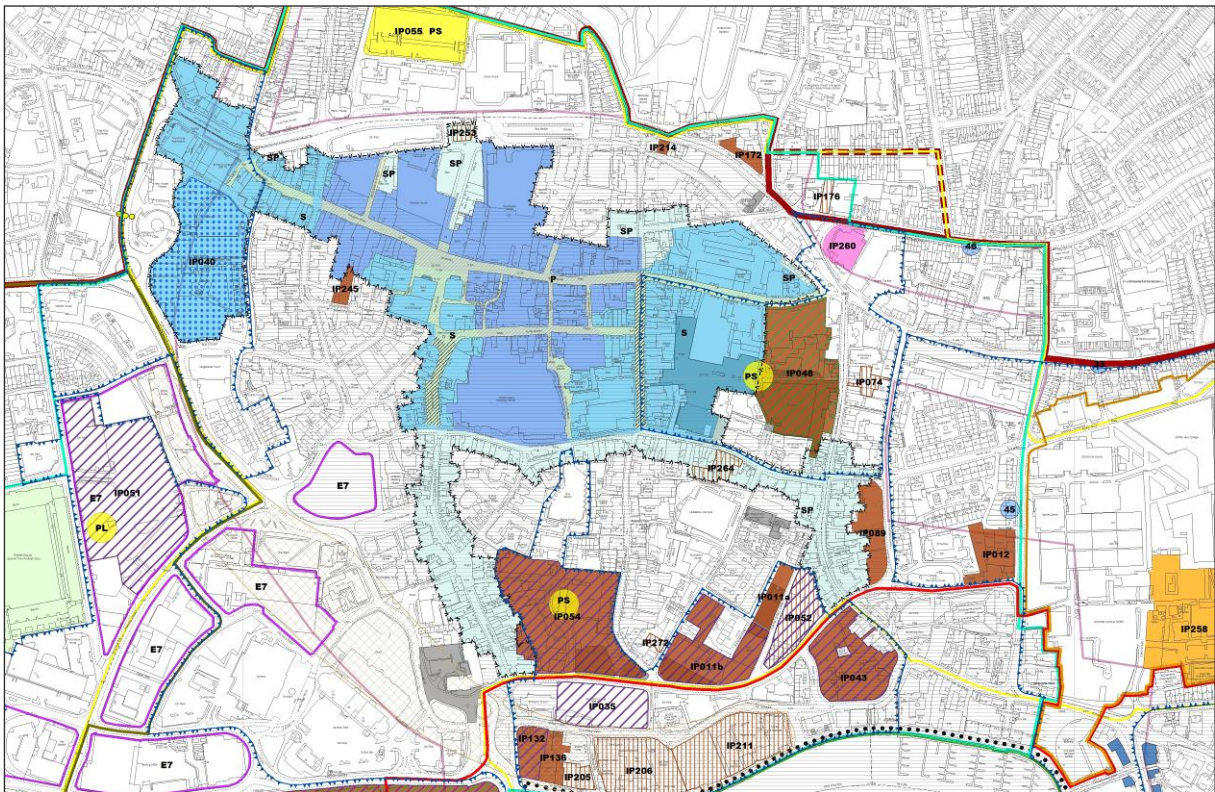


IPSWICH BOROUGH COUNCIL

PROPOSED SUBMISSION SITE
ALLOCATIONS AND POLICIES
(INCORPORATING
IP-ONE AREA ACTION PLAN)
DEVELOPMENT PLAN DOCUMENT -
POST-SUBMISSION MODIFICATIONS



~~NOVEMBER 2014~~OCTOBER 2016

www.ipswich.gov.uk

PROPOSED SUBMISSION SITE ALLOCATIONS AND POLICIES (INCORPORATING IP-ONE AREA ACTION PLAN) DEVELOPMENT PLAN DOCUMENT - POST-SUBMISSION MODIFICATIONS

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 review of the adopted Core Strategy to look ahead to 2031. The 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* in 2006, *Preferred Options* in 2008 and the draft Site Allocations plan January-March 2014. Thank you if you gave us comments previously.

We would welcome any comments you might have on ~~this~~ the Post-Submission Main Modifications to this document. Please would you ensure that your comments are received by the Council by ~~5pm on Thursday 5th March 2015~~ 11.45pm on Thursday 1st December 2016 at the latest? Comments received after this date will not be considered.

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~~

~~November 2014~~ October 2016

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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 identifies a wide range of sites across the whole Borough, which should be allocated for development or afforded a degree of protection from development (Chapter 4). Secondly it sets out policies for town centre uses such as retail and leisure (Chapter 5). Finally it provides development guidelines for six opportunity areas within IP-One where significant development and public realm improvements are anticipated (Chapter 6). Policies and proposals specifically for the IP-One area are included throughout the relevant sections of the plan, with only the additional development guidelines set out in a separate chapter for the Opportunity Areas. The policies contained in the plan are referenced 'SP' meaning sites policy.
- 1.4 It does not cover the Borough-wide strategy for growth, or overall housing and employment figures for Ipswich. These are dealt with through the ~~adopted~~ emerging Core Strategy and Policies development plan document review (the 'Core Strategy Review'), ~~which is currently under 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 adopted (December 2011) 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 19 of the Town and Country Planning (Local Planning) (England) Regulations 2012. This relates to inviting representations about the draft plan before submitting it formally to the Secretary of State.~~
- 1.8 When ~~it~~ this plan is formally adopted it will be formally part of the statutory development plan and, therefore, it will carry significant weight in the determination of planning applications via the Planning and Compulsory Purchase Act section 38(6):
- “... for the purpose of any determination to be made under the planning Acts the determination must be made in accordance with the (development) plan unless material considerations indicate otherwise.”*
- 1.9 The National Planning Policy Framework indicates that, before the adoption of the draft Site Allocations plan, the Council may give weight to its policies in decision-making according to the stage of preparation reached, the extent to which there are unresolved objections to relevant policies, and their degree of consistency with policies in the National Planning Policy Framework (paragraph 216 and also National Planning Practice Guidance).
- 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 it is still only part way through the preparation 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 publication stage (regulation 19) consultation. ~~The Council intends to make an early assessment of comments received to the draft plan after the close of the consultation period to consider 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)¹;
- 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 Town & Country Planning (Local Planning) (England) Regulations 2012

- 1.13 ~~This draft Plan relates to stage 2 4 of the process, which is called the publication stage-independent examination. As a result of public hearings held by an independent Inspector into the Council's draft plan, the Council wishes to propose 'Post-Submission Modifications' to the plan. These are shown as tracked changes within this document. Comments are invited on the proposed Post-Submission Modifications and those received before the deadline will be passed to the Inspector for consideration. The Council publicises the version of the plan that it intends to submit to the Secretary of State for examination and invites representations to be made on the draft plan. The representations submitted will be considered at the examination in due course. This publication stage follows several rounds of public consultation during stage one, including the most recent consultation on a draft Site Allocations Plan from January to March 2014.~~
- 1.14 ~~It is expected that Stage 4 may be completed by Christmas and Stage 5 by April 2017.~~ the intention that, following Stage 2, submission will take place in July 2015. Stages 4 and 5 would take place in autumn 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 legally compliant and 'sound'. 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 (~~September 2014~~October 2015) provides more details on the various stages and the process involved in producing documents.

Part A

The Context

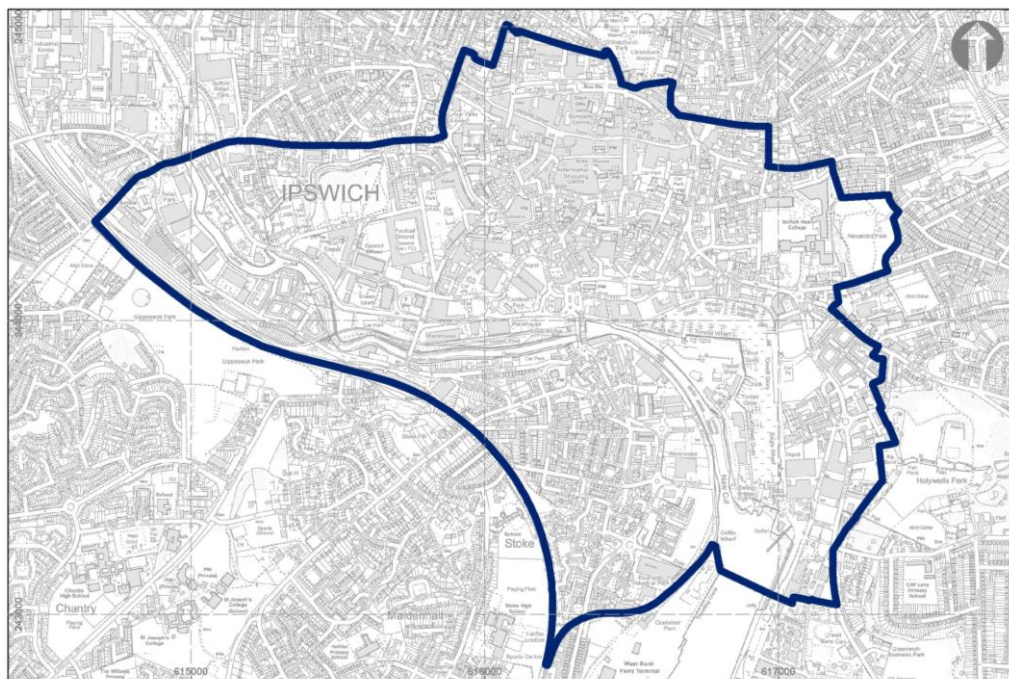
CHAPTER 2: The Ipswich Local Plan

- 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 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 Ipswich Garden Suburb supplementary planning documents; and
 - Supporting documents: the Statement of Community Involvement Review March 2014, 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 Core Strategy review sets out a Borough-wide growth strategy up to 2031 in terms of numbers of homes and jobs needed and also the spatial distribution of growth. The Core Strategy review favours brownfield development early in the plan period, in order to maintain the momentum of urban regeneration around the Waterfront. Greenfield development becomes progressively more significant throughout the plan period. The Core Strategy review identifies the Northern Fringe of Ipswich (known as the Ipswich Garden Suburb) as the main area for housing growth on greenfield land.
- 2.3 This draft Site Allocations plan provides the detailed policies, which give effect to certain strategic policies of the Core Strategy, including policies CS7 (housing) and CS13 (employment). 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 draft Site Allocations plan reaches adoption. Proposed development will be assessed against all relevant policies contained within this plan, the Core Strategy and Policies Development Plan Document and any other relevant adopted plan. In particular, in bringing forward the allocated sites consideration must be given to the relevant requirements of policies contained in the Core Strategy and Policies Development Plan Document.
- 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 Core Strategy review provides the context for this Site Allocations Plan. Details of the plan 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 NPPF².

- 2.6 The Site Allocations plan incorporates the IP-One Area Action Plan, which was previously consulted upon in 2008 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

² NPPF 2012 paragraph 182.

predominate; the Waterfront with its mix of commercial, leisure, port-related and residential uses; Ipswich Village in the west of IP-One which is a mixed-use neighbourhood primarily of homes and offices, and the Education Quarter in the east where the new University of ~~Campus~~ Suffolk and Suffolk New College are the main land uses. There is a degree of overlap between some of the areas.

Key Issues for the Site Allocations Plan

2.9 The Council is required to keep under review matters which may be expected to affect the planning and development of the Borough³. Thus a body of evidence underpins the Core Strategy review and the Site Allocations plan. Key elements of the local evidence base include:

- Ipswich Employment Land Needs Assessment for Ipswich and Waveney Economic Areas, 2016,
- 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 Autumn run 2013,
- Suffolk Haven Gateway Employment Land Review 2009 (the ELR),
- Suffolk Growth Strategy 2013,
- New Anglia Local Enterprise Partnership Strategic Economic Plan March 2014,
- Ipswich Retail and Commercial Leisure Study 2010,
- Town Centre Opportunity Area Report, DTZ 2013, and partial update 2016,
- Ipswich Waterfront Transport Study 2007,
- 2011 Census ONS,
- State of Ipswich Annual Monitoring Reports,
- Authority Monitoring Report 9 2012-2013,
- Ipswich Strategic Flood Risk Assessment 2011 (SFRA),
- Ipswich Wildlife Audit Update 2012-13,
- Suffolk County Council Historic Environment Record;
- Ipswich Transport Assessment 2010; and
- 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 Supporting Information section or in the Core Document Library.

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

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

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

- 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;
- addressing the conservation and enhancement of heritage assets and biodiversity,
- ensuring that policies and allocations support the health and wellbeing of people in Ipswich; and
- ensuring that demands placed on new development do not render it non-viable.

CHAPTER 3: Vision and objectives

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

The Core Strategy Review Vision

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

As a result, by 2031 Ipswich will be a more vibrant, active and attractive modern county town successfully combining modern development with conserving and enhancing its 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 an appropriately conserved and enhanced Ipswich town centre, which will be the focus for much of the new development sustainable growth, including continued development at the Ipswich Waterfront.
- b. People will enjoy an extended and improved shopping centre that includes 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 and enhanced park and ride will provide for car-borne shoppers, visitors and the workforce.
- 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 Futura Park, together with~~ the continued development of existing employment areas distributed across the town.
- g. ~~The University of 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 Deben Road surgery.
- i. During the plan period, land will start to come forward for development at the Ipswich Garden Suburb, 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 Core Strategy review goes on to identify objectives in paragraph 6.8. Those with a geographical element which will need to be addressed through this Site Allocations plan are:

Objective 3 At least (a) ~~9,777~~ ~~13,550~~ new dwellings shall be provided to meet the needs of Ipswich within the Housing Market Area between 2011 and 2031 in a manner that addresses identified local housing needs and provides a decent home for everyone, with at least ~~31%~~ ~~35%~~ at the Ipswich Garden Suburb and 15% in the remainder of the Borough being affordable homes; and (b) in the region of 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, Ipswich Garden Suburb and within and adjacent to identified district centres (these areas are identified on the key diagram).

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

- Significantly enhancing the town centre in terms of 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 the University of 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 Travel Ipswich 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.

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

Objective 8 To protect and enhance high quality, accessible strategic and local open spaces rich in biodiversity and geodiversity for people to visit and

use, and conserve and enhance the historic environment and landscape character of Ipswich, including historic buildings, archaeology and townscape.

Objective 9 To retain and provide high quality schools, health facilities, sports and cultural facilities and other key elements of community infrastructure in locations accessible by sustainable means and in time to meet the demands put on such services from the town's growth and ageing population.

Objective 10 To tackle deprivation and inequalities across the town.

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

3.3 As part of the Ipswich Local Plan, this combined 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 the Old Custom 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 (Travel Ipswich) 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 and consistent with the evidence base including the Ipswich Town Centre Opportunity Areas Appraisal, the Town Centre Master Plan recommendations are picked up through the policies and proposals set out in this plan.
- 3.6 In July 2015 a non-statutory document entitled 'The Vision for Ipswich: East Anglia's Waterfront Town' was published by partners – the University of Campus Suffolk, New Anglia Local Enterprise Partnership, Suffolk County Council, Ipswich Central, Ipswich Borough Council, Ben Gummer MP and the Ipswich Chamber of Commerce. This Vision brings together the aspirations of the partners on a range of issues and identifies a series of actions for the next few years. Some of these are relevant to the Local Plan and others are not, because they relate to matters beyond the remit of the planning system (e.g. starting works on the I-Am Project around the Museum on High Street). The two documents (the statutory 'Local Plan' and the 'Vision for Ipswich') are considered to complement each other in a helpful way.

Part B

The Policies

CHAPTER 4: Site Allocations

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

Policy SP1 The protection of allocated sites

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

Policy SP1 The protection of allocated sites

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

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

In terms of retail, the Central Shopping Area remains the focus for significant retail development. However, proposals for retail development will be permitted on sites allocated for other uses subject to:

- **satisfactorily addressing the sequential test and impact assessment in accordance with national policy; and**
- **there being no significant conflict with the delivery of other requirements of the Plan, e.g. residential development to meet the identified housing need and any associated open space requirements.**

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

- 4.4 The Council has specific requirements for the delivery of housing, jobs and retail development in the period up to 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 cannot easily be developed for alternative uses and thereby harm the Council's ability to achieve its growth targets. To demonstrate that the allocated use is not viable or deliverable in accordance with clause b., applicants will be required to produce evidence that the site has been marketed actively for a continuous period of at least twelve months from the date of the first advertisement for the allocated use.

Policy SP2 Land allocated for housing

- 4.5 Through Core Strategy review policy CS7 'The Amount of Housing Required', the Council commits to allocating land to provide at least an additional ~~4,734~~ 4,544 dwellings net to 2031. The following policy provides the detailed site allocations to deliver a proportion of that housing requirement.

Policy SP2 Land allocated for housing

The following sites are allocated for residential development, or part residential development within mixed use developments as indicated in Table 1:

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

Site ref.	Site name and development description	Site size ha (% residential on mixed use sites)	Indicative capacity (homes)	Capacity evidence	Likely delivery timescale (S, M, L)
IP004	Bus depot, Sir Alf Ramsey Way Allocated for mixed residential & B1 office use; historic depot to be retained and converted as part of B1.	1.07 (c. 50%)	48	90dph (DM30a lower end of range)	M
IP005	Former Tooks Bakery, Old Norwich Road 80% residential and c. 20% is safeguarded for the provision of a new health centre.	2.8 (c. 80%)	101	45dph (Development Brief)	S
IP006	Coop Warehouse, Pauls Road	0.63	28	45dph (DM30b) as in IP-One area.	M

IP009	Victoria Nurseries, Westerfield Road	0.39	12	30dph (DM30c). Low density to reflect suburban location.	S
IP010a	Co-op Depot, Felixstowe Road Approximately 25% of the site is safeguarded for an extension to Rosehill School.	4.95 <u>2.22</u> (c.75%)	66 <u>75</u>	45dph (DM30b)	M
IP010b	Felixstowe Road Current uses retained on c. 40% of site.	2.79 (c. 60%)	75	45dph (DM30b)	M
IP011a	Lower Orwell Street (former Gym & Trim and formerly listed as Smart Street/Foundation Street),	0.15ha	14	90dph on 100% of site (DM30a)	
IP11b	Smart Street, Foundation Street Allocated for residential- led development with secondary B1 business use.	0.69 (c. 80%)	50	90dph (DM30a lower end of range)	M
IP012	Peter's Ice Cream	0.32	29	90dph (DM30a lower end of range). Application 08/00978/FUL for student accomm- odation awaiting S106 although unlikely to proceed.	S
IP015	West End Road Surface Car Park Primary allocation for long stay parking with secondary residential and B1a office uses.	1.22 (c. 20%)	22	90dph (DM30a lower end of range)	M
IP029	Land opposite 674-734 Bramford Road Allocated for 70% residential and 30% open space. Development should not prejudice the potential provision of a link road between Bramford Road and Europa Way in accordance with SP9, subject to impact testing.	2.26 (c. 70%)	71	45dph (DM30c). Higher than average density appropriate in this location.	S

IP031	Burrell Road	0.44	20	45dph (DM30b).	S
IP032	King George V Field, Old Norwich Road Allocated for 80% residential and 20% open space. The allocation is subject to the provision of replacement playing fields and ancillary facilities (e.g. changing rooms and spectator accommodation) in a suitable location.	3.54 3.7 (c. 80%)	99	35dph (Development Brief)	S/M
IP033	Land at Bramford Road (Stocks site) Allocated for 50% residential and 50% open space.	2.03 (50%)	46	45dph (DM30b / SHLAA)	M
IP037	Island Site Allocated for housing and open space alongside existing Marina and small commercial uses. These proportions will be firmed up through the preparation of a master plan. See also Opportunity Area development principles and guidelines in Part C. Additional vehicular and foot/cycle access (including emergency access) will need to be provided to enable the site's development.	6.02 (c. 50%)	271	90dph (DM30a lower end of range)	L
IP039a	Land between Gower Street & Gt Whip Street	0.48	43	90dph (DM30a lower end of range)	L
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 or adjacent to retail uses.	1.60 (20%)	0 (32 new dwellings replacing existing 32 on site)	100dph (DM30a). 08/00806/FUL (pending - 11 dwellings on part of site although unlikely to proceed in proposed form)	S
IP043	Commercial Buildings and Jewish Burial Ground, Star Lane	0.70 (80%)	50	90dph (DM30a lower end of range).	S

				11/00267/FUL for 65 student rooms pending although unlikely to proceed.	
IP047	IP047 Land at Commercial Rd	2.86ha (40%)	103 <u>as a minimum</u>	90dph on 40% as part of a mixed use scheme of 40% housing, 20% public open space and enhanced river path, 40% office, leisure, hotel	
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.	1.33 (c. 60%)	72	90dph (DM30a 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 c. 70% is primarily allocated for new office and leisure uses alongside 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 (DM30a) but a mix of flats and town houses would fit the character of locality. 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	2.63	105	40dph (discussions with developer). Application 08/00365/OUT for 130 dwellings	S

	area (in neighbouring authority).			withdrawn.	
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	40dph (DM30 b.- c.)	S
IP066	JJ Wilson, White Elm Street	0.32	18	55dph (DM30b higher than average density as adjacent to IP-One).	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	23	90dph less 5 existing units (DM30a lower end of range)	M
IP090	Europa Way,	1.43ha	18	18 dwellings (indicative masterplan), as part of a mixed use district centre	
IP096	Car Park Handford Road East	0.22	20	90dph (DM30a lower end of range)	M
IP098	Transco, south of Patteson Road	0.57	51	90dph (DM30a lower end of range)	M
IP105	Depot, Beaconsfield Road	0.33	15	45dph (DM30b)	M
IP131	Milton Street	0.28	13	45dph (DM30b)	M
IP132	Former St Peters Warehouse Site, 4 Bridge Street	0.18ha	73	73 dwellings as part of a mixed use scheme (with B1a office use, leisure or small scale retail)	

IP133	South of Felaw Street	0.37	33	90dph (DM30a lower end of range). 10/00418/VC for 47 dwellings expired Feb 2014.	S
IP135	112-116 Bramford Road,	0.17ha	14	14 dwellings (pending application withdrawn October 2014)	
IP136	Silo, College Street This site is primarily allocated for residential with secondary uses to include offices, leisure and/or small scale retail.	0.16 (c. 80%)	48	Assume 6 flats per floor within 10 storey development with commercial on lower two floors (DM30a and higher than average density consistent with other schemes along Quay).	L
IP142	Land at Duke Street Allocation to provide for public open space (25%).	0.39 (75%)	26	90dph (DM30a lower end of range)	M
IP165	Eastway Business Park, Europa Way	2.08	94	As per approved scheme (13/00943/OUT)	S
IP172	15-19 St Margaret's Green	0.08	9	90dph (DM30a lower end of range) Planning permission for student accommodation lapsed and unlikely to proceed (08/00511/FUL).	S
IP188	Websters Saleyard site, Dock Street	0.11	9	As per approved and proposed scheme. Planning permission for 3no. dwellings on part of site	S

				(13/00069/FUL).	
IP221	Flying Horse PH, 4 Waterford Road	0.35 (c. 50% retaining the public house)	12	35dph (DM30c). Application for 12 dwellings in application 06/01007/FUL expired.	<u>SL</u>
IP214	300 Old Foundry Road	0.02	11	10/00805/VC expired Dec 2013.	S
IP245	12-12a Arcade Street	0.06	14	12/00869/VC withdrawn; previous permission expired Dec 2012 (09/00708/FUL).	S
IP256	Artificial hockey pitch, Ipswich Sports Club, subject to the requirements of policy DM28 being met. The requirement for alternative provision/enhancement of an existing facility would be assessed against the most up to date information on need available at the time.	0.6 (excludes access road)	18	30dph (DM30c). Low density to reflect suburban location.	S
	Total		1,929	1,844	

4.6 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 Framework⁴.

4.7 The indicative capacity of the sites listed in the policy above is ~~1,934~~ **1,844** dwellings. These will contribute to meeting the minimum housing requirement target of ~~10,585~~ **9,777** dwellings by 2031, as identified through Policy CS7 of the Core Strategy review. In addition, the Core Strategy review allocates land for the development of approximately 3,500 dwellings at Ipswich Garden Suburb (the Ipswich Northern Fringe) through policy CS10, with around ~~2,800~~ **2,700** dwellings expected by 2031. The housing land requirement and supply figures are set out in Table 2 of the Core Strategy review. The likely delivery timescale shown in the policy shows the Council's expectation based on current knowledge; sites could come forward sooner than indicated.

⁴ NPPF paragraph 47

- 4.8 Within mixed use schemes, the use proportions indicated in the policy represent the Council's preferred outcome and form the basis of supply calculations. However, the figures are indicative other than in the case of open space requirements and community facilities, to help ensure that developments can be viably delivered. Housing delivery will be closely monitored through the Authority Monitoring Report.

(Split/new paragraph) Appendix 3 provides additional information about the sites allocated through this policy. Information on development constraints contained in the site sheets must be taken into account in development proposals, in accordance with the Ipswich Local Plan Development Management policies. The Council is working with Historic England and Suffolk County Council to establish an Urban Archaeological Database for Ipswich, to make available desk-based information on known heritage assets.

- 4.9 In allocating sites for development the Council has followed the sequential approach, to ensure that sites are not allocated in areas with a greater probability of flooding if sites in lower risk areas are available. It has also applied the exception test to ensure that the benefits to the community of development outweigh flood risk, and ensure that development will be safe. Planning applications for sites which lie within Flood Zones 2 and 3 will need to be supported by a Flood Risk Assessment. The Council's supplementary planning document on Development and Flood Risk provides more guidance.

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

Policy SP3 Land with planning permission or awaiting a Section 106

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

use, should the planning permissions fail to be issued or implemented or the development fail to be completed as originally envisaged.

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

As at 1st April 2015–2014, 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
IP042	Land between Cliff Quay and Landseer Road	1.64	27	12/00700/OUT approved 19/12/13	S
IP052	Land between Lower Orwell Street & Star Lane (former Essex Furniture)	0.40	29	90dph (DM30a applied at lower end of range for 80% of site). Application for 132 student rooms granted 28/01/13 (12/00811/VC) although unlikely to proceed.	S
IP059b	Arclion House, Hadleigh Road	0.34	18	10/00823/FUL approved 3/12/13	S
IP074	Church and land at Upper Orwell Street	0.07	12	13/00226/VC approved 28/6/13)	S
IP088	79 Cauldwell Hall Road	0.30	16	12/00114/VC approved 12.03.2012	S
IP109	R/O Jupiter Road & Reading Road	0.42	13	12/00192/FUL (pending)	S
IP116	St Clement's Hospital Grounds	11.85	227	14/00839/FUL 14/00721/OUT	S
IP129	BT Depot, Woodbridge Road	1.07	39	12/00654/OUT approved 14/10/13	S
IP130	South of South Street	0.04	11	05/00792/FUL, 10/00609/FUL & 10/00628/FUL - site cleared but no	S

				construction started	
IP150a	Ravenswood T (adjacent Fen Bight Circle) Ravenswood U, V, W	4.1	44 + 94 = 138	07/00765/OUT & 08/00246/REM for part of outline site	S
IP161	2 Park Road	0.35	13	07/00118/FUL & 13/00498/FUL	S
IP165	<u>Eastway Business Park, Europa Way</u>	<u>2.08</u>	<u>94</u>	<u>As per approved scheme (13/00943/OUT)</u>	<u>S</u>
IP168	Stoke Park Drive	0.29	11	05/01010/FUL – part of housing element of the permission	S
IP169	23-25 Burrell Road	0.08	14	12/00087/FUL approved 22.03.2012	S
IP176	7-9 Woodbridge Road	0.05	14	12/00101/FUL approved 11.06.2012	S
IP200	Griffin Wharf, Bath Street	0.79	187	11/00507/FUL approved 01.09.2011 (132 flats) with medium density housing at 55dph on 1ha of site with approval for high-rise flats (under 05/00819/FUL) most likely.	S
IP205	Burton's, College Street	0.19	125	02/01241/FUL (196 in total, 71 completed April 2014)	S/M
IP206	Cranfields, College Street	0.71	140	04/00313/FUL (337 in total, 197 completed April 2014)	S
IP211	Regatta Quay, Key Street	0.85	149	09/00130/FUL (pending)	S
IP246	158-160 London Road	0.06	13	09/00213/FUL approved 11/06/09	S
IP253	Electric House Crown Street	0.04	13	12/00008/FUL approved 15/08/12	S
IP226	Helena Road	1.87	540	04/01173/FUL (pending) Unlikely to be	L

				determined therefore assume 60 flats per floor within 10 storey development with no residential on ground floor	
IP264	28-32 Tacket Street	0.12	16	13/00372 resolution to grant July 2013.	S
IP272	72 Foundation Street	0.03	10	14/00939/FUL granted 19/02/15	
	Total		1,897 1,991		

- 4.13 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.
- 4.14 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. Information about constraints affecting the sites is set out in Appendix 3B.
- 4.15 The sites with planning permission for residential development listed in the policy above have already been included in supply calculations in Core Strategy review Table 2 and, therefore, are not counted again here. The sites with planning permission for student accommodation have also been counted in the supply, following a change to the Government's definition of a dwelling. The delivery of the sites will be closely monitored through the Authority Monitoring Report.
- 4.16 The success of the University of 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.
- 4.17 Experience in Ipswich to date indicates that there are more student bed spaces with planning permission than the University needs. If planning permissions for student accommodation are not implemented, the Council will

encourage the alternative development of the sites for housing use not limited to students, on the basis that the market for student accommodation is saturated.

Policy SP4 (Now deleted)

Policy SP5 Land allocated for employment use

4.25 Core Strategy review policy CS13 refers to the allocation of at least ~~30ha~~ 35ha of employment land across the Borough to deliver jobs growth. The following policy addresses this requirement.

Policy SP5 Land allocated for employment use

The following sites are allocated for employment development within Use Classes B1, B2 or B8, either in their entirety or as part of mixed use developments as specified in Table 3. Appropriate employment-generating sui generis uses, defined through policy DM25, will also be permitted where specified.

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 (excluding office use B1a), B2 or B8 <u>and appropriate employment-generating sui generis uses as defined through policy DM25</u>
IP067	Former British Energy Site	4.66	Suitable for B1 (excluding office use B1a), B2 or B8 <u>and appropriate employment-generating sui generis uses as defined through policy DM25</u>
IP094	Land to rear of Grafton House	0.31	Suitable for B1a office
IP099	Part of former Volvo Site, Raeburn Road South	2.30	Suitable for B1 (excluding office use B1a), B2 or B8 <u>and appropriate employment-generating sui generis uses as defined through policy DM25</u>
IP140	Land north of Whitton Lane	6.93	Suitable primarily for B1, with some B2 and B8 <u>and appropriate employment-generating sui generis uses as defined through policy DM25.</u> Delivery expected in the medium to long term. 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.
IP141a	<u>Land at Futura Park, Nacton Road</u>	<u>7.1</u>	<u>Suitable for employment uses B1b, B1c, B2, B8 and appropriate sui generis uses as defined through policy DM25.</u>
IP146	Ransomes Europark (east)/Land around Makro	5.29	Suitable for B1, B2 or B8 <u>and appropriate employment-generating sui generis uses as defined through policy DM25.</u> 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 B1a office use) <u>and appropriate employment-generating sui generis uses as defined through policy DM25</u>
IP150c	Land south of Ravenswood	4.62	Suitable for B1 <u>and appropriate employment-generating sui generis uses as defined through policy DM25</u>
IP152	Airport Farm Kennels	7.37	A site for longer term development subject to access improvements. Suitable for B1 (excluding office use B1a), B2 or B8 <u>and appropriate employment-generating sui generis uses as defined through policy DM25.</u> <u>Development will be subject to the preparation of a development brief to address matters including the nationally designated Area of Outstanding Natural Beauty.</u>
Sub total		42.00 49.1	
Sites 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 including boat building. The use proportions will be firmed up through the preparation of a master plan. See also Opportunity Area development principles and guidelines in Part C. Additional vehicular and foot/cycle access (including emergency access) will need to be provided to enable the site's development.
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
IP047	Land at Commercial Road	2.86 (40%) = 1.14	As part of a mixed use scheme with 40% housing and 20% public open space and enhanced river path. The B1a element could also include hotel and leisure uses.
IP051	Old Cattle Market Portman Road	2.21 (80%) = 1.77	Prime town centre site for new B1a office development 80% B1a and 20% main town centre uses such as hotel / leisure (excluding retail). Numerically like for like replacement of existing long-stay car parking provision in this area will be required prior to the parking being lost. Offices with large floor plates in an office campus design approach are likely to be developed.
IP052	Land between Lower Orwell St & Star Lane	0.40 (20%) = 0.08	As part of mixed use scheme with housing. The site currently has planning permission for student accommodation but it is considered unlikely to proceed.
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 B1a office to east of Turret Lane – may also need to provide for an extended electricity sub-station. Could include some short stay car parking.
IP132	Former St Peters Warehouse Site, 4 Bridge Street	0.18ha / 0.05ha	B1a office, leisure, small scale retail as part of a mixed use scheme of 73 dwellings
Sub total		7.13	
	TOTAL	49.13 56.23	

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

4.27 Core Strategy review policy CS13 sets a target of in the region of approximately 12,500 jobs to be provided 2011-2031 through a number of

measures, including the allocation of at least ~~35ha~~^{30ha} of land for employment development.

- 4.28 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.
- 4.29 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. The constraints are identified on the site sheets included at Appendix 3A and need to be taken into account by prospective developers.
- 4.30 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.
- 4.31 The Suffolk Growth Strategy and the New Anglia Local Enterprise Partnership's (NALEP) Strategic Economic Plan identify the economic sectors which are already significant in Suffolk (and Norfolk) and those which are forecast to grow⁵: energy, advanced manufacturing, information and communication technology (ICT), finance and insurance, food, drink and agriculture, ports and logistics, tourism, creative and cultural industries and biotechnology and life sciences. Several of these sectors have a strong base in Ipswich. As well as allocating land for employment development, the Council is encouraging jobs growth in Ipswich through its Economic Strategy, the Ipswich City Deal and work with the Suffolk Growth Group and NALEP. Through the Strategic Economic Plan, NALEP are providing focused support for business and innovation, improved skills and targeted infrastructure investment.
- 4.32 The sites allocated are reserved for Class B uses as identified in the Use Classes Order 1987 (as amended and updated), other than where a mix of uses or appropriate employment-generating sui generis uses are specified in Table 3 above. On those sites allocated for a mix of uses including employment, the proportions indicated in the policy represent the Council's preferred outcome and form the basis of supply calculations. However, the figures are indicative other than in the case of open space requirements and community facilities, to help ensure that developments can be viably delivered. Appropriate employment-generating sui generis uses are defined through policy DM25 and will need to comply with other plan policies including DM26. Appendix 3 provides additional information about the sites allocated through this policy.

⁵ Suffolk Growth Strategy SCC March 2013 and NALEP Strategic Economic Plan 2014

Policy SP6 Land allocated and protected as open space

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

Policy SP6 Land allocated and protected as open space

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

Development of the following sites shall include more than the minimum amount of on-site public open space provision required through policy DM29, as specified in Table 4 below:

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

Site	Address	Preferred Options Ref	%Open Space	%Other Uses
IP029	Land opposite 674-734 Bramford Rd	UC030	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
IP047	Land at Commercial Road	(UC048)	20% Public Open Space and enhanced river path	40% housing, 40% B1a business, hotel, leisure.
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.
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

- 4.34 On some sites there is a requirement to provide more than the standard amount of open space. This may be because the land is currently used as open space and therefore the loss needs to be compensated through improvements to what remains, or because the land is in effect used as open space even though it has previously been earmarked for development, and is in an area of open space deficit. Improvements to the remainder of the open space could include making it more usable, accessible, biodiverse or multi-functional.
- 4.35 Paragraph 8.164 of the Core Strategy review indicates broadly which areas of the Borough are short of open space against the current standards. There are no parts of the Borough which currently have a surplus of all types of open space. Site IP083 is located at the boundary of the Central and South West areas. The Central area currently has a significant deficit of natural and semi-natural green space.
- 4.36 The open spaces protected by this policy include all the different types shown on the policies map including playing fields, allotments and country parks.
- 4.37 The Waterfront does not currently have public open green space provision. This is addressed through the policy by allocating land for this use at site IP047 and within the Island Site redevelopment. Appendix 3 provides additional information about the sites allocated through this policy.

Policy SP7 Land allocated for leisure uses or community facilities

Policy SP7 Land allocated for leisure uses or community facilities

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

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

Site	Address	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	25%	Primary school extension	75% Housing
IP258	Land at University of Campus Suffolk as part of the Education Quarter	-	1.58ha	New primary school	Education Quarter
IP150b	Land at Ravenswood	UC267 part	100% (9.6ha)	Sports park comprising	-

				cycle track	
IP260	The former Odeon Cinema	-	100%	Leisure uses to complement the Regent	-

- 4.38 It is essential that community facilities are provided to keep pace with the growth in Ipswich’s population. Ipswich Borough Council liaises closely with infrastructure and services providers, including Suffolk County Council and the Health Trusts, in order to identify the need for facilities for which land may need to be identified and safeguarded.
- 4.39 The Borough is seeing a rapid rise in the number of primary school aged children and therefore it is important to make adequate provision for new and expanded education facilities over the plan period. Sites have not been allocated for early years provision, but Core Strategy review policy CS15 promotes co-location with primary schools or location within district and local centres to promote linked trips. The need for early years provision in association with new development should be discussed with the County Council at an early stage in the planning process.
- 4.40 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 review, which will be supported by a separate Infrastructure Delivery Plan.
- 4.41 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. The former Odeon Cinema in the town centre is well placed next to the Regent for new leisure uses (as defined through Core Strategy policy DM22) to complement the theatre.
- 4.42 The need for community infrastructure associated with the Ipswich Garden Suburb development is dealt with through the Core Strategy review and supplementary planning document. Appendix 3 provides additional information about the sites allocated through this policy.

Policy SP8 Orwell Country Park Extension

Policy SP8 Orwell Country Park Extension

Site IP149 Land at Pond Hall Carr and Farm is allocated as an extension to Orwell Country Park, to provide better management of visitors to this part of the Orwell Estuary Special Protection Area. The Council will also investigate further the feasibility of including a visitor centre facility within the site, including any potential impacts on the Special Protection Area.

- 4.43 The Orwell Estuary is designated as a Special Protection Area for birds. It is an important over-wintering site for wading birds, however, the birds can be easily disturbed by dogs running loose off leads.
- 4.44 The Appropriate Assessment to the adopted Core Strategy advised that a range of measures were needed including visitor management measures at Bridge Wood, to protect the Orwell Estuary Special Protection Area. A management plan for the whole of the Orwell Country Park is to be prepared, but the adjacent Pond Hall Farm provides an opportunity to extend the Country Park and, in doing so, to provide a better network of footpaths and viewpoints over the estuary for visitors. Information could also be provided about the Special Protection Area, in order to raise awareness and discourage access to the foreshore. A visitor survey of Orwell Country Park undertaken during March 2015 concluded that the extension of the park into land at Pond Hall Carr and Farm is not likely to have harmful impacts on the Special Protection Area.
- 4.45 In the longer term, the Council will explore the feasibility of providing a visitor centre within the site, including its financial viability, management and impacts. The visitor centre would act as a focus for visitors to draw them away from the foreshore and assist further with raising awareness of the potential impacts of disturbance on over-wintering birds on the estuary. The potential impacts on the Special Protection Area would need to be fully assessed first, to ensure any adverse impacts of visitors were not increased. Project level Habitats Regulations Assessment would be needed for any visitor centre proposal.

Policy SP9 Safeguarding land for transport infrastructure

Policy SP9 Safeguarding land for transport infrastructure

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

The park and ride site at Bury Road is also safeguarded for future re-use for park and ride.

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

Site	Address	Preferred Options ref	Site Area (ha)	Allocation
IP010a or b	Felixstowe Road	UC010	5.52 5.01	Land reserved for a pedestrian and cycle bridge over the railway to link the District Centre with housing areas to the north.
IP059a	Land at Elton Park Works	UC062	2.63	Land reserved for a pedestrian and cycle bridge over the river to link to the river path on the northern bank.

IP037	Island Site	UC038	6.02	Additional vehicular access needed to enable the site's development. Additional cycle and pedestrian connections also required in accordance with policy SP15. Development layout should not prejudice future provision of a Wet Dock Crossing.
IP029	Land opposite 674-734 Bramford Road	UC030	2.26	Link road through the site joining Europa Way and Bramford Road (subject to impact testing).

- 4.46 It is important that provision is made for needed transport infrastructure within certain development sites. The aspiration to provide a pedestrian and cycle bridge over the railway at site IP010 (a or b) to link residential areas to the north with the District Centre is not a firm proposal at present in the Local Transport Plan, but the Highway Authority has identified the potential benefits of a link and the opportunity presented by the two IP010 sites. Therefore, pending further work on its deliverability, development at the IP010 sites should not preclude its possible future provision.
- 4.47 The River Strategy identifies the aim of providing a river crossing between Hadleigh Road and Boss Hall for pedestrians and cyclists. The Elton Park site is considered the most suitable location to link up with future development at the Former Sugar Beet Factory site in Babergh.
- 4.48 The Island site is an outstanding development opportunity at the Waterfront. Access improvements will be needed to enable its redevelopment.
- 4.49 The provision of a road link through site IP029, land opposite 674-734 Bramford Road, to join Bramford Road and Europa Way could help to ease pressure on the Bramford Road/Sproughton Road junction. It was included as a proposal in the 1997 Ipswich Local Plan, but has not to date been implemented. The potential impacts of the link on the traffic network are subject to testing and need to be clearly understood. However, in the interim, development of the site should not preclude its future provision.
- 4.50 The park and ride site at Bury Road, Ipswich is currently disused. However, it remains laid out as a park and ride facility and is safeguarded for that use in future. Once lost, sites are difficult to replace.

CHAPTER 5: IP-One Area

- 5.1 IP-One is a large area in the centre of Ipswich, which contains a rich mix of uses ranging from shopping, business, public administration and leisure to education and living. It incorporates several smaller areas, each of which has its own identity, character and issues: the medieval town centre, Waterfront, Education Quarter and Ipswich Village. An Action Plan is needed to help to deliver regeneration where needed and ensure the areas link together and complement one another to provide a strong, attractive and vibrant centre to Ipswich.
- 5.2 The area of central Ipswich that falls within IP-One contains the greatest concentration of the town's designated heritage assets, including a number of important historic and archaeological sites. Much of IP-One is also designated as an Area of Archaeological Importance as it covers the Anglo-Saxon and Medieval town, aspects of which are internationally recognised.
- 5.3 The Core Strategy review provides the strategic level of policy for centres in Ipswich, particularly through policy CS2 the Location and Nature of Development and CS14 Retail Development. It defines a network of town, district and local centres; recognises the importance of Ipswich town centre as an economic driver and a focus for shopping, cultural and leisure activities, civic functions and community life; and it sets a target for retail floorspace growth. The development management policies of the Core Strategy review protect the vitality and viability of centres through managing development in defined centres and outside them.
- 5.4 The Council's vision for Ipswich town centre is contained in the Town Centre Master Plan (May 2012). It combines elements of the Core Strategy review vision and the Ipswich Central vision for a 'Waterfront Town Centre' and includes:
- More people living and working in the town centre
 - Focusing new development on the town centre
 - Improving the shopping offer
 - Improving pedestrian links between the central shopping area and the Waterfront, Village, Education Quarter, railway station and northern gateway
 - Putting pedestrians, cyclists and public transport users first
 - Enhancing existing parks and open water and greening the streets
 - Developing the Education Quarter
 - Enhancing and increasing culture and leisure facilities
 - Creating a place that is outgoing and welcoming, vibrant and dynamic and which embraces new ideas; and
 - Reconnecting the town centre with the Waterfront.
- 5.5 The Council's focus 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, Lower Orwell Street and the Waterfront. Retail uses on these sites should be limited to a small scale as defined

through the Core Strategy review so they do not compete directly with the existing town centre offer.

- 5.6 Thus this section of the plan sets out policies which:
- Define the Education Quarter, Waterfront and Village and guide development within the areas;
 - Allocate a site for town centre retail development and set out policy for arts, culture and tourism;
 - Define and safeguard routes for transport proposals including cycling and walking; and
 - Manage car parking provision in the town centre.
- 5.7 The historic environment within IP-One is addressed in a variety of ways. Within the plan, the site sheets in Appendix 3 identify where there are historic environment constraints which will need to be taken into consideration in the redevelopment of the sites. Core Strategy review policies CS4 and DM8 set out the framework for considering the impacts of development on the historic environment through the development management process. The Council will also consider the heritage impacts of allocating the most sensitive sites within IP-One. The Opportunity Area development guidelines in Chapter 6, which focus on areas which are likely to undergo the greatest change, also highlight heritage issues.
- 5.8 IP-One contains parts of several conservation areas: Central, Wet Dock, Stoke and St Helen's. The Council has produced Conservation Area Character Appraisals for all the conservation areas and these are reviewed every five years. The Council is also in the process of preparing an Urban Character supplementary planning document to cover parts of the town outside the conservation areas. Buildings at risk within the Borough are concentrated within IP-One. They are reviewed annually and action is underway to address all the buildings currently at risk, through negotiation with the owners, supporting the preparation of funding bids, compulsory purchase of sites or repairs being undertaken by owners. Grade I and II* buildings in Ipswich are dealt with through the national Heritage at Risk register.

Policy SP10 Retail Site Allocation

Policy SP10 Retail Site Allocation

Site IP040 (formerly IP040 and IP041, now combined and extended) 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.~~

- 5.9 The National Planning Policy Framework (NPPF) advises that local planning authorities should set out policies for the management and growth of town centres over the plan period. The Council's Retail and Commercial Leisure Study identified a need for additional retail floorspace in the town centre. It is needed to meet the needs of a growing population and secure the town's

position as a regional shopping centre, which can compete effectively with other centres.

- 5.10 However, more recent evidence in the study undertaken by DTZ 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.
- 5.11 The focus should be on strengthening the existing centre, particularly the prime pitch, prioritising sites and supporting the delivery of one scheme in a development cycle (10 years) for new retail floorspace. This evidence has informed Core Strategy review policy CS14 and policy SP10 above, which identifies a need for in the region of 15,000 sq m of net additional retail floorspace. However, policy CS14 does not identify a retail floorspace requirement. This will be set as part of a review of the plan scheduled to begin in 2016, and CS14 sets out how additional retail proposals will be considered in the interim period.
- 5.12 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.
- 5.13 ~~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.~~
- 5.14 The Mint Quarter site (also referred to 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 residential-led development on the eastern part of the site and retaining the Central Shopping Area status on the western part. The latter could provide for comparison retail development, should the allocated Westgate site be developed primarily for a convenience store. Short stay parking would also need to be provided within the combined site in accordance with policy SP17. 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.
- 5.15 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 SP11 The Waterfront

Policy SP11 The Waterfront

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

Within the Waterfront, new development should contain a mix of uses. Residential, community, office, arts, culture, open space, boat-related and tourism uses will be permitted. Core Strategy review 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 review policy DM23.

The Education Quarter is addressed through policy SP12 and arts, culture and tourism through policy SP14.

- 5.16 The Waterfront consists of over 80ha of land and buildings around the Wet Dock, which was completed in 1842. It includes the historic port area located to the north of the modern commercial port. It is characterised by a mix of buildings of varying scales. The Wet Dock was designated a conservation area in 1991. The area contains a number of important heritage assets, including listed buildings, which new development will need to take into account. Core Strategy review policy DM8 addresses heritage assets and conservation.
- 5.17 The regeneration of the Waterfront as a mixed use area started in 1999 with the completion of apartments at Neptune Quay. To date, much development has been delivered, including residential and commercial uses and academic and student accommodation buildings for the University of Campus Suffolk.
- 5.18 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 2017.
- 5.19 The 'main town centre uses' are defined through the National Planning Policy Framework as retail, leisure, entertainment facilities, more intensive sport and recreation uses, offices, arts culture and tourism. The Waterfront extends further south than the town centre but the two areas overlap at the northern quays. Within the Waterfront, office, arts, culture open space, boat-related and tourism uses are considered appropriate in order to support the delivery of a mixed use area, to provide some flexibility to support its continued

regeneration and because the accessibility of the Waterfront is good. At the northern quays additional main town centre uses are permissible with the exception of retail uses. A key element of the Council's strategy for the Waterfront is to ensure that it complements, but does not compete with, the shopping focus in the Central Shopping Area.

- 5.20 Ipswich Port is situated within and adjacent to the Waterfront and therefore new development should take account of its operational needs.
- 5.21 This policy helps to implement Policies CS2 and CS3 of the Core Strategy review. CS2 'The Location and Nature of Development' sees a focus on residential and community facility development within the Waterfront in order to support the regeneration and sustainable growth of Ipswich, and mixed use development within the town centre. CS3 identifies the importance of the Waterfront and town centre as areas within IP-One.
- 5.22 Parts of the Waterfront also fall within the town centre and the Education Quarter. The town centre is addressed by policy DM22 in the Core Strategy review. The Education Quarter is addressed by policy SP12 in this plan.

Policy SP12 Education Quarter

Policy SP12 Education Quarter

The Education Quarter is defined on the IP-One Area inset policies map, comprising the Suffolk New College campus and the University of 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 SP17.

- 5.23 University Campus Suffolk (UCS) grew from around 3,000 students in 2008/09 to over 3,900 in 2011/12. In August 2016 it became the University of Suffolk. It ~~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.
- 5.24 Suffolk New College is a tertiary college established in 2007 in new premises on Rope Walk, providing for students studying for a range of qualifications. Like the University of Suffolk ~~UCS~~, it makes an important contribution to

Ipswich life and to raising the levels of educational attainment amongst Ipswich residents and beyond.

- 5.25 The Council wishes to safeguard the Education Quarter for predominantly education uses, because of its importance to the town and the benefits that can flow from locating educational uses in close proximity. The institutions need to be able to grow and adapt over coming years. The policy allows for education uses, but also offers some flexibility for appropriate uses provided this would not compromise future use or expansion for education purposes. Proposals for development within the Education Quarter should demonstrate how sustainable modes of transport will be achieved.
- 5.26 The co-location of knowledge-based businesses in close proximity to the University campus is recognised by the Council as an important consideration, therefore the policy would allow for spin-off businesses to locate within the Education Quarter. This would also help to support the institution's success in placing its graduates into employment.
- 5.27 Ancillary uses are those uses which have a functional relationship with the main education use. Proposals for retail development within the Education Quarter will be considered in relation to retail policies of the Core Strategy review. Policy SP14 states the Council's 'in principle' support for the development of flexible conference and exhibition space at the Waterfront. This could occur within the Waterfront section of the Education Quarter in accordance with this policy.
- 5.28 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 6 (see 'Opportunity Area D').

Policy SP13 Ipswich Village

SP13 Ipswich Village

Ipswich Village is defined on the IP-One Area inset policies map as a focus for regeneration in the west of IP-One. The Council's vision for Ipswich Village is a mixed-use neighbourhood of residential use, open spaces and main town centre uses, excluding retail, where they accord with Core Strategy review policy DM22.

- 5.29 Ipswich Village has undergone a significant amount of change already with new office, court and residential uses replacing older industries through developments such as the County Court, Voyage, Endeavour House and Grafton House. The Council wishes this regeneration to continue and, to this effect, allocations for development within the area are made elsewhere in this plan.
- 5.30 The east part of Ipswich Village lies within the town centre boundary where main town centre uses such as offices and leisure are permitted. The Princes Street corridor, part of which lies within Ipswich Village, gained Enterprise

Zone status in 2015. Ipswich Village is also the location of Ipswich Town Football Club's Portman Road ground, which is a very important leisure asset for the town.

Policy SP14 Arts, Culture and Tourism

Policy SP14 Arts, Culture and Tourism

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

- 5.31 The town has a wealth of arts, cultural and heritage assets, which enrich the lives of Ipswich residents and bring in a significant number of visitors. There are approximately 2.6 million day visitors per year and 1.0 million longer stay visitors, including those from overseas and the rest of the UK (Ipswich Town Centre Master Plan, 2012). They support directly and indirectly a significant number of full and part-time jobs.
- 5.32 Focussing art, cultural and tourism uses within the town centre will aid in the delivery of the spatial strategy for sustainable growth through urban renaissance, by making the best use of previously developed land, by putting facilities in close proximity to those who need them, and by providing regeneration opportunities to key strategic town centre sites, thus enhancing the vitality and vibrancy of the central area. It also accords with national planning policy for 'main town centre uses'.
- 5.33 The Council's intention is to support the diverse nature of arts, cultural and heritage facilities in Ipswich, by allowing improvements to existing facilities. These assets support employment in a fast growing sector, and generate economic activity which in turn supports town centre regeneration, and provides cultural diversity and choice for those living in and visiting Ipswich. Arts, cultural and heritage assets contribute to the vitality and viability of the

town centre by providing attractions and facilities which are complementary to the main retail and employment function, and can be easily accessed.

- 5.34 The English Tourism Board has indicated that Tourism is worth £5 billion a year to the Eastern Region, with the tourism sector now employing 185,000 people. Tourism is one of the main components of the visitor economy and it has been identified as one of the fastest growing sectors of the global economy. Visitor accommodation is integral to the provision of jobs growth in Ipswich, and as such the provision of quality accommodation for a wide variety of visitor needs will support the objectives of policy CS13.
- 5.35 Policy CS4 identifies the Council's commitment to protecting and enhancing the Borough's heritage of built, historic and natural assets including listed buildings, museums, parks and gardens and the river corridor. The cultural activity associated with these assets provides a crucial link with the visitor economy and should therefore be maintained and enhanced to ensure that this offer remains attractive. Retaining and enhancing existing facilities will benefit heritage assets that are currently used for arts, cultural and tourism purposes, while new facilities could also be beneficial provided they are appropriately design and located. Core Strategy Review policy DM8 deals with heritage assets and conservation. The Council's Town Centre Master Plan (2012) identifies improved facilities for performance arts, arts, museums and heritage, public art and events as areas to support.
- 5.36 The Council will therefore be supportive of:
- Improvements to Ipswich Museum and adjacent buildings, including Ipswich Art School, Wolsey Studio, and High Street Exhibition Gallery;
 - the New Wolsey Theatre, Corn Exchange and Regent Theatre;
 - Christchurch Mansion and Park; and
 - the creation of a multi-purpose exhibition and conference facility, which could include a live entertainment venue, at the Waterfront.
- 5.37 The Council will also support street performance and 'pop-up' temporary facilities related to cultural events and festivals in appropriately located public spaces and vacant premises, where they do not prejudice other Local Plan policies.
- 5.38 High quality arts and cultural facilities play an important role in attracting and retaining residents to the town. The IBC Culture and Leisure Needs Study 2010-2025 found that quality provision and a thriving arts and cultural scene can help to increase a town's appeal to students selecting a university and retain graduates on completion of their degree due to their positive experiences. It is seen that the encouragement of street theatre and performance in the town centre would help to develop awareness of, and exposure to, the arts, and therefore be of benefit to the visitor economy.

Policy SP15 Improving Pedestrian and Cycle Routes

- 5.39 The Local Transport Plan for Suffolk 2011-2031 identifies the following key issues for Ipswich:
- Road condition
 - Urban realm improvements
 - Tackling congestion
 - Modernisation of bus stations
 - Reducing separation between town centre and waterfront
 - Better facilities for walking and cycling
 - Stronger neighbourhoods
 - Longer term – crossing for improved access to wet dock island site
 - Town centre masterplan
 - A14 improvements
 - Ipswich – Transport fit for the 21st Century (now known as Travel Ipswich)
 - Extensive Air Quality Management Areas
 - A14 Orwell Bridge and Seven Hills Interchange Congestion
- 5.40 The following policies set out a land use response to those which are relevant to the IP-One area.

Policy SP15 Improving Pedestrian and Cycle Routes

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

- **The provision of safe cycle and pedestrian access across the lock gates at the entrance to the Wet Dock to create a circular route;**
- **The provision of new foot and cycle bridges across the new Cut linking Stoke Quay to St Peter's Wharf and the Island site to Mather Way;**
- **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.**

- 5.41 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 2015, it forms part of a wider long term strategy to achieve a 15% switch to more sustainable modes, to enable Ipswich to accommodate planned growth without corresponding growth in congestion. This will include some improvements made to walking routes from the railway station via Princes Street to the Central Shopping Area.
- 5.42 However, other improvements are also needed as listed in the policy, providing links across water or enhancing routes between key nodes or improving the pedestrian and cycle environment. The Council will work with the Highway Authority, developers and landowners to deliver new routes and improvements to existing routes.
- 5.43 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.
- 5.44 ~~The Council sets out its intention in the Local Development Scheme to prepare a cycling strategy for the Borough~~ adopted a Cycling Strategy supplementary planning document in July 2016.

Policy SP16 Transport Proposals in IP-One

Policy SP16 Transport Proposals in IP-One

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

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

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

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

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

- 5.46 The Ipswich Waterfront Study 2007 suggested reducing the Gyratory to one lane in each direction⁷. However, the Council concluded that it could be supported only if a compensatory alternative east west route could be found. Through the Core Strategy review 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 review paragraphs 8.210 and 8.211 address access to the Island Site, which as a minimum will require a road bridge from the west bank to the Island Site and a pedestrian and cycle bridge across the Wet Dock lock gates to enable any significant development (however, it does not require a full Wet Dock Crossing to enable its delivery). The proposal is included as an aspiration in the Local Transport Plan. The Local Transport Plan is subject to periodic review and update. A Wet Dock Crossing would pass through the Island Site and the Wet Dock Conservation Area and therefore its design would need to take into account heritage issues. In March 2015 the New Anglia Local Enterprise obtained funding in order to carry out a feasibility study for the Wet Dock Crossing. The Wet Dock Crossing must avoid unacceptable impact on vessel access to the Wet Dock, on Cliff Road, on the West Bank Terminal railhead, on port security and on New Cut navigation.

Policy SP17 Town Centre Car Parking

Policy SP17 Town Centre Car Parking

The Council will pursue a town centre car parking policy with the twin aims of supporting the economy of the town centre and limiting congestion, through 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 review 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.

⁷ Ipswich Waterfront Transport Study, 2007, Suffolk County Council. Core Document Library reference [ICD45](#) ~~ICD29~~

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.

- 5.47 Promoting sustainable transport choices is important to tackle congestion in Ipswich and its associated disadvantages for businesses, the environment and human health. It is also important for equality and inclusion, as 27.8% of Ipswich households do not have access to a car or van (2011 Census ONS Table KS404EW) and therefore it is important that public transport services can be sustained through high levels of use. Car parking policies are an important tool, alongside other planning and transport measures, to promote sustainable transport choices.
- 5.48 At the same time, providing sufficient car parking of good quality in the right places is essential to support the vitality and viability of the Central Shopping Area and enable it to compete with other centres, out of centre shops and Internet shopping.
- 5.49 It is important to weigh the need to control car parking in Ipswich town centre with the need to support the town centre economy. Ipswich town centre also serves a rural hinterland where car ownership is higher and public transport services are less available. In the three adjacent districts to Ipswich, the average percentage of households with no car or van available is only 13.1%.
- 5.50 Public car parking provision within central Ipswich at April 2013 ~~is~~ was 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,	Private	T	69 (from plng app

Address	IBC or private ownership	Permanent / temporary	Number of spaces
Star Lane			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/>

- 5.51 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.
- 5.52 The policy aims to strike an appropriate balance between providing sufficient, correctly priced car parking to encourage shoppers and visitors into Ipswich town centre, without adding to the burden of congestion or undermining sustainable travel options. Whilst short stay temporary car parking has been allowed on a number of sites awaiting redevelopment within the town centre, it is considered that any more would undermine work to encourage mode switching through Travel Ipswich. Therefore the policy does not permit additional provision of such car parking.

- 5.53 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 Mint Quarter), the Waterfront East and Crown Car Park.
- 5.54 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.
- 5.55 The number of spaces to be provided at the sites allocated will be determined in relation to the delivery of additional floorspace in the town centre for the main town centre uses and spaces being lost to redevelopment. Short stay parking is that which provides for shoppers or leisure visitors visiting the town centre for part of a day or evening, whilst long stay parking is whole-day parking for workers. The difference is usually established by the location and pricing structure of the car park. For the Borough Council's own car parks, short stay is usually considered to be anything up to four hours' stay. When designing proposals, consideration should be given to Secured by Design guidance relating to car parks.

Part C














IP-One Opportunity Areas

CHAPTER 6: IP-One Opportunity Areas

- 6.1 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. The allocation policies of the Plan take precedence over the Opportunity Area guidance and site sheets in the event of inconsistencies between the Opportunity Area guidance and site allocations.
- A Island Site (this area includes part of the former Opportunity Area E Over Stoke Waterside)
 - B Merchant Quarter
 - C Mint Quarter and surrounding area
 - D Education Quarter and surrounding area
 - E Westgate
 - F River and Princes Street Corridor (this area reflects a re-focus of the former Opportunity Area G River Corridor)
- 6.2 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.
- 6.3 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. The development options shown illustrate how development could be laid out on allocated sites.








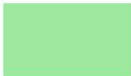

Please note – the Opportunity Area Key and maps which follow include the Post-Submission Main Modifications

Key to Diagrams - Site Analysis

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

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Key to Diagrams - Development Options

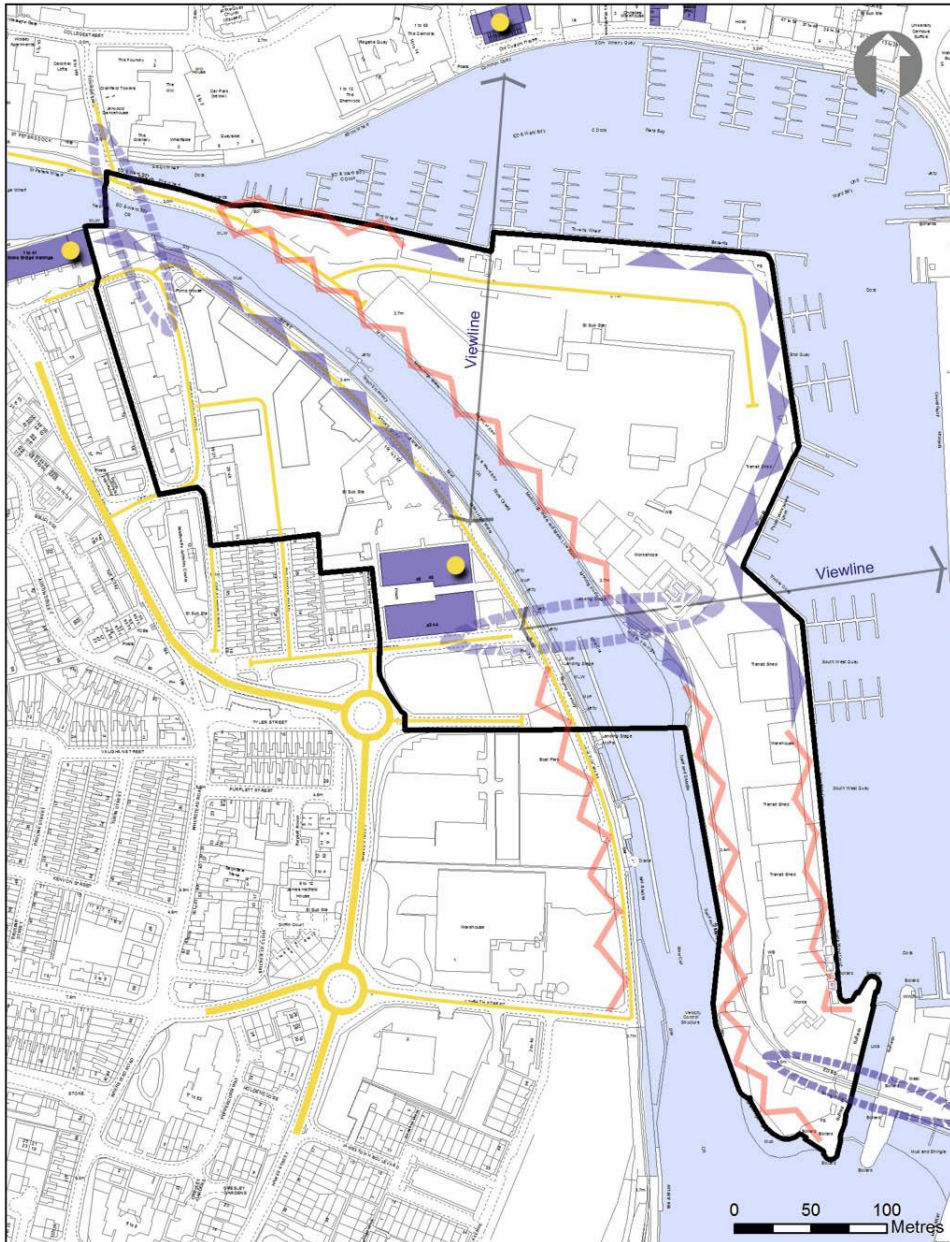
-  Opportunity area boundary
-  Major routes
-  Minor routes
-  Pedestrian and cycle routes
-  Listed buildings
-  Development Option
-  Landmark buildings
-  Green space
-  New or improved urban focal space

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A – Island Site. Site Analysis.

A - Island Site

Analysis

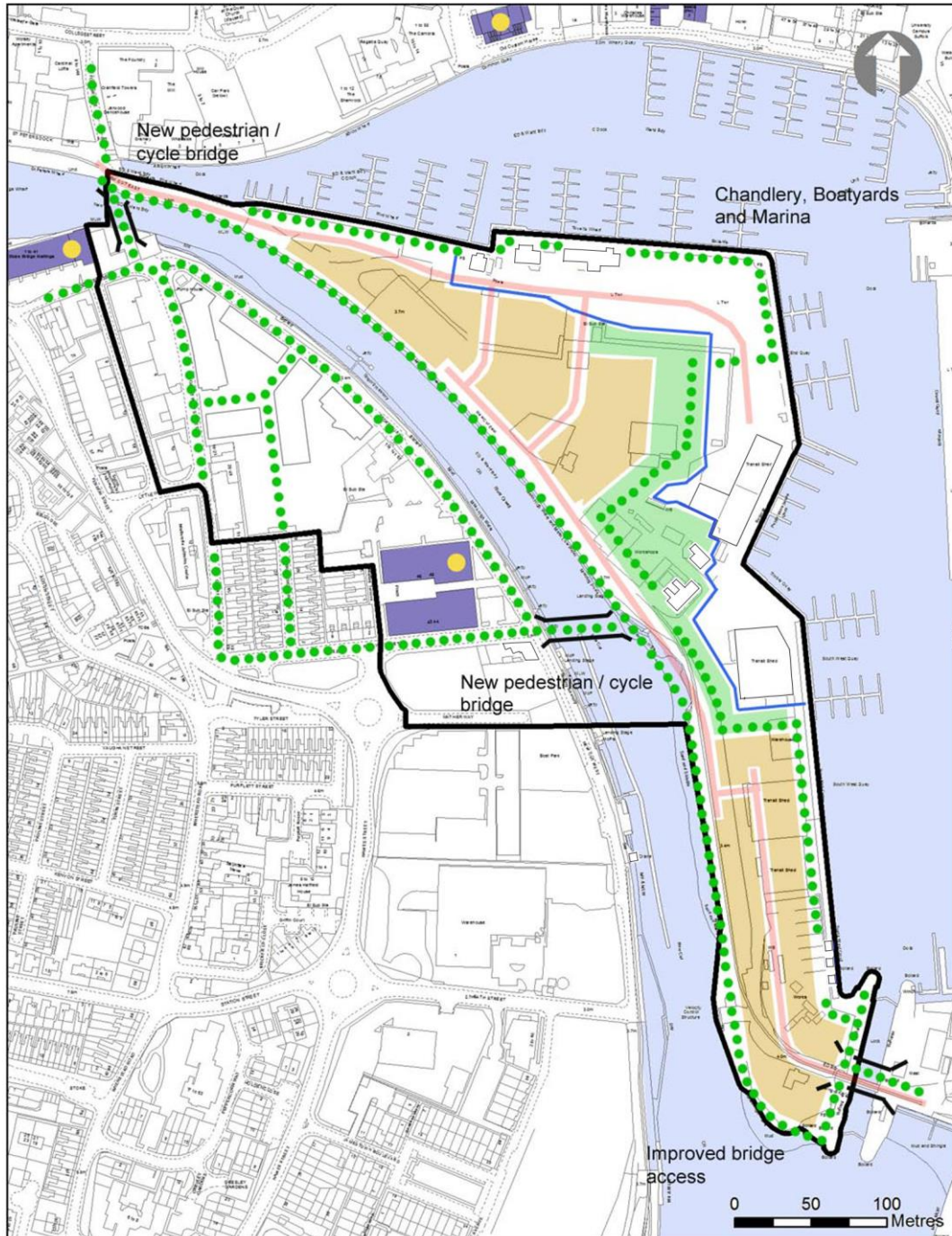


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A – Island Site. Development Options.

A - Island Site

Development Option



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

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

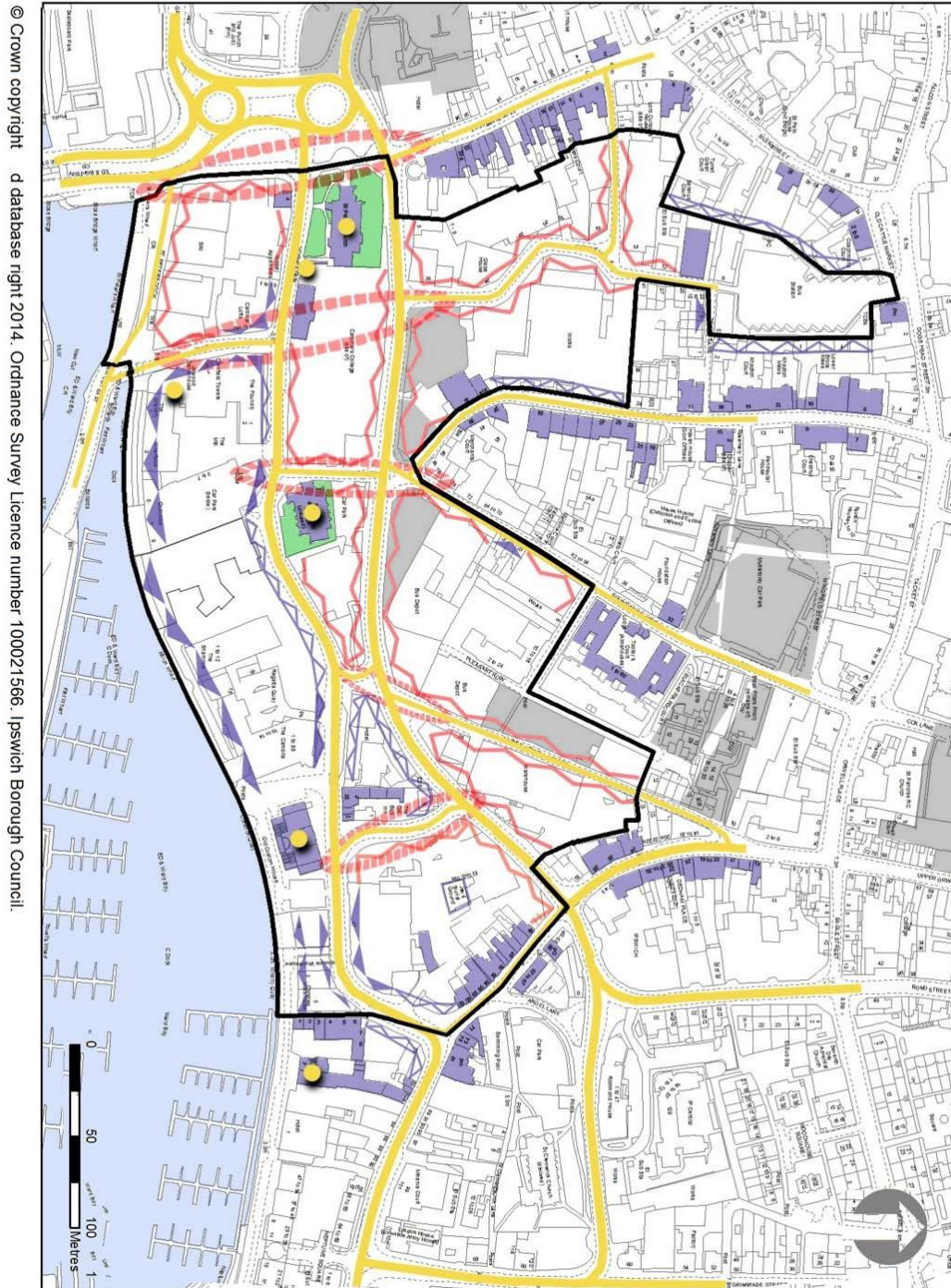
Development Opportunities	Development Principles
<p>Mixed use development comprising (percentage is indicative):</p> <ul style="list-style-type: none"> • Residential (max 50%) could include live-work units • Marina moorings and shore based facilities at the south end of the Island • Marine related industry including boat building • Employment including office use • Small scale retail, cafes and restaurants • Heritage/cultural based visitor attraction • Public open space • Conversion of historic buildings • Waterfront promenade 	<ul style="list-style-type: none"> • Retention, refurbishment and conversion of historic structures (Public Warehouse, Lock Keepers Cottages and Harbour Masters House) • Reinterpretation of historic lock as focus to new public space • Protection of key vistas across the island • Protection of predominantly open character of water area • Generally low to medium rise development (3,4 and 5 storeys) • High quality public realm/open spaces • Waterfront promenades to Wet Dock and Riverside • Development to provide vehicular access (including emergency vehicles) and bridge across New Cut to link to Mather Way • Layout should not prejudice the potential provision of a full Wet Dock crossing

	<ul style="list-style-type: none">• Provision of cycle/pedestrian bridge across lock gate and westward pedestrian and cycle access across the New Cut• Layout to facilitate location of new foot/cycle bridge from New Cut to St Peter's Wharf• Layout and design to address flood risk• Development to take account of heritage issues including archaeology and Wet Dock Conservation Area.• Ensure suitable public transport provision
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B – Merchant Quarter. Site Analysis.

B - Merchants Quarter

Analysis

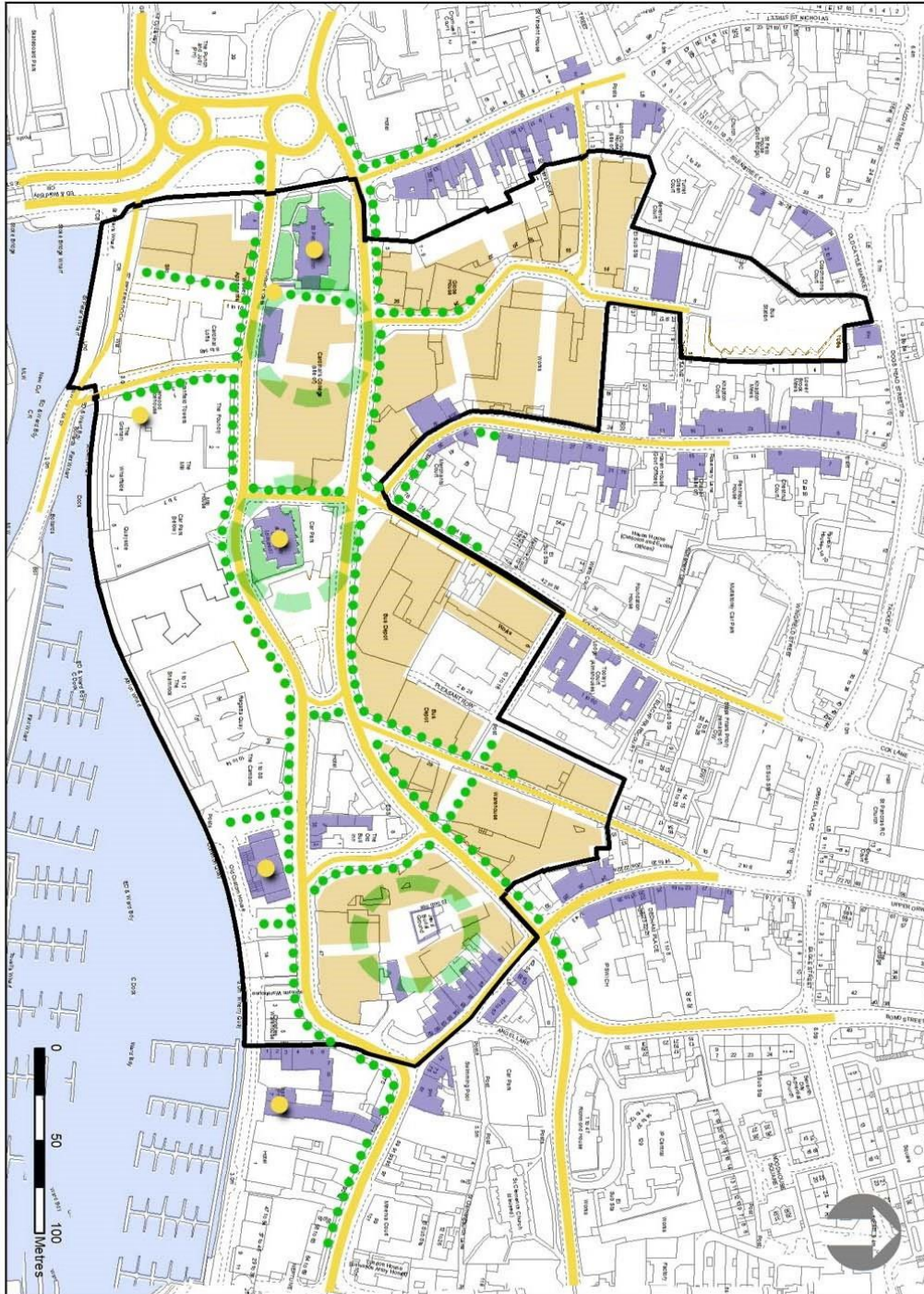


B – Merchant Quarter. Development Options.

B - Merchants Quarter

Development Option

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Opportunity Area B – Merchant Quarter

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

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

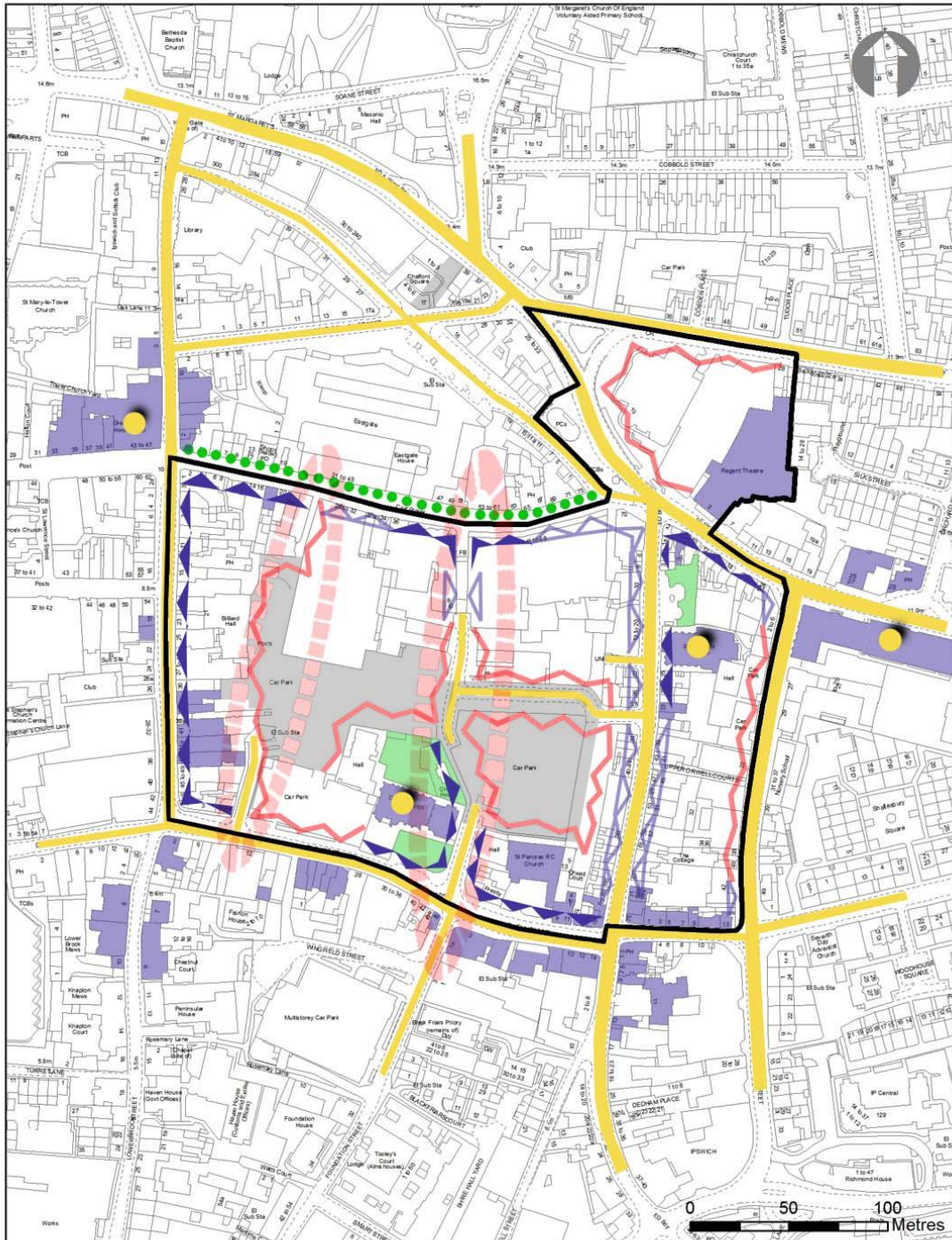
Development Opportunities	Development Principles
<p>Mixed use development comprising:- Residential (could include live work units)</p> <p>Non-residential use</p> <ul style="list-style-type: none"> -Offices/businesses -Cafes/restaurants -Small scale retail 	<ul style="list-style-type: none"> • Layout to relate to historic street pattern • Fine grain development of generally low rise (3 storeys) with increased scale at focal points, up to a maximum of 5 storeys, to reflect historic scale and grain. <u>Taller buildings may be permitted in the tall building arc defined through policy DM6.</u> • Enhance pedestrian linkage between town centre and waterfront with upgraded public realm. • Development to address street frontages – particularly Star Lane – and if possible allow for widening on Star Lane to accommodate tree planting, cycle provision or wider footways. • Development to respect and enhance setting of Listed and historic buildings.

	<ul style="list-style-type: none">• Development to address scheduled monuments and archaeology.• Replacement site for major EDF electricity sub-station.• Layout and design to address flood risk.
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C – Mint Quarter and surrounding area. Site Analysis.

C - Mint Quarter

Analysis

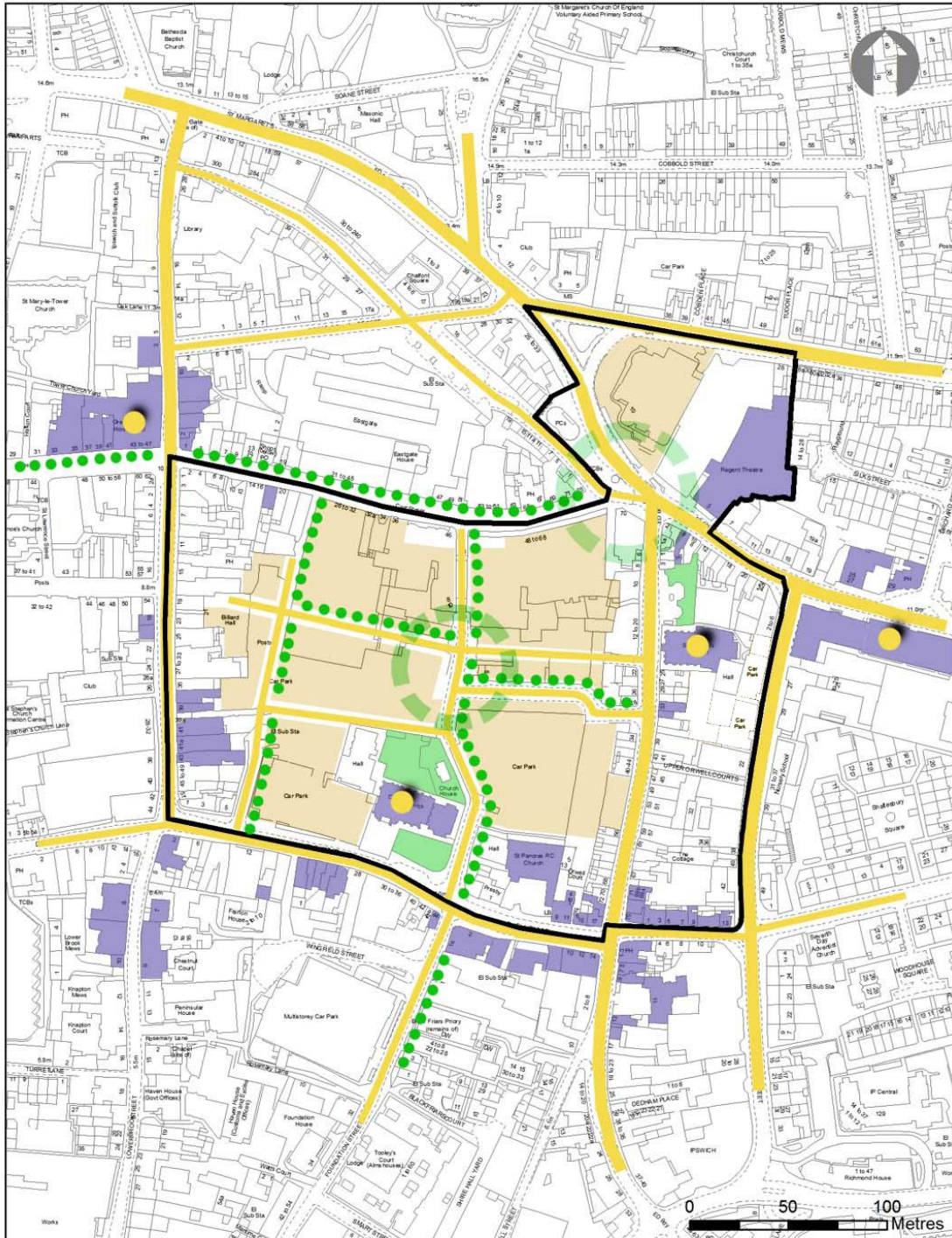


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C – Mint Quarter and surrounding area. Development Options.

C - Mint Quarter

Development Option



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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.

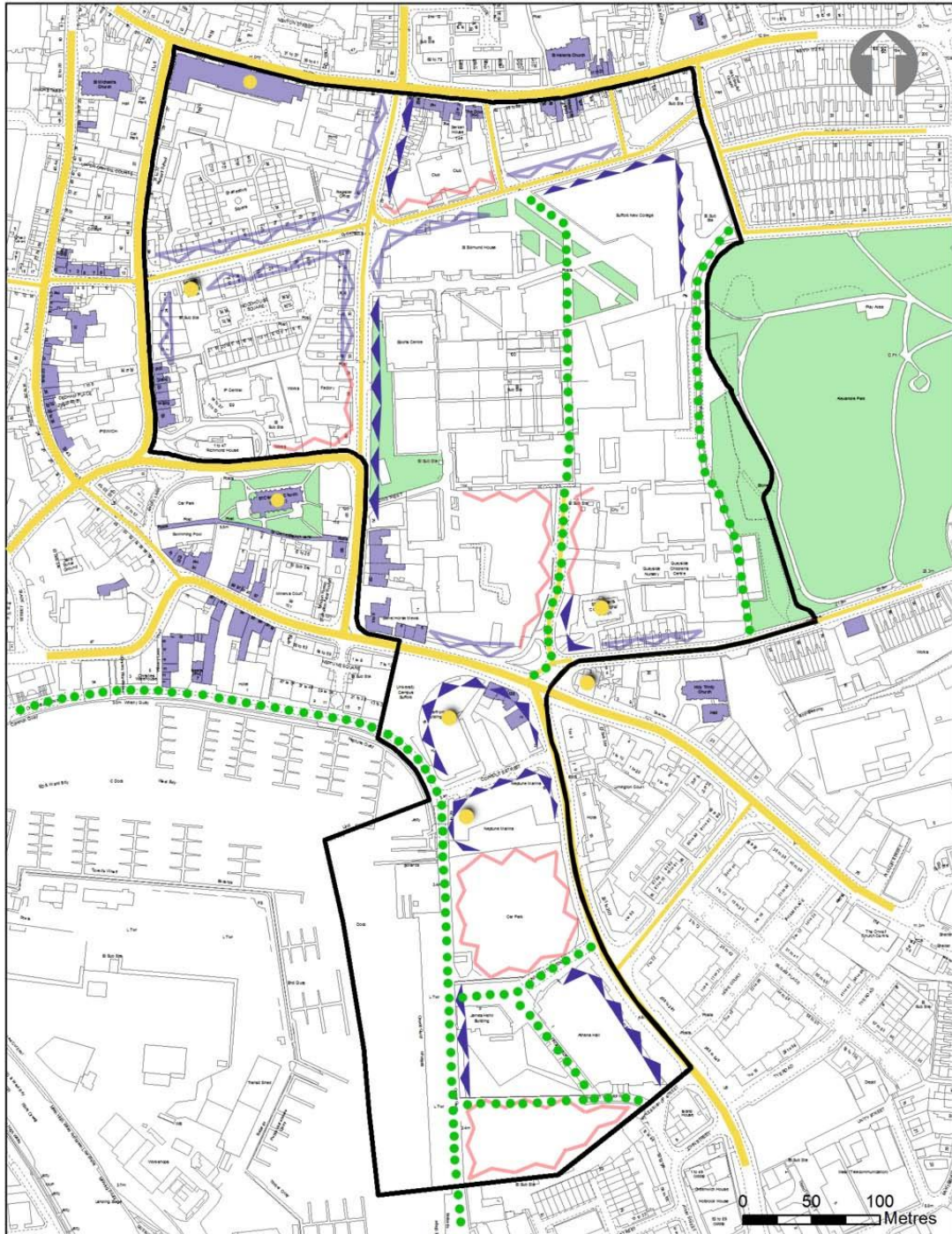
Development Opportunities	Development Principles
<p>Predominantly non-retail mixed use development comprising:</p> <p>Residential</p> <p>Shoppers short stay car parking (multi storey)</p> <p>Public open space</p> <p>Café/restaurant uses</p> <p>Some retail on the western part of the site</p>	<ul style="list-style-type: none"> • Pedestrian connection opposite Butter Market with new urban space • Enhanced pedestrian permeability east-west and north-south across site • Layout to promote active frontages at ground floor level • Development to respect and enhance setting of Listed and historic buildings • Development to address scheduled monuments and archaeology (much of the Mint Quarter site is a scheduled monument). • Development to provide appropriate building scale to historic street frontages and to be appropriate in the context of the Conservation Area. • Enhancement of linkage to Regent Theatre • Provision of major new landscaped public space at focus of scheme

	<ul style="list-style-type: none">• Scheme to promote regeneration of Upper Orwell Street including environmental enhancements.
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D – Education Quarter and surrounding area. Site Analysis.

D - Education Quarter

Analysis

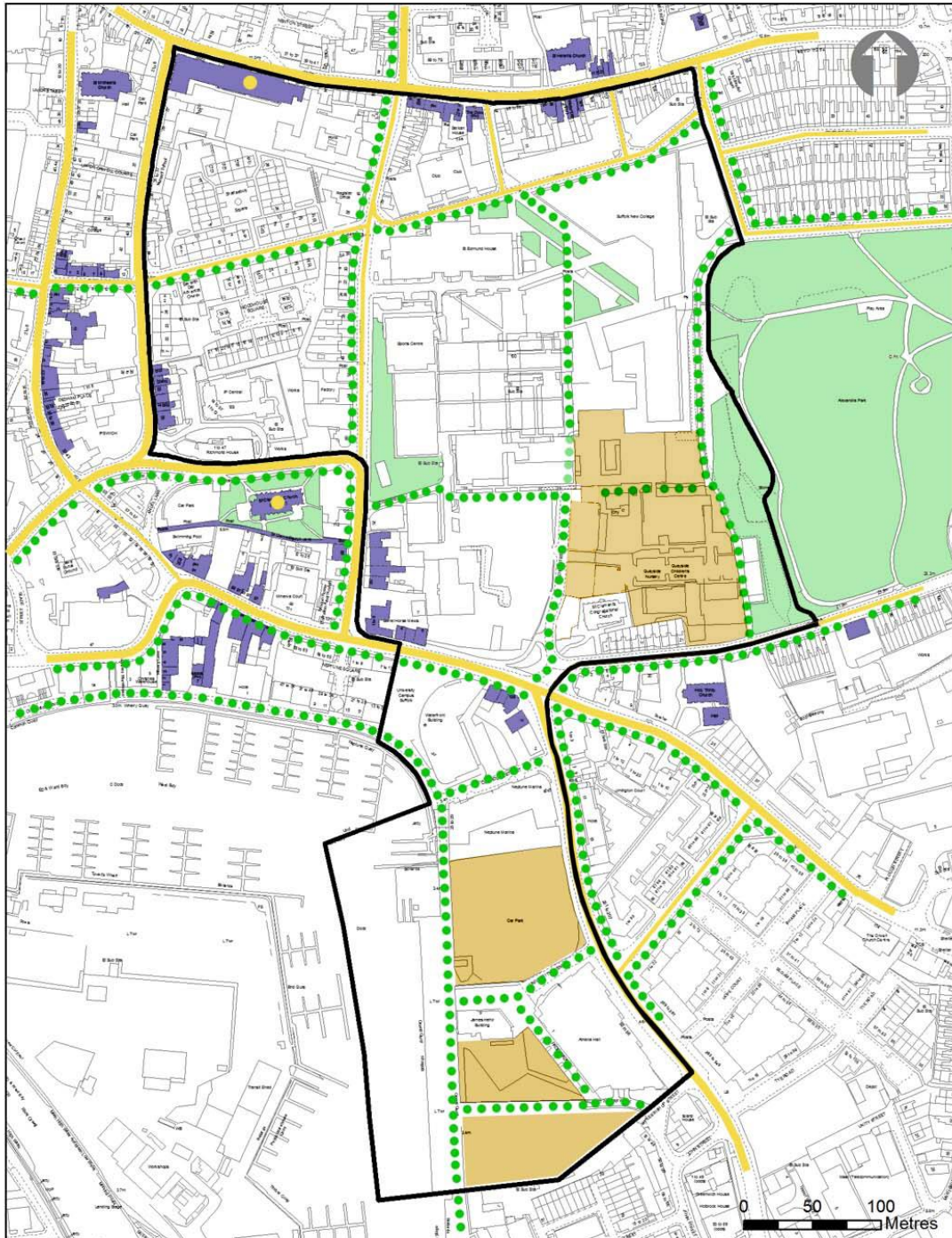


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D – Education Quarter and surrounding area. Development Options.

D - Education Quarter

Development Option



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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 (now the University of Suffolk) and Suffolk New College. The area also includes existing residential, commercial and leisure uses, which have the potential to create a vibrant mixed use quarter, providing a major activity node and linking the Town Centre, the Waterfront and the eastern side of the town.

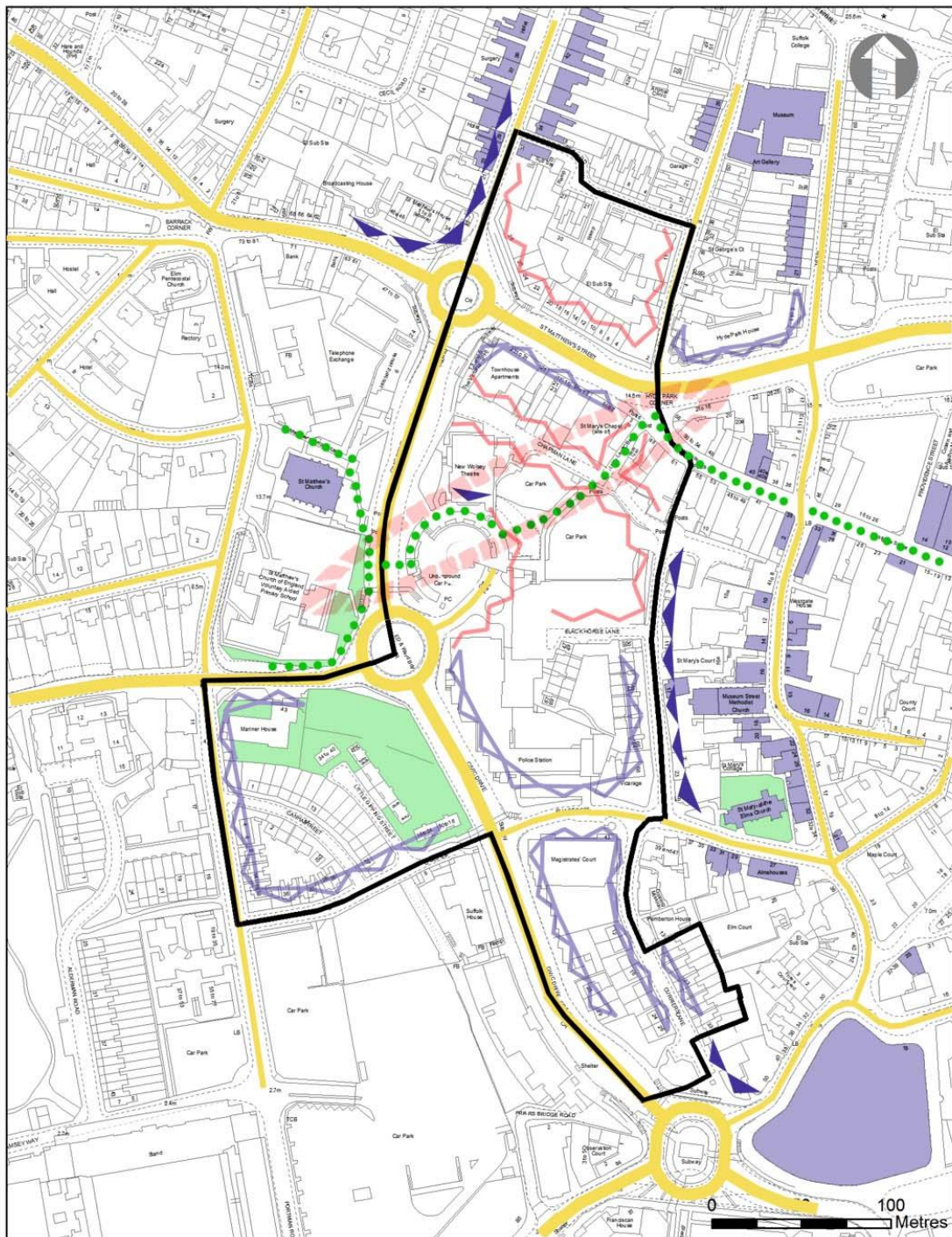
The major investment associated with further UCS and SNC developments will not only lead to a physical reinvigoration of the area, with quality new buildings and public spaces, but will also generate increased activity levels and prosperity in the area, which can support spin off employment and service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

Development Opportunities (percentage is indicative)	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. • Development to take account of <u>address</u> archaeology and Wet Dock, <u>Central, and St Helen’s Conservation Areas</u>. • Layout and design to address flood risk. • Enhanced pedestrian and cycle permeability through the area and linking into wider networks.

E – Westgate. Site Analysis.

E - Westgate

Analysis

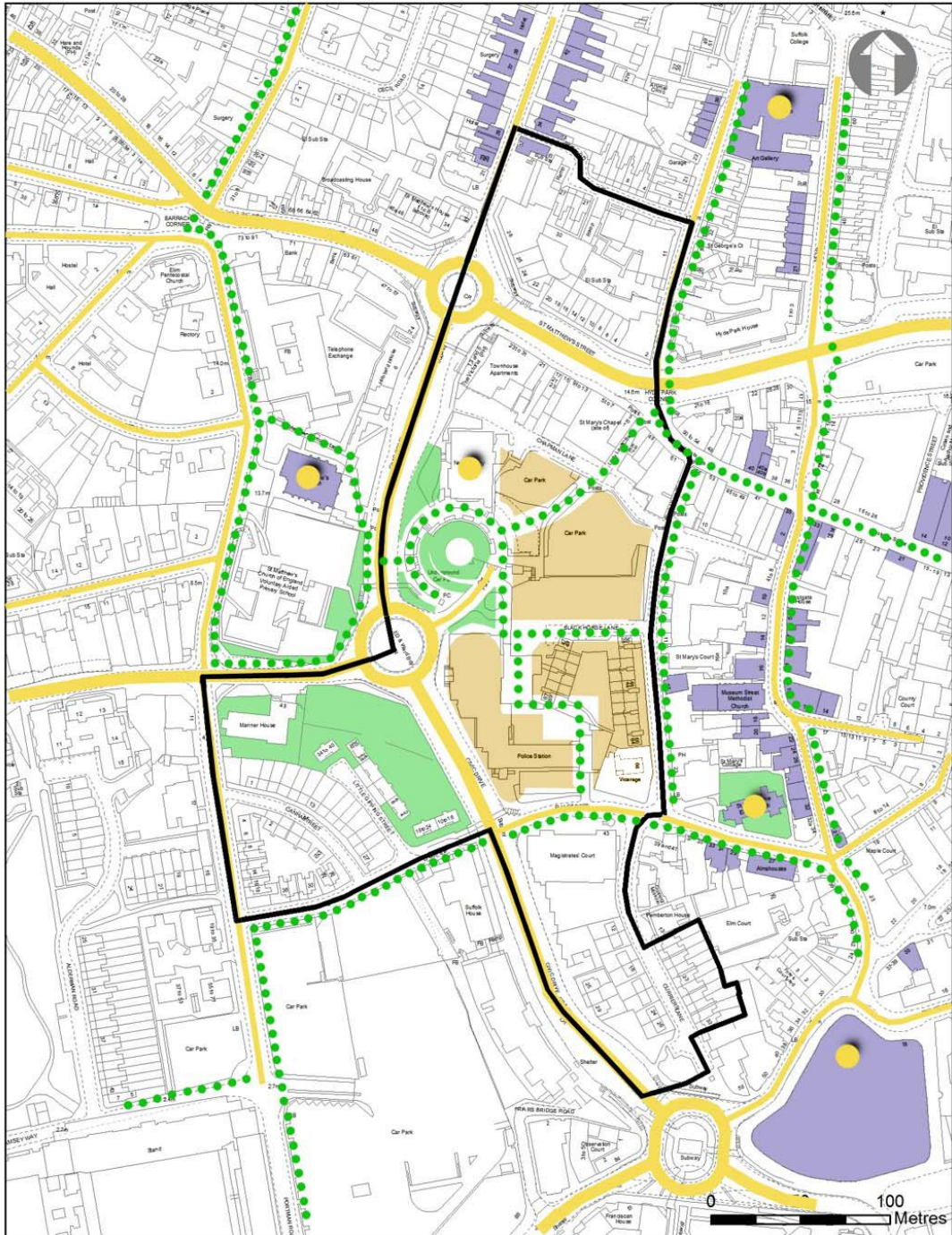


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E – Westgate. Development Options.

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.

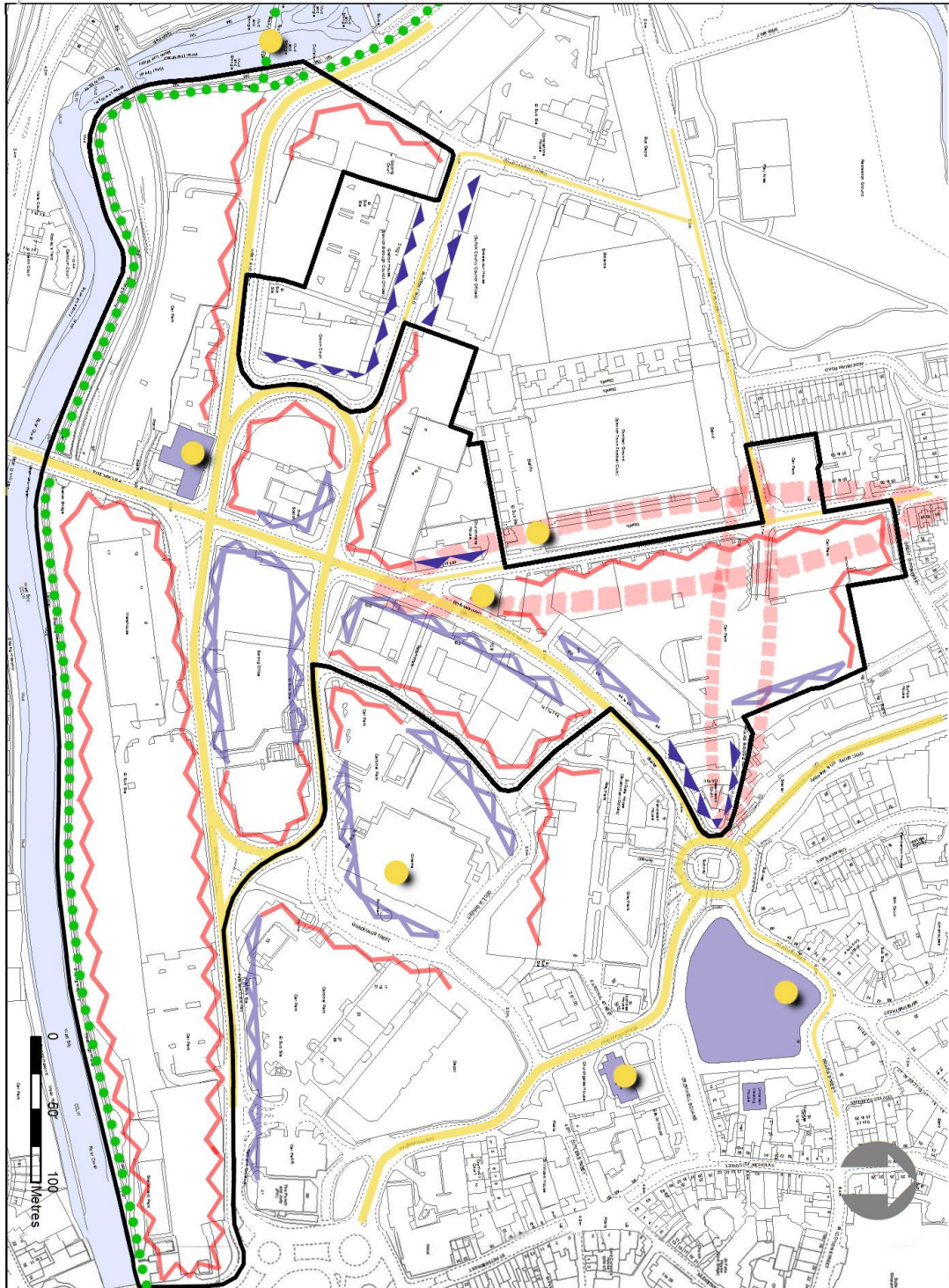
Development Opportunities	Development Principles
<p>Retail led mixed use development</p> <ul style="list-style-type: none"> - Retail - Residential - Café/restaurant uses - Shoppers car parking - Improved cultural network 	<ul style="list-style-type: none"> • Layout to promote enhanced pedestrian linkage between Westgate Street and the New Wolsey theatre, northwards to Ipswich Museum on High St and eastwards between the retail allocation and Museum Street • Surface level pedestrian/cycle crossing across Civic Drive • Creation of new urban space at Westgate Street • Enhancement of plaza fronting New Wolsey Theatre, including replacement of redundant water feature • Redevelopment of the Civic Centre site to incorporate landmark building • Higher density housing to Civic Drive, Gt Gipping Street & Curriers Lane sites (4-6 storeys) as opportunities arise • Enhanced public realm in Elm Street • Development to take account of nearby heritage assets and archaeology

F – River and Princes Street Corridor. Site Analysis.

F - River & Princes Street Corridor

Analysis

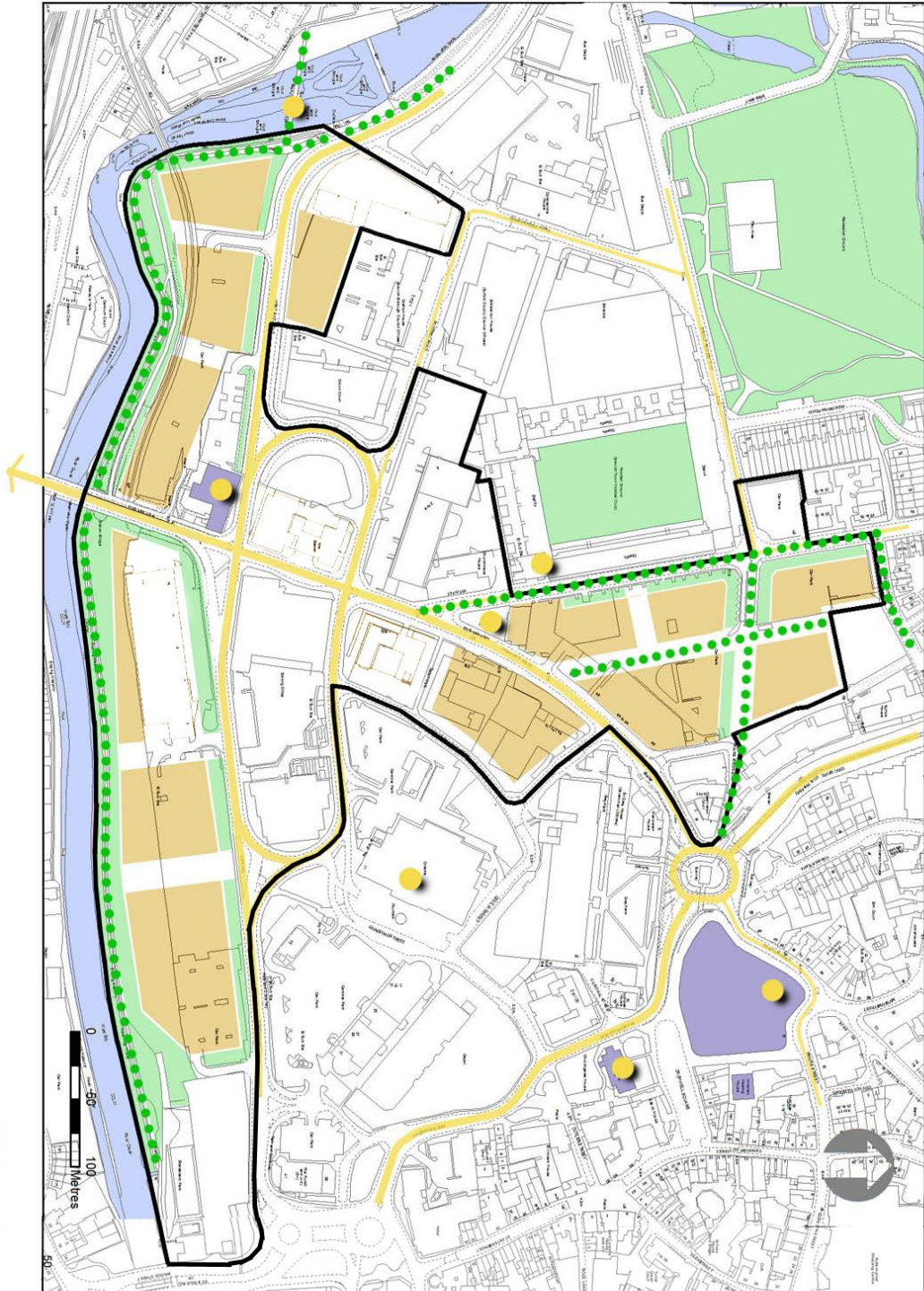
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F - River and Princes Street Corridor. Development Options.

F - River & Princes Street Corridor

Development Option



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Opportunity Area F – River and Princes Street Corridor

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

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

Development Opportunities	Development Principles
<p>Office-led mixed use development</p> <ul style="list-style-type: none"> - Leisure - Car parking <p>Enhanced environment for people arriving at Ipswich by rail</p> <p><u>Residential uses where appropriate within mixed use developments adjacent to the river</u></p>	<ul style="list-style-type: none"> • Riverside green corridor with enhanced pedestrian and cycle routes to the Waterfront • Creation of new townscape east of Portman Road, with well-defined blocks and through routes • Development of Princes Street as a civic boulevard and gateway to town centre • Scale of development medium rise (4-6 storeys) with opportunities for enhanced scale in key locations • Layout and design to address flood risk • Layout and design to take account of the historic environment including archaeology • Improved public realm in front of the railway station and 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 7: Implementation, Targets, Monitoring and Review

Implementation

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

Targets

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

Monitoring and Review

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

Part E

Appendices

Appendix 1

A Summary of the Tests of Soundness

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

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

The 'DM' policy reference provided in brackets relates to the Draft Site Allocations Plan October 2013, which was subject to public consultation January-March 2014. Please note that some policies previously included in this Site Allocations Plan (e.g. DM33 to DM37) have now been incorporated into the Core Strategy.

Chapter 4 Site Allocations

- Policy SP1 The protection of allocated sites (formerly DM38)
- Policy SP2 Land allocated for housing (formerly DM39)
- Policy SP3 Land with planning permission or awaiting a Section 106 (formerly DM40)
- Policy SP5 Land allocated for employment use (formerly DM42)
- Policy SP6 Land allocated and protected as open space (formerly DM43)
- Policy SP7 Land allocated for leisure uses or community facilities (formerly DM44)
- Policy SP8 Orwell Country Park Extension (new policy)
- Policy SP9 Safeguarding land for transport infrastructure (formerly DM45)

Chapter 5 IP-One

- Policy SP10 Retail Site Allocation (formerly DM49)
- Policy SP11 The Waterfront (formerly DM52)
- Policy SP12 Education Quarter (formerly DM53)
- Policy SP13 Ipswich Village (new policy)
- Policy SP14 Arts, Culture and Tourism (formerly DM54)
- Policy SP15 Improving pedestrian and cycle routes (formerly DM55)
- Policy SP16 Transport Proposals in IP-One (formerly DM 56)
- Policy SP17 Town Centre Car Parking (formerly DM57)

Chapter 6 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

3A Site Allocation Details

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

Please note that the site sheets provided in Appendix 3A are for information only; land allocations are made through the policies of the plan.

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

Site reference	Address	Development constraints
IP011a	Lower Orwell Street (formerly part of Smart Street, Foundation Street) (former Gym & Trim)	<p>Archaeology - this site affects an area of archaeological importance, within the area of the Anglo-Saxon and medieval town. It lies adjacent to Scheduled Monuments relating to parts of the early town. Measures for archaeology should be addressed at an appropriate stage in the planning process. Archaeological costs have the potential to be relatively high, and early evaluation is advised so that decisions can be taken on preservation and/or appropriate investigation strategies designed.</p> <p>Flood risk.</p> <p>TPOs on site, adjacent to a listed building and a conservation area.</p>
IP042	Land between Cliff Quay and Landseer Road	<p>Archaeology - no objection in principle to development but it will require a condition relating to archaeological investigation attached to any planning consent.</p> <p>There are listed buildings within the site of planning permission 12/00700/OUT approved 19/12/13, e.g. the listed Brewery site.</p> <p>Flood risk.</p> <p>TPOs on site and adjacent.</p>
IP047	Land at Commercial Road	<p>Adjacent to Area of Archaeological Importance. Previous planning permissions (e.g. 08/00953/FUL) have had a condition attached requiring archaeological investigation, which could include archaeological monitoring and recording of initial groundworks with contingency for fuller archaeological recording if deemed necessary; recording the remaining railway features; checking whether any trace of the dock tramway survives; and a palaeoenvironmental sampling strategy.</p> <p>Flood risk.</p>

		TPO
IP052	Land between Lower Orwell Street & Star Lane (former Essex Furniture)	<p>Archaeology - this site is within the urban core (IPS 413), close to Scheduled areas of Middle Saxon and medieval occupation Nos. 1005985, 1002973, 1005986). It is within the street pattern area close to the waterfront and is likely to contain complex and important archaeological remains that will involve potentially high excavation costs. Measures for archaeology should be addressed at an appropriate stage in the planning process. Early evaluation is advised so that decisions can be taken on preservation <i>in situ</i>, and/or appropriate investigation strategies designed. Archaeological costs have the potential to be relatively high.</p> <p>Flood risk.</p> <p>Grade II* listed building to the north or scheduled monuments (Saxon and medieval defences) to the west of the site. The impact on the significance and setting of heritage assets will need to be understood and appropriate development criteria set.</p>
IP059b	Arclion House, Hadleigh Road	<p>Archaeology - this site is in a topographically favourable location overlooking the River Gipping, in a general area of prehistoric remains (IPS 104, IPS 034). No objection in principle to development but it will require a condition relating to archaeological investigation attached to any planning consent. A desk based assessment would be appropriate in the first instance, to establish impacts of past land use.</p>
IP074	Church and land at Upper Orwell Street	<p>Archaeology - this site lies in the historic core of the Anglo-Saxon town. No objection in principle to development but it will require a condition relating to archaeological investigation attached to any planning consent. Archaeological costs have the potential to be relatively high</p> <p>Listed building and adjacent to a TPO tree.</p>
IP088	79 Cauldwell Hall Road	No requirement for archaeology.
IP090	Europa Way	<p>Archaeology - this site lies in an area of Prehistoric archaeology (IPS 018, IPS 400). Part of the site is likely to have been destroyed by extraction of clay for brick-making. No objection in principle to development but it will require a condition relating to archaeological investigation attached to any planning consent. Desk-based assessment would assess the impacts of past land-use.</p>
IP109	R/O Jupiter Road & Reading Road	No requirement for archaeology.

IP129	BT Depot, Woodbridge Road	Archaeology - This site is area of archaeological potential, within the hinterland of the Anglo-Saxon and medieval town recorded in the County Historic Environment Record. As a result there is potential for encountering heritage assets of archaeological interest in this area. No objection in principle to development but it will require a condition relating to archaeological investigation attached to any planning consent.
IP130	South of South Street	Archaeology - this site lies on one of the main historic routes into and out of Ipswich. No objection in principle to development but it will require a condition relating to archaeological investigation attached to any planning consent.
IP132	Former St Peter's Warehouse Site 4 Bridge Street	Archaeology - this site lies in an area of international archaeological importance, on the Anglo-Saxon and medieval waterfront of Ipswich (Historic Environment Record IPS 413). This site potentially represents that last surviving section of 'early' waterfront, and may also encounter the remains of bridges dating from at least the 10th century. The site will involve potentially high excavation costs. Archaeological costs have the potential to be relatively high. Measures for archaeology should be addressed at an appropriate stage in the planning process. Early consultation and evaluation is advised so that decisions can be taken on preservation <i>in situ</i>, and/or appropriate investigation strategies designed. Flood risk. In a conservation area, 4 College Street is a listed building.
IP135	112-116 Bramford Road	No requirement for archaeology. Previous monitoring revealed disturbance and clean sands. TPOs.
IP150a	Ravenswood S & T (adjacent Fen Bight Circle)	Archaeology - the site lies in the vicinity of Prehistoric and Medieval sites. No objection in principle to development but it will require a condition relating to archaeological investigation attached to any planning consent. Development should link into cycling and pedestrian route networks.
IP169	23-25 Burrell Road	Archaeology - this site lies on the bank of the Orwell. No objection in principle to development but it will require a condition relating to archaeological investigation attached to any planning consent. Archaeological monitoring of groundworks is likely to be appropriate.

		Flood risk.
IP176	7-9 Woodbridge Road	Archaeology - this site lies in an area of Anglo-Saxon activity outside the medieval town defences. Evaluation of an adjacent site found Saxon pits and an oven (IPS 702). No objection in principle to development but it will require a condition relating to archaeological investigation attached to any planning consent. Early assessment is recommended so that costs at timescales of archaeological work can be appraised.
IP178	Island House, Duke Street	This site, in the Ipswich waterfront area, will require a condition relating to archaeological investigation attached to any planning consent. Flood risk.
IP200	Griffin Wharf, Bath Street	Archaeology - this is a large site on the edge of the river, close to Medieval sites (IPS 145, IPS 294). No objection in principle to development but it will require a condition relating to archaeological investigation attached to any planning consent. Flood risk.
IP205	Burton's, College Street	Archaeology - this site lies in an area of international archaeological importance, on the Anglo-Saxon and medieval waterfront of Ipswich (Historic Environment Record IPS 413). This site potentially represents that last surviving section of 'early' waterfront. The site will involve potentially high excavation costs. Measures for archaeology should be addressed at an appropriate stage in the planning process. Early consultation and evaluation is advised so that decisions can be taken on preservation <i>in situ</i> , and/or appropriate investigation strategies designed. Flood risk.
IP206	Cranfields, College Street	Archaeology - this site has been subject to large scale excavation but post-excavation work was stalled by the development situation and there is still an outstanding obligation for assessment, conservation, analysis and publication, particularly of important waterlogged wooden structures from the Anglo-Saxon waterfront. Preservation by record has not been met, and the condition on IP/04/00313 remains outstanding. Any new applications would require a condition or agreement to secure post-excavation work. Any additional proposed groundworks should be subject to consultation. Flood risk.
IP211	Regatta Quay, Key Street (subject to further	Archaeology - this site has largely been excavated. Applications involving further groundworks should be subject to a condition relating to archaeology, where

	discussions with agent)	appropriate. Flood risk.
IP226	Helena Road	Archaeology - this site lies on the edge of the channel of the Orwell. There is potential for buried historic deposits. No objection in principle to development but it will require a condition relating to archaeological investigation attached to any planning consent. Flood risk.
IP246	158-160 London Road	The site overlooks the River Gipping in a topographically favourable situation for early occupation. There are Roman, Saxon and prehistoric sites recorded in the vicinity (IPS 245, IPS 280). No objection in principle to development but it will require a condition relating to archaeological investigation attached to any planning consent.
IP253	Electric House Crown Street	The basement of the building is dug into the fills of the Late Saxon/Medieval town ditch. Should development involve groundworks/work at basement level, a condition would be recommended relating to archaeology. TPOs
IP264	28-32 Tacket Street	Within the Area of Archaeological Importance. This site is in the Anglo-Saxon and Medieval core of Ipswich, close to excavated remains (IPS 210). No objection in principle to re-development but it will require a condition relating to archaeological investigation attached to any planning consent. Overhead power lines. Within the Central Conservation Area.

Appendix 4

Saved policies superseded by this plan

The following saved policies are superseded by this Site Allocations Plan

Policy	Policy subject matter	Superseded by / comments
Chapter 5 The Wet Dock Area		
WD3	Site allocations in the Wet Dock area	SP2, SP3, SP11, SP12, Opportunity Areas A, B and D
WD5	Site allocations in the Transition area	SP2, SP3, Opportunity Area B
WD7	Residential site allocation in Wet Dock area	Now built
WD9	Wet Dock area open space allocation	SP6
WD10	Wet Dock area provision of open space in developments	SP6 (Island Site)
WD11	Wet Dock area museums, arts and entertainment uses	SP2, SP5, SP6, SP14, SP11
WD12	Wet Dock area tourism uses	Developments underway/completed.
WD13	Wet Dock area community uses	Not replaced
WD14	Wet Dock area University College Suffolk	5.16 now built but SP12 is the general policy. Also Opportunity Area D.
WD15	Wet Dock area employment	Now built.
WD16	Transition area	5.20 now built; 5.19 SP2 site reference IP054 and SP5, also Opportunity Area B.
WD17	Wet Dock office uses	SP2, SP3, SP5,
WD19	Pedestrian access between the Wet Dock and the town centre	SP15, Opportunity Areas A and B
WD20	Car parking in the Wet Dock area	SP17
WD21	Road Proposal in the Wet Dock area	SP16, see also Core Strategy policy CS20 paragraphs 8.229 to 8.231
Chapter 6 Housing		
H3	Housing allocation Nacton Road	SP2, SP3, SP5, SP7
H4	Residential site allocations	Now built or SP2, SP3
H6	Opportunity sites for residential use	Now built
Chapter 7 Recreation and Leisure		
RL8	Site allocations for public open space	SP6, see also Core Strategy policies CS10 and CS16
RL11	Site allocations for children's	No specific proposals but SP6

Policy	Policy subject matter	Superseded by / comments
	play	allocates land for open space provision
RL16	Site allocations for sports pitches	No specific proposals but SP6 allocates land for open space provision; see also Core Strategy policies CS10 and CS16
RL19	Site Allocation for Sports Park	SP7
RL23	Protecting museums, arts and entertainment facilities	SP14
RL24	Arts and entertainment uses in major developments	SP14
Chapter 8 Community Facilities		
CF9	Site allocations for education facilities	SP7
Chapter 9 Employment		
EMP2	Employment Areas	See Core Strategy Review, DM25
EMP5	Sites allocated for employment use	Now built, see also SP5
EMP7	Sites allocated for port related uses	See Core Strategy Review, DM25
Chapter 11 Transport		
T7	Pedestrian Priority Areas	Now built, see also SP15
T9	Cycle routes	SP15
T14	Site allocations for short stay parking	SP17