

# **IP-One Area Action Plan**

## **Ipswich Local Development Framework**

### **Issues and Options**

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# 1 INTRODUCTION

## **Background: The Local Development Framework**

- 1.1 Ipswich Borough Council is producing a Local Development Framework for Ipswich (the LDF). The LDF will set out planning policies that will guide and influence the development of Ipswich. Together with the Regional Spatial Strategy for the East of England, the Local Development Framework will form the Development Plan for Ipswich.
- 1.2 The Local Development Framework will be distinctive to Ipswich. It is intended that it will consist of the following five documents:
  - ❑ **Statement of Community Involvement**
  - ❑ **Core Strategy & Policies**
  - ❑ **Site Allocations & Policies**
  - ❑ **Requirements For Residential Developments**
  - ❑ **IP-One Area Action Plan**
- 1.3 In addition it is likely that the Council will prepare a series of Supplementary Planning Documents that will provide further advice, policies and guidance in support of the latter four of the above five documents.
- 1.4 Further information on the production process and timetable for each of these documents is set out within the Local Development Scheme for Ipswich which is available from the Council.
- 1.5 The Local Development Framework is subject to Strategic Environmental Assessment and Sustainability Appraisal in order to ensure that proposals for Ipswich's future really are sustainable. A Scoping Report of the Assessment and Appraisal has been published and is available via the Council's website: [www.ipswich.gov.uk](http://www.ipswich.gov.uk)

## **Where Are We Now? – Issues and Options on Development Plan Documents**

- 1.6 Issues and Options reports have now been produced for each of the four Development Plan Documents which form part of the Local Development Framework. This is the one for the IP-One Area Action Plan Development Plan Document.
- 1.7 This stage of consultation on issues and options is being carried out under Regulation 25 of the Town and Country Planning (Local Development) (England) Regulations 2004.
- 1.8 We are also consulting on a range of other issues that relate to the other planning documents we will be producing. You may therefore also wish to consider papers entitled:
  - ❑ Requirements for Residential Developments DPD
  - ❑ Core Strategy and Policies DPD
  - ❑ Site Allocations & Policies DPD

## The IP-One Area Action Plan Development Plan Document

- 1.9 The Council is producing a new planning policy document called the IP-One Area Action Plan Development Plan Document. The new document will set out:
1. Sites to be allocated for development within the plan area;
  2. The distribution of uses and connections between areas in IP-One;
  3. The strategy for Ipswich Town Centre;
  4. Land to be protected from development within the plan area;
  5. Timetables for the implementation of proposals and any phasing of developments where necessary;
  6. Action needed by agencies and landowners to bring sites forward for development;
  7. The appropriate scale, mix and quality of development;
  8. A design framework for developments within the plan area;
  9. Environmental improvements needed; and
  10. How other planning documents the Council intends to produce will link to the IP-One Area Action Plan.
- 1.10 The Area Action Plan will aim to guide and coordinate the efforts of landowners, developers, investors and agencies within the area outlined on the attached map.
- 1.11 The Council undertook some initial consultation on this document in 2005. It has also undertaken consultation on two other draft strategies in recent years, the results of which will inform the current process. The first was a non-statutory IP-One Area Action Plan that was consulted upon in 2003. The Council approved a revised version in the same year to guide decision making within the area in the short term. The second was a draft urban design framework for Ipswich Village and Cardinal Park, which was consulted upon early in 2006.
- 1.12 At this current stage in the preparation of the statutory IP-One Area Action Plan, we are setting out options that we would welcome views on. We would like to focus this consultation on major issues rather than every possible issue and the options associated with them.
- 1.13 Site allocations within the IP-One area will ultimately be made through the Area Action Plan. However, for the purposes of this issues and options consultation, sites within IP-One are being dealt with in the **Site Allocations Development Plan Document**, so that all the sites across the borough can be considered together.
- 1.14 It is very important to note that just because the Council is putting forward a variety of options, it does not mean that the Council supports each option. We want your views before we decide what our view is and therefore the options set out deliberately vary from one 'extreme' to the other.
- 1.15 It is anticipated that the comments we receive will be used to formulate a set of preferred options associated with the future development of the town.

## How to Comment on This Paper

- 1.16 Any comments you may have in response to the questions and issues in this paper must be submitted to the Council by Monday 24<sup>th</sup> July 2006. A response form is attached to this document. Please complete it and send it to either:

E-mail: [planningandregeneration@ipswich.gov.uk](mailto:planningandregeneration@ipswich.gov.uk)

or to:

Strategic Planning and Regeneration  
Ipswich Borough Council  
Civic Centre, Civic Drive  
Ipswich  
IP1 2EE.

## Consultation Events

- 1.17 As well as this written form of consultation the Council is organising a series of drop-in consultation events in the first half of July to explain these issues and give people the opportunity to make their views known.

The event schedule is:

- Tuesday 4<sup>th</sup> July between 11 am and 2 pm;
- Wednesday 5<sup>th</sup> July between 4 pm and 7 pm;
- Saturday 8<sup>th</sup> July between 9 am and 12 noon;
- Monday 10<sup>th</sup> July between 5 pm and 8 pm; and
- Thursday 13<sup>th</sup> July between 11 am and 2pm.

- 1.18 All the above events will be held in the Corn Exchange, Ipswich. Council planning staff will be available during these times if you would like to come along and ask them about, or discuss, the contents of this document.
- 1.19 In addition, a separate event has been organised that will focus on issues associated with possible development in north Ipswich. This will be open to anyone who wishes to attend and will be held on 17<sup>th</sup> July 2006 starting at 7.30 pm at the Assembly Hall of Northgate High School.
- 1.20 Please contact the Council's Strategic Planning and Regeneration Team on 01473 432933 or email [planningandregeneration@ipswich.gov.uk](mailto:planningandregeneration@ipswich.gov.uk) if you would like to find out more about these events.

## What Happens Next

- 1.21 After this period of consultation the Council will produce a document called the Preferred Options for the IP-One Area Action Plan Development Plan Document. That document will indicate the Council's preferred option for taking forward various parts of planning policies and it will also set out the other main options that the Council considered before deciding on its preference. There will be further formal public consultation at that time. It is anticipated that the preferred options document will be published in late 2006.
- 1.22 We will take account of people's comments as we select our preferences and we will ensure we fully appraise all the options set out using our Sustainability Appraisal methodology that we

have developed and consulted on over the last year or so. That methodology involves assessing each option against social, environmental and economic factors. We will publish a report setting out our work in this area alongside the preferred options documents.

1.23 In producing our documents we will:

- (a) Ensure mechanisms are in place to deliver the contents of the Framework;
- (b) Ensure that they are produced in accordance with relevant national regulations and guidance and the Council's Statement of Community Involvement; and
- (c) Ensure that they are written in a manner which is easy to understand.

## **2 The Development of Ipswich**

2.1 The Council does not start with a blank piece of paper when deciding how it would like to see Ipswich being developed. The Council's plans have to be in general conformity with a document called the Regional Spatial Strategy (the RSS).

2.2 The RSS is currently in draft form but it should be adopted by the Government before the Core Strategy and Policies Development Plan Document is adopted. There are lots of policies within the RSS that the Council will need to address in its documents, but for the purposes of our Core Strategy, the box below sets out the key targets.

**Ipswich is identified as a key centre where development and change will be focussed**

**15,400 additional homes to be provided for (2001 to 2021)**

**An additional 4,710 additional homes to be provided for just outside Ipswich Borough (2001 to 2021)**

**18,000 new jobs to be provided for (2001 to 2021)**

**Affordable housing to constitute at least 30% of housing supply with an aspiration of 40% of supply if Ipswich housing stress warrants higher provision**

**Car traffic levels should be stabilised at 1999 levels**

**Proposals need to be made to improvements to the access to Ipswich Waterfront and Port**

**All major developments to provide at least 10% of their energy requirements via renewable power generation**

*Source: Draft East of England Plan 2004*

2.3 It is possible that these elements will be different within the final adopted RSS and if that is the case the work on our planning policy documents will need to change to reflect the differences.

- 2.4 In addition there are three additional major factors that are effectively committed and have a bearing on Ipswich's planning policy documents. These are summarised in the box below.

**There will be a new University Campus Suffolk and a new Suffolk College open in 2007 / 2008**

**The 2012 Olympics**

**The Department of the Environment, Fisheries and Food and the Environment Agency are committing over £40 million to Ipswich over the next six years to ensure that the vast majority of the town is protected from tidal flooding**

### **3 Issues and Options: IP-One Area Action Plan**

#### **Issue 1: Objectives**

- 3.1 The first matter to consider for the Area Action Plan is what we are we trying to achieve for the IP-One area.
- 3.2 The "givens" provide the context for this. For example, the draft Regional Spatial Strategy calls for local development documents to promote regeneration at Ipswich Waterfront and Village (Policy HG2) and sets out borough-wide targets for new housing and jobs provision. National planning policy sets out sustainable development as the core principle underpinning planning, to ensure a better quality of life for everyone, now and in the future. This will need to guide how we go about achieving our objectives.
- 3.3 Objectives for the plan need to reflect what sort of places the community wants as a result of the promotion and control of development within IP-One over the next ten years. To some extent the objectives will flow from the Core Strategy Development Plan Document and the results of this consultation. Are there objectives particular to IP-One that should be included in this Area Action Plan?

Here are some suggested objectives listed in no particular order.

- 1 Integrate new and existing communities.
- 2 New buildings should reflect, as far as possible, the highest standards of sustainable construction (such as carbon neutrality, grey water recycling, locally sourced materials, providing for wildlife, low waste, etc).
- 3 Areas and facilities should be accessible to all sections of the community.
- 4 Protect the distinctive character of different areas or neighbourhoods.
- 5 Promote high quality employment opportunities in accessible locations.
- 6 Enable convenient, pleasant and safe movement around the area and between destinations, by all modes of transport.
- 7 Provide an attractive, effective, safe and wildlife-friendly public realm and open spaces.
- 8 Promote sustainable residential communities, well served by community facilities and basic services.
- 9 Protect and enhance the town centre's status as a regional centre.
- 10 Protect the mixed-use nature of the Waterfront.

## Consultation Questions

- Q1** Which of the above suggestions do you agree with, and which do you disagree with?
- Q2** Do you wish to suggest other objectives?
- Q3** Do you think the objectives should be more specific to IP-One and if so, how?
- Q4** Please prioritise the suggested objectives, and any others that you may have suggested, by ranking them from 1 (most important) to 10 (least important).

### Issue 2: Which parts of IP-One need their own tailored policies?

- 3.4 The Area Action Plan needs to be a practical document that provides a clear framework for plan users. They could be anyone managing, investing in or developing land and buildings within the plan area.
- 3.5 The Plan will need to be based on an understanding of the relationships between neighbourhoods, the functions they serve and how people move between them. It will need to recognise differences between areas, but plan them as an integrated whole. Fundamentally, therefore, the Area Action Plan will need to address how the IP-One area *works*.
- 3.6 There are several ways in which we could approach this. The evidence base of studies and data underpinning this review points to several geographical areas where tailored policies may be needed, rather than a generic, area-wide approach:
- Draft Regional Spatial Strategy and the Ipswich Retail Study 2005 highlight the need for a town centre strategy.
  - In late 2005, the Council consulted the public on a draft strategic urban design framework for Ipswich Village and Cardinal Park.
  - In the first deposit draft Local Plan in 2001, separate policies were set out for the Waterfront and Ipswich Village.
  - The funding has been largely confirmed for the development of University Campus Suffolk, and the planning application for the expansion of Suffolk College has been lodged, confirming the emergence of an Education Quarter in the town;
  - Ipswich has a River Corridor Strategy and a National Cycle Route runs along part of the river bank.
- A map is attached showing the above mentioned areas and boundaries.*
- 3.7 Should the plan set out different policy approaches for different areas of IP-One? It is possible that the Council will decide its policy approach for the town centre extends beyond the area currently highlighted as the IP-One area. If this turns out to be the case the IP-One boundary will need to be revised and this would also necessitate a minor revision to the Local Development Scheme for Ipswich to reflect that fact.
- 3.8 Alternatively, are the areas an artificial subdivision that does not necessarily reflect functional differences and relationships? Would it, therefore, be better to address the area as a whole?

3.9 Ipswich Town Centre, Ipswich Village and Ipswich Waterfront all have a clear identity. Should we recognise the Education Quarter as an area in its own right even though it overlaps substantially with the Waterfront? Which other areas would benefit from an area-specific strategy or master plan within the IP-One Area Action Plan, and why? Would it be more logical to focus only on areas where a considerable amount of development or environmental improvement is anticipated, or on areas with a distinct character?

**OPTION 1:** The Area Action Plan should not focus on any specific geographical areas within the plan boundary.

**OPTION 2:** The Area Action Plan should set out individual strategies for land uses in Ipswich Town Centre, the Education Quarter, the Waterfront and Ipswich Village.

**OPTION 3:** The Area Action Plan should identify smaller areas within the IP-One boundary that need a special focus, and an individual strategy should be produced for each one. Examples could include the river corridor, the Island Site at the Waterfront, the Portman Road area, or St Peter's and St Nicholas' Street.

#### Consultation Questions

**Q5** Which option above do you agree with?

**Q6** If you agree with option 3, which areas do you consider need a special focus (you are invited to suggest others)?

**Q7** Do you want to suggest a different approach and if so, what?

#### The Future of Ipswich Town Centre

3.10 Ipswich town centre lies mainly within the IP-One boundary and at the heart of the borough, physically and functionally. The town centre is the focus of commercial and public life and, as such, its ongoing vitality and viability is essential to the well being of the borough as a whole. It is therefore important that we provide an appropriate framework for its spatial development over the next ten to fifteen years.

3.11 There are three separate issues that need to be considered under this broad heading and they will be considered in turn below:

- What is our vision for Ipswich town centre?
- How tightly should we draw the Central Shopping Area boundary, within which new retail development should be focused and, linked to this, how can we make the most of site opportunities within the town centre?
- How should we plan for a complementary relationship between shopping in the town centre and on the Waterfront?



### **Issue 3: A Vision for Ipswich Town Centre**

- 3.12 National planning policy for town centres (Planning Policy Statement 6) advises that the Government's key objective for town centres is to promote their vitality and viability. It intends to do this by planning for the growth and development of existing centres, and promoting and enhancing existing centres by focusing development in them and encouraging a wide range of services in a good environment accessible to all. It considers the main town centre uses to be retail, leisure and entertainment, offices, arts, culture and tourism, plus housing on upper storeys.
- 3.13 Draft Regional Spatial Strategy identifies Ipswich as a "major regional centre" in its regional structure of retail centres (Policy E9). It advises that a strategy for the town centre should be included in a local development document, to promote a successful mixed use economy, manage change, refocus where necessary, and support cultural change (policy SS5).
- 3.14 Ipswich occupies a relatively high position in the national rankings of shopping centres, because it enjoys reasonably good representation by the major retail chains. It is ranked 35<sup>th</sup>, higher than Colchester and Bury St Edmunds, but lower than Norwich and Cambridge.
- 3.15 However, the town centre as a shopping centre could perform even better, because of the spending power available to it, and because there are site opportunities available now and anticipated in the future.
- 3.16 The population of Ipswich is projected to increase by between 6% and 24% from 2001 to 2021 (Sources: ONS and Suffolk County Council respectively). Added to that, the town centre's catchment area identified by the Retail Study in 2005 contained a population of over 865,000 people, and includes some affluent areas. There is considerable spending power available within that wider area that the town centre is not taking full advantage of. The Ipswich Retail Study 2005 concluded that Ipswich has a significant capacity for new comparison retailing (that is non-food retailing, such as clothes and books). It also concluded that there is a more limited capacity for new convenience (food) retailing, which needs to be focused on the town centre and district centres.
- 3.17 The shopping "offer" in Ipswich provides well for the middle and value-orientated sections of the market, but it could be better for the higher end of the market. This is a missed opportunity that the Retail Study advises we should try to address.
- 3.18 We need a medium to long term vision for Ipswich Town Centre to pinpoint what we want to work towards. We also need a strategy to ensure that expansion is coordinated and does not exceed the spending capacity available by trying to do too much too soon.
- 3.19 The Ipswich Community Plan will inform some aspects of the vision. Most of its aims and priorities are expressed as borough-wide aims that include the town centre. Examples include protecting the natural and physical heritage, improving the network of quality green spaces, and encouraging enterprise, growth and the development of businesses in the town. However, there are also some community plan aims and priorities relating specifically to the town centre, and these are to:
- Maintain access to and within the town centre, and reduce congestion;
  - Prevent and reduce violence and disorder, particularly incidents in Ipswich Town Centre;
  - Develop Ipswich town centre as a regional shopping centre.

3.20 Improving the shopping centre will require policies and proposals that go beyond planning for retail development. They will need to address the town centre's role as a focus for business, higher education, public administration, leisure, culture and, increasingly, living; design principles for new development; where environmental improvements and urban greening are needed; how to improve access and manage movement; and how to make the area safer.

**OPTION 1:** A proposed vision for Ipswich town centre could be that in the medium to long term, Ipswich Town Centre should have:

- a more diverse retail offer (measurable eg. by national ranking or Zone A rents);
- an improved physical environment providing civic squares and spaces, and more street trees and boulevards;
- excellent connections and provision for pedestrians, cyclists, public transport users and motorists (safe, convenient, attractive);
- a vibrant cultural and street life, through the provision of arts and entertainments opportunities, and festivals;
- thriving business, residential and education communities; and
- a safe and secure environment.

**OPTION 2:** The development of the town centre should be opportunity led and not constrained by a vision.

**OPTION 3:** The vision should be more specific, for example:

**By 2016,**

- sites 'A' and 'B' will be developed for retail use;
- environmental improvements will have been implemented at locations 'C' and 'D';
- a new shopper car park will be built at site 'E';
- cycle parking will be provided at site 'F'; and so on

#### Consultation Questions

**Q8** Which option do you think will help to reinforce Ipswich's position as a major regional centre?

**Q9** Do you have a different vision for the town centre?

**Q10** How do you think your favoured vision could be achieved? What barriers can you foresee, and how might they be overcome?

**Q11** If you prefer option 3, what details would you like to see included in the vision?

#### **Issue 4: Planning for growth: where to draw the Central Shopping Area boundary, and how it relates to site opportunities.**

3.21 The Ipswich Retail Study advises that Ipswich town centre has the potential to provide a greater diversity of shopping than at present, particularly to increase representation by high quality retailers. The challenge for the Area Action Plan is to provide a framework for retail planning that will allow the town centre to develop in the most appropriate way.

- 3.22 There are four key actual or potential site opportunities within the town centre at the moment:
- the “Mint Quarter” (Cox Lane car park) and
  - Westgate (the Civic Centre site),
  - Turret Lane,
  - Land north of Crown Street car park.
- 3.23 These are considered in more detail in the Site Allocations Development Plan Document. The sites are shown on the attached map.
- 3.24 The Ipswich Retail Study identifies, among other conclusions, the need for an additional quality department store and suggests that the best site for this would be the Mint Quarter. It also finds that Ipswich needs larger shop units to attract higher quality shops, and suggests that the site at Westgate would be suitable for mixed use including a food store or larger comparison shopping units. The site opportunities listed above need to be planned to ensure that Ipswich’s needs are met.
- 3.25 In conjunction with possible site allocations, we need to consider the boundary of the Central Shopping Area. In the adopted Ipswich Local Plan 1997, only the Mint Quarter site lies within the Central Shopping Area. The significance of this is that for the purposes of considering the “sequential approach” to where new shopping is located as required by national retail policy, the Central Shopping Area is the first choice of location in the hierarchy. The first deposit draft Local Plan 2001 proposed minor alterations to the Central Shopping Area, shrinking it along its northern edge.
- 3.26 We have a choice about whether to stick with the existing boundary to maximise the chances that retail development is delivered at the Mint Quarter first, or to extend the Central Shopping Area to incorporate some or all of the other sites mentioned above.
- 3.27 How and when can we further improve the shopping centre, and how can we do that in a way that encourages higher quality shops to locate here, to complement what the town centre already provides?

***Central Shopping Area***

- OPTION 1:** Retain the adopted Local Plan Central Shopping Area boundary to keep retail activity focused into a fairly small central area within the wider town centre. Retail growth can take place through the redevelopment of existing shops and sites such as the Mint Quarter.
- OPTION 2:** Expand the Central Shopping Area primarily westwards, to incorporate the Westgate site and thus strengthen links between the town centre and the Village.
- OPTION 3:** Expand the Central Shopping Area primarily southwards, to incorporate the Turret Lane site and thus strengthen links between the town centre and the Waterfront.
- OPTION 4:** Expand the Central Shopping Area primarily northwards, to incorporate the Crown Street site and thus strengthen links between the town centre and residential areas to the north.
- OPTION 5:** Expand the Central Shopping Area a little in all directions to allow for growth as opportunities arise.

**OPTION 6:** Expand the Central Shopping Area significantly, to match a more extensive town centre boundary (this roughly follows Woodbridge Road, Grimwade Street, Star Lane, Franciscan Way, Civic Drive, Berners Street and Charles Street). This would bring into the Central Shopping Area parts of the wider Town Centre that are currently predominated by residential and office uses.

#### ***Key Sites***

**OPTION 7:** If the central shopping area is extended, Sites at the Mint Quarter and/or Turret Lane and/or Westgate, should be allocated for retail use.

**OPTION 8:** If the central shopping area is extended, sites at the Mint Quarter and/or Turret Lane and/or Westgate should be allocated for retail use plus a mix of uses from the range of office, residential or leisure.

**OPTION 9:** The plan should not allocate the sites specifically and should let general town centre policies apply to them.

#### **Consultation Questions**

- Q12** Which option or combination of options from 1 to 6 above for the Central Shopping Area do you support, and why?
- Q13** Which, in your view, would be most likely to deliver an improvement in the quality and diversity of shopping?
- Q14** Which option 7 to 9 would best deliver your favoured vision (and if you chose Option 7 or 8, please specify which sites you would apply the approach to)?
- Q15** Are there other key town centre sites that we have overlooked?

#### **Issue 5: The relationship between town centre and waterfront shopping**

- 3.28 National and draft regional planning policy recognises the importance of protecting the vitality and viability of the town centre. In terms of retail development, the strategy for the town centre needs to be considered alongside that for other retailing in the borough, including the roles of the district and local centres, retail parks, and other shopping destinations. The Core Strategy will cover this ground.
- 3.29 In the Area Action Plan, we need to consider how shopping provision at the Waterfront should relate to provision in the town centre, and specifically in the Central Shopping Area, to ensure that they complement one another. National retail planning guidance advises that the Central Shopping Area is the first choice location for retail development.
- 3.30 The Retail Study suggests that the relationship between the town centre and the Waterfront needs careful management, to ensure that the two areas do not harm one another through competition. It advocates the imposition of a maximum floorspace allowance for Waterfront shops of 2,000 square feet (approximately 200 square metres), which is smaller than the average Central Shopping Area unit. This is a way of trying to limit Waterfront shopping to small specialist or local convenience shops.

3.31 Not only the character of the Central Shopping Area is at stake. The 2003 IP-One document prioritised protecting and enhancing the special character of the Waterfront. Character relates to use as well as appearance, and therefore part of that protection is about maintaining the Waterfront's distinctiveness.

**OPTION 1:** Shopping at the Waterfront should be limited to specialist shops and shops serving the needs of the resident community, so that it complements the town centre and retains a separate identity. This would be achieved by imposing a maximum floor space.

**OPTION 2:** The current approach to shopping provision at the Waterfront should continue, with applications considered on their merits against general retail policies.

#### Consultation Questions

**Q16** Which option represents the best approach to managing retail provision at the Waterfront to ensure it complements the town centre?

**Q17** If you chose option 1 above, what maximum floor space would be appropriate (the Retail Study recommended 2000 square feet/approx. 200 square metres)?

**Q18** Do you wish to suggest a different approach to managing retail provision at the Waterfront?

#### **Issue 6: Connections within IP-One: making movement easier**

3.32 The broad destinations within IP-One suffer to varying extents from barriers to physical movement for different modes of transport.

- The railway station is difficult to reach by foot from the town centre, the Education Quarter and the Waterfront, because the river and main road crossings limit route options.
- The Education Quarter is separated from the Waterfront and the town centre by busy roads.
- The Star Lane/Key Street/College Street gyratory is a barrier to walking routes from the town centre to the Waterfront.
- Car users find east-west movements difficult across the town centre and the Star Lane gyratory.
- St Matthew's Street, Crown Street and St Margaret's Street cut off the town centre from Christchurch Park and residential areas to the north.
- Pedestrian links between the Ipswich Village area (which will contain increasing numbers of office workers) and the town centre (which needs their spending power) are severed by the Civic Drive dual carriageway, and blocked by the unwelcoming underpass at its junction with Princes Street.

- 3.33 The non-statutory area action plan for IP-One produced in 2003 identified linking the core to its surroundings as one of its four key projects. Whilst improvements have been made, there remains more to do to ease movement, particularly by pedestrians, between the core and areas such as the Waterfront and Village.
- 3.34 The Area Action Plan may not be the vehicle through which to implement all the actions needed. For example some transport related actions may obtain funding through the Local Transport Plan. However, it should identify and prioritise measures and works that are needed in order to overcome some of these barriers to movement and that would help the whole area to work better for people using it.
- 3.35 Some measures are already in the pipeline. The draft Local Transport Plan 2 includes a major scheme funding bid called "Ipswich, Fit for the 21<sup>st</sup> Century", which sets out 3 packages of measures to tackle transport issues in Ipswich.

Package A Public Transport Measures: improving the quality of facilities for users, including upgrading passenger interchanges in the town centre, new passenger interchanges for the Education Quarter and Ipswich Village, extending the town centre bus loop route, small priority measures to improve bus times, and free shuttle buses between the station, town centre and Education Quarter.

Package B New Technology: an urban traffic management and control system will be installed, variable message signs provided at car parks and park and rides, and real time passenger information used for bus services.

Package C Walking/Cycling Facility Improvements: improving the accessibility of the town centre to surrounding areas, and between different locations within the centre, for example through widening footways, installing new crossings to eliminate barriers to movement, and providing cycle storage at the bus interchanges.

- 3.36 Assuming that these measures will be successful in gaining Government funding and will be implemented over the next five years, what else needs to be changed to improve movement within IP-One? Major transport options are addressed in the Core Strategy document.

**OPTION 1: Provide further pedestrian crossing and priority measures on the south-west side of the Town Centre, to link it better to Ipswich Village and the railway station.**

**OPTION 2: Provide further pedestrian crossing and priority measures to the east of the Town Centre to link it better to the Education Quarter.**

**OPTION 3: Provide further pedestrian crossing and priority measures on the south side of the Town Centre, to link it better to the Waterfront.**

**OPTION 4: Provide further pedestrian crossing and priority measures to link the railway station through the Waterfront to the Education Quarter.**

## Consultation Questions

- Q19** Which options do you support (there can be more than one)?
- Q20** In what order would you rank the options (most important first)?
- Q21** What would be your top long and short-term priorities if they were none of the above?

### **Issue 7: Additional Facilities**

- 3.37 The centre of Ipswich, as covered by IP-One, is not solely about jobs and housing. A range of facilities is needed to provide for residents and visitors alike.
- 3.38 What facilities are needed to support existing, new and changing communities within IP-One?
- 3.39 The number of site opportunities at the Waterfront is reducing as developers take up land. Do we need to safeguard a specific site within IP-One for a Waterfront visitors' centre and/or visitor attraction and/or cultural and arts centre? If so, what form should the development take and how could it realistically be delivered? The 2003 IP-One document and the Council's Cultural Strategy identified the Waterfront as a key location for arts and cultural uses as part of Ipswich's regeneration.
- 3.40 Looking ahead to the Olympic Games and the spin-off interest that it may generate in sports generally, are there opportunities for sport-related development within IP-One that might benefit residents and attract visitors?
- 3.41 Alternatively, is it events spaces that IP-One needs for activities such as festivals, street markets, and concerts, and if so, what and where? Or should there be an emphasis on public art within the area to provide points of interest in the public realm?
- 3.42 What is the area covered by IP-One missing, and what do we need?

**OPTION 1:** The top priority should be to provide new cultural facilities.

**OPTION 2:** The top priority should be to provide new community facilities.

**OPTION 3:** The top priority should be to provide new sports facilities.

**OPTION 4:** The top priority should be to provide new outdoor spaces such as parks and play areas.

## Consultation Questions

- Q22 Which of the options do you support?**
- Q23 Do you have different priorities and if so, what are they?**
- Q24 Do you wish to make a specific suggestion about the need for a particular facility on a particular site, and if so, what and where?**
- Q25 How could these facilities be delivered – who will fund them?**

## Issue 8: Urban Design

- 3.43 Good urban design – the art of making places, or the process of shaping the physical setting for life – is widely recognised as the key to achieving sustainable communities. How should we address this in the Area Action Plan?
- 3.44 IP-One contains several areas with a distinctive character. The historic town centre and the Waterfront perhaps stand out in this respect as areas with a character that we would wish to maintain and reinforce. Some areas, such as Ipswich Village, have a less clear character.
- 3.45 The 2003 IP-One document and the 2005 Ipswich Village urban design framework both put forward urban design principles for parts of the IP-One area.
- 3.46 The use of urban design frameworks or design codes can help to protect character where it is strong, and ensure that new development is appropriately integrated into the area. They can also help to change, define and strengthen character where it is weak.
- 3.47 Is a policy for tall buildings needed in the Area Action Plan? If so, should certain areas where they may be suitable be identified, or a criteria based approach be pursued?

**OPTION 1: This IP-One Area Action Plan should carry forward the urban design principles for Ipswich Village and Ipswich Waterfront, set out in the previous IP-One document and the Ipswich Village Urban Design Framework.**

**OPTION 2: As option 1, but additional urban design frameworks should be provided for other areas.**

**OPTION 3: The approach to urban design should be criteria-based rather than focusing on particular areas.**

**OPTION 4: Ipswich does not need a landmark buildings policy.**

**OPTION 5: Ipswich needs a landmark buildings policy and it should:**

- a. identify specific sites where they will be required;
- b. identify broad areas such as the Waterfront where they may be acceptable; or
- c. permit them anywhere subject to criteria being satisfied, such as protecting key views.



### Consultation Questions

- Q26 Which approach to urban design, option 1, 2 or 3, do you favour and why?**
- Q27 If you chose option 2, which other areas would benefit from an urban design framework and why?**
- Q28 Which approach to landmark buildings do you favour?**
- Q29 If you chose option 5, which approach a, b or c is most appropriate?**
- Q30 Do you have any other suggested approach to urban design?**

### **Issue 9: Office Location Strategy**

- 3.48 Offices form a key component of the employment base in IP-One.
- 3.49 As a land use attracting many trips, offices need to be located in highly accessible locations in order to be sustainable, so that people have the maximum possible choice as to how to travel to them.
- 3.50 The office population also represents a major client base for town centre shops at lunchtimes, and for leisure and cultural facilities.
- 3.51 With the concentration of public administration offices in Ipswich Village, should we continue this trend towards an office quarter, well located for the railway station and the river path/national cycle route, by identifying sites predominantly for office uses in the plan? Alternatively, should office uses be dispersed throughout IP-One including the town centre and Waterfront, provided that accessibility criteria are satisfied? Which approach would best support regeneration and ensure the vibrancy and vitality of the town centre?

*Please refer to the attached maps when considering these options:*

**OPTION 1: Sites for office development should be clustered in Ipswich Village.**

**OPTION 2: Sites for office development should be clustered in Ipswich town centre.**

**OPTION 3: Offices should be allowed to locate anywhere within IP-One provided accessibility criteria are met.**

### Consultation Questions

- Q31 Which approach to office location do you consider most appropriate?**
- Q32 Do you wish to suggest a different approach, if so, what and why?**

## **Issue 10: Delivery**

- 3.52 The focus of this Area Action Plan is on making things happen. This may happen through the development control process, regeneration project funding and implementation, Local Transport Plan funding, or the work of other agencies, such as the Environment Agency on flood defence.
- 3.53 The Area Action Plan will coordinate all the spatial activity planned by members of the One-Ipswich Partnership and guided by the Community Plan.
- 3.54 A key factor in the delivery of sites for development is land ownership. There may be cases in which the Council needs to consider using compulsory purchase powers to assist in site assembly.
- 3.55 Funding is also going to be important where measures and schemes are not directly related to development proposals. Are there key funding constraints (Local Transport Plan, regeneration funding streams, etc) that will affect what should be included in the Area Action Plan?
- 3.56 The non-statutory area action plan for IP-One that the council approved in 2003 outlined some delivery options and suggested that these might vary with the scale and nature of the projects involved. Its suggestions for ways to deliver included:
- Having project champions at the most senior level;
  - Prioritising projects to get some achievements early on;
  - A local delivery vehicle could be established to harness the capacity, skills and resources of partners to formalise a coordinated, multi-partner approach either on an area basis or a site basis.
- 3.57 This Area Action Plan could contain some aspirational elements, flagging up ideas for the future as well as looking at how to implement schemes taking place in the shorter term. However, its main focus should be on getting things done. Therefore, the key issue is how can this Area Action Plan be best assured of delivering on the ground?

**OPTION 1: A delivery partnership should be established specifically to oversee and drive forward the delivery of schemes within IP-One.**

**OPTION 2: Existing partnerships and forums should be used to drive forward the delivery of schemes within IP-One, for example, the Area Forums, the Ipswich Waterfront Partnership, or the town centre Ipswich Partnership.**

**OPTION 3: A different mechanism is needed to ensure delivery.**

### **Consultation Questions**

**Q33 Which option do you prefer and why?**

**Q34 If you chose option 3, what mechanism do you consider would be effective?**