

IP-One Area Action Plan

Ipswich Local Development Framework

Preferred Options

November 2007



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FOREWORD

Ipswich is a dynamic and growing town.

It is vital that we manage and guide the development of the town to increase the town's vibrancy, to protect and enhance its key assets, to ensure we pay full regard to our environmental impacts as well as to ensure changes benefit the town's existing residents, businesses and visitors.

The Council believes that the planning of our town is one of our key roles and as such we are delighted to set out our initial ideas for development in central Ipswich.

This document is one of a series we are publishing for consultation and we hope we get many views on its contents.

It is not intended to be a draft of a final document but to set out enough detail so that people can see the direction we believe our policies should go in along with a justification for our suggested approaches. We also include a brief explanation of other approaches we have considered and have decided not to favour at this stage.

We believe this document has benefited from the substantial consultation response we received to our recent consultation on Issues and Options and we believe that it is important that people have the opportunity to comment on the various policy directions we are thinking of before we decide on final wording for our draft plan – when there will be a further opportunity for comment. So, thank you if you gave us comments on our Issues and Options consultation.

We would welcome any comments you might have on this document. Please can you ensure that your comments are received by the Council by 25th February 2008 at the latest.

We appreciate that not everyone will want to read all the documentation and that some people would welcome the opportunity to discuss issues with Council officers. As a result we are organising a series of area forum meetings, drop-in events and public meetings on key issues to maximise the opportunities for people to get involved, find out more and put their views across. To find out more please see the Council web-site or contact the Economic Development and Planning Policy team at the Council via the address on the front of this document.

There are many challenges ahead associated with the development of the town and this document will evolve into the key strategy document that will shape that development. This is arguably your main chance to influence our final strategy and policies. We hope you take this opportunity to shape Ipswich's future.

Councillor Richard Atkins

Portfolio Holder, Planning and Economic Development
Ipswich Borough Council.

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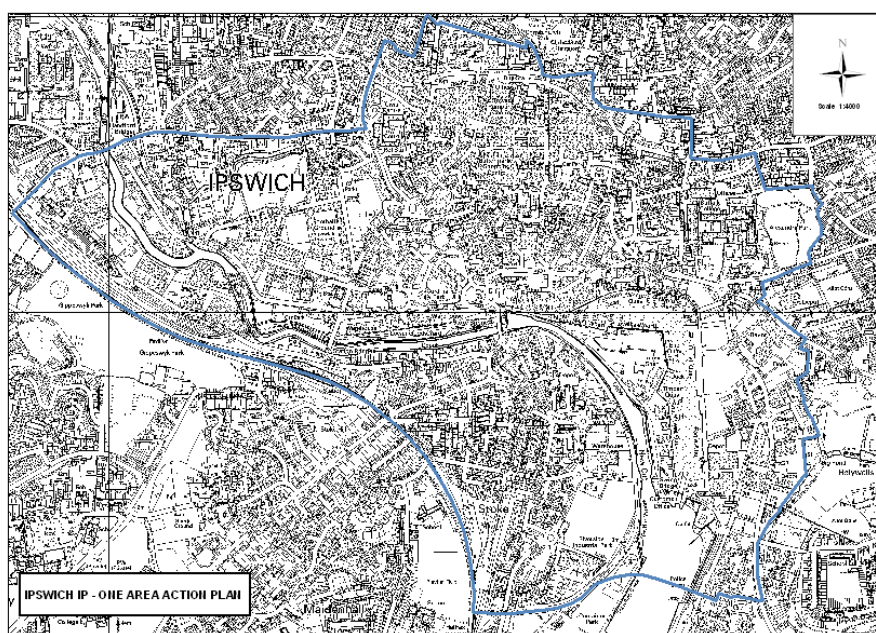
- Policy Area 64 Site for Ipswich flood barrier
- Policy Area 65 Site for town centre electricity sub station

Chapter 1: Introduction

1.1 What is IP-One?

- 1.2 This Area Action Plan covers an area called IP-One that broadly equates to the central part of Ipswich. It includes the town centre, the Waterfront, Ipswich Village and the Education Quarter. Figure 1 below identifies the area covered by the IP-One Area Action Plan.
- 1.3 It is the first statutory area action plan that Ipswich Borough Council has prepared under the new Local Development Framework system, introduced in 2004.
- 1.4 In 2003 the Council adopted a non-statutory IP-One Area Action Plan, which was used as a 'material consideration' to inform development control decisions. The earlier document was prepared for the Council by consultants, but it did not have formal development plan status. Some of the work carried out for the earlier area action plan has fed into this new document.

Figure 1 The area included within IP-One



1.5 Why do we need the IP-One Area Action Plan?

- 1.6 Under the new Local Development Framework system, local planning authorities may prepare an area action plan for any part of their area where significant change or conservation is needed.

- 1.7 Ipswich has been identified as a growth point in the draft East of England plan and is expected to accommodate growth amounting to 15,400 homes and around 18,000 jobs (30,000 divided between Ipswich, Suffolk Coastal and Babergh) between 2001 and 2021. The draft Regional Spatial Strategy (RSS) also identifies Ipswich as a regional centre for retail and other town centre purposes, and a key centre for development and change.
- 1.8 The Council considers that an area action plan is needed for central Ipswich because it is the focus for urban renaissance in the borough between now and 2021. As such, it is the part of Ipswich where most development activity and change is likely to take place, whether it is associated with helping to make the new University Campus Suffolk a reality, enhancing shopping in the town centre, or creating places where people can adopt sustainable lifestyles, living and working close to all the central amenities.
- 1.9 Central Ipswich is core to the image and identity of the borough. It performs an important role for Ipswich residents and for many people over a wider area in providing the focus for work, shopping, higher and further education, leisure, recreation, culture and civic life. Consequently the Council wishes to ensure that appropriate land allocations and policies are in place, together with a firm delivery plan, to ensure that the development needed happens in an appropriate and sustainable way.
- 1.10 Once adopted (anticipated in 2010) the IP-One Area Action Plan will become part of the Ipswich Local Development Framework and form part of the statutory development plan, together with:
- Regional Spatial Strategy for the East of England (the East of England Plan);
 - The Core Strategy and Policies development plan document; and
 - The Site Allocation and Policies development plan document.
- 1.11 The role of the area action plan is to:
1. Provide a clear vision and objectives for IP-One that link with the Sustainable Community Strategy and Core Strategy development plan document and help to meet the community's needs and aspirations;
 2. Coordinate the investment decisions of public agencies and private investors to get the best for the area and the town as a whole;
 3. Stimulate development;
 4. Provide a clear planning framework for the development of the area; and
 5. Ensure a focus on delivery.

It could also support bids for funding and fulfil a promotional role.

1.12 The new development plan document will set out:

1. Sites to be allocated for development within the plan area;
2. The distribution of uses and connections between areas in IP-One;
3. The strategy for Ipswich Town Centre;
4. Land to be protected from development within the plan area;
5. Timetables for the implementation of proposals and any phasing of developments where necessary;
6. Action needed by agencies and landowners to bring sites forward for development;
7. The appropriate scale, mix and quality of development;
8. An urban design framework for developments within the plan area;
9. Environmental improvements needed; and
10. How other planning documents the Council intends to produce will link to the IP-One Area Action Plan.

1.13 Structure of the document

1.14 The Area Action Plan is structured around four parts:

Part A explains the context to the Area Action Plan: the physical, demographic and economic characteristics of the area, and the policy documents that provide the framework within which the plan sits. It also describes the issues that the plan sets out to tackle, and the longer term goal that it aims to achieve.

Part B sets out the Council's preferred options for policies and site allocations, and these are presented on a theme basis, for example working, living, and shopping. The suggested policies would apply only to the IP-One area and not to the rest of Ipswich.

Part C sets out the proposals for twelve opportunity areas identified within IP-One. These are areas with development opportunities and where specific urban design objectives need to be met. For each opportunity area, a front sheet sets out development principles that would apply and separate sketch maps illustrate how those principles might be interpreted. These development principles and illustrative master plans have guided the suggested site uses put forward in Parts B and E of the document.

Part D sets out a delivery plan for the key proposals and allocations in the IP-One Area Action Plan, together with a monitoring framework against which to check its implementation and effects.

Part E contains an appendix providing extra information about the suggested approach to individual sites.

1.15 The process so far

1.16 The Council's intention to prepare this area action plan was flagged up in its Local Development Scheme (first edition January 2005, revised in March 2006 and May 2007).

1.17 Early consultation on broad issues for central Ipswich started in January 2005 and has continued through additional phases of consultation on Issues and

Options in June and July 2006, and March 2007, and meetings with key stakeholders.

- 1.18 During that period over 950 comments were received about the IP-One Area Action Plan area. Some key comments to emerge from this have been included in the main body of the document and site profiles in Appendix A, where they relate to the policies and proposals put forward.
- 1.19 The Council has also undertaken consultation on two other draft strategies, the results of which will help to inform the preparation of this IP-One Area Action Plan. The first was a non-statutory IP-One Area Action Plan that was consulted upon in 2003. The Council approved a revised version in the same year to guide decision making within the area in the short term. The second was a draft urban design framework for Ipswich Village and Cardinal Park, which was consulted upon early in 2006.
- 1.20 The Council has subjected the IP-One Issues and Options to sustainability appraisal, to explore their potential outcomes and impacts. A separate Environment Report that summarises all the sustainability appraisal results for all three development plan documents is available for comment alongside this document. This was preceded by consultation on a Sustainability Appraisal Scoping Report in May 2006.
- 1.21 The IP-One Area Action Plan has now reached the preferred options stage. The Council has considered all the options put forward in 2006 and 2007, and taken account of public comments on them, and sustainability appraisal results. As a result, the Council has decided which direction it considers the area action plan should take and these preferences are now set out for public consideration and feedback.

1.22 What happens next

- 1.23 After this consultation stage, the Council will prepare a full draft IP-One Area Action Plan for submission to the government in autumn 2008. At the same time it will also submit a report that outlines how the Council has responded to the key issues raised in comments made on the preferred options proposals. The public will once again have a formal opportunity to comment on that full submission draft development plan document.

Part A

The Context

Chapter 2: Portrait of IP-One

- 2.1 IP-One consists of 301 hectares (just over 3 square kilometres) of low-lying land adjacent to the River Orwell. The ground rises to the north, east and south to ridges that in many places are wooded. These wooded ridges provide a distinctive and attractive green backdrop to the central area. The River represents a positive focus for regeneration, but also something of a barrier to movement, both north-south and east-west.
- 2.2 The area is mainly built up but it includes two important open spaces: Alexandra Park in the east, and Alderman Road Recreation Ground in the west. IP-One's buildings are a mixture of ages and styles. The area includes two large conservation areas - Central (1) and Wet Dock (11) – the smaller Stoke Conservation Area (9) and a small part of the St Helen's conservation area (6) also.
- 2.3 The IP-One area divides into several identifiable areas of activity: the Central Shopping Area where retailing is the dominant use; Ipswich Village where leisure (such as Ipswich Town Football Club) and office uses predominate; the Waterfront with its mix of commercial, port-related and residential uses; and the Education Quarter where the new University Campus Suffolk and Suffolk New College are the main land uses.
- 2.4 The last twenty years have seen the economy of IP-One and Ipswich change. The physical effects of economic change have probably been most marked at the Waterfront where agricultural storage and processing have been replaced by hotels, offices, and cultural and residential uses.
- 2.5 Generally the economy has seen growth in information and communication technology, financial services, tourism and logistics, but decline in manufacturing and agricultural engineering and processing. It is predicted that the health and leisure sectors as well as the growth industries above will continue to dominate. Public services including academia are also anticipated to form a large part of the Ipswich economy over the plan period.
- 2.6 IP-One broadly equates to the wards Holywells, Alexandra, Gipping and Bridge. The four wards together contain 27,591 people – almost a quarter of the population of the borough. The 2001 Census shows that Alexandra and Gipping have an above average percentage of black and minority ethnic (BME) residents whilst Holywells has a below average percentage of residents in this group. Bridge Ward has average figures. In terms of age structure, Gipping has a high proportion of people of school age compared to the Ipswich proportion. The other three wards all have lower proportions of school aged people with Alexandra having the lowest figure.
- 2.7 Alexandra, Gipping and Bridge all contain economically deprived areas compared to the rest of Ipswich. Each contains areas that fall within the 100 most deprived areas in the East of England (source DCLG and Suffolk Observatory). All four wards have a life expectancy lower than the Ipswich average.

Chapter 3: The wider policy context

3.1 Sustainable Community Strategy

- 3.2 The Sustainable Community Strategy is the strategy of the One-Ipswich Partnership (Ipswich's Local Strategic Partnership). The purpose of the One-Ipswich partnership is to bring together key partners operating in Ipswich to agree with the town's communities a common vision for the future of Ipswich, and to identify how everyone can work towards it.
- 3.3 The Local Development Framework – including the IP-One Area Action Plan – is the spatial expression of the Sustainable Community Strategy. Wherever the Strategy's aims and objectives have implications for land use, the IP-One Area Action Plan needs to reflect that to enable the vision to be achieved.
- 3.4 The Sustainable Community Strategy is currently under review and, therefore, the preparation of this IP-One Area Action Plan has been able to run in parallel with work to develop the Strategy's vision, aims, objectives and priorities. The key outcomes that One-Ipswich wish to achieve through the 'Everyone Matters' Strategy are that:
- Everyone will have a roof over their head
 - People enjoy good health
 - There is work for all
 - There is a better environment for people in Ipswich
 - People keep safe
 - People live in friendly and supportive communities and have a greater say.
- 3.5 The draft Community Strategy does not include many specific proposals at present to which we could attach a spatial or land dimension. However it does set out aims which link closely with planning policy areas, for example:
- We will increase the availability of affordable housing
 - We will improve the air quality in Ipswich
 - We will set targets for carbon reduction.

3.6 Regional Spatial Strategy – The Draft East of England Plan

Regional Spatial Strategy (RSS) is currently being finalised by Government Office for the East of England. The Government Office anticipates it being adopted in early 2008, at which point it will become part of the development plan for Ipswich. Draft RSS identifies Ipswich as:

- a key centre for development and change;
- a priority area for regeneration;
- a regionally significant strategic employment location;
- a regional town centre; and
- a regional transport node.

It also sets growth targets for Ipswich as follows:

- Employment growth: Local Development Documents (LDDs) should provide an '*enabling context*' to achieve a target of 30,000 additional jobs between 2001 and 2021 between Ipswich BC, Babergh DC and Suffolk Coastal DC –

there is no indication as to what the split between the three authorities should be;

- Housing growth: The Ipswich Policy Area should provide at least 20,000 new housing units between 2001 and 2021. Proposed policy H1 states that that should be *'at least 15,400'* within Ipswich and *'up to 600'* in Babergh, *'up to 3,200'* in Suffolk Coastal and *'up to 800'* in Mid Suffolk. Policy HG1 also contains the 20,000 figure but states that *'at least 15,400'* should be within Ipswich and *'around 4,600'* on the fringes of Ipswich in Babergh, Mid Suffolk and Suffolk Coastal.

3.7 The Core Strategy and Policies sets out the borough-wide strategy to achieve this growth. This IP-One Area Action Plan focuses on specific proposals and allocations within central Ipswich to implement that strategy.

3.8 Haven Gateway Framework for Growth

3.9 Ipswich falls within a sub-region identified in the Regional Spatial Strategy and called the Haven Gateway. It covers an area of north Essex and south Suffolk that includes key ports including Ipswich. The ports have an important role as generators of economic activity in the sub region. The Framework for Growth has been prepared by the Haven Gateway authorities and is intended to promote the development of the Haven Gateway as a New Growth Point. Specifically, it aims to facilitate employment and housing development and the necessary infrastructure to support it, for example, by providing a basis for bids for support to central government or other sources, to assist delivery.

3.10 Relationship to other Ipswich development plan documents

3.11 Within the Ipswich Local Development Framework, the Core Strategy and Policies development plan document sets out the overall development strategy for delivering growth whilst protecting key areas and assets in Ipswich. The Core Strategy identifies where development should be focused in the town and the strategic approach to retail development, economic development and housing development. The Core Strategy must be in general conformity with the Regional Spatial Strategy. The Core Strategy also contains development control policies that would apply across the whole borough including IP-One.

3.12 The IP-One Area Action Plan in turn flows from the Core Strategy and Policies development plan document and provides a delivery mechanism for the strategy that it identifies. In this way the Local Development Framework is built upon a 'chain of conformity' that can be traced back to the Regional Spatial Strategy's policies.

3.13 The IP-One Area Action Plan allocates sites for development within central Ipswich and identifies the boundaries of any designated areas – whether for retailing, employment, educational or other uses. It also sets out urban design guidelines for discrete areas within IP-One, for example, Holywells. The policies suggested within the IP-One Area Action Plan would apply only to central Ipswich.

3.14 Outside the IP-One Area, the Site Allocations and Policies development plan document identifies sites allocations and designations.

3.15 Relationship to adopted Ipswich Local Plan

3.16 The Ipswich Local Plan adopted in 1997 remains the development plan for Ipswich until new development plan documents including this IP-One Area Action Plan are adopted. Under the transitional arrangements of the Planning and Compulsory Purchase Act 2004, many of the 1997 Local Plan policies have been 'saved' until they can be replaced by new policies. This ensures some continuity in the local policy framework.

3.17 The IP-One Area Action Plan will, once adopted, replace certain Ipswich Local Plan policies and proposals. The policies that we anticipate it will replace are identified in the Local Development Scheme May 2007.

3.18 Other schemes and strategies

3.19 The Local Transport Plan (LTP)

3.20 This is prepared by the Highway Authority and sets out transport proposals for the area for five years. The County Council has prepared a Suffolk LTP and also a major scheme funding bid for Ipswich, called "Ipswich Fit for the 21st Century", which sets out a package of transport proposals to improve accessibility in the town.

3.21 Ipswich Business Improvement District

3.22 In 2006, eligible businesses in Ipswich town centre voted to create a Business Improvement District or 'BID'. The BID company came into being in April 2007 and is known as Ipswich Central. It delivers services additional to those delivered by key players such as the Council and the Police, and the services are based around six themes:

- Safe and secure – this includes street rangers and a safer business coordinator;
- Clean and bright – for example additional cleaning regimes;
- Out and about – addressing negative perceptions of Ipswich town centre;
- Target and tell – high profile marketing campaigns to bring more people into Ipswich;
- Look and feel – improving the ambience of the town centre for example by new planting or lighting schemes and an improved street market; and
- Aims and ambitions – working up capital projects that can increase the appeal of the town centre regionally.

Chapter 4: Issues for IP-One

- 4.1 Issues affecting the IP-One area and that the development plan document will need to address have been identified through several means:
- Looking at the evidence available, for example, Census information and the Ipswich Retail Study;
 - Looking at the work carried out in 2003 and 2006 to prepare the first IP-One Area Action Plan and the Ipswich Village Urban Design Framework;
 - Asking the Ipswich community during the Issues and Options phase of document preparation between 2005 and 2007 (known as Regulation 25 stage);
 - Ongoing dialogue with individual stakeholders and major agencies and partners, such as EDF, Anglian Water, the Environment Agency, The Highways Agency, and the Primary Care Trust; and
 - Holding and attending workshops.
- 4.2 Some issues also flow from the need to address the strategic planning framework that the draft Regional Spatial Strategy has created for Ipswich. Many issues are common to the whole of Ipswich, particularly those about how we should respond to the challenge of growth. The role of the IP-One Area Action Plan is to focus specifically on central Ipswich. Taking account of all these various sources, we consider that there are ten key issues facing IP-One.
1. The need to attract a better range of higher quality shops to the town centre to provide for more diverse shopping opportunities and make Ipswich town centre the first choice for shopping;
 2. Poor accessibility in some parts and the need to improve connections within IP-One. This includes challenges such as:
 - The Star Lane gyratory as a barrier to pedestrians walking between the town centre and the Waterfront, and a bottleneck to east-west vehicle movements;
 - Poor pedestrian and cycle routes between the railway station, central shopping area, Education Quarter and Waterfront;
 - The need to get shoppers and commuters into Ipswich in sustainable but convenient ways;
 - No single high quality public transport interchange within the town centre;
 - The gradual erosion of the town centre's urban form and structure over a number of years;
 3. The need to accommodate more people living within IP-One to avoid sterile, single-use areas and meet growth targets;
 4. The need for additional facilities to support growth, change and urban renaissance – whether cultural, sporting, community or other facilities;

5. A weak image, not helped by poor 'gateways' to the town centre (such as St Matthews roundabout), and specific locations in need of improvement, such as Carr Street;
 6. A need to continue the good work already done to make the best of the river corridor as an asset fully integrated into the town centre;
 7. Old buildings needing new economically viable uses – especially redundant medieval churches - and how to make the most of widely dispersed buildings of historic interest within central Ipswich;
 8. Delivering employment generation targets within IP-One and ensuring quality as well as quantity of jobs;
 9. Addressing deprivation, health inequality and social exclusion so that everyone living within IP-One, as well as Ipswich and beyond, can share the benefits of the changes that take place and have equal access to opportunities;
 10. Planning for the effects of climate change and the risk of flooding – areas of IP-One along the River fall within flood risk zones 2 and 3;
- 4.3 Also critical to this plan is the issue of how to deliver urban renaissance. Ipswich does not have a purpose-made delivery vehicle and will therefore need to mobilise existing investors, agencies and other key players to help address these issues.
- 4.4 The issues will be tackled by policies and proposals suggested in the following sections of the Area Action Plan.

Chapter 5: Vision and Objectives

5.1 Vision

- 5.2 The 'chain of conformity' between this Area Action Plan and the Core Strategy and Policies development plan document means that the Core Strategy's vision is also the vision that the IP-One Area Action Plan will be working towards.

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

As a result, by 2021 Ipswich will be a more vibrant, active and attractive modern county town - a true focus for Suffolk and beyond. It will be a place where people aspire to live, work, learn, visit and invest - and it will have a reduced carbon footprint!

- 5.3 However, the Issues and Options consultation carried out on IP-One also looked at the question of a vision for Ipswich town centre. It proposed three alternative approaches: a vision setting out broad goals such as improved shopping provision; a market-led approach unconstrained by a vision; and a more specific vision spelling out exactly which development the Council would like to see where. Alternative suggestions were also invited. The overwhelming majority of responses favoured the broad goals approach or involved people making their own suggestions. Some of those suggestions were:
- The town needs a more diverse market.
 - The town needs free short stay parking.
 - Make our redundant medieval churches accessible and useful.
 - A sustainable vision should include enhancing biodiversity in the centre.
 - Reduce the space allocated to motorists in the centre to provide a better environment.
 - Ensure the town fulfils its role as a regional centre.
 - Make Ipswich interesting and fun.
- 5.4 To ensure that the proposals in this plan take IP-One in the right direction, we need to be clear about what we want central Ipswich to be like in 2021 and beyond. Our vision for IP-One has several elements:

Economy

- A more diverse, individual and competitive shopping centre;
- A choice of job opportunities with a particular concentration of office, commercial leisure and education jobs in the town centre;

Environment

- A less car-dominated town centre with improved air quality;
- Key walking and cycling routes (e.g. from the railway station to the central shopping area) that are obvious, and safe, convenient and pleasant to use, particularly making use of the river corridor;
- A greener centre with more street trees and wildlife;
- Exciting new architecture designed to cope with changing conditions arising from climate change and reduce their carbon footprint, sitting

happily alongside historic buildings, which have been conserved through appropriate new uses being found for them;

Community

- Facilities to meet local and borough-wide community, cultural and sporting needs;
- A thriving university and college, fully integrated into the life of the town centre; and
- A larger resident population containing a good social mix and having a strong sense of community.

5.5 Objectives

5.6 The IP-One Area Action Plan needs clear objectives to form the building blocks for achieving the vision. It is important that the Area Action Plan is spatially specific – in other words it is clear what the objectives mean for particular sites, streets and neighbourhoods within IP-One, rather than being general in nature. It is also important that it looks at all aspects of creating places and does not simply focus on land.

5.7 The objectives that might be appropriate for IP-One were addressed within Issue 1 of the IP-One Issues and Options document.

5.8 Summary of Issues and Options consultation results

- The ten objectives suggested received similar levels of support.
- An objective that attracted support and opposition in equal measure was about whether it is a good thing to be a regional centre. Some people wish to see the Ipswich retain its small, market/county town feel.
- Many respondents suggested their own objectives, for example about a clean and safe environment, more public art, new public spaces, enhancing the retail and leisure offer, and enhancing and integrating the river corridor.
- Government Office suggested that the objectives were too broad and would be better for the Core Strategy, and that more detailed, place-specific ones be developed for IP-One.

5.9 Suggested approach

5.10 It is suggested that objectives very specific to IP-One be included in the Area Action Plan, so that they provide a clear framework for the policies and proposals. They will therefore differ slightly from those proposed at Issues and Options stage, in response to advice and comments received at that stage.

5.11 The Council's preferred objectives are to:

1. Support the integration of existing and new communities around the Waterfront through the use of shared community facilities and public spaces;
2. Improve the retail offer of the town centre by providing additional sites for shopping in the Central Shopping Area and encouraging small independent shops outside the Central Shopping Area at the Waterfront;

3. Provide for high quality, high density and diverse housing growth within IP-One that meets local needs and attracts new households;
4. Provide for high quality, high density jobs growth within IP-One and ensure that IP-One residents are equipped to fill the new jobs;
5. Promote higher and further education and training opportunities that are accessible to all;
6. Improve sporting and cultural facilities in IP-One to serve the whole borough;
7. Prioritise the convenience and safety of pedestrians, cyclists and public transport users by improving connections between the railway station, Waterfront, town centre, Ipswich Village and the Education Quarter and improving public transport interchanges;
8. Strengthen the role, image and distinctiveness of the town centre, including the conservation or reinstatement of historic street patterns and the conservation of historic buildings in the centre;
9. Safeguard land needed for new infrastructure necessary to facilitate growth within IP-One, e.g. land for a tidal flood barrier at the New Cut;
10. Improve the urban form and environmental performance of central Ipswich, including the river corridor as a key element of green infrastructure, more 'greening' of the streets, and sustainable construction.

5.12 Justification for Suggested Approach

- 5.13 The Council considers that these objectives address the issues identified for IP-One and will help to achieve the vision for the area. They also build on those objectives identified in the 2003 Area Action Plan and the Issues and Options consultation in 2006. They have been amended to ensure that they relate specifically to IP-One, address current issues and take on board relevant comments from the Issues and Options consultation.

5.14 Comments on other possible approaches

Three different approaches were considered.

- 5.15 The first was to use either the objectives already identified in the 2003 Area Action Plan or those from the Issues and Options consultation, without changing them to reflect current circumstances or the comments received at Issues and Options stage. This would however have failed to adequately front load the process and allow respondents to shape and influence the IP-One objectives.

- 5.16 The second was to use only the new objectives suggested in response to the Issues and Options consultation. To some extent this has been done to try to reflect other aspirations that may have been omitted. However, the suggestions tended to reflect the respondents' particular interest and, therefore, this could have resulted in objectives that did not form a coherent whole or lend themselves to translation into a spatial strategy. In addition, some made more general points that are better picked up in the Core Strategy and Policies development plan document as objectives for the whole Local Development Framework and not just for the IP-One area. Examples include protecting biodiversity and securing high standards of design in new building, which would apply across the whole borough.
- 5.17 The third was to prioritise just a few objectives to really focus attention and investment into a few key activities. However this approach has the drawback of failing to address the full range of issues in IP-One and missing out on potential synergies between solutions to problems.

Chapter 6: Spatial Strategy

6.1 The spatial strategy for IP-one takes a combined spatial approach, looking at locally strategic matters for the whole of IP-One and detailed proposals for some neighbourhoods within it. Thus it:

- Focuses on area-wide issues such as movement and access.
- Provides a strategy for the town centre (which under the IP-One proposals would be extended to cover a significant proportion of IP-One); and
- Focuses in on twelve 'opportunity areas' where the Council wishes to see development and change. Opportunity area studies in Part C of this document identify site opportunities and set out guidelines for the type and mix of development (including any infrastructure provision), and any requirements for public realm, accessibility or other detailed local improvements.

6.2 A map has been prepared for the Preferred Options consultation showing the:

- Revised town centre boundary;
- Revised Central Shopping Area boundary;
- Primary, Secondary and Speciality shopping areas;
- Suggested site allocations;
- Transport proposals; and
- The Education Quarter.

6.3 Area wide strategy

6.4 To achieve the objectives identified in the previous section, the Council will do the following. The suggested objective each heading relates to is identified in brackets.

6.5 Sharing the benefits of growth (Objective 1)

- Allocate land for a new community centre at the Waterfront where existing and new communities can mix.
- Link with the Sustainable Community Strategy to ensure new developments offer work opportunities to local people where possible.
- Ensure where possible that pricing and access policies for any new facilities within IP-One do not render them socially exclusive.

More work needs to be done on the latter two bullet points for inclusion in the submission version of the IP-One Area Action Plan.

See the Live and Work sections that follow in Part B.

6.6 Achieving retail diversity and improvement (Objective 2)

- Extend the Central Shopping Area north across Crown Street and westwards to incorporate Westgate, so as to allow for retail growth.
- Allocate land for new retail development at the Mint Quarter, Crown Street and former Civic Centre site at Westgate.
- Set out a policy that allows small-scale specialist shopping at the Waterfront outside the central shopping area.

See the Shop section that follows in Part B.

6.7 Achieving Housing and Jobs Growth (Objectives 3, 4 and 5)

- Allocate land for housing, employment and/or mixed use across the IP-One area.
- Extend the designated town centre so that it includes much of the Waterfront, Ipswich Village and Education Quarter and incorporates the railway station, and allocate or safeguard land for office and commercial leisure development within it.
- Link with the Sustainable Community Strategy to ensure that training is provided to give people appropriate skills in growth sectors so that labour force constraints do not hamper growth.
- Safeguard land needed for completion of the Education Quarter.

See the Live and Work sections that follow in Part B.

6.8 Protecting existing employers (Objective 4)

- Protect the operational needs of the port.
- Designate existing employment areas where business or industrial uses (use classes B1, B2 and B8) will be protected.

See the Work section that follows in Part B.

6.9 Improving facilities in IP-One (Objective 6)

- Earmark land for a cultural facility/visitor attraction at the Waterfront.
- Allocate land for a major leisure facility at Portman Road.
- Allocate land at the Waterfront for open space and children's play.

See the Live, Work and Townscape sections that follow in Part B.

6.10 Improving movement within, around and across IP-One (Objective 7)

- Safeguard a Wet Dock crossing route to provide an alternative to the Star Lane gyratory for east-west movements.
- Safeguard a strategic cycle route network around and across the IP-One area, linking it to the borough-wide network. More work needs to be done on this for inclusion in the submission version of the IP-One Area Action Plan.
- Identify pedestrian and cycle route improvement priorities at:

1. Railway Station to Central Shopping Area along Princes Street
2. Railway Station to Waterfront along riverside route
3. Education Quarter to Central Shopping Area and Waterfront
4. Central shopping area to Waterfront via St Peters Street, Turret Lane and Fore Street.

- Require the replacement of Crown Street car park within any redevelopment of the Crown Street site, and allocate additional sites for car parking to the east of the Waterfront. Also short stay shopper parking to be included within Mint Quarter.
- Safeguard a new or extended shuttle bus route that includes the station, Waterfront and Education Quarter.

See the Travel section that follows in Part B.

6.11 Providing for Utilities and Flood Defences (Objective 9)

- Identify land for a replacement electricity substation to serve the town centre at Turret Lane.
- Safeguard a site for a new tidal flood defence barrier at the New Cut.

See the Infrastructure section in Part B that follows.

6.12 Strengthening the town's image and improving its urban form (Objectives 8 and 10)

- Set out urban design guidelines for new development within IP-One.
- Identify which specific areas will be targeted for improvement.

See the Townscape section in Part B that follows and the Opportunity Area studies in Part C.

6.13 Part B of the Area Action Plan that follows sets out the Council's preferred options for policies and site allocations on a theme-by-theme basis as follows:

- Work
- Live
- Travel
- Shop
- Townscape
- Infrastructure

Part B

The Policies

Chapter 7: Work

7.1 This section deals with employment development as defined by the Use Classes Order (B1, B2 and B8) and does not include retail-based development. It also covers employment in the public administration and education sectors, and in the leisure and tourism sectors, such as cinemas (D2), art galleries (D1) and hotels (C1), all of which are considered to be 'town centre' uses by Planning Policy Statement 6. Retail development is covered in the 'Shop' section because it has a slightly different national policy context that aims to focus shopping activity within the Central Shopping Area of the town centre rather than spread across the town centre as a whole.

7.2 There are five policy areas covered within this Work section:

Policy Area 42 The town centre boundary

Policy Area 43 Site allocations for employment

Policy Area 44 Hotels

Policy Area 45 Leisure Developments

Policy Area 46 Protecting existing employment areas

7.3 The Haven Gateway Employment Land Study forecasts that, between 2001 and 2021, there will be a significant decline in employment within the manufacturing sector (13%) in the sub-region, but that this will be offset by an increase in employment in the service sectors (27%). In particular, growth is predicted in the business services sector, in retail, health, and education. However, forecast (trend-based) growth levels are below target levels in the draft Regional Spatial Strategy. For Ipswich, the forecast growth level is 10,600 jobs, but the draft RSS target is closer to 18,000. Therefore, local and regional plans and strategies will need to raise the levels of growth to meet the regional targets.

7.4 Across the Haven Gateway, the employment forecasts translate into an increase in the amount of land needed for office use (B1) and distribution (B8), and a decline in the land needed for industrial uses (B2). The Study estimates that the amount of employment land needed to meet the Ipswich jobs growth target is 31.3ha gross. Whilst the study identifies a theoretical surplus of employment land in Ipswich of 11.81ha, it also points out that new allocations may be needed where there are limited quality sites or to provide sites in locations better suited to the growth sectors. The land falling out of general industrial use may not always be appropriate for office or distribution use.

7.5 As the most accessible central part of the borough, IP-One needs to make provision for jobs growth. Therefore there is a need to allocate land for appropriate employment uses within IP-One, and to link to other policies and strategies to ensure that parallel measures are in place to attract employers to central Ipswich, support businesses already here, and ensure that the benefits of those additional jobs flow to existing residents (e.g. through training and education) as well as people moving or commuting into the borough.

7.6 Links to other key documents

7.7 National documents:

- PPS1 General Policy and Principles
- PPS4 Employment
- PPS6 Planning and Town Centres

7.8 Regional documents:

- East of England Plan December 2004
- East of England Plan Report of the Panel June 2006
- East of England Plan The Secretary of State's Proposed Changes December 2006
- East of England Regional Development Strategy

7.9 Local documents:

- Employment Land Study for the Haven Gateway, DTZ Pleda Consulting December 2005
- IP-One Area Action Plan, Urban Initiatives, 2003
- Ipswich Village Urban Design Framework, Urban Initiatives, 2006
- Environment Report

Policy Area 42: The town centre boundary

7.10 Summary of Issues to be resolved

7.11 National planning policy (PPS6) identifies the following as town centre uses, in addition to shopping:

- office uses, including public administration;
- leisure and entertainment uses and more intensive sport and recreation uses;
- arts, culture and tourism, including hotels, conference centres and galleries.

7.12 Within the current Local Plan, the Ipswich town centre boundary is drawn tightly around the very centre of Ipswich, broadly within the ring formed by St Matthews St/Crown Street, Grimwade Street, Star Lane, Franciscan Way and Civic Drive. Within the existing town centre there are few sites remaining that could accommodate new office or leisure development. Yet the borough has a challenging job creation target. Therefore, there is a need to rethink where it would be appropriate to re-draw the town centre boundary and thus identify the area at the centre of Ipswich where we would want to concentrate these types of development. We need also to ensure that the town centre remains the most accessible part of the borough, because concentrating a variety of work and leisure opportunities in the town centre can make a major contribution to ensuring social inclusion in the borough through opportunities being accessible to everybody.

7.13 Summary of Issues and Options consultation results

7.14 This issue was not addressed directly in these terms in the Issues and Options papers, but the preferred location for office development was explored through Issue 9 in IP-One. The need for additional leisure facilities within central Ipswich was covered in Issue 7 in IP-One. Some of the views expressed were as follows.

- Government Office commented that office location needed to be more explicitly linked to national guidance relating to town centres (PPS6).
- Dispersing new office development around IP-One was the option favoured by most respondents.
- Others considered that offices should locate on the edge of Ipswich to reduce the burden on the town centre.
- Office location should be guided by where the infrastructure exists to support that use, and should aim to reduce traffic congestion.
- New office space should be provided within mixed use schemes to help manage opportunist criminal activity that takes places outside office hours.
- The plan should offer a diverse choice of locations for offices.
- There is a need for more cultural facilities within IP-One, but not many respondents considered that there is a need for additional sports facilities.

7.15 Suggested approach

7.16 The Council's preferred approach is to extend the town centre boundary as indicated on the Preferred Options map:

- a) Eastwards to include the Education Quarter;
- b) Southwards to include the Northern Quays of the Waterfront and down the Eastern Quays as far as the brewery, and down Princes Street all the way to Ipswich station; and
- c) Westwards to include much of the area known as Ipswich Village where an emerging office-led mixed use quarter already includes the AXA building on Civic Drive, the Crown Court and the headquarters of Suffolk County and Ipswich Borough Councils.

7.17 Justification for suggested approach

7.18 The widening of the town centre boundary is needed to respond to the definition of office, leisure and cultural uses as town centre uses in PPS6. Sites need to be identified for these uses within IP-One to meet local needs, needs connected with the growth of the town and to help meet job growth targets. The market needs to be given sufficient choice in where to locate these uses within the broad centre where public transport, walking and cycling accessibility is optimised for potential employees.

7.19 Comments on other possible approaches

- 7.20 Several alternatives have been looked at.
- 7.21 Keeping the town centre boundary as it is would limit opportunities for growth and mixed development in areas such as the Waterfront and Ipswich Village. This could harm the plan strategy by potentially resulting in lower jobs growth, because fewer land opportunities can be put forward. It could also make for more sterile single-use areas that tend to be less vibrant than areas that contain a mixture of residents and workers and visitors.
- 7.22 Extending the town centre boundary differently is another option considered. However, we consider that the proposed boundary best reflects the existing and desired extent of the town centre activities described at the start of this section.

Policy Area 43: Site allocations for B1 use

7.23 Summary of Issue to be resolved

- 7.24 The introduction to this Work section outlined the need to allocate additional land for jobs in IP-One, in order to meet the borough's growth targets and provide work for a growing resident population in Ipswich. Policy Area 42 above prepares the ground by proposing an extension of the town centre boundary to include sites where there is potential for new business or light industrial floorspace.
- 7.25 The issue is how much land to allocate in IP-One for business use, and where to make those allocations. The Core Strategy deals with the borough-wide strategy for employment. This Area Action Plan deals with detailed site allocations within central Ipswich.

7.26 Summary of Issues and Options consultation results

- 7.27 Issue 9 (Office location) in the IP-One Issues and Options paper dealt with office location in relation to IP-One. In addition, the site allocations and policies consultation put forward a number of sites within IP-One and invited views about proposed uses on those sites.
- 7.28 Some of the comments received have been covered under Policy Area 42 above. To recap, they were:
- Government Office commented that office location needed to be more explicitly linked to national guidance relating to town centres (PPS6).
 - Dispersing new office development around IP-One was the option favoured by most respondents.
 - Others considered that offices should locate on the edge of Ipswich to reduce the burden on the town centre.
 - Office location should be guided by where the infrastructure exists to support that use, and should aim to reduce traffic congestion.

- New office space should be provided within mixed use schemes to help manage opportunist criminal activity that takes places outside office hours.
- The plan should offer a diverse choice of locations for offices.
- There is a need for more cultural facilities within IP-One, but not many respondents considered that there is a need for additional sports facilities.

7.29 Thirty-eight sites within IP-One were put forward for consideration in the first round of sites Issues and Options consultation in June/July 2006, and a further thirteen in the March 2007 consultation.

7.30 Suggested approach

7.31 The Council proposes 100% B1 office allocations at:

Site ref.	Site name	Opportunity Area	Issues/options site ref	Area ha (whole site)
UC104	Land to the rear of Grafton House	H	N/A	0.87
UC060	Car park at Princes Street	-	S059	0.42
UC270	Car Park to west of Portman Road	I	N/A	0.17
UC043	Land between Cliff Lane & Landseer Road- corner part of site, bounded by Toller Road & Landseer Road	C	S041	Whole 3.78 (this part 0.17)

7.32 The Council proposes B1 office-led mixed-use development (80% office, plus or minus 5%) at:

Site ref	Site name	Opportunity Area	Issues/options site ref	Area ha (whole site)
UC045	Land south of Mather Way	E	S043	0.78

7.33 The Council proposes mixed use consisting of 50% B1 (plus or minus 5%) at:

Site ref	Site name	Opportunity Area	Issues/options site ref	Area ha (whole site)
UC046	Land at Holywells Rd West/Toller Road	C	S044	2.06
UC067	Land at Holywells Road East	C	S070 (N.B. northern boundary changed)	2.3
UC004	Bus Depot South of Sir Alf Ramsey Way	H	S003	1.07
UC042	Police Station	J	S040	0.52
UC047	Land at Wolsey St	-	S045	0.26

7.34 The Council proposes mixed use consisting of 20% B1 (unless stated otherwise) and 80% other uses (plus or minus 5%) at:

Site ref	Site name	Opportunity Area	Issues / options site ref	% B1	Area Ha (whole site)
UC036	Burtons/St Peters Port	-	S036	30%	0.54
UC054	Southern part of Old Cattle Market, Portman Road	I	S053	20%	Whole site 2.51, this part 1.9
UC006	Co-op Warehouse, Pauls Road	F	S005	20%	0.63
UC011	Smart Street/Foundation Street	B	S009	20%	0.85
UC041	Civic Centre Area/Civic Drive	J	S040a	20%	0.73
UC015	West End Road Surface Car Park	G	S013	10%	1.22
UC038 ¹	Island Site	A	S038	30%	6.02
UC040 ²	Land between Vernon Street & Stoke Quay (community use, workshops)		S040a	20%	1.09
UC048	Commercial Road	G	S047 S048 S049	40%	4.59
UC053 ³	Land West of New Cut, South of Felaw Street (employment or small scale leisure)	E	S052	20%	0.46
UC055	Land between Lower Orwell Street & Star Lane	B	S054	20%	0.40
UC057 ⁴	Land between Old Cattle Market and Star Lane	B	S056	30%	1.71
UC058 & UC072	Crown Street Car Park & Crown House	-	S057 & S076	25%	2.61
UC071	Truck & Car Company, Cliff Road (30%)	C	S075	30%	0.22
UC086	Land North of Ranelagh Road	-	S096	20%	0.36
UC224	Car Park, Crown Street/Tower Ramparts	-	-	5%	0.29
UC251 ⁵	College St/Northern Quays	-	-	20%	0.16
UC249 ⁶	St Matthew's St	J	S060	20%	0.4

¹ The proposal at the Island site is for 30% employment and leisure.

² The proposal here is for 20% of the site to be for community use and workshops.

³ The proposal here is for 20% of the site to be for employment or small scale leisure.

⁴ The proposal here is for 30% of the site to accommodate B1 plus an electricity sub station.

⁵ The proposal here is for 20% employment or small scale retail.

⁶ The proposal here is for 20% office, leisure or retail.

Detailed site profiles for all the above sites are included at Appendix A. Principles set out in the Opportunity Area section (Part C of the Area Action Plan) would guide the development. On site UC043, B1 workshop uses would also be appropriate. The preferred options map indicates the site locations. Please note that sites with a 50:50 mix of uses have been shown on the map as employment-led mixed use, for simplicity.

7.35 Justification for suggested approach

- 7.36 The allocations proposed in the three tables above will deliver office and workshop floorspace. However, some of the allocations involve the relocation of existing employment uses, such as the central police station, to allow for the intensification of the current use of the site. Therefore the net gain in floorspace would be different from the gross gain.
- 7.37 IP-One is the most accessible part of Ipswich by all modes of transport because it is in the centre of town and at the hub of the public transport network. It is essential to maximise people's physical access to job opportunities by concentrating the latter in the town centre where accessibility is best. It is also important to the vitality and viability of the town centre that office workers are concentrated into the centre where they can support town centre shops and cafes during their lunch break, without needing to get in the car. Peripheral office locations have none of these benefits, being more difficult to get to, especially for workers who have to cross town to get there, and are generally isolated from other facilities and services.
- 7.38 The sites selected have been looked at in terms of their current use (nature, suitability and intensity, whether underused given their central location, whether the existing use could more appropriately be relocated), sustainability, constraints and market attractiveness.
- 7.39 The proposed allocations are distributed across the IP-One area, some falling within opportunity areas and others not, to provide a geographical spread of development opportunities. The proposed allocations include sites entirely for B1 uses, sites predominantly for B1 uses where some residential may be needed to cross subsidise the office floorspace, and sites where the Council would prefer to see a complete mix of B1 and residential uses to lend vitality, diversity and interest to neighbourhoods. This variety of approaches is designed to satisfy different sections of the office market.

7.40 Comments on other possible approaches

- 7.41 Comments on other approaches considered for each site are set out on the site sheets in Appendix A.

Policy Area 44: Hotels

7.42 Summary of Issue to be resolved

7.43 The Haven Gateway Employment Land Study identified the hotels and catering sector as a growth sector 2001-2021 (Table 2.4 of that document) with growth forecasts for the whole sub-region ranging from an additional 1,000 jobs to an additional 5,000 jobs in this sector.

7.44 Ipswich has seen a recent expansion in the number of hotel developments that are currently underway or in the pipeline.

7.45 At September 2007, hotel provision (actual or anticipated) in IP-One was as follows.

Address	Type	Quality rating	Beds
Existing hotels			
Salthouse Harbour Hotel, Northern Quays	Modern town centre hotel in converted warehouse	4 star	43
Novotel, Stoke Bridge	Modern town centre hotel	3 star	101
Great White Horse Hotel, Tavern Street	Older style town centre hotel	Unclassified	Currently being refurbished – rooms not available
Station Hotel	Older style town centre pub/hotel	Unclassified	Currently 7 rooms – a further 6 to be refurbished
Golden Lion	Older style town centre pub/hotel/restaurant	Unclassified	15
Carlton Hotel	Older style town centre hotel/guest house	3 Diamond, awaiting reclassification	15
Milverley Heights	Older style town centre hotel/guest house	4 Diamond awaiting reclassification	10
Hotels under construction			
Ramada Encore, Ranelagh Road			127
Griffin Wharf			111
Former Cranfields site, Northern Quays			81
Hotels in the pipeline – current planning applications			
ETAP, St Peter's Port			165
Premier Travel Inn, St Peter's Port			112
Boutique type hotel, St Peter's Port			58

7.46 The tourism sector, of which hotels form a part, is an important component in the Ipswich economy. During 2003 there were an estimated 975,000 overnight stays in Ipswich and overnight staying visitors contributed £39,965,000 to the local economy. Total tourism spend in Ipswich in 2003 was £134,293,000. There are currently 3,584 jobs in the tourism sector in Ipswich.

7.47 The issue therefore is whether there is unmet demand for further hotels either now or likely over the plan period. Weekdays are very busy for accommodation providers in the town and there is also a shortage of rooms during popular events, such as the Suffolk Show, and large meetings and conferences.

7.48 Summary of Issues and Options consultation results

7.49 There was not a specific Issues and Options question about hotels although Issue 7 in IP-One referred to facilities for visitors in broad terms.

7.50 The results of the consultation on individual sites is shown on the site profiles in Appendix A.

7.51 Suggested approach

7.52 The Council proposes that hotel development be specified as part of a mixed-use development at the following sites:

Site ref.	Site name	Opportunity Area	Issues/options site ref	Area Ha (whole site)
UC036	Burtons/St Peter's Port	-	S036	0.54
UC052	Shed 8 Eastern Quays	D	S051	0.76
UC054	Old Cattle Market Site, Portman Road	I	S053	2.51

7.53 Justification for suggested approach

7.54 National planning advice on town centres (PPS6) identifies hotels as a town centre use. Furthermore, the Haven Gateway Employment Land Study identifies the hotels and catering sector as a growth sector for jobs and the economy. Local experience points to a shortage of current bed space provision. We should therefore aim to stimulate additional hotel developments through site allocations within IP-One.

7.55 The suggested allocations together with the existing approvals should ensure that a range of hotels is available, geographically and by type across IP-One. The allocations do not preclude other proposals from coming forward through the planning application system, but do ensure that centrally located sites are available for this use.

7.56 Comments on other possible approaches

- 7.57 The alternative approach considered to allocating land for additional hotels in IP-One was to leave it to the market to decide on what is needed, where and when. The risk with this approach is that site opportunities could be developed for other uses in the meantime.
- 7.58 Ensuring that central sites are available should also help to reduce the likelihood of hotel proposals coming forward outside central Ipswich, contrary to national planning advice. The development of hotels outside IP-One would be undesirable because it could have the effect of siphoning potential spend away from Ipswich town centre, and the hotels would be entirely car dependent.
- 7.59 The other options in this Policy Area relate to the choice of sites. Considerations applied to each site are outlined on the site profiles in Appendix A. The Council considers the suggested allocations to have the best likelihood of delivery.

Policy Area 45: Leisure developments

7.60 Summary of Issue to be resolved

- 7.61 The heading 'leisure' can include several different types of use.
- 7.62 The Use Classes Order, a classification of land uses that is used in planning, defines leisure uses under D2 Assembly and Leisure. This use class includes: cinemas, music and concert halls, bingo and dance halls, swimming baths, skating rinks, and gymnasiums or sports arenas.
- 7.63 However, if considered in relation to general leisure and recreation pursuits, land uses in other classes might also be thought of as leisure uses, for example: hotels (Use Class C1), art galleries and museums (D1 Non-residential Institutions), or theatres and night clubs (sui generis).
- 7.64 For the purposes of this Area Action Plan, the Use Classes Order definition of D1, D2 the sui generis leisure uses will be used. Other aspects of leisure will be dealt with separately where necessary, for example hotels are addressed in Policy Area 44 above.
- 7.65 The issue then is whether there is a need to identify sites for new leisure developments within IP-One, and if so, where?
- 7.66 Leisure uses are currently located in various parts of IP-One. Ipswich has a successful commercial leisure park at Cardinal Park with a cinema, fast food outlets and a nightclub. The town's main swimming pool is located at Crown Street. The Corn Exchange in the centre of town houses another cinema and concert halls, and there are two theatres. Bingo halls are located at Lloyds Avenue and Ranelagh Road. Gymnasiums are found at several locations

and one very well known sports arena is at Portman Road, the home of Ipswich Town Football Club.

7.67 Summary of Issues and Options consultation results

7.68 Issue 7 of the IP-One Area Action Plan Issues and Options paper addressed the need for additional facilities of a variety of types: cultural, community, sports or recreational. Most respondents prioritised additional cultural facilities, whilst additional sports facilities came out as the lowest priority. Specific suggestions and requests included:

- An Olympic swimming pool including diving boards.
- More recreational land at the Waterfront.
- An arts or film theatre linked to the University.
- An ice rink.

7.69 Suggested approach

7.70 The Council's preferred approach is to include larger scale leisure as an element in several of the mixed-use allocations within IP-One.

Site ref	Site name	Opportunity Area	Issues /options site ref	Area Ha (whole site)	% leisure use
UC054	Old Cattle Market Portman Rd – northern part	I	S053	2.51	100% of northern part of site = 0.9ha, or 40% of site as a whole. This site will be safeguarded for a major leisure complex.
UC029	Jewsons, land west of Greyfriars Road	G	S028	1.03	80%
UC048	Land at Commercial Road	G	S047	0.97	20%
UC052	No 8 Shed, Orwell Quay	D	S051	0.76	10%
UC056	Orwell Retail Park, Ranelagh Road	F	S055	3.61	20% leisure / community use

7.71 Justification for suggested approach

7.72 Demand for leisure activities is likely to grow alongside growth in the borough's population, as well as visitors, and therefore the plan should make provision for additional leisure developments.

7.73 The first three suggested allocations relate well to the established leisure destination at Cardinal Park and all are highly accessible town centre sites. The Waterfront site would help to create a diverse mixed use area, to support Waterfront regeneration. The Ranelagh Road site would allow for the incorporation into the redevelopment of the existing Bingo hall at the site.

7.74 Leisure development on the Island Site in the Wet Dock is covered under Policy Area 48 Cultural Facilities.

7.75 Comments on other possible approaches

7.76 The other approaches considered were either not allocating leisure sites or to allocate alternative sites.

7.76 Not allocating sites could cause problems on two fronts. First, the site requirements for a major leisure complex are such that it is unlikely developers or the Council would find a suitable 'windfall' site, especially in the highly built up centre of town. And yet a central location is vital for such a facility that would serve the whole borough and rural areas beyond, as this is where it would be most accessible. Therefore the Council considers it essential to safeguard a site for this facility.

7.77 The second problem that could arise from not allocating leisure sites is that it could result in developers seeking non-town centre locations for such facilities, contrary to PPS6 national policy. However, this does not mean that small-scale leisure uses such as local health and fitness centres would not be permitted outside the town centre, where they are of an appropriate scale to serve a local catchment and are well located to optimise accessibility.

7.78 Summary of Issue to be resolved

7.79 It is important to protect employment sites, as once employment land is lost from that use it rarely returns to it. The Council, through the Local Development Framework, needs to ensure a long-term supply of jobs.

7.80 However, the Area Action Plan for central Ipswich is promoting a mixed use approach, both in terms of mixed use developments and mixed use neighbourhoods. In central Ipswich, is protecting single use employment areas still appropriate and are there any such single use areas remaining?

7.81 Summary of Issues and Options consultation results

7.82 Issues and Options consultation on the Site Allocations and Policies development plan document touched on the balance that should be struck between housing and employment uses in Ipswich (Issue 2).

7.83 Feedback on that was that an overwhelming majority (75%) preferred the Council to aim for a Borough-wide approach to housing and employment, so to look to balance homes and jobs at a strategic level rather than in every neighbourhood.

7.84 Suggested approach

7.85 The Council considers that it would be wise to continue to protect certain employment-based areas within IP-One. The areas to be protected are at:

Employment Area 1 Offices at Russell Road
Employment Area 2 Offices at Civic Drive (AXA)
Employment Area 3 Offices between the Alderman Canal and Handford road
Employment Area 4 Greyfriars and Princes Street
Employment Area 5 Cliff Quay

7.86 Within these employment areas, other non-employment uses (i.e. not in Use Classes B1, B2 or B8) would not be permitted.

7.87 Justification for suggested approach

7.88 It is important that the Area Action Plan protects existing jobs in appropriate locations on efficiently used sites, as well as providing additional land for jobs growth. The approach of protecting core employment areas has proved effective over the period of the adopted Local Plan in maintaining a base of economic activity in Ipswich and protecting locations where businesses can operate in relative long-term security of tenure (because there is no possibility of more valuable residential uses).

7.89 Comments on other possible approaches

7.90 The Council considered altering this approach within central Ipswich to reflect the greater mix of land uses being sought. Mixed use has the benefit of

helping to ensure that development happens by including more profitable elements. It can also lend added vibrancy to regenerated areas such as the Waterfront where a mix of uses helps to ensure that there are people out and about at all times during the day and into the evening.

- 7.91 However, if the Council lifted this protection from employment areas, it would have no way to prevent the land being lost to other uses. The need to ensure a supply of jobs for Ipswich residents in these areas outweighs the potential benefits of mixed uses.

Chapter 8: Live

- 8.1 Draft Regional Spatial Strategy has set Ipswich a challenging target to provide land to accommodate 770 additional dwellings a year until 2021.
- 8.2 At the same time, IP-One is seeing a renaissance in urban living, supported by high land values and strong demand. Since April 2001, 1,283 dwellings have been completed within IP-One. The majority of these are flats.
- 8.3 Under the 'Live' heading, there are five policy areas to be covered:

Policy Area 47 Residential, and residential-led mixed use, allocations
Policy Area 48 Cultural facilities
Policy Area 49 Community facilities
Policy Area 50 Design and amenity in town centre living
Policy Area 51 Sequential Approach to the Location of Development

These are addressed in turn below, following the listing of the policy context.

8.4 Links to other key documents

8.5 National documents:

- PPS1 General Policy and Principles
- PPS3 Planning and Housing
- PPS6 Planning and Town Centres

8.6 Regional documents:

- East of England Plan December 2004
- East of England Plan Report of the Panel June 2006
- East of England Plan The Secretary of State's Proposed Changes December 2006
- East of England Regional Development Strategy

8.7 Local documents:

- IP-One Area Action Plan, Urban Initiatives, 2003
- Sustainable Community Strategy
- Core Strategy
- Environment Report
- Housing Land Availability Report April 2007
- Urban Capacity Study 2007

Policy Area 47: Residential and residential-led mixed use allocations

8.8 Summary of Issue to be resolved

Ipswich has been set a challenging target for growth by Regional Spatial Strategy and needs to provide land for 770 residential units to be built each year up to 2021. The locational approach that the Council would prefer to take in accommodating these dwellings is set out in the Core Strategy. In essence, it is to concentrate growth in the most accessible parts of the borough, and prioritise the use of previously developed land.

The detailed issue to be resolved is, having regard to the locational strategy, where in IP-One should the Council allocate land for residential development, either as single use developments or as part of mixed use schemes?

8.9 Summary of Issues and Options consultation results

The results of the Issues and Options consultation on sites is set out on the site sheets in Appendix A.

8.10 Suggested approach

8.11 The Council proposes to allocate the following sites for residential development, as single or mixed use developments as specified:

Site Ref	Site name	Opport-unity Area	Issues options ref	Area ha	Density H/M/L	Indicative capacity dwellings
Sites for 100% residential use						
UC096	Waterworks Street	B	-	0.31	M	17
UC254	235/255 London Road	F	-	0.16	L	6
UC111	Transco	C	-	0.57	H	94
UC201	Land West of West End Rd	-	-	1.03	M	57
UC199	Land East of West End Road	-	-	0.93	M	51
UC007	Ranelagh School	F	S005	0.5	L	18
UC032	Burrell Road	G	S032	0.74	H	122
UC003	Waste tip north of Sir Alf Ramsey Way	H	S003	1.57	H	259
UC002	Handford Road East	H	S002	0.46	M	25
UC109	NCP Car Park Handford Rd East	H	-	0.22	M	12
UC012	Peter's Ice Cream	-	S010	0.32	H	53

UC014	Orwell Church	-	S012	0.21	H	35
UC085	240 Wherstead Road	-	S095	0.58	L	20
Sub Total						769
Sites for 80% residential use, +/- 5%						
UC011	Smart St/Foundation St	B	S009	0.85	H	112
UC055	Land between Lower Orwell St & Star Lane	B	S054	0.40	H	53
UC040	Land between Vernon St & Stoke Quay	E	S039b	1.09	H	144
UC053	Land West of New Cut	E	S052	0.46	H	61
UC056	Orwell Retail Park	F	S055	3.61	L	101
UC006	Coop Warehouse, Paul's Road	F	S005 part	0.63	L	17
UC086	Land North of Ranelagh Road	G	S096	0.36	H	48
UC249	St Matthews Street	J	S060	0.40	H	53
UC044	BOCM Pauls	-	S042	0.66	H	211
UC251	Silo, College Street	-	-	0.16	H	21
Sub Total						821
Sites for 50% residential use, +/- 5%						
UC038	Island Site	A	S038	6.02	H	497
UC057	Land between Old Cattle Market and Star Lane	B	S056	1.71	H	141
UC071	Truck and Car Co	C	S075	0.22	H	18
UC046	Holywells Road West / Toller Road	C	S044	2.06	H	170
UC067	Holywells Road East	C	S070	2.3	M	63
UC052	Shed 8	D	S051	0.76	H	62
UC037	Shed 7	D	S037	1.92	H	158
UC004	Bus depot, Sir Alf Ramsey Way	H	S003	1.07	H	88
UC042	Police Station, Elm St	J	S040b	0.52	H	43
UC047	Wolsey Street		S045	0.26	H	21
UC001	Land between 81-97 Fore Street		S001	0.12	M	10
UC271	2-6 Russell Road	-	-	1.01	H	83
Sub Total						1354
Sites for 20% residential use, +/- 5%						

UC045	Land South of Mather Way	E	S043	0.78	H	26
UC048	Land at Commercial Road	G	S047 / 48 / 49	4.59	H	152
UC015	West End Road Surface Car Park	G	S013	1.22	H	40
UC029	Land West of Greyfriars Rd (Jewsons)	G	S028	1.03	H	33
UC054	Old Cattle Market, Portman Road – South	I	S053	1.6	H	83
UC041	Former Civic Centre	J	S040a	0.73	H	24
UC051	Mint Quarter	K	S050	2.70		89
UC058 & UC072	Crown House etc., Crown Street	L	S057	1.95		64
UC224 ⁷	NCP Car Park, Tower Ramparts	L	-	0.29		4
Sub Total						515
Total						3459

8.12 Justification for suggested approach

8.13 An approach to residential location and sustainable communities based on optimum accessibility and the re-use of previously developed land is bound to focus such development into the centre of Ipswich. Each site has been considered carefully in turn, looking at the sustainability of developing there, and which use or combination of uses would best deliver sustainability and wider plan and Community Strategy objectives.

8.14 Because IP-One includes the Waterfront and a significant part of the river corridor, the risk of flooding is an issue which needs to be considered very carefully in relation to allocating sites for residential use. For many of the mixed use allocations, the mix of uses is seen as one element in the Council's approach to dealing with flood risk. Mixed use enables residential uses to be incorporated onto upper floors and less vulnerable uses such as commercial uses to occupy the ground floor. The Council recognises that a comprehensive approach to dealing with flood risk is needed and this is addressed further in the Strategic Flood Risk Assessment, which is a background document to this Area Action Plan.

⁷ This site is proposed for 10% housing.

- 8.15 Some areas of IP-One that were previously protected entirely for employment use are proposed to be released to a more mixed approach to development, both on sites and within neighbourhoods. This is justified on the basis of:
- making the most efficient use of the finite supply of land in central Ipswich, especially where employment sites are underused or vacant;
 - ensuring the delivery of some employment floorspace through the cross subsidising effect of residential land values;
 - planning for sustainable neighbourhoods that combine living, working and every day facilities that people need;
 - optimising the number of people resident in central Ipswich, to add vibrancy and diversity to IP-One and boost the vitality and viability of the town centre through the extra spend available.
- 8.16 The Council needs to strike the right balance in this and ensure that some employment sites are retained to cater for jobs growth that might not be appropriate within mixed use schemes.
- 8.17 Comments on other approaches considered**
- 8.18 The alternative uses that were considered for each site and the option of not allocating the site at all are detailed on the individual site sheets in Appendix A.

Policy Area 48: Cultural Facilities

8.19 Summary of Issue to be resolved

- 8.20 'Cultural uses' is a term that could include several different types of development as defined by the planning Use Classes Order. For example, theatres are an unclassified 'sui generis' use whilst museums are Class D1. Thus cultural facilities overlap to some extent with the definition of leisure facilities provided in the Work section.
- 8.21 The 2003 IP-One Area Action Plan and the Council's Cultural Strategy identify the Waterfront as a key location for arts and cultural uses as part of Ipswich's regeneration. Significant progress has been made, for example, existing and proposed facilities include:
- New premises being built for Dance East at the former Cranfields Mill site;
 - New premises being built for the Red Rose Chain Theatre at Regatta Quay;
 - Existing facilities such as the John Russell Gallery;
 - Proposals for a performance venue in St Peter's Church between Star Lane and College Street;
- 8.22 The issue is whether Ipswich needs additional cultural facilities. If it does, what sort of cultural facilities does Ipswich lack, where should they be located and how could they be delivered? As redevelopment progresses at the Waterfront, site opportunities are becoming fewer, but an allocation for cultural use should only be made if it is realistic.

8.23 Summary of Issues and Options consultation results

8.24 Issue 7 in the IP-One Issues and Options Paper asked whether the Council should plan for additional cultural facilities in IP-One. It also asked about sports facilities, community facilities and outdoor spaces and invited respondents to prioritise these facilities. The provision of additional cultural facilities was prioritised top of the list, and some of the ideas for types of facility included the following:

- A Saxon Ipswich Centre telling the town's story
- Interactive museum or science park
- Visitor centre
- Maritime museum
- Observation tower
- Arts or film theatre
- A green living centre

8.25 The Issues Paper also asked for ideas relating to funding and delivery and a number of suggestions were made:

- The local and county councils (and/or local taxes)
- Heritage Lottery Fund
- Local businesses
- Admission fees
- Developer contributions
- Central government.

8.26 Suggested approach

8.27 The Council wishes to see further cultural development in central Ipswich and particularly in the Waterfront area, for the benefit of residents and visitors alike. However, this Area Action Plan has to focus on delivery. At present plans for a specific new cultural facility on a specific site are not well enough advanced to warrant a site allocation within IP-One. This is an area where more work will be needed before such detail can be determined. The Council believes that there is a need for a new art gallery on the Waterfront to display modern art and an appropriate site will be identified within the submission version of this document.

8.28 The Council does, however, propose to include the provision of a heritage or cultural based 'attraction' as part of the mix at the Island site, as set out within the opportunity area studies and the site profile in Appendix A (site reference UC038). It is envisaged, at a minimum, as a heritage-led regeneration project that relates to the lock that once effectively split the Island Site, and its associated buildings (harbour master's office, etc.).

8.29 Justification for Suggested Approach

8.30 The Waterfront itself acts as an attraction and it is important that site allocations and policies serve to retain its particular character and interest. The mixed use allocation at the Island Site should help to retain its historic interest. Other cultural uses would still be welcomed if proposed as part of development packages.

8.31 Comments on other approaches considered

- 8.32 The other approach considered was to earmark a site for a facility as yet undetermined. However, this would be difficult to justify and could end up blighting a site that could be put to a different use.

Policy Area 49: Community Facilities

8.33 Summary of Issue to be resolved

- 8.34 In order for communities to flourish, they need basic facilities to support them. People also need every day facilities close to where they live to enable them to adopt more sustainable lifestyles and take the option to make more short journeys by foot or cycle. Whilst the Council is not the direct provider for many of these facilities, other members of the Local Strategic Partnership such as the Primary Care Trust may be. The Area Action Plan needs to identify land where it is needed for new facilities, and identify priorities for funding from planning tariff funds (the latter is dealt with in detail in the Core Strategy).

- 8.35 The term 'community facilities' includes the following:
- Education facilities
 - Facilities associated with Social Services provision;
 - Health and medical centres
 - Nursing homes
 - Child care facilities including nurseries
 - Libraries and arts centres
 - Community centres and halls
 - Social clubs
 - Facilities for visitors to IP-One
 - Religious buildings and
 - Special needs housing involving communal living and/or supported accommodation.

- 8.36 Other facilities commonly considered as basic community facilities are a shop providing basic provisions, a pharmacy, and a post office. However, these facilities are covered by retail policies.

- 8.37 As well as sustaining communities and supporting sustainable lifestyles, the availability of community facilities such as meeting places can also support the integration of new communities with existing ones, as they provide the opportunities for people to meet and mix.

- 8.38 IP-One contains a growing resident population. It is important that community facilities are adequate to support existing and new residents. The key requirement is that these facilities should be located in the most accessible and sustainable locations appropriate to the facility and its client group.

- 8.39 Access to certain services (education, work, hospital, GP and food shops) is a key sustainability indicator reported in the Annual Monitoring Report every year. The indicator requires access with 30 minutes by foot, cycle or public transport. However at more of a neighbourhood level, a typical walking distance of 400m is applied for basic facilities. Using this walking distance, we have mapped the existing provision of certain community facilities in order to identify where there are gaps in provision across IP-One.
- 8.40 Some gaps revealed are:
- An absence of doctors surgeries from most of IP-One;
 - The eastern quays and Ipswich Village lack a nearby primary school; and
 - Gaps in meeting place provision are found on the eastern quays and at the western end of Ranelagh Road/West End Road.
- 8.41 Some facilities are already planned or under construction. For example a new health centre is being built as part of the Griffin Wharf development on the West Bank. The issues to be addressed are identifying which additional community facilities are needed in IP-One, and who will pay for their provision and for ongoing management and maintenance?

8.42 Summary of Issues and Options consultation results

- 8.43 This issue again was raised under Issue 7 of the Issues and Options paper. In the comments, respondents prioritised community facilities in second place behind cultural facilities.
- 8.44 It was also raised under Issue 5 Infrastructure in the Core Strategy Issues and Options paper. Respondents were asked which key services would need to be provided or expanded across the whole borough in the light of planned growth in Ipswich. The top response (over 25% of responses) was to prioritise health provision, followed by education provision.
- 8.45 The County Council, as Education Authority, also outlined the need to provide a site for a new primary school in Duke Street.
- 8.46 Government Office for the East of England referred the Council to needs identified through the Community Plan.

8.47 Suggested approach

- 8.48 It is suggested that the Area Action Plan should require the provision of community facilities, either free standing or as part of mixed use developments. This will ensure that the new communities being created can be sustained and have opportunities to integrate with existing ones.
- 8.49 Specifically, the proposals would be for:
- A new primary school at Duke Street; (UC259)
 - A community centre/meeting place within the allocations at Holywells Road/Toller Road in opportunity area C (UC046), and Ranelagh Road in Opportunity Area F (UC056);
 - Public toilets and potentially visitor information at Orwell Quay; and
 - A community centre/meeting space in Opportunity Area E (Over Stoke/West Bank) (UC040).

8.50 Justification for Suggested Approach

- 8.51 Communities will not be sustainable if they have no facilities in the neighbourhood to support them. The sites or opportunity areas where facilities are planned for allocation are those that are revealed to be lacking as a result of the mapping of existing facilities. Advice has also been sought from the Local Strategic Partnership about community needs in these areas.
- 8.52 In the case of Duke Street School, the Education Authority has informed the Council that a new school is needed, and the site has been identified for this purpose in the Deposit Draft Local Plan for several years.

8.53 Comments on other approaches considered

- 8.54 The alternative approach to allocating sites is to leave such provision to chance, but this runs the risk of losing the site opportunities before needs have been met. The Council considers supporting sustainable communities and enabling residents to meet their everyday needs within walking distance of their home sufficiently important to warrant the allocation of sites.
- 8.55 Allocation also enables a detailed delivery plan to be drawn up to ensure that the development happens.

Policy Area 50: Design and Amenity in Town Centre Living

8.56 Summary of Issue to be resolved

- 8.57 The cost of land in central Ipswich, combined with advice in Planning Policy Statement 3 on Housing to achieve higher densities of development, means that any residential development in IP-One is usually built at a very high density, often in medium- and high-rise buildings. The locational strategy in the Core Strategy development plan document proposes to continue to focus the highest density development into central Ipswich, as this is where residents have best access to facilities and public transport and represents the most efficient way to use the land.
- 8.58 High density, high-rise living can bring with it particular issues, for example controlling noise, ensuring people have privacy, providing residents with some outdoor breathing space and providing adequate storage, especially for bins and cycles. It can also tend to attract only certain sections of the market, such as young professional people. To appeal to a broader cross section of the community, such homes need to be designed to be flexible enough to meet the needs of different lifestyles.
- 8.59 The Council proposes that the IP-One Area Action Plan should include a specific policy to deal with these issues. Ipswich wishes to see a step change in the quality of high density developments.
- 8.60 High density and high- or medium-rise development also brings with it opportunities, specifically the opportunity for improved energy efficiency and

reduced CO₂ emissions, because of economies of scale, and opportunities for green transport measures such as car clubs. These particular aspects are dealt with in the Core Strategy and Policies development plan document.

8.61 Summary of Issues and Options consultation results

8.62 This was not specifically dealt with at Issues and Options stage, although urban design was covered under Issue 8. This is picked up more under the heading 'Townscape'.

8.63 The protection of residential amenity was picked up under Option 11 in the Further Issues and Options consultation carried out in March 2007. Just over half the respondents supported the inclusion of a policy on this topic.

8.64 Suggested approach

8.65 The Council proposes to include a policy within IP-One that requires:

- The provision of adequate private balcony or roof terrace space in all flats (possible minimum size to be recommended) which avoids overlooking as far as possible, and/or access to high quality communal but private outdoor space that does not face north;
- The provision of adequate storage within the buildings sufficient for at least one cycle and two stacking storage crates per flat;
- The highest possible standard of sound proofing between flats and laying out internal space to minimise potential noise conflicts;
- The avoidance of excessive overshadowing between blocks and by blocks over neighbouring land uses, and of other adverse microclimatic effects resulting from medium and high rise buildings at a high density;
- Daylight to all habitable rooms and no single aspect north-facing homes;
- A management and maintenance plan to be prepared and implemented to ensure the future maintenance of the building and external spaces;
- Flexibility in the internal layout of flats to allow adaptability to different lifestyles;
- A minimum floor area for apartments (English Partnerships are considering introducing 51m sq for a one bed flat and 77 sq m for a two bed flat on sites they own);
- An accessible bin storage area; and
- At least some internal communal space.

8.66 Justification for Suggested Approach

8.67 In planning for further high-density, high- or medium-rise residential development, the local planning authority should ensure that the new developments would be pleasant, practical, healthy and sustainable places to live in, and provide good standards of residential amenity.

8.68 We need to overcome the poor image of high- and medium-rise development that grew out of the problems of many such public housing schemes dating from the 1960s and 1970s, and create a new generation of high-density high- and medium-rise residential environments of such a high quality that people make a positive choice in favour of apartment living over the traditional house and garden. The Council considers it particularly important to ensure that new high density development avoids the mistakes of the past.

- 8.69 This process is already underway in Ipswich with several exciting new developments complete or taking shape, for example, Stoke Quay and Neptune Marina at the Waterfront.
- 8.70 Apartments also need to be designed to be sufficiently flexible to attract and cater for a wide range of residents at different life stages so as to create mixed communities that include all ages.
- 8.71 The trend towards greatly increased housing densities has led to the publication of a range of guidance looking at how to ensure liveability in these new dwellings.
- 8.72 Planning Policy Statement 3 on Housing states that 'careful attention to design is particularly important where the chosen local strategy involves the intensification of the existing urban fabric' (paragraph 49).
- 8.73 A not-for profit organisation called Design for Homes has published 'Recommendations for Living at Superdensity' (it is referring to densities of 150 to 500 dwellings per hectare). Its recommendations include: management and maintenance plans, private open space such as balcony space for all homes, secure flat entrances, and better sound proofing.
- 8.74 The Commission for Architecture and the Built Environment (CABE) points out that higher density developments can help to create more viable neighbourhoods that can better support local services. They identify the following features of successful higher density housing schemes:
- Good sound insulation between dwellings
 - Connectivity, scale and integration in terms of its relationship with the surrounding area
 - Proximity to good public transport
 - Priority for pedestrians and cyclists
 - High quality open space
 - Usable private outside space such as patios or balconies
 - Clear demarcation between private and public spaces and
 - An adequate level of parking that does not dominate the street scene.
- 8.75 With the help of good design, the list of requirements proposed in the proposed policy above should not prove unduly onerous to developers.
- 8.76 Comments on other approaches considered**
- 8.77 Alternatives considered were:
- Not include a specific policy on this and instead to leave it to general design policies to guide high density developments within IP-One; and
 - Whether to impose noise standards in excess of the Building Regulation requirements.
- 8.78 Not having a policy could fail to recognise the particular issues around high density (usually high rise) living. It could also work against the aim of creating mixed communities and attracting the widest possible range of people to this style of living, which is likely to become increasingly necessary due to the finite supply of land and the continued growth in household formation rates.

- 8.79 It is not considered viable to try to impose standards of sound proofing that exceed the Building Regulation requirements as this would go beyond the scope of land use planning and would only be capable of enforcement through building control.

Policy Area 51: Sequential Approach to the Location of Development

8.80 Summary of issue to be resolved

- 8.81 This issue flows from the locational strategy set out in the Core Strategy and Policies development plan document (Policy Area 2).

- 8.82 The Core Strategy builds its strategy for the location of development upon a sequential approach, designed to optimise people's access to services and facilities and enhance the vitality and viability of central Ipswich. Thus, major office, leisure, housing and retail development is directed to the town centre, Ipswich Village and the Waterfront. The next preferred location is in or within 400m of a district centre, and finally outside these areas within the urban area.

- 8.83 Since one existing and one planned district centre is located within IP-One, this Area Action Plan needs to identify the extent of the 400m 'buffer' around each one.

8.84 Summary of Issues and Options consultation results

- 8.85 The issue of where to locate development was raised in Issue 2 of the Core Strategy at Issues and Options stage. 229 comments were received. Respondents favoured the dispersal of housing, concentration of offices and retail in the town centre, and concentration of industry into key locations

8.86 Suggested Approach

- 8.87 The suggested approach is set out in the Core Strategy under Policy Area 2. For the IP-One Area Action Plan the suggested approach is to identify the two district centres on the preferred options map and show where the 400m and 800m 'buffer' extends to. Two district centres would be affected: the existing centre at Wherstead Road, and a planned centre at Duke Street.

8.88 Justification for Suggested Approach

- 8.89 Through identifying the district centres that feature in the locational hierarchy used for the sequential approach to development, the Area Action Plan would help in determining planning applications, e.g. for the provision of identified key facilities.

8.90 Comments on other approaches considered

- 8.91 Alternative approaches to the location of development are discussed in the Core Strategy. The main option in this document is whether to identify the district centres and their surrounding zones or not. Not identifying them could lead to confusion and disagreement between plan users.

Chapter 9: Travel

- 9.1 IP-One is at the hub of the borough's transport networks. It contains Ipswich Railway Station, two bus stations at Tower Ramparts and Old Cattle Market, and provides the focus to arterial routes for cars, cycles and pedestrians. It also contains the Wet Dock, a destination for both cargo and leisure boats.
- 9.2 Congestion is an issue within IP-One as it is in most historic town centres that have had to adapt to cope with increasing car ownership and usage. Car ownership continues to rise, but in Ipswich it is relatively low, as the following table shows.

Table Car ownership (percent) by household 2001

Area	Households with no car/van	Households with 1 car/van	Households with 2 or more cars/vans
Ipswich	29.3%	46.9%	23.8%
Suffolk	19.8%	45.2%	35.0%
England and Wales average	26.8%	43.8%	29.4%

Source: 2001 Census, Neighbourhood Statistics, ONS.

- 9.3 70.7% of Ipswich households own at least one car or van, compared with 80.2% across Suffolk. Over a quarter of Ipswich households (29.3%) do not own a vehicle, however, compared with just 19.8% of Suffolk households.
- 9.4 The Commission for Integrated Transport points out that no growing economy has yet managed to cut congestion. Congestion brings with it increased noise and fumes that harm the quality of the environment, delays that add costs to business, hazards to vulnerable road users such as cyclists, and stress and frustration. Therefore, managing traffic and encouraging people to switch to more sustainable modes when they can are important challenges to meet within IP-One.
- 9.5 The area that falls within IP-One has the advantage of being fairly compact and flat and consequently it has great potential for walking and cycling as a way of getting around, if safe, convenient and pleasant routes can be provided. The non-statutory area action plan for IP-One produced in 2003 identified linking the core of the area to its surroundings as one of its four key projects. Whilst some improvements have been made during the intervening time, there remains more to do so that pedestrians, cyclists and public transport users can easily move between the shopping centre, railway station, Village, Education Quarter and Waterfront.
- 9.6 IP-One also attracts people from a wider area including rural areas beyond the borough's boundary. They may come into IP-One to work, shop, pursue leisure activities or study and because of the distance they travel and limited alternatives available, they are more likely to be dependent on private motor vehicles or public transport. Travel to work data indicates that there is a net inflow of commuters into Ipswich from surrounding districts.
- 9.7 Ipswich and IP-One needs to cater for these visitors also. It is important to ensure that the town centre 'attractions' such as shops and cultural venues can compete with out of centre facilities, which usually enjoy free car parking.

- 9.8 Equally it is important to ensure that town centre businesses, which will be growing in number to meet regional growth targets, can gain access to employees, customers and suppliers, to help them compete in a global market.
- 9.9 The Core Strategy document deals with strategic, borough-wide transport matters. However, the IP-One Area Action Plan needs to include any proposals and policies to help implement solutions identified within the strategic issues, and to set out the strategy to facilitate and encourage walking and cycling within and around central Ipswich.
- 9.10 For planning and implementation, the 'Travel' policy area links closely with the Local Transport Plan. The Local Transport Plan (LTP) looks five years ahead and sets out transport proposals for an area. It is used to bid to the Government for funding for transport schemes. There is currently a major transport bid for government funds called 'Ipswich, Fit for the 21st Century'. This sets out three packages of measures to tackle transport issues relating public transport, urban traffic control and walking and cycling facility improvements. Funding for the measures has not yet been confirmed.

- 9.11 Under the 'Travel' heading, there are five policy areas to be covered:

Policy Area 52: Key Cycle and Pedestrian Routes
Policy Area 53: Wet Dock Crossing
Policy Area 54: Star Lane and College Street Gyrotory
Policy Area 55: Public Transport Improvements
Policy area 56: Parking Strategy

9.12 Links to other key documents

- 9.13 National documents:

- PPS1 General Policy and Principles
- PPG13 Planning and Transport

- 9.14 Regional documents:

- East of England Plan December 2004
- East of England Plan Report of the Panel June 2006
- East of England Plan The Secretary of State's Proposed Changes December 2006
- East of England Regional Development Strategy

- 9.15 Local documents:

- IP-One Area Action Plan, Urban Initiatives, 2003
- Ipswich Village Urban Design Strategy
- Sustainable Community Strategy
- Core Strategy
- Environment Report
- Ipswich Fit for the 21st Century
- Ipswich Cycle Strategy 1998
- Ipswich Waterfront Transport Study, Buchanans for IBC, 2006
- A14 Corridor Study, SCC and IBC, 2006

- Atkins Study 2003 – Wet Dock crossing and Waterfront Green Route
- Ipswich Transport Strategy 2007

Policy Area 52: Key Cycle and Pedestrian Routes

9.16 Summary of Issue to be resolved

9.17 It is important to identify key pedestrian and cycle routes so that improvements can be made as and when funding becomes available, e.g. through planning obligation contributions from new developments. Routes need to provide good options for movement around IP-one, but also to link into strategic routes, such as Sustrans' National Cycle Network Route 51.

9.18 Summary of Issues and Options consultation results

9.19 This was covered under Issue 6 at the Issues and Options stage, about connections within IP-One.

9.20 Respondents were asked which options for improvements to pedestrian crossings they supported, and which they would prioritise. All the options were supported, but especially Option 3, improvements on the south side of the town centre to link the shopping centre to the Waterfront. In terms of prioritising improvements, Option 1 came out top, improving links between the shopping centre, Ipswich Village and the railway station.

9.21 Other specific comments made were that:

- The Princes Street/Greyfriars roundabout is a big barrier to pedestrians;
- Easier and more pleasant access for pedestrians is needed all over IP-One;
- Safe access for pedestrians and cyclists and cycle parking should be incorporated into all new developments;
- Better placed and timed crossings along Princes Street;
- A fully joined up cycle way to the station;
- More pedestrian bridges and brighter underpasses;
- Pedestrian access only to the town centre; and
- An integrated town centre cycle network.

9.22 The matter was also touched on under the Core Strategy Issue 5, New Infrastructure, which invited general comments on transport issues.

9.23 96 people did respond, and the most frequently made comment was about the need for improvements to pedestrian and cycle facilities.

9.24 Suggested Approach

9.25 The Council proposes a range of improvements. Further details of the improvements listed below are provided in Part C dealing with the Opportunity Areas.

- 9.26 Opportunity Area A
- Provision of cycle and pedestrian access across the lock gate at the entrance to the Wet Dock;
 - A new foot and cycle bridge across the New Cut from Stoke Quay to link to the Island site and St Peter's Wharf on the Northern Quays;
- 9.27 Opportunity Area B
- An improved pedestrian environment north-south along Turret Lane and improved pedestrian permeability between Turret Lane and Lower Brook Street;
- 9.28 Opportunity Area C
- Enhanced cycle and pedestrian linkage from the Waterfront eastwards to Holywells Park;
- 9.29 Opportunity Area D
- A new pedestrian spine through the Education Campus linking to the Waterfront;
 - Enhanced public access along the western edge of Alexandra Park;
- 9.30 Opportunity Area E
- Improved pedestrian links to local centre at Wherstead Road;
 - Improved pedestrian and cycle facilities in Dock Street;
- 9.31 Opportunity Area F
- Riverside green corridor with pedestrian and cycle path to link with Compair Reavell site, and pedestrian and cycle bridge to Ipswich Village;
 - Improved public realm and pedestrian and cycle facilities in Ranelagh Road and West End Road;
- 9.32 Opportunity Area G
- Riverside green corridor with enhanced pedestrian and cycle routes to the Waterfront, on north and south banks;
 - Improved legibility of routes through Cardinal Park and between the station and shopping centre;
- 9.33 Opportunity Area H
- A new pedestrian and cycle bridge over the Alderman Canal connecting Cullingham Road to Sir Alf Ramsey Way;
- 9.34 Opportunity Area I
- Reinstatement of former Friars Bridge road connecting Sir Alf Ramsey Way to the Greyfriars roundabout as a pedestrian route;

- Alterations to Greyfriars roundabout to provide better pedestrian and cycle crossings
- 9.35 Opportunity Area J
- A new surface level pedestrian and cycle crossing across Civic Drive linking St Matthew's Church to the Wolsey Theatre;
 - Enhanced pedestrian linkage between Westgate Street and the New Wolsey Theatre;
- 9.36 Opportunity Area K
- A pedestrian route into the site that links to the end of the Buttermarket;
 - Enhanced pedestrian permeability through the site, east-west and north-south;
- 9.37 Opportunity Area L
- Enhanced pedestrian links to Christchurch Park;
 - Enhanced pedestrian linkage across Crown Street;
 - Repave historic lane to Northgate Street as pedestrian priority space.

9.38 Justification for Suggested Approach

- 9.39 These proposals will use opportunities presented by the redevelopment proposals included in the Area Action Plan to enhance or establish new links for pedestrians and cyclists around IP-One. They tackle some key connections identified as needed through the 2003 Area Action Plan, for example, between the Waterfront and railway station. They also reflect the priorities that public consultation revealed, such as providing better linkage between Ipswich Village and the shopping centre.

9.40 Comments on Other Approaches Considered

- 9.41 Options looked at are to leave pedestrian and cycle provision as it is or prioritise different routes.
- 9.42 The Council considers it important to make cycling and walking as attractive, safe and convenient as possible in order to encourage people to switch from cars to more sustainable modes of transport. A 'do-nothing' approach would not help to achieve this aim.
- 9.43 These particular proposals have been put forward because the Council considers them to be substantially deliverable in connection with development opportunities and associated planning obligations, or planning gain tariff sources, if funding should not be forthcoming through the LTP process.

9.44 Summary of Issue to be resolved

- 9.45 The Core Strategy in Policy Area 25 establishes the need for a Wet Dock crossing to provide more options for east-west movement across the town.
- 9.46 It is needed because of the heavy reliance by motor traffic on the College Street and Star Lane Gyratory. This is a problem because the Gyratory presents a significant barrier to pedestrian north-south movement and thereby contributes to the Waterfront's physical 'disconnection' from the shopping core of the town. The Gyratory also suffers from congestion at peak times and, because of the resulting exhaust pollution, it has been declared an Air Quality Management Area.
- 9.47 The issue for the Area Action Plan is where exactly to route the Wet Dock crossing because land will need to be safeguarded, and how to help ensure the delivery of a major road scheme.

9.48 Summary of Issues and Options Consultation Results

- 9.49 This was explored at Issues and Options Stage in the Core Strategy Issue 5 New Infrastructure, which under Option 2 d) asked whether people thought a new crossing of the Orwell is needed. Although the vast majority of respondents agreed that new transport infrastructure would be needed, only a small proportion supported an additional Orwell Crossing.
- 9.50 The Highways Agency made a general comment that the borough should prioritise reducing the need to travel over new road infrastructure. However, in detailed comments on the Orwell Crossing proposal, they commented that the scheme could provide relief to Nacton Road junctions and the Orwell Bridge, which may benefit the Agency's management of the trunk road network. The Agency identified in its general comments the fact that there will be capacity issues on the A14, including the Orwell Bridge, over the next decade.

9.51 Suggested Approach

- 9.52 The Council proposes to safeguard a route as set out in Opportunity Areas C Holywells, A The Island Site, and E Over Stoke, to provide for a Wet Dock Crossing that links Toller Road in the east via the Island Site to Mather Way on the West Bank. This route would provide for through traffic and for access into the redeveloped Island Site. The route would need to allow for boats to pass through the lock at the southern end of the Wet Dock.

9.53 Justification for Suggested Approach

- 9.54 The Council proposes to safeguard the line of a Wet Dock crossing in order to relieve increasing pressure on the Star Lane Gyratory and provide better vehicular and pedestrian/cycle permeability between the eastern and western quays. This in turn enables pedestrian route improvements to be made north-south across the Gyratory to integrate the Northern Quays with the shopping core. It could also reduce congestion with consequent benefits for air quality.
- 9.55 In 2003, a consultancy company called Atkins carried out a detailed study of alternative routes for a Wet Dock Crossing. On the eastern bank, all of their options joined Holywells Road between Toller Road and Cliff Lane. At the western end, some joined up with Bath Street and others with Mather Way. The route that the Council proposes to safeguard and promote is substantially, although not exactly, the same as the route that Atkins identified as the most flexible option. It includes a low level bridge over the lock gate and the bridge would open vertically to allow boats to pass.
- 9.56 The line makes best use of existing connections into the road network at both ends, necessitating only some junction improvements with Holywells Road. However, delivering the route will be costly. It will require the compulsory purchase of land between the lock gates and Toller Road; the design must include a crossing at the lock gate that will accommodate cycles and pedestrians and allow shipping to pass through; and it will require the bridging of the New Cut. The Core Strategy identifies it as one of the key pieces of infrastructure required to support growth.
- 9.57 It is recognised within Policy Area 25 of the Core Strategy that the Crossing is unlikely to come forward for development without the Island Site itself also being developed.

9.58 Comments on Other Approaches Considered

- 9.59 The Council considered
- a) whether to omit this proposal in the plan; and
 - b) whether to safeguard a different line for the route.
- 9.60 Recent studies carried out support the need for a route to relieve pressure on existing east west routes, including the pressure of local traffic on the A14 and Orwell bridge.
- 9.61 In addition, the potential local benefits of a Wet Dock crossing are compelling:
- The opportunity to improve the Star Lane Gyratory and improve pedestrian links from the Shopping Core to the Waterfront, thereby integrating the Waterfront properly for the first time into central Ipswich;
 - The opportunity to tackle air quality issues in the Star Lane Area; and
 - The opportunity to open up the Island site to cyclists and pedestrians to create a circular route around the Waterfront.

9.62 Summary of Issue to be resolved

- 9.63 Public consultation on IP-One both in 2003 and for the LDF in 2006 and 2007 demonstrated that in the public's view, the Star Lane Gyratory is a barrier to pedestrian movement between the shopping core and the Waterfront. The Gyratory system also suffers congestion and poor air quality. It is designated as an Air Quality Management Area.
- 9.64 In 2006 IBC commissioned transport consultants Buchanan's to look at the problem of the Gyratory. The Waterfront transport study concluded that "progress towards significant traffic reduction on the Star Lane/College Street corridor is the only way that will integrate the City (sic) with the Waterfront and reduce air quality problems."
- 9.65 The issue for IP-One is how to resolve the issues at the Gyratory and whether the solution needs land to be designated or protected.

9.66 Summary of Issues and Options Consultation Results

- 9.67 This was explored at Issues and Options stage partly under Issue 6 Connections in IP-One, but mainly in the Core Strategy under Issue 5 New Infrastructure. Option 2, item c) covered better links between the town centre, Ipswich Village, and Ipswich Waterfront that might involve removing or relocating some traffic from these areas.
- 9.68 The feedback on connections within IP-One is reported above under Policy Area 52.
- 9.69 The Core Strategy feedback was very positive with 540 responses supporting Option 2 c). A large proportion of these responses were supporting c) as an alternative to an East Bank Link Road, which respondents opposed.
- 9.70 Specific comments that respondents made about c) were:
- The one way system needs improving as the current system could not cope with further Waterfront development;
 - There is a need for a bus link between these areas; and
 - There is a need for better Waterfront access.
- 9.71 In relation to site opportunities in the Star Lane area, the suggestion was also made to redesign the route as Star Lane boulevard with wider, tree-lined pavements.

9.72 Suggested Approach

- 9.73 The Council's view is that if the capacity implications were acceptable (e.g. following the provision of alternative capacity such as the Wet Dock Crossing) then significant change should be proposed for the Star Lane area. In that context the principle of the Buchanan's work makes sense - i.e. to reduce both Star Lane and College Street to a single lane from their existing two lanes. This would need to be set out in more detail within the submission draft IP-One Area Action Plan.
- 9.74 Thus any change to Star Lane that would affect its capacity would only take place upon the completion and review of compensatory measures as set out in the Core Strategy.

9.75 Justification for Suggested Approach

- 9.76 Public consultation results and research carried out both conclude that the Star Lane Gyratory is a problem and action of some form is needed.
- 9.77 The Council's transport consultants have advised that reducing the capacity of the Gyratory to one lane each way is the best way to achieve an improved environment for pedestrians and cyclists whilst maintaining some capacity for traffic movement between the eastern and western parts of town. Significant change in this area is very important to the objective of improving links between the centre and the Waterfront.
- 9.78 However, the Council recognises that any reduction in capacity would need to be compensated for by other measures. Therefore this change to the Gyratory would be made conditional upon the provision of alternative east west capacity (e.g. a Wet Dock Crossing) and of other mode-switching initiatives, to ensure that people are provided with alternative ways in which to reach their destination.

9.79 Comments on other approaches considered

- 9.80 Other strategic approaches considered are set out in the Core Strategy in Policy Area 25. In IP-One terms, the alternatives considered were to:
- 9.81 Include firm proposals for change in this document; or
Not propose any change to the Star Lane Gyratory.
- 9.82 Neither of these is considered realistic at present. To propose no change would fail to take account of the ample evidence that the route is a problem. It is a problem to pedestrians trying to walk to the Waterfront from the central shopping area, and it is a problem to motorists because of congestion. It is also an Air Quality Management Area.
- 9.83 However, to go ahead and specify changes before the impacts on capacity, and how to compensate for that loss of capacity, have been fully investigated could lead to adverse impacts on other parts of the transport network. This in turn could harm the vitality and viability of the town centre.

9.84 Summary of Issue to be resolved

- 9.85 Public transport needs to be considered in connection with growth in IP-One, to ensure that the right routes, services and infrastructure are in place to enable it to compete with the car and encourage mode switching.
- 9.86 In IP-One the main public transport issues are:
- Changes and improvements to the bus station(s), and whether the two central bus stations should be combined;
 - New shuttle bus routes or extensions to the existing service, particularly to serve the Waterfront and Education Campus; and
 - Changes to the town centre bus gyratory.

9.87 Summary of Issues and Options Consultation Results

- 9.88 This was explored at Issues and Options Stage in the Core Strategy Issue 5 New Infrastructure. Option 2 included a) new or upgraded bus stations, and c) better links between the town centre, Waterfront and Village.
- 9.89 Both of these options received very high levels of support from respondents. 535 responses supported option 2a) and 540 responses supported option 2 c). A large proportion of these responses were supporting these measures as an alternative to an East Bank Link Road, which respondents opposed.
- 9.90 In specific comments about Option 2 a) respondents said that the provision of a single bus station would be logical and that current stations are under used, too far apart and uncoordinated.
- 9.91 Specific comments that respondents made about c) were:
- The one way system needs improving as the current system could not cope with further Waterfront development;
 - There is a need for a bus link between these areas; and
 - There is a need for better Waterfront access.

9.92 Suggested Approach

- 9.93 The Council proposes to:
- Provide an additional service or extend the existing free shuttle bus service that currently links Ipswich Village to the town centre to provide connections to the Waterfront, the Education Quarter, and the Railway Station – including a new ‘off road’ section between Princes Street and Stoke Bridge;
 - Support the principles of the Ipswich Fit for the 21st Century major scheme proposal;
 - Consider altering the bus gyratory to remove buses from key streets.

9.94 Justification for Suggested Approach

9.95 The Council considers that this package of measures is deliverable, will best enhance public transport take up within IP-One and will help to integrate the railway station, Village, shopping core, Waterfront and Education Quarter.

9.96 Comments on other approaches considered

9.97 A number of alternative approaches were considered as the Ipswich Fit For the 21st Century major scheme was produced. The approach suggested above reflects the main components of that and also takes account of the need to reconsider the current bus gyratory route, in part to increase the attractiveness of the centre to pedestrians and shoppers.

Policy Area 56: Parking Strategy

9.98 Summary of Issue to be resolved

9.99 Car parking has a key role to play in delivering the transport strategy for Ipswich and, in particular, IP-One. That strategy is set out in the Local Transport Plan and in the Core Strategy development plan document. The Strategy is to:

- Increase the use of sustainable transport modes for trips to the town centre, including short, medium and long distance trips – that is, rail, park and ride, bus, and walking and cycling.
- Manage traffic congestion for all road users, without stimulating any growth in private car travel in the peaks; and
- Enhance the town centre economy and vitality through high quality linkages between the distinct areas, creating a more attractive and larger central area.

9.100 Car parking is thus part of the borough-wide transport strategy and links closely to the provision of park and ride, requirement for green travel plans, and cycling and walking strategies. These are set out in the Core Strategy and Policies.

9.101 There are different types of car parking within IP-One: shopper or leisure facility parking (i.e. short stay parking), commuter parking (long stay parking), and residential parking associated with new residential developments. In the adopted Local plan, the Council identified a Central Car Parking Core within which new long stay car parking provision was limited to parking to meet operational needs only (that usually excludes general parking for staff). New short stay parking for shoppers was, however permitted within the Central Car Parking Core.

9.102 Shoppers

9.103 The Ipswich Retail Study 2005 identified that 44% of the respondents interviewed travelled to Ipswich by car and that the primary purpose for those visits was to shop. It also found that shoppers identified expensive car

parking as the biggest weakness of Ipswich town centre and that a larger proportion of people than in comparable towns made this comment. Respondents also prioritised cheaper parking as the top improvement Ipswich could make.

9.104 Commuters

9.105 Central Ipswich also provides employment opportunities to many people who may live locally or further afield. Travel to work data shows that Ipswich Borough has a net inflow of commuters as follows:

<u>Place of residence</u>	<u>Net inflow of commuters to Ipswich</u>
Norfolk	453
Essex	1,333
Suffolk Coastal	4,615
Babergh	3,003
Mid Suffolk	2,670
Waveney	283
St Edmundsbury	235

9.106 There is a net outflow from Ipswich to Forest Heath of 1 person, and to Cambridgeshire of 24 people. A significant number, though not all, of these trips will be made by car.

9.107 Shoppers and workers are essential to IP-One's economic well being. At the same time, Ipswich suffers from traffic congestion and the Council wants to encourage drivers to switch to other modes of transport to benefit the environment of the town centre.

9.108 The issues for IP-One are:

- Where should we providing parking in IP-One for shoppers, commuters, and visitors?
- Do we need to compensate for the loss of parking arising from site allocations for development, such as the Old Cattle Market at Portman Road?
- Where should we draw the boundary of the central parking core to limit long stay parking in the very centre of town?
- Is there a need for further provision at the University Campus or Waterfront?

9.109 Summary of Issues and Options Consultation Results

9.110 The issue of car parking within IP-One was not directly considered at Issues and Options Stage.

9.111 Suggested Approach

9.112 The Council proposes that car parking on sites to be redeveloped will be replaced as follows:

Site	Proposed allocation	Type of parking	Current parking (no. of spaces)	Replacement spaces to be provided within scheme
Mint Quarter	Retail-led mixed use development	Short stay shopper	450	900
Crown Street	Retail-led mixed development	Short stay shopper and some contract long stay	1,086	800
Portman Road UC054	Leisure and office-led mixed use development	Long stay commuter parking	695	Parking to be provided appropriate to development on the site
Portman Rd/Sir Alf Ramsey Way UC270	Business	Long stay commuter parking	55	None
Surface car park West End Road UC015	Residential led mixed use	Long stay commuter parking	329	800 To replace existing plus some from Portman Rd
Shed 7 UC037	Residential-led mixed use	Long stay	100	500
Shed 8 UC052	Residential-led mixed use	Long stay	0	590

9.113 The Council proposes to change the Central Car Parking Core, within which it permits only car parking to meet operational needs and short stay shopper car parking. The slightly reduced boundary is shown on the Preferred Options Map.

9.114 Justification for Suggested Approach

9.115 Replacement parking is to be provided for short stay shopper parking that would be lost, in order to maintain the competitiveness of the town centre. In particular, the 2001 First Deposit Draft Local Plan identified a need for additional shopper parking of 500 spaces in the Mint Quarter to cope with estimated future demand.

9.116 Key long stay parking facilities to serve the Waterfront will be replaced, particularly at the eastern quays, to encourage visitors to the area in support of its regeneration. Provision here would also reduce the need for cars to enter the eastern end of the Star Lane/College Street gyratory. Possible extension to the shuttle bus route to cover the eastern quays could also open up all areas of the town centre from new public parking provision in this location, and balance existing provision in the north and west of the town centre.

9.117 In that regard, the current surface public parking on the Shed 8 and Shed 7 sites on the eastern side of the Waterfront will be replaced by a public multi-storey car park to be incorporated into the Shed 7 scheme and it is likely that public car parking proposals would be supported in any Shed 8 scheme (Site UC052).

- 9.118 It is not proposed to make additional provision for students as this would work against the education campus green travel plan, which aims to encourage non-car based modes of travel.
- 9.119 The central car parking core has been revised to slightly reduce its extent so that some long stay parking could be provided around the edge of the town centre, for example replacement parking at West End Road. However, this strategy would go hand in hand with a strong borough-wide policy in the Core Strategy requiring green travel plans.

9.120 Comments on other options considered

Options for the Central Car Parking Core were:

- To retain the boundary from the 1997 adopted Local Plan; or
- To use the boundary proposed in the 2001 First Deposit Draft Plan.

- 9.121 The adopted Local Plan Central Car Parking Core boundary was drawn quite widely and limited the provision of long stay parking over a wide area of the town centre, including the northern quays and a significant part of Ipswich Village.
- 9.122 The First Deposit Draft Local Plan reduced the area that falls within the line considerably so that long stay parking provision could be provided in a ring around the immediate town centre.
- 9.123 It is anticipated that substantial demand for long stay car parking is likely to remain. Having an extensive area within the boundary could work against regeneration objectives by proving a disincentive to investors or resulting in under provision for visitors. Therefore the line proposed for the Central Car Parking Core boundary on the preferred options map strikes what is considered to be the optimum balance between supporting the transport strategy and reducing congestion, but accepting that some level of car-based commuting will continue.

Chapter 10: Shop

10.1 The East of England Plan identifies Ipswich as a regional centre for shopping. The shopping centre functions reasonably well and is ranked 35th out of 1,600 centres nationally in the retail rankings. However, the Retail Capacity study identified capacity for additional shopping in the centre and pointed to specific gaps, such as in higher quality shops, large format shops and department stores.

10.2 The town centre is also the commercial heart of the town. The Area Action Plan needs to provide for growth in this sector to help achieve the jobs growth target set out in the Core Strategy.

10.3 Under the 'Shop' heading, there are six policy areas to be covered:

Policy Area 57 The Central Shopping Area Boundary

Policy Area 58 Primary, secondary, specialist and local needs/niche shopping

Policy Area 59 Waterfront shopping

Policy Area 60 Site allocations for new retail development

10.4 These are addressed in turn below, following the listing of the policy context.

10.5 Links to other key documents

10.6 National documents:

- PPS1 General Policy and Principles
- PPS6 Planning and Town Centres

10.7 Regional documents:

- East of England Plan December 2004
- East of England Plan Report of the Panel June 2006
- East of England Plan The Secretary of State's Proposed Changes December 2006
- East of England Regional Development Strategy

10.8 Local documents:

- Ipswich Retail Study, DTZ Piedad Consulting 2005
- IP-One Area Action Plan, Urban Initiatives, 2003
- Sustainable Community Strategy
- Core Strategy
- Environment Report

10.9 Summary of Issue to be resolved

- 10.10 Planning Policy Statement 6 on Planning for Town Centres sets out the national approach to locating retail development. It requires a sequential approach to the location of new shops, such that central sites are favoured, in order to maintain the vitality and viability of town centres.
- 10.11 For the purposes of retail planning and the sequential approach, Ipswich's Central Shopping Area boundary dictates where new retail development will be located.
- 10.12 At the moment the only available site for new retail development within the Local Plan Central Shopping Area boundary is the Mint Quarter. The Retail Study however identifies both capacity for more shopping Ipswich town centre, and a need to diversify the range of shops we have. The issue is therefore where to re-draw the Central Shopping Area boundary to allow for some growth and improvement.

10.13 Summary of Issues and Options consultation results

- 10.14 This issue was addressed within Issue 4 of the Issues and Options consultation in 2006. Comments received included:
- 10.15 Keep the Central Shopping Area as it is, or otherwise extend it to the south and west to cater for growth.
Retain flexibility in policies for town centre shopping.
Ensure that enough space is available to meet the growing needs of the town.
Ipswich needs to shake off its working class image.
There are plenty of empty shops already – fill them first.
Ipswich needs better quality shops.
Extending the area northwards was the least popular of the options put forward.

10.16 Suggested approach

- 10.17 It is suggested that the Central Shopping Area be extended westwards and northwards, to accommodate new opportunities for additional retail development. The precise boundary is indicated on the preferred options map. A linked issue of specific site allocations for retail development is covered in Policy Area 60.

10.18 Justification for suggested approach

- 10.19 The approach best matches the site opportunities available (see Policy Area 60), which in turn best address some of the shortcomings identified by the Retail Study, notably the need for more large format shopping within the centre to attract higher quality shops and complement the many smaller retail units already available.

10.20 The extension northwards provides the opportunity for a comprehensive redevelopment of the Crown House, Crown Pools and multi-storey car park site, to incorporate some retail but retain office and car parking uses and also add some residential use. This would not compete with a possible department store based scheme that would be the Council's preference for the Mint Quarter. The extension westwards provides for the integration into the Central Shopping Area of a new retail development site at the former Civic Centre, with parking available adjacent to it in the underground car park.

10.21 Comments on other possible approaches

10.22 The other approaches examined were to:

- Keep it as it is
- Expand the Central Shopping Area southwards
- Expand the Central Shopping Area a little in all directions.

10.23 The first option is not considered a suitable response to the evidence presented by the Retail Study, nor to quite widespread concerns about the relatively poor quality of shopping in Ipswich (compared with, say, Norwich). A failure to provide for retail growth in the centre of the town would also push that unmet demand to out-of-centre locations. This could have the effect of harming the vitality and viability of the town centre through diverting trade away from the centre and towards alternative out-of-centre destinations.

10.24 Consideration has been given to a southwards extension to the Central Shopping Area, especially as this would have the benefit of strengthening the link to the Waterfront. However, this option has been rejected because it does not lend itself in the same way as other site opportunities to larger format retailing. The Council considers that the strengthened link to the Waterfront (functional and physical) could be achieved without a change to the status of the Turret Lane area. The Council's aspiration for the Turret Lane area is for a mixed use area, which could include small local needs or specialist retailing, with a finer urban grain allowing for improved permeability of the street pattern for pedestrians. This idea is developed further in the opportunity area studies section (Part C, Opportunity Area B).

10.25 Expanding the Central Shopping Area a little in all directions would run the risk of dispersing new retail investment and failing to provide adequately large sites, thereby achieving little positive impact on the overall retail offer. It could also over-stretch the Central Shopping Area so that shoppers have to walk further and it loses its attractiveness.

10.26 Summary of Issue to be resolved

- 10.27 An aim of IP-One is to strengthen and diversify shopping within Ipswich's Central Shopping Area. A key component of this strategy is to protect the concentration of retail activity within the Central Shopping Area that Ipswich already has. Up to now this has been done by controlling the number of non-retail uses at ground floor level within the Central Shopping Area.
- 10.28 The adopted Local Plan identifies Primary, Secondary and Speciality Shopping Areas within the overall Central Shopping Area. The Primary Shopping Area includes the shopping streets that have the highest rents and yields and the highest pedestrian footfall – the town's prime shopping streets, such as Tavern Street. The Secondary Shopping Area whilst still predominantly in retail use has slightly lower rents, yields and footfall. In the adopted Local Plan, Carr Street fell into this category. The Speciality Shopping Area tends to contain a higher proportion of non-retail uses, including cafes and bars, and the shops tend to be smaller and occupied by specialist retailers. An example from the adopted Local Plan is St Peter's Street.
- 10.29 The issue for IP-one is whether these shopping areas should be retained and, if so, whether the boundaries need alteration to reflect changes in retailing patterns. The Core Strategy and Policies document would set the development control policies for these areas.

10.30 Summary of Issues and Options consultation results

- 10.31 This issue was not addressed through the Issues and Options paper for IP-One, although it links to the question of the boundary of the Central Shopping Area.

10.32 Suggested approach

- 10.33 The Council proposes to keep the Primary, Secondary and Speciality Shopping Areas, as a means to ensure that shopping remains the primary function at ground floor level within the Central Shopping Area. The suggested boundaries for the primary, secondary and specialist shopping areas within the Central Shopping Area are shown on the preferred options map.

10.34 Justification for suggested approach

- 10.35 The shopping frontages boundaries closely reflect those of the 2001 First Deposit Local Plan, but have been updated to reflect the retail development opportunities proposed in Policy Area 60. Retail monitoring carried out annually suggests that this approach has operated effectively over the last plan period in helping to retain a strong retail focus in the centre, and not contributing to excessive levels of vacancy.

10.36 Comments on other possible approaches

- 10.37 One alternative considered was to retain the existing primary, secondary and specialist shopping area boundaries from the adoption Local Plan. However, this would fail to recognise that some change has occurred since 1997, which has necessitated minor changes.
- 10.38 Another alternative would be not to identify these frontages or have a policy for them. The danger here is that the retail heart of the town centre could be diluted as non-retail uses moved in without any policy to prevent it. The suggested policy approach ensures that within the Central Shopping Area, retail uses and active retail frontages at ground floor level have primacy, to ensure a vibrant centre.

Policy Area 59: Waterfront Shopping

10.39 Summary of Issue to be resolved

- 10.40 The Council's priority is to support a thriving and vibrant shopping centre within the Central Shopping Area of Ipswich. However, retail development can have a role outside this area:
- As a component of mixed use schemes at the Waterfront, to add interest and diversity; or
 - To meet people's everyday need for food provisions within walking distance of their homes.
- 10.41 Should the Area Action Plan therefore allow for limited, small scale retail development outside the Central Shopping Area, where the Council can be confident that such development would not compete with town centre shops or threaten the vitality and viability of the shopping centre?
- 10.42 The Retail Study advised such an approach to shopping at the Waterfront with a cap on size set at a gross floorspace of 200 square metres.

10.43 Summary of Issues and Options consultation results

- 10.44 This issue was addressed through issue 5 of the Issues and Options paper for IP-One.
- Slightly more respondents favoured imposing a maximum floor area of 200 square metres on new retail development outside the Central Shopping Area, than favoured continuing as at present without a ceiling figure.
 - Some agreed with a ceiling but felt that 200 sq m was too small.
 - The town centre (i.e. the Central Shopping Area) remains the most accessible location for shopping.
 - Different views about the role of the Waterfront and whether or not specialist or local needs retailing there could complement the town centre offer.

10.45 Suggested approach

- 10.46 The Council suggests a new policy that permits speciality or local needs shopping to be provided at the Waterfront without the need to demonstrate need, sequential approach or impact on the Central Shopping Area. The maximum size for such retail units would be 200 square metres gross.
- 10.47 Where more than one such unit were proposed in a scheme, the cumulative floor space would also be taken into consideration. The suggested approach is that for developments of small shops at the Waterfront, where cumulatively their gross floorspace would not exceed 1,000 square metres, the normal PPS6 retail tests of need, sequential approach and impact would not need to be carried out. However, this approach would need to go hand in hand with the imposition of conditions to prevent small units from being combined into bigger ones.

10.48 Justification for suggested approach

- 10.49 The Waterfront shopping policy was another recommendation of the Retail Study, which also suggested the maximum floor space. It is considered that this floor area is not sufficiently large to divert investment away from the Central Shopping Area. Thus the threshold is sufficiently low to avoid the 'creep' of major retailers from the Central Shopping Area, as their requirement is usually for a far larger floorplate.
- 10.50 This approach would help to ensure that mixed use regeneration at the Waterfront could take place. In also allowing for small scale 'local needs' convenience shopping at the Waterfront, it would help to ensure that new and existing neighbourhoods remain 'liveable' by providing for people's everyday needs within walking distance.

10.51 Comments on other possible approaches

- 10.52 The alternatives considered were to have no policy or to adopt a different maximum size. The Retail Study proposed such a policy (and the size) on the basis that small shops at the Waterfront are unlikely to harm the vitality and viability of the central shopping area. The policy also recognises the positive contribution that they can make to regeneration on the Waterfront and to liveability. Having no policy would mean that all applicants for retail development outside the Central Shopping Area in the Waterfront would need to fulfil the requirements of PPS6 to demonstrate need for the development, that there are no sequentially preferable central sites, and that any impact on the shopping centre would not harm its vitality and viability.

10.53 Summary of Issue to be resolved

10.54 The Ipswich Retail Study identified capacity for additional retailing in the centre of Ipswich. Specifically, it identified a need for a department store and for larger shop units, the latter to accommodate higher quality shops and food retailing to add to the centre's existing offer. The issue then is where to allocate sites for retail development to help achieve these objectives and where will there be a realistic chance of delivering such development. A second part to the issue is whether the allocations should be single or mixed use.

10.55 Summary of Issues and Options consultation results

10.56 This issue was addressed within Issue 4 of the IP-One Issues and Options paper, which offered various combinations of potential retail development sites for comment, and different use combinations at each site. It was also covered in the site allocations Issues and Options (Site references S050 Mint Quarter; S057 Crown Street Car Park; S040 Civic Centre; S056 land between Old Cattle Market and Star Lane).

- The clear favourite amongst the options was for sites at the Mint Quarter, and/or Turret Lane and/or Westgate to be allocated for retail plus some office, residential and leisure.
- An alternative view was for retail only at the Mint Quarter and Westgate sites, and office and residential uses at Turret Lane.
- Some advocated a mixed approach with something different at each of the sites – retail at the Mint Quarter, retail, office, residential and leisure at Westgate, and retail, leisure and residential at Turret Lane.
- Objection to food retailing at Westgate because need has not been proved.
- Objection to leisure at Westgate because of proximity to existing residents.
- Additional site suggestions were made: St Margaret's Street; Lower Orwell Street; and Crown Street surface car park, and more recently in the river corridor.

10.57 Suggested approach

10.58 It is suggested that the following sites be allocated for primarily retail development. They are indicated on the preferred options map.

1. The Mint Quarter (UC051), primarily for retailing plus some residential and food and drink. This development will be conditional upon the provision of shopper (short stay) parking within the scheme (an indicative total of 950 spaces).
2. Land north of Crown Street (UC072 and UC058) for a mixed scheme incorporating large format retail along the Crown Street frontage, to be limited by a minimum net floor space; replacement office space for Crown

House; a replacement multi-storey car park offering at least the same number of spaces as at present; and residential uses. This would be conditional upon the replacement of Crown Pools elsewhere within IP-One.

3. Land at the former Civic Centre, Westgate (UC041) primarily for convenience (food) retailing and some comparison retailing, plus some residential and office development.

10.59 Justification for suggested approach

10.60 The Retail Study advised that the Mint Quarter site would be the best site to accommodate a new department store in Ipswich. This remains the Council's aspiration in allocating the site primarily for retail use, incorporating shopper (short stay) parking. The inclusion of some residential use would benefit vitality and viability in the centre through increasing the number of residents, and contribute to meeting Ipswich's growth figures.

10.61 Land north of Crown Street was not a particularly popular choice amongst respondents, but this site is considered to have particular potential to accommodate the large format style of retailing that the Retail Study indicates is needed in central Ipswich. It could also offer potential for improved pedestrian links across Crown Street and into Christchurch Park, linked to improvements to the Tower Ramparts Bus Station. Comprehensive redevelopment would be anticipated and it would be conditional upon Crown Pools being replaced by a new pool elsewhere in the town centre, the office floorspace in Crown House being replaced within the town centre, and replacement on site of the multi-storey car park. The Council would also expect to see some residential development within the scheme, again to contribute to growth targets and add to the diversity and vibrancy of the central area.

10.62 The Ipswich Retail Study identified that the site at Westgate would be suitable for mixed use development including a foodstore or, like Crown Street, larger comparison shopping units. Given that the Study identifies a need for additional convenience retailing in central Ipswich, and this site's suitability, then this is the primary purpose of the proposed allocation. However it could also incorporate some comparison retailing. In this location there would be less emphasis on residential development although it could be provided, but there would be an expectation of some office uses to make the most efficient use of the land and again add to the diversity and vitality of the Central Shopping Area.

10.63 Comments on other possible approaches

10.64 Various alternative sites were suggested by respondents but none are considered to provide a better option than those put forward. All are considerably smaller, or more divorced from the existing retail area, than the three sites proposed for allocation. There is also greater uncertainty about delivery with these alternatives.

10.65 Another option looked at was not to allocate any sites for new retail development. This was rejected on the basis that the evidence points to the need for additional retail development. The Council should plan for it rather than simply responding to market pressures (whilst also recognising that the sites it proposes must appeal to the market).

10.66 Another option was to not allocate all three sites. However, each would be fulfilling a different role in helping to achieve the aim of improving the centre's range of shops. Delivering development on this scale and of this complexity can take time, as the Mint Quarter has demonstrated, and therefore allocating all three sites should provide enough choice and range to the market to ensure that Ipswich gets some of the improved shopping that it needs.

Chapter 11: Townscape

- 11.1 Townscape is the heading chosen to describe the policy areas that relate to creating an attractive environment for people in IP-One – to play in, relax in or simply to provide the backdrop to their lives.
- 11.2 Since the 1997 Local Plan was adopted, many improvements have been made to the visual environment of central Ipswich. Some have been delivered through environmental improvement schemes, such as St Peter's and St Nicholas Streets. Others have resulted from development opportunities leading to better layouts and better looking buildings, for example the new Civic Quarter at Russell Road.
- 11.3 The Core Strategy and Policies sets out the general borough-wide approach to design and open space, but IP-One needs to cover issues specific to central Ipswich, such as tall buildings and where specific areas need to be targeted for environmental improvement, whether through public or private means of delivery.
- 11.4 The relevant objectives for IP-One that this policy area would help to meet are to:
- Confirm and strengthen the role image and distinctiveness of the town centre, including the preservation of historic street patterns and buildings in the centre;
 - Improve the urban form and structure of central Ipswich including the river corridor as a key element of green infrastructure and more greening of the streets; and
 - Prioritise the convenience and safety of pedestrians, cyclists and public transport users in IP-One.
- 11.5 Under the Townscape heading, there are three policy areas to be covered:
- Policy Area 61 Environmental Improvements
Policy Area 62 Green Space and Play
Policy Area 63 Urban Design Guidelines
- 11.6 These are addressed in turn below, following the listing of the policy context.
- 11.7 Links to other key documents**
- 11.8 National documents:
- PPS1 General Policy and Principles
 - PPS3 Housing
 - PPS6 Planning and Town Centres
 - PPG13 Transport
 - PPG17 Planning for Sport, Recreation and Open Space
 - Urban Design Compendium English Partnerships, 2000
 - By Design, DETR (now DCLG), 2000
- 11.9 Regional documents:
- East of England Plan December 2004
 - East of England Plan Report of the Panel June 2006

- East of England Plan The Secretary of State's Proposed Changes December 2006
- East of England Regional Development Strategy

11.10 Local documents:

- IP-One Area Action Plan, Urban Initiatives, 2003
- Ipswich Village Strategic Urban Design Framework, Urban Initiatives, 2005
- Sustainable Community Strategy
- Core Strategy
- Environment Report

Policy Area 61: Environmental Improvements
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11.11 Summary of Issue to be resolved

11.12 The issue is to identify where improvements are needed and how they would be delivered.

11.13 Summary of Issues and Options consultation results

11.14 The need for environmental improvements was touched on in two issues in the IP-One Issues and Options Paper. Under Issue 2 respondents were asked whether they considered particular small areas of IP-One needed a special focus and an individual strategy. This option proved the second most popular response (35% of responses), and areas put forward for consideration included:

- The Princes Street area linking to the station;
- Upper Orwell Street and Bond Street;
- The area from the town centre to Star Lane;
- The Portman Road area;
- The area behind Woolworths;
- The Riverside between Stoke Bridge and Princes Street Bridge.

11.15 Under Issue 3, comments were invited on a vision for Ipswich town centre. Respondents were asked whether the vision should be very site and street specific rather than speaking in general terms about improving shopping, for example. However, this more specific option did not prove popular, attracting only 14% of responses.

11.16 Suggested approach

11.17 The Council proposes to ensure that environmental improvements are provided through redevelopment opportunities as identified in the Opportunity Area Studies. The development objectives and development principles set out for each of the twelve areas set out what the Council would like to see happen.

11.18 Examples include improved permeability for pedestrians so that people can walk easily from the eastern quays to Holywells Park. This involves opening

up access on the western side of the park and creating more routes through blocks of development that currently act as barriers. Another is improved routes for pedestrians through the Merchant Quarter to link more effectively north-south from the town centre to the Waterfront.

11.19 The sketches provided with the development objectives and principles provide a picture as to how the Council's aim for each area could be achieved in terms of a layout, but they are intended to be indicative only.

11.20 In due course, more detailed master plans would be prepared where necessary to give more detailed guidance on the redevelopment of these areas or particular sites within them. This would need to be carried out with the involvement of developers and landowners.

11.21 Justification for suggested approach

11.22 The improvements identified in the opportunity areas are linked to redevelopment opportunities identified through site allocations. Therefore they are considered more likely to come forward than those that would rely on public funding alone. Also in many cases their achievement would depend on the demolition of buildings to create new routes or recreate old ones and reinforce the historic street pattern, such as in the Merchant Quarter around the Turret Lane area.

11.23 Comments on other possible approaches

11.24 The other options looked at in the Issues and Options paper were to

- Not focus on any specific areas within IP-One
- To focus on the larger areas of the Waterfront, Village, etc.

11.25 The Council considers that it would be inappropriate and an opportunity missed to prepare an action plan for central Ipswich that did not focus on any areas within what is quite a wide and varied part of the town, where there is a need and opportunity for improvement.

11.26 The 2001 First Deposit Draft Local Plan identified wider areas such as Ipswich Village and the Waterfront in order to set out particular policies for those distinct areas. This helped to kick start the regeneration process that is now well underway in IP-One. However, with this round of plans, the approach to development within IP-One is more based on a mixed use approach across the board. Thus, other than within the Central Shopping Area which has its own special policies, a focus on smaller neighbourhoods where there are opportunities for improvement makes more sense.

11.27 Summary of Issue to be resolved

11.28 The Core Strategy and Policies sets out the approach to open space, sport and recreation across the borough that also applies within IP-One.

11.29 However, there is a need for specific open space allocations in the area to meet shortfalls and ensure that the densely developed mixed use areas being created enable people living or working there to have a good quality of life and enjoy being in IP-One.

11.30 There is also a need for a special focus on urban greening within IP-One to enhance the borough's image, create a better microclimate, and soften what can sometimes seem a harsh built environment.

11.31 Summary of Issues and Options consultation results

11.32 This issue was not explicitly covered at the Issues and Options stage although some issues covered it in some form. Issue 3 included within the option for a vision an improved environment and Issue 1 included an objective to provide an attractive effective, safe and wildlife-friendly public realm and open spaces.

11.33 Suggested approach

11.34 The Council proposes to allocate land for open space (additional to the normal expectation of provision within residential developments) at:

- Orwell Quay – this would be expected to include provision for children's play and public facilities (e.g. visitor information, public toilets); and
- The Island Site (15% of the site).

11.35 Justification for suggested approach

11.36 Opportunities for the provision of open space at the Waterfront are diminishing as developments take place and yet the area contains a growing resident population. It also plays a strategic role for the borough as a major attraction. Therefore these two sites are identified.

11.37 Comments on other possible approaches

11.38 The alternative considered was to not allocate any open space additional to that which would normally be required within new developments.

11.39 This was rejected because it would fail to address the current lack of open space at the Waterfront.

11.40 Summary of Issue to be resolved

11.41 A key issue for IP-One is the weak visual identity of much of central Ipswich. This Policy Area is about whether the IP-One Area Action Plan should aim to address the image problem through providing guidance on urban design. Any guidance would, however, need to be specific to the IP-One area, and not general advice that would apply across the whole borough.

11.42 Summary of Issues and Options consultation results

11.43 This issue was covered under Issue 8 of the IP-One Issues and Options Paper. The options considered were to:

- Carry forward the urban design principles of the master plans already prepared;
- Prepare additional urban design frameworks for other areas;
- Take a criteria based approach to urban design.

11.44 The question of landmark buildings is particularly pertinent to IP-One as distinct from the rest of the borough. The options also related to whether Ipswich needs a policy for landmark buildings, which tend elsewhere to be tall buildings although this is not necessarily the case.

11.45 The first set of options attracted a very low level of comment, but the favoured option was to take a criteria based approach to urban design.

11.46 On the question of landmark buildings, the strong majority favoured having a policy for them and, of these responses, the favoured approach was to specifically identify where landmark buildings would be required.

11.47 Other comments made about tall buildings included:

- Ipswich does not need tall buildings; and
- Permit tall buildings if they are of a high architectural standard.

11.48 Suggested approach

11.49 The Council proposes an approach based on the following:

- Landmark buildings would be appropriate at the key gateways into the town centre to provide a sense of arrival. These are
 - St Matthew's roundabout,
 - Princes Street Bridge; and
 - The Duke Street area.

In this context, landmark building does not necessarily mean tall building, as buildings such as the Willis Faber building amply demonstrate.

- Tall buildings would be permitted only in two arcs, along the northern quays and down the Civic Drive, and height variations from them should be incremental. Silhouette would be an important criterion in assessing tall buildings;
- From the northern quays, building height should step down to the historic core;

- Strategic views should be protected – as identified in opportunity area studies; and
 - Any building more than five storeys taller than those in its immediate surroundings should be subject to design panel review.
- 11.50 Conservation area appraisals to be prepared for the Wet Dock and Central Conservation Areas will also help to provide a context for considering applications for development in or adjacent to those areas.

11.51 Justification for suggested approach

11.52 At the moment visitors arriving in Ipswich by car who do not know the town may not get a strong sense that they are in or approaching the town centre, as there is nothing to announce the fact that they are there. Encouraging more distinctive buildings at these 'gateway' points can be one way to help define the central area and aid that recognition and thereby strengthen the centre's image.

11.53 Ipswich is experiencing something of a boom in the construction of tall buildings, particularly at the Waterfront. Building up represents a highly efficient use of land and can create an attractive and vibrant place. It also demonstrates a high degree of confidence in Ipswich's regeneration plans. However, in a town that also contains historic, low rise quarters with many low scale historic buildings, it is appropriate that a balance is struck. Tall building may be appropriate in some parts of town, but less so in others where the need to protect historic character and distinctive skylines may warrant a different approach. Thus the broad areas where tall buildings may be acceptable are identified and the need to protect strategic views is flagged up. The inclusion of a policy for tall buildings is also advocated by English Heritage and the Commission for Architecture and the Built Environment.

11.54 Design Panels and design review services are available from different sources. The idea behind design review is that it provides expert advice at an early stage in a project's development, when it can most make a difference. The Commission for Architecture and the Built Environment (CABE) offers design review services nationally, but Inspire East provide a service in the East of England. Inspire East has a Panel of design experts selected from all fields of sustainable communities work and they will provide free advice.

11.55 At a local level also, Ipswich has a Conservation Panel that meets on a regular basis to consider applications for development affecting listed buildings or within conservation areas. The scope to extend its remit to the design review of other major schemes is under consideration.

11.56 Comments on other possible approaches

11.57 The alternative considered is to not include specific guidance for landmark buildings to announce the town centre, or for tall buildings in IP-One.

11.58 One of the suggested objectives of this Area Action Plan is to strengthen the role, image and distinctiveness of the town centre. This needs to be addressed through a range of measures. Those measures would include for example improving the range and quality of shopping, but they also need to include physical changes such as the proposed approach to landmark buildings.

11.59 In the current context of population and household growth and high land values, it is likely that tall buildings will continue to be proposed in parts of IP-One. We need to make sure that they are in appropriate locations and that the individual buildings achieve a suitably high standard of design.

Chapter 12: Infrastructure

12.1 In planning for growth in IP-One, it is essential that the infrastructure needed to support that growth is provided for. The Area Action Plan needs to safeguard any land needed for essential infrastructure provision. Under the Infrastructure heading, there are two policy areas to be covered in IP-One:

Policy Area 64 Site for Ipswich flood barrier

Policy Area 65 Site for town centre electricity sub station

12.2 Discussions are ongoing with the relevant infrastructure and service providers in relation to delivering these facilities. Please note that transport infrastructure is covered in the Travel section and 'community infrastructure' in the Live section.

12.3 Links to other key documents

12.4 National documents:

- PPS1 General Policy and Principles
- PPS3 Housing
- PPS6 Planning and Town Centres
- PPS12 Local Development Frameworks
- PPS25 Planning and Flood Risk

12.5 Regional documents:

- East of England Plan December 2004
- East of England Plan Report of the Panel June 2006
- East of England Plan The Secretary of State's Proposed Changes December 2006
- East of England Regional Development Strategy

12.6 Local documents:

- IP-One Area Action Plan, Urban Initiatives, 2003
- Sustainable Community Strategy
- Ipswich Flood Defence Strategy
- Core Strategy
- Environment Report

12.7 Summary of Issue to be resolved

- 12.8 Much of IP-One lies within Flood Risk Zones 2 and 3 as identified by the Environment Agency. The Environment Agency has received approval in principle for the Ipswich Flood Defence Strategy. This provides for a major flood defence investment in the form of a barrier in the area of the New Cut, together with some improvements and repairs to the existing flood defences. However, the timetable for the barrier and other works has yet to be formally approved. Our current understanding is that the scheme is targeted for completion during the plan period and therefore any land requirements it may have need to be flagged up.
- 12.9 The strategic component of this issue is also considered within the Core Strategy.

12.10 Summary of Issues and Options consultation results

- 12.11 This issue was not addressed specifically at the Issues and Options stage, but the Core Strategy in Issue 5 asked about the need for additional infrastructure. The majority of respondents agreed that new infrastructure would be needed in Ipswich and several respondents highlighted flood control as a priority.

12.12 Suggested approach

- 12.13 The Council's suggested approach is to highlight the fact that a tidal surge flood barrier will be constructed during the plan period and that it is likely to be sited on the New Cut between the southern end of the Island site and Felaw Street.
- 12.14 As a consequence, any development sites coming forward in those areas would need to accommodate the needs of the flood barrier.

12.15 Justification for suggested approach

- 12.16 Much of IP-One is vulnerable to tidal flooding, and with rising sea levels the risk is likely to increase.
- 12.17 The tidal barrier would be a key measure to defend central Ipswich from floods.

12.18 Comments on other possible approaches

- 12.19 The question of the optimum precise location for the tidal barrier is for the Flood Defence Strategy and not this document.
- 12.20 The other option considered, therefore, was to wait until the funding timetable has been agreed for delivery of the barrier before including any proposals in

the plan. However, this would run the risk of 'missing the boat' in terms of including any policy in this plan which will cover the period to 2021.

Policy Area 65: Site for Town Centre Electricity Sub Station
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12.21 Summary of Issue to be resolved

12.22 The electricity supply infrastructure in central Ipswich needs to keep up with the pace and scale of change, if supplies are going to be maintained to existing and new customers in the area, whether domestic or commercial.

12.23 EDF Energy has indicated that a new or extended substation is needed in the Turret Lane area of town in order to serve town centre customers. The site needed for this is approximately 40 metres square. The issue then is where best to locate such a facility in such a tightly developed area.

12.24 The strategic component of this issue is also considered within the Core Strategy.

12.25 Summary of Issues and Options consultation results

12.26 This issue was not addressed specifically at the Issues and Options stage, but the Core Strategy in Issue 5 asked about the need for additional infrastructure. The majority of respondents agreed that new infrastructure would be needed in Ipswich and 7% of the respondents highlighted sewerage and other infrastructure as a priority.

12.27 Suggested approach

12.28 The Council's suggested approach is to highlight the need for an extension to the existing Turret Lane sub station, or a new sub station, to be incorporated into redevelopment proposals for Turret Lane. Because of this specific requirement, a comprehensive approach to the redevelopment of land at Turret Lane would be required.

12.29 Justification for suggested approach

12.30 The substation is needed to serve existing and future customers and it needs to be located in the Turret Lane Area. The need for it therefore needs to be flagged up in connection with the development site opportunities in the Turret Lane area to ensure that provision is included within any master plans or detailed proposals prepared for the area.

12.31 Comments on other possible approaches

12.32 The other approach considered was to not highlight the need for a substation at Turret Lane and put the onus on EDF Energy to find a site. However, the importance of this facility in supporting town centre growth warrants its inclusion.

PART C – OPPORTUNITY AREAS










Within the IP-One Area, twelve individual areas have been identified as “Opportunity Areas” – where significant change may be expected, or desirable.

The following section considers each Area in turn and sets out guiding principles for their development, as a precursor to the later preparation of individual master plans or detailed development briefs. The development principles would become requirements of the Area Action Plan written into policies, and have guided the suggested approaches set out in parts B and E of the Area Action Plan.

OPPORTUNITY AREAS – KEY TO DIAGRAMS

1. Opportunities and Constraints

-  Opportunity Area Boundary
-  Routes defining the urban structure
-  Frontages seriously detracting from urban quality
-  Frontages having neutral impact on urban quality
-  Frontages with positive character
-  Existing Landmark building / feature
-  Significant trees / tree line

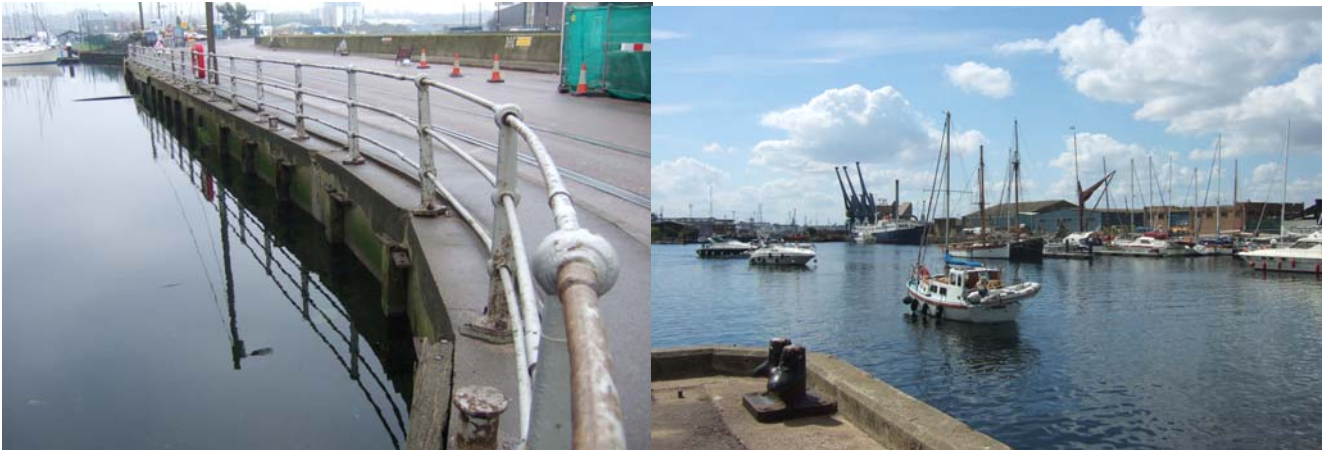
2. Transport and Movement

-  New / improved road
-  Public Transport route
-  Cycle Way
-  Pedestrian priority / shared surface route
-  Junction Improvement
-  Proposed public car park

3. Public Realm and Townscape

-  Improved public realm
-  New block edge / active frontage
-  Landmark building / feature
-  Open space

Opportunity Area A - Island Site



The Island is located in the heart of the Ipswich Waterfront, on land that was reclaimed when the Wet Dock was constructed over 150 years ago, creating an “island” linked to “mainland Ipswich” by a narrow connection at St Peters Dock. In recent decades, the usage of the Island has changed as “industrial” port activities have given way to leisure uses, based around the development of the Ipswich Haven Marina. The Island represents a key development opportunity in the regenerated Waterfront.

The development of the Island can contribute in a variety of ways to the regeneration of the Waterfront area. It is appropriate for provision of lower-rise development, which would maintain the essential character of the Wet Dock Conservation Area and protect significant views across from the outer edges of the Waterfront. Space is available to provide some much-needed green space, including reinstatement of the historic tree-lined “promenade”. The old lock-gate area provides a natural focus for leisure etc uses while there is still space for further development of marina related activity.

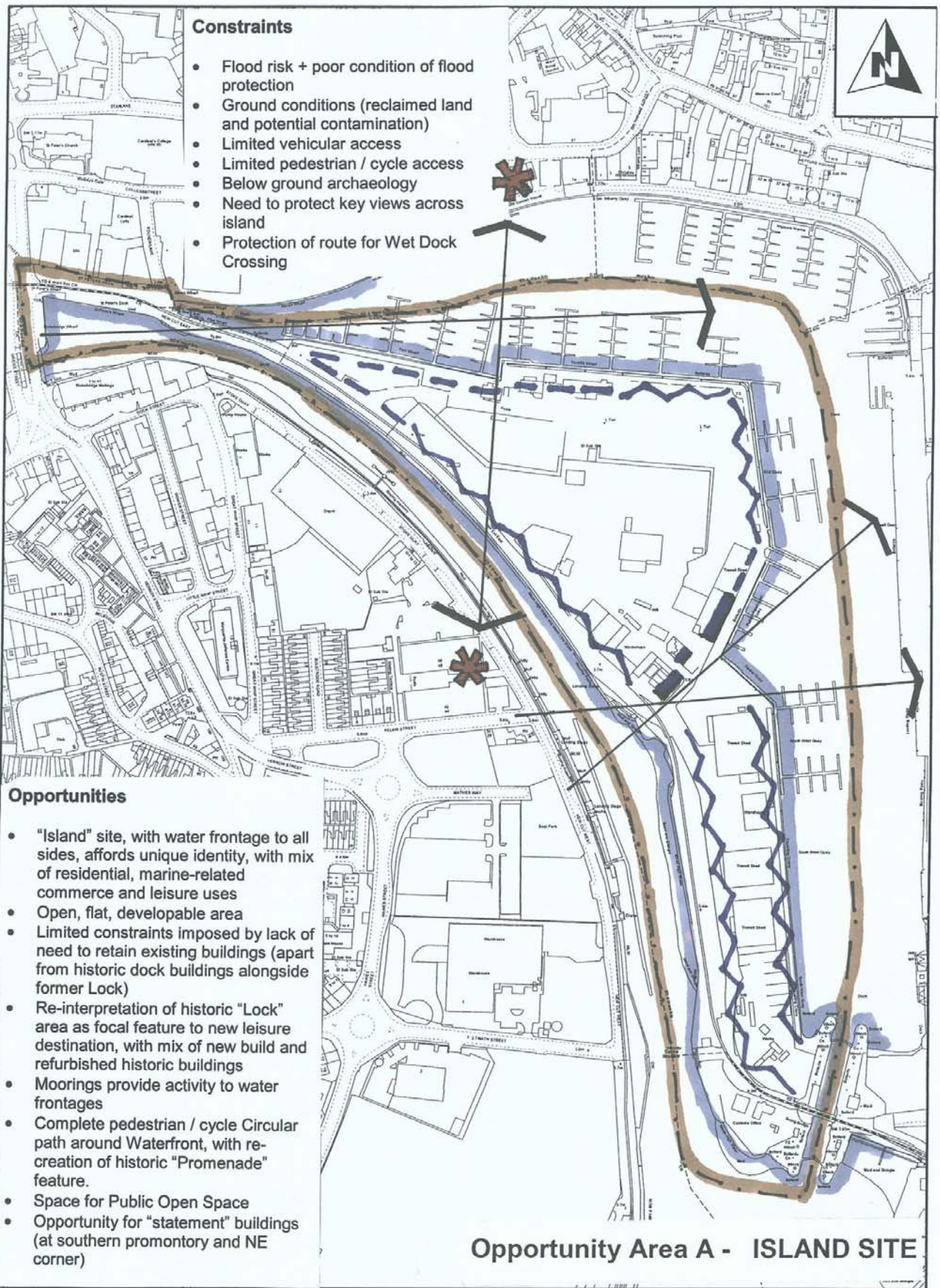
Development Opportunities

Mixed use development comprising:-

- Residential (max 50%) – could include live-work units
- Marina moorings & shore-based facilities at south end of island
- Marine-related industry
- Small-scale retail, cafes & restaurants
- Heritage / cultural based visitor attraction
- Public open space
- Conversion of historic buildings
- Waterfront promenades

Development Principles

- Retention, refurbishment & conversion of historic structures (Public Warehouse, Lock cottages & Harbourmasters Office)
- Reinstatement or reinterpretation of historic lock as focus to new public space
- Protection of key vistas across the island
- Protection of predominantly open character of water area
- Generally low-rise development (3 and 4 and 5 storeys), with potential for landmark element(s) at south end and north east corner
- High quality public realm / open space with play facility
- Waterfront promenades to Wet Dock & Riverside
- Development to provide vehicular access & bridge across New Cut to link with Mather Way
- Layout to facilitate a full Wet Dock Crossing
- Provision of cycle / pedestrian bridge across lock gate
- Layout to facilitate location of new foot / cycle bridge from New Cut to St Peter’s Wharf
- Layout & design to address flood risk



Constraints

- Flood risk + poor condition of flood protection
- Ground conditions (reclaimed land and potential contamination)
- Limited vehicular access
- Limited pedestrian / cycle access
- Below ground archaeology
- Need to protect key views across island
- Protection of route for Wet Dock Crossing

Opportunities

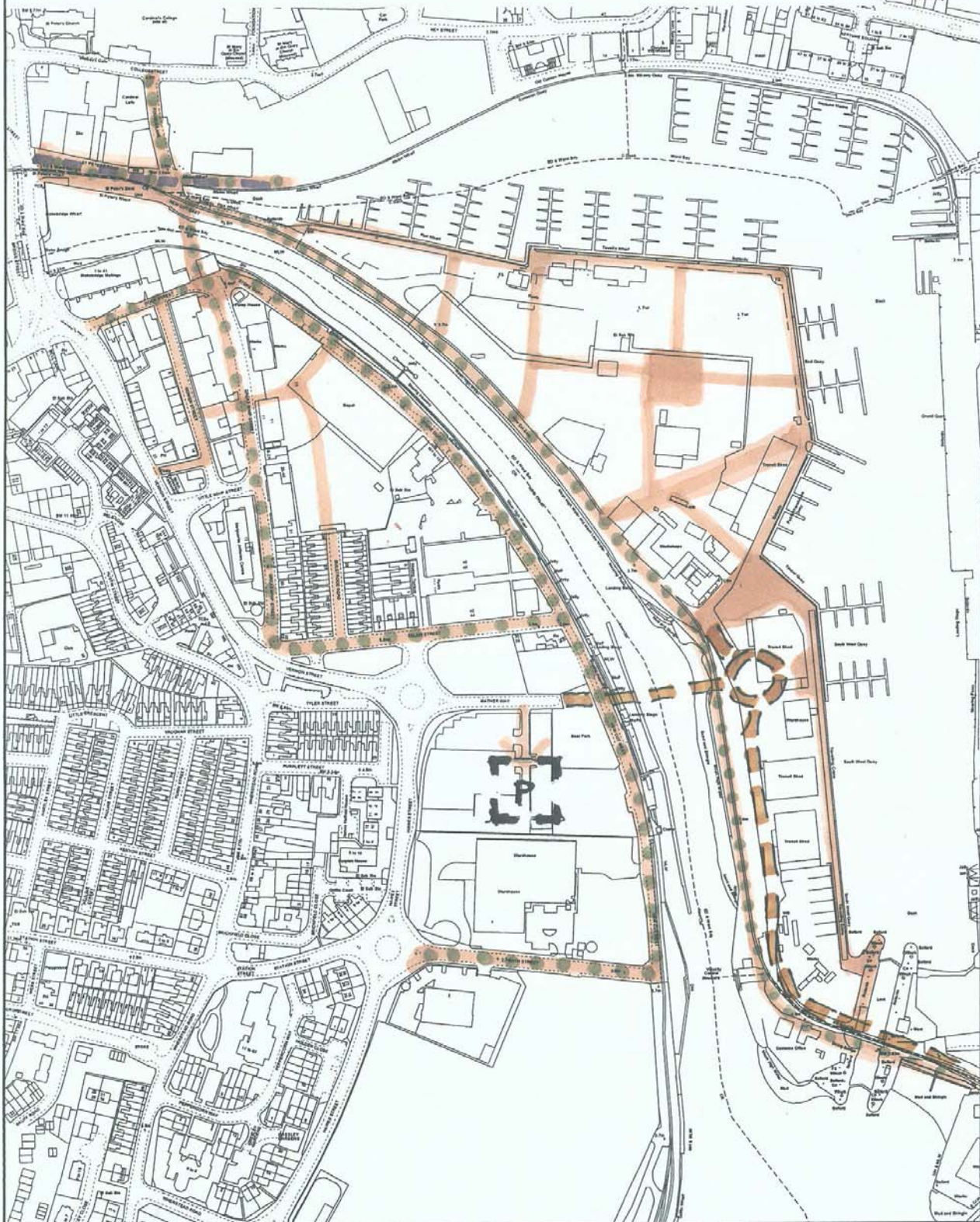
- "Island" site, with water frontage to all sides, affords unique identity, with mix of residential, marine-related commerce and leisure uses
- Open, flat, developable area
- Limited constraints imposed by lack of need to retain existing buildings (apart from historic dock buildings alongside former Lock)
- Re-interpretation of historic "Lock" area as focal feature to new leisure destination, with mix of new build and refurbished historic buildings
- Moorings provide activity to water frontages
- Complete pedestrian / cycle Circular path around Waterfront, with re-creation of historic "Promenade" feature.
- Space for Public Open Space
- Opportunity for "statement" buildings (at southern promontory and NE corner)

Opportunity Area A - ISLAND SITE

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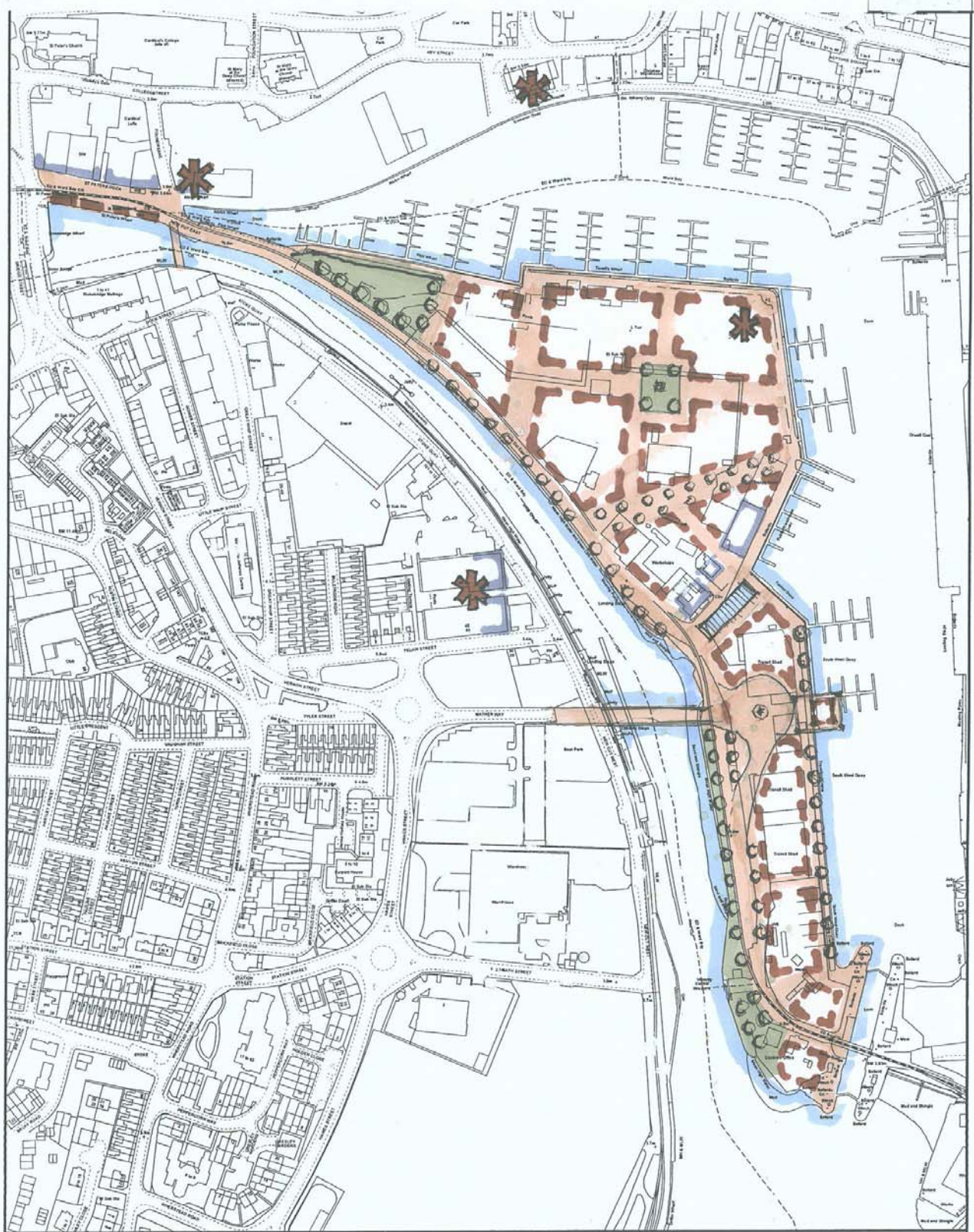
Opportunity Area A - ISLAND SITE

Transport and Movement



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Opportunity Area A - ISLAND SITE Public Realm and Townscape



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Opportunity Area B - Merchant Quarter



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

As part of the regeneration of the Ipswich Waterfront, attention has been focussed on the Northern Quays. Recently there has been increased interest in sites along the Star Lane corridor – for instance the “St Peters Port” proposals. These proposals have highlighted issues of lack of connectivity between the Waterfront and the traditional Town Centre. The area between the old centre and Star Lane contains a network of historic streets, chiefly running north-south, but linkage between this area and the Waterfront is affected by the barrier presented by the Star Lane gyrotory road system and the poor quality environment in some parts of the area, with several underused / vacant sites or uses which are no longer appropriate to the changing patterns of land-use for the wider area. Linked with proposals to lessen the impact of the Star Lane corridor, opportunities exist to build on the existing historic character and street pattern, promoting improved pedestrian connection through and across the area, and to promote migration of activity between the Town Centre and the Waterfront with redevelopment of vacant / underused sites.

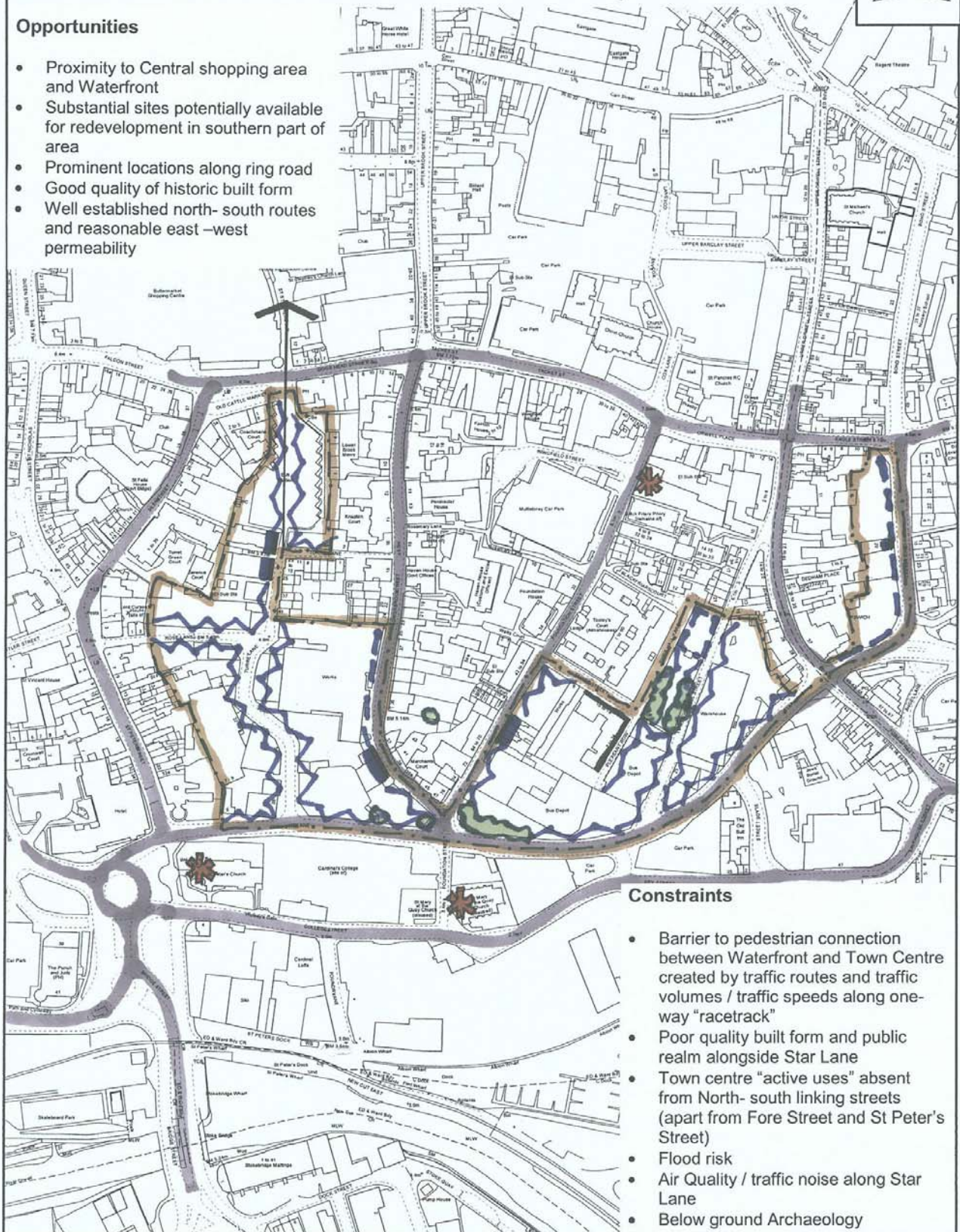
<i>Development Opportunities</i>	<i>Development Principles</i>
<p>Mixed use development comprising:-</p> <ul style="list-style-type: none"> • Residential (max 80%) – could include live-work units • Non-residential uses (20% +) <ul style="list-style-type: none"> - small scale retail - offices / business - cafes / restaurants • Upgraded bus station 	<ul style="list-style-type: none"> • Layout to relate to historic street pattern • Fine-grain development of generally low-rise (3 storeys) with increased scale at focus points, up to a maximum of 5 storeys, to reflect historic scale and grain • Enhance pedestrian linkage between town centre and waterfront, with upgraded public realm • Development to address street frontages – particularly to Star Lane • Development to respect and enhance setting of Listed and historic buildings • Replacement site for major EDF electricity sub-station • Layout & design to address flood risk

Opportunity Area B - "MERCHANT QUARTER"



Opportunities

- Proximity to Central shopping area and Waterfront
- Substantial sites potentially available for redevelopment in southern part of area
- Prominent locations along ring road
- Good quality of historic built form
- Well established north-south routes and reasonable east-west permeability



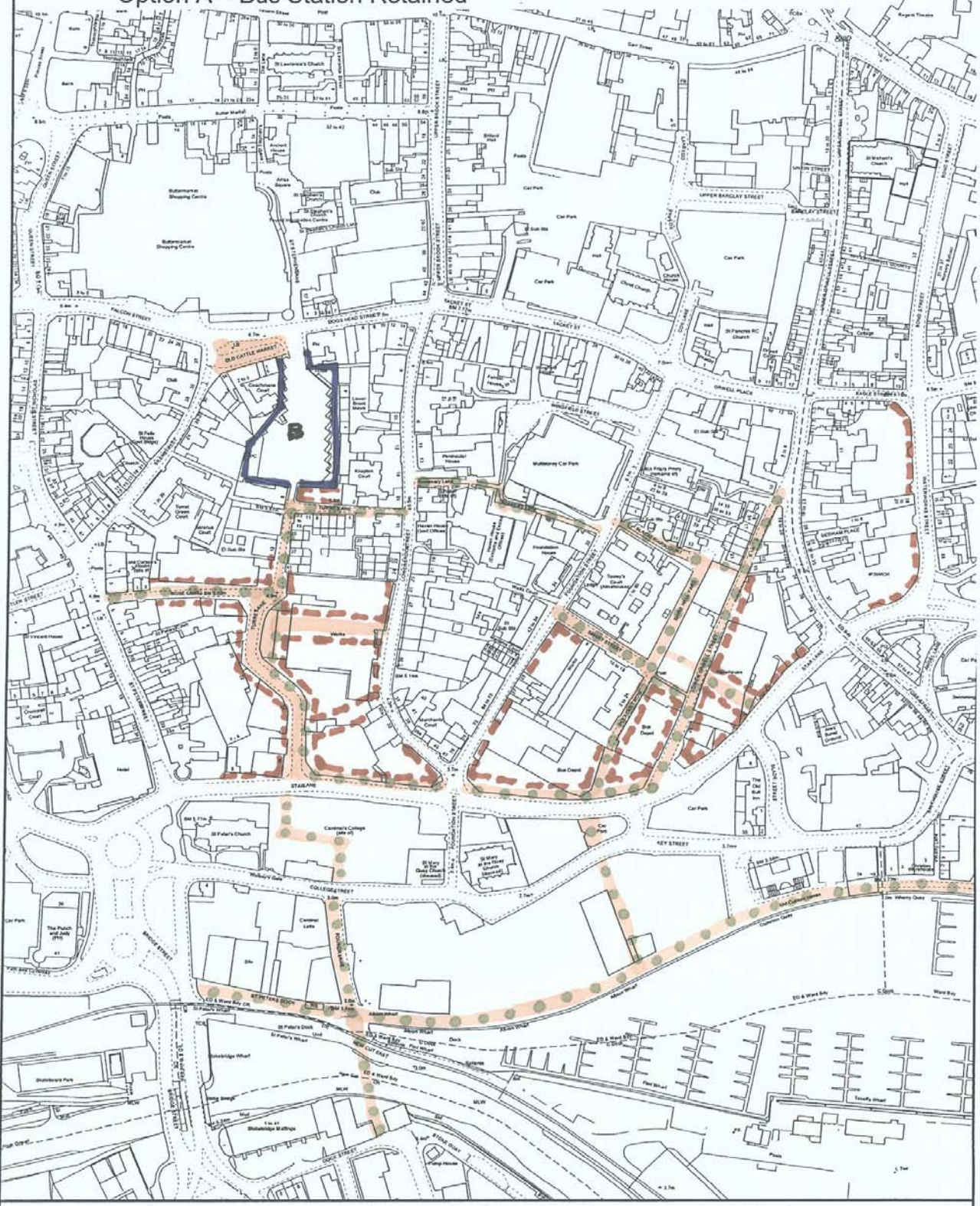
Constraints

- Barrier to pedestrian connection between Waterfront and Town Centre created by traffic routes and traffic volumes / traffic speeds along one-way "racetrack"
- Poor quality built form and public realm alongside Star Lane
- Town centre "active uses" absent from North-south linking streets (apart from Fore Street and St Peter's Street)
- Flood risk
- Air Quality / traffic noise along Star Lane
- Below ground Archaeology

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Opportunity Area B - "MERCHANT QUARTER" Transport and Movement diagram

- Option A – Bus Station Retained

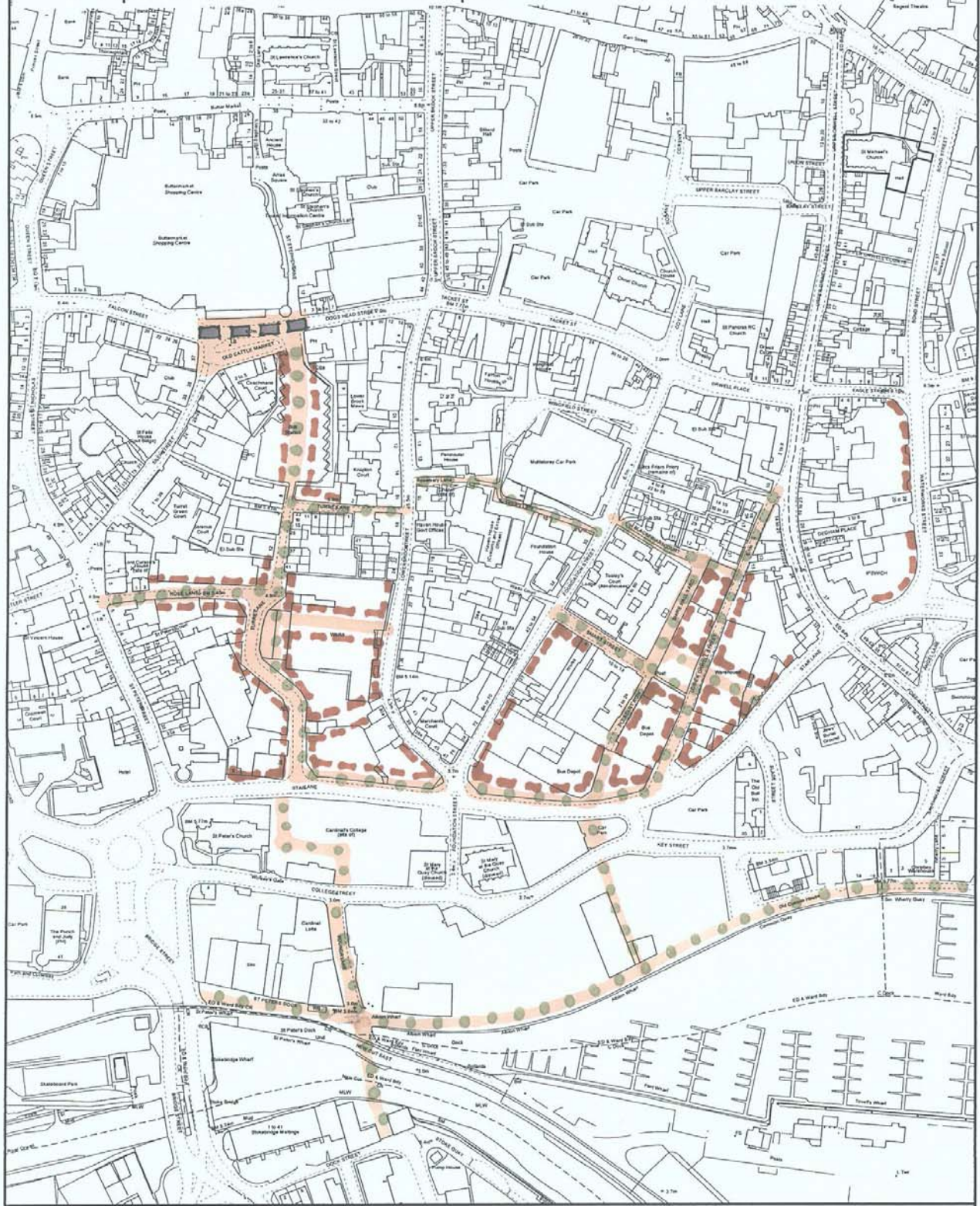


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Opportunity Area B - "MERCHANT QUARTER"

Transport and Movement diagram

- Option B – Bus Station Redeveloped

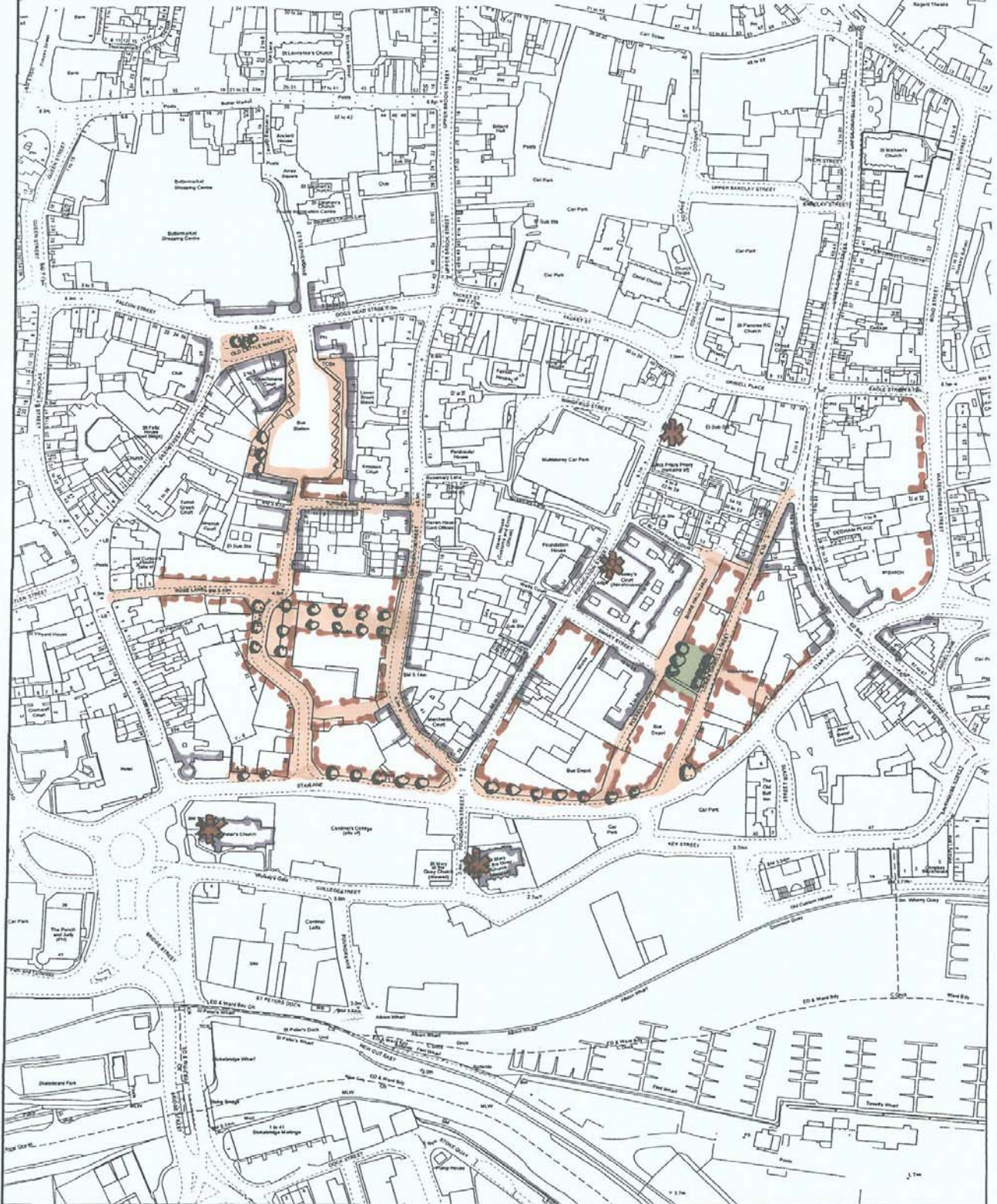


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Opportunity Area B - "MERCHANT QUARTER"

Public Realm and Townscape diagram

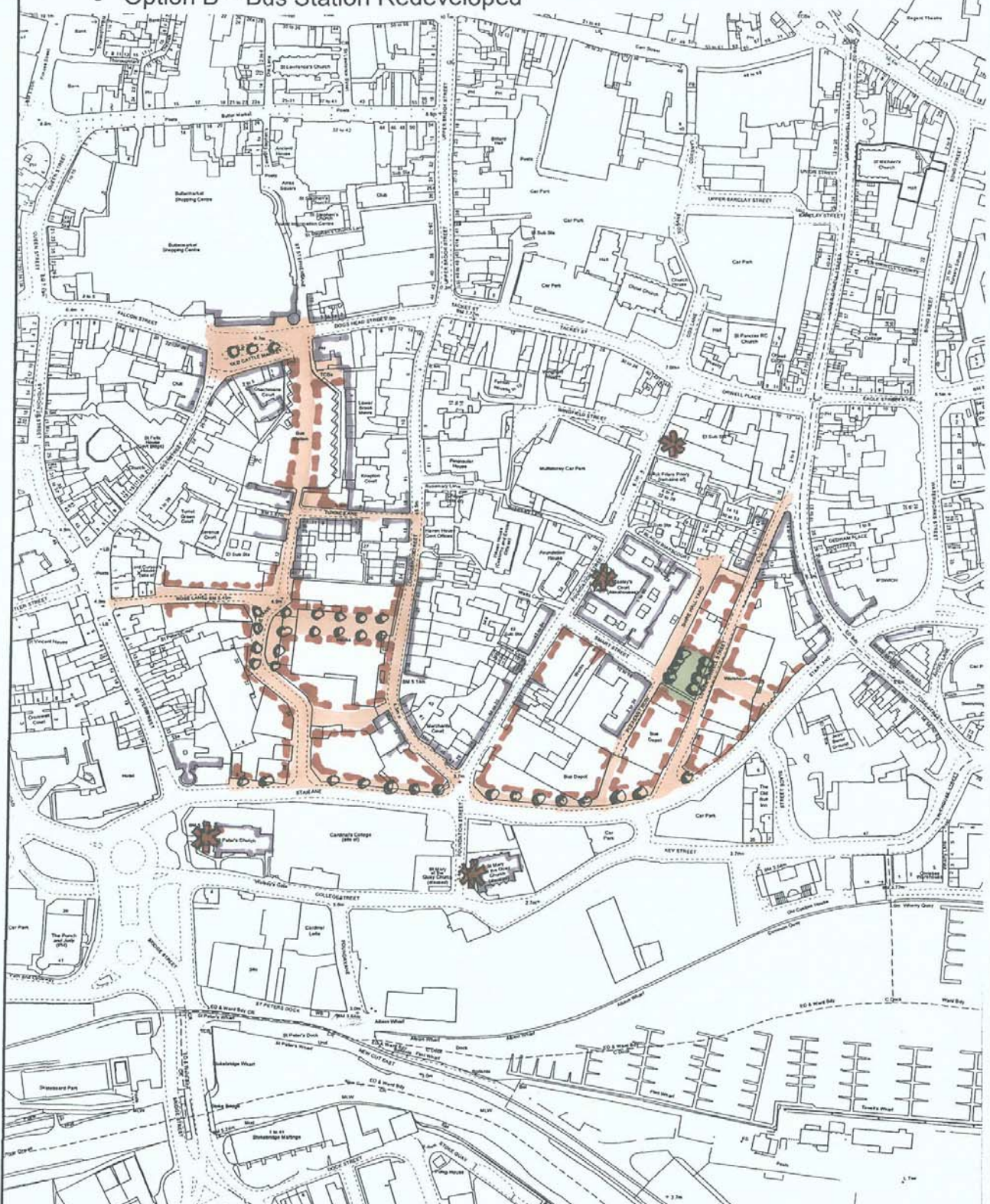
- Option A – Bus Station Retained



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Opportunity Area B - "MERCHANT QUARTER" Public Realm and Townscape diagram

- Option B – Bus Station Redeveloped



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Opportunity Area C - Holywells



The area between the Wet Dock and Holywells Park presents an opportunity to link the Waterfront area to the green lung and to improve integration with the residential areas to the east. The area includes the vacant historic Tolly Cobbold Brewery complex and a number of existing commercial warehouses and depot / workshop uses.

The first phases of regeneration of the Ipswich Waterfront have focussed on sites on or close to the Wet Dock, but the recent development at Parkside (Duke Street) and of sites at Wherstead Road have highlighted the opportunities that exist for regenerating sites away from the immediate Waterfront, offering environmental improvement and enhanced integration with established residential communities which are sited away from the Dock area. Proposals for the area build on schemes already approved for residential-led mixed-use development such as the major Eagle Mill development by Persimmon Homes at Cliff Road / Helena Road.

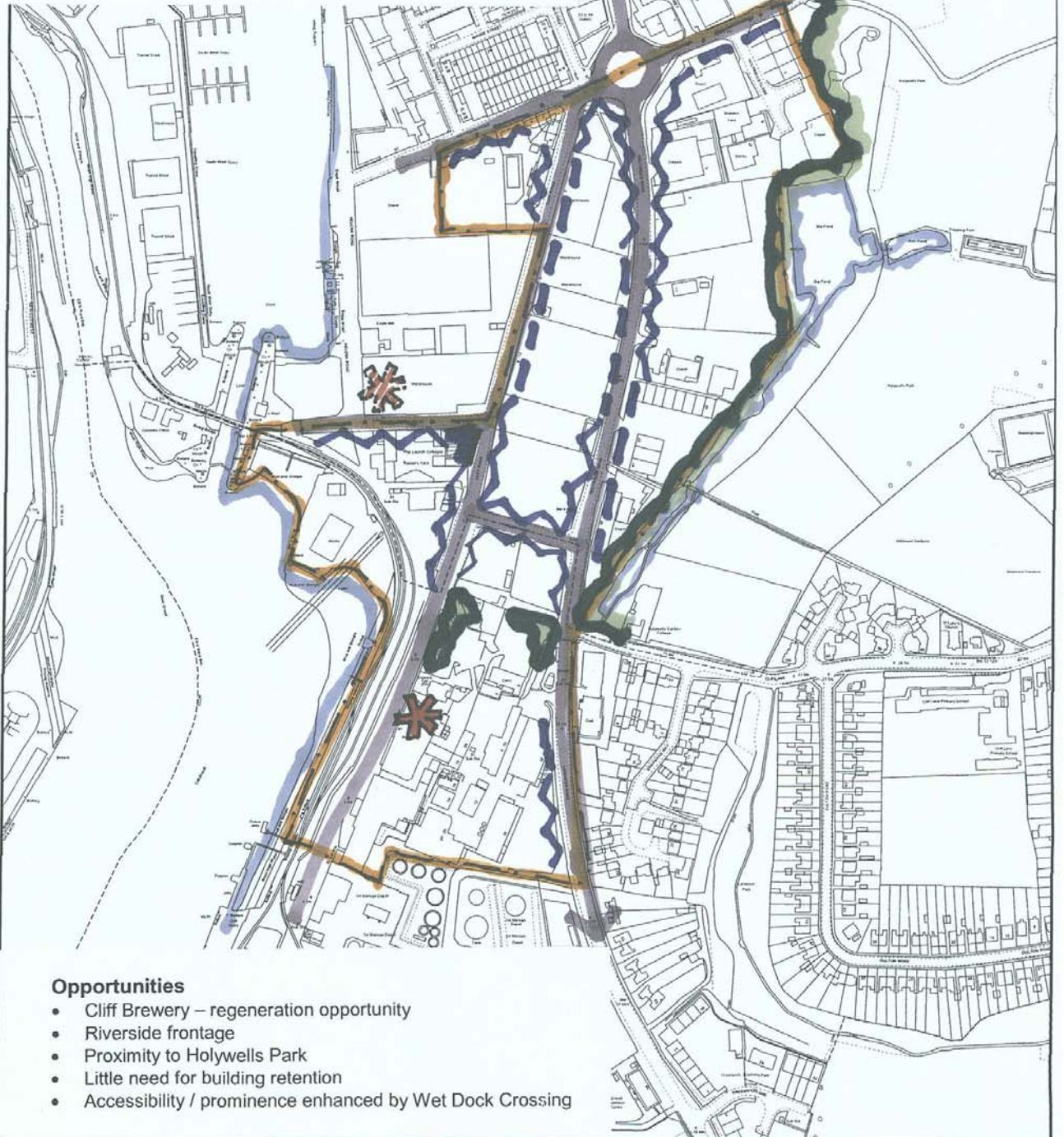
Development Opportunities	Development Principles
<p>Mixed use development comprising:-</p> <ul style="list-style-type: none"> • Residential (max 60%) • Office / business use • Small-scale workshops • Small-scale retail, cafes & restaurant and workspace uses at St Clements Shipyard site • Heritage & cultural uses • Conversion of historic Cliff Brewery complex to business centre, with micro-brewery and visitor centre • Public Open Space • Riverfront esplanade, with public car parking • Community uses 	<ul style="list-style-type: none"> • Enhance linkage (pedestrian / cycle) between Waterfront and Holywells Park • Facilitate new Wet Dock vehicular crossing / bridge • Development to address street frontages • Promote redevelopment of former Shipyard area as “destination”, linked to regenerated Cliff Brewery via new Riverside esplanade • Scale of development generally medium-rise (3-5 storeys), with opportunities for taller buildings at key locations • Maintain views of treed skyline to East • Protect key view of Cliff Brewery from Helena Road • Reduce impact of Port related traffic, via traffic management & improved public realm • Relocate Cliff Quay access control point south of Cliff Brewery, to improve public accessibility to Riverside and facilitate link between Brewery and Shipyard sites • Layout & design to address flood risk • Development to address risk from major hazard site (Vopak terminal)

Opportunity Area C - HOLYWELLS



Constraints

- Lack of connection between Waterfront and Park
- Lack of integration with adjacent residential areas
- Poor quality of built form and public realm
- HGV traffic / access route to Cliff Quay
- Flood risk
- Hazardous installation at "Vopak" site
- Deteriorating condition of historic Cliff Brewery
- Need for relocation of existing employment uses
- Lack of public access to riverside
- Protection of route for Wet Dock Crossing



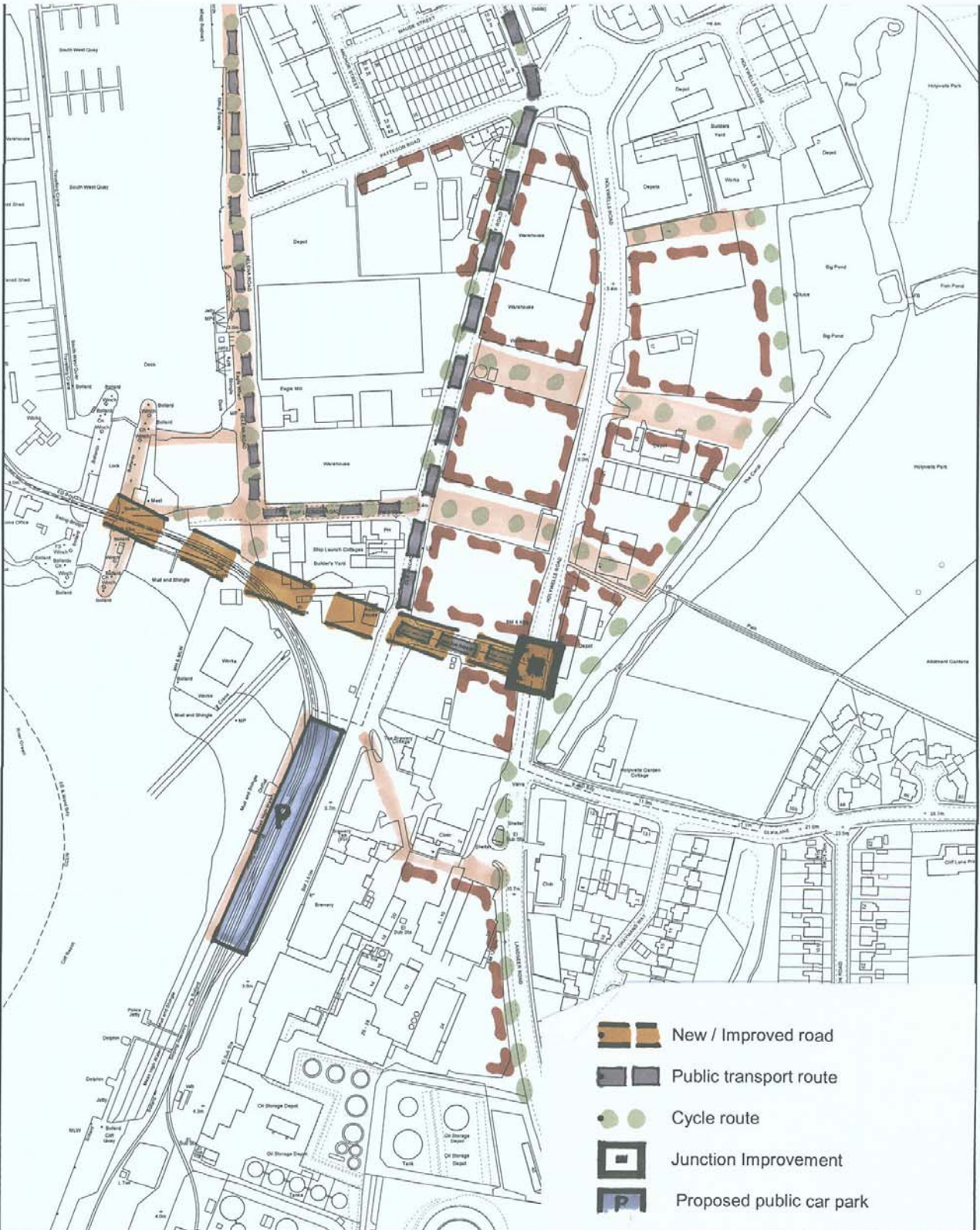
Opportunities

- Cliff Brewery – regeneration opportunity
- Riverside frontage
- Proximity to Holywells Park
- Little need for building retention
- Accessibility / prominence enhanced by Wet Dock Crossing

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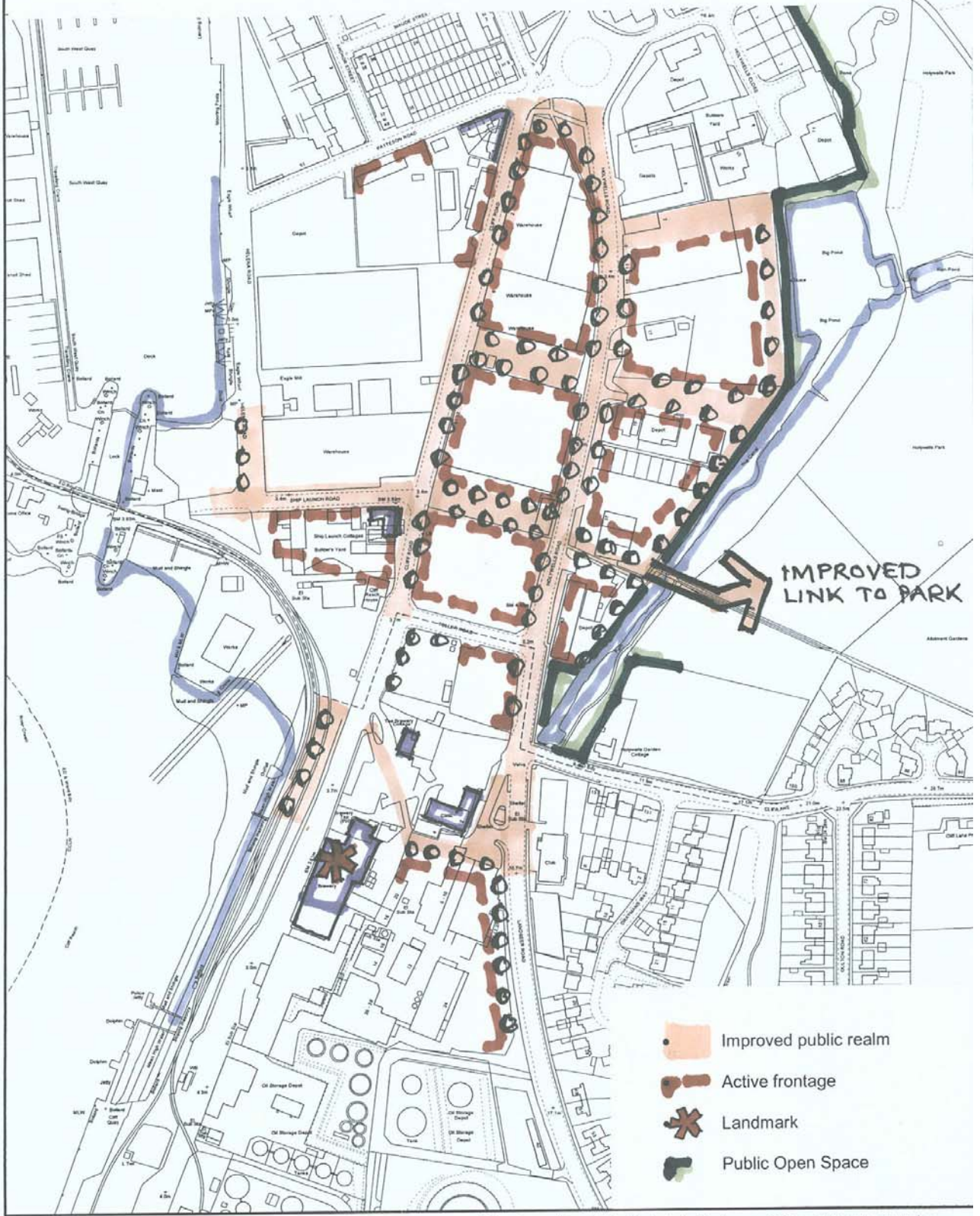
Opportunity Area C - HOLYWELLS

Transport and Movement



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Opportunity Area C - HOLYWELLS Public Realm and Townscape



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Opportunity Area D - Education Quarter

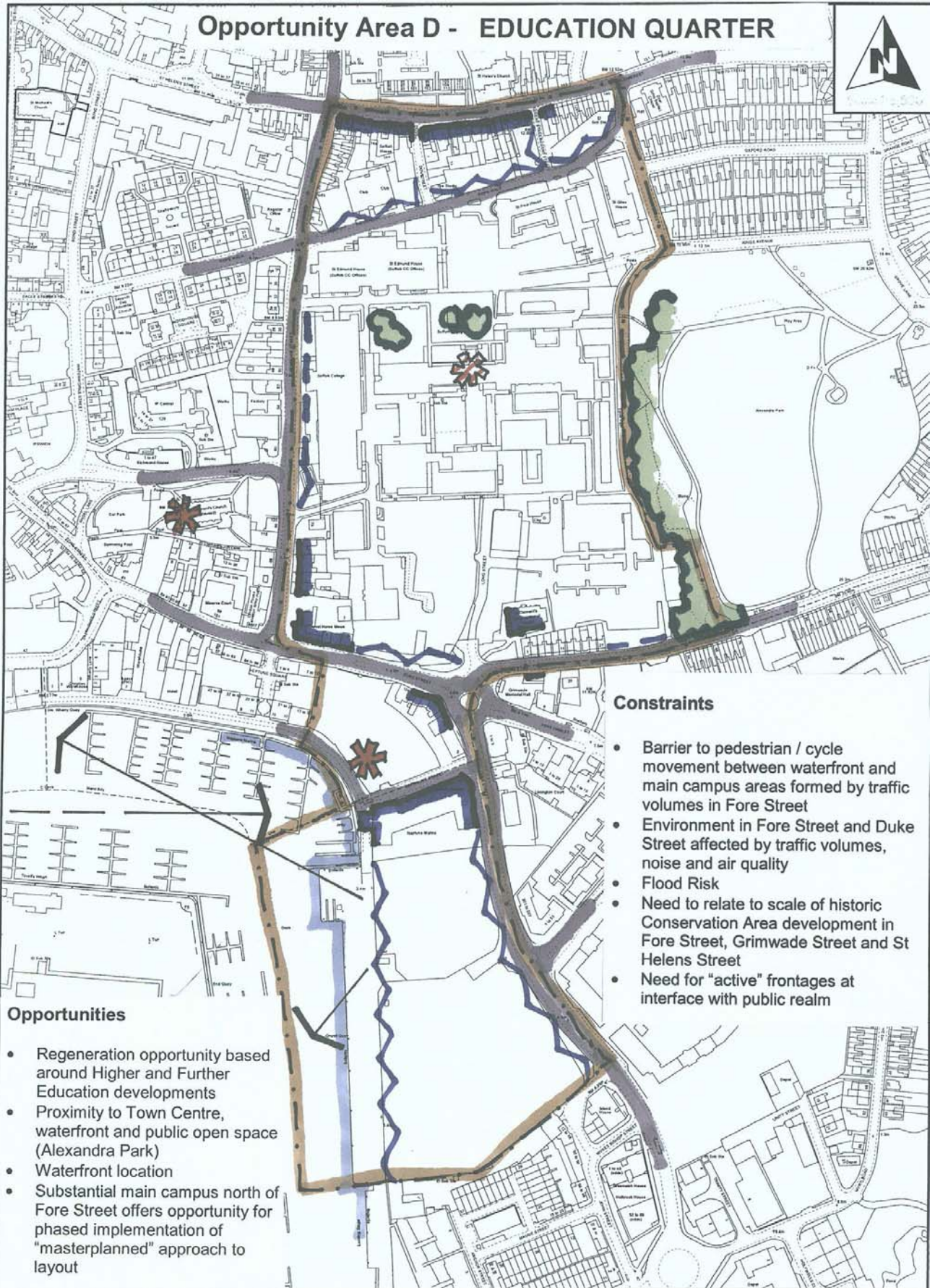


The “Education Quarter” is located on the eastern side of the town centre, extending from St Helens Street down to the Waterfront. It embodies the higher and further education sites occupied by University Campus Suffolk and Suffolk New College, both of which have major redevelopment programmes in progress. The area also includes existing residential, commercial and leisure uses, which have the potential to create a vibrant mixed use quarter, providing a major activity node and linking the Town Centre, the Waterfront and the eastern side of the town.

The recent commencement of the first phase of the UCS new building programme, with construction of their iconic new flagship building at Neptune Quay, is emblematic of the transformation that will occur in the area as the new Education Quarter starts to become a reality. The major investment associated with the UCS and SNC developments will not only lead to a physical reinvigoration of the area, with quality new buildings and public spaces, but will also generate increased activity levels and prosperity in the area, which can support spin-off employment and service activities.

<i>Development Opportunities</i>	<i>Development Principles</i>
<ul style="list-style-type: none"> • Higher & Further Education uses (75%) <ul style="list-style-type: none"> - academic facilities - support facilities - student accommodation • Residential development • Hotel • Car parking (inc. public) • Small scale retail, café / restaurant • Offices / business • Public Space at Orwell Quay, with visitor facilities 	<ul style="list-style-type: none"> • Development of waterfront promenade, with new major public space at Orwell Quay • New pedestrian spine through education campus, linking to waterfront • Improved public realm at Duke Street and Fore Street • Enhance pedestrian linkage to Alexandra Park • Scale, mass and form of development on Waterfront to be of varied height (minimum 6 storeys), responding to waterfront setting, with layout maintaining glimpse views through to tree-lined skyline • Fine-grain, low-rise (2-3 storeys) development north of Rope Walk to integrate with historic scale and character of St Helens Street • Development to respect and enhance setting of Listed and historic buildings • Layout & design to address flood risk

Opportunity Area D - EDUCATION QUARTER



Constraints

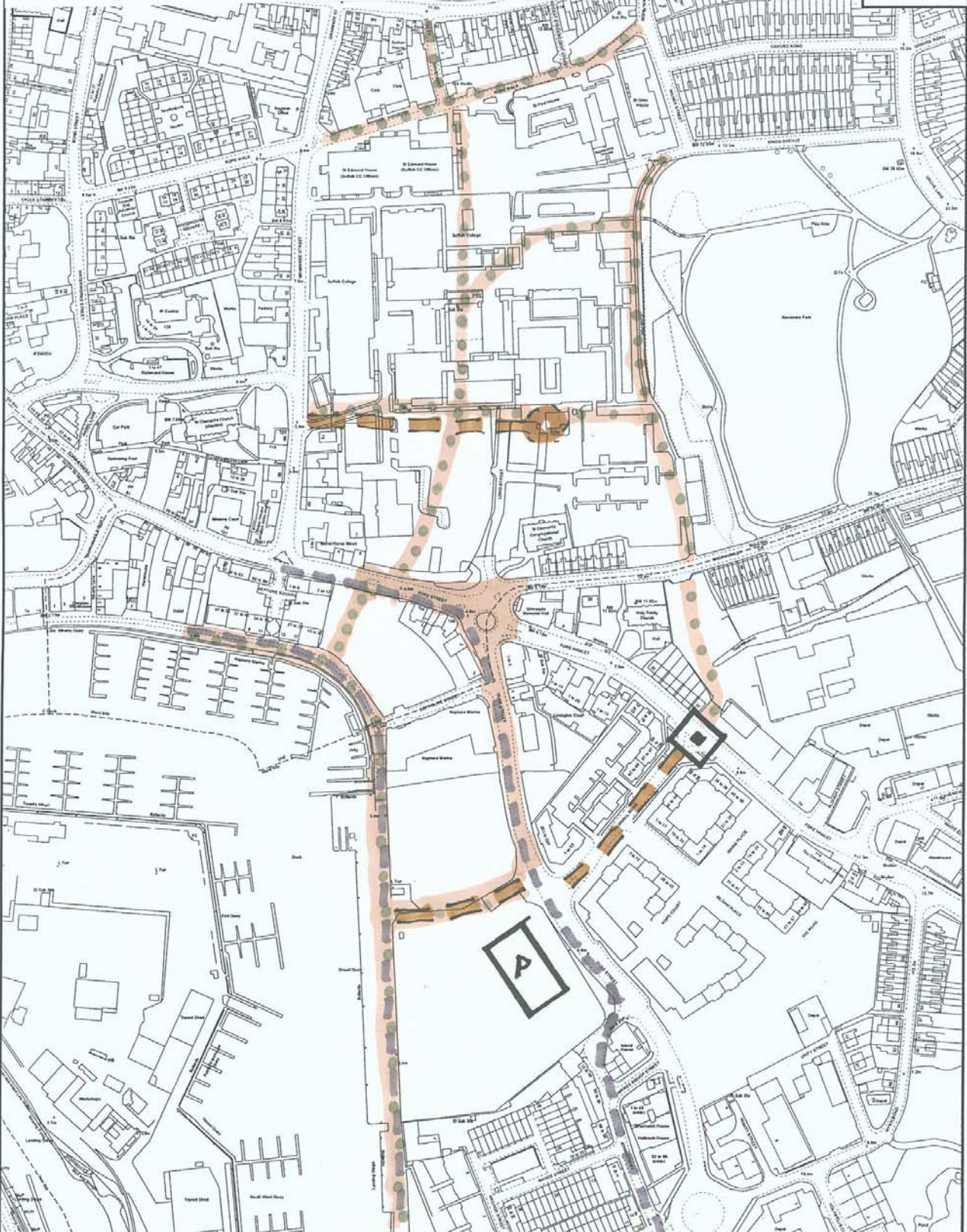
- Barrier to pedestrian / cycle movement between waterfront and main campus areas formed by traffic volumes in Fore Street
- Environment in Fore Street and Duke Street affected by traffic volumes, noise and air quality
- Flood Risk
- Need to relate to scale of historic Conservation Area development in Fore Street, Grimwade Street and St Helens Street
- Need for "active" frontages at interface with public realm

Opportunities

- Regeneration opportunity based around Higher and Further Education developments
- Proximity to Town Centre, waterfront and public open space (Alexandra Park)
- Waterfront location
- Substantial main campus north of Fore Street offers opportunity for phased implementation of "masterplanned" approach to layout

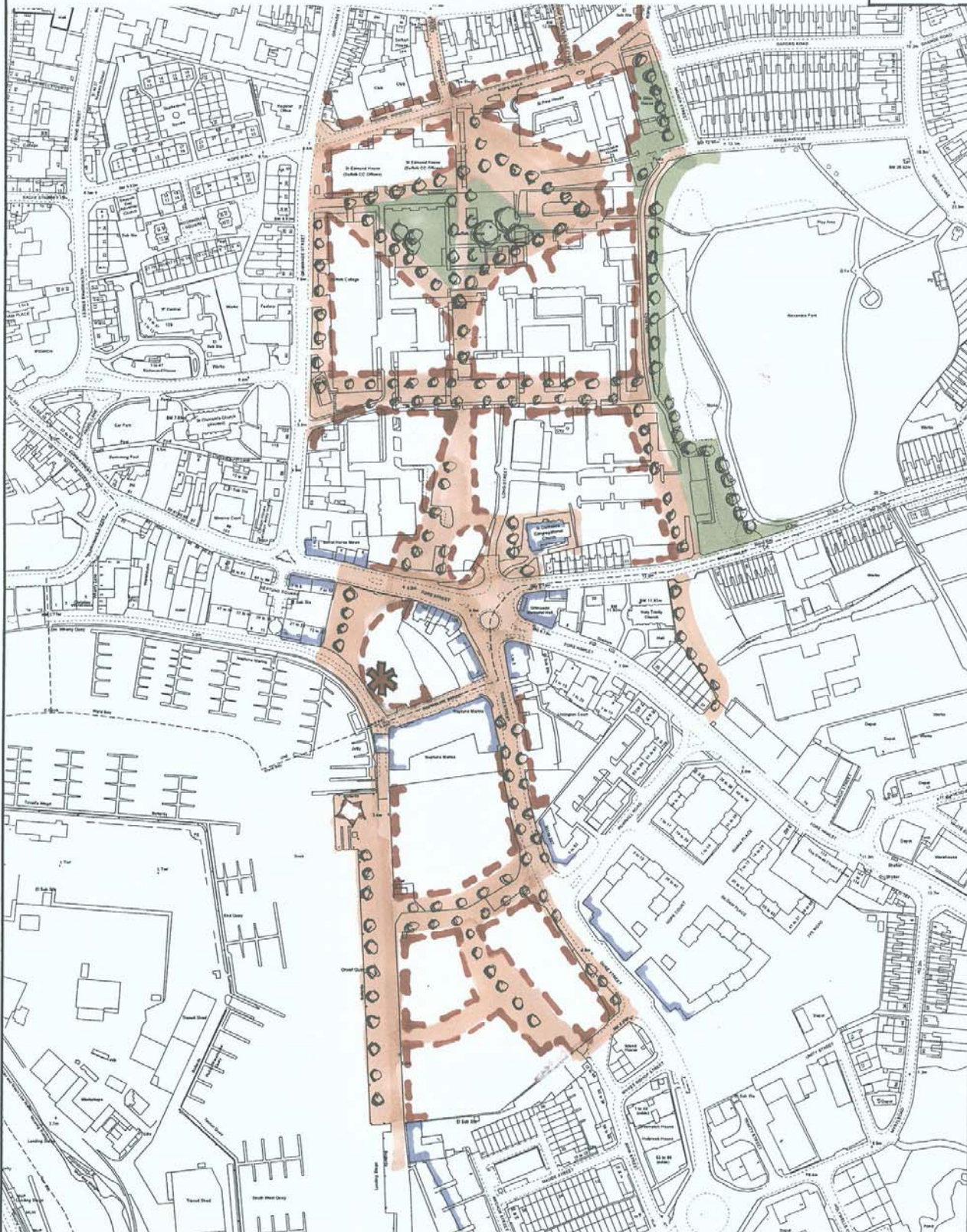
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Opportunity Area D - EDUCATION QUARTER Transport and Movement



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Opportunity Area D - EDUCATION QUARTER Public Realm and Townscape



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Opportunity Area E - “Over Stoke Waterside”

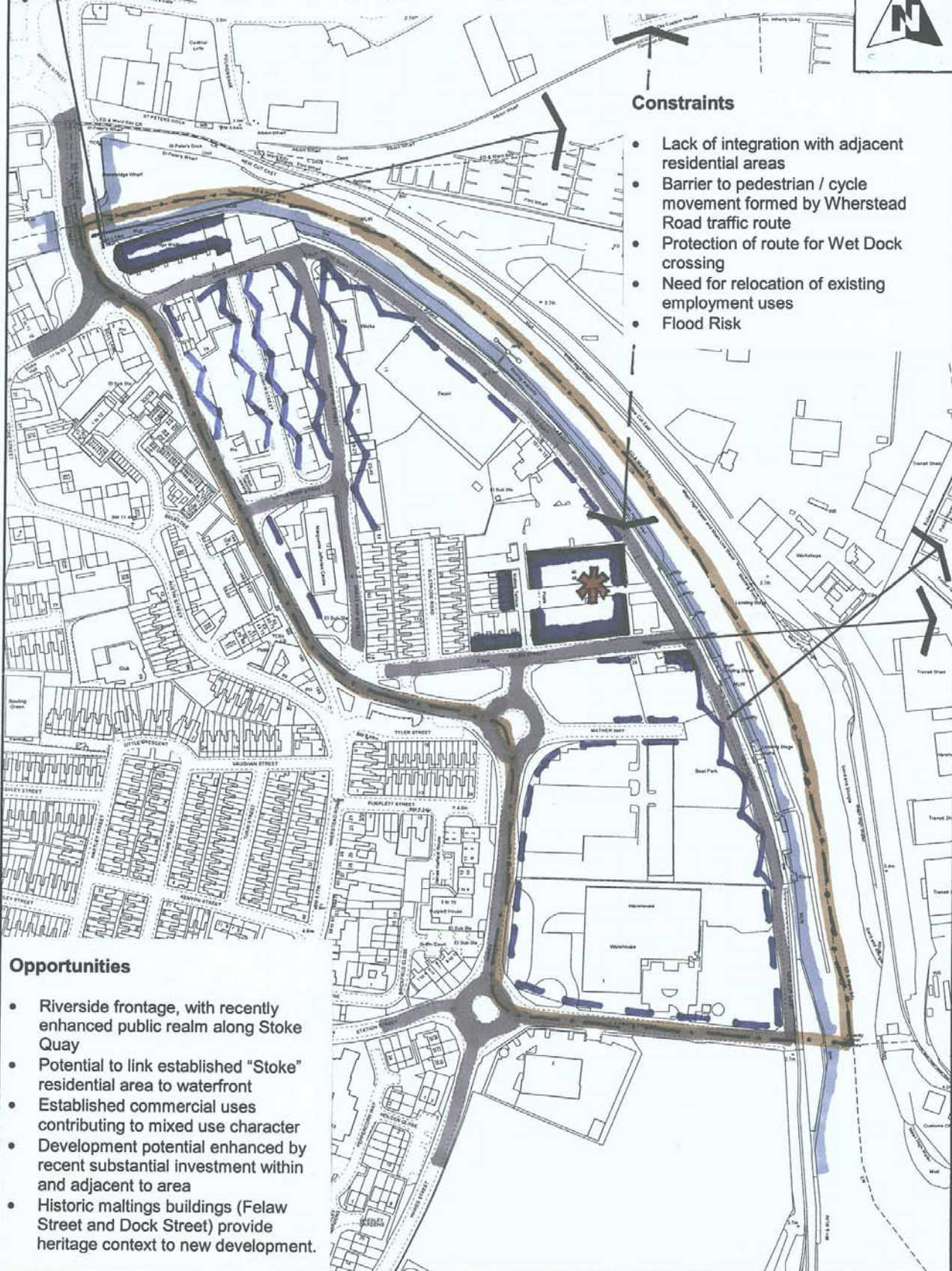


Regeneration of the area to the west of the “New Cut” presents an opportunity to link the established “Stoke” inner suburb with the reinvented Waterfront, building on recent initiatives including the Ip-City and Felaw Maltings business centres and existing and approved residential – based schemes at Stoke Quay.

There is an opportunity to increase new residential investment in the northern part of the area and expand on existing business developments south of Mather Way, providing uplift to the wider Stoke area with enhanced community and service facilities. The environment of existing residential accommodation within the area will be enhanced, with opportunities for greater integration with proposed new development.

<p>Development Opportunities</p> <p>Mixed use development comprising:-</p> <ul style="list-style-type: none"> • Residential development (80% in area north of Felaw Street, lower south of Felaw Street) • Office / business use • Small scale retail, café / restaurant at Stoke Quay • Small scale workshops • Expansion of business centre at Ip-City • Community facilities • Public Open Space 	<p>Development Principles</p> <ul style="list-style-type: none"> • Development to address street / river frontages • Varied skyline silhouette to Stoke Quay • Development of Websters site to respect scale and setting of listed Stokebridge Maltings • Development away from Waterfront to be low/ medium rise: 3 / 5 storeys, scaled to relate to existing retained development • Facilitate new River road bridge (as part of Wet Dock Crossing route) • Pedestrian / cycle bridge at north of Stoke Quay to link to Island site and Northern Quays • Enhanced public realm in Gt Whip Street, with improved pedestrian/ cycle facility • Improve linkage across area to Stoke Quay and pedestrian links to existing local centre at Wherstead Rd / Austin St & residential area west of Vernon Street / Wherstead Road • Improve public realm & pedestrian / cycle facilities in Dock Street • Enhancement of riverfront promenade as continuation of Stoke Quay • Improvement to public realm / landscaping at Felaw Street / Vernon Street to form ‘Pocket Park’ • Opportunity for local landmark structure at Felaw St / Stoke Quay • Multi-storey car park (longer-term requirement) • Layout & design to address flood risk.
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Opportunity Area E - OVER STOKE WATERSIDE



Constraints

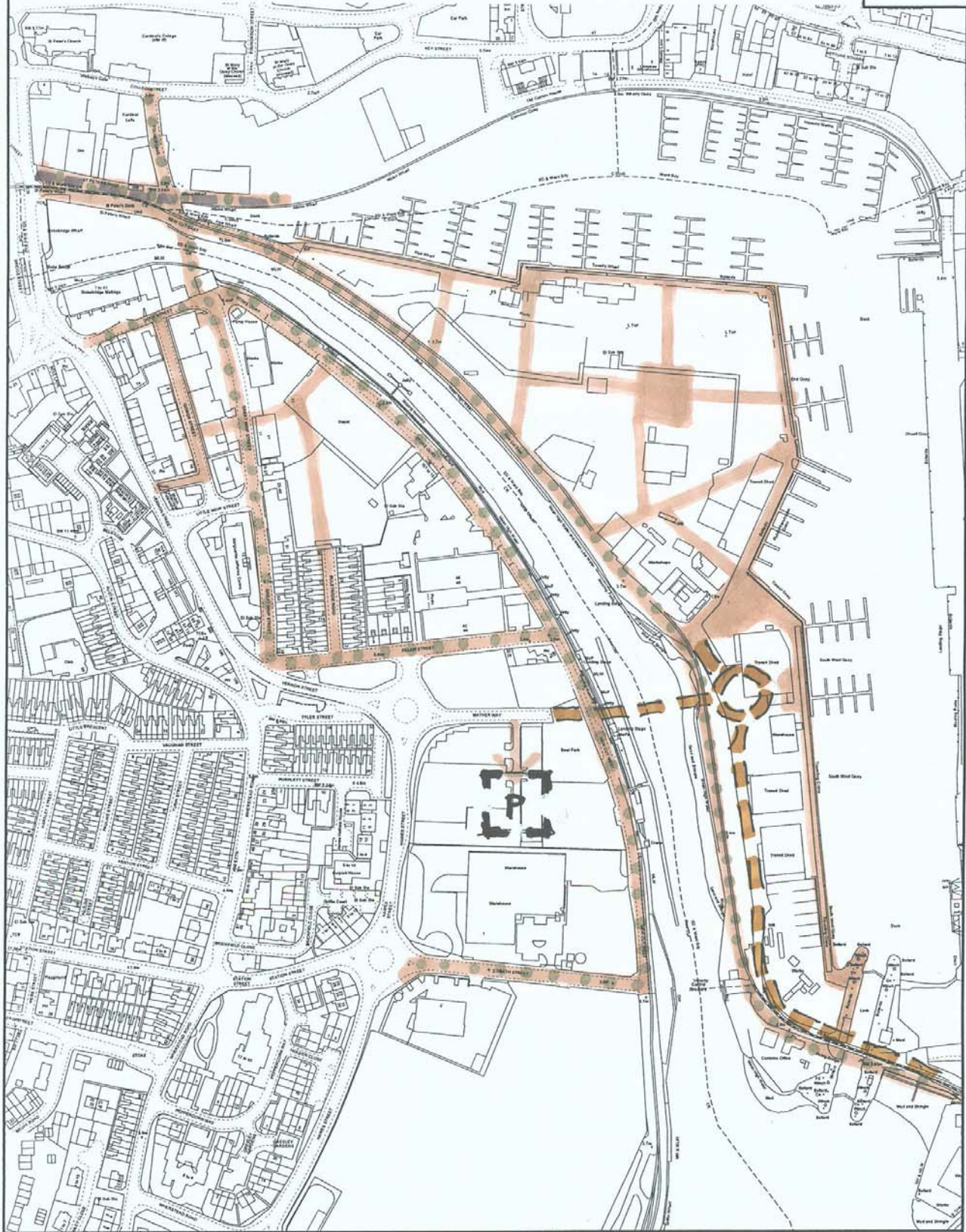
- Lack of integration with adjacent residential areas
- Barrier to pedestrian / cycle movement formed by Wherstead Road traffic route
- Protection of route for Wet Dock crossing
- Need for relocation of existing employment uses
- Flood Risk

Opportunities

- Riverside frontage, with recently enhanced public realm along Stoke Quay
- Potential to link established "Stoke" residential area to waterfront
- Established commercial uses contributing to mixed use character
- Development potential enhanced by recent substantial investment within and adjacent to area
- Historic maltings buildings (Felaw Street and Dock Street) provide heritage context to new development.

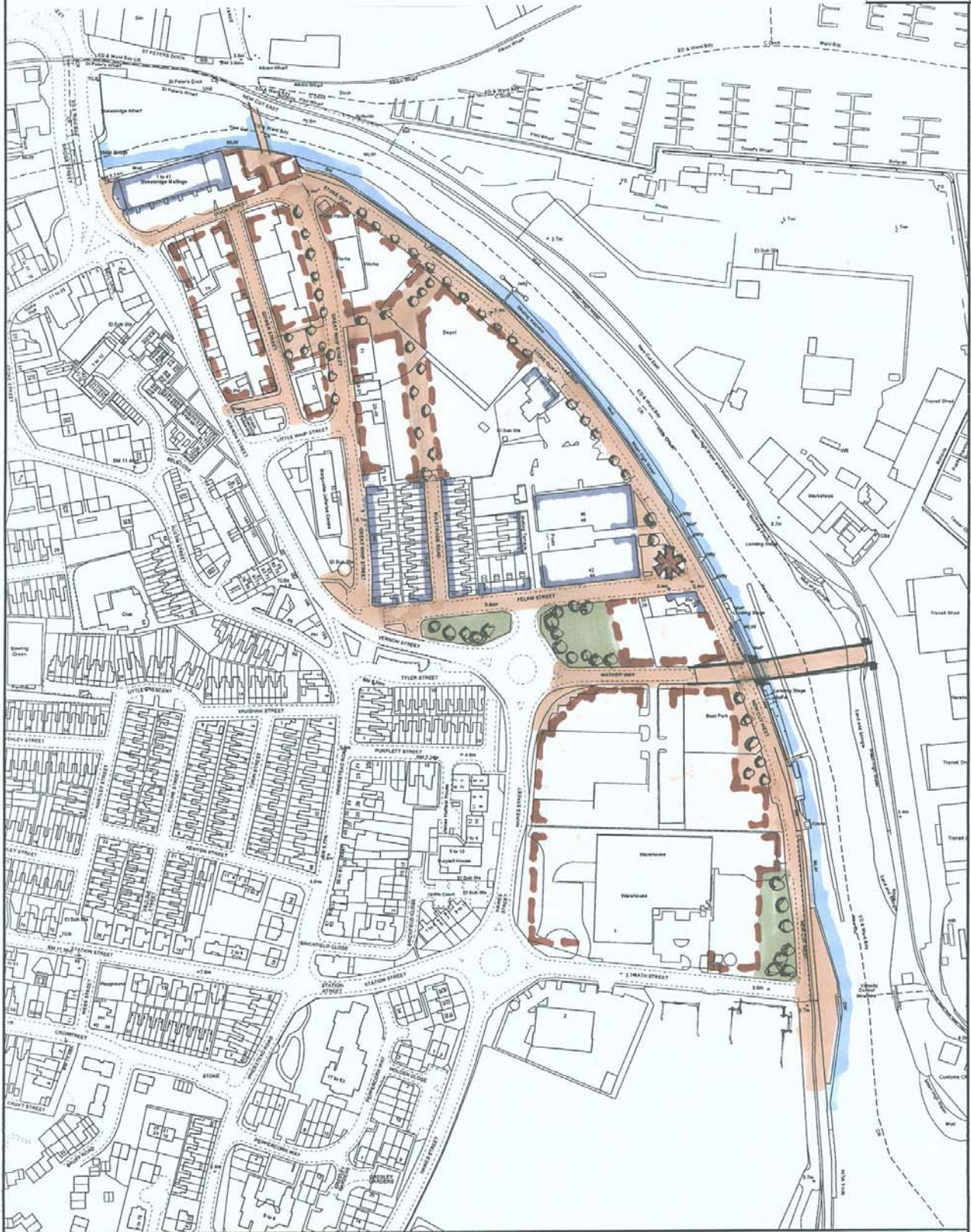
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Opportunity Area E - OVER STOKE WATERSIDE Transport and Movement



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Opportunity Area E - OVER STOKE WATERSIDE Public Realm and Townscape



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Opportunity Area F - Riverside West



The area at the western end of Ranelagh Road and in West End Road, presently dominated by large “retail warehouses” and other commercial uses, affords an opportunity to continue the residential-led regeneration activity currently in progress on the former “Reavells” site. New riverside redevelopment of the greater area of the “warehouses” would enable a more appropriately urban scale of development, and integration with the existing, rather isolated, residential area to the west of Ranelagh Road and a more attractive approach to Ipswich Village.

The area presently turns its back onto the River Orwell and Gipping. Redevelopment offers an opportunity to further develop the riverside path network, opening up alternative routes to London Road for pedestrians and cyclists. Development addressing the Ranelagh Road and West End Road frontages will create a genuine urban street scene, in place of the present character as ill-defined traffic routes.

<i>Development Opportunities</i>	<i>Development Principles</i>
<p><i>Mixed use development comprising :-</i></p> <ul style="list-style-type: none"> • Residential development (max. 80%) • Small scale workshops • Retention of retail units at London Road end of site 	<ul style="list-style-type: none"> • Development to address street / river frontages • Low rise development (3 storeys max.) to central section of Ranelagh Road, to relate to scale of existing housing • Medium rise development (3-5 storeys) to north and south ends of Ranelagh Rd and to riverside • Medium rise development (3-5 storeys) to West End Road • “Landmark” building (up to 8 storeys) at West End Road at confluence of the two rivers • Riverside green corridor with pedestrian / cycle path to link with Compair Reavell site and new pedestrian / cycle bridge to Ipswich Village • Improve public realm & pedestrian / cycle facilities in Ranelagh Road & West End Road • Retention of “school” buildings • Layout & design to address flood risk

Opportunity Area F - RIVERSIDE WEST

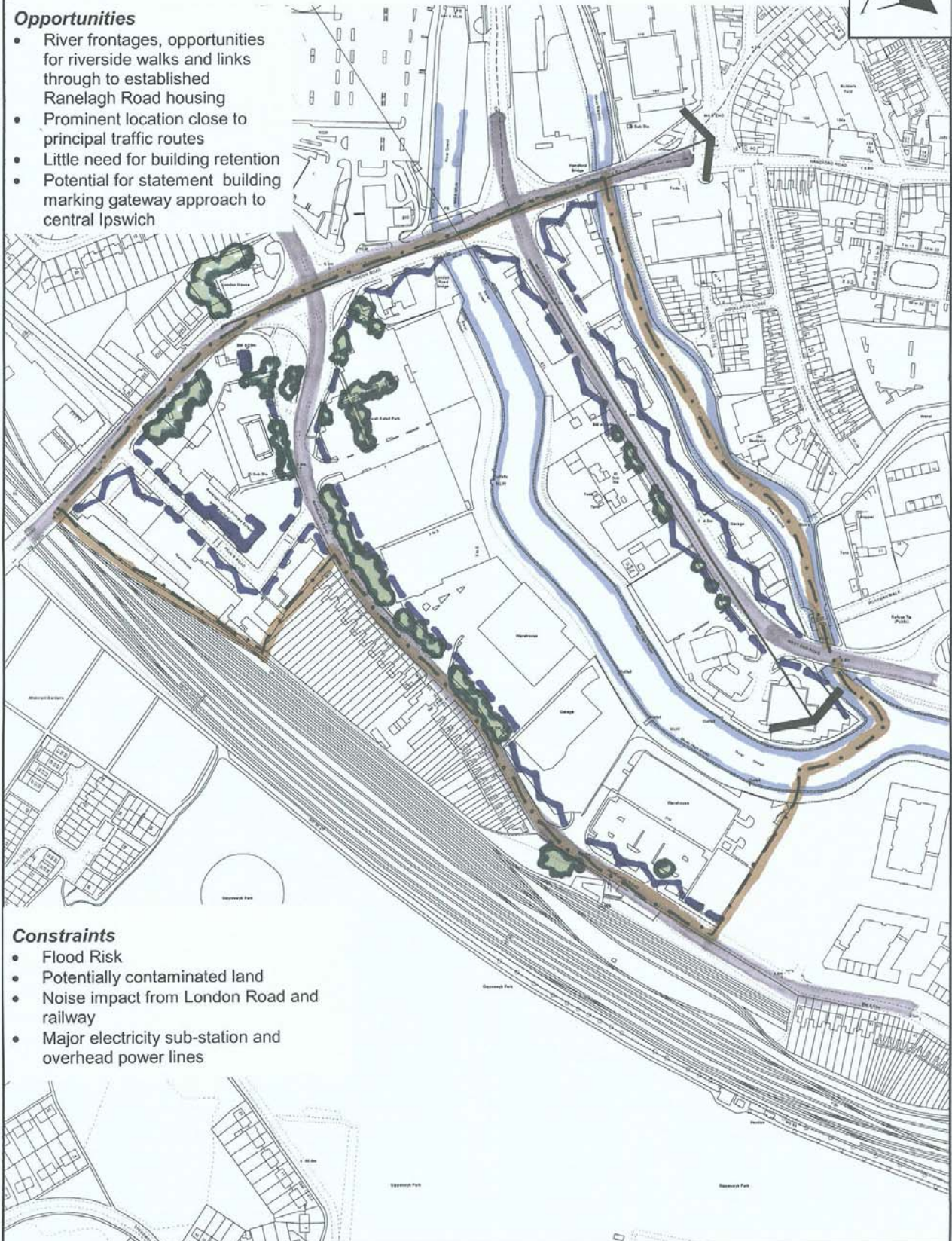


Opportunities

- River frontages, opportunities for riverside walks and links through to established Ranelagh Road housing
- Prominent location close to principal traffic routes
- Little need for building retention
- Potential for statement building marking gateway approach to central Ipswich

Constraints

- Flood Risk
- Potentially contaminated land
- Noise impact from London Road and railway
- Major electricity sub-station and overhead power lines



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Opportunity Area F - RIVERSIDE WEST Transport and Movement



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Opportunity Area F - RIVERSIDE WEST Public Realm and Townscape



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Opportunity Area G - River Corridor



The “River Corridor” occupies the large area between the Town Centre and the Railway Station. It includes many underused or vacant commercial sites, with a generally poor environmental quality and very fragmented townscape. Regeneration within the area presents an opportunity to provide an enhanced built form and public realm, and to improve the links between the Station, the Town Centre and the regenerated Waterfront area, realising the asset of the riverside setting and delivering new public transport, pedestrian and cycle links.

<p>Development Opportunities</p> <p>North Side-</p> <p>Mixed use development comprising:-</p> <ul style="list-style-type: none"> • Residential development (max. 20%) • Office / business use • Leisure use <p>South Side</p> <ul style="list-style-type: none"> • Enhanced environment for people arriving at Ipswich by rail • Residential development • Some potential for offices (adjacent to Princes Street bridge) 	<p>Development Principles</p> <p>North Side</p> <ul style="list-style-type: none"> • Riverside green corridor with enhanced pedestrian and cycle routes to Waterfront • Development to address streets and river frontages • Improved legibility of routes through Cardinal Park and between Station and Town Centre • Tree lined boulevard to Grafton Way/ West End Road and Princes Street • Enhanced linkage to Station, with improved public realm & pedestrian / cycle links • Use of redundant rail line as new public transport corridor along the river • Scale of development medium-rise (4-6 storeys, with opportunities for enhanced scale in key locations • Layout & design to address flood risk <p>South Side</p> <ul style="list-style-type: none"> • Development to address street / river frontages • Low-rise scale (2 & 3 storeys) to street frontage • Medium – rise (up to 4 storeys) to river frontage • Riverside foot/cycle route to enhance linkage from Station to Waterfront (and to link with existing river walk to “Centrum” development on Ranelagh Road) • Layout to protect key view of St Mary Stoke Church (local landmark) • Development to Burrell Road to respect setting of Stoke Conservation Area • Improved public realm and enhancement of pedestrian / cycle access to Rail Station • Enhanced public realm outside Rail Station • Layout & design to address flood risk
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Opportunity Area G - RIVER CORRIDOR



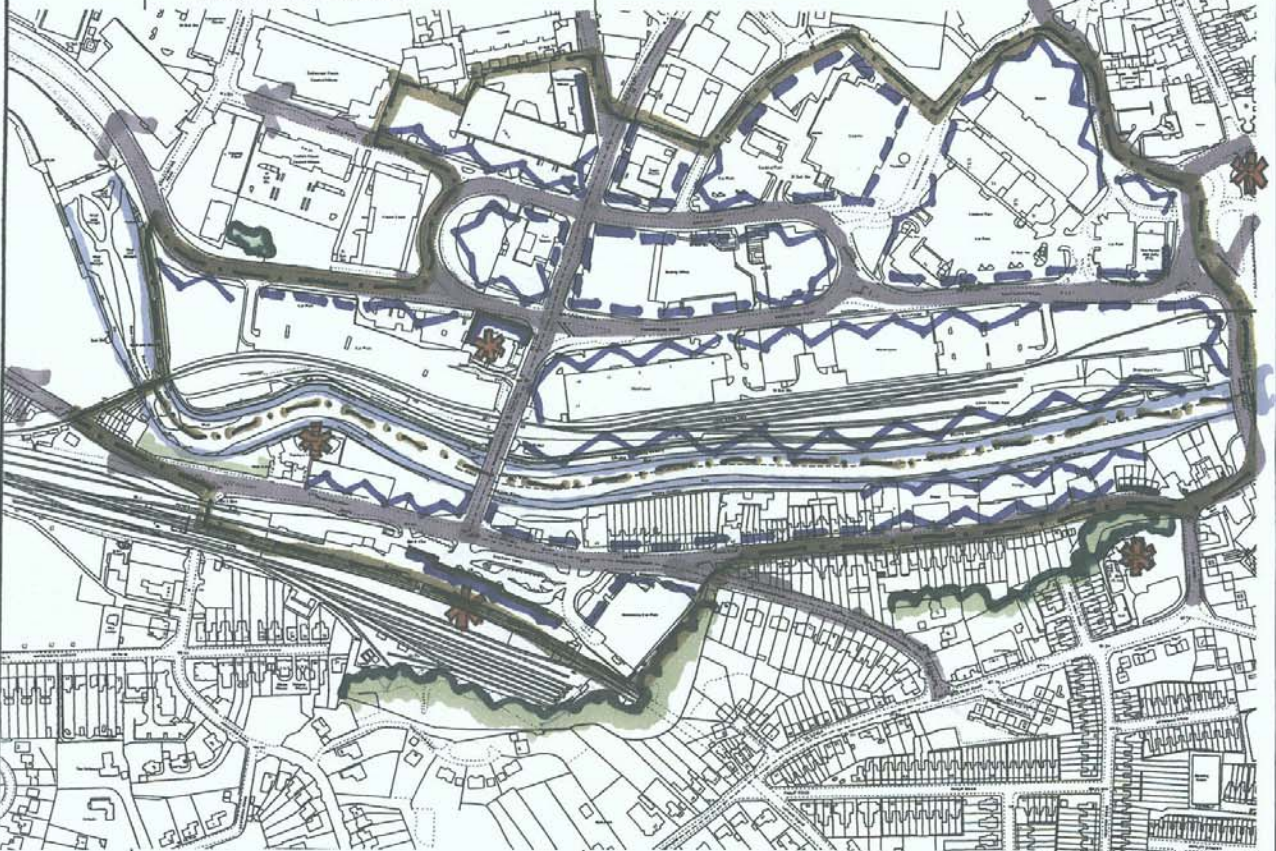
North Side

Opportunities

- River frontage, with potential for enhanced cycle/ pedestrian riverside paths
- Prominent location close to rail station, town centre and Waterfront
- Little need for building retention (apart from "listed" former maltings building)
- Site size offers potential to accommodate large space users
- Redundant rail corridor, tunnel and bridge offers potential for dedicated public transport route

Constraints

- Flood Risk
- Potentially contaminated land
- Barrier to pedestrian / cycle movement caused by traffic layout / volumes to Princes Street and gyratory traffic system
- Existing river crossings at Stoke Bridge and Princes Street have limited space for cycle and pedestrian use



South Side

Opportunities

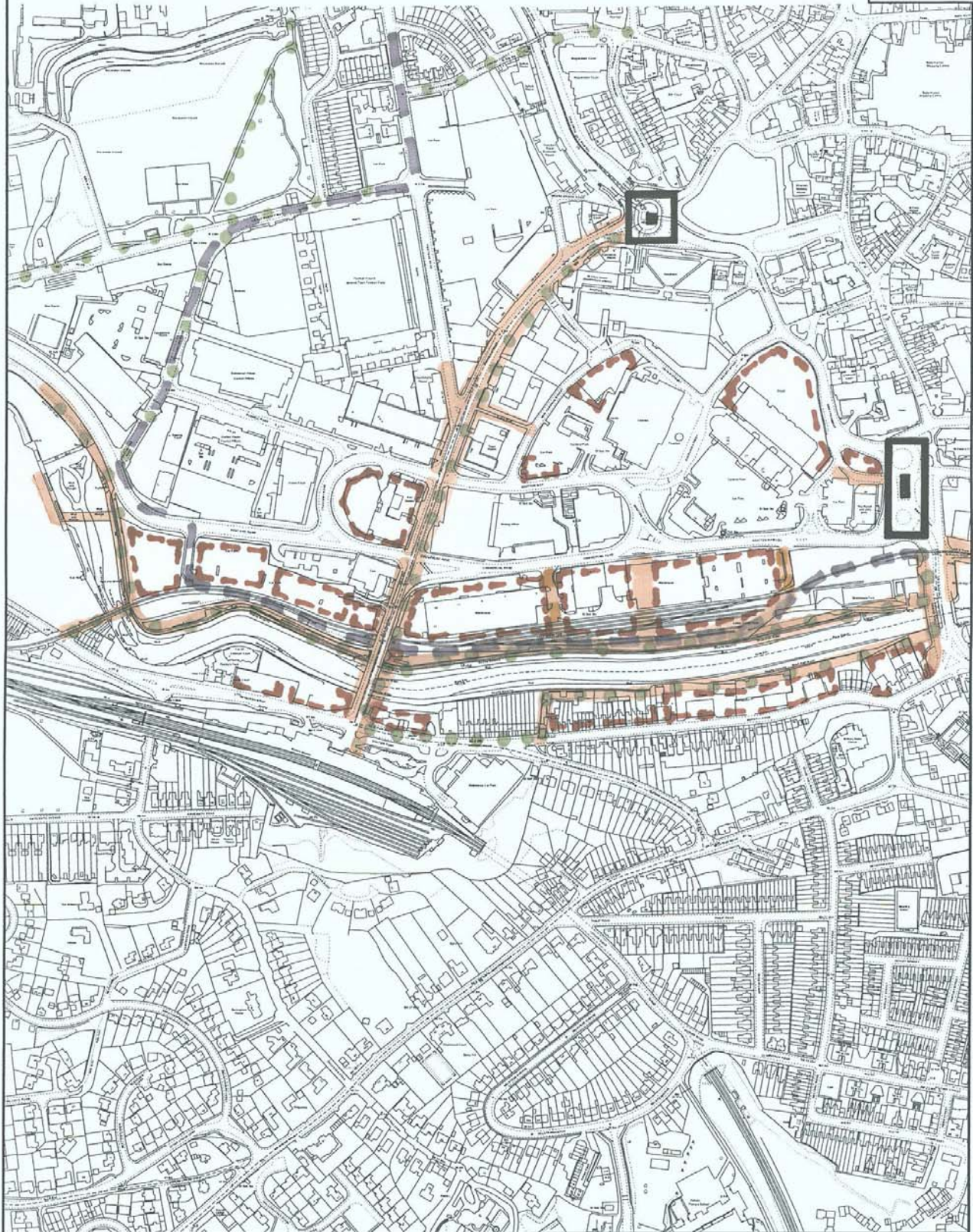
- River frontage with potential for new riverside cycle / pedestrian path
- Rail station a major public transport node, promoting pedestrian activity
- Little need for building retention (apart from "listed" rail station building)

Constraints

- Flood risk
- Existing development oriented away from river
- Lack of linkage to river / no riverside path
- Conflict of traffic / pedestrian / cycle movements outside rail station

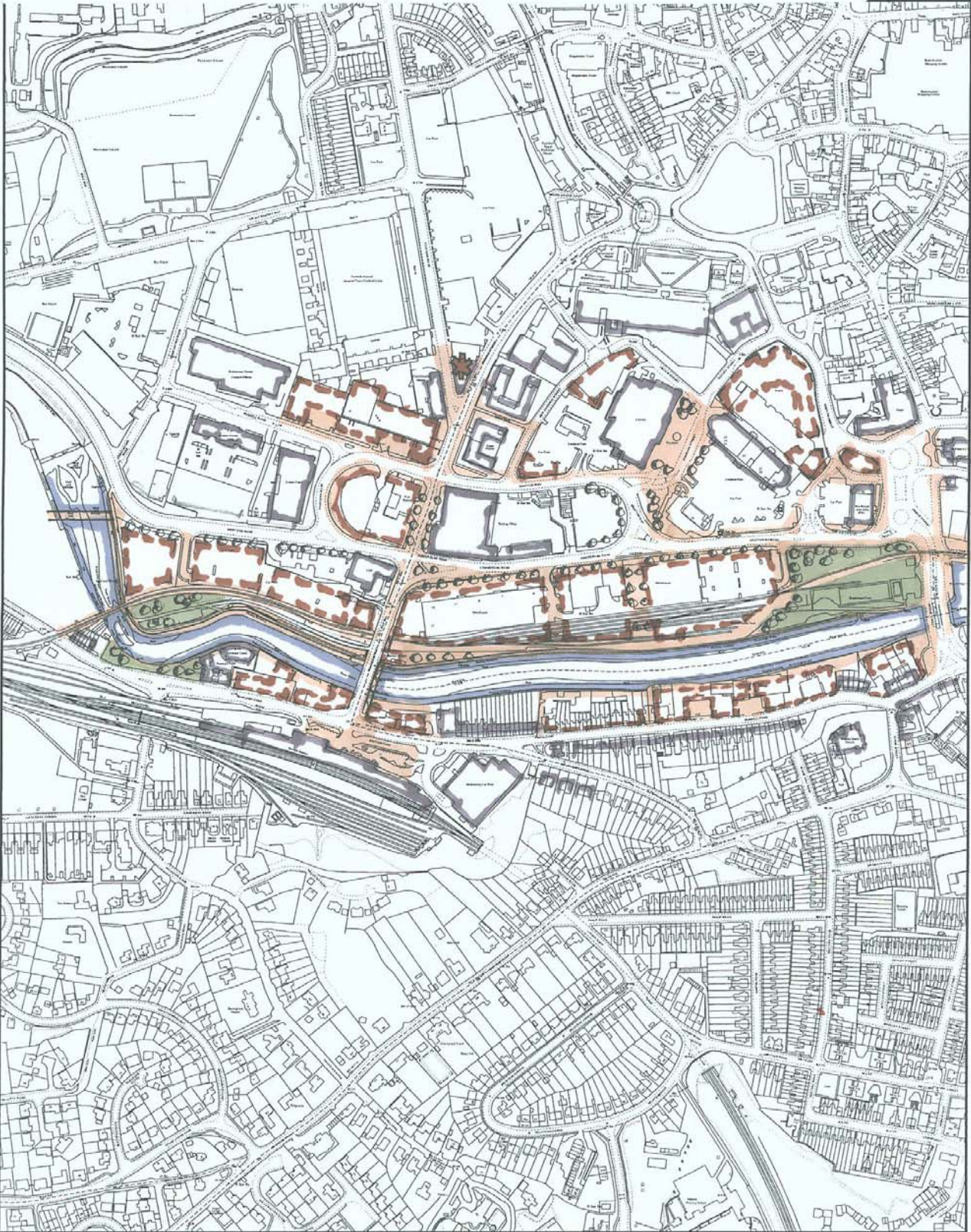
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Opportunity Area G - RIVER CORRIDOR Transport and Movement



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Opportunity Area G - RIVER CORRIDOR Public Realm and Townscape



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Opportunity Area H - Ipswich Village West



“Ipswich Village” is centred around the Ipswich Town Football Club stadium and the “civic” quarter that has recently developed around Russell Road. To the west of this focus, the area is characterised by a series of sites in commercial occupation, grouped around the under-used green asset of Alderman Park, which offer opportunities for mixed use redevelopment in a sustainable edge of town-centre location.

Redevelopment would capitalise on the proximity to the Park and to the river / “canal” side. New developments would be located to take advantage of views of these amenity assets and to provide natural surveillance. Redevelopment of the Portman Walk industrial site for residential purposes will provide an enhanced environmental quality and encourage provision of a new pedestrian / cycle bridge to Cullingham Road, aiding accessibility for both existing and new residents. Conversion of the historic tram-shed and reconfiguration of the old turning area into a quality public space will provide a much-needed focus to the area. Increased residential use and activity levels and adoption of revised traffic access arrangements and Home-Zone layout principles will assist in reducing anti-social activity.

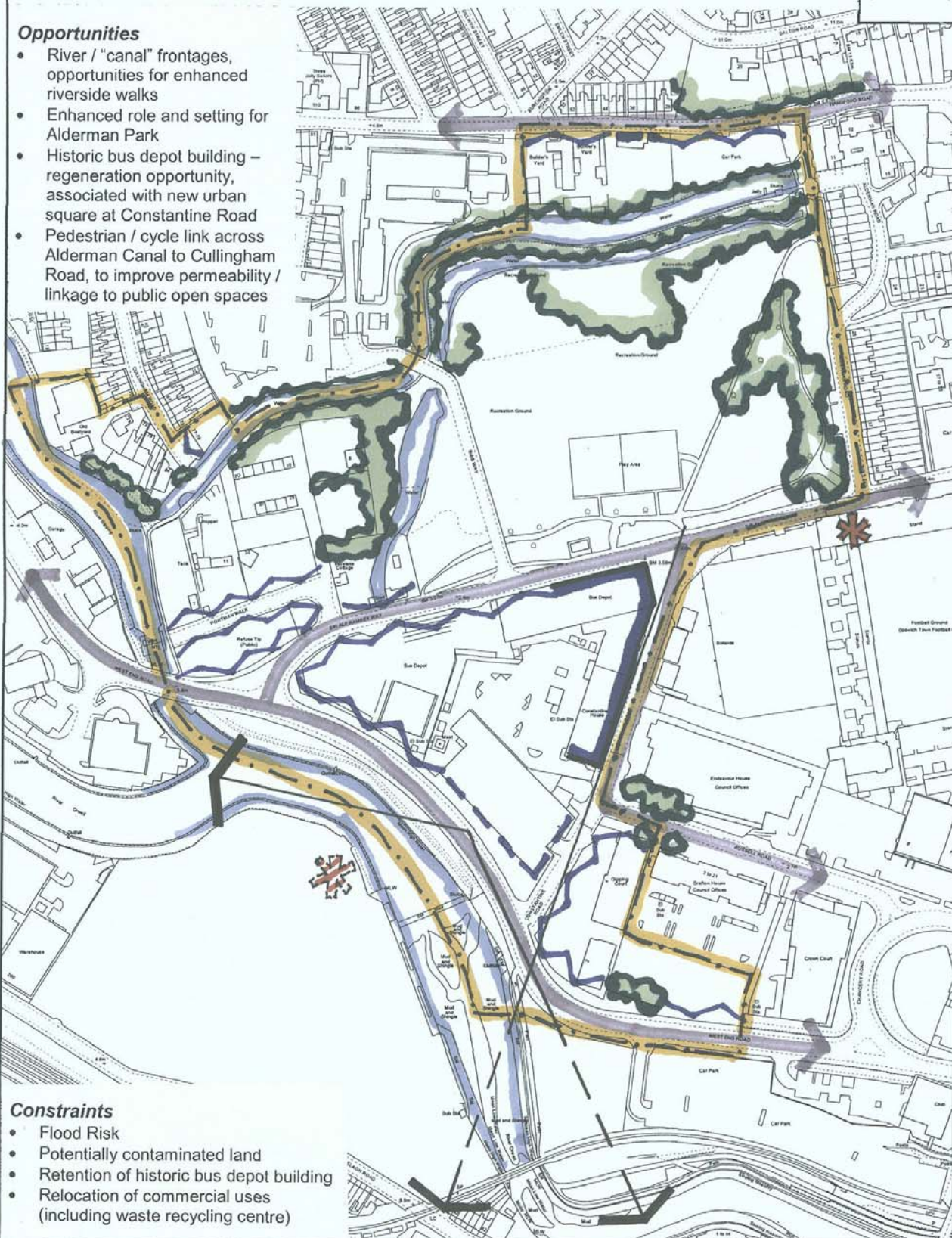
<p><i>Development Opportunities</i></p> <p>Mixed use development comprising:-</p> <ul style="list-style-type: none"> • Residential development max 80% • Non-residential (min 20%) - Offices / employment / leisure uses 	<p><i>Development Principles</i></p> <ul style="list-style-type: none"> • Medium rise residential development (3 – 4 storeys) north of Sir Alf Ramsey Way with opportunity for feature block up to 6 storeys at west end of site, alongside River Gipping • Commercial development between Sir Alf Ramsey Way and West End Road, 4 – 5 storeys high. • New foot / cycle bridge connection to Cullingham Road, across Alderman Canal • Residential development to adopt perimeter block layout, with frontages addressing River Gipping, Alderman Canal and wildlife area. • “Home zone” principles adopted within residential layout. • Existing historic Tram Shed building retained and converted for leisure / commercial use • Public realm improvements to Constantine Road (including new urban space outside Tram Shed building), Sir Alf Ramsey Way and river / canal sides. • Traffic calming to Sir Alf Ramsey Way. • Layout & design to address flood risk.
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Opportunity Area H- IPSWICH VILLAGE WEST



Opportunities

- River / "canal" frontages, opportunities for enhanced riverside walks
- Enhanced role and setting for Alderman Park
- Historic bus depot building – regeneration opportunity, associated with new urban square at Constantine Road
- Pedestrian / cycle link across Alderman Canal to Cullingham Road, to improve permeability / linkage to public open spaces

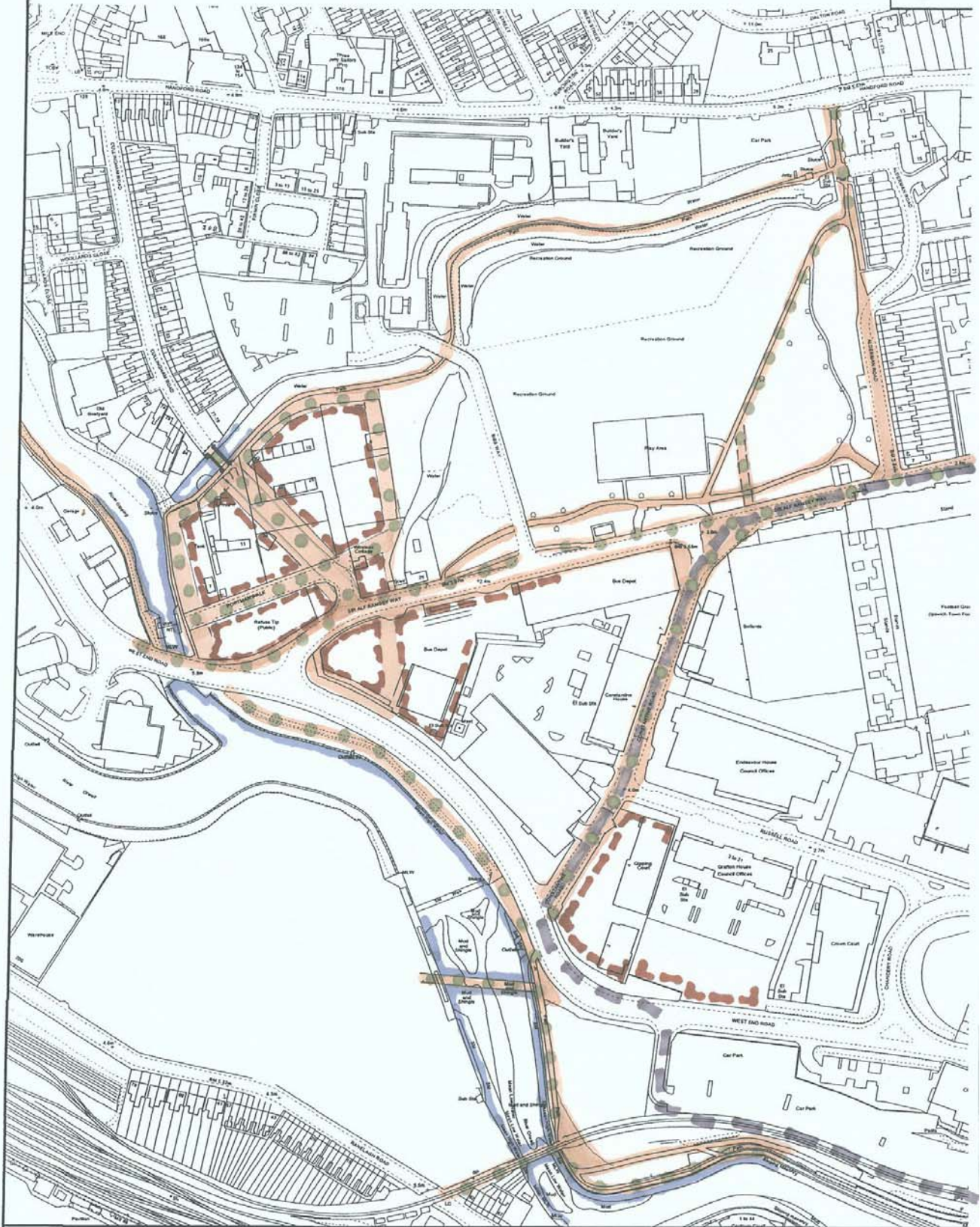


Constraints

- Flood Risk
- Potentially contaminated land
- Retention of historic bus depot building
- Relocation of commercial uses (including waste recycling centre)

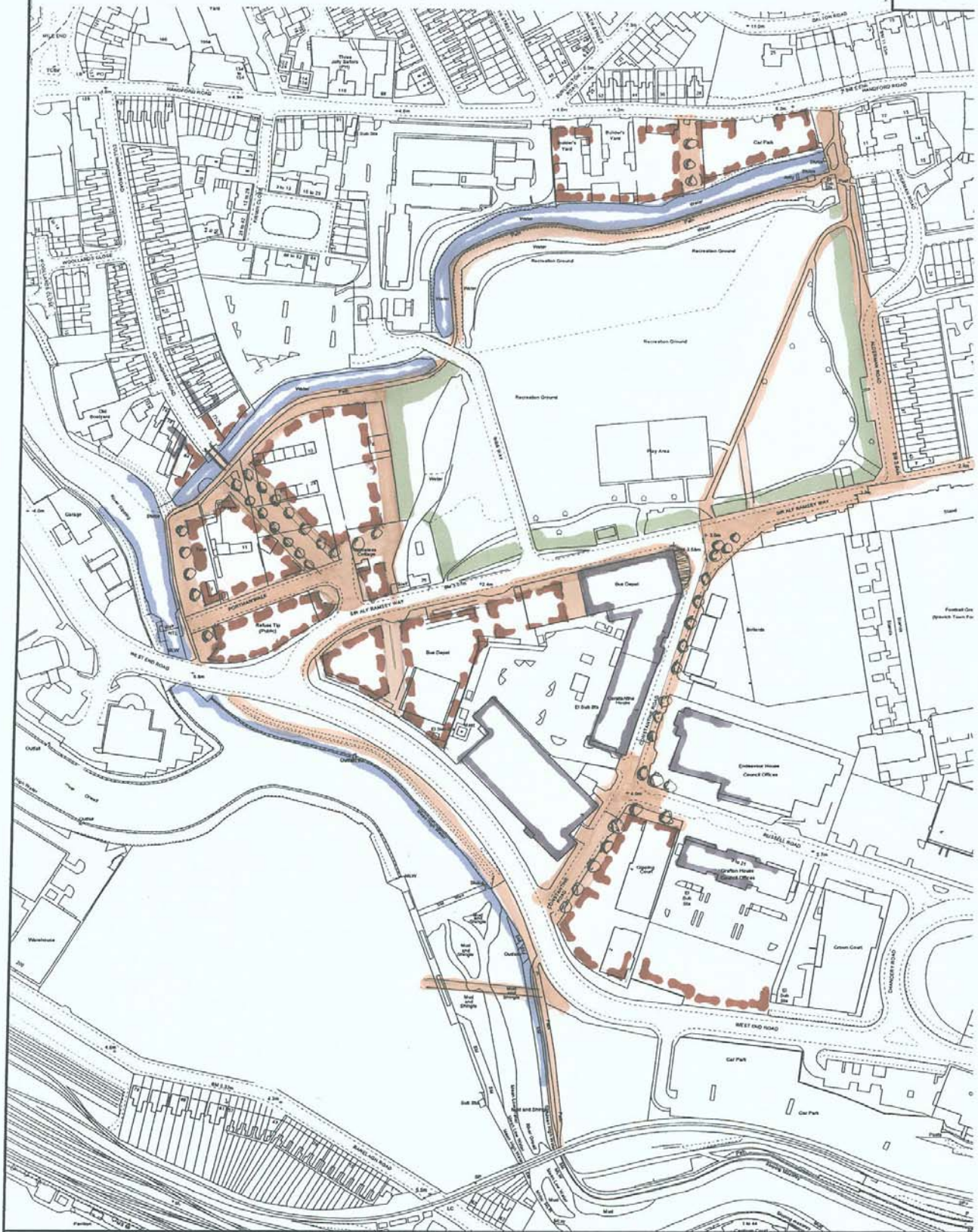
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Opportunity Area H- IPSWICH VILLAGE WEST Transport and Movement



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Opportunity Area H- IPSWICH VILLAGE WEST Public Realm and Townscape



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Opportunity Area I - Portman Road



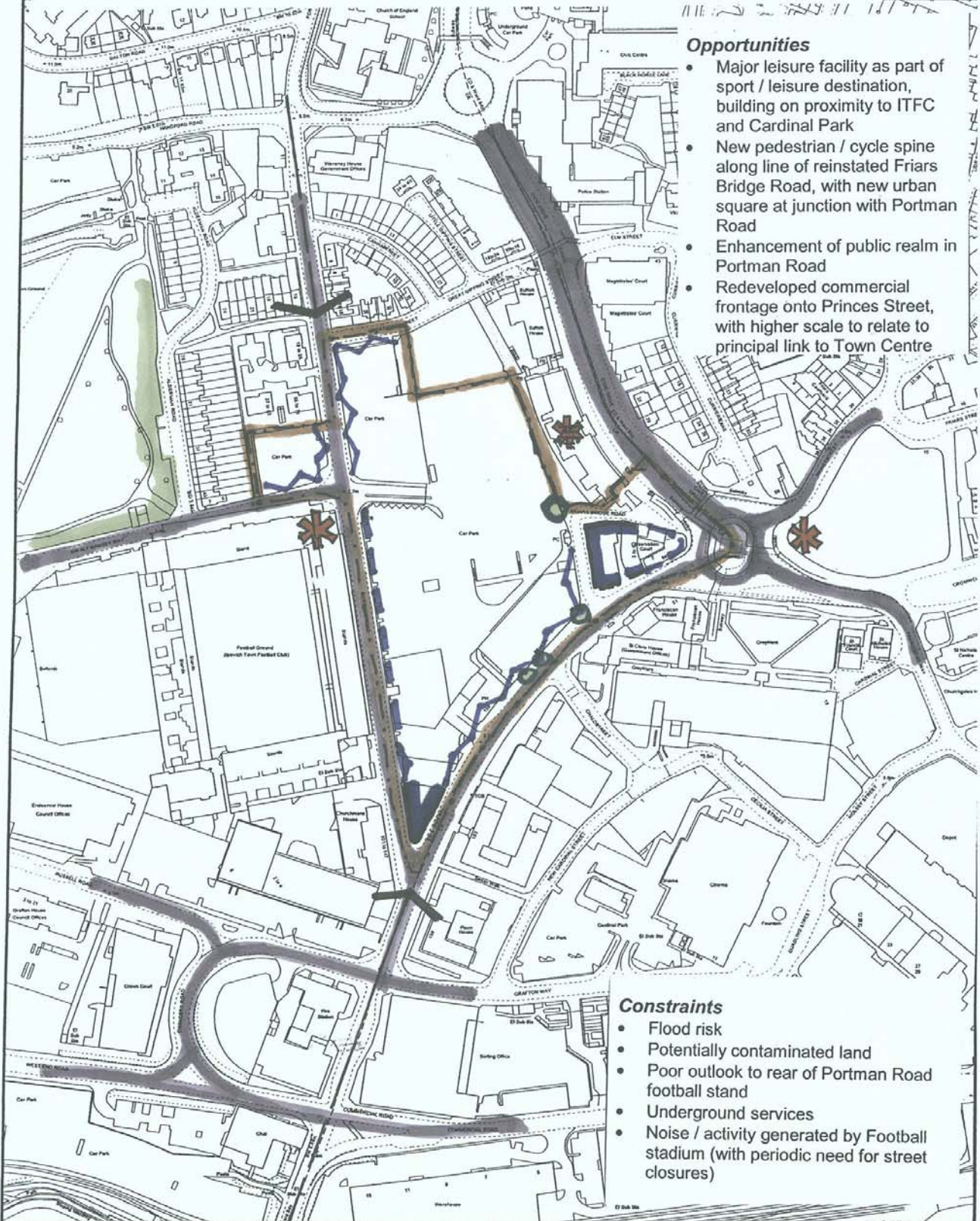
The Portman Road Opportunity Area is located between the established leisure magnets of Cardinal Park and the Ipswich Town Football Ground, on the route between the railway station and the Town Centre. Presently mainly in use as a surface level car parks, the area presents an opportunity to reinforce the role of this area as a leisure destination of regional significance, with room for development of large leisure facilities, with supporting commercial development including hotel and office space.

Formerly the home of the town's cattle market, this area has been largely cleared of buildings, apart from the Princes Street frontage, where various of the buildings are of low scale and inappropriate to their location alongside this principal town centre route. Redevelopment of the area offers an opportunity to redefine the character of Princes Street and to promote enhanced linkage between the town centre and the football stadium, and the wider "Ipswich Village". There is an obvious pedestrian desire line through the Portman Road car park from the Greyfriars roundabout, along the old alignment of Friars Bridge Road, which should be recreated as a pedestrian & cycle friendly spine through the area, defining a large site to the north which would be ideal for the development of a major leisure complex.

<i>Development Opportunities</i>	<i>Development Principles</i>
<p>Leisure-led mixed use development comprising:-</p> <ul style="list-style-type: none"> • Major leisure complex • Offices • Residential development • Hotel • Small scale retail / café and bar uses • Public car parking • Creation of new public square by closure of existing Portman Road / Princes Street junction and forming new road link to Princes Street 	<ul style="list-style-type: none"> • Leisure complex building to be of regional standard and of landmark design quality • Pedestrian connection across site to Portman Road / Sir Alf Ramsey Way (as reinstatement of historic alignment of Friars Bridge Road), linking towards town centre via new surface level crossings at reconfigured Greyfriars roundabout • Development of 5 – 6 storeys fronting Princes Street and development of similar scale south of new east-west route and facing Football Ground (set back as necessary to provide landscaped forecourt setting) • Opportunity for keynote building of enhanced scale at south apex of site – up to 8 storeys • Scale of buildings at north end (Gt Gipping Street) and west of Portman Road constrained by scale of existing residential development (to 3 – 4 storeys) • Enhancement of public realm in Portman Road (including improved urban spaces as setting for statues of Sir Alf Ramsey and Sir Bobby Robson). • Layout & design to address flood risk

Opportunity Area I - PORTMAN ROAD

Opportunities and Constraints



Opportunities

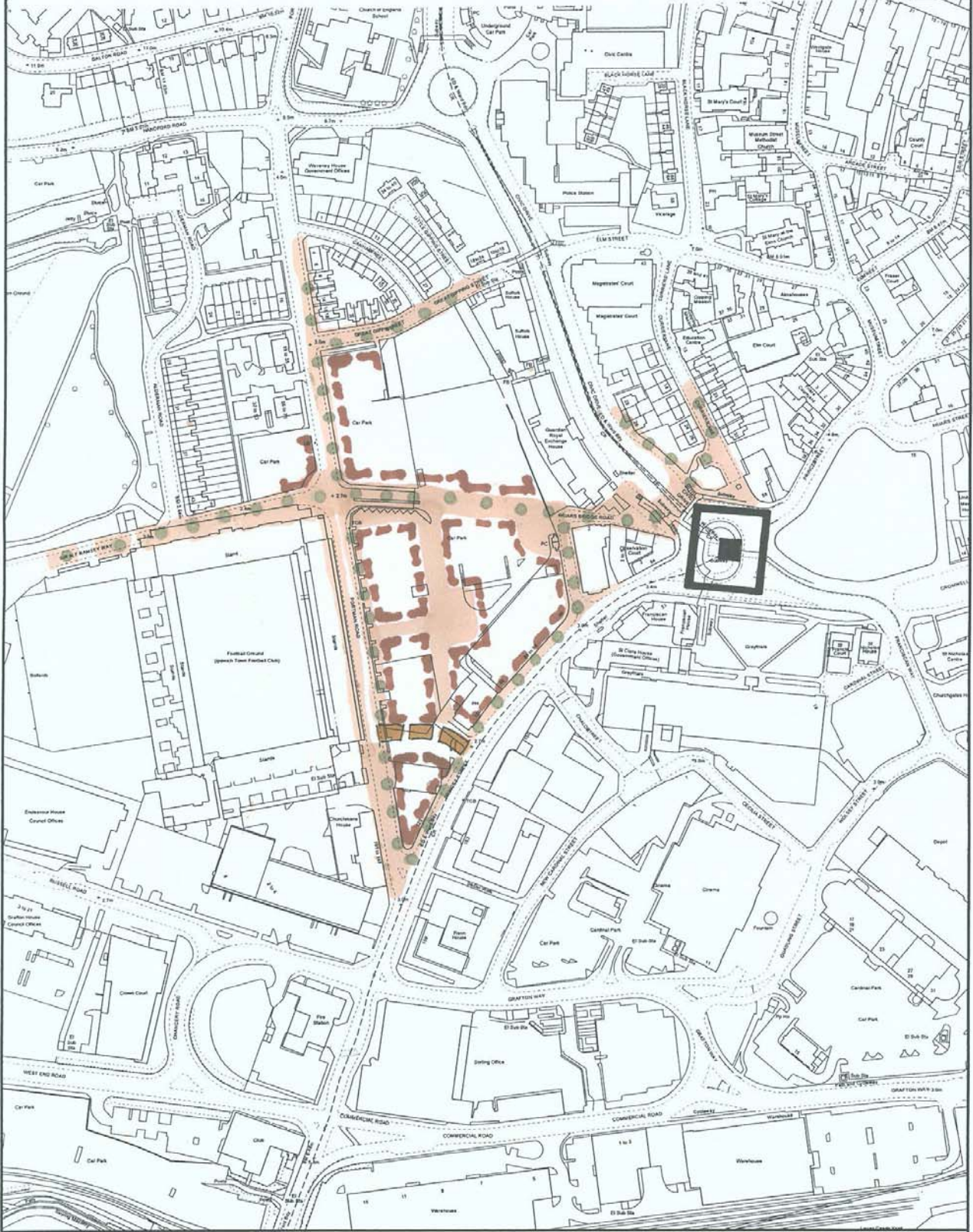
- Major leisure facility as part of sport / leisure destination, building on proximity to ITFC and Cardinal Park
- New pedestrian / cycle spine along line of reinstated Friars Bridge Road, with new urban square at junction with Portman Road
- Enhancement of public realm in Portman Road
- Redeveloped commercial frontage onto Princes Street, with higher scale to relate to principal link to Town Centre

Constraints

- Flood risk
- Potentially contaminated land
- Poor outlook to rear of Portman Road football stand
- Underground services
- Noise / activity generated by Football stadium (with periodic need for street closures)

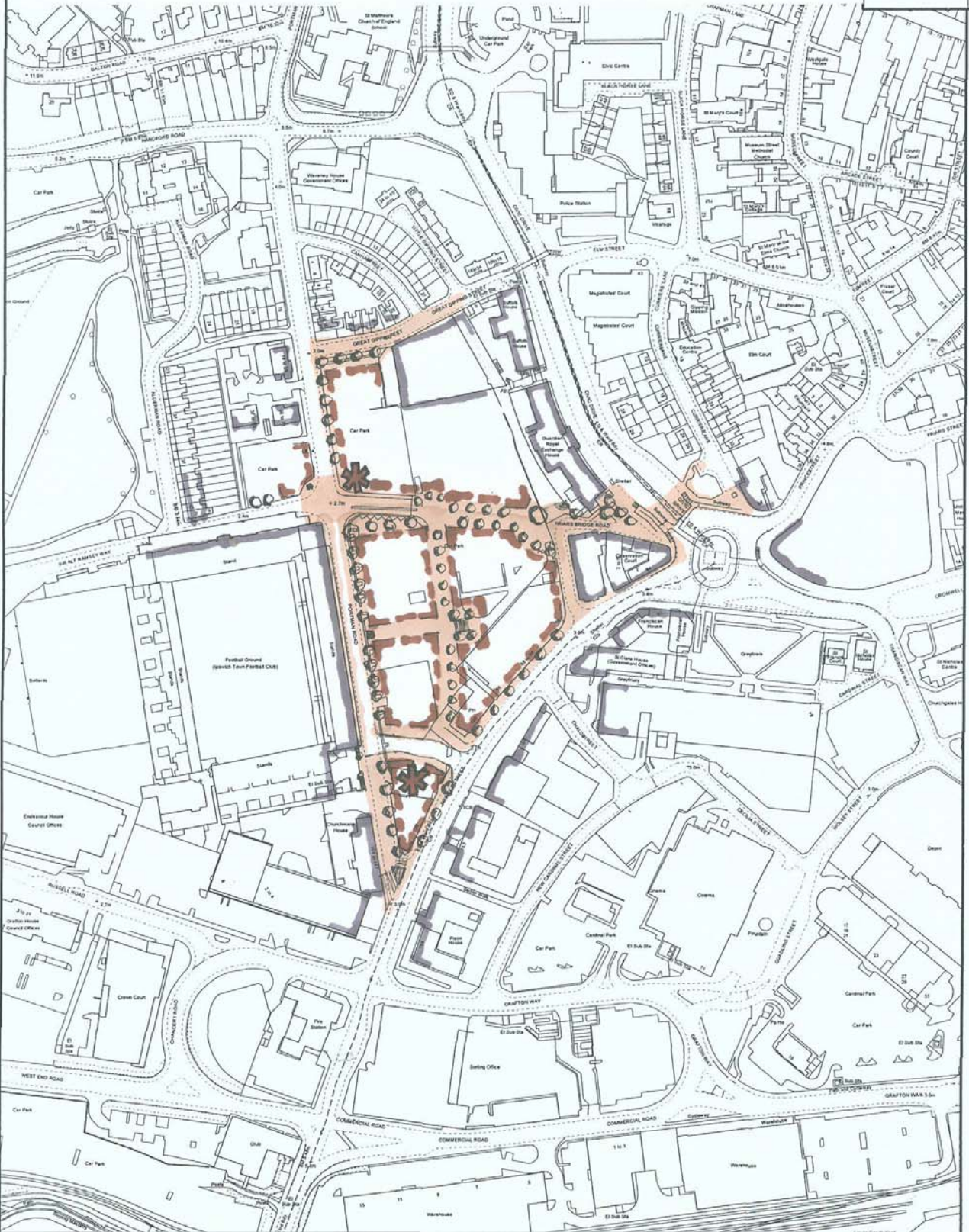
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Opportunity Area I - PORTMAN ROAD Transport and Movement



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Opportunity Area I - PORTMAN ROAD Public Realm and Townscape



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Opportunity Area J - Westgate



Fringing the western end of the Town Centre, the “Westgate” quarter is a mixed area with a varied collection of retail, business, civic, cultural and residential uses. To the west of the area, Civic Drive presents a major impediment to linkage between the Town Centre and the inner suburban areas. With the recent vacation of the former Civic Centre and the long-standing need for regeneration of the area to the north of St Matthew’s Street, there is a significant opportunity to reinvigorate the area, with better integration of pedestrian movement and a more coherent built character.

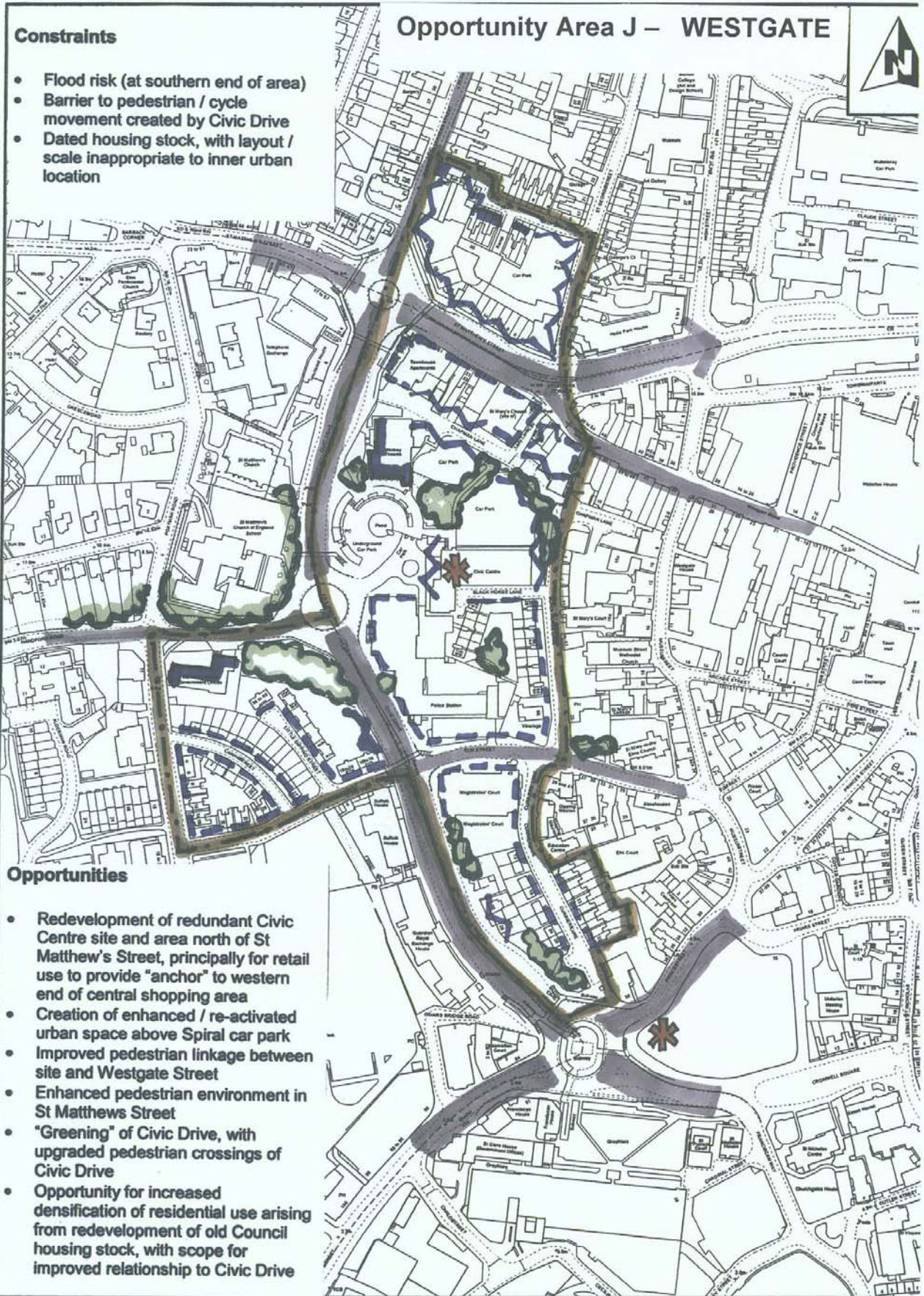
Redevelopment of the former Civic Centre complex would form the centrepiece of a regenerated “Westgate”, built around an enhanced pedestrian link through the site from the end of Westgate Street to a reactivated space in front of the New Wolsey Theatre. The “barrier” to pedestrian movement formed by Civic Drive and the series of underpasses beneath the St Matthews Street roundabout would be addressed by new surface level crossings, providing improved linkage. Existing developments of inappropriate scale would be replaced by new residential accommodation of a scale more befitting their town centre location.

<i>Development Opportunities</i>	<i>Development Principles</i>
<p>Retail- led mixed use development:-</p> <ul style="list-style-type: none"> • Retail • Residential development • Café / restaurant uses • Shoppers car parking 	<ul style="list-style-type: none"> • Layout to promote enhanced pedestrian linkage between Westgate Street and New Wolsey Theatre • Surface level pedestrian / cycle crossing across Civic Drive • Creation of new urban space at Westgate Street • Enhancement of plaza fronting New Wolsey Theatre, including replacement of redundant water feature • Redevelopment of Civic Centre site to incorporate landmark building • Residential frontage to Black Horse Lane (3 storeys) • Higher density replacement housing to Civic Drive, Gt Gipping Street & Curriers Lane sites (4 – 6 storeys) • Enhanced public realm in Elm Street

Constraints

- Flood risk (at southern end of area)
- Barrier to pedestrian / cycle movement created by Civic Drive
- Dated housing stock, with layout / scale inappropriate to inner urban location

Opportunity Area J – WESTGATE

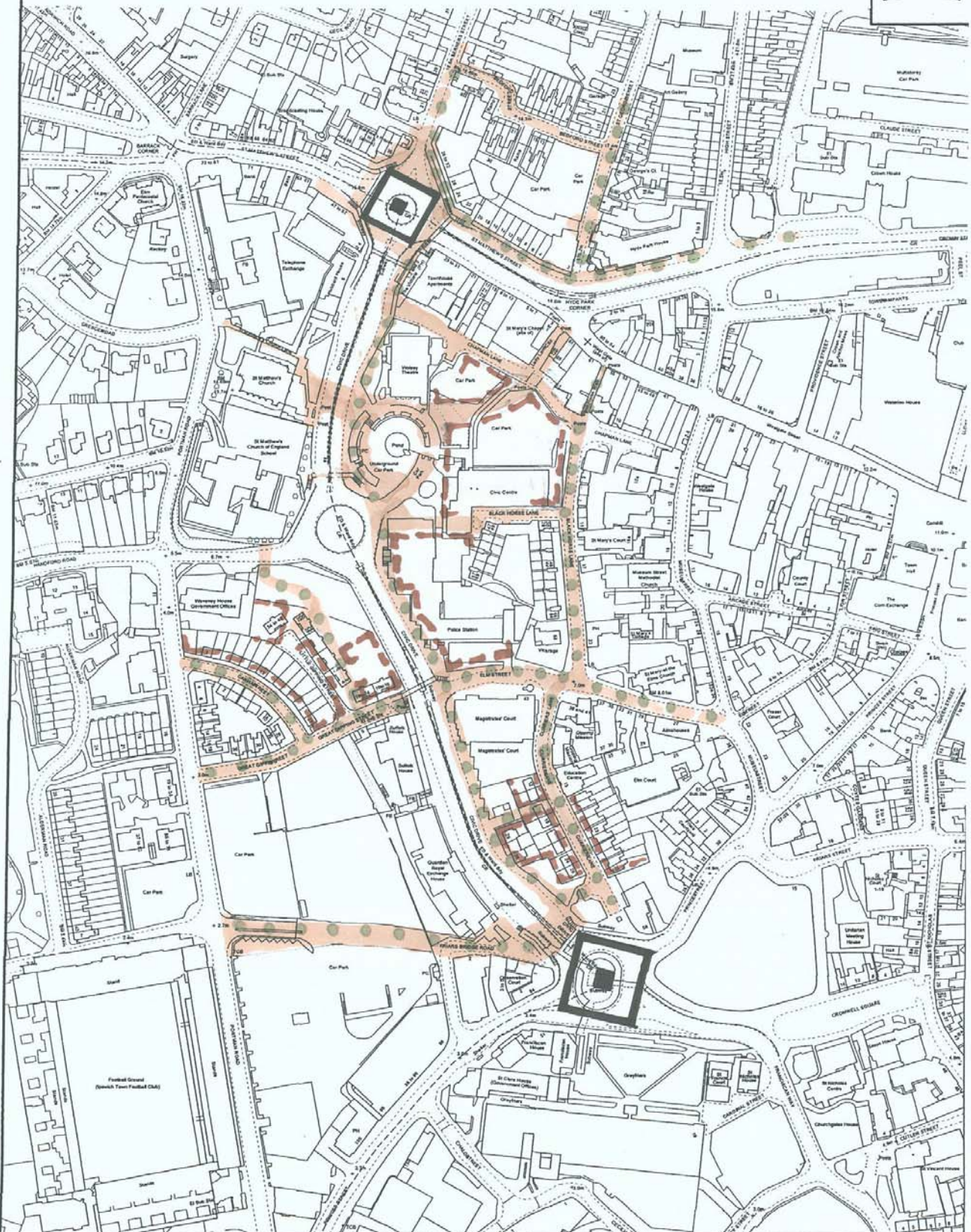


Opportunities

- Redevelopment of redundant Civic Centre site and area north of St Matthew's Street, principally for retail use to provide "anchor" to western end of central shopping area
- Creation of enhanced / re-activated urban space above Spiral car park
- Improved pedestrian linkage between site and Westgate Street
- Enhanced pedestrian environment in St Matthews Street
- "Greening" of Civic Drive, with upgraded pedestrian crossings of Civic Drive
- Opportunity for increased densification of residential use arising from redevelopment of old Council housing stock, with scope for improved relationship to Civic Drive

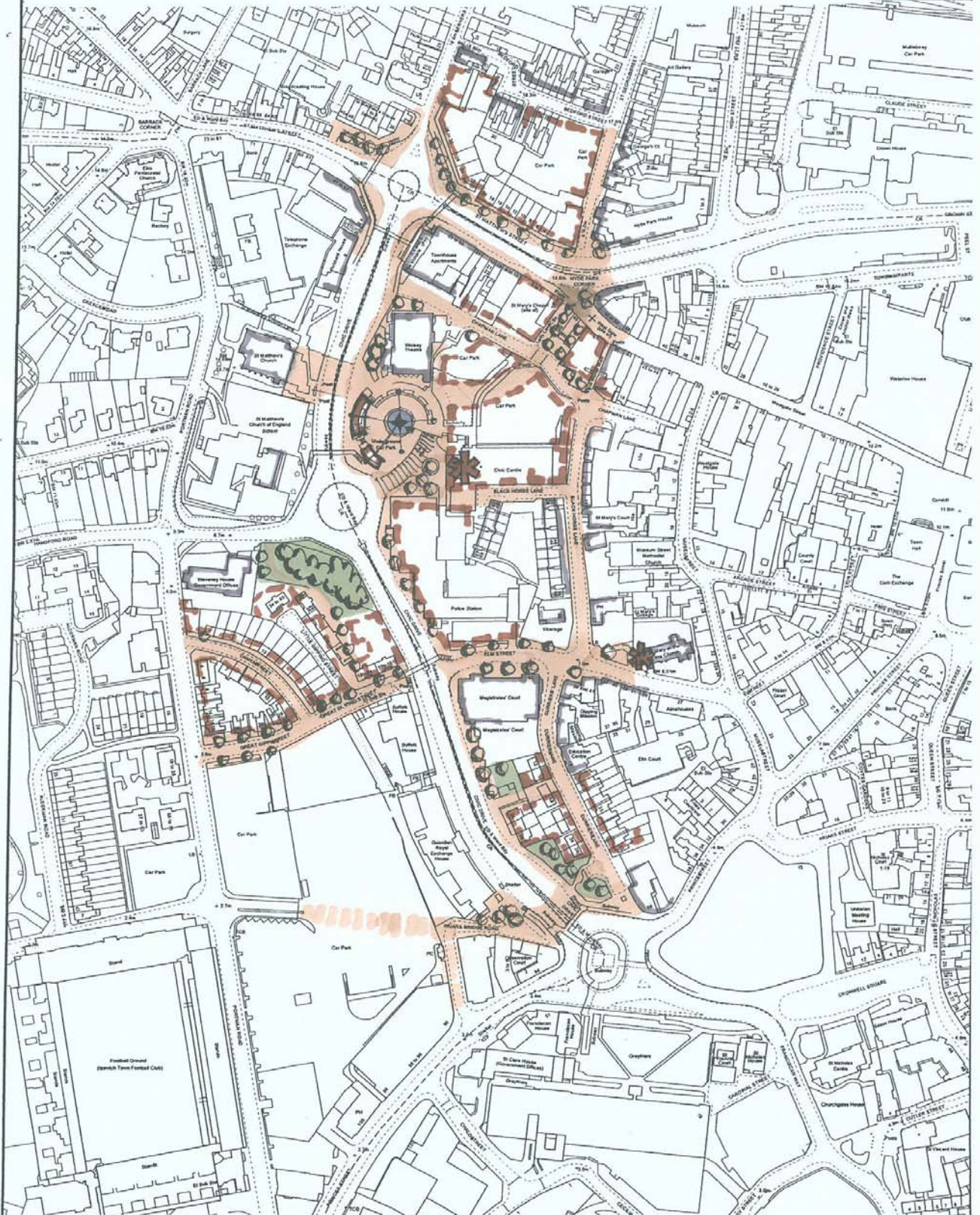
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Transport and Movement Opportunity Area J - WESTGATE



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Opportunity Area J - WESTGATE Public Realm and Townscape



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Opportunity Area K - Mint Quarter



The “Mint Quarter” is the name which has been applied to the proposed redevelopment area located within the block bounded by Carr Street, Upper Brook Street, Tacket Street / Orwell Place and Upper Orwell Street. Redevelopment of this area represents an opportunity for a natural extension to the Town Centre Shopping Area, providing for a mix of standard and large space users, which would significantly enhance the town’s shopping offer. Development of the area would also promote regeneration of the adjoining peripheral shopping streets and an opportunity to promote much-needed improvement to the public space at Major’s Corner.

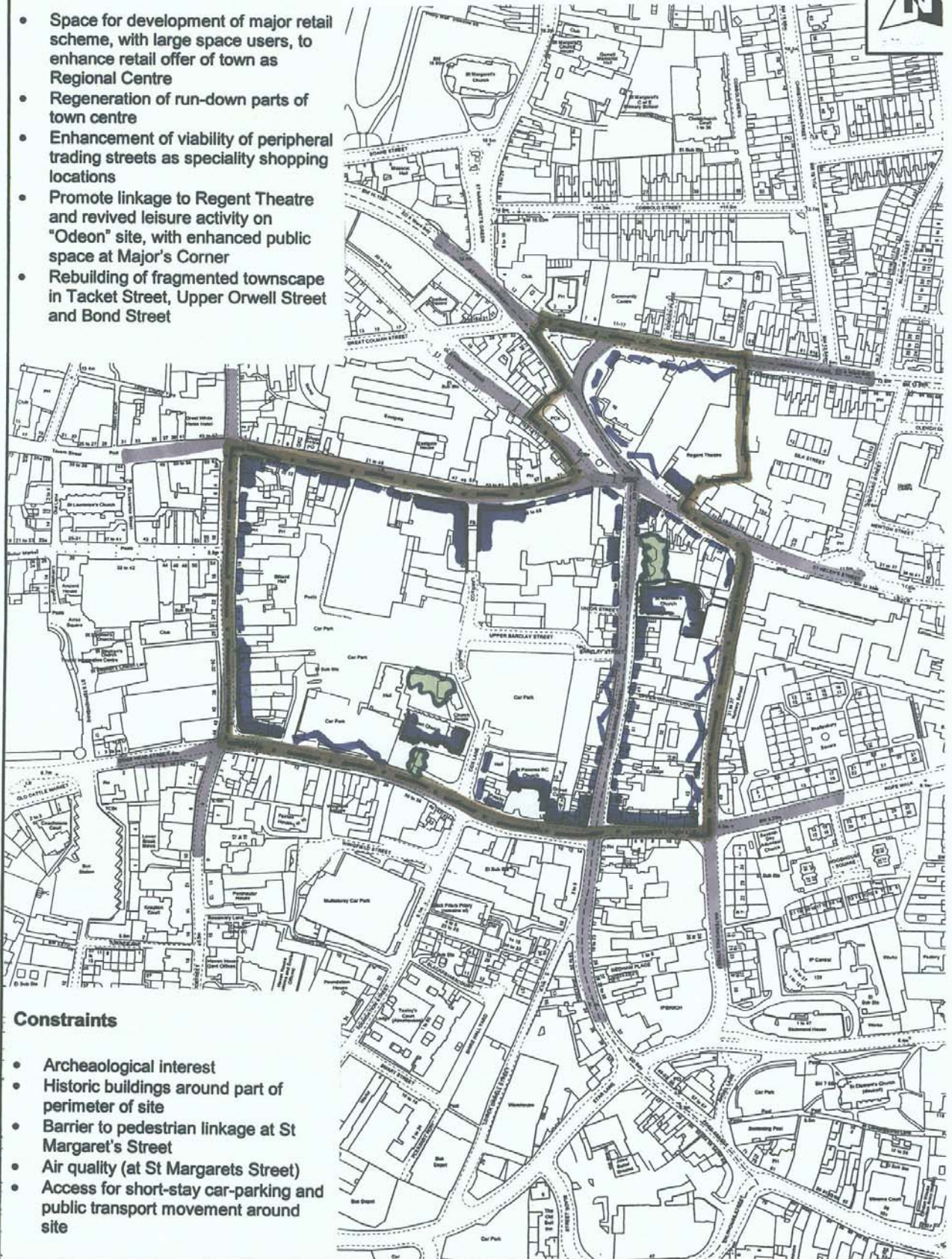
Development of the main Mint Quarter area should be based around a continuation of the historic urban block structure ... with a new main pedestrian spine forming a continuation of Butter Market linking through to a new urban square located on the historic north-south route of Cox Lane. Ancillary routes should link through to the main routes enclosing the wider block and to acknowledge historic routes and features as appropriate. Residential accommodation should be provided at upper floors to provide an appropriate form and scale of development.

<i>Development Opportunities</i>	<i>Development Principles</i>
<p>Retail led mixed use development comprising:-</p> <ul style="list-style-type: none"> • Retail • Residential development to upper floors • Café / restaurant uses • Shoppers’ car parking 	<ul style="list-style-type: none"> • Pedestrian connection opposite Butter Market, with new urban space • Enhanced pedestrian permeability east-west and north-south across site • Layout to promote active frontages at ground floor level • Development to respect and enhance setting of Listed and historic buildings • Development to provide appropriate building scale to historic street frontages, with opportunities for enhanced scale to interior of block • Enhancement of linkage to Regent Theatre site • Provision of major new landscaped public space at focus of scheme • Scheme to promote regeneration of Upper Orwell Street as speciality shopping street, with environmental enhancement

Opportunities

- Space for development of major retail scheme, with large space users, to enhance retail offer of town as Regional Centre
- Regeneration of run-down parts of town centre
- Enhancement of viability of peripheral trading streets as speciality shopping locations
- Promote linkage to Regent Theatre and revived leisure activity on "Odeon" site, with enhanced public space at Major's Corner
- Rebuilding of fragmented townscape in Tacket Street, Upper Orwell Street and Bond Street

Opportunity Area K – MINT QUARTER

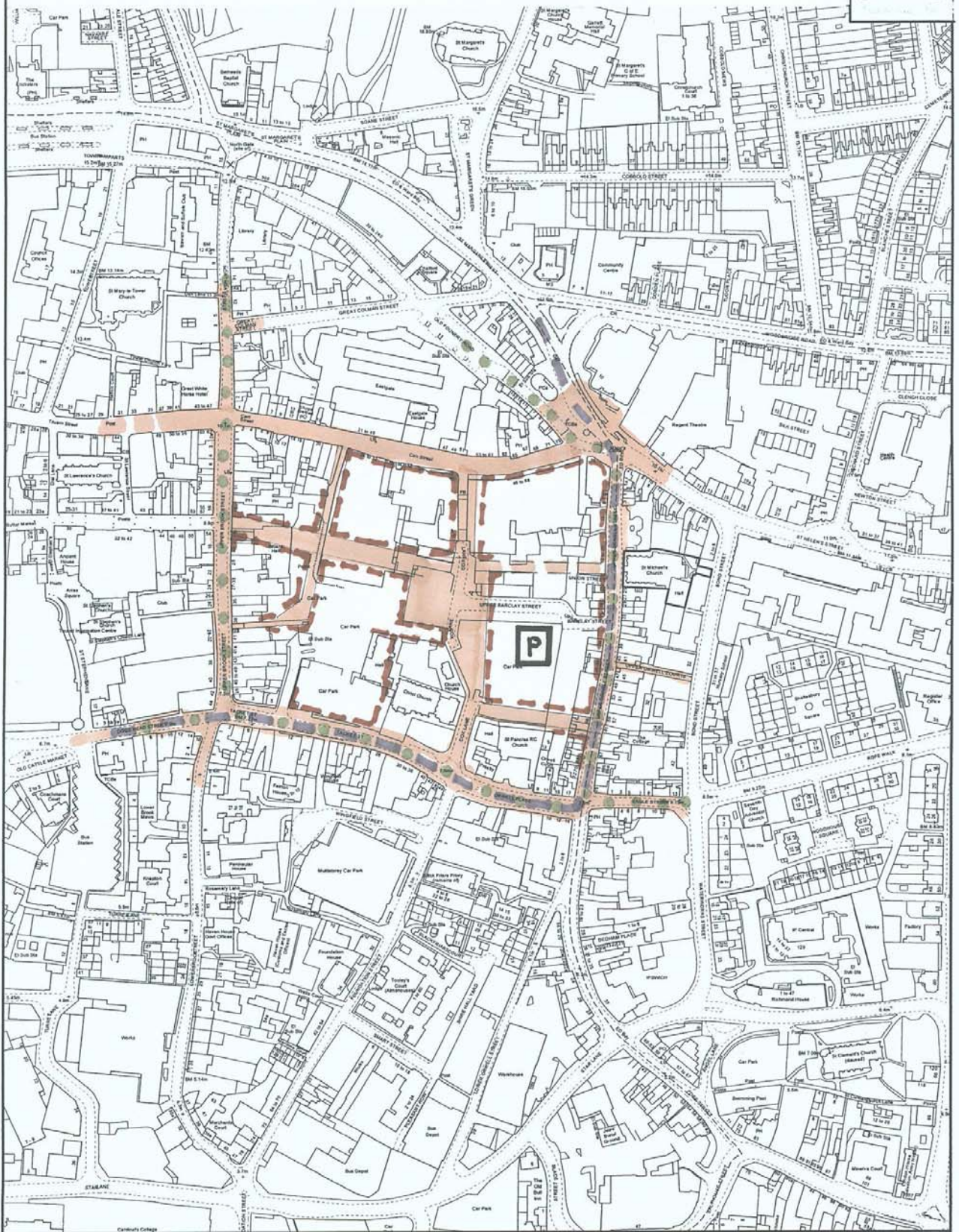


Constraints

- Archaeological interest
- Historic buildings around part of perimeter of site
- Barrier to pedestrian linkage at St Margaret's Street
- Air quality (at St Margaret's Street)
- Access for short-stay car-parking and public transport movement around site

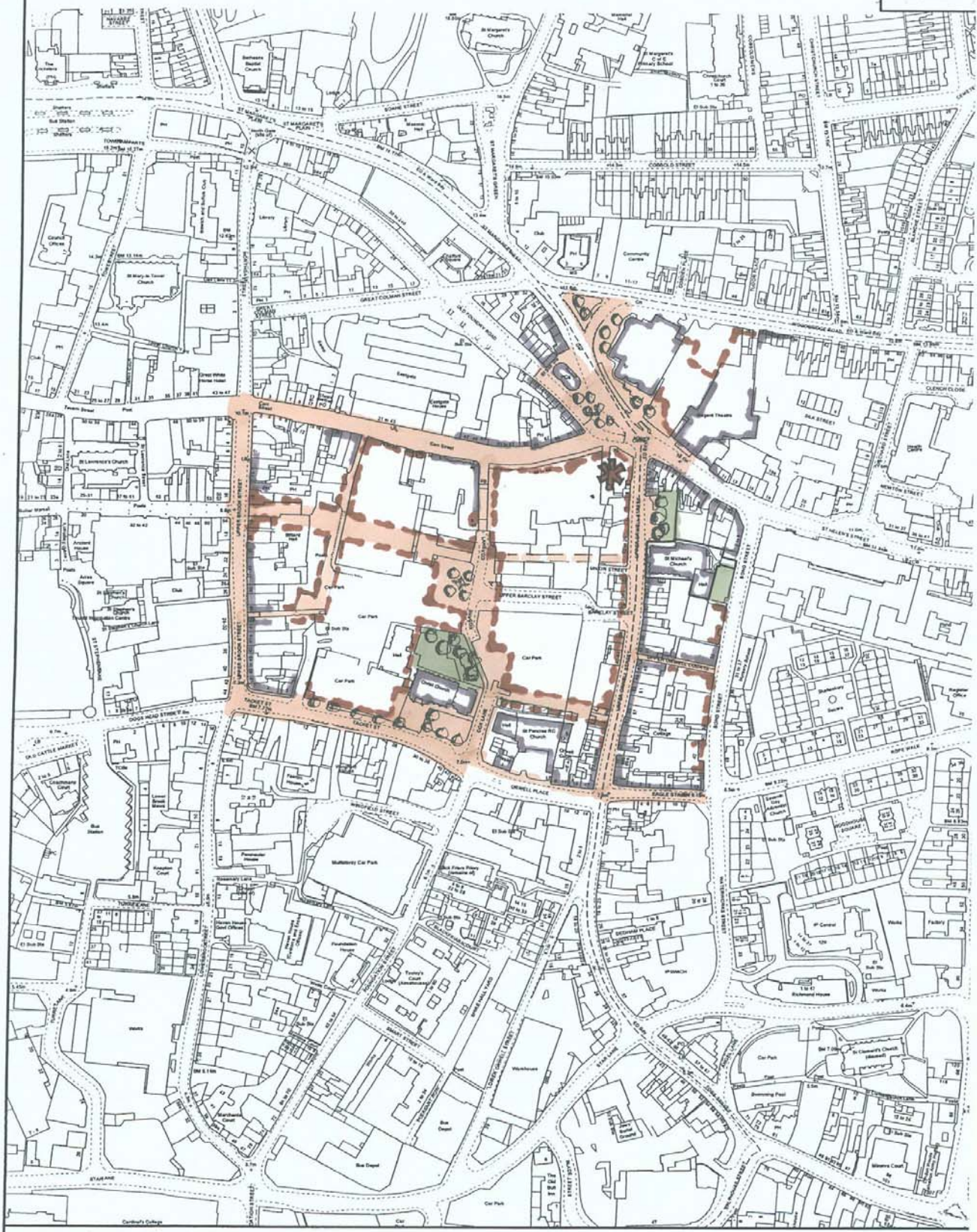
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Opportunity Area K - MINT QUARTER Transport and Movement



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Opportunity Area K - MINT QUARTER Public Realm and Townscape



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Opportunity Area L - Crown Street



This area is prominently located straddling one of the principal east-west routes in the town centre, and adjoining the northern edge of the Town Centre Shopping Area. It contains two large buildings – the Crown Pools and Crown multi-storey Car Park - which are in need of major refurbishment or replacement and, together with adjacent properties and land, this offers an opportunity for a major mixed-use development, featuring a rejuvenated bus station, large space retail users, with additional commercial and residential accommodation to give an appropriate density and form of development.

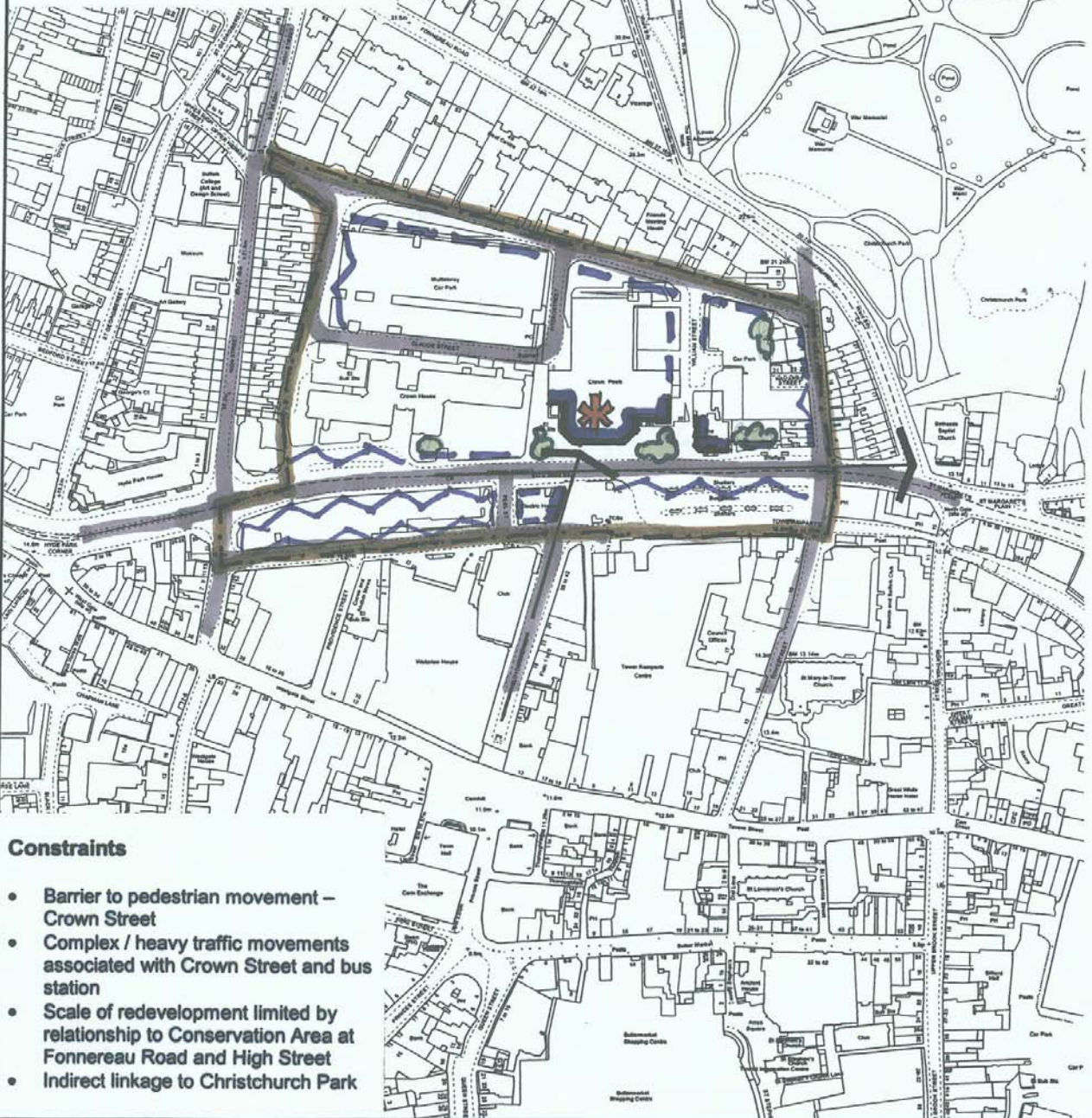
The accessibility of these sites and their proximity to the town's shopping centre and to Christchurch Park makes them suitable for provision of public transport and public car parking facilities and attractive for mixed use development, which can appropriately provide a transition to the residential neighbourhood to the north. The frontages to Crown Street are capable of accommodating a substantial scale of development, reducing in scale at the interface with the surrounding historic streets. Renewal of the bus station and improvement of the public realm along Crown Street will provide an enhanced image and experience for visitors to the town centre.

<i>Development Opportunities</i>	<i>Development Principles</i>
<p>Retail led mixed use development comprising:-</p> <ul style="list-style-type: none"> • Retail • Offices • Café / restaurant uses • Residential to upper floors • Public car parking • Renewal of existing Bus Station 	<ul style="list-style-type: none"> • Enhancement of pedestrian linkage to Christchurch Park • Integration of layout with renewed Tower Ramparts Bus Station (with enhanced passenger waiting / information facilities in upgraded environment) • Tree lined boulevard to Crown Street, with replacement of Crown House / Crown Pools with new built frontage to define north side of Crown Street • Development of urban space to provide for enhanced pedestrian linkage across Crown Street and plaza fronting Tower Ramparts Shopping Centre and to relate to retained "Cricketers" public house. • Refurbishment of Tower Ramparts Shopping Centre frontage to new bus station. • Repaving of historic lane to Northgate Street as pedestrian priority space. • Scale of buildings at western, northern and eastern perimeters to relate to lower scale of adjacent development, but opportunity for higher scale within body of site and to Crown Street frontage (i.e. ranging from 3 – 5 storeys generally, with taller elements –up to 8 storeys- in key locations –e.g. opposite Lloyds Avenue).

Opportunity Area L – CROWN STREET

Opportunities

- Prominent location spanning principal traffic route
- Potential for direct linkage to central shopping area
- Upgraded bus station to promote additional activity
- Proximity to Christchurch Park

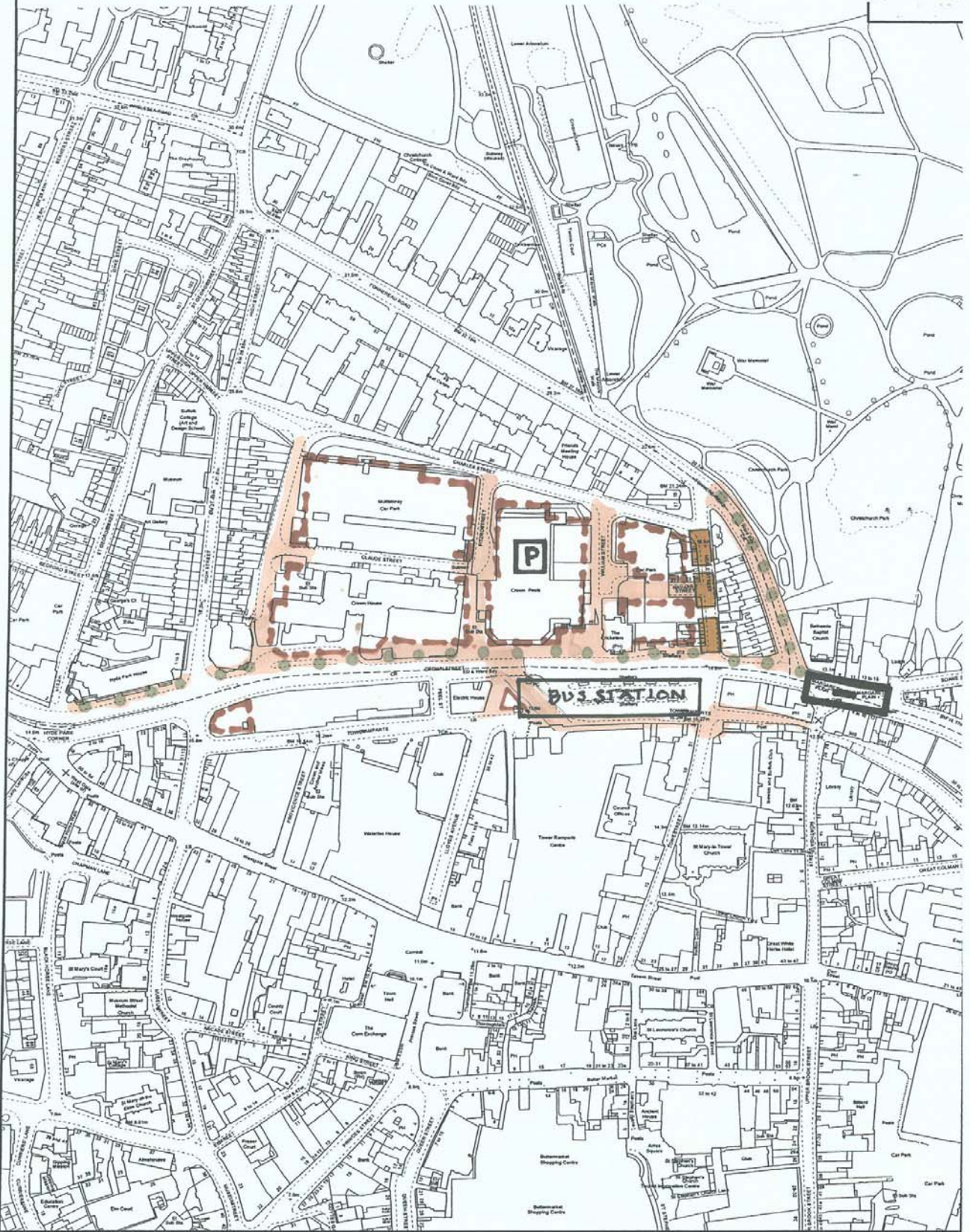


Constraints

- Barrier to pedestrian movement – Crown Street
- Complex / heavy traffic movements associated with Crown Street and bus station
- Scale of redevelopment limited by relationship to Conservation Area at Fonnereau Road and High Street
- Indirect linkage to Christchurch Park

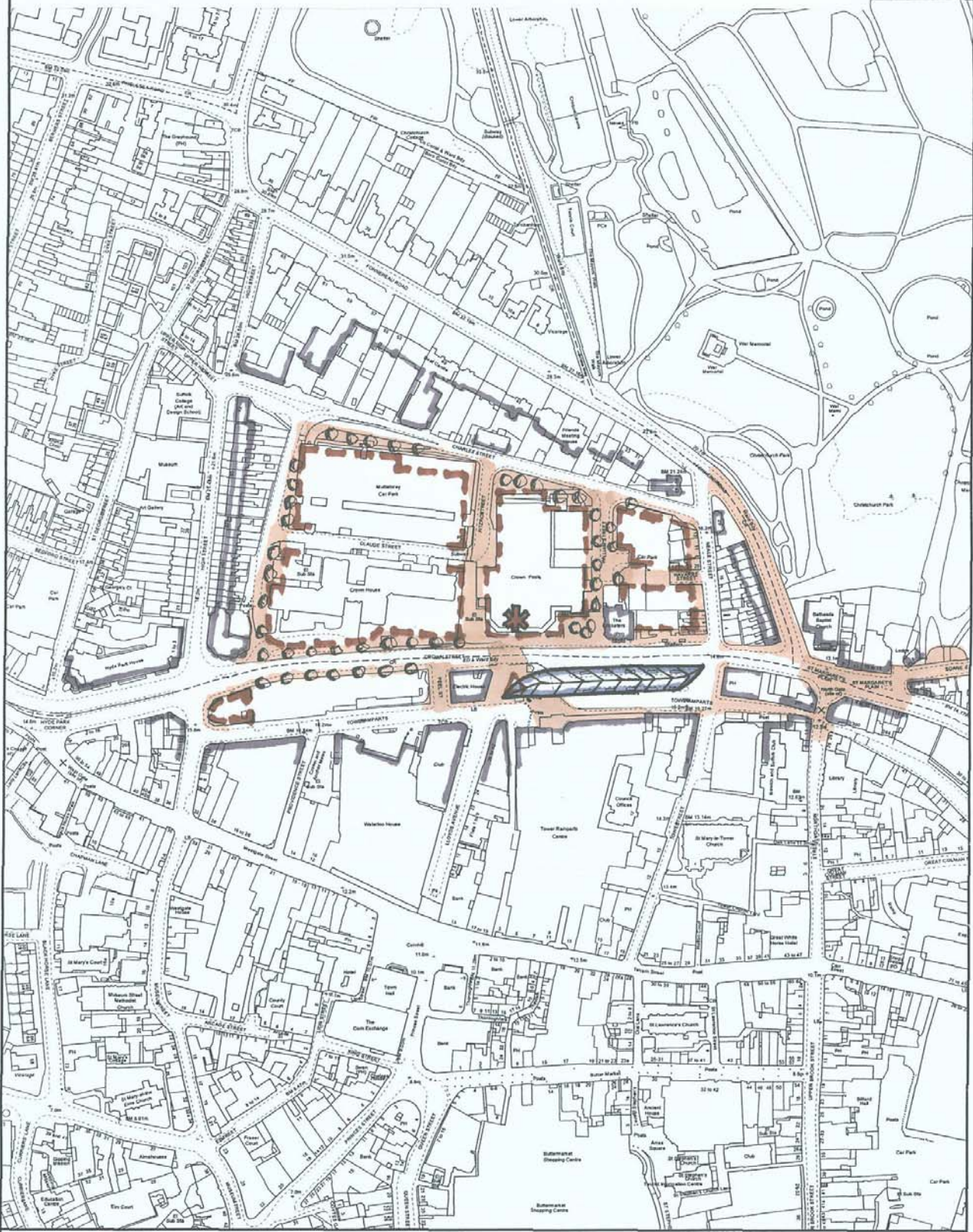
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Opportunity Area L - CROWN STREET Transport and Movement



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Opportunity Area L - CROWN STREET Public Realm and Townscape



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Part D

Delivery

Chapter 13: Delivery Plan

- 13.1 IP-One is at the heart of Ipswich, both geographically and as the priority location for growth and regeneration in the borough.
- 13.2 The Area Action Plan suggests some important objectives to help make IP-One a better place by 2021, but the key to achieving change is delivery. Thus the emphasis throughout this document has been on the deliverability of the policies and proposals it suggests.
- 13.3 Further work will be done in this area to identify and tackle barriers, explore contingency plans should sites or infrastructure not be forthcoming, and liaise with landowners, so that a more complete delivery programme would be set out in the submission IP-One Area Action Plan.
- 13.4 In the meantime, the following table picks out some of the larger/more strategic sites or schemes proposed for development in IP-One and pulls together current knowledge on key aspects of delivery.

Table D1: Delivery Programme for Key IP-One Allocations

Site	Owner	Mechanism	Funding source	Barriers	Lead Player	Time scale S/M/L
Mint Quarter	Various, mainly NCP	Private development	Private	Retail investment market	Shearers (developer)	M
Crown Street	Part IBC Part private	Private development	Some private some public	Replacement of Crown Pools elsewhere in central Ipswich	IBC	L
Westgate (former Civic Centre)	Turnstone	Private development	Private	Retail investment market	Turnstone	M
Old Cattle Market Portman Road	IBC and Turnstone	Private development	Private	Replacement car parking Flooding	IBC	M
Shed 7	UCS	Private development	Some private some public	Flooding	UCS	S
Island site	Associated British Ports	Private development	Private	Need for improved access and tidal surge flood defence	ABP	L
Turret Lane	Multiple private	Private development via agreed masterplan	Mainly private, some public	Appropriate relocation of existing businesses	Archent	M
Land at Commercial Road	Network Rail; Prudential;	Private development	Private	Flooding	Prudential	M

Site	Owner	Mechanism	Funding source	Barriers & Contingencies	Lead Player	Time scale S/M/L
Tidal Surge Flood Barrier	N/A	EA-led	Public funding	Obtaining funding	EA	M
Electricity sub station	Various possible	Utilities (EDF) and private developers	Utilities (EDF) and private developers	Securing site	EDF	M

Chapter 14: Monitoring Framework

- 14.1 Chapter 9 of the Core Strategy sets out the overall approach to implementation, monitoring and review of the Local Development Framework.
- 14.2 The Local Development Framework Annual Monitoring Report will review the progress against the targets and indicators, which have been identified in the Core Strategy in Chapter 12.
- 14.3 Further work will be carried out to ascertain whether there is a need for more specific targets and indicators in relation to the IP-One Area Action Plan.

Part E

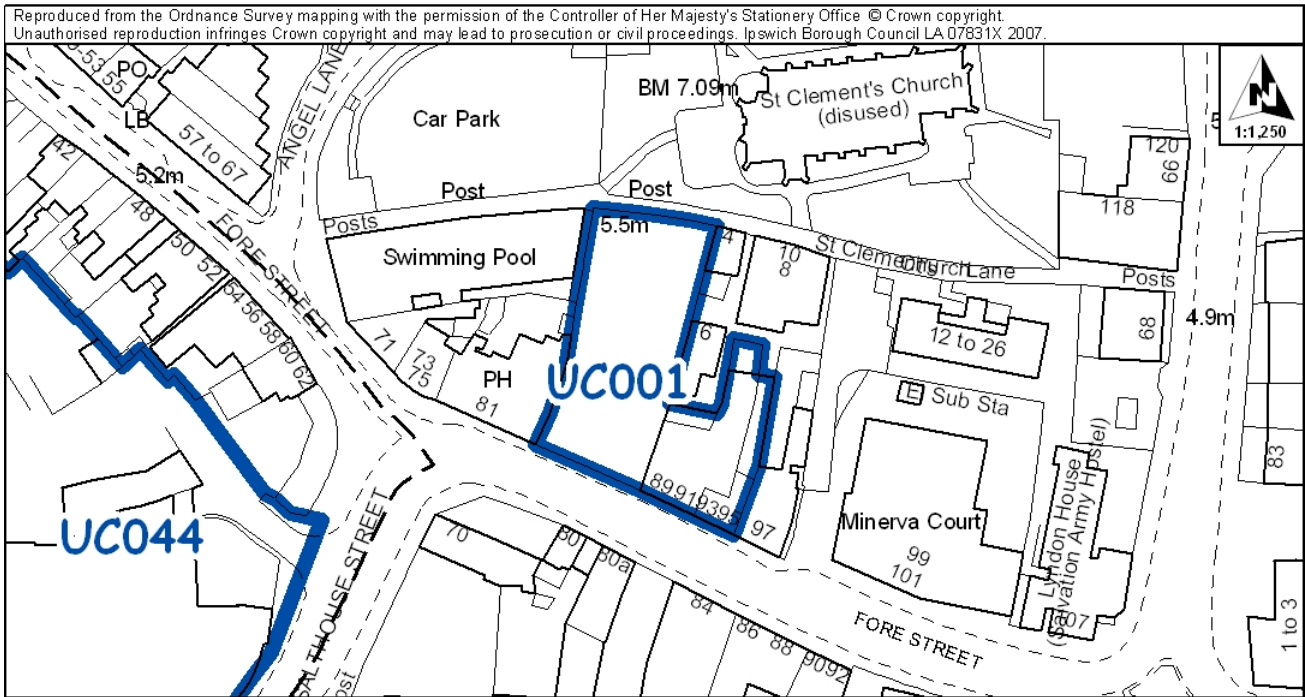
Appendices

Appendix A Preferred Options Site Profiles

In this section there is a sheet setting out the Council's preferred option for each site that lies within the IP-One boundary that was considered at the Issues and Options stage, or has been identified from an alternative source, such as the Urban Capacity Study. Sites are included whether they are suggested as allocations or not. Each site profile provides the explanation of the Council's choice of preferred use for the land, and a brief explanation of why other uses have been rejected.

Sites outside IP-One are covered in the Site Allocations and Policies development plan document.

SITE REF NO: UC001 **ADDRESS:** Land between 81-97 Fore Street
 (former ref no: S001)
SITE AREA: 0.12 ha



This site was identified by Ipswich Borough Council through its allocation for residential use (part of Site 5.1 in the First Deposit Draft Local Plan). This site is located close to the Waterfront area. It is adjacent to a range of differing uses such as a swimming pool, a public house and close to the new University Campus Suffolk site.

PREFERRED OPTION

USE(S)	% OF SITE	DENSITY OF HOUSING (HIGH, MEDIUM, LOW)	INDICATIVE CAPACITY (HOMES)
HOUSING	50	M	10

CONSTRAINTS

✓	Within Flood Plain
✓	Within Conservation Area
✓	Listed Building on-site or adjacent
	Tree Preservation Order(s) on-site or nearby
✓	Within Area of Archaeological Importance
✓	Within Air Quality Management Area
	Other constraints

Summary of issues and options consultation results

- Four representations received – 3 support its development for residential use, 2 at medium density and 1 made no specific comment on their preferred land use for the site.
- The Environment Agency raises flooding issues (site falls partly within Flood Zones 2 & 3) and within Groundwater Source Protection Zone II and major aquifer zone HU.
- One respondent says that access to the site is from an overly busy road. The Ipswich Society suggests a possible access across the car park, with a slight alteration of St Clements Churchyard wall.
- One respondent suggests it should be housing for young people.

Suggested approach

Our suggested approach is to allocate the site for residential use with a reduced site capacity of 50% to reflect the constraints identified. This would be for a medium (rather than high) density scheme. An innovative design solution may be required to attend to flood risk, air quality and impact on the historic environment and street scene. Consider minimal car parking & maximise cycle parking facilities to reduce access requirements – possibly even car free housing.

Justification for suggested approach

The site is underused at the moment and is well located for young persons housing/ student lets associated with the university, subject to the constraints being satisfactorily overcome. The site lies in a location well suited to residential use and will contribute to meeting the growth target set by the draft East of England Plan.

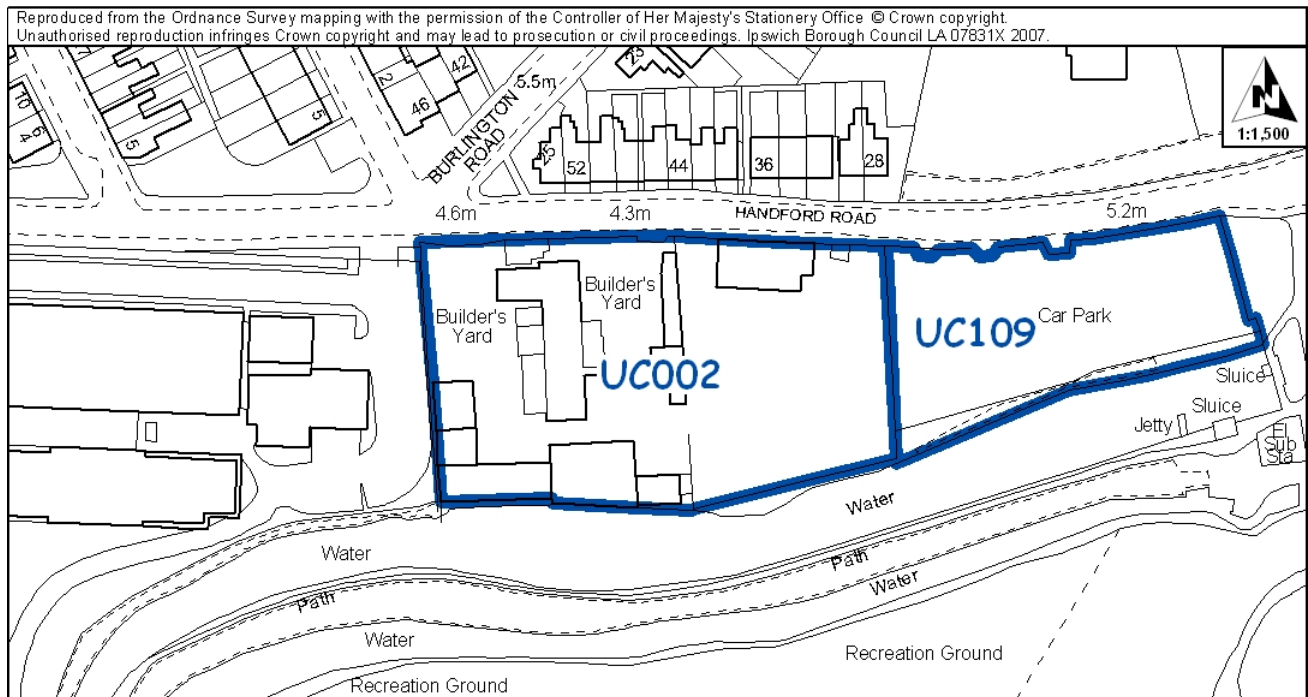
The site lies within 400m of a: play area; convenience store; green space; post office; meeting place and is on a frequent bus route (4 or more per hour).

Comments on other possible approaches

The other uses considered for the site were employment or a mix of employment and residential. However, there was no clear evidence of demand in this location for employment use and the access difficulties could serve to deter potential investors.

SITE REF NO: UC002
 (former ref no: S002)
SITE AREA: 0.46 ha

SITE NAME: Handford Road (east)



The site was identified by Ipswich Borough Council through its allocation for residential use in the First Deposit Draft Local Plan (Site 5.27). It is located within the Ipswich Village area which has recently been the subject of an urban design brief. It lies just to the north of the Alderman Recreation Ground (Ipswich Village Green) and has access from Handford Road.

PREFERRED OPTION

USE(S)	% OF SITE	DENSITY OF HOUSING (HIGH, MEDIUM, LOW)	INDICATIVE CAPACITY (HOMES)
HOUSING	100	M	25

CONSTRAINTS

✓	Within Flood Plain
	Within Conservation Area
	Listed Building on-site or adjacent
	Tree Preservation Order(s) on-site or nearby
	Within Area of Archaeological Importance
	Within Air Quality Management Area
	Other constraints

Summary of issues and options consultation results

- 5 representations received.
- 3 favour allocation for employment or a mix including employment. 2 made no specific comment on their preferred land use for the site.
- The Environment Agency indicates that the site falls partly within Flood Zones 2 & 3, within Groundwater Source Protection Zone II and major aquifer zone HU. It requires consideration of the impact on the Alderman Canal Local Nature Reserve including consideration of a buffer zone.
- Access is onto a road that is already too busy.

- Loss of employment land
- Unsuitable for housing because it is in the flood plain.
- Should include a canalside walk.

Suggested approach

Our suggested approach is to allocate the site for residential development. It is in an attractive location adjacent to the recreation ground and canal. However, that part of the site which is adjacent to the Alderman Canal would be the most likely to suffer flooding so the design of any scheme should reflect this. It may be that ground levels closer to Handford Rd will need to be raised and that the part closer to the canal could be left in an open condition, perhaps used at a low level for recreation/amenity/ecological use.

The constraints of flood risk and protecting the canal habitat would be likely to affect eventual capacity. The site should be redeveloped in conjunction with the adjacent Car Park (UC109) to achieve the most suitable design/layout solution.

The Victorian building at the front of Handford Rd is possibly the only building on site worthy of retention and there may be scope for its conversion.

Justification for suggested approach

The site is not a designated employment area and the surrounding area is predominantly residential in character. The site offers potentially a pleasant residential environment provided the flood constraint can be satisfactorily overcome. There is also an opportunity for recreational access to the Alderman Canal corridor to be achieved as a result of redevelopment.

The site makes an important contribution to meeting the housing growth target set by the draft East of England Plan.

The site lies within 400m of a: primary school; play area; convenience store; GP surgery; pharmacy; green space; post office; meeting place and is on a frequent bus route (4 or more per hour).

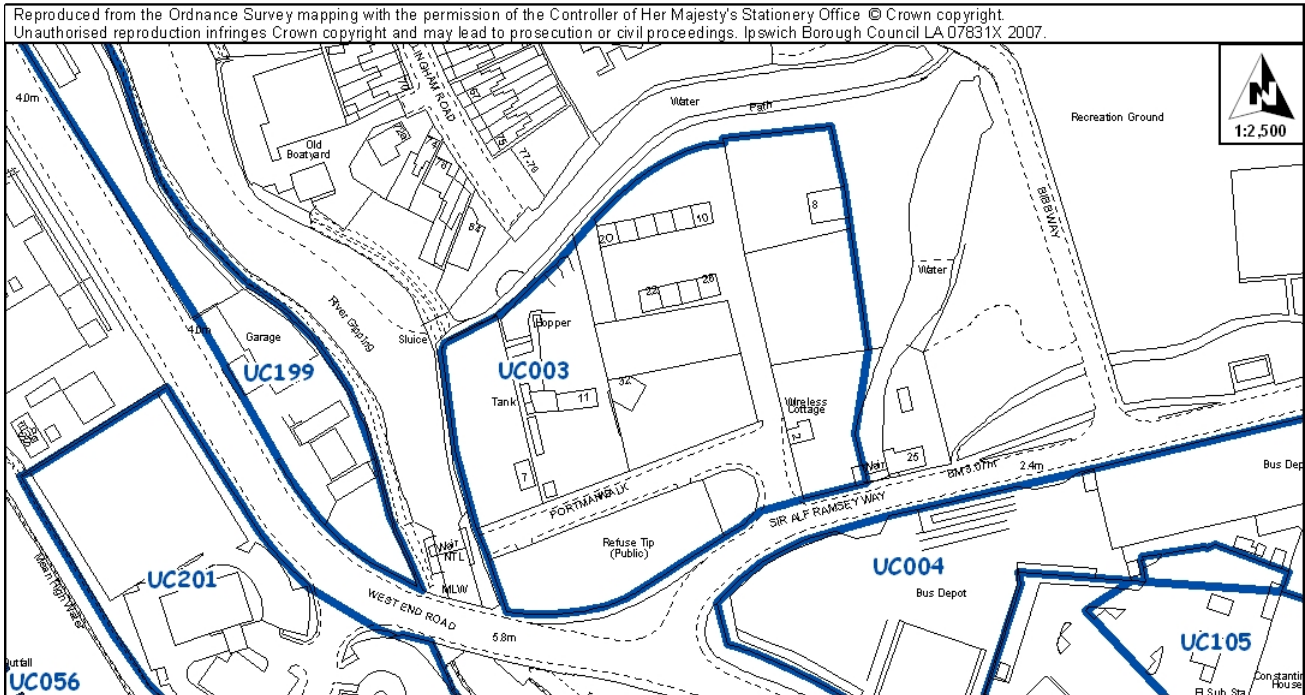
Comments on other possible approaches

At issues and options stage, housing, employment and open space uses were considered, or a combination of those uses.

The majority of respondents favoured employment use on this site. However in our view, the combination of a previously developed site (especially if combined with the adjacent site UC109) in a good residential location within walking distance of the town centre with all its amenities pointed to residential use.

SITE REF NO: UC003
 (former ref no: S003 part)
SITE AREA: 1.57 ha

SITE NAME: Sir Alf Ramsey Way / West End Road



This site was identified by Ipswich Borough Council through their allocation for residential use in the First Deposit Draft Local Plan (Site 5.28). It is located within the Ipswich Village area which has recently been the subject of an urban design brief for The Village commissioned by Ipswich Borough Council. The site is adjacent to Alderman Road Recreation Ground (Ipswich Village Green) and currently accommodates a waste recycling facility and small commercial units.

PREFERRED OPTION

USE(S)	% OF SITE	DENSITY OF HOUSING (HIGH, MEDIUM, LOW)	INDICATIVE CAPACITY (HOMES)
HOUSING	100	H	259

CONSTRAINTS

✓	Within Flood Plain
	Within Conservation Area
	Listed Building on-site or adjacent
	Tree Preservation Order(s) on-site or nearby
	Within Area of Archaeological Importance
	Within Air Quality Management Area
	Other constraints

Summary of issues and options consultation results

At issues and options stage, this site and the next one – UC004 – were considered together.

- Five representations received.
- Housing and open space with a buffer against the Local Nature Reserve would fit with the River Strategy.
- Opposition to loss of waste management infrastructure and employment uses.
- Environment Agency – site falls within Flood Zones 2 & 3 and requires assessment. Object to loss of civic amenity site without a replacement site being identified.

- Mixed use employment (business) and housing would be best.
- Allocate for medium density housing and offices.

Suggested approach

We propose to allocate this site for residential use at a high density. However, the delivery of this site for housing would need to allow for sufficient time to relocate the recycling facility and other users on site. Alternative sites for these uses will therefore need to be identified. Flood alleviation measures will need to be incorporated into the design/layout of new developments. Flood risk may also point to the site coming forward in the latter part of the plan period after completion of the tidal barrier. Design and layout would need to allow access to the River Gipping and Alderman Canal and improve the river corridors for recreation, amenity and ecology and provide a pedestrian bridge linking Sir Alf Ramsey Way to Cullingham Road.

See also Opportunity Area H.

Justification for suggested approach

The redevelopment of this site would allow for the relocation of the recycling facility out of Ipswich Village where efforts to regenerate and diversify the area and make more efficient use of the land render this type of use less appropriate. In addition, the relocation of this use frees up other sites nearby which would otherwise be blighted. Redevelopment for residential use offers the opportunity for visual, environmental and access improvements, which would also be to the benefit of wider regeneration of the Ipswich Village area.

The site is at risk of flood and this, together with the need to relocate existing uses, suggest that this site would not come forward before 2016 when the tidal barrier is targeted for completion.

The site makes an important contribution to meeting the housing growth target set by the draft East of England Plan.

The site is within 400m of a: play area; convenience store; green space; post office; and is on a frequent bus route (4 or more per hour). It is also within 800m of the railway station.

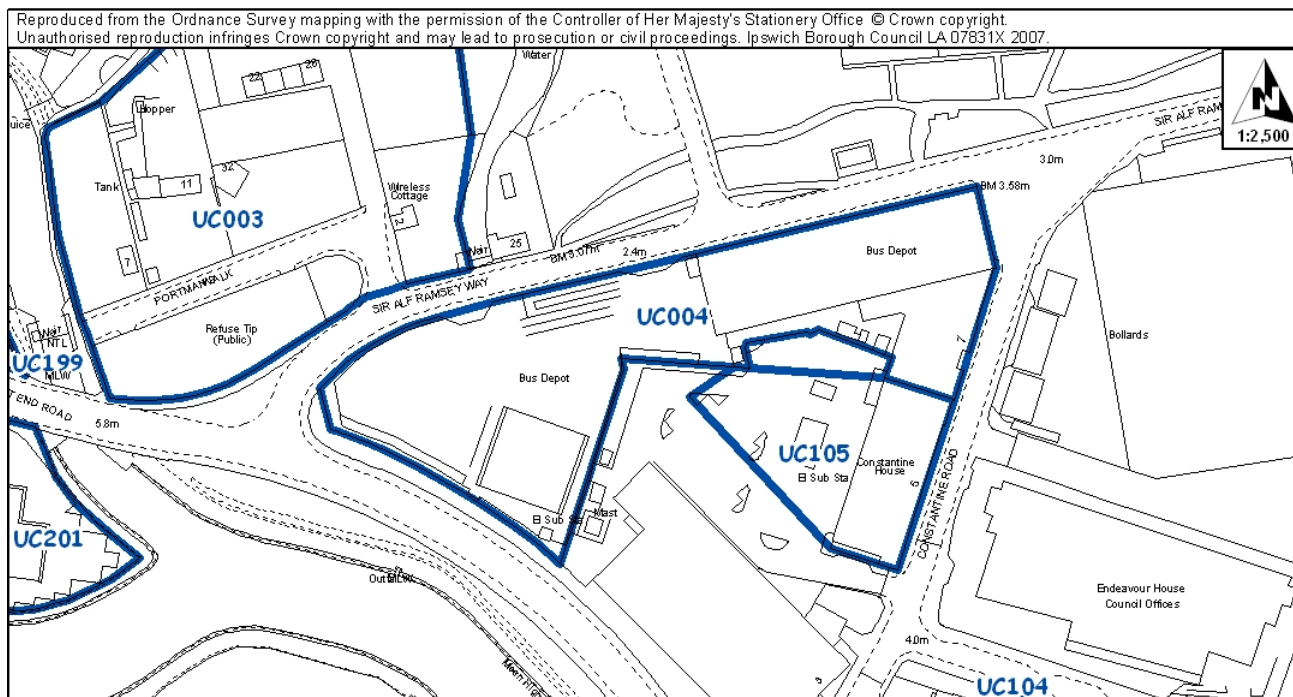
Comments on other possible approaches

At issues and options stage the site was put forward for housing, employment or a combination of the two.

The Council's vision for Ipswich Village is of a high density mixed use neighbourhood. The area has significant office floorspace and leisure use already and indeed further office development is incorporated into the proposals for the bus depot site across the road. The location of this site overlooking the recreation ground and Alderman Canal make it a pleasant environment for housing, provided flood risk concerns can be satisfactorily overcome and existing users relocated.

SITE REF NO: UC004
 (former ref no: S003 part)
SITE AREA: 1.07 ha

SITE NAME: Sir Alf Ramsey Way / West End Road



This site was identified by Ipswich Borough Council through its allocation for residential use in the First Deposit Draft Local Plan (Site 5.28). It is located within the Ipswich Village area which has recently been the subject of an urban design brief commissioned by Ipswich Borough Council. The site is adjacent to Alderman Road Recreation Ground (Ipswich Village Green) and currently accommodates a bus depot.

PREFERRED OPTION

USE(S)	% OF SITE	DENSITY OF HOUSING (HIGH, MEDIUM, LOW)	INDICATIVE CAPACITY (HOMES)
HOUSING	50	H	88
EMPLOYMENT (B1)	50		

CONSTRAINTS

✓	Within Flood Plain
	Within Conservation Area
	Listed Building on-site or adjacent
	Tree Preservation Order(s) on-site or nearby
	Within Area of Archaeological Importance
	Within Air Quality Management Area
	Other constraints

Summary of issues and options consultation results

At issues and options stage, this site and the previous one – UC003 – were considered together as site S003.

- Five representations received.
- Housing and open space with a buffer against the Local Nature Reserve would fit with the River Strategy.
- Opposition to loss of waste management infrastructure and employment uses.

- Environment Agency – site falls within Flood Zones 2 & 3 and requires assessment. Object to loss of civic amenity site without a replacement site being identified.
- Mixed use employment (business) and housing would be best.
- Allocate for medium density housing and offices.

Suggested approach

Our suggested approach is to allocate this site for 50% residential use at a high density, and 50% B1 business use that would include the retention and conversion of the existing tram shed.

Justification for suggested approach

The redevelopment of this site would allow for the relocation of the Ipswich Buses bus depot out of Ipswich Village where efforts to regenerate and diversify the area and make more efficient use of the land render this type of use less appropriate. In addition, the relocation of this use would free up other sites nearby which would otherwise be blighted. It is by no means certain that the bus depot will relocate but in planning terms the site's redevelopment for mixed use offers the opportunity for visual, environmental and access improvements, which would also be to the benefit of wider regeneration of the Ipswich Village area. In particular, urban design improvements to the area in front of the tram shed would be a major spin-off benefit of the redevelopment of this site – see Opportunity Area H. B1 use is considered to be an important part of the mix as offering the best way to re-use the historic tram shed that lends character to the area.

The site is at risk of flood and this, together with the need to relocate existing uses, suggest that this site would not come forward before 2016 when the tidal barrier is targeted for completion.

The site makes an important contribution to meeting the housing growth target set by the draft East of England Plan.

The site is within 400m of a: play area; convenience store (part); green space; post office; meeting place; and is on a frequent bus route. It is also within 800m of the railway station.

Comments on other possible approaches

At issues and options stage, this site and the one across the road – UC003 – were considered together. The uses for the two sites that were put forward were housing (medium density), employment, or a combination of the two.

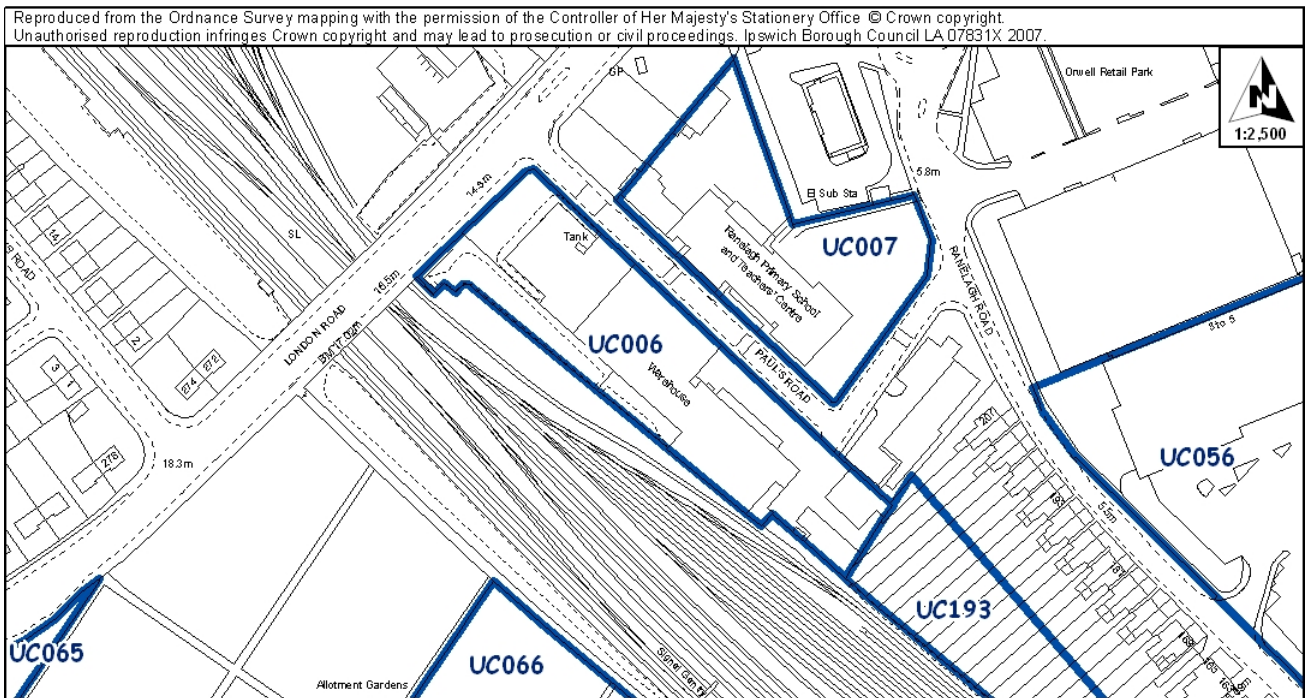
Overall between the two sites, a mixed use approach has been taken. The residential use proposed is at high density.

An employment only allocation was rejected because it would fail to take advantage of the potential for a very pleasant residential environment in this location overlooking the river and the recreation ground, and it would be unlikely to generate sufficient value to ensure that development could happen here given the need to relocate existing uses. In addition, all employment use would not fit so well with the urban village vision for this part of Ipswich.

Medium density residential development has been rejected in favour of high density development to reflect the highly accessible location of the pair of sites (UC003 and UC004).

SITE REF NO: UC006
 (former ref no: S005 part)
SITE AREA: 0.63 ha

SITE NAME: Coop Warehouse, Paul's Road
 (formerly part Ranelagh School site)



This site was identified by Ipswich Borough Council through its allocation for residential use in the First Deposit Draft Local Plan (Site 6.5). Noise attenuation measures will be necessary for noise sensitive developments such as housing as the site is adjacent to the main railway line.

PREFERRED OPTION

USE(S)	% OF SITE	DENSITY OF HOUSING (HIGH, MEDIUM, LOW)	INDICATIVE CAPACITY (HOMES)
HOUSING	80	L	17
EMPLOYMENT	20		

CONSTRAINTS

	Within Flood Plain
	Within Conservation Area
	Listed Building on-site or adjacent
	Tree Preservation Order(s) on-site or nearby
	Within Area of Archaeological Importance
	Within Air Quality Management Area
✓	Other constraints

Summary of issues and options consultation results

At issues and options stage, this site was grouped together with the Ranelagh School site across the road under site reference S005. The comments received about the two sites together were as follows.

- Eight representations received.
- Three favoured leaving it as it is because it is undeliverable and would need noise attenuation.
- Two favour employment allocation or an employment-led mix.
- Suggestion of an inter-modal transfer use using the railway.

- The County Council is considering the future of the training facility (refers to School site).
- Sport England would object to the loss of a recreational facility (refers to school site).
- The Environment Agency indicates that the site is within major aquifer HU zone and important for recharging the major aquifer. It lies within Groundwater Source Protection Zone II and as it exceeds 1 ha a flood risk assessment is required for consideration of surface water run-off issues.

Suggested approach

Our suggested approach is to allocate the warehouse site for mixed use consisting of residential uses (80% of site) and employment uses (20% of site).

Justification for suggested approach

We consider the site to be underused at the moment with the bulk taken up by the Coop warehouse in the centre, and fridge storage in an open yard at the north-western end. We also consider that lorry movements to and from the warehouse are not a suitable or desirable activity to have adjacent to a school and playgroup accessed by pedestrians from Paul's Road.

Whilst the noise constraints of the railway and London Road need careful consideration in relation to possible residential use of the site, they need not be insurmountable problems. The 20% employment element would allow for some of the existing site occupants that are compatible with the school being re-housed on the site – perhaps providing a buffer between residential uses and London Road.

We acknowledge that the site could take some time to deliver given the relocation needs of existing users.

Residential use will contribute to meeting the housing growth target set by the draft East of England Plan.

The site is within 400m of a: primary school; play area; convenience store; pharmacy; parks and green space; meeting place and is on a frequent bus route (4 or more per hour).

See also Opportunity Area F.

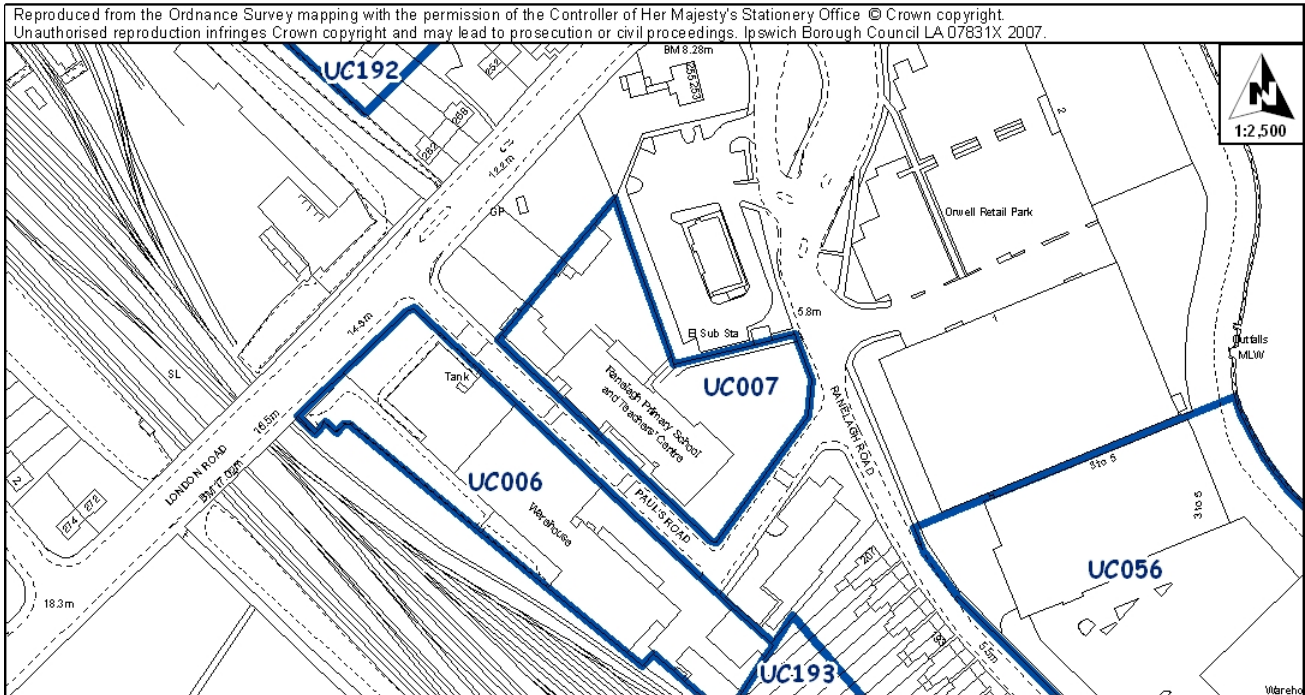
Comments on other possible approaches

Leaving the site in its current use would represent a missed opportunity to intensify uses in IP-One and to bring in uses that would be more compatible with the school and playgroup, or with residential uses should the school relocate.

Employment allocation could be considered, or a more employment-led mix but this raises the question as to whether the site would deliver enough value for any development to take place.

SITE REF NO: UC007
 (former ref no: S005 part)
SITE AREA: 0.50 ha

SITE NAME: Ranelagh School, Paul's Road



This site was identified by Ipswich Borough Council through its allocation for residential use in the First Deposit Draft Local Plan (Site 6.5). Noise attenuation measures will be necessary for noise sensitive developments such as housing as the site is adjacent to the main railway line.

PREFERRED OPTION

USE(S)	% OF SITE	DENSITY OF HOUSING (HIGH, MEDIUM, LOW)	INDICATIVE CAPACITY (HOMES)
HOUSING	100	L	18

CONSTRAINTS

	Within Flood Plain
	Within Conservation Area
	Listed Building on-site or adjacent
	Tree Preservation Order(s) on-site or nearby
	Within Area of Archaeological Importance
	Within Air Quality Management Area
	Other constraints

Summary of issues and options consultation results

At issues and options stage, this site was grouped together with the Coop Warehouse site across the road under site reference S005. The comments received about the two sites together were as follows.

- Eight representations received.
- Three favoured leaving it as it is because it is undeliverable and would need noise attenuation.
- Two favour employment allocation or an employment-led mix.
- Suggestion of an inter-modal transfer use using the railway.
- The County Council is considering the future of the training facility (refers to School site).
- Sport England would object to the loss of a recreational facility (refers to school site).

- The Environment Agency indicates that the site is within major aquifer HU zone and important for recharging the major aquifer. It lies within Groundwater Source Protection Zone II and as it exceeds 1 ha a flood risk assessment is required for consideration of surface water run-off issues.

Suggested approach

Our suggested approach is to allocate the site for 100% residential use to include conversion of the school building. This would be dependant upon the relocation of the school and teachers' centre. A possible site for the former has been identified at Lavenham Road.

Justification for suggested approach

The County Council remains supportive of the principle of relocating the school and teachers' centre. We would wish to see the school building retained and a new use found for it and consider that residential use offers the greatest likelihood of retaining it. Residential use will contribute to meeting the targets set in the East of England Plan.

This site is within 400m of a: primary school; play area; convenience store; pharmacy; parks and green space; meeting place and is on a frequent bus route (4 or more per hour).

See also Opportunity Area F.

Comments on other possible approaches

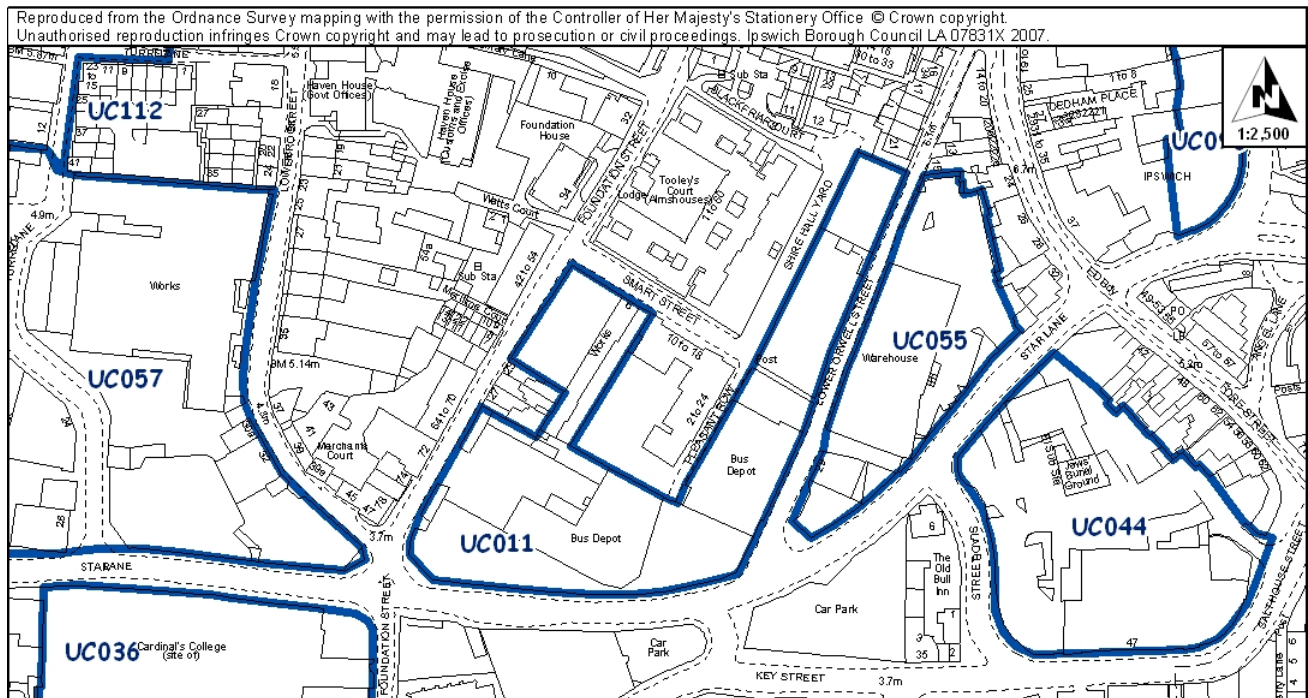
At issues and options stage, together with the Coop Warehouse across the road other uses suggested were employment, leaving it as it is or a mix of these.

Retaining the existing use is rejected because the County Council is considering relocating the teacher centre anyway. Also an alternative site for the school has long been safeguarded at Lavenham Road. Therefore a prime concern is to find the optimum way to retain the school building. Retro-fitting new employment uses to the building is likely to be difficult, a residential use is more feasible.

Redevelopment provides opportunity to provide cycleway as proposed in Opportunity Area F.

SITE REF NO: UC011
 (former ref no: S009)
SITE AREA: 0.85

SITE NAME: Smart Street / Foundation Street



This site was identified by Ipswich Borough Council through its allocation for residential use in the First Deposit Draft Local Plan (Site 6.16). It is located within the Town Centre area of Ipswich and is also close to the Waterfront area. The site currently has a number of existing buildings and different uses.

PREFERRED OPTION

USE(S)	% OF SITE	DENSITY OF HOUSING (HIGH, MEDIUM, LOW)	INDICATIVE CAPACITY (HOMES)
HOUSING	80	H	112
EMPLOYMENT (B1)	20		

CONSTRAINTS

✓	Within Flood Plain
	Within Conservation Area
	Listed Building on-site or adjacent
✓	Tree Preservation Order(s) on-site or nearby
✓	Within Area of Archaeological Importance
✓ (part)	Within Air Quality Management Area
	Other constraints

Summary of issues and options consultation results

- Seven representations received.
- Three oppose residential use and propose employment and retail, leaving it as it is or just notes its opposition to residential.
- Three favour residential use: mainly residential with small scale employment and leisure, residential and employment, and just residential.
- One states a preference for mixed use on the site.

- Suggestion that the layout is designed such as to help achieve a Star Lane boulevard along the southern edge.
- The Environment Agency indicates that the site falls partly within Flood Zones 2 & 3, within Groundwater Source Protection Zones II and minor aquifer high HU and in area important for recharging minor aquifer.

Suggested approach

Our suggested approach is to allocate the site for 80% residential development at a high density, and 20% B1 employment (office or light industry).

Justification for suggested approach

The site is underused at present and occupies a prime location between the central shopping area and the Waterfront. High density housing would make the most of its highly accessible location close to town centre amenities. There are also other pockets of housing in the area, with which residential use would be more compatible than the existing uses. An element of B1 use would reflect national guidance on planning for town centres. There are some existing uses on the site, primarily the bus depot, which would need to be relocated to release this site and enable the more efficient use of the land.

The site's use for primarily residential purposes, with some B1, complies with the strategic approach to the location of development set out in the Core Strategy.

The site makes an important contribution to meeting the housing growth target set by the draft East of England Plan.

The site is within 400m of a: play area; convenience store; pharmacy; post office; meeting place; frequent bus route (4 or more per hour); play group; dentist and convenience store.

See also Opportunity Area B for development principles and opportunities.

Comments on other possible approaches

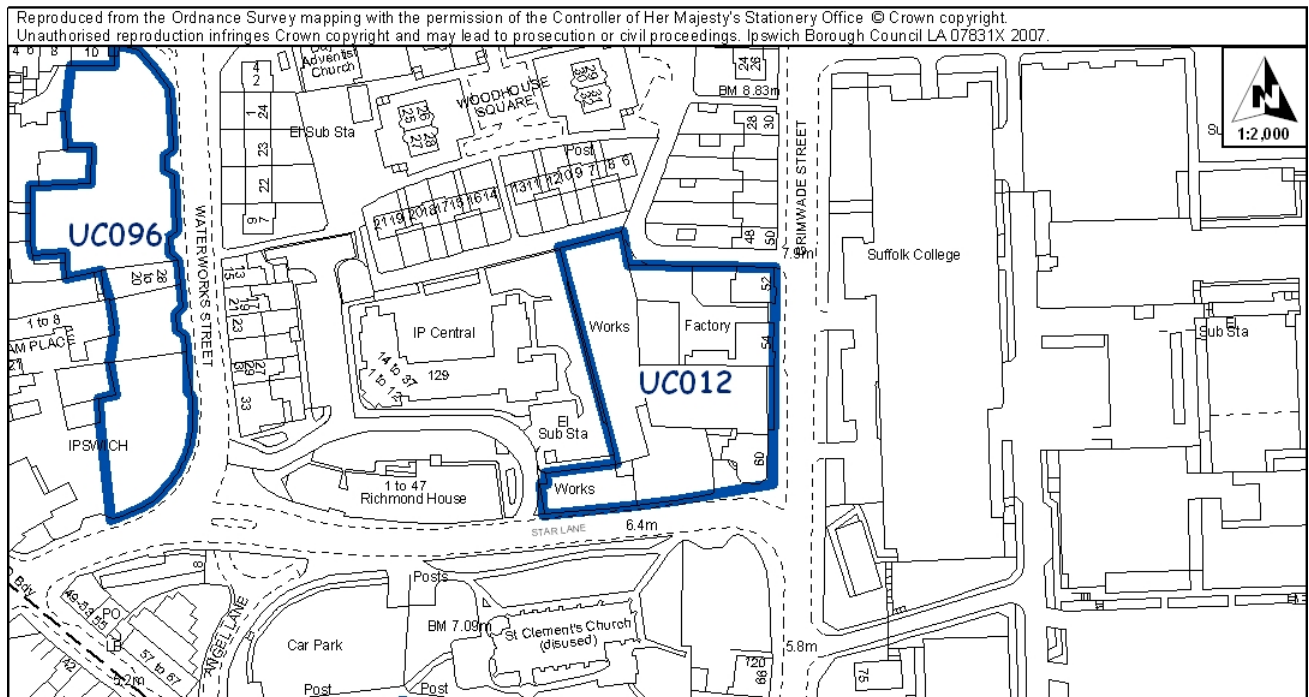
The uses put forward at issues and options stage were housing, employment, leisure or retail.

Part of the site is occupied by a redundant gym which suggests limited demand for leisure use. The site lies outside the central shopping area and therefore retail use would not be favoured, although individual small scale shops or cafes could be considered under general retail policies set out elsewhere in IP-One.

The site could be used for employment but it is well located to provide some town centre residential use especially away from the busy Star Lane frontage.

SITE REF NO: UC012
 (former ref no: S010)
SITE AREA: 0.32 ha

SITE NAME: Peter's Ice Cream, Portia Engineering and
 TGWU Offices, Grimwade Street



This site was identified by Ipswich Borough Council through its allocation for residential use in the First Deposit Draft Local Plan (Site 6.17). The site is close to the Waterfront area. It is adjacent to a range of differing uses and is also close to the new University Campus Suffolk site.

PREFERRED OPTION

USE(S)	% OF SITE	DENSITY OF HOUSING (HIGH, MEDIUM, LOW)	INDICATIVE CAPACITY (HOMES)
HOUSING	100	H	53

CONSTRAINTS

	Within Flood Plain
	Within Conservation Area
	Listed Building on-site or adjacent
	Tree Preservation Order(s) on-site or nearby
✓	Within Area of Archaeological Importance
✓	Within Air Quality Management Area
	Other constraints

Summary of issues and options consultation results

- Six representations received.
- Two favour either retaining the existing use or using it for employment and retail purposes.
- Use it for car parking.
- Use it for university related uses, either directly for education purposes or for education related housing and other facilities.
- Use it for medium or high density housing, possibly with retail below.
- Concern about the site's deliverability.

- The Environment Agency indicates that the site falls within Groundwater Source Protection Zone 1, within minor aquifer high HU zone and area important for recharging of minor aquifers.

Suggested approach

Our suggested approach is to allocate the site entirely for residential development. This will need to be designed so as to address air quality and traffic noise issues. Access constraints could limit the capacity achievable on this site as it sits on two busy roads.

Justification for suggested approach

The site is underused at present and redeveloping it for housing would make more efficient use of the land. The site's use for residential purposes complies with the strategic approach to the location of development set out in the Core Strategy. It is an accessible site that relates well to the education campus. It is surrounded by primarily residential uses to the north and west.

The site makes an important contribution to meeting the housing growth target set by the draft East of England Plan.

The site is within 400m of a: primary school; play area; convenience store; GP surgery; pharmacy; parks and green spaces; post office; meeting place; frequent bus (4 or more per hour) and play group.

This site does not lie within an opportunity area, but the Council is commissioning a master planning exercise for this area.

Comments on other possible approaches

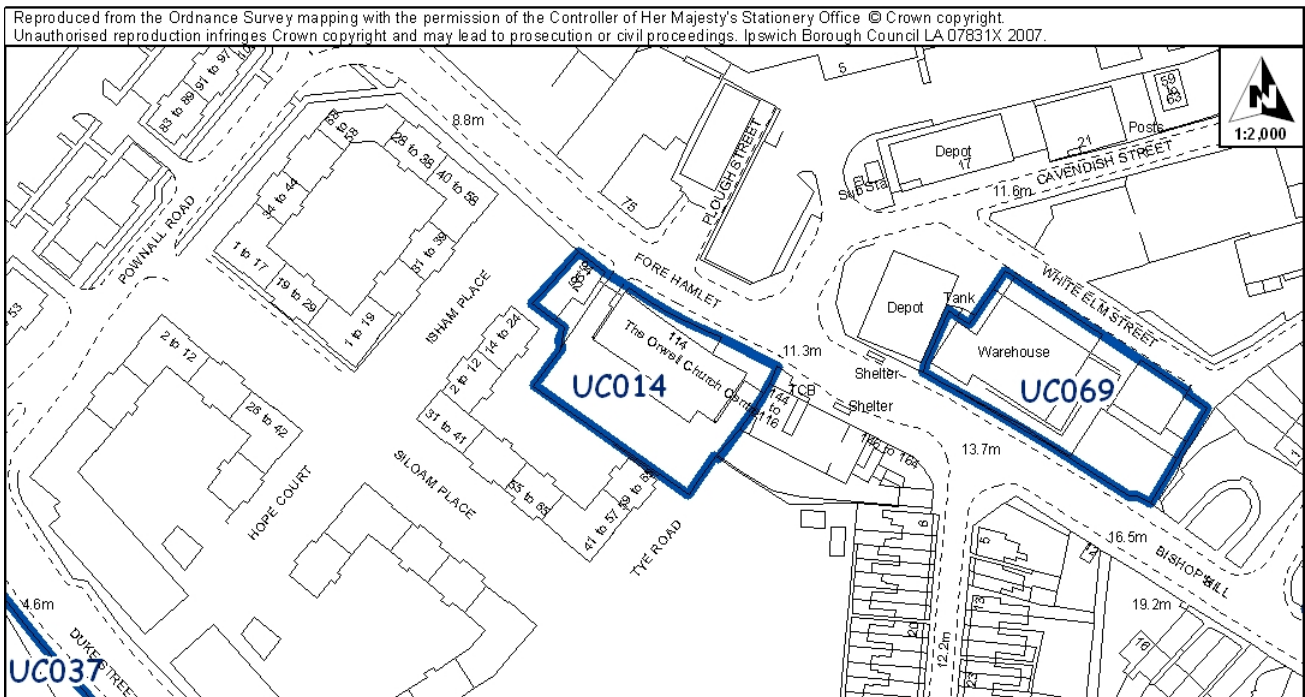
The uses considered at issues and options stage were housing, employment, leisure and retail.

In its current use the site is something of a non-conforming use in a primarily residential area.

The access constraints would work against new employment or leisure use and only small sale retail would be permissible as the site lies outside the central shopping area.

SITE REF NO: UC014
 (former ref no: S012)
SITE AREA: 0.21 ha

SITE NAME: Orwell Church
 (Land between Fore Hamlet/ Duke Street)



This site was identified by Ipswich Borough Council through its allocation as part of Site 5.12 (mixed use) in the First Deposit Draft Local Plan. The site is located on Fore Hamlet, close to the Waterfront area and is surrounded on three sides by allocations for significant housing development schemes. The site currently accommodates the Orwell Church Centre.

PREFERRED OPTION

USE(S)	% OF SITE	DENSITY OF HOUSING (HIGH, MEDIUM, LOW)	INDICATIVE CAPACITY (HOMES)
HOUSING	100	H	35

CONSTRAINTS

	Within Flood Plain
	Within Conservation Area
	Listed Building on-site or adjacent
	Tree Preservation Order(s) on-site or nearby
	Within Area of Archaeological Importance
✓ (adjacent)	Within Air Quality Management Area
	Other constraints

Summary of issues and options consultation results

- Six representations received.
- Four say keep it in community use because such uses are difficult to relocate and are needed for a growing community.
- Two say allocate it for housing.
- Deliverability issues raised.
- Environment Agency – no constraints.

Suggested approach

Our suggested approach is to allocate the site for 100% residential use.

Justification for suggested approach

The site is on the edge of the new Modus development. The existing use is looking to relocate and the site is Council owned. Thus in delivery terms the site is relatively unconstrained. The site's use for residential purposes complies with the strategic approach to the location of development set out in the Core Strategy.

The site makes an important contribution to meeting the housing growth target set by the draft East of England Plan.

The site is within 400m of a: convenience store; parks and green spaces; meeting place and frequent bus route (4 or more per hour).

This site does not lie within an opportunity area.

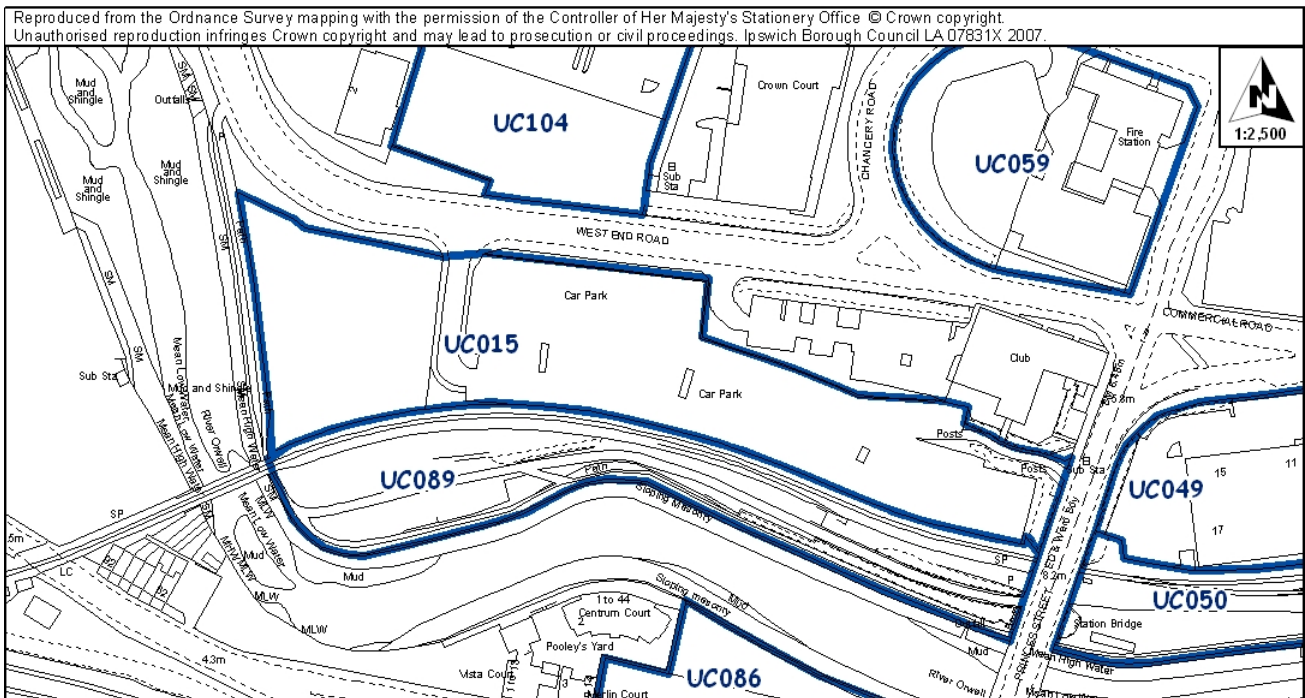
Comments on other possible approaches

At issues and options stage (as site S012) the sites was suggested for housing, employment or retaining the existing use – or a combination of them.

Housing is the use most compatible with the immediate area now and the site is relatively unconstrained in terms of delivery.

SITE REF NO: UC015
 (former ref no: S013)
SITE AREA: 1.22 ha

SITE NAME: West End Road Surface Car Park



This site was identified by Ipswich Borough Council through its allocation as a Car Park in the First Deposit Draft Local Plan (Site 5.33). The site was previously allocated for car parking. It is located close to the emerging 'Civic' Quarter within Ipswich Village. The site is currently being used as a surface car park serving the town centre, Ipswich Village developments and the railway station. The Ipswich Village Development Brief sets out a development scenario for the site.

PREFERRED OPTION

USE(S)	% OF SITE	DENSITY OF HOUSING (HIGH, MEDIUM, LOW)	INDICATIVE CAPACITY (HOMES)
HOUSING	Approx. 20	H	40
EMPLOYMENT (B1)	Approx. 10		
MULTISTOREY CAR PARK	Approx. 70		

CONSTRAINTS

✓	Within Flood Plain
	Within Conservation Area
✓ (adjacent)	Listed Building on-site or adjacent
	Tree Preservation Order(s) on-site or nearby
	Within Area of Archaeological Importance
	Within Air Quality Management Area
✓	Other constraints (medium pressure Transco pipeline through the site)

Summary of issues and options consultation results

- Eight representations received.

- A boat house is needed on this part of the river.
- Three say retain the car park.
- Two say combinations of residential, employment and parking.
- High density residential over car parking.
- The area should not be allowed to become over-dominated by flats.
- Environment Agency – the site lies within Flood risk zones 2 and 3, Groundwater source Protection Zone II and major aquifer HU zone and in area important for recharging of major aquifer and land drainage consent issues because of adjacent river.

Suggested approach

Our suggested approach is to allocate the site for a mix of uses consisting of:

- Replacement car parking in multi-storey form
- B1 employment uses
- 20% residential use.

The proportions are indicative only and may vary by plus or minus 10% for each use.

The site's redevelopment is dependent upon the prior realignment of a major electricity cable. The funding for this work has been secured from Haven Gateway Growth Point sources. The site should be planned comprehensively with site UC089 immediately to the south to ensure that the design and layout relates properly to the river corridor, riverside path and suggested public transport route (see site profile for site UC089).

See also Opportunity Area G.

Justification for suggested approach

This is a prime riverside site located in Ipswich Village, alongside the main route between the railway station and the central shopping area. It is currently used inefficiently for surface level parking. However, we recognise that some parking provision is needed to service local employment and therefore this would be replaced within the redevelopment scheme. Apart from parking, B1 office use is considered the lead use but there is scope for residential also in a pleasant south-facing location overlooking the river.

Much care would be needed in the design and layout of the scheme to safely overcome flood risk issues.

The residential use will make a contribution to meeting the housing growth target set by the draft East of England Plan.

The site is within 400m of a: play area; open space; meeting place and frequent bus route (4 or more per hour). It is also within 800m of the railway station.

See also Opportunity Area G.

Comments on other possible approaches

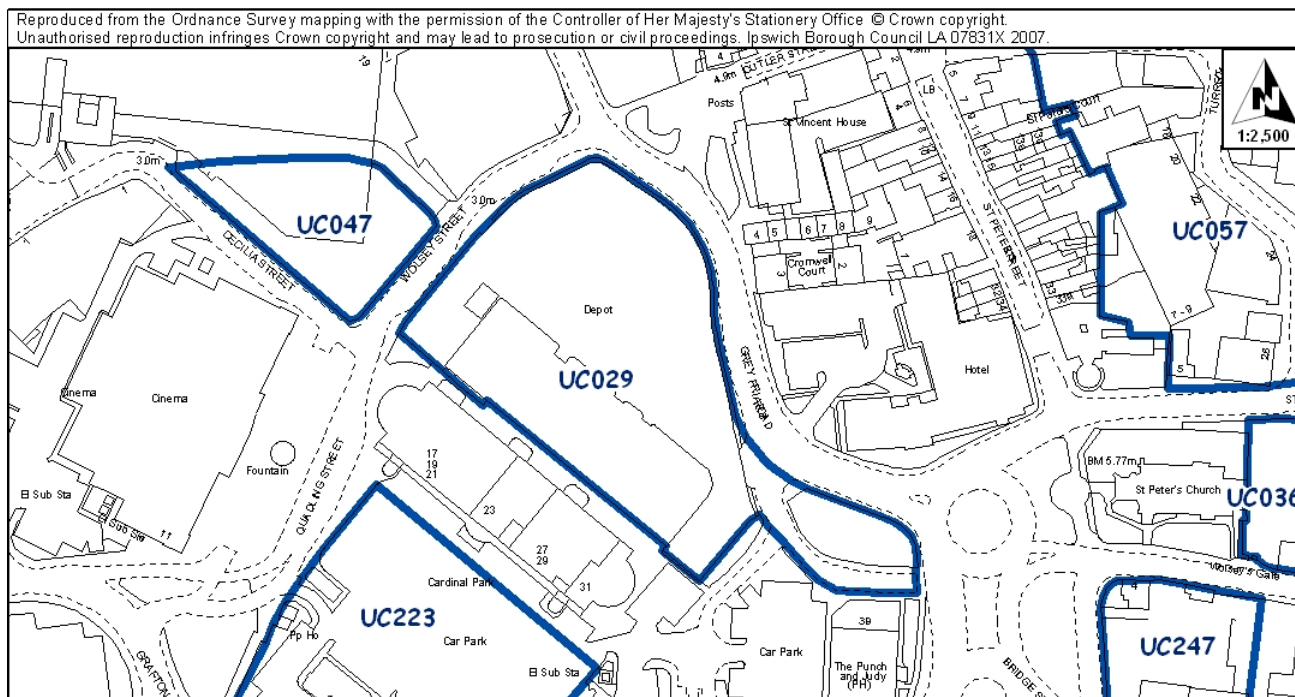
At issues and options stage, this site reference S013 was put forward for housing, employment, retaining the existing use, or a combination of these.

Any single use that excluded parking would not be considered in this location because of the need to accommodate employee parking in a location well related to a concentrated area of office activity and the railway station. This is particularly necessary given the proposals for the Portman Road car park (Old Cattle Market site UC054).

The particular balance of remaining uses is considered to make best use of the site's location and deliver sufficient value to ensure that the development would happen.

SITE REF NO: UC029
 (former ref no: S028)
SITE AREA: 1.03 ha

SITE NAME: Land west of Greyfriars Road



This site is located to the south of the town centre and is adjacent to Cardinal Park leisure area to the south. The site currently accommodates a builders' supplier company and storage yard and also some undeveloped land. The site is accessed from Greyfriars Road.

PREFERRED OPTION

USE(S)	% OF SITE	DENSITY OF HOUSING (HIGH, MEDIUM, LOW)	INDICATIVE CAPACITY (HOMES)
HOUSING	20	H	33
LEISURE ¹	80		

CONSTRAINTS

✓	Within Flood Plain
	Within Conservation Area
	Listed Building on-site or adjacent
	Tree Preservation Order(s) on-site or nearby
✓	Within Area of Archaeological Importance
✓	Within Air Quality Management Area
	Other constraints

Summary of issues and options consultation results

- Seven representations were received, holding views as follows.
- Should be employment and/or leisure because of town centre location adjacent to Cardinal Park. Poor environment for housing because of flood risk, busy road and leisure uses adjacent.
- Possibly high density housing including parking and open space.

¹ Leisure includes Use Class D2 and leisure uses with the sui generis group of the Use Classes Order.

- Should be retail and leisure because of its town centre and Cardinal Park location.
- Should be leisure because the area already has lots of flats.
- Should be mainly leisure with some housing and/or employment.
- Should be high density housing and office uses.
- Environment Agency - in Groundwater Protection Zone, major aquifer HU zone, Flood Zones 2 and 3. Prefer leisure use therefore.

Suggested approach

Our suggested approach is to allocate the site mainly for leisure use (80%) with a small proportion of housing (20%). The site has commercial leisure uses including a night club to the south, but residential uses across Wolsey St to the north. Clearly noise and residential amenity will be key considerations in determining both the type of leisure use that may be appropriate on the site, and the appropriate design and layout of the scheme itself to protect the amenity of adjacent and on-site residents.

See also Opportunity Area G.

Justification for suggested approach

This site's location between Cardinal Park and a more mixed use, historic area of the town centre suggests that a mix of uses may be the best way to address its context and the constraints affecting it.

The town already has some commercial leisure provision, such as town centre cinemas and an out of centre bowling alley. However, there are other types that Ipswich does not have, for example, the nearest ice skating facility is in Chelmsford. If there is demand for further commercial leisure development in Ipswich, this site is well located to take it as an extension to Cardinal Park. It is in a highly accessible town centre location on a frequent bus route and close to the railway station.

The housing element of the mix could help to consolidate the residential neighbourhood to the immediate north and offer town centre living close to the Waterfront and town centre facilities. It would also make a contribution to meeting the housing growth target set by the draft East of England Plan.

The site is within 400m of a: play area; convenience store; pharmacy; meeting place; frequent bus route (4 or more per hour); play group and dentist. It is also within 800m of the railway station.

Comments on other possible approaches

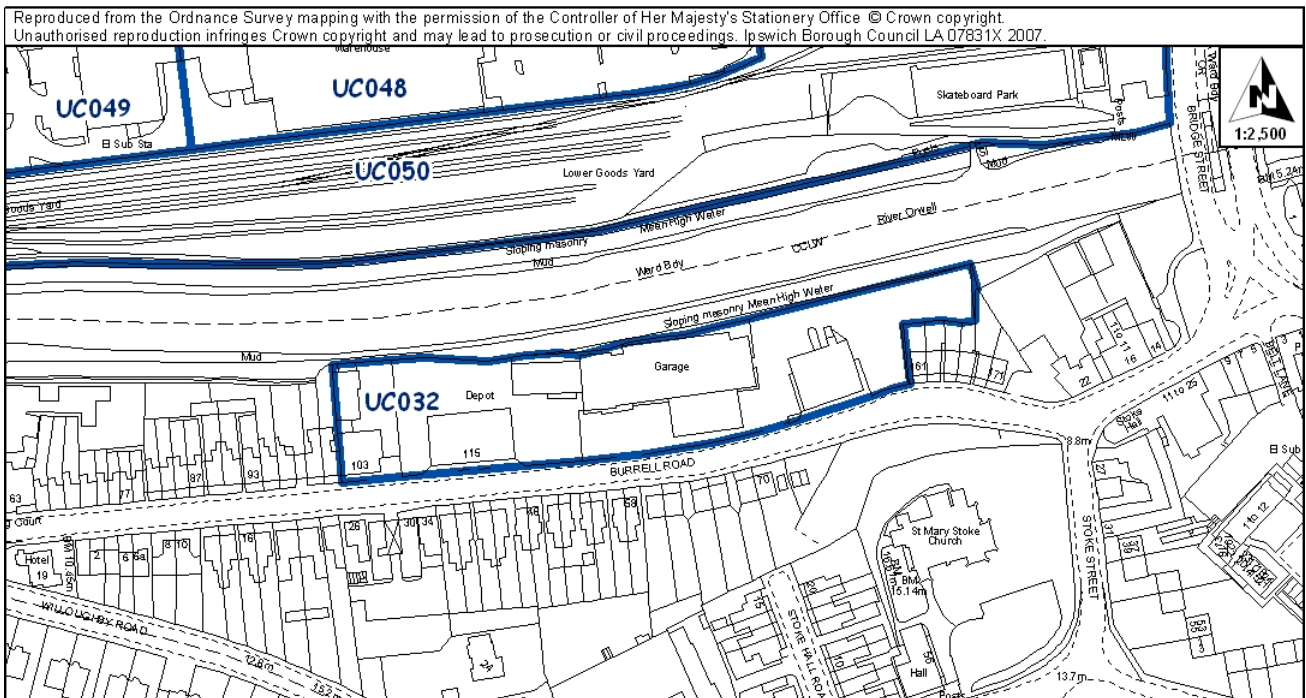
The site was considered at issues and options stage as site S028. The uses put forward were housing, employment, leisure or retail.

The site is not considered suitable for retail development because the Council's strategy for shopping, which reflects national planning policy, is to focus it into the very centre of town – the 'Central Shopping Area'. There are sites allocated elsewhere in this plan at the Mint Quarter, Westgate and Crown Street that are priorities for new shopping development. They will diversify the shopping available in the centre by attracting new operators who prefer a particular size and format of store that may currently be lacking. To allocate additional sites more distant from the central shopping area for shopping would draw investment away and create a very dispersed shopping centre that would be too widespread for all but the most energetic shopper to walk around.

Employment could be a viable use on the site on its own or as part of a mix, but we consider this site's particular merits for leisure use to outweigh those of the standard employment uses of office (B1), industry (B2) or distribution (B8). Indeed, B2 and B8 uses would be inappropriate in this town centre location where more efficient use needs to be made of the land.

SITE REF NO: UC032
 (former ref no: S032)
SITE AREA: 0.74 ha

SITE NAME: 103-115 Burrell Road



Part of this site was put forward for possible development during the first phase of consultation on development plan documents in February 2005. The site is located south of Ipswich town centre. It is close to the rail station and adjacent to the River Orwell with some river frontage. The site is accessed from Burrell Road and is in a predominantly residential location. The site currently accommodates depot and car dealership buildings.

PREFERRED OPTION

USE(S)	% OF SITE	DENSITY OF HOUSING (HIGH, MEDIUM, LOW)	INDICATIVE CAPACITY (HOMES)
HOUSING	100	H	122

CONSTRAINTS

✓	Within Flood Plain
✓ (adjacent)	Within Conservation Area
	Listed Building on-site or adjacent
	Tree Preservation Order(s) on-site or nearby
✓ (part)	Within Area of Archaeological Importance
	Within Air Quality Management Area
	Other constraints

Summary of Issues and Options Consultation Results

- Seven representations received.
- Five favour residential allocation.
- One favours leaving it as it is.
- Environment Agency – Site is in Flood Zones 2 and 3, Groundwater Protection Zone, and minor aquifer high HU zone. Object to housing unless other sites at lower risk are unavailable.

Suggested approach

Our suggested approach is to allocate the site for residential use at a high density.

See also Opportunity Area G.

Justification for suggested approach

The site is well located close to the town centre and railway station, and overlooks the river. There is a high degree of consensus amongst respondents in relation to this site that residential use is most appropriate. It also makes a contribution to meeting the residential target set out in the East of England plan.

However, there are flooding issues that must be addressed. The Strategic Flood Risk Assessment indicates that sites are needed within Flood Risk Zones 2 and 3. The particular vulnerability of this site and 100% residential use suggests that it may only come forward later in the plan period after completion of the tidal barrier, unless other measures can be implemented to overcome the Environment Agency's objection.

The site is within 400m of a: play area; convenience store; meeting place; frequent bus route (4 or more per hour) and dentist. It also lies within 800m of the railway station.

Comments on other possible approaches

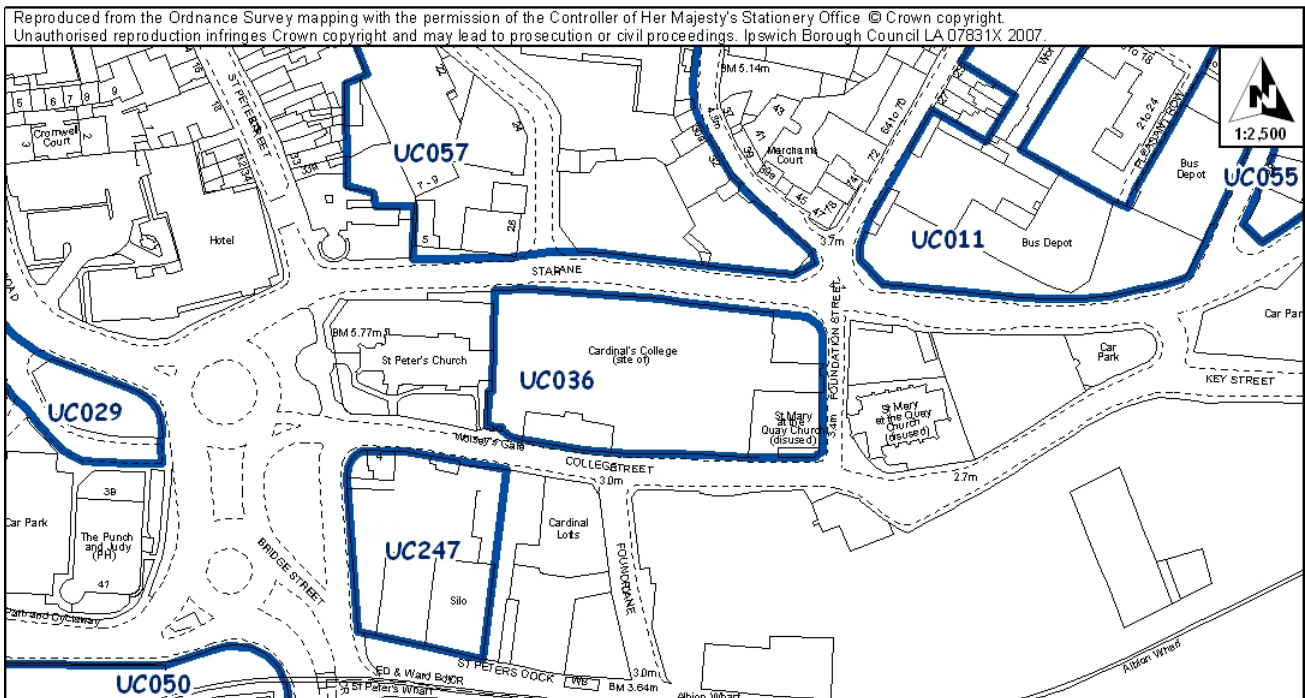
At issues and options stage this site was considered as site reference S032 for housing or employment use (or a mixture of the two) or to retain the existing use.

Retaining the existing use is not a realistic proposal as the owner's agent has indicated that premises on the site are vacant and the owners are currently commissioning plans for redevelopment.

Employment use is not considered appropriate because the site is in an entirely residential area and has positive attributes as a location for housing, primarily its attractive position on the south bank of the river and close to the Waterfront.

SITE REF NO: UC036
 (former ref no: S036)
SITE AREA: 0.54 ha

SITE NAME: Key Street / Star Lane / Burton's Site



This site was identified by Ipswich Borough Council through its allocation in the First Deposit Draft Local Plan (Site 5.3 for Mixed Use). The site is between Ipswich town centre and the Waterfront area.

PREFERRED OPTION

USE(S)	% OF SITE	DENSITY OF HOUSING (HIGH, MEDIUM, LOW)	INDICATIVE CAPACITY (HOMES)
EMPLOYMENT (B1)	30		
HOTEL	50		
SMALL SCALE RETAIL/FOOD & DRINK	10		
CAR PARKING	10		420 spaces

CONSTRAINTS

✓	Within Flood Plain
✓	Within Conservation Area
✓	Listed Building on-site or adjacent
	Tree Preservation Order(s) on-site or nearby
✓	Within Area of Archaeological Importance
✓	Within Air Quality Management Area
	Other constraints

Summary of issues and options consultation results

- Seven representations received with different ideas about the site's use.

- One favours housing but only up to four storeys, and the creation of a Star Lane boulevard.
- Three favour mixed use: one housing, employment, retail and parking; one housing, employment and leisure, and one an unspecified mix excluding housing but including parking.
- One respondent wishes to see an education use of the site.
- One respondent does not suggest a use but does not wish to see extra cars on this part of Star Lane.
- Environment Agency – The site is in Flood Zone 2 and 3, in the Groundwater Source Protection Zone 1 and in a major aquifer HU zone. Leisure use is favoured and the Agency objects to housing.

Suggested approach

Our suggested approach is to allocate the site in accordance with the planning application that is currently being considered (reference 07/0555). The uses proposed are three hotels, office space, some medium/small scale retail, restaurants and car parking.

See also Opportunity Area B which is adjacent to this site.

Justification for suggested approach

The Council has already indicated (October 2007) that it is minded to approve the proposed scheme. The applicant now awaits the final decision from the Secretary Of State as to whether the application is to be called in, because English Heritage logged an objection to the proposals.

The site is in a key pivotal location between the central shopping area and the Waterfront. Its successful development is critical to creating a safe, pleasant and inviting pedestrian route between the two. It is also highly, accessible being on a frequent bus route (4 or more per hour) and within 800m of a railway station.

Comments on other possible approaches

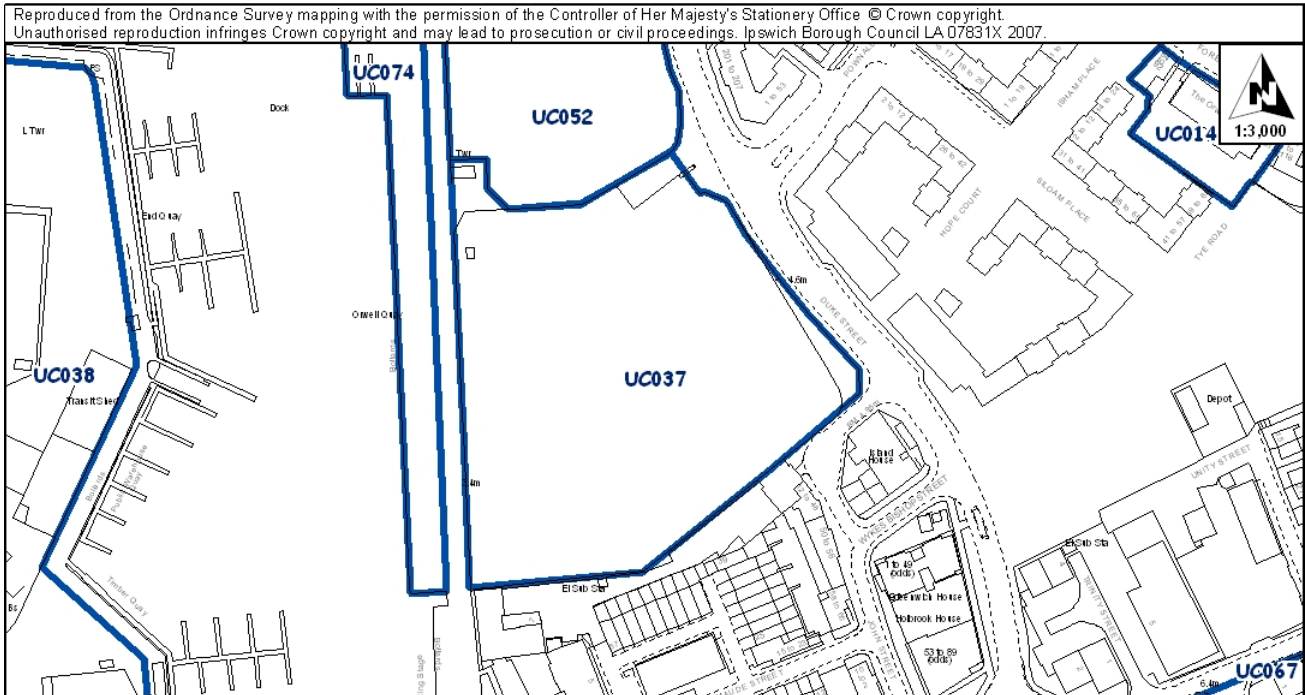
At issues and options stage, the site was put forward for housing, retail, leisure, employment or a combination of those uses.

It would be unrealistic to allocate the site for something significantly different from the Council's approved scheme at the moment. We may need to revisit this in the future if planning permission is not forthcoming.

In any event, the site would not be a particularly good one for residential use, because of tall buildings proposed to south that would block its sun, and the site's traffic island nature and associated air quality issues, quite apart from flooding issues.

SITE REF NO: UC037
 (former ref no: S037)
SITE AREA: 1.92 ha

SITE NAME: No 7 Shed, Orwell Quay



This site was identified by Ipswich Borough Council through its allocation in the First Deposit Draft Local Plan (Site 5.6 for Mixed use). The site is located in the Waterfront area of Ipswich and is situated on the eastern edge of the wet dock. It has a significant dockside frontage. The site is accessed from Duke Street.

PREFERRED OPTION

USE(S)	% OF SITE	DENSITY OF HOUSING (HIGH, MEDIUM, LOW)	INDICATIVE CAPACITY (HOMES)
HOUSING	50	H	158
EDUCATION	25		
CAR PARKING	25		

CONSTRAINTS

✓	Within Flood Plain
	Within Conservation Area
	Listed Building on-site or adjacent
	Tree Preservation Order(s) on-site or nearby
✓	Within Area of Archaeological Importance
	Within Air Quality Management Area
	Other constraints

Summary of issues and options consultation results

- Seven representations were received.
- Four respondents wish to see education uses included on the site – with just student accommodation or with that use plus housing or ground floor retail.

- One suggests leisure, and another a mix that includes residential.
- UCS – the site's owners – wish to see education uses, student accommodation and private market residential development.
- Others express reservations about the market for further residential units there.
- Environment Agency – The site is in Flood Zone 2 and 3, Groundwater Source Protection Zone II and a major aquifer HU zone. Object to housing unless other sites at lower risk are unavailable.

Suggested approach

Our suggested approach is to allocate the site for University-related development consisting of education use and some 'enabling' housing that assists the delivery of the university uses. Provision of student housing would also be appropriate. In addition, the site should provide some public car parking to serve the Waterfront area.

See also Opportunity Area D.

Justification for suggested approach

It is important for the success of University Campus Suffolk that it has all the teaching and administrative space that it needs to function. This site represents the second phase of university development. The first new teaching building is already under construction adjacent to Neptune Marina.

Teaching accommodation is only part of the University's needs. It is also important that it can offer enough student accommodation to compete with other institutions and that the accommodation is in the right location – in this case, close to the campus so that students are able to walk between home and teaching accommodation.

The land is currently well used as surface car parking serving the Waterfront. Therefore the Council requires replacement public parking to be provided within the scheme.

The private residential element of the scheme is needed to help fund the provision of the university-related elements of the scheme and it will also continue the mixed use approach to building at the Waterfront to keep the area vital and vibrant.

However, there are flooding issues that must be addressed. The Strategic Flood Risk Assessment indicates that sites are needed within Flood Risk Zones 2 and 3. The particular vulnerability of this site and significant residential and student accommodation uses suggest that it may only come forward later in the plan period after completion of the tidal barrier, unless other measures can be implemented to overcome the Environment Agency's objection.

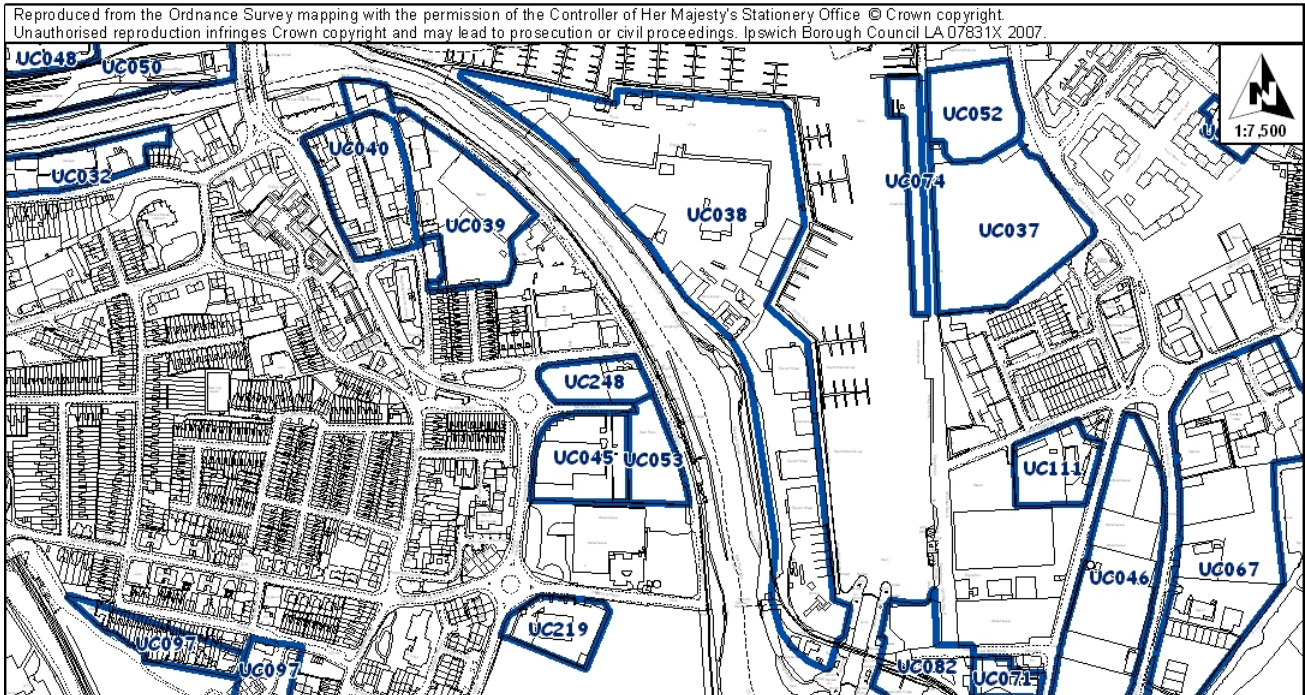
The site is within 400m of a: convenience store; green space; meeting place and frequent bus route (4 or more per hour).

Comments on other possible approaches

At issues and options stage this site was considered as site reference S037 and the uses suggested were education, housing, employment or leisure.

Employment and leisure uses have been rejected because of the need for the particular package of uses proposed to meet the University's needs. In addition, a site is proposed at Greyfriars Rd for commercial leisure uses because it relates well to Cardinal Park and is highly accessible.

SITE REF NO: UC038 **SITE NAME:** Island Site
 (former ref no: S038)
SITE AREA: 6.02 ha



This site was identified by Ipswich Borough Council through its allocation in the First Deposit Draft Local Plan (Site 5.9 for Mixed use). The site is located in the Waterfront area of Ipswich. It has significant dockside and river frontages and is accessed from Stoke Bridge.

PREFERRED OPTION

USE(S)	% OF SITE	DENSITY OF HOUSING (HIGH, MEDIUM, LOW)	INDICATIVE CAPACITY (HOMES)
HOUSING	50	H	497
EMPLOYMENT AND LEISURE	30		
SMALL SCALE RETAIL/CAFÉ RESTAURANT	5		
OPEN SPACE	15		

CONSTRAINTS

✓	Within Flood Plain
✓	Within Conservation Area
	Listed Building on-site or adjacent
	Tree Preservation Order(s) on-site or nearby
✓	Within Area of Archaeological Importance
	Within Air Quality Management Area
✓	Other constraints (southern end within landfill site consultation zone)

Summary of issues and options consultation results

- Seven representations were received, expressing a range of views.
- Large maritime museum, more public access, a largely traffic free area.
- Leisure facilities and open space, bars and restaurants. Not high density housing.
- Open space.
- The site's owners envisage residential led mixed use with retail and employment, and relocating existing uses.
- Leisure and open space. Avoid substantial housing that would block views from the West Bank.
- High density housing, leisure, employment and open space. It must have public access. Could include a visitor centre or aquatic centre. Needs a landmark building.
- Environment Agency – Site lies within Flood Zones 2 and 3, Groundwater Source Protection Zone and major aquifer HU zone. Object to housing unless other sites at lower risk are unavailable and safe escape can be demonstrated – concern about single point of access from Stoke Bridge.

Suggested approach

Our suggested approach is to allocate the site for mixed use consisting of residential use (50%), leisure, employment, small scale retail and/or cafes, bars and restaurants, and open space.

The site contains some existing uses that the Council would wish to see retained and incorporated into the redeveloped site (although it could be in a reconfigured layout): the pub, boat yard and builders and marina related activities that have a strong locational reason to be there and help to create the working maritime atmosphere that is at the heart of its identity and appeal.

Development of the Island Site would be dependent on the creation of additional vehicular and pedestrian/cycle accesses to supplement the existing access from Stoke Bridge. New accesses would take the form of vehicular links to the east and west banks of the river at the southern end of the Island (see Wet Dock Crossing proposals) and a pedestrian/cycle bridge linking the northern neck of the Island to Stoke Quay and St Peter's Quay. The development opportunities and principles are elaborated further in the Opportunity Area A notes and illustrations, where matters such as the importance of protecting strategic views and maximum height for buildings are set out. Opportunity Areas E and C cover the adjacent areas of the western and eastern banks respectively.

Justification for suggested approach

This is a six hectare site with enormous potential, but also significant development costs. For example, any redevelopment plans will need to address access and flood issues. It is therefore necessary to find a mix of uses that is appropriate to its nature and location, will provide a return to investors and reconciles different aspirations for the site, as far as possible.

Leisure and open space uses are considered key parts of the mix to create a destination for everyone in Ipswich to visit, value and consider their own. They are also suggested in most of the representations received, with the exception of the site's owners. The nature of the leisure use(s) could be museums or cultural/arts venues, but with such a large and complex site it is not realistic to be more prescriptive at this stage.

Employment on the site could continue to include boat building and servicing and associated activities, but also other workshop-based or office employment.

There is disagreement between the respondents about the merits of permitting housing as part of the mix. We consider it to be a unique and desirable location for housing at the very heart of the regenerated Waterfront. The northern half of the Island is the part where we would expect to see residential uses dominating. Building heights would be limited to retain a more open aspect and allow views across and through from the river banks and northern quays (see Opportunity Area A plans and principles). The site would also make a significant contribution towards meeting residential targets set out in the draft East of England plan.

Small scale retail only is considered appropriate at the Island site, so as to complement but not compete with the Central Shopping Area. The Council's shopping strategy is to strengthen the range and quality of

shopping available in the Central Shopping Area of town first and foremost. The strategy is being pursued through additional retail allocations in the Central Shopping Area.

There are flooding issues that must be addressed on this site, particularly as the suggested mix includes housing. The Strategic Flood Risk Assessment indicates that sites are needed within Flood Risk Zones 2 and 3. The particular vulnerability of this site suggests that it may only come forward later in the plan period after completion of the tidal barrier.

As the crow flies, the site is within 400m of a: play area (part); convenience store; green space (part); post office (part); meeting place; frequent bus route (4 or more per hour) and dentist (part). However, unlike other parts of the borough, the real distance to these facilities is likely to be further at present. Clearly the additional accesses mentioned above would be key to bringing key facilities within easy walking distance of future Island residents.

Comments on other possible approaches

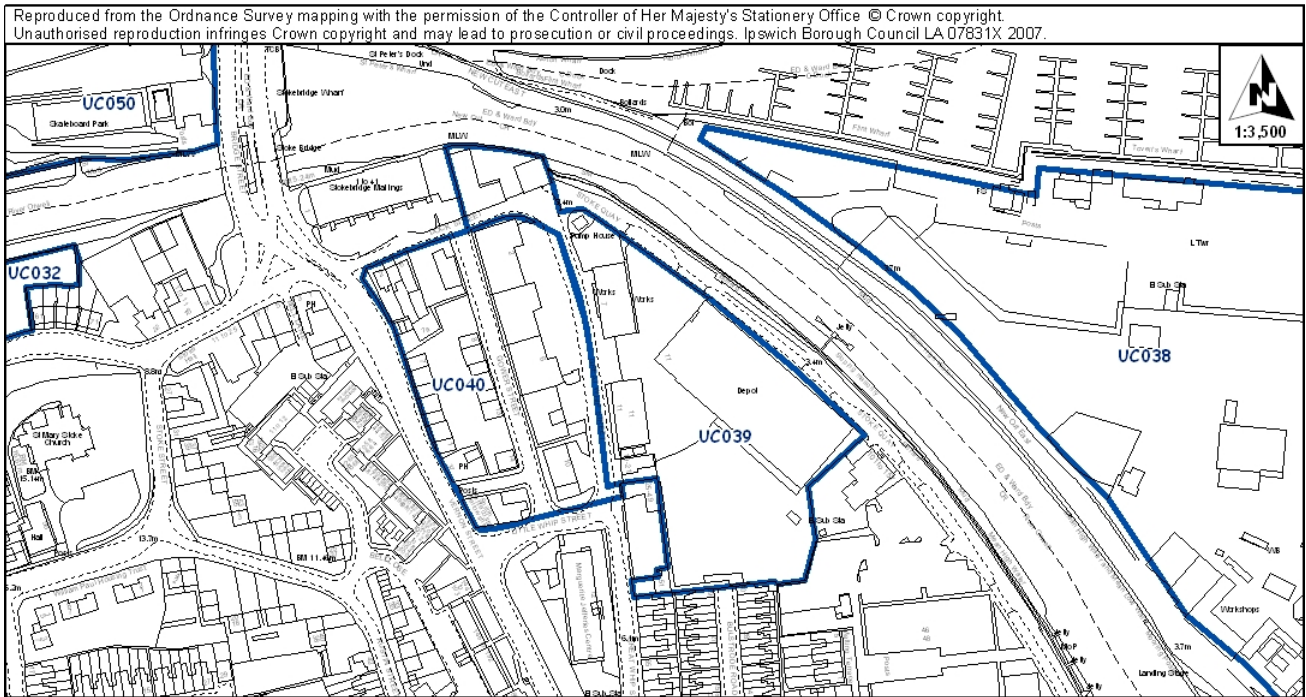
At issues and options stage this site was considered as site reference S038 and the uses suggested were housing, leisure, employment or open space, or a combination of those. Further combinations or different ideas were also suggested by respondents.

We consider a single use redevelopment of the Island Site would be least likely to create the sort of strategic focal point for the community that is envisaged above, or create enough value from the development to ensure its implementation.

The justification above explains why large scale retail development is not considered appropriate for this site and why at this stage the precise nature of the leisure use has not been specified.

SITE REF NO: UC039
 (former ref no: S039a)
SITE AREA: 1.47 ha

SITE NAME: Land between Vernon Street & Stoke Quay



This site was identified by Ipswich Borough Council through its allocation in the First Deposit Draft Local Plan (Site 5.10 for Mixed use). It is situated close to the Waterfront. It has a significant frontage on the south bank of New Cut. The site currently accommodates a range of uses.

PREFERRED OPTION

USE(S)	% OF SITE	DENSITY OF HOUSING (HIGH, MEDIUM, LOW)	INDICATIVE CAPACITY (HOMES)
NO ALLOCATION			

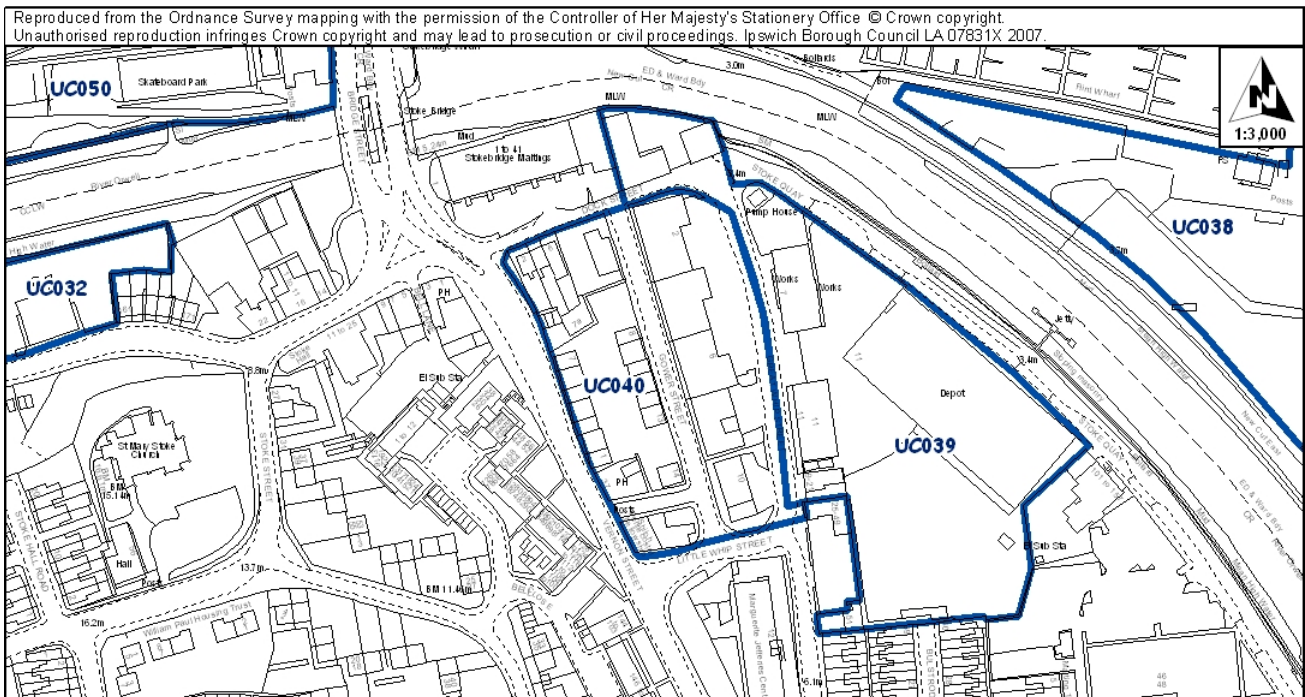
CONSTRAINTS

✓	Within Flood Plain
✓ (adjacent)	Within Conservation Area
	Listed Building on-site or adjacent
	Tree Preservation Order(s) on-site or nearby
✓	Within Area of Archaeological Importance
	Within Air Quality Management Area
	Other constraints

This site has planning permission for mixed use and therefore it would be inappropriate to allocate it for development in the IP-One Area Action Plan.

SITE REF NO: UC040
 (former ref no: S039b)
SITE AREA: 1.09 ha

SITE NAME: Land between Vernon Street & Stoke Quay



This site was identified by Ipswich Borough Council through its allocation in the First Deposit Draft Local Plan (Site 5.10 for Mixed use). It has a frontage onto Vernon Street, a key route into the town centre from the south. The site currently accommodates a range of uses.

PREFERRED OPTION

USE(S)	% OF SITE	DENSITY OF HOUSING (HIGH, MEDIUM, LOW)	INDICATIVE CAPACITY (HOMES)
HOUSING	80	H	144
COMMUNITY USE, WORKSHOPS	20		

CONSTRAINTS

✓	Within Flood Plain
	Within Conservation Area
✓ (adjacent)	Listed Building on-site or adjacent
	Tree Preservation Order(s) on-site or nearby
✓	Within Area of Archaeological Importance
✓	Within Air Quality Management Area
	Other constraints

Summary of issues and options consultation

At issues and options stage, this site and UC039 were considered together as S039b and a.

- Six representations were received.
- Retain existing uses.
- High density housing

- Allocate for housing with some employment. Should also provide for children's play and car parking – also for existing residents.
- High density housing and perhaps student accommodation.
- (Site 39a only – allocate for housing, retail and employment.)
- Site is within Flood Zones 2 and 3, major aquifer HU zone and Groundwater Source Protection Zone II. Object to housing on the site unless other sites at lower risk are unavailable.

Suggested approach

Our suggested approach is to allocate the site primarily for residential use but to allow for community and employment uses within the mix.

Justification for suggested approach

The site is in a prime regeneration area on the south side of the waterfront and adjacent to Site UCO39 which has recently been granted planning permission for mixed use including 351 dwellings and employment uses.

The site currently includes a range of different uses but is predominantly occupied to a fairly low intensity by small businesses. Redevelopment offers the opportunity to consolidate the mixed use neighbourhood emerging through adjacent developments at Stoke Bridge Maltings and the former Grahams site and make more efficient use of the land. Importantly, the site would still include some community and employment uses (currently the site contains a pub and the Shiloh Pentecostal Fellowship). Apart from providing for residents of the development, these additional uses would also provide an opportunity for the new and existing communities to mix and meet. The residential element would also contribute to meeting the residential target set out in the East of England plan.

There are flooding issues that must be addressed on this site, particularly as the suggested mix includes a significant proportion of housing. The Strategic Flood Risk Assessment indicates that sites are needed within Flood Risk Zones 2 and 3. Thus the site may only come forward later in the plan period after completion of the tidal barrier, unless other measures can be implemented to overcome the Environment Agency's objection.

The site is well located for living, close to the town centre and close to local facilities such as the shopping area between Vernon St and Austin St.

The site is within 400m of a: play area; convenience store; meeting place; frequent bus route (4 or more per hour) and dentist (part). It is also within 800m of a railway station.

Comments on other possible approaches

At issues and options stage the site was considered as site reference S039b for housing, leisure, employment or a combination of those uses, or to be retained in its existing use.

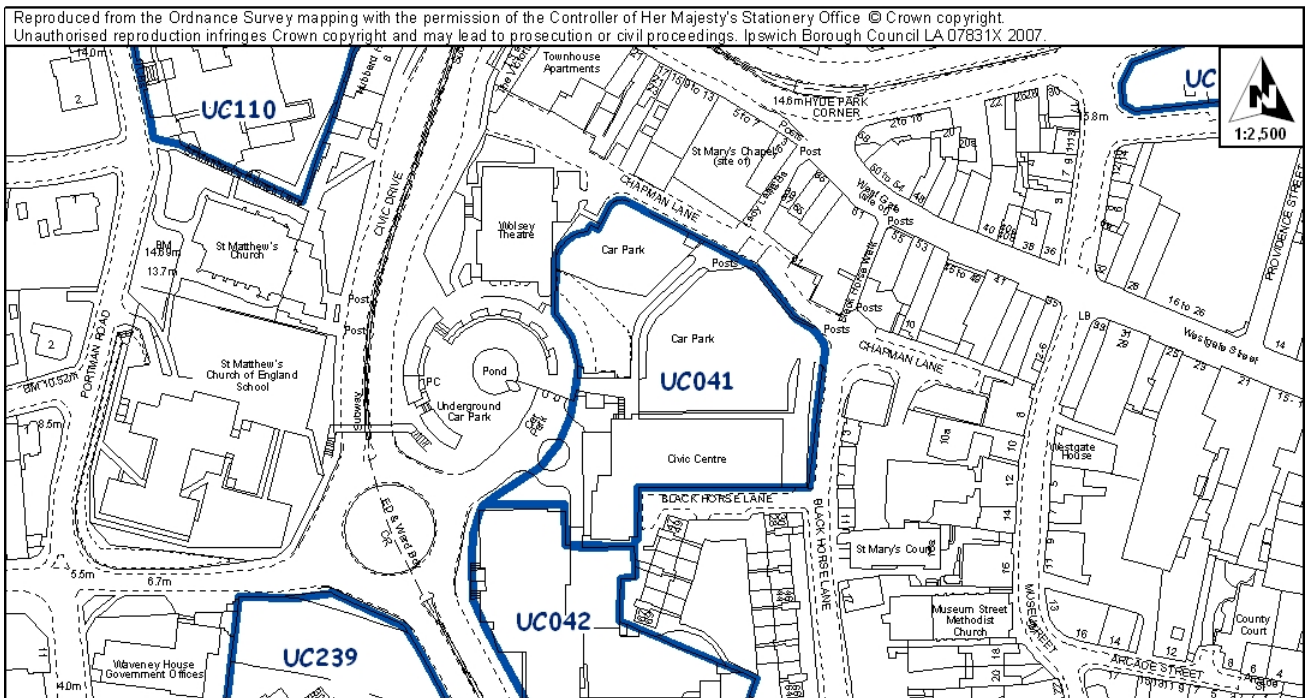
Retaining the existing use would not represent the most efficient way to use land that is very well located close to the town centre and Waterfront.

Employment use could be considered here but would be a lost opportunity to diversify uses on the site and in the area which traditionally has been mainly in employment use. The residential-led approach helps to consolidate the newly emerging character of this area of the Waterfront as a vibrant, mixed use neighbourhood.

Leisure uses are focused mainly into the town centre in accordance with national planning policy.

SITE REF NO: UC041
 (former ref no: S040a)
SITE AREA: 0.73 ha

SITE NAME: Civic Centre Area / Civic Drive



This site was identified by Ipswich Borough Council through its allocation in the First Deposit Draft Local Plan (Site 6.20 for Mixed use). It is located at the western end of Ipswich town centre and is situated on the inner ring road of Ipswich, adjacent to a theatre, residential properties and other town centre uses such as retail and financial services.

PREFERRED OPTION

USE(S)	% OF SITE	DENSITY OF HOUSING (HIGH, MEDIUM, LOW)	INDICATIVE CAPACITY (HOMES)
HOUSING	20	H	24
RETAIL	60		
EMPLOYMENT (B1)	20		

CONSTRAINTS

	Within Flood Plain
	Within Conservation Area
	Listed Building on-site or adjacent
	Tree Preservation Order(s) on-site or nearby
✓	Within Area of Archaeological Importance
	Within Air Quality Management Area
	Other constraints

Summary of issues and options consultation results

At issues and options stage this site was put forward with site UC042 that follows as site reference S040 a and b.

- Nine representations were received.
- Retail and business uses because of position next to shops/offices.
- Retail and leisure uses.
- Employment and retail.
- Residential with some employment and leisure.
- This should be the main retail development in the town.
- Retail and housing owing to sustainable location.
- Leisure use.
- Retain existing uses.
- Environment Agency – within minor aquifer HU zone and Groundwater Source Protection Zone II.

Suggested approach

Our suggested approach is to allocate the site primarily for retail development to form an extension to the Central Shopping Area, with some additional residential and office use.

See also Opportunity Area J.

Justification for suggested approach

This site is viewed as a key opportunity to address shortcomings in the quality and range of shopping available in Ipswich town centre, as identified by the Ipswich Retail Study. Linked to this suggested use is a proposal to extend the adjacent Central Shopping Area boundary to incorporate this site. Thus the site would form an attraction at the western end of the Central Shopping Area serving to increase footfall at this end of Westgate Street. The plan would not prescribe the nature of the shopping (whether convenience/food shopping or comparison goods – this would be left to the market). It is known that the new owners of the site wish to pursue retail development here and therefore there can be some confidence about delivery.

Comprehensive redevelopment would also offer the opportunity to enhance the environment and linkages through the site between Westgate Street and the Civic Drive, to improve a much used pedestrian route between the town centre and residential areas to the west of town.

Residential and office uses are suggested with the retail element in recognition of the nature of adjoining uses on Black Horse Lane. Given the site's accessible town centre location, we would wish to avoid a relatively extensive development of, for example, a single storey large format shop. The mixed use element should help to encourage a more innovative and efficient approach that involves residential and office accommodation being incorporated as upper storeys to the shop(s), perhaps. The site could also make a contribution to meeting the residential and job targets set out in the East of England Plan.

The site is within 400m of a: primary school; convenience store; GP surgery; pharmacy; parks and green spaces; post office; meeting place; frequent bus route (4 or more per hour); play group (part) and dentist.

Comments on other possible approaches

At issues and options stage, this site was put forward for consideration with the buildings to the south as site reference S040 a and b. The uses suggested were employment, retail, housing or leisure.

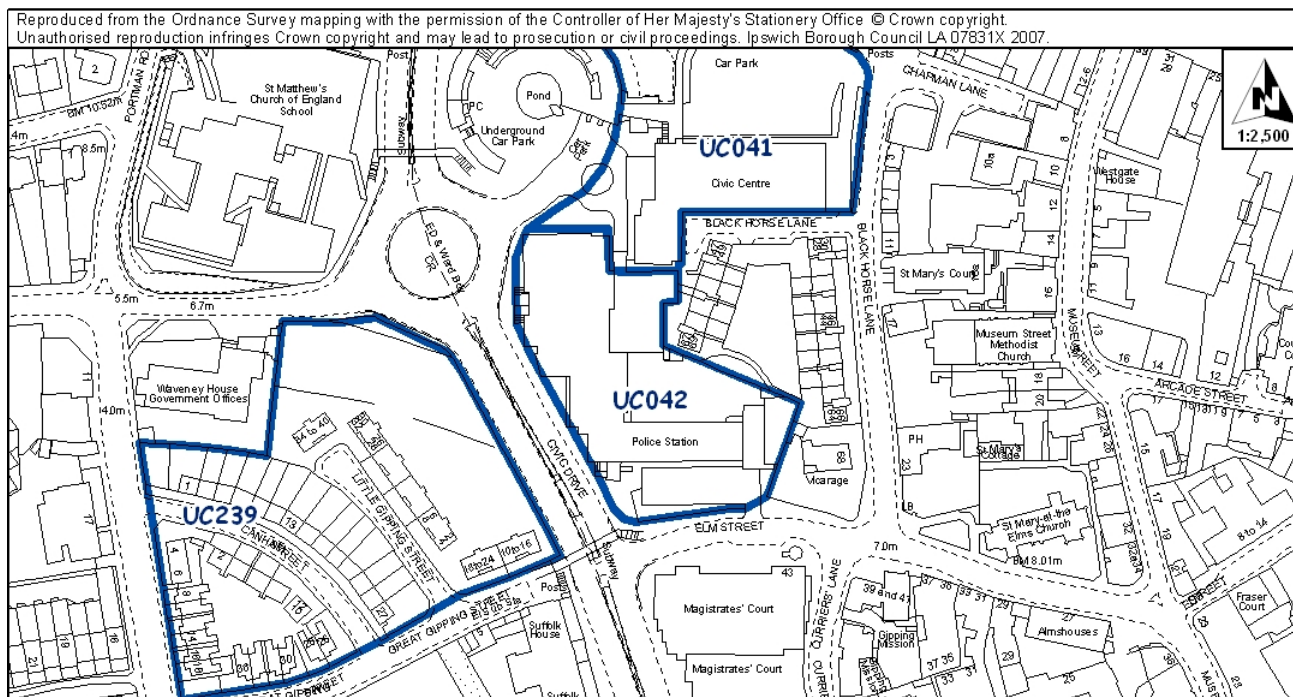
The merits of this site for retail use, to help address the Retail Study findings, outweigh those of the other uses that it could legitimately be put to.

In national town centre policy terms, leisure uses could be located in this town centre spot. However, a suggested allocation is made at Greyfriars Road next to Cardinal Park for this purpose and is considered to be the prime location for any large scale commercial leisure development.

Retaining the existing use is not viable as it is not clear who would want to take on office premises of this size, age and nature and it would be wasteful to leave the building vacant for any length of time. It is not a building of great beauty and this area of town that forms part of the setting of the New Wolsey Theatre, could be enhanced through a comprehensive redevelopment scheme of the former Civic Centre site.

SITE REF NO: UC042
 (former ref no: S040a)
SITE AREA: 0.52 ha

SITE NAME: Civic Centre Area / Civic Drive



This site was identified by Ipswich Borough Council through its allocation in the First Deposit Draft Local Plan (Site 6.20 for Mixed use). It is located at the western end of Ipswich town centre and is situated on the inner ring road of Ipswich, adjacent to a theatre, residential properties and other town centre uses such as retail and financial services. It the former Crown Court buildings and Police Headquarters.

PREFERRED OPTION

USE(S)	% OF SITE	DENSITY OF HOUSING (HIGH, MEDIUM, LOW)	INDICATIVE CAPACITY (HOMES)
HOUSING	50	H	43
EMPLOYMENT B1	50		

CONSTRAINTS

	Within Flood Plain
	Within Conservation Area
	Listed Building on-site or adjacent
	Tree Preservation Order(s) on-site or nearby
✓	Within Area of Archaeological Importance
	Within Air Quality Management Area
	Other constraints

Summary of issues and options consultation results

At issues and options stage this site was put forward with site UC041 that precedes this one as site reference S040 b and a.

- Nine representations were received.
- Retail and business uses because of position next to shops/offices.
- Retail and leisure uses.

- Employment and retail.
- Residential with some employment and leisure.
- This should be the main retail development in the town.
- Retail and housing owing to sustainable location.
- Leisure use.
- Retain existing uses.
- Environment Agency – within minor aquifer HU zone and Groundwater Source Protection Zone II.

Suggested approach

Our suggested approach is to allocate the site for 50% employment (B1 office) use, and 50% residential.

See Opportunity Area J.

Justification for suggested approach

The court has been relocated to a site within Ipswich Village and therefore this site could be underused. Furthermore, the Constabulary is short of space and may look to relocate within Ipswich.

Should the site therefore become available, we would suggest it would best be used for a mix of residential use and office floorspace at a high density to reflect its very central location. These uses fit well with surrounding uses in the area and would complement the retail-led mixed use development suggested for the Civic Centre site immediately to the north. These uses would also help to meet residential and employment targets set in the East of England Plan.

At present, however, the Constabulary has expanded into the former court. As a result, this is seen as a site for the latter part of the plan period. Replacement premises would need to be found for the constabulary in order to release this site.

The site is within 400m of a: primary school; convenience store; GP surgery; pharmacy; parks and green spaces; post office (part); meeting place; frequent bus route (4 or more per hour); play group and dentist. It also lies in part within 800m of a railway station.

Comments on other possible approaches

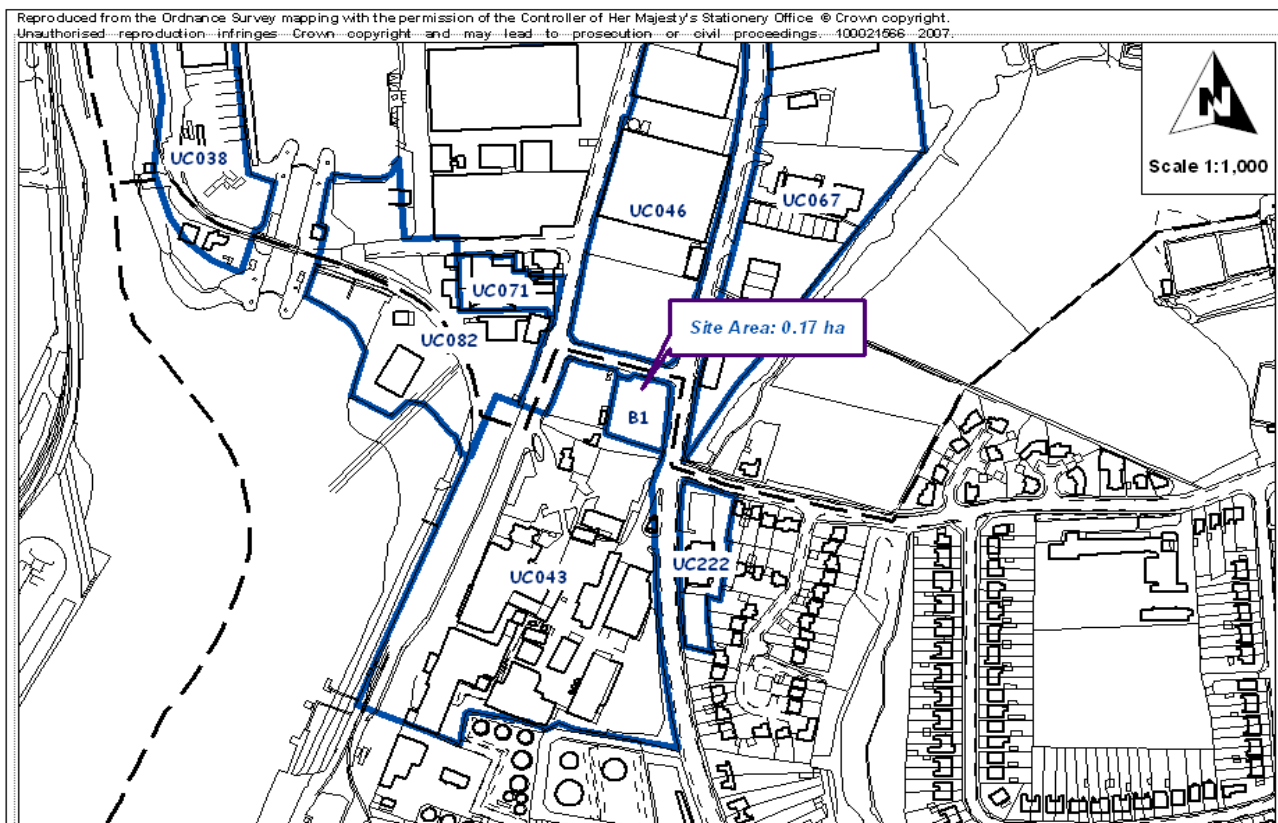
At issues and options stage this site was put forward with UC041 as S040 a and b and the uses suggested were: employment, retail, housing and leisure.

Taking the sites together, the retail element has been suggested for the site to the north – the former Civic Centre – because it adjoins the current Central Shopping Area and would be most accessible from the Civic Drive. We do not consider that the need for additional retail floorspace is sufficient as to warrant the allocation of this site also.

As with the Civic Centre site, in national town centre policy terms, leisure uses could be located in this town centre spot. However, a suggested allocation is made at Greyfriars Road next to Cardinal Park for this purpose and is considered to be the prime location for any large scale commercial leisure development.

SITE REF NO: UC043
 (former ref no: S041)
SITE AREA: 3.78 ha

SITE NAME: Land between Cliff Quay & Landseer Road



This site was identified by Ipswich Borough Council through its allocation in the First Deposit Draft Local Plan (Site 5.15 for Employment and Leisure use). The site is located south of the Waterfront area of Ipswich and has a significant river frontage. It currently accommodates a former brewery which is a listed building. The site is adjacent to an existing oil distribution terminal which is a major constraint on future use of this site.

PREFERRED OPTION

USE(S)	% OF SITE	DENSITY OF HOUSING (HIGH, MEDIUM, LOW)	INDICATIVE CAPACITY (HOMES)
RETAIN EXISTING USES	MAJORITY OF SITE		
EMPLOYMENT/SMALL SCALE RETAIL	PART ONLY – SEE BELOW		

CONSTRAINTS

✓	Within Flood Plain
	Within Conservation Area
✓	Listed Building on-site or adjacent
✓	Tree Preservation Order(s) on-site or nearby
	Within Area of Archaeological Importance
	Within Air Quality Management Area
✓	Other constraints (within a Hazardous Substance and Landfill site consultation zone)

Summary of issues and options consultation results

- Eight representations were received.

- Two respondents say retain existing uses, especially after Buncefield.
- Allocate for mixed use as the area need regenerating.
- Anglian Water object to possible allocation because of its proximity to the sewage works.
- Two say develop for employment because of the explosion hazard.
- Would like to see it used for residential but think this unlikely to be allowed following the Buncefield explosion.
- Environment Agency – within Flood Zones 2 and 3 and Groundwater Source Protection Zone II.

Suggested approach

Our suggested approach is to largely retain the existing uses and to identify only two parts of this site for development.

The north-eastern corner, bounded by Toller Road and Landseer Road, is proposed for B1 business or workshop use. Uses here would need to be compatible with proposals for land to the north of Toller Road.

The listed brewery building would not be allocated as such, but the Council would welcome any employment based use of the building that would secure its long term future. Small scale retail or other commercial uses may also be considered as part of any package to find a successful new use for the building. See also Opportunity Area C.

Justification for suggested approach

The hazard zone really dictates what is going to be possible on this site and it covers most of the site except the part bordering Toller Road. The land suggested for allocation is currently vacant and is therefore used inefficiently. Employment use would be compatible with existing uses on the site.

The brewery is a listed building with immense character and we wish to see it retained and put to an appropriate use. A flexible approach is the key to finding a viable solution.

Comments on other possible approaches

At issues and options stage this site was put forward as site reference S041, and employment uses or retaining the existing uses were proposed. We are suggesting a combination of these. Other alternatives are limited at this site because of the hazard zone.

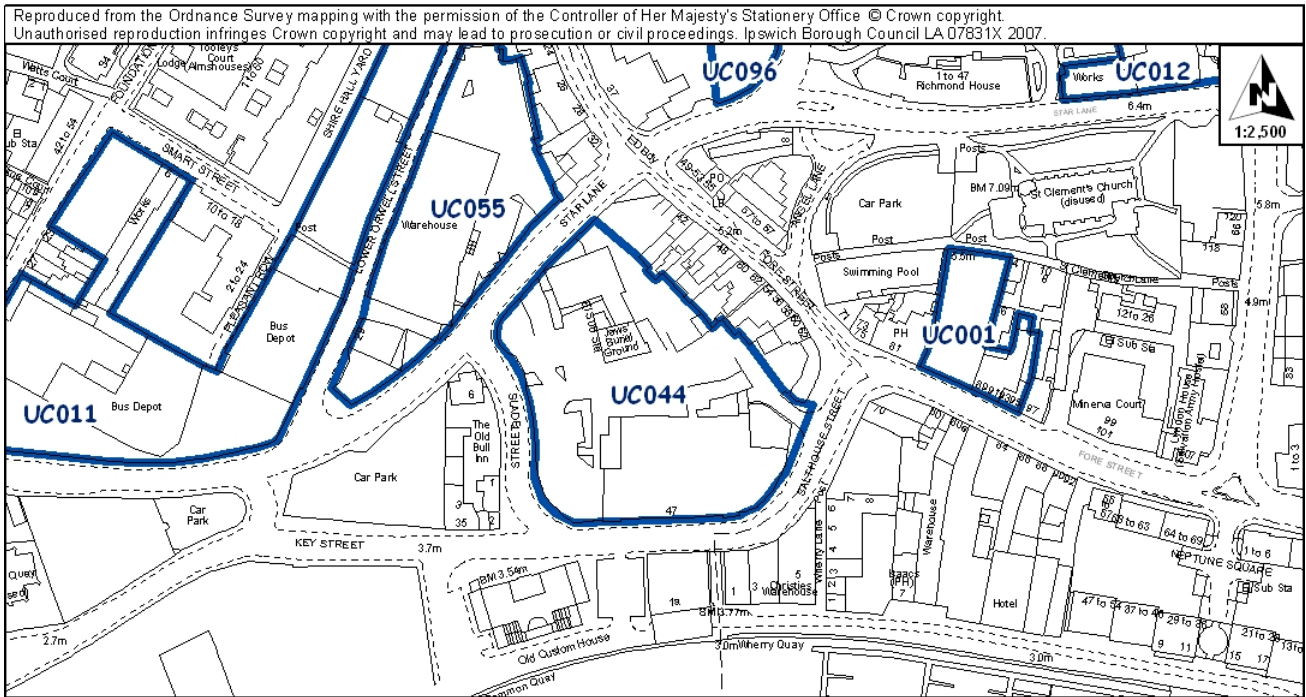
One respondent suggested housing.

The site is in multiple use, mainly for employment purposes. It is also in multiple ownership. It is largely covered by a major constraint in the form of a hazard zone associated with chemical storage to the south. This renders any residential use unlikely to be acceptable to the Health and Safety Executive. Only the northernmost tip of the site lies outside the hazard zone.

An application to convert the listed brewery into a hotel was dismissed at appeal owing to a Health and Safety Executive objection.

SITE REF NO: UC044
 (former ref no: S042)
SITE AREA: 0.66 ha

SITE NAME: Commercial Buildings and Jewish Burial Ground, Star Lane



This site is located north of the Waterfront area of Ipswich and is situated in a predominant industrial area. A range of uses surrounds the site including semi-industrial, commercial and residential developments. The site currently accommodates some large warehouse buildings, car parking and an ancient burial ground. The site is currently accessed from Salt House Street.

PREFERRED OPTION

USE(S)	% OF SITE	DENSITY OF HOUSING (HIGH, MEDIUM, LOW)	INDICATIVE CAPACITY (HOMES)
NO ALLOCATION			

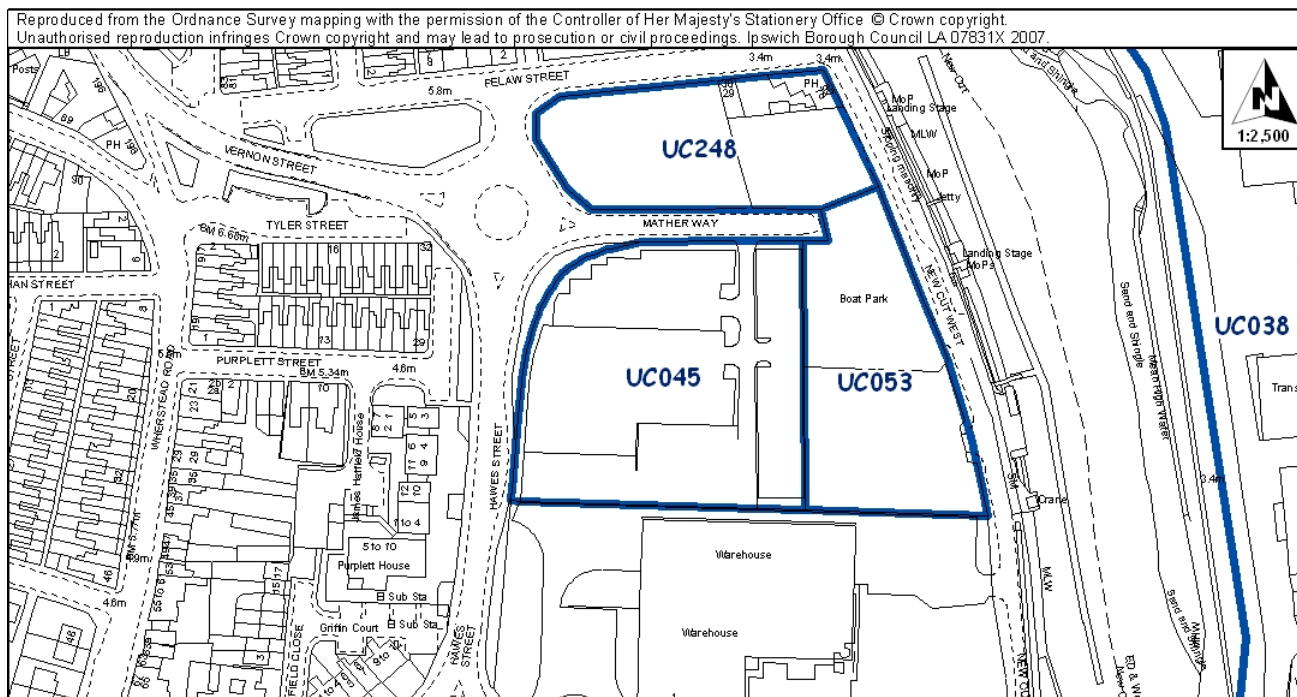
CONSTRAINTS

✓	Within Flood Plain
✓	Within Conservation Area
✓	Listed Building on-site or adjacent
	Tree Preservation Order(s) on-site or nearby
✓	Within Area of Archaeological Importance
✓	Within Air Quality Management Area
	Other constraints

This site has planning permission for mixed use and therefore it would be inappropriate to allocate it for development in the IP-One Area Action Plan (application reference 07/00643). It is included in the table in Policy Area F, as the permission is dated post 1st April 2007, which is the base date for calculating the figures.

SITE REF NO: UC045
 (former ref no: S043)
SITE AREA: 0.78 ha

SITE NAME: South of Mather Way



This site is located south of Ipswich town centre and is situated close to the Waterfront area. It is accessed from Mather Way and is currently used as a surface car park. In the First Deposit Draft Local Plan, the site is identified as land allocated for Employment use.

PREFERRED OPTION

USE(S)	% OF SITE	DENSITY OF HOUSING (HIGH, MEDIUM, LOW)	INDICATIVE CAPACITY (HOMES)
EMPLOYMENT (B1)	80		
HOUSING	20	H	26

CONSTRAINTS

✓	Within Flood Plain
	Within Conservation Area
	Listed Building on-site or adjacent
	Tree Preservation Order(s) on-site or nearby
✓	Within Area of Archaeological Importance
	Within Air Quality Management Area
	Other constraints

Summary of issues and options consultation results

- Six representations were received.
- Two respondents say retain the existing employment and parking use as it is well used.
- Part retain existing use and part leisure.
- Develop for employment.
- Allocate for residential use with some employment, incorporate play provision and residents' parking.

- Environment Agency – within Flood Zones 2 and 3, Groundwater Source Protection Zone II and a minor aquifer HU zone. Object to use of the site for housing unless other sites at lower risk are unavailable.

Suggested approach

Our suggested approach is to allocate the site primarily for business use (B1 – 80% of the site) with some additional residential use amounting to about 20% of the site.

See also Opportunity Area E.

Justification for suggested approach

The site is currently used mainly as surface level car parking which is not an efficient use of land. The Opportunity Area E proposals set out a longer term aspiration for a multi storey car park in this area. Any redevelopment of this site would need to take account of where the existing parking may be reprovided.

The Over Stoke or west bank area is seen as a mixed use neighbourhood where existing uses would become intensified over the plan period. An employment led allocation here complements residential led schemes either with planning permission or suggested for allocation to the north of Felaw Street. It also needs to be read with the residential led allocation next door on site reference UC053.

This fairly large, south facing site has potential to offer a good residential environment very close to the Waterfront – especially if planned with site UC053 to the east.

A combination of employment and residential uses contributes to targets set in the East of England Plan.

However, there are flooding issues that must be addressed. The Strategic Flood Risk Assessment indicates that sites are needed within Flood Risk Zones 2 and 3. The residential element in this suggested approach suggests that the site may only come forward later in the plan period after completion of the tidal barrier, unless other measures can be implemented to overcome the Environment Agency's objection.

The site is within 400m of a: play area; convenience store; meeting place and frequent bus route (4 or more per hour).

Comments on other possible approaches

At issues and options stage this site was put forward as site reference S043 and the uses suggested were: employment, housing, leisure or a combination of the three, or retaining the existing use.

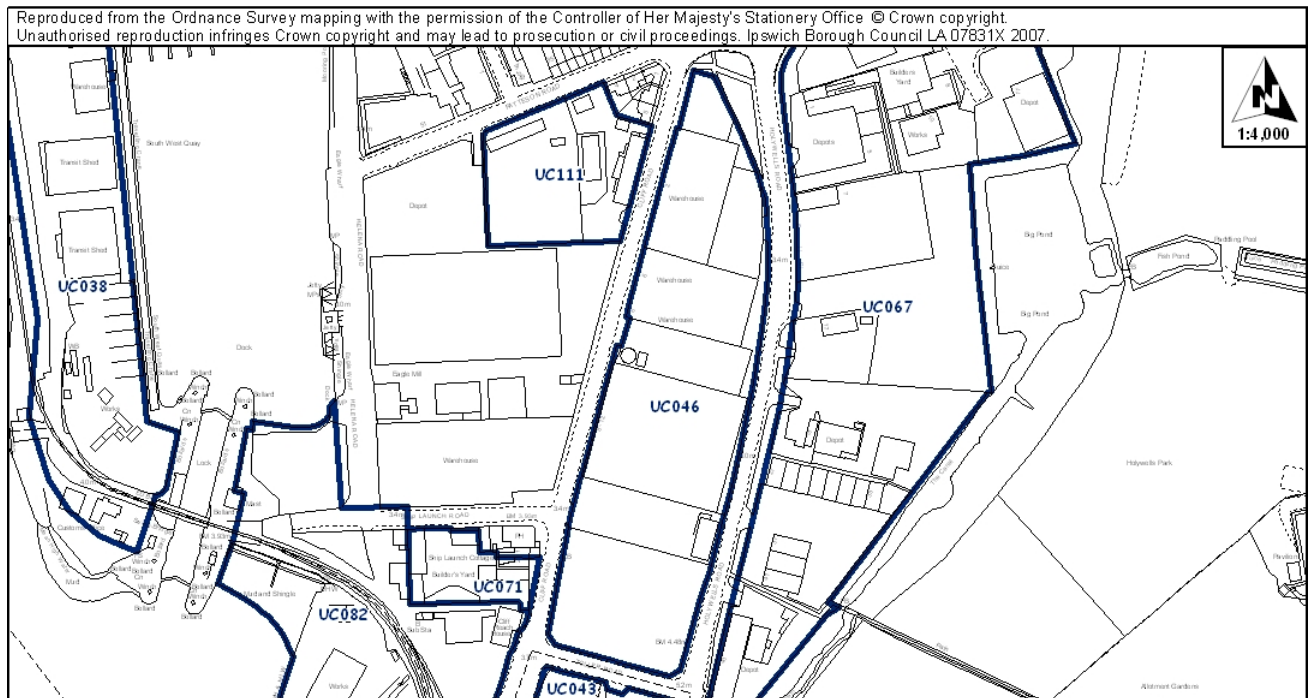
Leisure allocations have been suggested at Greyfriars Road and the Island Site to meet the need for such development – whether large scale commercial or smaller scale cultural, for example - over the plan period.

An entirely residential allocation could change the character of this area from an employment-led mixed use neighbourhood to a predominantly residential one. Thus we need to strike a balance along this stretch of the river bank to ensure that employment uses still play a role.

Retaining the existing use would represent a wasteful use of land in a prime location.

SITE REF NO: UC046
 (former ref no: S044)
SITE AREA: 2.06 ha

SITE NAME: Holywells Road (west)



This site was identified by Ipswich Borough Council through its allocation in the First Deposit Draft Local Plan (as existing Employment use). The site is located in the eastern part of the Waterfront area of Ipswich and it is accessed from Holywells Road and Cliff Road. The site currently accommodates a number of warehouses.

PREFERRED OPTION

USE(S)	% OF SITE	DENSITY OF HOUSING (HIGH, MEDIUM, LOW)	INDICATIVE CAPACITY (HOMES)
HOUSING	50	H	170
EMPLOYMENT (B1)	50		

CONSTRAINTS

✓	Within Flood Plain
	Within Conservation Area
	Listed Building on-site or adjacent
	Tree Preservation Order(s) on-site or nearby
	Within Area of Archaeological Importance
	Within Air Quality Management Area
	Other constraints

Summary of issues and options consultation results

- Six representations were received.
- Retain existing uses.
- Allocate for housing.
- Allocate for 80% housing and 20% office and create link into Holywells Park.
- Develop for employment.
- Allocate for medium density housing.

- Environment Agency – the site is in Flood Zones 2 and 3, a major aquifer HU zone and Groundwater source Protection Zone II. Object to use for housing unless other sites at lower risk are unavailable.

Suggested approach

Our suggested approach is to allocate the site half and half for residential and employment (B1) use. The employment use could be office or workshop based activities. The residential portion should include provision for a community meeting place.

See also Opportunity Area C.

Justification for suggested approach

The site is currently occupied by B8 storage and distribution uses which are relatively low density uses of the land. In such a prime location close to the Waterfront, better use should be made of the land. Haulage uses play their role in the town's economy, but they would be better located in more peripheral locations close to the trunk road network and not next to dwellings.

Eagle Mill, the site across Cliff Road to the west, already has council agreement for redevelopment for residential use. Residential and employment uses on site UC046 would be more compatible with this than the existing haulage uses. Redevelopment of the site would also create an opportunity to implement major environmental improvements on Cliff Road including the possible exclusion of heavy traffic and the creation of a focal point at the corner of Ship Launch Road.

The site is well located for the facilities on the Waterfront, the Education Quarter, the proposed new district centre at Duke Street, and for access into Holywells Park. Improvements to this access would be a key requirement and this is outlined in the Opportunity Area principles.

The mixed use allocation ensures that the site makes a valuable contribution to targets set out in the East of England Plan.

However, there are flooding issues that must be addressed. The Strategic Flood Risk Assessment indicates that sites are needed within Flood Risk Zones 2 and 3. The vulnerability of this site and significant residential uses suggest that it may only come forward later in the plan period after completion of the tidal barrier, unless other measures can be implemented to overcome the Environment Agency's objection.

The site is within 400m of a: primary school (part); play area (part); parks and green spaces; meeting place; frequent bus route (4 or more per hour) and play group.

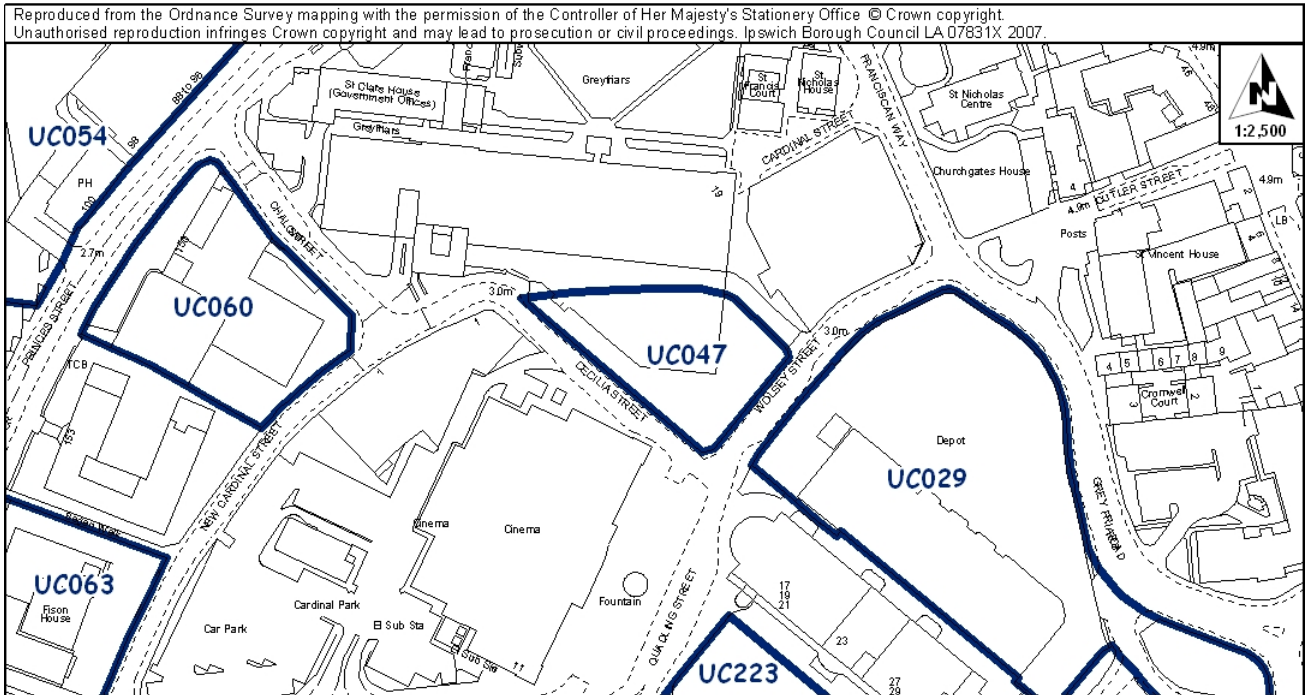
Comments on other possible approaches

At issues and options stage this site was put forward as site reference S044 for housing or employment (or a combination of the two) or with its existing uses retained.

The justification above already explains why retaining the existing uses does not seem the best option in this case.

Using the site only for employment would not take advantage of its locational benefits as a place to live, in particular the access to facilities outlined above. An entirely housing based allocation could start to change the balance of this neighbourhood from mixed use to residential uses alone.

SITE REF NO: UC047 **SITE NAME:** Wolsey Street
 (former ref no: S045)
SITE AREA: 0.26 ha



This site was identified by Ipswich Borough Council through its allocation in the First Deposit Draft Local Plan (for existing Employment use). The site is located to the south of Ipswich town centre and is surrounded by a range of uses including office development and leisure facilities. The site is accessed from Wolsey Street.

PREFERRED OPTION

USE(S)	% OF SITE	DENSITY OF HOUSING (HIGH, MEDIUM, LOW)	INDICATIVE CAPACITY (HOMES)
HOUSING	50	H	21
EMPLOYMENT (B1)	50		

CONSTRAINTS

✓	Within Flood Plain
	Within Conservation Area
	Listed Building on-site or adjacent
	Tree Preservation Order(s) on-site or nearby
✓	Within Area of Archaeological Importance
	Within Air Quality Management Area
	Other constraints

Summary of issues and options consultation results

- Six representations were received.
- Develop for employment and/or leisure as a town centre site adjoining Cardinal Park. Too busy and noisy for housing.
- Allocate for housing if parking/traffic can be resolved.
- Retain as employment.
- Allocate for leisure.

- Allocate for housing and office uses.
- Environment Agency – the site is in Flood Zones 2 and 3, Groundwater Source Protection Zone II and a major aquifer HU zone. Object to its use for housing unless other sites at lower risk are unavailable.

Suggested approach

Our suggested approach is to allocate the site for 50% residential use and 50% office use.

Justification for suggested approach

The site is sandwiched between a cinema and nightclub to the south and a multi-storey car park and residential uses to the north. Facing it across Wolsey Street to the east is Site UC029 that is allocated for commercial leisure with a small element of residential use also.

At present the land is a mixture of landscaping and surface car park and as such it presents a bland and 'dead' frontage to Wolsey and Cecilia Streets. Redevelopment could therefore provide a more appropriate scheme to enliven the street scene along Wolsey St.

We consider a combination of housing and employment to be the best way to make the transition from commercial leisure park to the south to a more mixed use neighbourhood focused around Greyfriars Road and Franciscan Way. As a site for homes, it sits on a relatively quiet road in the heart of the town centre close to facilities, although it is acknowledged that noise attenuation proposals would be essential due to the proximity of the nightclub.

The site would also contribute to meeting targets for housing and jobs set in the East of England Plan.

The site is within 400m of a: play area; convenience store (part); pharmacy; parks and green spaces (part); meeting place; frequent bus route (4 or more per hour); play group and dentist. It is also located within 800m of a railway station.

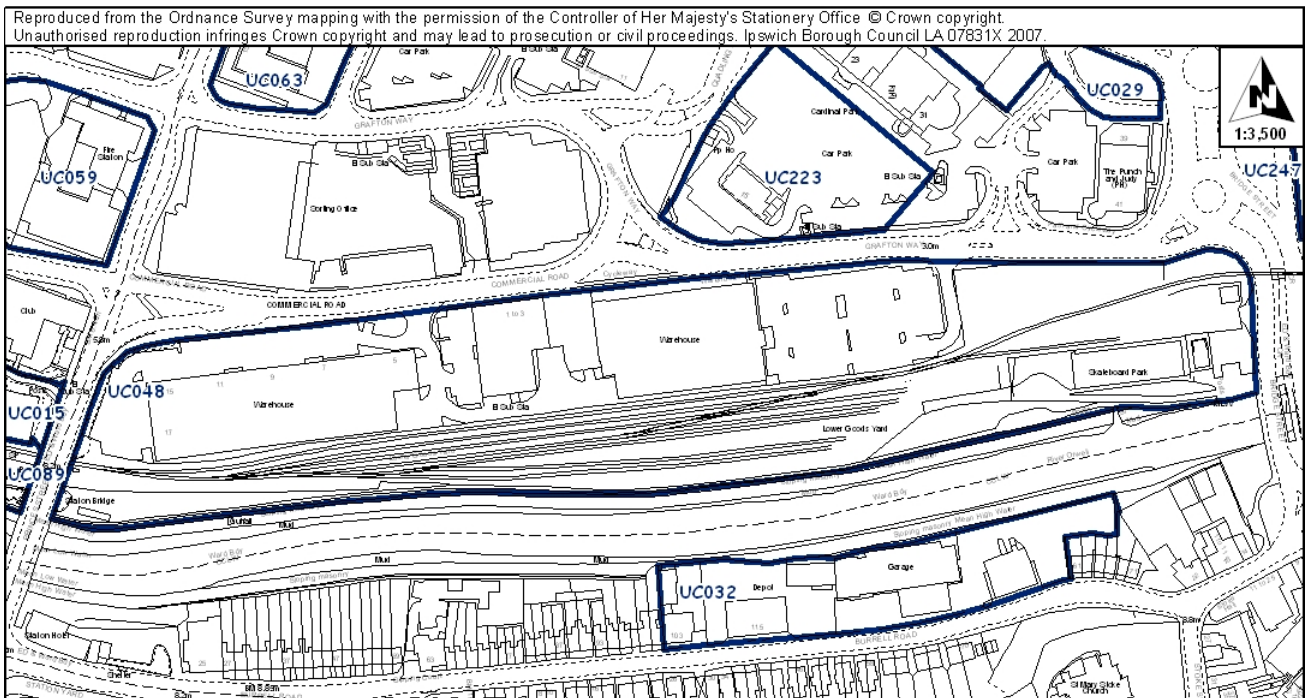
Comments on other possible approaches

At issues and options stage, the site was put forward as site reference S045 for possible housing, leisure, employment or retail, or a combination of any of those uses.

We do not consider this a suitable site for retail development because it is outside the Central Shopping Area where such uses are concentrated and could draw trade away from it.

Whilst a leisure allocation here would relate to leisure uses to the south, the site has residential and office uses immediately adjacent to the north. We therefore consider that a mix involving residential and employment uses best relates to surrounding uses. In addition, allocations for leisure are suggested at Greyfriars Road, Portman Road and the Island Site.

SITE REF NO: UC048 **SITE NAME:** Commercial Road
 (former ref no: S047, S048 and S049)
SITE AREA: 4.59 ha



This site was identified by Ipswich Borough Council through its allocation in the First Deposit Draft Local Plan (for existing Retail use and Open Space). The site is located south of the Cardinal Park leisure area of central Ipswich and is adjacent to the north bank of the River Orwell. The site currently accommodates several retail warehouse developments, ancillary car parking and a large area of railway sidings. It is accessed from Grafton Way and Commercial Road.

PREFERRED OPTION

USE(S)	% OF SITE	DENSITY OF HOUSING (HIGH, MEDIUM, LOW)	INDICATIVE CAPACITY (HOMES)
HOUSING	20	H	152
OPEN SPACE/RECREATION	20		
LEISURE	20		
EMPLOYMENT (B1)	40		

CONSTRAINTS

✓	Within Flood Plain
	Within Conservation Area
	Listed Building on-site or adjacent
	Tree Preservation Order(s) on-site or nearby
	Within Area of Archaeological Importance
	Within Air Quality Management Area
	Other constraints

Please note that sites UC049 and UC050 have been combined with this site (UC048 = 32, UCO49 = 38, UCO50 = 82)

Summary of issues and options consultation results

S047

- Seven representations received.
- Retain retail use. Not suitable for housing because of congestion, lack of facilities and creating an overpowering environment.
- Low density housing.
- Owner is unlikely to release the site from retail use in the short to medium term. Would see convenience (food) retailing as the alternative. Combined with sites S048, S049 and S013 the wider area should be used for retail, leisure, employment, residential and car parking.
- Retain as employment.
- Allocate for employment primarily and some housing.
- Allocate for high density housing and a riverside path.
- Environment Agency – the site is in Flood Zones 2 and 3, Groundwater Source Protection Zone II and a major aquifer HU zone. Object to its use for housing unless other sites at lower risk are unavailable.

S048

- Nine representations received.
- Open space and leisure uses to fit with the River Strategy.
- Retain for retail use.
- Car park.
- Two say combine it with adjacent sites and allocate for retail, leisure, employment, residential and car parking.
- Retain as employment use.
- Allocate for employment primarily and some housing.
- Allocate for high density housing and a riverside path.
- Environment Agency – the site is in Flood Zones 2 and 3, Groundwater Source Protection Zone II and a major aquifer HU zone. Object to its use for housing unless other sites at lower risk are unavailable.

S049

- Ten representations received.
- Four say it should be open space.
- Combine with adjacent sites and allocate for retail, leisure, employment, residential and car parking.
- EWS support the principle of the 'Lower Yard' being incorporated into the wider redevelopment of Ipswich.
- Network Rail say that the Lower Yard will become surplus to operational requirements and available for redevelopment. Should be developable in its own right, not combined with adjacent sites. Object to open space use.
- Allocate for employment primarily and some housing.
- Should be a riverside public house and cycleway/walkway.
- Environment Agency – site is in Flood Zones 2 and 3. Any open space use should be capable of remaining operational in the event of a flood.

Suggested approach

Our suggested approach is for the comprehensive redevelopment of this site for a mix of uses consisting of residential use (20%), open space and recreation (20%), leisure uses (20%) and B1 office employment (40%). Any scheme would be expected to incorporate the skate park and provide a river side walking/cycling route and a dedicated 'off road' bus lane adjacent to the river.

See also Opportunity Area G.

Justification for suggested approach

This is a large and prominent site in IP-One. It has key frontages to Stoke Bridge, Commercial Road, Princes Street and the river itself. It is currently underused, being part used for bulky goods retailing – an extensive form of land use for a town centre site – part derelict retail warehouse and part disused railway lines. The

Ipswich Retail Study identified the retail warehouses here as no longer meeting modern requirements for bulky goods floorspace.

The combination of uses we propose recognises the site's key role in providing a riverside transport route from the station to the Waterfront and centre of town. The leisure element of the mix reflects its proximity to Cardinal Park where leisure uses are clustered. Housing use makes the most of its riverside location and proximity to town centre facilities, and employment use the attractiveness of the area for office investment as demonstrated by the new court and council buildings nearby.

However, there are flooding issues that must be addressed. The Strategic Flood Risk Assessment indicates that sites are needed within Flood Risk Zones 2 and 3. The vulnerability of this site and the element of residential uses suggest that it may only come forward later in the plan period after completion of the tidal barrier, unless other measures can be implemented to overcome the Environment Agency's objection.

The site is within 400m of a: primary school; play area (part); convenience store (part); parks and green spaces (part); meeting place; frequent bus route (4 or more per hour); play group (part) and dentist (part). It is also located within 800m of a railway station.

Comments on other possible approaches

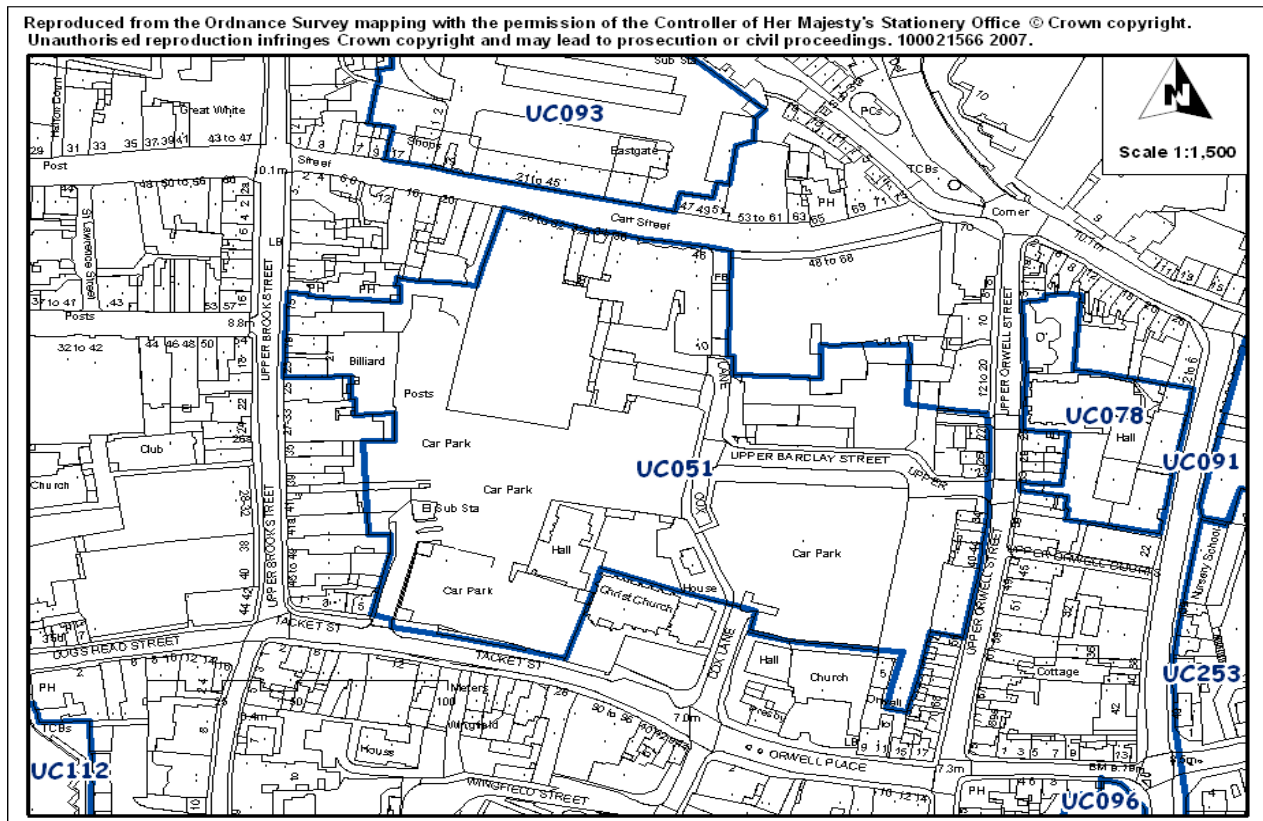
At issues and options stage this site was put forward as three sites, S047 to S049. Uses proposed were retaining the existing use, open space, employment, housing, leisure or retail

We do not consider that new retail development would be appropriate here as the Council's shopping strategy is to focus new retail investment into the Central Shopping Area to address issues of quality and diversity in the range of shopping that the centre currently offers. To support this strategy three allocations are proposed at the Mint Quarter, Westgate and Crown Street. Therefore out of centre locations (in shopping terms) such as this will not be needed over the plan period. Whilst the owners intentions are noted, redevelopment could happen on a phased basis with the existing warehouses relocating in the longer term.

Retaining the existing use would leave a large area of land disused. Redevelopment also offers the potential to open up access to the river.

SITE REF NO: UC051
 (former ref no: S050)
SITE AREA: 2.70 ha

SITE NAME: Mint Quarter



The site is located at the eastern end of Ipswich town centre. The site is situated amongst a range of uses and amenities such as retail, employment and other town centre uses. There are also places of worship to the south of the site. The site currently accommodates a surface car park, retail units and community facilities.

PREFERRED OPTION

USE(S)	% OF SITE	DENSITY OF HOUSING (HIGH, MEDIUM, LOW)	INDICATIVE CAPACITY (HOMES)
HOUSING	20	H	89
RETAIL & CAR PARK, FOOD AND DRINK IF DESIRED	80		

CONSTRAINTS

	Within Flood Plain
✓	Within Conservation Area
✓ (adjacent)	Listed Building on-site or adjacent
✓	Tree Preservation Order(s) on-site or nearby
✓	Within Area of Archaeological Importance
	Within Air Quality Management Area
	Other constraints

Summary of issues and options consultation results

- Eight representations were received.
- Retail, employment and housing.
- Mixed flats, health facility, volunteers' bureau and tea room for pensioners.
- Retail development with parking.
- Retail, parking and retain some of the existing uses.
- Retain as employment.
- Predominantly retail.
- Ground floor retail and residential above.
- Environment Agency – the site is in Groundwater Protection Zone II. A flood risk assessment would be needed owing to the site's size. Opposed to medium density housing on Upper Brook Street/Carr Street.

Suggested approach

Our suggested approach is to allocate the site for mainly retail development with some residential use possibly over retail stores. The Council's aspiration for this site is to attract a high quality, department store led development. Short stay shopper car parking would also be a requirement with a minimum of 900 spaces needed to compensate for surface parking lost and to cater for the development itself.

See also Opportunity Area K.

Justification for suggested approach

The Ipswich Retail Study identified the need to improve the shopping on offer in Ipswich town centre, in terms of the range of shops available and the quality of the shops. It identified a specific lack of department stores. We consider this site to be ideally located for such development. There is a high degree of consensus amongst respondents that retail use is appropriate here. Car parking is needed to replace the existing and service new retail development here and food and drink could be included as part of an overall package if desired. This is included as a possibility rather than a requirement in order to retain maximum flexibility, to attract the type of development Ipswich needs.

An element of residential development is included to encourage the most efficient use of land by developing homes over the shops where possible. The site is well located for facilities right in the centre of town and would help to meet targets set by the East of England Plan.

The site is within 400m of a: primary school (part); play area; convenience store; GP surgery; pharmacy; parks and green spaces; post office; meeting place; frequent bus route (4 or more per hour); play group and dentist.

Comments on other possible approaches

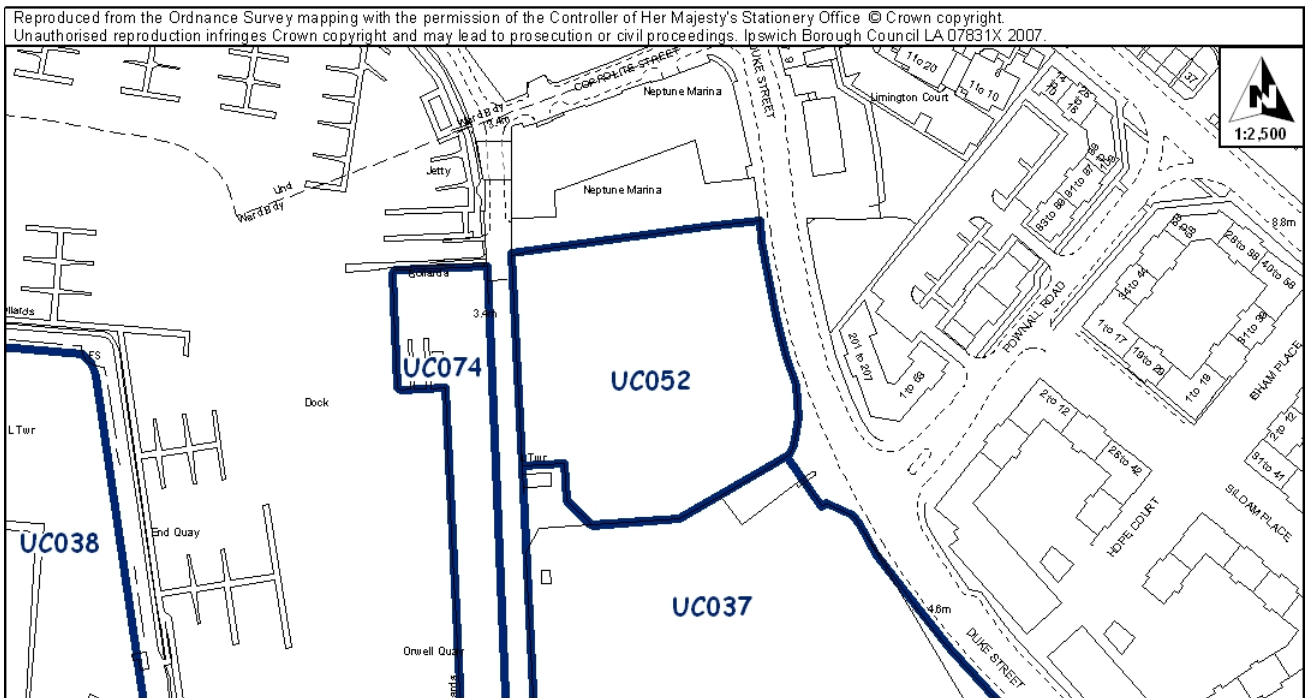
This site was put forward at issues and options stage as site reference S050 with possible uses being employment, housing, retail or retaining the existing uses. The site's merits for retail, being located in the Central Shopping Area with good frontage onto four roads, are considered to outweigh those for any other use in the light of evidence from the Ipswich Retail Study about need.

Many employment or mixed use allocations including employment have been suggested elsewhere in IP-One to meet the need for jobs in the town.

Retaining the existing use would not be an efficient way to use land especially in such a prime location as this.

SITE REF NO: UC052
 (former ref no: S051)
SITE AREA: 0.76 ha

SITE NAME: No8 Shed, Orwell Quay



This site is identified by Ipswich Borough Council through its allocation in the First Deposit Draft Local Plan (Site 5.19 for Employment and Leisure use). The site is located in the Waterfront area of Ipswich. The adjacent site to the north has been developed for housing and the same applies to the site to the north east. The site is accessed from Duke Street and has a prominent frontage onto the wet dock.

PREFERRED OPTION

USE(S)	% OF SITE	DENSITY OF HOUSING (HIGH, MEDIUM, LOW)	INDICATIVE CAPACITY (HOMES)
HOUSING	50	H	62
HOTEL	20		120 ROOMS
SMALL SCALE LEISURE/RETAIL	10		
PUBLIC CAR PARKING	20		

CONSTRAINTS

✓	Within Flood Plain
	Within Conservation Area
	Listed Building on-site or adjacent
	Tree Preservation Order(s) on-site or nearby
✓	Within Area of Archaeological Importance
	Within Air Quality Management Area
	Other constraints

Summary of issues and options consultation results

- Six representations were received.
- Mixed use development including high density housing.
- Leisure use to contrast with all the houses being built.
- Employment use.
- University-related uses, whether that's education, accommodation or other facilities.
- High density housing and leisure use including a hotel and open space.
- Environment Agency – the site is in Flood Zones 2 and 3, major aquifer HU zone and Groundwater Source Protection Zone II. Object to housing unless other sites at lower risk are unavailable.

Suggested approach

Our suggested approach is to allocate the site for mixed development consisting of 50% residential uses, a hotel, small scale leisure or retail development and public car parking to serve the scheme and the eastern quays, replacing and enhancing the temporary parking that would be lost.

Public open space, including facilities for visitors, would be provided on Orwell Quay which is adjacent to this site.

See also Opportunity Area D.

Justification for suggested approach

The site is currently vacant and being used for temporary surface level car parking. It needs to be brought into more productive use to make efficient use of land and regenerate a prominent site on the eastern quays.

The mixed use suggested allocation continues the theme of mixed use at the Waterfront to optimise its diversity and vibrancy. This is a prime site for residential development with a west-facing waterside location and proximity to parks and facilities. The residential element also contributes to meeting the target set out in the East of England Plan.

However, there are flooding issues that must be addressed. The Strategic Flood Risk Assessment indicates that sites are needed within Flood Risk Zones 2 and 3. The particular vulnerability of this site and the 50% residential use suggests that it may only come forward later in the plan period after completion of the tidal barrier, unless other measures can be implemented to overcome the Environment Agency's objection.

The site is within 400m of a: convenience store; park/green space; post office (part); meeting place and frequent bus route (4 or more per hour).

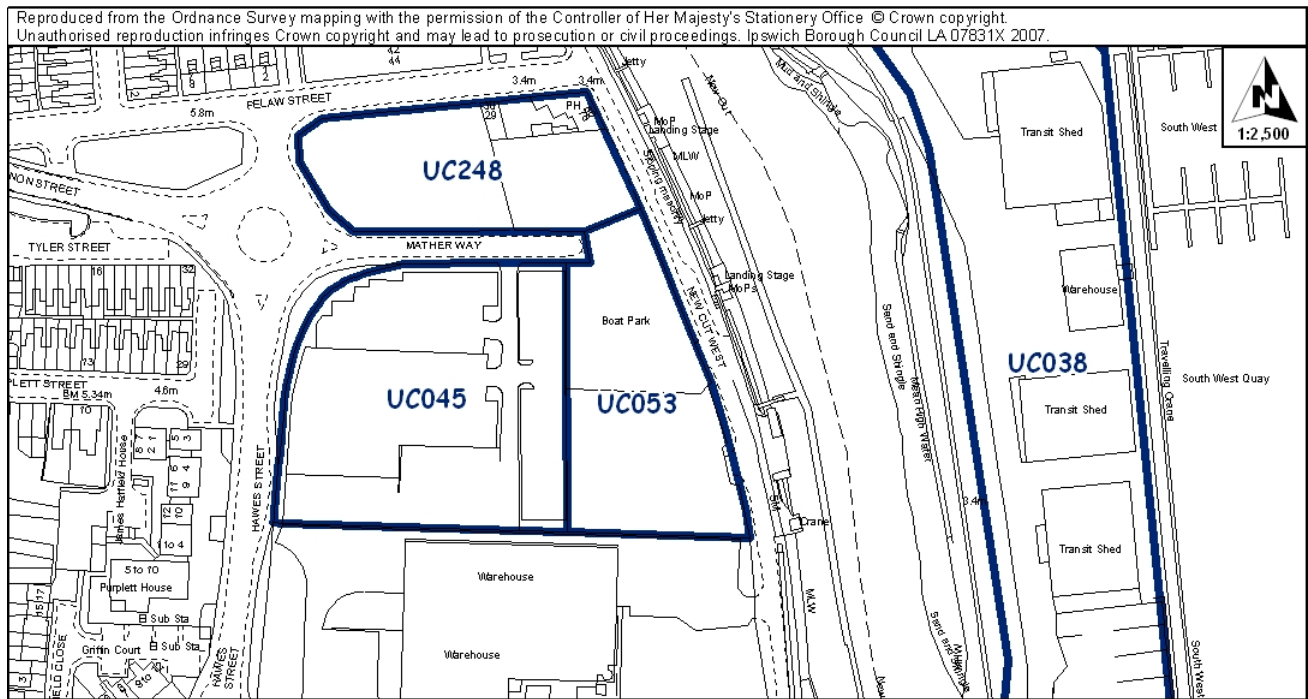
Comments on other possible approaches

The site was put forward at issues and options stage as site reference S051 with suggested uses housing, employment or leisure, or a combination of the three.

Employment has not been included here because there is a key objective here to achieve public parking provision and recognition that this could need high value uses to ensure delivery.

SITE REF NO: UC053
 (former ref no: S052)
SITE AREA: 0.46 ha

SITE NAME: Land west of New Cut, south of Felaw Street



The site is located south of Ipswich town centre and within the Waterfront area. It is situated on the western bank of the River Orwell.

PREFERRED OPTION

USE(S)	% OF SITE	DENSITY OF HOUSING (HIGH, MEDIUM, LOW)	INDICATIVE CAPACITY (HOMES)
HOUSING	80	H	61
EMPLOYMENT AND/OR SMALL SCALE LEISURE	20		

CONSTRAINTS

✓	Within Flood Plain
	Within Conservation Area
✓ (adjacent)	Listed Building on-site or adjacent
	Tree Preservation Order(s) on-site or nearby
✓	Within Area of Archaeological Importance
	Within Air Quality Management Area
	Other constraints

Summary of issues and options consultation results

- Six representations were received.
- Retain existing uses which contribute to the Waterfront.
- High density housing with adequate parking provision.
- Employment use.
- Residential use plus some employment.

- Office, or housing.
- Environment Agency – the site is in Flood Zones 2 and 3, major aquifer HU zone and Groundwater Source Protection Zone II. Object to housing unless other sites at lower risk are unavailable.

Suggested approach

Our suggested approach is to allocate the site mainly for residential use (80%) with some employment or small scale leisure uses (20%). Redevelopment of the site would need to have regard to the possible route of the Wet Dock Crossing which would join Mather Way adjacent to the site.

See also Opportunity Area E.

Justification for suggested approach

This site on the west bank of the New Cut has prime river frontage and great views across the southern part of the Island Site to the eastern quays and towards the green ridge of Holywells Park.

We consider that it would make a very desirable site for residential use, provided flood risk could be satisfactorily addressed. Taken together with the adjacent site UC045, the overall package would provide a very mixed scheme with residential and employment uses broadly in balance.

The site is within 400m of a: play area (part); convenience store; meeting place and frequent bus route (4 or more per hour). A new health centre is due to be provided as part of a permitted scheme already under construction south of the site at Griffin Wharf.

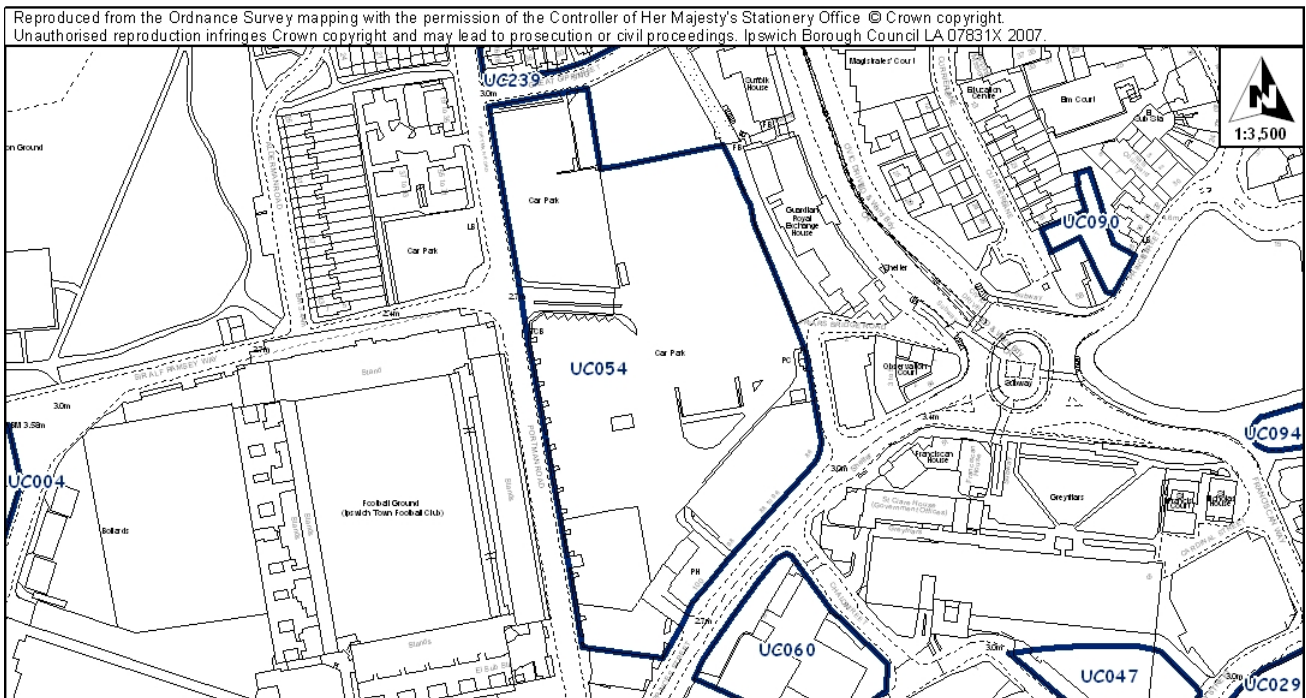
Comments on other possible approaches

At issues and options stage this site was put forward as site reference S052 with the suggested uses housing, employment (or a mix) or retain existing uses.

Although part of the site is used for boat related activity that dictates a waterside location, the site is currently underused as part is used as overflow car parking for the IP-City Centre. Therefore retaining the site in its current form is not considered appropriate given its prime location. The mixed use allocation would allow some flexibility to incorporate employment uses.

SITE REF NO: UC054
 (former ref no: S053)
SITE AREA: 2.51 ha

SITE NAME: Old Cattle Market Site, Portman Road



The site was identified by Ipswich Borough Council through its allocation in the First Deposit Draft Local Plan 2001 (Site 5.29 for Employment and Leisure use). It is located within the Ipswich Village area and is close to the town centre. The site is on the main route between the primary shopping area and the rail station. It is adjacent to a range of services and amenities including Ipswich Town Football Club. The Ipswich Village Development Brief sets out possible development scenarios for this site.

PREFERRED OPTION

USE(S)	% OF SITE	DENSITY OF HOUSING (HIGH, MEDIUM, LOW)	INDICATIVE CAPACITY (HOMES)
LARGE SCALE LEISURE	40		
EMPLOYMENT	20		
HOTEL	10		
HOUSING	20	H	83
SMALL SCALE RETAIL/FOOD AND DRINK	10		

CONSTRAINTS

✓	Within Flood Plain
	Within Conservation Area
	Listed Building on-site or adjacent
	Tree Preservation Order(s) on-site or nearby
	Within Area of Archaeological Importance

	Within Air Quality Management Area
	Other constraints

Summary of issues and options consultation results

- Nine representations were received.
- Employment and residential.
- Swimming pool, concert hall, multi storey car park.
- Commercial, leisure, retail and housing.
- Retain in existing use – car park used by office workers and football fans.
- Retain existing use because of flood plain.
- Employment and leisure.
- Employment and housing.
- Housing, hotel, leisure, parking.
- Environment Agency – the site is in Flood Zones 2 and 3, major aquifer HU zone and Groundwater Source Protection Zone II.

Suggested approach

Our suggested approach is to first divide the site by reinstating a pedestrian and cycle route along the line of Friars Bridge Road.

North of the line would be allocated a site for large scale leisure use.

South of the line the land would be allocated for mixed development consisting of B1 employment and/or a hotel (30%) residential use (20%) and small scale retail and/or food and drink (10%), in other words a fairly flexible, employment-led mix. Some car parking related to the development is likely to be necessary on site also.

See also Opportunity Area I.

Justification for suggested approach

This site is located in the heart of Ipswich Village and typifies its mixed use character, with leisure to the west (the Ipswich Town ground) residential uses to the north and west and offices to the east.

It provides a key opportunity for large scale leisure development. Thus the northern part of the site is safeguarded for this use.

Redevelopment of the site also offers the opportunity to enhance Princes Street as a key route linking the railway station with the Central Shopping Core.

The southern part of the site is well suited to employment led mixed use development to contribute to the vitality of the area. It is a highly accessible location with several existing office uses in the immediate vicinity. Hotel use is also included as a possibility as this is a use that could prove viable close to offices, the football ground and potentially a leisure facility, as well as town centre shopping and cultural uses. Residential use here could offer the best of town centre living with facilities and employment on the doorstep. Employment and housing use would also help meet targets set out in the East of England Plan.

However, there are flooding issues that must be addressed. The Strategic Flood Risk Assessment indicates that sites are needed for development within Flood Risk Zones 2 and 3. This site is particularly low lying and the 20% residential use suggests that it may only come forward later in the plan period after completion of the tidal barrier, unless other measures can be implemented to overcome the risk.

The site is within 400m of a: primary school (part); play area; convenience store (part); GP surgery (part); parks and green spaces; meeting place; frequent bus route (4 or more per hour); play group and dentist (part). It is also located within 800m of a railway station.

Comments on other possible approaches

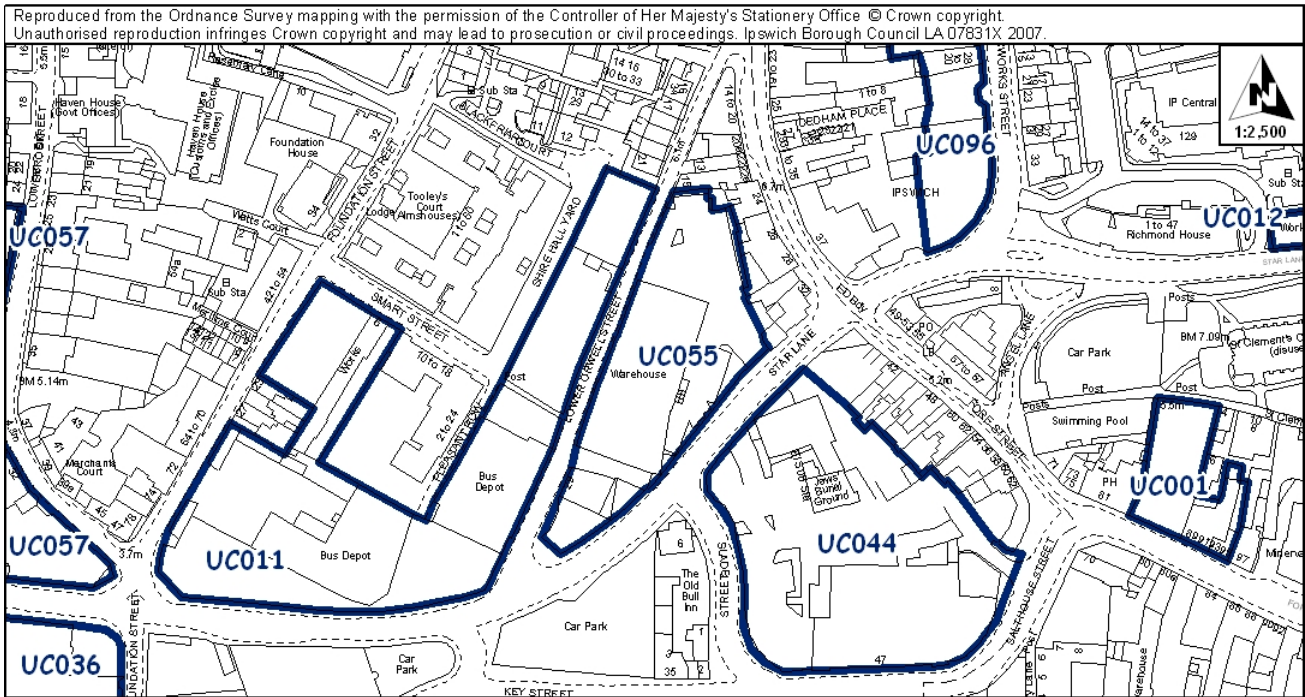
This site was put forward at issues and options stage as site reference S053 suggested for housing, leisure, employment or retaining existing uses.

Retaining the existing uses would not be an efficient use of the land in this prime location and would represent a missed opportunity for redevelopment to contribute to the vitality of the Ipswich Village.

In addition, this is one of very few sites in Ipswich that could accommodate a major leisure facility and it would be an excellent accessible site for it as a borough-wide resource.

SITE REF NO: UC055
 (former ref no: S054)
SITE AREA: 0.40 ha

SITE NAME: Land between Lower Orwell Street & Star Lane



This site is located north of the Waterfront area of Ipswich. A range of uses surround the site including semi-industrial, commercial and residential developments. The site currently accommodates large warehouse buildings and car parking. The site is accessed from Star Lane.

PREFERRED OPTION

USE(S)	% OF SITE	DENSITY OF HOUSING (HIGH, MEDIUM, LOW)	INDICATIVE CAPACITY (HOMES)
HOUSING	80	H	53
EMPLOYMENT B1	20		

CONSTRAINTS

	Within Flood Plain
	Within Conservation Area
✓ (adjacent)	Listed Building on-site or adjacent
	Tree Preservation Order(s) on-site or nearby
✓	Within Area of Archaeological Importance
✓	Within Air Quality Management Area
	Other constraints

Summary of issues and options consultation results

- Seven representations were received.
- Employment and housing.
- Employment uses.
- Mainly residential with some employment.
- Medium density housing plus the Star Lane boulevard.
- Commercial, retail and residential.

- Environment Agency – the edge of the site is in Flood Zones 2 and 3, minor aquifer HU zone and Groundwater Source Protection Zone II. Object to housing unless other lower risk sites are unavailable.

Suggested approach

Our suggested approach is to allocate the site for mainly residential use (80%) plus some employment use (20%).

See also Opportunity Area B.

Justification for suggested approach

The site is underused at present and has a good town centre location close to facilities, the Waterfront and the Education Quarter. Mixed use development would intensify the use of the land and contribute positively to this mixed use area. It would also contribute to targets set out in the East of England Plan.

There is a flood risk issue that would need to be overcome in order to bring the site forward. Locating the office element on the southern boundary addressing Star Lane could provide a way forward.

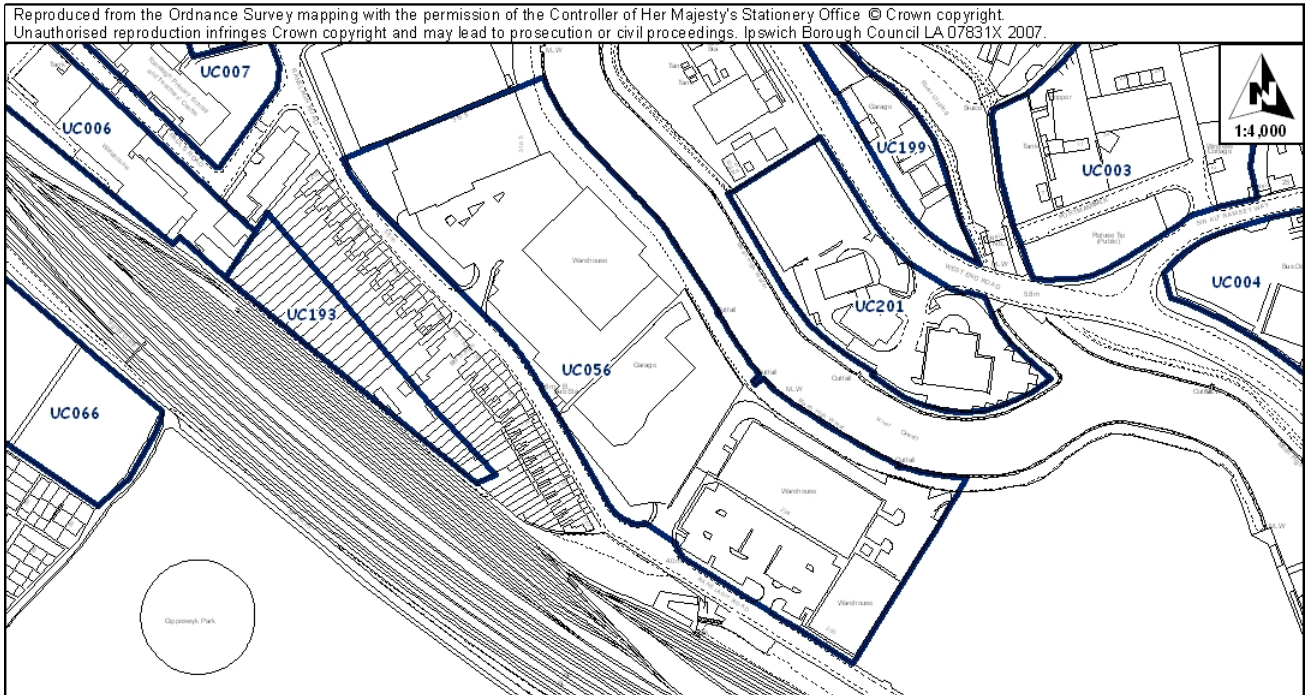
The site is within 400m of a: play area; convenience store; pharmacy; post office; meeting place; frequent bus route (4 or more per hour) play group and dentist.

Comments on other possible approaches

At issues and options stage this site was put forward as site reference S054 and suggested for employment, housing, leisure or retail.

Any large scale retail use would be inappropriate here as it lies outside the Central Shopping Area. Both leisure and retail uses are provided for elsewhere in more appropriate locations. Housing and employment best fits the character of the area.

SITE REF NO: UC056 **SITE NAME:** Orwell Retail Park, Ranelagh Road
 (former ref no: S055 revised boundary)
SITE AREA: 3.61 ha



This site was identified in part by Ipswich Borough Council through its allocation in the First Deposit Draft Local Plan (Site 9.2 for Employment use). The site is located within the Ipswich Village area and has a considerable river frontage. The site currently accommodates retail warehouse units, a car showroom and car parking. It is accessed from Ranelagh Road.

PREFERRED OPTION

USE(S)	% OF SITE	DENSITY OF HOUSING (HIGH, MEDIUM, LOW)	INDICATIVE CAPACITY (HOMES)
HOUSING	80	L	101
LEISURE/COMMUNITY	20		

CONSTRAINTS

✓	Within Flood Plain
	Within Conservation Area
	Listed Building on-site or adjacent
	Tree Preservation Order(s) on-site or nearby
	Within Area of Archaeological Importance
	Within Air Quality Management Area
	Other constraints

Summary of issues and options consultation

At Issues and Options stage the site had a boundary that extended almost to London Road.

- Seven representations were received.
- Retain for retail use.

- Retail, residential and employment use.
- Employment use.
- Employment with some residential.
- Retain some retail and have medium density housing on the remainder.
- Environment Agency – The site is in Flood Zones 2 and 3, Groundwater Source Protection Zone and a minor aquifer high HU zone. Object to housing unless other lower risk sites are unavailable – must undertake sequential test.

Suggested approach

Our suggested approach is to allocate the site primarily for residential use but to retain the well established landscaping along the Ranelagh Road frontage.

See also Opportunity Area F.

Justification for suggested approach

As a retail warehouse park, the site is used to a very low intensity with extensive car parking and this does not represent an efficient use of the land. This situation is exacerbated by the fact that several of the units are vacant. The evidence suggests that the retail warehouses no longer meet the needs of retail operators.

This site offers an opportunity to continue the regeneration of the river corridor by turning the buildings round to face the river and extending riverside paths and cycleways from the former Compair Reavell site next door. Residential-led mixed development would also consolidate the existing housing on Ranelagh Road which is currently something of an enclave in a large expanse of non-residential uses. The residential element would make a contribution to targets set out in the East of England Plan.

However, there are flooding issues that must be addressed. The Strategic Flood Risk Assessment indicates that sites are needed within Flood Risk Zones 2 and 3. The particular vulnerability of this site and significant residential uses suggest that it may only come forward later in the plan period after completion of the tidal barrier, unless other measures can be implemented to overcome the Environment Agency's objection.

The non-residential element of 20% would allow for the rationalized site to incorporate the existing Bingo hall, which is still very much in use. It would also allow provision to be made to meet community needs in this location. For example a community hall could be incorporated into the redevelopment to address the fact that this site does not fall with 400m of a meeting place.

The site is within 400m of a: primary school (part); play area (part); convenience store (part); pharmacy (part); parks and green spaces; post office (part); frequent bus route (4 or more per hour) and play group (part). The site also lies in part within 800m of a railway station.

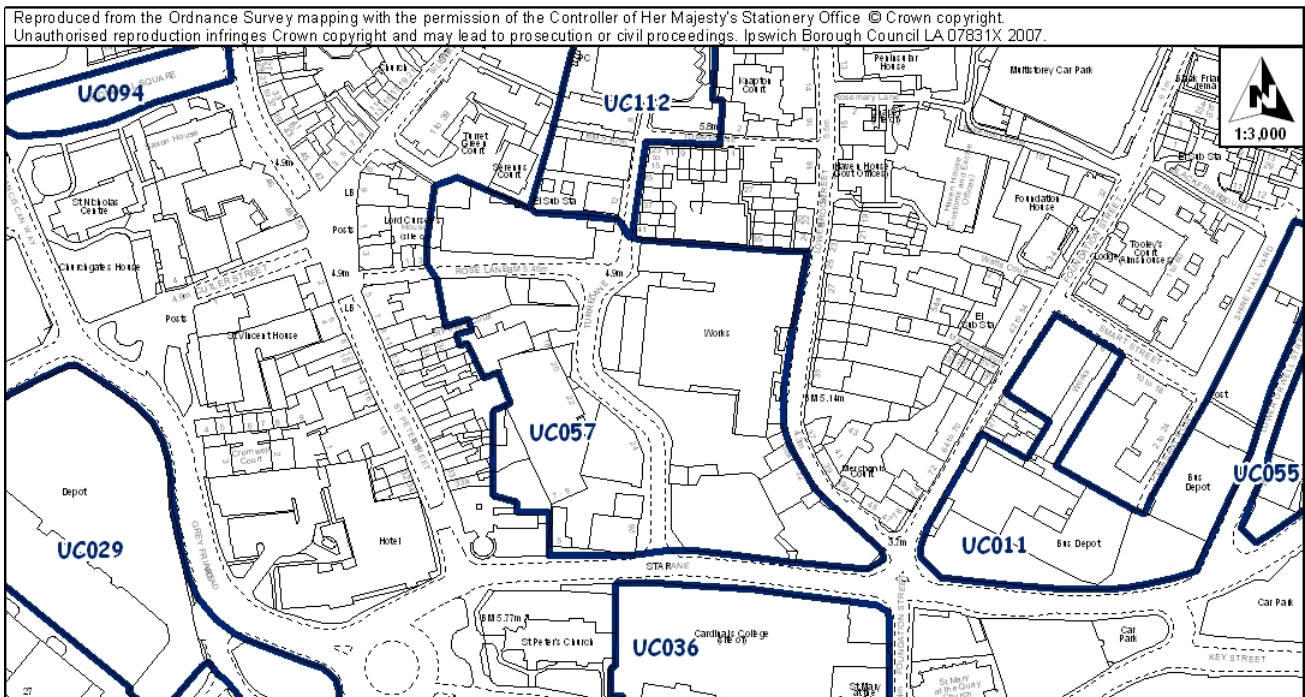
Comments on other possible approaches

At issues and options stage, the larger site S055 was suggested for housing, employment, leisure or retaining the existing use.

The suggested approach embraces elements of all of these except employment use. Employment has not been included because the site lies outside even the extended town centre boundary. Therefore it is not a location in which large scale office development would be expected. This is not to say that live/work units could not be incorporated into the scheme.

SITE REF NO: UC057
 (former ref no: S056)
SITE AREA: 1.71 ha

SITE NAME: Land between Old Cattle Market & Star Lane



This site was identified by Ipswich Borough Council through its allocation in the First Deposit Draft Local Plan (Site 10.1 for Shopping use). The site is between Ipswich town centre and the Waterfront and provides a key route between the two areas. It is situated in a predominantly light industrial area with many new developments currently taking place around it, including residential.

PREFERRED OPTION

USE(S)	% OF SITE	DENSITY OF HOUSING (HIGH, MEDIUM, LOW)	INDICATIVE CAPACITY (HOMES)
HOUSING	50	H	141
EMPLOYMENT B1 + ELECTRICITY SUB STATION	30		
SMALL SCALE RETAIL/LEISURE/FOOD AND DRINK	20		

CONSTRAINTS

✓	Within Flood Plain
✓	Within Conservation Area
✓ (adjacent)	Listed Building on-site or adjacent
✓	Tree Preservation Order(s) on-site or nearby
✓	Within Area of Archaeological Importance
✓	Within Air Quality Management Area
	Other constraints

Summary of issues and options consultation

- Eight representations were received.
- Flexible approach needed – retail, residential, office, leisure.
- Should involve EEDA because of land assembly constraints.
- Predominantly retail use, with housing and employment.
- Low density housing and parking.
- Develop for employment.
- Predominantly housing with some employment and leisure.
- High density housing
- Environment Agency – Only lower part of site is in Flood Zones 2 and 3. Site is in Groundwater Source Protection Zone II and a minor aquifer high HU zone. Object to housing unless other sites at lower risk are unavailable. Should avoid canyon effect of high buildings and incorporate green space/piazza.

Suggested approach

Our suggested approach is to allocate the site for mixed use consisting of residential uses (50%), B1 employment (offices or workshops), and small scale retail, leisure or food and drink establishments. The Council would require the comprehensive redevelopment of the area, which must include land for either a replacement or extended electricity sub station for EDF.

See also Opportunity Area B.

Justification for suggested approach

The proposed approach offers a fairly wide range of uses with the aim of encouraging comprehensive redevelopment. The desired result would be a mixed, attractive and active neighbourhood full of interest and providing a key pedestrian route through to the Waterfront. Pedestrian movement west east equally could be improved and, indeed, punching new routes through the existing large blocks would allow the creation of a softer and greener public realm.

EDF Energy need a new sub station in this location to serve the town centre and cater for growth. This should be positioned and designed to take full account of flood risks.

There are flood issues affecting part of the site and these would need to be resolved in order to overcome the Environment Agency's objection.

The site is within 400m of a: play area; convenience store; pharmacy; post office (part) and frequent bus route (4 or more per hour); play group and dentist. The site also lies in part within 800m of a railway station.

Comments on other possible approaches

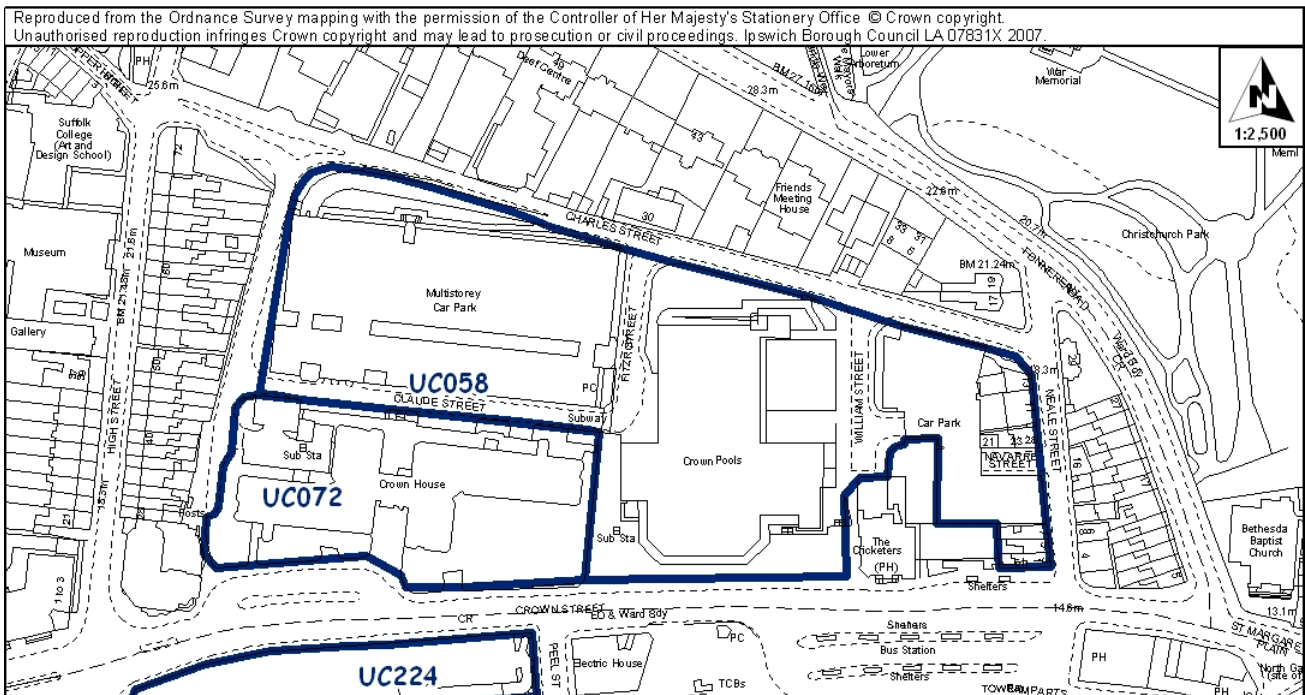
At issues and options stage the site was put forward as site reference S056 for suggested uses housing, leisure, retail (or a combination of them) or retain existing uses.

A single use scheme here is rejected. It is a significant and large site in a pivotal location between the shopping centre and the Waterfront. It is important to create an interesting, varied and active frontage to Turret Lane to encourage pedestrians and a mixed use approach is considered the best way to achieve this.

The predominant existing use is employment, ranging from a print works to small workshops. Whilst the proposed redevelopment incorporates an element of replacement employment, retaining the site in its existing form without allocating it for redevelopment has been rejected. The prime reasons are a degree of underuse at present and the need to improve the route between the shopping centre and the Waterfront.

SITE REF NO: UC058
 (former ref no: S057)
SITE AREA: 1.95 ha

SITE NAME: Crown Street Car Park Site



This site is located to the north of the town centre of Ipswich. It is situated between the main shopping area to the south and an established residential area to the north. The site currently accommodates a municipal swimming pool complex and a large multi storey car park. Surrounding sites accommodate a mixture of uses including retail, employment and residential development.

Please note that site UC072 has also been included in this site sheet. This is a large office building.

PREFERRED OPTION

USE(S)	% OF SITE	DENSITY OF HOUSING (HIGH, MEDIUM, LOW)	INDICATIVE CAPACITY (HOMES)
RETAIL	30		
HOUSING	20	H	64
EMPLOYMENT B1	25		
MULTI STOREY CAR PARK	25		

CONSTRAINTS

	Within Flood Plain
	Within Conservation Area
	Listed Building on-site or adjacent
	Tree Preservation Order(s) on-site or nearby
	Within Area of Archaeological Importance
✓ (adjacent)	Within Air Quality Management Area
	Other constraints

Summary of issues and options consultation

- Nine representations were received.
- Use for leisure and a combined bus station.
- Will the swimming pool and car park be replaced elsewhere?
- If the pool is to be replaced, ensure the replacement is an Olympic competition pool.
- Four say retain existing uses.
- Retain or redevelop for leisure.
- Environment Agency – The site is not in Flood Zones 2 and 3 but would need a flood risk assessment because of its size. It is in Groundwater Source Protection Zone II. Avoid high rise.

Suggested approach

Our suggested approach is to allocate the site for redevelopment consisting of retail uses (30%), replacement multi storey car parking (25%), replacement B1 employment (25%) and an element of residential use.

The site would only be redeveloped comprehensively and redevelopment would be conditional upon the replacement of Crown Pools with a better pool elsewhere in the centre of the town.

Justification for suggested approach

The site partly lies within the extended Central Shopping Area boundary. Its size and nature mean that it would be ideal to accommodate some larger format retailing that the Retail Study identifies as lacking in Ipswich town centre.

However, the multi storey car park is an important and well used facility that would need to be replaced. Similarly, the office floorspace in Crown House makes a valuable contribution to the town centre and should be replaced. Crown Pools is a facility that serves the whole borough and is in a highly accessible location – hence the prerequisite that a better replacement pool would need to be located centrally.

An element of housing would complete the mix and make the most of an excellent location sandwiched between the shopping centre and Christchurch Park.

The site is within 400m of a: primary school (part); play area (part); convenience store; GP surgery (part); pharmacy; parks and green spaces; post office; meeting place; frequent bus route (4 or more per hour) and dentist. The site also lies in part within 800m of a railway station.

Comments on other possible approaches

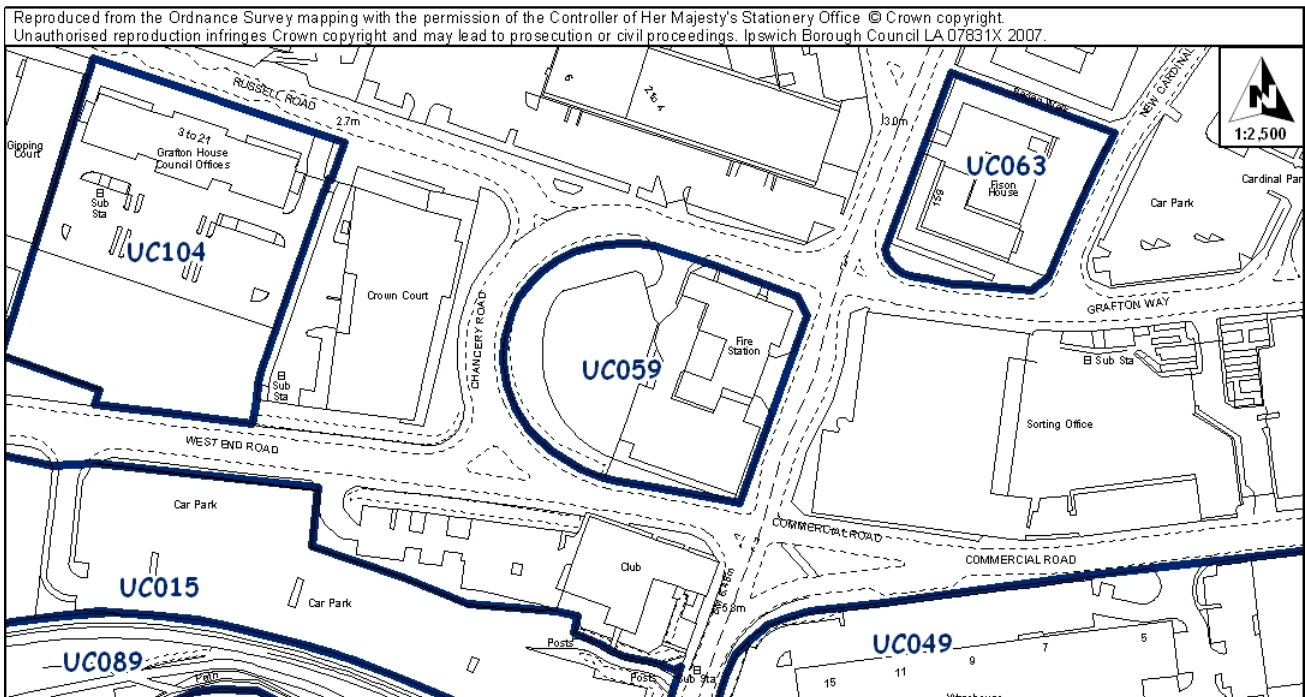
The site was included at issues and options stage as two sites: S057 and S072. The suggested uses were housing, employment, leisure, retail (or a mix) or retaining existing uses.

Respondents' views in favour of retaining the swimming pool are acknowledged and the response is that the site would be developed only if a replacement pool were to be provided in an equally central location. The delivery of this is still being explored.

The particular attributes of this site for larger scale retail development to improve the vitality and viability of Ipswich town centre result in its being a retail led suggested allocation.

SITE REF NO: UC059
 (former ref no: S058)
SITE AREA: 0.63 ha

SITE NAME: Russell Road/Princes Street/Chancery Road



This site is located to the south of the town centre of Ipswich and is situated within Ipswich Village. The site currently accommodates a fire station. Surrounding sites accommodate a mixture of uses including employment and residential development.

PREFERRED OPTION

USE(S)	% OF SITE	DENSITY OF HOUSING (HIGH, MEDIUM, LOW)	INDICATIVE CAPACITY (HOMES)
RETAIN EXISTING USE	100	-	-

CONSTRAINTS

✓	Within Flood Plain
	Within Conservation Area
	Listed Building on-site or adjacent
	Tree Preservation Order(s) on-site or nearby
	Within Area of Archaeological Importance
	Within Air Quality Management Area
	Other constraints

Summary of Issues and Options comments received

- Six representations were received.
- Two say retain existing use.
- One says retail or retain existing use.
- Allocate for employment with some housing.
- High density housing or a replacement police station close to the courts.
- Environment Agency – the site is in Flood Zones 2 and 3, Groundwater Source Protection Zone II and a major aquifer HU zone. Object to housing use unless other sites at lower risk are unavailable. Site provides important fire rescue infrastructure.

Suggested approach

Our suggested approach is to retain the existing use here.

Justification for suggested approach

There is no certainty that the fire station activity is relocating to another site and consequently the availability of the site is questioned.

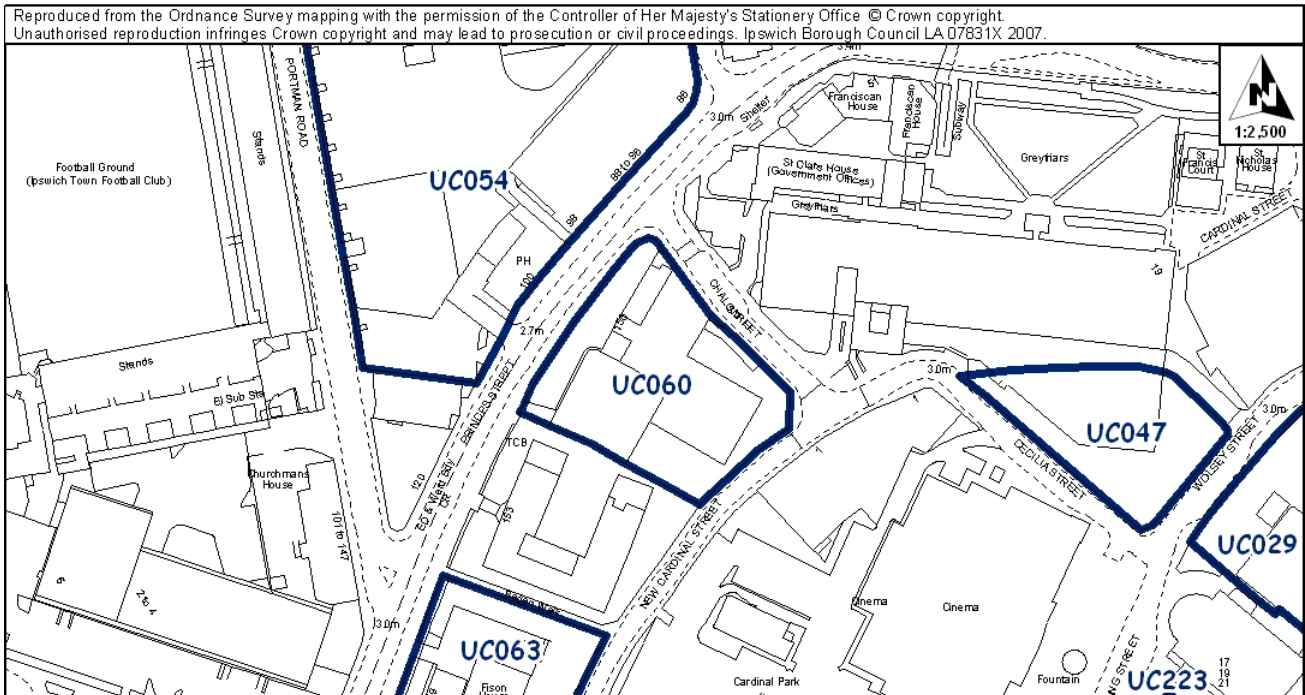
Comments on other possible approaches

This site was identified as site reference S058 at issues and options stage, for possible use for housing, leisure, employment or to retain as existing.

Other approaches that would involve redevelopment of the site for a different use of any sort would be unrealistic until such time as the Fire Service's intentions become clear.

SITE REF NO: UC060
 (former ref no: S059)
SITE AREA: 0.42 ha

SITE NAME: Princes Street / New Cardinal Street



This site is located in the centre of Ipswich and is situated in the main transport route between the town centre and the rail station. The site has a significant frontage onto Princes Street and it currently accommodates a car rental business and a pool / snooker club.

PREFERRED OPTION

USE(S)	% OF SITE	DENSITY OF HOUSING (HIGH, MEDIUM, LOW)	INDICATIVE CAPACITY (HOMES)
EMPLOYMENT B1	100	-	-

CONSTRAINTS

✓	Within Flood Plain
	Within Conservation Area
	Listed Building on-site or adjacent
	Tree Preservation Order(s) on-site or nearby
	Within Area of Archaeological Importance
	Within Air Quality Management Area
	Other constraints

Summary of issues and options consultation

- Six representations were received.
- Retail use.
- Parking and open space.
- Employment use.
- Employment with some residential.
- Retain existing use.
- Environment Agency – The site is in Flood Zones 2 and 3, Groundwater Source Protection Zone II and a major aquifer HU zone. Object to housing allocation here unless other sites at lower risk are unavailable.

Suggested approach

Our suggested approach is to allocate the site for B1 employment use.

Justification for suggested approach

The site is underused at present as car park and is well located between the railway station and the central shopping area. In employment use it would make a valuable contribution to the jobs target set out in the East of England Plan.

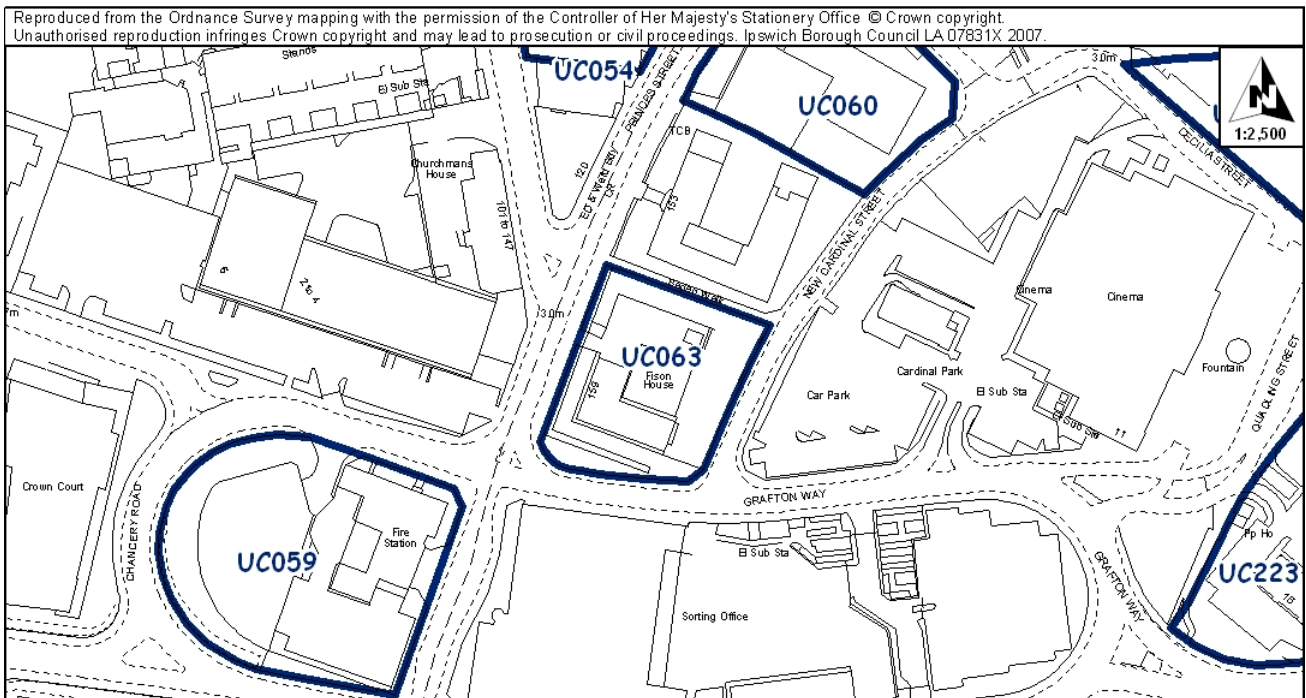
Comments on other possible approaches

At issues and options stage this site was identified as site reference S059 and the suggested uses were employment, housing, leisure or retaining existing uses. Respondents expressed quite a range of views on uses.

Whilst other mixed use allocations have been suggested in Ipswich Village, this site is earmarked entirely for employment in recognition of the fact that some organizations seeking office space may prefer to be sole occupier of a site. As an environment for housing it is not ideal, as the site sits between the leisure park and the main thoroughfare from the station to the centre of town. Leisure uses have been proposed elsewhere and retaining the existing uses would not be an efficient way to use the land.

SITE REF NO: UC063
 (former ref no: S065)
SITE AREA: 0.35 ha

SITE NAME: Fison House, Princes Street



This site is located south of the town centre of Ipswich and is located on the main route between the town centre and the rail station. Surrounding uses include leisure, employment and residential development.

PREFERRED OPTION

USE(S)	% OF SITE	DENSITY OF HOUSING (HIGH, MEDIUM, LOW)	INDICATIVE CAPACITY (HOMES)
RETAIN EXISTING USE	100	-	-

CONSTRAINTS

✓	Within Flood Plain
	Within Conservation Area
	Listed Building on-site or adjacent
	Tree Preservation Order(s) on-site or nearby
	Within Area of Archaeological Importance
	Within Air Quality Management Area
	Other constraints

Summary of issues and options consultation results

- Six representations were received.
- Retain existing use.
- Parking and green space needed.
- Retain as employment.
- Employment with some housing.
- Employment – keep the business centre.
- Environment Agency – site is in Flood Zones 2 and 3, Groundwater Source Protection Zone II and major aquifer HU zone.

Suggested approach

Our suggested approach is to retain the existing employment use on the site.

Justification for suggested approach

The site is well used at present as a business centre, in an area of the town centre where there is quite a cluster of offices. It is well located between the station and the Central Shopping Area and is highly accessible on a frequent bus route (and on the free shuttle route).

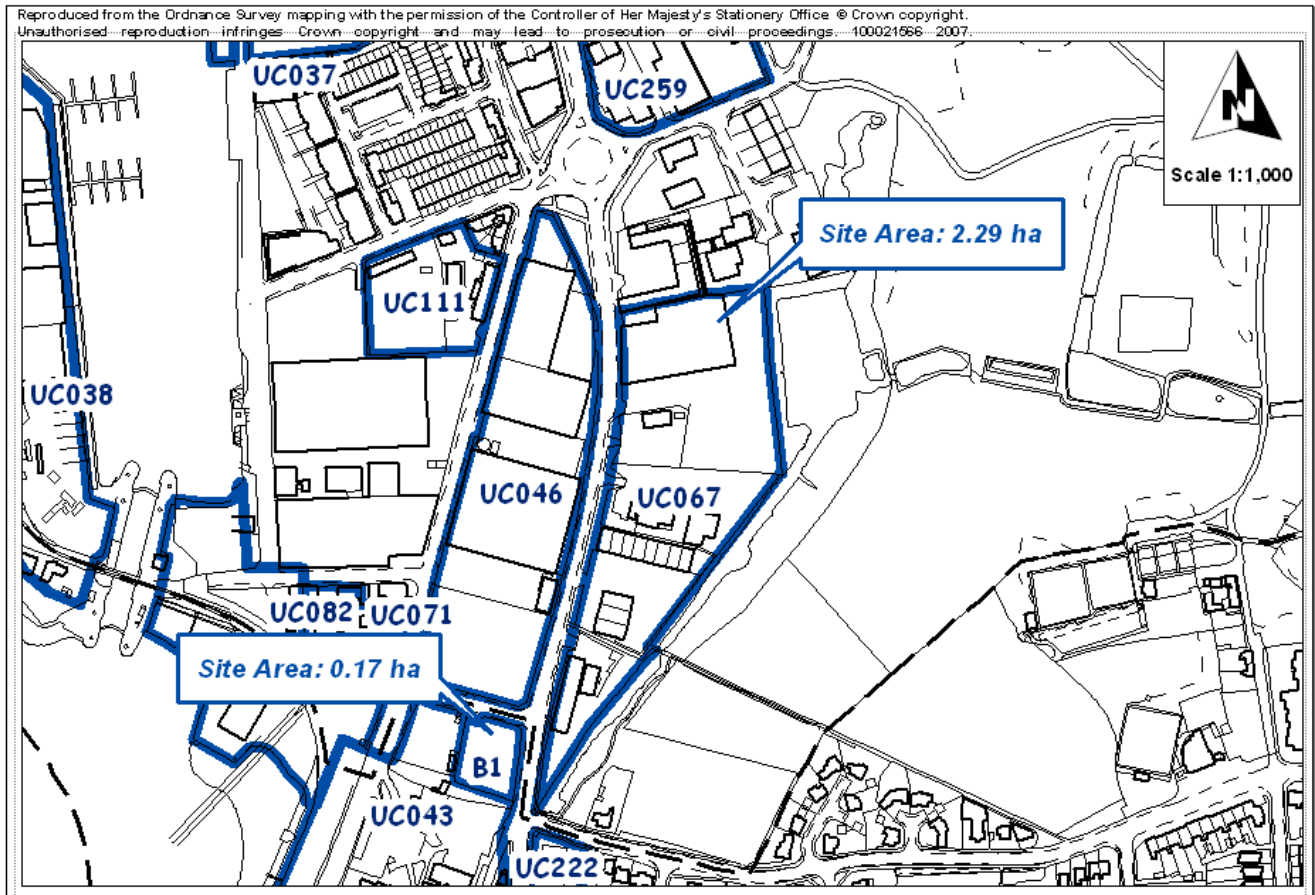
Comments on other possible approaches

The site was put forward at issues and options stage as site reference S065 and the uses suggested were employment, housing or retaining the existing use.

An employment allocation is not considered necessary as it is already in employment use. Residential use was avoided in this location as the surrounding uses are almost entirely non-residential and as an environment for housing the site is not ideal - it is bounded on two sides by busy roads and sits between the leisure park and the main thoroughfare from the station to the centre of town.

SITE REF NO: UC067
 (former ref no: S070)
SITE AREA: 2.29 ha

SITE NAME: Holywells Road (east)



This site was identified by Ipswich Borough Council as an existing employment area in the First Deposit Draft Local Plan. The site is located close to the Waterfront and to the south-east of the town centre, between Holywells Road and Holywells Park. Industrial uses lie beyond the road to the west and north of the site, and the park immediately adjacent to the east.

Please note that the northern boundary of this site has changed and now lies south of its original line. The site area has accordingly been reduced from 3.71ha to 2.3ha.

PREFERRED OPTION

USE(S)	% OF SITE	DENSITY OF HOUSING (HIGH, MEDIUM, LOW)	INDICATIVE CAPACITY (HOMES)
HOUSING	50	M	63
EMPLOYMENT	50	-	-

CONSTRAINTS

✓	Within Flood Plain
	Within Conservation Area
	Listed Building on-site or adjacent
	Tree Preservation Order(s) on-site or nearby
	Within Area of Archaeological Importance

	Within Air Quality Management Area
	Other constraints

Summary of issues and options consultation results

- Five representations were received.
- Two say retain existing employment uses.
- Develop for employment.
- High density housing.
- Environment Agency – the site is in Flood Risk Zones 2 and 3, Groundwater Source Protection Zone II and a major aquifer HU zone.

Suggested approach

Our suggested approach is to allocate the site for 50% residential use at medium density, and 50% employment use.

See also Opportunity Area C.

Justification for suggested approach

The site is well located for Waterfront amenities and Holywells Park is adjacent. Its redevelopment would present an opportunity to open up access for pedestrians into Holywells Park from the west (see Opportunity Area C sketches) and continue the regeneration of this area started by developments on the Waterfront and to the north (Modus).

It is in full use by various employment activities at present and this is recognized in the 50/50 suggested allocation. However, some of these uses are of a fairly low intensity, such as motor repairs and may be more appropriately located elsewhere.

The housing element continues the mixed use theme in the area – as in the site across Holywells Road. A new district centre is identified at Duke Street by the Core Strategy and a new primary school is planned, therefore this site will have excellent proximity to services. Even without new facilities, the site is within 400m of a: primary school (part); play area; convenience store (part); park; post office (part); meeting place; frequent bus route (4 or more per hour) and play group (part).

The site would make a valuable contribution to meeting targets set out in the East of England Plan.

Flood issues would need to be satisfactorily resolved to allow development to go ahead.

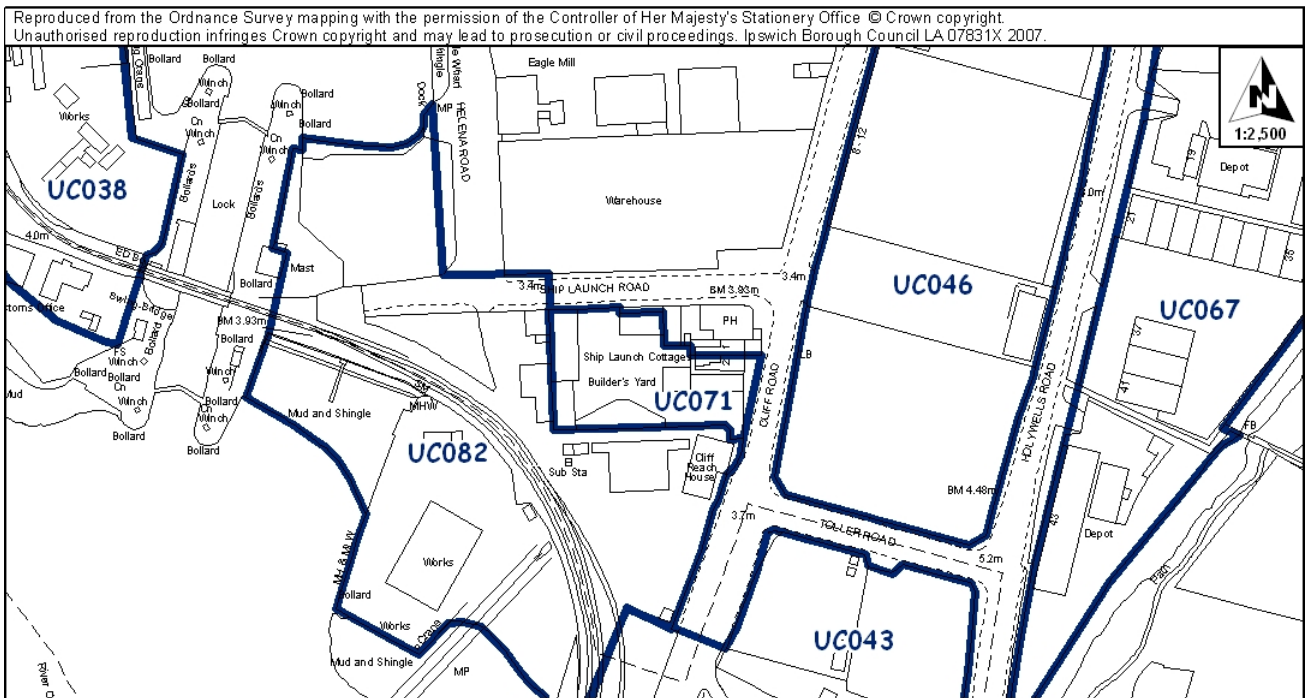
Comments on other possible approaches

At issues and options stage this site was put forward as site reference S070 and suggested for housing, employment or retaining the existing uses.

The existing employment uses are fairly low density for such a central and well located site. This and the potential benefits to be gained from opening up routes through the site to the park are such that retaining it in its current form is not considered the best option for this site or the most efficient way to use the land.

SITE REF NO: UC071
 (former ref no: S075)
SITE AREA: 0.22 ha

SITE NAME: Truck and Car Company, Cliff Road



This site was unallocated in the Adopted Ipswich Local Plan but was identified as a part of a predominantly residential allocation in the First Deposit Draft Plan in 2001. It was put forward via the public consultation in June and July 2006 on Issues and Options for the Ipswich Local Development Framework.

Please note that this site has been extended to take in part of site UC082 adjacent (to the south). Thus the site area has been increased from 0.22ha to 0.4ha. Please see the site profile for UC082 for the revised site boundary.

PREFERRED OPTION

USE(S)	% OF SITE	DENSITY OF HOUSING (HIGH, MEDIUM, LOW)	INDICATIVE CAPACITY (HOMES)
HOUSING	50	H	18
EMPLOYMENT	30		
SMALL SCALE RETAIL/LEISURE/FOOD AND DRINK	20		

CONSTRAINTS

✓	Within Flood Plain
	Within Conservation Area
	Listed Building on-site or adjacent
	Tree Preservation Order(s) on-site or nearby
	Within Area of Archaeological Importance
	Within Air Quality Management Area
✓	Other constraints – route of Wet Dock Crossing; southern tip of extended site within 250m hazard consultation zone.

Summary of issues and options consultation results

- Fourteen representations were received (including comments from the Landseer/Nacton Rd Action Group, Whersted Rd Residents Association & The Ipswich Society), holding views as follows:
- Opposition to high density housing
- Concern that development for high density housing would not permit Wet Dock crossing infrastructure improvements.
- Support for employment/ retention of existing use (including Suffolk County Council – RSS jobs target and Suffolk Structure Plan policy ECON3 should be taken into account before considering changing to any other use than employment).
- Inland Waterways Association – Ensure access to the river is retained in any future use of the site.
- Anglian Water Services – Water resource treatment works at capacity. Off-site infrastructure works are required for water supply networks and sewage treatment works; phasing of development should be in consultation with Anglian Water. Limited capacity available on foul sewerage network.
- Environment Agency – Site falls within flood zones 2 and 3. Flood Risk Assessment would be required under PPS25 para's 16 and 17 – sequential test. EA objects to any housing or any employment uses that would place lives at risk due to flood risk.
- Associated British Ports – Site is close to Port activities that occur on a 24/7 basis. Adjacent to main gates to Cliff Quay site. Need to have regard to blast zone associated with storage of hazardous materials & reasons for refusal of planning permission on the Brewery site nearby (IP/02/01143/FUL).

Suggested approach

Our suggested approach is to allocate this site, together with land to the south that is currently part of site UC082, for mixed development consisting of medium density housing (50%), employment uses (30%), and small scale retail or leisure (20%). There would be two prerequisites for any development here. The first would be the preparation of a masterplan showing how the layout of the development would take account of the road layout for the Wet Dock Crossing. The second would be consultation with the Health and Safety Executive in relation to hazard, particularly on the southern part of the site. Development at the northern end of the site would be expected to relate in scale to the public house and cottages adjacent. The Council would not expect to see housing on the southern part of the extended site.

See also Opportunity Area C.

Justification for suggested approach

The site was part of a larger allocation for residential-led mixed use development in the First Deposit Draft Local Plan. The Council has resolved to approve development on the bulk of the First Deposit Draft allocation to the north and the granting of planning permission awaits the signing of a Section 106 Agreement. The Truck and Car Company part of the site gained outline planning approval for housing in 2004 but this has now lapsed.

This area has already begun a process of regeneration and change from a mainly employment-based area to a more densely developed mixed use area. This suggested allocation continues the trend. The mix of uses reflects the need to retain a balance between residential and other uses and the potential for the area around the junction between Ship Launch Road and Cliff Road to become a focus for the community, retaining the pub and cottages and possibly adding small scale retail/leisure/food and drink.

The Council proposes to safeguard a route for the future provision of a Wet Dock Crossing, which would traverse this site. It would be essential to ensure that development did not compromise the route.

The Health and Safety Executive's hazard consultation zone clips the southern end of the site and therefore land uses and layout will need to have regard to this.

There are flooding issues that must be addressed. The Strategic Flood Risk Assessment indicates that sites are needed within Flood Risk Zones 2 and 3. The particular vulnerability of this site and 50% residential use suggests that it may only come forward later in the plan period after completion of the tidal barrier, unless other measures can be implemented to overcome the Environment Agency's objection.

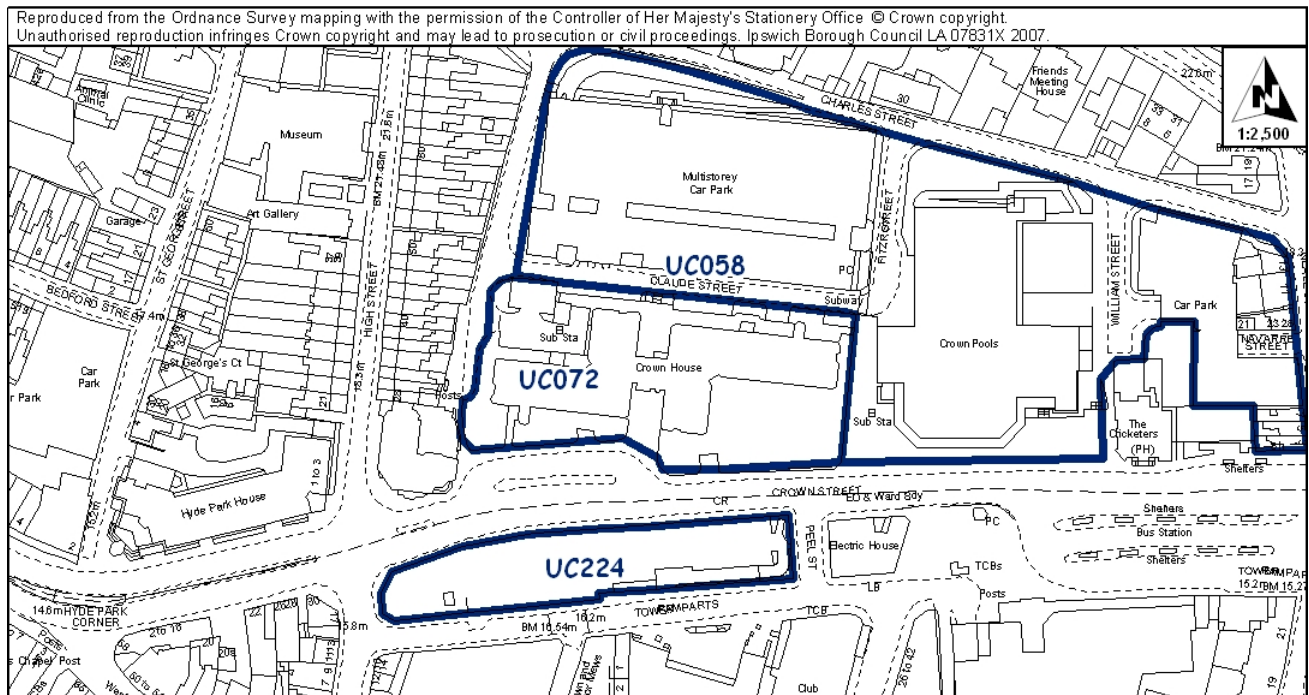
The site is within 400m of a: play area; park and frequent bus route (4 or more per hour).

Comments on other possible approaches

At issues and options stage this site was put forward as site reference S075 and suggested for housing or employment. Single use for housing may not be viable in relation to the hazard consultation zone and there could be disturbance issues around the entrance to the port. Single use for employment would not take advantage of a well located site with river views.

SITE REF NO: UC072
 (former ref no: S076)
SITE AREA: 0.66 ha

SITE NAME: Crown House, Crown Street



This site was unallocated in both the Adopted Ipswich Local Plan 1997 and the First Deposit Draft Plan 2001. It was identified and put forward via the public consultation in June and July 2006 on Issues and Options for the Ipswich Local Development Framework.

PREFERRED OPTION

USE(S)	% OF SITE	DENSITY OF HOUSING (HIGH, MEDIUM, LOW)	INDICATIVE CAPACITY (HOMES)
MIXED USE	100		

CONSTRAINTS

	Within Flood Plain
	Within Conservation Area
	Listed Building on-site or adjacent
	Tree Preservation Order(s) on-site or nearby
	Within Area of Archaeological Importance
✓	Within Air Quality Management Area
	Other constraints

Summary of Issues and Options Consultation Results

- Thirteen representations were received, holding views as follows:
- Offers modern office accommodation, retain in employment use.
- Whersted Rd residents association and Landseer/Nacton Rd Action Group & others - prefer to see retention of existing use/bus station. Support employment, retail, entertainment & housing but not high density due to pressure on existing infrastructure.
- Environment Agency – no specific constraints. Consider other sites to house displaced businesses currently at Crown House.

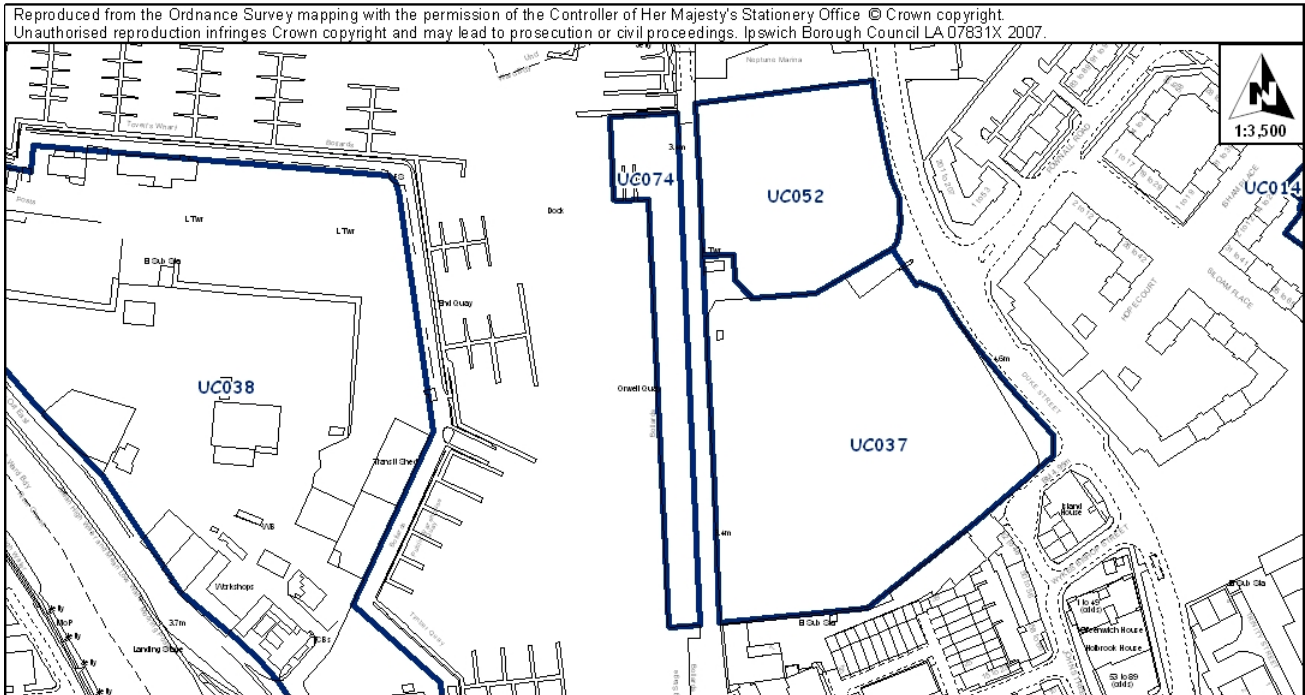
- Suffolk County Council – RSS jobs target and Policy ECON3 should be taken into account before changing to any other employment use. Site would be beneficial for supported housing. Consider in relation to other town centre sites & need for travel plan. Shortage of primary and secondary school places in the area.

Suggested approach

This site is suggested for allocation as part of a larger mixed use retail-led scheme. Please refer to the site profile for site reference UC058.

SITE REF NO: UC074
 (former ref no: S082)
SITE AREA: 0.42 ha

SITE NAME: Orwell Quay



This site was identified and put forward via the public consultation in June and July 2006 on Issues and Options for the Ipswich Local Development Framework.

PREFERRED OPTION

USE(S)	% OF SITE	DENSITY OF HOUSING (HIGH, MEDIUM, LOW)	INDICATIVE CAPACITY (HOMES)
OPEN SPACE INCLUDING VISITOR FACILITIES AND CHILDREN'S PLAY	80		
SMALL SCALE LEISURE/RETAIL	20		

CONSTRAINTS

✓	Within Flood Plain
✓	Within Conservation Area
	Listed Building on-site or adjacent
	Tree Preservation Order(s) on-site or nearby
✓	Within Area of Archaeological Importance
	Within Air Quality Management Area
	Other constraints

Summary of issues and options consultation results.

- Eighteen representations were received.
- Most favour open space or open space and leisure use (10 respondents).
- One favours housing
- Must maintain access to water (Inland Waterways Association)
- Adjacent to County Wildlife Site (Natural England).

- Has a right of way through it.
- Residential use could impact on school places.
- Environment Agency – site is in Flood Risk Zones 2 and 3. Object to housing or employment uses.
- Anglian Water – water resource treatment works at capacity.

Suggested approach

Our suggested approach is to allocate the site for open space, including provision for children's play. In addition, some small scale leisure or retail uses are likely to be acceptable e.g. visitor facilities and/or food and drink venues.

See also Opportunity Area D.

Justification for suggested approach

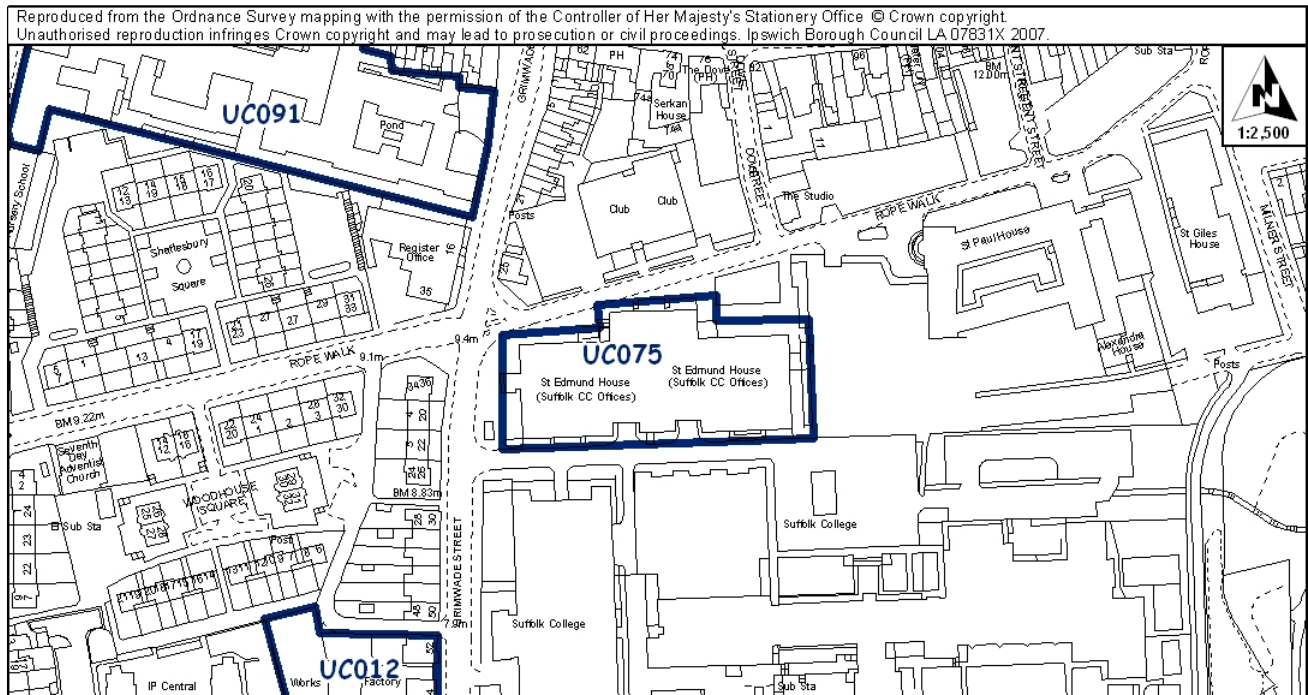
The site has a prime Waterfront location and as open space would provide a focus for visitors to the area, offering views out across the water. It would also help to address a lack of open space in the Waterfront. Visitor facilities would help to fill a gap in provision.

Comments on other possible approaches

At issues and options stage the site was put forward as site reference S082 for open space, housing or leisure. Housing is not considered suitable because sites immediately adjacent are proposed for mixed use development and the Council's aim is to retain an open front to enable the public to access and walk around the area.

SITE REF NO: UC075
 (former ref no: S083)
SITE AREA: 0.43 ha

SITE NAME: St Edmund House, Rope Walk



This site was identified and put forward via the public consultation in June and July 2006 on Issues and Options for the Ipswich Local Development Framework.

PREFERRED OPTION

USE(S)	% OF SITE	DENSITY OF HOUSING (HIGH, MEDIUM, LOW)	INDICATIVE CAPACITY (HOMES)
UNIVERSITY RELATED USES	100		

CONSTRAINTS

	Within Flood Plain
	Within Conservation Area
	Listed Building on-site or adjacent
	Tree Preservation Order(s) on-site or nearby
	Within Area of Archaeological Importance
	Within Air Quality Management Area
	Other constraints

Summary of issues and options consultation results.

- Fifteen representations received.
- Provides an opportunity to link the cycle route through Rope Walk from the town centre to the college.
- Six favour education use.
- One suggests housing for young people and one offices.
- Five suggest a mix of education, offices, retail, and car park plus possibly some student accommodation.
- Environment Agency – within Groundwater Source Protection Zone II.

- Anglian Water – water resource treatment works at capacity.

Suggested approach

Our suggested approach is to not allocate the site but to set out in the Area Action Plan an approach to development in the Education Quarter which would support uses needed to deliver the university or college developments (subject to the normal controls on development). In doing so, the potential to extend and link up the cycle network could also be highlighted.

Please see also Opportunity Area D.

Justification for suggested approach

It is a key aim of the Council to assist the delivery of University Campus Suffolk and Suffolk New College and until those developments have been completed, an approach that links development and land use to the needs of Education Quarter would appear to offer the most flexibility.

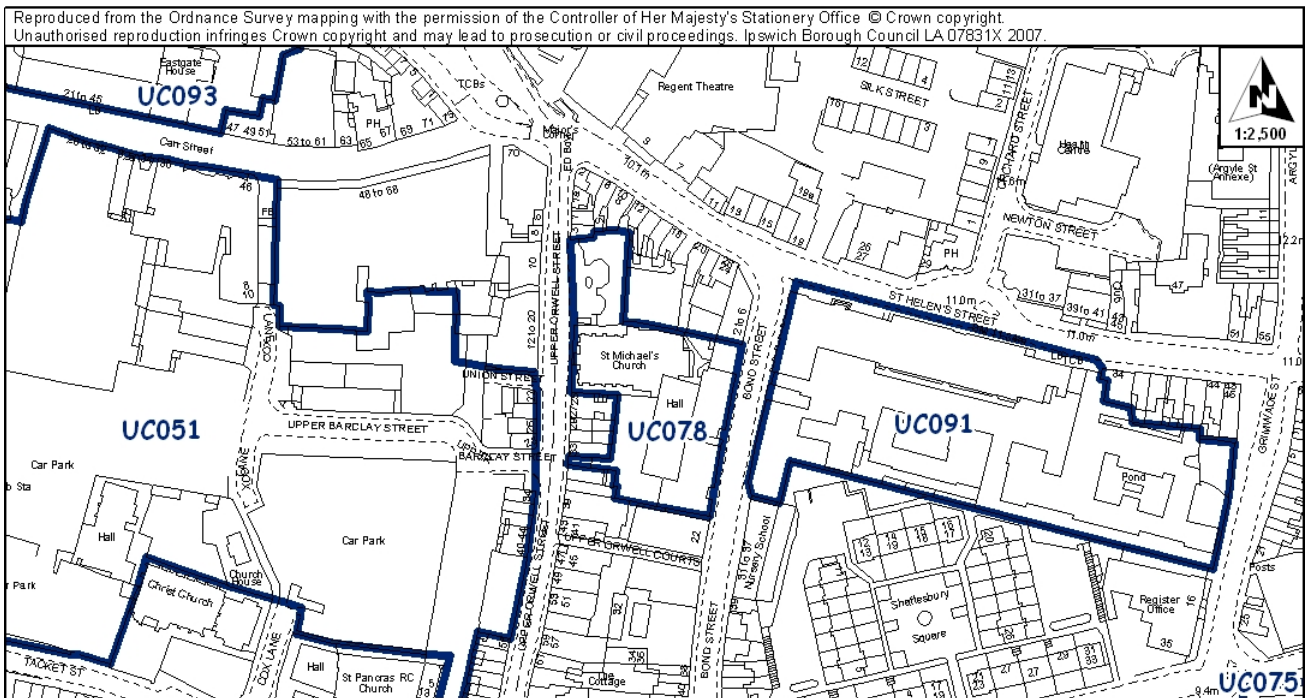
Comments on other possible approaches

The site was put forward at issues and options stage as site reference S083 for possible employment, education or housing (or a combination).

Allocating the site specifically for one of these uses has been rejected in favour of a more flexible approach to ensure that the Education Quarter can develop as it needs to.

SITE REF NO: UC078
 (former ref no: S086)
SITE AREA: 0.31 ha

SITE NAME: Church and land at Upper Orwell Street



This site was identified and put forward via the public consultation in June and July 2006 on Issues and Options for the Ipswich Local Development Framework.

PREFERRED OPTION

USE(S)	% OF SITE	DENSITY OF HOUSING (HIGH, MEDIUM, LOW)	INDICATIVE CAPACITY (HOMES)
NO ALLOCATION			

CONSTRAINTS

	Within Flood Plain
	Within Conservation Area
✓	Listed Building on-site or adjacent
✓	Tree Preservation Order(s) on-site or nearby
✓	Within Area of Archaeological Importance
	Within Air Quality Management Area
	Other constraints

Summary of issues and options consultation results

- Fourteen representations were received.
- Uses suggested were conversion to flats, community uses including as a place of worship for the Hindu community, or retail.
- Natural England flagged up stag beetle records nearby.
- Anglian Water – water resource treatment work at capacity.
- Environment Agency – Groundwater Protection Zone.

Suggested approach

Our suggested approach is not to allocate the site, since it has planning permission (part) and a Council resolution to grant planning permission (part).

Justification for suggested approach

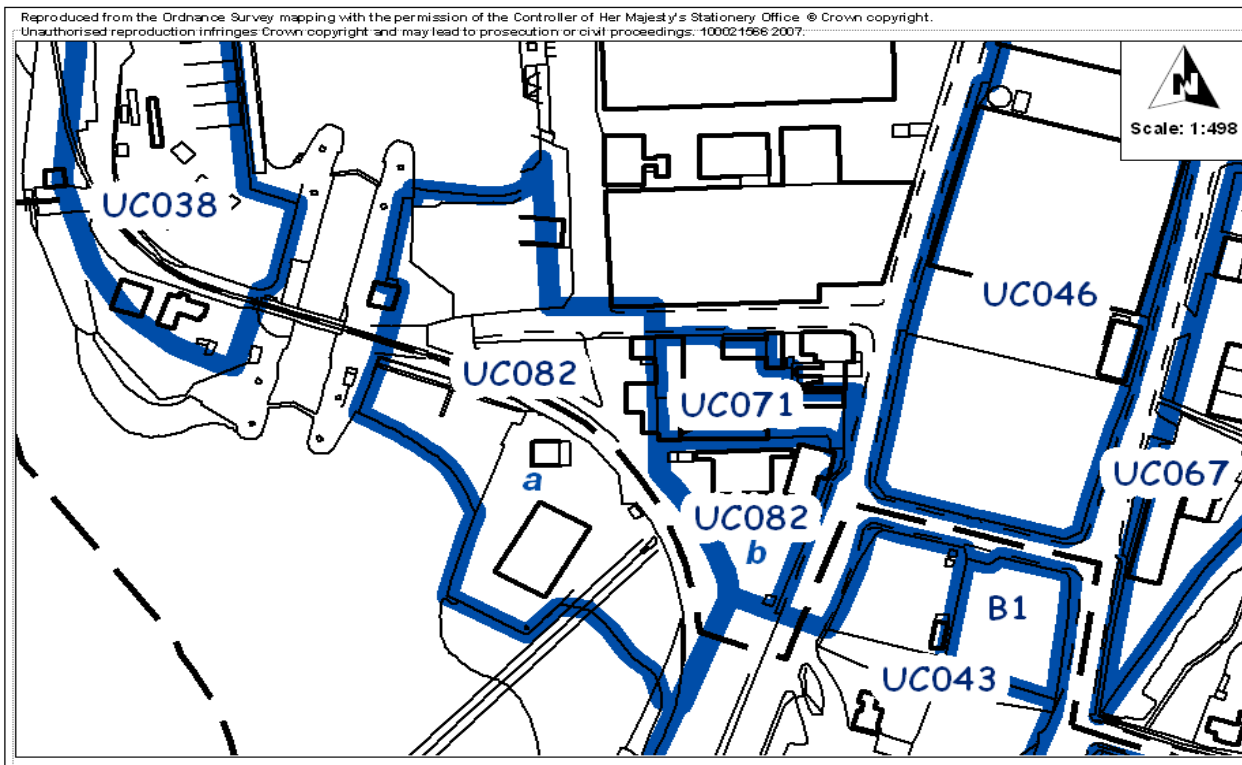
The conversion of St Michaels Church to a restaurant was approved on 09/03/07. The construction of twelve flats was approved on 26/1/07. An application to convert St Michael's Church Hall into flats has a resolution to approve and is awaiting the signing of a Section 106 Agreement.

Comments on other possible approaches

As much of the site already has a recently granted planning permission it would not be appropriate to allocate it for a different use, because the Council would not be able to prevent the original planning permission from being implemented.

SITE REF NO: UC082
 (former ref no: S091)
SITE AREA: 1.58 ha

SITE NAME: Drunken Docker area



This site was identified and put forward via the public consultation in June and July 2006 on Issues and Options for the Ipswich Local Development Framework. Part (see b above) allocated in First Deposit Draft Plan for predominantly residential with 20%leisure and B1 employment.

Please note that this site has been divided and the area labelled above as UC082b is now considered as part of site UC071.

PREFERRED OPTION

USE(S)	% OF SITE	DENSITY OF HOUSING (HIGH, MEDIUM, LOW)	INDICATIVE CAPACITY (HOMES)
NO ALLOCATION			

CONSTRAINTS

✓	Within Flood Plain
✓	Within Conservation Area
	Listed Building on-site or adjacent
	Tree Preservation Order(s) on-site or nearby
✓	Within Area of Archaeological Importance
	Within Air Quality Management Area
✓	Other constraints (within Landfill consultation zone, hazard consultation zone)

Summary of issues and options consultation results

- Nineteen representations received
- EDF – two fluid filled cables cross the site
- Suggested uses: leisure, employment, open space, Wet Dock Crossing, housing north of the railway

- Maintain access to water.
- Natural England – site is adjacent to a County Wildlife Site
- Water resource treatment works at capacity (Anglian Water)
- Rights of way run through the site.
- Environment Agency – site within Flood Risk Zones 2 and 3. Object to housing or employment use that puts lives at risk. Must ensure development does not compromise flood defence proposals.

Suggested approach

The suggested approach is not to allocate this area.

Justification for suggested approach

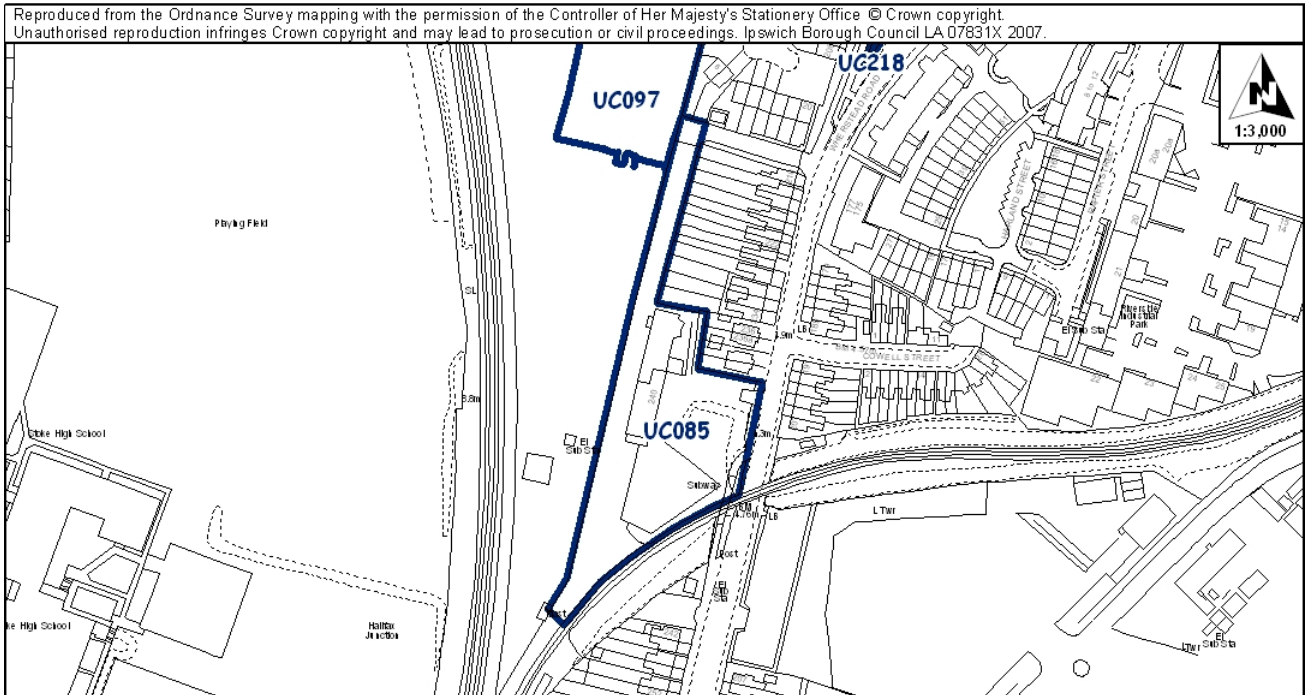
The land is currently in employment use and this is considered an appropriate use for the land at the moment, particularly on land to the south of the railway line which is heavily constrained. Consideration of the longer term future of the site would be more realistic after the Wet Dock Crossing and flood defences have been constructed. The Council acknowledges that there may be some potential for future development of the portion to the north of the railway line and line of the Wet Dock Crossing in the longer term.

Comments on other possible approaches

At issues and options stage this site was put forward as site reference S091 for possible use for housing, employment, leisure or open space. In the longer term the northern portion could be a suitable site for development, but at the moment there are many uncertainties and constraints affecting it. The southern portion of the site would not be suitable for housing owing to dock related activity including traffic at the main gate, the hazard zone, possible ground conditions and the need to accommodate flood defences. In terms of other uses, the current uncertainties suggest that no allocation is the best course at present.

SITE REF NO: UC085
 (former ref no: S095)
SITE AREA: 0.58 ha

SITE NAME: 240 Wherstead Road



This site was identified and put forward via the public consultation in June and July 2006 on Issues and Options for the Ipswich Local Development Framework.

PREFERRED OPTION

USE(S)	% OF SITE	DENSITY OF HOUSING (HIGH, MEDIUM, LOW)	INDICATIVE CAPACITY (HOMES)
HOUSING	100	L	20

CONSTRAINTS

	Within Flood Plain
	Within Conservation Area
	Listed Building on-site or adjacent
	Tree Preservation Order(s) on-site or nearby
	Within Area of Archaeological Importance
	Within Air Quality Management Area
✓	Other constraints (within Landfill site consultation zone)

Summary of issues and options consultation results

- Thirteen representations received.
- Several propose housing and several employment.
- Retail and open space also suggested.
- Highways Agency – need detailed assessment of traffic impact.
- SCC – possible issue of secondary school places if neighbouring sites developed.
- Environment Agency – landfill gas investigation required. Within Groundwater Source Protection Zone II.

Suggested approach

Our suggested approach is to allocate the site for low density housing and highlight the need for landfill gas investigation and a detailed traffic impact assessment.

Justification for suggested approach

The site is currently derelict, having been in employment use, and the land is surplus to railway needs and available for development. There are residential uses already on two sides of the site.

The site is within 400m of a: primary school (part); play area; convenience store (part); post office (part); meeting place; frequent bus route (4 or more per hour) and play group.

There is not a park or green space within easy walking distance and consequently on site provision would need to be considered in accordance with new standards to be developed.

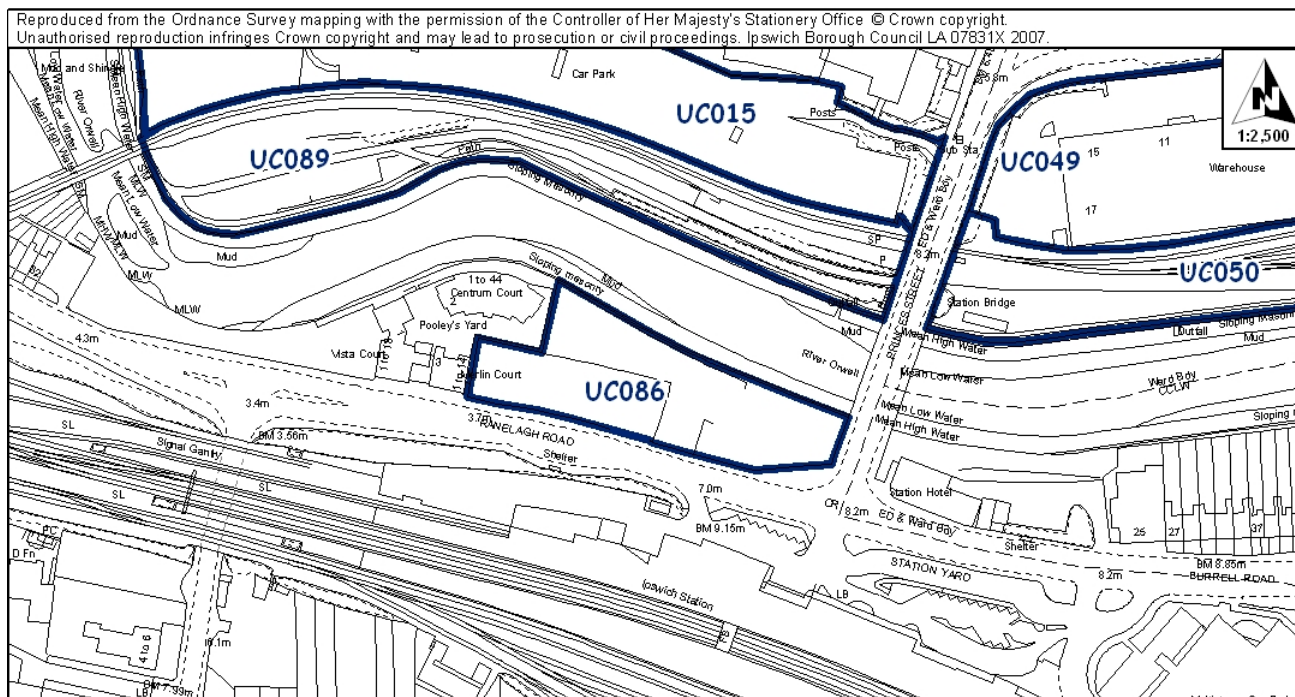
As a housing site it would make a contribution to the target set out in the East of England Plan.

Comments on other possible approaches

At issues and options stage the site was put forward for possible employment or housing. However the fact that the site is currently derelict suggests that it is not an attractive location for employment.

SITE REF NO: UC086
 (former ref no: S096)
SITE AREA: 0.36 ha

SITE NAME: Land north of Ranelagh Road



This site was identified and put forward via the public consultation in June and July 2006 on Issues and Options for the Ipswich Local Development Framework.

PREFERRED OPTION

USE(S)	% OF SITE	DENSITY OF HOUSING (HIGH, MEDIUM, LOW)	INDICATIVE CAPACITY (HOMES)
HOUSING	80	H	48
EMPLOYMENT B1	20		

CONSTRAINTS

✓	Within Flood Plain
	Within Conservation Area
	Listed Building on-site or adjacent
	Tree Preservation Order(s) on-site or nearby
	Within Area of Archaeological Importance
	Within Air Quality Management Area
	Other constraints

Summary of issues and options consultation results

- Fifteen representations received.
- Three favour housing (one with car parking); three open space and five hotel retail and employment.
- Environment Agency – site lies within Flood Zones 2 and 3. Object to housing or employment use that would put people at risk. Flood Risk Assessment needed.
- Unlikely on its own to impact on schools. Possible cumulative impact.
- Water infrastructure at capacity. Off site infrastructure works would be needed.

Suggested approach

Our suggested approach is to allocate the site predominantly for housing (80%) with the remainder being used for employment. A very high quality landmark building would be expected in this location to give visitors arriving in Ipswich a sense of arrival. Please note however, that a landmark building does not have to be a tall building.

Justification for suggested approach

The site is underused at the moment and occupies a highly prominent site on a busy junction next to the river. Further down Ranelagh Road residential and residential-led mixed use schemes have been and are being constructed which indicates a demand. This site would continue that trend.

However, there are flooding issues that must be addressed. The Strategic Flood Risk Assessment indicates that sites are needed within Flood Risk Zones 2 and 3. The vulnerability of this site being adjacent to the river and having 80% residential use suggests that it may only come forward later in the plan period after completion of the tidal barrier, unless other measures can be implemented to overcome the Environment Agency's objection.

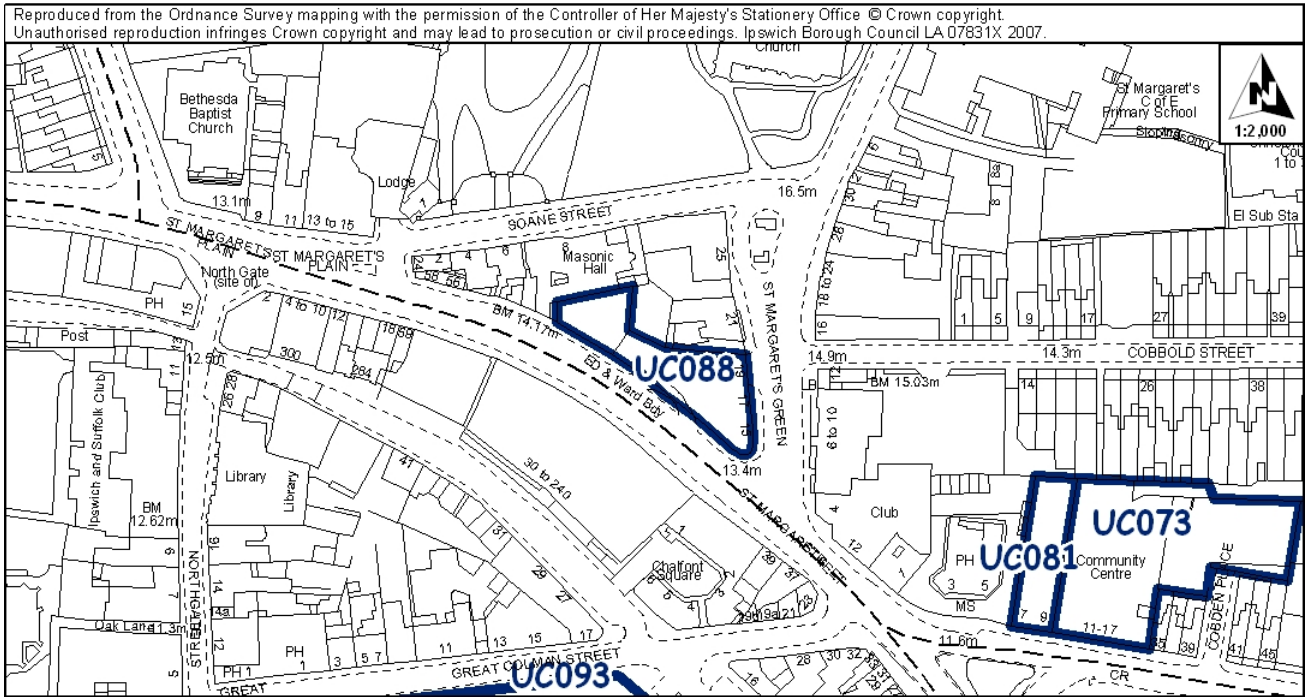
The site is within 400m of a: play area (part); convenience store; park spaces; meeting place and frequent bus route (4 or more per hour). It also lies just across the road from the station so it is highly accessible.

Comments on other possible approaches

The site was identified at issues and options stage as site reference S096 and the suggested uses were open space, housing or employment. The prominence of this site and its importance as providing a first impression of Ipswich for those arriving by rail suggest that open space use would be a lost opportunity.

SITE REF NO: UC088
 (former ref no: S099)
SITE AREA: 0.08 ha

SITE NAME: 15-19 St Margaret's Street



This site was identified and put forward via the public consultation in June and July 2006 on Issues and Options for the Ipswich Local Development Framework.

PREFERRED OPTION

USE(S)	% OF SITE	DENSITY OF HOUSING (HIGH, MEDIUM, LOW)	INDICATIVE CAPACITY (HOMES)
NO ALLOCATION			

CONSTRAINTS

	Within Flood Plain
✓	Within Conservation Area
✓ (adjacent)	Listed Building on-site or adjacent
	Tree Preservation Order(s) on-site or nearby
✓	Within Area of Archaeological Importance
✓	Within Air Quality Management Area
	Other constraints

Summary of issues and options consultation results

- Fourteen representations received.
- Employment uses alone or with retail and entertainment are favoured by most because of air quality and the burden on infrastructure.
- Environment Agency – in Groundwater Source Protection Zone II.
- Anglian Water - water infrastructure at capacity. Off site infrastructure works would be needed.

Suggested approach

Our suggested approach is not to allocate the site.

Justification for suggested approach

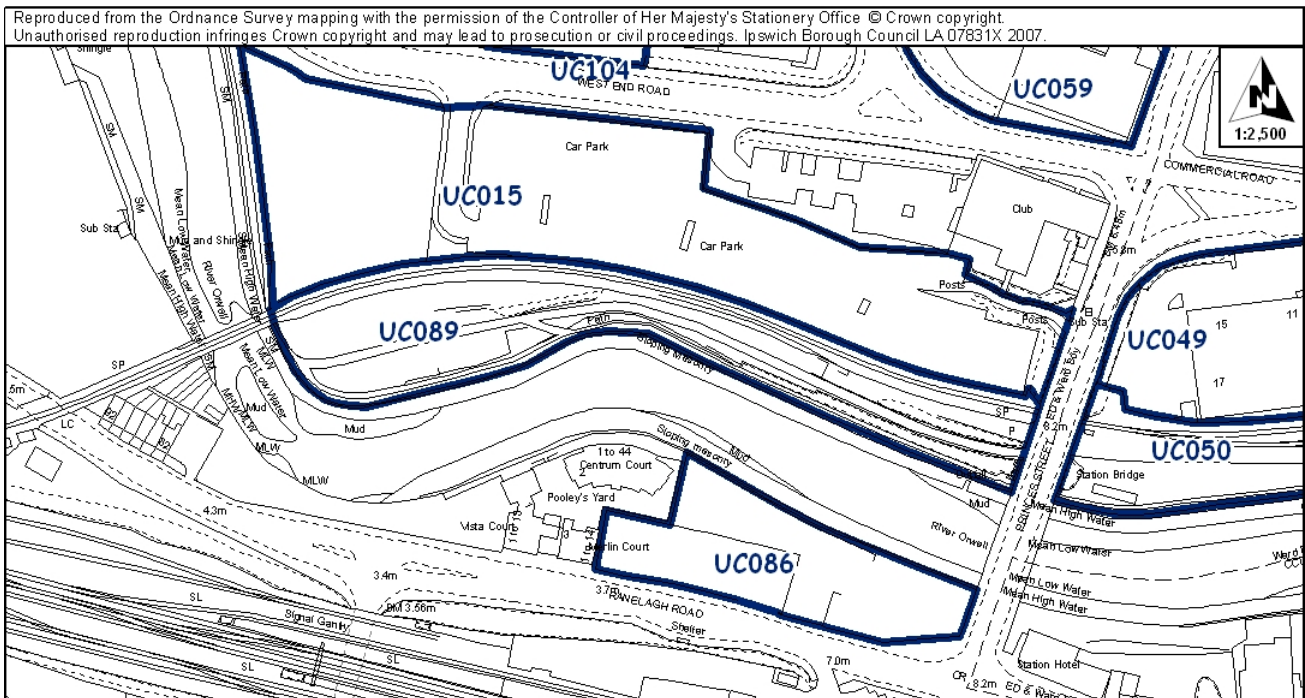
The site already has planning permission (granted April 2007) for the erection of flats and is anyway considerably smaller than the general 0.2ha threshold for allocation.

Comments on other possible approaches

The site was put forward at issues and options stage as site reference S099 for possible uses of employment or housing. However given the existing planning permission there is no merit in considering alternatives.

SITE REF NO: UC089
 (former ref no: S100)
SITE AREA: 0.76 ha

SITE NAME: Banks of river, upriver from Princes Street



This site was identified and put forward via the public consultation in June and July 2006 on Issues and Options for the Ipswich Local Development Framework.

PREFERRED OPTION

USE(S)	% OF SITE	DENSITY OF HOUSING (HIGH, MEDIUM, LOW)	INDICATIVE CAPACITY (HOMES)
OPEN SPACE, RIVERSIDE PATH, PUBLIC TRANSPORT ROUTE AND POSSIBLE LIMITED SMALL SCALE RETAIL/LEISURE/FOOD AND DRINK	100		

CONSTRAINTS

✓	Within Flood Plain
	Within Conservation Area
	Listed Building on-site or adjacent
	Tree Preservation Order(s) on-site or nearby
	Within Area of Archaeological Importance
	Within Air Quality Management Area
	Other constraints

Summary of issues and options consultation results

- Nineteen representations received
- Open space use favoured by the majority, including suggestion for linear park.
- Other suggestions for leisure, housing, and commercial uses.

- Includes important cycle/pedestrian route which should be enhanced.
- Environment Agency – site lies within Flood Zones 2 and 3. Object to housing or employment use that would put people at risk. Flood Risk Assessment needed. Development must not compromise flood defence works.
- Unlikely on its own to impact on schools. Possible cumulative impact.
- Water infrastructure at capacity. Off site infrastructure works would be needed.

Suggested approach

Our suggested approach is to identify this site primarily for open space and transport uses, incorporating the riverside footpath and cycle way and an 'off road' public transport route linking to site UC050 and onwards to the Waterfront. However, we would expect the site to be planned as a comprehensive whole with the adjacent UC015 to the immediate north, to deliver the optimum layout in terms of development addressing the river and providing natural surveillance of the path. The Council considers that some small scale leisure/retail/ food and drink could be incorporated, again planned with the development to the north as a whole, to encourage footfall and use of this route.

See also Opportunity Area G.

Justification for suggested approach

The site is currently largely given over to the riverside path and associated landscaping and sculpture, but a redundant rail line runs along the back of the site between this site and site UC015 to the north. At the eastern end the rail line passes under Princes Street linking it to site UC050/UC048.

Achieving a riverside walking and cycling route is a key aim of the River Strategy 1999, which contains the vision: 'At the end of the first decade of the next millennium there will be a wide, green, lively and well used river corridor at the heart of Ipswich...'. A strategic aim is 'provision of a shared cycle/footpath from the Wet Dock to Sroughton'.

Much work has already been done on this part of the riverside path and this allocation is designed to enable the protection and enhancement of the facility.

Improving connection and accessibility with IP-One is also an aim of this Area Action Plan and the inclusion of an off road public transport route via this site would contribute to this.

However, there could also be scope for some limited, small scale development (retail, food and drink or other leisure uses are suggested) to help with the delivery of the above aims and create a vibrant riverside environment. The site is in a flood risk area and therefore measures would need to be put in place to overcome the Environment Agency's objection. Liaison with the Agency would also be required in relation to flood defences.

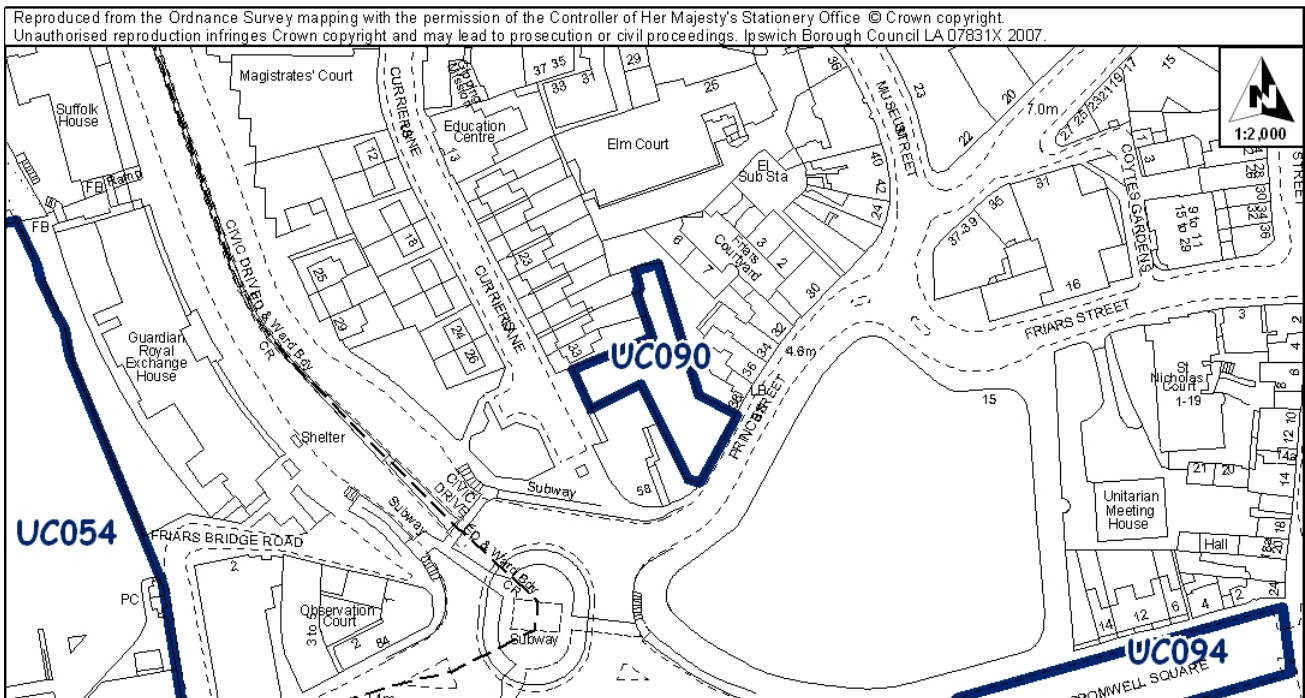
Comments on other possible approaches

At issues and options stage, this site was put forward as site reference S100 and suggested for open space or housing.

Any wholesale development of this site would un-do the progress achieved to date through the river strategy to develop a riverside route.

SITE REF NO: UC090
 (former ref no: S101)
SITE AREA: 0.08 ha

SITE NAME: Corner of Currier's Lane/Princes Street



This site was identified and put forward via the public consultation in June and July 2006 on Issues and Options for the Ipswich Local Development Framework.

PREFERRED OPTION

USE(S)	% OF SITE	DENSITY OF HOUSING (HIGH, MEDIUM, LOW)	INDICATIVE CAPACITY (HOMES)
NO ALLOCATION			

CONSTRAINTS

✓	Within Flood Plain
✓ (adjacent)	Within Conservation Area
✓ (adjacent)	Listed Building on-site or adjacent
	Tree Preservation Order(s) on-site or nearby
✓	Within Area of Archaeological Importance
	Within Air Quality Management Area
	Other constraints

Summary of issues and options consultation results

- Fourteen representations received
- Employment, leisure, retail or existing use favoured by most
- Environment Agency – site lies within Flood Zones 2 and 3. Object to housing or employment use that would put people at risk. Flood Risk Assessment needed. Development must not compromise flood defence works.
- Anglian Water - water infrastructure at capacity. Off site infrastructure works would be needed.

Suggested approach

Our suggested approach is not to allocate the site as it already has planning permission.

Justification for suggested approach

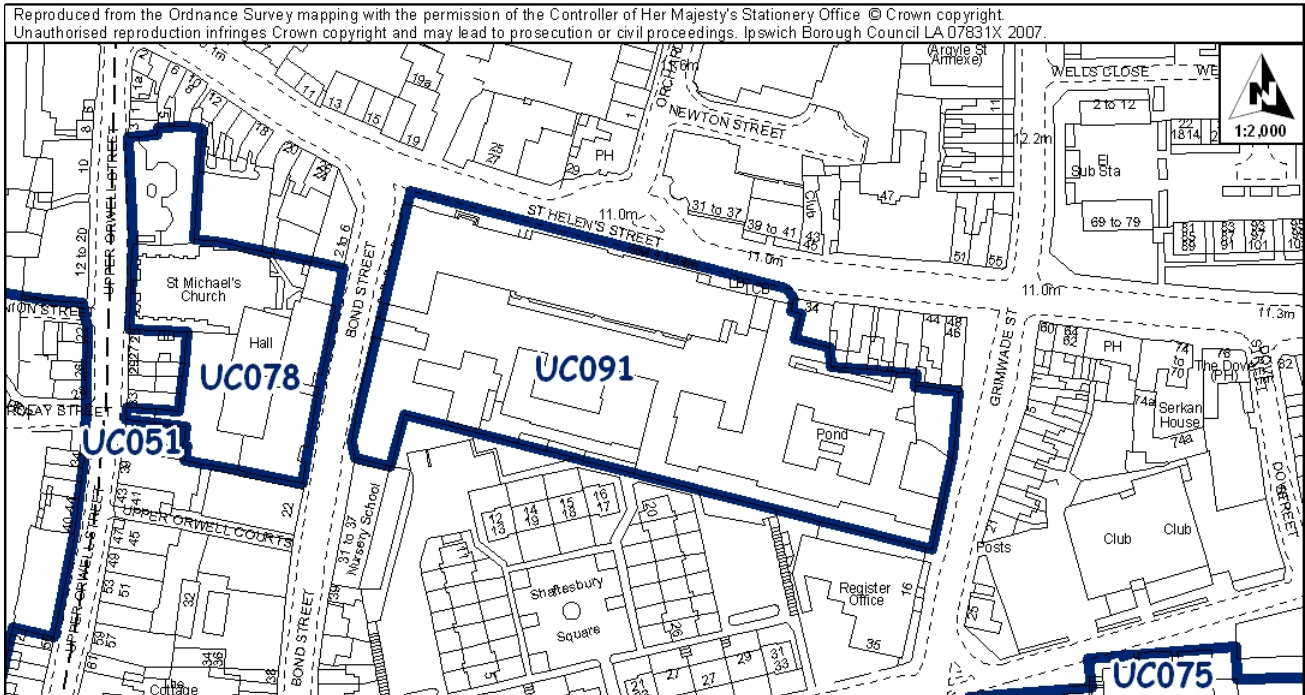
The site already has planning permission and therefore allocation would not be appropriate.

Comments on other possible approaches

The site was put forward at issues and options stage as site reference S101 for possible uses of employment or housing or retaining the existing use. However given the existing planning permission there is no merit in considering alternatives.

SITE REF NO: UC091
 (former ref no: S102)
SITE AREA: 0.84 ha

SITE NAME: County Hall, St Helen's Street



This site was identified and put forward via the public consultation in June and July 2006 on Issues and Options for the Ipswich Local Development Framework.

PREFERRED OPTION

USE(S)	% OF SITE	DENSITY OF HOUSING (HIGH, MEDIUM, LOW)	INDICATIVE CAPACITY (HOMES)
NO ALLOCATION			

CONSTRAINTS

	Within Flood Plain
✓	Within Conservation Area
✓	Listed Building on-site or adjacent
	Tree Preservation Order(s) on-site or nearby
✓	Within Area of Archaeological Importance
	Within Air Quality Management Area
	Other constraints

Summary of issues and options consultation results

- Eight representations were received.
- Respondents suggested employment or housing use.
- It is important to safeguard the listed building.
- Water infrastructure is at capacity.

Suggested approach

The suggested approach is not to allocate the site.

Justification for suggested approach

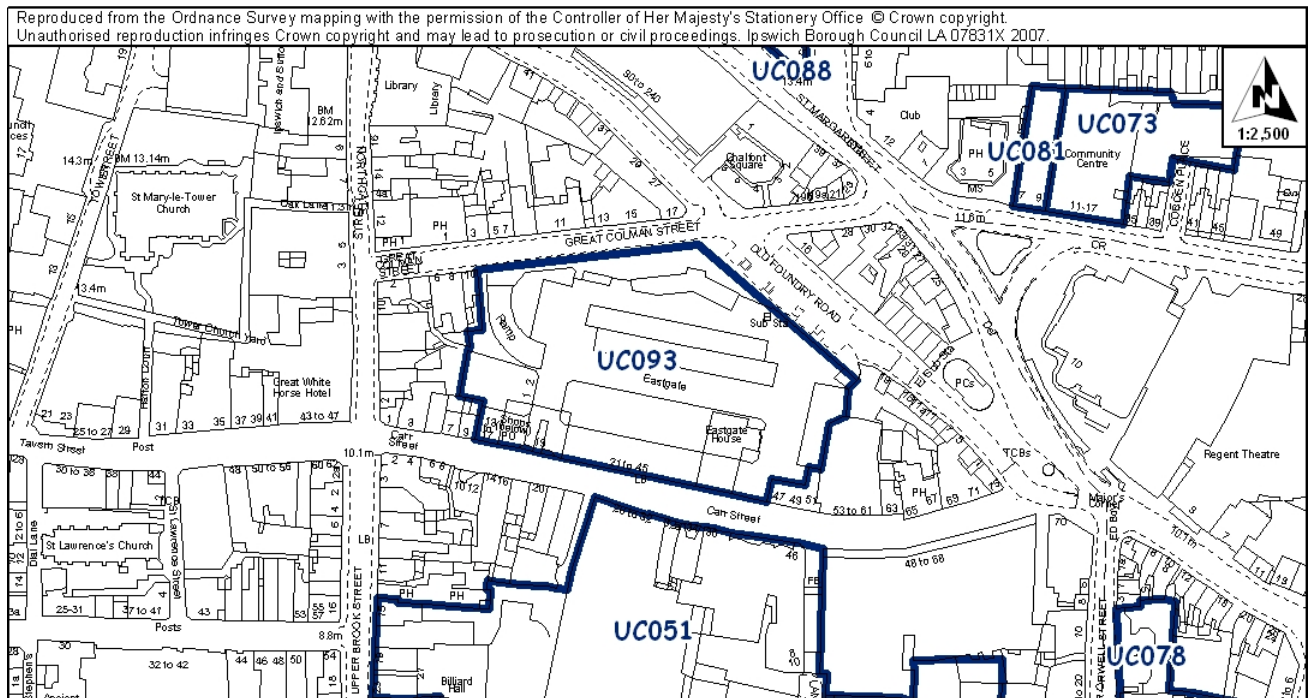
The site already has planning permission. Should the permission not be implemented, non-allocation may prove the most flexible approach to finding an appropriate use for the unique listed building.

Comments on other possible approaches

As the site has planning permission, alternative uses may not be considered.

SITE REF NO: UC093
 (former ref no: S104)
SITE AREA: 0.78 ha

SITE NAME: Area north of Carr Street



This site was identified and put forward via the public consultation in June and July 2006 on Issues and Options for the Ipswich Local Development Framework.

PREFERRED OPTION

USE(S)	% OF SITE	DENSITY OF HOUSING (HIGH, MEDIUM, LOW)	INDICATIVE CAPACITY (HOMES)
NO ALLOCATION			

CONSTRAINTS

	Within Flood Plain
✓ (adjacent)	Within Conservation Area
	Listed Building on-site or adjacent
	Tree Preservation Order(s) on-site or nearby
✓	Within Area of Archaeological Importance
	Within Air Quality Management Area
	Other constraints

Summary of issues and options consultation

- Thirteen representations were received.
- The majority favour retaining the existing use, or failing that retail allocation
- Environment Agency – in a Groundwater Protection Zone.

Suggested approach

Our suggested approach is not to allocate the site for development.

Justification for suggested approach

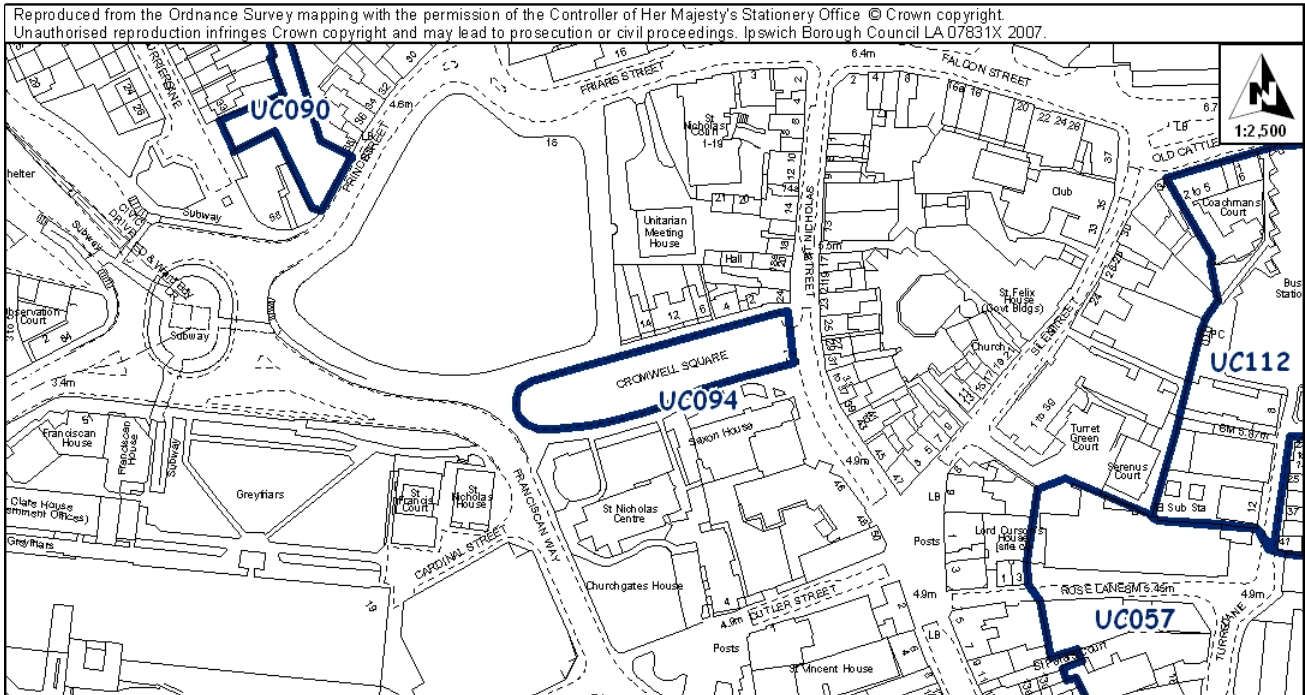
The buildings have recently been extended and refurbished and are in full use.

Comments on other possible approaches

The site was put forward as S104 for retail, housing or retaining existing uses. Since the site is in full use including retail activity and within the Central Shopping Area, housing is not considered viable allocation.

SITE REF NO: UC094
 (former ref no: S105)
SITE AREA: 0.17 ha

SITE NAME: Car Park off St Nicholas Street



This site was identified and put forward via the public consultation in June and July 2006 on Issues and Options for the Ipswich Local Development Framework.

PREFERRED OPTION

USE(S)	% OF SITE	DENSITY OF HOUSING (HIGH, MEDIUM, LOW)	INDICATIVE CAPACITY (HOMES)
NO ALLOCATION			

CONSTRAINTS

✓	Within Flood Plain
✓	Within Conservation Area
✓ (adjacent)	Listed Building on-site or adjacent
	Tree Preservation Order(s) on-site or nearby
✓	Within Area of Archaeological Importance
	Within Air Quality Management Area
	Other constraints

Summary of issues and options consultation results

- 10 representations were received.
- Those respondents who expressed a preference, 6 supported retention of car park, two supported open space use and one supported offices with retail and apartments above.
- Useful short term shoppers car park convenient for town centre. Ideal of those with restricted mobility.
- Environment Agency stated that within a minor aquifer HU zone. Within Groundwater Source Protection Zone 2. Site partly falls within flood zones 2 and 3. Flood Risk Assessment would be required.
- Suffolk CC stated that conversion of car park to open space would reduce traffic use of St Nicholas Street and improve conditions for pedestrians and cyclists.

- Anglian Water Services stated that the water resource treatment works is at capacity. Off-site infrastructure works are required for water supply networks and sewage treatment. Foul sewage network at capacity.

Suggested approach

Our suggested approach is not to allocate the site.

Justification for suggested approach

The site provides a valued visual break in the street scene and should be kept open.

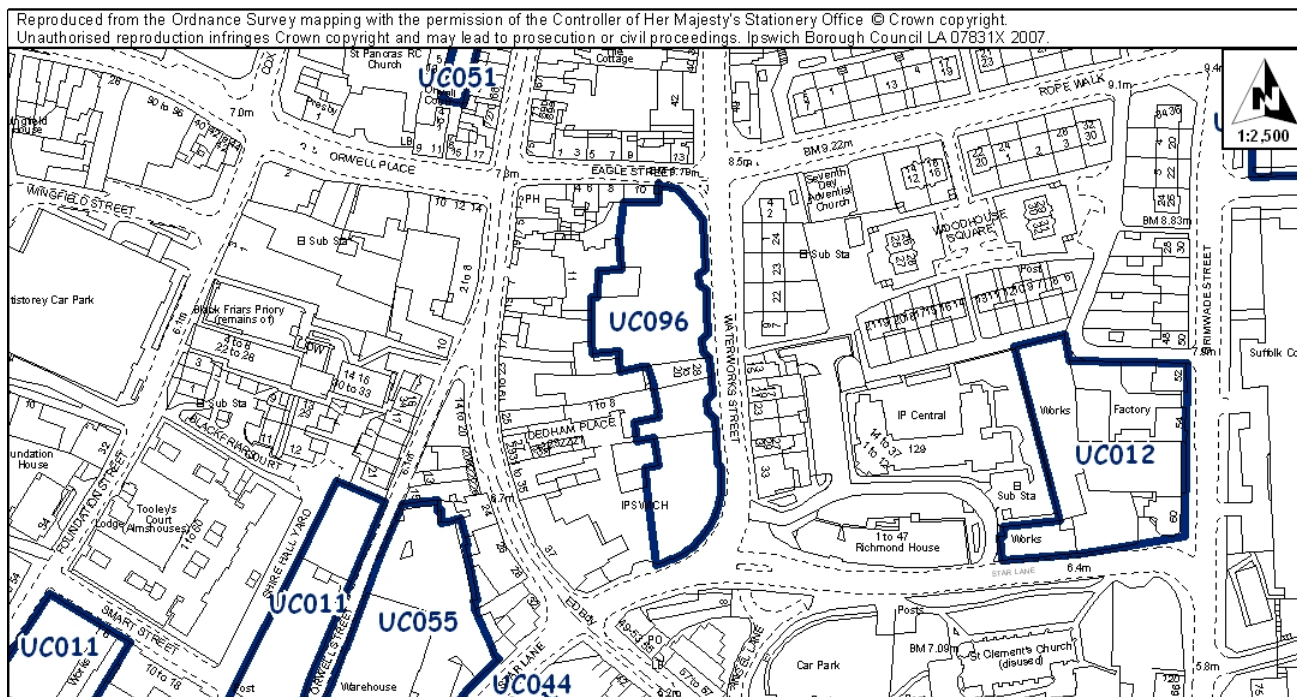
Comments on other possible approaches

The site was previously put forward as S105 for open space or retaining the existing use. It is performing a useful function at present as car parking and this use maintains an essentially open aspect.

The following sites have been identified from the National Land Use Database and Urban Capacity Study. They were not identified as sites at issues and options stage.

SITE REF NO: UC096
 (former ref no: NLUD053)
SITE AREA: 0.31 ha

SITE NAME: Waterworks Street



This site was identified for housing in the First Deposit Draft Local Plan 2001.

PREFERRED OPTION

USE(S)	% OF SITE	DENSITY OF HOUSING (HIGH, MEDIUM, LOW)	INDICATIVE CAPACITY (HOMES)
HOUSING	100	M	17

CONSTRAINTS

	Within Flood Plain
✓	Within Conservation Area
✓ (adjacent)	Listed Building on-site or adjacent
✓	Tree Preservation Order(s) on-site or nearby
✓	Within Area of Archaeological Importance
✓	Within Air Quality Management Area
	Other constraints

Suggested approach

Our suggested approach is to allocate the site for housing. The former Ipswich Ragged School building should be retained as it has some historic and architectural merit. Development should allow for permeability between the shops on Upper Orwell St and Rope Walk.

Justification for suggested approach

This site was proposed by the Council in the First Deposit Draft Local Plan 2001, and one objection was submitted against it at that time. The site is underused at present with much of it used as car park, which is relatively inefficient. As a housing site, it would make a contribution to targets set out in the East of England Plan.

There are a number of constraints affecting the site however and these would need to be resolved satisfactorily through the design and layout.

The site is within 400m of a: play area; convenience store; GP surgery; pharmacy; post office; meeting place; frequent bus route (4 or more per hour); play group and dentist.

Comments on other possible approaches

The other approaches considered are:

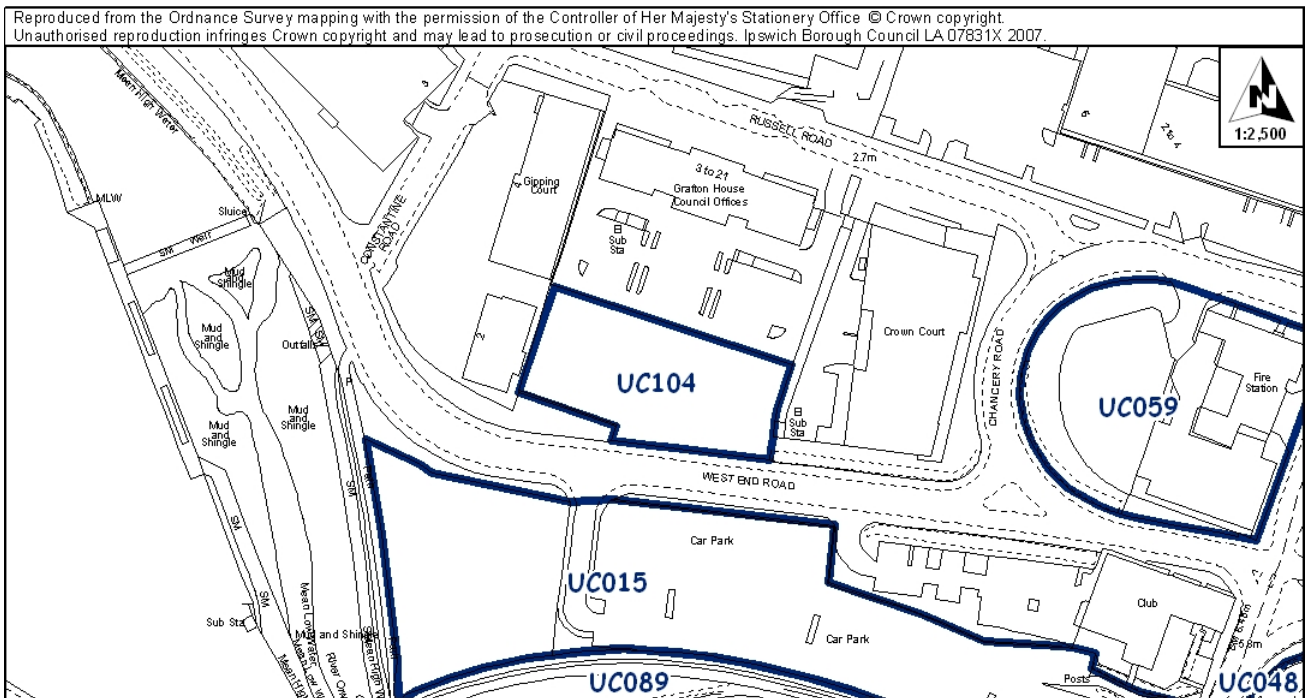
- Non-allocation of the site; or
- Allocating for a different use or combination of uses.

The site could be left unallocated to allow development proposals to be put forward as and when, but this would miss the opportunity to intensify the use of this well located town centre site.

Alternative uses have been considered but residential use is favoured in this instance. The site faces listed houses across Waterworks Street (the former Waterworks Offices) and the former Ragged School on the site is also in residential use. Therefore housing use is considered to relate best to the context of the site.

SITE REF NO: UC104
 (former ref no: 03-36 part)
SITE AREA: 0.31 ha

SITE NAME: Rear of Grafton House, Russell Road



This site fell within an employment area identified in the First Deposit Draft Local Plan 2001.

PREFERRED OPTION

USE(S)	% OF SITE	DENSITY OF HOUSING (HIGH, MEDIUM, LOW)	INDICATIVE CAPACITY (HOMES)
EMPLOYMENT B1 OFFICE	100		

CONSTRAINTS

✓	Within Flood Plain
	Within Conservation Area
	Listed Building on-site or adjacent
	Tree Preservation Order(s) on-site or nearby
	Within Area of Archaeological Importance
	Within Air Quality Management Area
✓	Other constraints (medium pressure gas pipeline through part of site)

Suggested approach

Our suggested approach is to allocate the site for office employment use.

Justification for suggested approach

The site is in Ipswich Village where there is an emerging office cluster alongside suggested mixed use and residential allocations. As an employment allocation it would make an important contribution to the targets set out in the East of England Plan.

Comments on other possible approaches

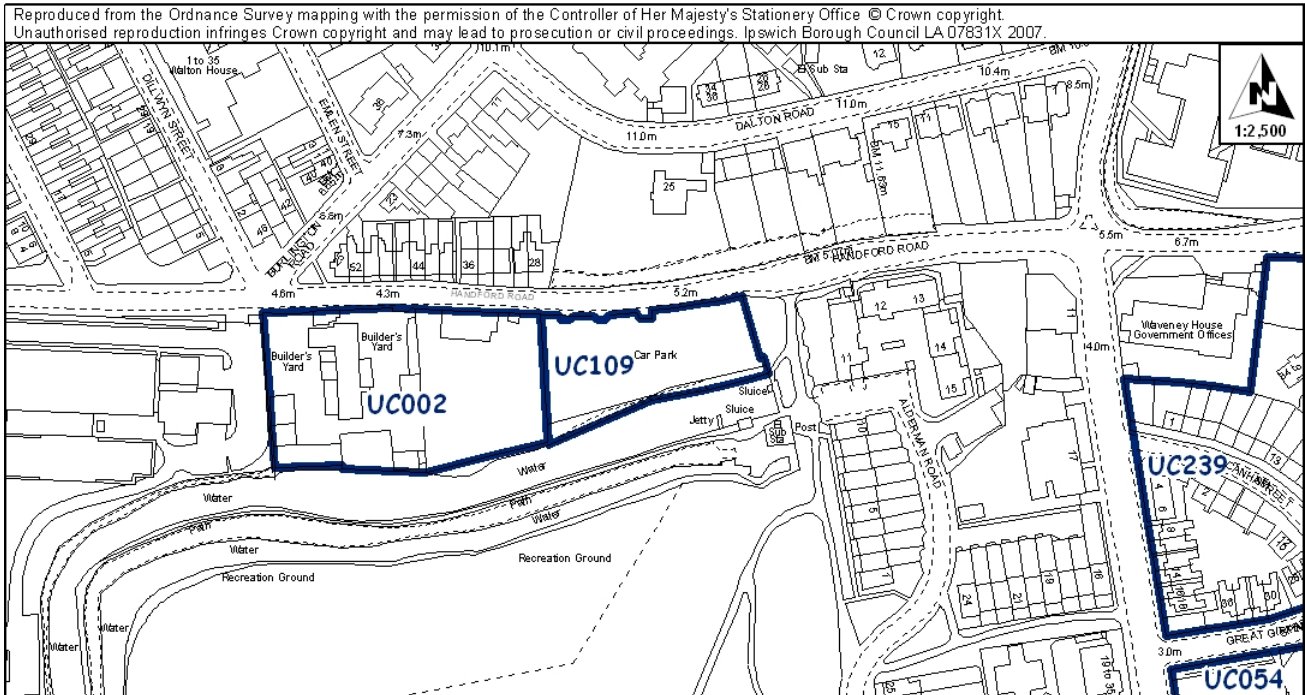
The other approaches considered were to:

- Not allocate the site; or
- Allocate it for different uses.

The site is located in a well established employment area (the designation of the employment area dates back to the adopted Local plan 1997). Whilst the site has been vacant for some time, the recent regeneration of the Russell Road area has demonstrated a demand for office space in this part of Ipswich Village. Given other mixed use and residential suggested allocations in the vicinity, B1 office employment use is therefore considered to best complement other proposals for Ipswich Village and ensure a supply of land for employment use in central Ipswich.

SITE REF NO: UC109
 (former ref no: 06-04)
SITE AREA: 0.22 ha

SITE NAME: Handford Road (east)



PREFERRED OPTION

USE(S)	% OF SITE	DENSITY OF HOUSING (HIGH, MEDIUM, LOW)	INDICATIVE CAPACITY (HOMES)
HOUSING	100	M	12

CONSTRAINTS

✓	Within Flood Plain
	Within Conservation Area
	Listed Building on-site or adjacent
	Tree Preservation Order(s) on-site or nearby
	Within Area of Archaeological Importance
	Within Air Quality Management Area
	Other constraints

Suggested approach

Our suggested approach is to allocate the site for residential use at medium density. The site should be developed in conjunction with Site UC002 adjacent. As for site UC002, the design and layout would need to address flood risk and protection of the canal habitat.

See also Opportunity Area H.

Justification for suggested approach

This is potentially a good location for housing, alongside the Alderman Canal and recreation ground and close to the centre of town. Residential use here would relate well to the existing housing to the east and proposed allocation to the west.

However, flood risk issues would need to be addressed as would the need to protect the canal habitat. Development of the site could offer the opportunity of improved recreational access along the canal.

The site makes a contribution to meeting the housing growth target set by the draft East of England Plan.

The site is within 400m of a: primary school; play area; convenience store; GP surgery; pharmacy; park; post office; meeting place; frequent bus route (4 or more per hour) and dentist. It is also located within 800m of a railway station.

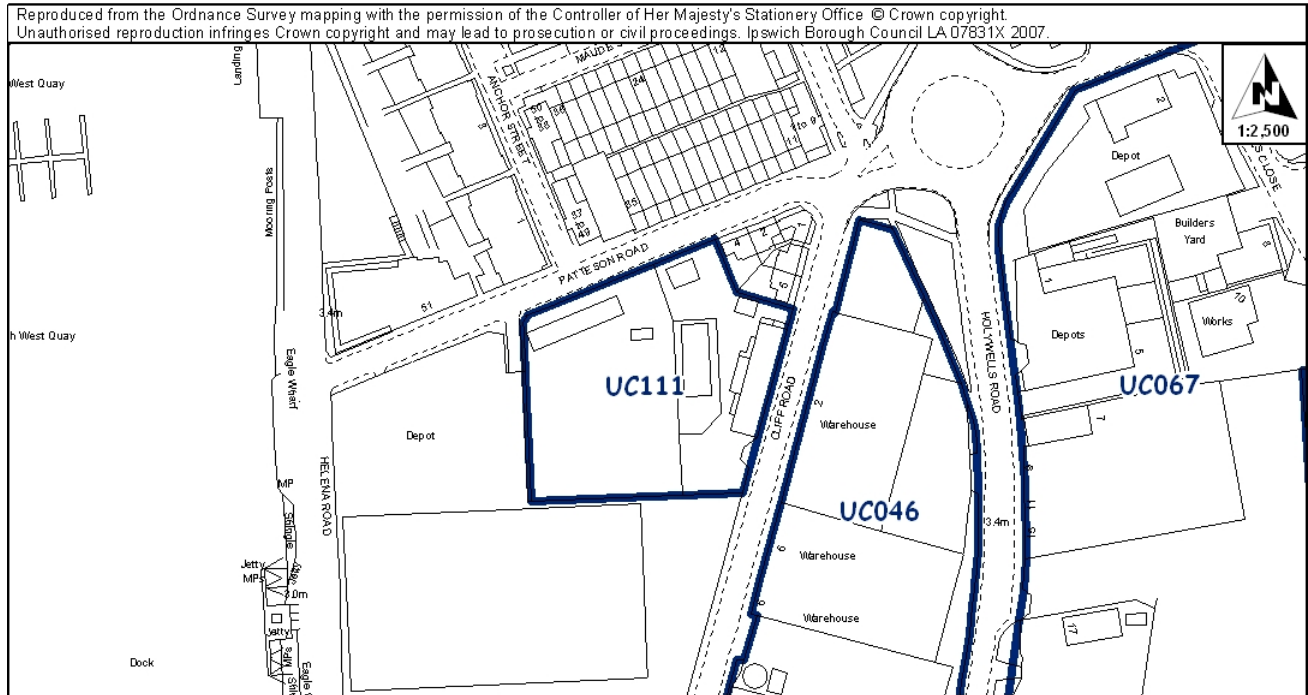
Comments on other possible approaches

The Council has considered retaining the existing use or allocating the site for employment.

It is not considered that the existing car parking use makes the best use of the land given its central location.

There is an employment area a short distance further down Handford Road. Employment here also would not relate so well to the existing planned housing on either side nor make the most of the canalside location as a pleasant residential environment.

SITE REF NO: UC111 **SITE NAME:** Transco, south of Patteson Road
 (former ref no: 08-10 revised boundary)
SITE AREA: 0.57 ha



PREFERRED OPTION

USE(S)	% OF SITE	DENSITY OF HOUSING (HIGH, MEDIUM, LOW)	INDICATIVE CAPACITY (HOMES)
HOUSING	100	H	94

CONSTRAINTS

✓	Within Flood Plain
	Within Conservation Area
	Listed Building on-site or adjacent
	Tree Preservation Order(s) on-site or nearby
	Within Area of Archaeological Importance
	Within Air Quality Management Area
	Other constraints

Suggested approach

Our suggested approach is to allocate the site for residential use at high density.

See also Opportunity Area C.

Justification for suggested approach

This site formed part of a First Deposit Draft Plan allocation for residential-led mixed use development. The remainder of the land between Patteson Road and Ship Launch Road has a resolution to grant planning permission from the Council for 566 dwellings, visitors centre, surgery and community performance space. The land to the north of Patteson Road has already been developed for residential use. Residential use of the

site would therefore be more compatible with the existing uses to the north and those agreed to the south and west, and would capitalise on its location between the Waterfront and Holywells Park.

The site would also make a contribution to the housing growth target set out in the draft East of England Plan.

The site is within 400m of a: park; meeting place (part) and frequent bus route (4 or more per hour).

Comments on other possible approaches

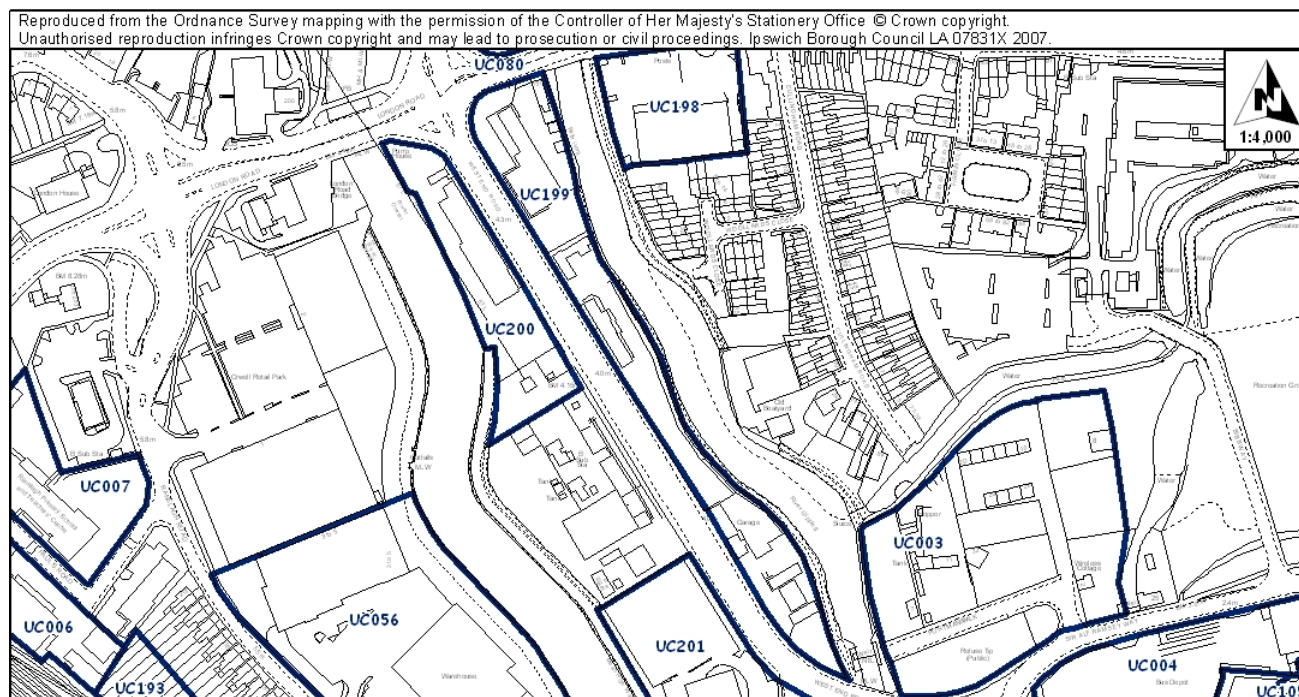
The site was also considered for employment use or retaining the existing use.

The site lies close to the employment area of the docks and the land to the east of it also would deliver jobs as a suggested mixed use allocation. Therefore housing is favoured on this site.

Retaining the existing use would not be suitable as it is an inefficient use of land and not a use that sits particularly well alongside residential uses on the adjacent site.

SITE REF NO: UC199
 (former ref no: A115)
SITE AREA: 0.93 ha

SITE NAME: Land east of West End Road



PREFERRED OPTION

USE(S)	% OF SITE	DENSITY OF HOUSING (HIGH, MEDIUM, LOW)	INDICATIVE CAPACITY (HOMES)
HOUSING	100	M	51

CONSTRAINTS

✓	Within Flood Plain
	Within Conservation Area
	Listed Building on-site or adjacent
	Tree Preservation Order(s) on-site or nearby
	Within Area of Archaeological Importance
	Within Air Quality Management Area
	Other constraints

Suggested Approach

Our suggested approach is to allocate the site for housing development. This would require the relocation of the existing uses from the site, and flood risk matters to be addressed. The site offers the opportunity to open views of and access to the river.

See also Opportunity Area F.

Justification for suggested approach

The site is currently used for a mix of commercial purposes including building supplies and car showroom. These are fairly low density uses which turn their backs on the river corridor. Redevelopment would offer the

opportunity to use the land more efficiently and to open up access to and views of the river and make more positive use of this green corridor through IP-One.

The site would make a contribution to the housing growth target set out in the draft East of England Plan.

However, there are flooding issues that must be addressed. The Strategic Flood Risk Assessment indicates that sites are needed within Flood Risk Zones 2 and 3. The particular vulnerability of this site and 100% residential use suggests that it may only come forward later in the plan period after completion of the tidal barrier, unless other measures can be implemented to overcome flood risk.

The site is within 400m of a: primary school (part); play area (part); convenience store; pharmacy (part); parks and green spaces; post office; frequent bus route (4 or more per hour) and play group (part). It is also located within 800m of a railway station (part).

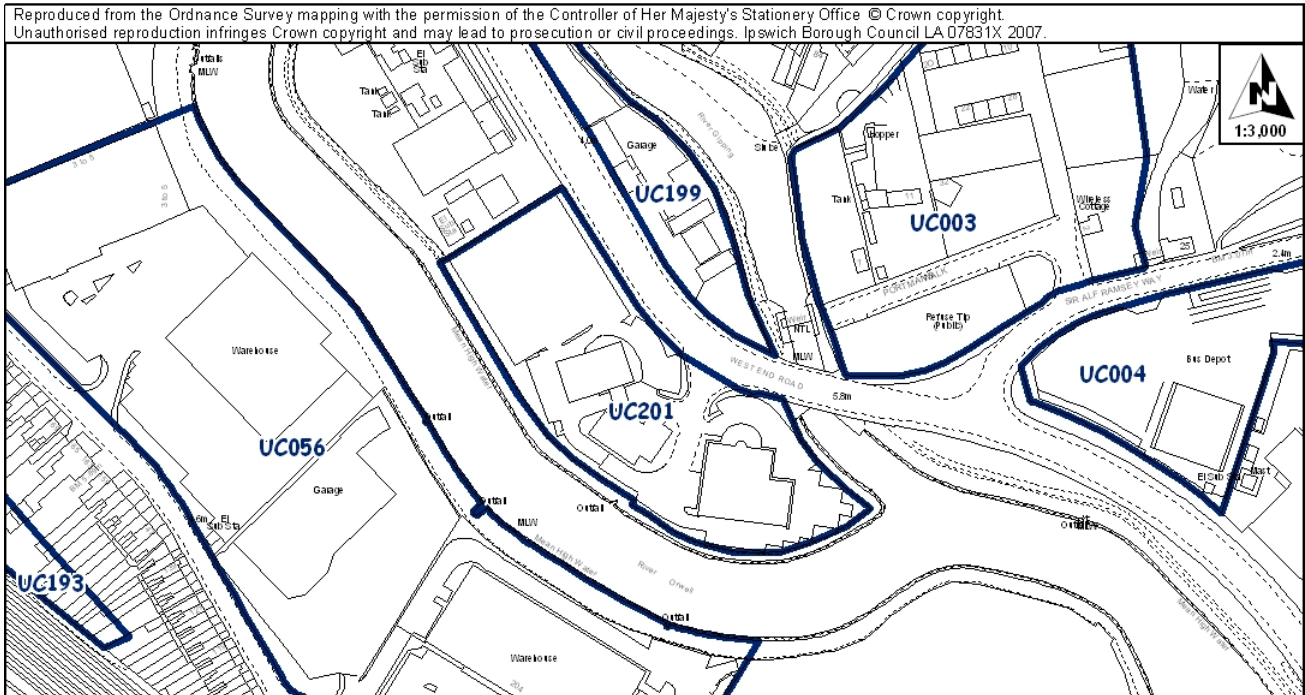
Comments on Other Possible Approaches

The alternatives considered are to retain the existing use or allocate the site for employment use.

The nature of West End Road is changing from an essentially commercial area to more of a mixed use area. Residential-led mixed use development is currently taking place across the river on the Compair site, and suggested allocations for residential or mixed use development are made at the junction with Sir Alf Ramsey Way.

Whilst the site is currently in use, retaining the existing uses on this site is not considered the most efficient way to use the land, nor to offer the same opportunity to open up the River Gipping adjacent to the site. More intensive employment uses have been considered, but this part of IP-One lies outside the town centre, which is where national policy indicates that office uses should be located.

SITE REF NO: UC201 **SITE NAME:** Land west of West End Road (south)
 (former ref no: A116b revised boundary)
SITE AREA: 1.03 ha



PREFERRED OPTION

USE(S)	% OF SITE	DENSITY OF HOUSING (HIGH, MEDIUM, LOW)	INDICATIVE CAPACITY (HOMES)
HOUSING	100	M	57

CONSTRAINTS

✓	Within Flood Plain
	Within Conservation Area
	Listed Building on-site or adjacent
	Tree Preservation Order(s) on-site or nearby
	Within Area of Archaeological Importance
	Within Air Quality Management Area
	Other constraints

Suggested Approach

Our suggested approach is to allocate the site for 100% residential use at medium density.

Justification for Suggested Approach

The site is currently in use as car showrooms, which would need to be relocated to allow development to proceed. This use is relatively low density for a central site. Redevelopment would offer the opportunity to open up views and access to the river and would enable new development to relate to the suggested allocation across the river at Ranelagh Road (UC056). Flood risk issues would need to be resolved here to allow development to proceed.

The site is within 400m of a: primary school (part); play area (part); convenience store; parks and green spaces; post office (part); frequent bus route (4 or more per hour) and play group (part). It is also located within 800m of a railway station.

More work needs to be done on the delivery of this site, particularly in relation to potential constraints associated with the adjacent electricity sub station. Development must not compromise the operation of the sub station.

Comments on other possible approaches

The approaches considered here are to retain the existing use as car showrooms, or to allocate the site for employment.

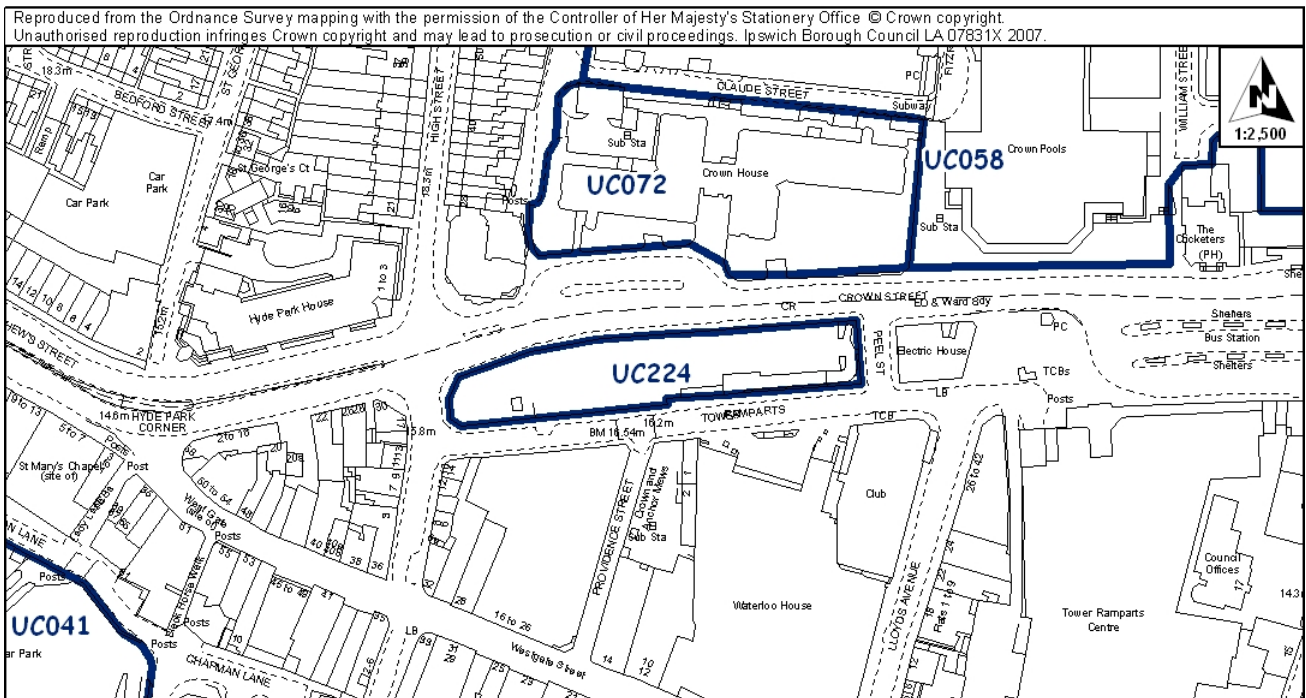
This area at present has a commercial focus, with a part disused retail park to the south across the river, and other commercial uses to the north east across West End Road. However, with the proposed allocation of both sites for residential or residential led mixed development, the character is set to change to more of a high density mixed use neighbourhood with a significant residential element. Retaining the existing low density use is not considered to be the best use of the land.

In addition, the existing buildings turn their backs on the river and redevelopment offers an opportunity to open up access and views to make more of this asset.

Employment allocation has been considered as an alternative way to achieve more intensive use of the site. However, the site lies outside the town centre and consequently B1 office use would only be permissible if more central sites were unavailable or unsuitable.

SITE REF NO: UC224
 (former ref no: A149)
SITE AREA: 0.29 ha

SITE NAME: Car Park, Crown Street/Tower Ramparts



PREFERRED OPTION

USE(S)	% OF SITE	DENSITY OF HOUSING (HIGH, MEDIUM, LOW)	INDICATIVE CAPACITY (HOMES)
HOUSING	10	H	4
EMPLOYMENT B1	5		
RETAIL	5		
RETAIN EXISTING USE	80%		

CONSTRAINTS

	Within Flood Plain
	Within Conservation Area
	Listed Building on-site or adjacent
	Tree Preservation Order(s) on-site or nearby
✓	Within Area of Archaeological Importance
	Within Air Quality Management Area
	Other constraints

Suggested Approach

Our suggested approach is to allocate a small part of the western end of the site for development (housing, employment and retail) and retain the existing car park on the majority of the site.

Justification of suggested approach

The retail element would take advantage of the suggested northward extension to the Central Shopping Area boundary. The mix of uses would relate well to the suggested approach to the Crown Street site to the north. However retaining the majority of the car park recognises that it is well used by shoppers.

Any development should aim to retain the existing trees.

For the residential element, the site is well located for facilities. It is within 400m of a: primary school (part); convenience store; GP surgery (part); pharmacy; park; post office; meeting place; frequent bus route (4 or more per hour); play group (part) and dentist.

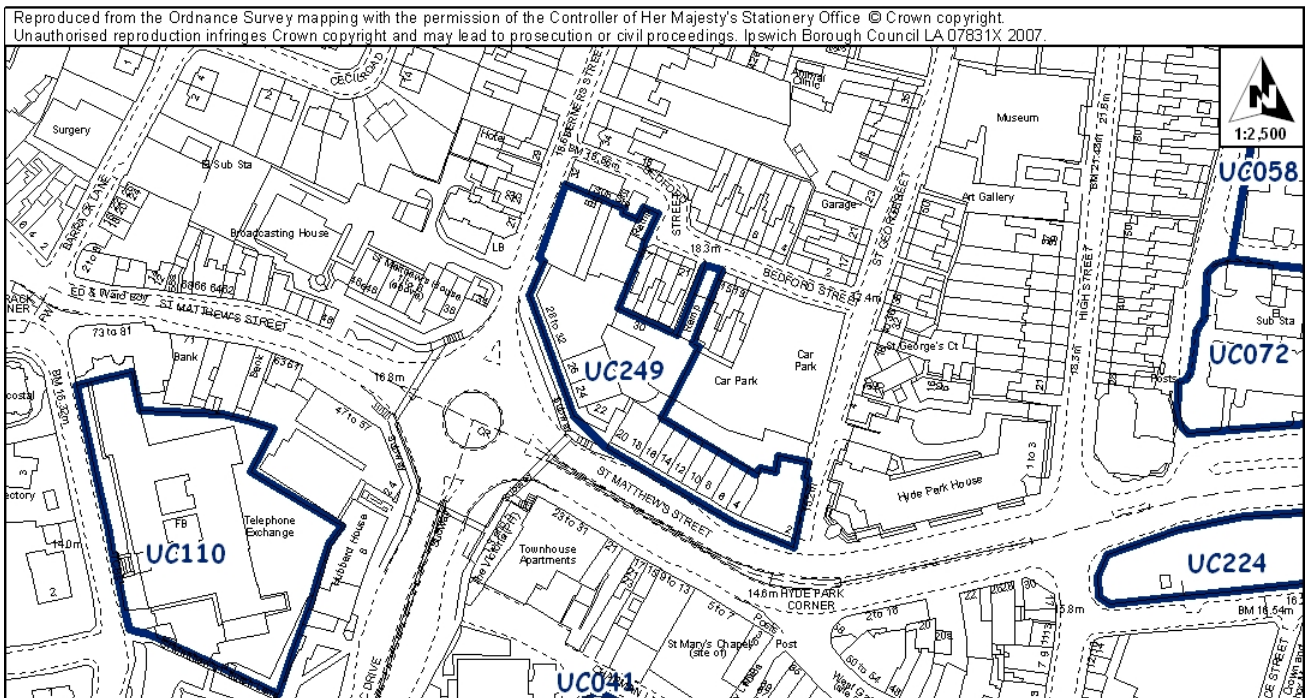
Comments on other possible approaches

The allocation or non-allocation of the entire site was considered.

Allocation of the whole site for development and the resulting loss of parking could harm the vitality and viability of this part of the shopping centre. Non-allocation on the other hand would fail to take advantage of the proposed extension to the Central Shopping Area. This is also quite a prominent location on a major junction. A well designed building here could help to identify this area as the edge of the Central Shopping Area.

SITE REF NO: UC249
 (former ref no: S060)
SITE AREA: 0.40 ha

SITE NAME: St Matthew's Street



PREFERRED OPTION

USE(S)	% OF SITE	DENSITY OF HOUSING (HIGH, MEDIUM, LOW)	INDICATIVE CAPACITY (HOMES)
HOUSING	80	H	53
RETAIL/LEISURE/OFFICE	20		

CONSTRAINTS

	Within Flood Plain
✓ (part)	Within Conservation Area
✓ (adjacent)	Listed Building on-site or adjacent
	Tree Preservation Order(s) on-site or nearby
✓ (part)	Within Area of Archaeological Importance
	Within Air Quality Management Area
	Other constraints

Suggested Approach

Our suggested approach is to allocate the site for housing led mixed development. A landmark building would be expected in this prominent location – see IP-One Area Action Plan Policy Area V. Development could enhance the vitality and viability of the town centre. See also Opportunity Area J.

Justification for Suggested Approach

The site lies at a key junction at the edge of the Central Shopping Area. It was a First Deposit Draft Local Plan allocation for retail development and B1 at ground floor level with housing above. The Council wishes to stimulate redevelopment to improve the appearance of this key 'gateway' site and bring it into more intensive use. The suggested mix, which allows for some flexibility, is considered the best way to achieve this.

The land to the north is primarily in residential use whilst to the south the uses are more dominated by retail.

The site is adjacent to a listed building, partly within a conservation area, and partly within the Area of Archaeological Importance. The design and layout would need to take account of these matters.

The site is conveniently located for key facilities. It is within 400m of a: primary school; convenience store; GP surgery; pharmacy; park; post office; meeting place; frequent bus route (4 or more per hour) and dentist.

Comments on other possible approaches

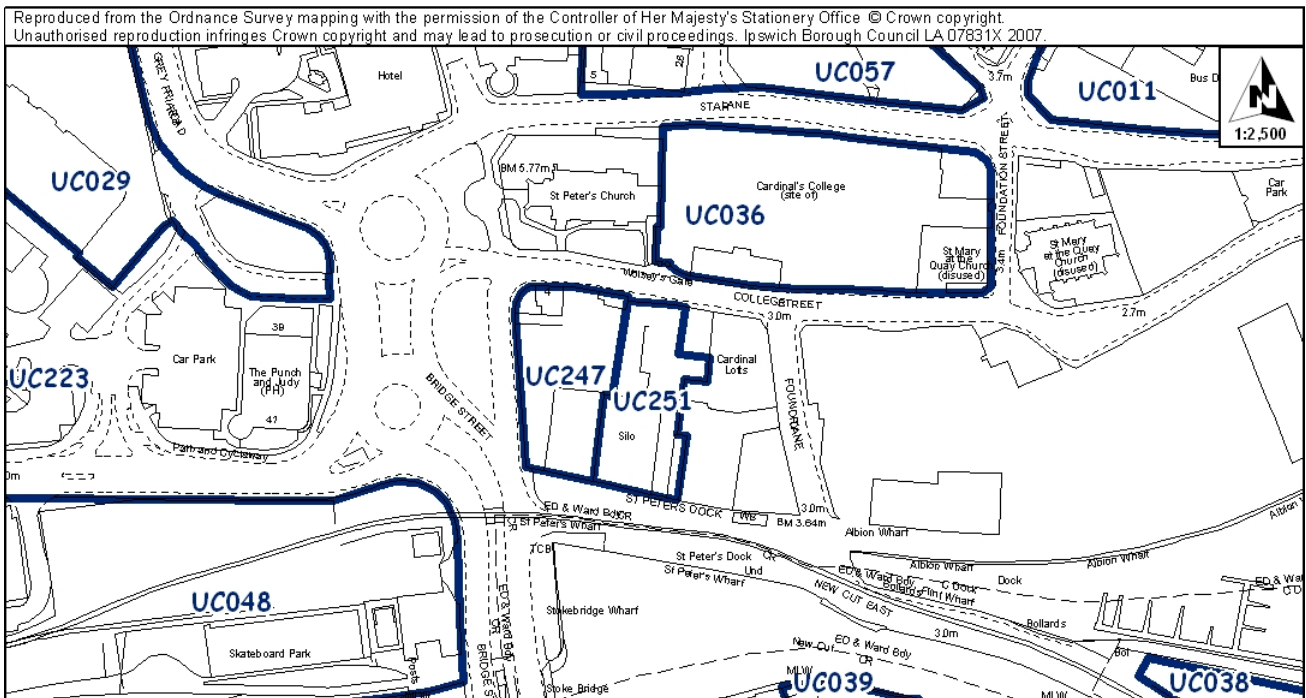
The alternatives considered for this site were all residential, retail or employment use, or non-allocation.

Non-allocation may not stimulate redevelopment as desired and would fail to recognize the site's potential.

Mixed use with a significant residential element, rather than a single use scheme, is considered the most likely to stimulate redevelopment and to result in a development that would contribute to the vitality and viability of the town centre.

An entirely residential development however would not be appropriate for a site within the Central Shopping Area.

SITE REF NO: UC251 **SITE NAME:** Silo, College St, Northern Quays (west)
 (former ref no: part of 1st DD site 5.4)
SITE AREA: 0.16 ha



PREFERRED OPTION

USE(S)	% OF SITE	DENSITY OF HOUSING (HIGH, MEDIUM, LOW)	INDICATIVE CAPACITY (HOMES)
HOUSING	80	H	21
SMALL SCALE RETAIL/EMPLOYMENT	20		

CONSTRAINTS

✓	Within Flood Plain
✓	Within Conservation Area
✓ (adjacent)	Listed Building on-site or adjacent
	Tree Preservation Order(s) on-site or nearby
✓	Within Area of Archaeological Importance
✓	Within Air Quality Management Area
	Other constraints

Suggested Approach

Our suggested approach is to allocate the site for residential-led mixed development. The remainder could be B1 employment uses or small scale retail. Flood risk matters would need to be resolved on this site.

Justification for Suggested Approach

The site is currently disused and needs to be redeveloped to make more efficient use of the land and contribute positively to the Waterfront regeneration. It is a small site but is included because the Council considers it important to stimulate redevelopment.

A mixed use development is being constructed on the adjacent site to the east.

The design and layout of the scheme would need to take account of both flood risk and air quality, as well as various heritage designations.

Some small scale retail may be acceptable in accordance with the proposed approach to Waterfront retailing (i.e. units of less than 200 square metres) and an element of employment would also contribute to a vibrant mix in the emerging Waterfront neighbourhood.

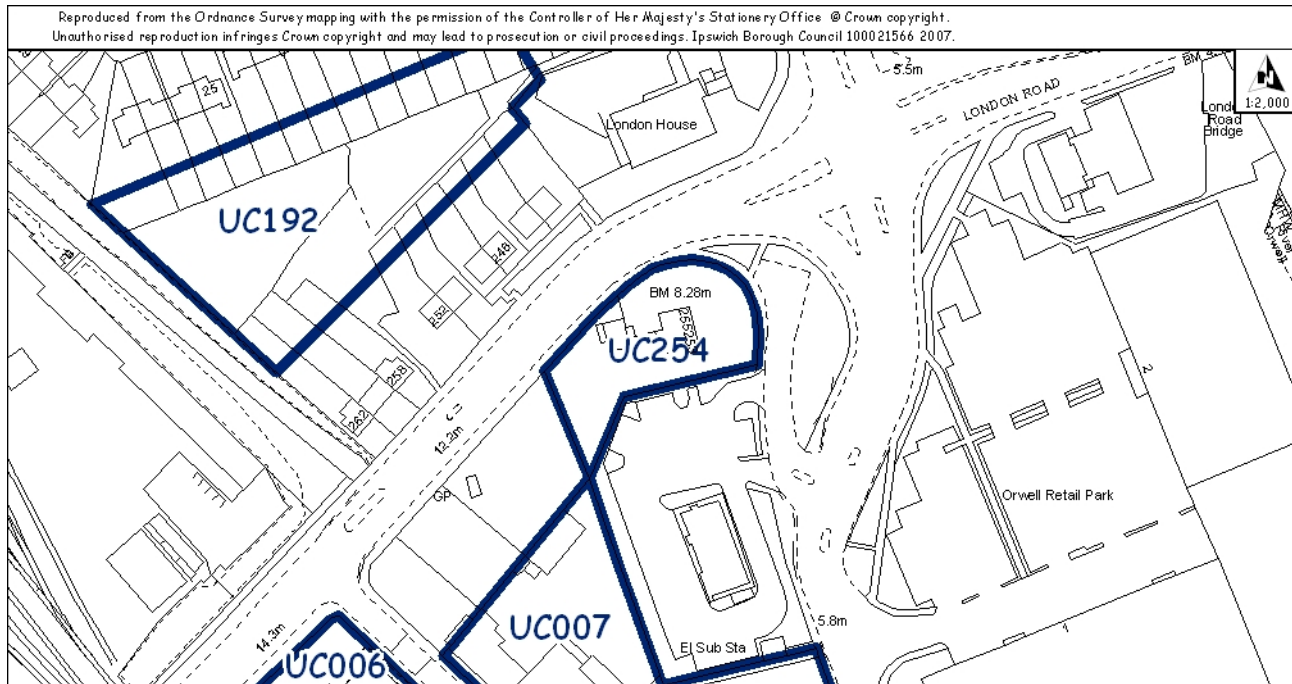
The site is within 400m of a: play area; convenience store; pharmacy (part); post office (part); meeting place; frequent bus route (4 or more per hour); play group and dentist. It is also located within 800m of a railway station.

Comments on other possible approaches

The other approach considered was to not allocate the site, however the Council wishes to stimulate its redevelopment.

SITE REF NO: UC254
 (former ref no:)
SITE AREA: 0.16 ha

SITE NAME: 253/255 London Road



PREFERRED OPTION

USE(S)	% OF SITE	DENSITY OF HOUSING (HIGH, MEDIUM, LOW)	INDICATIVE CAPACITY (HOMES)
HOUSING	100	L	6

CONSTRAINTS

	Within Flood Plain
	Within Conservation Area
	Listed Building on-site or adjacent
✓	Tree Preservation Order(s) on-site or nearby
	Within Area of Archaeological Importance
	Within Air Quality Management Area
	Other constraints

Suggested Approach

Our suggested approach is to allocate the site for residential development with a requirement for the building to be retained and converted. See also Opportunity Area F.

Justification for Suggested Approach

The building occupies a prominent location and is currently disused. The Council considers that residential conversion may be the best way to bring the building back into use.

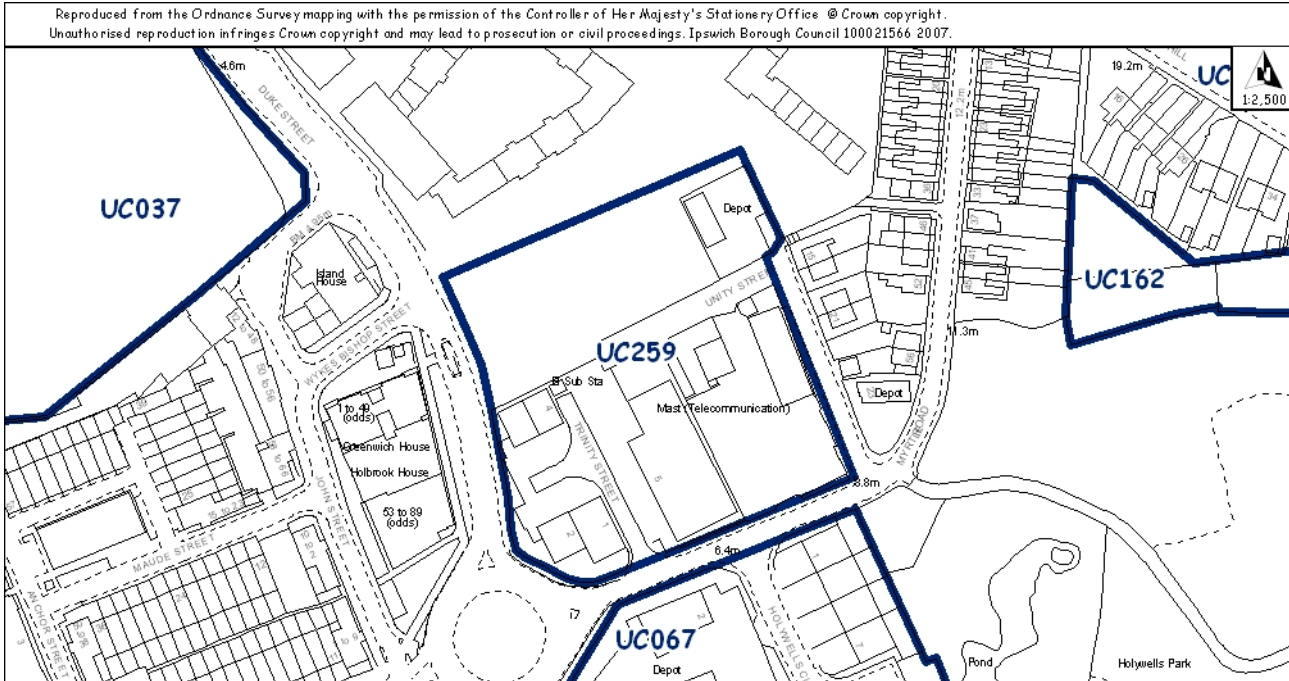
The site is within 400m of a: primary school; convenience store; pharmacy; parks and green spaces; post office (part); meeting place; frequent bus route (4 or more per hour) and play group.

Comments on other possible approaches

The other approach considered was to not allocate the site. However the Council wishes to stimulate its re-use.

SITE REF NO: UC259
 (former ref no: S066)
SITE AREA: 1.20 ha

SITE NAME: Duke Street School Site



PREFERRED OPTION

USE(S)	% OF SITE	DENSITY OF HOUSING (HIGH, MEDIUM, LOW)	INDICATIVE CAPACITY (HOMES)
EDUCATION	100		0

CONSTRAINTS

	Within Flood Plain
	Within Conservation Area
	Listed Building on-site or adjacent
	Tree Preservation Order(s) on-site or nearby
	Within Area of Archaeological Importance
✓	Part within Air Quality Management Area
	Other constraints

Suggested Approach

Our suggested approach is to allocate the site for a new school to serve the Waterfront area.

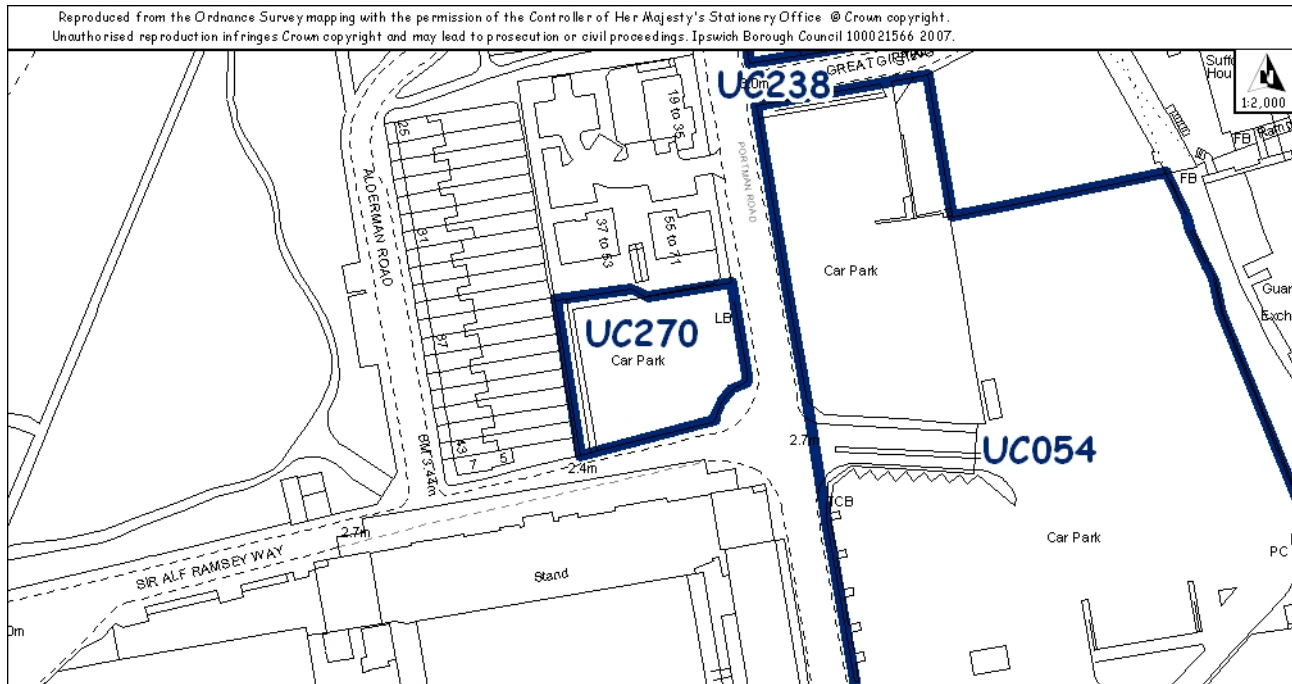
Justification for Suggested Approach

The site was first identified for a school in the First Deposit Draft Local Plan 2001. The County Council has indicated a continued need for a new school in this area to serve the growing Waterfront community. The site is close to the proposed district centre and lies outside the flood risk zone, although air quality would need to be taken into consideration.

Comments on other possible approaches

The alternative considered is to allocate the site for a different use. There a limited opportunities for a new school site in this area, however. Allocating the site for housing or employment, for example, could lead to difficulty in identifying another suitable site for the school.

SITE REF NO: UC270 **SITE NAME:** Car Park, Sir Alf Ramsey Way/Portman Rd
 (former ref no: 1st DD site 5.32)
SITE AREA: 0.17 ha



PREFERRED OPTION

USE(S)	% OF SITE	DENSITY OF HOUSING (HIGH, MEDIUM, LOW)	INDICATIVE CAPACITY (HOMES)
EMPLOYMENT B1	100		

CONSTRAINTS

✓	Within Flood Plain
	Within Conservation Area
	Listed Building on-site or adjacent
	Tree Preservation Order(s) on-site or nearby
	Within Area of Archaeological Importance
	Within Air Quality Management Area
	Other constraints

Suggested Approach

Our suggested approach is to allocate the site for employment (office B1) development. Flood risk matters would need to be addressed on this site. See also Opportunity Area I.

Justification for Suggested Approach

The site is currently used as a surface level car park. Elsewhere in this Area Action Plan a proposal is made to extend the town centre boundary to include this area. The site is close to existing office clusters around Civic Drive and at Russell Road and therefore it could have potential for a small office development. Proposals are also included for a multi-storey car park at West End Road.

The site was allocated as open space in the First Deposit Draft Local Plan 2001, however this change of use has not been implemented and there is a large area of open space very close to the site at Alderman Road Recreation Ground.

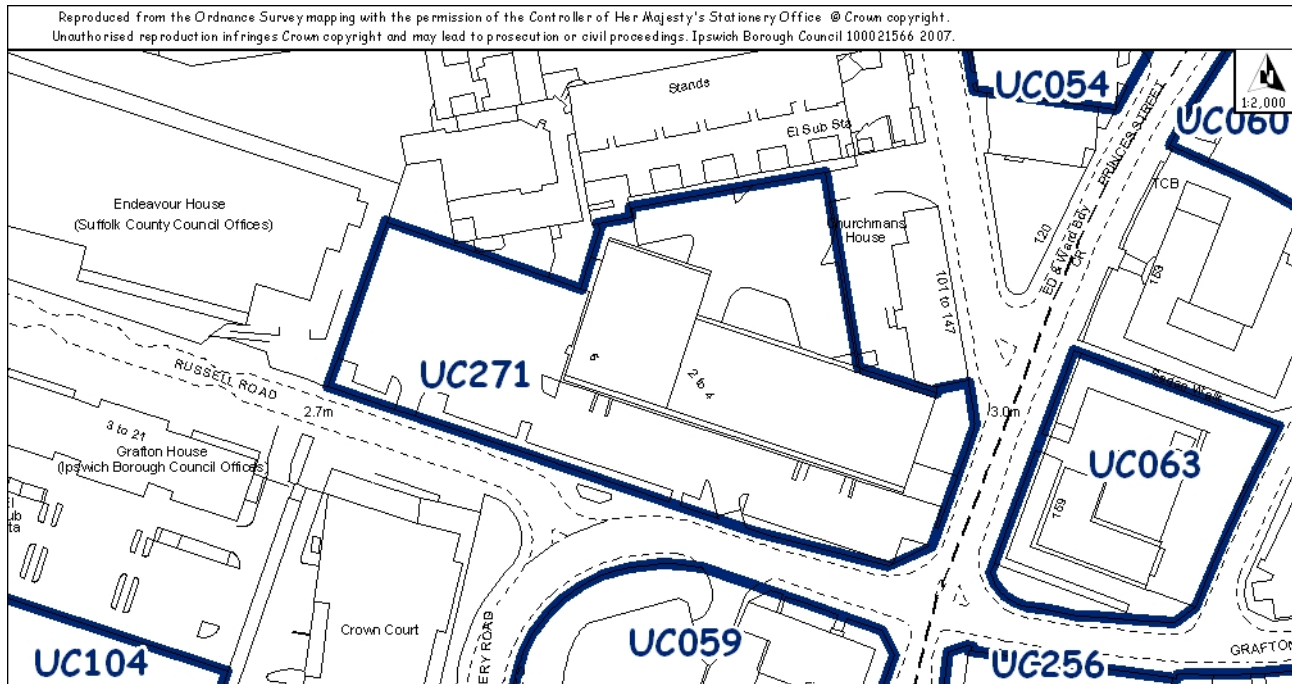
Comments on other possible approaches

The other approaches considered were to allocate the site for housing or leisure or to retain it in its existing use.

The site is very close to the Portman Road football stadium, which could be a source of noise disturbance for short periods of time on match days. Consequently employment use is preferred to housing use. Office hours and match times would be unlikely to correspond. Also, office use here could buffer any noise affecting housing to the immediate north of the site.

Site UC054 to the east is suggested as a major leisure allocation that would meet the demand for leisure uses in this locality. The land is fully used as a car park at present but this is not an efficient use of a town centre site. Therefore employment use is considered the best option.

SITE REF NO: UC271 **SITE NAME:** 2-6 Russell Road
 (former ref no:)
SITE AREA: 1.01 ha



PREFERRED OPTION

USE(S)	% OF SITE	DENSITY OF HOUSING (HIGH, MEDIUM, LOW)	INDICATIVE CAPACITY (HOMES)
HOUSING	50	H	83
RETAIN EXISTING USE	50		

CONSTRAINTS

✓	Within Flood Plain
	Within Conservation Area
	Listed Building on-site or adjacent
✓	Tree Preservation Order(s) on-site or nearby
	Within Area of Archaeological Importance
	Within Air Quality Management Area
	Other constraints

Suggested Approach

Our suggested approach is to retain the existing retail and leisure uses on half of the site (including some reconfiguration of those uses) and to allocate half of it for residential use.

Justification for Suggested Approach

The site currently operates as a small retail/leisure park consisting of Fitness First and Staples. However, these are relatively low density uses which include extensive car parking. The site could offer an opportunity for intensification of uses, lying as it does in the heart of Ipswich Village. There is already residential use adjacent to the site to the north-east where Churchman’s House has been converted to flats. Redevelopment

would also offer an opportunity to improve the environment of Princes Street which is the principal route linking the station to the Central Shopping Area, to result in development which addresses the street and contributes to the townscape.

There could be potential for some noise disturbance from the nearby football stadium in this location. Design and layout would need to address this, as well as resolving flood risk matters. However the site lies to the south of the football stadium so there would be no issue of overshadowing.

The site is well located within 400m of a: play area; parks and green spaces; meeting place; frequent bus route (4 or more per hour) and play group. It is also located within 800m of a railway station and is close to many employment opportunities, as well as leisure facilities at Cardinal Park.

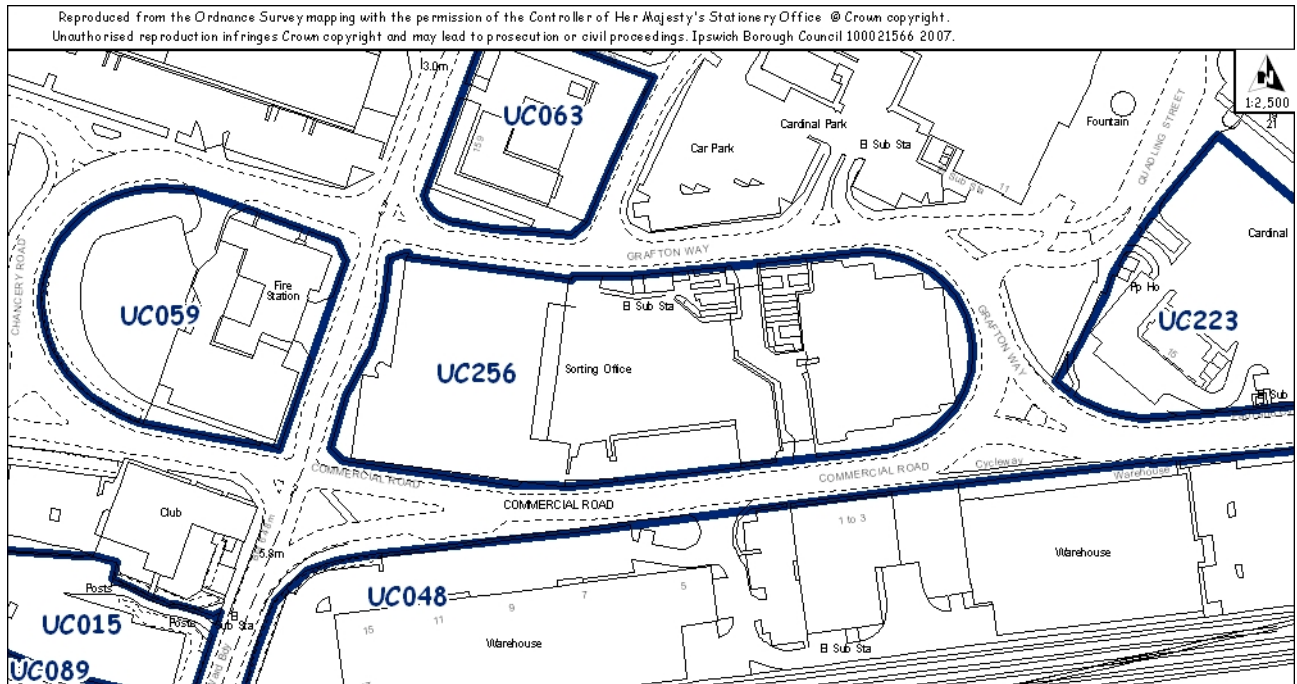
Comments on other possible approaches

The other approach considered was to retain the existing use on the site, as it is in full use at present.

However, the site is in a prominent location on one of the main routes in the town centre and the Council considers that it could be used more efficiently than at present whilst still accommodating the existing uses.

SITE REF NO: UC256
 (former ref no: S046)
SITE AREA: 1.31 ha

SITE NAME: Royal Mail Sorting Office, Commercial Rd



The site was identified by Ipswich Borough Council through its allocation for employment in the First Deposit Draft Local Plan. The site is located south of the Cardinal park leisure area of central Ipswich and is close to the Ipswich Village area and the rail station. The site currently accommodates a postal sorting office and is accessed by Grafton Way.

PREFERRED OPTION

USE(S)	% OF SITE	DENSITY OF HOUSING (HIGH, MEDIUM, LOW)	INDICATIVE CAPACITY (HOMES/JOBS)
NO ALLOCATION			

CONSTRAINTS

✓	Within Flood Plain
	Within Conservation Area
	Listed Building on-site or adjacent
	Tree Preservation Order(s) on-site or nearby
	Within Area of Archaeological Importance
	Within Air Quality Management Area
	Other constraints

Summary of issues and options consultation results

- Six representations received.
- Two support retaining the existing use.
- One considers the site unsuitable for housing.
- Two favour employment allocation.
- The site is within Flood Zones 2 and 3. A Flood Risk Assessment will be required under PPG25. The site is within a major aquifer HU zone and the area is important for recharging of the major aquifer. It is also within Groundwater Source Protection Zone II. Object to use for high density housing.

Suggested Approach

Our suggested approach is not to allocate the site for development.

Justification for Suggested Approach

The site is currently in use as a Royal Mail sorting office.

Comments on other possible approaches

The site was put forward at issues and options stage for housing, leisure, retail or retaining the existing use. The sorting office is still needed and in use, and therefore allocating it for alternative uses would be unrealistic.