 Felaw maltings / IP-City Centre;**
- 9 Riverside Industrial Park and the west Bank area;**
- 10 Cavendish Street;**
- 11 Holywells Close and Holywells Road;**
- 12 Cliff Quay/Sandy Hill Lane / Greenwich Business Park / Landseer Road area;**
- 13 Wright Road / Cobham Road;**
- 14 The Drift / Leslie Road / Nacton Road;**
- 15 Ransomes Europark; and**
- 16 Airport Farm Kennels, south of Ravenswood**

- 4.33 The jobs growth target set out in the focused review Core Strategy means that protecting against the loss of employment areas is important. The list contained in this policy contains the town's main existing and proposed employment areas.

- 4.34 All the existing employment areas have been reviewed and boundaries amended where appropriate. Several employment areas formerly identified through the 1997 Local Plan have been deleted, because the uses have changed entirely (e.g. former area 't' Celestion/Bull Motors Foxhall Road) or to a significant extent (e.g. former area 'c' Eastway Business Park, Sproughton Road/Europa Way). Former area 'u' Rose Hill / north of Felixstowe Road has also been deleted. The spatial strategy set out in Core Strategy policy CS2 indicates areas in and around district centres as a focus for housing growth and community facilities. The Felixstowe Road employment area is located close to Felixstowe Road District Centre and, therefore, housing and community facilities are preferred uses.

- 4.35 New employment areas have been designated at Ipswich Business Park north of Whitton Lane (area 1) and Airport Farm Kennels south of Ravenswood (area 16 above). These reflect proposed employment land

allocations set out in policy DM42 (see chapter 5) which are needed to provide an adequate employment land supply in terms of quantity and quality.

- 4.36 The distribution of employment areas across the Borough means that they are accessible to all the main residential neighbourhoods, providing the possibility of job opportunities close to where people live. Protecting the employment areas for employment uses also retains choice of locations across the Borough for businesses to locate in. As consolidated employment areas, operational requirements such as 24 hour working or heavy goods access are also more likely to be capable of being met without adversely affecting the amenity of residential areas.

Policy DM37 District and Local Centres

District and Local Centres are defined on the policies map. Within defined District and Local Centres, Core Strategy policy DM21 shall apply.

- 4.37 District and Local Centres perform an important role serving, to varying degrees, the day-to-day convenience, food and services needs of their local resident catchment populations. Ipswich contains 12 existing District Centres and 34 Local Centres (with additional centres of both types proposed through the Core Strategy).
- 4.38 The District Centres are the more strongly performing centres and rely on a stronger convenience retail offer to underpin their function, vitality and viability. All the District Centres contain a supermarket. The District Centres also tend to be located on radial routes and as such benefit from some passing trade.
- 4.39 The Local Centres tend to contain fewer units than the District Centres and offer a more limited diversity of uses. However, they remain an important facility for meeting people's every day needs.
- 4.40 The District and Local Centres are important to the spatial strategy for the Borough. As well as retail centres they are also the focus for community facilities and higher density housing development. This approach to focusing development in and around centres provides the opportunity for people to make some sustainable travel choices and supports the centres' vitality and viability.
- 4.41 A health check of the District and Local Centres conducted as part of the Retail and Commercial Leisure Study in 2010 concluded that the majority of Ipswich's District and Local Centres are healthy, vital and viable.
- 4.42 The boundaries of the District and Local Centres are shown on the policies map and, within them, Policy DM21 applies to development proposals.

Chapter 5: Site Allocations

- 5.1 The focused review Core Strategy 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 Core Strategy Policies also address the matter, for example CS10 Ipswich Northern Fringe. Ipswich town centre is dealt with in Chapter 6 'IP-One', with the exception of housing, employment, mixed use and community facility site allocations which are addressed below.
- 5.2 The threshold 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 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 DM38 The protection of allocated sites

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

Policy DM38 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, 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; and**
 - b. **Not viable or deliverable for the allocated use and likely to remain so during the plan period.**
- 5.4 The Council has specific requirements for the delivery of housing, jobs and retail development in the period up to 2031. 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 can not easily be developed for alternative uses and thereby harm the Council's ability to achieve its growth targets.

Policy DM39 Land allocated for housing

- 5.5 Through focused review Core Strategy policy CS7 'The Amount of Housing Required', the Council commits to allocating land to provide at least an additional 5,909 dwellings net to 2031. The following policies provide the detailed site allocations to deliver a proportion of that housing requirement.

Policy DM39 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:

Table 1 Land allocated for residential 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)
IP004	Bus depot, Sir Alf Ramsey Way 50% residential use, 50% B1 office use; historic depot to be retained and converted as part of B1.	1.07 (c. 50%)	59	110dph (DM30a)	M
IP005	Former Tooks Bakery, Old Norwich Road 80% residential and c. 20% is safeguarded for the provision of a new health centre	2.79 (c. 80%)	100	45dph (Development Brief)	S
IP006	Coop Warehouse, Pauls Road	0.63	28	45dph as in IP-One area	M
IP009	Victoria Nurseries, Westerfield Road	0.39	14	35dph (DM30c)	S
IP010a	Co-op Depot, Felixstowe Road Approximately 20% of the site is safeguarded for an extension to Rosehill School	2.73 (c.80%)	98	45dph (DM30b)	M
IP010b	Felixstowe Road Current uses retained on 40% of site	2.79 (c. 60%)	75	45dph (DM30b)	M
IP11b	Smart Street, Foundation Street Allocated for mixed use development consisting of 80% residential and 20% B1 business	0.69 (c. 80%)	61	110dph (DM30a)	M
IP012	Peter's Ice Cream	0.32	35	110dph (DM30a) 08/00978/FUL (student accommodation awaiting S106)	S

IP015	West End Road Surface Car Park Allocated for 20% residential plus long stay car parking and 10% B1 office use	1.21 (c. 20%)	27	110dph (DM30a)	M
IP029	Land opposite 674-734 Bramford Road Allocated for 70% residential and 30% open space	2.26 (c. 70%)	71	45dph (DM30c). Higher than average density appropriate in this location.	S (temporary use of site until April 2014)
IP031	Burrell Road	0.43	19	45dph (DM30b).	S
IP032	King George V Field, Old Norwich Road Allocated for 80% residential and 20% open space	3.54 (c. 80%)	99	35dph (Development Brief)	S/M
IP033	Land at Bramford Road (Stocks site) Allocated for 50% residential and 50% open space	2.04 (50%)	46	45dph Medium – SHLAA / DM30b	M
IP037	Island Site Allocated for 50% Housing, 30% employment and leisure, 15% open space, 5% small scale retail/café/restaurant. Consider the need for a masterplan on this site given its significance. See also Opportunity Area development principles and guidelines in Part C. Additional vehicular and foot/cycle access will need to be provided to enable the site's development.	6.02 (c. 50%)	271	90dph (DM30a lower end of range)	M
IP039a	Land between Gower Street & Gt Whip Street	0.48	43	90dph (DM30a low end of range)	M
IP040 and IP041	Civic Centre Area / Civic Drive This site is primarily allocated for 80% retail development but will incorporate some residential e.g. over retail uses	1.31 (20%)	29	110dph (DM30a) 08/00806/FUL (pending- 11 dwellings on part)	S

IP043	Commercial Buildings and Jewish Burial Ground, Star Lane	0.70 (80%)	61	90dph (DM30a) 11/00267/FUL (pending) 65 student rooms	S
IP048	Mint Quarter / Cox Lane regeneration area Residential development to the east of Cox Lane, retaining the locally listed façade to Carr 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.	1.35 (c. 60%)	73	DM30a but lower end of range	M
IP054	Land between Old Cattle Market and Star Lane The part of the site to the west of Turret Lane is allocated primarily for residential use. The remaining 70% is allocated for office, leisure possible short stay car parking, some small scale retail and an extended or replacement electricity sub station.	1.72 (30%)	28	55dph High density area but flats and town houses would fit the character. Hence density upper end of medium range).	L
IP059a	Elton Park Industrial Estate, Hadleigh Road This is the western part of the employment area, formerly occupied by a factory. The eastern part adjacent to railway is retained as employment area.	2.63	105	40dph 08/00365/OU T (withdrawn - (130 dwellings). DM30b to c may be more appropriate in this location.	S
IP061	Former School Site, Lavenham Road Allocated for part development (70%) on the basis of improving the remainder (30%) of the open space.	1.08 (70%)	30	DM30 b.- c.	S
IP065	Former 405 Club, Bader Close	3.22	108	Application submitted May 2013.	S

IP066	JJ Wilson, White Elm Street This site includes the land to the west	0.32	14	45dph (DM30b).	M
IP080	240 Wherstead Road	0.49	27	55dph (DM30b). Linear layout would allow for slightly higher than average density.	S
IP089	Waterworks Street	0.31	29	110dph less 5 existing units. (DM30a).	M
IP096	Car Park Handford Road East	0.22	24	110dph (DM30a)	S
IP098	Transco, south of Patteson Road	0.57	63	110dph (DM30a)	S
IP105	Depot, Beaconsfield Road	0.33	15	45dph (DM30b)	M
IP116	St Clement's Hospital Grounds	12.51	227	Discussions with developer	S
IP121	Front of pumping station, Belstead Road	0.60	27	45dph (DM30b)	M
IP131	488-496 Woodbridge Road / Milton Street	0.29	13	DM30b	M
IP136	Silo, College Street	0.16 (c. 80%)	21	165dph (DM30a and higher than average density consistent with other schemes along Quay)	L
IP142	Land at Duke Street To also accommodate some public open space provision (25%)	0.39 (75%)	32	DM30a	M
IP165	Eastway Business Park, Europa Way	2.08	100	Discussion with developer following pp expiry for 218 dwellings (05/00893/FU L)	S
IP172	15-19 St Margaret's Plain Residential led mixed use with town centre uses excluding retail	0.08	9	Planning permission for student accommodation lapsed	

IP175	47-51 Waveney Road	0.15	12	05/00685/OU T (expired)	S
IP188	Websters Saleyard site, Dock Street	0.11	9	110dph (DM30a) & landowner's update. Planning permission for 3no. dwellings on part of site (13/00069/FU L).	S
IP221	Flying Horse PH, 4 Waterford Road Pub to be retained and housing provided on land to rear	0.35 (50%)	6	06/01007/FUL (expired) DM30 c.	S
IP150c	Land south of Ravenswood	4.62	162	DM30 c. low density to reflect peripheral location	S
IP256	Artificial hockey pitch, Ipswich Sports Club, subject to the requirements of policy DM28 being met	0.6	30	DM30 c.	M
IP257	Land at Felixstowe Road east of Malvern Close, Subject to the requirements of DM32 being met	0.78	27	DM30 c. It is within 800m of district centre but Coop site will deliver some flats so expect slightly lower density here.	M
IP259	Former Holywells High School, subject to its being declared redundant. Sports facilities to be retained.	1.82	82	DM30 b. as within 800m of Nacton Rd District Centre	M
	<u>Total</u>		2,409		

5.6 The Council is required to ensure that the Ipswich Local Plan meets the full, objectively assessed needs for market and affordable housing in the housing market area as far as is consistent with policies in the National Planning Policy Framework¹⁰. The focused review Core Strategy sets out the revised housing requirement for the Borough of 13,550. The sites allocated in this policy indicate how the Council intends to meet part of that requirement.

¹⁰ NPPF paragraph 47

- 5.7 The indicative capacity of the sites listed in the policy above is 2,409 dwellings. These will contribute to meeting the housing target of 5,909 dwellings required as identified through Policy CS7 of the Core Strategy focused review. In addition, the Core Strategy allocates land for the development of 3,500 dwellings at Ipswich Garden Suburb (the Ipswich Northern Fringe) through policy CS10. The housing land requirement and supply figures are set out in Table 2 of the Core Strategy focused review.
- 5.8 Within mixed use schemes, the Council will expect the proportion of housing to be within + or -5% of the proportion indicated in the policy. Housing delivery will be closely monitored through the Authority Monitoring Report. Appendix 3 provides additional information about the sites allocated through this policy.

Policy DM40 Land with planning permission or awaiting a Section 106

- 5.9 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.
- 5.10 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 DM40 Land with planning permission or awaiting a Section 106 Agreement

As at 1st April 2013, 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
IP11a	Smart Street, Foundation Street (former Gym & Trim)	0.16	17	11/00572/VC granted 25/10/11 (DM30a)	S
IP016	Funeral Directors, Suffolk Road	1.04	14	12/00895/REM granted 25/1/13	S
IP042	Land between Cliff Quay and Landseer Road	3.78	36	12/00700/OUT (pending) committee resolution March 2013	S
IP052	Land between Lower Orwell Street & Star Lane (former Essex Furniture)	0.40	44	12/00811/VC (28/1/13) - 132 student rooms DM30a applied	S
IP059b	Arclion House, Hadleigh Road	0.34	18	10/00823/FUL (pending)	S
IP074	Church and land at Upper Orwell Street	0.31	12	10/00056/VC	S
IP084	County Hall, St Helen's Street	0.84	50	05/00641/FUL (79 in total, 28 complete April 2012)	S
IP088	79 Cauldwell Hall Road	0.30	16	12/00114/VC	S
IP090	Europa Way	1.43	142	11/00334/VC	S/M
IP109	R/O Jupiter Road & Reading Road	0.42	13	12/00192/FUL (pending)	S
IP129	BT Depot, Woodbridge Road	1.07	39	12/00654/OUT (pending)	S
IP130	South of South Street	0.22	11	05/00792/FUL, 10/00609/FUL & 10/00628/FUL	S
IP132	Former St Peter's Warehouse Site 4 Bridge Street	0.18	64	10/00343/FUL	S
IP133	South of Felaw Street	0.41	47	10/00418/VC	S
IP135	112-116 Bramford Road	0.17	24	11/00247/VC	S
IP150a	Ravenswood S & T (adjacent Fen Bight Circle)	4.1	78	07/00765/OUT & 08/00246/REM for part of outline site (155 in total, 25 completed April 2012)	S
IP169	23-25 Burrell Road	0.08	14	12/00087/FUL	S

IP176	7-9 Woodbridge Road	0.05	14	12/00101/FUL	S
IP178	Island House, Duke Street	0.09	9	11/00414/FUL 31 (student)	S
IP200	Griffin Wharf, Bath Street	0.79	132	05/00819/FUL, 11/00432/FUL & 11/00507/FUL (418 in total, 113 completed April 2012)	S
IP205	Burton's, College Street	0.19	125	02/01241/FUL (196 in total, 71 completed April 2012)	S-M
IP206	Cranfields, College Street	0.71	142	04/00313/FUL (337 in total, 195 completed April 2012)	S
IP209	158 Foxhall Road	0.19	5	04/01261/FUL & 07/00229/FUL (11 in total, 6 completed April 2012)	S
IP211	Regatta Quay, Key Street (subject to further discussions with agent)	0.85	226	05/00296/FUL, 07/00357/FUL & 07/00358/FUL (315 in total, 89 completed April 2012)	S-M
IP214	300 Old Foundry Road	0.02	11	10/00805/VC	S
IP215	7-15 Queen Street	0.09	12	06/00032/FUL (all of site – expired) & 11/00127/FUL (part of site)	S
IP223	Hayhill Road/Woodbridge Road	6.58 (part)	111	07/00123/FUL & 09/00612/FUL (304 in total, 167 completed April 2012)	S
IP245	12-12a Arcade Street	0.06	14	12/00869/VC	S
IP246	158-160 London Road	0.06	13	09/00213/FUL	S
IP253	Electric House Crown Street	-	13	12/00008 approved 15/8/12	S
IP226	Helena Road	1.87	566	04/01173/FUL (pending)	M
Total			2032		

5.11 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. Two specific circumstances have led to the policy's inclusion in the plan:

- The number of permitted schemes for student accommodation, some of which the Council considers unlikely to come forward; 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.
- 5.12 It is considered that these issues will have a marginal and/or temporary effect over the whole plan period. Nevertheless 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.
- 5.13 The sites with planning permission for residential development listed in the policy above have already been included in supply calculations in focused review Core Strategy Table 2 and, therefore, are not counted again here. The sites with planning permission for student accommodation have not been counted in the supply. The delivery of the sites will be closely monitored through the Authority Monitoring Report.
- 5.14 The success of University Campus 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.
- 5.15 Experience in Ipswich to date indicates that there are more student bed spaces with planning permission than the University needs. The sites with unimplemented planning permission for student accommodation have not been counted in the housing land supply, in accordance with government advice. However they would be counted as completions once built. 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. This is the source of some of the land included in housing calculations as a windfall allowance for years 3-15 of the plan period.

<p>Policy DM41 Land allocated for Gypsy and Traveller sites</p>
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- 5.16 National Planning Policy for Traveller Sites 2012 requires local planning authorities to work together to set pitch targets for Gypsies and Travellers and plot targets for travelling showpeople, which address the likely permanent and transit site accommodation needs of Travellers in their area. The following policy addresses this requirement.

Policy DM41 Land allocated for Gypsy and Traveller sites

Sites currently used by Gypsies and Travellers are identified on the policies map and are protected for that use. Land is allocated for a permanent Gypsy and Traveller site to meet existing and identified

future needs for the next 5 years, in accordance with the draft Gypsy and Traveller Accommodation Assessment, at:

Site IP261 Land at River Hill - a new site of 0.3 ha to accommodate 5 pitches.

The Council will work with neighbouring authorities to identify suitable sites to meet future needs arising in Ipswich as identified by the GTAA (2013) for years 6 to 15 within the Ipswich Policy Area. Should sites fail to be identified to meet this need by 2017, this policy will be reviewed immediately to ensure a continuous 5 year supply of sites in accordance with national policy.

Applications for the provision of permanent pitches in other locations will be considered against the following criteria:

- a) The existing level of local provision and need for sites;**
- b) The availability (or lack) of alternative accommodation for the applicants;**
- c) Other personal circumstances of the applicant, including the proposed occupants must meet the definition of Gypsy or Traveller; and**
- d) Criteria a, b and c set out in Core Strategy Policy CS11.**

The Council will work with neighbouring authorities to meet transit provision needs as identified through the GTAA.

- 5.17 Ipswich currently contains two sites for Gypsies and Travellers, at West Meadow (41 pitches) and Henniker Road (2 pitches). These are shown on the policies map.
- 5.18 An assessment of the accommodation needs of Gypsies and Travellers (GTAA) in East Suffolk is being carried out jointly by Ipswich Borough Council, Mid Suffolk District Council, Suffolk Coastal District Council, Waveney District Council and Babergh District Council. The initial indications in the draft GTAA demonstrate there is a need for additional permanent pitches to be provided between 2012 and 2027. In order to meet this expected need, the Council has allocated a small family sized site providing 5 pitches to meet needs for the period 2012 to 2017. The pitches could be provided publicly or privately, but the Council is required to address the need through identifying sites to meet it.
- 5.19 For the period 2017-2027, need is expected to be met jointly with neighbouring authorities through the allocation of sites in the Ipswich Policy Area, in accordance with Core Strategy policy CS11. This cross-boundary approach gives flexibility in identification of sites, as there are limited opportunities within the Borough boundary to meet needs given its tight administrative boundaries and its high housing target. This approach accords with Government policy.
- 5.20 The Council is committed to delivering joint transit provision in accordance with Core Strategy policy CS11. This need requirement will be updated by the GTAA. Provision is also expected to be met beyond the Borough boundary, in order to meet need arising in the Felixstowe area and to accord with criteria to be located on a trunk road corridor.

- 5.21 The Council will seek to provide for the needs of Travellers requiring a mixed residential and business use site by allocating suitable sites, and where this is not possible by providing separate sites for residential and business purposes in close proximity.
- 5.22 National policy indicates that the number of pitches or plots should be related to the circumstances of the specific size and location of the site and the surrounding population's size and density. The Ipswich Housing Strategy indicates that the preferred form of provision is pitches in small family groups – typically a site containing about 6 pitches. Thus the Council expects the provision to take the form of smaller site(s) over the plan period to 2027, located within Ipswich Policy Area.
- 5.23 The site(s) allocated will be considered against the criteria set out in Core Strategy policy CS11 and Planning Policy for Traveller Sites 2012.

Policy DM42 Land allocated for employment use

- 5.24 Core Strategy Policy CS13 refers to the allocation of at least 30ha of employment land across the Borough to deliver jobs growth. The following policy addresses this requirement.

Policy DM42 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:

Table 3 Land allocated for employment uses

Site	Address	Site Area ha	Notes
Sites for 100% employment uses (B1, B2, B8)			
IP058	Former Volvo site, Raeburn Rd South	5.82	Suitable for B1, B2 or B8
IP067	Former British Energy Site	5.25	Suitable for B1, B2 or B8
IP094	Land to rear of Grafton House	0.31	Suitable for B1
IP099	Part of former Volvo Site, Raeburn Road South	2.30	Suitable for B1, B2 or B8
IP140b	Land north of Whitton Lane	5.92	Suitable primarily for B1 with some B2 and B8. Delivery expected in the medium to long term (dependent on access improvements). Should be planned comprehensively as part of a larger scheme with adjacent land in Mid Suffolk but the two areas could come forward in phases. Subject to suitable access being provided.

IP146	Ransomes Europark (east)/Land around Makro	5.29	Suitable for B1, B2 or B8 Development shall design in wildlife corridors to maintain a linked network of habitats including the lagoon and the plantation.
IP147	Land between railway junction and Hadleigh Road	4.7	Suitable for B1, B2 or B8 (excluding office use) – will need access improvements
IP152	Airport Farm Kennels	7.37	A site for longer term development subject to access improvements
Sub total		36.96	
Land allocated for employment uses with a mix of other uses (site area reduced accordingly although development may occupy entire ground floor of a multi-storey development, for example)			
IP004	Bus depot Sir Alf Ramsey Way	1.07 (50%) = 0.53	50% employment as part of mixed use scheme with housing
IP011b	Smart St / Foundation St	0.69 (20%) = 0.14	As part of mixed use scheme with housing
IP015	West End Road surface car park	1.22 (10%) = 0.12	As part of mixed use scheme with car parking and some housing
IP035	Key Street / Star Lane / Burtons (St Peter Port)	0.54 (30%) = 0.16	As part of mixed use scheme with B1 office, hotel, small scale retail and car parking
IP037	Island Site	6.02 (30%) = 1.8	B1 uses compatible with housing expected as part of mixed use redevelopment, plus the retention of boat related uses. Consider the need for a masterplan on this site given its significance. See also Opportunity Area development principles and guidelines in Part C. Additional vehicular and foot/cycle access will need to be provided to enable the site's development.
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 B1 office development 80% B1 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

IP054	Land between Old Cattle Market & star Lane	1.72 (70%) = 1.2	A key site linking the shopping centre and Waterfront - mixed use including significant B1 office to east of Turret Lane – may also need to provide for an extended electricity sub station. Could include some short stay car parking.
Sub total		5.94	
	TOTAL	42.90	

- 5.25 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.
- 5.26 The National Planning Policy Framework states that planning policies should avoid the long term protection of allocated employment sites where there is no reasonable prospect of the site being used for that purpose (paragraph 22). Several sites allocated above have been safeguarded for employment use since the Local Plan was adopted in 1997, but have not come forward.
- 5.27 All the allocated sites have been reviewed and only those included where the Council is confident development can be delivered over the plan period and where the Employment Land Review 2009 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.
- 5.28 A key vehicle to assist in delivery is the Suffolk Growth Strategy. This identifies sites including those at Ransomes, Hadleigh Road and Sandyhill Lane/Raeburn Road as strategic sites for the Borough. These will be targeted for assistance needed to overcome the barriers to their development.
- 5.29 Focused review Core Strategy Policy CS13 sets a target of 12,500 jobs to be provided 2011-2031 through a number of measures, including the allocation of at least 30ha of land for employment development.
- 5.30 The sectors forecast to grow in Suffolk¹¹ are: energy, advanced manufacturing, information and communication technology (ICT), finance, food, drink and agriculture, ports and logistics, tourism, creative and cultural industries and biotechnology. 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 and work with the Suffolk Growth Group and New Anglia Local Enterprise Partnership.
- 5.31 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 is specified in Table 3 above. Appendix 3 provides additional information about the sites allocated through this policy.

¹¹ Suffolk Growth Strategy SCC March 2013

Policy DM43: Land allocated and protected as open space

5.32 Open space is essential to the quality of life in Ipswich. Core Strategy policies CS16 and DM28 protect open spaces and the policy below adds further detail to this by identifying sites and allocating new open spaces.

Policy DM43 Land allocated and protected as open space

Existing open spaces are defined on the policies map. Within the defined open spaces, Core Strategy policy DM28 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.

Site IP263 West of Bridge Street, north of the River Orwell is allocated for public open space.

Development of the following sites shall include more than the standard amount of public open space, as specified in Table 4 below:

Table 4: List of 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	30% Open Space	70% Housing
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	50% Housing, 30% employment and leisure, 5% small scale retail/café/restaurant
IP048	Mint Quarter / Cox lane Regeneration Area	UC051	40% open space – could span the parts of the site east & west of Cox Lane (and car parking).	60% Housing.
IP116	St Clements Hospital Grounds	UC185	20% Open Space	80% Housing
IP142	Land at Duke Street	UC259	25% open space	75% Housing
IP061	Former school site Lavenham Road	UC064	30% Open Space	70% Housing – development to deliver improvement to remainder of open space

- 5.33 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.
- 5.34 Paragraph 8.174 of the Core Strategy 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.
- 5.35 The open spaces protected by this policy include all the different types shown on the policies map including playing fields, allotments and country parks.
- 5.36 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 IP263 and within the Island Site redevelopment. Appendix 3 provides additional information about the sites allocated through this policy.

Policy DM44: 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	Preferred Options ref.	% 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	UC005	20%	Health centre	80% Housing
IP010a	Co-op Depot, Felixstowe Rd As part of a residential development	UC010	20%	Primary school extension	80% Housing
New site IP258	Land at University Campus Suffolk As part of the Education Quarter	-	1.89ha	New primary school	Education Quarter

IP150 part	Land at Ravenswood	UC267 part	100%	Sports park comprising cycle track and pitch facilities	-
IP149	Pond Hall Carr and Farm	UC266	100%	Country Park and Visitor Centre	-
IP260	The former Odeon Cinema	-	100%	Leisure uses to complement the Regent	-

- 5.37 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.
- 5.38 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.
- 5.39 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 Core Strategy focused review, which will be supported by a separate Infrastructure Delivery Plan.
- 5.40 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, incorporating sports pitches. The former Odeon Cinema in the town centre is well placed next to the Regent for new leisure uses to complement the theatre.
- 5.41 The Appropriate Assessment to the adopted Core Strategy advised that visitor management measures were needed at Bridge Wood to protect the Orwell Estuary Special Protection Area. Pond Hall Farm offers the ideal opportunity to provide a visitor centre in the medium to long term, to raise visitor awareness of the potential impacts of disturbance on over wintering birds on the estuary and to draw visitors away from the foreshore.
- 5.42 The need for community infrastructure associated with the Northern Fringe development is dealt with through the Core Strategy and supplementary planning document. Appendix 3 provides additional information about the sites allocated through this policy.

Policy DM45 Safeguarding land on development sites 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:

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

Site	Address	Preferred Options ref	Site Area (ha)	Allocation
IP059a	Land at Elton Park Works	UC062	2.63	Pedestrian and Cycle Bridge to link to the river path on the northern bank
IP140a	Land north of Whitton Lane	UC257	1.01	Extension to Bury Road park and ride
IP037	Island Site	UC038	6.02	Additional vehicular access needed to enable the site's development. Additional cycle and pedestrian connections also required in accordance with policy DM55.

- 5.43 It is important that provision is made for needed transport infrastructure within certain development sites. 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.
- 5.44 The park and ride site at Bury Road is currently disused, but the Council remains committed to bringing it back into service to intercept traffic entering the town east bound from the A14 in the north-west of the Borough. Park and ride fulfils an important role in supporting Travel Ipswich and providing public transport choices to those travelling into Ipswich from elsewhere.
- 5.45 The Island site is an outstanding development opportunity at the Waterfront. Access improvements will be needed to enable its redevelopment.

Policy DM46 Port of Ipswich

Land is allocated for port related uses at the Ash Tip, Cliff Quay (site reference IP262).

- 5.46 Ipswich Port plays a significant role in the Ipswich economy, handling over 3 million tonnes of cargo a year. Since Ipswich Port Limited was bought by Associated British Ports in 1997, it has seen significant expansion. The extended West Bank handles primarily unitised cargo whereas the East Bank caters for bulk cargoes.
- 5.47 Ports have been identified by the New Anglia Local Enterprise Partnership as one of the key sectors which will drive the growth of the region in coming years. The Suffolk Growth Strategy 2013 also identifies that UK container traffic is likely to grow steadily over the next 15 years, as will opportunities arising through diversifying bulk-breaking and post-processing capabilities.
- 5.48 It is therefore important that land is safeguarded for the further expansion of the Port. The former Ash Tip site measures 3.12ha.

Chapter 6: IP-One Area Action Plan

- 6.1 The National Planning Policy Framework (NPPF) in section 2 advises that local planning authorities should set out policies for the management and growth of town centres over the plan period.
- 6.2 The Core Strategy 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 protect the vitality and viability of centres through managing development in defined centres and outside them.
- 6.3 At the more detailed site level, which is the focus of this Site Allocations plan, the NPPF advises that town centre policies should:
- Define the extent of centres and primary shopping areas;
 - Define primary and secondary frontages within designated centres;
 - Retain and enhance existing markets;
 - Allocate a range of suitable sites to meet the scale and type of retail, leisure, commercial, office, tourism, cultural, community and residential development needed; and
 - Allocate appropriate edge of centre sites for main town centre uses that are well connected to the town centre, where suitable and viable town centre sites are not available.
- 6.4 The Council's vision for Ipswich town centre is contained in the Town Centre Master Plan May 2012. It combines elements of the Core Strategy 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
- 6.5 Thus this section of the plan sets out policies which:
- Revise the Central Shopping Area boundary;
 - Define the primary, secondary and speciality shopping areas;
 - Revise the town centre boundary;
 - Define the Education Quarter and the Waterfront;
 - Allocate sites for town centre uses and town centre living;
 - Define and safeguard routes for transport proposals; and
 - Manage car parking provision in the town centre.

- 6.6 The NPPF defines main town centre uses as: retail; leisure (such as dance halls), entertainment, intensive sports and recreation facilities such as cinemas, restaurants, bars, night clubs, casinos, health and fitness centres, indoor bowling centres and bingo halls; offices; and arts, culture and tourism including theatres, museums, galleries, concert halls, hotels and conference facilities. In addition, living is encouraged within town centres, to improve vitality and viability outside business hours and enable sustainable lifestyles.
- 6.7 The need for additional development in these categories has been assessed through the evidence base, including the Ipswich Retail and Commercial Leisure Study 2010, the Town Centre Opportunity Areas Report 2013, the Employment Land Review 2009 and the Culture and Leisure Needs Analysis Study 2010-2025. The policies which follow set out the site allocations and area designations needed to help deliver the Council's vision for the town centre.

Policy DM47: Central Shopping Area

The Central Shopping Area is defined on the IP-One Area inset policies map. Within the Central Shopping Area, Core Strategy policy DM20 shall apply.

- 6.8 The purpose of a Central Shopping Area is to focus retail activity within a defined concentrated area and enable visitors to easily combine other activities in the centre with their shopping trip, such as meeting friends at a café, going to the bank or having a haircut. The concentration of activities benefits shoppers who wish to compare goods and prices in different shops before making their purchases or combine several activities in one trip, and retailers who want to see the maximum footfall possible outside their store. The policy approach of concentrating such activity within a defined area supports the vitality and viability of centres.
- 6.9 It is important that Central Shopping Area is easily accessible by walking, cycling, public transport, taxis and private cars and that, once in the centre, visitors enjoy a safe and attractive environment.
- 6.10 The Central Shopping Area (CSA) boundary has been refocused compared to the 1997 Local Plan boundary. Focused review Core Strategy policy CS14 Retail Development identifies the need for an extension at Westgate (the area including the former Civic Centre site and police station). The boundary has been amended to include land at Westgate to accommodate a retail allocation.
- 6.11 In the short term, evidence in the Town Centre Opportunity Areas report advises the Council to prioritise its support for the refurbishment and further investment of the Tower Ramparts Shopping Centre to strengthen the core of the centre. Although not providing net additional retail floorspace, investment in the Tower Ramparts Shopping Centre will help to attract further retailers and investment to the town, particularly given its prime pitch within the retail core.

- 6.12 Evidence in the Town Centre Opportunity Areas report is for the Central Shopping Area to be contracted in the vicinity of the Mint Quarter, as there are deliverability and viability issues with bringing forward retail development in this location for the foreseeable future. The CSA boundary is proposed to follow Cox Lane at its eastern extent and provide for predominantly residential, mixed use allocation in this location. A planning brief will be prepared for the Mint Quarter.
- 6.13 The Council will seek funding opportunities to make environmental enhancements to the public realm of the centre and help it to remain competitive and attractive to users. The priority for improvements during the plan period will be the Cornhill, Tavern Street and Westgate Street.
- 6.14 The Council's focus identified in the Town Centre Master Plan 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 and the Waterfront. Retail uses on these sites should be limited to a small scale so they do not compete directly with the existing town centre offer.
- 6.15 In making these changes to the Central Shopping Area, the Council considers that the area's purpose will not be compromised or weakened. Annual monitoring of town centre indicators such as shop vacancy will continue to be used to assess the town centre's health.

**Policy DM48 Primary, Secondary and Speciality Shopping Areas
and Frontages**

Within the Central Shopping Area, Primary, Secondary and Speciality Shopping Areas are defined on the IP-One Area inset policies map. Within these areas, Core Strategy policy DM20 shall apply as appropriate.

- 6.16 Within the Central Shopping Area the Council considers that the predominant land use at ground floor level should be shops (i.e. Class A1 retailing). However, it recognises that there are other uses which complement A1 shops, which also have a role to play within the Central Shopping Area. These may include financial and professional services such as banks (class A2), cafes and restaurants (class A3), drinking establishments (class A4) hot food takeaways (class A5) and main town centre uses including leisure, entertainment, offices, arts, culture and tourism and residential uses.
- 6.17 Furthermore, as high street retailing has to compete increasingly with out of centre and Internet shopping, enabling an attractive range of uses to be provided within the Central Shopping Area is important to ensure vibrancy and vitality in the centre. The Council's Town Centre Master Plan identifies the need to permit more food and drink uses in the Central Shopping Area to disperse these activities and public spaces throughout the centre.
- 6.18 The Central Shopping Area is therefore divided into three Shopping Areas. The Primary Shopping Area is the area where the greatest concentration of

A1 retail uses is expected in accordance with Core Strategy Policy DM20. It is a relatively small area which largely coincides with the 'prime pitch' for retailers and it has the highest Zone A rents, yields and footfall. It includes Westgate Street - Tavern Street between Museum Street and Upper Brook Street, and the central part of the Butter Market.

- 6.19 The Secondary Shopping Area is generally characterised by lower rents and footfall than the Primary Area. It has a more varied character and function than the mainly retail (A1) Primary Shopping Area. Although some financial and professional services (A2) uses can be satisfactorily accommodated within Secondary Shopping Areas, high concentrations can create inactive frontages, making them less attractive and thereby reducing footfall and affecting the area's image. Thus in these areas a greater diversity of uses is permitted by Core Strategy policy DM20, whilst maintaining the focus on A1 retail. The Secondary Shopping Areas identified on the policies map include Westgate Street west of Museum Street, Queen Street and northern Princes Street, much of Upper Brook Street and Carr Street.
- 6.20 The Speciality Shopping Areas are the areas in which there is found the greatest diversity of uses and the highest proportion of non-A1 uses. The A1 retail uses there tend to be in smaller units occupied by more specialist retailers. Some of the streets in this area consist of attractive historic buildings, which give them a special character, for example St Peters Street and Fore Street.
- 6.21 Parts of the Speciality Shopping Area also provide links from the Central Shopping Area to other focuses of activity, particularly the Waterfront and the University Campus. This is expected to support their vitality and viability.
- 6.22 Within each Shopping Area, shopping frontages are identified. The identified frontages usually comprise a continuous line of frontage buildings segregated by intersecting streets or other physical features which break up the building line. The extent of the shopping frontages is defined in a separate supplementary planning document. The frontages form the basis for assessing the proportion of uses in an area and are used to implement Core Strategy policy DM20.
- 6.23 For the purposes of the sequential approach to locating new retail development, only the primary and secondary shopping areas defined on the IP-One inset policies map through this policy would be considered 'in town centre' sites.

Policy DM49 Retail Site Allocation

Site IP40 (formerly IP40 and IP41, now combined) Land at Westgate is allocated for A1 retail-led mixed use development, which could include other uses provided the predominant retail use is delivered. This is the main site allocated for new large scale and large floor plate retail development during the plan period. The retail element should provide in the region of 15,000 sq m net of new retail floorspace.

- 6.24 The Council's Retail and Commercial Leisure Study 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.
- 6.25 However, more recent evidence in the study undertaken by DTZ 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 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 focused review policy CS14, which identifies a need for in the region of 15,000 sq m of net additional retail floorspace.
- 6.26 Priority is given to supporting the refurbishment and further investment of the Tower Ramparts Shopping Centre to strengthen the retail core of the town centre.
- 6.27 Delivering new retail investment in town centres can be challenging in this economic climate, and therefore it is appropriate to plan for the delivery of one retail development within an economic cycle. The Westgate site is identified as a key opportunity to achieve this, as it is located in close proximity to the existing retail core and would build upon the existing well functioning retail centre. The focus is on ensuring delivery of a retail scheme at Westgate which would lever maximum benefit and further investment.
- 6.28 Therefore, the only significant new floorspace proposed is at the Westgate site. New retail floorspace here goes towards meeting the quantitative shortfall over the plan period and helps to address the qualitative deficiencies in the town centre, such as the lack of choice of large floor plate shop units. A development brief will be prepared for the Westgate site. Appendix 3 provides additional information about the site allocated through this policy.
- 6.29 The Mint Quarter site (referred to in the Town Centre Master Plan as the Cox Lane regeneration area) has long been earmarked for potential retail development. However, in spite of previous planning permissions (e.g. reference 91/00813/OUT granted in September 1993), retail development has not been delivered. The site still has potential for redevelopment, but there are viability and deliverability issues in achieving a major retail-led scheme over the whole site. Therefore, the best way forward currently is considered to be a residential-led scheme on the eastern half of the site and no retail allocation on the western half. This approach accords with the Council's intention as set out in the Town Centre Master Plan and is supported by evidence in the Town Centre Opportunity Areas Study undertaken by DTZ. A development brief will be prepared to guide the redevelopment of the Mint Quarter.
- 6.30 The Council will support the refurbishment of the Tower Ramparts Shopping Centre to ensure it remains an attractive and vibrant component of the town's shopping offer, given its location linking the Tower Ramparts Bus Station to the prime pitch of Tavern Street. The refurbishment will strengthen the prime pitch offer of the town.

Policy DM50 District and Local Centres within IP-One

District centres are defined on the IP-One Area inset policies map at Duke Street and Wherstead Road. Within the district centres, Core Strategy policy DM21 shall apply.

- 6.31 Core Strategy Policy CS2 The Location and Nature of Development identifies the district centres and their surrounding areas as a key focus for residential development and the provision of community facilities. This is to support the sustainability of new development in terms of access to shops and services. Policy DM21 protects the district centres themselves as centres for the provision of local shops and community facilities.
- 6.32 The centre at Wherstead Road is a long established district centre. It is well placed to serve the growing residential community on the western bank of the New Cut. The centre at Duke Street is a new centre serving the emerging residential and student community of the eastern Waterfront and Duke Street area.

Policy DM51 Town Centre Boundary

The town centre is defined on the IP-One Area inset policies map. Within the town centre but outside the Central Shopping Area, Core Strategy policy DM22 shall apply.

- 6.33 The National Planning Policy Framework (NPPF) defines a town centre as an area defined on the policies map, which includes the primary shopping area and areas predominantly occupied by main town centre uses within or adjacent to the primary shopping area. The main town centre uses are defined in paragraph 8.6 above, and in Ipswich the primary shopping area is called the Central Shopping Area.
- 6.34 Within the 1997 adopted Local Plan, the Ipswich town centre boundary was drawn tightly around the very centre of Ipswich, broadly within the ring formed by St Matthews St/Crown Street, Grimwade Street, Star Lane, Franciscan Way and Civic Drive. However few sites remain within that area which could accommodate new office or leisure development.
- 6.35 The Borough has an ambitious job creation target set in the focused review Core Strategy. As retail is the primary use within the Central Shopping Area, the town centre area beyond the Central Shopping Area is the key location for many of the other uses listed, in particular large scale leisure uses and offices.
- 6.36 Therefore, there is a need to extend the town centre boundary and identify the area at the centre of Ipswich where the Council wishes to concentrate development of non-retail main town centre uses. It is also vital to ensure that the town centre remains the most accessible part of the borough, because concentrating a variety of work and leisure opportunities in the town centre can make a major contribution to ensuring social inclusion in the

borough through opportunities being accessible to everybody. The Government's Practice Guidance on Need, Impact and the Sequential Approach states that it is important not to draw a town centre boundary too widely, to ensure that the main town centre uses can benefit from the centre's accessibility by alternative means of transport, and to facilitate linked trips (para 6.13 PPS4 companion guide).

- 6.37 The criteria for identifying the town centre boundary are therefore predominance of main town centre uses within it, areas adjacent containing sites allocated for main town centre uses, and sites with good accessibility (within 800m of a main transport interchange). Whilst the new town centre boundary encloses a larger area than in the 1997 Ipswich Local Plan, it is slightly smaller than the very wide area identified through the IP-One Area Action Plan Preferred Options Map 2007. This is in response to objections received about ensuring the accessibility of the town centre.
- 6.38 This policy implements Policy CS2 of the Core Strategy, which identifies the town centre as a key location for residential development over the plan period.

Policy DM52 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 policies CS2 and CS3.

Within the Waterfront, development should contain a mix of uses. Residential, community, office, arts, culture and tourism uses will be permitted. Core Strategy policy DM30 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 Core Strategy policy DM23.

The Education Quarter is addressed through policy DM53.

- 6.39 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.
- 6.40 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 University Campus Suffolk.
- 6.41 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 is due for completion in March 2018.

- 6.42 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 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.
- 6.43 This policy helps to implement Policies CS2 and CS3 of the Core Strategy. 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.
- 6.44 Parts of the Waterfront also fall within the town centre and the education Quarter. The town centre is addressed by policies DM51 in this plan and DM22 in the Core Strategy. The Education Quarter is addressed by policy DM53 in this plan.

Policy DM53 Education Quarter

The Education Quarter is defined on the IP-One Area inset policies map, comprising the Suffolk New College campus and the University Campus Suffolk campus (and proposed primary school). 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 DM57.

- 6.45 University Campus Suffolk (UCS) grew from around 3,000 students in 2008/09 to over 3,900 in 2011/12. UCS 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.

- 6.46 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 UCS, it makes an important contribution to Ipswich life and to raising the levels of educational attainment amongst Ipswich residents and beyond.
- 6.47 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.
- 6.48 The co-location of knowledge-based businesses in close proximity to the University campus is recognised by the Council as 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.
- 6.49 Ancillary uses are those uses which have a functional relationship with the main education use, for example a university bookshop in the context of retail development. Proposals for retail development within the Education Quarter will be considered in relation to retail policies of this plan and the Core Strategy.
- 6.50 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 Town Centre Master Plan. Development principles for the Education Quarter are set out in Chapter 7 (see 'Opportunity Area D').

Policy DM54 Arts, Culture and Tourism

The Council will support the retention and enhancement of existing facilities providing arts, cultural and tourism facilities, including visitor accommodation. 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 DM23.

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 DM22.

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.

- 6.51 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.
- 6.52 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'.
- 6.53 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.
- 6.54 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.
- 6.55 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. 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.
- 6.56 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.

- 6.57 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.
- 6.58 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.

<p style="text-align: center;">Policy DM55 Improving Pedestrian and Cycle Routes</p>

- 6.59 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
 - Extensive Air Quality Management Areas
 - A14 Orwell Bridge and Seven Hills Interchange Congestion
- 6.60 The following policies set out a land use response to those which are relevant to the IP-One area.

Policy DM55 Improving Pedestrian and Cycle Routes

The Council will support improvements to pedestrian and cycle routes within the town centre 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 a new foot and cycle bridges across the new Cut linking Stoke Quay to St Peter’s Wharf and the Island site to Mather Way;**
- **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.

6.61 Travel Ipswich is a £21m package of measures including traffic management and the promotion of smarter travel choices such as bus, walking and cycling. Due for completion in 2014, it aims to achieve a 15% switch to more sustainable modes, to enable Ipswich to accommodate planned growth without corresponding growth in congestion. This will see some improvements made to walking routes from the railway station via Princes Street to the Central Shopping Area.

6.62 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 cyclist environment. The Council will work with developers and landowners to deliver new routes and improvements to existing routes.

6.63 The Town Centre Master Plan 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.

Policy DM56 Transport Proposals in IP-One

A route shown on the IP-One Area inset policies map is safeguarded for the provision of a new Wet Dock Crossing, linking Toller Road in the east with Mather Way in the west. The route will facilitate access to the Island Site and provide for through traffic. Its design shall maintain boat access through the lock and navigation along the New Cut.

Upon completion of the crossing, the Star Lane Gyratory will be reduced to one lane in each direction to facilitate pedestrian access between the Waterfront and Central Shopping Area, linked to improvements to north-south pedestrian and cycle routes between the two areas.

6.64 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 quality¹² and a physical barrier to pedestrian movement between the Waterfront and the Central Shopping Area.

- 6.65 The Ipswich Waterfront Study 2007 suggested reducing the Gyrotory to one lane in each direction¹³. However, the Council concluded that it could be supported only if a compensatory alternative east west route could be found. Through the Core Strategy Policy CS20, the Council has identified the aspiration to achieve this in the form of a Wet Dock Crossing, providing access to the Island Site and a route for through traffic. Core Strategy paragraph 8.233 addresses 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. The proposal is included as an aspiration in the Local Transport Plan.

Policy DM57 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 supporting the Travel Ipswich measures and 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 Policy DM18 shall apply.

Sites are allocated for medium sized multi storey car parks providing additional short stay shopper and visitor parking at:

- a. IP055 Crown Street (on the existing Crown car park site), and**
- b. IP048 Mint Quarter.**

It is also expected that development at IP049 No 8 Shed Orwell Quay will provide public car parking. Development at IP054 Turret Lane (east side) could also include a short stay multi-storey car park for public use.

A site IP015 is allocated for long stay commuter car parking at West End Road. This will replace surface parking currently provided at West End Road and also that at Portman Road if it is not replaced on site.

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.

¹² See IBC website

http://www.ipswich.gov.uk/site/scripts/documents_info.php?categoryID=413&documentID=95

¹³ Ipswich Waterfront Transport Study, 2007, Suffolk County Council. Core Document Library reference ICD29

- 6.66 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.
- 6.67 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.
- 6.68 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%.
- 6.69 Public car parking provision within central Ipswich at April 2013 is as follows. This excludes public on street spaces and long stay parking for employees provided by private companies such as AXA.

Table 7 Car parking provision in central Ipswich

Address	IBC or private ownership	Permanent / temporary	Number of spaces
SHORT STAY PARKING			
Crown Street	IBC	P	236
William Street	IBC	P	77
Tower Ramparts	NCP	P	103
Spiral	Britannia Parking	P	350
Wolsey / Black Horse Lane	Britannia Parking	P	120
Cromwell Square	IBC	P	64
Buttermarket Centre	Buttermarket Shopping	P	420
Cardinal Park	Private	P	612
Foundation Street	NCP	P	513
Cox Lane	NCP	P	182 + 260
Cox Lane / Upper Barclay Street	IBC	P	30
Fore Street (adjacent baths)	IBC	P	30
Slade Street / Key Street	Private	T	133
Grafton Way former goods yard and former B & Q car park	Private	T	165 (from plng app 13/00295)
Former Essex Furniture, Star Lane	Private	T	69 (from plng app 12/00350)
St Peter's Warehouse, College Street (12/00780)	RCP	T	95
Paul's Malt Silo (12/00752)	Private	T	157
North Rose Lane / Turret Lane (13/00179)	NCP	T	36

South Rose lane	Private	P	21
Cobden Place	IBC	P	25
Regent Car Park Cobden Place	IBC	P	62
The Mill	Private	P	130
Total short stay			3890
Of which temporary short stay			655
LONG STAY PARKING			
New Portman Road	IBC	P	563
New Portman Road	NCP	P	65
Portman Rd/Sir Alf Ramsey Way	IBC	P	55
Great Gipping Street	IBC	P	132
Duke Street (Shed 8)	Public UCS	P	300
Ipswich Village car park, West End Road	IBC	P	329
Princes Street / Chalon Street	RCP	T	90
Bond Street	IBC	P	20
Burrell Road	Private	P	130
Ipswich Station	NCP	P	436
Total long stay			2120
Of which temporary long stay			90 spaces
Total			6010

Sources: http://www.ipswich.gov.uk/site/scripts/documents_info.php?documentID=713
<http://en.parkopedia.co.uk/parking/ipswich/>

- 6.70 The Retail and Commercial Leisure Study 2010 included both trader and shopper surveys of Ipswich town centre. The responses indicated that parking costs are considered too high by traders (66% rated the cost of car parking as poor or very poor) and by shoppers (14.1% said that lower car parking charges would encourage them to use Ipswich town centre more – the most frequently cited improvement by shoppers). Shoppers also identified a need for additional short stay parking. There is clearly a perception from users that Ipswich town centre needs more and cheaper car parking to enable it to compete. Since the 2010 study, Ipswich Borough Council has reduced the cost of short stay car parking in its own car parks.
- 6.71 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.
- 6.72 The National Planning Policy Framework states that local authorities should seek to improve the quality of parking in town centres and set appropriate parking charges that do not undermine the vitality of town centres. The Town Centre Master Plan recommends that long stay parking should continue to be provided in the Waterfront and Village, and short stay parking at Tacket Street, the Waterfront East and Crown Car Park.

- 6.73 Evidence from the DTZ Town Centre Opportunity Site Study supports the provision of short stay car parking at Crown Street as best serving the prime pitch shopping area. The allocation at Turret Lane will serve both proposed office development within the site and cultural and leisure facilities at the Waterfront.
- 6.74 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. For the Borough Council's own car parks, short stay is usually considered to be anything up to four hours' stay.

Part C











IP-One Opportunity Areas

Chapter 7: IP-One Opportunity Areas










- 7.1 Six 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 expected to take place.
- 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 Corridor and Princes Street Corridor (this area reflects a re-focus of the former Opportunity Area G River Corridor)
- 7.2 The number of opportunity areas has decreased from twelve identified in the Preferred Options IP-One Area action Plan published in November 2007. The reduction in number follows a re-assessment of the site opportunities available within the Opportunity Areas. Some have been deleted because of concerns over their deliverability and some because they have now been developed. The Opportunity Areas which have lost most or all of their site opportunities have been deleted or merged with ones which remain.
- 7.3 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.

Key to Diagrams

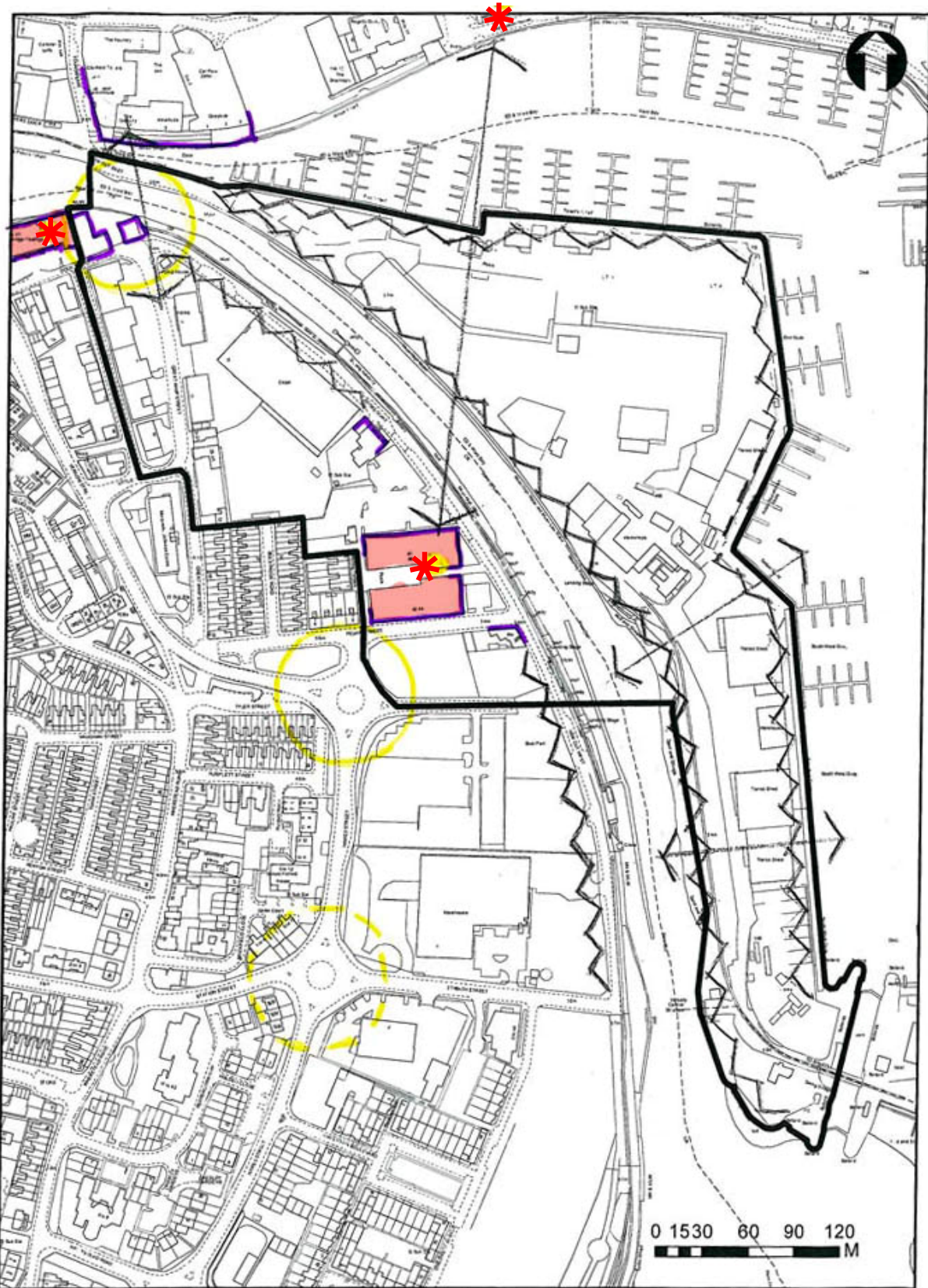
Site analysis

	Opportunity Area boundary
	Frontages detracting from the urban structure
	Frontages having a neutral impact on urban quality
	Positive frontages
	Listed building
	Focal Building
	Major vehicular route
	Minor vehicular route
	Green space
	Node/ interchange

Development Options

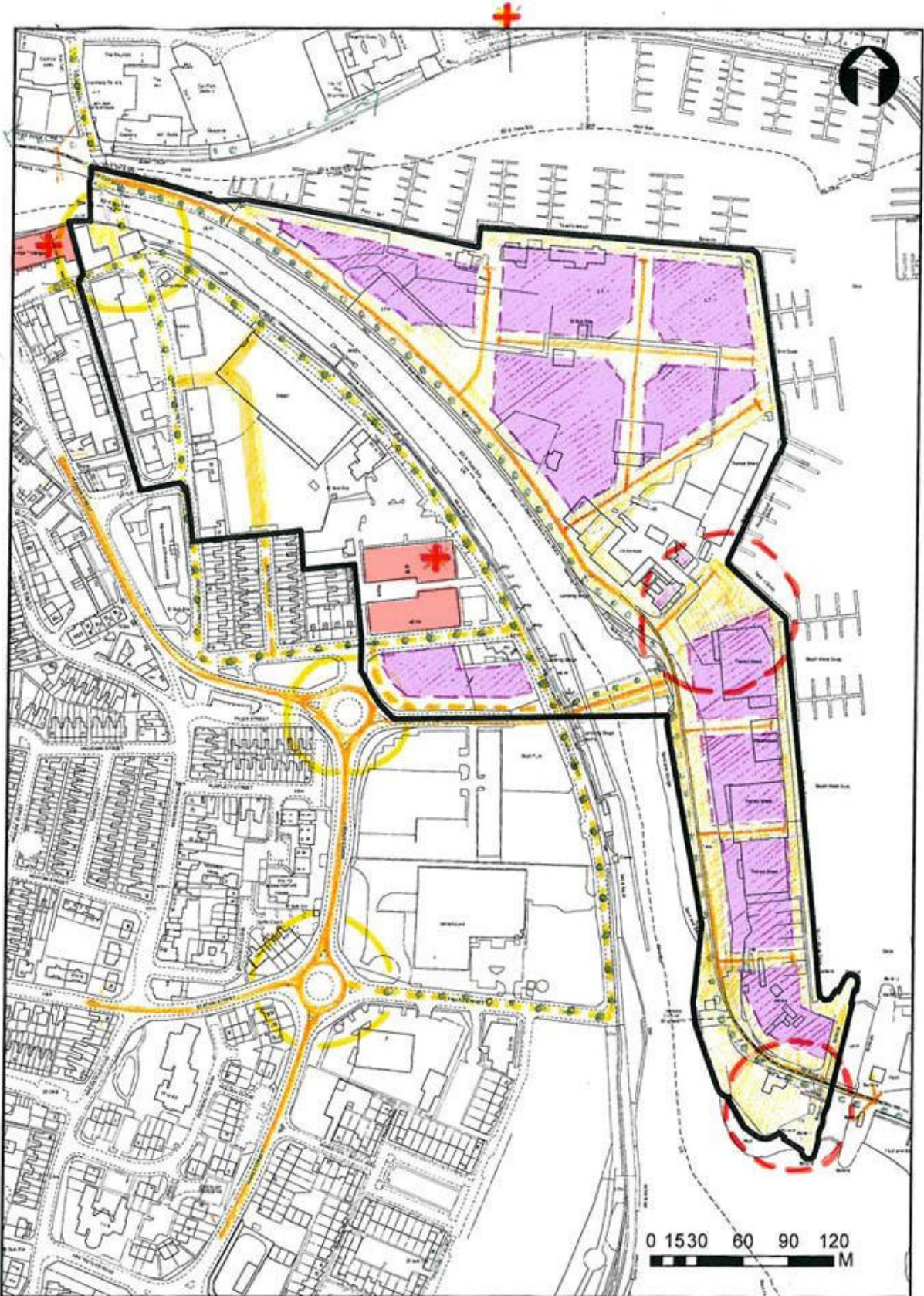
	Opportunity Area boundary
	Existing vehicular route to be improved
	New/improved public realm including pedestrian links and opportunities for green space and tree planting
	Proposed cycle route
	Development site
	New nodes/interchanges
	Existing node/interchange to be improved
	Listed buildings
	Focal buildings

A – Island Site. Site Analysis.



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A – Island Site. Development Options.



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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.

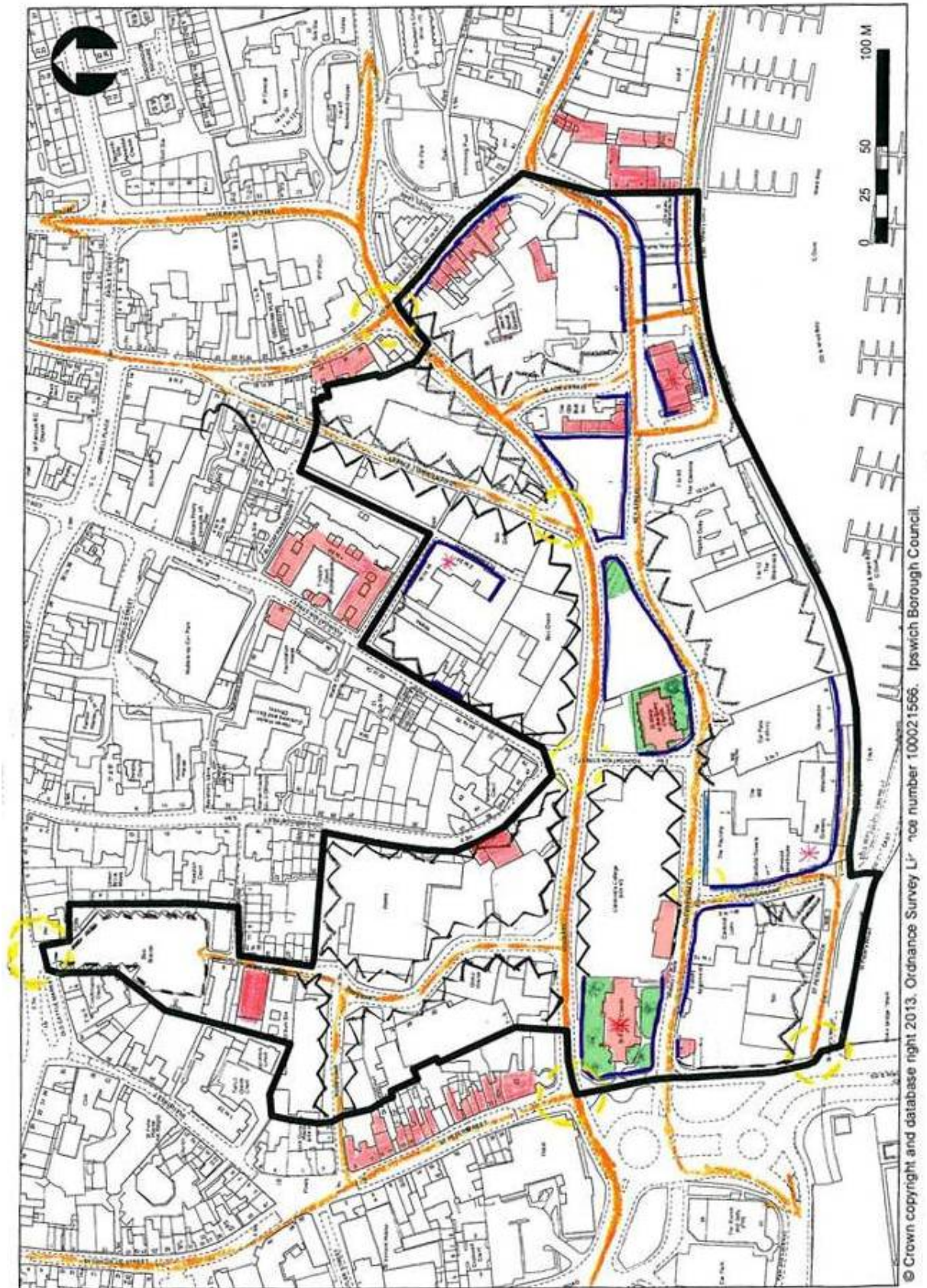
The development of the Island site can contribute in a variety of ways to the regeneration of the Waterfront area. It is appropriate for provision of lower rise development which would maintain the essential character of the Wet Dock Conservation Area and protect significant views across from the outer 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.

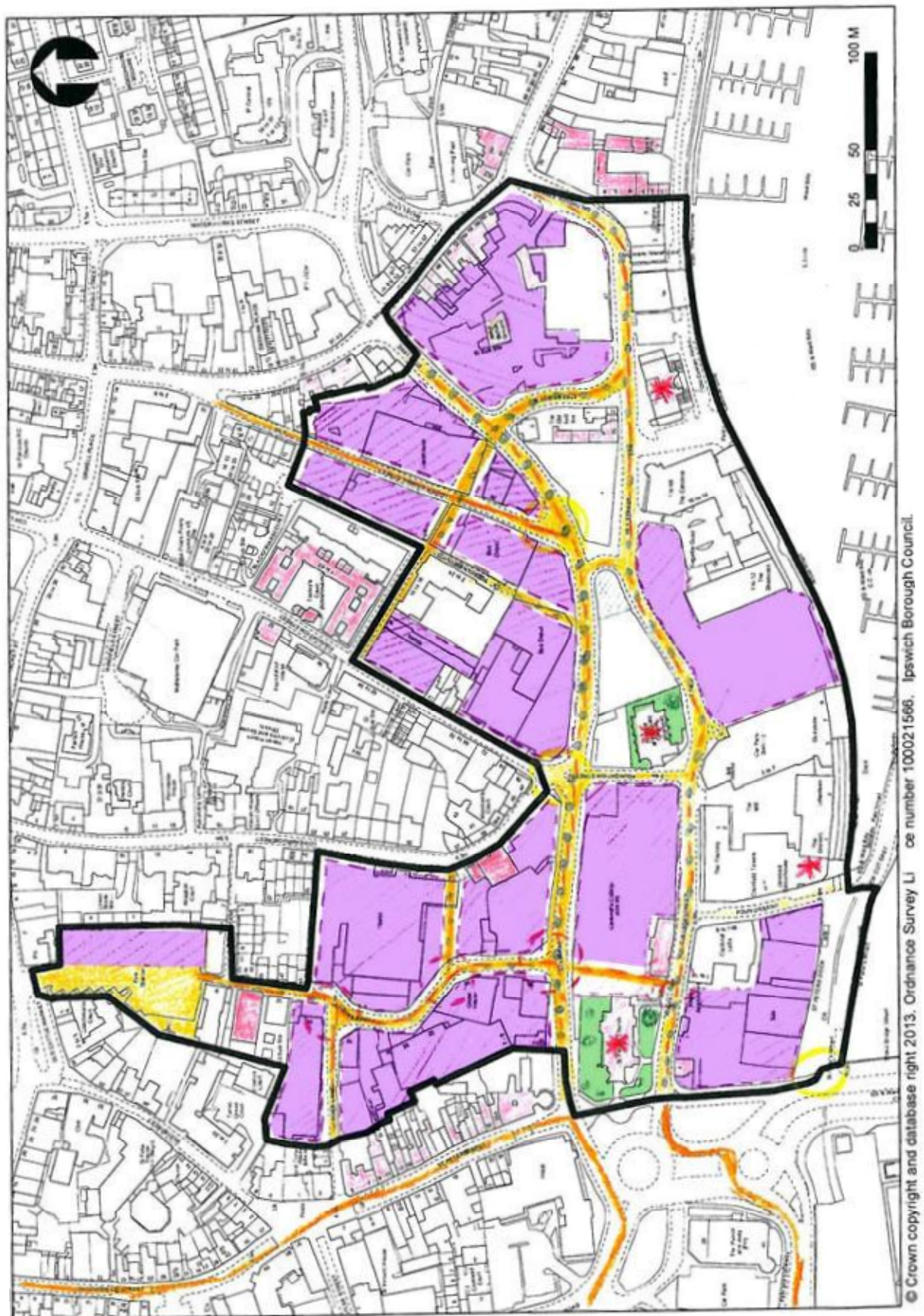
Development Opportunities	Development Principles
<p>Mixed use development comprising</p> <ul style="list-style-type: none"> • Residential (max 50%) could include live-work units • Marina moorings and shore based facilities at the south end of the Island • Marine related industry • Employment including 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 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 and bridge across New Cut to link to Mather Way • Layout to facilitate a full Wet Dock crossing • Provision of cycle/pedestrian bridge across lock gate

	<ul style="list-style-type: none">• Layout to facilitate location of new foot/cycle bridge from New Cut to St Peter's Wharf• Layout and design to address flood risk
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B – Merchant's Quarter. Site Analysis.



B – Merchant's Quarter. Development Options.



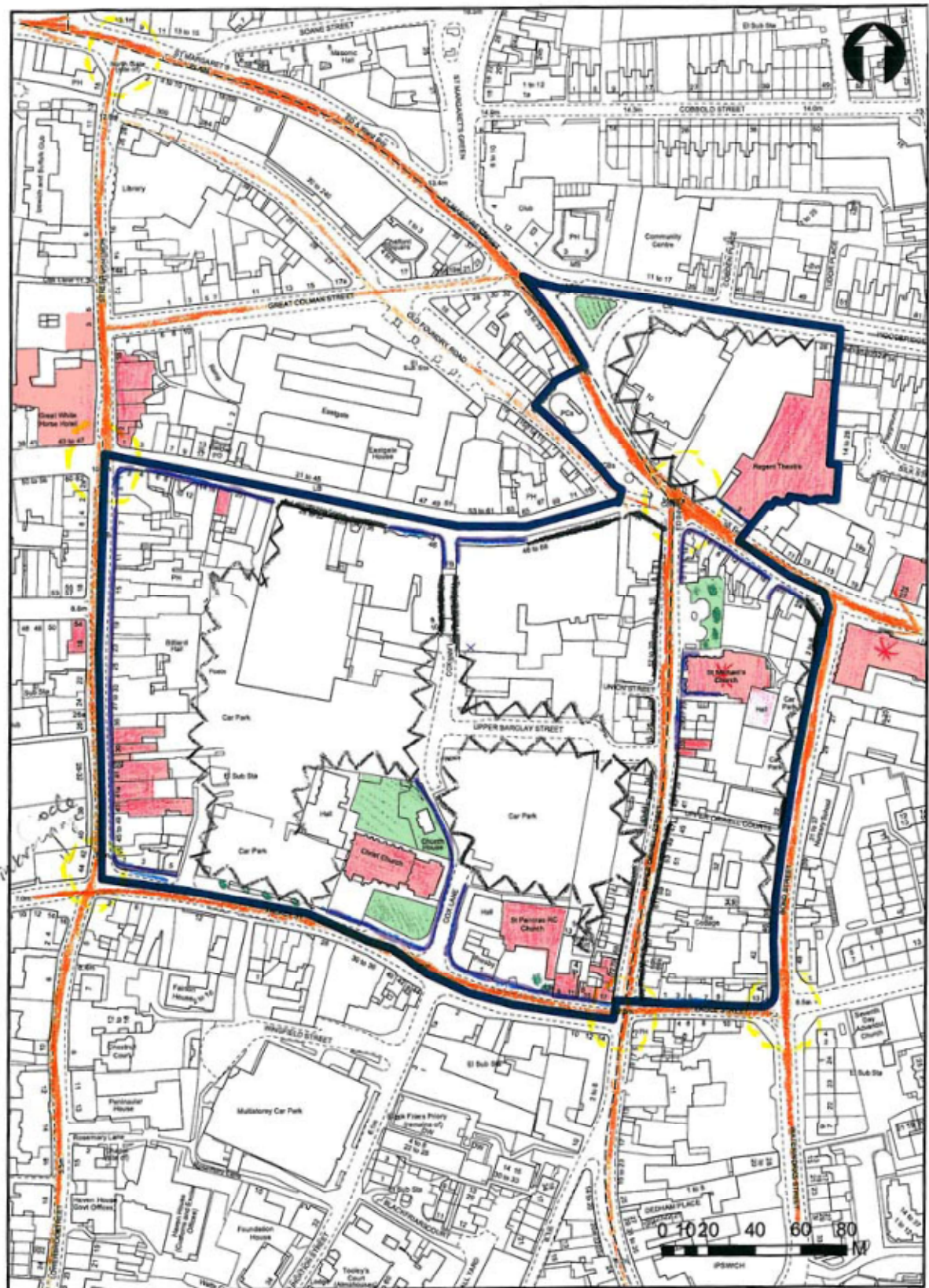
Opportunity Area B – Merchant Quarter

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.

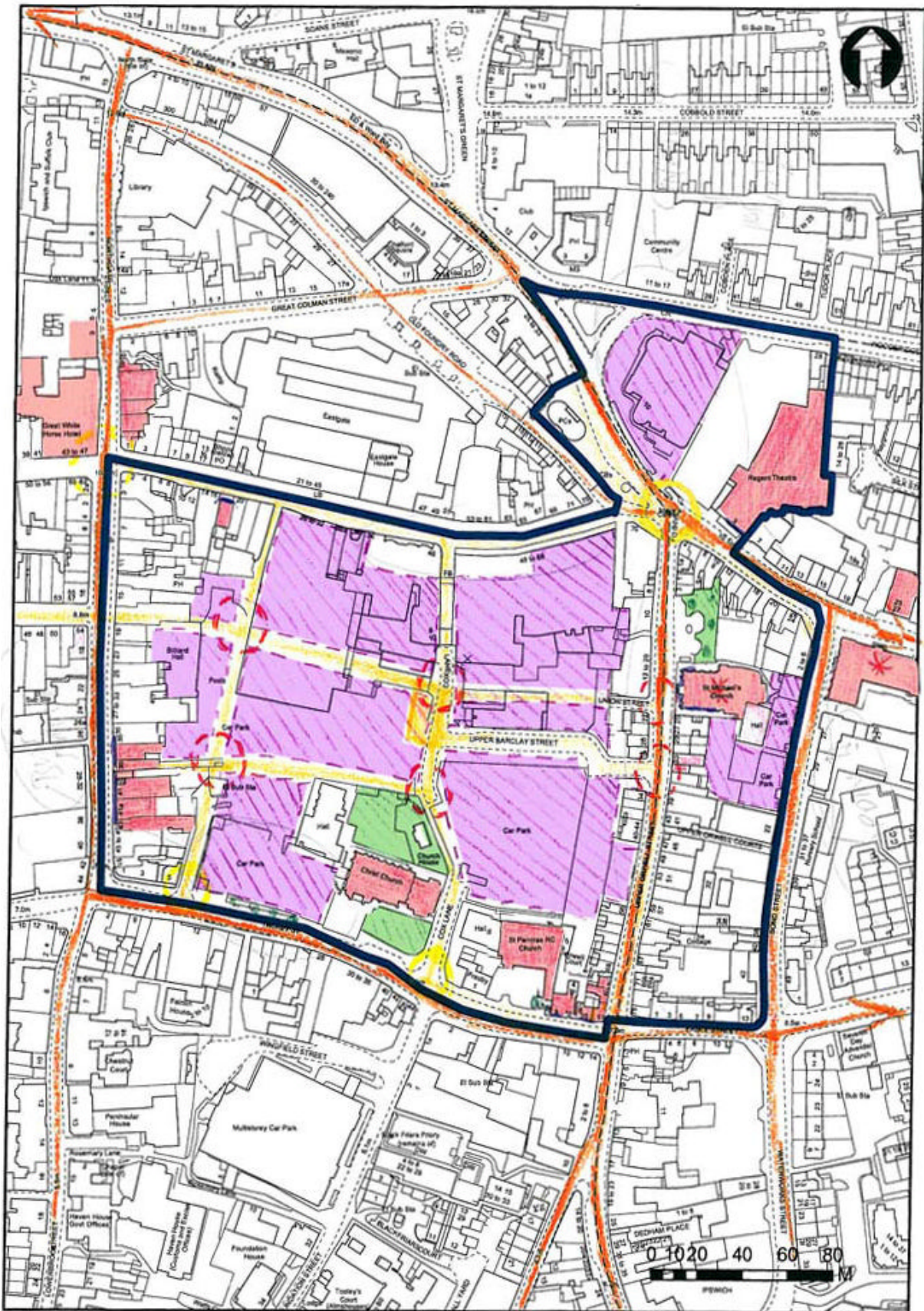
Having undergone a period of development which has regenerated the Northern Quays, progress has now stopped, leaving a number of unfinished developments and gap sites. There are still issues of lack of connectivity between the Waterfront and the traditional Town Centre. The area between the old centre 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.

Development Opportunities	Development Principles
<p>Mixed use development comprising:- Residential (max 50%) – could include live work units</p> <p>Non residential use (50% +) -Offices/businesses -Cafes/restaurants -Small scale retail</p>	<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. • Enhance pedestrian linkage between town centre and waterfront with upgraded public realm. • Development to address street frontages – particularly Star Lane • Development to respect and enhance setting of Listed and historic buildings • Replacement site for major EDF electricity sub station. • Layout and design to address flood risk.

C – Mint Quarter. Site Analysis.



C – Mint Quarter. Development Options.



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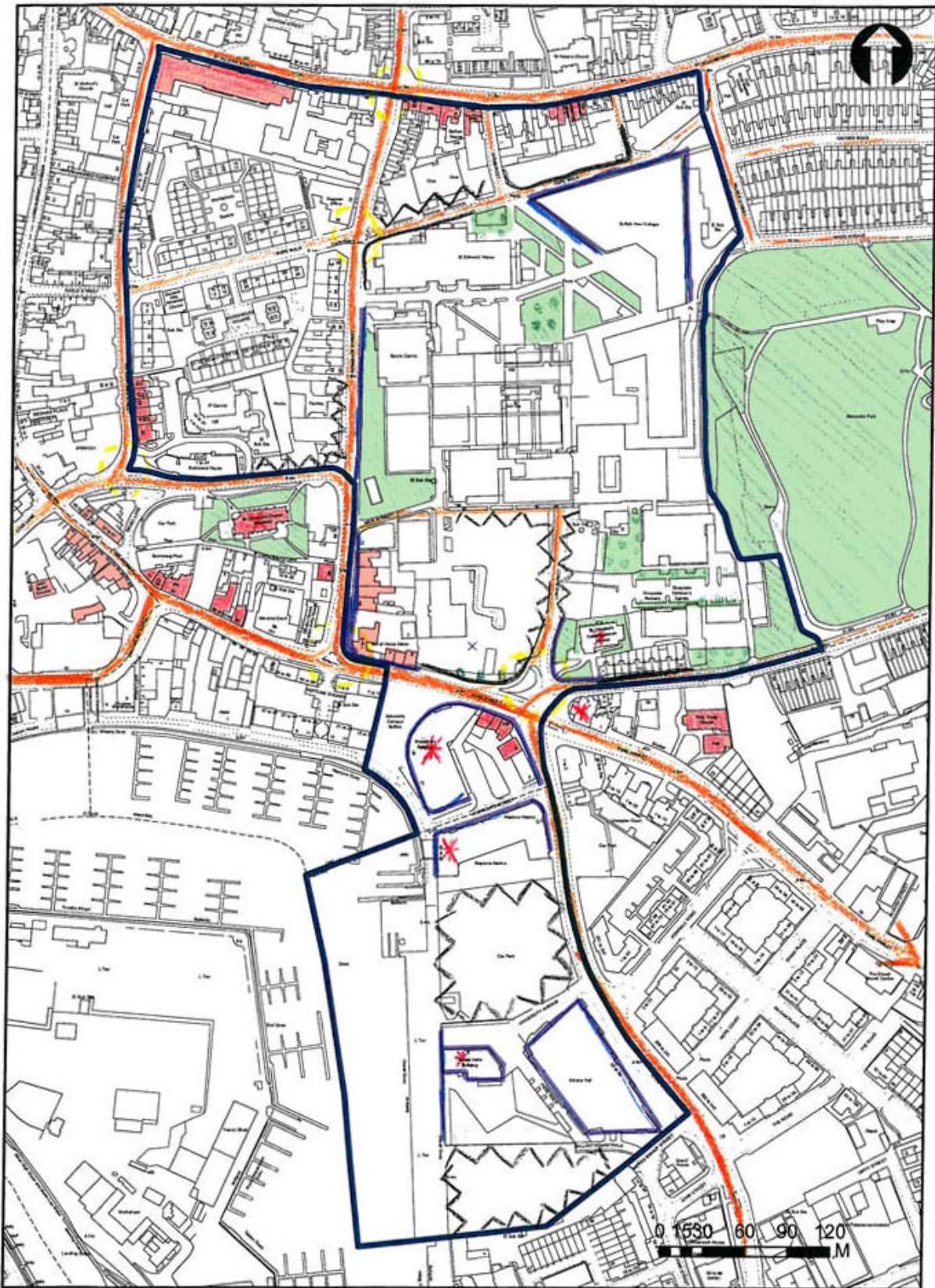
Opportunity Area C – Mint Quarter / Cox lane regeneration area and surrounding area

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.

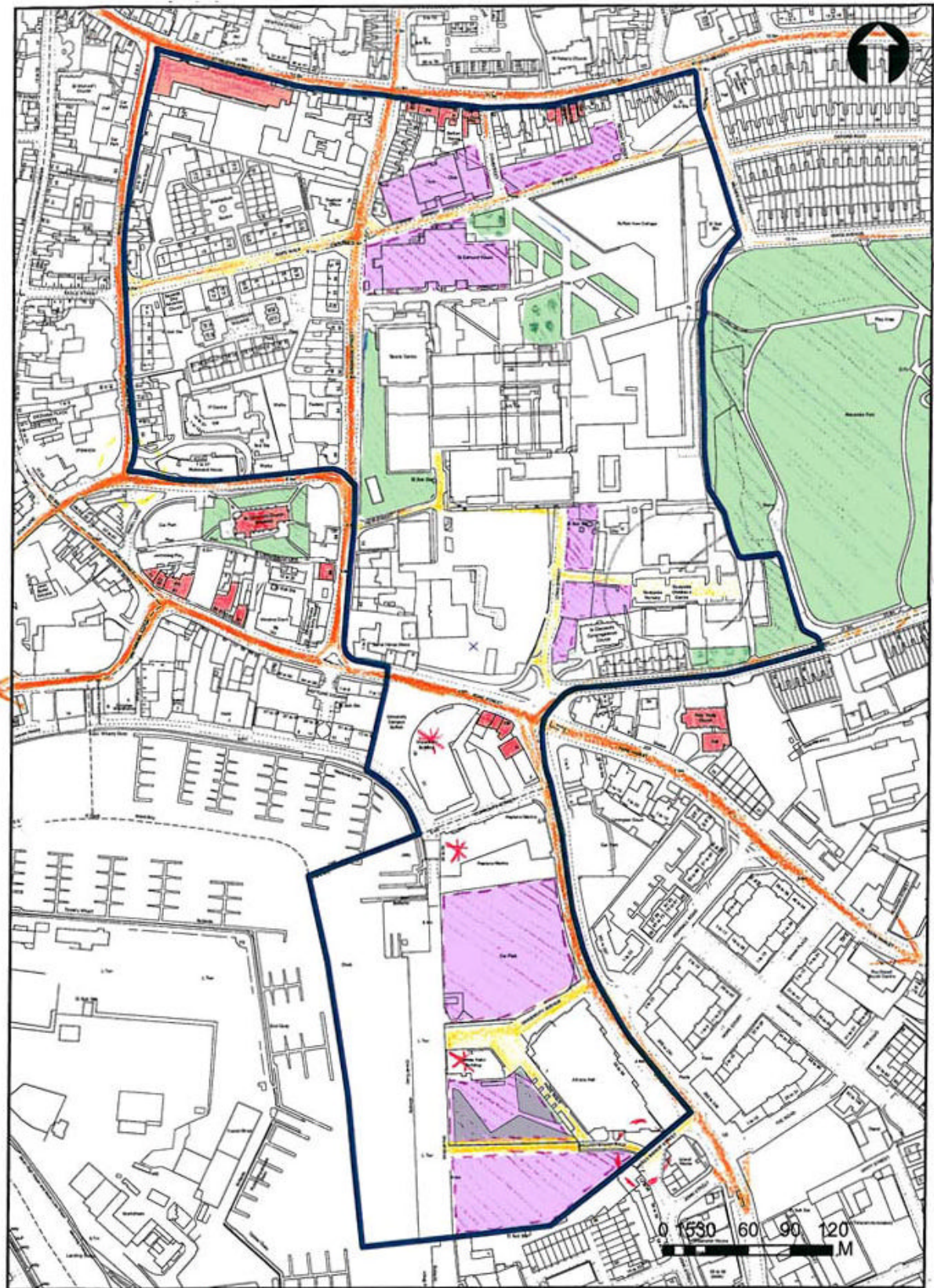
Development Opportunities	Development Principles
<p>Predominantly non-retail mixed use development comprising:</p> <p>Residential</p> <p>Shoppers short stay car parking (multi storey)</p> <p>Public open space</p> <p>Café/restaurant uses</p> <p>Some small scale retail</p>	<ul style="list-style-type: none"> • 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 provide appropriate building scale to historic street frontages. • 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. Site Analysis.



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D – Education Quarter. Development Options.



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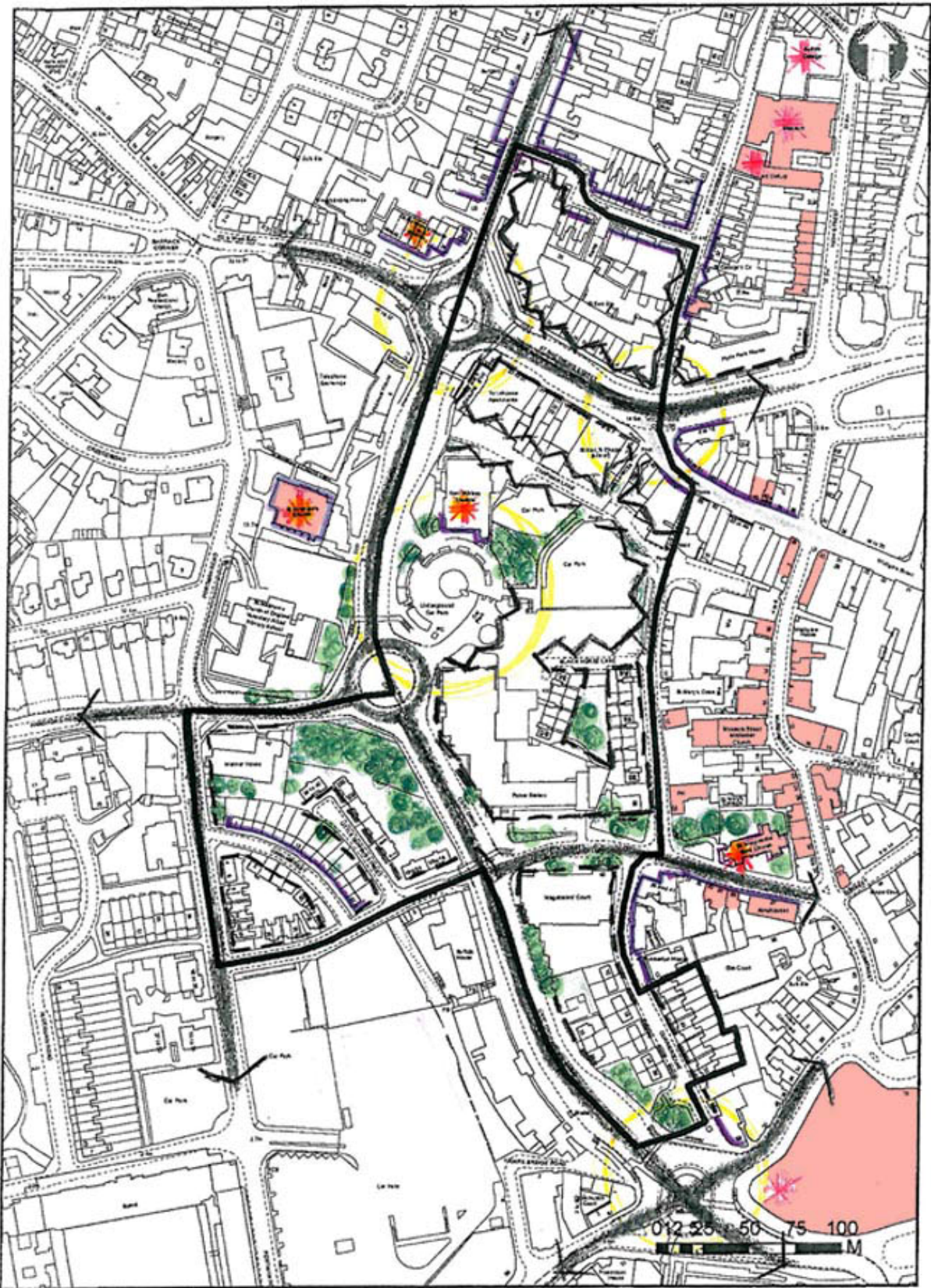
Opportunity Area D – Education Quarter and surrounding area

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 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 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.

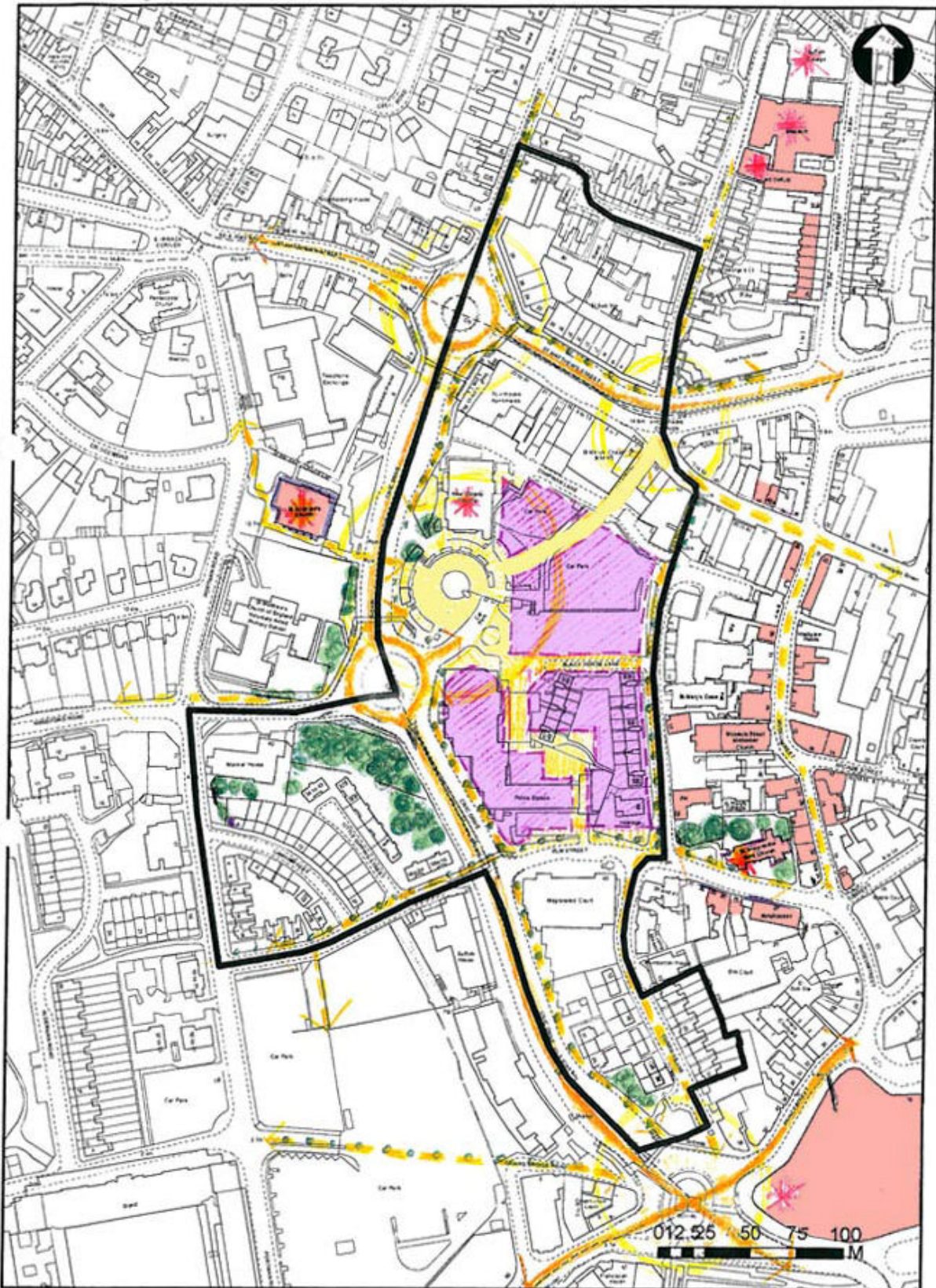
Development Opportunities	Development Principles
<p>Higher & Further Education uses (75%)</p> <ul style="list-style-type: none"> - Academic facilities - Support facilities - Student accommodation <p>Residential development Hotel Car parking(inc. public) Small scale retail, café/restaurant Offices/business</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. • Layout and design to address flood risk.

E – Westgate. Site Analysis.



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E – Westgate. Development Options.



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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.

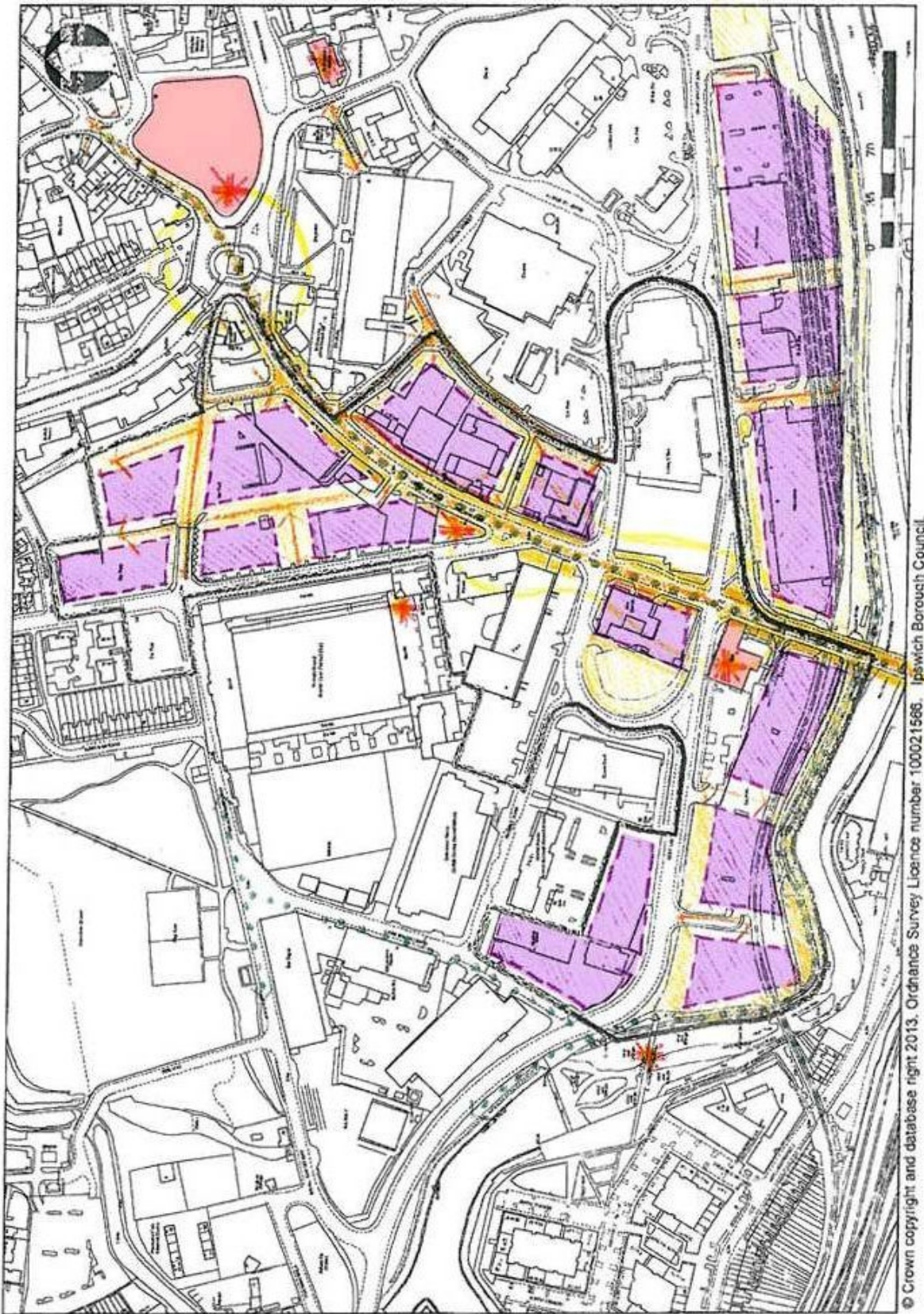
Redevelopment of the former Civic Centre complex would form the centrepiece of a regenerated “Westgate” built around an enhanced pedestrian link through the site from the end of Westgate Street to a reactivated space in front of the New Wolsey Theatre. The barrier to pedestrian movement formed by Civic 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>Retail led mixed use development</p> <ul style="list-style-type: none"> - Retail - Residential - 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 New Wolsey theatre, and northwards to the Ipswich Museum site on the High St. • 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 Lane sites (4-6 storeys) as opportunities arise • Enhanced public realm in Elm Street

F – River Corridor. Site Analysis.



F - River Corridor. Development Options.



Opportunity Area F – River Corridor and Princes Street Corridor

The ‘River Corridor’ occupies the large area between the town centre and the railway station while the ‘Princes Street Corridor’ links the station to the centre of town. It includes 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>North side</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 • Improved frontage and public realm setting in New Cardinal Street, including east section of the street adjacent to St Nicholas Church • Scale of development medium rise (4-6 storeys) with opportunities for enhanced scale in key locations • Layout and design to address flood risk. • Improved public realm in front of the rail station and enhancement of pedestrian/cycle access to the station from the town centre and along the river corridor

Part D

Implementation, Targets, Monitoring and Review

Chapter 8: Implementation, Targets, Monitoring and Review

Implementation

- 8.1 A key element of the Local Plan is the need to set out clear mechanism and targets for delivery. The Core Strategy and Policies plan sets out the main mechanisms by which the Council will assist with the delivery of the Framework (chapter 10).
- 8.2 It focuses on key partnerships that had been developed to assist in bringing forward for appropriate development the sites identified within this document.
- 8.3 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 Group; and
 - Ipswich Policy Area Board.
- 8.4 More detail on these partnerships and other components of delivery mechanisms are set out within Chapter 10 of the Core Strategy focused review.

Targets

- 8.5 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 and Policies focused review document.

Monitoring and Review

- 8.6 The annual Authority Monitoring Report will review the progress against the targets set out in Chapter 11 of the Core Strategy focused review.
- 8.7 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 182):

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 reasonable to do so and consistent with achieving sustainable development;
2. It should be justified – the plan should be the most 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; 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 Area based Policies

- Policy DM33 Green corridors
- Policy DM34 The ecological network
- Policy DM35 Countryside
- Policy DM36 Employment areas
- Policy DM37 District and Local Centres

Chapter 5 Site Allocations

- Policy DM38 The protection of allocated sites
- Policy DM39 Land allocated for housing
- Policy DM40 Land with planning permission or awaiting a Section 106
- Policy DM41 Land allocated for Gypsy and Traveller sites
- Policy DM42 Land allocated for employment use
- Policy DM43 Land allocated and protected as open space
- Policy DM44 Land allocated for leisure uses or community facilities
- Policy DM45 Safeguarding land on development sites for transport infrastructure
- Policy DM46 Port of Ipswich

Chapter 6 IP-One

- Policy DM47 Central Shopping Area
- Policy DM48 Primary, Secondary and Speciality Shopping Areas and Frontages
- Policy DM49 Retail Site Allocation
- Policy DM50 District and Local Centres within IP-One
- Policy DM51 Town Centre Boundary
- Policy DM52 The Waterfront
- Policy DM53 Education Quarter
- Policy DM54 Arts, Culture and Tourism
- Policy DM55 Improving pedestrian and cycle routes
- Policy DM56 Transport Proposals in IP-One
- Policy DM57 Town Centre Parking

Chapter 7 Opportunity Areas

This chapter sets out urban design and development principles for the six 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

Appendix 3

Site Allocation Details

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