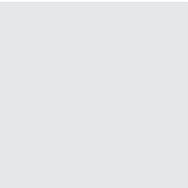
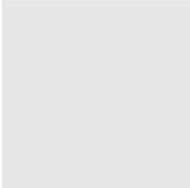
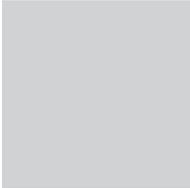
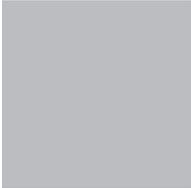


**IPSWICH PORTMAN ROAD URBAN DESIGN BRIEF**  
**STRATEGIC URBAN DESIGN FRAMEWORK**  
**IPSWICH VILLAGE/CARDINAL PARK AREA**



FINAL REPORT  
OCTOBER 2005



IPSWICH PORTMAN ROAD URBAN DESIGN BRIEF  
**STRATEGIC URBAN DESIGN FRAMEWORK**  
**IPSWICH VILLAGE/CARDINAL PARK AREA**

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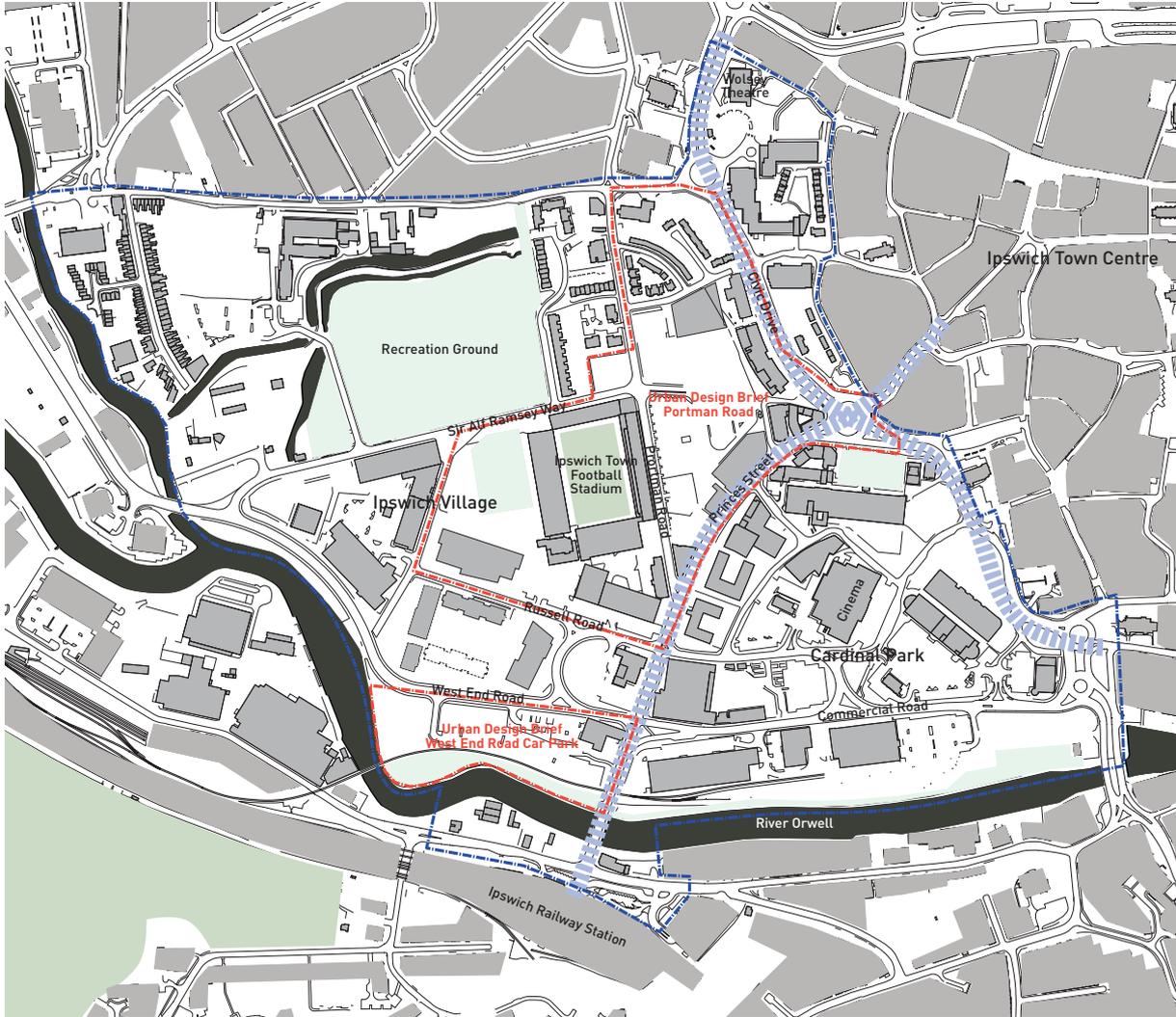


Figure 1: Study Site Area

**Key**

-  Site boundary Strategic Urban Design Framework
-  Site boundary Urban Design Brief
-  Corridor Improvement Initiatives
-  Development blocks

# 01 INTRODUCTION

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Ipswich is a place undergoing major changes. Whilst it has not suffered the loss of prestige that other historic towns have suffered, it was nevertheless for much of the industrial revolution, a town that lost rather than gained in significance, when set against the expansion of major cities in the north and midlands. This is now changing and Ipswich is growing fast, not just around the attractive Waterfront area, but also within the wider urban area.

The opportunity for this expansion however is only one part of the story. The other aspect of Ipswich as a town is that there are large significant opportunities for the creation of a greatly enlarged urban centre located between historic town centre and the railway station. This area known as Ipswich Village already accommodates a number of important Ipswich institutions, most notably the Ipswich Town Football club.

In November 2004, Ipswich Borough Council (IBC) commissioned Urban Initiatives to prepare an urban design brief for a number of sites surrounding Ipswich Town Football Club. Initial site analysis revealed the significant development potential throughout the entire Ipswich Village and Cardinal Park district. Equally the need for an overarching development framework was recognised, which would help the establishment of a legible and integrated urban structure and give guidance on appropriate forms of development. Such a document would form the baseline for the preparation of more detailed and site-specific urban design briefs. This methodology was acknowledged by the IBC, and the brief was extended to cover the entire Ipswich Village and Cardinal Park area.

The following document reflects this approach. It comprises four stand-alone documents that are brought together within a single report.

## **Strategic Urban Design Framework (SUDF)**

It comprises an outline of the planning policy context and a comprehensive analysis of the Ipswich Village and Cardinal Park district, with particular focus on development potential, local assets, linkages and qualities of the pedestrian network. This forms basis for a development vision, which identifies the key elements of a future urban structure that would become the underlying framework for the successful development of the area. Furthermore it outlines urban design principles to guide a coherent development of the built form and help the establishment of an attractive and safe pedestrian environment.

Below this umbrella document the other studies are attached as Appendices. They include the following:

### **Appendix A: Urban Design Brief Portman Road Area**

Within this document the recommendations of the SUDF are further developed into a site-specific urban design brief. It lays out an urban structure with indication of streets blocks and development plots, and makes recommendations on land use, development height and massing, configuration of frontages, landscaping and public realm. Two development scenarios for a site east of Portman Road are developed, one as a location for a large-scale entertainment or leisure venue, the other as finer grain mixed use development.

### **Appendix B: Urban Design Brief West End Road Car Park**

This document addresses a potential development site at the river that is owned by Ipswich Borough Council. The Council plans to replace the current surface car park at the site with a multi-storey solution and free up space for supplementary development. This document lays out a development structure, height and massing of buildings and new public spaces. Further it includes an option appraisal of different car park arrangements in terms of their capacity and impact on the urban environment.

### **Appendix C: Corridor Improvement Initiatives**

This document was prepared to inform the preparation of Local Transport Plan II by Suffolk County Council. It analyses the pedestrian environment in the study area and identifies two key pedestrian corridors that require improvement. It assesses these corridors in terms of pedestrian safety, environmental quality, legibility and directness of these routes, and makes suggestions for junction improvements, public realm treatment and the creation of new public spaces.

## 02 PLANNING POLICY CONTEXT

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In 2003 Ipswich Borough Council prepared an Area Action Plan (AAP) for the town, which extends over 280 hectares and includes the Town Centre, Ipswich Village, the Waterfront and Suffolk County Council and College sites.

The AAP addresses land use, transport and design guidance for emerging developments on the Waterfront together with a framework for the town that envisages future developments emerging from the Council's Urban Renaissance objectives for the Town Centre. These are to:

1. Provide a framework for investment, which will create and sustain social and economic regeneration and the integration of new and existing communities;
2. Promote redevelopment, which will preserve and enhance the character of the Waterfront area;
3. 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
4. Integrate the Ipswich Village Quarter and the town centre by achieving attractive green routes linking them and improving pedestrian and cycle connections.

The overarching aims of the AAP are to create direct and legible routes to connect the various Quarters within the town centre, and to encourage development in a manner that is appropriate to the character and predicted uses of the different Quarters.

Potential key projects included the development of bus interchange(s), new mixed use Quarters (eg. Ipswich Villages and the Mint Quarter), the incorporation of an Education precinct and the development of better cross town links to provide for the needs of pedestrians as well as vehicles.

In taking forward the aspirations of the AAP the following urban design qualities, essential to making successful places, should be integral to the design of all new developments in the town. The following qualities are set out in the recent DTLR / CABE Publication 'By Design':

- Character and distinctiveness: through the enhancement of the character of the area by respecting its locally distinctive patterns of development, sense of history, culture and traditions;
- Continuity and Enclosure: through reinforcing the continuity of street and the enclosure of space by development, which clearly defines private and public areas;
- Quality of the Public Realm: through the quality of the space between buildings by providing spaces and routes that are safe, uncluttered, active and identifiable;
- Connectivity and Permeability: through high accessibility and local movement by making places that connect with each other and are easy to move through;
- Legibility and Identity: through ease of understanding through development that provides a system of recognizable routes, nodes and features to orientate users;
- Diversity and Choice: through a mix of compatible uses that work together to create vital and viable places, and meet a wide range of local needs;
- Adaptability and Robustness: through development that can easily respond to changing social, technological, economic and market conditions, and
- Integration and Efficiency: through sustainable development, which integrates land uses, transport and the natural environment, promotes walkability and reduces the need to travel.



Area Action Plan: Artist Impression- Development Option of Cardinal Park and Waterfront

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The translation of these qualities into the spatial structure and appropriate form of development for particular development sites is expressed in this document in terms of:

- Urban structure;
- Urban grain;
- Density and mix of uses;
- Height and Massing;
- Façade and interface, and
- Landscape and public realm.

### **Ipswich Local Plan**

The First Deposit Draft Local Plan provides a framework for investment in Ipswich Village with a number of policies seeking to ensure that the area is easily accessible and develops in a sustainable, mixed use way. It also seeks to do this by enabling a high quality environment for residential, employment and leisure activities.

The Plan identifies that fundamental to achieving a sustainable urban renaissance is the creation of an area that is vibrant at all times of the day. Crucial to achieving this is the establishment of a new residential community that will grow from that which exists already. (See FDDL Policy IV1).

The Village is fast becoming the heart of an innovative public service cluster in Ipswich with the relocation of Suffolk County Council and the Crown Court to sites in Russell Road. As a consequence, employment opportunities within the area are developing quickly. It is vital to keep this development growing and the provision of mixed use allocations in the FDDL at identified Village sites will continue to encourage and enable this growth.

Other public sector organizations such as Ipswich Borough Council (IBC) are also proposing to move into the area.

The Village will continue to have a major role to play in providing leisure activities and the FDDL includes policies (IV2 and IV3) to facilitate this development in the wider context of Ipswich as well as the Village.

THE FDDL provides the policy framework to enable this key part of Ipswich to regenerate, develop and become a vibrant new quarter in the centre of Ipswich.



Thriving Ipswich Town Centre

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## Ipswich Area Action Plan

### Ipswich Village

Ipswich 'Village' is centered on Ipswich Town Football Club (ITFC) and its stadium at Portman Road. The Borough Council seeks regeneration through mixed use development and improved links to, and integration with, the town centre, the waterfront, the education quarter and the Railway Station. The area, whose origins are fairly recent (the area being undeveloped marshes until the 20th century), epitomises the changing character of Ipswich and recent developments confirm the potential for the creation of a truly mixed use, sustainable urban area.

### Cardinal Park Area

The Cardinal Park Area is at present poorly connected to other parts of the town especially for pedestrian and cyclists and those using public transport, its built form and character have little or no respect for the vernacular style. It therefore does not at present seem to be part of the town centre. The Ipswich Area Action plan stresses the need to integrate this area into the urban structure of the town centre, into the Ipswich Village, the Cardinal Park area and to create new pedestrian and cycle routes and thus opening the peripheral areas up to the town centre.

### Ipswich Station

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. Rail links are south to Manningtree, Colchester and stations to London and north to Norwich. There are also cross-country routes to Cambridge and Peterborough. Ipswich Village and Cardinal Park are within walking distance of the station and so can justify a greater density of development. Policy should seek to make this more sustainable with constraints in parking provision.



Ipswich Railway Station

## 03 AREA APPRAISAL

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### 3.1 LOCATION

The Ipswich Village and Cardinal Park areas are located south west of Ipswich Town Centre. The areas are bounded to the north by Handford Road, to the east by the inner ring road comprising Civic Drive and Franciscan Way, and to the south and west by the river Orwell.

### 3.2 URBAN DESIGN ANALYSIS

The area is appraised in urban design terms using aspects of development form as described in “by design: urban design in the planning system: towards better practice”.

#### 3.2.1 Urban Structure

The urban structure is the framework of routes and spaces that link the area with the surrounding context and forms the backbone of an area in terms of access and movement. The layout has a considerable impact on legibility and the character of an area.

In Ipswich Village/ Cardinal Park the urban structure is poor. It fails to link the different elements and to integrate the area with the surrounding context. In particular the configuration of Civic Drive/ Franciscan Way corridor creates a barrier between the town centre and the study area with inappropriate pedestrian links including unpleasant subways.

The Princes Street corridor forms the central spine of the study area and links the railway station with the town centre. This street has the potential to become a significant route into and through the area. However, car-oriented design and the poor location of pedestrian crossing facilities along Princes Street, particularly at the Grafton Way Gyratory and at the junction with Civic Drive, provide a significant impediment to the success of this route. Additionally the general appearance and quality of the public realm of this street is poor. It offers no inviting pedestrian amenities and, in parts, lacks active frontages and passive supervision. The traversing route along the West End Road / Commercial Road corridor is similarly characterised by car-oriented design and set-back developments lacking active frontages which do not offer a pleasant environment for the pedestrian.

There are two structurally important and significant green spaces in the area. One is Alderman Road recreation ground, and the other consists of a series of linear green spaces along the riverfront linked by the riverside walkway and national cycle trail. Together these green spaces form a significant part of the Ipswich town green structure and have the potential to attract people from beyond the study area. However, at present these spaces are underused and of poor quality. In case of the riverside space west of Princes Street Bridge, there is a clear lack of maintenance and signs of vandalism. Both suffer from limited accessibility from surrounding areas, poor integration in the pedestrian network, lack of legible and inviting entrances or attractive features, and a low degree of overlooking and passive supervision.



Princes Street



Portman Road

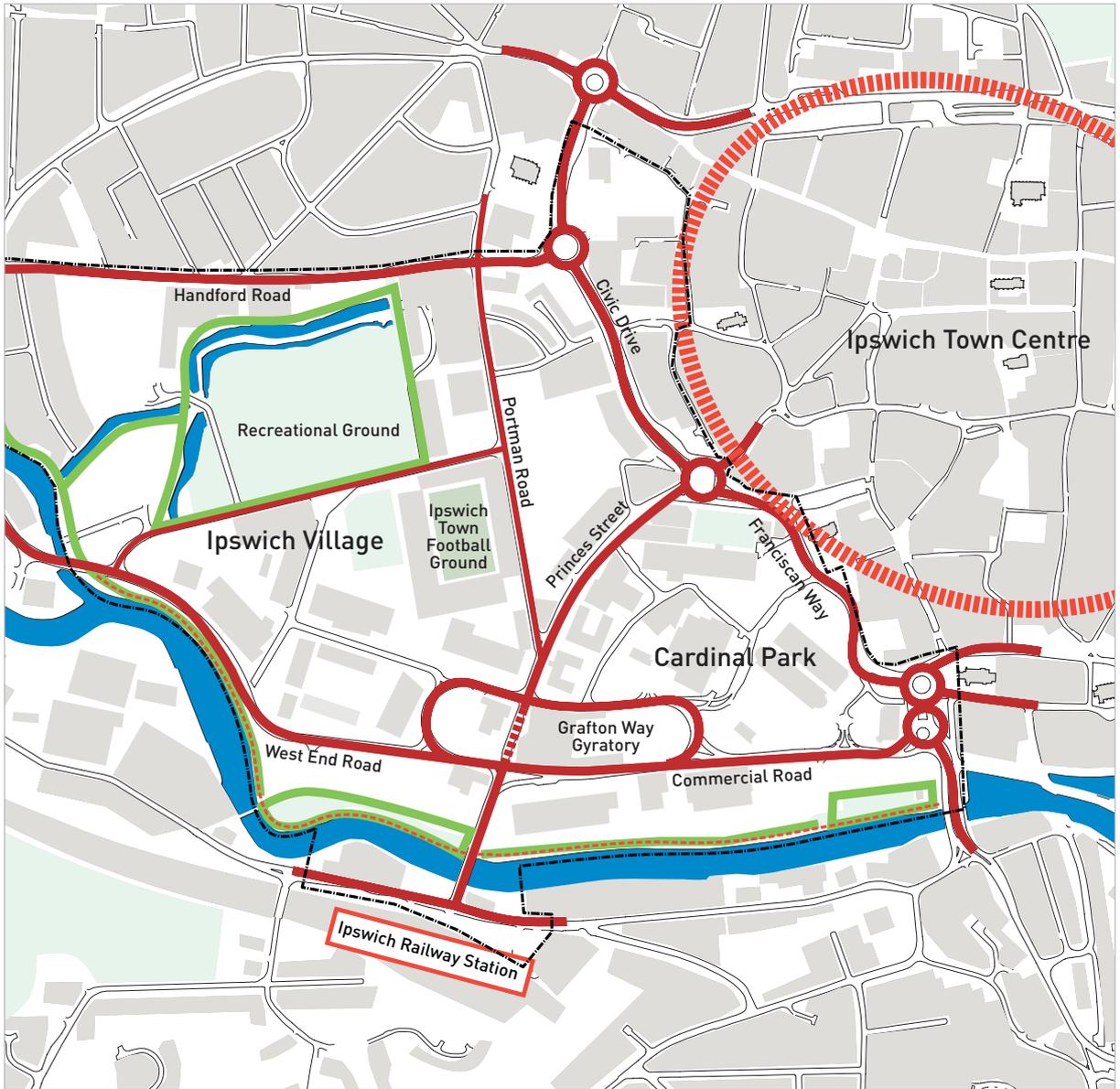


Figure 2: Existing Urban Structure

- Key**
- Study area
  - Development blocks
  - Primary road structure
  - Road bus only
  - Pedestrian / cycle route
  - Green structure
  - Water

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### 3.2.2 Urban Grain

Beside the key elements of the urban structure the layout of an area is determined by the pattern and arrangement of streets, blocks and plots. The concept of "urban grain" gives an indication of the degree to which an area's pattern of blocks and plots subdivision is respectively small and frequent (fine grain), or large and infrequent (coarse grain). The urban grain significantly impacts on the permeability of an area and the choices to move around it. It similarly has an influence on the extent of adaptability, diversity and inclusiveness an area can offer as a base for development.

The urban grain varies across the study site area. In the Ipswich Village area the grain is coarse to very coarse. In particular the street block south of Handford Road comprising the Recreation Ground is impermeable as is, the Ipswich Town football ground. To a large extent the urban grain of Cardinal Park area is also coarse. Although a number of finer grain blocks are distributed throughout the area, particularly along Princes Street, this does not compensate for the overall lack of continuity to the existing secondary route structure and weakens the potential of this finer grained area.

There is potential to substantially increase the degree of subdivision and to establish continuous secondary routes through the Ipswich Village and Cardinal Park area. In particular the subdivision of plots along the riverside offers the opportunity to link up the riverfront and integrate it as a valuable asset into the area.



Ipswich Twin Football Club

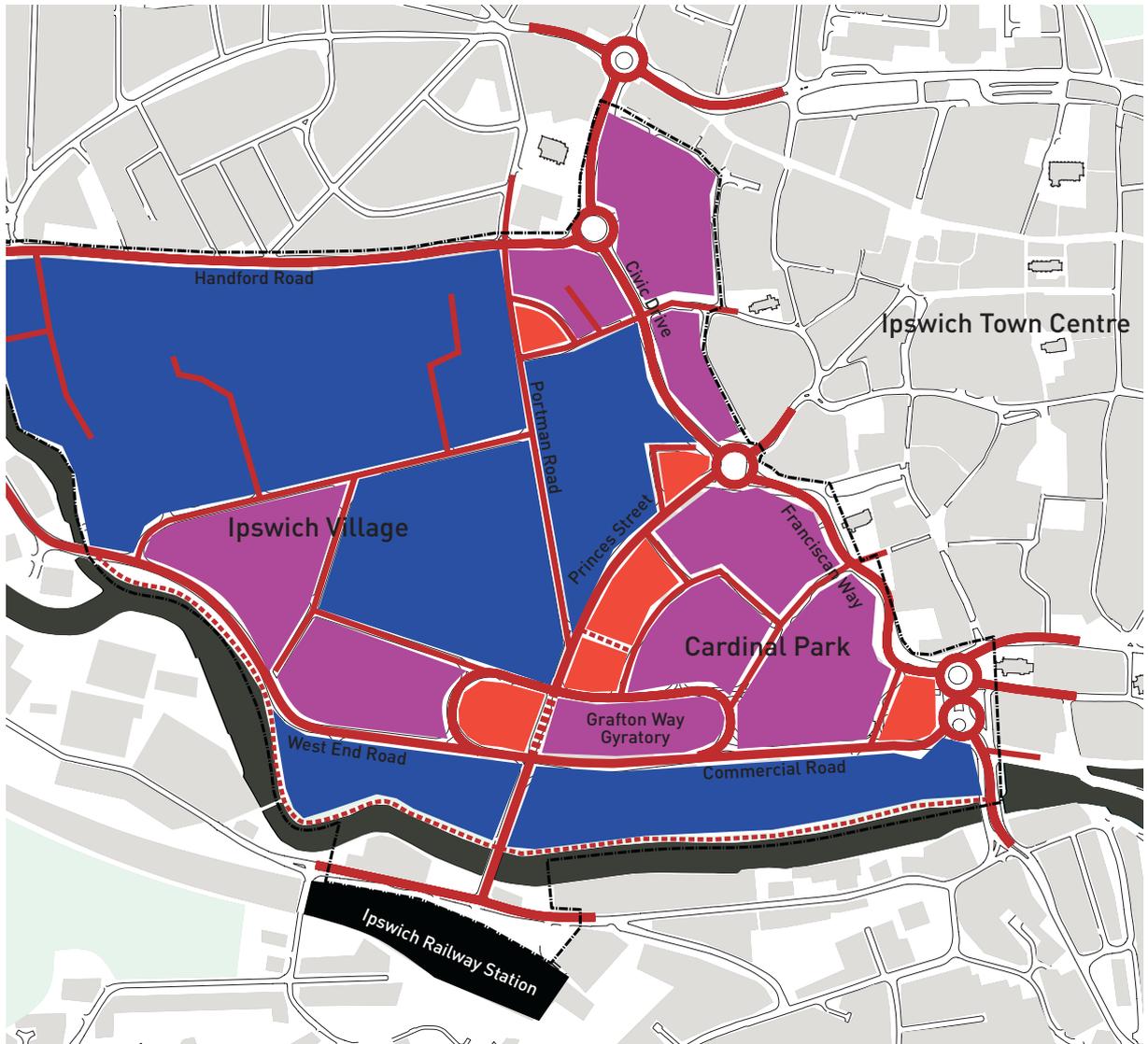


Figure 3: Urban Grain

**Key**

-  Study area
-  Development blocks
-  Primary road structure
-  Secondary road structure
-  Bus only
-  Pedestrian / Cycle Route

**Urban Grain**

-  Very coarse urban grain
-  Coarse urban grain
-  Fine urban grain

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### 3.2.3 Density and Mix

The density of an area is represented by the amount of development on a given piece of land. The mix indicates the respective range of uses. Density influences the intensity of development, and in combination with the mix of uses can affect a place's vitality and viability.

Urban Initiatives has undertaken an "indicative/broad brush" land use survey that shows a great variety of land uses in the Ipswich Village / Cardinal Park area. The study site area comprises residential uses in the north, commercial uses in the vicinity of Civic Drive, Princes Street and Commercial Street, a significant cluster of institutional uses around Russell Road, and a number of leisure uses spread along a line from the waterfront to the football stadium in the heart of Ipswich Village.

While there is a significant mix on an area wide scale, within local sub-areas, single land uses are often predominant. In areas with major concentrations of commercial development, the typical work patterns often cause significant fluctuation in activity, which can render large areas unsafe and with a fear of crime during evening or weekends. Such conditions can be offset by the opposite activity and use patterns inherent in residential or leisure developments. It is therefore recommended that a greater variety of land uses within local areas be encouraged to support balanced activity levels throughout the day and evening, and between weekdays and weekends.

The density of individual developments on their plots varies considerably across the study site area. These range from a plot ratio of approximately four to six times the plot size in a number of commercial developments along Civic Drive or Princes Street to very low densities in other areas. Large sites within the study area are currently vacant, underused or serve developments as surface car parks. For this reason the overall density of the area is low, and there are significant opportunities for an intensification of uses throughout the area.



Surface car park opposite Ipswich Football Stadium at Portman Road

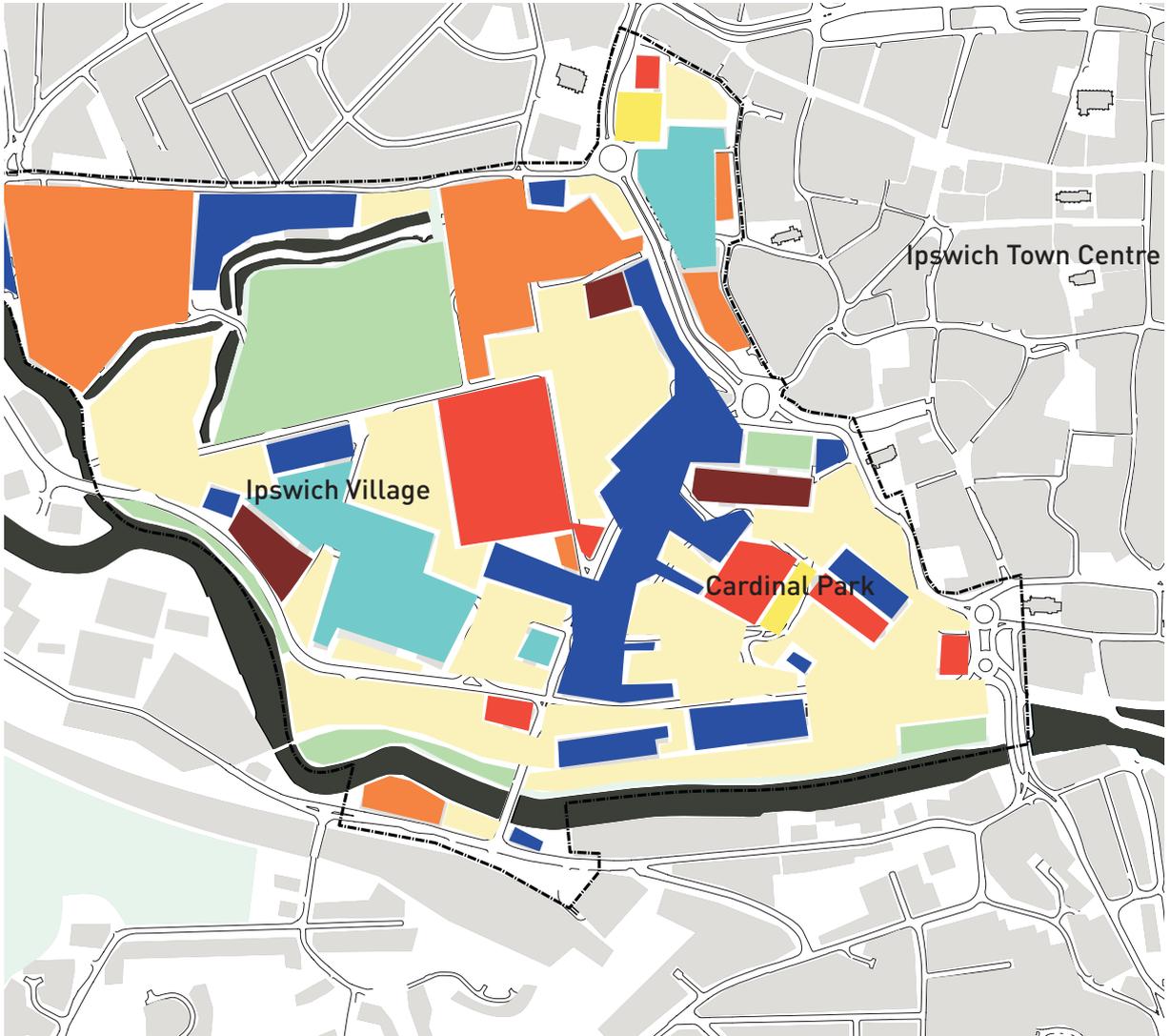


Figure 4: Indicative Landuses

**Key**

-  Study area
-  Development blocks

**Predominat landuses**  
 (mapped landuses are indicative only and based on a map survey)

-  Residential
-  Commercial
-  Institutional
-  Leisure
-  Multistorey car parking
-  Public open space
-  Public green space
-  Vacant or underused land/ surface carpark

---

### 3.2.4 Scale: Height and Massing

Scale relates the size of a building in relation to its surroundings, or the size of parts of a building or its details, particularly in relation to human scale. Height and Massing are attributes that determine the scale of a particular building in its particular context. Both impact on the character of an area, legibility and sense of enclosure.

The Ipswich Village / Cardinal Park area is currently characterised to a great extent by a loose assembly of medium to large-scale developments. Precedents are the football stadium, commercial developments along Civic Drive, the multiplex cinema and a number of retail “sheds” in the Cardinal Park Area. Large-scale developments often have difficulty in mediating between their immediate surroundings and fail to create a scale in particular on first and ground floor levels that respond to human scale and perception. To help the creation of an attractive walking environment, spaces need to relate to human perception. The available development space in the study site area offers the opportunity to balance existing large-scale developments with appropriate smaller scale and infill development. The redevelopment of existing sheds with finer grain development would also be an advantage.

The height of buildings has an impact on views, vistas and skylines. The current skyline of Ipswich Village / Cardinal Park area is unstructured and does not help the development of a legible townscape. Entrance points, the riverfront or key corridors are not emphasised by a distinction in height or particular landmark developments. In particular the Princes Street corridor key pedestrian route into Ipswich Town Centre would benefit from a distinct landmark development at the northern bridgehead to emphasise the gateway into Ipswich Town Centre.



Large scale office developments along Civic Drive



Small scale residential development north end of Portman Road

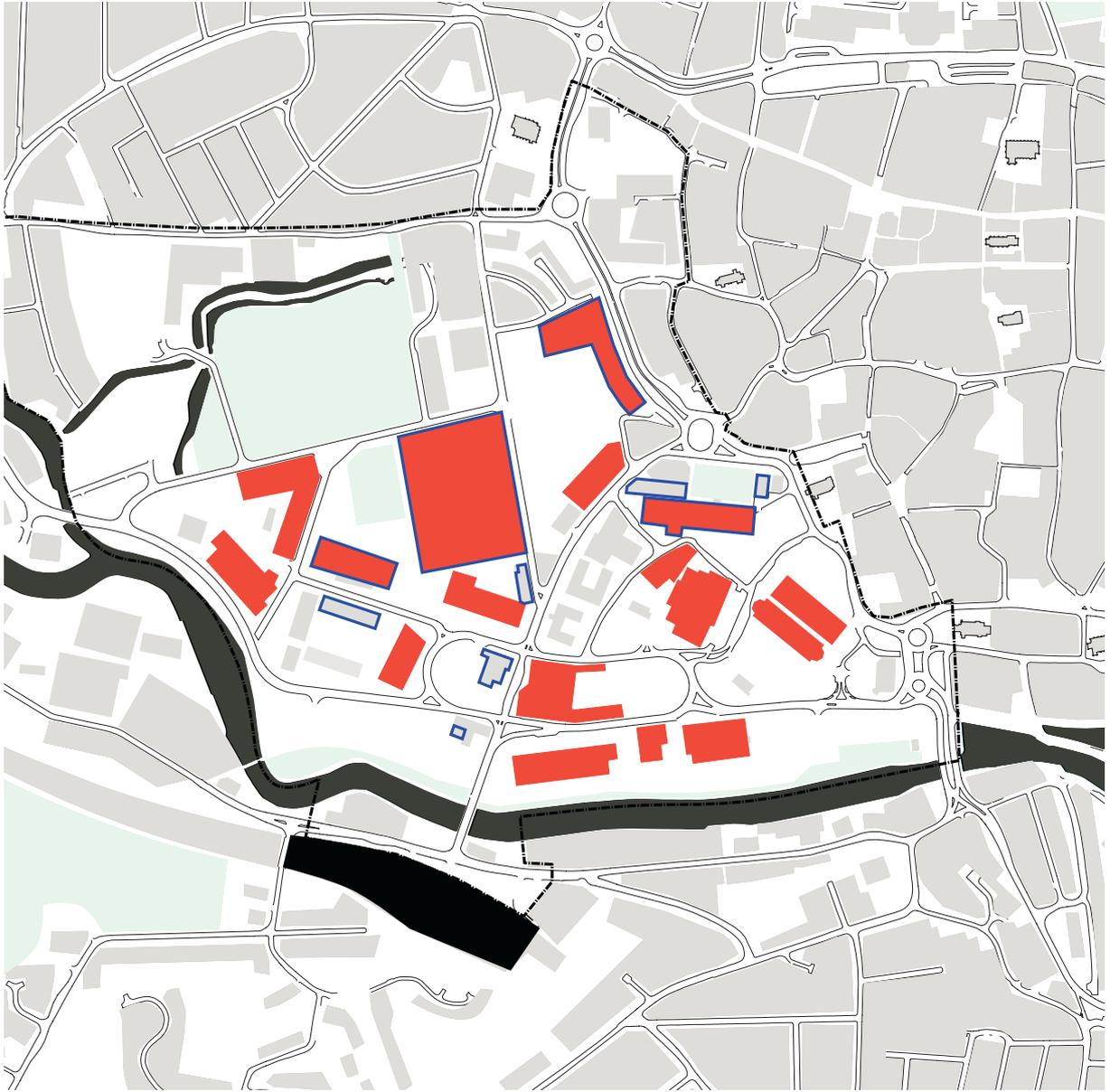


Figure 5: Scale: Height & Massing

**Key**

-  Study area
-  Medium to large scale developments
-  Developments with above average height

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### 3.2.5 Building Type, Façade and Interface

A building typology describes how a building is configured in regard to technical and functional requirements, access and movement patterns, and its relationship to the public realm. The position and configuration of buildings and their respective frontages determine the shape and quality of the enclosed public realm. In this respect building typologies have a significant impact on the character and legibility of an area and the sense of enclosure on the street. Similarly they give an indication of how facades and uses behind are organised and whether this arrangement can support active frontages and passive street surveillance.

In the Ipswich Village/Cardinal Park area, the prevalent building typologies are stand-alone single use developments. The nature of these, often car dependent, developments is a single point of entry, large areas of inactive frontage and internalised use. Usually these developments are set back from the building line and surrounded by poorly landscaped "left over" spaces or surface car parks. These attributes are particularly apparent in the southern sections of Ipswich Village and the Cardinal Park area.

Stand alone developments result in poor legibility and sense of enclosure of the street space. Inward oriented frontages and a small number of entrance points to developments do not support a vibrant street scene, overlooking or passive supervision. These are factors which would encourage walking as a preferred mode of movement through the area. Further uniform frontages, poor definition of spaces and a car-dominated environment adversely determine the character of the study area site.

The intensification of uses creates an opportunity to increase the mix of building types. These should be more robust, adaptable, and accommodate a variety of uses. Further they should support a legible and overlooked street scene, which is enclosed by active frontages.



Standalone development Cardinal Park



Commercial Sheds on Commercial Road

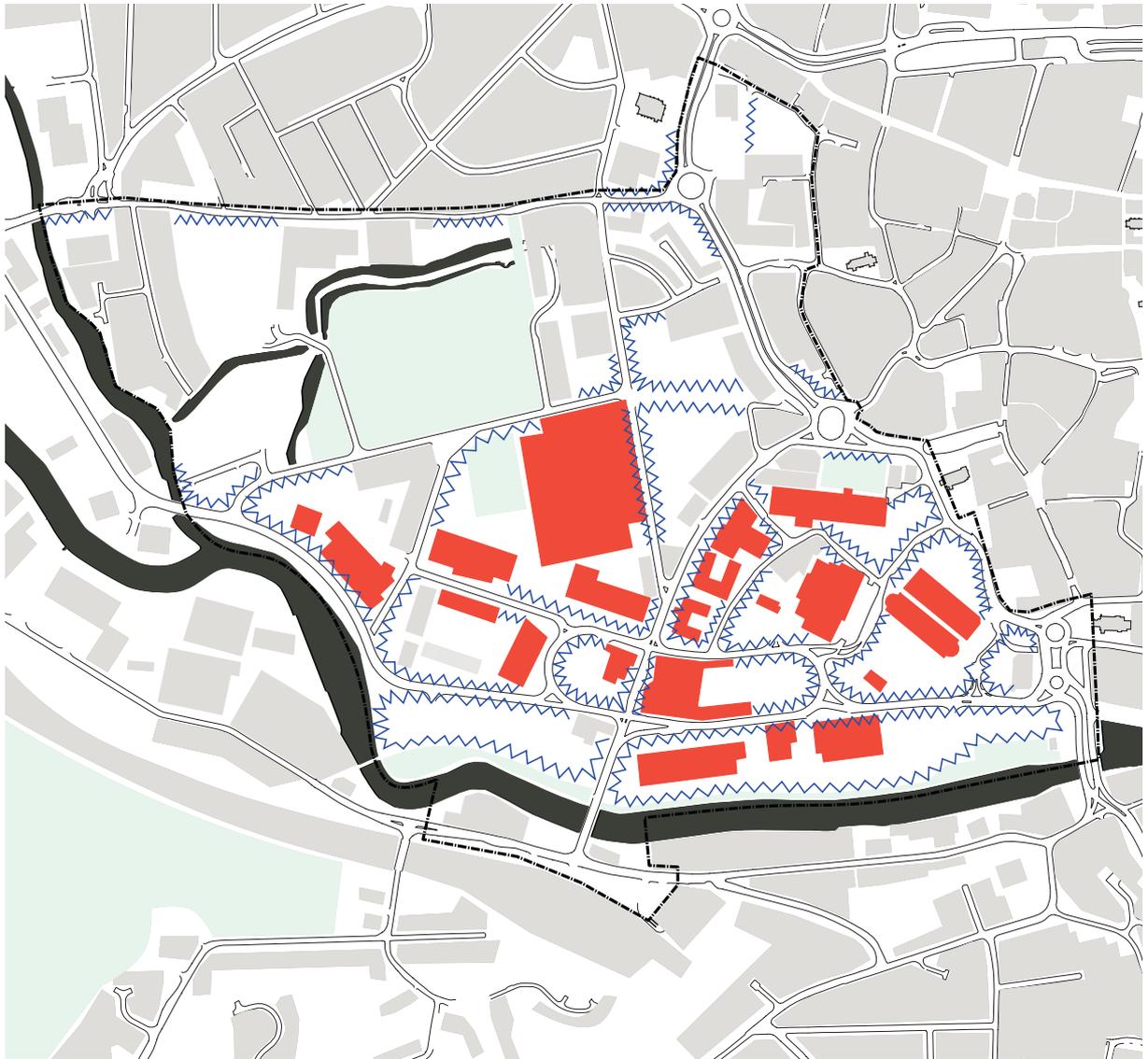


Figure 6: Building types / Frontage condition

**Key**

 Study area

 Stand alone developments

 Lack of developed frontage / inappropriate frontage with lack of enclosure, activity and overlooking

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### 3.2.6 Streetscape, Landscape

The appearance of the streetscape and landscape in an area together with the amenities they provide are significant factors that determine the perception, attractiveness and character of an area. High quality public realm and landscape design can make a significant contribution towards the success of a place and help determine whether it is inviting for people and attractive for businesses to invest in.

The general appearance of the streetscape in Ipswich Village and Cardinal Park is poor. Piecemeal and subsequent changes to the layout have resulted in a cluttered and inconsistent public realm with a number of different design standards, elements and materials being used. The car oriented street space treats the pedestrian as inferior, which is further reflected in poor quality pedestrian spaces and a lack of legible and direct pedestrian routes.

This study recognises three public spaces within the study area. These all offer considerable potential for improvement. The space in front of the multiplex cinema lacks a sense of enclosure and intimacy but has the potential to more fully exploit its significance; the Wolsey Theatre public space is adversely affected by car parking below, various changes of level, and does not relate to pedestrian route desire lines. It also fails to attract people. The entrance space to the railway station does not create an attractive gateway or efficient pedestrian interchange with space for all the essential functions of a railway station, nor does it adequately reflect the civic aspirations of the people of Ipswich.

Given the size and importance of the study area in the context of Ipswich Town Centre, there is a considerable lack of quality public spaces. There is an opportunity with the regeneration of Ipswich Village and Cardinal Park to create a number of new public spaces, which can act as focal points, offer amenities and recreational qualities for people as well as establish a legible townscape.

The landscape setting is also poor. Some effort has been made in creating a waterfront path with explanatory and interpretation boards as well as a public art feature. However, the site is rarely used, it lacks maintenance and has been vandalised. The Recreation Ground opposite the football stadium has recently been improved with the installation of a children play area. However, to become an attractive destination for people the connectivity to surrounding areas has to be improved, in particular towards the north. Similarly the landscape design should better explore the existing assets such as the watercourses to embrace the natural environment, and create a variety of attractive and interesting amenities.

Russell Road features an impressive collection of mature street trees, which positively determine character and sense of enclosure in this street. There are also significant opportunities to extend the use of street trees across the wider study site area to support a coherent public realm treatment.



Public Space in front of Multiplex Cinema lacks enclosure



Recreation Ground offers opportunity to create an attractive park



Poor landscape at Green Space Along River



Street trees on Russell Road provide distinct character

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### 3.2.7. Character areas / Listed buildings

The only listed building in the study area is the previous brewery building on Princes Street. Its impressive malting tower is a significant landmark feature. As shown in figure 7 there are a number of other buildings of interest located in the study area, which add character and sense of history to the place. These buildings should be reused and inspire new development in their surroundings in terms of scale, façade treatments, details and materials.

A number of recent developments are examples for higher quality modern architecture, such as the Suffolk County Council offices, the two new stands for the football stadium, the municipal court and the residential conversion on the corner of Portman Road. High quality architecture has a positive impact on the character and attractiveness of an area and should be encouraged.

There are two functional clusters emerging in the Ipswich Village/ Cardinal Park area. One is the Civic Quarter around Russell Road, which comprises the Suffolk County Council, the Municipal Court and the existing Fire Station. Ipswich Borough Council will also be moving into this area. The second cluster comprises a loose assembly of sports and leisure uses throughout the study site area with Ipswich Town Football Ground and the multiplex cinema in the centre. These cluster significantly impact on the profile and character of the area and should be strengthened.



Listed Brewery Building at West End Road / Princes Street

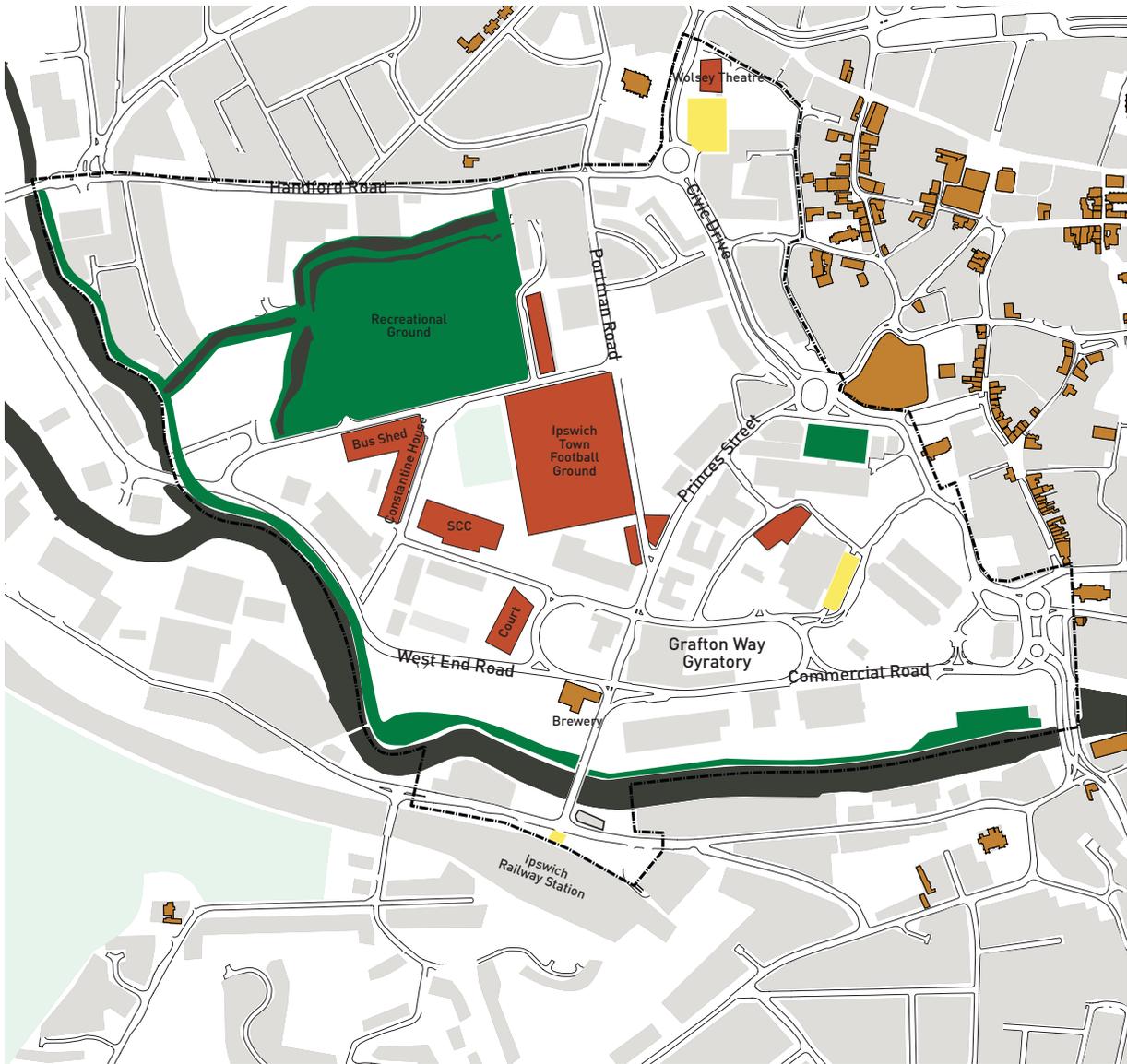


Figure 7: Assets contributing to character

- Key**
-  Study area
  -  Public spaces
  -  Green spaces
  -  Listed buildings
  -  Buildings of particular interest contributing to character

---

## 3.3 ACCESS & MOVEMENT

### 3.3.1 Road Network

The Ipswich Village roads network contains a mix of historic streets formed on old street patterns along with more modern roads which have been designed to cater for larger volumes of traffic. The area is dominated by Civic Drive which forms part of the inner ring road. It currently provides a number of benefits, particularly in removing traffic away from the town centre core area. In places it is formed as a dual carriageway with a central reservation.

With big roads, come big junctions. There are a number of a large roundabouts along its length, typically 60 metres in diameter. Although these have a high traffic capacity, they do pose problems to other roads users.

At its southern end, Greyfriars Road is fed from a number of streets. The complex form of streets in this area and high traffic flows coming from the south, means that the junction is very large and generally out of scale with the surrounding land uses. Currently it contains two roundabouts in close proximity with a number of additional slip lanes.

In the south of the study area, Princes Street provides a continuous and well connected route into town. This road provides a standard single lane in each direction. It provides a useful link from the station to the town centre. High volumes of buses and taxis are observed to use this route. One dominant feature is the Grafton Way gyratory system. This is effectively a large oval roundabout about 300m in length, it contains a number of development blocks within the central space. Its current role in the road network is unclear, and its design and planning were most likely driven by sixties road planning. It is clearly out of scale with the surrounding buildings and even the local roads which it serves. The junction links to the Bridge street gyratory via Commercial Road.

To the north Hanford Road provides a key east west arterial route. This road is continuous and well connected, given its alignment on a historic street. It provides a single lane in each direction and contains a number of signalised junctions along its length, West End roads provides a useful link along the bottom of the study area linking to Hanford road in the north and the Grafton Way Gyratory in the south.

There are a number of secondary roads within the network. Portman Road and Russell Road provide for local access from the primary network.

A more detailed review of the road network is attached in Appendix C Corridor Improvement Initiatives. This has focused on two key corridors, Princes Street and Civic Drive.

### 3.3.2 Parking

There are a significant number of car parks in the study area. No doubt this is due to the low density nature of this quarter of town. At the station a large commuter car park is provided. The cinema complex has a large surface car park in addition to a number of other car parks serving single land uses. This form of land uses being brought about by the collective effects of single plot planning.

There is a very large surface car park on land to the east of Portman Road - in addition to a large multi-storey to the north of the plot.

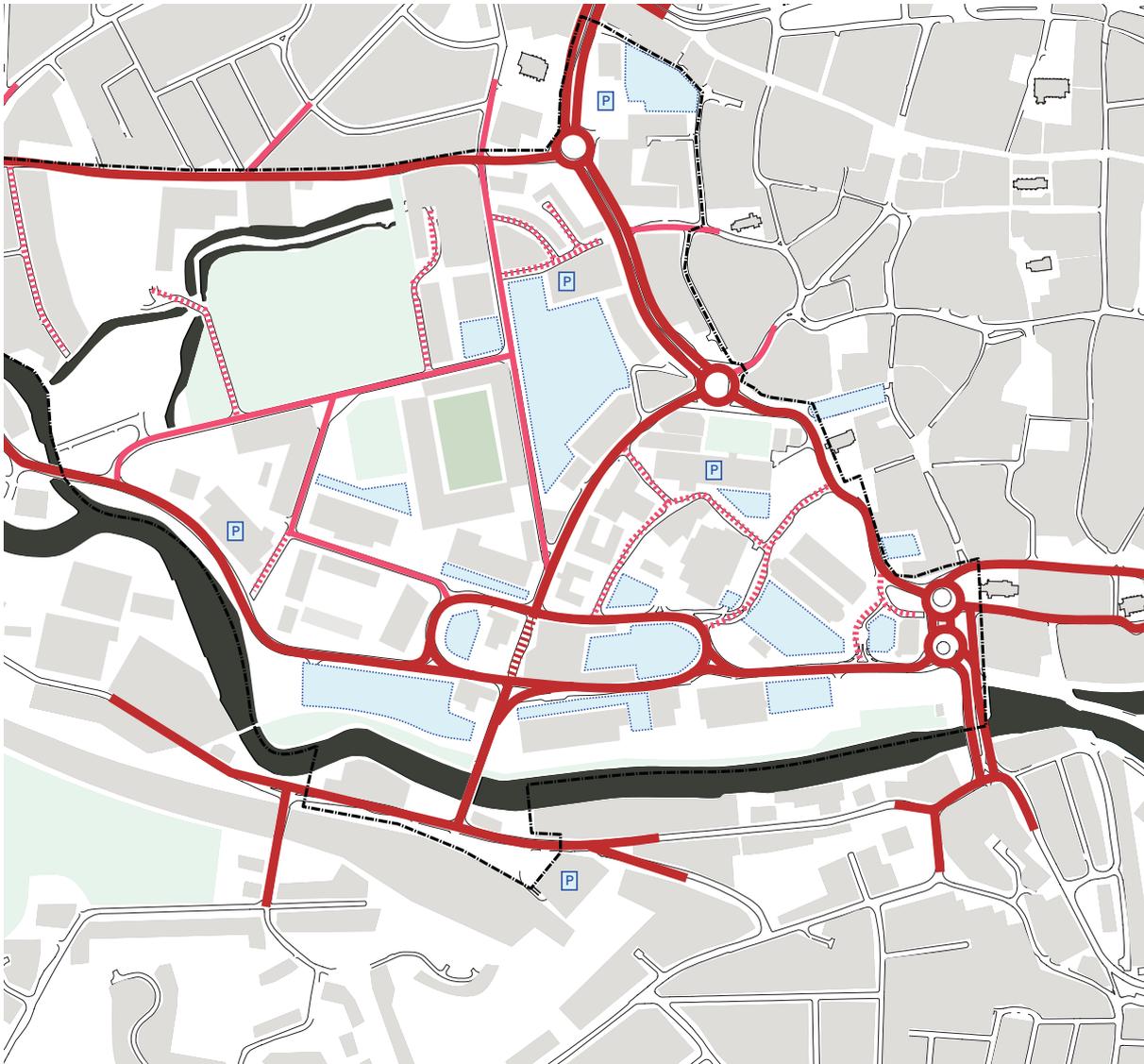


Figure 8: Road network / parking

- Key**
-  Study area
  -  Primary road network
  -  Secondary roads
  -  Access roads
  -  Bus-only
  -  Surface car park
  -  Multistorey car park

---

### 3.3.3 Pedestrian Network

The poor movement of people in the area is one of the biggest issues facing the area. Analysis of the pedestrian network suggests that the actual network of streets is reasonable, although some of the larger blocks do mean pedestrian trips are convoluted. Clearly the area would benefit from a reduced grain size, which would make pedestrian trips around the network more direct.

The key problem with pedestrian movement is the type of facilities on offer. Key roads such as Civic Drive act as significant barriers to movement - Civic Drive should unite the area. It cuts Ipswich Village off from the main town centre area. Along its whole length, the environment is car dominated. Pedestrian crossings are typically provided for by subways, which increase walk time and reduce legibility. There is now a clear national view that subways should basically be removed from our towns and cities.

The route from the Station to the town centre is also seen as a key problem, mainly due to the detail of junctions along the route. When leaving the station, pedestrians need to navigate across the station interchange and then through a signal junction. Once over the bridge, there are a number of crossing problems through the traffic signal junctions around Grafton Way. A number of these junctions do not have crossings. The next major barrier is the junction with Civic Drive. This large roundabout contains no surface crossings. All pedestrians are required to use a convoluted subway system with little legibility.

A further problem area for the pedestrian is the wedge of land fronting the river running from the Star Lane gyratory to the Civic quarter. This contains a mix of car park dominated environments and the Grafton Way gyratory. When taken together, these provide the worst type of environment for pedestrians, with poor routes through car parks.

The Bridge Street junction also suffered from having a poor pedestrian environment. This junction lies on an important link from St Peter's Street through into the waterfront area.

### 3.3.4 Public Transport Network

Ipswich station provides goods links to London, Norwich and other more local destinations. A multimodal interchange is provided outside the station forecourt, providing facilities for buses, taxis, short term parking and 'kiss and ride'. There are parking facilities for various modes including car, cycle and motorcycles.

Ipswich is well served by a network of local and regional buses. There are two main bus stations, Tower Ramparts and Old Cattlemarket. To optimise bus movement there is a central bus loop which wraps around the town core operating in an anticlockwise direction. One current problem is that this loop does not extend to the station. In practice this means only limited buses travel past the station. This reduces the opportunity for rail/bus interchange.

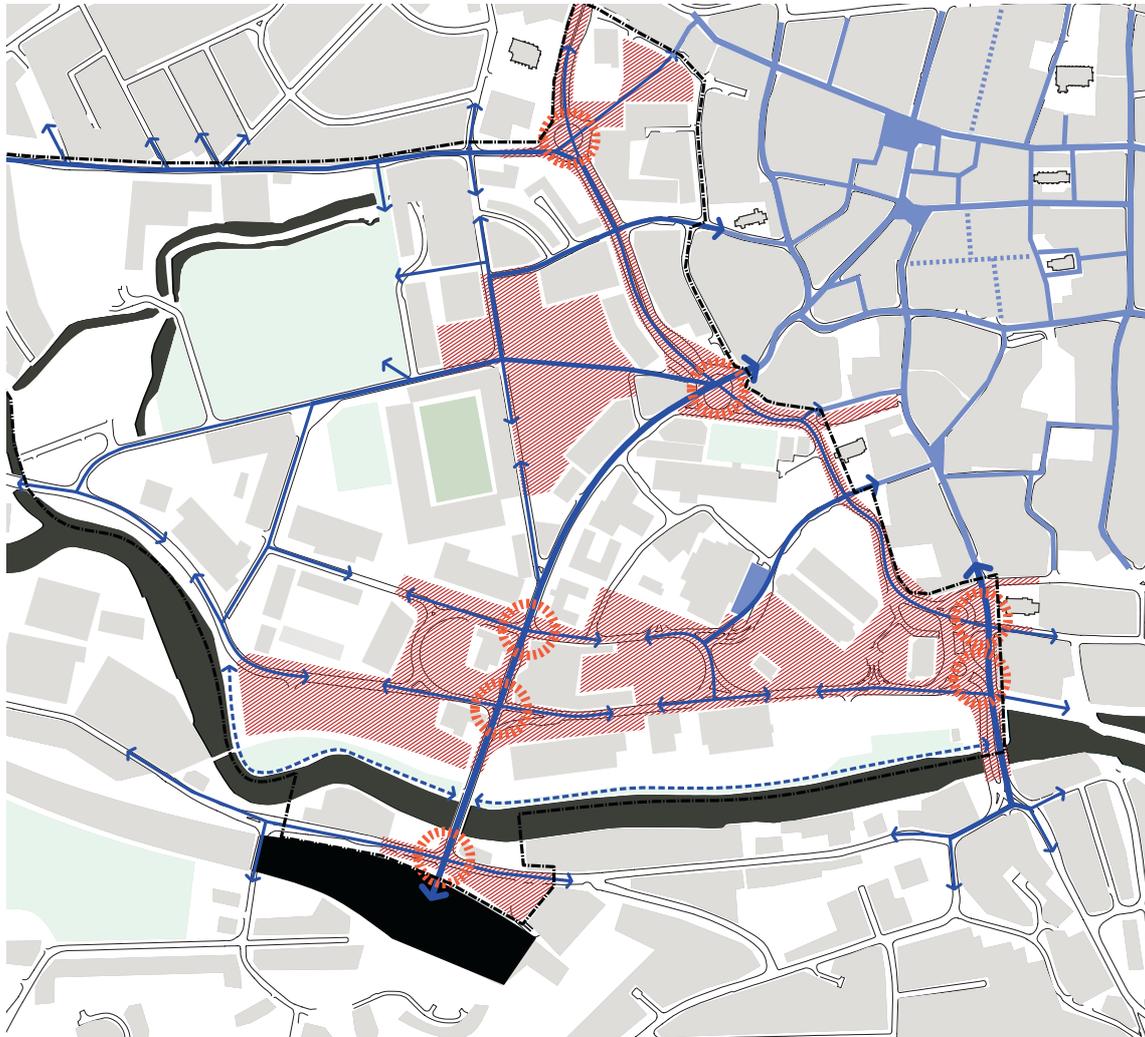


Figure 9: Pedestrian network

**Key**

-  Study area
-  Town centre pedestrian network
-  Public space
-  Primary pedestrian link - cross river route linking town centre with Ipswich Rail Station / Stoke
-  Radial pedestrian route - direct access from town centre to adjacent city quarters
-  Secondary pedestrian route
-  Riverside walkway
-  Inappropriate pedestrian environment due to poor public realm, severance and car dominated environment
-  Junction with inappropriate pedestrian facilities - lack of signaled crossings, underpass situations



## 04 STRATEGIC URBAN DESIGN FRAMEWORK

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### 4.1 THE VISION

Based on the preceding Urban Design Analysis Urban Initiatives formulated a development vision, which embraces the aspirations of the Ipswich Local Plan (Deposit Draft) and the IP1 Area Action Plan. The area has the potential to become a new destination within Ipswich incorporating the highest quality urban design, making the most of the existing assets and developing on the back of emerging character zones. In this way it can become a more lively, successful and attractive mixed use district, which activates the riverside and benefits from its location between Ipswich Town Centre and the Railway station.

There are a number of structural elements that are key to building the vision for Ipswich Village / Cardinal Park area. These are outlined below:

#### Riverfront and watercourse

Making the most of the existing environmental assets. Developing a continuous green park at the edge of Ipswich Village and Cardinal Park to become an attractive route and recreational amenity for people. Exploring the potential for high quality residential and mixed use developments overlooking the river.

#### Recreation Ground

Developing this green space into an inviting and attractive park, which has the potential to attract people from surrounding districts. Accessibility needs to be improved and the landscape design should offer a greater variety of amenities and attractions. For the park to be established as a destination, it would help to position it on the mind map of the town by giving it a distinct name. The creation of a legible pedestrian route or "Park Way" from Sir Alf Ramsey Way to Princes Street in the Town Centre should help to raise awareness and improve access to this natural asset.

#### Civic Quarter

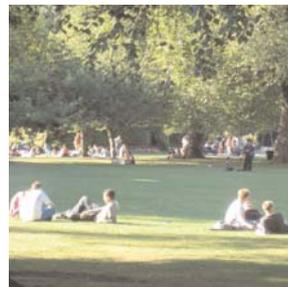
The emerging concentration of civic and institutional uses in the study area offers potential to develop a character area with a distinct identity. Following the precedents of the SCC development and the Court, the new developments should be of an outstanding architectural and urban design quality and aim to create a place inspiring a sense of civic pride. Russell Road should be established as a legible backbone of the Civic Quarter with new development creating appropriate frontage conditions towards this street. The Civic Quarter needs to be better integrated into the surrounding area with an attractive pedestrian link into the town centre, the 'civic quarter link', and permeability to neighbouring areas and the riverfront.



Developments overlooking River



Attractive green strip along this edge



Park as local amenity of pedestrian destination



Outstanding architecture for Civic Uses

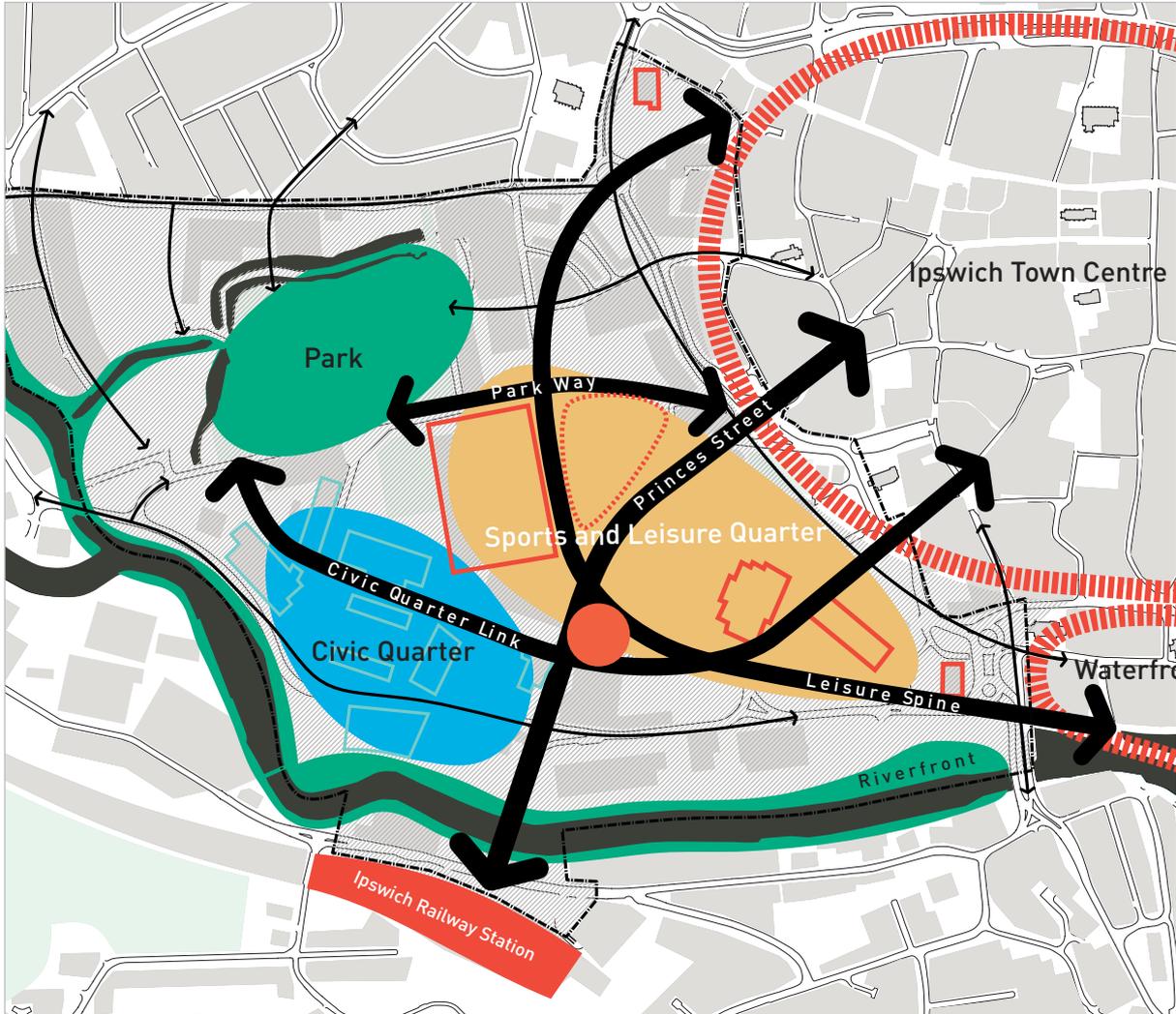


Figure 10: Concept Vision

- Key**
-  Study area
  -  Structural green elements
  -  Existing sport, leisure and entertainment use
  -  Opportunity for future sport, leisure and entertainment use
  -  Existing/proposed institutional use
  -  Key pedestrian corridors / thematic links
  -  Secondary pedestrian links
  -  Potential for new central node at intersection of   
 Park Way and Princes Street

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## Sports and Leisure Quarter

The Ipswich Football Stadium, the Multiplex cinema and a number of smaller leisure venues currently form the core of the emerging Sports and Leisure Quarter. The distinct character of this area could be enhanced by intensifying the sports and leisure uses and creating better linkages between single venues. The opportunity to establish a 'leisure spine' should be explored, which would link the education quarter via the waterfront with the leisure quarter and would establish a safe and attractive route particular for pedestrian and bicyclists.

### Princes Street

This corridor links Ipswich Railway Station with Ipswich Town Centre and has the potential to become a primary access route into and through the study site area particularly for pedestrians, cyclists and public transport. Princes Street needs to be enhanced to create a more pedestrian friendly environment, and junctions along the route require improvement to allow for at-grade and safe pedestrian crossings. The intensification of uses along the corridor needs to provide appropriate frontages to support a vibrant and vital street scene. A new public space is proposed at the intersection with the 'leisure spine' and the 'civic quarter link' to establish a new node and heart of the Ipswich Village/Cardinal Park area.

### New Public Spaces

There is an opportunity to develop a network of new public spaces at the intersection of the proposed pedestrian routes in the area. These should become local centres and develop as places with strong and distinctive character. Surrounding developments shall: be of high quality architecture; make use of this prominent location; and develop an active and supporting relationship with this public space, particularly in terms of land uses, height and frontage condition. At each space a new landmark development would foster the creation of a unique character for the space.

### Secondary Links

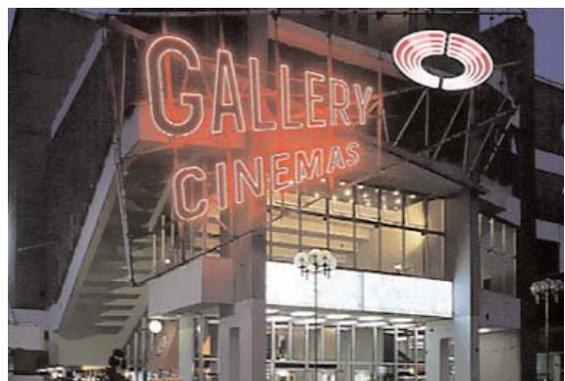
For successful regeneration into a vibrant and vital mixed use district the walkability within and into the area needs to be improved. This requires the establishment of a finer grain urban structure where permeability is low. To achieve better connectivity pedestrian routes need to be continuous and direct, and offer appropriate pedestrian facilities. In particular the barrier of the Civic Drive/Franciscan Way corridor needs to be broken down by creating links that are pleasant and safe and do not require the use of an underpass.

### Re-locate space extensive uses

During the gradual transformation of the area some of the space extensive and car dependent commercial land uses should be encouraged to move to more appropriate locations within Ipswich, to open up development potential and allow for higher value, higher quality residential and commercial developments.



New public space as local hub



Leisure use integrated into Urban Fabric

## 4.2 URBAN STRUCTURE

A strategic framework plan has been developed by Urban Initiatives, which shows the proposed principle urban structure, potential development sites and key frontages. Although the framework proposal is based on the existing street network, it reviews the role of present routes and combines them with additional linkages and public spaces to establish a permeable finer grain and a better-connected legible urban structure. The location of the proposed secondary streets is however indicative and flexible to amendments if required.

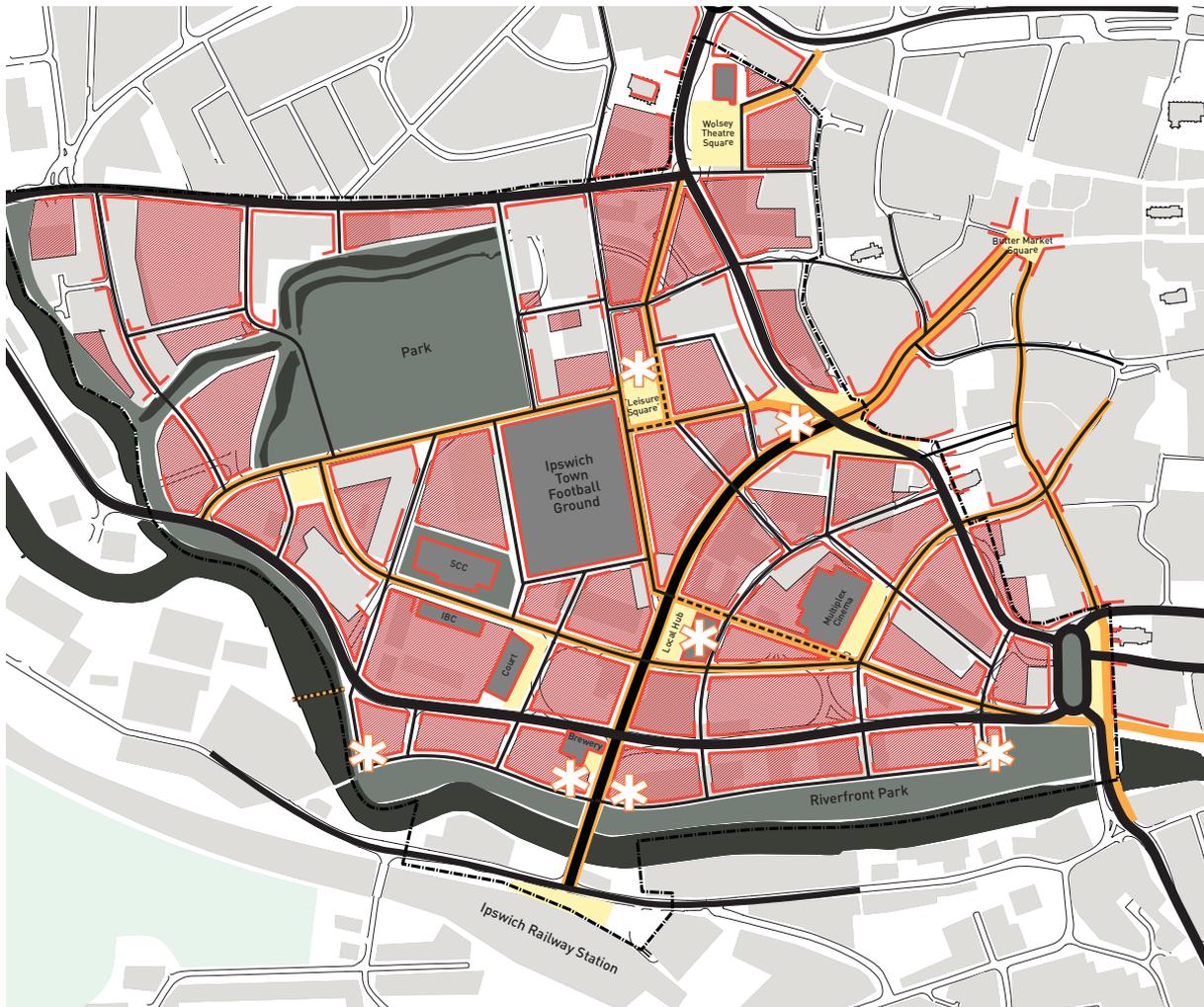
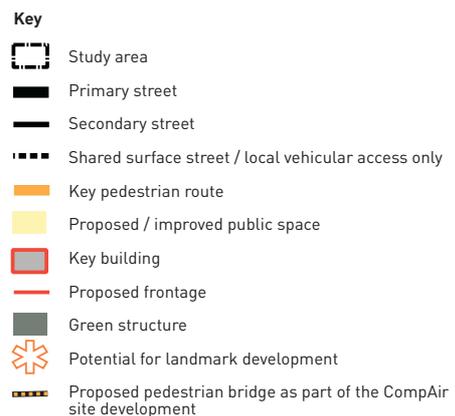


Figure 11: Proposed Principal Urban Structure



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### 4.3 OVERARCHING URBAN DESIGN PRINCIPLES

In order to achieve a coherent development throughout the Ipswich Village and Cardinal Park a number of overarching principles of good urban design need to be applied. The following principles should set a framework for development, which can be used to communicate the development vision and guide the evaluation of development proposals.

#### Urban Grain

The urban grain relates to the morphological pattern of an area and indicates the degree to which an area's pattern of blocks and plot division is respectively small and frequent. In the Ipswich Village/Cardinal Park area, it is proposed to introduce a finer urban grain. This will improve connectivity and permeability, and assist independent and staged development.

#### Density and mix of uses

The Local Plan and the IP1 Area Action Plan both have aspirations to achieve a vital mix and higher density of uses across the Ipswich Village/Cardinal Park area. This includes commercial, retail, institutional, leisure and residential uses.

To achieve a vital and vibrant street scene throughout the day and evening, and to increase adaptability and robustness of the urban quarter, the mix of land use should extend not only to urban blocks, but also be further realised on individual plots and if appropriate within buildings. This applies equally to the Sports and Leisure Quarter and Civic Quarter, where mixture with supplementary and complementary uses can enrich the urban character and enhance activity levels.



Precedent for High Density Developments

#### Scale: Heights and Massing

In terms of massing, new developments in Ipswich Village and the Cardinal Park area should be of smaller scale and relate to human perception to support the creation of a better walking environment. From study of historic towns we know that smaller plot sizes with shorter frontages, which are subject to individual architecture within a local design framework, can create pleasant and attractive street environments. To achieve similar street qualities, the break up of larger plots into smaller units sizes with shorter street frontage (6-18m) should be encouraged. Equally the adverse impact of large scale developments may be contrasted and mediated with smaller or infill developments in their immediate surrounding.

In an area of this size no overarching prescriptive height recommendation can be given. The proposed average height of buildings is between 4 and 7 stories reflecting the proposed density of urban development in the area, which implies a more urban scale of development. The height of buildings will be largely determined by the building shoulder height, that is the sheer height of the front façade on the building line. Top floor setbacks are promoted, which allow for a variation in roof ridgelines.

At corner sites and other exposed locations the opportunity exists to create new landmark buildings to improve legibility and promote a distinct character. Landmark buildings do not necessarily imply high buildings, but buildings of special architectural quality. Development sites along the riverfront, overlooking open green spaces or sites that dominate important vistas can potentially develop of greater height. To establish Princes Street as a legible corridor for new developments a consistent shoulder height of five/six storeys is suggested.

Individual design solutions need to be tested against privacy and lighting requirements of the respective proposed land uses, similarly in terms of overshadowing or other adverse environmental impacts on neighbouring developments.

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## Façade and interface

The appropriate treatment to both the building edge and façade in terms of how these elements interface with the public realm is a crucial aspect in developing successful public spaces with a clear distinction between private and public. The following principles underpin the Strategic Urban Design Framework (SUDF) in terms of façade and interface.

In support of the emerging urban character of Ipswich Village and the Cardinal Park area generally, new buildings should follow the building line at the back of footway to avoid ambiguous left-over spaces. There is an opportunity to design a privacy strip between the back of footway and building front of no more than 1.5m to allow for the privacy of bounding residential units. This will help individual buildings contribute to the establishment of continuity and enclosure and help build a sense of place.

New buildings should develop active frontages towards the street to foster a vital and vibrant street scene and to support passive supervision and perceived safety on the street. Overlooking and "activity-spill-out" can be fostered by orientation of uses and location of openings, shop fronts, entrances, windows and balconies towards the public space.

Developers of wider plots should be encouraged to break the length of façade in a series of narrower elements. Vertically structured facades relate to human scale and create a more appealing street scene. Horizontal emphasis on facades should be avoided.

All buildings, including landmark buildings should be to the highest level of architectural and environmental design. Every effort should be made to apply best practice in sustainability to design of new buildings, particularly in terms of solar gain and energy efficiency. In general the character of scale, massing and façade should reflect the use and organisation of the building.

## Landscape and public realm

In Ipswich Village and the Cardinal Park area, high quality materials and design standards for the public realm and landscape should be encouraged to achieve a step change in perception for the area. This includes layout, choice of materials, public furniture, lighting and landscape elements.

Street design should balance available space between different users. Particular emphasis is laid on walking and cycling as mode to move around in the area, which is consistent with the urban character and density of the area. These need to be facilitated with appropriate legible, direct and safe routes and ancillary amenities for pedestrian and bicyclists.



Use of quality materials throughout the public realm



Variety in facades and vertical organisation relate to human scale and create appealing street scene

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## 4.4 TRAFFIC AND MOVEMENT

The overall traffic and movement strategy has been closely linked with the future urban structure and vice versa. The overall concept seeks to focus transport uses onto principle roads, including Princes Street, Civic Drive, West End Road / Commercial Road and Hanford Road. These principle routes are generally larger roads and streets which carry longer distance movement but also provide access to the local area.

Within the principle route network there is a network of secondary routes providing for local access. Many of these secondary streets exist currently, but importantly the proposed urban structure seeks to provide many more secondary streets to create a small block size - or tight urban grain. This helps create more connected and continuous network, thus making the area more walkable.

As many of the current problems occur on Civic Drive and Princes Street, the Corridor Improvements Initiatives have focused solely on these routes. The full study is found on Appendix C.

### Princes Street Corridor

The focus of this corridor is aimed at improving walking links to the town from the station. The station forecourt area needs to be restructured to improve interchange and free up space for public realm to act as a gateway and waypoint into the town centre. Princes Street will be improved through footway and landscaping improvements.

The Grafton Way gyratory should be reconsidered with a view to it being removed and replaced by two single traffic signal junctions. This would mean that Grafton Street, Commercial Way and West End Road would revert to two way operation. These new junctions would benefit pedestrians through formal crossing points. The movement of buses can be improved through the use of Selective Vehicle Technology (SVT).

At its junction with Princes Street, the existing roundabout should be removed and replaced with a more compact set of traffic signals with surface crossings. Further to the north of Princes Street there is opportunity to control traffic in the Butter Market area.

### Civic Drive Corridor

The main strategy for Civic Drive is to break its barrier effect. This is best achieved through a series of junction improvements along its length and, where practical, reducing road widths.

Junction improvements should be considered at Handford Road, Princes Street (described above) and the Bridge Street gyratory. Handford Road like Princes Street could be downsized and traffic signals provided, benefiting pedestrian and maintaining traffic capacity.

The Bridge Lane gyratory will be reconfigured to rationalise the traffic flow and improve walking links particularly the link to the waterfront. There are a number of junction options described in Appendix C.

### Public Transport

There are no major alterations proposed for public transport. The key strategy is the creation of a flexible network which various operators can use. Bus routing varies over time and flexibility in the network is clearly essential. The urban structure has been designed to ensure it is compatible with the Local Transport Plan II major scheme proposed.

### The Secondary Network

The new secondary network of routes should be developed over time and closely linked with the development of blocks and plots. Many of these secondary routes will be delivered as development access points, but they are important because they assist in bulking out the overall network. Close attention must be paid to detail to ensure that collectively these routes are formed in a continuous and well connected way.

## 05 TOWARDS IMPLEMENTATION

[this will be a key aspect for further consideration to bring forward the recommendations in this report]

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### Driver of Regeneration

The Ipswich Village Partnership has been established as an informal steering group to bring private, public and institutional initiatives together with the common aim of making the Ipswich Village and Cardinal Park area more successful.

This document produces a development vision for the area that would release the significant potential of this area to become an attractive and vibrant mixed-use quarter alongside the Town Centre. In order to actively steer the regeneration of an area of this size a concerted and coordinated effort has to be made between all the development parties. Private and public sector need to go hand in hand and joined up thinking needs to be promoted.

The bulk of development will be carried out by private investment. There has to be clear development guidance to aspects of built form and the mix of uses, combined with enforcement, in order to achieve a coherent development of the area. This is best achieved by a dedicated group representing the key interests with a precise and widely supported development vision, which similarly is backed by formal planning considerations for this area.

### Community support

Community and businesses should be allowed a role in the building of this vision. Consultation with stakeholders and participation with local resident population and people with interest in the area should be conducted to build a broad supportive base for the regeneration of this area.

### Public sector investment

The public sector has the ability to directly influence the development of the area by using public investment to create developments of high quality and outstanding architecture. These developments should be of a strategic nature, present a step change to the area and act as a catalyst, which further attracts people and private investment. Potential development projects could include new administrative and ancillary developments for Ipswich Borough Council and possibly other public sector institutions within the Civic Quarter, modern community sports facilities or a new cultural venue within the Sports and Leisure Quarter, alongside possible modernisation of the remaining old stands of the football stadium. The key priority will be funding and the creation of high quality public spaces that signal the change and which become destinations by themselves, help making the area known and attract businesses and investment into the area.

### Public Realm Guidance

To support the development of consistent public realm with a coherent design throughout the area, a public realm strategy and guidance should be produced. Such a document would identify a hierarchy of streets, outline principal street layouts in plan and section, and specify design standards, choice of materials, furniture and lighting. Such a catalogue creates clarity to developers about the required contributions towards the creation or improvement of the public realm in or adjacent to their development sites. It becomes the basis for a gradual and independent improvement of the public realm based on private investment that avoids the creation of a patchwork of various different design standards and materials. Given the substantial development opportunities in the area it is believed that the majority of public realm improvements could be implemented as part of new developments.

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## **Local Transport Plan 2**

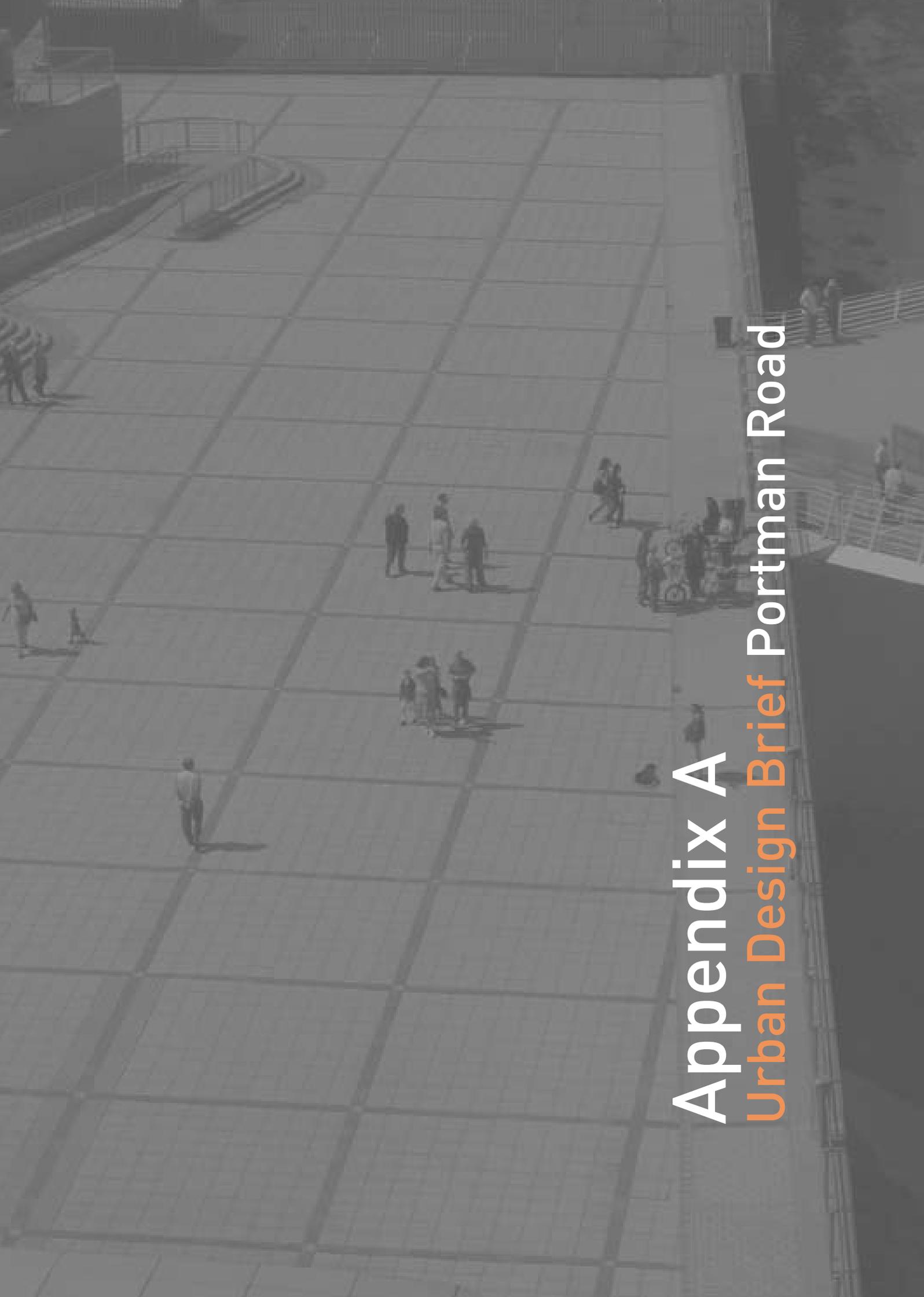
Major changes to the highways network do require the approval of the highways authority and will largely be funded by the public sector. During the course of this study it was recognised that the Local Transport Plan 2, prepared by Faber Maunsell, should incorporate the proposals put forward in this document. This led to the preparation of a separate document, which is attached to this report in Appendix C, which assessed the opportunities for improvements of the transport network within the study area. This corridor study identifies a number of projects that would significantly improve the accessibility of the area from the town centre and the station in particular for pedestrian. There is an opportunity that these projects will be included in the LTP2 bid and implemented during the period of this programme. The opening and improvement of pedestrian links into the area would substantially benefit the development prospects of Ipswich Village and Cardinal Park area as modern mixed use urban quarter and integrated part of Ipswich Town Centre.

## **Urban Design Briefs**

The second tier of this study was to prepare two more detailed urban design briefs for particular sub areas, which are in the ownership of IBC. One targeted a site at the riverfront, the other a number of sites adjacent to the football stadium. Both studies are appendices (A&B) to this report.

As outlined above the council as landholder has the chance to some extent directly to determine form and profile of potential developments on these sites and should use this opportunity to steer the regeneration of this district. These Urban Design Brief provide a means to explore the constraints and opportunities of these sites and inform the Council about potential development options.





# Appendix A

## Urban Design Brief Portman Road



# A1 CONTEXT

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The study area of this urban design brief comprises development sites surrounding Ipswich Town Football Ground. It particularly focuses on the plot east of the stadium, large parts of which are in IBC ownership. This site has in the past been suggested as a potential site for a new entertainment, leisure and commercial development. This urban design brief outlines two development scenarios. The first envisages a fine grain development with a number of smaller developments, the second a large-scale hybrid development that occupies the entire footprint.



Portman road view onto Ipswich Football Stadium



Residential Developments at Portman Road



Ipswich Football Club training ground

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## 1.2 SITE APPRAISAL

### 1.2.1. Location

The site is located in Ipswich Village and bounded to the east by Civic Drive, to the south by Princes Street and Russell Road, to the west by Constantine Road and Alderman Recreation Ground and to the north by Sir Alf Ramsey Way and Great Gipping Street.

### 1.2.2. Current Uses

In the centre of the study area sits the Ipswich Town Football Stadium at Portman Road with an attached training field. There are residential, commercial and institutional land uses located in its surrounding. Significant areas adjacent to the stadium are currently used as surface car parks by IBC. The redevelopment of these sites offers the potential to enhance the setting of the Football Stadium and substantially improve the perception of the Ipswich Village area.

### 1.2.3. Access and Movement

Portman Road serves as a key access route from the south and north for vehicle and pedestrian movements into and through the study area. From the west the site can be approached via Sir Alf Ramsey Way off West End Road. No direct vehicular access is provided from the east off Civic Drive. Similarly, a dedicated and legible pedestrian link from Ipswich Town Centre via Civic Drive/ Princes Street junction to Sir Alf Ramsey Road is missing. The current pedestrian and cycle access route via Great Gipping Street is less direct and of a poor quality.

Princes Street at the southern site boundary has the potential to become an attractive pedestrian link from Ipswich Railway Station into the Town Centre and access from this route for pedestrians should be improved.

On match days Portman Road and Sir Alf Ramsey Way are closed for general traffic. Car parks in Ipswich Village and the Cardinal Park area serve football supporters arriving by car. There are numerous bus links on Princes Street and the stadium is in easy reach of Ipswich Railway Station and the Town Centre by foot.

### 1.2.4. Built Form

The built form throughout the study site area is incoherent and fragmented. The area lacks a legible urban structure and does not offer a positive character or sense of place. The urban grain is coarse and permeability within the site and to surrounding districts is low.

A number of developments are of large scale, bulk and height. These include the football stadium, commercial developments along Civic Drive and the Suffolk County Council developments. These are intermingled with smaller scale development. However, the development of the area has not used differences in height and massing to create a legible and distinct townscape. Currently there are a large number of undeveloped plots and stand alone developments, which are located away from the building line, leading to a weak definition of the street space with poor enclosure and lack of continuous frontages. The football stadium is a major destination in Ipswich Village but does not find appropriate expression in the urban structure. It lacks legible entrances and its frontages towards the public realm are largely uninhabited. It does not contribute to a vibrant and overlooked street scene.

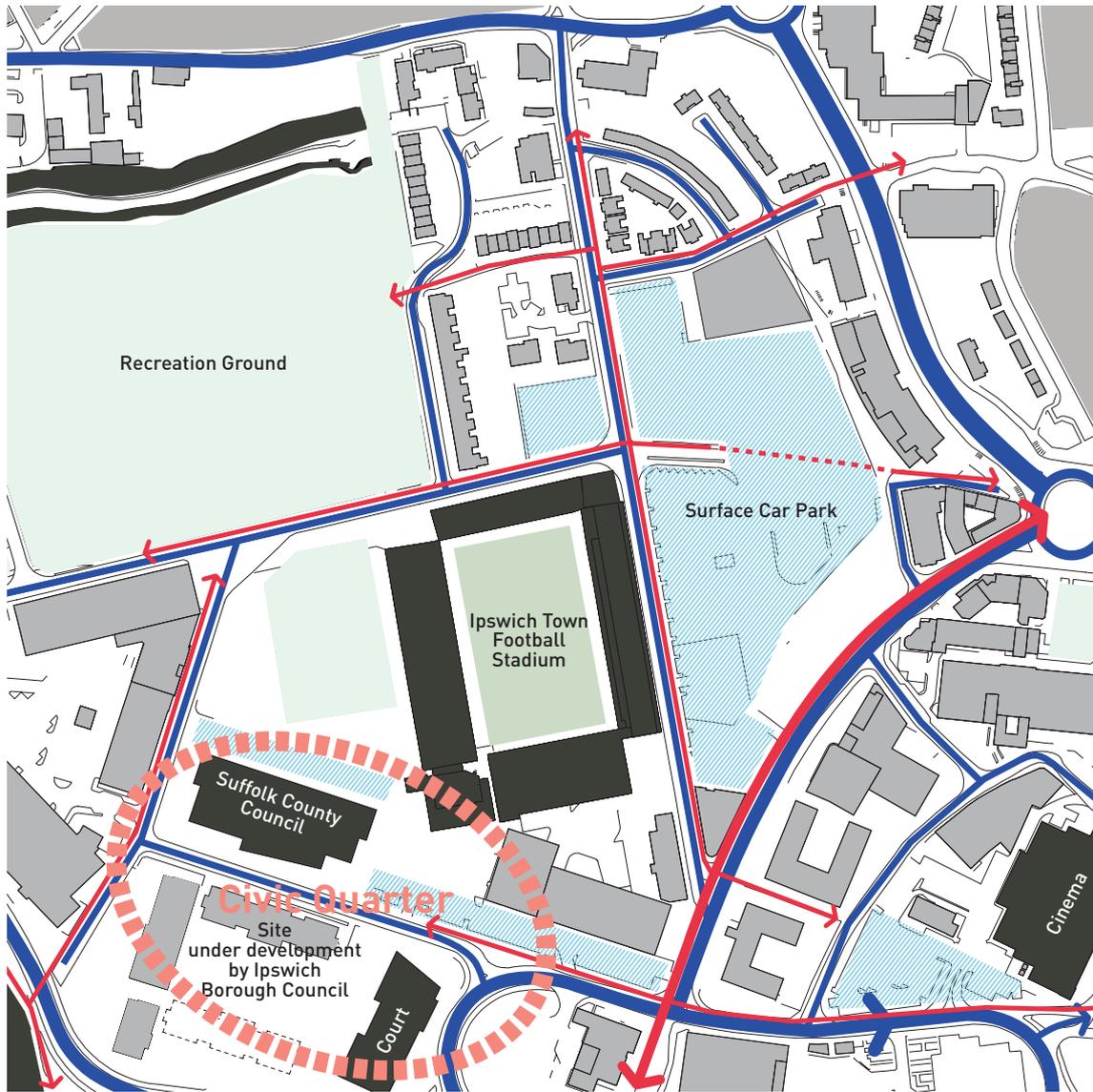


Figure A1: Context

**Key**

- █ Primary road network
- ▬ Secondary road network
- ➔ Key pedestrian corridor
- ↔ Pedestrian route
- ⋯ Pedestrian link across car park
- █ Key building
- ▨ Surface Car Park

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### 1.3. PROGRAMME REQUIREMENTS

The Local Plan (Deposit Draft) and the Area Action Plan envisage the intensification of uses in the Ipswich Village and its development into a lively mixed use urban quarter. The current emphasis of institutional and leisure uses are seen as an important driver for the development of the area and should be strengthened. Furthermore there are opportunities for a mix of new commercial and residential developments. A key requirement of this study is the development of an appropriate urban structure and framework for the area surrounding the football stadium. This will allow for the integration of new developments with their surroundings, with Ipswich Town Centre and with the town's broader sub regional role. Ipswich Town Football Club has the capacity to attract approximately 30,000 spectators to home matches and pop concerts and the handling of crowds on this scale within the approaches to the stadium will be a major consideration for the design of an appropriate urban structure.

The surface car park site east of the stadium has the potential to accommodate a high profile leisure development supplemented by commercial and residential uses. There has been interest in the site for a large-scale leisure or entertainment complex. Urban Initiatives were requested by IBC to elaborate on two alternative options for this site, one focusing on a large scale hybrid development, and the other allowing for a finer grain development.

### 1.4. STRATEGIC URBAN DESIGN FRAMEWORK

The Strategic Urban Design Framework, which has been prepared by Urban Initiatives as part of this study, outlines Urban design principles for the larger Ipswich Village and Cardinal Park area. It further specifies key elements of a proposed urban structure, which will support the regeneration and development of this area. Those of significance for the more narrow study area targeted by this urban design brief are:

#### 1.4.1. Recreation Ground

There is opportunity to develop this green space into an inviting and attractive park, which has the potential to attract people from surrounding areas. Accessibility needs to be improved and the landscape design should offer a greater variety of amenities and attractions. It would help to position the park as a destination on the mind map of the town by giving it a distinctive name.

#### 1.4.2. Princes Street

This corridor links Ipswich Railway Station with Ipswich Town Centre and has the potential to become a primary access route into and through the study area particularly for pedestrians, cyclists and as a public transport link. Princes Street needs to be enhanced to create a more pedestrian friendly environment; junctions along the route require improvement to allow for at-grade and safe pedestrian crossings. The intensification of uses along the corridor needs to provide appropriate frontages to support a vibrant and vital street scene.



Opportunity for 'Civic Quarter Link'  
along Russell Road

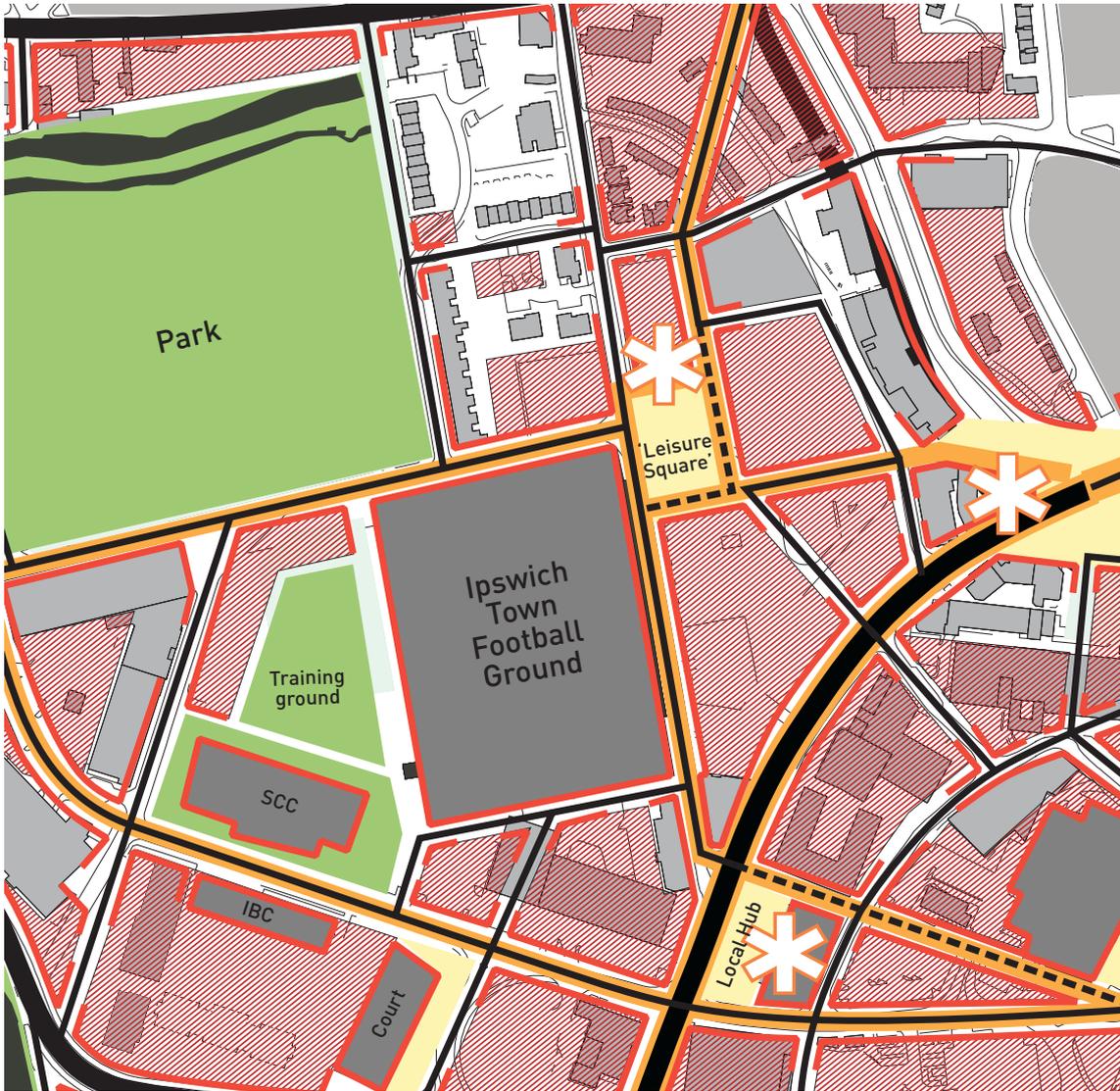


Figure A2: Proposed Urban Structure as part of SUDF

**Key**

- Primary street
- Secondary street
- Shared surface street for local access only
- Key pedestrian route
- Proposed / improved public space
- Key building
- Proposed frontage
- Green structure
- Potential for landmark development

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### **1.4.3. Pedestrian Links**

Besides Princes Street, three other key pedestrian routes pass the study area.

The 'Leisure Spine' links the education quarter in the east, via the waterfront, with the leisure and entertainment venues in Ipswich Village and the Cardinal Park area and then back into the town centre. This route offers an attractive approach from the east and is particularly targeted on students, visitors and residents of the waterfront.

The 'Civic Quarter Link' connects the heart of the Civic Quarter in Russell Road via Grafton Way and Wolsey Street with Ipswich Town Centre and should become an attractive, vibrant and legible route.

The 'Park Way' connects Alderman Road Recreation Ground via Sir Alf Ramsey Way with Princes Street and on into Ipswich Town Centre. It requires the creation of a new pedestrian link across the potential development site east of the football stadium and improvements for pedestrians at the junction Civic Drive with Princes Street. This link will improve accessibility of the park, raise awareness of this natural asset and bring people into Ipswich Village.

### **1.4.4. New Public Spaces with landmark developments**

There is an opportunity to develop a network of new public spaces at the intersection of those proposed pedestrian routes in the area. Built form and public space design should give each public space a distinct character and identity. There are two major public spaces in the study area. One is situated at the intersection of Princes Street with the 'Leisure Spine' and 'Civic Quarter Link'. The other sits at the northeast corner of the football stadium at the intersection of the 'Park Link' and 'Leisure Spine'. Both spaces should be qualified by a distinct landmark development of appropriate height.

### **1.4.5. Secondary Urban Structure**

For successful regeneration into a vibrant and vital mixed use district, "walkability" within and into the area needs to be improved. This requires the establishment of a finer grain urban structure where permeability is low. To achieve better connectivity, pedestrian routes need to be continuous and direct, and offer appropriate pedestrian facilities. In particular, the barrier of the Civic Drive/Franciscan Way corridor needs to be broken down by creating links that are pleasant and safe and do not require the use of pedestrian subways. New developments should be located at the back of footway and develop active frontages, contributing to a vibrant and lively street scene.



Potential location of "Park Way" linking Alderton recreational ground with Ipswich Town Centre



Unsatisfactory, poor and illegible pedestrian link

# A2 OUTLINE DEVELOPMENT FRAMEWORK

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## 2.1 LAYOUT OF DEVELOPMENT STRUCTURE

The Strategic Urban Design Framework (SUDF) proposes a new principal layout of streets and spaces for the Portman Road study area. This breaks the large urban grain into a number of smaller street blocks, improving permeability and opening up new development potential.

To the south and west of the football ground, it would be possible to significantly improve the setting, legibility and public access to the stadium. Equally there are opportunities for the development of buildings on the edge of the current training ground and on the Staples Office site.

The intersection of Portman Road and Russell Road with Princes Street, where the 'Civic Quarter Link' and the 'Leisure Spine' cross the 'Station Link' should be defined by a new public space. This marks the physical centre of the Ipswich Village and Cardinal Park area and could become a new local service hub for people working and living in the area. It should be accentuated by a new landmark development.

The large development site east of the Football Ground is divided into an ensemble of four street-blocks located around a new public space. This space is strategically positioned at the intersection of the 'Leisure Spine' and the 'Park Way' and should become the focal centre of new leisure and sports developments in Ipswich Village. Enclosed by the football stadium and other pedestrian destinations, this square can become a vibrant and unique character node and create a step change for the perception of the Sports and Leisure district in Ipswich Village.

Two options were developed for the site bounded to the west by Portman Road, to the south by Princes Street to the east by Friars Bridge Road and to the North by the new established 'Park Way'.

### Option 1

The respective site is divided into two development plots. The realigned Chalon Street is continued across Princes Street and links up with the corner of the proposed square. This would improve permeability within the Sports and Leisure Quarter and opens up the opportunity for smaller scale mixed use developments on these two street blocks, which would enliven the streets with a variety of frontage uses. Towards the proposed space there is the potential to develop a leisure and entertainment venue within the boundaries of the block.

### Option 2

This Option uses the entire site for a single large-scale entertainment and/or leisure venue. The block boundaries to the north and east are equal to Option 1. On Princes Street, as shown in Figure A4, the set-back of the building line creates a widening of the street space, which would emphasise the main entrance to the venue for people arriving by car or public transport. The internal circulation should allow for direct through movement towards the north to offset the loss in permeability. The pedestrian entrance to the venue should be located off the public square to the north, which similarly could accommodate supplementary eating and catering uses.



Figure A3 Option - Principal Urban Structure



Figure A4 Option 2- Principal Urban Structure

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## 2.2 DENSITY AND LAND USE MIX

The Area Action Plan highlights the potential of the area to become a vibrant mixed use urban quarter with intensified land uses. The number of potential development sites offers the opportunity to significantly increase density in the Portman Road Study area. A critical mass of development should be achieved to kick-start a radical change of perception of the area and to create a “resident” population to facilitate economic viability.

As outlined in the SUDF the mix of uses throughout the area should be realised on street blocks and if appropriate on individual plots. Sports and Leisure uses, which will give the area its particular character, should be located along the 'Leisure Spine' and in the surroundings of the new square. A mix of residential and commercial uses should be encouraged along the lines proposed by the Area Action Plan. Overall the area has the potential to become a mixed use quarter with a stronger component of urban living throughout and with a complete range of housing types and sizes, given the proximity to the town centre, the train station and the park.

Ground and first floor uses should develop an active relationship with the public realm particularly along primary pedestrian routes and surrounding public spaces. Therefore, these routes should be framed by a vital mix of A1, A2 and A3 uses with residential or commercial uses above. A horizontal and vertical mix will form the basis for a robust and adaptable urban quarter as demonstrated by successful town centres.

The stadium currently has large uninhabited parts of its frontage facing towards Portman Road and Sir Alf Ramsey Way. Any potential modernisation of the east and west stands of the stadium or any development fronting Constantine Road or Sir Alf Ramsey Way should ensure active frontages be developed displaying a number of active uses such as shops, restaurants or manned entrances to the club to provide a vibrant street scene.



Potential for mixed use quarter with commercial ground floor uses that will enliven street scene

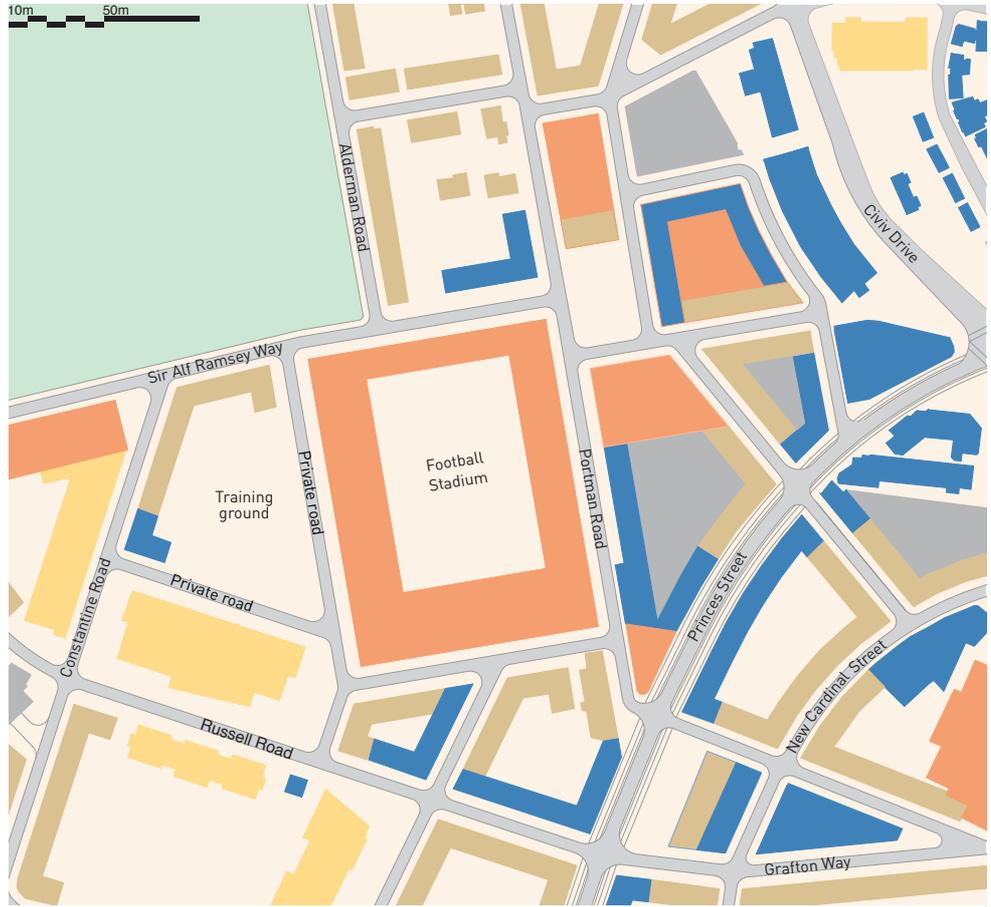


Figure A5 Option 1- Indicative Primary Land uses

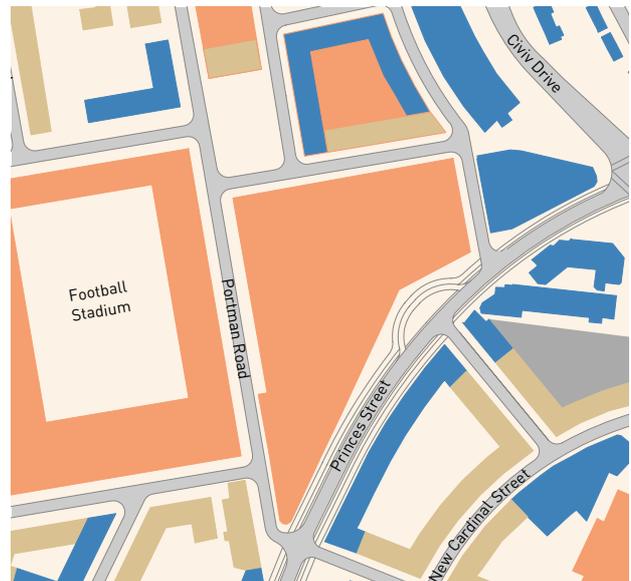
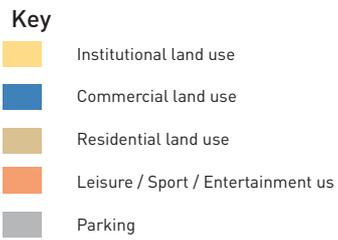


Figure A6 Option 2- Indicative Primary Land uses

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### 2.3 SCALE: MASSING, HEIGHT & LANDMARKS

Sports and Leisure venues are by nature large-scale inward looking developments, frequently characterised by large sections of sterile and uninhabited frontages. The success of this quarter will depend on these uses becoming embedded into developments providing smaller scale and active frontages. This could take the form of a hybrid development or with the actual venue being located in the interior of a street block.

Larger sites should be subdivided into smaller development plots with specific land use mixes and different architectural approaches. This will become reflected in a greater variety of facades and create a sense of liveliness and diversity on the streets. It further enhances the robustness and adaptability of the quarter.

The existing skyline of the study area is characterised by a variety of heights and appears fragmented and inconsistent. New developments need to apply a coherent approach to heights to support a legible townscape. Along Princes Street a building shoulder height of six floors is appropriate. Along all the other major pedestrian routes a shoulder height of 4-5 storeys would be appropriate, one or two additional setback floors could be permitted to create a variety of rooflines. Developments at street corners need to reflect their exposed positions and enhance the legibility of routes. This does not necessary require greater height but can be achieved through particular architectural expression.

New public spaces should be accentuated by outstanding landmark developments to form a distinct skyline. At each of the new proposed spaces a tower development of 10 to 15 floors is suggested.

The height of individual development plots should be tested against their impact on neighbouring developments in terms of environmental impact, overshadowing and lighting requirements of land uses.



Precedent Landmark Development  
Dominating Providing Public Space

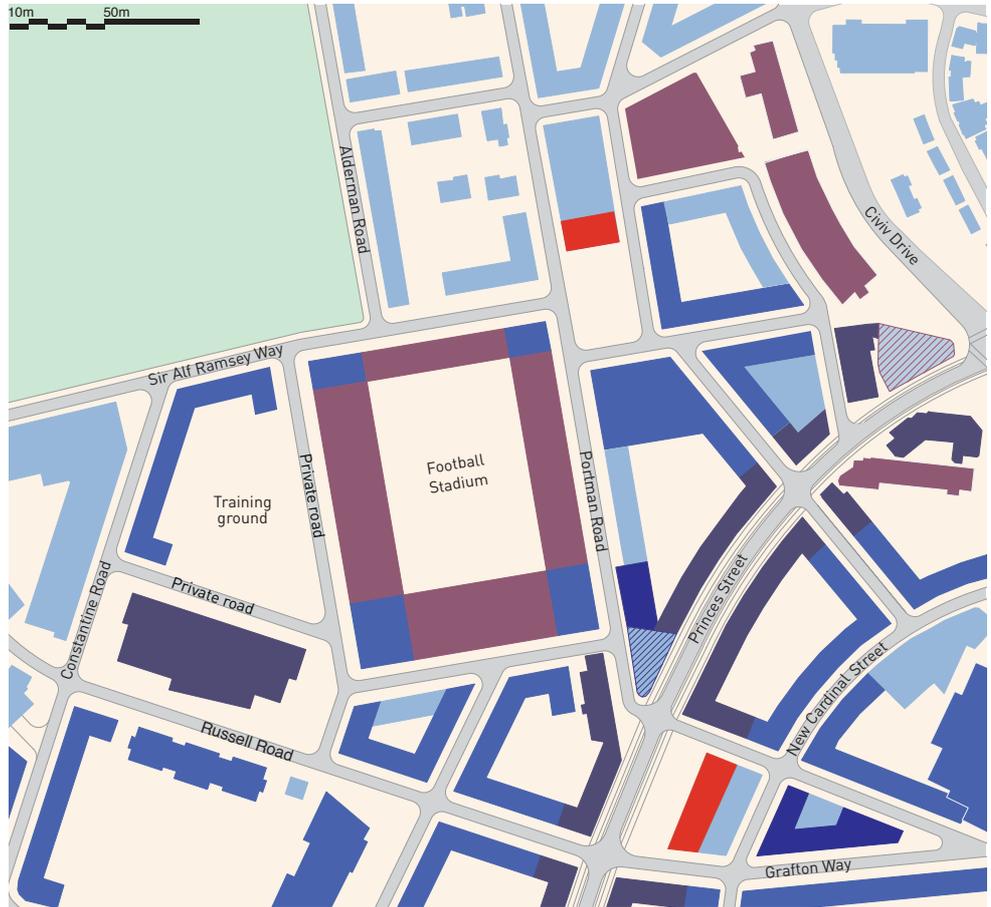


Figure A7 Option 1- heights



Figure A8 Option 2- heights

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## **2.4 PEDESTRIAN MOVEMENT: ROUTES, PUBLIC REALM AND PUBLIC SPACES, FRONTAGES**

The new urban structure is the base for the creation of a legible new townscape in Ipswich Village. New buildings need to be developed at the back of the building line to create a legible and continuous street frontage with a clear distinction between private and public spaces without ambiguous leftover spaces.

Throughout the Ipswich Village the public realm must be of a high standard and a consistent design with a coherent set of materials, furniture and lighting. Pedestrian footpaths should be of appropriate widths, direct and uncluttered, and offer convenient and safe pedestrian crossings at key routes. The pedestrian routes 'Station link', 'Leisure Spine', 'Civic Quarter Link' and 'Park Link' should be legible and guide people to their destination. This can be achieved by different street sections (widths of streets and heights of buildings), the distinct layout of the street space including street trees, and added elements to the overall public realm, such as specific lighting or signage elements and variation in surfaces. These pedestrian routes should be accompanied by facilities for cycling, since these two modes of moving around urban areas go well together.

The proposed new public spaces in the area need to receive an outstanding and unique public space design. This should reflect the character and profile of the land uses in the surrounding and provide for the needs of potential user groups. The installation of feature objects or public art should be explored. Spaces should invite people for social activities such as gathering, meeting or playing, and similarly offer space for individual activities such as waiting, observing and relaxing.

Around the football stadium, the gathering of crowds on match or event days needs to be considered. This requires an open, robust and durable design for these spaces.

## **2.5 BUILDINGS TO BE RETAINED/ ENHANCED**

Although the nightclub building on Princes Street is the only listed building in Ipswich Village, there are a number of other historic developments within this area that are worth being kept and refurbished because they contribute to the character of the area and offer economic value by themselves. These include:

### **2.5.1. Corner building at Princes Street / Portman Road**

The entrance porch and roof detail, with a clock, mark this corner and create a legible entrance into Portman Road. This building together with the converted brick building across the street are reminiscent features of more industrial uses in the area and give a sense of character. Within a sensible approach there is an opportunity to retain this character yet substantially increase the height of the building up to the recommended six floors.

### **2.5.2. Bus Shed and Constantine House at Constantine Road**

This ensemble of historic buildings similarly carries a sense of the historic past of Ipswich Village, and with its carefully worked out façade lends character to Constantine Road to this end of Sir Alf Ramsey Way. Constantine House has been converted for Suffolk County Council. The old bus shed similarly offers the possibility to be retained within a creative refurbishment. Possible value enhancing uses could range from a gallery, an entertainment venue, a restaurant, creative office spaces or indoor community sports facilities.

### **2.5.3. Row of Terraces on Alderman Road**

This row of two storey-terraced house lends the surrounding area some sense of place and familiarity. It represents a pleasant edge to the recreation ground and with its small scale offers an interesting contrast to the football stadium. The buildings should be retained and integrated within a completed urban block, which shelters their backsides from the high-density developments east of Portman Road.



Continuous street frontages



Quality Public Space



Street amenities - places to stay



Corner Building at Portman Road



Bus Shed at Constantine Road



Terraces on Alderman Road

## 2.6 VEHICULAR MOVEMENT: ACCESS, PARKING

### Local Streets and Access

The Portman Road area is currently well served by primary roads including Civic Drive, Princes Street, Handford Road and West End Road. These provide key structural features for the area. The streets strategy seeks to build on the existing network of secondary streets including Portman Road, Russell Road, Constantine Road and Sir Alf Ramsey Way by introducing further streets of a similar nature to improve overall permeability. It is envisaged that these new routes would evolve in an organic way when development comes online.

The pattern of local streets have been designed to ensure that improved connections are provided to a number of key destinations including the town centre, cinema and rail station.

As part of the Strategic Urban Design Framework for the Ipswich Village area, a number of key changes are proposed to the Princes Street corridor.

The vision for Princes Street is to transform it into a strategic gateway into the town centre from the station. The route would be focused towards walking and buses and include major streetscape and landscaping enhancements.

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The Grafton Way gyratory could be removed and replaced by two traffic signal junctions. That would mean that Grafton Street, Commercial Way and West End Road would revert to two way operation. These new junctions would benefit pedestrians through formal crossing points. The movement of buses could be improved through the use of Selective Vehicle Technology (SVT).

At the junction of Civic Drive with Princes Street, the existing roundabout will be removed and replaced with a more compact set of traffic signals with surface crossings.

It is envisaged that Princes Street would become a focus for public transport for the local area, with a series of bus hubs along its length being fed by the various secondary streets.

The majority of these major alterations will be delivered through public sector funding, however a contribution should be sought from local developers.

### **Parking**

There are a number of large on street car parks in the area. It is considered that the overall public parking stock should be maintained through re-provision of parking where necessary.

For new development, car parking should be based on local standards which are restraint based. Where possible consideration should be given to sharing of car parking, particularly between land uses. On street parking should be controlled.

### **Match Day Traffic Management**

On matchdays Portman Road should continue to remain closed to motorised traffic. The new network of permeable streets has the potential to improve the way pedestrians move and circulate around the stadium.

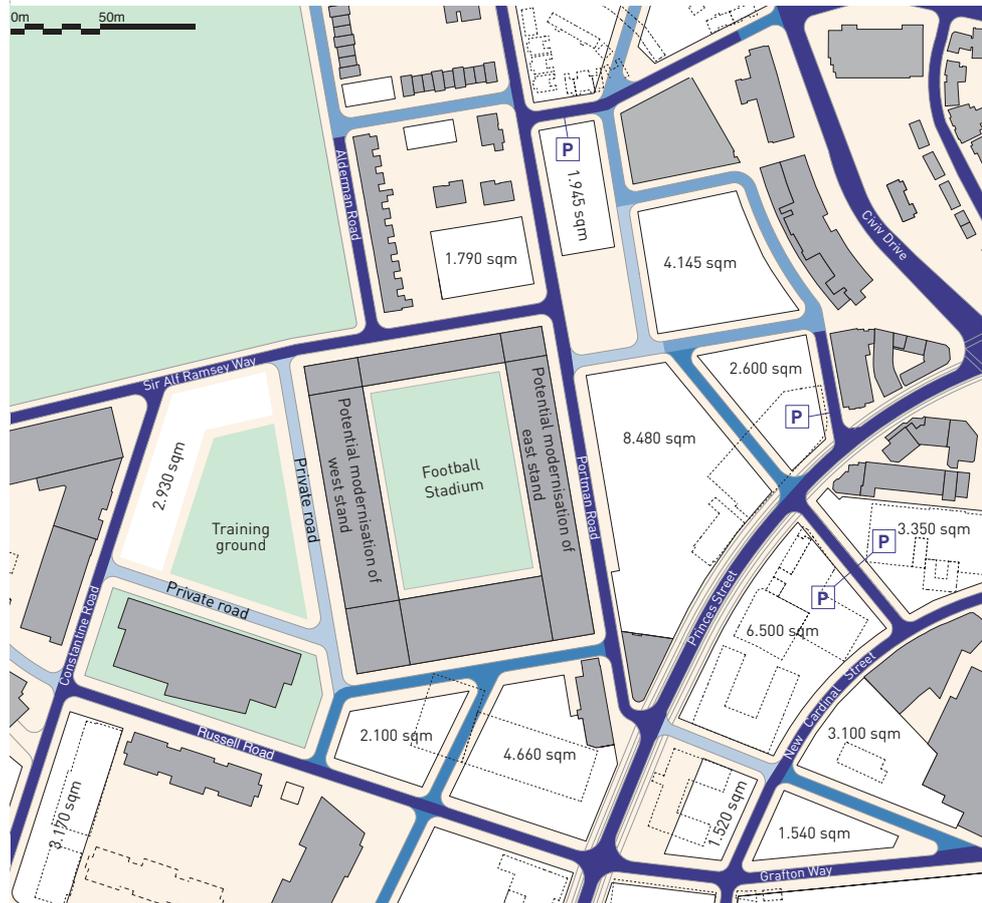


Figure A9: Option 1- Road network / potential new development sites

- Key**
-  Existing / Retained developments
  -  Potential new development sites
  -  Developments to be removed
  -  Landscaped green space
  -  Existing road structure
  -  New roads
  -  Proposed new shared surface street
  -  Opportunity for multistorey car park within plot boundaries

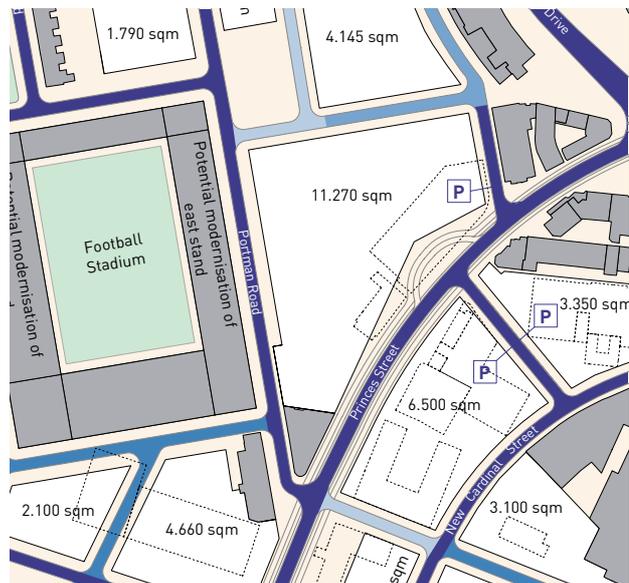


Figure A10: Option 2- Road network / potential new development sites





# Appendix B

## Urban Design Brief West End Road Car Park



# B1 SITE APPRAISAL

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## 1.1 INTRODUCTION

In November 2004, Ipswich Borough Council (IBC) commissioned Urban Initiatives to prepare an urban design brief for a number of sites surrounding Ipswich Town Football Club. Parallel to that study this Urban Design Brief for a car-parking site adjacent to the river was prepared. The site is in ownership of Ipswich Borough Council and the council plans to develop a multi-storey car park at the site. The aim of this document is to give guidelines about allocation of potential land use, height and massing, orientation and interface, access and integration of the development. It applies principles of good urban design as laid out in national guidance, relates to aspirations described in the Local Plan and IP1 Area Action Plan, and is based on the overarching Strategic Urban Design Framework (SUDF) for the area. A specific development layout for the West End Road car park site is developed and four development scenarios for a multi-storey car park are assessed against car parking capacity and urban design principles described for the site.



West End Road Car Park viewed from Princes Street Bridge

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## 1.2 THE WESTEND ROAD CAR PARK SITE

The site area is located in Ipswich Village area and comprises about 1.1ha. The site is bounded to the north by West End Road and by an adjacent property comprising a nightclub located in a listed historic building with adjacent surface car parking. Between the site boundary and the back of the footway of West End Road lies a stretch of land that currently is in ownership of the Suffolk County Council the Highways Authority.

To the east the site is bounded by Princes Street, a key link between the station and the town centre. The street is elevated and there is a substantial change in level between site surface and road level. Currently an elongated ramp provides access to the car park for pedestrians.

The southern boundary of the site is formed by a railway track. The track is owned by Network Rail and although rarely used, forms part of a strategic rail access to waterfront sites further east. The stretch of land between the railway track and the river Orwell is in the ownership of Ipswich Borough Council (IBC), and accommodates a small park and a walking and cycling route adjacent to the river. A pedestrian and cycle path feeds into it and links via a ramp with Princes Street. South-West of the site the river bends and the railway line bridges across the river. In the west the site directly approaches the riverfront and is bounded by the River Walk.

The current land use of the area is a surface car park, which is operated by IBC. It is used by commuters of the nearby station, away football supporters on match days, and other visitors, customers and people in Ipswich Village. About two thirds of the site is covered with tarmac and laid out to accommodate 307 display car parking spaces and four coach parking spaces. The remainder is an un-made hardcore space used as overflow car park. Access to the car park site is realised from West End Road.



West End Road Car Park view Towards the Old Brewery Building

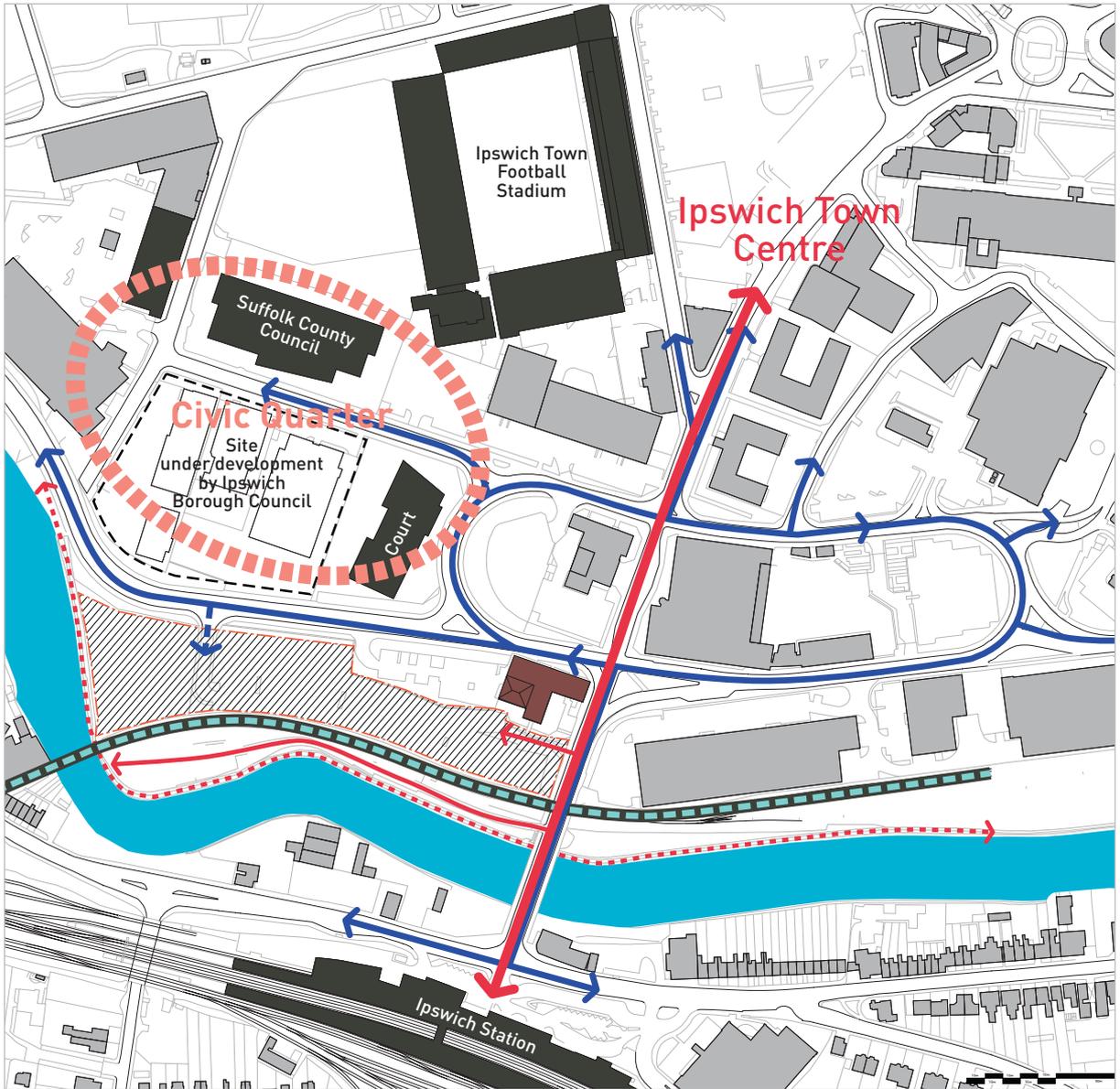


Figure B1: Site Constraints and Opportunities Ipswich Village Car Park

-  Local road network
-  Vehicular site access
-  Key pedestrian route Station - Town Centre
-  Local pedestrian/ cycle path
-  Riverwalk & cycle path
-  Rail line
-  Key building
-  Listed building
-  Site boundary

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## 1.3 CONSTRAINTS

### Electricity Cable

There is an underground high voltage cable running across the site from the northwest corner to the bridge in the east. This cable needs to be removed in order to allow for building activities on the site. The replacement of the cable from the site to a new track along West End Road and Princes Street is currently being investigated by IBC.

### Flood Protection

The car parking site lies inside the current flood protection line. Flood protection is reported not to constrain the current use as surface carpark. However, if a change in land use is proposed the degree of flood protection for these uses on site will need to be investigated.

### Railway Tracks

Currently access from the south to the site is restricted due to a fenced off railway line.

The potential dismantling of this line would offer the opportunity to create a new access street on the previous track, which would allow the development of served and active frontages along the river. This option should be considered in the long term to support regeneration of the riverfront. As an intermediate option, the opportunity of establishing secured at-grade pedestrian crossings with the railway track should be tested, to allow for site access from and to the riverside walk.

### Shape & Access constraints

The long and narrow shape of the site will constrain the possible layout for development.

Vehicular access can only be realised off West End Road and is further constrained by different landownerships. Given the traffic function of Princes Street and the available road width, the site can be only accessed by pedestrians from the Princes Street bridge level.

From the western side pedestrians can approach the site from the riverside walk. There is the opportunity to establish a service road off West End Road, which could facilitate vehicular access at this side.

## 1.4 PROGRAMME REQUIREMENTS

The brief from the Borough Council requires the accommodation of 1000 parking spaces in a multi-storey car park on the site. The Council is in the process of moving their offices to Russell Road north of the site. The programme for the development assumes occupation of the new offices in 2006.

Towards Princes Street the development of a retail frontage is being considered. The western part of the site could accommodate a residential development. This part of the site would be subject to a public/private sector development agreement.

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## 1.5 STRATEGIC URBAN DESIGN FRAMEWORK OVERARCHING URBAN DESIGN PRINCIPLES

The Strategic Urban Design Framework, which forms the basis for this urban design brief, specifies key elements of the urban structure. Those with an impact on the study area site are outlined in greater detail below:

### Key elements of Urban Structure

#### Princes Street

Princes Street forms the link between Ipswich Railway Station and Ipswich Town Centre. It is proposed to enhance its role as a pedestrian route by developing a quality public realm along the street in the form of a tree-lined boulevard. New developments along Princes Street will be required to be built at the back of footway establishing active frontages to the Princes Street corridor to support an active and safe street scene.

At key nodes along the corridor new public spaces are proposed. These facilitate the route with pedestrian amenities and are to become local hubs and centres of emerging character areas. This site is located between two proposed spaces, the station square and a space at the intersection with Grafton Way and Portman Road.

#### Riverfront

The land between the river and railway line currently forms a natural park, a parallel river walk and a flood defence structure. The landscape design is poor and the area lacks appropriate maintenance. In line with planning aspirations by IBC (Ipswich Local Plan Review First Deposit Draft, IP1 Area Action Plan) and the local River Action Group, the SUDF proposes the creation of an integrated new "Riverfront Park". It is to become an attractive green edge to the expanding town centre, which offers recreational and atmospheric qualities for passers-by and local residents.

Allowing access from Ipswich Village and Cardinal Park areas will be crucial for the success and vitality of the park. In the short term, access will be limited due to the existing railway line. However, emerging developments bounding the riverfront area need to create appropriate preconditions to enable legible and direct access to the riverfront in the longer term. Intermediate options to access the park across the operable rail line by means of at grade pedestrian crossings should be investigated.

New buildings need to facilitate overlooking and passive surveillance of the "Riverfront Park" area. Active frontage uses should be established with openings, windows and entrances facing the park. The long term aspiration is to create a shared surface street at the position of the current railway track to provide vehicular and pedestrian access to building fronts and the park. This would require the dismantling of the railway track or a design and management arrangement with rail and other users sharing the same space. In the short term pedestrian access to building fronts need to be realised on the landside of the railway or equally by linking across to the existing river walk and cycle route.

Along the Riverfront Park area, buildings should be generally orientated towards the riverfront and create a continuous frontage. Elements of hard surfacing within the park may be appropriate to provide some outdoor amenity or sitting out areas for commercial use (e.g. cafes). A variety of heights and roofscape treatments will create a distinctive building frontage and skyline typical of Ipswich Town Centre.

This riverside is highly visible, particular in the vicinity of bridges, such as Princes Street Bridge, and Bridge Street, and the potential building line along the riverfront forms the flanks of a gateway into the Town Centre. The representational function of these entrance points should not be understated and find expression in a high quality design and appropriate landmark configuration.

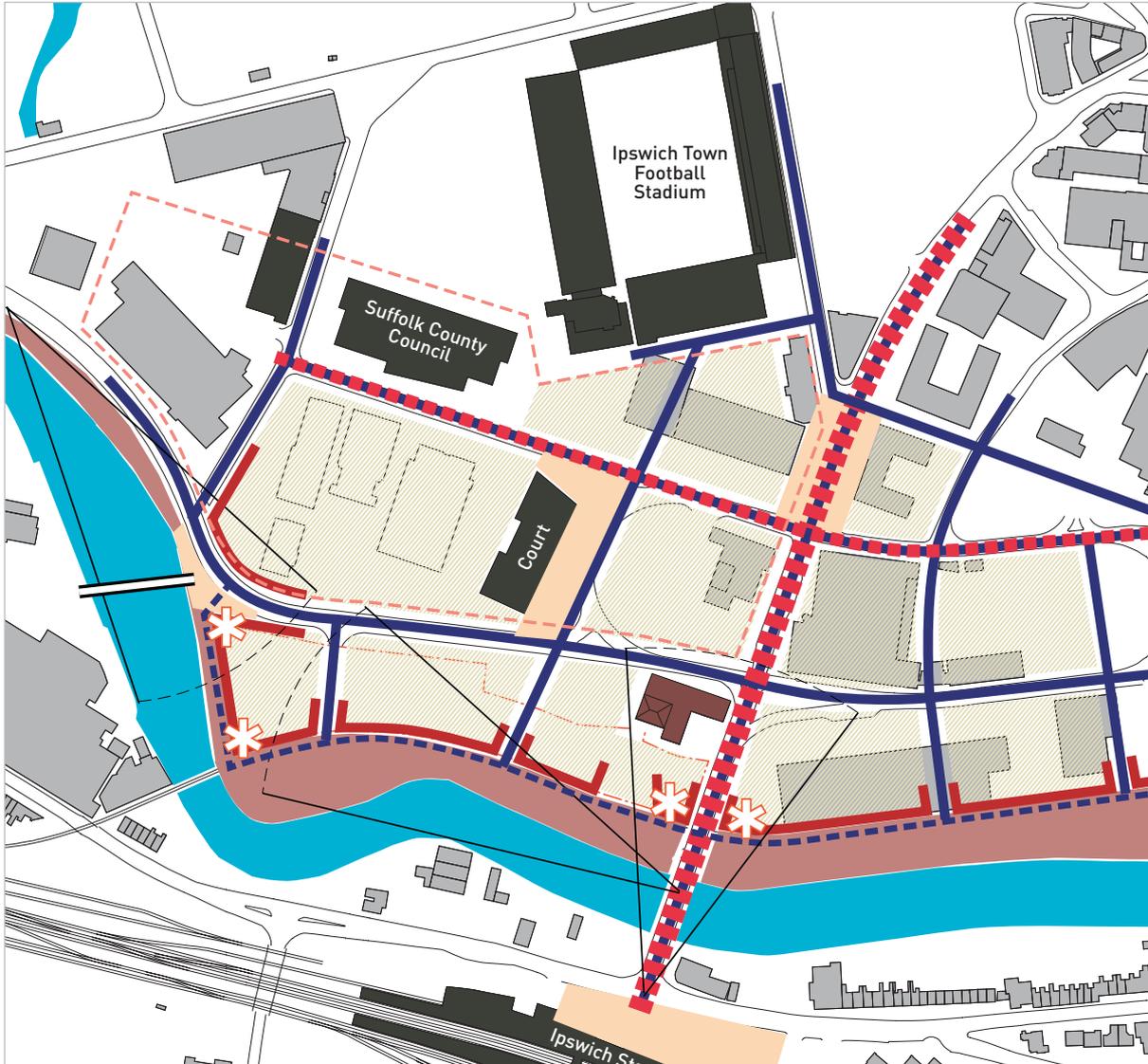


Figure B2: Strategic Urban Design Framework Ipswich Village Car Park

- Key**
- Proposed urban structure
  - - Shared street
  - ▬▬▬ Key pedestrian route Station - Town Centre
  - ▬▬▬ Key pedestrian route Civic Quarter - Town Centre
  - Proposed new public space
  - Riverside Park
  - Key building
  - Listed building
  - ▨ Potential development opportunity
  - ▬▬▬ Key frontage to riverside
  - ✳ Landmark opportunity
  - ◁ Key view
  - ▬▬▬ Proposed new pedestrian and cycle bridge
  - - - - - Civic Quarter centred at Russell Road
  - ▭ Site boundary

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## **Public Sector Quarter**

Within Ipswich Village a new Public Sector Quarter is emerging. Suffolk County Council have already moved offices there, the Crown Court also occupies a purpose built development nearby. Ipswich Borough Council will also be relocating their offices to the area in 2006. This cluster of public institutions is concentrated in the vicinity of Russell Road. The SUDF highlights the opportunity to improve the public realm along this road and to create an attractive setting and pleasant environment for these land uses. Further it proposes measures to better integrate this road in the urban structure of Ipswich Village and to establish a continuous pedestrian route from Ipswich Town via Cardinal Park/ Multiplex Cinema into the Public Quarter and further north to the Recreational Ground at Sir Alf Ramsey Way.

In terms of character, the Public Sector Quarter should be open and inviting and foster elements of public pride. This is expected to find expression in a quality design solution both in architecture and public realm components. To contribute to place making and achieve coherency across the entire Ipswich Village, new developments are required to apply high standards of design.

## **Secondary Urban Structure**

As part of the SUDF a new secondary urban structure is proposed for Ipswich Village/ Cardinal Park area. These proposals should be developed when the opportunity arises in association with developments on neighbouring sites. Based on the existing street network a number of new streets and links are proposed. From the preceding urban design analysis the need for a finer grain urban structure becomes apparent. A finer grain increases permeability and eases the movement around the area. It expands the opportunity for development with accessible frontages. It adds to adaptability and robustness of the area by offering a greater number of smaller development opportunities with accessible frontage spaces.

## B2 OUTLINE DEVELOPMENT FRAMEWORK

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The Strategic Urban Design Framework is the foundation of the Ipswich Village West End Road Car Park design brief, whose components are described below. The development framework covers a larger site than the one currently owned by IBC and is bounded by West End Road to the north, Princes Street to the west and the river Orwell to south and west. This will allow the development of an integrated urban design solution for the entire site at this exposed location at the Riverfront.

### 2.1 LAYOUT OF DEVELOPMENT STRUCTURE

The site should be seen as three plots subdivided by two north-south streets. The proposed urban typology is the perimeter block, which offers flexibility in plot-subdivision, building depth and landuse-mix. It creates a legible street space and clear distinction between private and public zones.

The perimeter block is generally bounded by the back of footway, in case of residential development a set back of 1.5m is permitted for privacy. To the north a continuous straight building frontage is established along West End Road. To the south the building line follows a 6m threshold space from the centre of the rail line. This creates a distinct curve frontage that expresses the riverbank, and further allows for efficient use of available space. In the west the building front follows the river and to the east the development plot is determined by Princes Street Bridge.

A listed Grade II historic building currently occupied by a nightclub, is located in the corner of West End Road and Princes Street. The original building features a dominant Malting Tower in its south-west corner. The proposed development plots enclose the building from two sides and create a composition of two spaces that are dominated by the historic structure. This layout relates in particular to the visibility of the significant landmark tower from Princes Street Bridge and the riverbank.

The listed building would form a heart of a local character area that could serve Ipswich Public Sector Quarter and surrounding uses with restaurant, café and similar facilities. The new open space is sheltered on three sides, opens to south and faces the riverfront. The space is visible from Princes Street yet protected from direct environmental impact of this street such as noise and movement. It creates ideal conditions to extend restaurant and bar uses into the open space with serviced outdoor spaces and other sitting out amenities keeping an appropriate balance. The creation of a restaurant/café destination at the northern bridgehead would realise a step change for the area and its perception, and could act as catalyst for further development in the surrounding area.

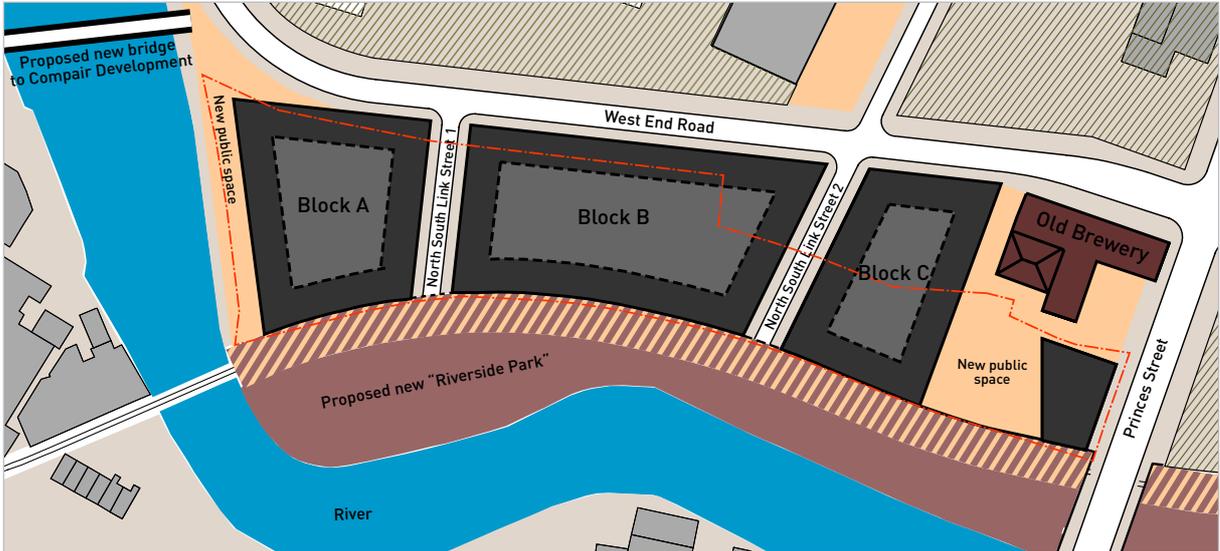


Figure B3: Development Structure

**Key**

- Proposed building block (with indicative courtyard space)
- Proposed pedestrian space
- Refurbishment of listed building
- Current rail line / proposed future shared surface street
- Proposed RiverSide Park
- Site Boundary

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## 2.2 SCALE: HEIGHT & MASSING, LANDMARKS

The site is bounded by the riverfront and a proposed riverside park. Given the exposed location overlooking the open space to the riverside, a building shoulder height of seven floors is recommended. Towards West End Street and the proposed two site access streets generally the shoulder height can be up to six storeys with an additional floor that is set back. However individual design solutions need to be tested against privacy and lighting requirements associated with proposed land uses.

The building overlooking the river side in the west forms the end of a continuous stretch of proposed new riverfront developments and should reflect this exceptional position. Additionally the exposed location in a distinct curve of the river offers high visibility of this site from across the river. This front and the respective northern and southern corner of the block should echo this condition through a landmark development of high quality architecture and the potential to step up the corners with two additional floors.

The east end of the site bounds the bridgehead and encloses the listed building. A new landmark development of up to 10 storeys is proposed. A tall structure at this point will emphasise the entrance into Ipswich Village and form a gateway into the Town Centre. The new developments need to create a balanced composition with the listed building in relation to scale, frontage heights, materials and degree of detail.

The view of the malting tower from Princes Street Bridge on the station side needs to be protected. The environmental/micro-climatic impact of a new tower on its surrounding and in particular the proposed new public space needs to be tested to avoid the creation of adverse conditions.

## 2.3 VEHICULAR MOVEMENT: ACCESS, PARKING

Vehicular access to the site will be secured from West End Road via the existing western and a proposed new eastern access street as indicated in Figure 5. The long-term aspiration would be the development of a continuous shared surface service street between new building front and the riverfront park on the current railway track. This street would connect both access streets with other development sites east of the Princes Street Bridge by reusing the existing railway underpass. In the west this street serves frontages overlooking the river and links back into West End Road. Beside offering access to development sites these three north-south streets create a greater degree of permeability and are vital access routes to the riverfront park. Therefore they should be designed and managed as legible public routes and facilitated with appropriate pedestrian spaces.

The scarcity of available street space and constrained access conditions mean that the majority of required car parking to accord with IBC car parking standards needs to be accommodated on site. Undercroft, decked solutions in inner courts and enclosed multi-storey solutions are options that should be explored. Visual and environmentally intrusive car parking solutions will have an adverse impact on the perception, character and attractiveness of the site and should be avoided.

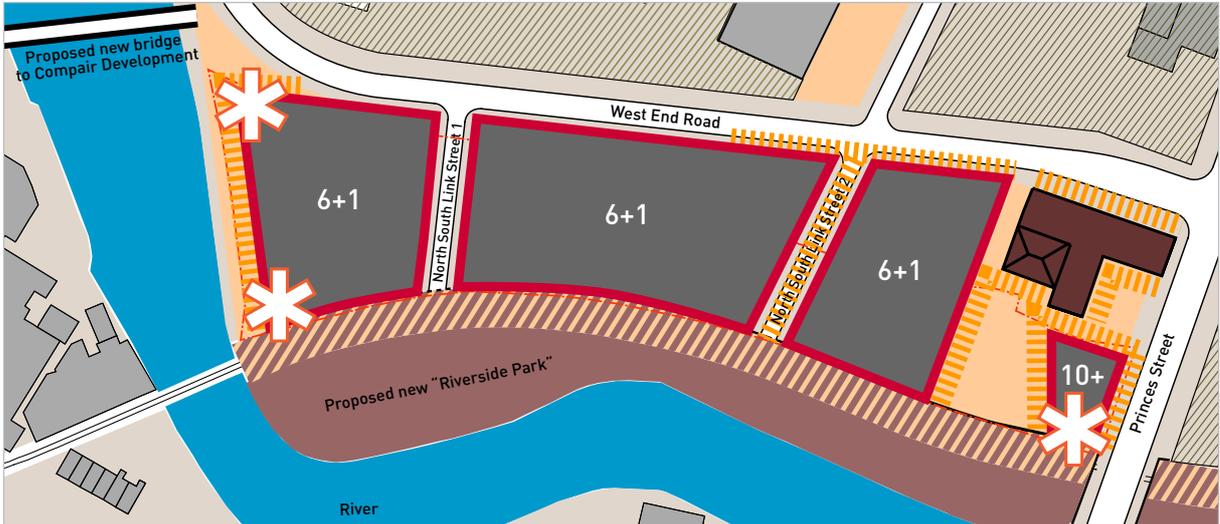


Figure B4:  
Height/Landmarks

**Key**

- Proposed active building frontage
- Proposed building block with indicative height
- Landmark opportunity
- Proposed active groundfloor uses/ activity generators
- Proposed pedestrian space
- Refurbishment of listed building
- Proposed RiverSide Park
- Current rail line / proposed future shared surface street
- Site Boundary

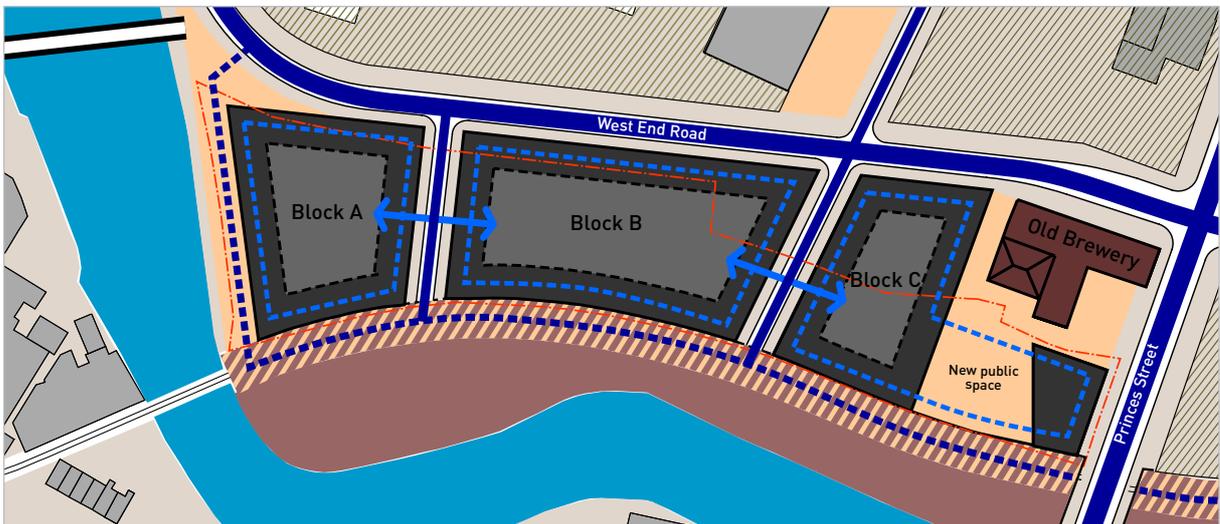


Figure B5: Vehicular  
Access/Parking

**Key**

- Primary road network
- Proposed local access streets
- Proposed shared surface street
- Proposed access to on-site carpark
- Proposed on site car parking provision
- Proposed building block (with indicative courtyard space)
- Proposed pedestrian space
- Refurbishment of listed building
- Current rail line / proposed future shared surface street
- Proposed RiverSide Park
- Site Boundary

## 2.4 PEDESTRIAN MOVEMENT: ROUTES/ PUBLIC SPACES/ FRONTAGE CONDITIONS

East-west pedestrian routes follow West End Road and the River Trail along the waterfront. A new bridge is proposed in conjunction with the CompAir development on the opposite side of the river. This will improve pedestrian linkage across the river. The development layout proposes to strengthen the existing routes by improving permeability and enhancing enclosure, legibility and safety conditions. New developments should develop active frontages that support overlooking and passive supervision of street space.

The street design and the configuration of the entrance point to this street from West End Road should be inviting for the pedestrian, enclosed by active frontages and with ground floor uses that have an active relation with the public realm.

As shown in Figure 6 a new public space in the curve of West End Road and along the proposed building front that overlooks the river could take advantage of this exceptional setting with an attractive public space design and the development of active frontage uses that spill out onto the hard surface river edge.

At the other end of the site two new public spaces are proposed east and south of the listed building. They will provide entrance spaces and sitting out areas to the surrounding active ground floor uses. The spaces are located at a similar elevation as the bridge level and will therefore allow for barrier-free entrance from Princes Street. This creates a terrace towards the riverfront from where pedestrian access to the riverbank needs to be achieved either by a lift, ramp or staircase. New public spaces should be of exceptional design and standard to set a quality benchmark and get destinations by themselves.

Currently pedestrian links to the waterfront from West End Road car park are restricted by the railway track. To derive the benefits of the adjacent Riverfront to the new developments at this site and other sites in Ipswich Village, an intermediate solution prior the complete abandonment of the railway track needs to be found, which allows "at grade" pedestrian crossings for pedestrians. Precedents for possible solutions can be found with level crossings on Bridge Street and Ranelagh Road.

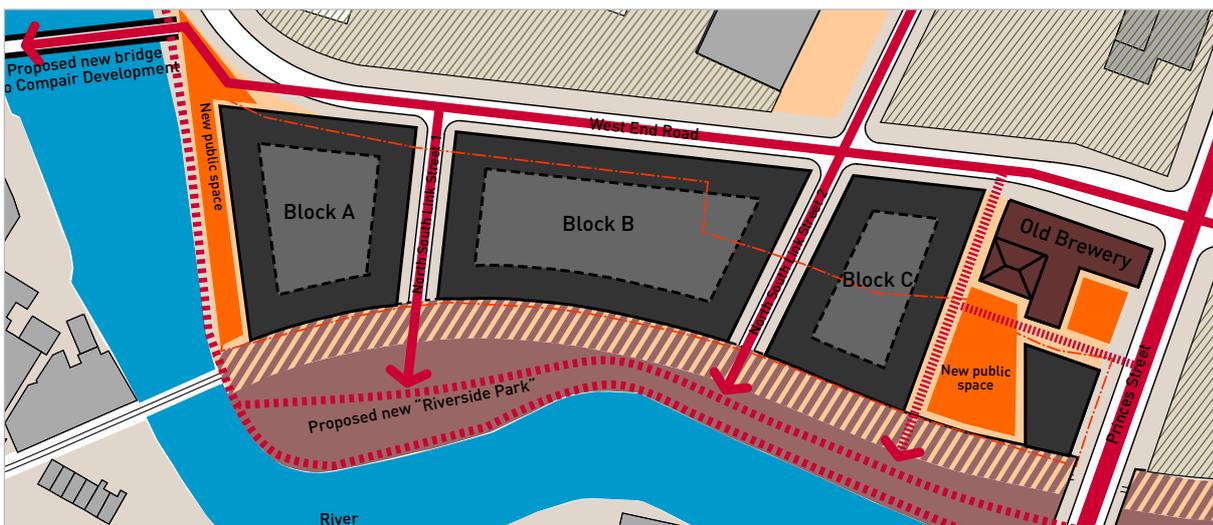


Figure B6: Pedestrian access/frontages

### Key

- |   |                                    |   |   |
|---|------------------------------------|---|---|
|  | Key pedestrian route               |  | Proposed building block (with indicative courtyard space) |
|  | Local pedestrian network           |  | Proposed pedestrian space                                 |
|  | Local pedestrian access            |  | Refurbishment of listed building                          |
|  | Existing river walk and cycle path |  | Current rail line / proposed future shared surface street |
|  | Proposed new public space          |  | Proposed RiverSide Park                                   |
|   |                                    |  | Site Boundary   |

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## 2.5 LAND USE CONSIDERATIONS

In terms of location this site offers outstanding conditions for high quality riverfront developments. The site lies within walking distance from Ipswich Station and the Town Centre. It is highly accessible by public transport and well integrated in the highway network of the town. The site itself is highly visible, offers outstanding uninterrupted views to the riverside from a long south facing frontage, and is bounded by the recreational amenity of the riverfront park.

These conditions make the site suitable for upward residential development facing the riverside and mixed residential and commercial uses towards the remaining frontages. There is opportunity to establish active retail and commercial ground floor uses in particular of eatery businesses and small scale convenience shopping.

There is a clear requirement for a multi-storey car park that serves the Public Sector Quarter, and there is no doubt about the benefits of a car park in this location for rail-commuters and football supporters. The aspirations for a multi-storey car park at the West End Road car park site are supported for a number of reasons:

- the site is in ownership of IBC, has been used as a 300-space car park already and is zoned for car-park use in the current statutory Local Plan;
- the site does not need clearance and after the removal of the underground electricity-main is in principle ready for development;
- the current flood protection is adequate for car parking use at the site.

# B3 CAR PARK OPTION DEVELOPMENT & APPRAISAL

## 3.1 OPTION APPRAISAL SETUP

Urban Initiatives has tested a number of development options against the urban design recommendations, which are outlined below. Corresponding to the outline development framework (section 5) the site is divided in three plots A, B, C as indicated in Figure 7. The layout options were developed within the following delivery framework:

- Plot A is deliberately set aside for potential third party residential development consistent with the aspiration of IBC in the brief. During the construction process this site could be used as a temporary car park offering about 150 spaces.
- For efficient use of space and to create clear frontage conditions towards West End Road all layout options propose the use of space located between IBC site ownership boundary and back of footway, which currently is in hands of the SCC as local highway authority.
- The options were developed so that they do not rely on private land (the listed building) for the development of the multi-storey car park and other integrated uses. This should allow for early implementation. However, later development stages might require the incorporation of the other land site to allow for a satisfactory and holistic development particular around the Princes Street bridge.
- Pedestrian access from the multi-storey carpark to Princes Street is assumed primarily via West End Road until a level railway crossing onto the pedestrian and cycle leading up to the bridge can be realised.
- Parking numbers are estimates that derive from schematic layout options that are based on a split level parking organisation.
- There is further clarification needed about the required distance of the building line from the railway track. For the purpose of setting up the schematic parking layouts a 6m margin to the centre of the railway line is assumed. Alternatively a 3m way leave to the railway property boundary could be assumed, which would cause some parking options to have a lesser number of provided parking spaces. This issue would need to be resolved during the outline design phase to establish the precise numbers of car parking spaces on the site.

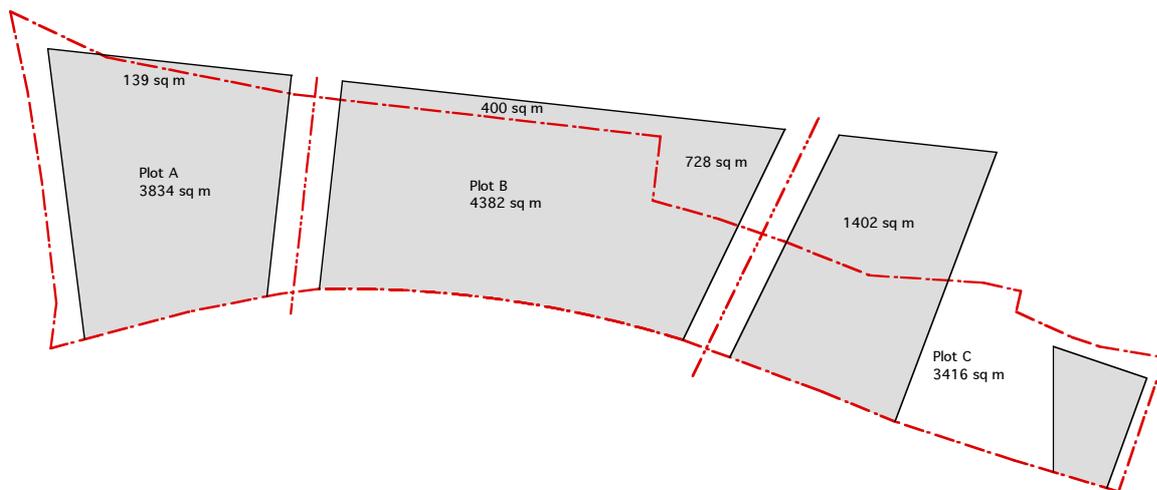


Figure B7: Indication of plots

### 3.2. OPTION 1

Entire plot B and C are utilised as multi storey car park with about 283 car parking spaces/floor. In a structure of 3.5 floors 1000 car parking spaces can be realised.

#### Appraisal

This solution is not a desirable option from an urban design perspective. It does not relate to the key recommendations of the development framework set out in section 5 and is unsatisfactory in terms of permeability, visibility of the listed building, legibility, density/mix of use and frontage condition. It disintegrates the riverside, creates a long uninhibited frontage towards the river and West End Road, and does not support the use of the listed building as heart of new character area. It presents a lost opportunity for establishing an attractive river frontage and inviting gateway into Ipswich. This proposal does not fully explore the assets of the site and is unlikely to act as catalyst for further development.

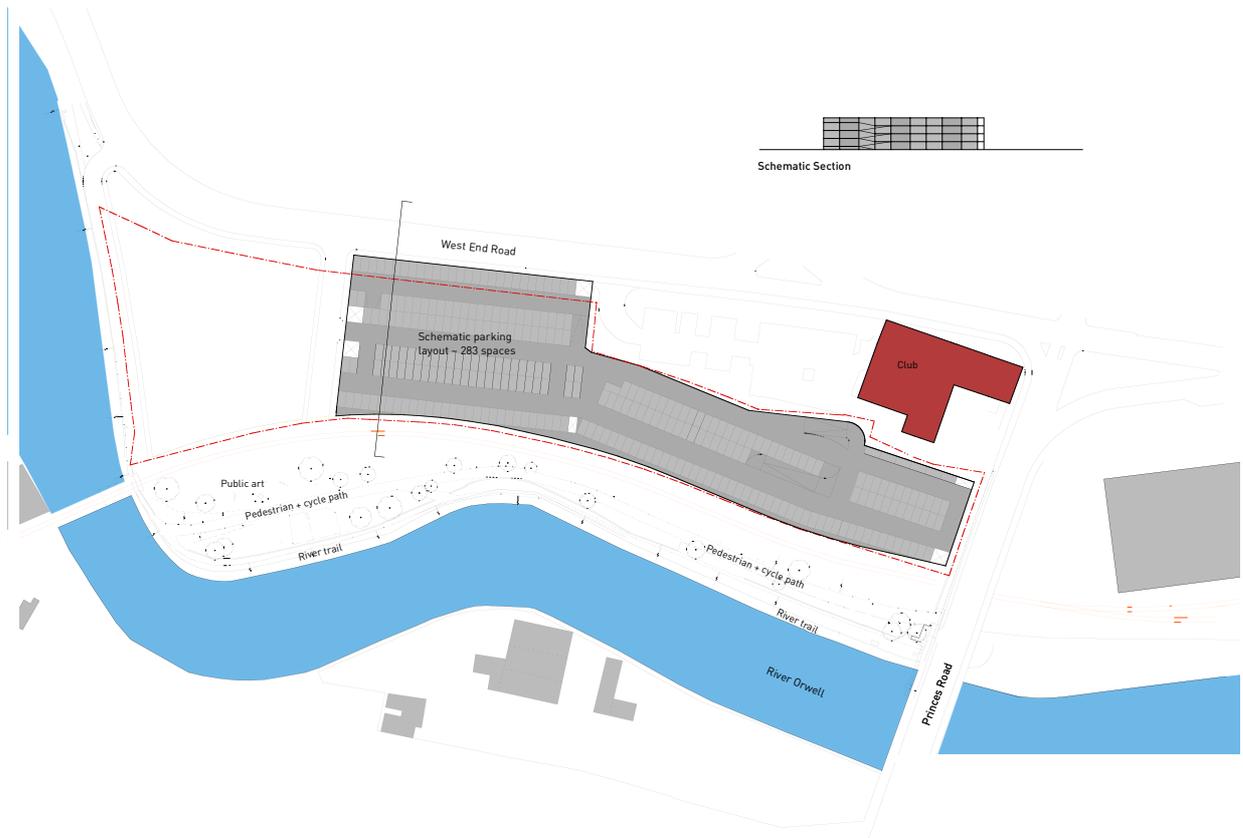


Figure B8: Option 1

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### 3.3 OPTION 2

This option is a modification of Option 1. It aims to overcome a number of urban design weaknesses such as lack of permeability, connectivity and active frontage uses. It utilises plot B and large sections of plot C for the multi storey car park, and proposes commercial/retail units towards West End Road and towards a new public space adjacent to the listed building. This forms a hybrid development that fits 1000 cars on six floors with an average 168 cars/floor. Additional footprint for 935 sqm retail/office space is provided.

The public space and ground floor of the tower are level with the Princes Street bridge and accessible without barriers from there. This provides an opportunity for a two-level car park below, for which vehicular access could be realised via the multi storey car park.

#### **Appraisal**

In urban design terms Option 2 performs better than Option 1. It creates active frontages towards West End Road, and offers opportunities to develop the local character area around the old listed building including a new public space. A landmark development at the bridgehead could express the gateway condition.

However, towards the river, the development does not establish an active frontage, and access to the riverfront is limited. In terms of implementation, option 2 requires the completion of the gateway development and the establishment of the square to give access and utility to the proposed active frontage at the east end of the multi-storey car park. This makes this a less flexible and adaptable development option in regards to future changes in development direction for the bridgehead site.

Additionally the narrow parts of plots B and C have an adverse ratio between parking and circulation space that make this part less efficient for car parking use. The vehicular access point to the car park and the bridgehead development would be off West End Road from the North South Link Road 1. This creates extended routes through the car park development and the adverse intermingling of uses that are better kept separate.

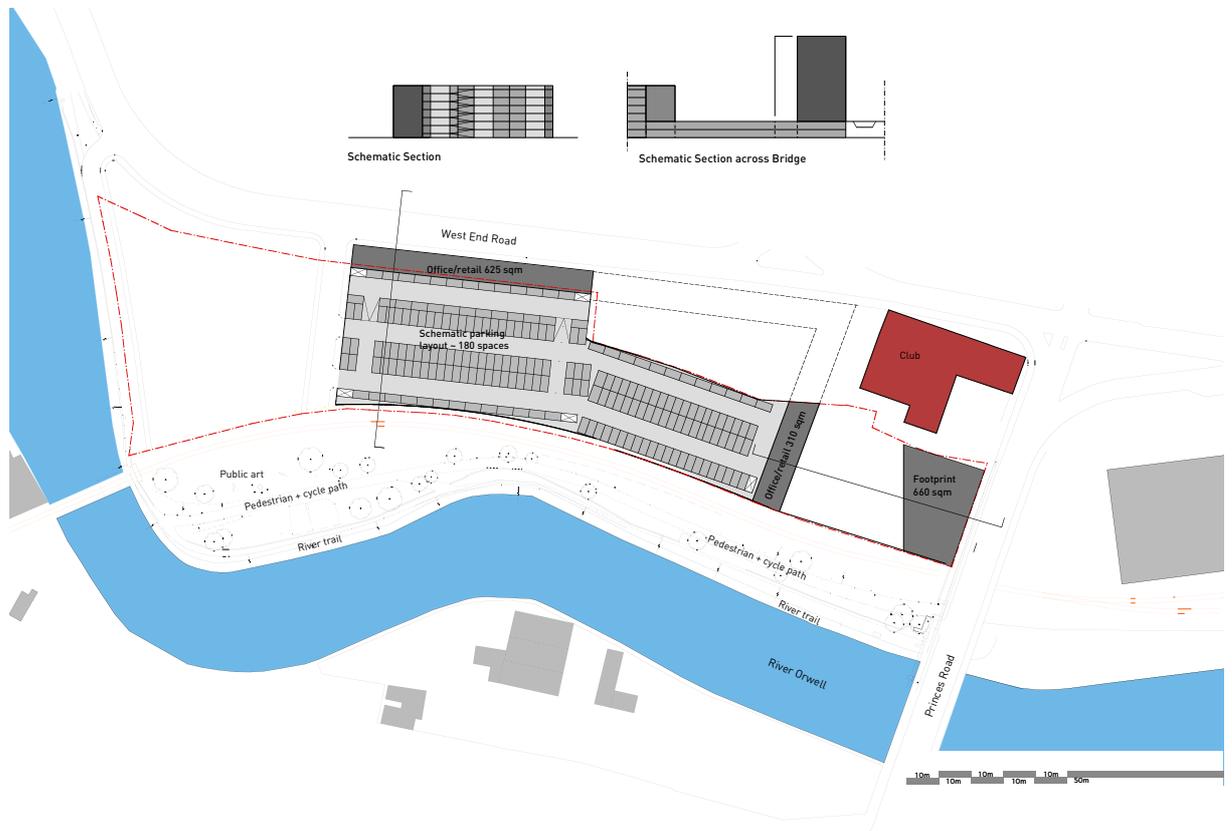


Figure B9: Option 2

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### 3.4 OPTION 3

Option 3 concentrates the car park use on plot B within IBC site boundaries. Towards West End Road and the riverside, single-aspect office/retail uses are proposed on the ground floor to create active frontage conditions. A two level car park is inserted, and on the upper floors the entire footprint is used for the carpark. Within a seven storey-development this allows for about 900 car parking spaces and 1,200 sqm retail/office space. The capacity numbers are based on a schematic parking layout with the southern site boundary defined by a 6m offset of the centre-railway line.

The remainder of plot B and C offers additional space for which a development scenario could be found that incorporates the listed building and develops along the lines suggested by the development framework (section 5). An agreement can be negotiated to allow for an extra 100 car parking spaces managed by IBC located within this development plot, to stack up to 1000spaces provided at the site. In the interim, the remainder of the site could remain 149 surface car park, which could be served through the multi-storey.

#### Appraisal

This option offers a compact solution for the multi-storey car park. Towards West End Road and the riverside, active frontage uses can be established at ground floor level, which help overlooking and passive supervision. The upper floors will need to develop a façade treatment that creatively interprets and communicates the car parking use behind and equally suggests active use.

This option maximises the space that can be used by other land uses at the site, and supports the establishment of mixed-use developments. It sits within the footprint proposed by the development framework, and does not constrain the opportunity to complete the envisaged layout by subsequent development. Equally it offers flexibility for different development scenarios at the remaining site.

However the design aspirations of creating greater permeability, linking up the riverfront and developing an attractive development at bridge head are not realised through the multi-storey car park development, but would be the subject of ancillary development.

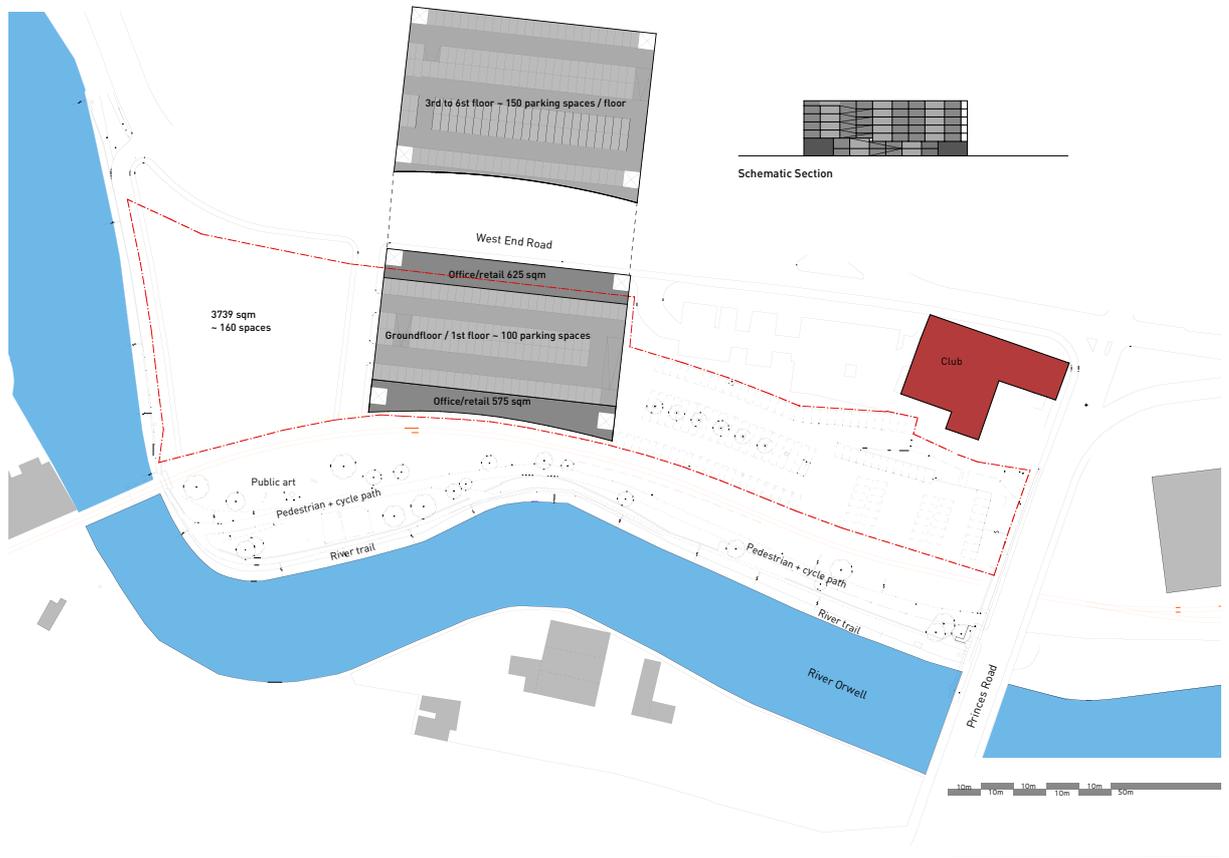


Figure B10: Option 3

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### 3.5 OPTION 4

Option 4 replicates option 3 but proposes to extend the development further to the east such that it bounds the proposed access street between plot B and C. The single aspect office/retail unit would wrap around the corner and allow for active frontage uses at the end of the North South Link Road 2. This would extend available retail/office footprint to 1,500 sqm and add another 100 car parking spaces, therefore providing total numbers of about 1000 spaces.

#### Appraisal

Similar to option 3 this option shows a superior performance in urban design terms. It accommodates the required 1000 car parking spaces within the multi storey development. Equally it allows for the development of the remaining site in line with the proposed development framework and already realises part of the aspired frontage towards North South Link Road 2. However the full installment of the North South Link Road 2 is depending on the establishment of the link across the listed building site. If this can not be achieved, this option will be less desirable in urban design terms, since it leaves less flexibility to react to different development scenarios for the remaining site.

### 3.6 OPTION 5

This option is an extended version of option 4, as shown in Figure 11. It would require the acquisition of parts of the listed building site or a land-swap arrangement, which allows the development of plot B as coherent development. This includes the development of the North South Road Link 2, and would achieve access to the riverfront and therefore realise the urban design aspiration of greater permeability and linking up of the riverfront. Furthermore it provides for direct vehicular access to plot C and significantly improves its independent development options.

#### Appraisal

This option is the best in urban design terms, since it achieves the required link to the riverfront. Further it creates the precondition for an independent development of the bridgehead site as part of a later development stage.

### 3.7 CONCLUSIONS AND RECOMMENDATION

From the above tested options, option 3, 4 and 5 are superior to options 2 and 1 in urban design terms. Option 5 achieves all significant urban design aspirations for the site, and although it requires the additional purchase of land, it should be seriously considered. Option 4 would progress the development further towards development framework aspiration, yet ultimately depends on the establishment of the link road across the listed building site. This option should be pursued if through a coordinated approach the desired road alignment can similarly be achieved. Otherwise option 3 should be preferred, which offers greater flexibility to react to different design solutions for the bridgehead site surrounding the brewery building.

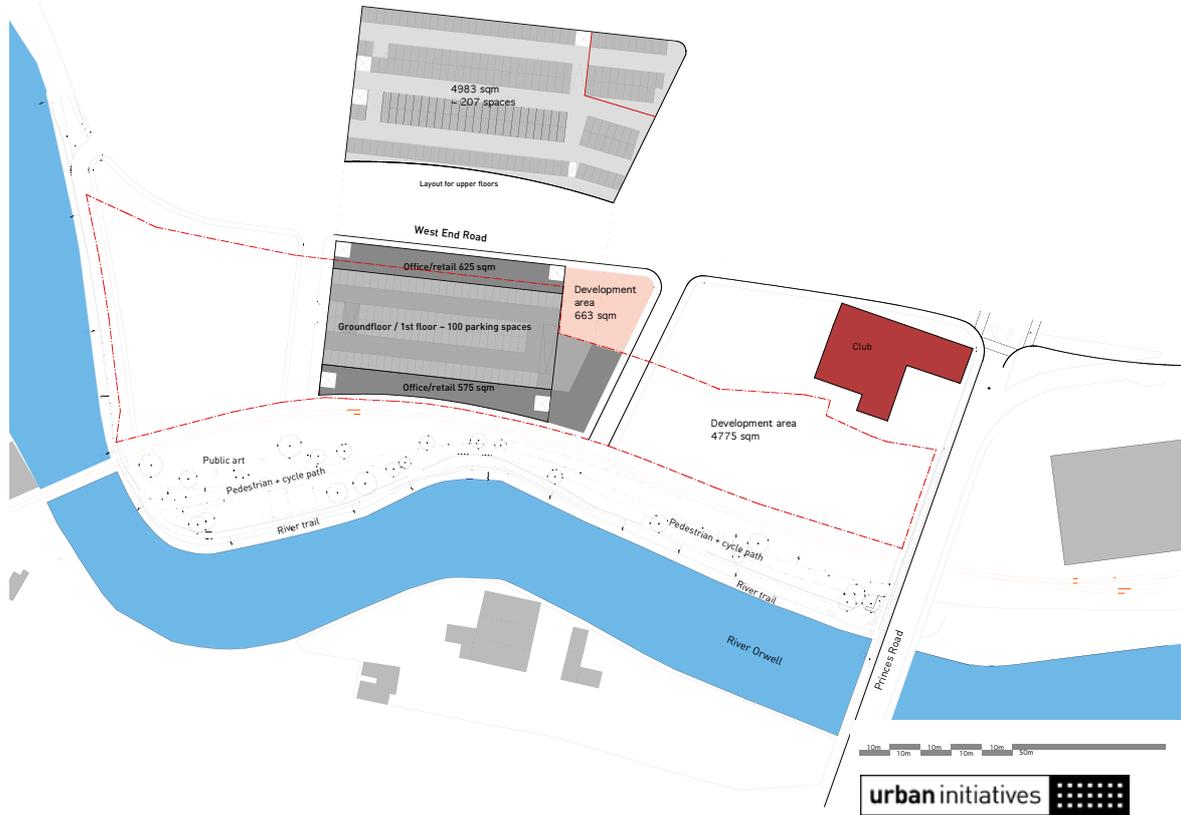
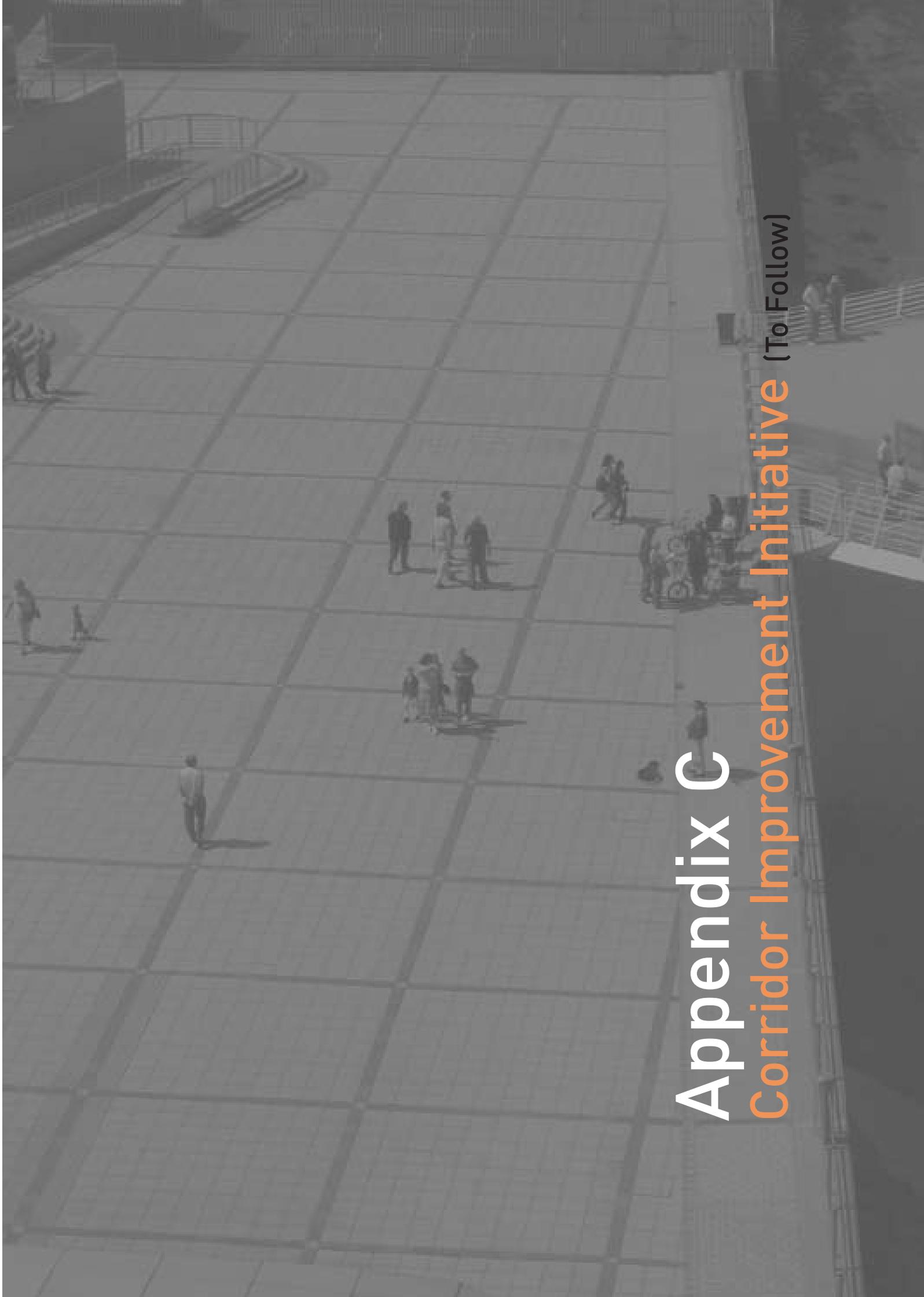


Figure B11: Option 4 and 5



An aerial, high-angle photograph of a large, paved plaza. The plaza is composed of large, light-colored rectangular tiles arranged in a grid pattern. Several groups of people are scattered across the plaza, some walking, some standing in small groups, and one person pushing a stroller. The lighting suggests it's daytime, with soft shadows cast by the people. In the background, there are some architectural elements like a ramp and a railing. The overall scene is a busy public space.

# Appendix C

## Corridor Improvement Initiative (To Follow)