

> Ipswich IP-One Area Action Plan



28/10/03

The Vision for IP-One

"To make IP-One the place to live, work, study and play and to promote, through public and private investment, the very best in urban design and movement strategies for a sustainable future"

Ipswich Area Action Plan

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The Team

- > Urban Initiatives
- > GVA Grimley

Project Director

- > Simon Carne

Urban Initiatives

35 Heddons Street
London
W1B 4BP
tel +44 (0)20 7287 3644
fax +44 (0)20 7287 9489
e-mail@urbaninitiatives.co.uk
www.urbaninitiatives.co.uk

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Urban Initiatives and GVA Grimley were commissioned by a Steering Group led by Ipswich Borough Council (IBC) and including the East of England Development Agency (EEDA) and Suffolk County Council (SCC) to prepare an Area Action Plan for the area known as IP-One. The consultant team acknowledge the significant contributions of all members of the Steering Group in delivering this document.

This is the final report of the study. The document is structured as follows:

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Executive Summary

1. This IP-One Area Action Plan (AAP) is one of a number of the Local Development Documents that contribute to the overall Local Development Scheme for Ipswich (at present in draft form). This AAP focuses on the future development of the central area of Ipswich within the boundary shown in Figure 1.1. The area covered is large, at over 280 hectares, and as a consequence, the Plan focuses both on a number of specific and immediate concerns as well as the wider consideration of the question 'what should central Ipswich look like in 15-20 years time?'. In the short term, the IP-One AAP programme is for adoption in 2005 and first review two years later in mid 2007.
2. In relation to the development of Ipswich, regional and national planning guidance seeks:
 - the encouragement of economic development;
 - the creation of sustainable mixed use communities;
 - the use of brownfield and under utilised land for new development;
 - the integration of transport and land use planning including the intensification of development around areas well served by public transport; and
 - opportunities for further and higher education.
3. At the local level IBC's First Deposit Draft Local Plan (2001) has a specific chapter entitled 'Urban Renaissance' that has four objectives associated with it:
 - to provide a framework for investment which will create and sustain social and economic regeneration and the integration of new and existing communities;
 - to promote redevelopment which will preserve and enhance the character of the Waterfront area;
 - to integrate the Waterfront and town centre by reducing the detrimental impact of the Star Lane gyratories and creating safe and convenient pedestrian and cycle routes; and



>Figure 1.1

Executive Summary

- to integrate the Ipswich Village area and the town centre by achieving attractive green routes linking them and improving pedestrian and cycle connections.
- The AAP places particular emphasis on the development of and linkages between four key nodes, the town centre, (the historic core), the waterfront area, the railway station and its surroundings (a key point of arrival) and Suffolk College. All four areas offer important contributions to the future physical and economic development of the town as a whole.
 - The AAP comprises four overarching projects, as follows:
 - linking the Core Town Centre to its surroundings (including the Waterfront, Ipswich Village/Cardinal Park, the Railway Station and Suffolk College);
 - developing the Waterfront as a mixed use area whilst protecting and enhancing its special character;
 - developing a new office/commercial heart to Ipswich in the Ipswich Village/Cardinal Park area based on existing and proposed public transport and pedestrian links; and
 - developing an education quarter centred on the existing Suffolk College campus.
- These four projects comprise a number of smaller scale projects within the overall vision.
- In parallel with these four projects, the AAP identifies an Integrated Transport Package (ITP) of projects that together are intended to provide a more sustainable development framework for the future of the town (see Appendix A).
 - A potential new urban structure for central Ipswich has been developed alongside the ITP and the four key projects. Although indicative only it provides a useful tool for assessing the development potential in terms of land use and development quantum within the AAP. This is of particular importance in:
 - Ipswich Village and Cardinal Park areas, which will progressively emerge as Ipswich's commercial centre;
 - Suffolk College including the Suffolk County Council property holdings, a new University quarter; and
 - the Waterfront area including the River Orwell west bank, Wet dock island site, historic Northern Quays and the Orwell Quay area to the east of the wet dock.
 - Transition areas between the town centre and surrounding areas to the east (Mint Quarter), south (Turret lane) and west (Civic Centre site) will require more detailed consideration to identify the delivery of sites and maximise development opportunities.
 - Development proposals are coming forward and on present assessments will continue to do so on the basis of the current town structure. The risk is that they will not be co-ordinated and opportunities will be lost.

The indicative structure allows identification of a significant quantum of development potential requiring investment. On the assumption that developments will come forward as the market dictates, it is not possible to set a timetable for its evolution. However, the process of providing the infrastructure and policy framework to deliver these developments is an issue that can be addressed and this is covered by the section of the AAP on delivery (Section 6).
 - Potential funding sources include the County Council's Local Transport Plan, the Environment Agency plans for flood protection, the East of England Development Agency funding sources and the Higher and Further Education Funding Council's programmes. Ipswich Borough Council and Suffolk County Council also own significant sites and buildings within the action plan area, which can contribute to the planned development as it emerges.



- >Above Key concept of Town Centre nodes
- >Left Ipswich in the 17th Century
- >Right Ipswich's "gems"

1.0 Introduction

- 1.1 This IP-One Area Action Plan forms part of Ipswich Borough Council's Local Development Scheme. The publication of this document confirms the Council's commitment to encouraging an Urban Renaissance within the central area of Ipswich and to guiding new development in such a way that it will bring both economic and environmental benefits to the community living and working in Ipswich.
- 1.2 The purpose and scope of the document is to:
- address the longer term future of the IP-One area, essentially the Town Centre, Waterfront area, Ipswich Village and Suffolk College;
 - consider the future development in terms of current national, regional and local planning guidance with particular reference to land use, design and transport;
 - identify opportunities for future development within an overall structure and
 - assess development capacity and delivery vehicles to guide the future development of the area.
- 1.3 The preparation of this AAP has involved survey and appraisal of the existing town centre (land uses, urban design and transportation infrastructure), a community involvement programme (designed to ensure that the local community was given an opportunity to raise particular local issues and to comment on early AAP proposals) and liaison with the key stakeholders including both Borough and County Council Officers.
- 1.4 The design process has necessarily been iterative. It is usually the case that proposals have to be developed to some degree before meaningful responses can be made. Throughout the course of the project every attempt has been made to reconcile differing points of view.
- 1.5 Ipswich is not unusual in that it displays many of the traits of previously unplanned development. Immediate needs have often taken precedence over the larger picture and the result has been development that pays little or no respect to an historic Town Centre. Above all large parts of the Town suffer from the dominance of the motor vehicle. With this in mind, the approach within the AAP is guided by the belief that without a clear urban design structure on which to base future planning and investment decisions, the Town will not produce cohesive and integrated development. Opportunities could be lost, and synergies between different projects overlooked.
- 1.6 The AAP aim is encourage good quality urban development and regeneration within the Town Centre and to integrate the whole of the town centre via a sustainable integrated movement strategy that promotes public transport and improves conditions for both pedestrians and cyclists. In summary an Urban Renaissance that builds on the key objectives of sustainability, permeability, density intensification and appropriate land uses. It heightens the importance of design in its widest sense and promotes a holistic view of the development on the town.
- 1.7 This report starts with background information providing a review of the current issues and challenges that Ipswich faces today. It briefly reviews current planning policy, which is set out in considerable detail in the Adopted Local Plan and Regional Planning Guidance. It also introduces the land use and economic issues within the town.
- 1.8 The report then sets out the Action Area Plan Key Concept from which the more detailed proposals have been developed. All the proposals have taken into account specific current concerns raised during the course of the study as well as local, regional and central government planning guidance.
- 1.9 Tied to the projects and of crucial significance is the identification of delivery options and programmes to ensure that the plan becomes a reality. Appendices are included providing details of the proposed Integrated Transport Package Projects (Appendix A), design guidelines for the Waterfront area (Appendix B), an indication of potential development Capacity (Appendix C) and the results of the Community involvement exercise (Appendix D).

2.0 Ipswich in the 21st Century

1. The Economy

- 1.1 Ipswich has been successful in achieving economic development over the past 20 years bringing local residents a variety of employment and leisure opportunities and leading to an overall increase in income levels. The future for Ipswich over the next 20 years also offers promise.
- 1.2 The town is currently strong in a number of sectors including: manufacture of ICT equipment, electricity, gas and water supplies, water transport and shipping operations, manufacture of base metals, insurance and pensions, other financial services. Tourism is increasingly important, particularly day visitors to the town.
- 1.3 A number of local and regional partnerships are working to promote economic development within Ipswich. These partnerships (e.g. Ipswich Partnership, Haven Gateway Partnership) are developing a range of projects and programmes including:
- the Cambridge to Ipswich Hi-Tech Corridor – encouraging a flow of knowledge and investment from Cambridge across Suffolk to Ipswich and identifying and bringing forward sites for innovation parks and developing links with leading universities;
 - IP-City – encouraging innovation, knowledge sharing and technology transfer.
 - a University for Suffolk in Ipswich;
 - supporting the continued growth of the Port; and
 - identifying potential investors for the Waterfront and Ipswich Village zones within the town.

- 1.4 Work undertaken by Ipswich Borough Council, in relation to job retention and creation, has indicated that the main sectors in which a concentration of efforts should be directed are town centre retail, tourism, shipping, manufacturing and hi-tech related industries/research and development.
- 1.5 Ipswich Borough Council has also drawn up a Tourism Strategy that seeks to maximise the benefits of sustainable tourism to the Ipswich economy and to Ipswich businesses and residents. The overall aim is to establish Ipswich as one of East Anglia's leading urban tourist centres for daytrips or short breaks. An essential part of the tourism strategy is the creation of new leisure facilities and also tourist facilities such as hotels and restaurants. The Council is also undertaking feasibility work to assess the potential for a visitor centre (the Waterfront Attraction) within the Waterfront zone. Closely allied to the tourism strategy is the promotion of public art and culture as an important contribution to the regeneration of Ipswich and in particular its role in the transformation of the Waterfront area.
- 1.6 The success of the town has led to rapid development in some areas and pressure for further development is still forthcoming (though this is often outside the action plan boundary for example at Adastral Park). The future for Ipswich must be focused on achieving a sustainable and thriving economy for Ipswich Town Centre. Out of town development will require careful consideration in accordance with council policies.

- 1.7 The East of England Development Agency's (EEDA's) Regional Economic Strategy 2010 sets out a number of ways in which business in the region must be supported to encourage growth including:
- promoting an innovative culture;
 - raising skills levels across the regions and dealing with forecast skills gaps;
 - matching education and skills more closely to the needs of business sectors and clusters in the East of England;
 - addressing the demand for skills such as team working, computing, problem solving and communications; and
 - resolving transport and other infrastructure bottlenecks and deficits;
- In addition EEDA states that the local planning authorities (LPAs) must seek to promote:
- effective recycling of brownfield sites to provide development opportunities;
 - sympathetic reuse of existing building stock;
 - sustainable building design and construction;
 - constant supply of high quality sites that satisfy modern business needs; and
 - housing that is affordable to key sector workers and people on low incomes.



- > **Top** Loft apartments
- > **Middle** Modern listed building
- > **Bottom** Hi tech branding

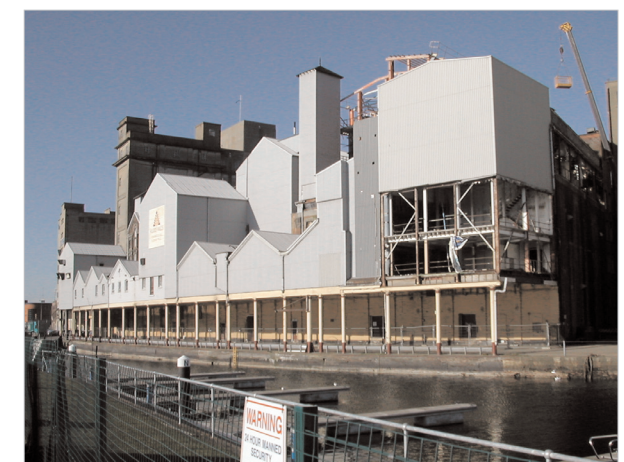
2.0 Ipswich in the 21st Century

2. Location

- 2.1 Ipswich is superbly positioned for its markets and suppliers. The Town and the surrounding area are served by London's Stansted Airport - the UK's fourth largest fastest growing - with scheduled passenger services to more than 87 destinations worldwide and freight facilities which now handle more than 190,000 tonnes of cargo a year.
- 2.2 The A12 and A14 four-lane roads provide fast road links with London, Cambridge and the Midlands.
- 2.3 At the heart of an area known as the 'Haven Gateway' which incorporates the country's largest container port of Felixstowe and busy passenger port of Harwich - subject to current proposals for major container growth. Ipswich is also a centre for the shipping industry with its port, owned by ABP, catering for short sea shipping and bulk cargoes. Ipswich is prominent in the handling of millions of tonnes of agri-bulk cargo as well as excellent container and Ro-Ro facilities.
- 2.4 Ipswich has excellent rail connections with London, with 4 trains per hour (taking just over an hour into Liverpool Street via Stratford for connections to the Channel Tunnel), as well as a cross-country rail link through Peterborough to the Midlands and North.
- 2.5 The town itself has a comprehensive bus service linking all residential and business areas and Ipswich is at the hub of a regional bus network providing transport links throughout Suffolk, North Essex and beyond.
- 2.6 Ipswich occupies a strategic position on the trans-European Transport Network, linking the UK and the Benelux countries. These routes benefit from constant improvement and investment to enhance their pivotal role in the European Union.

2.7 Finally, Ipswich residents and businesses are served by one of Europe's most advanced underground communications networks. Using fibre-optic technology, the local community is offered a choice of very advanced and cost-efficient telephone systems together with multi-channel entertainment. There is a high level of local service and support to businesses with a complete telecommunications package on offer from several companies.

- 2.8 Ipswich therefore has an excellent story to tell. However, there are, inevitably, challenges facing the town today if it is to continue to develop, these include:
- the need for improved connectivity within the Town Centre;
 - constrained accessibility within the Town Centre;
 - the results of long term erosion of the Town's legibility, urban form and structure;
 - the requirement to deliver a sustainable retail offer that can compete with other centres and therefore serve the wider catchment area
 - the disconnection of the Town Centre from the waterfront;
 - the potential for over development of one particular use;
 - a legacy of historic buildings requiring economic re-use;
 - the threat of unstructured development;
 - the opportunity for cultural and educational infrastructure development (in particular the future of Suffolk College);
 - the scale and quality of 'soft' infrastructure (tourism / leisure / business facilities / conference / hotels), which distinguishes successful towns and cities from other places;
 - the need to integrate the football club and its surrounding facilities with the rest of the Town Centre.



- >Above Town centre character
- >Top Right Waterfront character
- >Middle Right Transport connections
- >Bottom Right Custom House

3.0 Planning Policy Context

1. Existing Planning Guidance

- 1.1 Planning Policy for this AAP area is set out in Regional Planning Guidance for East Anglia (RPG6), the Suffolk County Structure Plan (2001) and the Ipswich First Deposit Draft Local Plan 2001 (and the Ipswich Local Plan 1997).
- 1.2 RPG6 identifies Ipswich as one of the largest urban centres in the region and a primary location for growth for both employment and housing. The guidance recognises Ipswich's strengths in the financial services, telecommunications, information technology and engineering sectors and supports the emergence of technology based economic clusters and the proposed establishment of a University to increase inward investment in Ipswich. Urban regeneration is promoted with a focus in the redevelopment of the docks and waterfront area. Policy 15 of the RPG states that:
- '..... Previously developed land around the docks (of Ipswich) provides a major opportunity to accommodate development, open up and link the town centre to the river, and further enhance Ipswich's image as an investment location'.
- 1.3 The Sustainable Communities Action Plan for the East of England also sets out some principles that should be considered, including:
- the need to make better use of brownfield sites in urban areas to unlock regeneration potential; and
 - the need to make more efficient use of land by increasing development densities.

- 1.4 The Suffolk County Structure Plan also proposes that Ipswich should be a key location for growth with major housing and employment developments within the Ipswich Policy Area (Policies CS2 and CS3).
- 1.5 IBC's First Deposit Draft Local Plan (2001) has a specific chapter entitled 'Urban Renaissance' and there are four objectives associated with it, to:
- provide a framework for investment which will create and sustain social and economic regeneration and the integration of new and existing communities;
 - promote redevelopment which will preserve and enhance the character of the Waterfront area;
 - integrate the Waterfront and town centre by reducing the detrimental impact of the Star Lane gyratories and creating safe and convenient pedestrian and cycle routes; and
 - integrate the Ipswich Village area and the town centre by achieving attractive green routes linking them and improving pedestrian and cycle connections.
- 1.6 The 1999 Supplementary Planning Guidance for the Waterfront area provides specific planning guidance for the area. The SPG states that:
- 'The Council will encourage, promote and support redevelopment which will preserve and enhance the character of the Waterfront while facilitating and protecting the continued operation of the Port and other established commercial activities as far as possible.'

- 1.7 Relevant Local Plan policies for the Waterfront area include:
- WF1 – general support for redevelopment that will preserve and enhance the character of the area
- WF2/WF3 – sites for residential uses
- WF4 – sites for employment and leisure uses
- WF5 – mixed use opportunities
- WF6/78 – provision of public pedestrian and cycle access and other public realm works including new areas of open space
- WF9 – encouragement of arts and entertainment uses
- WF10 – support for the development of a hotel and conference centre
- WF11/WF12 – provision of community facilities and a new school
- WF13 – support for the continued expansion of Suffolk College
- WF14 – encouragement of small-scale proposals for Class A1, A2 and A3 uses
- WF15 – improvements to the pedestrian and cycle network between the Waterfront and the town centre
- WF16 – improvements to the public realm on the Star Lane gyratory system
- WF17 – provision of a cycle and pedestrian bridge

- 1.8 The SPG also sets out a number of general development proposals for the Waterfront include the following:
- a fine grain mix of uses on the northern quayside
 - clustered housing and offices on the eastern quays
 - predominantly residential development on the Island Site that includes a marina with the potential to absorb other commercial and leisure uses
 - mixed use frontage facing onto Stoke Quay
 - retention of industrial uses towards the southern end of the area
- 1.9 In addition, specific policies for Ipswich Village include:
- IV1/IV2/IV3/IV4 – specific site proposals for residential use, leisure uses, mixed uses and landscaped open space
- IV5 – improvements to the pedestrian and cycle links between Ipswich Village, the town centre and Cardinal Park

3.0 Planning Policy Context

2. Local Development Scheme

2.1 The Government's Planning and Compulsory Purchase Bill (originally anticipated to be enacted in June/July 2004 but unworthy with its programme shipping) requires local planning authorities to prepare and maintain a Local Development Scheme (LDS), replacing the existing system of Structure and Local Plans and Supplementary Planning Guidance. The LDS will comprise a number of Local Development Documents (LDD) dealing with different planning issues or specific geographical areas. In July 2003 Ipswich Borough Council published its Draft LDS, within which one of the specified LDDs is the Ipswich IP-One Area Action Plan.

2.2 The Draft LDS states that the subject of the IP-One Area Action Plan is as follows:

'the vision for an urban renaissance for a large part of central Ipswich. It will allocate specific land uses as well as providing design guidelines and details on various issues such as education provision, integrated transport and affordable housing in the form of an implementation framework'

2.3 The proposed timetable for the Area Action Plan is also set out in the Draft LDS is set out below:

The objectives of this Area Action Plan also respect other national Planning Policy Guidelines with particular reference to the following documents:

- PPG1 (General Policy and Principles);
- PPG3 (Housing);
- PPG6 (Town Centres); and
- PPG13 (Transport).

Deposit Draft to Council	Feb-March 2004
Public Consultation Period	May-July 2004
Consideration of Comments	July-Sept 2004
Hold Public Inquiry (if required)	Dec-Jan 2004/5
Receive Inspector's Report (if req'd)	April-May 2005
Consider Inspector's Comments (if req'd)	May-June 2005
Adopt Document	June-July 2005

4.0 The IP-One Area

1. Existing Land Uses

1.1 This section provides a review of the existing situation in Ipswich with regard to economic development and land uses and has been compiled following a review of relevant reports and planning documents and detailed discussions with key stakeholders, including Council Officers.

2. Retail

2.2 A Retail Study was undertaken for IBC between March-July 2000 (in accordance PPG6) and provides information regarding the retail function of the Town Centre. Ipswich serves East Anglia as a regional shopping centre. Within the region it ranks above Colchester but below Norwich and Cambridge. It has a wide catchment area for both bulky and non-bulky comparison goods but a more localised catchment for convenience goods. The town centre has 90,000m² of retail floorspace (July 2000), of which 90% comprises comparison goods. Convenience goods are under-represented in relation to the national average. Overall the retail offer is perceived to be 'downmarket'.

2.3 The 2000 Retail Study identified the need for at least an additional 60,000m² growth of town centre floorspace by 2016 and four areas were identified to accommodate this:

- the Mint Quarter;
- the area to the north of Tower Ramparts;
- the area to the south of the town centre (St Nicholas Street, Greyfriars Road and Star Lane); and,
- the Waterfront.

2.4 A scheme for a retail development at the "Mint Quarter" (Carr Street area to the east of the main shopping street - Westgate Street/Tavern Street) has been proposed in the past providing an additional 15,000m² retail floorspace within the town centre). However, this proposal, supported by IBC, with planning consent being granted in the 1990's, has made no progress. This is largely due to the lack of an anchor tenant.

2.5 A subsequent study 'Turret Lane - The Town Centre -Waterfront Connection' identified Turret Lane (which links the historic town centre to the Waterfront) as being a priority area for additional retailing. The vision developed for Turret Lane in the study was for a high-density pedestrian focused link. There is pressure in the area for residential development only at present, but the study suggested that appropriate future uses might include a mix of offices, retail, residential, hotel and other leisure. The Old Cattle Market Bus station was highlighted as a barrier to the southerly expansion of the town centre and it is anticipated that development pressure may lead to the owners of the site and adjoining sites considering alternative uses.

2.6 The Council is seeking to protect the vitality and viability of the town centre shopping area (PPG6) and to enhance the food retail element within this area for the convenience of residents and employees within walking distance of the town centre.



>Above Continental 'Ipswich's aspirations'

>Right Harvey Nicholls, Leeds

4.0 The IP-One Area

3. Residential

- 3.1 There are already a number of residential areas within the AAP boundary, including:
- Stoke – late 19th century/early 20th century terraced housing predominates;
 - Curriers Lane – low density residential; and
 - Waterfront – higher density apartment-type.
- However, the majority of housing within the town currently lies outside the AAP boundary. IBC are seeking to increase the proportion of housing within the town centre area in line with the policy for an Urban Renaissance and to sell the concept of urban living by ensuring the following benefits:
- proximity to facilities including employment and retail opportunities;
 - a residential environment with high quality private spaces and public realm;
 - proximity to the attractive waterfront environment;
 - good design and layout;
 - wide choice of dwelling types;
 - sustainable and long-life residential buildings;
 - sustainable communities; and
 - opportunities for live-work accommodation.
- 3.2 A Housing Needs Survey was undertaken on behalf of IBC in 2000. It predicted that the population of Ipswich will potentially increase by approximately 7,000 in the years up to 2016. The study suggested that in order to eliminate the existing housing waiting list 1,235 units per annum would be required over the next five years IBC should:
- negotiate with developers to achieve up to 30% affordable accommodation;
 - consider adopting a 15 unit or 0.5 hectare affordable housing threshold;
 - promote the delivery of at least 200 low cost market units up to 2006;
 - develop both flats and semi-detached houses; and

- construct 290 sheltered housing units (222 of these in the affordable sector).

A number of sites have been allocated for residential development within the Local Plan 2001 and others for mixed use including a significant residential component:

4. Leisure and Community Facilities

- 4.1 Ipswich Town Centre provides the immediate local area with a number of destinations and tourist attractions as well as local sport and leisure venues.

Existing entertainment venues/visitor attractions include:

- Ipswich Museum – located on the High Street;
- Cinemas – at Cardinal Park and Major’s Corner;
- Arts Cinema - located at the Corn Exchange (owned and operated by IBC);
- New Wolsey Theatre adjacent to the Civic Centre;
- Regent Theatre – at Major’s Corner (owned by IBC);
- Wolsey Gallery – in Christchurch Park; and
- Christchurch Mansion.

- 4.2 Future developments at the Waterfront should add significantly to these facilities and will tend to rebalance the location of leisure venues bringing greater activity to the Waterfront area. These plans are largely centred on Cranfield Mills for which current proposals include a venue for Dance East and an Arts Cinema. Other opportunities are the subject of parallel studies including a Waterfront Visitor Centre which could draw on the many themes that Ipswich has to offer, including local historic interest (the Port, Anglo-Saxon history) as well as current and future opportunities (media and innovation related to the telecoms industry).

- 4.3 There are a number of Parks within the town centre area including Alexandra Park, Christchurch Park and the Alderman Road

Recreation Ground. However, of these only the Alderman Road Recreation Ground actually lies within the Area Action Plan area.

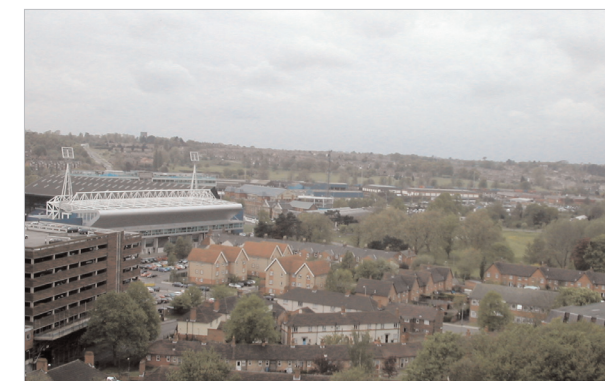
- 4.4 Sports facilities are available in parks and there are two swimming pools (Crown Pools and Fore Street). The football team, Ipswich Town, is in the Nationwide League Division 1 and has aspirations to return to the Premier League.
- 4.5 A Leisure Needs Survey was published by IBC in March 2002. It was commissioned by the Council in order to identify the gaps in existing provision and review development opportunities. Proposals include the rationalisation of swimming pool provision with investment in the Crown Street Pools. Further work was proposed to assess the potential for:
- a spectator sports venue;
 - Waterfront based water sports;
 - a Sports Park site; and
 - an Arena for Ipswich.

5. Education

- 5.1 Key to the future of Ipswich will be its emergence as a location for Higher as well as Further Education. Improved local education opportunities can play a vital role in promoting the economic development of the area. Four specific objectives of the Regional Economic Strategy are related to education and training opportunities, as follows:
- promoting an innovative culture;
 - raising skills levels across the regions and dealing with forecast skills gaps; and
 - matching education and skills more closely to the needs of business sectors and clusters in the East of England; and
 - addressing the demand for skills such as team working, computing, problem solving and communications.

5.5 In addition, IBC, as part of a broad based stakeholder group, has aspirations for high quality Further and Higher Education provision within central Ipswich (potentially a University for Suffolk).

Any new education provision is likely to be based around plans for the future of the Suffolk College site. The College is actively considering its future role and development within Ipswich. Higher education providers are also actively considering Ipswich as a location. At this stage it is premature to estimate to what extent these aspirations will be realised. However, it is clear that decisions around the future use and activities at this key location, with its potential to regenerate the east side of the town down to the Waterfront, will be an important part of the emerging AAP opportunities and delivery options.



>Top Aerial of Ipswich Village
>Above Skateboard park

4.0 The IP-One Area

6. Transportation and Access Issues

6.1 This section sets out the major transportation and access issues facing those who live and work in Ipswich and should be read in conjunction with Figure 3.1.

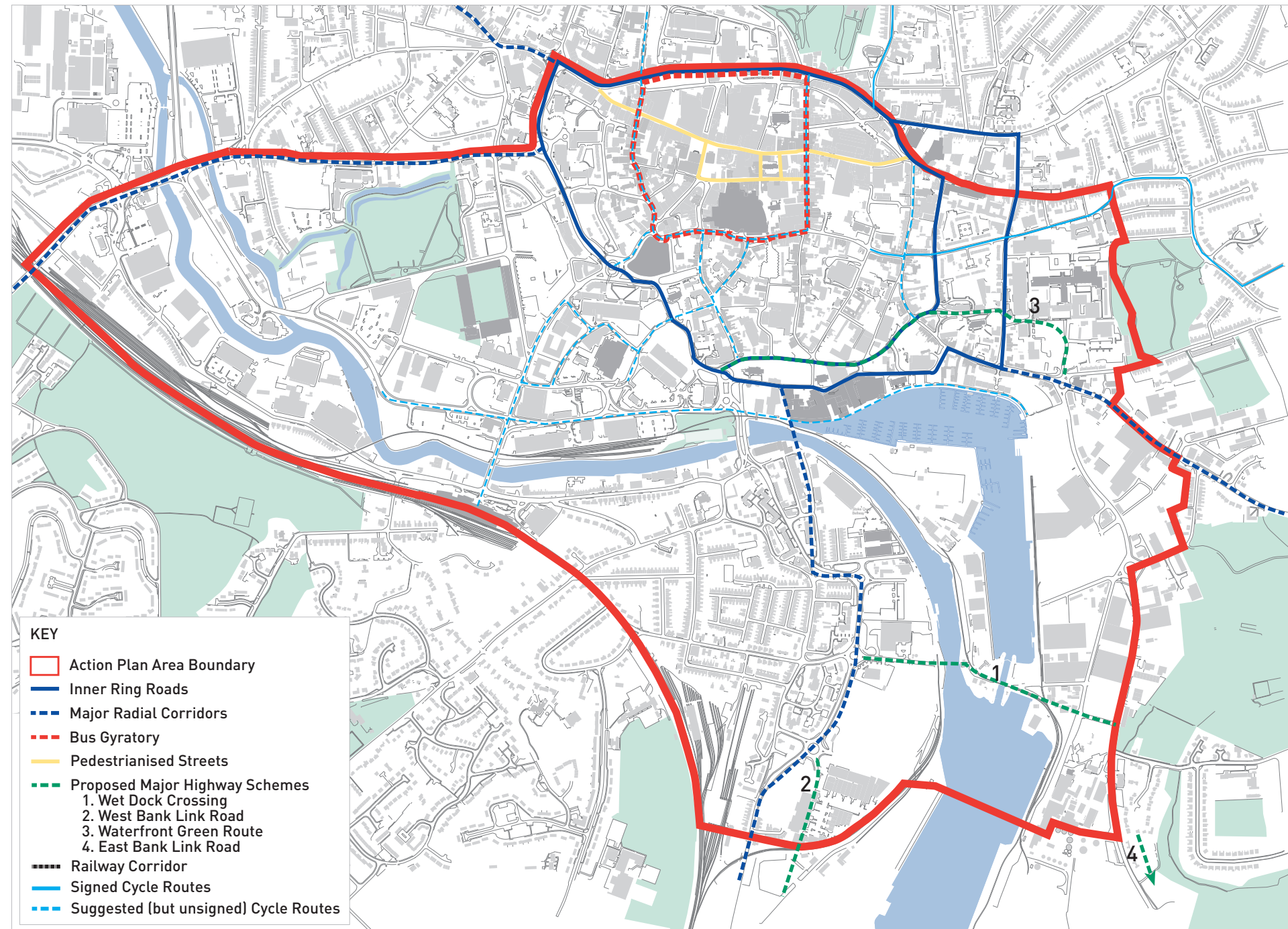
Transport Policy

6.2 Ipswich has for many years been increasingly reliant on the car for journeys to and from the town centre and this has been to the detriment of other modes including public transport (buses), pedestrians and cyclists. It has also led to the increasing severance of an attractive town centre from the inner town area to the west, south and east in particular,

6.3 However, the Ipswich Action Plan (IAP) contained within the Local Transport Plan (LTP) sets out the following transportation objectives:

- to persuade people to travel by means other than using their car;
- to give priority to buses through bus priority measures, urban traffic control and traffic management;
- to provide sufficient parking in the town centre for short stay use;
- to progressively discourage long stay parking in the town centre by providing a comprehensive park & ride system;
- to cater for the remaining traffic on the road system through traffic management and road improvements (avoiding demolition of buildings);
- to minimise delays and maximise safety for pedestrians;
- to improve facilities for cyclists; and
- to reduce the risk of accidents

More specifically a target has been adopted as part of the IAP to stabilise traffic flows and congestion at 1999 levels by 2006.



>Figure 4.1 Existing and proposed transport networks

4.0 The IP-One Area

Highway Network

- 6.4 Ipswich's road network comprises five major radial corridors: Norwich Road, London Road, Woodbridge Road, Felixstowe Road/Nacton Road and Wherstead Road, all of which link to the Inner Ring Road that acts as the hub of the network within the town. The construction of the A14 Ipswich southern bypass in the 1980s has allowed significant amounts of traffic to avoid driving through the town centre.
- 6.5 There are a number of proposals for new infrastructure to improve access to and within the waterfront area. Policy T22 of the Ipswich Local Plan sets the schemes out in the following order of priority:
1. Wet Dock Crossing
 2. West Bank Link Road
 3. East Bank Link Road (only if further access improvements to the Port are considered necessary following the implementation of 1 and 2 above).
 4. Waterfront Green Route Scheme (only when the Council is satisfied that it will not lead to adverse traffic and environmental conditions).

Since the identification of these four key projects further work has been undertaken by various consultants (on behalf of IBC) to develop them. However, no detailed schemes are proposed at present.

Public Transport

- 6.6 Buses are the main form of public transport for the town. Bus services in Ipswich are largely provided by two companies: Ipswich Buses and First Eastern Buses. Improvements have been made to the routes on the five radial corridors within the last 10 years including bus priority measures and improved passenger information. Bus Quality Partnerships have been set up for routes including Superoute 66, Superoute 99, Routes 8 and 13, and Route 16. In addition, two Park and Ride sites are up and running on London Road and Bury Road and a third scheme at

Martlesham on Woodbridge Road is to be implemented in the near future.

- 6.7 Overall, existing bus services to and around the town centre are generally good. The recently introduced bus gyratory system (October 2002) around the retail core provides a good balance between pedestrian and bus accessibility. However, the strongly radial bus route system has led to certain parts of the town being poorly served, notably the Waterfront and Ipswich Village. The former suffers from low levels of existing attractions, meaning that there would currently be very little demand for passenger activity at any stops in the area. Bus services which might be expected at least to pass near the Waterfront, such as those running north-south between the town centre and the Stoke area, currently run via the railway station and therefore not along Bridge Street.
- 6.8 The town currently has two bus stations, the larger Ipswich Buses terminus at Tower Ramparts (Crown Street) serving the 'town' bus routes and the Old Cattlemarket between Dogs Head Street and Turret Lane serving the 'country' bus routes. Both the bus stations are situated on the town centre gyratory route referred to above. It is understood that the expansion of Tower Ramparts bus station has been considered in the past, but the land that was potentially available was bought by NCP to create the surface car park west of Peel Street. Proposals have also been put forward in the past for the relocation of the Old Cattle Market Bus Station but have not as yet been taken further.
- 6.9 Ipswich railway station provides access to a good range of local and regional rail services. These include services to and from London, via Colchester and Chelmsford (with a fastest journey time of just over 1 hour), every 15 minutes and also direct links to other regional centres including Peterborough, Norwich and Cambridge. A number of bus routes provide links to the station (both Ipswich Buses and First Eastern services). There is also a taxi

rank at the station and cycle parking facilities (see below for further cycle information).

Pedestrians and Cyclists

- 6.10 Although many of the streets within the heart of the town centre are either pedestrianised (e.g. Westgate Street) or pedestrian friendly (e.g. St Nicholas Street), the pedestrian environment within the outer town centre is very poor (i.e. almost all the routes outside the bus gyratory system). For example the Star Lane/College Street/Key Street/Fore Street gyratory system presently has a particularly negative impact on north-south links between the Waterfront and the Town Centre. This system incorporates the one-way eastbound working of Star Lane and the parallel one-way westbound working of Fore Street/ Key Street/College Street and is an area dominated by large volumes of traffic. As such it is not a pleasant environment for pedestrians to negotiate at any time of day. A number of options for improvement have been considered in the last few years but as yet no measures have been implemented (e.g. the Waterfront Greenroute).
- 6.11 Particular streets that offer a poor and potentially hazardous environment for pedestrians and cyclists include Bridge Street, Commercial Way and Grafton Way, Princes Street, Civic Drive, Franciscan Way and Greyfriars. Simple, direct crossings are few and often poorly located. There is therefore a need for a comprehensive pedestrian network for the Town Centre that can deliver solutions to the shortcomings of the existing routes highlighted above (see Figure 5.4).
- Three signed local cycle routes run into the Town Centre as follows:
- Route 2 – Bolton Lane
 - Route 4 – Rope Walk; and
 - Route 12 – Fonnereau Road.
- 6.12 In addition, the County Council has produced a Cycle Map for Ipswich that sets out a large number of suggested cycle routes that are as

yet unsigned. Cycling is prohibited in pedestrianised streets including Westgate Street, Tavern Street, Carr Street, Cornhill, Dial Lane and St Lawrence Street. However, cycling is permitted on Buttermarket in one direction only (eastbound). Cycle parking is available in a significant number of locations within the core Town Centre but is less easy to find elsewhere. There is cycle parking available at the station as indicated above.

Key Transportation Conclusions

- 6.13 The following issues have arisen as a result of the analysis of the existing movement infrastructure within central Ipswich:
- the domination of urban environment by motorised vehicles (outside the town centre pedestrianised area);
 - the need for a comprehensive pedestrian and cycle network throughout the town centre with particular emphasis on north-south links between the core town centre and the Waterfront area;
 - the good existing bus services with potential for further improvements and new routes to fill the gaps in current provision; and
 - the importance of rail in linking Ipswich with other regional centres and therefore need to improve links to and from the station and interchange facilities at the station.



➤ Above Tower Ramparts bus station

4.0 The IP-One Area

7. Urban Design Analysis

7.1 Ipswich already has a number of positive urban design features. These contribute to making it a very pleasant and interesting place to live and work. They include:

- the Wet Dock;
- the core of historic fabric;
- attractive public spaces and a network of narrow lanes;
- pedestrian friendly central area;
- listed buildings including churches, port related and other historic buildings;
- the enclosure of the waterfront by a predominantly tree lined high ground; and
- open spaces and parks though these are predominantly outside the central area.

However, there are a number of less positive to negative features namely:

- the dramatic fall off of quality of environment in some peripheral areas around the town centre;
- an underused and poorly landscaped river within the town;
- large areas of surface car parking; and
- traffic dominated highways with poor environmental quality and limited pedestrian facilities.

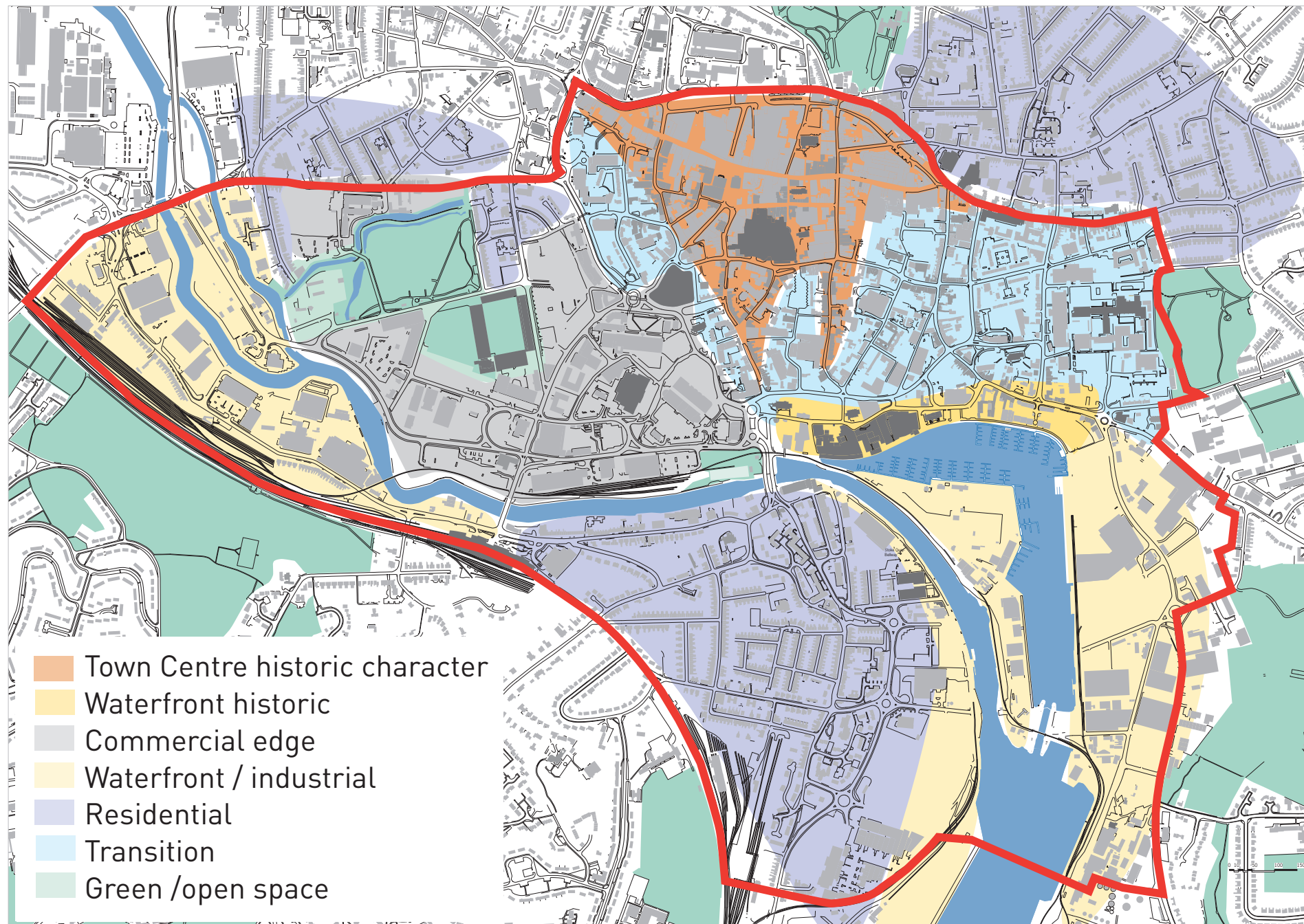
7.2 The central area is also to some extent defined by a ring of tall buildings and other structures, some of lesser quality (predominantly slab and towers dating from the 1970's and 1980's). However, the industrial/port facility structures that enclose much of the Wet Dock North waterfront have a simplicity and robustness that is characteristic of that area.

7.3 The main Suffolk College is another tall building, which though located somewhat off the main enclosing ring, is nevertheless a building with quality and potential capacity that may prove valuable as part of a regenerated campus.

7.4 The encirclement when taken with recently approved residential developments in the Waterfront are indications that a tall buildings policy that respects this encirclement would be a useful starting point to limit and focus higher buildings in the central area.

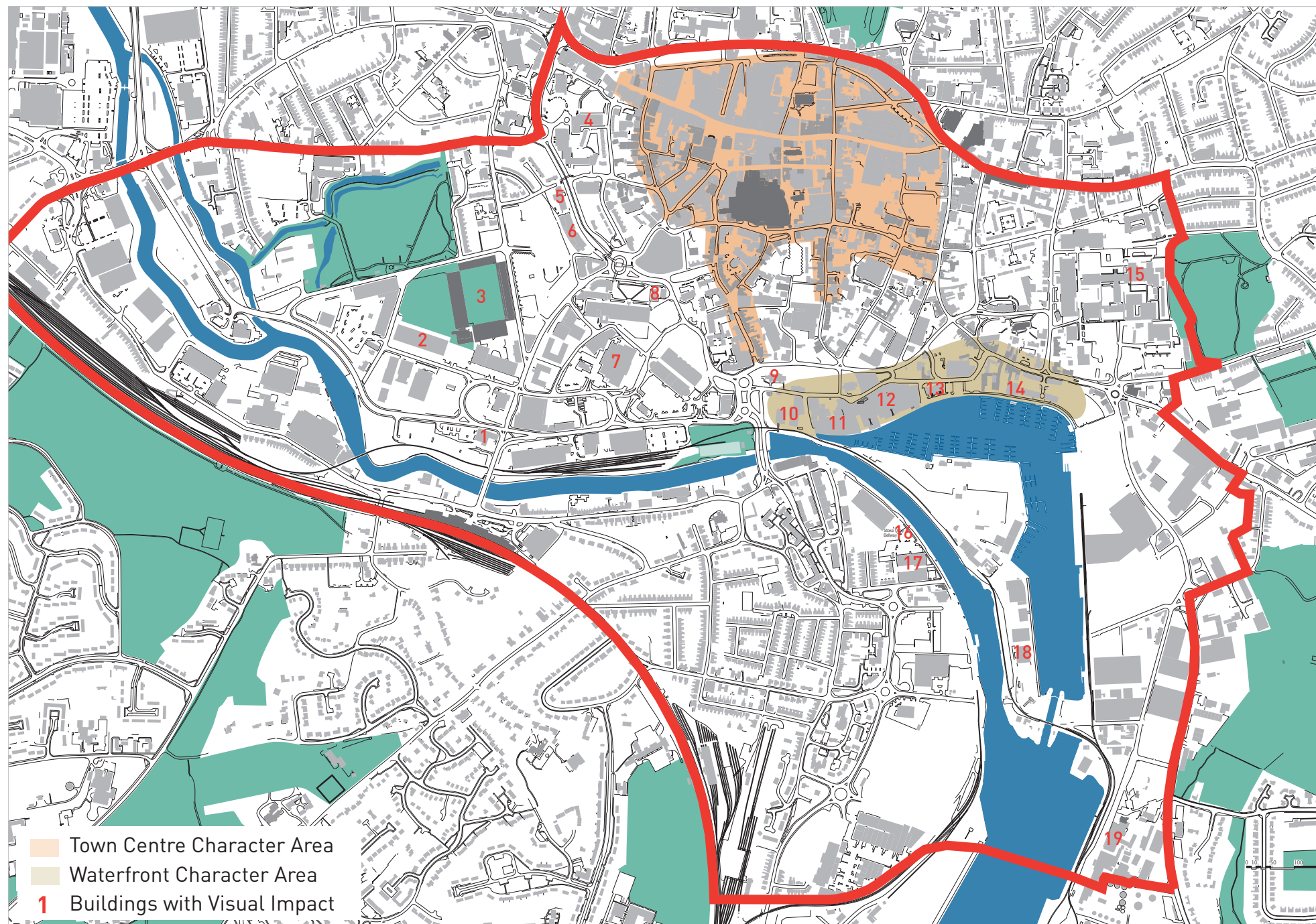
7.5 The diagrams overleaf indicate these key aspects of Ipswich Town Centre (Figures as follows: 4.2-Urban Character, 4.3a-Key Features, 4.3b-Views and Character Areas) and how the tall building policy may be developed to encompass the future development of Southern end of the Wet Dock Island.

4.0 The IP-One Area



>Figure 4.2 Urban character

4.0 The IP-One Area



>Figure 4.3a Landmarks/Tall Buildings/Character Areas

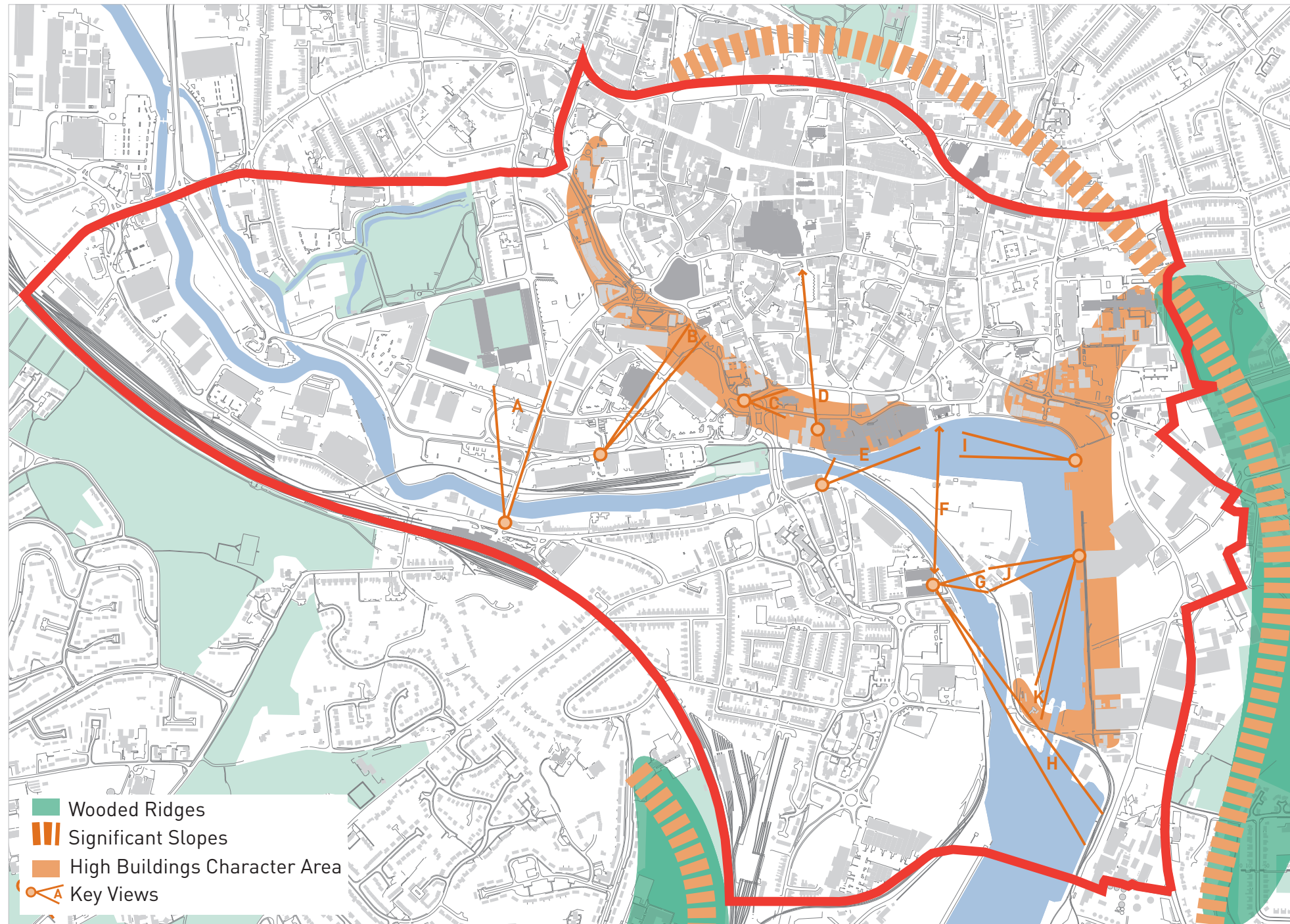
Buildings

1. Listed Maltings
2. New County Council Offices
3. Ipswich Football Club
4. Ipswich Borough Council Offices
5. Commercial Developments (Axa)
6. Commercial Developments (Axa)
7. Multiplex Cinema
8. Residential Tower
9. St. Peter's Church
10. St. Peter's and Burtons
11. Cranfields Mill
12. Paul's Malt site
13. Old Custom House
14. Bellway Development
15. Suffolk College
16. Bellway development (Quay West)
17. Felaw Maltings
18. Cranes



>Above Buildings with visual impact (view from Borough Council offices)

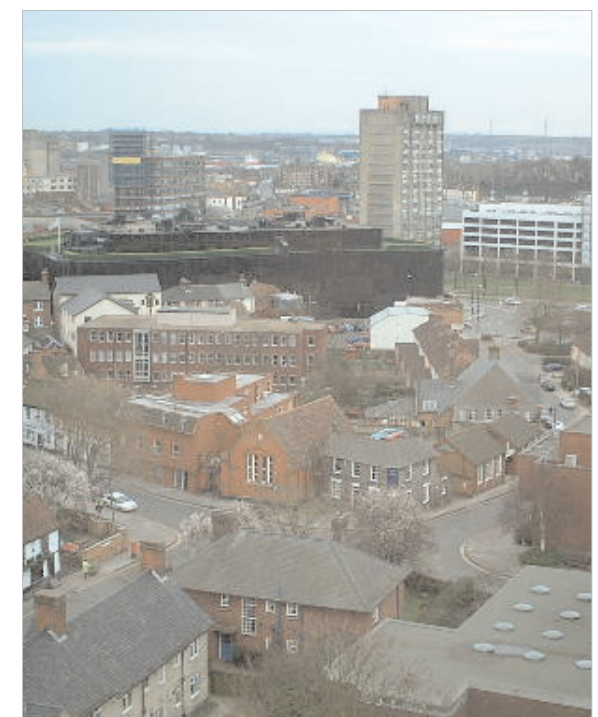
4.0 The IP-One Area



>Figure 4.3b Vistas/Character Areas/Tall Buildings

Views

- A. Arrival Vista of Village Developments
- B. St. Nicholas Church from Cardinal Park
- C. St. Peter's, gateway to Waterfront
- D. Vista to St. Stephen's Church
- E. Sweep of historic North Waterfront from South
- F. Views to and from Felaw Maltings and Old Custom House
- G. From Felaw Maltings to the lock buildings
- H. From Felaw Maltings to the Tolly Cobbold Brewery
- I. Sweep of historic North Waterfront from East
- J. Orwell Quay to lock buildings
- K. Orwell Quay to cranes



>Above Buildings with visual impact

4.0 The IP-One Area

8. IP-One Character Areas

8.1 IP-One comprises a number of different character areas, shown in Figure 4.2 and described below:

The Waterfront

8.2 The Waterfront Area comprises over 80 hectares of land and buildings around a Wet Dock at the head of the navigable estuary of the River Orwell and only 12 miles from the sea. It embraces the historic port area that lies to the north of today's commercial port and deep water quays. It is characterised by a lively mix of building types of varying scales and incorporating many characteristic dock features on the building and on the quay.

8.3 This area is the oldest part of the Port of Ipswich, lying to the south of the Town Centre. It was designated a Conservation Area in 1991. Some of the buildings within this zone still function as part of the working Port. Most are no longer dependent on the traditional port functions.

8.4 The regeneration of the Waterfront has already begun and the Council is working in partnership with the Waterfront Steering Group, comprising developers, landowners and other organisations and agencies. The Council has adopted a proactive approach to securing development and a number of schemes have been implemented including the:

- repaving of the northern quays;
- development of a 360 berth yachting marina; and
- development of apartments at Neptune Quay, including 3 large residential schemes under construction.

8.5 Important buildings within the Waterfront area include the Grade II Listed Felaw Maltings, the Old Custom House, Tolly Cobbold Brewery and the Churches of St Peter and St Mary at the

Quay. Opportunities in this zone include the redevelopment of a mixed use complex at Cranfields Mill as well as new build and conversion options for redundant warehousing and grain stores. Recently completed schemes include the Salthouse Harbour Hotel.

Town Centre

8.6 This zone includes all the most significant Town Centre built fabric, predominantly retail and commercial in use as well as the northern bus station, Ipswich Borough Council offices and the Wolsey Theatre. The Centre lies within the Town's gyratory system. The main retail area of the town centre is along Buttermarket and Westgate Street/Tavern Street. Much of the town centre is historic and almost all of the area lies within the Town Centre Conservation Area. There are a number of characteristically picturesque alleyways and narrow streets only suitable for pedestrians. The character of building is similarly rich with a variety of ages and styles. The new buildings are generally within the scale of the area as a whole though there have been instances where newer developments have paid less respect to the character and scale of building.

Ipswich Station

8.7 Ipswich Rail station is located to the south west of the town centre, just south of the river. Princes Street is the main pedestrian route between the station and the town centre. There is a strong movement of commuters to and from the station in the morning and evening peaks, suggesting that improved pedestrian facilities leading to the station and directly outside are a priority. Pressure for residential, leisure and commercial developments is building up along both sides of the River frontage near the station.

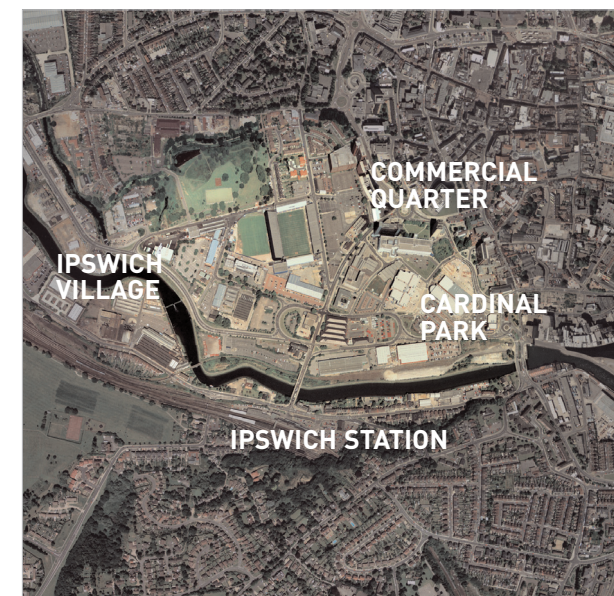
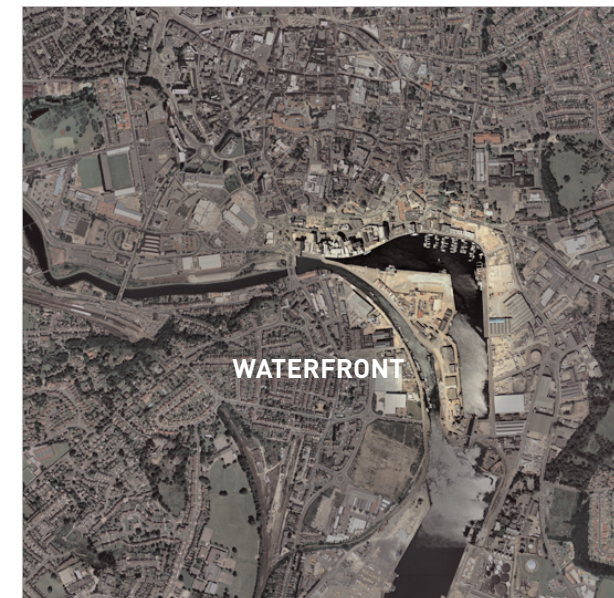
Ipswich Village/Cardinal Park/ Ranelagh Road Area

8.8 The Ipswich Village quarter is centred on the Ipswich Town Football Club (ITFC) and its stadium at Portman Road. This has recently benefited from 2 new stands incorporating conference and community facilities. The area, whose origins are fairly recent (the area being undeveloped marshes until the 20th century), epitomises the changing character of Ipswich. Developments already underway confirm that the potential exists for the creation of a truly mixed use, sustainable urban area. The Ipswich Village project seeks regeneration through mixed use development including conference facilities, commercial leisure, sports and hotel facilities. Improved links to and integration with the town centre are also a priority. The Ipswich Village Partnership has been established by the Council to assist in this project.

8.9 To date most of the developments have tended to be site based with a predominant provision for surface car parking surrounding the development. This is beginning to change with recent developments for the Crown Court and the Suffolk County Council offices (previously a commercial development to house the an international energy company). Another more recent development includes a conversion to loft apartments.

8.10 Cardinal Park at present offers little to the IP-One area in terms of urban structure as it is poorly connected to other parts of the town (especially for pedestrians and cyclists and those using public transport, its built form and character are uninspiring and have little or no respect for the vernacular style. It therefore does not at present seem to be part of the town centre.

8.11 EEPA are working with the Borough Council and Ipswich Buses in providing a new site for the bus depot, thus releasing the existing site for a mixed development in keeping with current policies for the area.



4.0 The IP-One Area

Commercial Quarter

8.12 This Sub-area includes the Grade 1 Listed Willis Building as well as various Council and Governmental institutions. The future of the area will be tied into the emergence of commercial developments in the village and Cardinal Park. The area also overlaps with parts of the Town Centre (the Borough Council offices), insurance buildings in Franciscan Way and Civic Drive. Within the zone Princes Street is currently a strong link to the railway station but with poor environmental quality and pedestrian facilities, particularly at the Civic Drive/Princess Street roundabout and subway.

Mint Quarter

8.13 This zone includes the site of an approved retail scheme that has not yet been implemented and at present has no clear future. It is predominantly a surface car park operated by NCP. It lies within the Town Centre traffic gyratory system and is part of the secondary shopping area identified in the Local Plan. Its character is mixed with some Listed Buildings to the south but overall the quality of the area is poor. The southern edge of the Mint Quarter is within the Town Centre Conservation Area.

Transition Zone

8.14 Transition Zone is the area around the core of the Town and linking it to the Waterfront, Suffolk College and County Council site and to Ipswich Village. This is an area in the process of change with opportunities for infill and more comprehensive plot assembly and development. It lacks any specific character as it forms a buffer between the historic core and more recent developments such as the Village and the commercial buildings of the 1970s and 1980s in Civic Drive (Commercial Quarter).

8.15 It is the area that, by nature of its fragmentary form and grain offers a challenge to the Urban designer. There are numerous ownerships and the area as a whole would benefit from a strategic framework within which development can take place with regard to an overall plan.

Stoke

8.16 This area includes a significant area of historic residential streets within Stoke. It is bounded by the railway line on its west side and the Waterfront to the east. Stoke falls within the Bridge Ward which is within the top 20% of most deprived wards in England. It has more recently been developed with residential estates that turn their backs on the streets in the area resulting in unattractive blank walls. Much of current development will be based around the declining industrial areas on the waterfront. One recently completed development has set a good standard but current proposals for new residential development should be better integrated with their surroundings.

Education Quarter (Suffolk College and County Council Offices)

8.17 This area is located east of the town centre, just south of the Suffolk County Council offices that are programmed to be vacated in early 2004 and service relocated to new offices in Ipswich village. The future of the area is bound up with ongoing studies into the further and higher education in Ipswich. The area has a variety of character ranging from low rise residential developments close to the town centre, the tall slab blocks of the college, a mix of poor quality County Council and College buildings as well as the Listed County Council building. The area is surrounded to the east by Victorian and Edwardian housing and the attractive elevated Alexandra Park.

9. Key Urban Design Conclusions

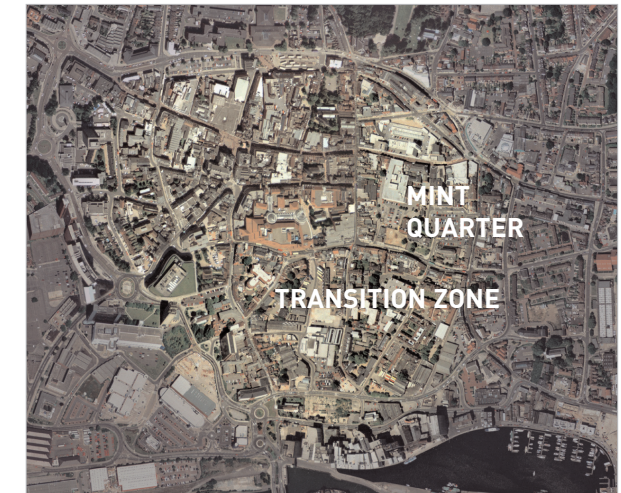
9.1 Positive and negative points regarding the urban character of Ipswich have emerged from the analysis undertaken and these are set out below:

Positive Features

- 9.2
- the central area includes significant areas of historic development, protected by conservation area status with high quality visual characteristics;
 - local views in and around the central area are predominantly protected by the existing street pattern; and
 - local views in and around the Wet Dock and the Island are an essential part of the character of the waterfront.

Negative Features

- 9.3
- post-war developments have not created a sense of place, or townscape;
 - traffic engineering dominated townscape. This is seen particularly on the edge of the town centre with streets such as Star Lane, Civic Drive etc. contributing little to the overall townscape and additionally creating severance for pedestrians seeking to cross these routes;
 - more recent and bulky office buildings predominantly located in the Ipswich Commercial area to the west of the town centre;
 - Cardinal Park is an area of poor townscape quality;
 - The town centre lacks public spaces (green and other) excepting the town hall square – all parks etc. are outside the Inner Ring Road; and
 - Ipswich is a town with few tree-lined streets that are inherently attractive and contribute to a varied urban environment.



4.0 The IP-One Area

10. Flood Protection Issues

- 10.1 The Environment Agency (EA) has recently drawn up a Flood Defence Strategy Study for the Orwell Estuary. A number of Strategic Options were developed initially based on the options of:
1. doing-nothing,
 2. holding the line,
 3. retreating or advancing the line of defence.
- 10.2 Flooding threatens Ipswich from two sources, from the river upstream (fluvial) and from the open sea, (tidal). Ipswich is already protected upstream by a barrier located beyond the railway crossing on Ranelagh Road. Therefore the EA and its consultants BV Consulting are concentrating their attention on the risk of flooding from the advancing tide and rising sea levels.
- 10.3 In the case of Ipswich the do-nothing scenario is not an option being since the Town is such that some form of defence is needed to protect large areas of Central Ipswich that lie within the flood plain.
- 10.4 The choice lies between holding the line, currently provided by flood protection walls (which would require raising and in part replacing) along the River Orwell and advancing the line in this case with a flood barrier.
- 10.5 Three options for location of a barrier have been proposed but only one of the these options offers a viable solution, the other two were dismissed as being either too costly (at the Orwell Bridge) or adversely affecting port operations (inland between the bridge and the wet dock island). The one viable option is to locate a barrier towards the southern end of the Wet Dock Island. The precise form and location of which would be the subject of further study.

- 10.6 In terms of assessing the risk to the Town the consultants have used the Local Plan as its basis for assessing land values in the area. This assessment therefore takes no account of the potential developments that the Area Action Plan promotes.
- 10.7 The rules that govern the assessment have recently been changed in detail. However, the Department for Environment, Food and Rural Affairs (DEFRA) will only contribute funds equivalent to the least cost solution. Currently there is little in cost between the barrier and the "hold the line" solution.
- 10.8 DEFRA's funding could be used as a contribution to a solution that provides more than simply flood defences. In the case of Ipswich and the emerging Area Action Plan, this could therefore be towards a combined barrier and bridge as described in Section 5/Appendix A. This would be a project that demonstrates joined up government and holistic planning. It would also be likely to receive general support from EEDA. It would not however be a project that the Environment Agency would lead on and so one key aspect to be resolved in the near future would be the identification of a Project Leader to manage this integrated project. At this stage the choice would seem to be between the two local government authorities, Ipswich Borough Council and Suffolk County Council.
- 10.9 The immediate timescale for the conclusion of this part of the Flooding Study is as follows:
- Preferred option will be the subject of consultation in October 2003.
- Results of consultation and report will be submitted to DEFRA in November 2003.
 - Results of DEFRA deliberations will be known in not less than a 12-16 weeks.



>Above Flooding in Ipswich during the 20th century

5.0 The Area Action Plan

1. The Area Action Plan Concept

1.1 The vision for IP-One is a response to IBC's four Urban Renaissance objectives for the Town Centre (see Section 2) it is:

"To make IP-1 the place to live, work, study and play and to promote, through public and private investment, the very best in urban design and movement strategies for a sustainable future"

1.2 The two key themes that emerge from these objectives set out above are sustainable development/regeneration and integration within the IP-One area. Analysis of the form and function of the existing town centre and consultation with the community and other key stakeholders confirmed that these were the issues that required initial consideration in preparing the Area Action Plan.

1.3 Section 4 has highlighted that IP-One has evolved as a group of independent but currently poorly linked quarters. The analysis of connectivity within the town identified that there were four key nodes within Ipswich, as follows:

- Core Town Centre area;
- Waterfront area;
- Ipswich Station; and
- Suffolk College.

1.4 The concept is diagrammatically represented by the 4 nodes in Figure 5.1. One of the overarching aims of the Area Action Plan is therefore to connect these four key nodes, creating an extended integrated town centre.

1.5 This will facilitate and encourage appropriate development/regeneration in the various quarters of the town, in a manner that is appropriate to their character and predicted uses. Some of the proposals may entail a departure from existing land use planning policies (for example a more mixed development of the Mint Quarter, to drive a more achievable development possibly on a phased incremental basis).

2. The AAP Objectives

2.1 Underpinning the AAP are the four 'Urban Renaissance aims set out in Section 3, Paragraph 1.5. These have been further elaborated and refined to give twenty objectives for the AAP. They are, as follows:

1. Encourage new business investment and provide employment opportunities for local people
2. Sustain and improve retail function of the Town Centre
3. Redevelop/regenerate the Waterfront and the Wet Dock Island
4. Provide Flood Protection for the Waterfront and other parts of the Town
5. Integrate the core Town Centre with the surrounding area
6. Promote redevelopment of the Old Cattlemarket Bus Station and consolidate bus facilities at Tower Ramparts
7. Promote Higher/Further Education and training opportunities
8. Encourage development of all-year round tourist attractions including leisure and arts facilities
9. The provision of a University
10. Promote the principles of good urban design including mixed use developments and higher densities
11. Encourage lively street frontages
12. Improve legibility and promote new vistas
13. Improve urban form & structure
14. Ensure sympathetic reuse of existing building stock
15. Preserve both the historic layout and important historic buildings
16. Improve conditions for pedestrians & cyclists
17. Reduce severance effect of vehicular routes
18. Encourage greater use of buses
19. Improve bus/pedestrian/cycle links to the station and all interchange facilities at the station
20. Provide more public open space (hard and soft landscaping),



>Figure 5.1 The Area Action Plan Concept

5.0 The Area Action Plan

2.2 These objectives have been developed through the analysis of the urban design and transportation issues within the town centre and also through consideration of the responses to the community consultation. (the details of which are set out in Appendix D). These objectives are used in the assessment of projects in Section 5 and Appendix A. In addition Table 5.1 shows that these objectives are a positive response to national, regional and local planning policies.

RPG6	Regional Planing Guidance Note 6
ILP	Ipswich Local Plan (First Deposit Draft)
SSP	Suffolk Structure Plan
RES	Regional Economic Strategy
PPG1,3,6,13	Planning Policy Guidance Note 1 General Policy and Principles Note 3 Housing Note 6 Town Centre Note 13 Transport
SC	Sustainable Community Plan for East of England

AAP Objectives		RPG6	ILP	SSP	RES	PPG1	PPG3	PPG6	PPG13	SC				
1	Encourage new business investment and provide employment opportunities for local people	✓	✓	✓	✓					✓				
2	Sustain and improve retail function of Town Centre		✓					✓						
3	Redevelop/regenerate the Waterfront and Wet Dock Island	✓	✓	✓						✓				
4	Provide Flood Protection for Waterfront		✓							✓				
5	Integrate the core Town Centre with the surrounding area		✓	✓				✓						
6	Promote redevelopment of Old Cattlemarket Bus Station and consolidate bus facilities at Tower Ramparts		✓					✓	✓					
7	Promote Higher/Further Education and training opportunities	✓	✓	✓	✓					✓				
8	Encourage development of all-year round tourist attractions including leisure and arts facilities		✓					✓						
9	Provide land for new residential development including affordable and key worker housing	✓	✓	✓	✓		✓			✓				
10	Promote the principles of good urban design including mixed use developments and higher densities		✓			✓				✓				
11	Encourage lively street frontages in appropriate areas		✓			✓								
12	Improve legibility and promote new vistas		✓			✓								
13	Improve urban form & structure		✓			✓								
14	Ensure sympathetic reuse of existing building stock		✓		✓					✓				
15	Preserve both the historic layout and important historic buildings		✓											
16	Improve conditions for pedestrians & cyclists		✓					✓	✓					
17	Reduce severance effect of vehicular routes		✓						✓					
18	Encourage greater use of buses		✓					✓	✓					
19	Improve bus/pedestrian/cycle links to the station and all interchange facilities at the station		✓						✓					
20	Provide more public open space (green and other)		✓											

>Table 5.1 AAP objectives against National, Regional and Local Planning Policies

5.0 The Area Action Plan

3. The Four Key Projects

3.1 The objectives above have led to the emergence of four key urban design/land use projects for the IP-One area. Underpinning these projects and set out in greater detail in Appendix C is the development of a greater intensification of development within the IP-One area. If the vision of sustainable urban regeneration of the town centre is to be achieved, a steep change in the town will be required.

The four projects are:

Linking the Core to its surroundings (Waterfront, Station and College)

3.2 The town centre's qualities have already been stressed in previous sections. It is clear that building on its townscape and historic qualities will provide an impetus to its further development and intensification.

3.3 The Urban Renaissance stresses the importance of an integrated design approach to produce the step change that individual site assessment cannot produce. Ipswich town centre has in large part suffered from this lack of integration and so has not developed to the limit of its potential quality environment.

3.4 The retail study by CRE identified a shortage of retail space in the order of 60,000m² in the Town Centre. The Area Action Plan seeks new business involvement and to sustain and improve the retail function of the Town Centre (AAP objectives). The AAP seeks to provide this in a sustainable manner in part by providing capacity to further support the demand.

3.5 The AAP, through its emphasis on linkages, stresses the importance of connections to the west, east and south as all offering opportunities to extend the character and density that characterises the town centre.

3.6 Within these areas, key projects are described below. However, the transition from centre to these surrounding area has been an identified concern for the delivery of the larger picture.

3.7 In the east the connections, through to the Suffolk College educational quarter, include the Mint Quarter site. It is one of the AAP's key aims to see that this development opportunity come forward. The lack of progress to date may require that a more detailed study of the reasons for this and an investigation of ways in which the development potential is unlocked should be undertaken.

3.8 In the south, the area that links the centre to the Waterfront is one of great potential, with a number of sites of opportunity and key buildings. However, it is an area severed from the core town centre area by the gyratory highway system that dominates the environment. In addition, it is an area with significant archaeology that hampers development and the creation of higher development values. Overcoming these constraints is a major issue.

3.9 The Old Cattlemarket Bus Station is located to the north of the waterfront area, on the southern edge of the core town centre. The aim of connecting the core area to the Waterfront will be immeasurably improved should the relocation of the bus station (one of the Integrated Transport Package (ITP) projects – see Figure 5.4) be achieved. Releasing the site for development and combining it with a greatly enhanced public realm will be a stepping stone on the way to creating the Town Centre-Waterfront linkage and enhancing the potential of regenerating the Waterfront quarter.

3.10 Unlocking these constraints will require an approach that links opportunities for other key sites in the central area, for example surface car parking in the Mint Quarter and

adjoining the Tower Ramparts bus station as part of a consolidated bus station in the town centre. It may also require the use of CPO powers. It will require a co-ordinated and integrated approach to the transport issues that affect this area. This is described more fully within the ITP proposals.

3.11 To the west, the linkages to the Ipswich Borough Council site and soon to be vacated Crown Court area are relatively good. However, connecting to the Commercial Quarter which has traditionally been located around Civic Drive and which is now emerging in the Ipswich Village area, is not as simple to deliver. Pump priming from public sector and key landholdings of the Borough Council in the Village have the potential to be major contributors to emergence of a significant and integrated Commercial Quarter.

Developing the Waterfront as a mixed use area whilst protecting and enhancing its special character.

3.12 The Waterfront area offers significant development opportunities. These have been emerging quickly over the last 5 years and considered together probably represent the greatest pressure on land in Ipswich. However the success also brings concerns.

- pressures could change the character and special quality to the detriment of the area;
- the quantum and density of development brings pressure on the infrastructure;
- the threat from flooding must be resolved as a priority;
- the opportunities should be spread and not restricted to the waterfront;
- so far a mix of uses has only in part been delivered; and
- better linkages to and from the island and between the east and west banks must be provided.

3.13 The area is identified as a key location for arts and cultural use as a part of the Town's overall regeneration. The contribution that arts and cultural quarters can potentially make to regeneration programmes is widely acknowledged. At present Ipswich has no definable cultural quarter and it may be argued that given the compact form of the existing core town centre this is not a major disadvantage. However, it is considered that the Waterfront quarter does offer an opportunity to consolidate and bring new facilities to a specific location within a central area that has the potential to grow considerably over the next 15 years. The proposed redevelopment of Cranfields Mill and the emerging project for a Waterfront Visitor Centre are two potential projects that could act as catalysts for a focused arts and cultural area within the Waterfront.

3.14 The Waterfront area therefore offers opportunities to create distinctive forms of development appropriate to its riverside location. This is true of all parts of the Waterfront and this has driven the preparation of specific design guidelines. Drawing on the different characters and pressures on the discreet areas of the Waterfront, the Design Guidelines are an important part of the AAP (the Guidelines are set out in Appendix B).

5.0 The Area Action Plan

Developing an office/commercial heart to Ipswich around existing and proposed public transport and pedestrian links.

- 3.15 The office/commercial centre of major developments has largely been located along the Princes Street/Civic Drive corridor. Within a short walk of the Railway Station, the Town Centre and the Waterfront are located the two areas known as Cardinal Park and Ipswich Village. Ipswich Village has been conceived as a mixed use area. However, as the urban design analysis in Section 4 has pointed out the character and quality of these areas does not lead itself to the creation of this aim. The transport implications of pedestrian, cycle and public transport access are described elsewhere, however, these cannot be excluded from the consideration of the urban design objectives of the area.
- 3.16 The current ill-defined pattern and grain of development does not assist the desirable quality of street life, active frontages and a legible structure. A pattern of development that is based on the existing structure, but which provides a clear structure of pedestrian routing, a legible pattern of streets and spaces is therefore proposed.
- 3.17 The close proximity to the station can justify a quantum of development and policy should seek to make this more sustainable with constraints on parking provision. However there are other factors which could affect the way the area develops. These include:
- Pressure for Development too heavily weighted towards residential use
 - Development pressure will be based on current plot patterns and traffic management
 - Street activity opportunities being lost as a consequence
- 3.18 To overcome this further work on the implications of a new pattern of streets and spaces needs to be brought forward including:

- The implications of greater densities providing a more attractive mix for the market
- The traffic management implications of the level of development over time
- The infrastructure requirements of a developed new urban structure

Developing a University in the Education Quarter

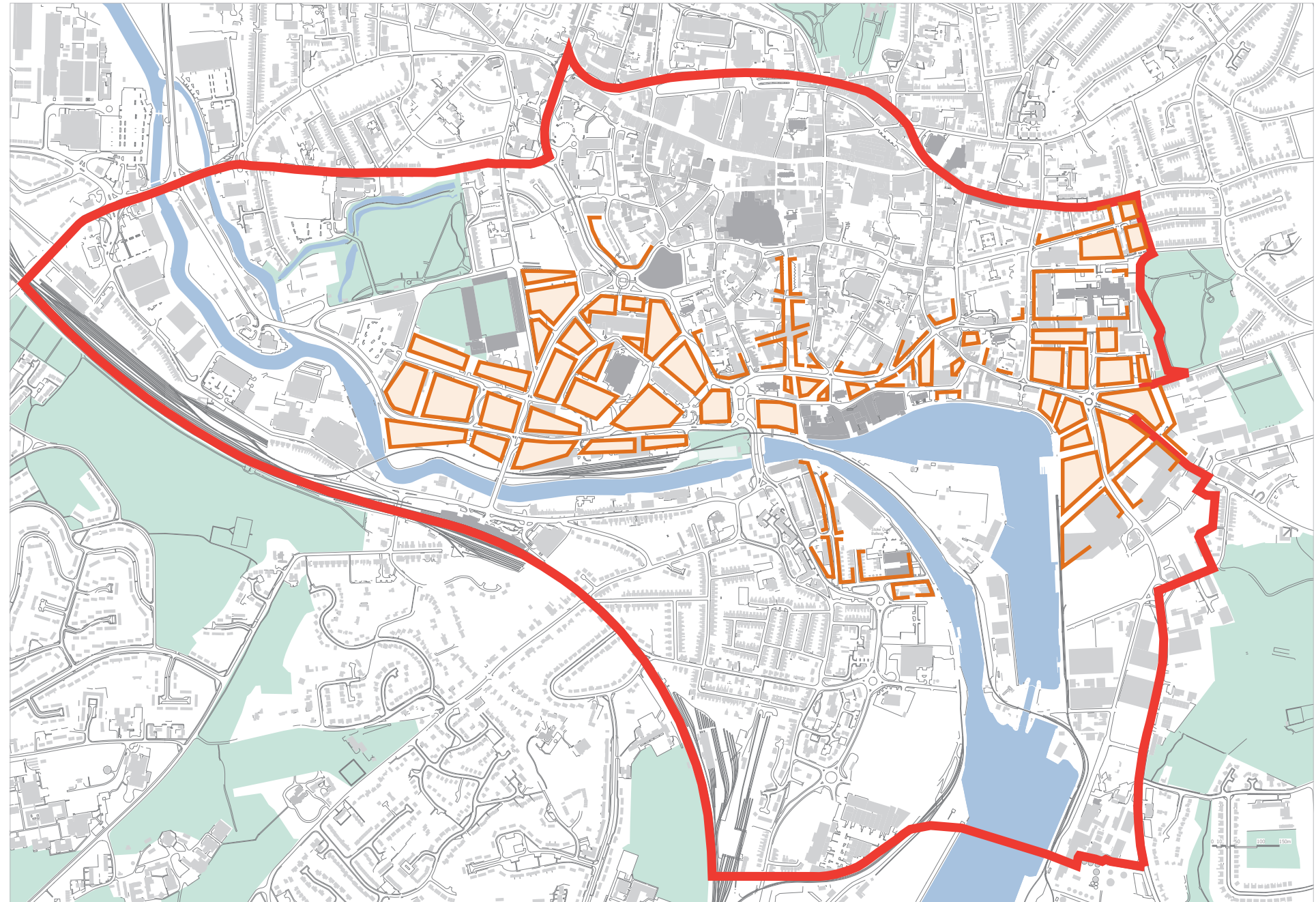
- 3.19 Ipswich lies at one end of the Cambridge to Ipswich hi-tech corridor and its growth is promoted through IP-City and in existing and emerging Regional Planning Guidance. An overall policy objective of the RPG and the Regional Economic Strategy is to secure a new higher education campus for Ipswich based on the fact that it is the only urban area in the sub-region which has the infrastructure to support it. Additionally, it is now one of only a handful of urban areas of comparable size in the country that has not got an independent higher education presence.
- 3.20 The Area Action Plan's Education Quarter would deliver improved and expanded Higher Education provision to Suffolk, and almost certainly will need to be primarily physically based in Ipswich. Various studies have been commissioned assessing the potential number of students that could attend a new Institution (HEI). The conclusions range from little more than Suffolk College's existing 3,600 Full Time Equivalent (FTE) students up to 8,500 FTEs.
- 3.21 The investigation into the viability of creating a new HEI will be the subject of separate more detailed studies. The business case should focus initially on 'demand-side' issues such as curriculum, funding, teaching models and governance. However, in this case, there are a number of important reasons why, in parallel, the supply-side issues relating to site and accommodation choice, availability and delivery, also need to be considered. These include:

- demonstrating that the HEI potential exists;
 - providing greater collaboration between FE and HE institutions;
 - investigating in more detail the cost savings implicit in joint use of facilities (e.g. sports provision, Learning Resource / Library space etc.); and
 - taking advantage of the existing and adjacent sites (Suffolk County Council owned) to ensure continuity of education and, together with the other public sector holdings in this part of the area, to accommodate significant additional education development.
- 3.26 The University project is a part of the wider AAP. It is the key driver of the eastern intensification of the IP-One area. It provides the opportunity to make the connection from the core town centre to the residential areas to the east. It provides an opportunity to greatly improve both east-west and north-south linkages with clear benefits to the Town Centre and to the Waterfront environment.
- 3.27 As a project in its own right it must focus on how the Education Quarter might be best planned and integrated with the overall objectives of the Area Action Plan, and in particular how the project aims of better connectivity (public transport, walking and cycling) to the town centre and adjoining parts of the Plan area can be delivered.

5.0 The Area Action Plan

4. The Urban Design Form

- 4.1 The Area Action Plan envisages the evolution of a new urban structure based on an appropriate grain of streets and blocks. Figure 5.2 is an illustrative indication of how this form might develop. The form has emerged from the consideration of the urban design features of the town combined with the aspirations for the four key projects outlined above. It is further advised by the assessment of potential movement improvements to the town.
- 4.2 The structure is based on extending the core Town Centre area out into more the more recently developed areas including: Ipswich Village, Cardinal Park and the Star Lane corridor. It also includes the potential development of the Suffolk College/Suffolk County Council Quarter as part of a scheme to improve access within the east of the IP-One area. Key to the structure is the creation of new pedestrian and cycle routes opening up the peripheral areas to the town centre.
- 4.3 From this indicative structure a more detailed but still illustrative plan has been developed and this is shown in Figure 5.5 which identifies key projects on this illustrative base. These are also illustrated by indicative aerial views of the Area Action Plan area which follow.



>Figure 5.2 A new urban structure

5.0 The Area Action Plan

5. Key Development Sites

5.1 A number of key development sites have been identified during the course of the study. Some will be covered by the design guidelines for the Waterfront area (Appendix B). However, development briefs for a number of key sites would assist the process of bringing forward proposals consistent with the AAP. Particular sites that would benefit include:

- Suffolk College;
- Old Cattlemarket Bus Station/Turret Lane;
- Waterfront Island Site;
- Tower Ramparts bus station extension/NCP;
- Ipswich Borough Council offices and car park on Civic Drive; and
- Cox Lane (the Mint Quarter).

In addition, key sites within the waterfront area requiring specific development briefs might include:

- BOCM Site in Fore Street/Star Lane;
- Rapier Site, Bath Street; and
- Orwell Quay.

6. The Future of the IP-One Quarters

6.1 The existing character of the IP-One Quarters is described in Section 3.0. Their potential evolution is described below.

The Port

6.2 The usage of the Port area has been changing gradually over recent years. Whilst there has been recent increases in tonnage moving through the port, overall looking across a longer time horizon, the use of the Waterfront area as a functioning port has been in decline and instead there has been an increase in other uses that are attracted to such waterside locations including leisure and residential. The marina is now firmly established and successful. In the long term it is envisaged that this change from a port to a marina will continue and that therefore the operation of

the river and the streets around it will also require appropriate changes also. There will be less need for heavy vehicles in the area and a greater requirement for pedestrian access.

The Waterfront

6.3 The Waterfront area is one of very special character and potential. The emergence of the area as a predominantly residential and leisure mixed use area has begun and should continue. The Wet Dock Island should in due course be transformed to provide a high quality environment including residential and leisure-type developments. There is potential for further engineering interventions to add value, for example the re-opening of the old basin as a marina on the eastern side of the island providing the opportunity for more intensive, high-quality residential development and the re-opening of the lock approximately mid way down the island.

6.4 Other appropriate uses on the Island include open spaces (a park with cafes as currently provided on a short term basis) as well as the proposed Ipswich Visitor Centre.

6.5 The southern part of the island could be developed for shore based marina operations requiring relatively large sites, relocated away from the higher value Northern end of the island. If values allow, the southern end of the island could be the site of significantly taller residential developments with spectacular views of the Orwell Bridge.

Expanded Commercial Quarter - Cardinal Park and Ipswich Village

6.6 Cardinal Park and Ipswich Village are the obvious choice for an expansion of the commercial centre located between the existing Commercial area and Ipswich Station. Of the two, Cardinal Park at present makes no positive contribution to the town centre in terms of urban structure. An improved structure is proposed for the area that will facilitate an intensification of uses and provide a more pedestrian friendly environment.

6.7 Development opportunities would link with the Waterfront within this area. There is already quite a wide mix of uses within Cardinal Park and Ipswich Village and this mix should be continued with an effort made to include both daytime and evening activities. A high quality public space is proposed at a new Square outside the Multiplex cinema. It is not proposed that parking spaces in the area should be lost, but relocated in multi storey car parks within this quarter.

Education Quarter - Suffolk College

6.8 The Suffolk College site has been identified as a key node within the town centre. The Suffolk College site on the eastern edge of the core Town Centre area at present resembles and operates as a large school. The College site is used by many residents as an east-west pedestrian route. Whilst it is recognised that more detailed plans are still under consideration for the future of Suffolk College, it is nevertheless proposed that an Educational Quarter is developed around the existing site. There are plans for a University to be developed within Suffolk and it is considered that Ipswich is the most appropriate town for the University and that this quarter is the most appropriate location within Ipswich. This may require considerable expansion of the existing site but use could be made of appropriate existing buildings within the college campus

and also the Suffolk County Council offices that will be vacated in the near future. In addition the College owns land on the Waterfront. A land swap between the Borough Council and Associated British Ports (ABP) has also opened up opportunities for new development adjoining the college owned land. Links to both the town centre and the Waterfront area should be ensured.

Town Centre

6.9 Although the core town centre area is largely developed and is functioning reasonably well as a retail and leisure area, it could benefit from consolidation and rationalisation around its edges and in particular its transition areas to the west, south and east. Developments should respect existing street patterns and heights and massing would follow the precedent set by prevailing developments. However, there is an opportunity to increase densities and improve legibility as part of a more coherent urban structure.

Mint Quarter

6.10 The area referred to as the Mint Quarter is the largest opportunity site within the town centre and as such it is very important that it is developed to the benefit of Ipswich. Previous plans to develop a pure retail scheme on the site have not been successful and therefore a new approach is proposed. The area should become a mixed-use (but retail-led) quarter, radically restructured to improve linkages between it and the core retail area to the west and the education quarter to the east.

Stoke

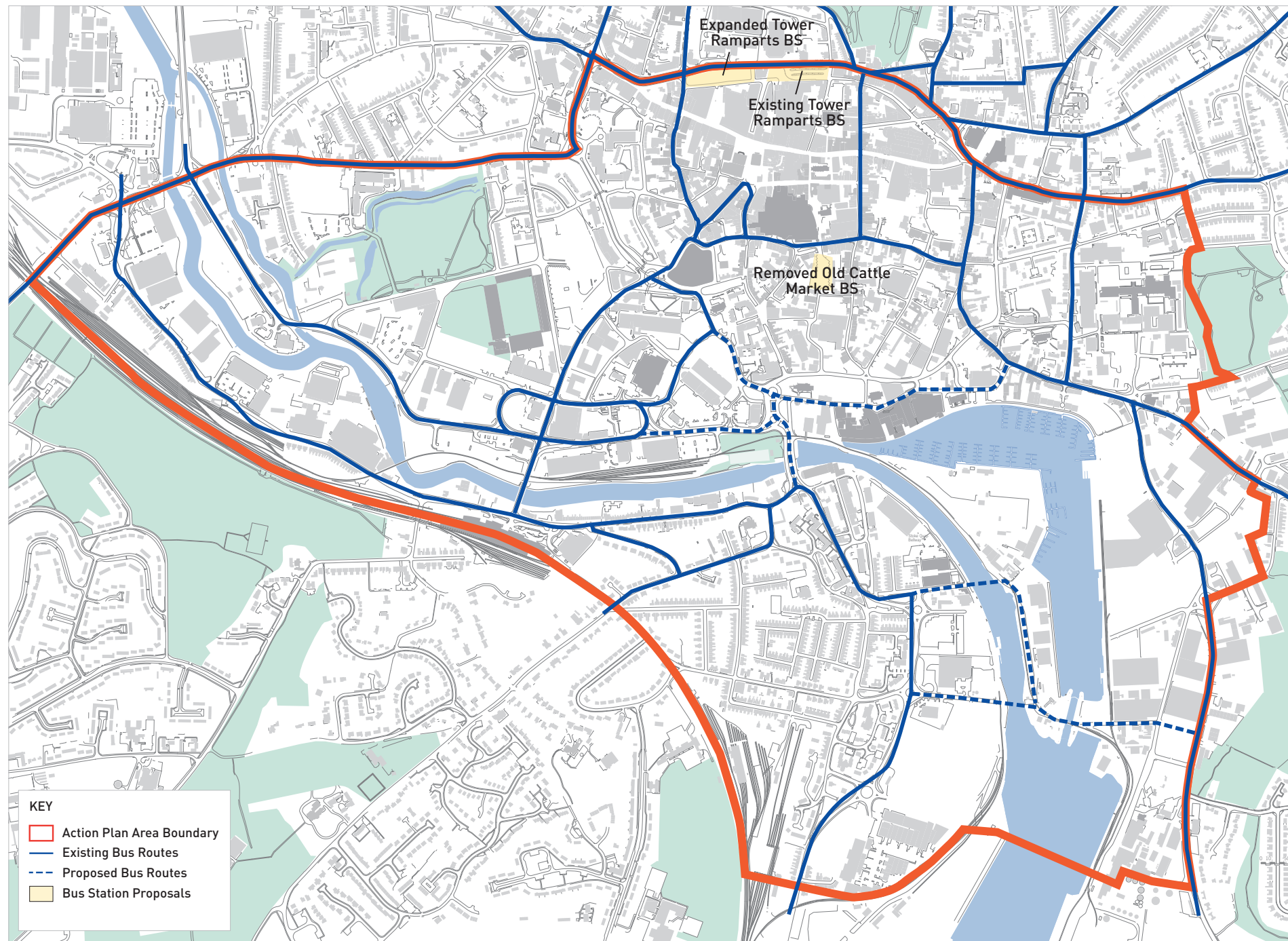
6.11 Development proposals are coming forward for the waterfront and riverside areas within Stoke. It is also important that the area is reconnected with the town centre and that it benefits from the new development within the Waterfront area including new and improved pedestrian links.

5.0 The Area Action Plan

7. The Area Action Plan Linkages

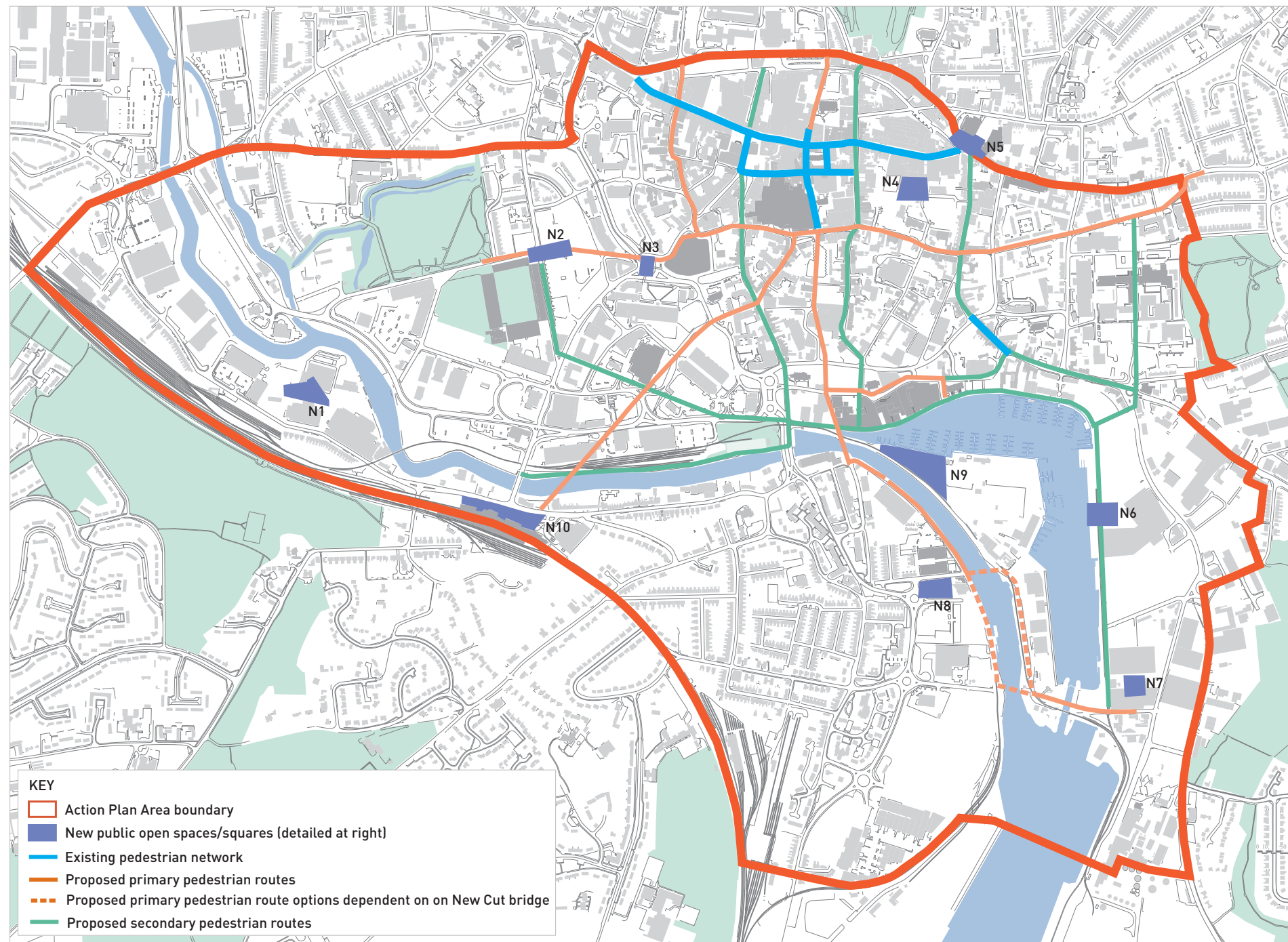
- 7.1 Having established the four key projects and the future of the various character areas, it is necessary to discuss in greater detail the required linkages between these quarters to create a truly integrated central area of Ipswich.
- 7.2 Following analysis of the existing movement and access issues, and discussions with the relevant stakeholders, an Integrated Transport Package (ITP) has been developed for IP-One accommodating all modes but with an emphasis on improving conditions for public transport users, pedestrians and cyclists. This is in line with both local and national planning policies (see Table 5.1).
- 7.3 From this overall strategy a number of proposed linkages have been developed. In this context the term linkages is used in a broad sense and includes:
- new bridges;
 - new and improved highway links;
 - new bus routes; and
 - new and improved pedestrian and cycle links (including public squares and other open spaces).
- 7.4 The proposed schemes are shown in Figures 5.3, 5.4 and 5.5 together with a matrix assessment of each part of the ITP against the Government's New Approach to Appraisal for Transport (or NATA) objectives (Table 5.2) and also against the wider objectives of the Area Action Plan (Table 5.3). Some of the projects within the ITP are a response to specific problems and others are designed to improve overall connectivity and accessibility within the town centre. The ITP must be seen as a whole to fully appreciate the improvements to movement within the Action Plan Area.
- 7.5 Figure 5.4 shows the proposed pedestrian network within the AAP boundary. This network is designed to provide safe and attractive pedestrian routes between the key locations within the area. As part of the pedestrian route a number of public squares and green spaces are proposed. These are spaces designed to contribute to the overall quality of the public realm and to create areas of interest within the wider pedestrian network, as well as to provide places for people to meet and mingle.
- 7.6 The projects identified in Figures 5.3-5.7 are devised to assist in the delivery of an urban renaissance in Ipswich. The timescale for this Area Action Plan, and also the ITP, extends 10-15 years into the future and asks the question what will Ipswich be like in 15-20 years time? A Delivery Plan for the ITP will require further detailed assessment, however, the table in Appendix A gives an initial indication of the delivery issues.

5.0 The Area Action Plan



► **Figure 5.3** Existing and proposed bus stations and routes

5.0 The Area Action Plan



➤ **Figure 5.4** Proposed pedestrian network (including new public open spaces)

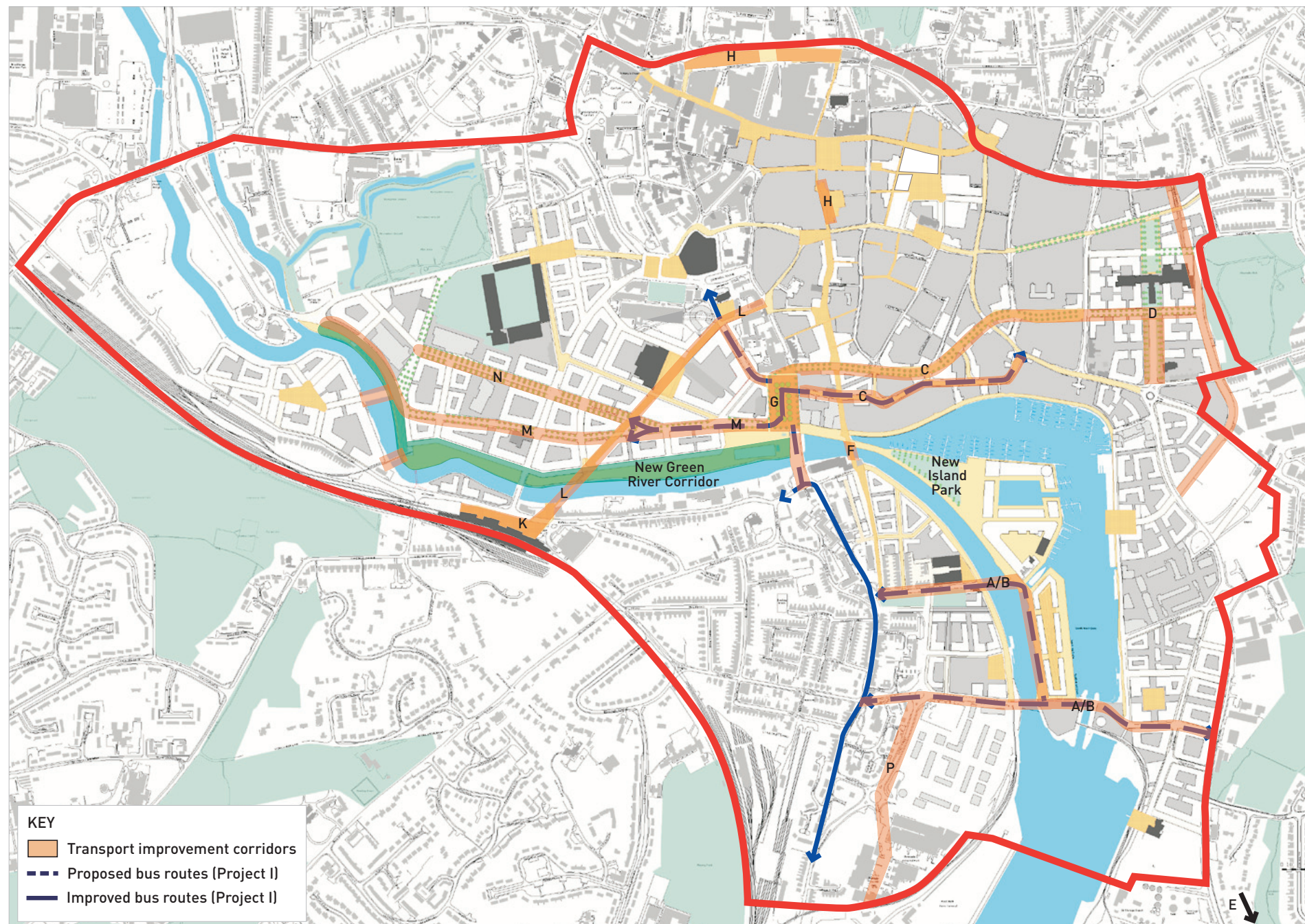
New Public Open Spaces/Squares

- N1.** West Ipswich Village Square
- N2.** Alf Ramsey Way Square
- N3.** Willis Roundabout
- N4.** Mint Quarter Public Open Space
- N5.** Major's Corner Public Open Space
- N6.** Orwell Quay Square
- N7.** Waterfront South Square
- N8.** Felaw Maltings Green
- N9.** Wet Dock Island Park
- N10.** Ipswich Station Square



➤ **Top** Part of new pedestrian route between station and town centre

5.0 The Area Action Plan



► **Figure 5.5** Integrated Transport Package projects

8. Integrated Transport Package (ITP)

- 8.1 The projects identified in Figure 5.5 are devised to assist in delivering an urban renaissance in Ipswich. The timescale for the Area Action Plan and therefore the ITP extends 10-15 years into the future.
- 8.2 The matrices in Tables 5.2 and 5.3 represent the qualities of the ITP for Ipswich when assessed against the Government's NATA criteria and the aims and objectives of the Area Action Plan (See pages 21-22).
- 8.3 The project must be seen as a whole to fully appreciate the improvements to movement within the Action Plan Area.
- 8.4 Delivery will require more detailed assessment, however, the spread sheet description of each element of the total project, set out in Appendix A gives an indication of necessary steps.

Integrated Transport Package (ITP)

- A.** East-West Bridge Link (Wet Dock/New Cut)
- B.** Wet Dock Island Cycle & Pedestrian Bridge
- C.** Star Lane / College Street / Key Street / Fore Street Improvement
- D.** East Ipswich Access Improvements
- E.** East Bank Link Road (Major Highway Scheme outlined in Local Plan but not part of this transport package)
- F.** Foundary Lane Cycle & Pedestrian Bridge
- G.** Bridge Street Square
- H.** Bus Station Relocation
- I.** New Bus Routes (See Key)
- J.** Improved Pedestrian Network (See Figure 4.4)
- K.** Station Forecourt Square
- L.** Ipswich Station to Town Centre Pedestrian & Cycle Route
- M.** Commercial Way / Grafton Way Improvements
- N.** Russell Road Environmental Improvements
- P.** West Bank Link Road

5.0 The Area Action Plan

	Central Govnt Objectives	Environment									Safety		Economy		Accessibility		Integration			Overall positive net (positive - negative)				
		Reduce Noise	Improve Air Quality	Reduce Greenhouse Gases	Protect/Enhance Landscape	Protect/Enhance Townscape	Protect Historic Resources	Support Biodiversity	Protect Water Environment	Encourage Physical Fitness	Improve Journey Ambience	Reduce Accidents	Improve Security	Impacts on Public Accounts	Improve Transport Economic Efficiency	Improve Reliability	Beneficial Wider Economic Impacts	Increase Option Values	Reduce Severance		Improve Access to Transport System	Improve Transport Interchange	Integrate Transport/Land Use Policy	Integrate with other Govnt Policies
Proposed Scheme																								
A	East-West Bridge Link (Wet Dock/New Cut)																							10
B	Wet Dock Island Cycle & Pedestrian Bridge																							14
C	Star Lane / College Street / Key Street / Fore Street Improvements																							11
D	East Ipswich Access Improvements																							13
E	East Bank Link Road																							6
F	Foundary Lane Cycle & Pedestrian Bridge																							14
G	Bridge Street Square																							12
H	Bus Station Relocation																							16
I	New Bus Routes																							13
J	Improved Pedestrian Network																							12
K	Station Forecourt Square																							14
L	Ipswich Station to Town Centre Pedestrian & Cycle Route																							14
M	Commercial Way / Grafton Way Improvements																							11
N	Russell Road Environmental Improvements																							12

■ Negative impact
 ■ Positive impact
 ■ Neutral impact

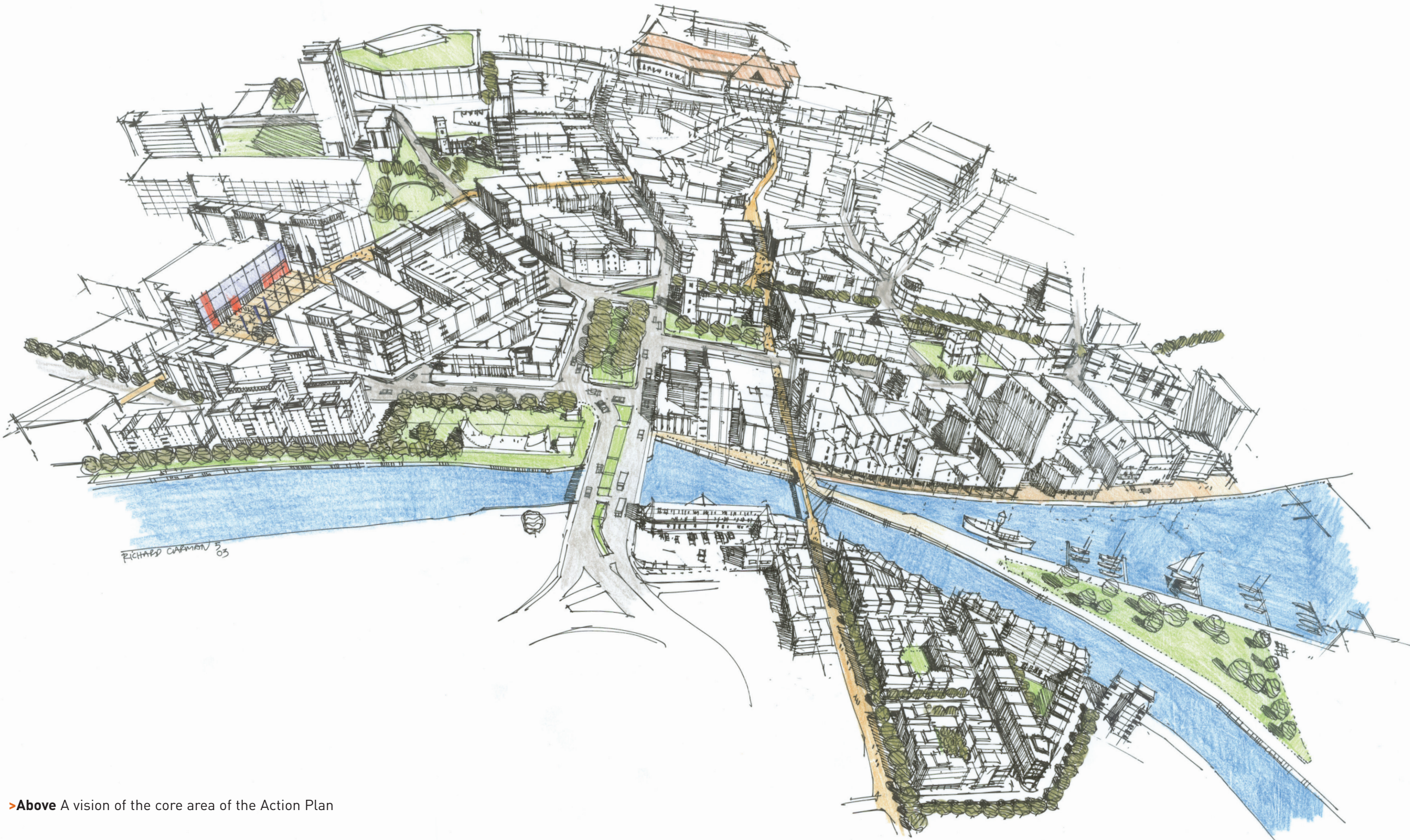
>Table 5.2 Assessment against Government NATA criteria

5.0 The Area Action Plan

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	
1			Area Action Plan Objectives (positive score)	Encourage new business investment and provide employment opportunities for local people	Sustain and improve retail function of the town centre	Redevelop/regenerate the Waterfront and Wet Dock Island	Provide flood protection for the Waterfront	Integrate the core town centre with the surrounding area	Promote the redevelopment of the Old Cattlemarket Bus Station and the surrounding area	Promote higher/further education and training opportunities	Encourage the development of all-year round visitor attractions including cultural facilities	Promote the principles of good design including mixed use developments and higher densities	Encourage lively street frontages in appropriate areas	Improve legibility and promote new vistas	Improve urban form and structure	Provide land for new residential development including affordable and key worker housing	Ensure sympathetic re-use of existing building stock	Preserve both the historic layout of the centre and important historic buildings	Improve conditions for pedestrians and cyclists	Reduce the severance effect of vehicular routes	Encourage greater use of buses through the provision of new routes and better facilities	Improve bus/pedestrian and cycle links to the station and interchange facilities at the station	Provide more public open space (green and other)	
2		Transport, environmental and urban design projects																						
3	A	East-West Bridge Link (Wet Dock/New Cut)																						
4	B	Wet Dock Island Cycle & Pedestrian Bridge																						
5	C	Star Lane/ College Street/ Key Street Improvements																						
6	D	East Ipswich Access Improvements																						
7	E	East Bank Link Road																						
8	F	Foundary Lane Cycle & Pedestrian Bridge																						
9	G	Bridge Street Square																						
10	H	Bus Station Relocation																						
11	I	New Bus Routes																						
12	J	Improved Pedestrian Network																						
13	K	Station Forecourt Square																						
14	L	Ipswich Station to Town Centre Pedestrian & Cycle Route																						
15	M	Commercial Way/Grafton Way Public Transport & Environmental Improvements																						
16	N	Russell Road Environmental Improvements																						
17																								

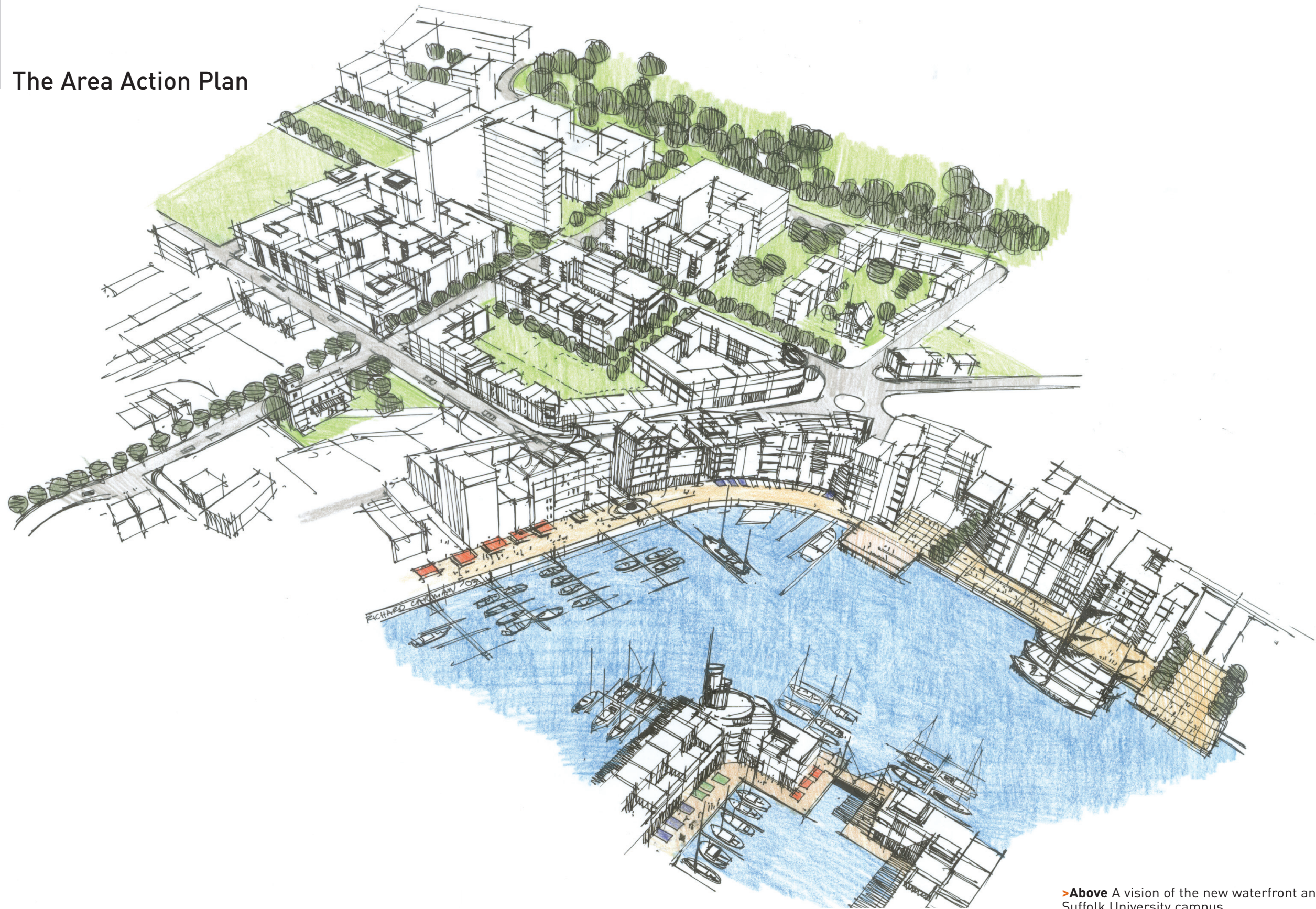
>Table 5.3 Assessment against Area Action Plan objectives

5.0 The Area Action Plan



>Above A vision of the core area of the Action Plan

5.0 The Area Action Plan



➤ Above A vision of the new waterfront and Suffolk University campus

6.0 Delivering the Area Action Plan

1. Section Summary

- 1.1 The vision created in the Area Action Plan needs to be considered as a 'whole' package of measures that build upon one another to create a new order of development and establish Ipswich as a leading regional centre.
- 1.2 The role of the public sector in delivering the projects identified in the Area Action Plan is to lead the way and help draw in private sector investment. Providing that public sector funding is effectively targeted, it can be shown that comparatively small amounts of investment from the public sector can unlock significant and sustained private sector investment. The effective co-ordination of public and private sector investment is therefore important to the success of the Area Action Plan objectives.
- 1.3 Infrastructure projects will be of central importance to the successful delivery of regeneration in Ipswich. Key projects include flood protection, the dock crossing, alterations to the town centre gyratory and re-working the bus interchange. The other infrastructure projects identified in the Area Action Plan should be seen as integral to these four principal projects.
- 1.4 At 'day one' land values across the Action Plan area may not justify the level of density and uses shown. However, we are confident that as the Area Action Plan projects are implemented the market will develop to justify the level of accommodation / uses shown. This is a key philosophy in the Plan and one that will help build confidence and development potential through the implementation of projects over time.
- 1.5 The Area Action Plan envisages a quantum change in Ipswich, building confidence in the market place to reach a level of value currently not seen. It is central to this vision that the strands of the Area Action Plan and the Council's wider vision / initiatives (including IP City, the Waterfront as a new town district / leisure destination, new Higher and Further Education and expanding the retail offer in the town centre etc) are seen as the emerging context against which an assessment of development potential is made.
- 1.6 Public sector support for the core infrastructure projects will underpin the success of the Area Action Plan. This investment needs to ideally take place early in the process with funding from the public sector to be layered-in, in order to optimise private sector confidence and funding.
- 1.7 The objectives of the Area Action Plan may be well served by exploring the potential of establishing an Urban Regeneration Company as a vehicle to deliver regeneration projects.
- 1.8 If a URC is considered an appropriate option worthy of further exploration then this needs to be undertaken soon. A URC will require the support and assistance of EEDA, which is already committed to a number of pilot URC's across the region. It is anticipated that significant financial and manpower resources will be required of the RDA if the URC option is to be properly tested.
- 1.9 Each of the key projects identified in the Area Action Plan need a 'Project Champion' to drive them forward.
- 1.10 Site specific opportunities have emerged across the Action Plan area. These will all have a unique delivery profile depending upon land ownership and landowner aspirations, Steering Group objectives, site constraints / site synergies etc.
- 1.11 The AAP framework provides a realistic assessment of the opportunities in these sites. Delivery for each will clearly depend upon the amount of work already undertaken and stakeholder engagement. The preparation of a robust over-arching vision for the Action Plan area is clearly an important milestone to facilitating this.
- 1.12 A number of potential delivery options can be identified. The delivery options open to the Council / EEDA vary in terms of the level of risk carried by the respective parties and degrees of control available to the Council.
- 1.13 In order to determine which delivery option provides the optimum route for any particular project emerging from the Area Action Plan and the role of the public and private sectors it will be necessary to refine the scope of the project and undertake a series of detailed feasibility assessments. These will take account of the public and private sector stakeholder objectives and attitudes to risk and control. This analysis is required to help the procurement of parties and to inform subsequent negotiations with landowners and developers.

6.0 Delivering the Area Action Plan

2. Introduction

- 2.1 The Area Action Plan forms the basis of a strategic framework to guide and inform the future regeneration of Ipswich town centre. The public and private sector will be able to use this framework to evolve schemes and projects consistent with the Action Plan vision. These schemes will vary from large-scale projects of strategic importance to the town to smaller projects of more local significance.
- 2.2 The issue of securing funding (both private and public sector) and establishing an appropriate delivery framework for the elements that make up the Area Action Plan is central to the realisation of the Action Plan vision.
- 2.3 This section considers the issues surrounding delivery of the vision set out within the Area Action Plan and highlights the potential mechanisms and delivery vehicles that may be used. It considers the question of what public funds may be available to help meet the objectives and highlights the need for a co-ordinated multi-agency approach to secure maximum results.
- 2.4 The section concludes with recommendations for the delivery of individual projects that have emerged from the Action Plan may be taken forward.

3. Delivery Issues within the context of the Area Action Plan

- 3.1 The Area Action Plan work has highlighted a number of key sites / projects that need to be assessed in terms of their potential for delivery (or desirability) as part of the emerging vision for the future of the town. These are encompassed in the Four Projects described in Section 5.

- 3.2 In the broadest terms, the principal factors influencing the delivery of any of these projects will include;
- financial viability (including a robust framework to demonstrate likely financial inputs and economic outputs of the project(s));
 - the willingness of key landowners / stakeholders to co-operate to achieve the objectives identified;
 - the ability of the public sector to intervene to secure these objectives where a robust case can be made for the specific project(s) under consideration; and
 - realism between value created and developer obligations (i.e. Section 106, Affordable Housing etc.)

4. Property Market Considerations

- 4.1 The Area Action Plan is a document that looks forward to the future for Ipswich. It encapsulates the Council's principal aspirations for the town and highlights the issues that need to be addressed in achieving these aspirations. When taken in combination the Area Action Plan is proposing very significant intensification of uses within the town centre sub-areas identified. This is characterised both within and across these areas by significant additional commercial and residential development.
- 4.2 It is acknowledged that within the first few years the densities and uses proposed on some sites / areas may not be commercially deliverable. For example, in the Waterfront Area, and areas along the river subject to flooding risk, on the more marginal sites, developers may require a greater degree of certainty that the flood protection works are committed /undertaken before decisions are taken to invest. The question of how these works will be funded is clearly important. It

is envisaged that this would be by way of a combination of public sector investment coupled with contributions secured by way of Section 106 'planning gain' contributions on development. These will need to be negotiated now if the opportunity is not to be lost.

- 4.3 What is being envisaged is a series of inter-related projects that will build upon each other to create, over time, an entirely new environment for occupiers, residents and investors within Ipswich. The Area Action Plan both anticipates and seeks to facilitate this 'step change' in investment. We are confident that the scale and intensity of development envisaged by the Action Plan is both deliverable over time and appropriate / necessary for the continued success of the town.
- 4.4 In the next section we highlight those projects that are of central importance to the delivery of this framework and comment upon each.

5. Key Infrastructure Projects

- 5.1 This report is a result of significant work and analysis, undertaken by the Council and members of the Steering Group on infrastructure projects relevant to the regeneration of Ipswich Town centre. Delivery issues relevant to the most important of these projects are considered in turn below.

6. Flood Protection / Wet Dock Crossing

- 6.1 One of the principal issues relevant to the release of further land within the Port Area and development sites adjacent to the river is the question of mitigating flooding risk. We acknowledge that this issue needs to be properly and effectively addressed and that it is tied in with both environmental considerations, operational issues relevant to the port and, potentially, the form of the wet dock crossing.

- 6.2 Such a significant piece of infrastructure will clearly require public sector investment as well as the support and involvement of the private sector (notably ABP) to ensure its effective delivery. As this is likely to be an early project, preceding development on the Wet Dock Island Site and on key waterside sites currently constrained by flooding considerations the ability to secure up front private sector funding for the project may be limited. However we would expect the Council to consider the possibility of 'claw back' via planning agreements on permissions granted on land enhanced by these proposals.
- 6.3 Funding for the flood relief works will clearly be dependent upon the scheme devised. The Council has been working closely with DEFRA and the Environment Agency to determine a Flood Defence Management Strategy for Ipswich. This work is on-going and should in due course result in a bid, supported by the principal stakeholders, for DEFRA funding.
- 6.4 It is possible that the flood relief works could be combined with works to provide an east-west bridge link across New Cut and the Wet Dock. In this circumstance LTP funding may also be available for the project.

7. Star Lane / Gyrotory

- 7.1 Another critical project to the success of the town centre regeneration is the gyrotory improvements needed along Star Lane. Gyrotory improvements will have a positive benefit to all four key projects defined above. The gyrotory improvements consist of three projects (ITP Projects C,D and G) aimed at reducing severance between the Waterfront and Town Centre, improving pedestrian linkages, creating a new square on Bridge Street and improving access to East Ipswich.

6.0 Delivering the Area Action Plan

7.2 In terms of funding, we anticipate that these works should be largely funded through the LTP and Council highway revenue budgets. We do not anticipate that significant funding could be secured from the private sector for this project through planning gain agreements yet it is clear from the analysis undertaken that the gyratory improvements (along with the flooding works and wet dock crossing) are highly desirable 'early win' projects, that will provide the context for the wider regeneration outputs highlighted in the Area Action Plan.

8. Bus Station Improvements

8.1 The funding for the delivery of the bus station improvements will depend upon the scheme ultimately chosen. This may involve the release of land at the former cattle market and the creation of one central improved bus station to the rear of the Tower Ramparts shopping centre. Key landowners such as NCP, will need to be involved in the delivery of this project that may be tied in with its wider interests in the town (for example in the Mint Quarter).

9. Other Infrastructure / Environmental projects

9.1 In addition to the key projects there are several linked projects that should be considered as part of the integrated whole. These include new pedestrian bridges across the river / wet dock, and specific environmental improvements (such as those around the Station Square and improvements along Commercial Way /Grafton Way). The schedule at Appendix A identifies potential funding opportunities, including developer contributions and LTP funding. Many of these projects are desirable to the overall vision for the Action Plan rather than 'essential' early win projects. With this in mind we anticipate that as the key infrastructure projects are

undertaken and schemes emerge at the major sites identified, funding from a range of sources should become available.

9.2 Overall, the Area Action Plan recognises that the core projects including flood relief, wet dock bridge, gyratory improvements and the new bus station will all contribute in a significant, sustainable and long-term way to the renaissance of Ipswich town centre. This emphasises the importance of public sector support for these projects (particularly their inclusion as a 'package' in the LTP).

9.3 The early delivery of these key infrastructure projects will help transform market confidence and create the basis for greater development activity in a form that the Action Plan envisages. The public sector should therefore seek to deliver these projects first, as a matter of priority and consider the question of clawback to secure contributions to the cost of these projects as a secondary but related objective. The key to the Plan will be to ensure a structured basis for change within the Action Plan Area.

10. Land Control Issues

10.1 The ability to control and direct the re-use of land is important in terms of securing early win opportunities emerging from the Area Action Plan. To this end land that is already in the control of the Council, members of the Steering Group, or other public sector organisations, may be particularly appropriate for early development opportunities.

10.2 The Action Plan highlights the potential of sites within the Ipswich Village area as potential opportunities in this regard. Similarly there is land owned by the Council in the Waterfront Area (subject of a swap with ABP) that may be brought into play in the delivery of the additional HE / FE to the

east of the town centre. Land in private sector ownership may take longer to secure, particularly where the aspirations of private sector landowners may conflict with the aspirations of the Action Plan. In this event, the Steering Group may need to consider the potential merits of targeted acquisition to deliver its core objectives.

10.3 The Council will need to support any potential compulsory acquisition programme through the use of its planning powers. There will be a need to ensure that an effective policy framework is in place to facilitate these acquisitions. EEDA also enjoys compulsory purchase powers that it may wish to use in partnership with the Council where it is appropriate to do so.

11. Site / Area Projects

11.1 We now turn to the issue of delivery in respect of the site / area projects identified within the Area Action Plan.

12. Suffolk College / University

12.1 The future of the Suffolk College site the future provision of, further and higher education within the town is in our view one of the most important factors determining the pace and scope for regeneration within the town. The Steering Group has separately commissioned work to determine the delivery issues and timescales for securing the future of further education and the potential for establishing a new University in the town. The conclusions of this work have established that sufficient land exists around the Suffolk College site to realise this vision and that the key stakeholders are supportive of the overall vision. It recognises that there is considerable work still to do between the key stakeholders to ensure the vision is turned into a reality.

12.2 The key stakeholders in the delivery of this

vision include the College, its Higher Education Institution (HEI) partners (University of East Anglia and University of Essex), Ipswich Borough Council, Suffolk County Council, EEDA, the LSC and HEFCE. The importance of a new University to Ipswich as a town should not be underestimated. Of all the site based project opportunities the development of Suffolk College site as a new University is the one that offers the greatest 'multiplier' effect to the town in terms of raising its profile, increasing inward investment opportunities and helping to establish activity levels generally.

13. Mint Quarter

13.1 The Mint Quarter has been the subject of several retail-led proposals that have failed to result in deliverable schemes. Our analysis has broadly concluded that the reasons behind the failure of these schemes lie in the lack of confidence held by the development market in the ability of this poorly connected 'backland' site to justify a large retail scheme. The owners and developers of the site have been unable to secure appropriate 'anchor' tenants to their schemes to make them work financially when set against the 'opportunity cost' of their current use as at grade car parking.

13.2 The Area Action Plan has proposed that the site should become a retail-led mixed use quarter, radically restructured to improve linkages between it and the core retail to the west and the education quarter to the east.

13.3 Delivery of this vision will to a large extent depend upon the co-operation of the existing landowners (NCP) and may be tied in to the future of the Suffolk College site and its environs. Likewise the landholdings of NCP elsewhere in the town (notably the site adjoining the Tower Ramparts bus station may be relevant here).

6.0 Delivering the Area Action Plan

13.4 The Council may consider the preparation of a site specific brief to guide development options of the site and consider using its CPO powers to acquire key interests if it considers that this may assist in the delivery of its vision. The question in respect of NCP and its selected development partner(s) is whether they will be willing to go along with the Council's aims for the site in view of their own assessment of anticipated return, opportunity cost and risk. In these circumstances the Council may need to consider the wider use of CPO powers to support its objectives.

14. Turret Lane

14.1 The Turret Lane area represents a key opportunity to link the town centre and the waterfront Area. The Council has already considered the question of the development potential for this area and relevant urban design considerations. A number of key landownerships / sites exist including the former Cattle Market to the north of Turret Lane, the EADT Offices along its route and the Cardinal Works site to the south.

14.2 We envisage redevelopment proposals will emerge along the route of Turret Lane once the market is assured that the gyratory improvements are committed to happen (effectively reducing the severance between the Turret Lane area and the Waterfront). We do not consider at this time that significant public sector intervention is needed or indeed desirable, providing that the planning vision for the route between the town centre and waterfront is clear and robustly supported by policy.

14.3 We would encourage the Steering Group to engage in further dialogue with key landowners in the area, particularly the EADT to explore the potential for releasing key parcels of land in the area. The issue of CPO may be relevant in the medium to

longer term in the event the overall vision is compromised by specific landowners.

15. Island Site / Wet Dock

15.1 Delivery of the residential-led scheme on the Wet Dock Island Site will be largely dependent upon a firm commitment for the completion of appropriate flood relief works and the delivery of the wet dock bridge. There may be some scope to bring these projects forward in parallel with contributions sought from the developers towards the infrastructure works, but we also acknowledge that the issue of ground conditions and on-site infrastructure works may reduce the amount of planning gain to be secured from the redevelopment of the Island Site.

15.2 We do not therefore envisage a need for significant public sector intervention to secure the delivery of development on this site, once clarity exists on the related infrastructure projects.

16. Other sites

16.1 Delivery of development on other sites identified within the Area Action Plan will be influenced by the need for site assembly, land value considerations and market demand. As we have stated above, the issue of demand for the uses identified will evolve and develop as the individual building blocks that comprise the wider Area Action Plan programme are put into place. 'Day one' issues of delivery / deliverability will alter as further investment is made in Ipswich. This 'step change' will significantly alter both the perception of Ipswich as a place to both residents and investors and as a consequence we can expect this to result in the development market taking a new and different view to the location.

16.2 The effect of such further investment and alterations in perception over time should be a general increase in property values and demand. Clearly this process has to be effectively managed, along with the release of sites for specific uses to ensure that individual markets are not effectively 'saturated' by the release of several large sites for the same use at the same time. This will require careful planning but also will depend upon the pace at which the infrastructure works identified take place.

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Project	Potential Source of Public Funding	Key Funding Criteria	Forthcoming Spending Round Deadline	Frequency of Spending Round	Comments
Highway related Infrastructure i.e. Wet Dock Bridge, Gyrotory Improvements, Eastern Access Road, Cycle/Pedestrian Bridges	Local Transport Plan (LTP)	Financial Commitment to the project from Suffolk County Council - minimum £0.5 million. Strategic Fit	Jul-05	Annual review of budget. However, new schemes are normally only considered every 5 years.	Numerous schemes are already under consideration with Government support only likely for a small percentage - very strong case needs to be made in support of comprehensive Ipswich scheme.
Flood Defence	DEFRA	Flood Defence Management Strategy needs to be complete. All key stakeholders need to be signed up to the strategy.	No set deadline	No set deadline	Possible linkages with Wet Dock Bridge - may link funding timescale to LTP programme.
Higher Education / New University	HEFCE	Formal support of all stakeholders required	December 2003 (for period to 2006/7)	Every 3 years	Programme to secure formal support required as matter of priority given timescale.
	LSC	Stakeholder Support	31st September & 31st December 03	Quarterly	

>Figure 6.1 Project Delivery Matrix

6.0 Delivering the Area Action Plan

17. Public Sector Funding

- 17.1 Before turning to the delivery issues relevant to the key infrastructure and site-based opportunities within the Action Plan Area we briefly review the public sector sources from which funds may be available.
- 17.2 The table below details the principal potential sources of public sector funding and the timescales associated with the relevant forthcoming spending rounds.
- 17.2 This table highlights the need to prioritise the Council's efforts in ensuring that a robust case is made to seek inclusion in the LTP funding bid for the package of highways and infrastructure projects emerging from the Action Plan. This package of measures will clearly form a central plank of the Action Plan delivery programme.
- 17.3 A robust case needs to be put together as a matter of priority showing how the package of measures meets the objectives required to secure LTP funding and, when assessed as a whole can be shown to be greater than the sum of its component parts. In other words to demonstrate that funding is required for all the key elements of the package because of the additionality that these measure bring in combination.
- 17.4 The table also shows that early action is required to secure formal stakeholder support in respect of the University project in order to meet the tight deadline for HEFCE funding within the current spending round.
- 17.5 Synergies may also exist between the flood defence works and dock crossing proposals that may enable funding for the overall project to be drawn from both LTP and DEFRA.

18. Delivery Mechanisms

- 18.1 The type of delivery mechanisms used for the individual projects emerging from the Area Action Plan clearly depend upon the nature and scale of the project, the participants involved and specific issues to be addressed. It is not appropriate (or indeed possible) to recommend a standard 'template' for the delivery of projects emerging from the Area Action Plan.
- 18.2 However, we do acknowledge that for the Area Action Plan to succeed the issue of financial viability and delivery needs to be considered at the outset in scoping the projects so that the overall framework is known to be robust. The need to secure commitment by partners to the delivery mechanisms chosen will be key to the successful delivery of the projects that emerge.
- 18.3 The emerging framework identifies uses that in our view are capable of being delivered. However we recognise that for the areas where 'strategic-level' change is proposed (such as at the Suffolk College site, Ipswich Village and on the Island Site in the Wet Dock) there will need to be a high level of co-operation between the public sector stakeholders and landowners based upon mutually agreed objectives. On many of the projects identified the key stakeholders may bring significant resources to the project that must be fully exploited to achieve the desired objectives.
- 18.4 Flexible approaches will need to be taken to planning gain in order to ensure developers are required to make reasonable contributions to infrastructure without rendering sites uneconomic to develop. Similarly a careful strategy should be devised to prioritise the key infrastructure works needed to serve as a catalyst to achieve the desired objectives of the Area

Action Plan. This will need to balance the availability of both private and public sector funding sources with the short, medium and long-term economic outputs anticipated from the proposed works.

19. The co-ordination of projects emerging from the Area Action Plan

- 19.1 One of the central factors needed to secure the successful regeneration of Ipswich will lie in the effective management of this process of change.
- 19.2 The Action Plan sets out a broad framework for the future regeneration of the town that will need to adapt and change over time as development occurs and to reflect changes in market circumstances. Overall however it is our experience that for major long term place changing development to succeed it is essential for there to be an effective project champion to manage the process and drive it forward, ideally at Chief Executive or senior officer level.

20. Prioritisation of Projects

- 20.1 In the case of the Area Action Plan a number of site specific opportunities may present themselves as 'early wins'. For example, the land within the Ipswich Village around the new County Council headquarters and Crown Court area is already transforming the character of this part of town into a new 'Civic quarter'. This process may in time include the relocation of the Borough Council's offices and other civic functions. A significant area of the land in the Ipswich Village area lies in the ownership of the Borough Council and could form part of the development of this vision comparatively quickly and without the need for significant further land acquisition.

- 20.2 We consider that the Ipswich Village Civic Quarter could become an early initiative emerging from the Area Action Plan that will demonstrate the commitment of the Council to this process of change. It may be possible for the Council to use its existing Civic Centre Review team (currently investigating the future of the Council's offices) to spearhead such a project under an agreed 'project champion' to drive the process forward.
- 20.3 Other initiatives, for example addressing the future of further and higher education within the town will need different but equally committed and effective project champions. In this instance most probably from the College and its HEI (Higher Education Institution) sponsoring partner.

21. Strategic co-ordination / delivery – the potential of an Urban Regeneration Company (URC)

- 21.1 We have noted above that individual projects emerging from the Area Action Plan will require project champions to ensure their effective delivery. The same will apply to the overall Area Action Plan. Given the number of projects that may emerge from the Area Action Plan, and the potential synergies between these some form of central co-ordination would be particularly important.
- 21.2 This organisation need not necessarily take the role of 'directing' the projects but should at the very least serve as a conduit through which opportunities are explored and regeneration benefits are maximised.
- 21.3 In terms of the overall co-ordination of the Area Action Plan the key issues that the Steering Group will wish to address will include the following:
- who / which organisations 'own' the project – setting objectives, programme, priorities and ensuring accountability

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- how to ensure the supply of public sector money to assist in taking forward key projects
- at what stage to involve the private sector
- ensuring powers exist to oblige co-operation of landowners

- 21.4 One mechanism that should be explored is that of an Urban Regeneration Company. A URC for Ipswich would essentially comprise an independent company established by the Borough Council and EEDA with its own board and executive appointed by the members.
- 21.5 URC status is conferred by the ODPM and DTI on the basis of a single application to both departments. The purpose of a URC is to harness the capacity skills and resources of partners and to formalise a co-ordinated multi-partner approach.
- 21.6 The URC approach offers significant potential to better co-ordinate and focus physical and economic regeneration in specific areas. Evidence from pilot URC's elsewhere has demonstrated that with a URC in place private sector investment increases. EEDA is already exploring the potential to establish URC's elsewhere within the region and it is considered that with a number of emerging projects within the framework Ipswich is well placed to take advantage of this mechanism.
- 21.7 The URC approach can only work within a strong partnership tailored to local circumstances. If this option is to be explored then the Council must act quickly. EEDA is well advanced elsewhere in its consideration of pilot URC's and its resources for further pilots are finite and will need to be competitively secured.

22. Delivery Options Overview

- 22.1 This section provides an overview of the delivery options that may be available in respect of the individual projects emerging from the Area Action Plan. All these options are available within or without URC.
- 22.2 At the early stages in a project there needs to be an agreed set of principles within which decisions can be taken. Later, as the project phases become more clearly defined, the principle for delivery of each phase of the project will become enshrined in the contract documents. The delivery structure must therefore be capable of evolving to respond to changes in priorities as the project advances, and as the scheme moves from feasibility to implementation and through to management as an investment and as a community.
- 22.3 The skills and resources that are necessary to deliver the feasibility stage will not necessarily be those required to ensure effective delivery of the construction phase. Management and overseeing of the delivery process therefore needs to be cognisant of these changing needs for changing skills and resources of the project delivery team. An effective project delivery requires the right skills of individuals who can work together.
- 22.4 It is important therefore that careful consideration is given to the implications of various delivery options on each of the key parties in terms of control, finance, skills, resources and responsibility. This will ensure the project is underpinned by an efficient and effective funding and delivery structure.
- 22.5 A structure which enables the public and private sector to jointly participate together on a long term basis, offers the opportunity for risk to be managed whilst maximising

investment into the project. The public sector needs to consider the level of commitment that they are prepared to make to the project, both in terms of finance and resources, and the level of responsibility and risk they are prepared, and statutorily able, to take in working with the private sector.

- 22.6 Five principal structures can be defined. There are briefly considered below:

Contact with a Master Development Partner

- 22.7 This would be based upon EEDA/Ipswich Borough Council forming a contract agreement with the developer (MDP) to deliver a specific regeneration project / element of the Area Action Plan. This assumes that land required has been assembled (via CPO if necessary) and that this process has been funded by the public sector stakeholders.

Landowner as Investor

- 22.8 Under this route landowners are invited to co-operate and participate in the delivery vehicle rather than relying on CPO to acquire/assemble the regeneration area.

Joint Venture Contract: Unlimited Partnership

- 22.9 The public sector can achieve considerably greater participation in the development, financial and day to day operational activities of the delivery vehicle by becoming a stakeholder in a joint venture vehicle.

Joint Venture Contract: Limited Partnership

- 22.10 It is evident that the high level of risk associated with unlimited liability may be a concern for the public sector when entering into a joint venture partnership. There is an alternative where the public sector receive the same benefits as described above, except liability is limited to capped to an agreed amount. This is referred to as a Limited Partnership.

Company/Corporate Structure

- 21.11 The principal alternative to a joint venture partnership is for the public sector, through the local authority, and the MDP to set up a company. This is a complicated process requiring a legal company structure to be created including shareholders, directors, Articles of Association etc. The activities of the company would be governed by accounting regulation and be required to conform to statutory regulation as defined in central government legislation.
- 21.12 This section has provided a brief overview of the principal delivery structures that may be available. It is premature at this stage to make specific recommendations on the type of the structures that may be appropriate. Clearly we will need to understand both the extent of the area to be considered and the Steering Group's preferences for involvement and attitude to risk/ participation in development upside to inform our recommendations.

6.0 Delivering the Area Action Plan

23. Procurement Checklist for Specific Site delivery

23.1 Having reviewed the broad delivery options and commented on delivery issues relevant to the key sites identified within the Area Action Plan this section concludes with commentary on the action that the Steering Group may now take to move the projects identified from the planning stage through to securing commitment from a private sector partner.

23.2 In essence we see the process to be as follows:

(i) Feasibility analysis

23.3 This stage will include establishing an understanding of the principal public sector requirements for the project. Determining funding opportunities (and the rules that may apply to public sector financial assistance), assessing potential planning gain requirements (Section 106) based on a financial assessment of the potential scheme and financial viability assessment. It will also include establishing an appropriately robust planning framework in accordance with the objectives of the AAP / LDF. The feasibility analysis will determine the optimum route for contacting with potential development partners – on one of the bases outlined above.

(ii) Securing Commitment of public sector partners

23.4 This involves determining the role of the public sector partners in the project. Assessing the level of risk that may be taken set against the amount of control that needs to be retained. It will include an assessment of the need to use CPO powers and in the event that this is deemed necessary, to obtain a resolution to seek these powers. Once a private sector partner is on board it may be possible / appropriate to get these partners to fund the CPO process.

(iii) Preparation of briefs for the project

23.5 This will include the preparation of a developer brief – to determine the rules for developer selection and a planning brief to guide developers on the parameters for development. This will assist the developer in negotiating the planning process.

(iv) Procurement

23.6 The procurement stage will include ensuring the necessary procurement rules (i.e. OJEU) are complied with, the opportunity is appropriately marketed and the development opportunity is fully exposed to the market. A staged competition process may take place dependent upon the scale of the project and the Council's requirements.

(v) Legal matters to Heads of Terms

23.7 This stage comprises the completion of the agreement with the selected development partner(s) to ensure an appropriately robust legal framework is in place to ensure that the project is delivered according to the objectives set in the Action Plan and the accompanying documents comprising the LDF.

7.0 Future Steps

1. Introduction

- 1.1 The Area Action Plan identifies a number of projects and initiatives that have already received wide endorsement from key stakeholders and members of the local community. However, a statutory procedure for consultation will be required for the AAP as set out in the proposed timetable in Section 3.
- 1.2 There are a number of pressing issues that require continuing action to maintain progress and to ensure that opportunities for synergies between projects is not lost. The projects and continuing advice of particular importance include:

Flood Protection

- 1.3 A study on behalf of the Environment Agency is ongoing. It is critical that this study be informed by the recommendations of the Area Action Plan, that the opportunity to combine this with the Wet Dock Link described below and that the delivery mechanism for the project be further investigated as a matter of the greatest urgency.

Wet Dock Link

- 1.4 Further work to be carried out linking this project with the Flood Protection Study. Work to include more detailed feasibility on location, design and cost.

Highway Proposals

- 1.5 The study includes a number of potential projects to change the nature of traffic movements in and around the Town Centre. Of these the future of the Star Lane and College Street/Key Street corridor and the separate but linked opportunity to develop a new Urban Structure to the west of the Bridge Street junction. Further investigation and verification using up to date traffic data will be required to assess these proposals.

Development of Suffolk College

- 1.6 The subject of ongoing feasibility studies in the future of HE and FE in Ipswich, its location, form and funding. This project is an important component in the AAP and its status needs to be kept under review.

Manufacturing in Ipswich

- 1.7 A parallel study that includes the review of sites within the Action Area.

Visitor Centre in the Waterfront area

- 1.8 A parallel study currently being concluded. Support for this initiative was evidenced in the AAP and possible sites will need to be considered if it is to move forward.

Urban Design Advice

- 1.9 Part of the Area Action Plan commission has involved assisting the development control function within the Borough Council on current applications. To ensure that the Area Action Plan principles are put into practice as developments come forward it is recommended that the ability to review applications be continued on an ad hoc basis.

Transport Advice

- 1.10 The Area Action Plan sets out a number of key transport projects within the overall context of an integrated approach to movement in the town centre. This process will require continuing dialogue between the Borough Council and County Council. It is therefore similarly recommended that the development of these projects be the subject of ongoing advice and review.

Appendix A - Integrated Transport Project

The following spreadsheets set out in more detail the projects identified in Section 5

Appendix B - Waterfront Design Guidelines

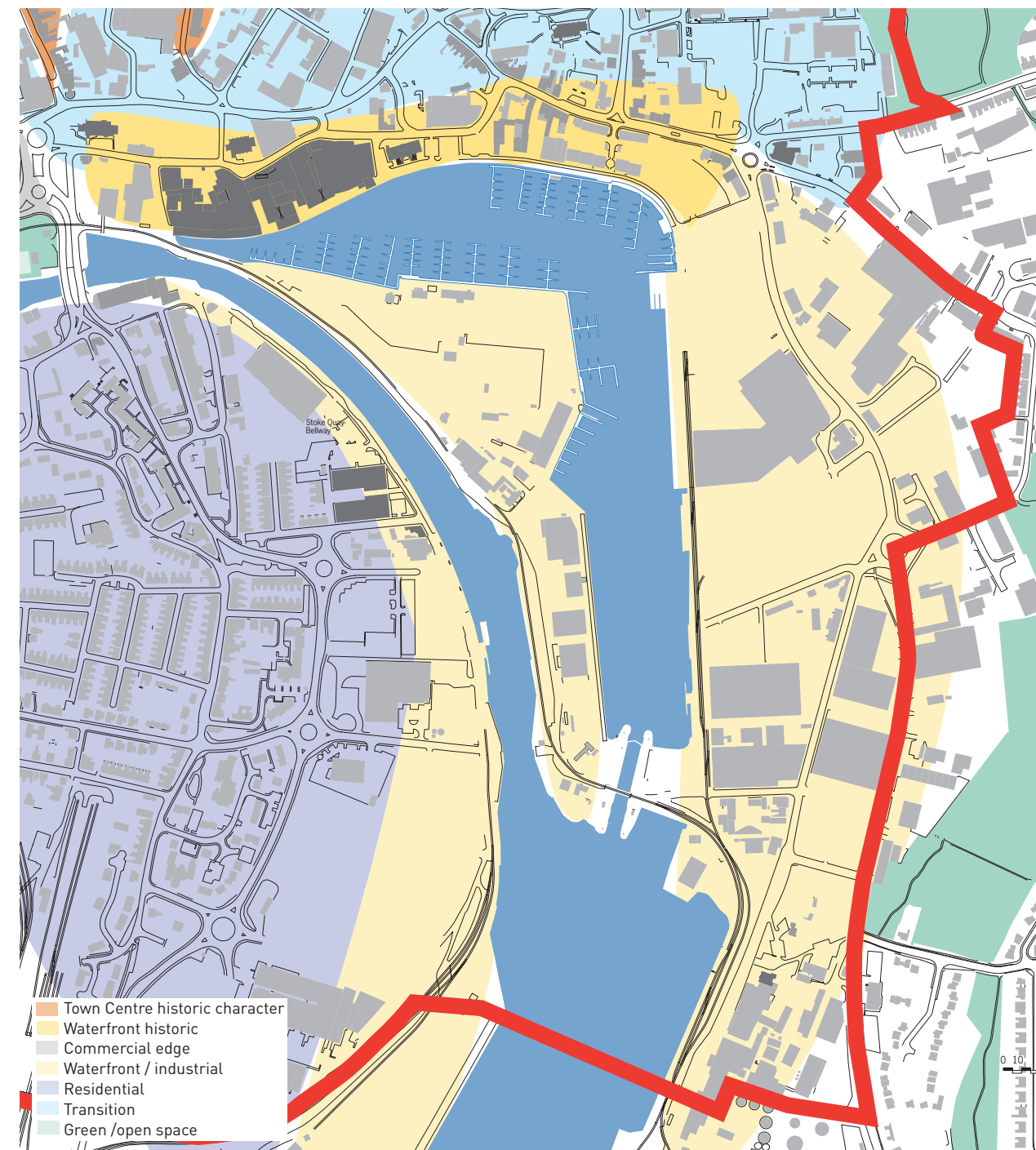
1. Introduction

- 1.1 These design guidelines should be read in conjunction with the Ipswich Local Plan First Deposit Draft 2001 and specifically Chapter 4 : the Built Environment and Chapter 5: Urban Renaissance.
- 1.2 Also of relevance is Supplementary Planning Guidance for the Ipswich Waterfront dated October 1999.
- 1.3 Additional essential documents for the reading of these guidelines are the Conservation Area appraisal for the Waterfront dated April 1994 and relevant parts of the Town Centre Conservation Area appraisal (Fore Street identity area and St Nicholas Street and St Peter's Street identity area
- 1.4 The historic waterfront of Ipswich is an area under pressure for development.
- 1.5 It has been the subject of a Strategic Development Framework (report dated February 1998) and site specific consents.
- 1.6 The Ipswich Waterfront and specifically the North end of the Port has also attracted the attention of the English Heritage Urban Panel who visited the area with representatives of CABE in December 2001.
- 1.7 The Panel welcomed the success of the many initiatives to regenerate the Waterfront and singled out a number of particular developments and initiatives as being particularly worthy of mention. These included:
 - Public realm improvements on the North Quay;
 - Conversion of Felaw Maltings; and
 - The purchase of the Cranfields Mill site by EEDA .

- 1.8 However whilst recognising these successes the Panel were also concerned that the "flow (of development proposals) could soon become a flood". In particular the success of Neptune Quay could encourage a plethora of residential schemes that could quickly prohibit the mixed-use aspirations including affordable housing and community facilities. Concern was also expressed that there is a distinct trend for these projects to be ever larger in scale, massing and height.
- 1.9 Leading from these observations and concerns, the panel recommended that additional clarification and guidance should be prepared. This would reduce uncertainty in the planning process and create the context for architectural excellence.
- 1.10 It is in the light of these concerns that these design guidelines have been prepared. The Borough Council is advised by a Conservation Advisory Panel who review proposals within conservation areas and affecting listed buildings. Design Guidelines for the waterfront area have been identified as important in assisting this process.

2. The Waterfront Area: Area Characterisation

- 2.1 Within the overall area (see plan) there are number of discreet areas with different character, constraints and opportunities. Design guidelines for an area as large and varied as this will therefore require different emphasis and constraints. These guidelines should not be read as specific to each area such that the relevance of guidance for an adjacent be ignored. It is essential the impact of development in one area be seen within the context of the other areas.
- 2.2 Certain aspects of design however are common to all areas and these are dealt with under a general heading. Area specific requirements are covered separately.



>Figure B1

Appendix B - Waterfront Design Guidelines

3. The Waterfront Area: General requirements, Building orientation, height, massing and scale.

- 3.1 Within the waterfront area, buildings are generally orientated towards the water maintaining the continuity of frontage where it exists. This rule should be maintained where new developments are proposed.
- 3.2 The waterfront area is framed by trees to the east and west. This connection to the landscape is an important part of the setting of the waterfront area. It is accepted that preservation of this feature from all points and elevations in the area is not feasible, however maintaining glimpses and views across the waterfront and through developments will be a requirement of proposals that front the river and Wet Dock.
- 3.3 In addition some buildings on the quayside provide a loading dock on the quayside (with the building oversailing the Quay - Cranfield Mill and adjoining warehousing in particular) This feature provides one of the essential attractive compositional elements of the Quay though its function is no longer relevant. It also restricts the opportunity to make use of the quayside.
- 3.4 It is therefore recommended that this design feature be retained generally but be resisted should it be brought forward in any new proposals for the North Quay. Where proposed in other parts of the waterfront area it should be restricted.
- 3.5 Heights should be controlled by the effect on immediate neighbours, (in particular Listed buildings or buildings of local importance) to avoid overshadowing and loss of amenity. However in the context of the Waterfront a variety of heights and roofscape treatment will contribute to the enhancement of the character of the area. Different areas can provide different treatments of this basic requirement.

- 3.6 As a principle the height limitation set by recent approved developments is a maximum. Further instances of 10 residential storeys covering no more than 25% of the available building footprint within a limit of a plot ratio of 4:1 are permissible. This will allow a general variety of roofscape. This limitation can be exceeded as described in specific key locations and will require a detailed assessment of its effect on neighbouring development, listed buildings in the vicinity and impact on the tree line that surrounds the waterfront area.

- 3.7 Proposals must be accompanied by accurate perspectives, sketches and photo-montages that demonstrate the effect of development from a number of viewpoints to be agreed with the Planning authority at an early stage, prior to design development. Of particular importance will be the effect on identified key views (see plan)

4. Effect of height and density on car parking

- 4.1 Accommodating car parking within the site, in a sensitive manner, particularly when sites are constrained, will be a design issue.
- 4.2 A trade-off between high density (250 units per hectare for family houses and 400 units per hectare for flats) and car parking standards will be required.

5. Design Features / Elevational treatment

- 5.1 Features such as ground and first floor colonnaded elements are to be encouraged in particular where they pick up on neighbouring elements within the same block. They should not however be extended along the full width of plot developments in excess of 15 metres, nor should they extend to the quayside edge.

- 5.2 Developers of wider plots should be encouraged to break the rhythm of the plot into a series of narrower elements. Horizontal emphasis of elevations should be avoided.

- 5.3 Elevational treatments should seek to represent the hierarchy of spaces within the building. Traditionally this has been expressed by a substantial base or podium, which might include colonnaded sections (this section if single storey should be at least 4 metres in height or should provide a mezzanine within its form. The main body of the building, which should reflect the main function of the building possibly linking floors together to provide the necessary scale to suit the development. The whole to be completed with a roof element of no more than two storeys. In that way so that the elevation reflects the function and spatial development that it encloses.

- 5.4 Elevational treatment, including features enhancing key intersections, should not extend beyond the general limits of height.

- 5.5 Roof plant and lift motor rooms are important features on the roofscape. The rules on height include the provision of these features.

- 5.6 Expressing these features is acceptable and can provide the desired variety of roofscape.

- 5.7 The development of continuity along long frontage sites should be encouraged where sufficient development opportunities exist. Vertical emphasis, highlighting important intersections and functional elements such as entrances should be observed.

- 5.8 A singular solution to building heights, elevational treatment, materials or forms across the larger sites is not encouraged. (some variety within a site is required to provide interest, though this should not be seen as a reason to over-elaborate)

6. Movement

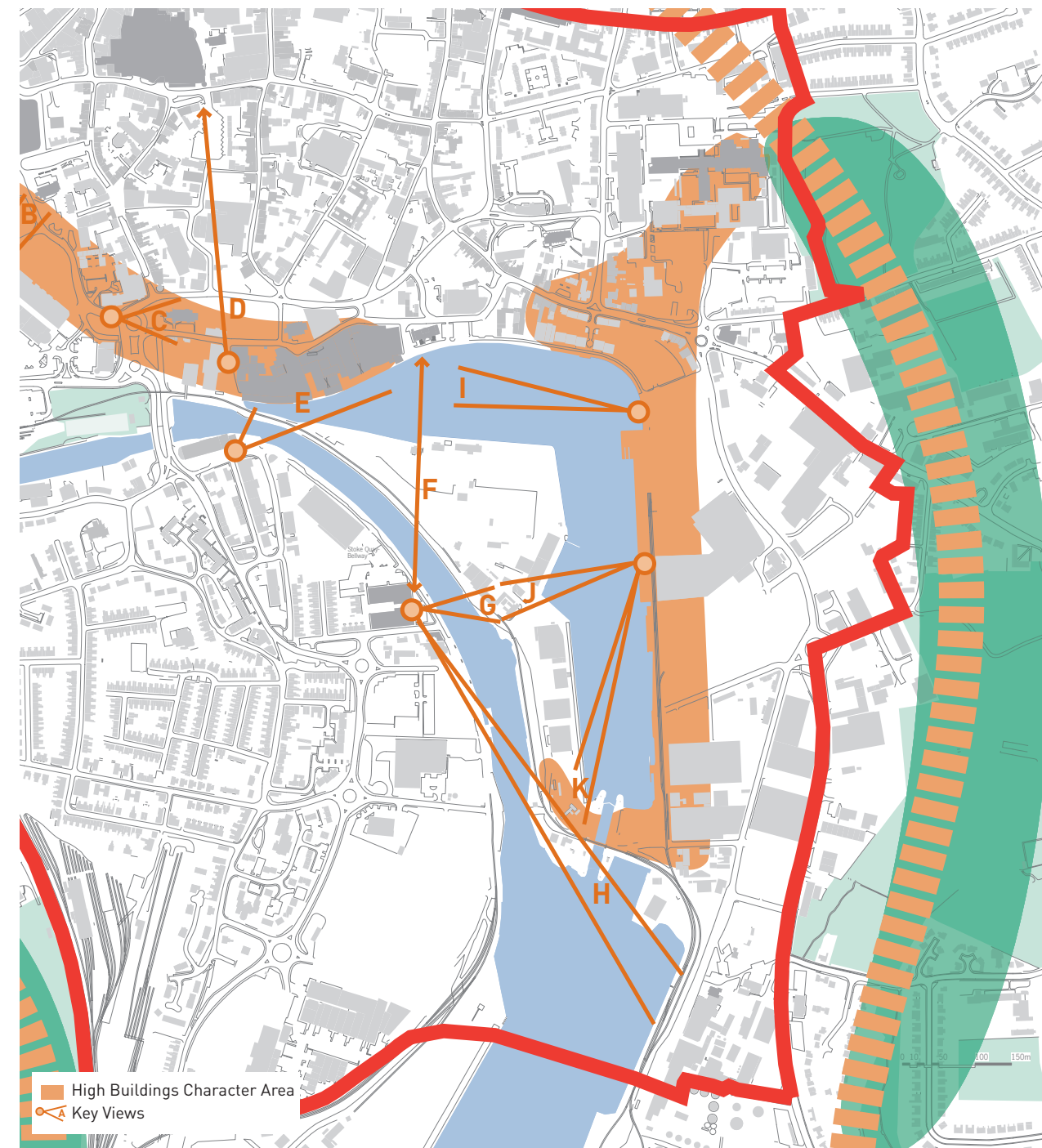
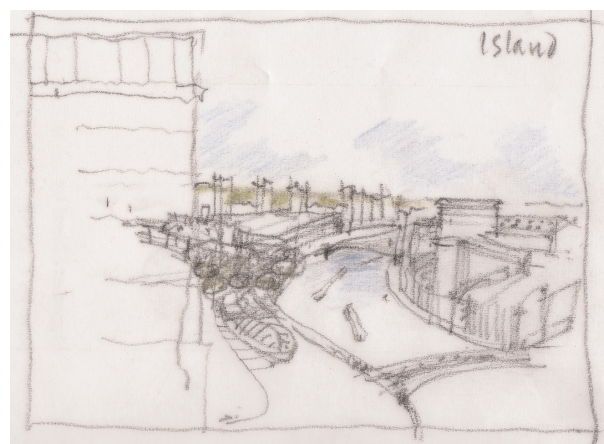
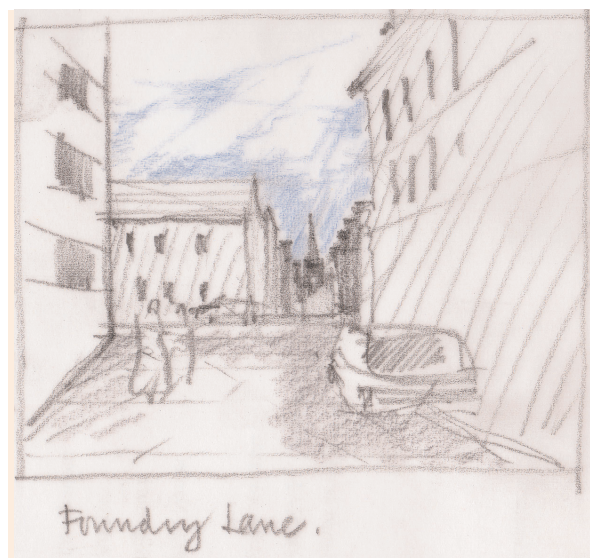
- 6.1 The area must provide for excellent access and movement opportunities for all including pedestrians, cyclists and vehicles. The future functioning of streets in the area is subject to proposals in the Area Action Plan. There are key aspirations which include:

- Providing good access to the waterfront area as a whole with access for vehicles along its length.
 - Using the streets behind the waterfront as traffic calmed, tree lined in the case of Star Lane and with better pedestrian crossing facilities.
- 6.2 Development opportunities along Star Lane should allow for tree planting space on the footway. This may require setting new developments back from the existing building line. This should only be done where the new building line can be part of a continuous frontage.
 - 6.3 Streets should give local access and accommodate public transport.
 - 6.4 Two way street patterns of movement should be encouraged.
 - 6.5 Streets that link through from the waterfront to the hinterland should be retained, providing permeability for all.
 - 6.6 Access routes through larger sites should be provided to give better access. These linkages must be publicly accessible streets without restriction on access.
 - 6.7 Streets should generally be used for on-street parking.
 - 6.8 Sites with opportunities to provide better pedestrian and cycle permeability include the site of Cardinal's College –linking Foundry Lane with Turret Lane and a diagonal link from Foundation Street to Foundry Lane
 - 6.9 Design proposals for routes should be discussed at an early stage with the Borough Council's officers who deal with walking and cycling.

Appendix B - Waterfront Design Guidelines

7. Key views

- 7.1 Within the area there are a number of key views. These are shown on the attached plan. There are also a number of discreet but important views through the gaps within the existing built fabric. These will need special care in developing proposals for sites affected.
- 7.2 Of particular importance are the views to and from Felaw Maltings and the Old Custom House, panoramic views of the Northern waterfront, key potential views along Foundry Lane to the North, views across the Island site through the Harbour Master's Office, Lock Keepers House, Public Warehouse No.1.
- 7.3 Other desirable views are to and from Felaw Maltings and the Tolly Cobbold Brewery, and from the waterfront to the tree line with the proviso that these will be glimpses and views along streets rather than a continuity of tree lined picture frame.



>Figure B2 Key views-Waterfront Area

Appendix B - Waterfront Design Guidelines

8. Materials

- 8.1 The area is blessed with a variety of materials many of them locally sourced including, brick, stone dressings, slate and tiled roofs as well as more industrial forms, slip-form concrete, sheet metal, steel and concrete structures and steel windows. New developments should be encouraged to use a variety and palette of both traditional and modern high quality and durable materials. These could include modern interpretations of traditional materials such as terracotta, render. Other materials that have been recently used such as timber cladding, should be used sparingly. The use of more robust industrial materials, in keeping with the Town's industrial and port heritage, should be encouraged.
- 8.2 The use of local built form can also provide a rich source for detail. This could include projecting bays, gables and the simple grain silo. The Port heritage should also play a part in the development of building designs and the opportunity to incorporate salvaged materials be taken where possible.
- 8.3 A more industrial aesthetic, where it relates to either proposed new commercial uses or the restoration of existing buildings, should also be considered.

9. Public Realm

- 9.1 Open space, play areas and the needs of high density living.
- 9.2 The waterfront area will become an area of relatively high density living over time. It is important that the pressures for development do not mean that there is a shortage of quality open space and play space for residents with children.
- 9.3 The island site has been identified as a suitable location for a local public open space with play provision. The location at the north western end of the island gives good

access from the north and provides a logical link to the green pedestrian route that follows the River Orwell.

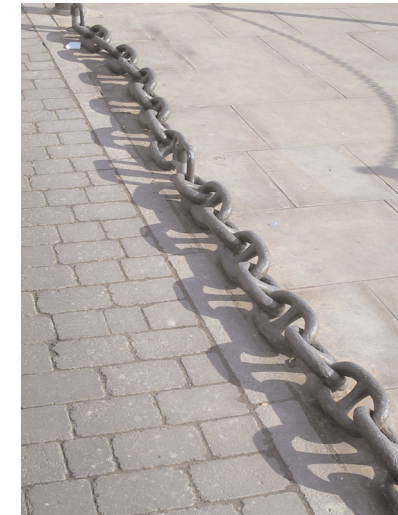
- 9.4 Other developments on the west and east bank of the waterfront area offer opportunities to incorporate public open spaces as part of the development form.
- 9.5 High density living around a generous waterfront, such as the Wet Dock and River Orwell is well provided with open space over the water. It is important that the form of development provides good quality and easily accessed public space. The key to good access will be the provision of new linkages across the water and from the waterfront to local parks (such as Holywells Park to the East). New bridges for pedestrians and cyclists are identified in the Area Action Plan and contributions to their delivery will be sought from developers.
- 9.6 New links across sites to key destinations such as Holywells Park will also be sought as part of the planning of certain key sites.

10. Hard and soft landscape

- 10.1 The treatment of the public realm along the quayside and immediate neighbouring streets should follow the precedent set by the repaving of the front to Custom House. Matching paving materials, vehicle barriers, use of salvaged port related features, chain etc should be followed. In addition the opportunity to preserve remnants of the docks previous function (though many now lost through removal i.e. railway tracks), should be encouraged throughout the area.
- 10.2 Soft landscape treatment should be reserved for areas where a significant soft landscaping intervention is possible. Appropriate areas include the spaces between the churches of St Peter's and St Mary at the Quay, on the Wet dock island and along the New Cut.

- 10.3 Continuous tree planting should not be provided on the quayside and the streets immediately to the north of the quay (College Street, Key Street and Fore Street).
- 10.4 The use of tree planting along Star Lane should be part of the overall improvement and change to the character of that street.

>Paving materials, seating and dock edge treatments



Appendix B - Waterfront Design Guidelines

11. Street furniture, lighting, boundary treatments etc.

- 11.1 Street furniture should be provided from ranges of simple robust street furniture. Examples are shown. Details that utilise existing dock fabric such as the chain vehicle barrier should be used as part of the continuity of landscape treatment
- 11.2 Street lighting column designs will be taken from a limited range and adhered to across the whole area.
- 11.3 Building lighting should be considered as part of the detailed design proposals. Opportunities to provide enhanced lighting of existing and proposed features should be incorporated. These should also be illustrated and explained in design proposals.
- 11.4 Boundary treatments should be minimised across the whole waterfront area. The area is one of streets and alleyways with buildings defining the urban form. Where plots are enclosed by features other than buildings, boundary walls should be constructed of local brick with natural stone dressings and copings etc. Railings within walls to give views in and out should also be encouraged.
- 11.5 Throughout the public realm and in particular along the quayside the ground floor of developments should provide a level and uninterrupted link between inside and outside of the development. Access for all is a requirement of new development and accordingly direct and easily negotiated ramps and steps must be provided where level changes are required.
- 11.6 The use of split level entrances, steep steps and dead frontages / undercroft parking must be avoided.

12. Energy efficiency and environmental sustainability.

- 12.1 The detailed design of buildings is covered by Building Regulations where these concerns are promoted.
- 12.2 One of the best ways that these aims can be achieved is through the creative restoration and conversion of existing buildings which have significant embedded energy within them. As a consequence of the number and quality of both listed and unlisted buildings of special local interest, development proposals should demonstrate that proposals have considered these aspects before proposals to demolish come forward.
- 12.3 Where relaxation of these obligations exist such as in the treatment of Listed Building or where retention proves impractical, the development should demonstrate that the key aspects of energy efficiency and environmental sustainability have been considered. This would include:
- infrastructure sustainable design options particularly appropriate for mixed developments (combined heat and power, heat pumps, ground source heat pumps),
 - individual building options, (generally of less value, photovoltaic panels, wind turbines, solar panels),
 - water conservation, (on site foul and waste water treatment, recycling grey water, boreholes and rainwater collection) and
 - a strategic approach to waste separation and recycling.



>Lighting and seating



Appendix B - Waterfront Design Guidelines

13. Area A : The North Quay and immediate environs including College Street, Key Street and Fore Street to Star Lane.

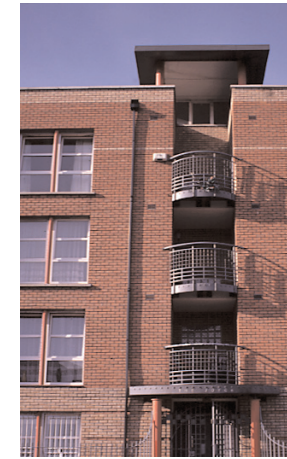
- 13.1 This area probably most characterises the Ipswich Waterfront, the one that is used in illustrations of the Town. It is the area with the longest historic associations with the development of the port. It is also the area largely severed from the Town Centre by the one way gyratory of Star Lane, College Street, Key Street and Fore Street.
- 13.2 It consists of an attractive mix of buildings, many of them Listed, with a variety of scales that largely relate to their age and function.
- 13.3 The more recent the building, generally the larger in scale, in part a reflection of their function but also a response to advances in building technology to provide greater height and larger scale for the commercial uses that they largely accommodate. Consequently the development over time of different functions and activities has produced a picturesque variety of scales, materials, forms and functions which is part of the essential character of this part of the Waterfront. These structures include the more recent industrial structures for grain storage, which provide some of the most significant landmarks in the area.
- 13.4 More recent developments have taken references from the predominantly gabled elevational treatment of the Victorian warehousing and Cranfield Mill and the roofscape of Felaw Maltings. There are few opportunities for further development in this area and so the varied character of the area is likely to be retained, however other forms based on their evolution through design development are to be welcomed, subject to the limitations on scale, mass and visual justification.

- 13.5 Area A is predominantly within the Wet Dock Conservation Area with part falling within the Central Area (see map). Consequently the demolition of unlisted buildings requires considerable justification, particularly where the building, though unlisted contributes to the general character of the area. There are number of such buildings in the area and they are listed in the "Ipswich waterfront and environs – unlisted buildings and structures of special local interest"
- 13.6 Within this area which has been drawn to take in the full depth from the Quay to Star Lane including College Street, Key Street and Fore Street, there are buildings that are not worthy of retention and so the opportunity to redevelop does exist, though their replacement will have to respect the immediate surroundings which form part of the essential character of the area.
- 13.7 Thus the presumption in favour of protection and enhancement stands as a general rule that will require proposals of the highest quality to enable demolition to take place.

Building orientation, height, massing and scale.

- 13.8 Particular aspects in the North Quayside area include:
- The effect of development in the area to the North and the backdrop to the main vistas (see plan) is of significance.
 - The desire to maintain a variety of heights and emphasis, developments of greater height behind these important landmark buildings could contribute to this variety, subject to the general comments on supporting evidence.
 - This will require particularly careful assessment in relation to the gap between Old Custom House and Contship building when viewed from the island site.

- The effect of new developments involving the demolition of the silo and link building on both the Old Custom House and the R & W Paul Albion Malting warehouse



>Working with existing buildings



Appendix B - Waterfront Design Guidelines

14. Area B: The Waterfront east side

- 14.1 Within this area much has been removed and what remains is not of the same high quality as within Area A.
- 14.2 There are no key landmarks and buildings views of which should be preserved.
- 14.3 The area does however sit within the tree-lined landscape on the higher ground (Holywells Park). Providing views to this tree line are an important constraint on the form of development which should allow for glimpses and variety of height on the waterfront such that the tree line is not completely obscured by development.

Building orientation, height, massing and scale.

- 14.4 Generally the scale of development on this part of the waterfront should be up to the maximum of 10 residential storeys allowing for the variety of roofscape that is described
- 14.5 The waterfront can be seen as an extension of a sequence of tall buildings within central Ipswich, starting at the Borough Council offices and linking the commercial core of the town, the industrial remnants on the north waterfront, recent approved developments and the opportunities for further taller buildings around the waterfront.
- 14.6 These opportunities are to be seen within the context of general restrictions of height along the waterfront described in the general section.

15. Area C: The Wet Dock Island

- 15.1 "The construction of the Wet Dock from the original course of the River Orwell and to create the New Cut between 1839 and 1842 was an enormous undertaking at the start of the Victorian era. At the time of its construction it was the largest Wet Dock in Europe. Its success in improving the facilities of the port and expanding trade, had a profound impact on the wealth of Ipswich and consequently on its character and appearance.
- 15.2 The original lock gates together with the Harbour Master's House and Offices, were situated mid-way along the Island Site off New Cut. The stonework of the lock-gate entrance is still clearly evident on the Island Site side of New Cut. When the manoeuvring of shipping in and out of the locks proved unacceptably difficult, the lock-gates were moved in 1881 to the position they occupy today at the southernmost end of the Wet Dock.
- 15.3 In the 19th Century, the Island Site was a popular place for public recreation. Along each side of the New Cut, trees had been planted, adding to the beauty of the walks and according to popular guide book accounts, 'on summer evenings hundreds of the townspeople would enjoy the sea-breezes, the lively sights of the vessels and the steamers coming and going and the pleasure boats on the water'. Gravelled walks were laid out and many seats were provided under the "umbrageous" trees. At the lock-gate end, a circular shelter known as the "Umbrella" had been erected from which the best views of the river could be obtained. This was occasionally used as a bandstand. The unnamed writer in 1890 stated that all these features 'speak well for the public-spiritedness of Ipswich' and 'strike a stranger as peculiarly attractive'."

[extract from Conservation Area Supplementary Planning Guidance Draft for IBC 1994]

- 15.4 Although there is a long intervening period of commercial activity on the island, origins and historic importance are very significant. Its location, special qualities, significant setting and potential require that development proposals should acknowledge its past and seek to build on the special qualities of the place.
- 15.5 There is a presumption that the restoration of the original lock, gatehouse, cottages and Public Warehouse No 1, an interesting early Dock structure with great potential should be a part of any proposals.
- 15.6 The recreational aspects of the island should also be part of any development proposals. Changes of use from commercial / industrial uses should be encouraged.
- 15.7 The potential to develop those parts of the island of lesser significance and proximity to the Waterfront North Quay should be encouraged.
- 15.8 The southern end is sufficiently remote from the key views of the Custom House and Felaw Maltings. It is an important gateway location to the Wet Dock, which is currently marked by three cranes. It is recommended that these cranes be retained in situ. Proposals for development in their immediate vicinity could be appropriate for their re-use as functioning elements should that prove possible.
- 15.9 The setting of the island within the clearly identifiable tree lined setting of the Orwell estuary is one aspect that should be preserved both for those on the island and those looking across to it. The analogy of a "picture frame" with building set in the enclosure of the waterfront and landscape.

- 15.10 The island site offers an opportunity to create a truly special development where the combination of a virtually car-free development of streets and lanes within a tight urban fabric could be developed. The special character that could be created where open space provision offset by a density of development and a true mix of uses would be an attraction that few other locations can offer.
- 15.11 This form of development would be fully consistent with the creation of a tourist destination with significant leisure opportunities on the island.
- 15.12 The restoration and reinterpretation of the tree-lined walk on the island could also be part of future development.

Building orientation, height, massing and scale.

- 15.13 Generally the scale of development on the island should be low rise (3-4 storeys) with up to 5 storeys at key junctions and corners on the north end.
- 15.14 Development on the south end of the island can be seen as part of the continuation of taller buildings with one or two significantly taller landmark towers of up to 13/15 storeys with views towards the Orwell Bridge.



> Reuse of industrial heritage

Appendix B - Waterfront Design Guidelines

16. Area D: The West Orwell Riverside including Felaw Maltings.

16.1 The east and west sides of the wet dock and Orwell share many of the same characteristics. There are few buildings of quality to dominate the scene but both are set within the tree lined high ground which gives the Port and Waterfront much of its character and distinct setting.

Building orientation, height, massing and scale.

16.2 Generally the scale of development on the West Orwell waterfront will be determined by the effect on and proximity to Felaw Maltings. As a general principle the scale of development set by the Persimmon development to the North of the Maltings has set the height limit for developments in close proximity.

16.3 As a general principle, subject to the conditions on variety of height, this can be exceeded the further away from the Maltings subject to careful demonstration of the effect on views of the Maltings.

16.4 Opportunities for greater height will tend to be both to the North where the height can be seen as part of the general height of St Peter's and to the south where the development of the sites opposite the southern end of the wet Dock Island can form a part of the sequence of taller buildings mentioned above.

16.5 Development on the south end of the island can be seen as part of the continuation of taller buildings with one or two significantly taller landmark towers of up to 13/15 storeys with views towards the Orwell Bridge.



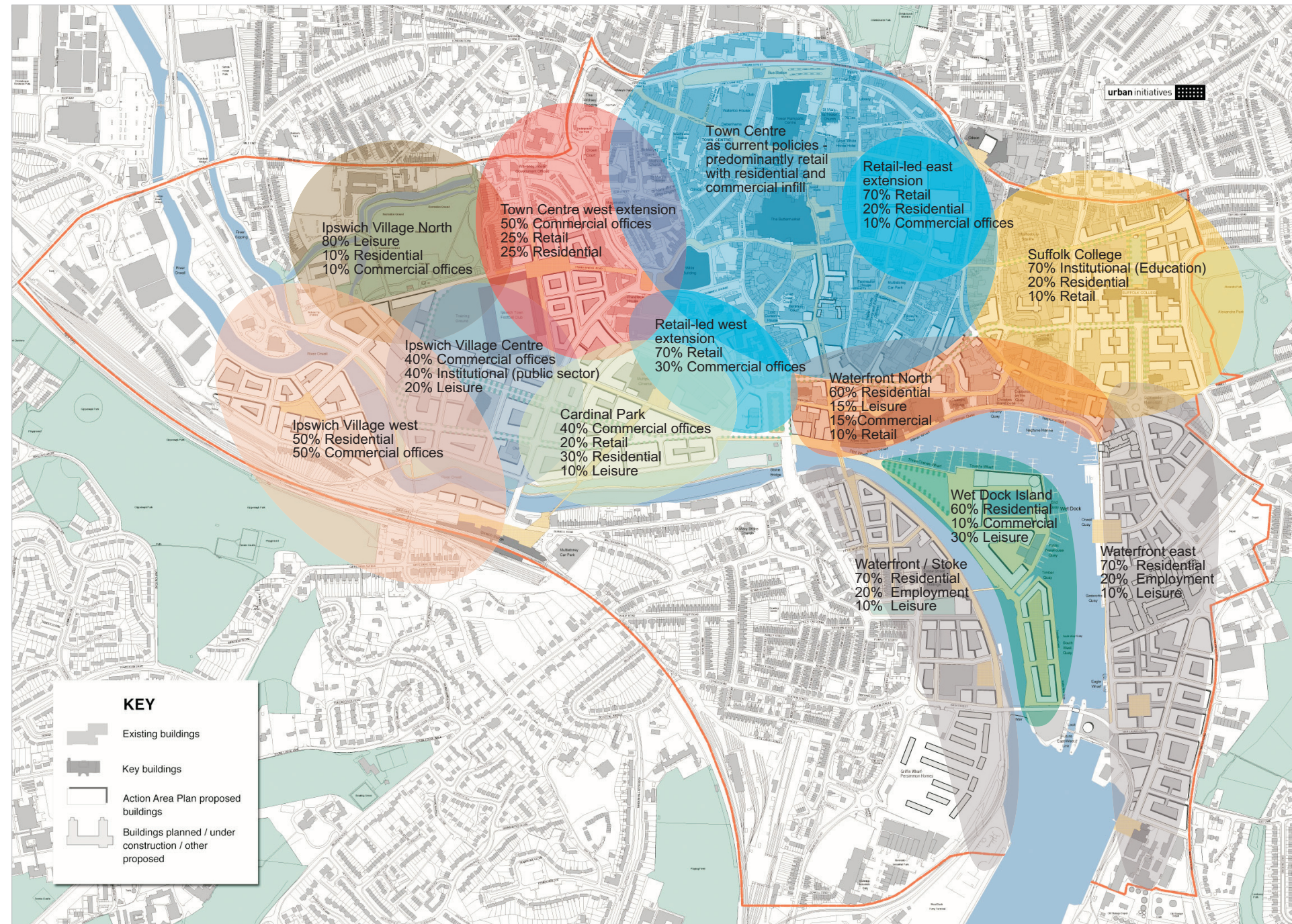
>Waterfront variety of scale and vertical emphasis



Appendix C - Development Capacity

1. Urban Capacity

- 1.1 The Area Action Plan has proposed an Urban Structure for large areas of the Town where it is envisaged most development will take place over the next 10-15 years. The Urban Structure and plot separation has been further informed by an assessment of potential built in terms of building footprints. Clearly at this level of detail the footprints must be considered with a degree of caution as it has not been possible to assess in detail all the potential constraints and opportunities at site level for such a large area.
- 1.2 However within the terms of the brief we have identified not just potential footprints but also possible heights in terms of numbers of storeys. These assumptions were used to derive the model form which was attached to the Consultation Exhibition.
- 1.3 An assessment of how this global figure of development could be spread across the different land uses appropriate for the Town Centre was a further exercise that informs this section on delivery capacity.
- 1.4 The development land uses have also been identified based on percentages set out on Figure C.1.
- 1.5 Spreadsheet summaries of development capacity and detailed breakdowns are attached.



>Above Figure C.1

Appendix D - Statement of Community Involvement

1. Introduction

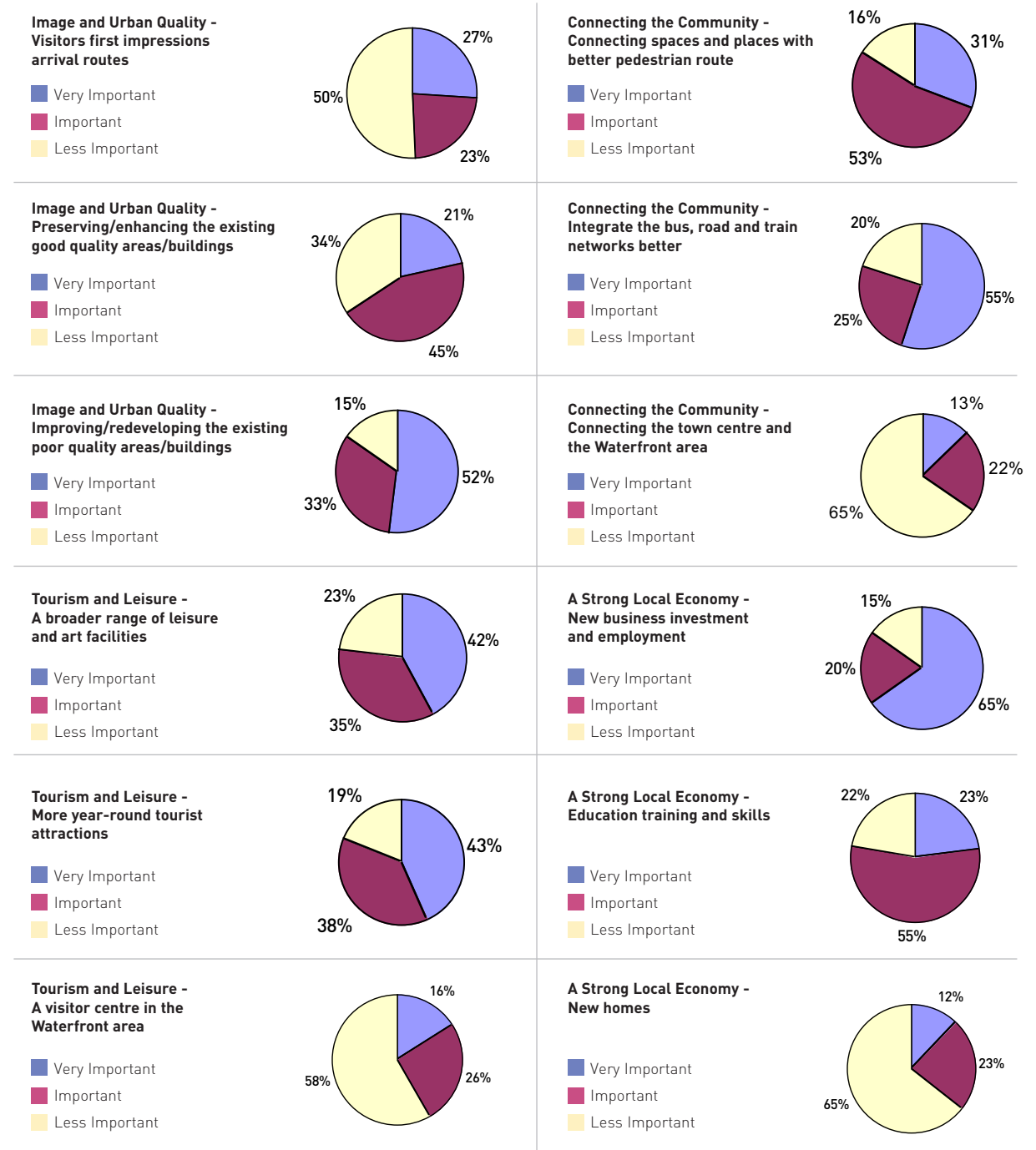
- 1.1 The consultation programme for the Ipswich Area Action Plan comprised a questionnaire leaflet, distributed with 'The Angle' newspaper to 55,000 local residents and an exhibition held between 30th May – 6th June 2003 in the Tower Ramparts Shopping Centre. A questionnaire was also provided at the exhibition to permit those who were interested to comment on the proposals displayed at the exhibition.
- 1.2 The results of the consultation programme are summarised in this section.

2. Ipswich Futures Questionnaire

- 2.1 A total of 1761 questionnaires were returned to the consultants and was considered to be a very good response rate. The questionnaire contained 5 questions as well as an additional space for comments.
- 2.2 Question 1 related to people's reasons for visiting the town centre. Of the total, 39% of respondents use the town centre mainly for shopping and 28% for entertainment purposes. Only 12% of people stated that one of their main uses of the town centre was as a place of work.
- 2.3 Question 2 incorporated a series of themes relating to:
- Image and Urban Quality – the most important issue was the need to improve or redevelop existing poor quality areas and buildings.
 - Tourism and Leisure – respondents wanted to see a broader range of leisure and arts facilities and all-year round tourist attractions but were less interested in a dedicated visitor centre within the Waterfront area.

- Connecting the Community – integration of the public transport and road networks was regarded as very important and a majority of people thought that the improvement of pedestrian routes was also important. Better connections between the town centre and the Waterfront were not seen as a priority.
- The Local Economy – facilitating and encouraging new business investment and employment was a high priority as was providing better education and training opportunities. The provision of new homes is considered to be a much lower priority.

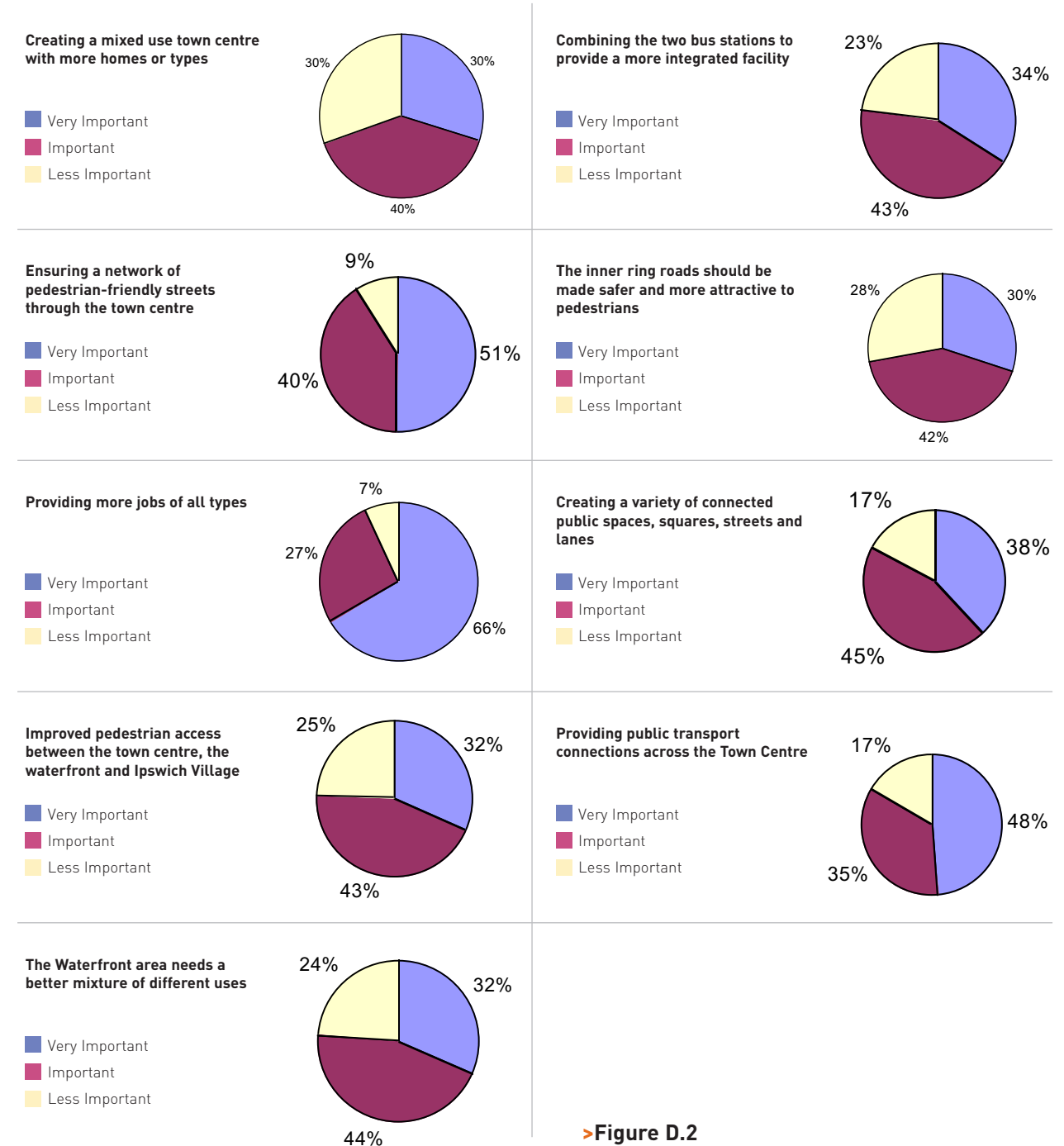
2.4 The results of these questions are illustrated in Figure D.1.



>Figure D.1

Appendix D - Community Response

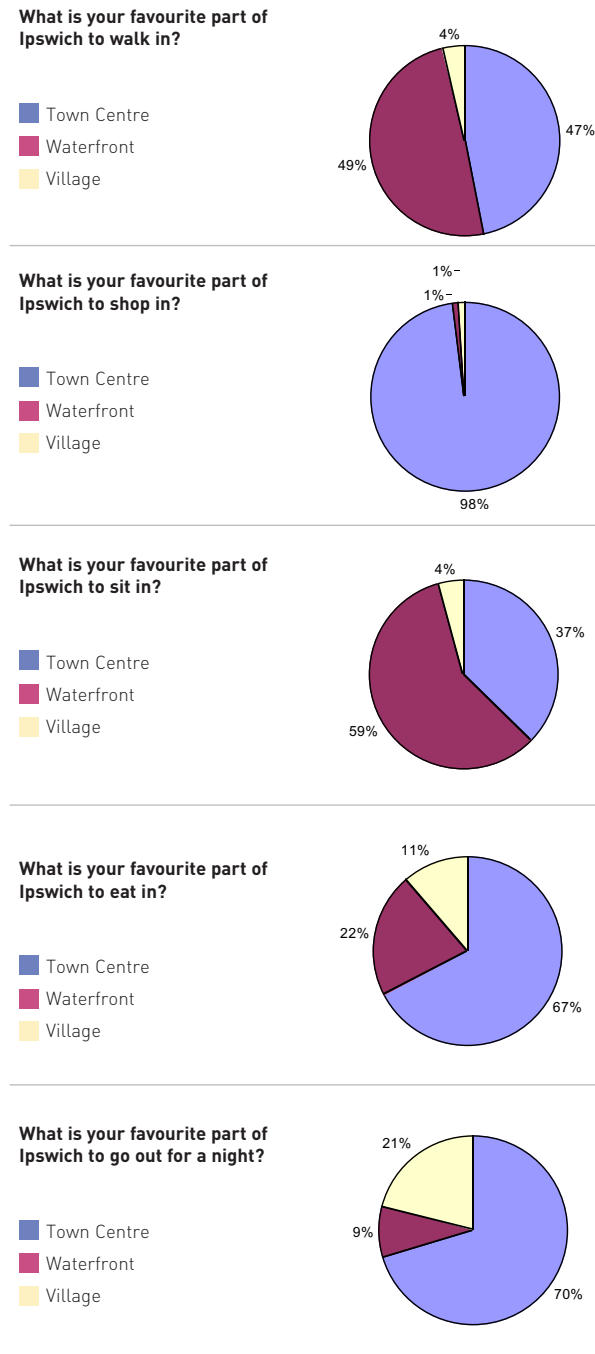
- 2.5 Question 3 identified a number of opportunities that could be incorporated in the Area Action Plan process, including;
- creating a mixed use town centre with more homes;
 - ensuring a network of friendly streets;
 - providing more jobs;
 - improved pedestrian access between the town centre, Waterfront and Ipswich village;
 - a better mix of uses in the Waterfront area;
 - combining the two bus stations as an integrated facility;
 - making the inner ring roads safer and more attractive for pedestrians;
 - creating a variety of connected spaces, squares and lanes; and
 - providing public transport connections across the town centre.
- 2.6 The results of Question 3 are shown in Figure D.2
- 2.7 The majority of respondents considered that all were important or very important and 74% of respondents considered that these opportunities would help to make a successful town centre.



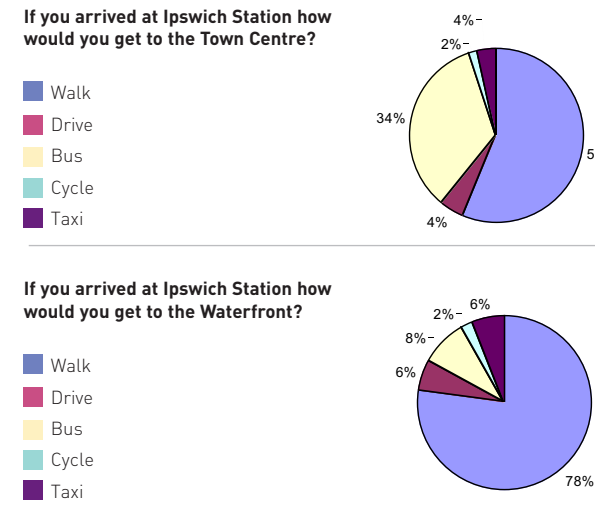
Appendix D - Community Response

3. AAP Exhibition Questionnaire Response

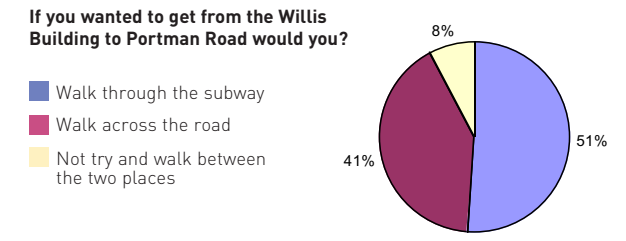
- 3.1 The number of questionnaires completed during the exhibition week totalled 112. A range of questions was asked regarding respondents existing use of the town centre and opinions on potential actions for the future.
- 3.2 Figure D.3 shows that the town centre is the most popular location in the town in which to shop, eat and spend the evening. The Waterfront is more popular for walking and sitting outside. These results are as might have been anticipated given the existing characteristics and facilities in each area.
- 3.3 Figure D.4 indicates that people arriving at the station generally walk between the station and the town centre (56%) and the waterfront (78%). However, a significant proportion of people use bus links between the station and the town centre (34%). This indicates the importance of improving the pedestrian routes linking the key nodes in the town.
- 3.4 A question regarding navigation across the roundabout adjacent to the Willis Building indicated that the majority of people (51%) chose to use the underpasses whilst 42% use the at-grade crossings. A small proportion of respondents claimed to avoid the route of possible. Figure 7.7 shows the response.
- 3.5 Of those completing the questionnaire, 66 had not seen the Ipswich Futures leaflet whilst 25 had seen it. 6 did not answer this question.



>Figure D.3



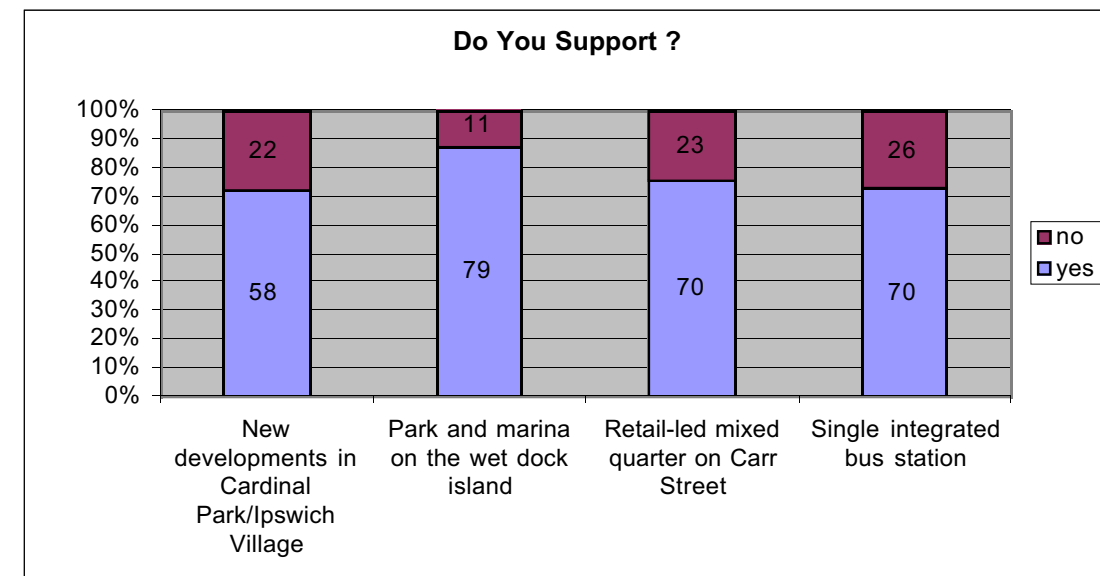
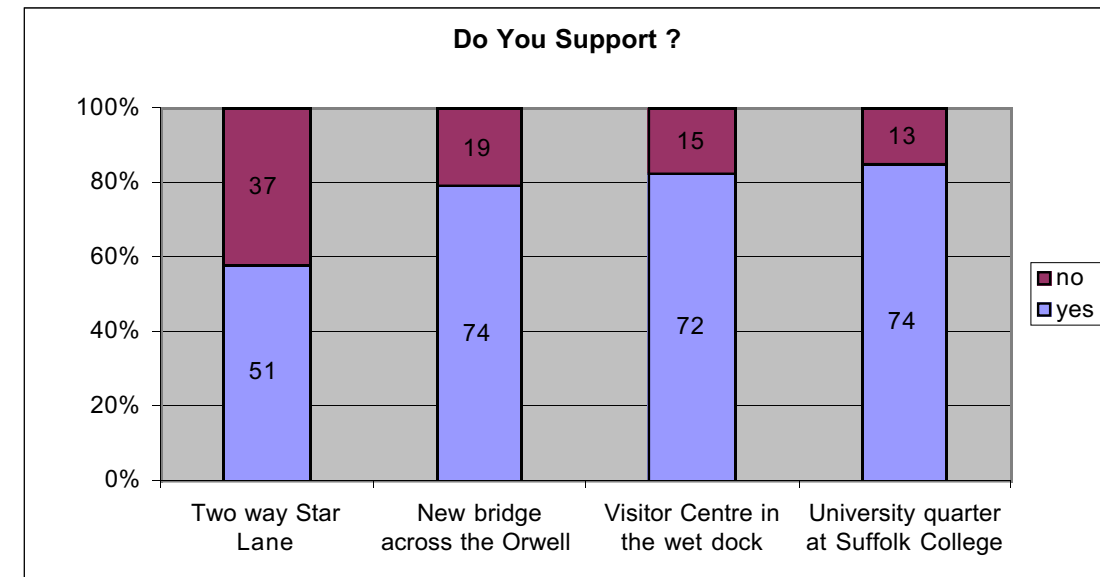
>Figure D.4



>Figure D.5

Appendix D - Community Response

- 3.6 A number of key actions were proposed and respondents were asked to indicate whether or not they supported each one:
1. Two-way traffic on Star Lane/College Street/Key Street
 2. New bridge across the Orwell joining Wherstead Road to Duke Street
 3. Visitor centre in the wet dock
 4. University quarter based at Suffolk College
 5. New developments in Cardinal Park/Ipswich Village
 6. Park and marina on the wet dock island
 7. Retail-led mixed quarter behind Co-op on Carr Street
 8. Single integrated bus station
- 3.7 As can be seen from Figure 5.6 there is significant support for actions 2, 3, 4 and 6, 7, 8. There was less support for the traffic management alterations to the Star Lane one-way system and for new development at Cardinal Park and Ipswich Village although over half the respondents were supportive.



>Above Figure D.6