

**Ipswich Village Development Brief  
Supplementary Statement  
June 2006**

The Council undertook widespread consultation on the draft Ipswich Village Development Brief during January and February 2006. 13 responses were received and the Council has considered these and produced this Consultation Summary Statement in response. This statement, together with the draft Brief, forms a material consideration in the determination of planning applications.

The draft brief can be obtained by calling Christine Farnish on 01473 432933 or via the Ipswich Borough Council Website: [www.ipswich.gov.uk](http://www.ipswich.gov.uk).

This Consultation Summary Statement is structured in the following sections, which largely reflect the structure of the draft brief:

- General Comments
- Strategic Urban Design Framework;
- Urban Design Brief: Portman Road Area (Appendix A);
- Urban Design Brief: West End Road Car Park (Appendix B);and
- Corridor Improvements (Appendix C).

**General Comments**

**Status of the Brief**

The brief, supplemented by this statement, will be a material consideration in the determination of planning applications. The weight to be given to it will vary depending on factors such as the degree to which the relevant part conforms with the adopted Ipswich Local Plan (1997) and also whether or not any of the comments within the representations received related to the part of the brief in question. Where there is a conflict between the brief and this statement then this statement should carry greater weight.

The Council intends to produce formal new planning policy documents shortly as part of its work on the Ipswich Local Development Framework. It is likely that the contents of the brief will be replaced by those new documents over the next year or two. The contents of the brief and the comments made in response to it will be considered as the new documents are produced.

**Design Quality**

The Borough Council is committed to the achievement of design quality. Across the study area it is important that quality designs are achieved, with excellent standards achieved for landmark buildings. Standards of design - including environmental standards - will be addressed further in new planning documents within the Local Development Framework.

## **Public Realm**

The principles of the Shared Space Scheme already in place within part of the Brief area should be taken account of as other developments are proposed. These principles are relevant throughout the brief, which has as a central aim the improvement of pedestrian and cycle amenity within the public realm. Where pedestrian improvements are planned / proposed it is important that equivalent improvements are also made for cyclists.

## **Landscaping**

References to landscaping and trees in the brief are sporadic. However, good landscaping will be required throughout the area. Landscaping is central to environmental improvements in all parts of the Portman Road/ Cardinal Park areas. Landscaping will be crucial to the transformation of the key corridors discussed in Appendices B and C of the brief. It will be crucial to the creation of quality public spaces and pleasant secondary routes. The achievement of high quality landscaping is a central element of the regeneration proposals put forward in the brief.

## **Area Appraisal**

There are some pressing social issues that face some communities surrounding Ipswich Village. The regeneration of the Village forms part of the effort by the Borough Council to improve the quality of life within, and the image of, the area.

## **Strategic Urban Design Framework**

The brief provides scope for retail and leisure development, as well as business and residential uses. This integrates uses and responds to different pressures for different kinds of development in the area. It will also help to create a vibrant and dynamic Ipswich Village that is flexible to varying economic, and other, opportunities.

## **Towards Implementation**

It is acknowledged that more details relating to costs, funding sources and time frames is necessary to achieve delivery of this brief. The brief provides an indicative strategic vision for the area that will help to guide development in the area whilst more detailed plans are drawn up through the Local Development Framework. The brief provides an interim framework for development that provides flexible parameters to enable informed, well-orchestrated development to take place in advance of the production of the Ipswich Local Development Framework.

## **Transport Funding**

The Borough Council will work with stakeholders, developers and government agencies to deliver infrastructure such as road and public realm improvements as well as changes to the public transport network. It is hoped that many of the ideas in the Brief will be worked up further and implemented through the major transport scheme that has been submitted to the Department for Transport. Funding issues will be considered in detail as the future strategic framework for the area is taken forward through the Local Development Framework.

### **Urban Design Brief: Portman Road Area (Appendix A of the Brief)**

#### **Alderman Road/ Alderman Park**

Development within Alderman Park (such as any hard play and Astroturf provision) will take full account of environmental constraints. The Alderman Road area contains significant wildlife that merits protection. These wildlife areas are assets that should be enjoyed, protected and promoted and where possible the canal should be integrated with and enhanced by developments.

Proposals for the area will need to take into account flooding issues, of which the area has a history.

#### **Little Gipping Street**

The brief acknowledges that in terms of maximising the use of land a different approach could be taken in the Little Gipping Street area. The Council has no active plans to look at regeneration in the area, but if this were reviewed in the future there would be plenty of further community consultation before any decisions are made.

#### **Leisure Spine**

Sports facilities in the new sports and leisure quarter will need to be well served by public transport. The shuttle bus service should be improved to provide better links around the extended town centre, including to the Sports and Leisure Quarter. This will provide sustainable travel, and improve accessibility to new and existing sport and leisure facilities, as well as to the Ipswich Village area as a whole.

### **Urban Design Brief: West End Road Car Park (Appendix B of the Brief)**

Design quality will be key to the West End Road Car Park. The car park is in an important riverside location that acts as a gateway from the train station, and thus good design is imperative. Excellent design standards should be achieved in the buildings at the east and west ends of the car park site, which are in key locations and thus are considered landmarks.

These buildings (especially the corner building by Princes Street) should acknowledge and respect the listed maltings building, which is of architectural merit.

#### **Riverfront**

There may be some opportunities for limited built development in the area identified in the brief and the Local Plan for parks. However, it is considered important that a significant area of greenery with pedestrian and cycle links is retained and created along the area.

It is intended for this route along the disused rail network to become a pedestrian and cycle route. The rail arches could become part of this cycle and pedestrian route leading towards Ipswich Waterfront.

### **Corridor Improvement Initiatives (Appendix C of the Brief)**

All major changes to the highway network need to be drawn up with regard to the implications for all modes of transport. It is important that any detailed proposals are worked up with the Borough and County Council.

#### **Bus priority**

Bus priority measures are likely to be an integral part of measures to rationalise transport issues around the study area, and should be considered fully if changes to the road network, including any changes to junctions, are proposed.

#### **The Princes Street Corridor**

The consultation stage produced several imaginative proposals for improvements to access arrangements down Princes Street. These suggestions, due to their level of detail and strong implications for the transport network, are not fully taken forward here, but they have been passed to the County Council and Borough Council team looking at this area. The ideas put forward include:

- Cyclists should have access to the bus crossing of the gyratory system and consideration should be given to closing Princes Street to all but buses, taxis, pedestrians and emergency vehicles;
- The main pedestrian route from the rail station to the town centre should be over a new river bridge east of Station hotel, continuing across cardinal Park, Wolsey Street and Cutler Street;
- A direct link for pedestrians and traffic down Princes Street past the fire station (along with bus priority measures) would relieve congestion on Princes Street Bridge and back into Burrell Road and Ancaster Road;
- Wide pavements on the Princes Street side of the Willis building could be slightly reduced to provide a bus lane on the out of town leg.

#### **Train Station Forecourt Improvements**

Similarly, several suggestions were made relating train station improvements that have been passed to the County Council and Borough Council team looking at this area. The ideas put forward include:

- A bus station at Ipswich train station would encourage the extension of the central bus loop to the station. The forecourt area could be expanded through a shared space project across Burrell Road, down Ranelagh Road towards Ancaster Road and to the Princes Street Bridge;
- Bus stops along Burrell Road and Ranelagh Road could be brought closer to the Railway Station forecourt, negating the need to enter the forecourt area. This would release space in the forecourt area for parking, taxi and environmental improvements.